



Brand Guidelines



Brand Guidelines

- 01.** Logo
- 02.** Typography
- 03.** Color
- 04.** Graphic elements
- 05.** Color Code



Primary font

Ample soft

Aa

A B C D E F G H I J K L M N O P Q R S T W X Y Z

a b c d e f g h i j k l m n o p q r s t w x y z

0 1 2 3 4 5 6 7 8 9

Fonts that can 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

A large, bold, black Open Sans font rendering of the letters 'A' and 'a'. The letters have a clean, modern appearance with distinct vertical stems and rounded bowls.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
W
X
Y
Z

a
b
c
d
e
f
g
h
i
j
k
l
m
n
o
p
q
r
s
t
w
x
y
z

0123456789

Arial

A large, bold, black Arial font rendering of the letters 'A' and 'a'. The letters have a classic, slightly rounded appearance with prominent vertical stems and a more traditional bowl shape for the lowercase 'a'.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
W
X
Y
Z

a
b
c
d
e
f
g
h
i
j
k
l
m
n
o
p
q
r
s
t
w
x
y
z

0123456789

Color

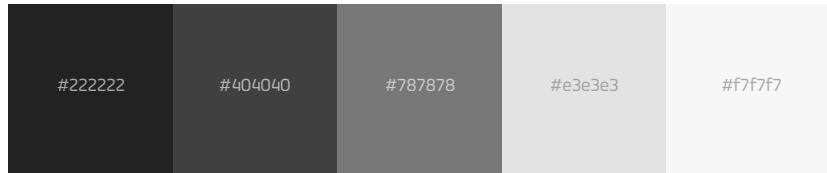
Dark blue green should be used as the dominant color of our brand.



Secondary Color

A secondary palette has been added to complement the primary palette and for highlighting.

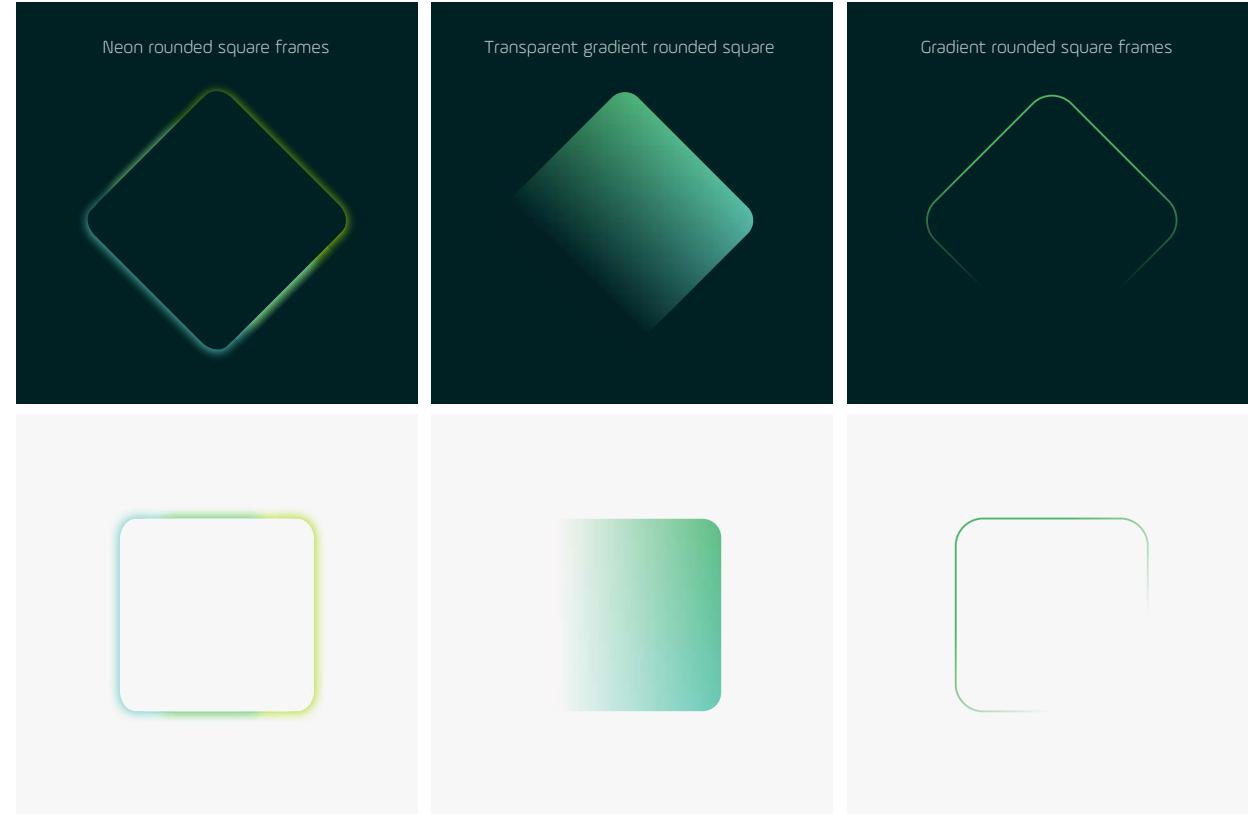
Grey neutral colours are for elements such as type and backgrounds.



