



Brand Guidelines



Brand Guidelines

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



Ample soft for **Titles**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Open sans for **body text**

Aa

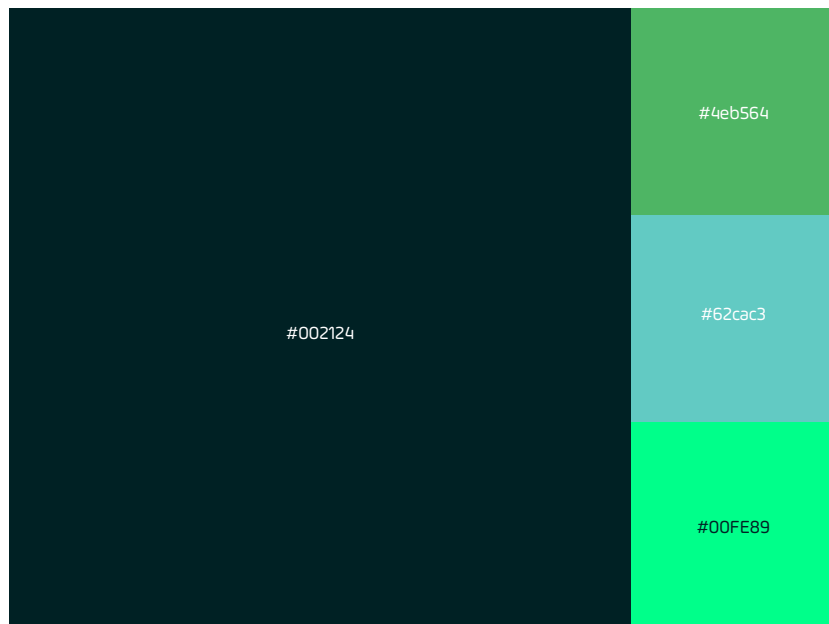
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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.

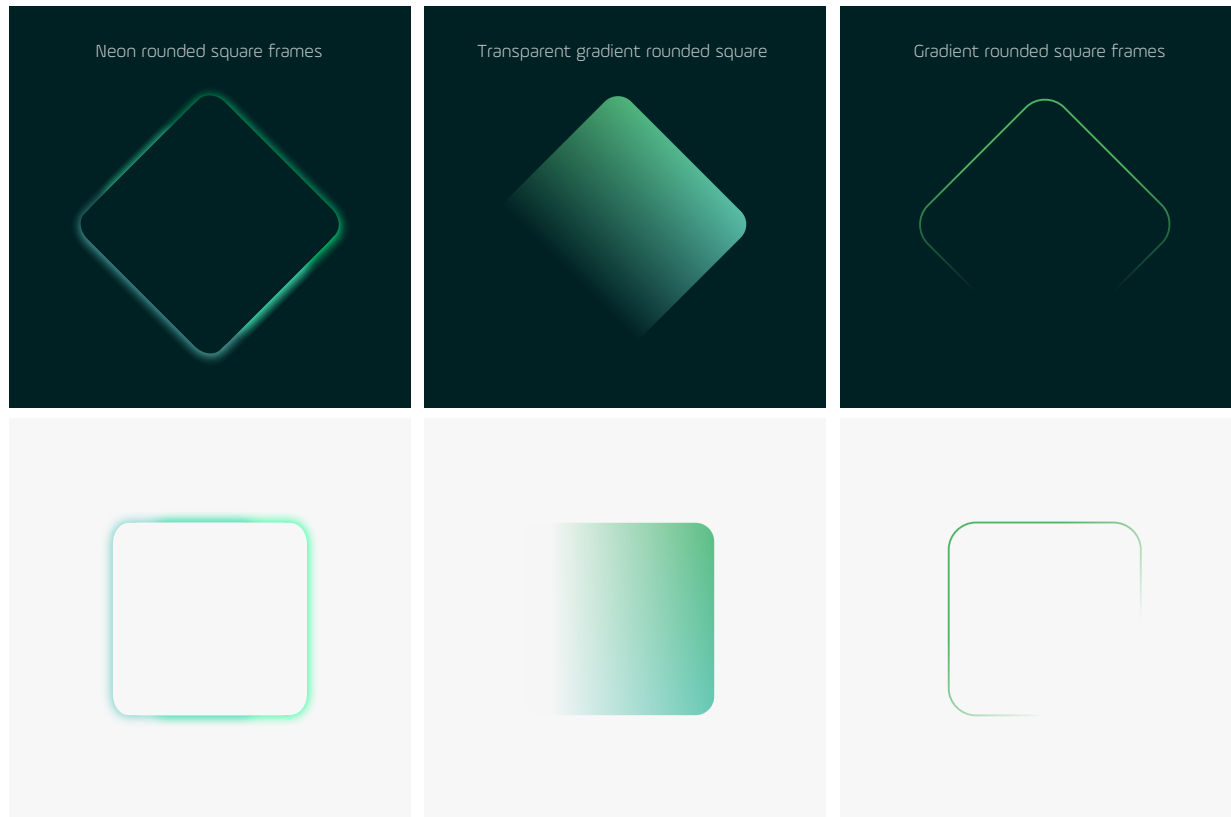
Grey neutral colours are for elements such as type and backgrounds.



