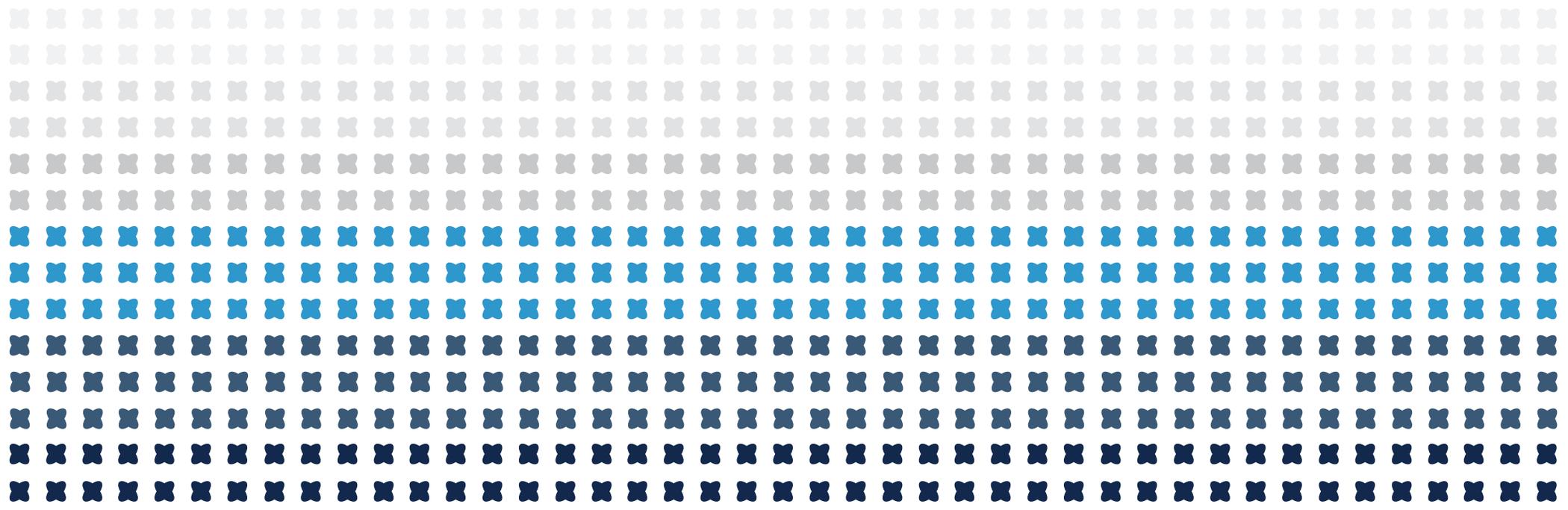




Brand guidelines

August | 2020





We've developed this Brand Book to better help us achieve our goal of becoming a recognized and consistent brand. By applying a unifying visual style across every area of our business, we are able speak with both our merchants and partners in a common voice.

By consolidating our masterbrand and allowing flexibility for specific brand extensions, this will allow us raise awareness, provide a better understanding of what we do at FortisPay, as well as what we stand for. This not only help us commercially, but it will also help us tell our story in a more consistent way and with a stronger name and image behind us.

These brand guidelines set the visual standards for the FortisPay brand image by outlining usage convention for our logos, color palette, typography and infographics. These standards also establish clear rules on how to properly use the components in our brand and in our marketing collateral.

By following the principles outlined in this Brand Book, we can maintain cohesion and consistency across all our communications.



Our Mission

Help small and mid-sized businesses move transactions.

Our Core Values

1. White-glove Service
2. Positive Can Do Attitude
3. Teamwork Oriented
4. Hustle Hard
5. Self Starter

Our Passion

Payment technology and white-glove service.

Our Tagline

Strength in payments.

IDENTITY SYSTEM ELEMENTS

Here you will find a summary of the various elements that make up our visual identity. We explore each element in more depth later in the brand guide.

