easybitpay

Easybitpay Design & Brand Guidelines

STUDIO | Version 2.3 | Release Date 23.7.1

STUDIO
easybitpay

Attention

The guideline contains complete instructions on the proper use of the logo, typography and images. You will also find a grid system for both printed and digital products, a system of icons and stationery. By adhering to these rules you will always get high quality, and you will also be sure that the brand is presented as it should be.

Before you start developing products related to our brand, please read this manual carefully. If you have any questions, contact us with any convenient way.

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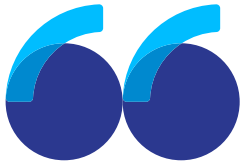
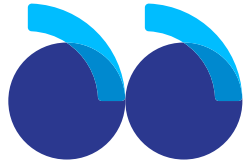


Brand overview

We are pleased to present you the new visual style of Easybitpay. With the development of our brand, we feel the need to update the existing style. We did a lot of work to keep the brand recognizable, but add a new perspective to it so that we can keep up with the times. Undoubtedly, the updated style leadership will serve as a springboard for achieving new heights of our company.



Brand overview

Our brand reflects the essence of our business. This is not just a logo, color scheme and typography rules. This is a large set consisting of grids, infographics, icons. These are the ideas that we want to convey to our users.

Research

Strategy

Value

Design

Tone of Voice

easy

Safe

Clever

Approachable

Mission

Memorable

Brand values don’t mean much if they’re not constantly represented by the things you do and say. Your customers and employees need to be able to remember your beliefs if you want them to have an impact.

Memorable

This is something that should go without saying, but your brand values definition should be a unique reflection of your culture and identity. You can’t simply copy and paste something that works for another business.

Actionable

Your brand value proposition is something that needs to guide how your business works, just like your brand manifesto. When defining what matters to your company, choose actionable language. For instance, don’t just say you “value integrity”.

Meaningful

Empty phrases that look as though they’ve been picked at random from a dictionary won’t do anything for your business. If you want your core brand values to resonate with your customers, they need to include things you’re willing to fight for.

Primary Logo

Logotype

Despite the fact that the logo can be used as two parts at the same time or separately part A - there is an additional option for how the logo behaves depending on which object it is located.

The secondary part of the logo is a Type part.

A B

Logomark

Graphic part of the updated logo. Is the main part of the logotype.

Clearance Space

–01 Clearspace

The main thing you should pay attention to is the clean space near the logo. Observe the values shown in chart 01 (12x) .

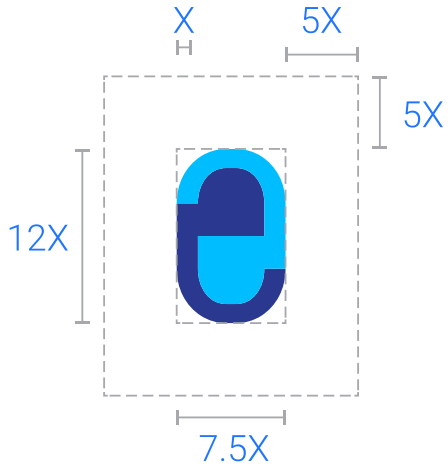
When used in a logo in printed products, do not use the logo in smaller sizes than indicated.

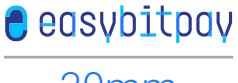
Thus, you always keep readability and recognition of the mark.

–02 Minimum Size

When used in a logo in printed products, do not use the logo in smaller sizes than 30mm indicated, and for Digital cases this size is 16pixels.

Thus, you always keep readability and recognition of the mark.



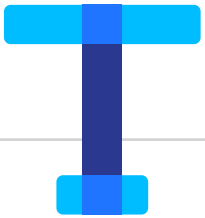


Logo Misuse

Most often the logo is used incorrectly. This leads to a negative reaction to the positioning of the brand in the market.
Below are the main mistakes that make when using the sign in various situations.

Be sure to check if you have made such mistakes. Even insignificant missing of the rules of gadlan can lead to a significant deterioration in the quality of the product.

- DO NOT add an obvious drop-shadow.
- The logo should not appear in any other colour than the supplied formats.
- The logo should not be stretched, condensed or re-proportioned in any way.
- DO NOT Rotate Logo in any direction.
- DO NOT use logo in Bluish Backgraound



typography

FONT FAMILY

Typography plays a pivotal role in the Angelholm style. Using this range correctly allows us to create easily identifiable messaging that is clear from distraction.

–01 main font is Neue Machina

This is a modern, strong and versatile font that perfectly reflects the style of our brand. The font has a wide range of different styles that allows you to create excellent font designs. The use of one or another style depends on the task you are doing. For confidence, refer to page 10 for learning all the relevant styles.

–02 Additional fonts is Roboto

This allows you to add accents to the font hierarchy. We do not use a large number of styles for this font, which does not create additional difficulties.

