Brand Guidelines

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1.0

Brand Messaging

1.1

Short Message

PayString is the universal ID for payments that uses a simple, open standard to help people easily send and receive money - across any payment network - using a single ID. As it's universal, businesses can use PayString to reduce friction and extend their reach to more networks, wallets, and payment scenarios. And they can offer their customer a better experience through a single, secure, and intuitive payment ID that the customer can use anywhere. Because it simplifies payments for everyone, PayString also benefits the businesses that use it by accelerating the overall growth of digital payments.

Key Benefits

Open: Every company is welcome to use this free and open standard

Universal: Provides a standard that works with any payment network

Simple: Gives individuals a single, intuitive ID they can use anywhere

Currency agnostic: Supports payments in any currency

Business-friendly: Increases reach to more networks, wallets, and scenarios

Developer-friendly: Built on trusted, secure web standards; easy to deploy and manage

1.2

Long Message

PayString is the universal ID for payments that uses a simple, open standard to help people easily send and receive money - across any payment network - using a single ID. As it's universal, businesses can use PayString to reduce friction and extend their reach to more networks, wallets, and payment scenarios. And they can offer their customer a better experience through a single, secure, and intuitive payment ID that the customer can use anywhere. Because it simplifies payments for everyone, PayString also benefits the businesses that use it by accelerating the overall growth of digital payments.

PayString enables payments to work like email, where a user has a simple, single email address that interoperates across any email service. And, again like email, the PayString standard is based on proven web technologies including HTTP and DNS, so it is straightforward to implement and manage, and secure to use. Finally, PayString provides a simpler solution to satisfy Travel Rule requirements, and to comply with anti-money laundering and economic sanctions laws. By making it easier to move money across payment networks, while giving individuals a universal and user-friendly ID, PayString drives digital payments forward for everyone.

2.0

Logos

2.1

Logo Components

To preserve its authenticity, the PayString logo must be consistently applied as a specific combination of the logomark and the logotype.

Logo

PayString

Logomark

Logotype

2.2

Logo Variations

There are the four primary lookups to be used across all materials. To ensure maximum contrast, always consider the background to which the logo will be applied. Use .SVG or .PNG as the default file format to support transparency and lossless image quality.

Please do not create a vertical lockup of the logo or use any other variation than the logos provided.

Full Color: For use on light backgrounds.

Full Color: For use on dark backgrounds.

One Color: For use on light backgrounds where only one color is permitted.

One Color: For use on backgrounds where the logo color may clash with the background.

2.3

Clear Space & Minimum Size

When used, the logo should be surrounded with a minimum adequate distance (clearspace) to neighboring elements to ensure its visibility and impact. No graphic elements of any kind should invade this zone.
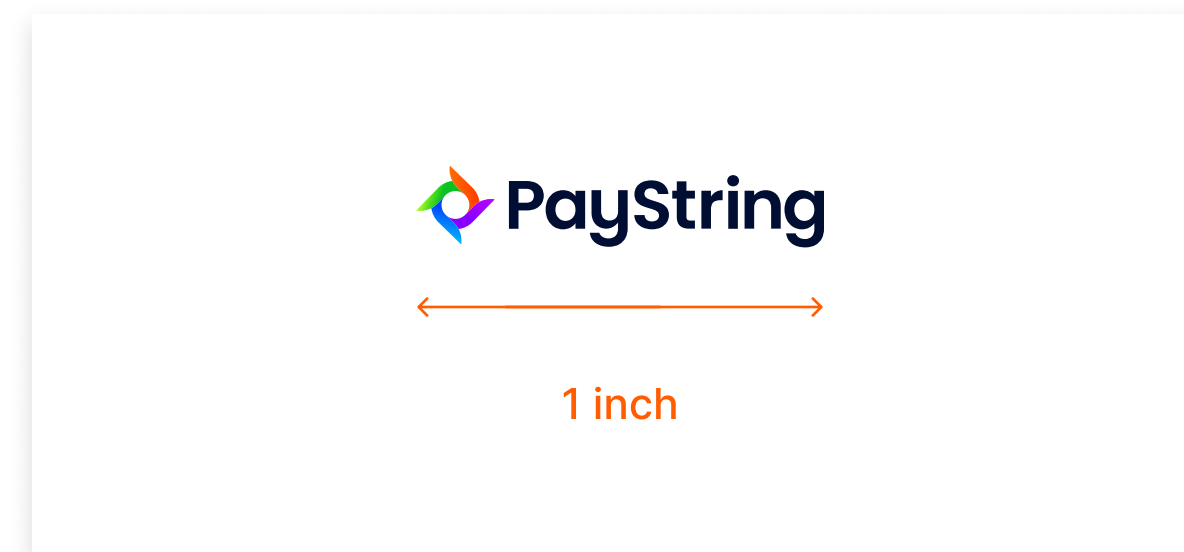
For print, the logo should be a minimum of 1 inch wide. For digital, the logo should be a minimum width of 120 pixels.