MASTERBRAND



BRAND EXTENSION



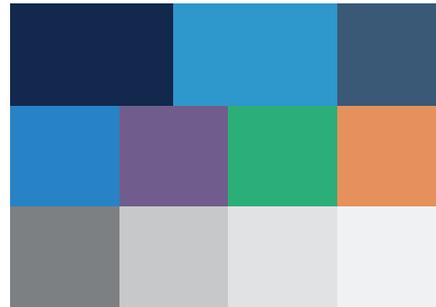
TYPOGRAPHY

RALEWAY
PRYMARY TYPEFACE

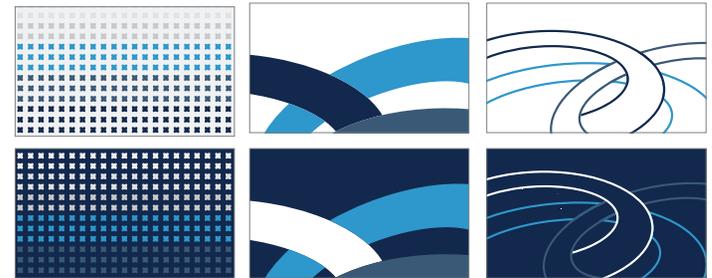
MONTERRAT
SECONDARY TYPEFACE

VERDANA
ONLINE TYPEFACE

COLOR



PATTERN



ICON



ILLUSTRATION



LOGO

FULL COLOR MASTER LOGO

The full color version of the logo is always used on clear white or lighter color tinted backgrounds to maintain legibility.



BLACK MONO AND WHITE-OUT LOGO

The black and white versions are only to be used if necessary due to color restriction or background color.



LOGO GUIDELINES AND CLEAR SPACE

The FortisPay logo must stand out clearly from its surroundings. This applies not only to the background, but also to prevent interference from nearby text, photographs and other graphic elements that might compromise the impact of the logo.

It is important to keep the logo clear of any other graphic elements. To ensure this, an exclusion zone or 'clear space' rule has been established using the FortisPay symbol. This exclusion zone indicates the closest any other graphic message can be positioned in relation to the logo.



LOGO MINIMUM SIZE

We want people to see our logo clearly across all our communications. To ensure it is visible for everyone, we have a minimum size for print and digital formats.

There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

Digital: Minimum width 71 px.

Print: Minimum width 25 mm.



ADDITIONAL VERSION

When the primary logo is not appropriate, you can use a different version of the logo.

Vertical logo

Use this when you are working with restricted sizes that may compromise the logo legibility, such as narrow horizontal formats in signage and digital applications.



LOGO DON'TS

Do not alter approved artwork in any way. Always apply the logo thoughtfully, carefully, and appropriately.

To avoid some common mistakes, do not:



Do not apply a gradient to the Symbol or Wordmark.



Do not resolve the Logo in two different colors.



Do not distort or wrap the Logo in any way.



Do not change the typeface or otherwise recreate the Wordmark.



Do not rotate the Logo.



Do not use the Wordmark without the Icon or separate them.

LOGO COLOR OPTIONS

Only use the color background combinations for the logo shown here.

Logo background color combinations:



BRAND ARCHITECTURE

MASTERBRAND



BRAND EXTENSIONS/ EXPERTISE AREAS



New logos and brand extensions should only be created/approved by the marketing department of FortisPay.

ADDITIONAL VERSION

Vertical logo

Use this when you are working with restricted sizes that may compromise the logo legibility, such as narrow horizontal formats in signage and digital applications.

MASTERBRAND



BRAND EXTENSIONS/ EXPERTISE AREAS



COLORS

BRAND COLORS

These colors form our brand logo and play key roles in our communications.

PRIMARY COLORS

Most commonly used on areas that hold our logo, these colors are flexible enough to appear as sophisticated or vibrant colors as required.



DARK BLUE
PANTONE 2768C
C 100 M87 Y41 K39
R19 G41 B77
#13294d



BLUE
PANTONE 2925C
C 74 M27 Y5 K0
R43 G155 B206
#2b9bce

BRAND COLORS

These colors represent and play key roles in our communications.