Typography plays a pivotal role in the Angelholm style. Using this range correctly allows us to create easily identifiable messaging that is clear from distraction.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'§}«\

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«\

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«\

Neue Machina

Ultralight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«\

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«\

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«\

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«\

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«

Ultrabold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]"'{}«

Roboto

Roboto is the standard font for our emails and email signatures as well as for our external and internal newsletters | eBlasts.
If Neue Machina is not available on a particular computer and it is not possible to install it either, Roboto is our secondary option

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«\

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«\

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«\

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«

Roboto Slab

Roboto Slab is our third font in this project, which is used only to make changes in appearance and to display part of the text differently.
This font is only for those times when we want to share and talk about the part with all the code in the text.

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«\

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«\

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«\

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«

Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«

Extrabold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«

Text Hierarhy

Hierarchy of text is important in a design because it allows the reader to understand, at a glance, the order of importance of the information at hand.

This element is of equal importance to any other design element as it makes the information conveyed easier to read and easier to understand, guiding the reader from one piece of information to the next with visual ease.

H1 Neue Machina Regular - 26

abcdefghijklmnopqrstuvwxyz
0123456789

H2 Neue Machina Regular - 20

abcdefghijklmnopqrstuvwxyz
0123456789

H3 Neue Machina Regular - 18

abcdefghijklmnopqrstuvwxyz
0123456789

B1 Neue Machina Regular - 16

abcdefghijklmnopqrstu
vwxyz 0123456789

H1 Roboto Medium - 24

abcdefghijklmnopqrstuvwxyz
0123456789

H2 Roboto Medium - 22

abcdefghijklmnopqrstuvwxyz
0123456789

B1 Roboto Medium - 18

abcdefghijklmnopqrstuvwxyz
0123456789

Text Hierarhy

We use our typeface in six different fonts with Light being our default option.

For MS Office applications like Word or PowerPoint we use Regular. In this context, formatting via the classic buttons within the software (italics and bold) is allowed. Bold is used for highlights; italics may only be used for special proper names, source references and quotes. Underlining is not permitted.
Please note that Sartorius bought a far-reaching font license for all employees. All agencies and vendors, however, will have to purchase their own licenses. Please visit our Brand Platform for further information.
The transfer of Office documents from Windows to Mac or vice versa can lead to incorrectly displayed characters as the font is used in a different manner by the two systems. Please create PDF documents in order to avoid this.
To ensure a uniform representation of the fonts, Tre-Type must be installed (not Open Type).

