

Safepay

Brand Guide

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Safepay Logo

Safepay

C: 100% Y: 16%

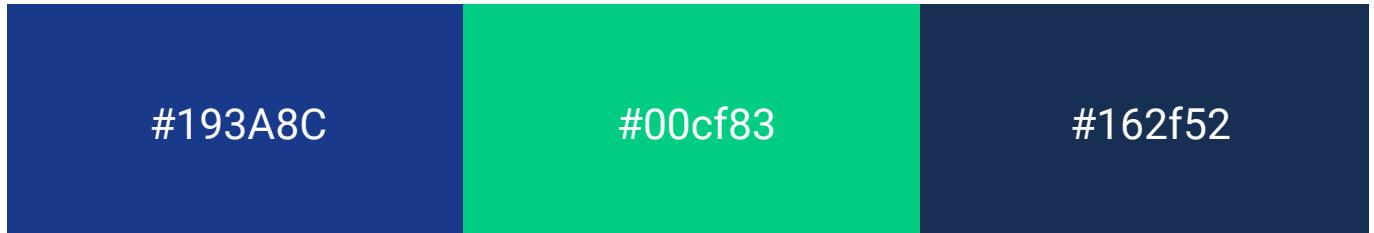
M: 89% K: 3%

#253e89

Brand Colours

Brand Colours

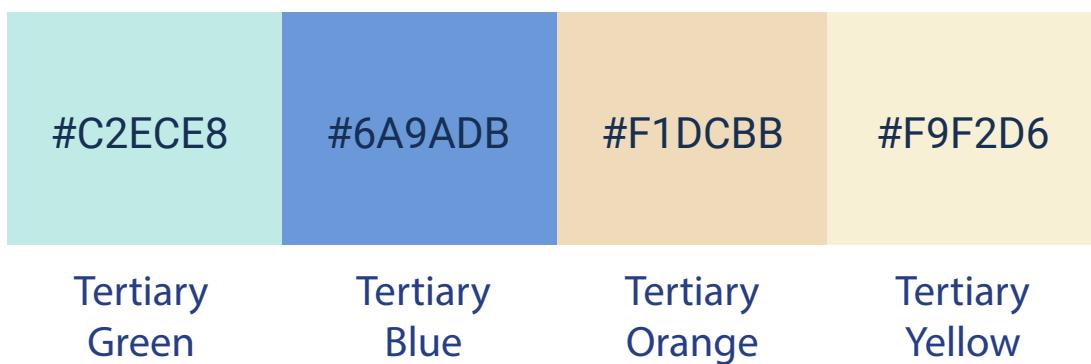
Primary Colours



Secondary Colours



Tertiary Colours



Logo Colours

Logo Colours

Safepay

#253e89

To be used for digital and print only on white backgrounds.

Safepay

#162f52

To be used for digital and print only on light coloured backgrounds.

Example:

Safepay

Safepay

Safepay

#ffffff

To be used for digital and print only on dark coloured backgrounds.

Example:

Safepay

Safepay

Safepay

#0e0e0e

Safepay

#ffffff

To be used for black and white print only.

