

# Brand Guidelines

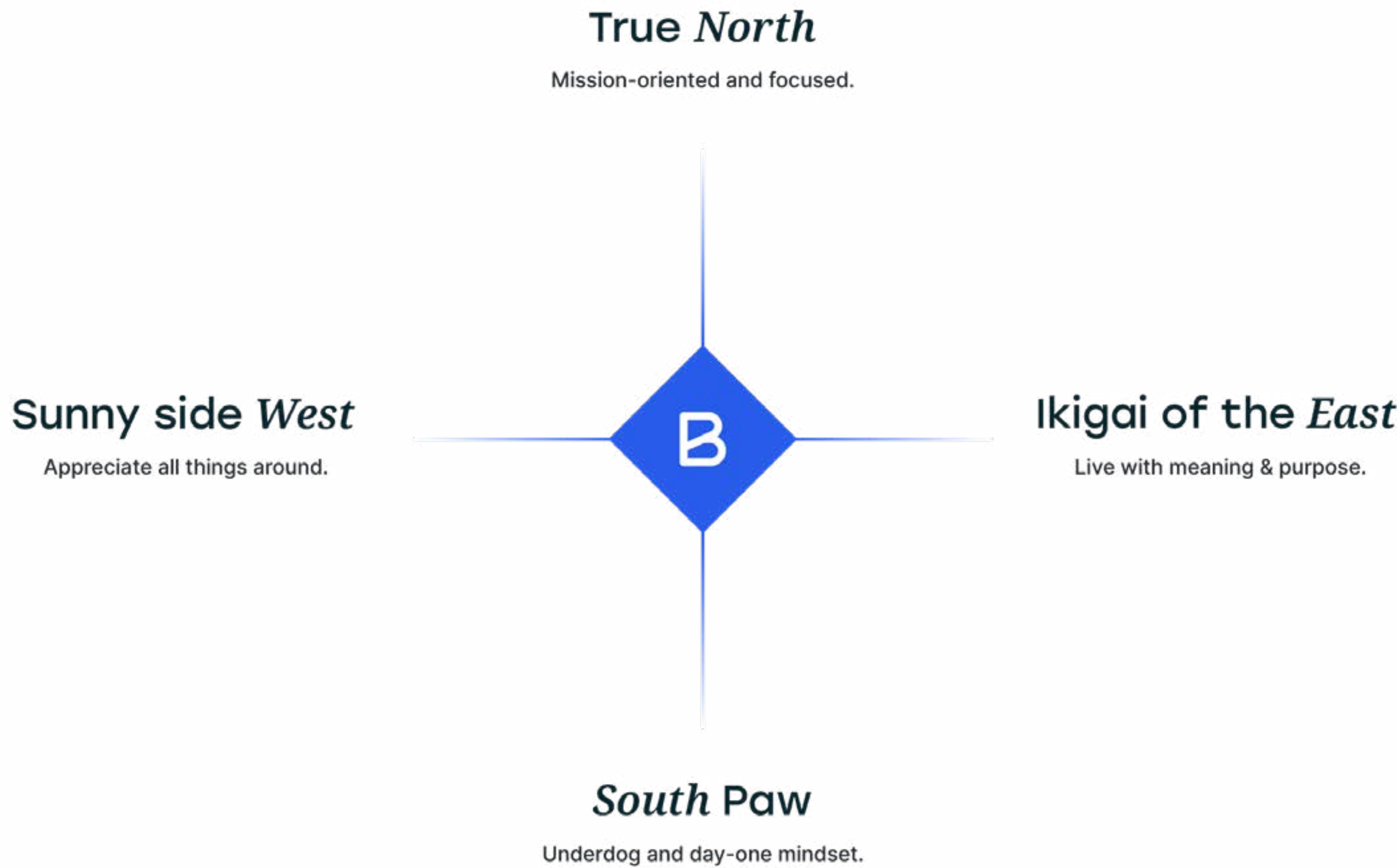
|    |              |
|----|--------------|
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01

# Introduction

# Values

At the heart of everything we do are the values that guide us. These values are the foundation of how we operate and what we deliver, shaping the way we approach our work and our relationships.