Minimum print exclusion zone: Maintain the height of the lowercase "a" in the PayString logotype.

Minimum digital exclusion zone: Maintain a minimum spacing of 16px all the way around.

1 inch

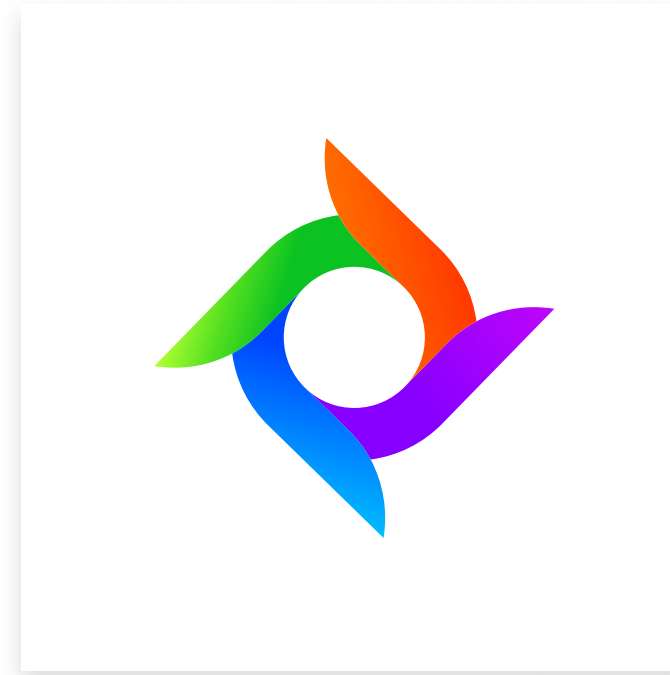120 px

Minimum size for print: 1 inch in width.
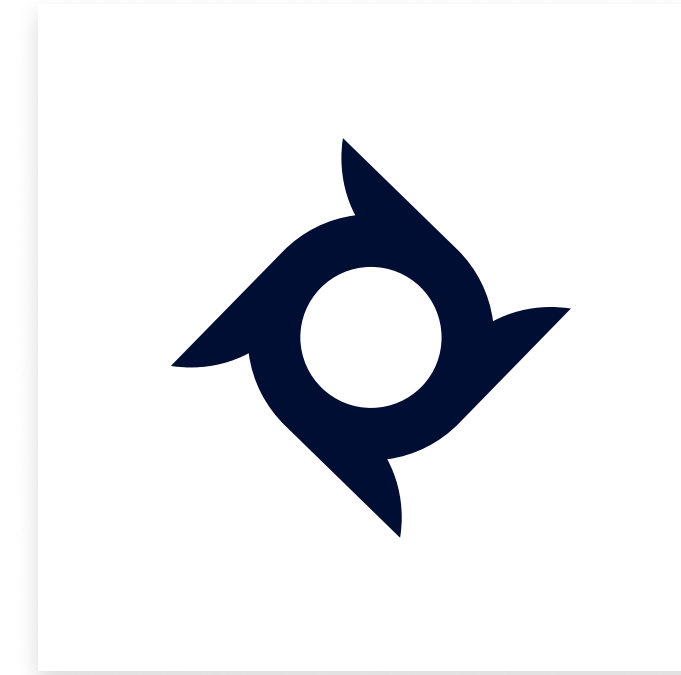
Minimum size for digital: 120px in width.

2.4

Special Use Cases

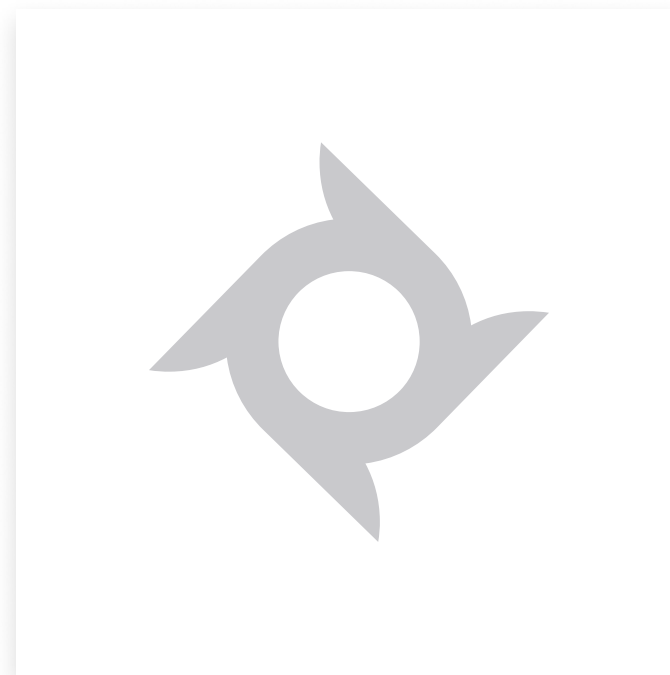If design constraints do not permit the use of the PayString logo, seek approval from the brand team to use the logomark alone. Color options are limited to the gradient, dark, gray, or white. Examples of special use cases include favicons and social media profile photos.