Graphic elements

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

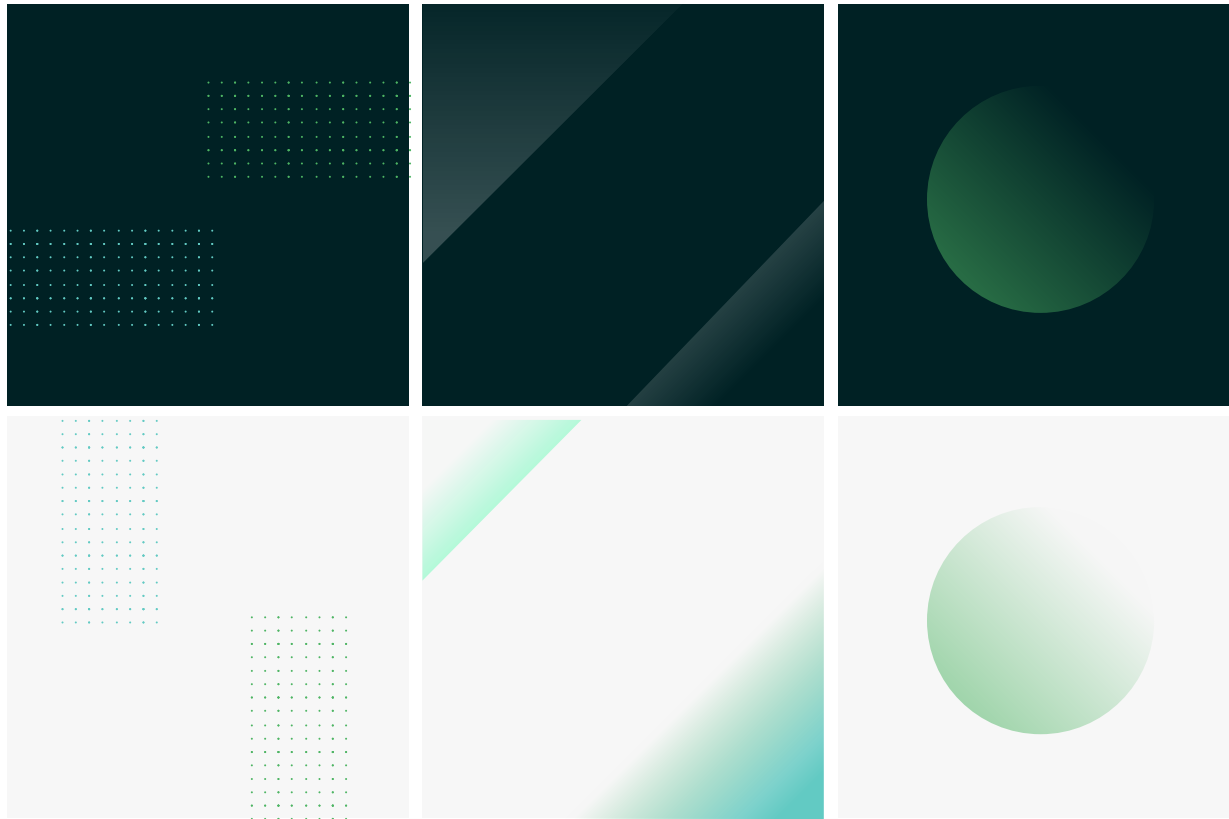
[Download here](#)



