



AUTOPAY

OUR **BRAND
IDENTITY**

Revised 9.7.2021



A U T O P A Y

Brand **IDENTITY** Guidelines

Table of Contents **p. 5**

Primary & Secondary Logo **p. 7**

Logo Orientation **p. 8**

Clear Space & Minimum Sizes **p. 9**

Preferred Color Variations **p. 10 - 11**

Logomark & Logotype **p. 12**

Favicon **p. 13**

Examples How Not To Use The Logo **p. 14 - 15**

Co-Branded Partnerships **p. 16 - 17**

Typography **p. 18 - 19**

Brand Colors & Background Options **p. 20 - 21**

Photography **p. 22**

Iconography & Illustrations **p. 23**

Questions **p. 24**

Notes **p. 25 - 26**

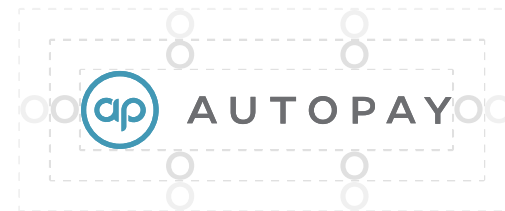


AUTOPAY LOGO

The AUTOPAY logo should be use on every digital or print touchpoints the company has such as website logos, or stationary materials (letterheads, envelopes, business cards, etc.)

CLEAR SPACE

The minimum clear space around the logo must be no smaller than the "O" from the AUTOPAY logo. Nonetheless, for optimal visibility, a larger space of two circles around the logo is strongly recommended.



MINIMUM SIZES

The AUTOPAY Brand logo must follow restricted height rules, and should not be any smaller than 0.5 inches for any printed materials, and 40 pixels when displayed on a digital enviroment.

Digital
40 px



194 px

Printed
0.5 in.



2.5 in.

PRIMARY LOGO

The AUTOPAY Brand primary logo will always contain the Brand color mark and the dark gray text color. It should also be paired with a white background to emphasize the Brand.



SECONDARY LOGO OPTION

There will also be a secondary option in the event the logo needs to be placed or introduced onto a dark/black background. At this point the Mark will remain the primary color but the text will change to a white color.

LOGO ORIENTATION

In addition to the primary and secondary color options, there will also be a Portrait and a Horizontal logo options. Both orientation options will follow the same rule as the color options when placed on a white or dark/black background.



Horizontal



Portrait



AUTOPAY



AUTOPAY



PREFERRED COLOR VARIATIONS & BACKGROUNDS

These are the preferred color variations for the AUTOPAY Brand logo to be used. It is mostly suggested to use the logo on a white background to emphasize the company primary color.



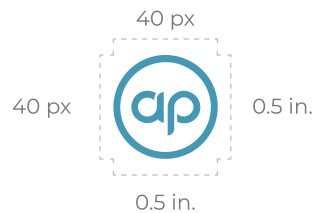
Portrait Mode

The same rule will apply to the logo when presented in portrait mode

**MOST
PREFERRED**



**LEAST
PREFERRED**



LOGOMARK *(Icon/MarkBadge)*

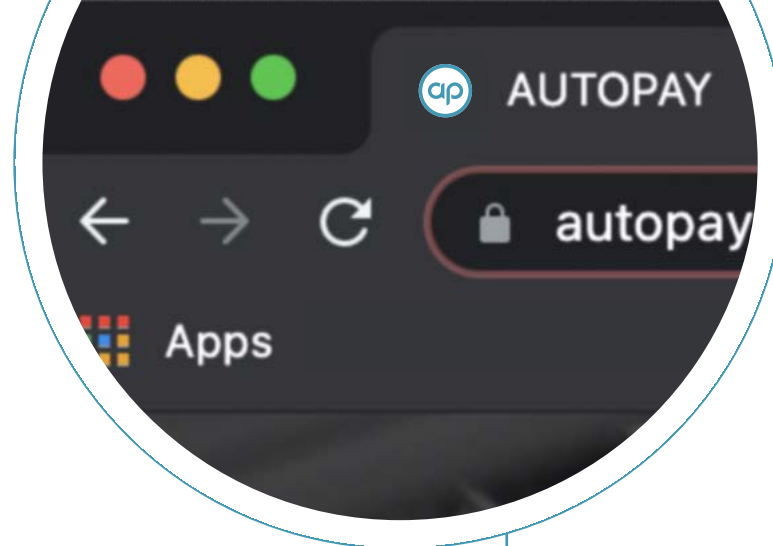
The logomark can be use on it s own when available space is limited.