Gradient Logomark

Dark Logomark
HEX: #000E33

Gray Logomark
HEX: #C9C9CC

White Logomark
HEX: #FFFFFF

2.5

Logo Lockups

Only internal Ripple employees can create lockups with the PayString logo. When creating a lockup with the PayString logo, use the font Inter in Semi Bold weight. Match the height to the cap height of the PayString logotype. The space between the logo and descriptor should be 1/2 width of lowercase "a" in PayString.

For use on light backgrounds.

For use on dark backgrounds.

The space between the logo and descriptor should be 1/2 width of lowercase "a" in PayString.

The space between the logo and descriptor should be 1/2 width of lowercase "a" in PayString.

2.6

Horizontal Partner Lockups

The PayString logo and the partner logo should always be divided by a line.

The space between elements is equal to the width of the lowercase "a" in the PayString logotype.

The "LOGO" graphic is only provided as a placeholder.

PayString | ◯ LOGO

For use on light backgrounds.

PayString | ◯ LOGO

For use on dark backgrounds.

PayStringaa◯ LOGO

The space between the logo and descriptor should be the width of the lowercase "a" in PayString.

PayStringaa◯ LOGO

The space between the logo and descriptor should be the width of the lowercase "a" in PayString.

2.6.1

Vertical Partner Lockups

The PayString logo and the partner logo should always be divided by a line.

The space between elements is equal to the width of the lowercase "a" in the PayString logotype.

The "LOGO" graphic is only provided as a placeholder.

For use on light backgrounds.

For use on dark backgrounds.

The space between the logo and descriptor should be the width of the lowercase "a" in PayString.

The space between the logo and descriptor should be the width of the lowercase "a" in PayString.

2.7

Horizontal Open Payments Coalition Lockup

The PayString logo and the Open Payments Coalition should be divided by a line in the same way that we treat partner lockups.

The space between elements is equal to the width of the lowercase "a" in the PayString logotype.

For use on light backgrounds.

For use on dark backgrounds.

The space between the logo and descriptor should be the width of the lowercase "a" in PayString.

The space between the logo and descriptor should be the width of the lowercase "a" in PayString.

2.7.1

Vertical Open Payments Coalition Lockup

The PayString logo and the Open Payments Coalition should be divided by a line in the same way that we treat partner lockups.

The space between elements is equal to the width of the lowercase "a" in the PayString logotype.

For use on light backgrounds.

For use on dark backgrounds.

The space between the logo and descriptor should be the width of the lowercase "a" in PayString.

The space between the logo and descriptor should be the width of the lowercase "a" in PayString.

2.8

Logo Misuse

The PayString name and logo are standalone trademarks that cannot be used to represent anything other than the PayString technology itself. This means they cannot be used as the name or logo of a different technology, or of a product, app, experience, company, etc. In addition, the PayString name and logo cannot be combined with the name and/or logo of a specific product, app, experience, company etc.

The PayString logomark cannot be used alone in most cases. Please reach out to the brand team to use the logomark alone.

The PayString logotype cannot be used alone.

