

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.

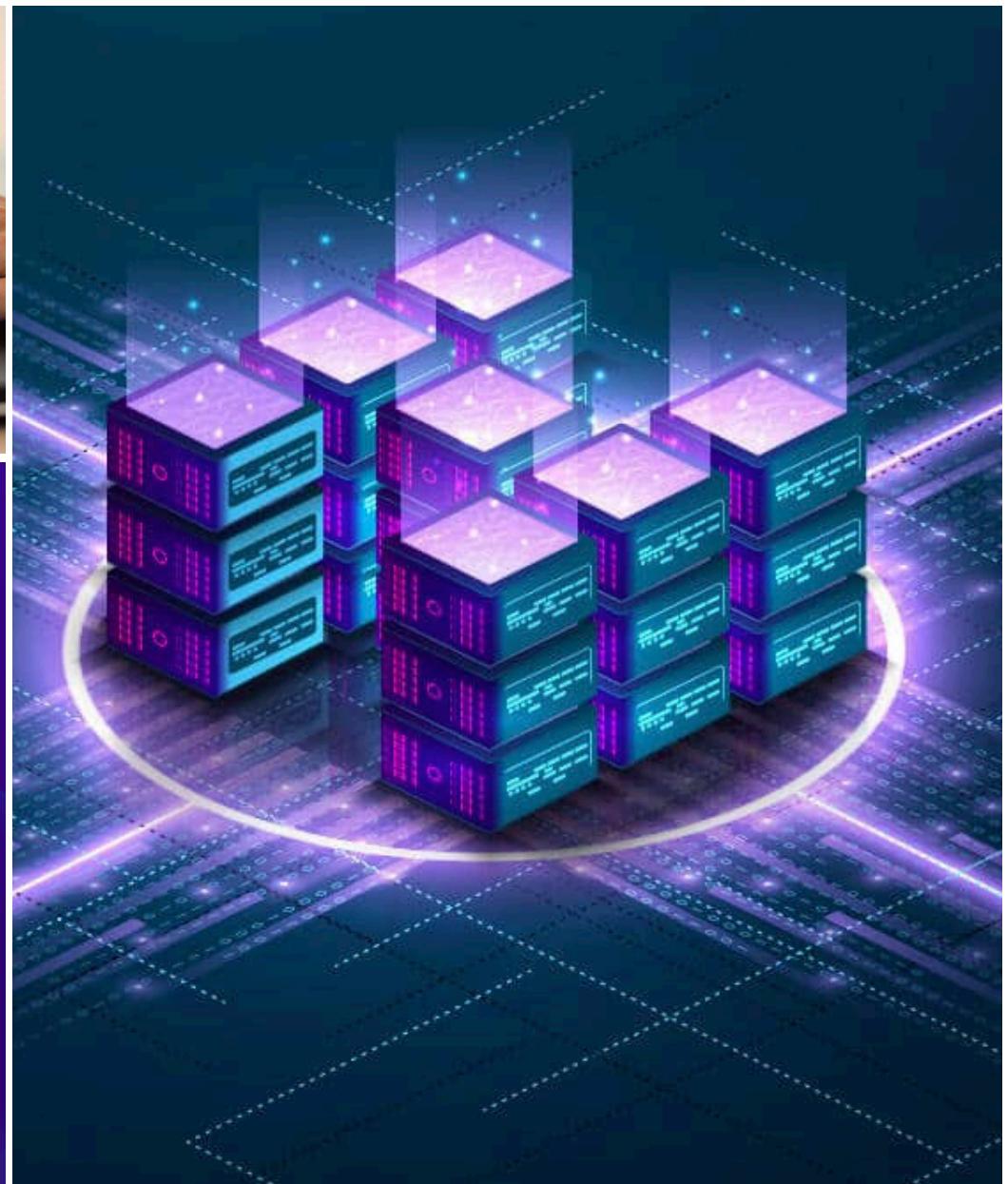
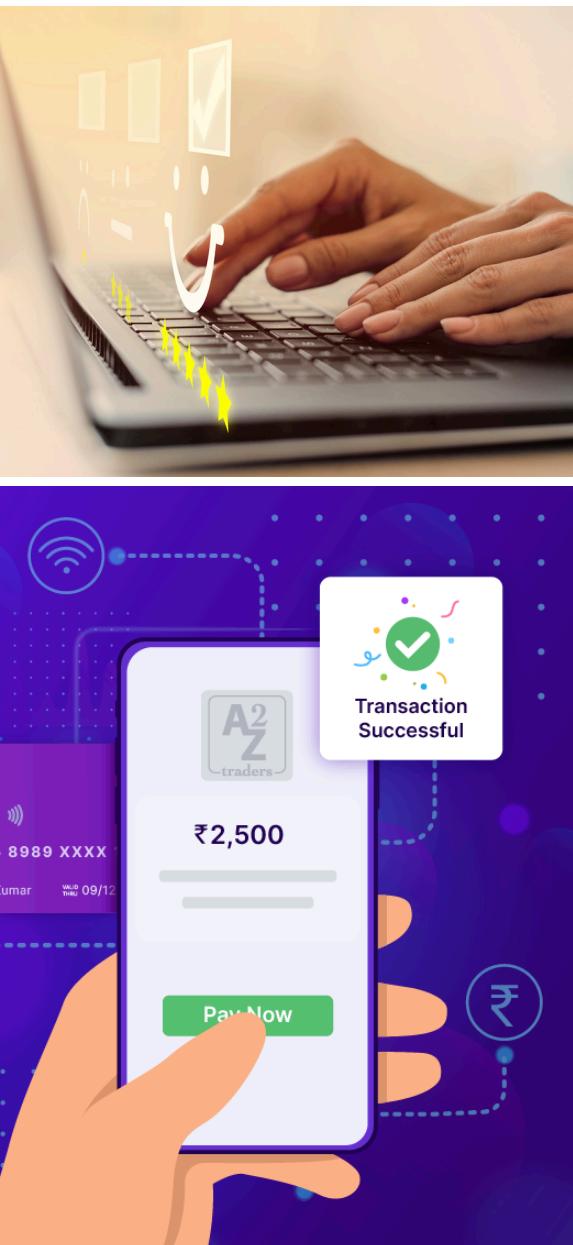
At its core, StelloPay exists to simplify payroll in a decentralized economy. We bridge traditional payroll needs with the efficiency of blockchain, enabling companies to manage salary disbursements seamlessly while empowering employees with faster access to their income.