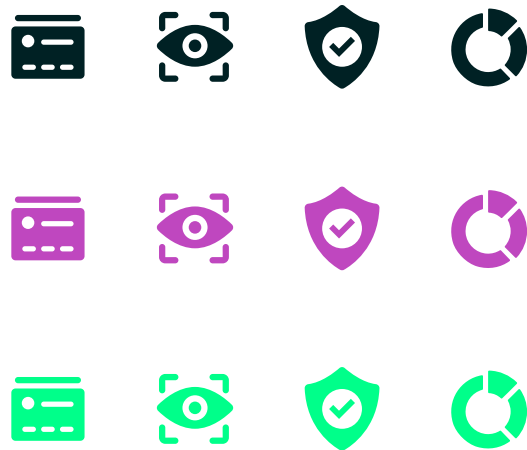
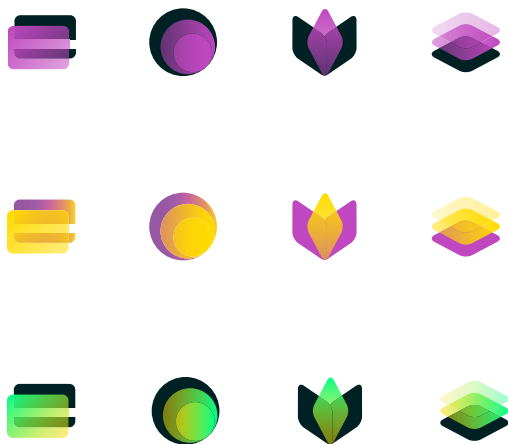
Graphic elements

Secondary graphic elements

[Download here](#)



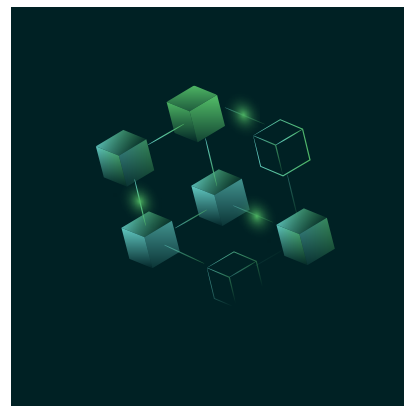
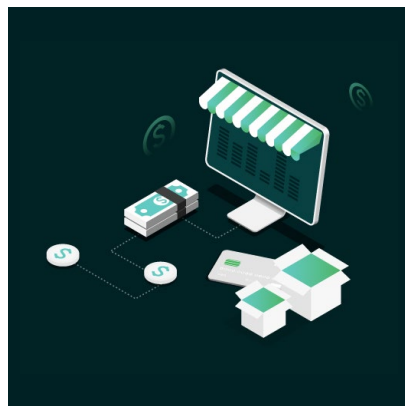
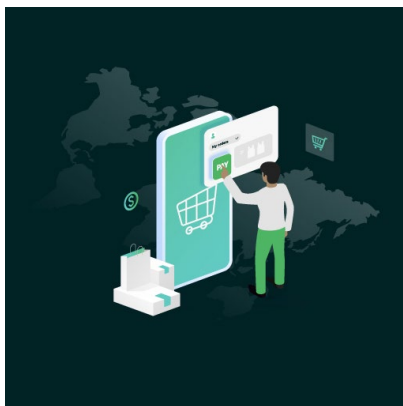
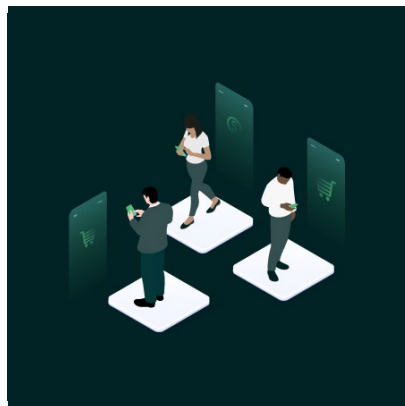
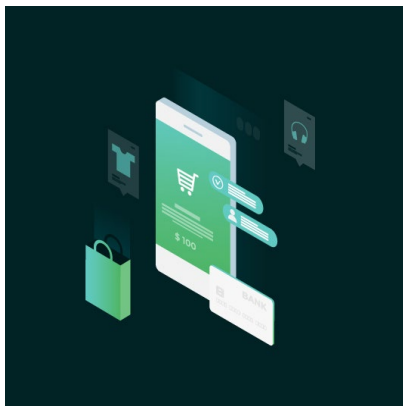
Icons