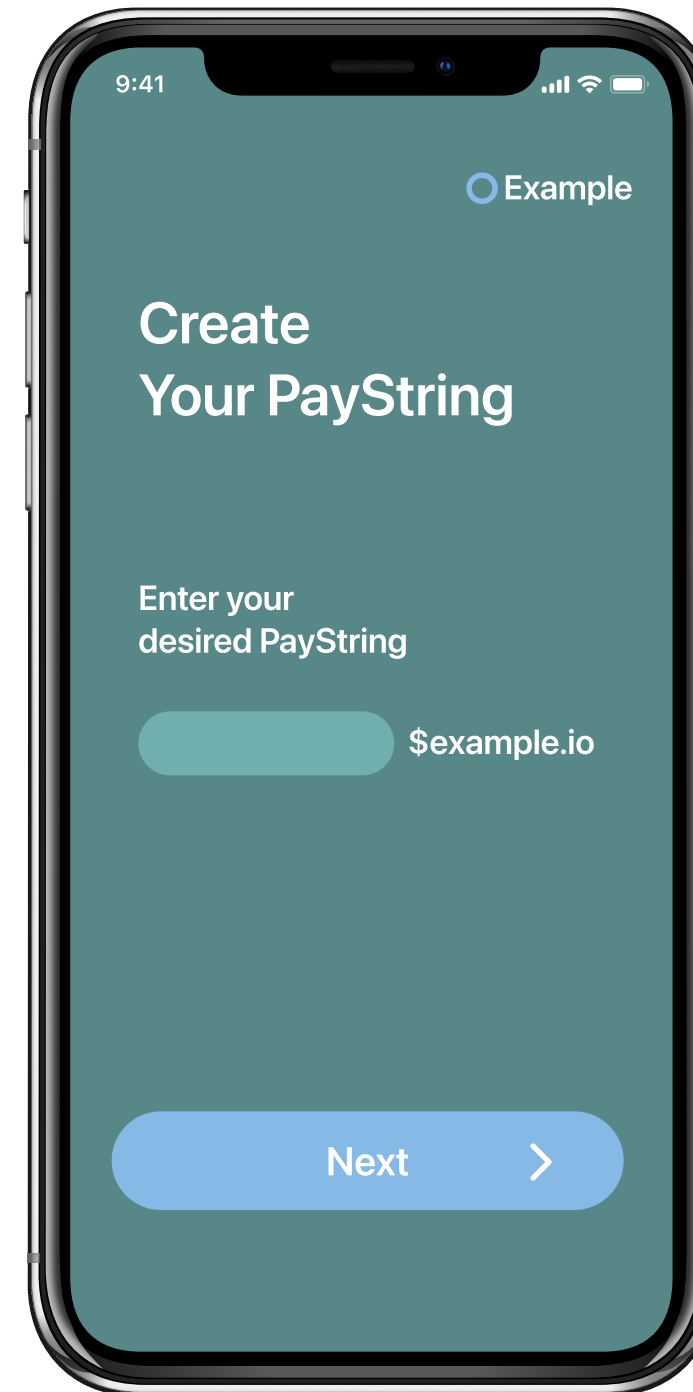The PayString logo cannot be modified in any way.

PayString as a name cannot be used in your logo.

2.9

Product Use Cases

You may represent the PayString technology as an element within a product, app, experience, etc. that uses the PayString technology. Here are some examples that describe how you can use the PayString name and logo.

Text Only

Please write out PayString when using it in a sentence.

PayString Logo

The PayString logo can be used to describe the technology.

Partner Lockup

The PayString logo can be used as a partnership lockup to show it's an element within your product.

3.0

Color Palette

3.1

Primary Gradients

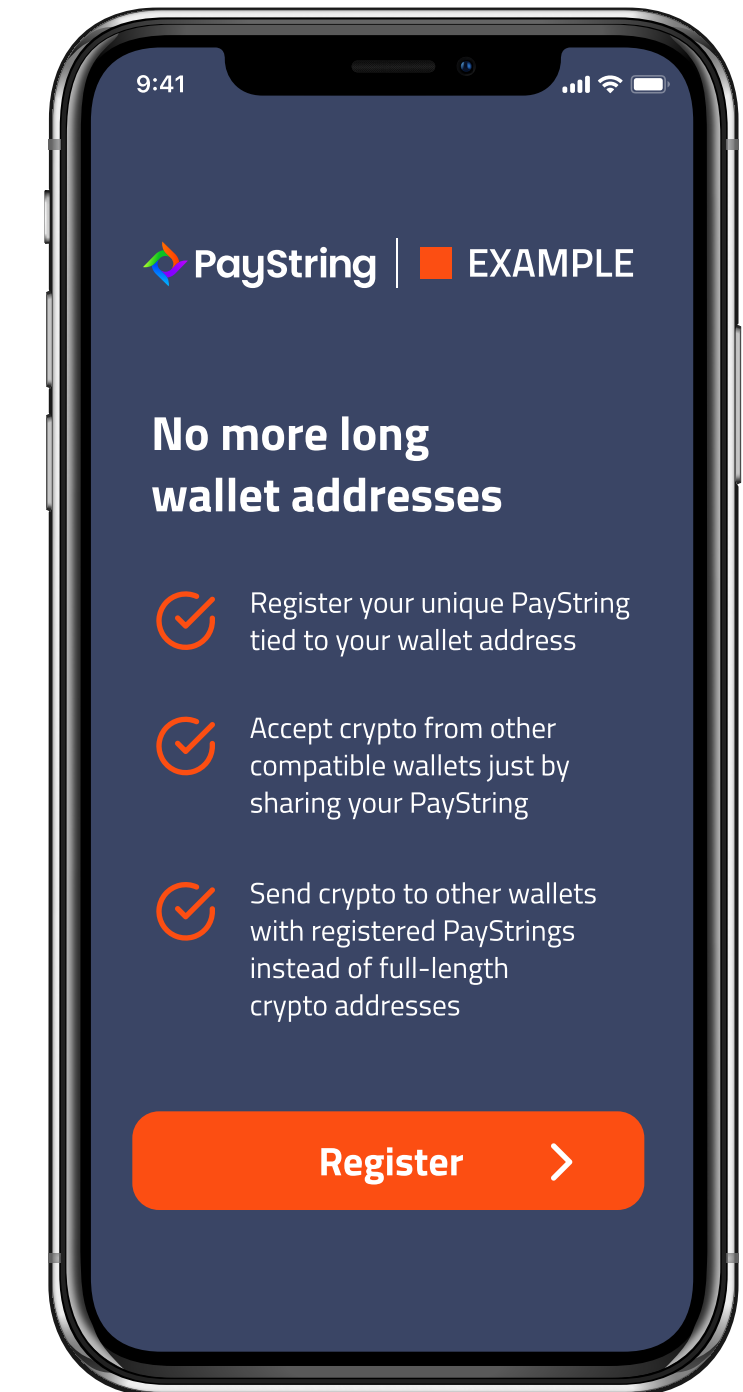The logo is comprised of these four gradients. PayString has both gradient and solid versions of its primary color palette. The gradient version is preferred, but when it cannot be used the solid colors can be used instead.