The logomark can also be use on company merchandise such as wearables (t-shirts, hats, etc.), stationary (envelopes, letterheads, business cards, etc.), and products (pens, pencils, landyards, waterbottles, bags, etc.)

LOGOTYPE *(Word)*

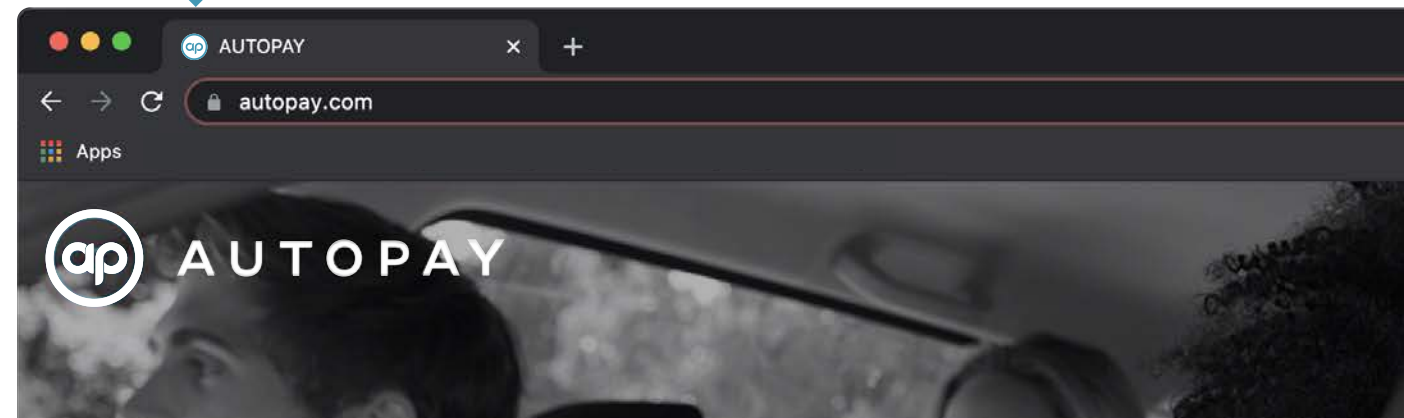
The logomark can **only** be use on company merchandise such as wearables (t-shirts, hats, etc.), stationary (envelopes, letterheads, business cards, etc.), and products (pens, pencils, landyards, waterbottles, bags, etc.)

*** The Logotype should not be use in a sentence form in any type of merchandise.**



FAVICON

The logomark can be used as a favicon badge that will appear on the browser's tab. The favicon will be the teh circle with a white background in it, and can be used in a dark or light backgrounds.



EXAMPLES HOW NOT TO USE THE LOGO

The AUTOPAY logo is our brand mark and will represent the company everywhere in the digital and print space, for that reason it should not be altered in anyway, shape, or form.



DO NOT alter the colors of the logo anywhere.



DO NOT add bevels, reflections or other effects.



DO NOT change the logo with other shapes or symbols.



DO NOT fill the logo with logos, patterns, or images



DO NOT place the logo on complicated backgrounds.



DO NOT add a drop shadow to the logo.



DO NOT add gradients colors in the logo.



Do not intersect the parts of the logo.



DO NOT rearrange or move the logo parts in anyway.



DO NOT add a stroke anywhere in the logo.



DO NOT crop any part or section of the logo



DO NOT distort or stretch the width or height of the logo.



DO NOT add any additional copy on any side of the logo.



DO NOT use the logo as part of a sentenced



DO NOT change the color of the background



Co-Branded PARTNERSHIPS

The following logo placement rules are to be followed when pairing logos from the AUTOPAY Brand and other partner Brand logos. If there is an event where a partner Brand logo cannot meet the requirement please contact brand@autopay.com

AUTOPAY & PARTNER LOGO PLACEMENT RULES

Partner Brand logos can co-exist with the AUTOPAY Brand logo and must follow the following templates. The AUTOPAY Brand logo must always be located on the left and the partner logo on the right.



