

STELLOPAY BRANDING



INTRODUCTION

StelloPay is redefining how salaries move in a digital-first world.

Built on blockchain technology, StelloPay is a payroll and payment platform designed to make salary payments secure, instant, and fully automated. By leveraging powerful networks like Starknet and Stellar, we eliminate delays, reduce friction, and bring transparency to every transaction—so businesses can pay their teams with confidence, and employees can receive earnings without barriers.

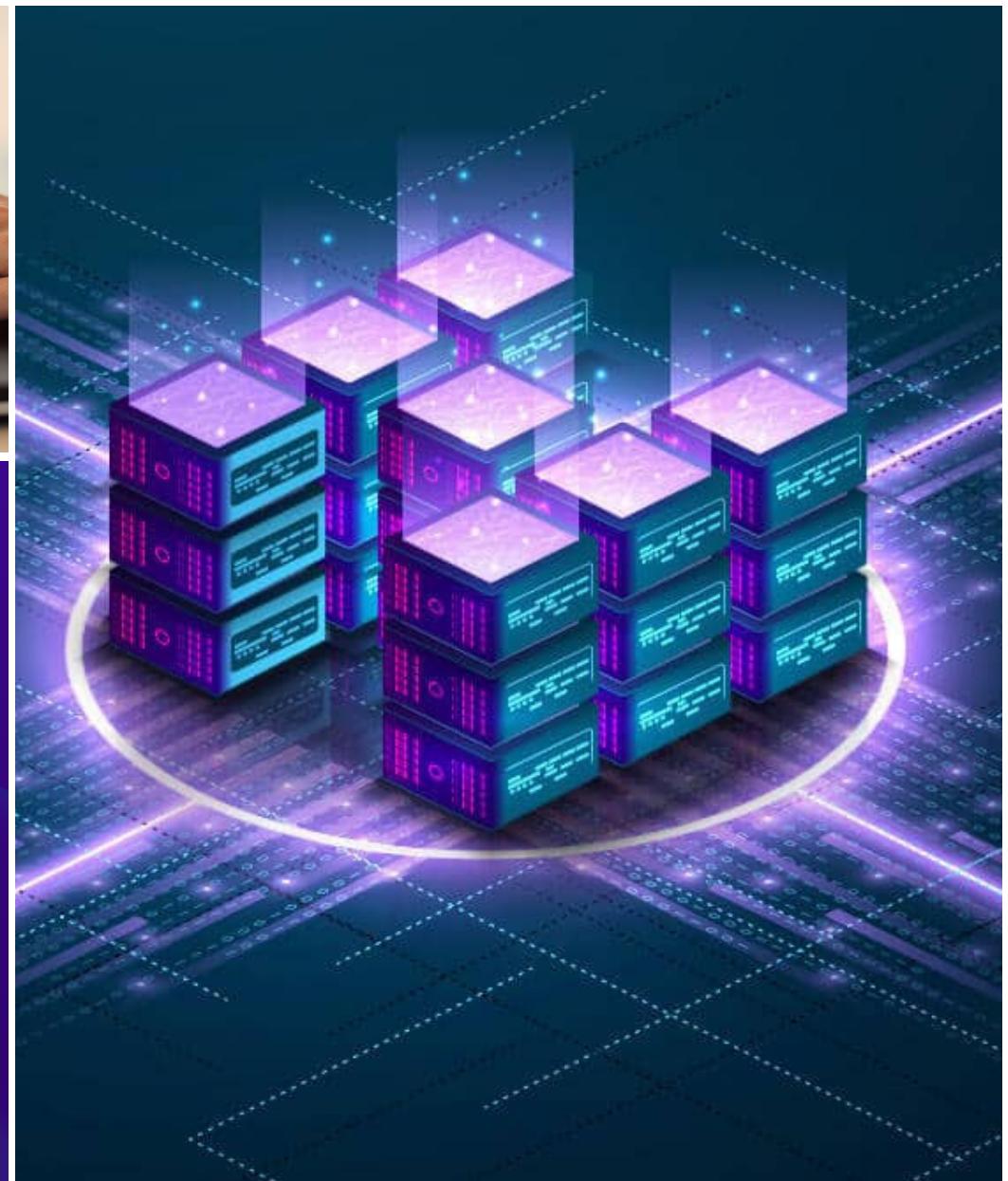
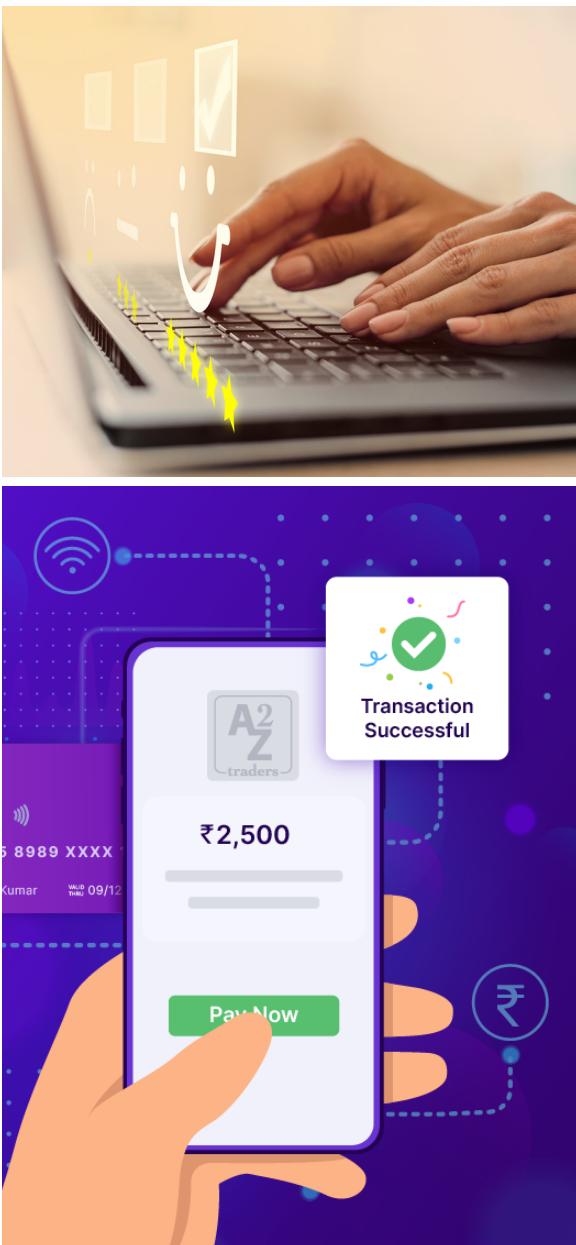
At its core, StelloPay exists to simplify payroll in a decentralized economy. We bridge traditional payroll needs with the efficiency of blockchain, enabling companies to manage salary disbursements seamlessly while empowering employees with faster access to their income.