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

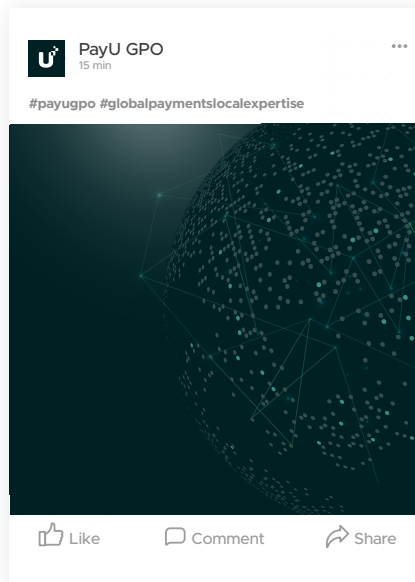


Backgrounds Patterns

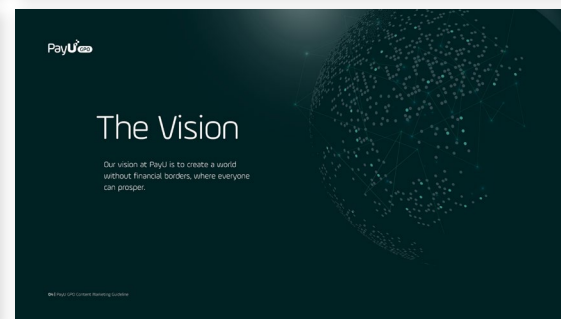
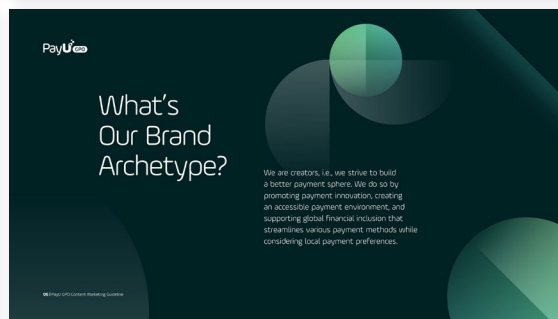
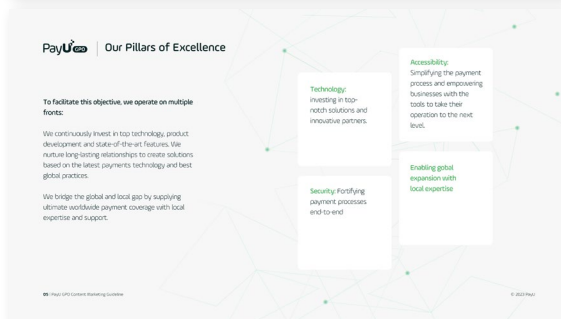
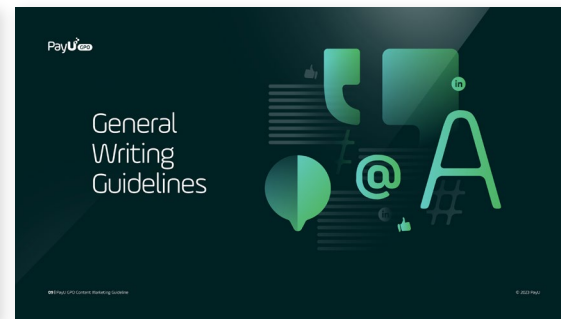
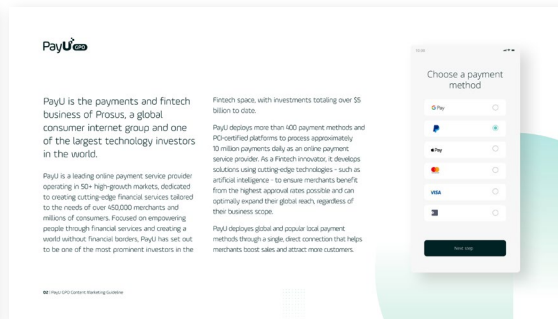
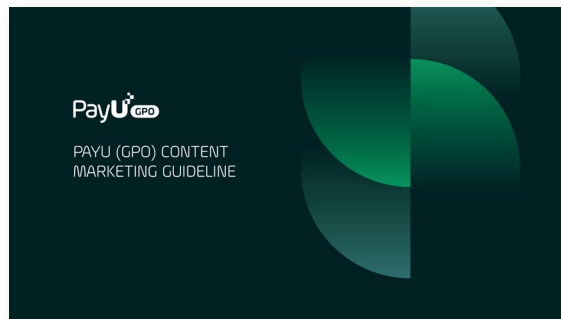
The following patterns were created to give graphic designs a tech look and feel. These are composed of gradients, large geometric shapes, dots and lines.