TYPOGRAPHY

MONTSERRAT

Montserrat was chosen to communicate Brand messaging in headlines, sub-titles, text-of-interest, and solutions to the consumer. The circular nature of the font compliments the Brand's logo and it is easily visible in print or digital displays.

AUTOPAY Brand will use three font weights for its content:

- **HEADLINES:** Headlines will be set on all caps and in bold.
- **SUB-TITLES:** Sub-titles will be set on all caps and semibold
- **TEXT OF INTEREST:** For calls to action or consumer's pain points the text will be set on Title-case and semibold.
- **SOLUTIONS:** Will be set on Title-case, semibold, and italics.

MONTSERRAT LIGHT
Start saving today!
1234567890!@#%&*()

MONTSERRAT REGULAR
Start saving today!
1234567890!@#%&*()

MONTSERRAT MEDIUM
Start saving today!
1234567890!@#%&*()

MONTSERRAT SEMIBOLD
Start saving today!
1234567890!@#%&*()

MONTSERRAT BOLD
Start saving today!
1234567890!@#%&*()

MONTSERRAT EXTRABOLD
Start saving today!
1234567890!@#%&*()

MONTSERRAT BLACK
Start saving today!
1234567890!@#%&*()

MONTSERRAT LIGHT ITALIC
Start saving today!
1234567890!@#%&*()

MONTSERRAT ITALIC
Start saving today!
1234567890!@#%&*()

MONTSERRAT MEDIUM ITALIC
Start saving today!
1234567890!@#%&*()

MONTSERRAT SEMIBOLD ITALIC
Start saving today!
1234567890!@#%&*()

MONTSERRAT BOLD ITALIC
Start saving today!
1234567890!@#%&*()

MONTSERRAT EXTRABOLD ITALIC
Start saving today!
1234567890!@#%&*()

MONTSERRAT BLACK ITALIC
Start saving today!
1234567890!@#%&*()

OPEN SANS LIGHT
Start saving today!
1234567890!@#%&*()

OPEN SANS REGULAR
Start saving today!
1234567890!@#%&*()

OPEN SANS SEMIBOLD
Start saving today!
1234567890!@#%&*()

OPEN SANS BOLD
Start saving today!
1234567890!@#%&*()

OPEN SANS EXTRABOLD
Start saving today!
1234567890!@#%&*()

OPEN SANS BLACK
Start saving today!
1234567890!@#%&*()

OPEN SANS LIGHT ITALIC
Start saving today!
1234567890!@#%&*()

OPEN SANS ITALIC
Start saving today!
1234567890!@#%&*()

OPEN SANS SEMIBOLD ITALIC
Start saving today!
1234567890!@#%&*()

OPEN SANS BOLD ITALIC
Start saving today!
1234567890!@#%&*()

OPEN SANS EXTRABOLD ITALIC
Start saving today!
1234567890!@#%&*()

OPEN SANS BLACK ITALIC
Start saving today!
1234567890!@#%&*()

PAIRING FONT

OPEN SANS

Open Sans was chosen to complement the primary font for its readability and accesibility, its condensed nature makes it easy to read on print and digital displays.

AUTOPAY Brand will use one font for its body copy content:

- **BODY COPY:** Will be used for on a regular weight, follow English grammar rules, be optically kerned and have a leading set to 160%.
- **LEGAL:** Copy will be set on bold and the font size should be in between 12 and 14 pixels

BRAND COLORS

The Autopay Brand colors are to be used on any printing materials or digital presence. It is recommended to use the Primary color and only used gray or white colors to avoid conflicts with backgrounds. The AUTOPAY Primary color should be used to emphasize text or use in the digital arena to highlight specific calls to actions. It can also be use as an accent through digital and printied documents.