# Tone of voice

- Here’s how we keep our communication clear and friendly, while staying true to Beam’s personality:
- We make payments feel simple and pleasant by using clear, thoughtful language.
  - We speak human-to-human—friendly, but never too informal.
  - Our tone shifts depending on who we’re talking to, but we always stay approachable.

At the end of the day, our voice reflects the Beam team—authentic, helpful, and professional (with a friendly touch).

Who we are (and who we aren’t)

*Confident*  
but stay humble

*Smart,*  
not silly

*Conversational*  
yet always respectful

*Approachable,*  
not over-friendly

*Supportive,*  
never overwhelming

Clear, simple,  
and *human*

*No jargon, please*  
  
Use technical terms only when necessary, but always aim for clarity and simplicity.

*Inclusive language*  
  
We use language that speaks to everyone—gender-neutral and welcoming to all.



02

Logo



# Our logo

We're proud to share our logo. It's a big part of who we are, and we'd love your help in keeping it at its best.

Follow these simple guidelines, and you'll help make sure the Beam logo always shines!



# Isotype

Our isotype is a simplified version of our logo. You'll see it used in places like browser tabs (as a favicon), social media profiles, and on branded merchandise as a secondary graphic.

For web use, our logo has a responsive version, where the isotype steps in to take the place of the full logo when space is tight.

Note: We've designed a special version of the isotype for very small sizes (under 30 pixels), as shown to the right.



180 × 180



128 × 128



64 × 64



32 × 32



16 × 16



The isotype can be used inside a square or circle.



The isotype can be used without any shape, but only on swag or merchandise.



Minimum web size  
16 × 16 pixels



Minimum print size  
0.5 × 0.5 pixels



# Clearspace

While using the logo in communication or any media, it's to be placed with clearspace around it to make it legible and breathable.

For the logotype, the ideal clear space is 3/4 (0.75) of the size of the "B" in the Beam wordmark.

For the isotype, the ideal clear space is 1/2 (0.5) of the size of the "B."

|       |      |  |       |
|-------|------|--|-------|
| 0.75x | x    |  | 0.75x |
|       | Beam |  |       |
| 0.75x |      |  | 0.75x |

x = width of Beam "B"  
Exclusion zone = 0.75x

|      |   |      |
|------|---|------|
| 0.5x | x | 0.5x |
|      | B |      |
| 0.5x |   | 0.5x |

x = width of Beam "B"  
Exclusion zone = 0.5x

## Logo color

For marketing purposes, our logo can be used in Dark Teal or White.

Choose the logo color that creates the best contrast and clarity with your background:

- If the background is light, use the Dark Teal logo.
- If the background is dark, use the White logo.

Note:

- Over photos, you can use White.
- Never use the logo in any colors other than the ones we’ve specified.



Neutral 10 on White



White on Blue



White on Dark Teal



White on Teal



White on Purple



White on Orange



White on Gradient



White on photograph

# Logo misuse

Our logo is the heart and soul of our brand identity, and as such it's crucial not to distort or misuse it in any way.



✗ Don't alter the letterspacing of the logo



✗ Don't stretch the logo.



✗ Don't place the logo on an angle.



✗ Don't add effects to the logo.



✗ Don't use other colors apart from specify.



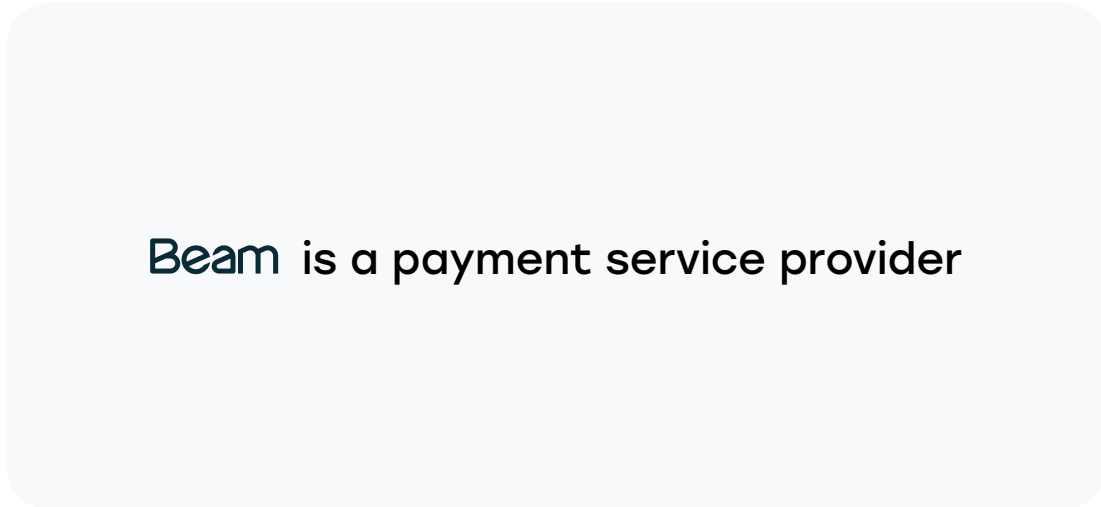
✗ Don't use the logo as a mask.



