

BRAND GUIDELINES

V5 - July 2019

TH!NK CASHLESS
World's Simple and Trusted Payments

Our Logo

The PayTabs symbol is the quintessential element of the logo, emphasising on the P which signifies that it is a Payments Solution brand. The textual element in the logo needs to convey the distinction of "Pay" as it is highlighted in the brand's blue color. The symbol, the tagline and the logo unit completes our visual identity.



Note: Do not attempt to reproduce the logo and strapline brand element, always use the artwork supplied.

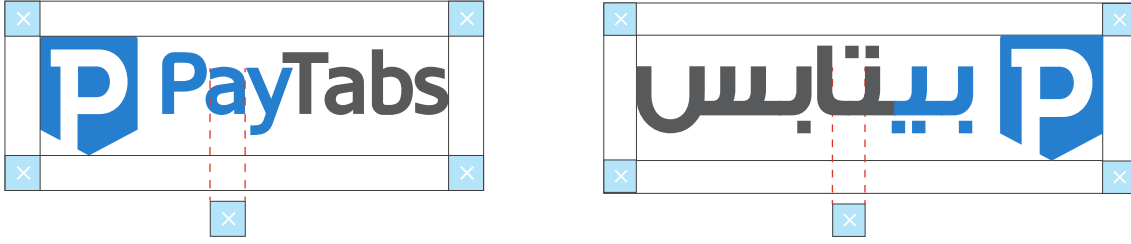
Logo Variations

In certain situations, the full color blue and grey version of the brand mark will be required. At other times, only a single color English or Arabic version is required.



Clear Zone

To ensure clarity of communication, we always ensure the PayTabs brand elements have an amount of empty space around them. We call this empty space the 'clear zone' and it is determined using an 'x' value. Nothing should ever enter the clear space area determined by cyan binding box.



Minimum Size

The minimum size should be used only when layout space is extremely limited.



Paytabs or PayTabs

When writing, please follow this rule
PayTabs (P and T always in capital letter)

Logo Application

Legibility is vital. Make sure you use the correct Logo for the background and position it carefully. The Logo must always be positioned in a clear, unbusy area of the image or background.



Tagline

All our communication pieces of PayTabs need to be signed off with our core philosophy - "TH!NK CASHLESS - World's Simple and Trusted Payments". The strapline branding element has been carefully typeset and spaced for best readability and clarity at all sizes.

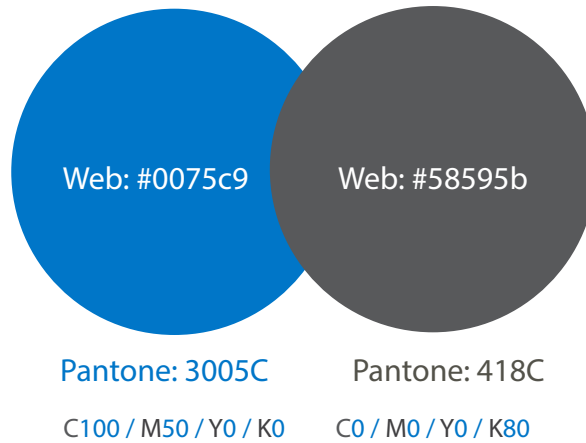
TH!NK CASHLESS
المدفوعات البسيطة والموثوقة عالمياً ----- Arabic

TH!NK CASHLESS
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Color Palette

Strong and consistent use of color creates an easy visual link to the brand. As these colors are important to our brand, it is also important that we ensure they are always reproduced correctly and consistently.

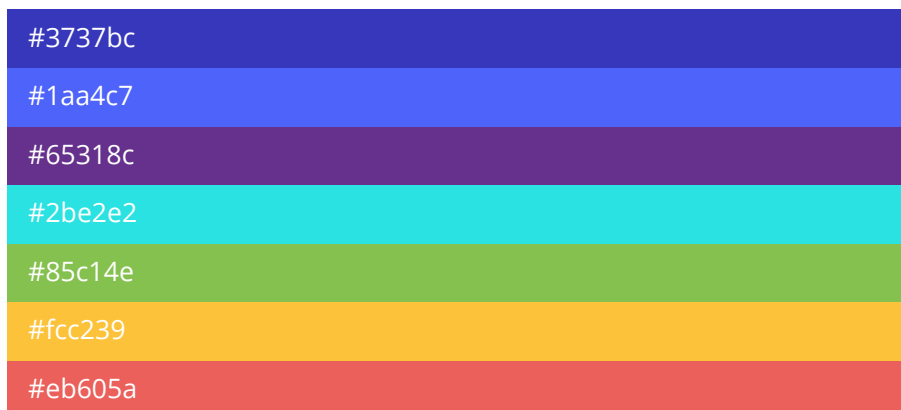
Primary colors



Secondary Color Palette

The secondary color palette provides complimentary tones to support the core color palette. They can also provide an extension of the brand helping to differentiate divisions and content.

Secondary Colors



English Primary Typeface

Our primary typeface is Open Sans. It is developed with an upright stress, open forms and a neutral, yet friendly appearance and is optimized for legibility across print, web, and mobile interfaces. Ideal for a brand that is progressive, open and believes in innovation.

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Bold

Open Sans Bold Italic

Arabic Primary Typeface

Our primary typeface is Cairo. A beautiful font with strong features and a range of weights. Ideal for corporate identity programs where the brand has an emphasis on innovation and progressive business practices.

Cairo Light

Cairo Light Italic

Cairo Regular

Cairo Italic

Cairo Bold

Cairo Bold

Social Media Channels

Social Media pertains to any form of post or update, live or otherwise on all PayTabs social media channels including but not restricted to YouTube, Website, Blog, Instagram, LinkedIn, Facebook, Twitter, and any other PayTabs uses social media actively as part of the marketing mix to engage in conversation with our merchants, partners and the business community, build and maintain strong relationships online, promote products, services and events and reach followers with company news and alerts.



Facebook



Youtube



LinkedIn



Instagram



twitter

Social Media Sizes

Facebook

News Feed Images – **1,200 x 628 pixel.**

Cover Photo - **851 x 315 pixels.**

Profile Photo - **320 x 320 pixels.**

Instagram

News Feed Images – **612 x 612 pixel.**

Post Size - **1080 x 1080 pixel.**

LinkedIn

News Feed Images – **1,200 x 628 pixel.**

Cover Photo - **851x315 pixels.**

Profile Photo - **320 x 320 pixels.**

Google

Leaderboard - **728 x 90 pixels.**

Inline Rectangle - **300 x 250 pixels.**

Skyscraper - **120 x 600 pixels.**

Wide Skyscraper - **160 x 600 pixels.**

Half-Page Ad - **300 x 600 pixels.**

Large Leaderboard - **970 x 90 pixels.**

Digital Communication

All social media collaterals produced whether by PayTabs, an external agency or a co-brand partner should be created and set within the “Think Cashless” template so as to ensure uniformity of standards and guidelines.



The template can be downloaded here:
<https://www.paytabs.com/en/paytabs-media-kit/>