Typography

Typography

Brand font: Roboto

Headline Font

Aa Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

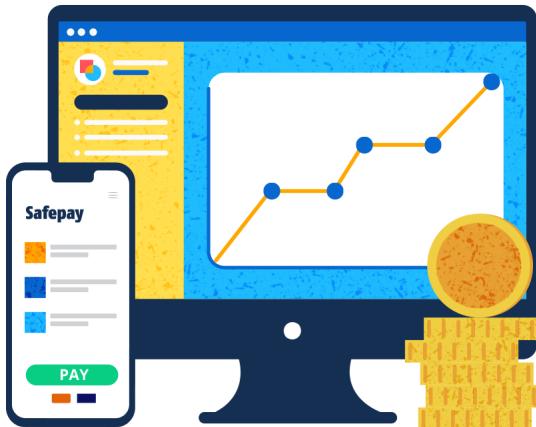
Body Copy Font

Aa Roboto Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Pictorial Guide

Pictorial Guide



Illustrations
Size: Larger than 300px wide



Large Flat Icons
Size: Between 100-250px wide

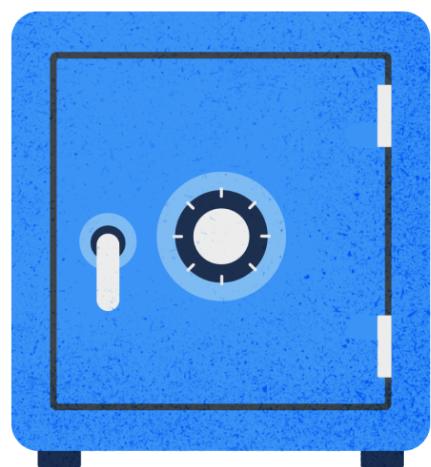
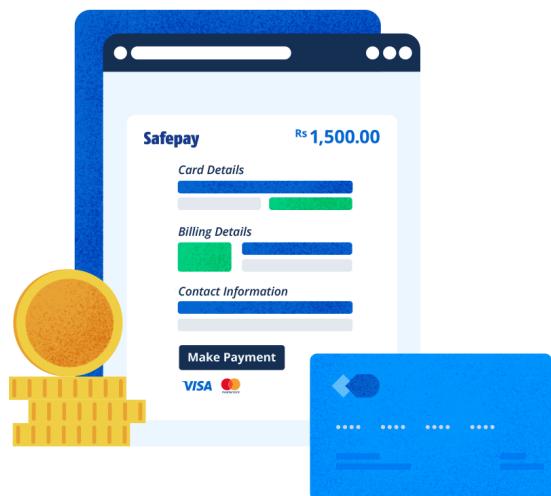


Line Icons
Size: Between 60-80px wide



Small Flat Icons
Size: Less than 50px wide

i. Illustrations (Size: Larger than 300px wide)

