



Payments

**Brand
Guidelines**

1 | Logo

VIP Payments

Logo Variations

Symbol



Horizontal



Payments

VIP Payments

Clear Area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified. This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.



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Minimum Width

The minimum stacked logo width for print is 25mm and 75px for digital. The minimum horizontal logo width for print is 40mm and 120px for digital. The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.



VIP Payments

Alternate Versions

The reversed logo can effectively be used over an image and is the preferred choice of logo for this application. However, when this is done the underlying image must be simple and not overly detailed. This will ensure that the logo stands out.



VIP Payments

Incorrect Use



Do not alter the color of the logo in anyway.



Do not use drop shadow or effects on the logo.



Do not rotate the logo.



Do not squash or stretch the logo.



Do not squash or stretch the logo.



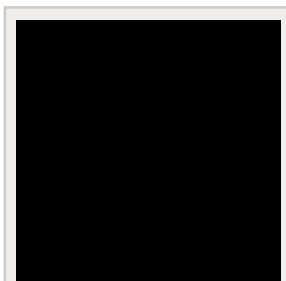
Do not use logo with a similiar color background.

2 | Colour Palettes

VIP Payments

Primary Colours

PANTONE Black 2 C



PANTONE
Black 2 C

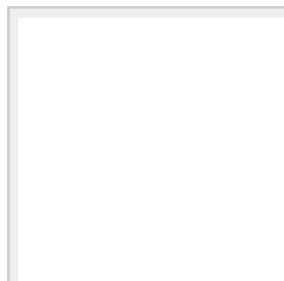
Color values:

RGB: 51 47 33

HEX/HTML: #332F21

CMYK: 48 53 84 84

PANTONE Bright White



PANTONE
11-0601 TCX
Bright White

Color values:

RGB: 255 255 255

HEX/HTML: #FFFFFF

CMYK: 0 0 0 0

PANTONE YELLOW 0131 C



PANTONE
Yellow
0131 C

Color values:

RGB: 252 243 180

HEX/HTML: #FCF3B4

CMYK: 2 1 36 0

PANTONE 7502 C



PANTONE
7502 C

Color values:

RGB: 220 197 119

HEX/HTML: #DDC577

CMYK: 15 18 64 0

PANTONE 7407 C



PANTONE
7407 C

Color values:

RGB: 207 167 79

HEX/HTML: #CFA74F

CMYK: 20 32 82 1

3 | Typography

VIP Payments

Primary Font

**Montserrat
ExtraBold Italic**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!?@#\$%^&*)**

Secondary Font

**Roboto
Black Italic**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!?@#\$%^&*)**