B2 Roboto Medium - 14

abcdefghijklmnopqrstuvwxyz
0123456789

B3 Roboto Regular - 18

abcdefghijklmnopqrstuvwxyz
0123456789

B4 Roboto Regular - 16

abcdefghijklmnopqrstuvwxyz
0123456789

B5 Roboto Regular - 14

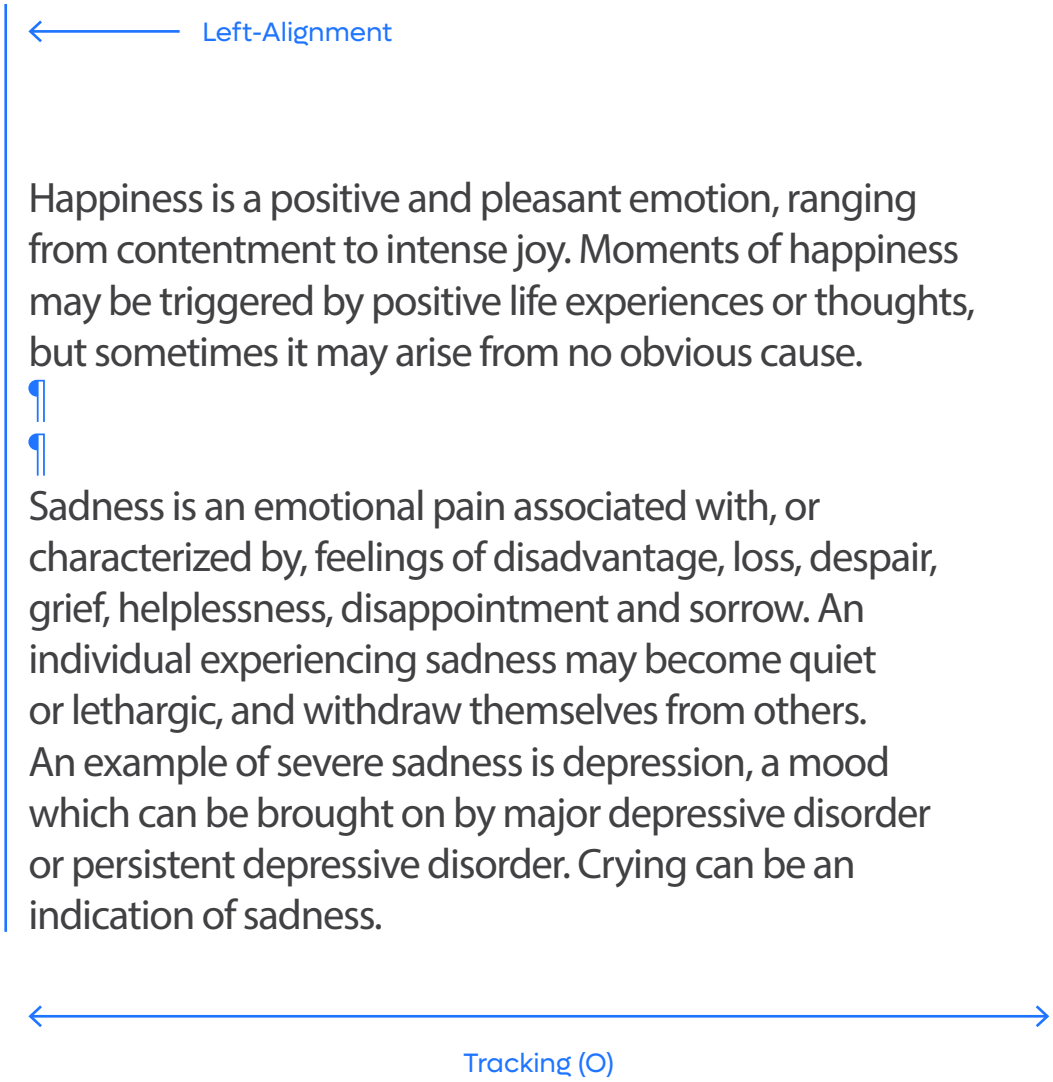
abcdefghijklmnopqrstuvwxyz
0123456789

B6 Roboto Slab Regular - 16

abcdefghijklmnopqrstuvwxyz
0123456789

Font Tracking and Alignment

All texts should be left-aligned with default tracking. In order to add a new paragraph, please use two default line breaks



Font Colors

Our standard font color is Casper Pallet. On Blue or Pattern backgrounds, white text is used. Yellow font color is not allowed under any circumstances. Other color combinations than the ones listed here are not permitted.

Aa

Type On Color

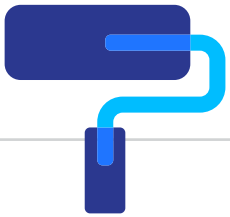
Aa
Aa
Aa
Aa

Type On White

Aa
Aa
Aa
Aa

Type in Spesial Situation

Type On Pattern



Colors

Main Colors

Color plays a huge role in how your audience perceives you. Whether you're running a small business as a solopreneur, or working in a big corporate, your business has a brand.
Blue color is a popular color that brings mental and physical peace, a sense of security and increases self-confidence. Blue is a cold color and one of the main colors. But what does the color blue evoke in our minds? This color is used to describe the sky and the sea and is a symbol of honesty, loyalty, intelligence, self-confidence, etc. It is interesting to know that blue is one of the most popular colors in the world and men show great interest in it.

Alternative Colors

Color plays a huge role in how your audience perceives you. Whether you're running a small business as a solopreneur, or working in a big corporate, your business has a brand.
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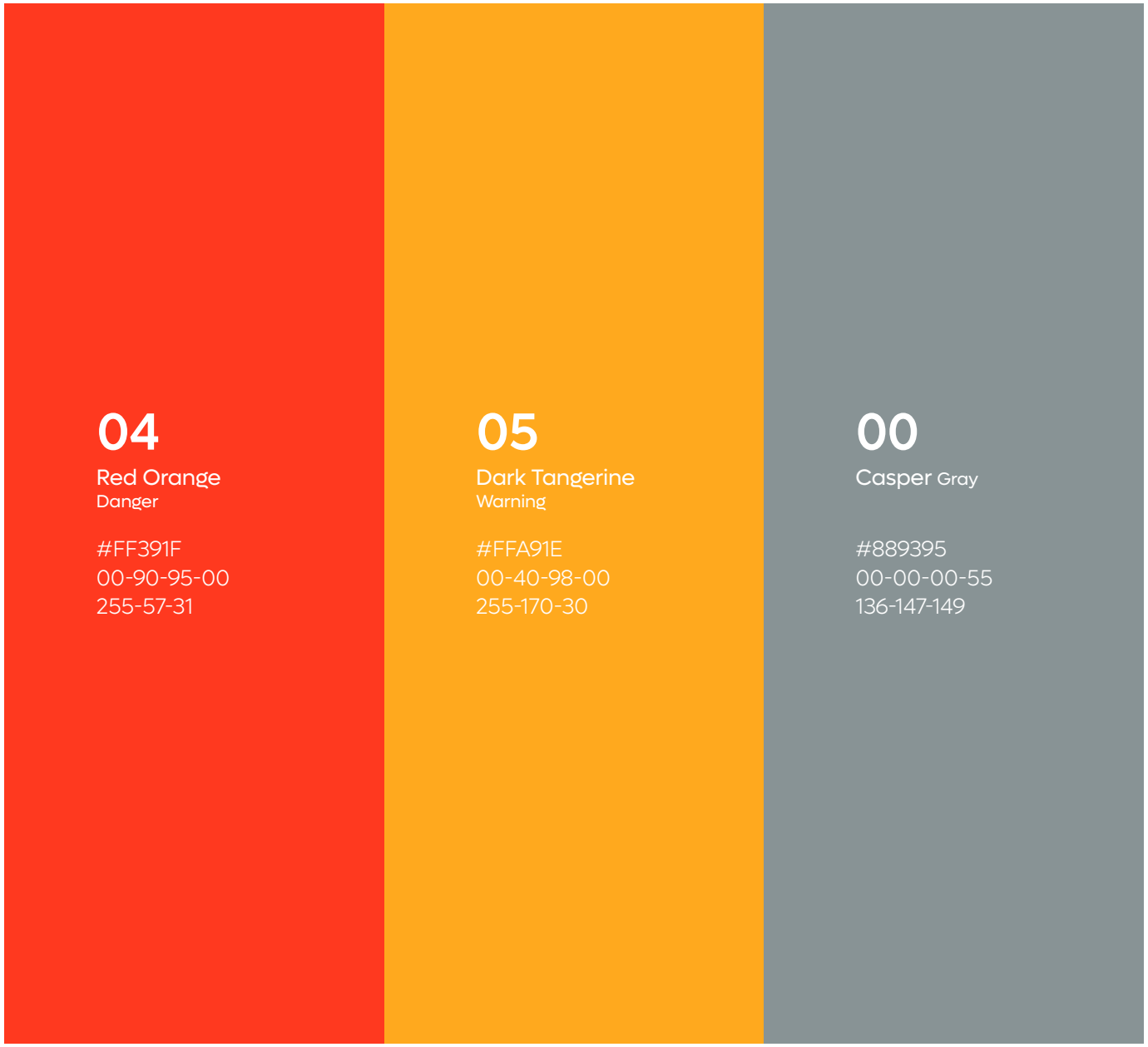