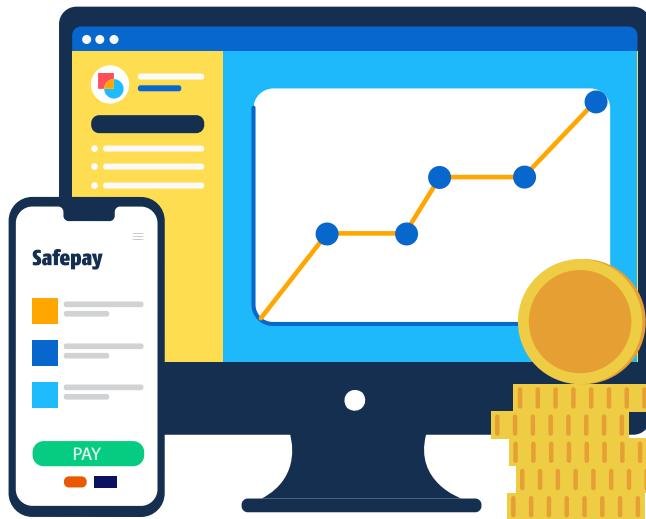


i. Illustrations

Step-by-step

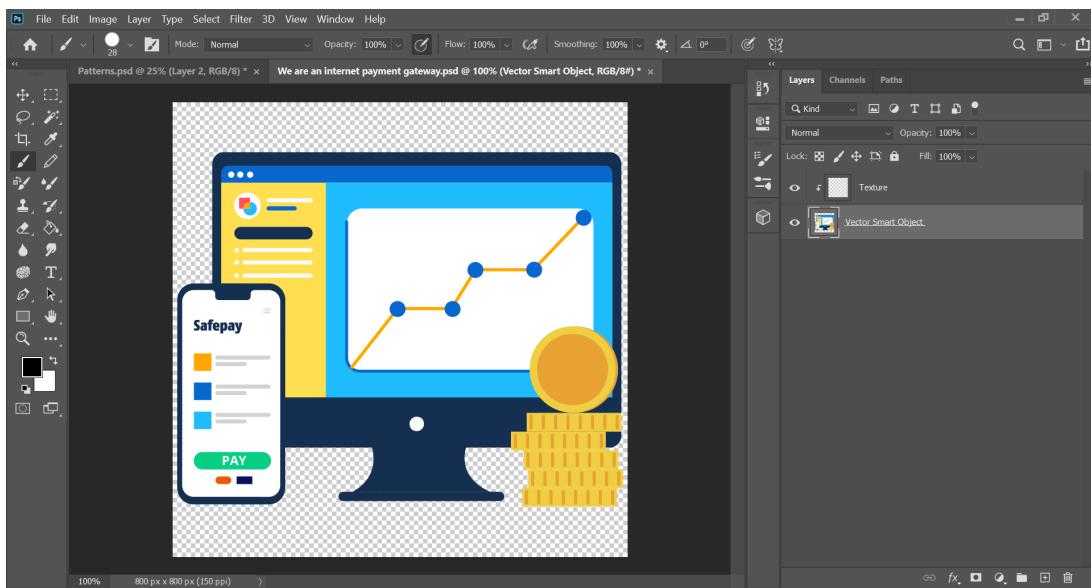
Step 1

Make the flat vector illustration on Adobe Illustrator



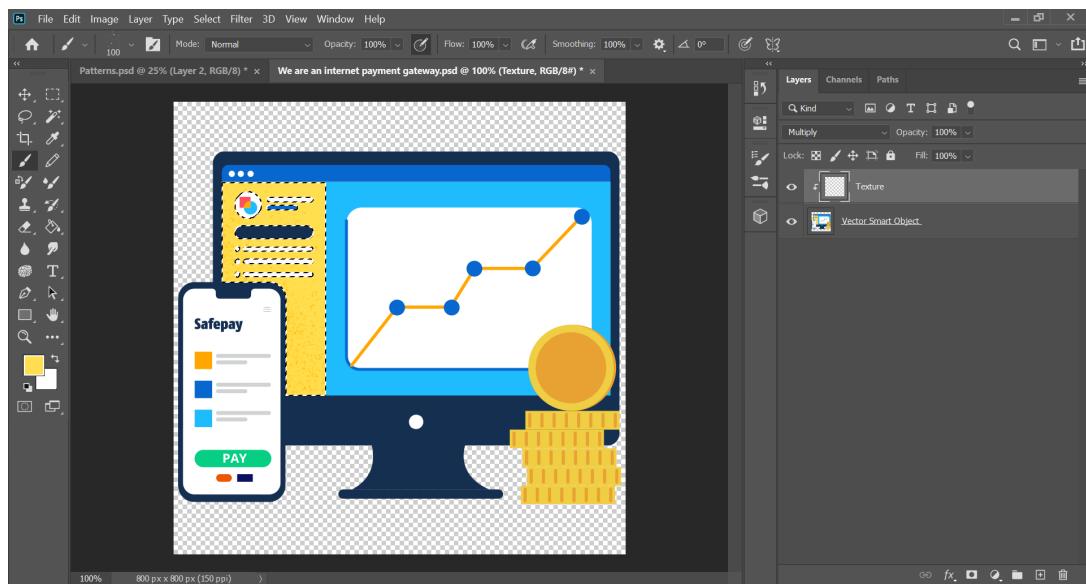
Step 2

Copy paste the vector illustration into Adobe Photoshop on a 800x800px artboard and rasterize it. After this create a layer mask on top of the smart object layer and apply the 'Multiply' blending mode on it.