Examples



Examples



Examples

PAYU: ONE OF THE WORLD'S MOST ACTIVE FINTECH INVESTORS

Many people are familiar with PayU as the leading payment service provider in some of the world's most exciting emerging markets. However, less always been at our core.

PayU Investment

PayU

YOUR CAREER @PAYU

Growth:

- Multiple career progression opportunities
- Flexible career path framework
- Global functional movement

People:

- Women for Women (W4W) network
- Women in Tech (WIT) Program
- Activities for entertainment & mental wellness throughout the month
- Internal mentoring programs like GURU and more

Learning:

- Provision of 5000+ free certification courses
- Leading learning partners like Harvard, Coursera
- Lodcity and more
- Sponsored visa degree programs in collaboration with top B-schools in India

[Explore Careers at PayU](#)

PayU

THE BIG PAYU DIFFERENCE

Scale:

We are constantly expanding – both horizontally (4 years ago we were in only 20 markets vs 50+ today) and vertically (we are now offering our own solutions for acquiring credit and other financial services in our key markets).

Financial Inclusion:

Through credit, BNPL, Buy now pay later, installments and local payment products we are enabling unbanked consumers in emerging markets to become meaningful participants of global GDP.

People Centricity:

Through 20 operating locations and over 50 markets that we serve we always try to offer great working opportunities, job mobility and an optimum work-life balance.

Substantially Funded:

PayU Financial backing ensures we have the ability to expand our geographic and market offering ahead of our competition.

Global Leaders:

We have a dedicated Talent Sourcing team that makes sure we can find and retain leading talent across the globe. We also run a number of referral reward programmes ensuring that our employees are helping in the search for talent.

Process in Payment Technology:

Our talented engineers and even non-tech employees have had a number of leading edge patents in payment optimisation. We are looking for people that can continue in that tradition.

PayU

PAYU AT A GLANCE

Global Reach, Local Expertise

cutting-edge financial services tailored to the needs of over 600,000 merchants and millions of consumers.

Focused on empowering people through financial services and creating a world without financial borders, we have set out to be one of the most prominent investors in the fintech space, with investments totaling over \$6 billion to date.

We deploy more than 400 payment methods and PCI-certified platforms to process approximately 10 million transactions daily. As a fintech innovator, we develop cutting-edge technologies to ensure that merchants benefit from the highest approval rates and can optimally expand their global reach.

Laurent Le Rhéal
CEO, PayU

PayU

TRANSFORMING FINANCIAL SERVICES THROUGH CUTTING EDGE TECHNOLOGY

Entrepreneurial:

We are creating a full stack digital financial services platform. We work with the agility of a start-up, but with a global outlook. We do not believe in hierarchies. Our PayUer has an Entrepreneurial mindset engaged in driving a single vision.