Graphic elements

Our primary graphic element is the rounded square derived from PayU's logo.

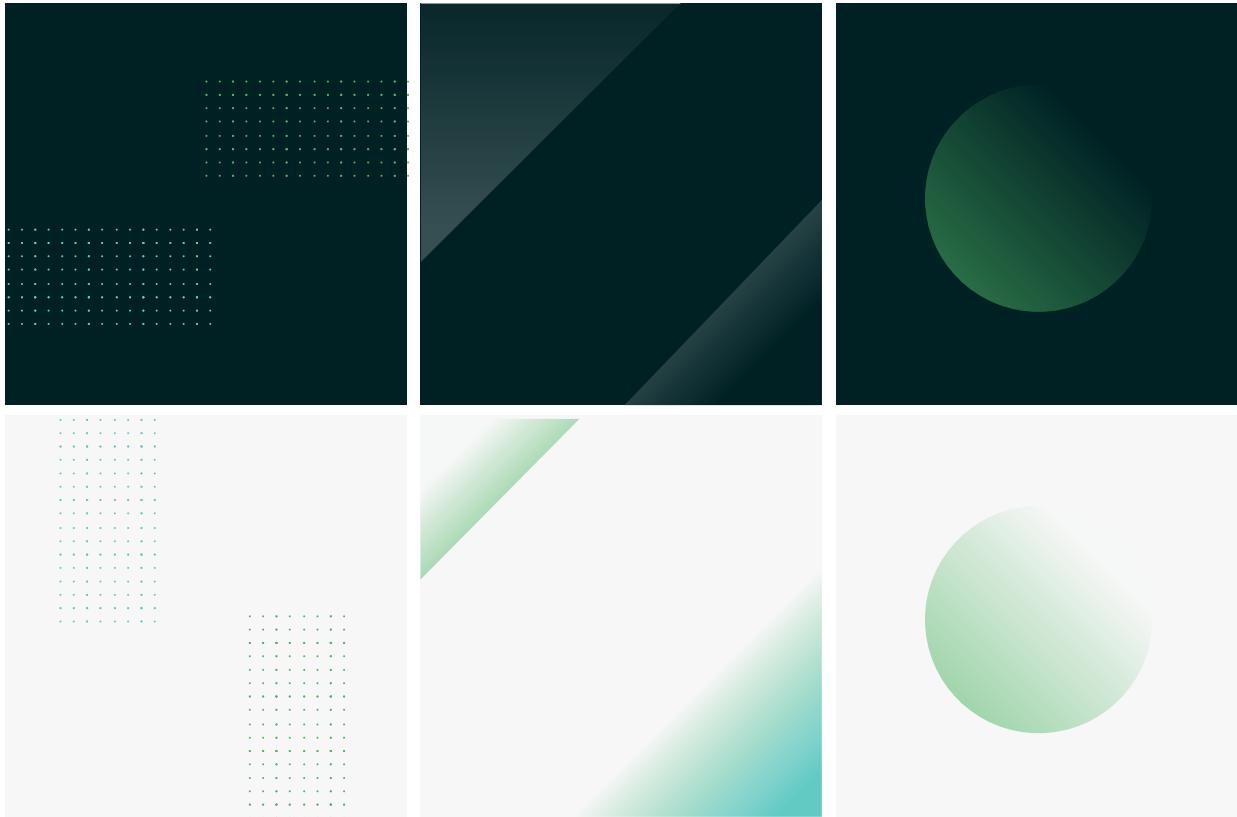
[Download here](#)



Graphic elements

Secondary graphic elements

[Download here](#)