Color Shadears

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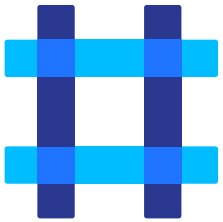
100	200	300	400	500	600	700	800
F2F4FF	BDCBFF	88A8FF	548BFF	1F75FF	0A5EC9	024A93	00345C

100	200	300	400	500	600	700	800
F4F2FF	CAC7FD	9798FA	6068D0	2B3888F	162875	0B1F5B	071840

100	200	300	400	500	600	700	800
F4F2FF	B6DFFF	79CCFF	3DC0FF	00BBFF	009FC9	0077D93	00545C

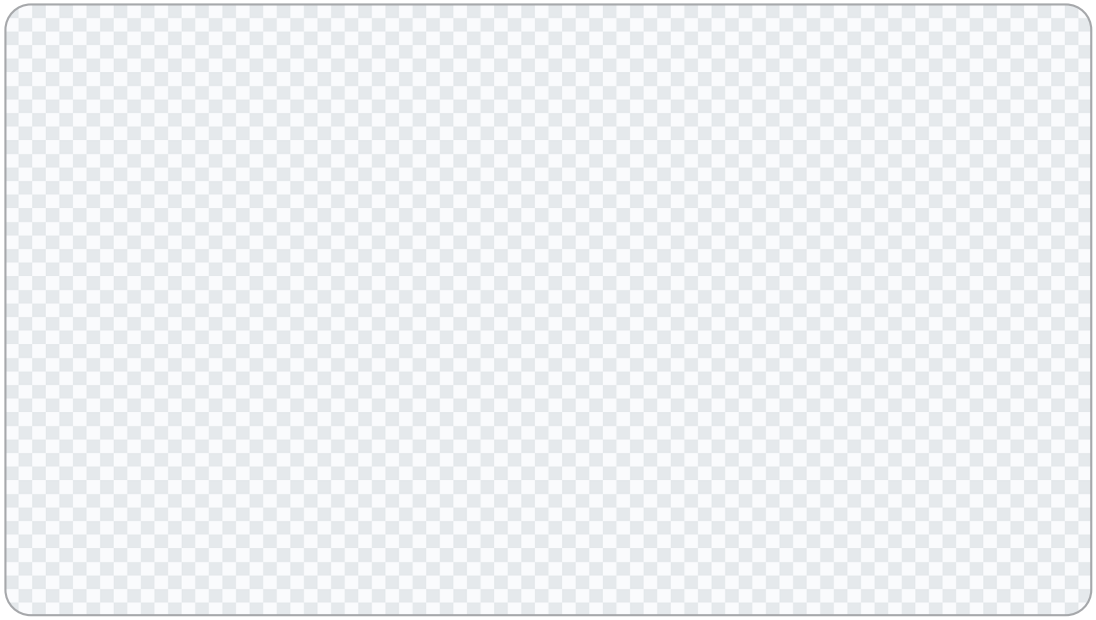
900	900	900
001826	041026	002526



Gride Sys.

Gride System

The action of the grid is distributed not only to printed materials, but also to digital materials, such as a web-site and mobile applications. Below are the preferred location of elements for a website or landing page.