✗ Don't add gradients.



✗ Don't storke the logo



✗ Don't use the logo in a sentence.



03

Color

# Primary color

Our primary colors are cool, calming tones, with Blue at the heart of our brand.

To add some fun and energy, we’ve mixed in pops of Purple and Orange for extra brightness and flair.

### Blue

#265BEA  
RGB: 38.91.234  
CMYK: 82.67.0.0  
Pantone:

### Dark Teal

#0E313D  
RGB: 14.49.61  
CMYK: 92.67.54.53  
Pantone:

### Teal

#39C5D6  
RGB: 57.197.214  
CMYK: 64.0.17.0  
Pantone:

### Purple

#CFBCF6  
RGB: 207.188.246  
CMYK: 18.26.0.0  
Pantone:

### Orange

#F85F3C  
RGB: 248.95.60  
CMYK: 0.78.82.0  
Pantone:

# Primary color

Tints and shades

|                                      |                                      |                                      |                                      |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| <div>Blue</div> <div>#BFD8FE</div>   | <div>Blue</div> <div>#265BEA</div>   | <div>Blue</div> <div>#1F3AAE</div>   | <div>Blue</div> <div>#172254</div>   |
| <div>Teal</div> <div>#AFEDF2</div>   | <div>Teal</div> <div>#39C5D6</div>   | <div>Teal</div> <div>#1E6E81</div>   | <div>Teal</div> <div>#0E313D</div>   |
| <div>Purple</div> <div>#F0EBFC</div> | <div>Purple</div> <div>#CFBCF6</div> | <div>Purple</div> <div>#9861E5</div> | <div>Purple</div> <div>#59288A</div> |
| <div>Orange</div> <div>#FFD2C7</div> | <div>Orange</div> <div>#F85F3C</div> | <div>Orange</div> <div>#C13613</div> | <div>Orange</div> <div>#842D19</div> |



# Secondary color

Our secondary colors are here to complement the primary palette, adding a bit more depth and variety.

But remember, use them sparingly to keep Beam’s color story strong and consistent.

Maroon

#861541  
RGB: 134.21.65  
CMYK: 34.100.57.28  
Pantone:

Starlight

#EBEF33  
RGB: 235.239.51  
CMYK: 12.0.89.0  
Pantone:

Maroon

#EF4396

Maroon

#C2135A

Starlight

#EEF890

Starlight

#BFAD0F

# Neutral color

This palette complements our primary and secondary colors, offering balance and flexibility.

These shades provide a clean backdrop that lets our core colors stand out.

Use them to create contrast, add subtle texture, or support the brand’s polished and professional look.