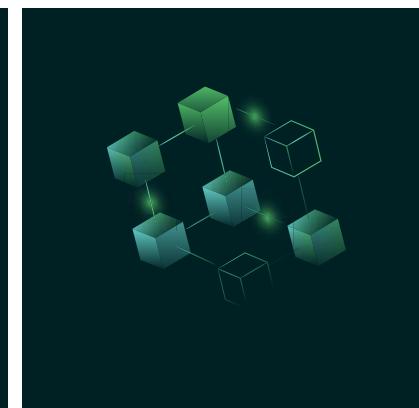
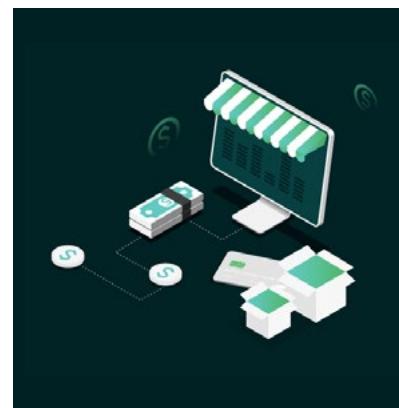
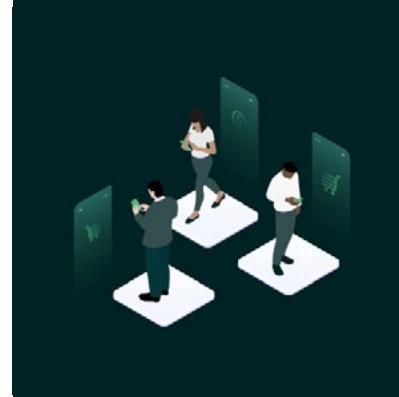
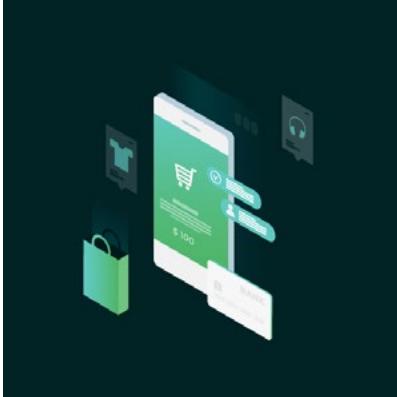
Icons



Illustrations

New Illustrations should rely on the graphic language and color scheme as shown in the examples.

[For more illustrations](#)



Use of Stock Images

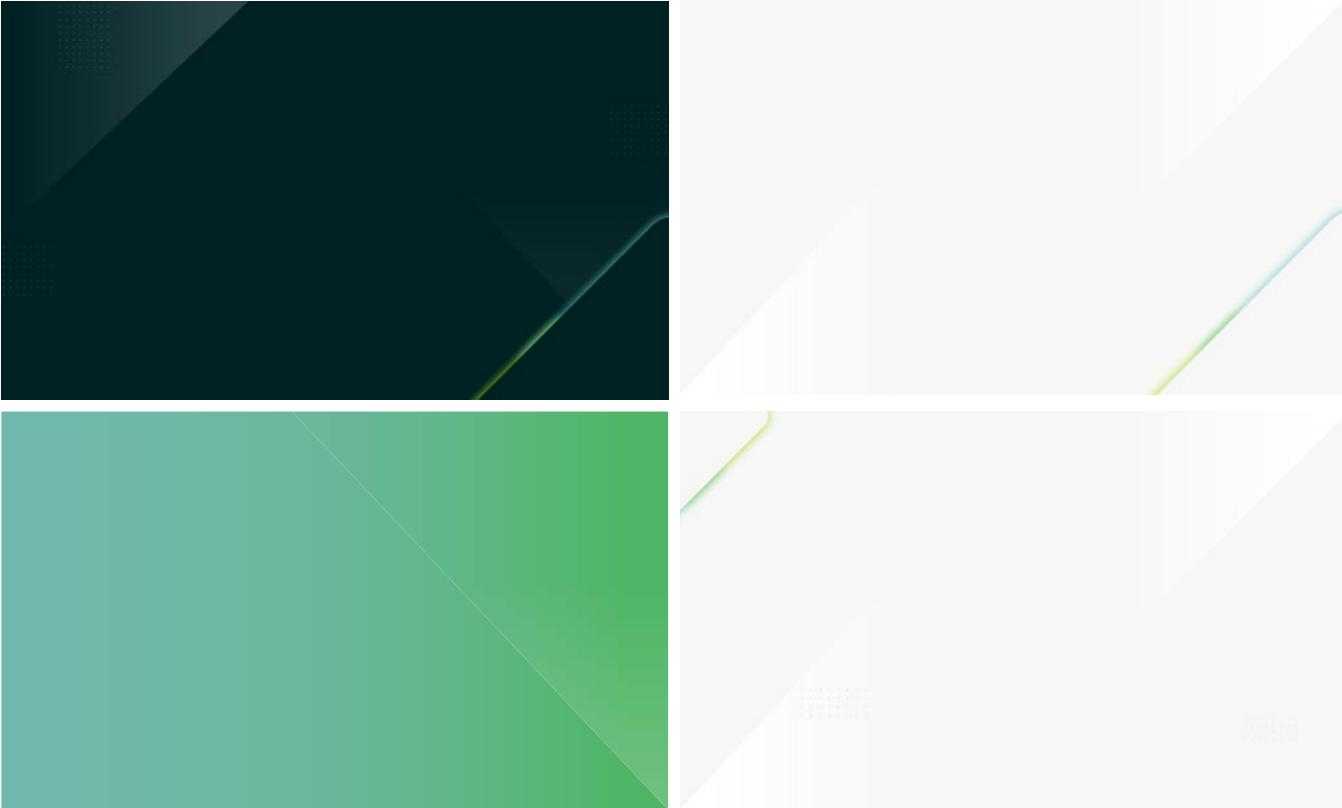
Stock images should not be used as part of the PayU branding and visual language. Please refer to the illustration and icons in Slide #6 for the correct use of graphic elements.

