



Brand Guidelines

May 2020

Brand Guidelines

This document is a guide to the elements that make up the PayU visual identity and its associated parts.

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Logo

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Introduction

Refreshing our brand

These guidelines are an evolution of the brand identity. They focus on modernising the elements of the identity for digital media, while retaining the core values of being **dynamic, simple and bold**.

01

Logo

Created with a soft, warm and human feel, evident through the rounded corners of the characters and blocks.

Primary logo

The primary logo is the lime green version.

The logo now uses flat colour to be more modern, simple and bold.



Reversed logo

The use of the white logo reversed out of lime green, can be used to give a greater strength of character to the material.



Reversed logo on photography

The reversed logo can also be used on imagery when there's enough contrast between the logo and the background.



Clear space

The usage of the logo should always respect the required clear space.

This space is measured from the height of the “a”, as indicated here.



Scale

The U symbol is useful within digital channels. It will give the brand a modern and tech feel.

At a smaller scale the colour is reversed to achieve the required stand out aspect.



Black & White

Preferably, the logo would be used in lime green. However, when colour isn't available, black or white versions can be used.



Don't

Guidance

Other than scaling the logo, do not manipulate it in any way, including those manipulations in the examples shown.



Don't use a different colour other than the lime green, white or black.



Don't remove the blocks from the U.



Don't outline the logo.



Don't alter the shape of the logo.



Don't transform the logo into 3d shapes.



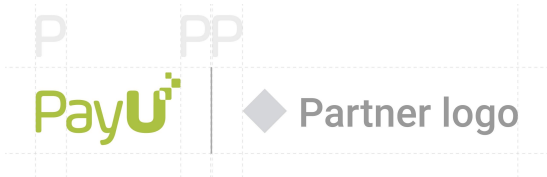
Don't place the coloured logo on a photograph



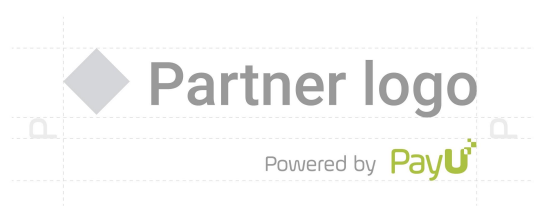
Don't place the coloured logo on a coloured background.

Partnership

There are circumstances where lockups with partner brands may be required.



Equal partners



Partner is primary



PayU is primary

Equal partners

The partnership is equal with the PayU logo appearing first.



Equal partners

The partnership is equal with the partner logo appearing first. The relationship between the two logos is present.



Partner is primary

The partner logo is primary.
The relationship between the
two logos is present.



PayU is primary

The PayU logo is primary.
The relationship between the
two logos is present.



Proud sponsors of  Partner logo



In association with  Partner logo

02

Colour

Colour is an instantly recognisable element of PayU. Applying the PayU colours in the correct way will help to achieve an instantly recognisable and modern brand identity.

Primary palette

The greens should always be the leading colours to allow the brand personality to come through.

PayU Lime Green

R166 G195 B7
C35 M0 Y100 K0
#A6C307

R67 G143 B41
C70 M0 Y100 K25
#438F29

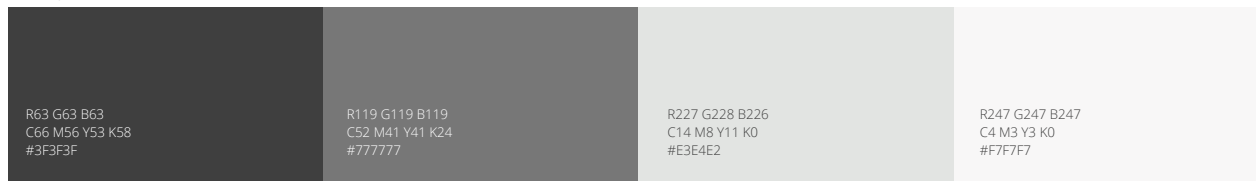
Secondary palette

A secondary palette, composed of different shades of blue, has been added to complement the primary palette.

