



BRAND GUIDELINES





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

PayU

The PayU logo is displayed in a dark teal color against a light gray rectangular background. The logo consists of the word "PayU" in a sans-serif font, with a small cluster of four squares (three dark teal, one white) positioned above the "U".The PayU logo is displayed in white against a dark teal rectangular background. The logo consists of the word "PayU" in a sans-serif font, with a small cluster of four squares (three white, one dark teal) positioned above the "U".

Font

Aa

Ample Soft for titles

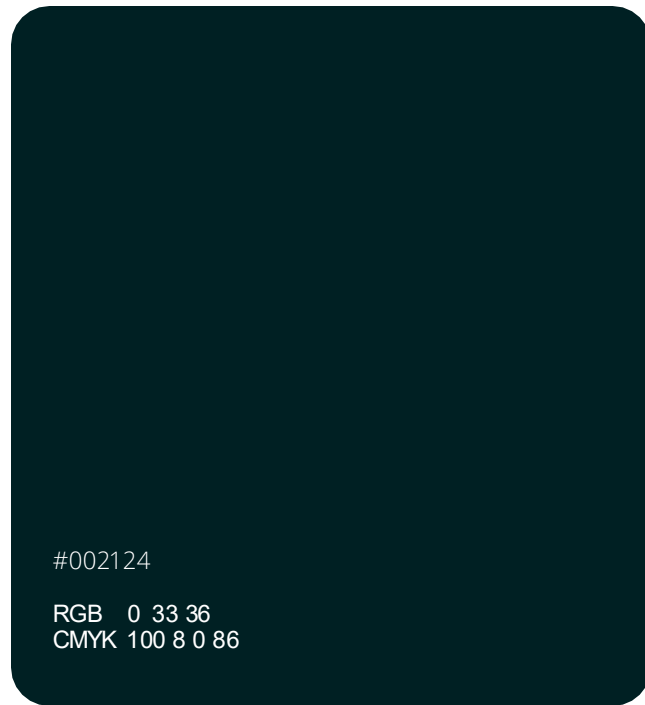
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Open Sans for body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Main colors



Secondary colors



MEET US AT LOREM IPSOR DOL 2025

NAME AND TITLE





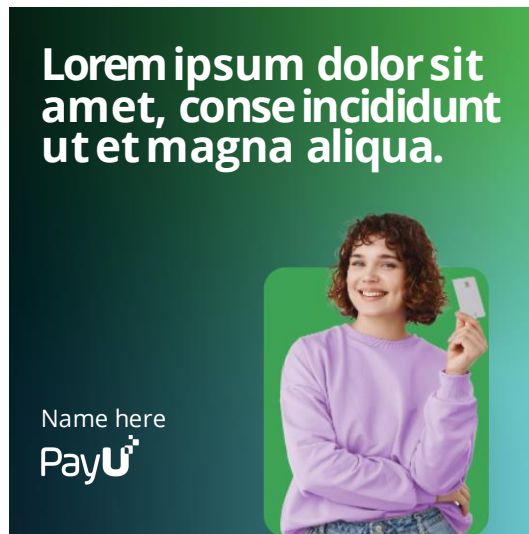


GLOBAL REACH, LOCAL EXPERTISE

GLOBAL REACH



LOCAL EXPERTIS



PAYU ENTERPRISE: STREAMLINED PAYMENT SOLUTIONS FOR GROWTH



Thank You

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