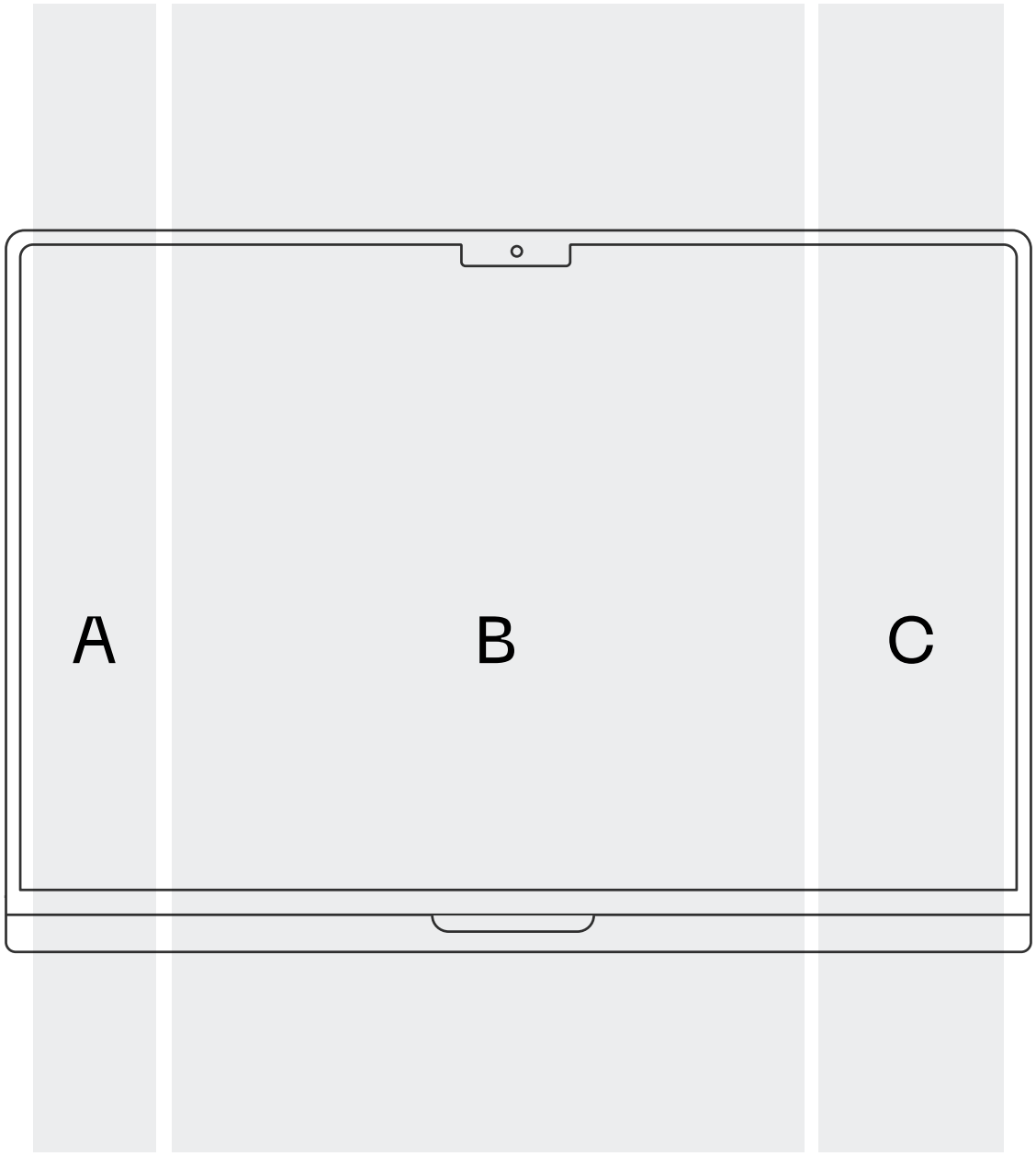


Columns

All elements of corporate identity are arranged in accordance with the selected grid system. Our materials use 2 different types of columns, which are used depending on the tasks.

Images, logos, tables and other elements should be underlined grid. This will ensure the purity and hierarchy of the final product.