Neutral colours offer practical palette for elements such as type and backgrounds.



Neutral palette



Tertiary palette

The tertiary palette should only be used in very specific cases, such as a supporting colour for graphs and illustrations.



03

Typography

Our font fits well with the brand principles and it's distinct. It communicates how different we are but it also has the softness and simplicity to communicate our human and approachable personality.

Primary font

Ample Soft is our typeface. It fits with the brand principles of being dynamic, simple and bold.

It communicates how we're different but it also has the softness and simplicity to communicate our human and straightforward personality.

Ample Soft

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The Ample soft family can be downloaded
at MyFonts – [Download Here](#)

Fonts that may replace Ample Soft

Ample Soft should always be the primary font. However, when the Ample Soft typeface isn't available Open Sans can be used.

When a system font is required, Arial should be used.

Open Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The Open Sans family can be downloaded at
Google fonts and is free to use – [Download Here](#)

Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typographic hierarchy

Always create a strong hierarchy of information, making the content clear and easy to scan and read.

Different font weights create contrast between the different paragraph styles, allowing more character to come through the headlines.

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[Read more](#)

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[Read more](#)

04

Graphical Holding Devices

Add extra dimension to the brand applications, by using extracted shapes from the rounded squares within the logo.

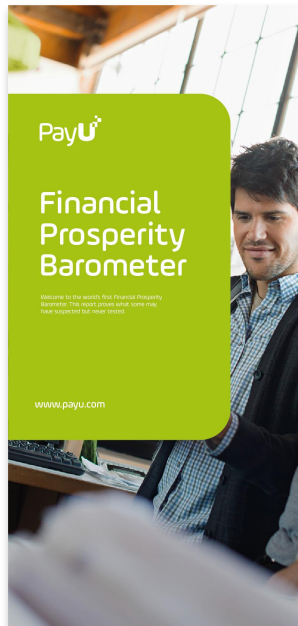
Block

The block is derived from the our logo and is transferable across our brand.

It can be used to create a strong graphic device to hold imagery or text.

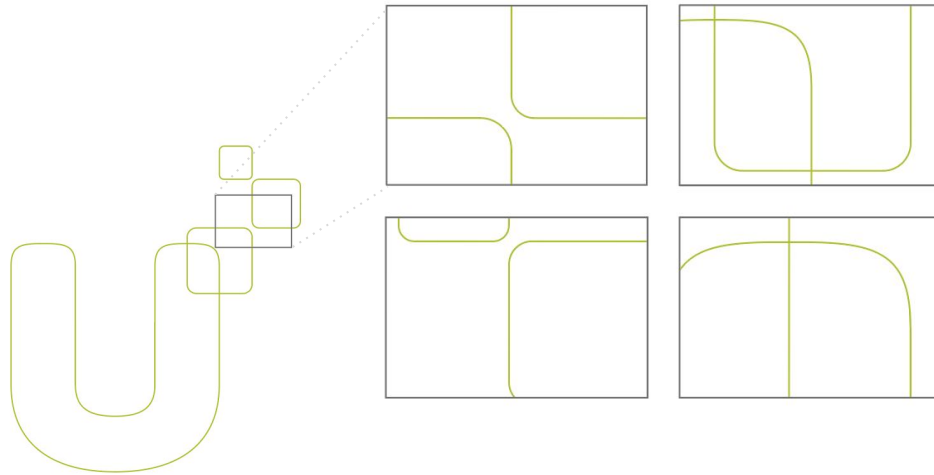


Block to be used as a graphical holding device.