Collaborative:

We are a team of 3000+ ambitious people who, by sharing, creating a difference, selectively. Our mission is to transform the fintech industry for both our customers and our PayUers.

Innovative:

We are committed to solving complex customer problems. We are to build bold, smart and ambitious teams that are able to create real impact.

PayU Operations

Payments, Credit, Investments

PayU

PayU GPO

For questions related to ordering and training, please contact:

Our Partners

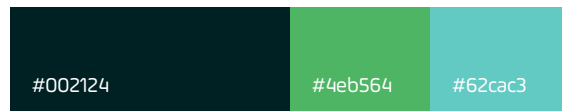
Get in touch with us at: info@payugpo.com

PayU

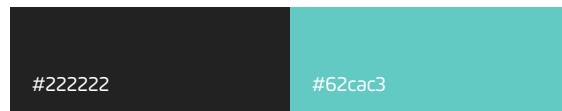
Sub-branding colors

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.

E-commerce



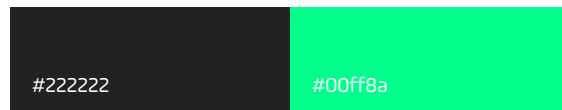
Fintech



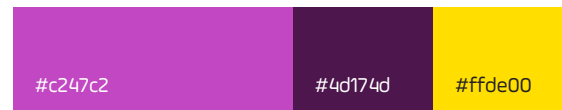
Sustainability



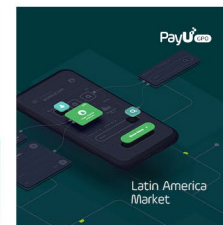
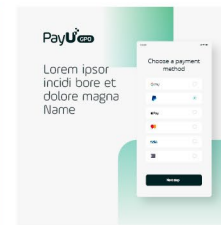
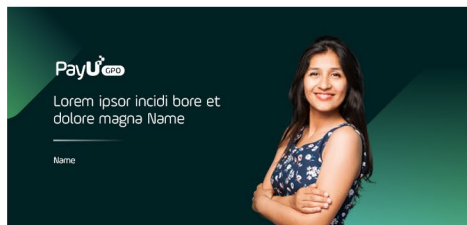
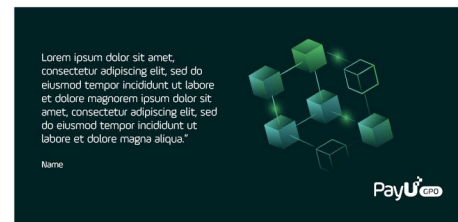
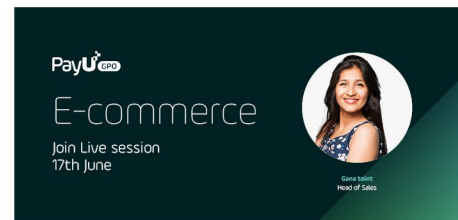
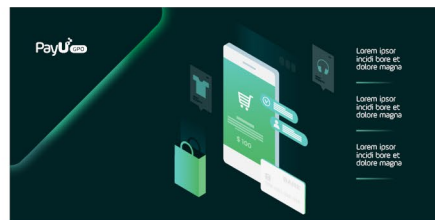
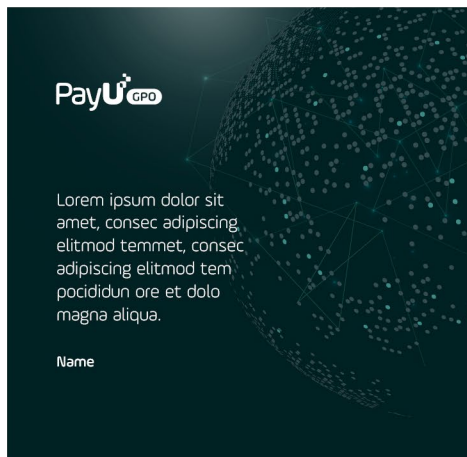
Engineering