A: Sidbar
B: Page Body
C: Extera Area



square

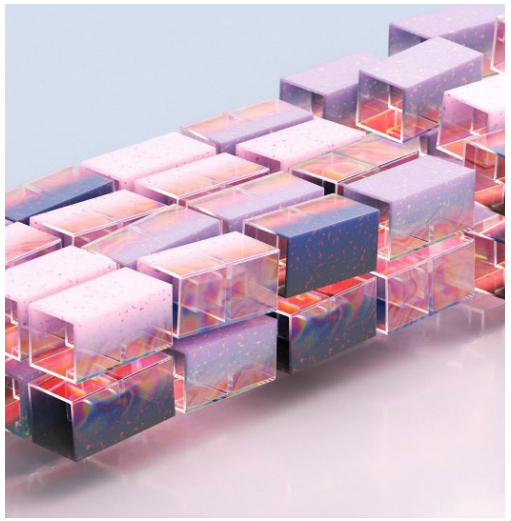
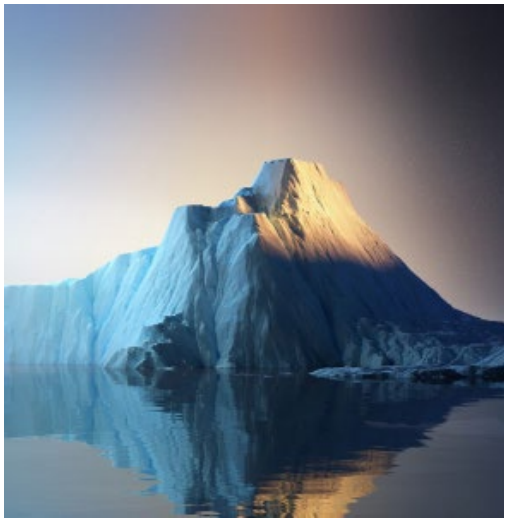
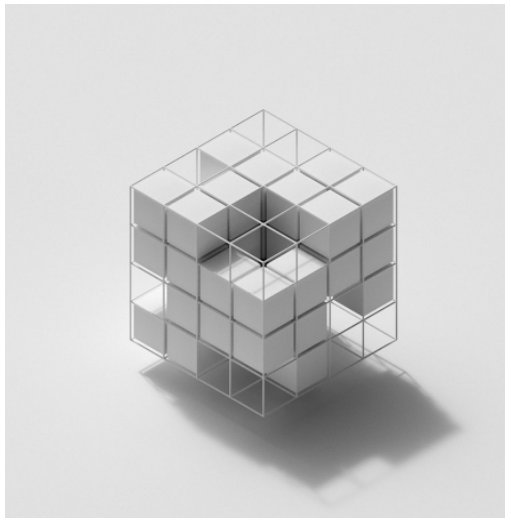
Always Use Square!
Below are the preferred location of elements for a website or landing page. It is allowed to deviate from the rules of management in the event that it is impossible to solve the problem and to observe that no other points of this manual will be violated.

Image

Image

This section of the manual describes the proper use of images, color overlays, watermarks and logo.

Photography is another key element of the visual identity program. Our photography shows the diversity of our activities. Images should be thought-provoking and inspiring, with a distinct sense of place. They should be professionally shot and rendered, paying attention to color, contrast, sharpness, clarity, and how they resonate with the intended audience.
Overall, the photos are surreal with a bit of reality

Style

When choosing a photo, make sure that it feels real and believable, but avoid choosing completely realistic images. The environment can feel a little unpolished until it conveys reality. Photography should always be of high quality. All photos must be taken by professionals. This page shows several examples of good practice. When selecting new images, use these examples to compare if the newly selected images meet all requirements.

Mono

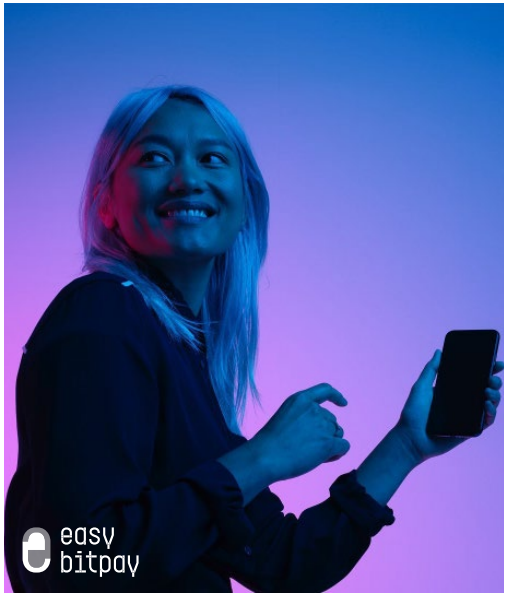
Shots with the subject looking straight into the camera and posed can often look set up and forced. Interaction with offcamera people and objects help give the shot a more natural result

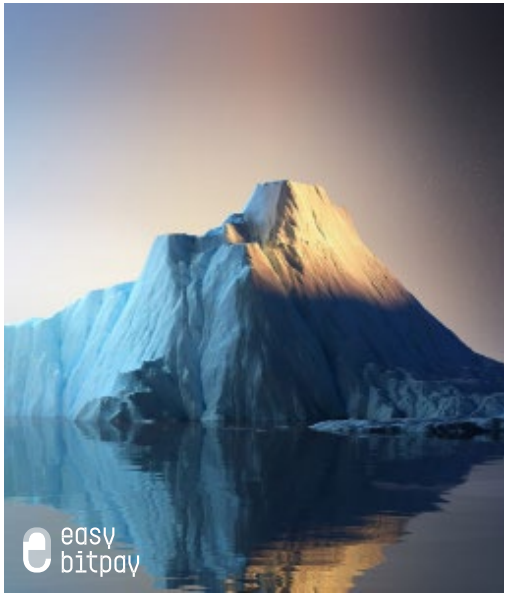
These elements are nearly as important as the individual within the shot. An interesting background not only gives the shot a more natural, but shows the individual without cheesy props.

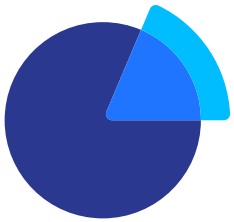
If possible, speak with the subject prior to a photo shoot and ask them to wear plain clothing without too many patterns. Try and crop out any logos or branding that may be on their clothing.