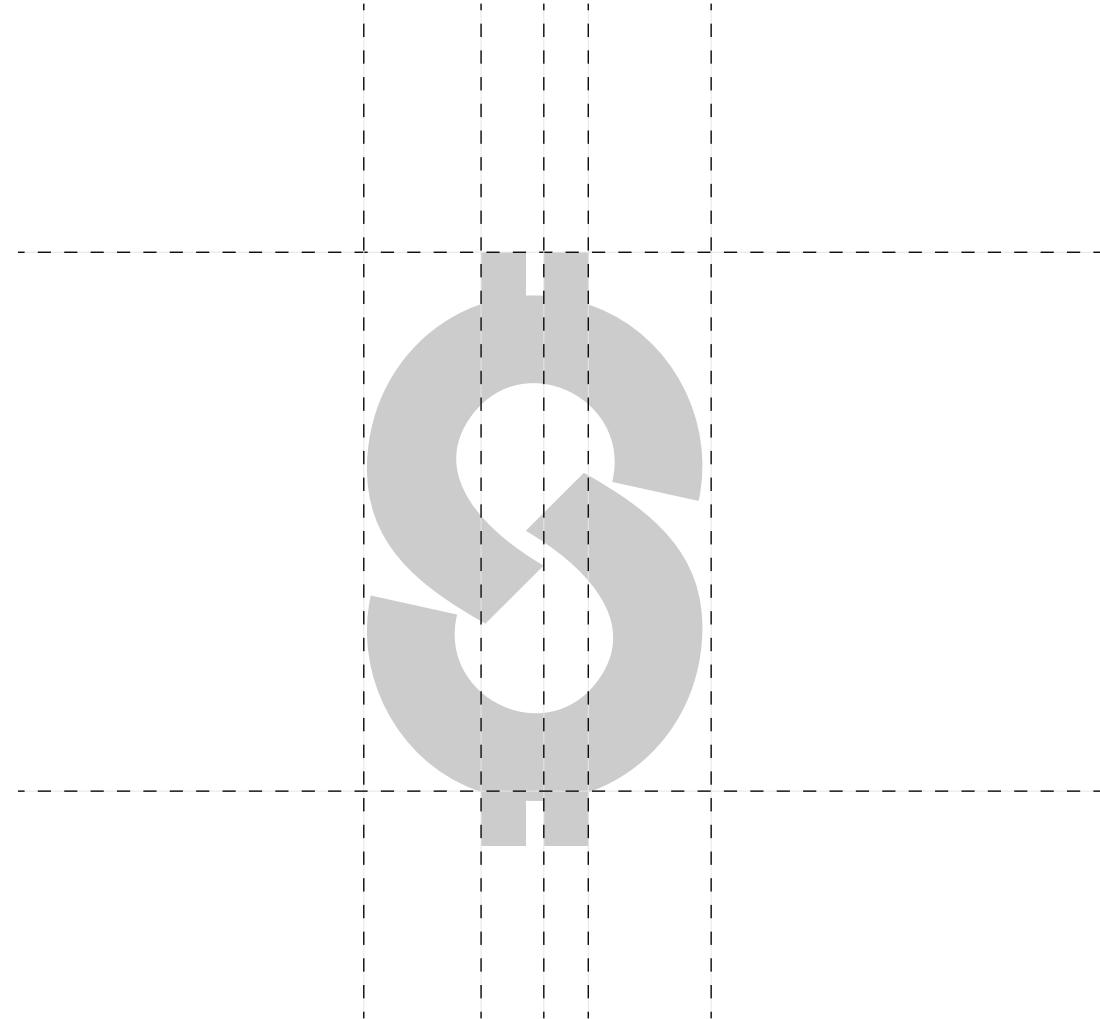
StelloPay is not just a payment solution—it's an infrastructure for the future of work. A system built on trust, precision, and innovation, designed for businesses and individuals who believe payroll should be as advanced as the technology powering tomorrow.