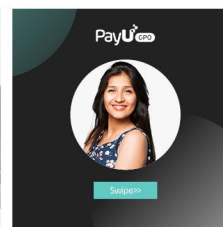
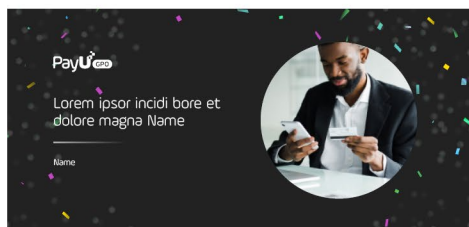
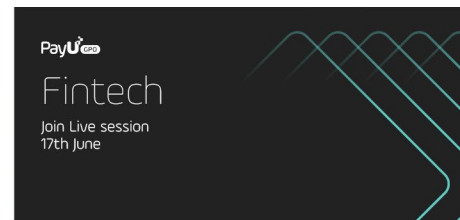
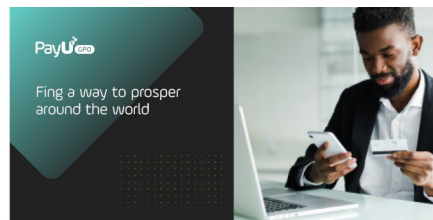
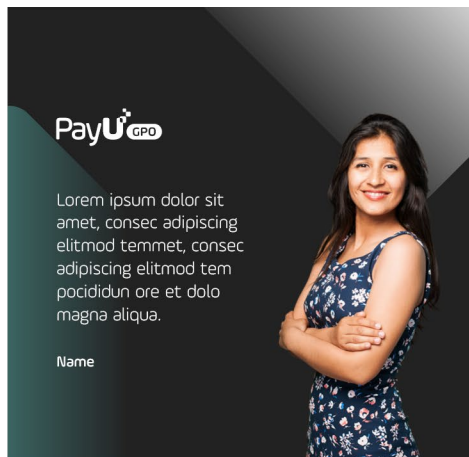
Employer Branding



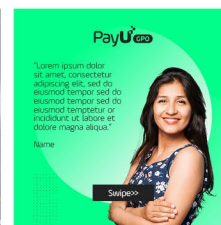
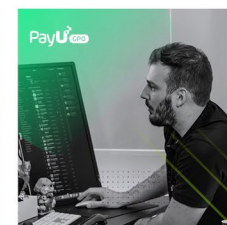
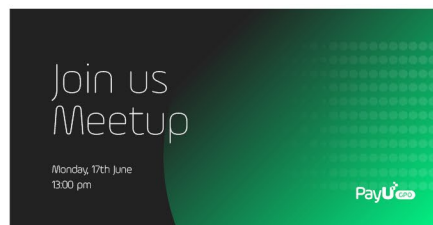
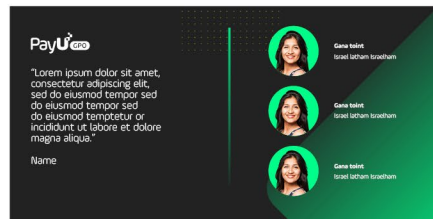
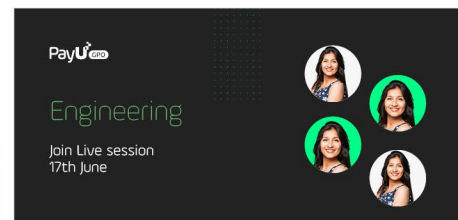
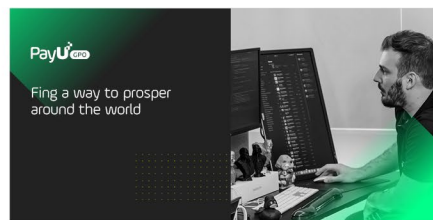
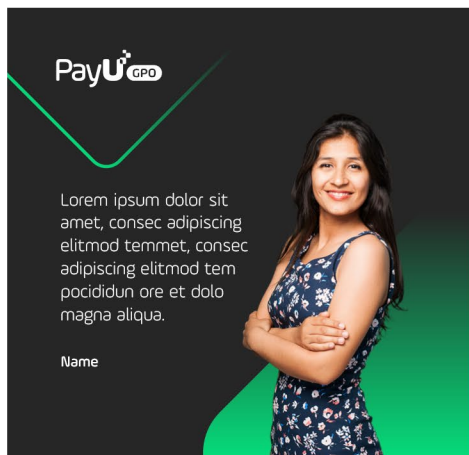
E-commerce