Logo Placement

We have developed several typical situations for placing watermarks. Schematic mapping you can find below





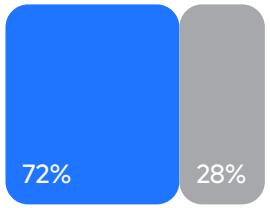


Infographics

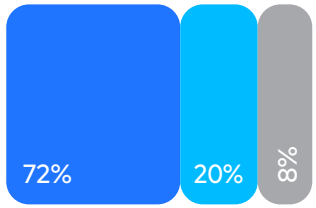
Assets

An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

Download corporate identity elements



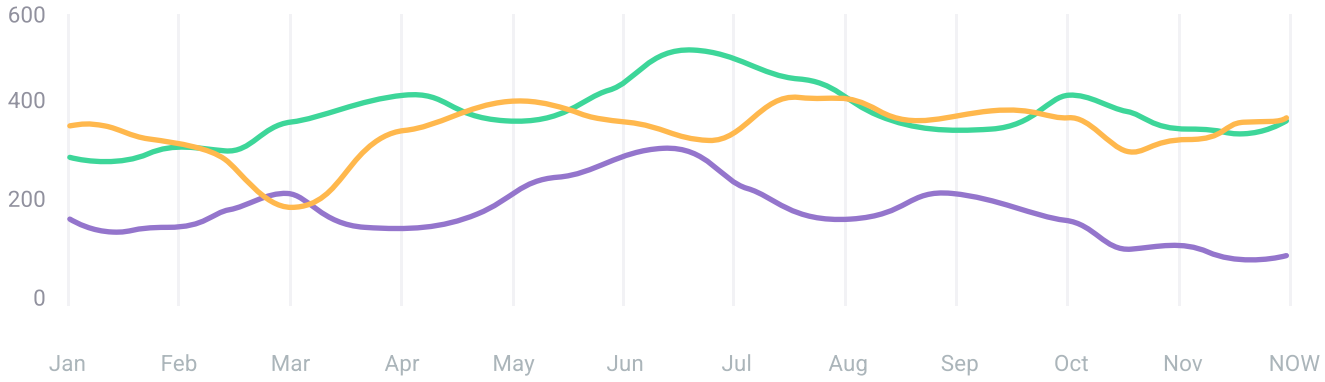
72%



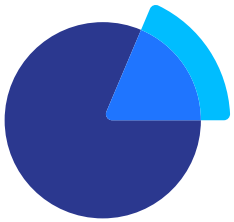
72%

−0.2%

+0.2%

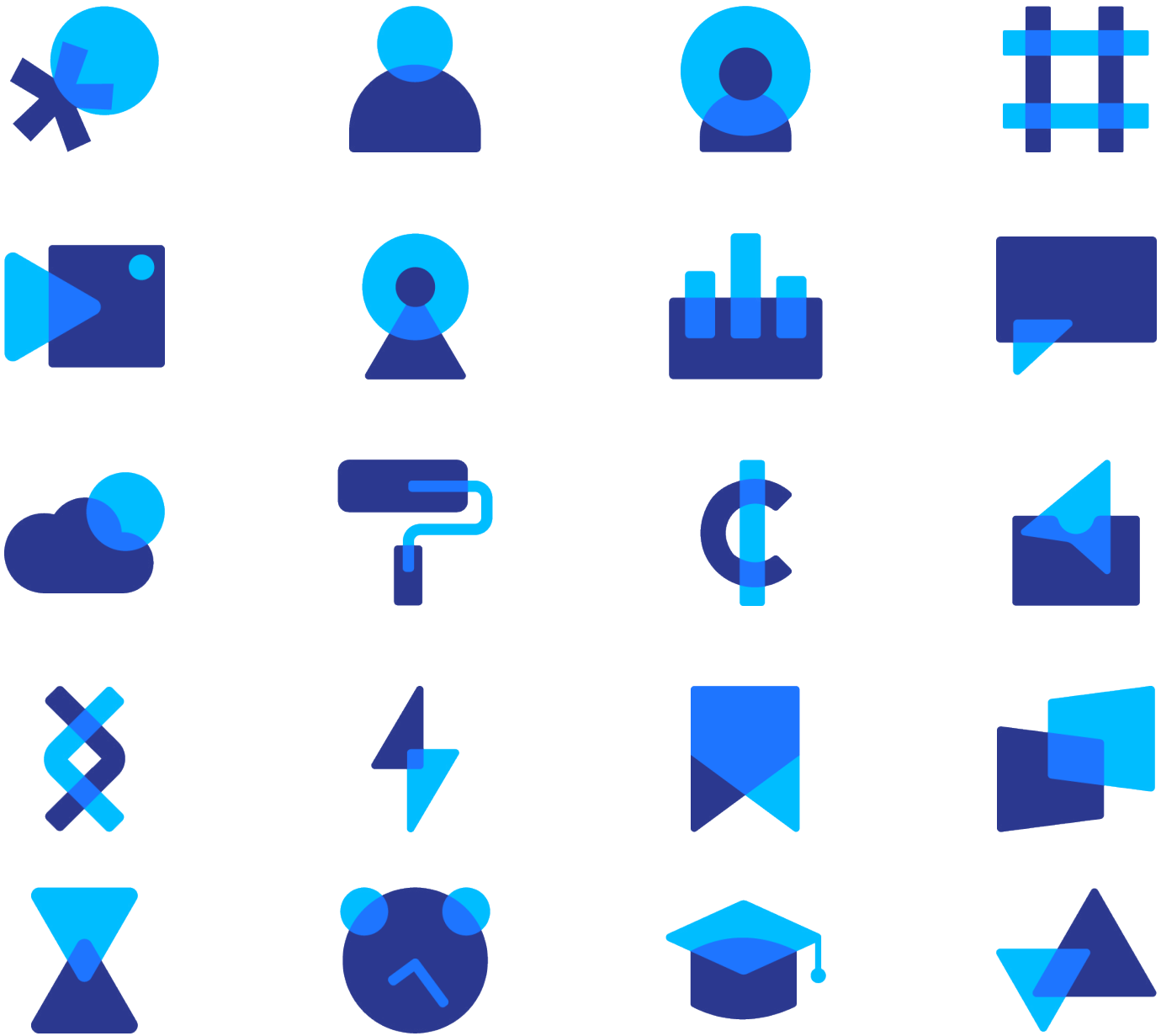
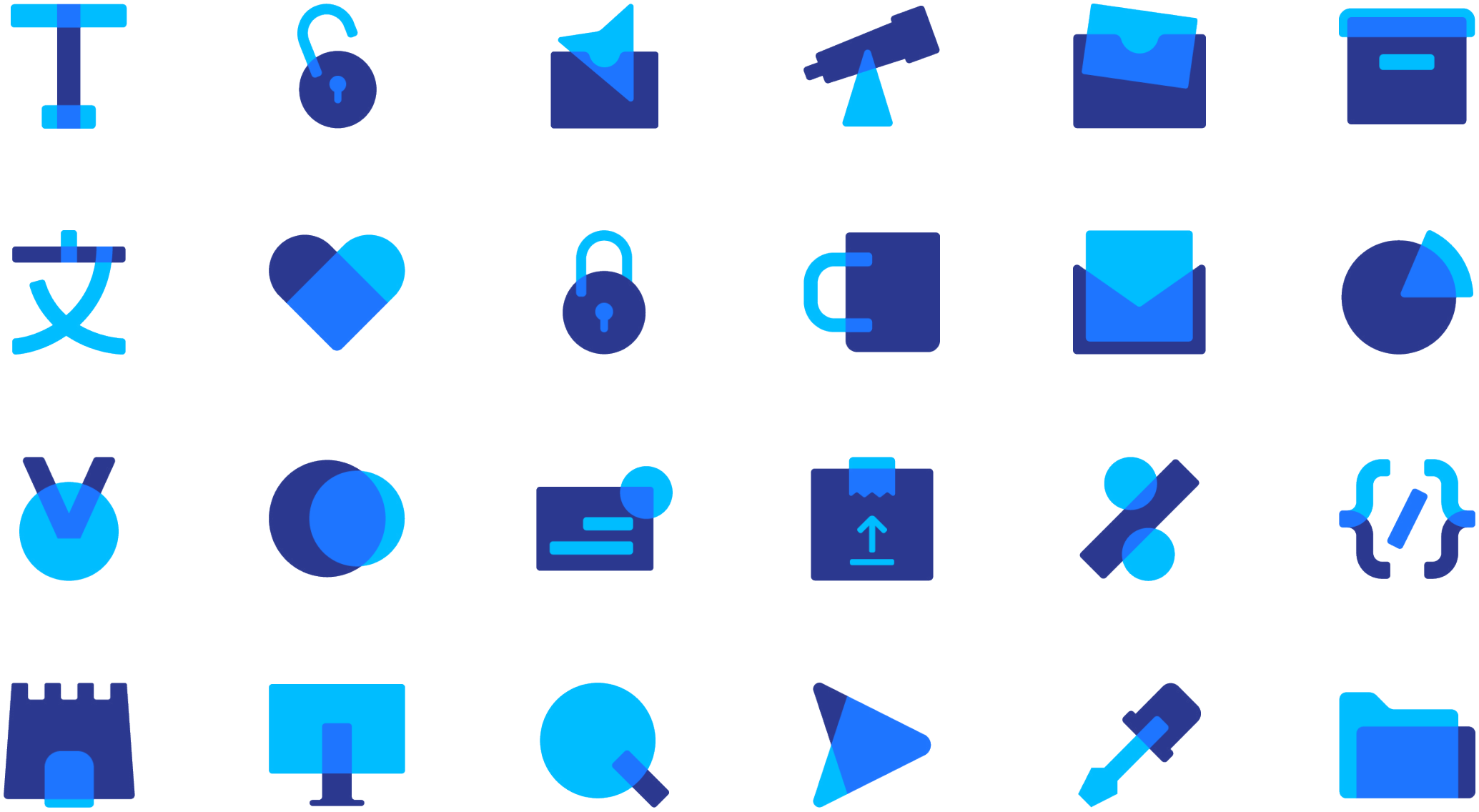


570



Pictogram

Assets

An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

Download corporate identity elements