LOGO IDEATION

01





Letter S + Blockchain + Swift Payment = **Stellopay Icon**



The StelloPay logo is built around a refined interpretation of the letter "S", drawn directly from the brand name and transformed into a symbol of connection, exchange, and seamless value transfer.

The flowing structure of the "S" represents continuous movement, mirroring how salaries move instantly and securely across the blockchain. Its connected form reflects the relationship between employers and employees, as well as the seamless interaction between wallets, networks, and payments within the StelloPay ecosystem.

Two subtle dashes positioned at the top and bottom of the "S" are inspired by the visual language of digital currency, offering a gentle nod to Bitcoin and blockchain transactions without overpowering the identity. These elements symbolize balance, verification, and settlement, key principles behind automated and trustless payroll systems.

Overall, the logo blends clarity, motion, and modernity, expressing StelloPay's commitment to fast, reliable, and transparent payroll on blockchain. It is designed to feel confident, scalable, and future-ready, just like the platform it represents.

LOGO ON DARK BACKGROUND



LOGO ON LIGHT BACKGROUND



MONOCHROME/GREYSCALE

\$telloPay

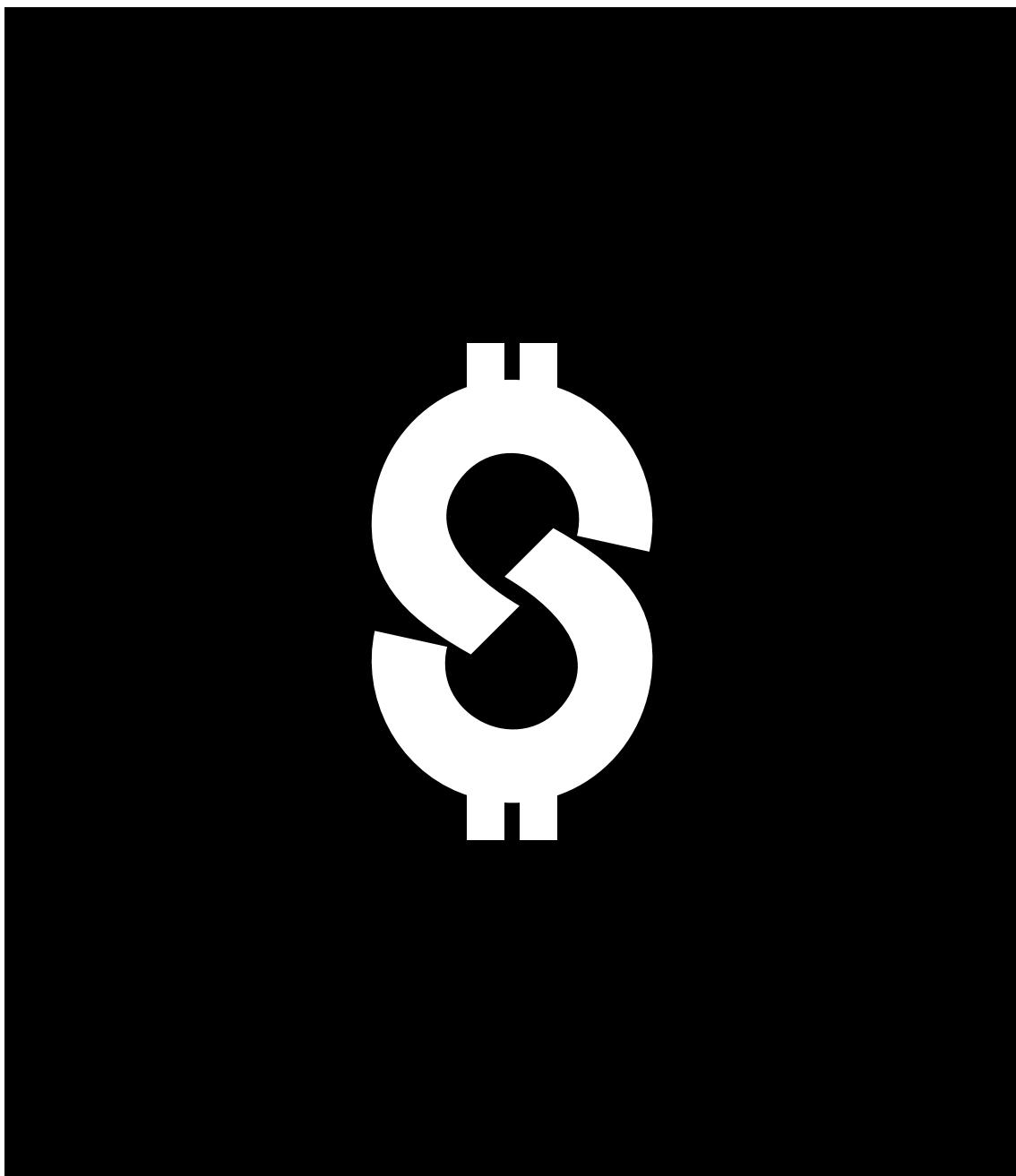
MONOCHROME/GREYSCALE

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LOGO ICONS



LOGO ICONS



DO'S AND DON'TS

In order to maintain the consistency of the brand, the word mark should not be altered in any way. Consider these illustrations as examples on how to treat them.

