

# ecopay



## Brand Identity Guide

# Table of Contents

3	Company Overview
4	Logotype
5	Logomark
6	Logo Visual Breakdown
7	Use of logo
8	Color Palette
9	Typography
10	Branding Applications

## Mission

---

Our mission is to turn the credit card market inside out, to start the conversation on sustainability and create a consumer culture which rewards ethical purchases. We are the start of the movement, not the end goal.

## Background

---

We were tired of credit cards which rewarded investing in fossil fuels and contributing to damaging consumer culture. As the capitalist society we live in is not going away anytime soon, we created a company to battle for a more sustainable future from inside the machine. We started out with a simple 1% back on every purchase from a sustainable or local store when we released our first card EarthOne, now we offer more rewards which are meant to entice the customer to make more conscious purchases. We know this is not the perfect solution, but it's the beginning of instigating systemic change.

## Our Company

---

We have a duty to help the world. This has led us to create our company around being green. All of our available cards are made of 100% recycled plastics with 100% recycled metals. We are also a B Certified Corporation and a 1% for the Planet company. Being transparent about our practices is how we stay accountable.

## Our Rewards System

---

- 1% back on donations made to sustainable projects, each vetted for proof of sustainability.
- 2% back on purchases of sustainable products or purchases made in local stores
- 3% back at electric charging stations
- Cashback on amount below carbon footprint limit, calculated through amount of purchases made on card.

ec  pay

other possible color combinations

---

ec  pay ec  pay

ec  pay ec  pay

ec  pay

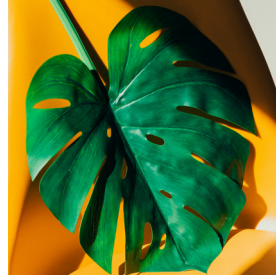
# Logomark



other possible colors



# Logo Visual Breakdown

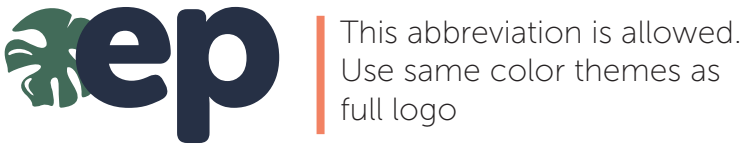


Using a monstera leaf to create a connection to sustainability and the idea of “going green.” The rounded shape plays into the letter ‘o’ in eco and puts the logomark into the logotype.

ecopay

The rounded lettering—Museo Sans Rounded 900—invites a playful emotion when using the card. It also symbolizes the roundness of the Earth, and the color choice plays into that symbolism.

## Do



## Don't



## primary colors

---

C 86% M 75% Y 48% K 47%  
R 38 G 48 B 68



C 75% M 40% Y 65% K 23%  
R 66 G 106 B 90

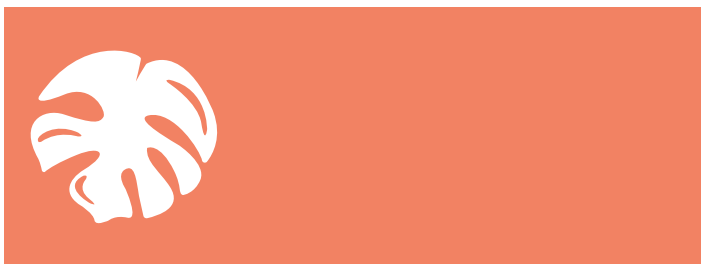


C 59% M 23% Y 50% K 2%  
R 113 G 158 B 139



## secondary colors

---



C 1% M 61% Y 62% K 0%  
R 243 G 130 B 99



C 11% M 32% Y 96% K 0%  
R 228 G 173 B 45



headings/titles

---

## Museo Sans Rounded 900

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Yy Xx Zz

subtitles/body text

---

## Museo Sans 300

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Yy Xx Zz

# Branding Applications

cards



## cards in use

---



# Branding Applications

stationary





on a sign