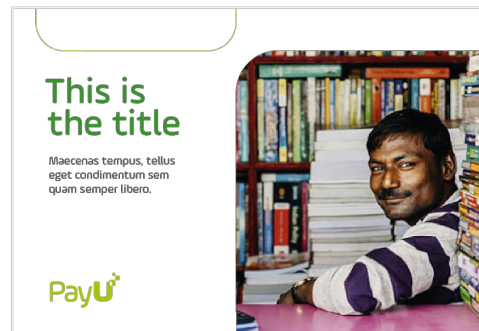
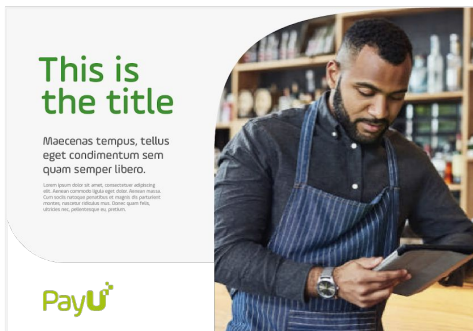
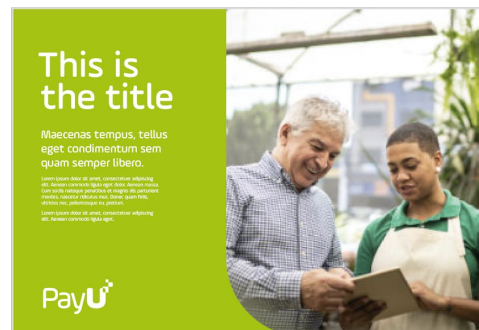
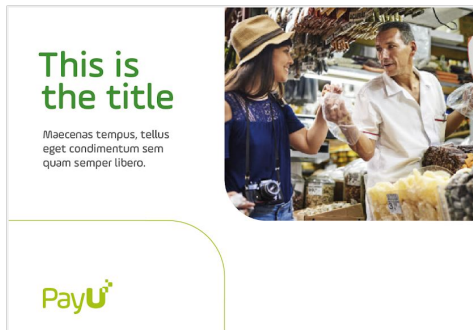
The U symbol

Using the U symbol, we can output different shapes to hold and divide content.



The U symbol

Examples of the U symbol holding imagery, colour backgrounds and text blocks.



05

Graphic Elements

In order to offer a richer visual vocabulary,
– icons, illustrations, patterns and graphic
elements have been created.

These can work alongside content to
communicate the messages more
efficiently or to add a more of a tech look
and feel to content.

Icon set

Icons can help designs have character and be more visually engaging.

They should always have a consistent line weight, thick enough to be legible and with round corners in order to achieve a friendlier look.

The grey is the base colour and the green defines the action that the icon is portraying.



Target



Data



Family



Protection



Card on mobile device



Rosette



Book



Cloud connected devices



Magnifying glass



Paintbrush



Security shield



Hand with coin



Wallet



Speed



Seeding

Download the full icon set
[Download Here](#)

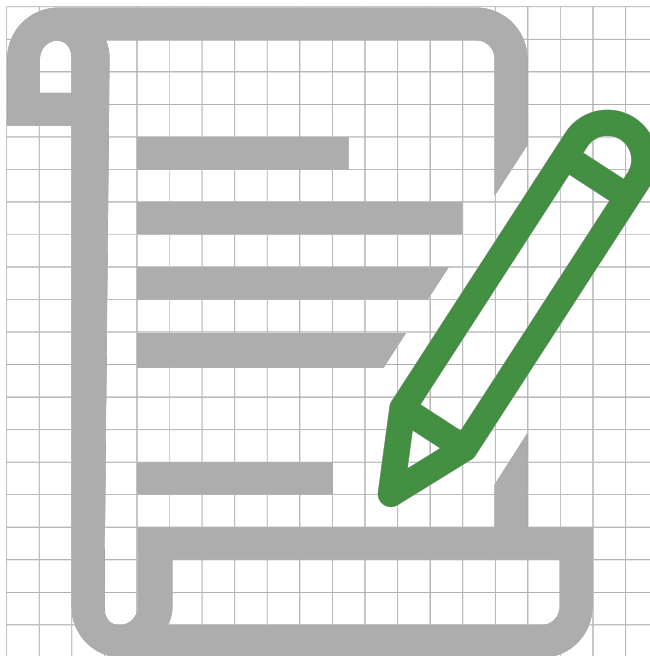
Creating new icons

New icons can be created following the same style.