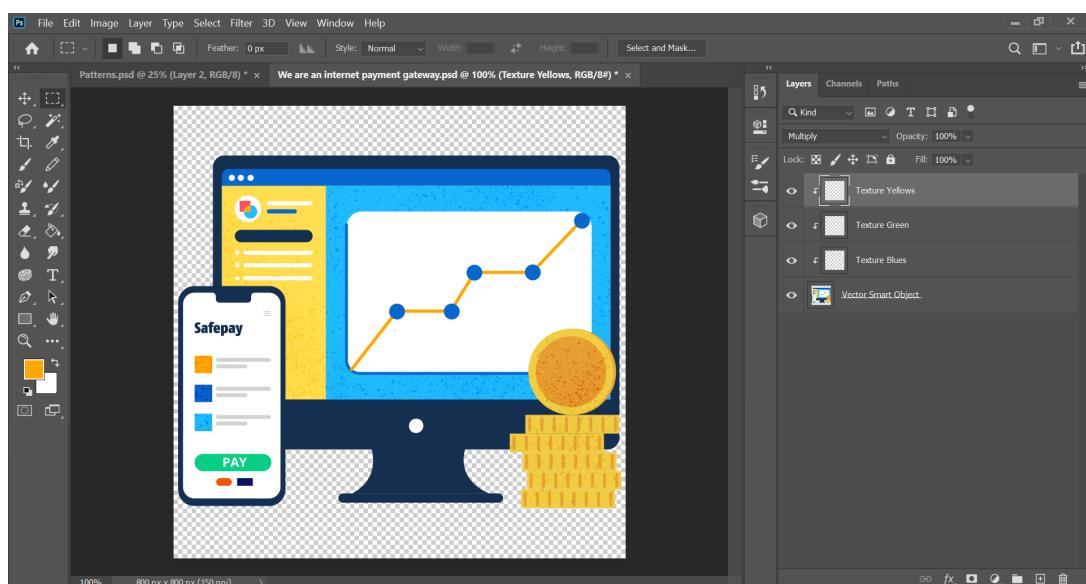
Step 3

Select the part of the illustration that will have texture applied to it and select the same colour of the area using the eye dropper tool. Then, using the provided texture brush at 100px size, start applying texture around the edges of the selected area on the new texture layer.

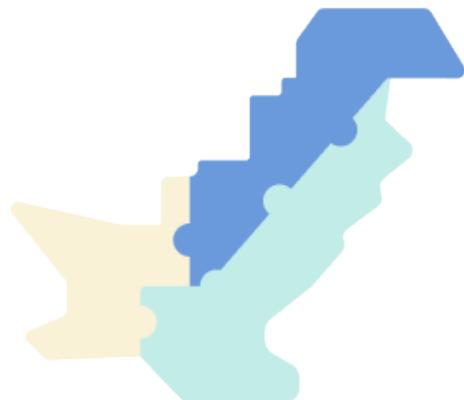
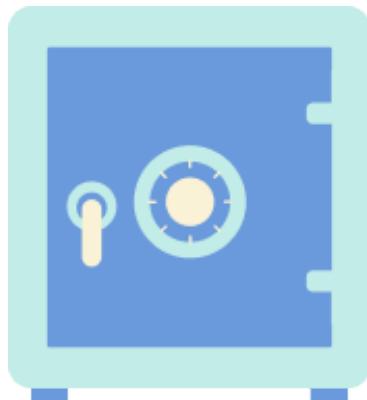


Step 4

Repeat this process for all the areas in the illustration that you wish to add texture to. And then Save for Web as a png or jpeg file, depending on the usage of the illustration.



ii. Large Flat Icons (Size: Between 100-250px wide)



Colours restricted to:

#C2ECE8

#6A9ADB

#F9F2D6

Tertiary
Green

Tertiary
Blue

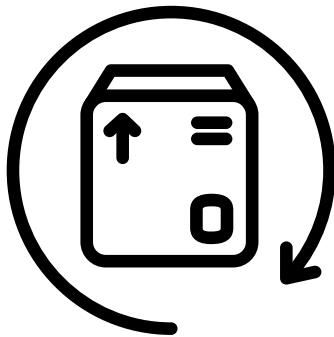
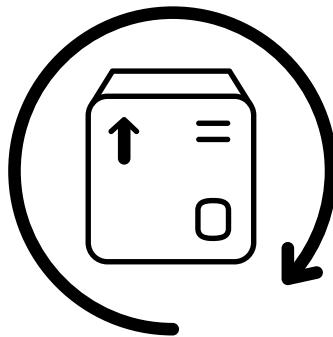
Tertiary
Yellow

iii. Line Icons (Size: Between 60-80px wide)