SUPPORTING COLORS

Supporting colors were developed to segment the company's business areas.



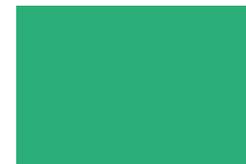
BLUE GRAY
PANTONE 5405C
C81 M 60 Y 33 K 18
R62 G88 B119
#3e5877



WARM BLUE
PANTONE 285C
C 80 M40 Y0 K0
37 G129 B196
#2581C4



LODGING
PANTONE667C
C64 M70 Y205 K4
R116 G89 B139
#74598b



HEALTH
PANTONE 7480C
C75 M5 Y70 K0
R51 G168 B118
#33A86f



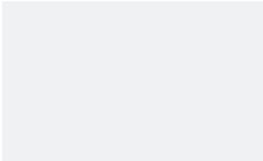
CHIROPRACTIC
PANTONE 157C
C8 M50 Y70 K0
R230 G146 B86
#e69256

Exclusive to brand extensions

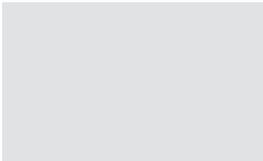
BRAND COLORS

Neutral Palette

The neutral palette is intended to be used sparingly to organize information and create functional environments.



GRAY 1
PANTONE Cool Gray 1C
C0 M0 Y0 K6
R 244 G 244 B 244
#f4f4f4



GRAY 2
PANTONE Cool Gray 2C
C0 M0 Y0 K12
R 233 G 233 B 233
#e9e9e9



GRAY 3
PANTONE Cool Gray 3C
C0 M0 Y0 K25
R 208 G 208 B 208
#d0d0d0



GRAY 4
PANTONE Cool Gray 8C
C0 M0 Y0 K60
R 135 G 135 B135
#878787

DARK BLUE
PANTONE 2768C
C 100 M87 Y41 K39
R19 G41 B77
#13294d

BLUE GRAY
PANTONE 5405C
C81 M 60 Y 33 K 18
R62 G88 B119
#3e5877

LODGING
PANTONE667C
C64 M70 Y205 K4
R116 G89 B139
#74598b

HEALTH
PANTONE 7480C
C75 M5 Y70 K0
R51 G168 B118
#33A86f

BLUE
PANTONE 2925C
C 74 M27 Y5 K0
R43 G155 B206
#2b9bce

CHIROPRACTIC
PANTONE 157C
C8 M50 Y70 K0
R230 G146 B86
#e69256

INSTITUTIONAL
PANTONE 285C
C 80 M40 Y0 K0
37 G129 B196
#2581C4

GRAY 1
PANTONE Cool Gray 1C
C0 M0 Y0 K6
R 244 G 244 B 244
#f4f4f4

GRAY 3
PANTONE Cool Gray 3C
C0 M0 Y0 K25
R 208 G 208 B 208
#d0d0d0

GRAY 2
PANTONE Cool Gray 2C
C0 M0 Y0 K12
R 233 G 233 B 233
#e9e9e9

GRAY 4
PANTONE Cool Gray 8C
C0 M0 Y0 K60
R 135 G 135 B135
#878787

TYPOGRAPHY

PRIMARY TYPEFACE

The primary typeface – Raleway – is characterized by excellent legibility in print and digital areas. The letter shapes are well proportioned and modern. We recommend five weights – Regular, Italic, Semibold, Bold and Black.

Raleway

Aa

Raleway
Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Aa

*Raleway
Italic*

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*

Aa

Raleway
Semibold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Aa

Raleway
Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Aa

**Raleway
Black**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

For numerals, please see the secondary typeface.

SECONDARY TYPEFACES

The typeface - Montserrat - is the second font option in cases where it is not possible to use the Raleway font. It is a highly legible font optimized for print, web, and mobile interfaces. We recommend five weights – Regular, Italic, Semi-bold, Bold and Black.