White

#FFFFFF

Beam Black

#101010

Neutral 1

#F6F8FA

Neutral 2

#E9ECF0

Neutral 3

#DDE2E6

Neutral 4

#CED4DA

Neutral 5

#ADB5BD

Neutral 6

#899098

Neutral 7

#666D75

Neutral 8

#495057

Neutral 9

#343A40

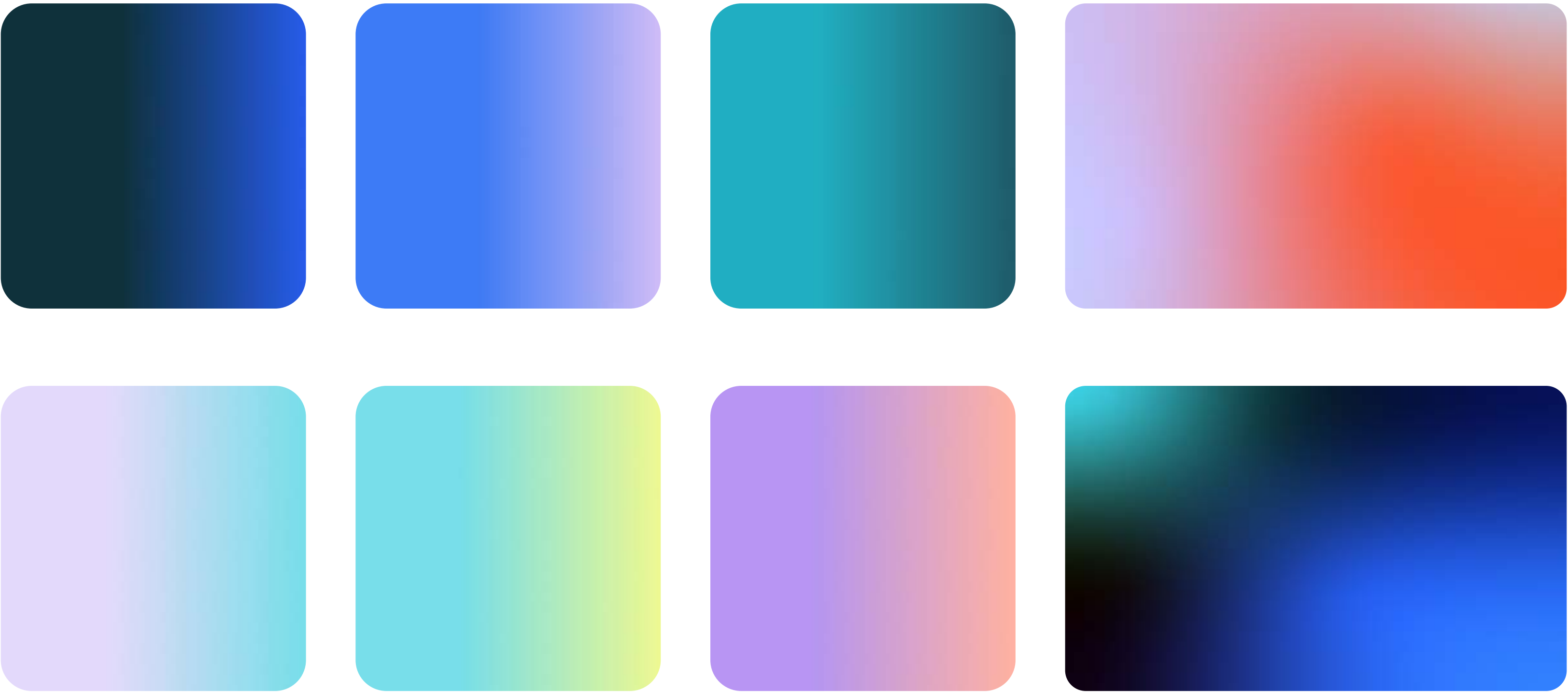
Neutral 10

#212529

# Gradient

A vibrant, energetic design element:

- Gradients can feature multiple colors from the Beam palette.
- They can be applied at any angle.
- Choose from linear, radial, or mesh (freeform) styles to suit your design needs.



# Usage proportions

At Beam, Dark Teal and White are our star players, with other colors used to complement the main palette.

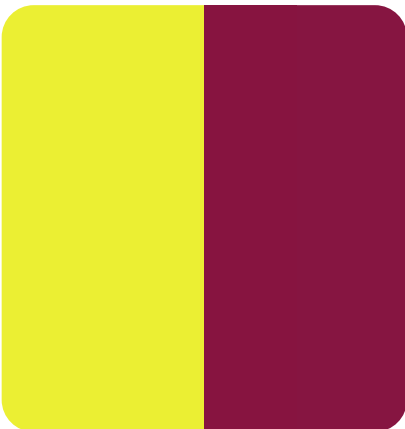
Blue also plays a key role and will often be seen prominently.