If needed, please use original photos of payuneers/ places/ special project

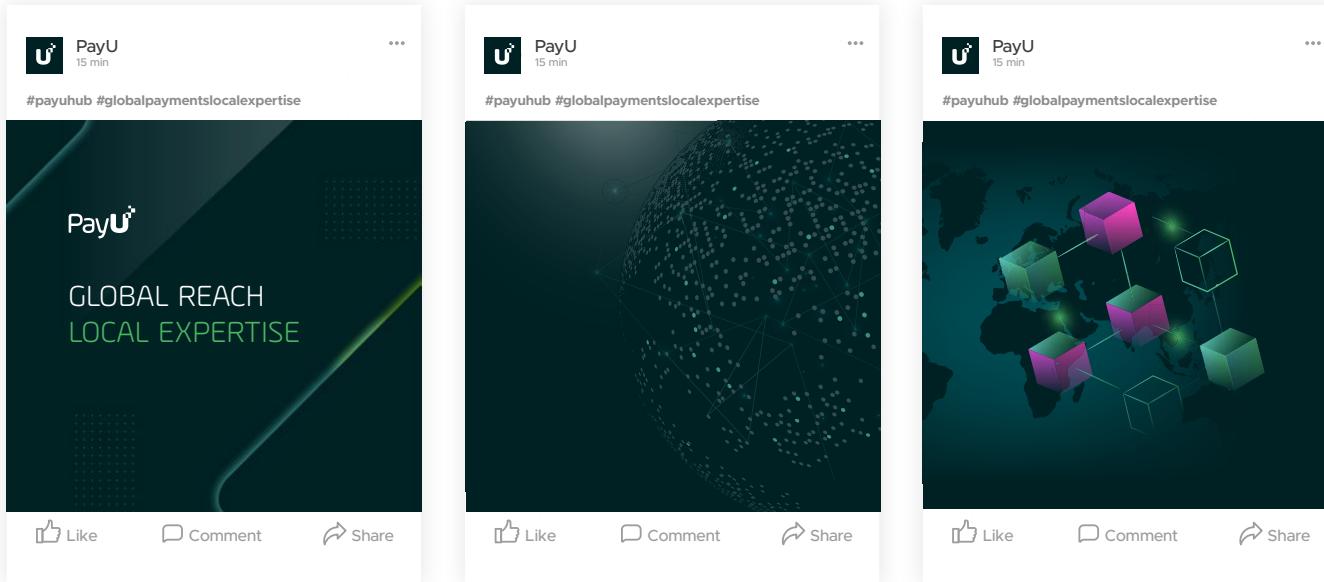


Backgrounds Patterns

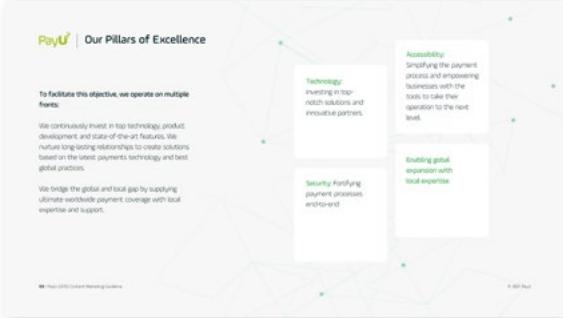
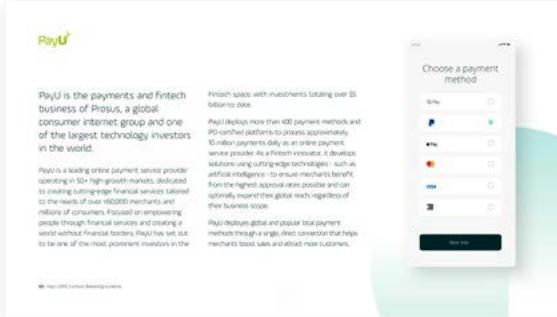
The following patterns were created to give graphic designs a tech look and feel. These are composed of gradients, large geometric shapes, dots and lines.



Examples



Examples



Examples





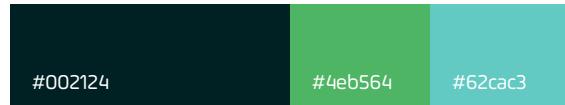
Sub-branding colors

As a wide global company, our visual expression needs are growing. In order to differentiate between topics, please use this color combinations for each topic. See examples in next pages.

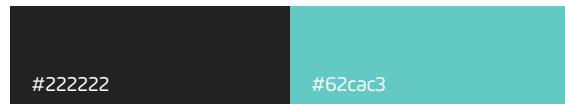
Corporate



E-commerce



Fintech



Engineering



Sustainability



Employer Branding



Corporate



PayU

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

Name

PayU

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

PayU

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

PayU

Join us
Meetup

Monday, 17th June
13:00 pm

Gana Toint
Israel Lehman
Israelluhm

Gana Toint
Israel Lehman
Israelluhm

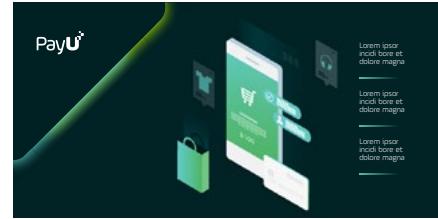
Gana Toint
Israel Lehman
Israelluhm

PayU

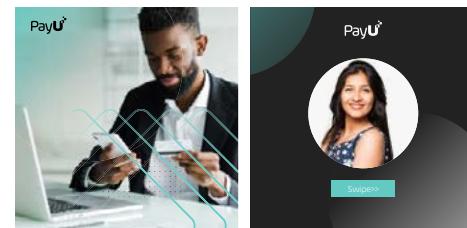
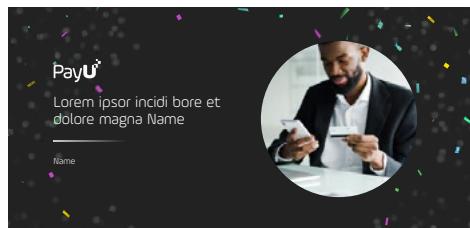
Global Leadership

Monday, 17th June
13:00 pm

E-commerce



Fintech



Engineering



PayU[®]