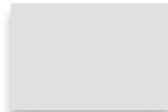
#5EADBE
RGB 94, 173, 190
CMYK 51, 9, 0, 25
PMS 7702C



#000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
TRUE BLACK



#6D6E71
RGB 109/110/113
CMYK 4, 3, 0, 56
PMS COOL GRAY 9C



#E0E0E0
RGB 224, 224, 224
CMYK 0, 0, 0, 12
PMS 427C



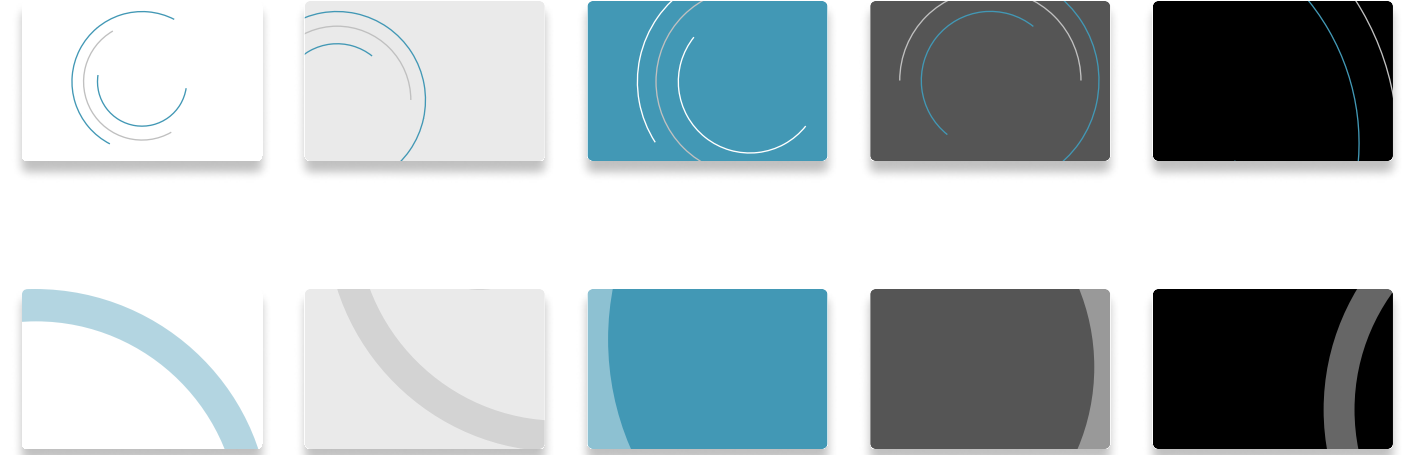
#FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
WHITE



PMS: Pantone Matching System
HEX Value: HTML Color Code
CMYK: Use for Print
RGB: Use for Digital

BACKGROUND OPTIONS

The logomark round shape can be used to create unique backgrounds that can be used on presentations or other pieces of touchpoints in the marketing space.



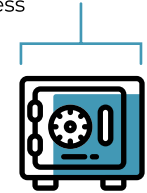
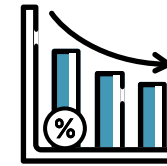
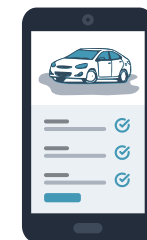
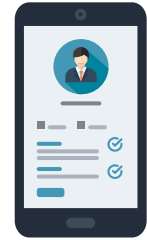
CONSUMER LIFESTYLE PHOTOGRAPHY

The Images below are an example of the look and feel that the AUTOPAY Brand must adhere. When using an image make sure to cover the following points. An image must have Diversity, Individuals from various walks of life and the image must depict enjoyment and happiness around other individuals.



BRAND ICONOGRAPHY & ILLUSTRATIONS

The following icons are some examples of the look and feel of the illustrations that AUTOPAY Brand uses throughout the digital and printing environment.



Minimum Size Icons

Digital Max: 140 pixels or less
Print Max: 1 inch or less

Icons and Illustration requests

If you required or need an specific icon for your presentations please contact brand@autopay.com

IN DOUBT? CHECK THESE QUESTIONS

Have questions? before you submit or publish anything
Brand related please review this questions.