Orange Gradient
RGB: 255/54/0 to 255/129/0
HEX: #FF3600 to #FF8100

Blue Gradient
RGB: 0/68/255 to 0/202/255
HEX: #0044FF to #00CAFF

Green Gradient
RGB: 10/194/34 to 157/255/51
HEX: #0AC222 to #9DFF00

Purple Gradient
RGB: 135/0/255 to 201/6/249
HEX: #8700FF to #C906F9

3.2

Primary Solid Colors
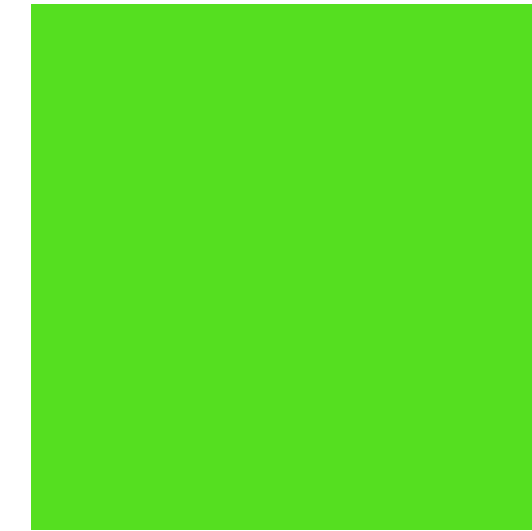
Our primary solid colors are taken from the mid-point of each gradient.

Solid Orange
RGB: 255/93/0
HEX: #FF5D00

Solid Blue
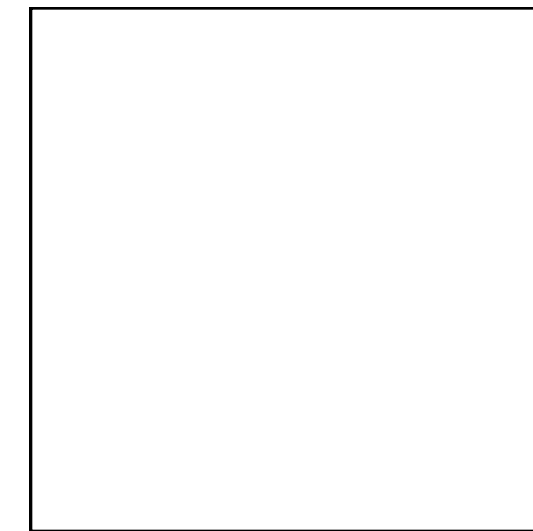**RGB:** 0/135/255
HEX: #0087FF