Finding a way to prosper around the world

Lore ipsum dolor sit amet, consec adipiscin elitmod temmet, consec adipiscin elitmod tem pocididun ore et dolo magna aliqua.

Name

PayU[®]

Finding a way to prosper around the world

PayU[®]

Engineering

Join Live session
17th June

PayU[®]

Engineering Big Title

Name

PayU[®]

Join us Meetup

Mondays 12th June 13:00 pm

PayU[®]

"Lorem ipsum dolor sit amet, consec adipiscin elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

Name

Sustainability



Employer Branding



The image displays a collection of employer branding assets for PayU, arranged in a grid. The assets include:

- A main banner titled "Employer Branding" with a color palette at the bottom.
- A "Meet our global team" slide featuring a woman in a blue floral dress and a world map with circular icons.
- A "Join us Meetup" slide featuring a woman in a blue floral dress and a magnifying glass graphic.
- A "Join us" slide featuring a woman in a blue floral dress and a geometric background.
- A "Join us" slide featuring a woman in a blue floral dress and a confetti background.
- A "Join us" slide featuring a woman in a blue floral dress and a dark purple background.
- A "Join us" slide featuring a woman in a blue floral dress and a yellow background.

Each asset includes the PayU logo and placeholder text or names.

Thank You

For more information:

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