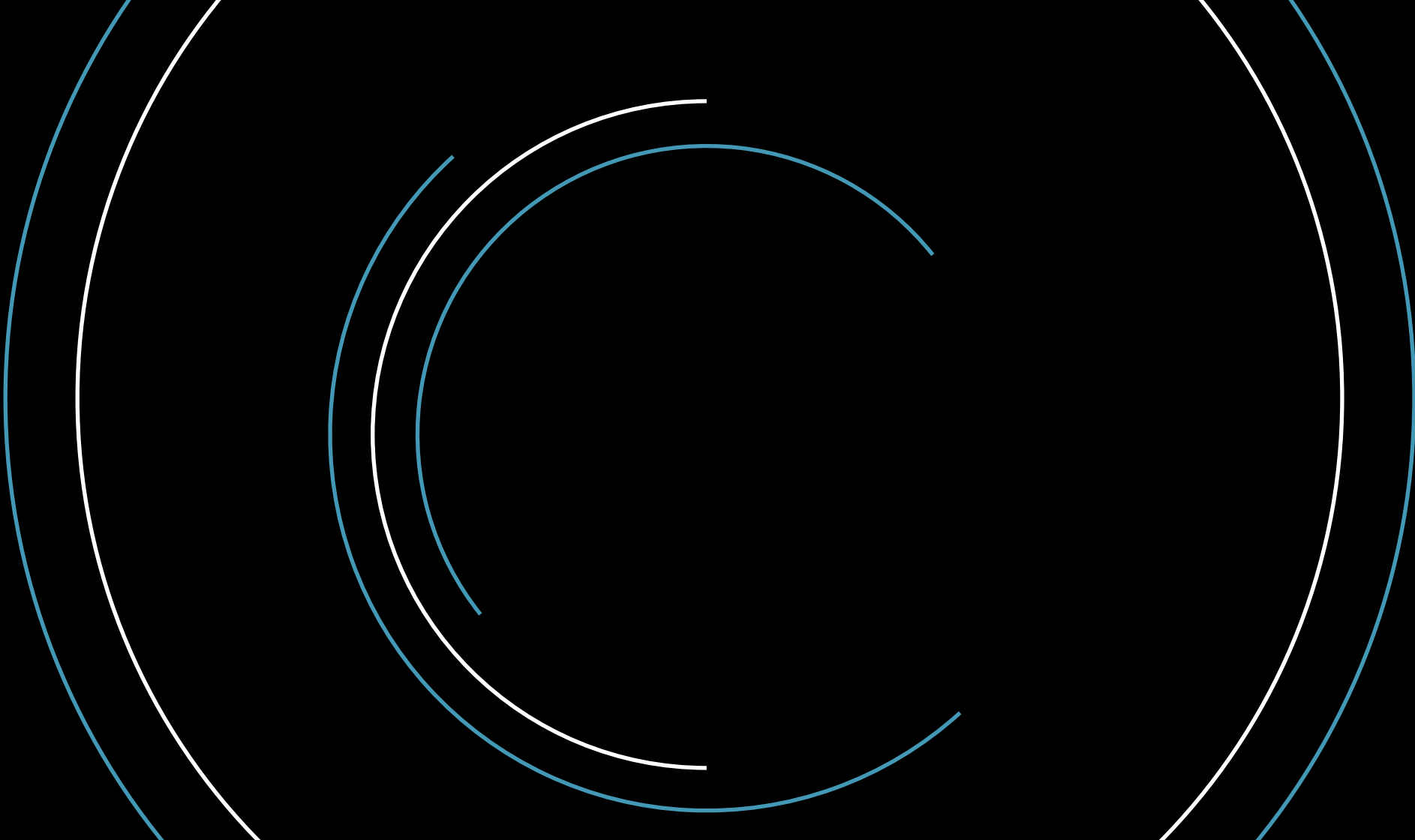
- 1 Am I using the most updated logo?
- 2 Does the color of your logo uses the specified color guidelines?
- 3 Are you using the AUTOPAY color on your designs?
- 4 Did you used the correct colors and not created your own color?
- 5 Did you check your backgrounds and match the colors correctly?
- 6 If you are printing Brand materials, did you check Pantone Colors?
- 7 Are you using the proper fonts for headlines and body copy?
- 8 Did you check your document to make sure the primary and secondary fonts are been used appropriately?
- 9 Is the photography used aligns with AUTOPAY Mission and Vision?
- 10 Does the photography in use does not conflicts with the logo?
- 11 Does the legal copy follow the Brand based guideline rules?
- 12 Are you about to publish something? Did you secured approval or asked for a document Brand review?

NOTES

END OF DOCUMENT

NOTES

THIS PAGE LEFT BLANK INTENTIONALLY



For any additional questions, assets requests,
or suggestions to improve this document
please contact brand@autopay.com

© AUTOPAY 2021