Solid Green
RGB: 85/223/32
HEX: #55DF20

Solid Purple
RGB: 168/3/252
HEX: #A803FC

Text Blue
RGB: 0/14/51
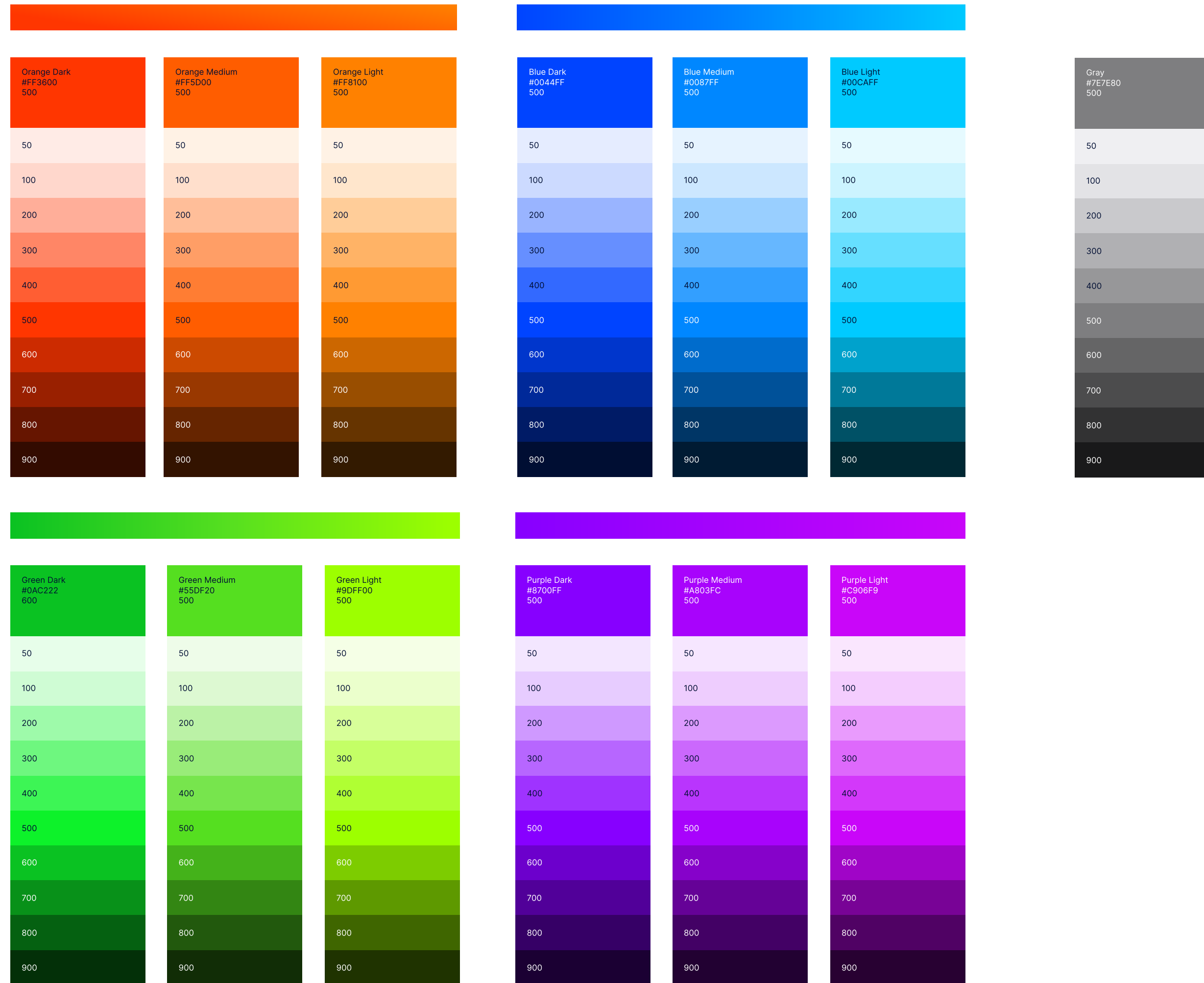**HEX:** #000E33

Text White
RGB: 255/255/255
HEX: #FFFFFF

3.3

Primary Shades

Each primary color is accompanied by shades that allow for versatility in application. These are to be used in situations when added contrast is needed.

Orange Dark #FF3800 500	Orange Medium #FF5D00 500	Orange Light #FF8100 500		Blue Dark #0044FF 500	Blue Medium #00B7FF 500	Blue Light #00CAFF 500		Gray #7E7E80 500
50	50	50		50	50	50		50
100	100	100		100	100	100		100
200	200	200		200	200	200		200
300	300	300		300	300	300		300
400	400	400		400	400	400		400
500	500	500		500	500	500		500
600	600	600		600	600	600		600
700	700	700		700	700	700		700
800	800	800		800	800	800		800
900	900	900		900	900	900		900

Green Dark #0AC222 600	Green Medium #55DF20 500	Green Light #9DFF00 500		Purple Dark #8700FF 500	Purple Medium #A803FC 500	Purple Light #C906F9 500
50	50	50		50	50	50
100	100	100		100	100	100
200	200	200		200	200	200
300	300	300		300	300	300
400	400	400		400	400	400
500	500	500		500	500	500
600	600	600		600	600	600
700	700	700		700	700	700
800	800	800		800	800	800
900	900	900		900	900	900

PayString

3.4

Color Ratio

4.0

Typography

PayString

4.1

Inter

Our display and text typeface is Inter. Bold and confident, this sans-serif typeface has variable weights within the family, however, we prefer the use of regular, medium and bold. It has a sturdiness paired with balanced details, reflecting our brand positioning as an industry leader.