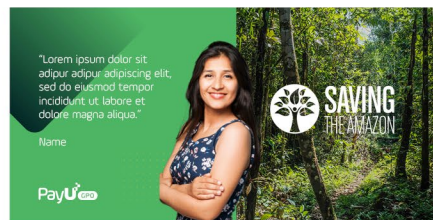
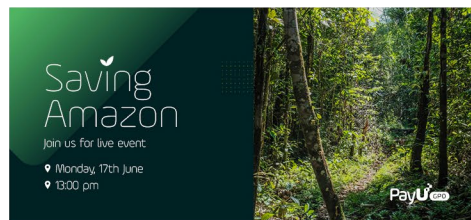
Fintech



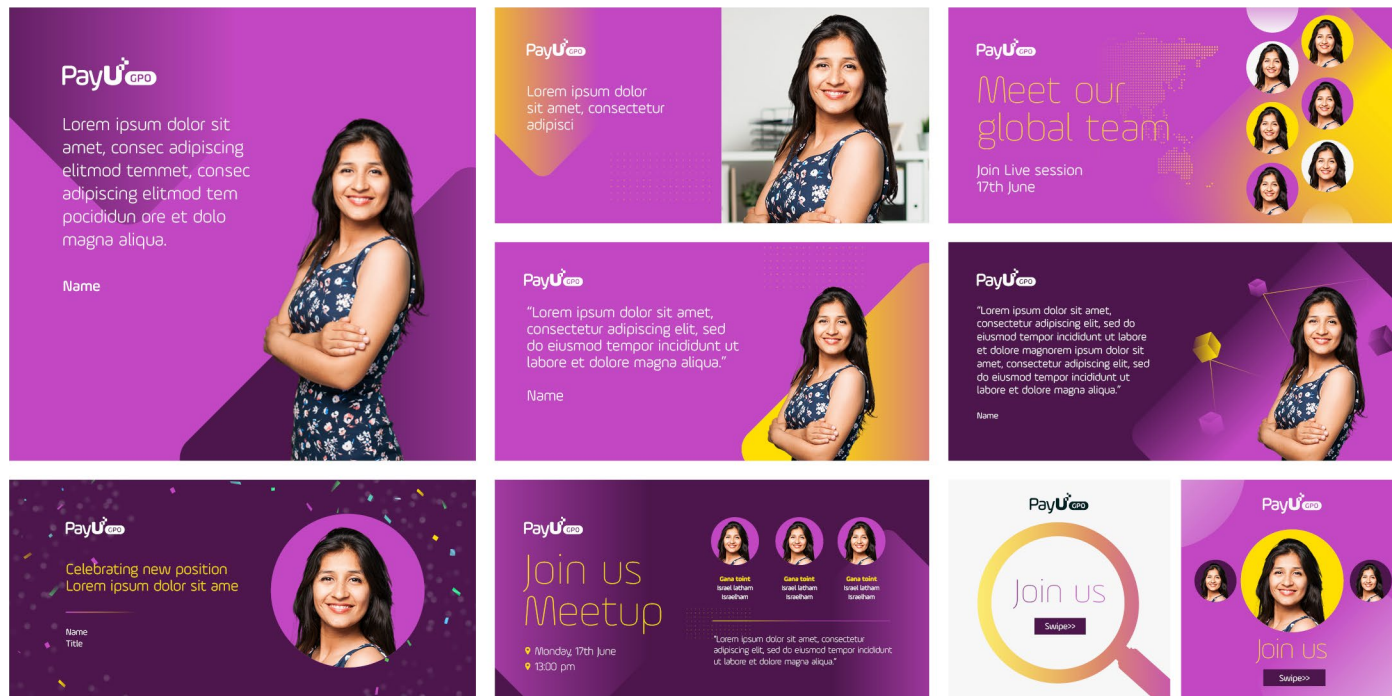
Engineering



Sustainability



Employer Branding



Thank You

For more information:

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Yarden.Barber@payu.com