When built on a 200px 20x20 grid, the icons should be drawn at a 1pt stroke.

The colour values are:

- Green #438F29
- Grey #ABABAB



200px grid

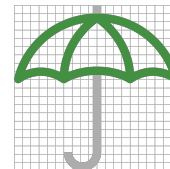


Illustration style

Illustrations can be used to add character to the written content.



Download the full illustration set
[Download Here](#)

Patterns

There are a selection of patterns that can be used when a tech look is needed.

These are always composed of gradients, large geometric shapes, dots and lines.

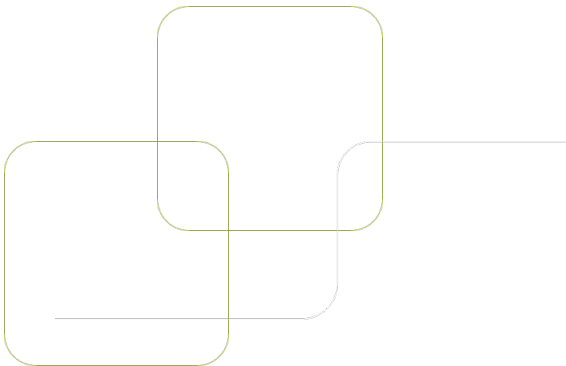


Download the patterns
[Download Here](#)

Background and overlay elements

Keylines derived from the U symbol can be added to backgrounds to give another dimension to designs.

The addition of the dotted texture pushes this dimension a little further.



Squares and keylines



Dotted texture



06

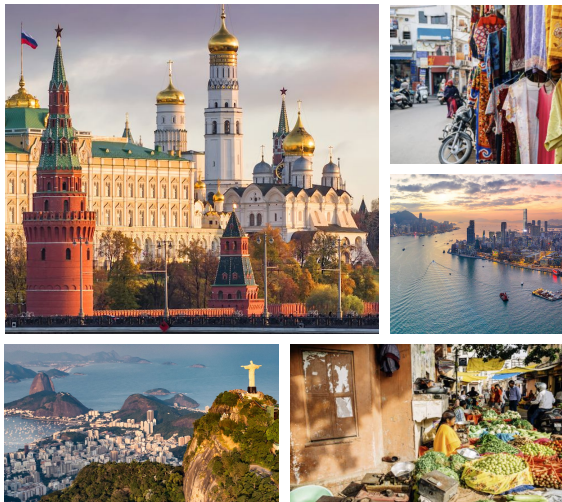
Photography

Photography plays an important role in PayU's digital communication. When used well, photography should tell a clear story. It should feel natural and authentic, showing our vision through a positive light.

The images should always reflect the values set in the brand guidelines – **warm, real and human.**

This section of the guidelines is intended to help content creators source and create imagery that is in keeping with the brand's DNA.

High Growth Markets



What

World images set the scene and show where PayU is active...

Prosperity



Why

...Enabling people to do prosperous business...

Tech



How

...Achieving success through technology.

Content

Use places and landmarks of the different countries in which PayU is present, to showcase the international reach.

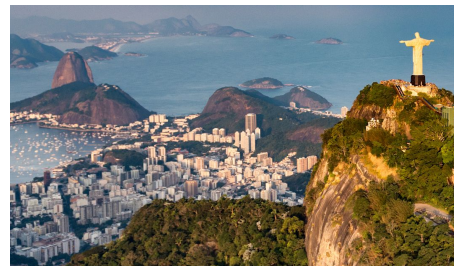
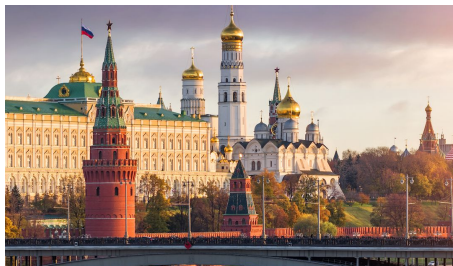
Style

Images should have a cinematic feel and feature a detail or an aerial view of the location.