PLEASE DO NOT

Change the position or size of the icon when placed near the word mark. Outline the logo or change it's colour.

Use shades or gradients of colour.

Use embellishments such as drop shadow. Place icon and wordmark directly onto photographic or 'busy' backgrounds.

Stretch or distort the shape of the signature.

Change the font, spacing or position of the letters in the wordmark

DO'S



DON'TS

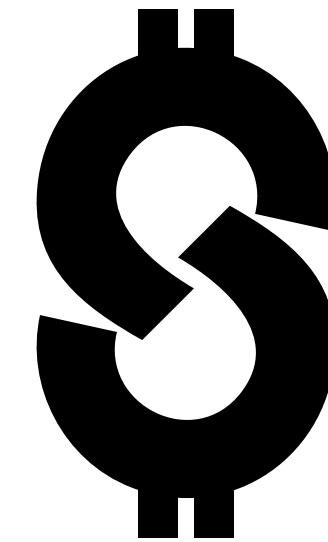


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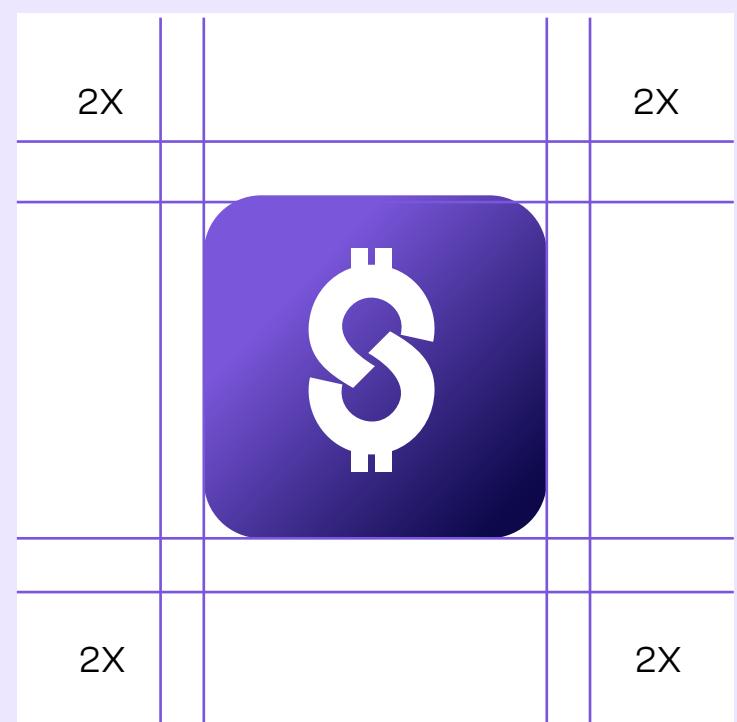
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CLEAR SPACING /PADDING RULES