Line Icons - Restrictions

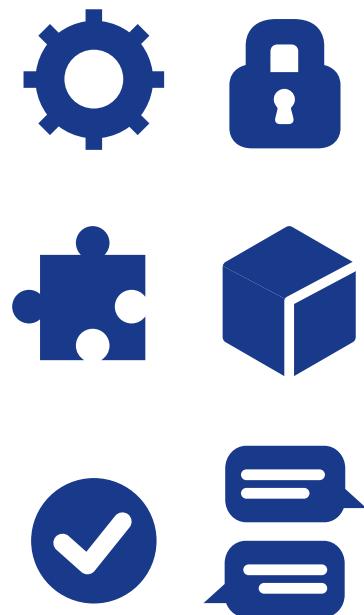
Maintain the same line weight in all line icons



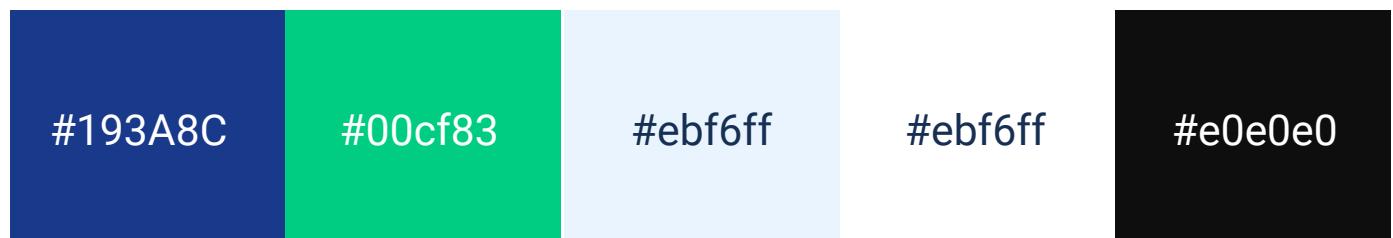
Ensure there is high contrast between the icon colour and the background



iv. Small Flat Icons (Size: Less than 50px wide)



Colour suggestions*:



Safepay
Blue

Safepay
Green

Safepay
Gray

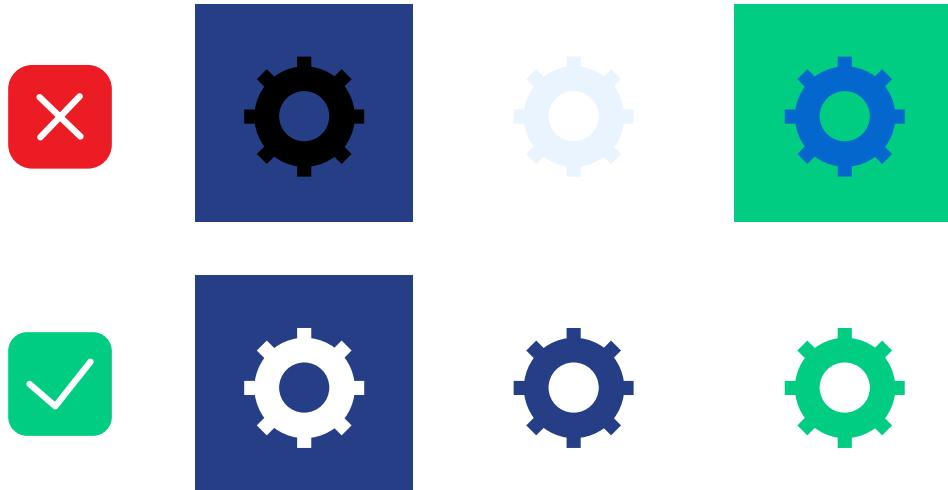
White

Black

*Colour of small flat icons to be determined based on
the background colour of the area of application

Small Flat Icons - Restrictions

Ensure there is high contrast between the icon colour and the background



v. Photographs



Apply an overlay on top of square, black and white photographs.

Overlay:

Mid Blue

#0467d0

Opacity: 45%

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Document designed by **Designist**