Inter is a variable font family carefully crafted and designed for computer screens. Inter is a free and a part of the open source font family. Using Inter is as easy as downloading and installing the font files from Google Fonts.

Regular

Inter Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Medium

Inter Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

**Inter Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

PayString

4.2

IBM Plex Mono

Our typeface for code snippets is IBM Plex Mono. Monospaced fonts are customary for typesetting computer code and pairs well with Inter.

Regular

IBM Plex Mono Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Medium

IBM Plex Mono Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

IBM Plex Mono Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PayString

4.3

Type Scale

The PayString typographic scale for our website has different weights and styles to lay out responsive compositions for both desktop and mobile.

Header 1 / font-size: 4.5rem / line-height: 120%

Set Up a PayString Server

Header 2 / font-size: 3rem / line-height: 150%

Set Up a PayString Server

Header 3 / font-size: 2.25rem / line-height: 150%

Set Up a PayString Server

Header 4 / font-size: 1.875rem / line-height: 150%

Set Up a PayString Server

Subhead 1 / font-size: 1.5rem / line-height: 150%

Set Up a PayString Server

Subhead 2 / font-size: 1.25rem / line-height: 150%

Set Up a PayString Server

Longform / font-size: 1.125rem / line-height: 150%

Set Up a PayString Server

Paragraph / font-size: 1rem / line-height: 150%

Set Up a PayString Server

Supertitle / font-size: .75rem / line-height: 150%

SET UP A PAYSTRING SERVER

Caption / font-size: .75rem / line-height: 150%

Set Up a PayString Server

4.4

Example Pairings

Here are some examples of typographic pairs that we use on our website.

Header 1

The Universal Payment Identifier

Subhead 2

A more intuitive way for your users to send and receive payments.

Header 3

Getting Started

Header 4

Set Up a PayString Server

Paragraph

PayString provides both the PayString Private API and PayString Public API.

Header 4

Open Source

Subhead 2

Join a community improving payments with open standards and protocols.
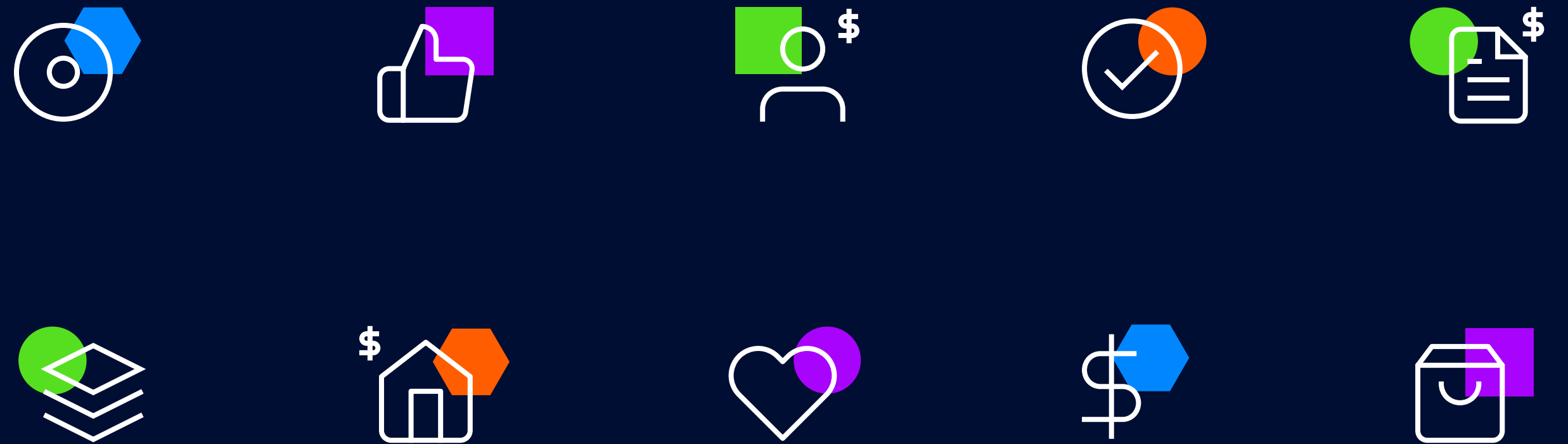
5.0

Visual Design

PayString

5.1

Iconography

Each icon is designed on a 24×24 grid with an emphasis on simplicity, consistency and readability. The stroke in the PayString icons are 3px width in white or dark navy with a square cap and rounded edges. The icons should always have a shape fill as a background element.