By sticking to these color proportions, you'll help keep our brand strong, consistent, and easy to recognize.

Primary



Secondary



Tints & Shades



04

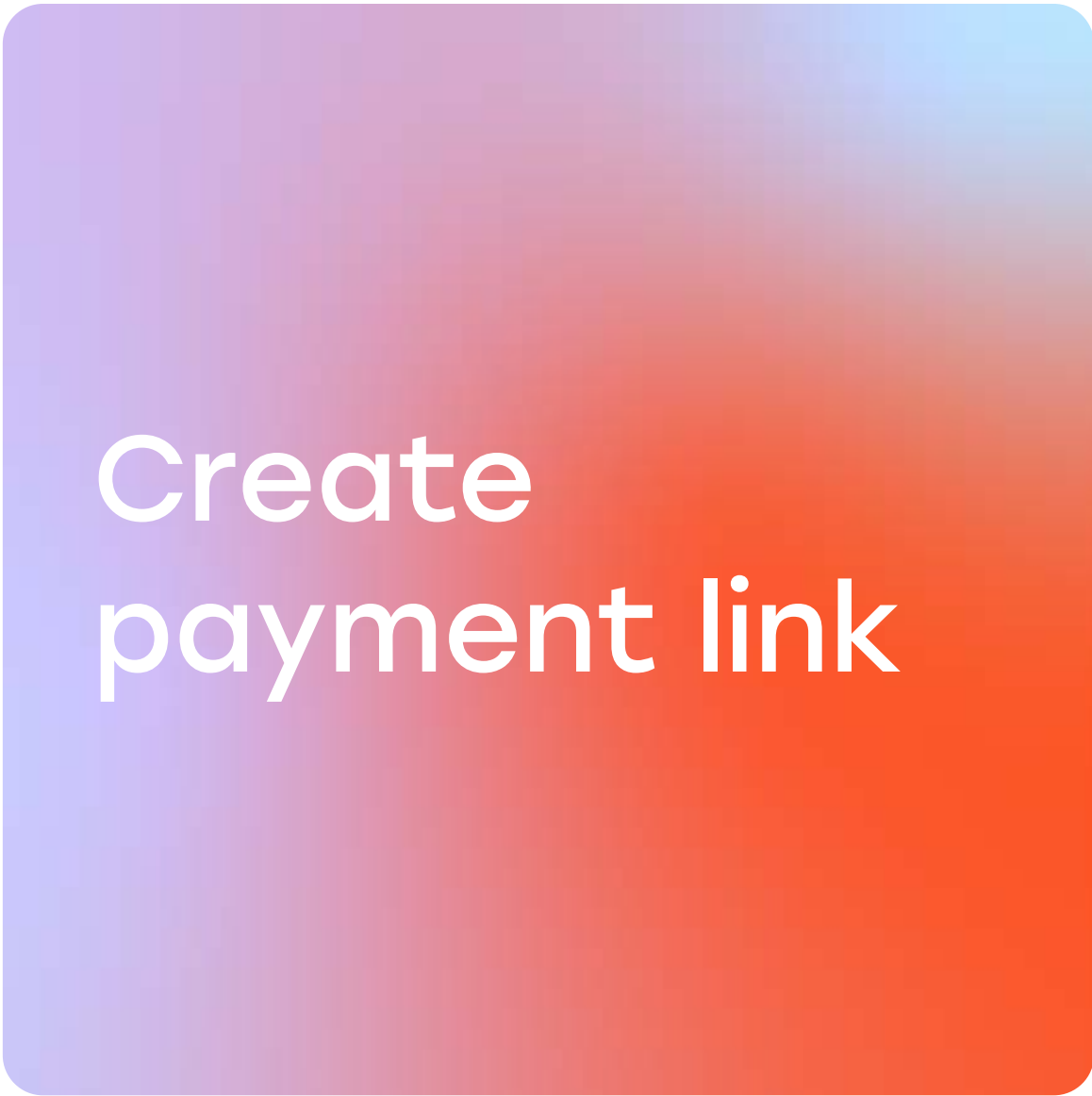
# Typography

# Typeface overview



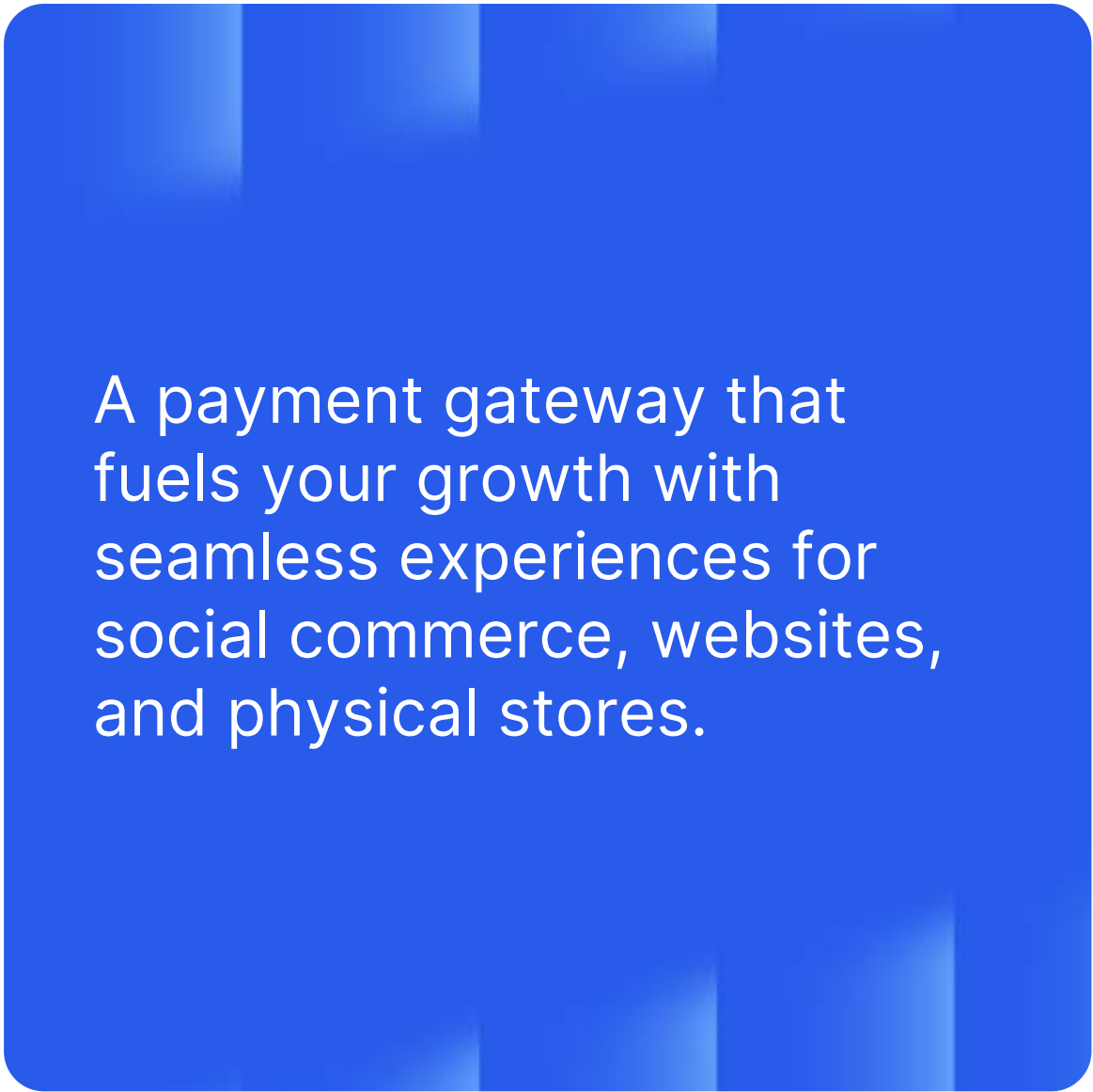
Stolz and Noto Serif

Our display font is bold and clear, perfect for short and impactful headlines. Use this pairing for marketing only.



Stolz

Use Stolz for heading



Inter

Use Inter for most things. It's clean, legible, and perfect for body text.



IBM Plex Sans Thai

For Thai, use IBM Plex Sans Thai for all text levels.



