

# Brand Identity

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**PayRange** | November 2016



***PayRange***<sup>®</sup>

## Logo Variations



Vertical



Horizontal



Text only



Mark only



## Logo Space



Free space around the logo should be measured as a factor of “P” with 1 “P” height top and bottom and 2 “P” widths left and right around the logo. No object either image or text should invade this protected space.

## Logo Use

### PREFERRED



### ACCEPTABLE



### BAD



### ACCEPTABLE



### BAD



#### Color logo on white

.....  
The color logo should be used on white whenever possible.

#### Color logo on color

.....  
The color logo can be used on solid color backgrounds but only if the logo is clearly legible.

#### White logo on color

.....  
The white one color logos should not be used in marketing materials.

#### Color logo on image

.....  
The color logo can be used on image backgrounds but only if the logo is clearly legible.

#### White logo on image

.....  
The white one color logos should not be used in marketing materials.



#### Black logo on white

.....  
The black version of the logo should only be used in specialty situations such as instruction and service materials where one color black imprints are REQUIRED. Only to be used on a solid white backgrounds. All other uses of the logo should be as above.

## Logo Components



## Proper Use of Brand Names

It is important that brand names (product names) be used correctly and consistently throughout all communications both internal and external. To that end, the use of brand names should not be used in either possessive or plural forms. With a little extra effort this can be done and examples are given below. It is also important to pay attention to the capitalization of the “R” in PayRange and the “K” in BluKey as this is very much part of the branding and should be strongly enforced.

**Note:** The registration and trademark should be used the first time a brand name is used in a communication piece, all subsequent uses do not require it.

### PayRange®

Correct use: **PayRange®**

Incorrect use: **PayRanges, PayRange’s, Payrange, payrange**

#### Example #1

Incorrect use: That phone is PayRange’s.

Correct use: That phone is owned by PayRange.

#### Example #2

Incorrect use: This is under PayRange’s discretion.

Correct use: PayRange has discretion.

#### Notes:

- PayRange is never possessive or plural
- BluKey is never possessive or plural
- PayRange Inc. never uses a comma (ie. PayRange, Inc.)

### BluKey™

Correct use: **BluKey™**

Incorrect use: **BluKeys, BluKey’s, Blukey, blukey, bluekey**

#### Example #1

Incorrect use: Joe bought 12 BluKeys.

Correct use: Joe bought 12 BluKey devices.

#### Example #2

Incorrect use: Your BluKey’s wiring harness has shipped.

Correct use: The wiring harness for your BluKey has shipped.

### PayRange Inc.

Correct use: **PayRange Inc.**

Incorrect use: **PayRange, Inc. , PayRange INC. , PayRange Incorporated**

## Corporate Typeface

Our corporate font is Source® Sans Pro, Adobe's first open source typeface family. It is a sans serif typeface intended to work well in user interfaces.

The font can be installed via Fonts.com using SkyFont's free desktop app.  
<http://www.fonts.com/web-fonts/google>

AaBbCc012345678

### Source Sans Pro Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Source Sans Pro Italic*

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

### **Source Sans Pro Bold**

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### Source Sans Pro Extra Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# Head Option #1

# Head Option #2

### Headlines

.....

Font: Source Sans Pro Bold  
Color: Cyan or White on Cyan  
Kerning: -30  
Line Spacing: 1.0x font height

©PayRange 2016, All Rights Reserved

### Legal

.....

Font: Source Sans Pro Regular  
Color: Dark Gray  
Kerning: +20  
Line Spacing: 1.0x font height

## Subhead.

Subhead copy  
additional lines.

### Subhead

.....

Font: Source Sans Pro Bold for the first  
line and Source Sans Pro Regular  
for subsequent lines.  
Color: Lime Green  
Kerning: -30  
Spacing: 1.2x font height

Body copy ureg quibus et resequat quis-  
qui utem volest reped qui cus anistru  
mquatur? Ximuscidis alibusda que est aut  
fugiam escia nonseque est rest, consed  
mi, omniet a dunt. Vent fugia que nimus  
inciis samendant quunt adi nis ped qui  
verum quas int. Soloren ditae. Velitaque  
pos est laut eossum iusdae veruptasite

### Body Copy

.....