PayString

5.2
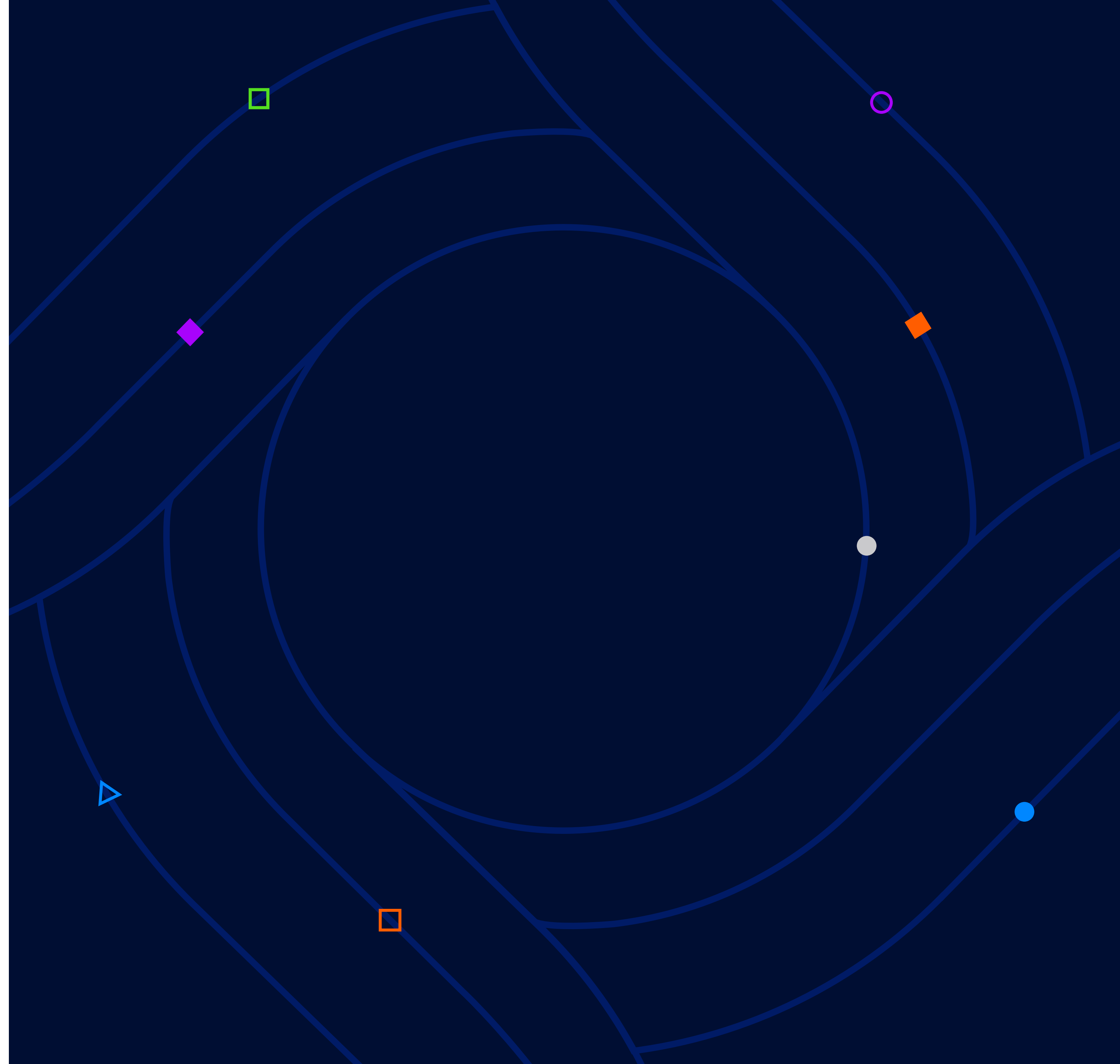
Illustrations

Our illustration style are diagrammatic in nature. Diagrams visualize complex forms and ideas in an easy-to-understand way.

SEPA
NL 91 ABNA0417164300

₿ bitcoin
12al03Dciel90caF

1234 5618 2391 0011
Alice   VISA

@AliceK0234

alice$example.com

5.3

Network Pattern

The PayString network pattern is used throughout PayString communication materials. The pattern is based off of the logomark and is repeatable to show growth, scalability and interoperability. The shapes orbiting the network pattern are payments, enterprises and entities on the PayString network.

Questions?

For PR inquiries, please contact
mkatz@ripple.com.