Montserrat

Aa

Montserrat
Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

0123456789

Aa

*Montserrat
Italic*

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*

0123456789

Aa

Montserrat
Semi-Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

0123456789

Aa

Montserrat
Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

0123456789

Aa

Montserrat
Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

0123456789

ONLINE TYPEFACES

The font - Verdana - is for use in interfaces only that do not support the primary or secondary versions. We recommend three weights – Regular, Italic and Bold.

Verdana

Aa

Verdana
Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

0123456789

Aa

*Verdana
Italic*

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*

0123456789

Aa

**Verdana
Semi-Bold**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

0123456789

USING THE FORTISPAY NAME IN TEXT

When referencing the Fortispay name in text, use an uppercase “F” and “P” with no space between “Fortis” and “Pay”. The name should not appear with a lowercase “p”.

- ✓ FortisPay
- ✓ FORTISPAY
- ✗ Fortispay
- ✗ Fortis pay
- ✗ Fortis Pay
- ✗ Fortis

The FortisPay name should appear in the same font as the surrounding text.



Lorem ipsum se FortisPay dolor sit amet, consectetur adipiscing elit. Curabitur eu tristique.



Lorem ipsum se  fortispay dolor sit amet, consectetur adipiscing elit. Curabitur eu tristique.



Lorem ipsum se fortispay dolor sit amet, consectetur adipiscing elit. Curabitur eu tristique.

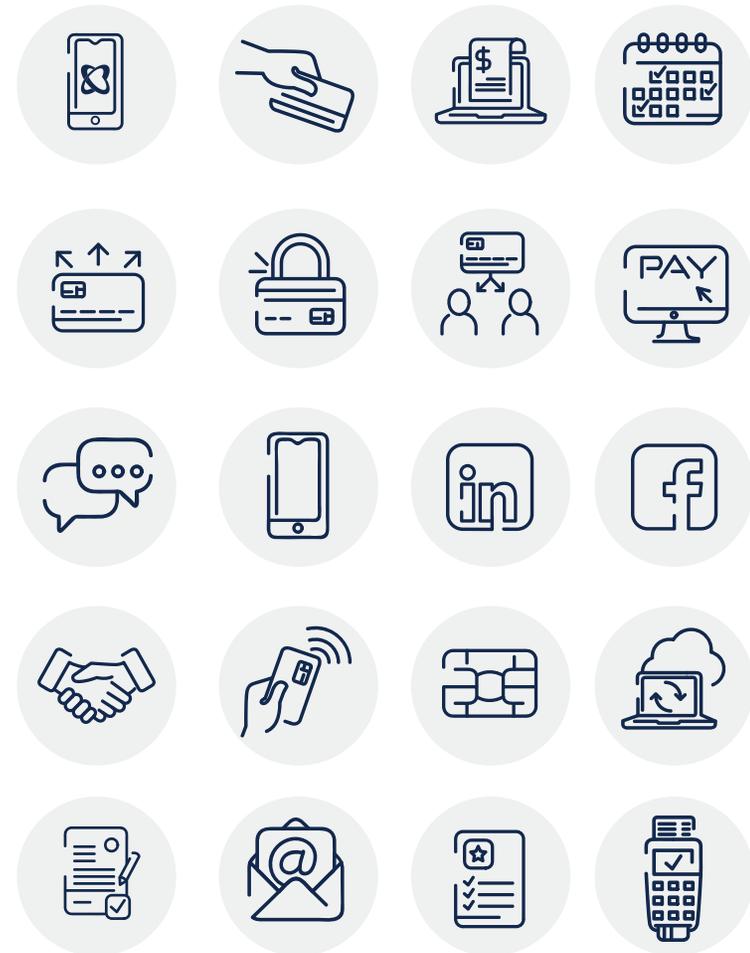
ICONOGRAPHY

ICONOGRAPHY

The icons are mainly used with product as a call to action or quick reference. We created an icon set to form an icon library.

New icons are constantly being added to our library.

Do not create your own icons.