Bright and vibrant.

Sunset, sunrise and dusk are preferred over direct sunlight.

Setting the scene – landscapes



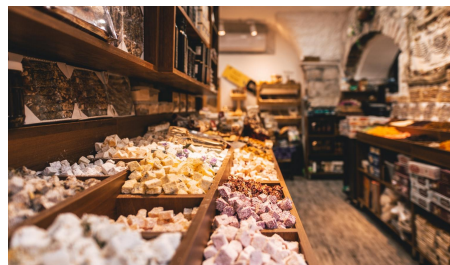
Content

Show the atmosphere and highlight the regional diversity through imagery of markets and local shops.

Style

Detailed shots of the items on purchase. Use depth of field to create a sense of "being there".

Setting the scene – retail environments



Content

Enabling people to do prosperous business.

Show people and the enjoyment of buying - highlighting big purchasing moments.

Style

Pictures should always feel candid and naturally shot to give an authentic feel to the image.

They should always be composed of individuals or small groups of people. A closer crop is preferred to give a more intimate look at what's happening in the scene.

Playing with the depth of field in the frame gives greater dimension and creates a better relationship to the subject.

Universal success



Content

Show proud merchants interacting with customers or looking happily and confidently to the camera.

Style

Bright and vibrant, showing businesses in a positive light.

Universal success



Content

Show merchants and customers using tech as a reference to the narrative that tech acts as an enabler to achieving prosperity.

Style

Images with clear storytelling that show natural settings, not staged.

The vehicle for prosperity



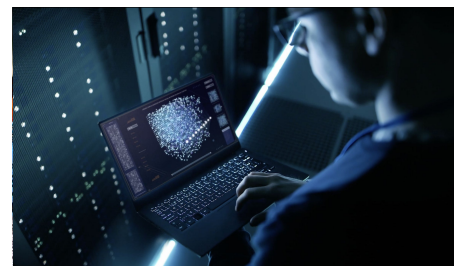
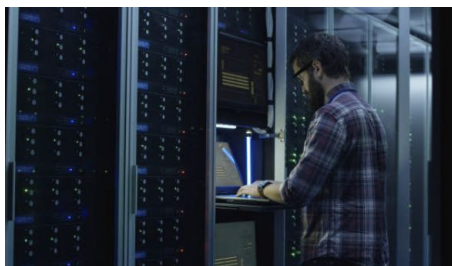
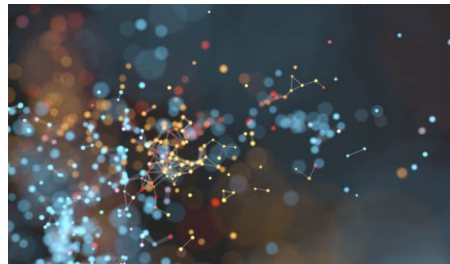
Content

Impactful images that relate to the tech ecosystem – abstract visuals that show that tech is more than devices.

Style

Strong 'digital lights' standing out from dark backgrounds. Use of depth of field to tie back in to other photography.

The vehicle for prosperity



Don't

Guidance

To achieve consistency, everything listed in this page should be avoided.



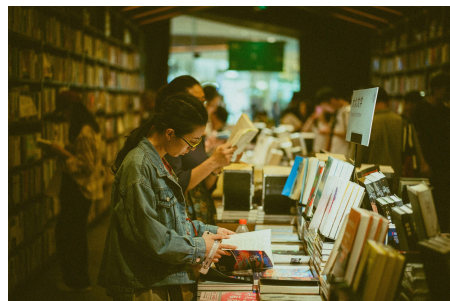
People with their back facing the camera.



Overly dark scenes for photographs with people portraying prosperity and High Growth Markets.



Images that look staged.



Colour filters.

