BRAND STYLE GUIDE

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BRAND EXPERIENCE

Our brand reflects who we are and how we want merchants to feel when they see Easy Pay Direct. It's the unique combination of our culture and values, that drive our promise to make things easier.

- We are Friendly, Enjoyable, Helpful in all moments
- We are Experts in our field
- We Always Go The Extra Mile
- We are True to Our Word
- We are Professionally Relaxed
- We are the Embodiment of the phrase "We're here to make things easier"
- We strive to BE the positive experience

"
Branding is what people say about
you when you're not in the room.
JEFF BEZOS

THE FASTEST *SAFE* WAY
TO ACCEPT PAYMENTS

Life for an entrepreneur is tough. It's busy, hectic, chaotic, and somewhere in the midst of all that, they need to figure out how to accept and keep accepting credit cards. Submitting applications dealing with underwriters, setting up the gateway and shopping cart, integrating all the pieces... all while trying to focus on the BIG PICTURE business items - that's A LOT. So, Easy Pay Direct does it for you. One application, one point of contact, true diversity and security in merchant accounts. Easy Pay Direct makes accepting payments online and in-person easy. We are the fastest SAFE way to accept payments.

We're Here to Make Things Easier !

"Make it
Simple
but significant"
Don Draper

OUR CORE VALUES

MAKE THINGS EASIER

Simplify the work for others
Be thorough with our work
Working together through teamwork
Efficiency

OPEN, EFFECTIVE COMMUNICATION

Being honest
Having patience
Active listening

DO THE RIGHT THING

Look out for our partners, merchants, company & teammate's best interests

PERSISTENCE

Getting it done
Digging in to find solutions
Going the extra mile

GROWTH

Evaluate progress
Be better than the day before

BRAND VOICE

EDUCATIONAL

SECURITY

SHENANIGANS

SPECIFIC

HONEST

PROFESSIONALLY RELAXED

DIVERSITY

EASY PAY DIRECT

CLEAR

EASIER

PLEASE

POSITIVE

COMMUNICATE

ACCESSIBLE

HELPFUL

THANK YOU

EFFICIENT

GET THIS LIVE FOR YOU

KNOWLEDGEABLE

SUCCINCT

MODERN

UNDERSTAND

Give Value

Give Value

Give Value

and then ask for business

Gary Vaynerchuk

BRAND COLORS

Our brand colors convey that we are friendly, honest, and knowledgeable.

The consistent use of color is an easy way to stand out.
Our color palette includes a green and blue theme with supporting tones.
We use limited colors that serve to strengthen our brand.

Green
RGB 28, 156, 72
CMYK 83, 12, 100, 2
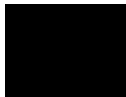#1C9C48

Blue
RGB 65, 105, 178
CMYK 81, 61, 0, 0
#4169B2

Darker Blue
RGB 31, 77, 161
CMYK 91, 81, 0, 0
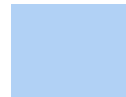#1F4DA1

White
RGB 255, 255, 255
CMYK 0, 0, 0, 0
#FFFFFF

Rich Black
RGB 0, 0, 0
CMYK 40, 40, 40, 100
#000000

Almost Black
RGB 59, 59, 59
CMYK 0, 0, 0, 77
#3B3B3B

Diamond
RGB 177, 209, 245
CMYK 28, 15, 0, 4
#B1D1F5

Platinum
RGB 204, 204, 204
CMYK 0, 0, 0, 20
#CCCCCC

COLOR COMBINATIONS

This is great
This is ok
This works
This hurts my eyes
No
Also No

This is Beautiful
Yes
Cool Cool
Sure
Not ideal
I'm blue about this

Perfect Match
Go for it
I'm ok with this
Not great
Rarely
Not this one though

Winner
Good to go
Nothing bad here
This color is easy
Probably ok
Seems to work

Made for it
Green Light
Looks good
Yep
Carry on - yes
Sure thing

Absolutely
Nods
You Got It
Thumbs up
Don't love
Hard NO**

**#B1D1F5 on gray - Hard no

LOGO

The logo is clean and straightforward.

When color is unavailable such as print.

TYPEOGRAPHY

CODE PRO DEMO
TITLE FONT

Trade Gothic LT
BODY FONT

Arial
BODY FONT ALT

Code Pro Demo acts as a title font in all branding and communication pieces. It contributes a friendly, natural feel to our materials while still maintaining the crispness of the text.

Trade Gothic acts as the body font it is crisp and clean. Arial acts as the body font when Trade Gothic is unavailable. It is easy to read and rounded, complimenting the title font.

LOGO SPECIFICS

Clearance Space

Logo clearance space - Our logo needs a little room to breathe. Create clearance space using the height of the wordmark from all sides. When using the diamond alone the height of EPD is used to create clearance space.

Minimum Size

100 px

The logo should never be smaller than 100px in digital or 35.5mm in print.

Logo Placement

Green - Ideal logo placement
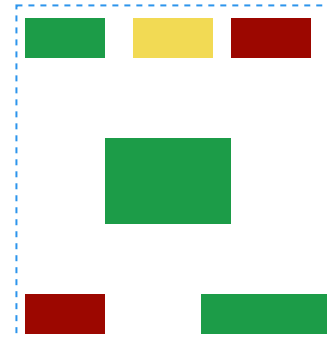Yellow - Only when required
Red - Let's not

ILLUSTRATION GUIDE

Our graphics are fun and friendly - like us.

Vector art of semi-photorealistic modern payment devices and cartoon icons with flat color.

THIRD-PARTY ICONS AND LOGOS

Client Logos

Get permission. Use the most updated logo and always present in grayscale.

Third-Party Icons

Use the most updated icons and do not alter the icon.

CALL TO ACTION

Looking for a Merchant Account?
Get the Fastest SAFE way to accept payments
Contact us at (800) 805-4949 or ncs@easypaydirect.com to learn more!