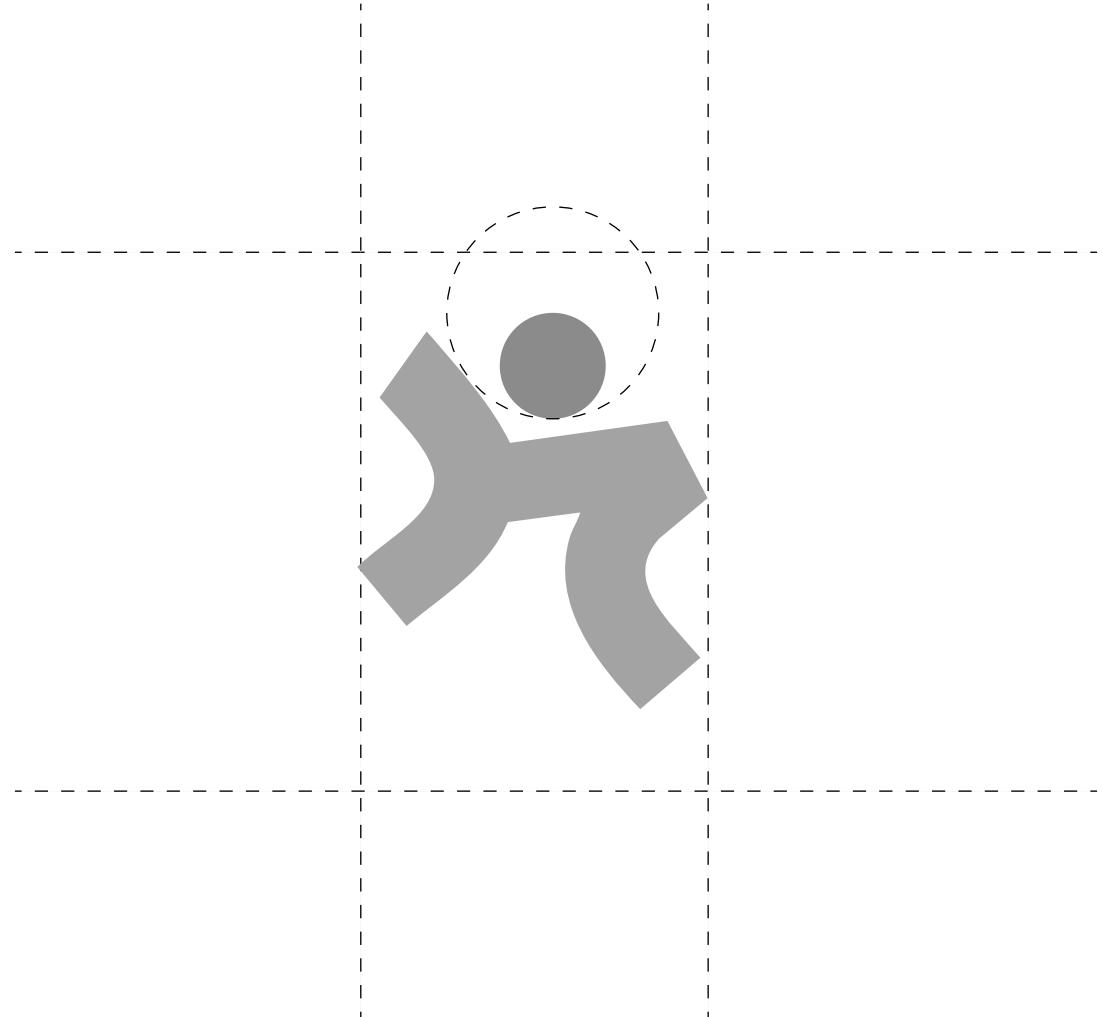
StelloPay is not just a payment solution—it's an infrastructure for the future of work. A system built on trust, precision, and innovation, designed for businesses and individuals who believe payroll should be as advanced as the technology powering tomorrow.