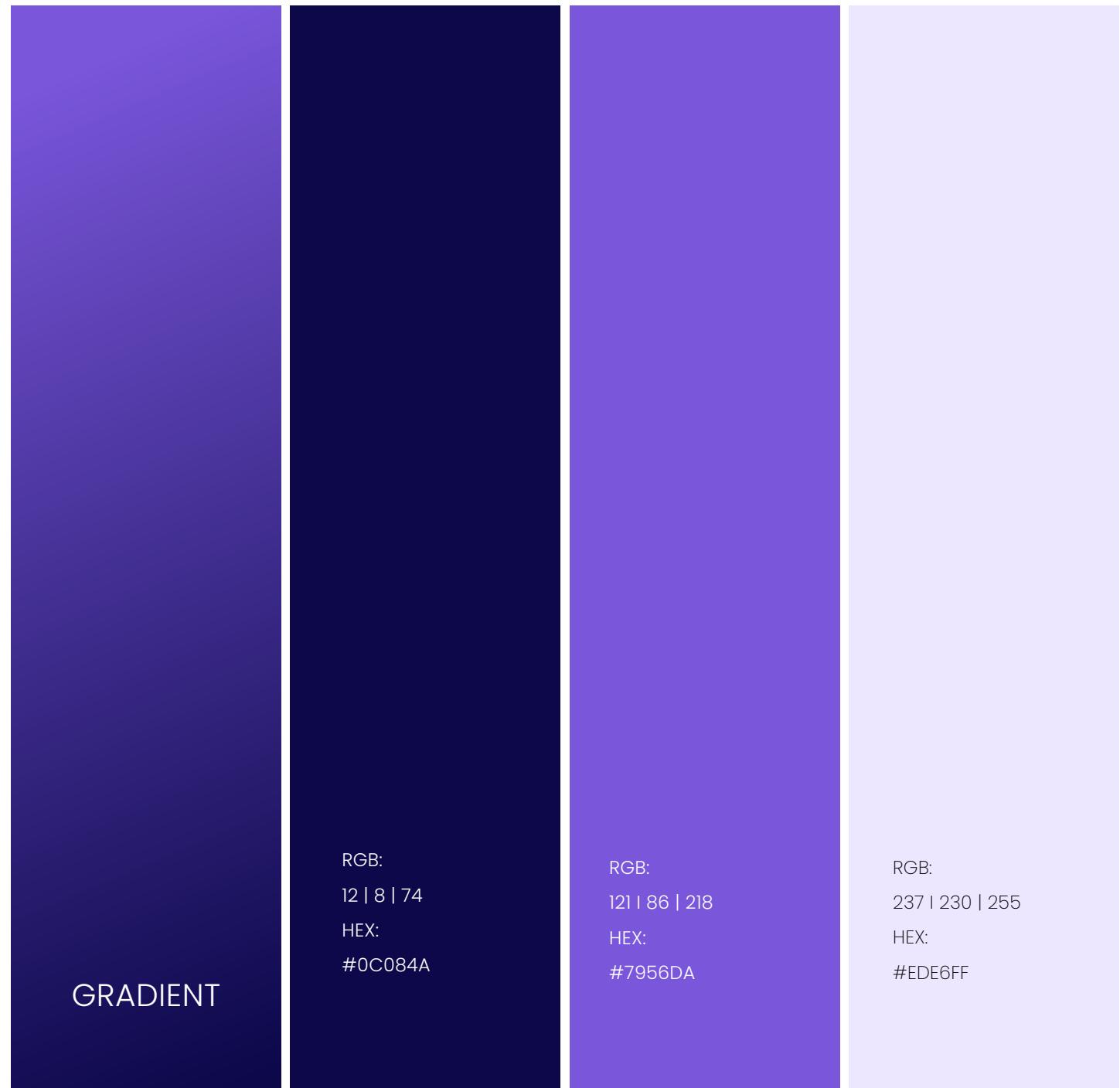
COLOR PSYCHOLOGY

03

COLOR PSYCHOLOGY

COLOR PSYCHOLOGY

- Deep Indigo Blue (#0c084a) represents trust, security, and depth, reflecting StelloPay's foundation as a reliable blockchain payroll platform. It conveys stability, professionalism, and confidence, reinforcing the assurance that every transaction is protected, verified, and dependable.
- Vibrant Violet (#7956da) symbolizes innovation, transformation, and forward-thinking. It reflects the fusion of technology and finance, capturing StelloPay's role in modernizing payroll through automation, speed, and decentralized systems.
- Together, these colours express StelloPay's dual identity: a brand rooted in trust and security while boldly embracing innovation. They communicate a future-focused platform that delivers seamless, intelligent, and secure salary payments in the evolving digital economy.



BRAND TYPOGRAPHY

04

The primary font of choice is “Clash Grotesk” as primary but much more poppins font as secondary typeface and Clash Grotesk font as body text which is a geometric mixture of Serif and Sans serif typeface. It consists of a wide range of weights. typeface.

Using any other typeface will be violating the brand guide.

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
0 1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % ^ & * ()

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
0 1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % ^ & * ()

A a

Clash Grotesk

11:52



StelloPay

Friday

26

Calendar



P



Maps



Clock



\$StelloPay

DESIGNED BY IZUCHUKWU ISAIAH