Font: Source Sans Pro Regular  
Color: Dark Gray  
Kerning: +20  
Line Spacing: 1.5x font height

# Color Palette

## Primary

Cyan

.....  
CMYK: 100-0-0-0  
RGB: 0-174-239  
Hex: #00aeef  
Spot: Pantone Process Cyan c

Lime Green

.....  
CMYK: 40-0-100-0  
RGB: 166-206-57  
Hex: #a6ce39  
Spot: Pantone 367c

Light Gray

.....  
CMYK: 0-0-0-20  
RGB: 209-211-212  
Hex: #d1d3d4  
Spot: Cool Gray 2c

Medium Gray

.....  
CMYK: 0-0-0-40  
RGB: 167-169-172  
Hex: #a7a9ac  
Spot: Cool Gray 6c

Dark Gray

.....  
CMYK: 0-0-0-60  
RGB: 128-130-133  
Hex: #808285  
Spot: Cool Gray 8c



Dark Cyan

.....  
CMYK: 100-30-0-0  
RGB: 0-137-207  
Hex: #0089cf  
Spot: Pantone Process Blue c

Green

.....  
CMYK: 60-0-100-5  
RGB: 108-182-64  
Hex: #6cb640  
Spot: Pantone 360c

Sunshine Yellow

.....  
CMYK: 0-15-100-0  
RGB: 255-212-0  
Hex: #ffd400  
Spot: Pantone 116c

## Secondary

## Iconography Standard

Iconography is used to help visually tell the story in a fun and creative way. It also helps with visual navigation and to quickly identify content.

Icon's should be one color and used only in one of the PayRange primary colors. When used in line they should be 1.5x font height and vertically centered with the copy. Below is a representative sample of icons that have been used for PayRange.



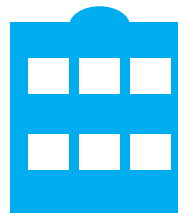
Mail



Land Phone



Mobile Phone



Address



Twitter



Facebook

An example of how these icons are used can be seen below.

**Paresh K. Patel** PhD, MBA Founder & CEO

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[✉ paresh@payrange.com](mailto:paresh@payrange.com) [📞 855.856.NEXT x857](tel:855.856.NEXT) [🐦 @DrPareshPatel](https://twitter.com/DrPareshPatel) [📍](#) 12815 NE Marx Street, Portland, Oregon 97230

## Imagery Tone and Voice - The Border

The border is a strong visual piece of the brand. It portrays strength and adds visual weight to our message. It both attracts and focuses the eye to our ads and other marketing materials. The border is always 100% Cyan and is measured at 1/30th the smallest page dimension. For example an 8.5" x 11" piece would use 1/30th of 8.5 inches or approximately .24 inches. The border is not required in all uses.

## Imagery Tone and Voice - Copy Voice and Writing Notes

### PayRange Tone of Voice, described:

- Normal “speak” , plain language – ideally no higher than 8th grade level.
- It’s weekend language – how you would talk with your friends and family, not necessarily work talk.
- Friendly, slightly upbeat, witty (depending on context) but not overdone in any case.
- Avoid jargon, acronyms, terms of art, and complex words
- Clear, succinct, unambiguous, avoid confusion
- Word choice is important – industry words expected in some specific cases (like MBD in the vending industry).
- Active voice (as opposed to passive).
- Second person is okay in marketing because we believe if done well, it can be powerful.
- Gender neutral when possible; avoid stereotypes. We’re not a big fan of “they” though to avoid gender.

### Other writing notes:

- Use the term download for the app, never install.
- Be aware of run-on sentences, fragments.
- Choose proper verbs.
- Bullet lists should be parallelized.
- Avoid absolutes (everyone, no one, always, never) unless you really mean it
- Avoid humor – unless witty in advertising
- Be sensitive to context, medium, purpose
- Be aware of visual breaks, white space, long paragraphs, etc.
- Be aware of audience and their mindset

## Imagery Tone and Voice - Brand Name Usage

### Brand Name Usage in copy:

**YES** “PayRange is the leading mobile payment system.”

**YES** “There are many PayRange devices out there.”

**YES** “There are many BluKey devices in the box.”

**NO** “PayRange’s mobile payment system is the leader.”

**NO** “There are many PayRanges out there.”

**NO** “There are many BluKeys in that box.”

#### Notes:

- PayRange is never possessive
- PayRange is never plural
- BluKey is never possessive
- BluKey is never plural