LOGO IDEATION

01





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



The second StelloPay logo concept is built around an abstract, swift interpretation of the letterform, designed to communicate speed, precision, and seamless financial movement.

The fluid yet structured form reflects the instant nature of blockchain payroll, where salaries are processed and delivered without delay. Its abstract construction allows the mark to go beyond a literal letter, positioning it as a modern symbol of automation, scalability, and technological efficiency.

Sharp edges and forward motion within the form suggest progress and momentum, reinforcing StelloPay's commitment to fast, secure, and reliable salary payments across decentralized networks. The simplicity of the mark ensures versatility, making it highly recognizable and effective across digital platforms, interfaces, and blockchain environments.

Overall, the logo represents StelloPay as a future-ready payroll solution, swift by design, intelligent in execution, and built for the evolving world of blockchain finance.

LOGO ON DARK BACKGROUND



LOGO ON LIGHT BACKGROUND



MONOCHROME/GREyscale



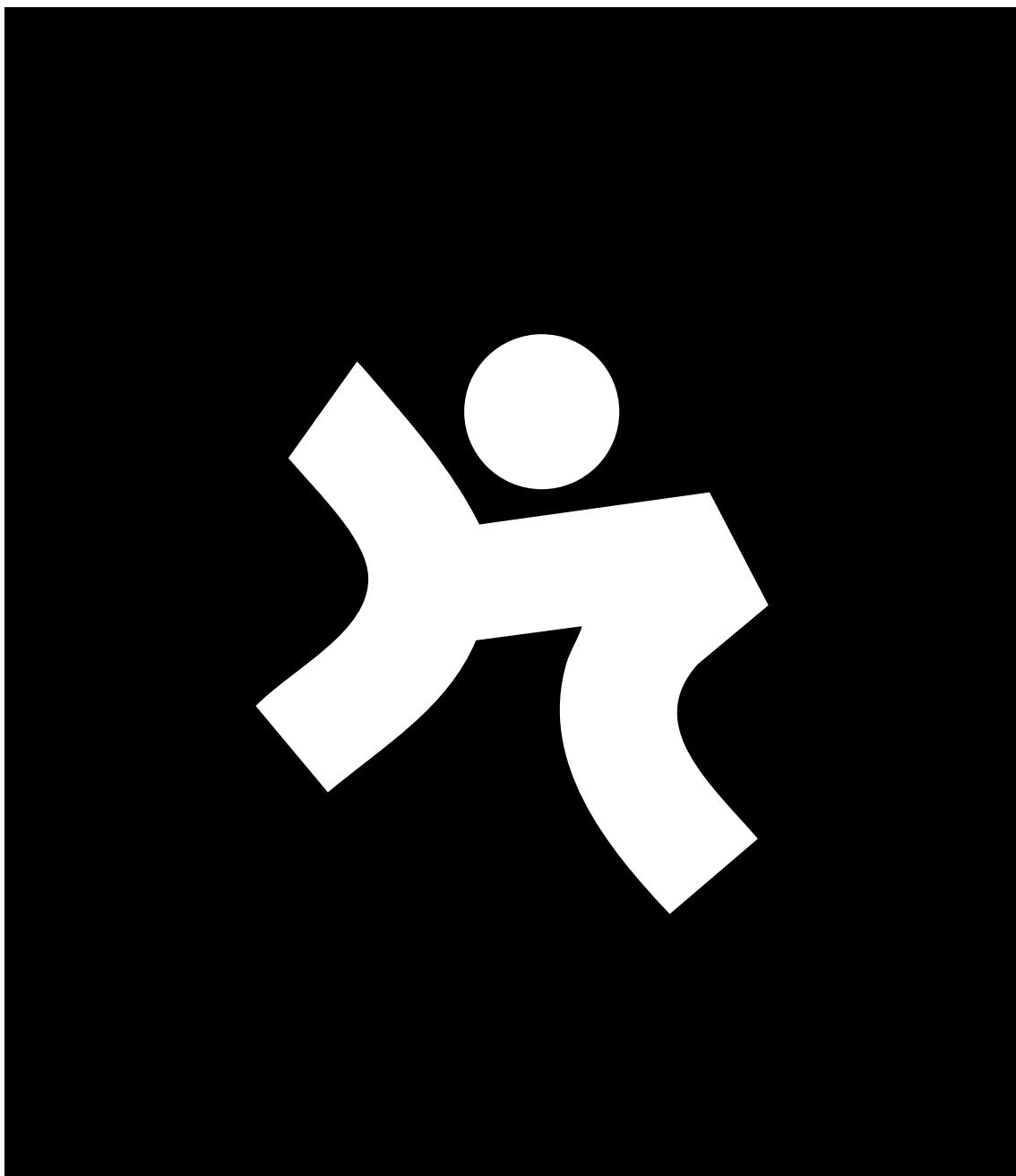
MONOCHROME/GREYSCALE



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

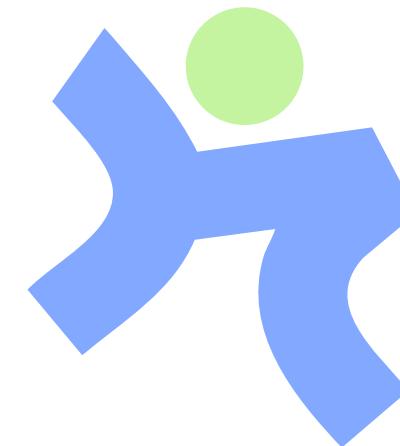


DON'TS





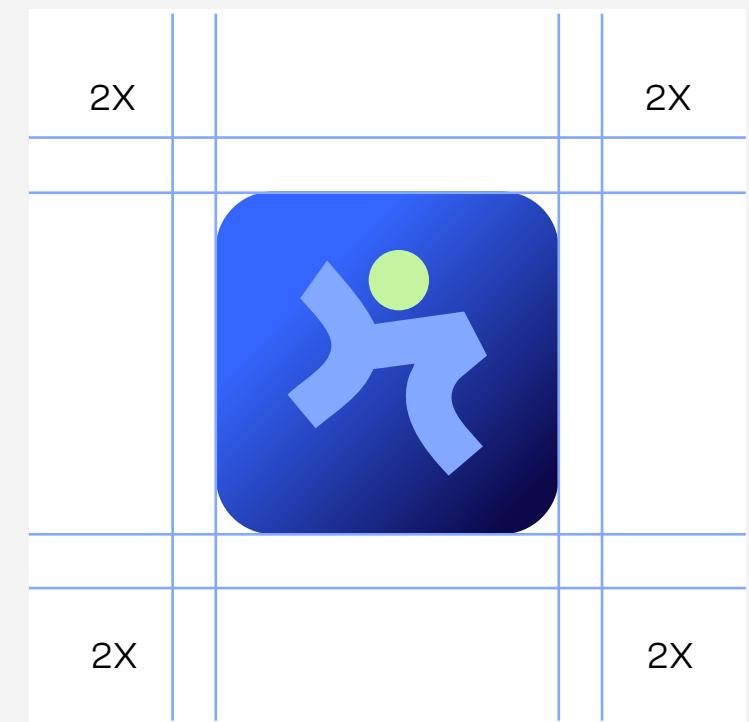
StelloPay



StelloPay



CLEAR SPACING /PADDING RULES



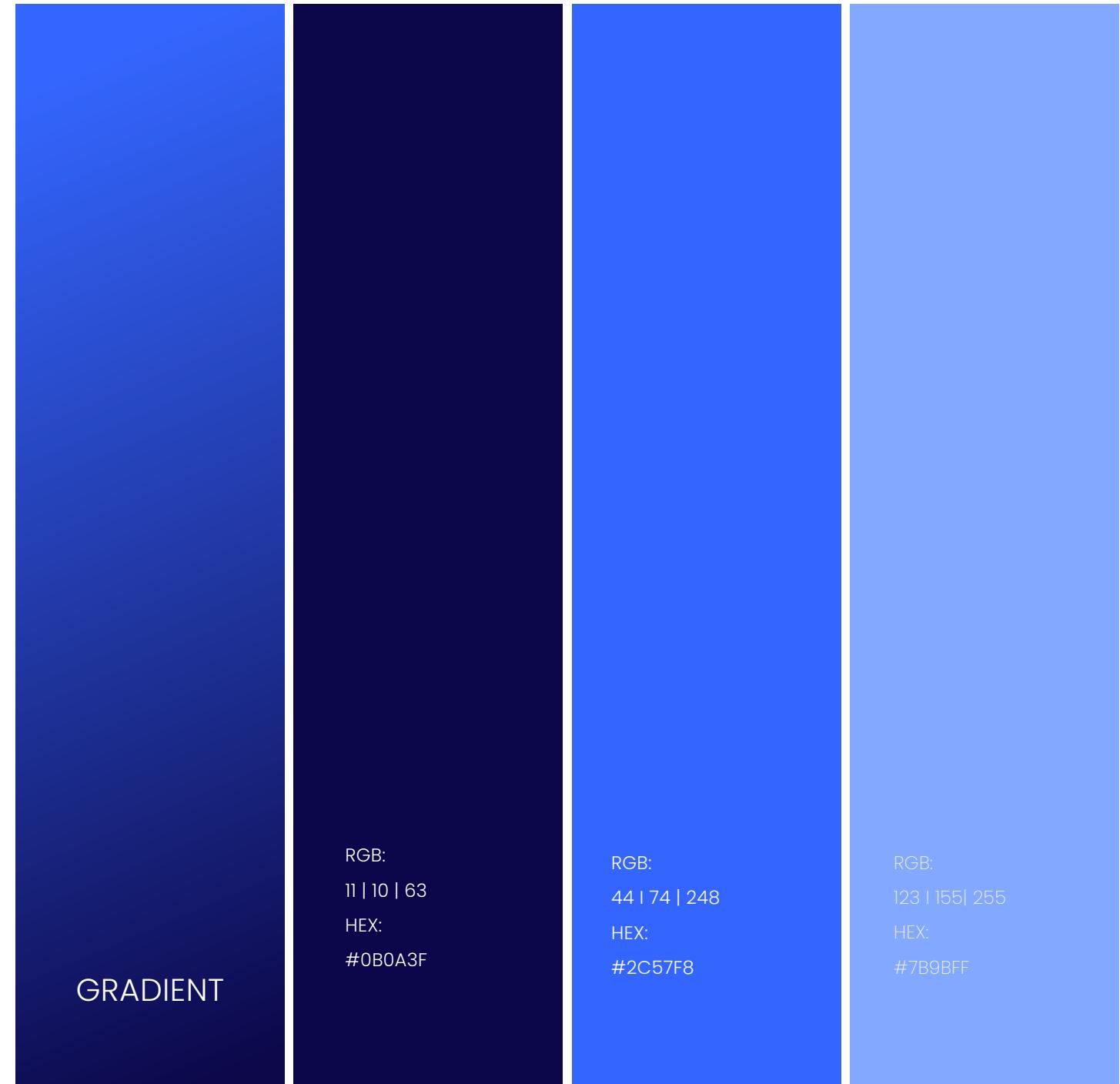
COLOR PSYCHOLOGY

03

COLOR PSYCHOLOGY

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- Deep Midnight Blue (#0b0a3f) represents security, authority, and trust. It reflects StelloPay's role as a dependable payroll infrastructure, emphasizing data protection, financial stability, and confidence in every blockchain-powered transaction.