ILLUSTRATIONS

ILLUSTRATION

Illustrations are an engaging way to convey ideas and tell stories. They should have a purpose and not be used as decoration.

When not to use

Don't use illustrations in very small spaces—they are not icons or infographics.

Don't use them on their own without an accompanying message nearby to provide context.

brandbenefits

Colors on illustrations can be replaced to match brand extension.

**WHITE
GLOVE
SERVICE**



**INDUSTRY
KNOWLEDGE**



**HOSPITALITY
EXPERTS**



**SPECIAL
PRICING**



**CHARGEBACK
HEROES**



**POWERFUL
TECHNOLOGY**



**SEAMLESS
INTEGRATION**



**HEALTHCARE
EXPERTS**



ILLUSTRATION

chargeback**heroes**

**CHARGEBACK
HEROES**



ILLUSTRATION

avatar



ILLUSTRATION

avatar

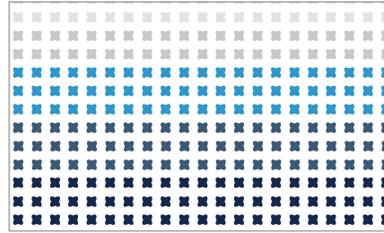


PATTERN

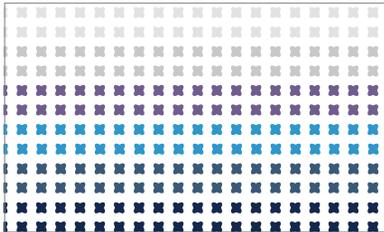
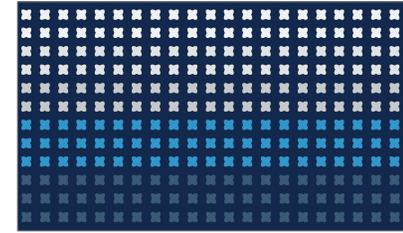
PATTERN

These are FortisPay's specifically designed patterns. They are approved elements, and artwork should not be altered nor should new patterns be created. Do not rotate or flip the pattern; it should always follow this direction.

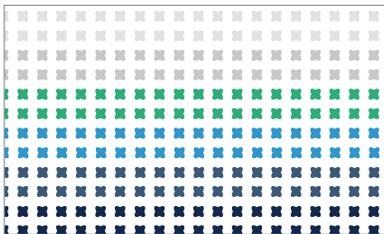
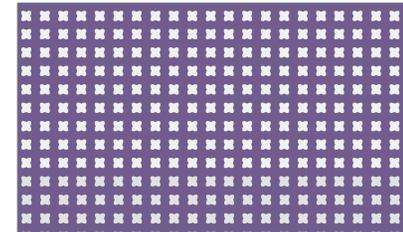
dots



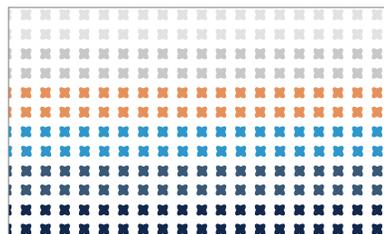
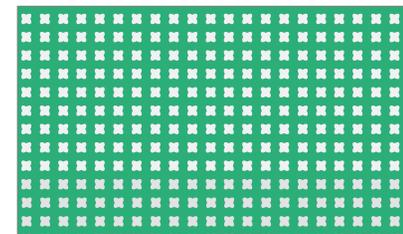
MASTERBRAND



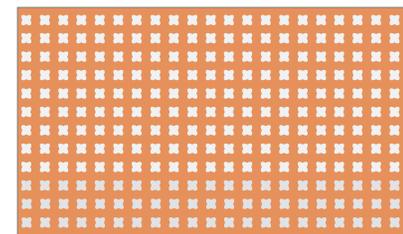
LODGING



HEALTH



CHIROPRACTIC



PATTERN

ellipse

outline ellipse

MASTERBRAND



If you have any further questions about the guidelines and how to put them into practice, please get in touch with the FortisPay brand team by email at the address below:

marketing@fortispay.com

