



Fundamental Brand Guidelines

Version 3.0

Latest updated 2025.08

Contents

1. Brand Mark
2. Composition
3. Clear space
4. Scale
5. text-format
6. Colour

Brand Mark Composition

Our brand mark (or logo) is comprised of two main elements: Wordmark and icon



Wordmark

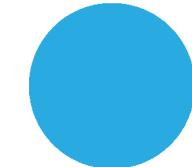


Icon

Brand Mark

colour

use the full colour
format as
the primary format. It
should be used as
often as possible
across the brand

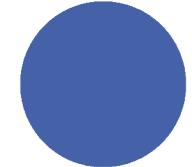


HEX:#29ABE2

PANTONE 2995 C

RGB 41, 171, 226

CMYK 82, 24, 0, 11



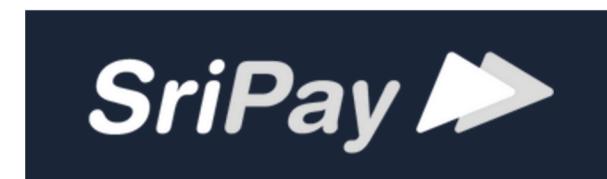
HEX:#4561A8

PANTONE 2728 C

RGB 69, 97, 168

CMYK 59, 42, 0, 34

SriPay uses two core colors: SriPay Blue (#29ABE2, Pantone 2995 C) and SriPay Indigo (#4561A8, Pantone 2728 C). Use the full-color logo on white or very light backgrounds to keep the mark clear and energetic



Brand Mark

clear space

Or brand mark has
clear space to
ensure legibility abd
impact

Clear space around the logo is equal to he width of three 'x's(3x) from our workmark



Brand Mark scale

The minimum size ensures brand mark legibility and stands out in communications.

Minimum height requirement:

Print 0.5cm
Digital: 10px



Brand Mark text-format

The correct spelling
of our brand name is
“SriPay”.

The SriPay logo consists of the word "SriPay" in a bold, sans-serif font. The letters are stacked vertically, with "Sri" in light blue and "Pay" in dark blue. The "i" in "Sri" has a small vertical stroke through it.

Examples of incorrect usage:

- ✗ Sri Pay (with a space)
- ✗ SriPay (lowercase “p”)
- ✗ SRIPAY (all caps)
- ✗ sriPay (lowercase “s”)
- ✗ S-Pay / Sri-Pay / SriPay+ (hyphen or extra symbol)

Colour

Make sure two colours out in our communications to ensure brand recognition.

HEX:#29ABE2

PANTONE

RGB

CMYK

2995 C

41, 171, 226

82, 24, 0, 11

HEX:#4561A8

PANTONE

RGB

CMYK

Pantone 2728 C

69, 97, 168

59, 42, 0, 34