# English typeface

We use 3 typefaces for English:

- **StolzI** - for displays and headlines
- **Noto Serif** - for emphasis within displays and headlines
- **Inter** - for body text

StolzI Regular

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  
1 2 3 4 5 6 7 8 9 0 @ ! ? & + - = / \$

Noto Serif Medium Italic

*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*  
*1 2 3 4 5 6 7 8 9 0 @ ! ? & + - = / \$*

Inter Regular

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  
1 2 3 4 5 6 7 8 9 0 @ ! ? & + - = / \$ ¢

Inter SemiBold

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  
1 2 3 4 5 6 7 8 9 0 @ ! ? & + - = / \$ ¢

# Thai typeface

We use just one typeface for Thai:

- IBM Plex Sans Thai for everything

IBM Plex Sans Thai Medium

ก ข ข ค ศ พ ง จ ฉ ช ซ ฌ ญ ฎ ฏ ฐ ฑ ฒ ณ ด ต ถ ท ธ น บ ป ผ ฝ  
พ ฟ ภ ม ย ร ล ว ศ ษ ห ฬ อ ฮ ะ ั ำ ิ ึ ู แ โ ใ ไ  
1 2 3 4 5 6 7 8 9 0 @ ! ? & + - = / \$ ฿

IBM Plex Sans Thai Regular

0 1 2 3 4 5 6 7 8 9 0 @ ! ? & + - = / \$ %  
 1 2 3 4 5 6 7 8 9 0 @ ! ? & + - = / \$ %  
 1 2 3 4 5 6 7 8 9 0 @ ! ? & + - = / \$ %

# Type hierarchy

## Marketing

When creating copy and designs, think of these examples as your go-to inspiration.

Display: Stolzl Book, Noto Serif Italic (for emphasis)

We help businesses  
*accept payments*

Heading: Stolzl Regular

Powering your business  
with a full payment services

Body copy: Inter

Get going within 1-3 days with a simple online signup,  
seamless onboarding and attentive support all the way.

Annotation: Inter regular

Visit [beamcheckout.com](#) for more information.

Button: Inter Semibold

Started for Free

Display: IBM Plex Sans Thai Medium

พบกับประสบการณ์การ  
ชำระเงินที่แตกต่างกัน

Heading: IBM Plex Sans Thai Medium

เพิ่มยอดขายให้ธุรกิจของคุณ  
ด้วยบริการรับชำระเต็มรูปแบบ

Body copy: IBM Plex Sans Thai Regular

พร้อมใช้งานภายใน 1-3 วันผ่านการสมัครออนไลน์  
การสอนใช้งานที่สั่นไหวและการช่วยเหลือแบบเรียลไทม์  
ทุกขั้นตอน

Annotation: IBM Plex Sans Thai Regular

เมื่อชำระเงิน คุณยอมรับ นโยบายความเป็นส่วนตัว  
และข้อกำหนดและเงื่อนไข ของ Beam

Button: IBM Plex Sans Thai Medium

บันทึกการเปลี่ยนแปลง

# Type hierarchy

## Product

When crafting product copy and designs, let these examples guide you for a consistent look and feel.

Headline: StolzI Regular

# Email notification

Body copy: Inter Regular

Share this link for all payment methods (or print the QR for your storefront)

Annotation: Inter Regular

By continuing, you agree to Beam’s Privacy Policy and Terms & Conditions.

Button: Inter Semibold

Save Changes

Headline: IBM Plex Sans Thai Medium

# การแจ้งเตือนอีเมล

Body copy: IBM Plex Sans Thai Regular

เซิร์ฟเวอร์นี้เพื่อรับชำระเงินทุกช่องทาง (หรือป็นที่ป้าย QR เพื่อตั้งหน้าร้าน)

Annotation: IBM Plex Sans Thai Regular

เมื่อชำระเงิน คุณยอมรับ นโยบายความเป็นส่วนตัว และข้อกำหนดและเงื่อนไข ของ Beam

Button: IBM Plex Sans Thai Medium

บันทึกการเปลี่ยนแปลง

## Resources

To access resources such as logos, fonts, [click here](#)

## Questions

For any questions or specific needs,  
please submit a request to Beam Customer Support team.