- Electric Blue (#2c57f8) conveys speed, innovation, and digital efficiency. It symbolizes instant payments, automation, and the forward momentum of decentralized finance, reinforcing StelloPay's commitment to fast and seamless salary distribution.
- Together, these colours express a strong, technology-driven identity—positioning StelloPay as a modern, secure, and performance-focused payroll platform built for the future of blockchain payments.



BRAND TYPOGRAPHY

04

The primary font of choice is "Franie Font" as primary but much more poppins font a 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.

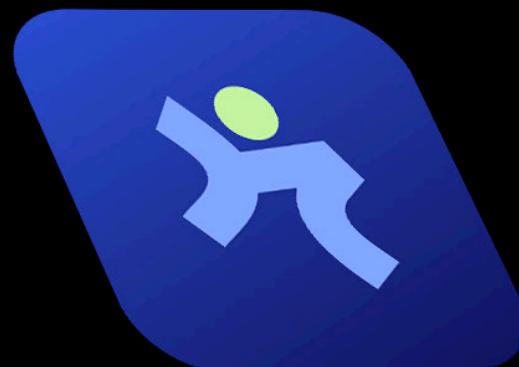
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % ^ & * ()

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 large, bold, dark blue version of the letters 'A' and 'Q' from the Franie Font, displayed side-by-side.

Franie Font

11:52



StelloPay



Calendar



Photos



Maps



Clock



DESIGNED BY IZUCHUKWU ISAIAH