



Brand Guidelines

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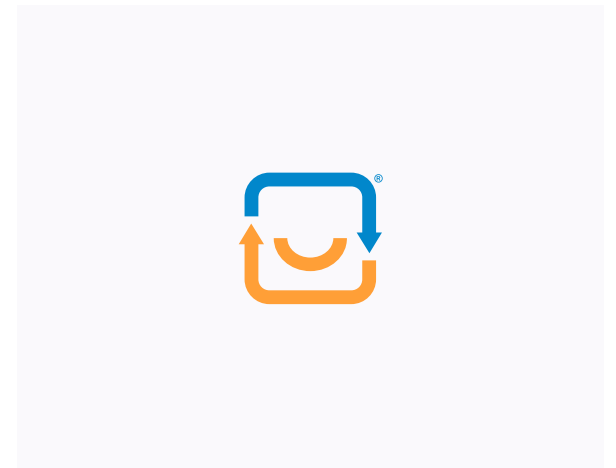
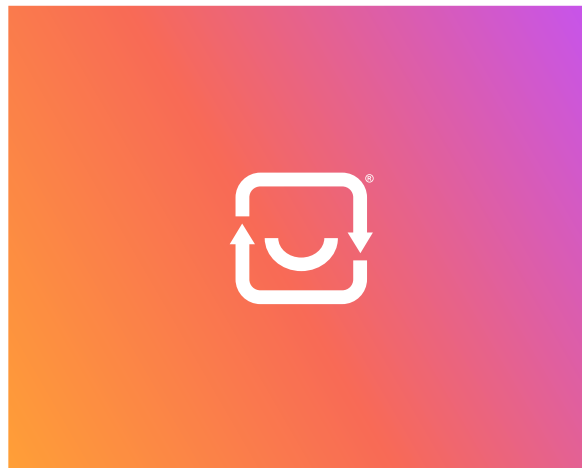
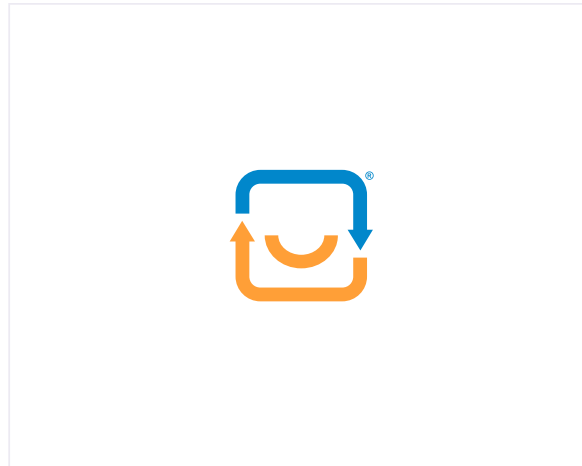
The PayTrace master logo carries its brand attributes while not being over complicated. The arrangement serves as the main lockup and should be used as the primary option for consistency.



Adequate padding should be utilized at all times. A simple allowance for the logo is equal to 1x the width of the smile within the mark. This holds true regardless of scale.



The minimum allowance for the mark is equal to 1x the width of the smile. This holds true regardless of scale and color pairings.



Our typography is a mixture of a safe bet, friendly, and happiness.

Open Sans and Helvetical Neue Condensed achieve consistency and hierarchy at larger and minimal scale.

Open Sans – Regular, Semibold, Bold & Extrabold

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

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

0 1 2 3 4 5 6 7 8 9 / ! @ # \$ % ^ & * ()

Helvetica Neue Condensed – Bold & Black

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

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

0 1 2 3 4 5 6 7 8 9 / ! @ # \$ % ^ & * ()

The primary and secondary colors that comprise the PayTrace palette are both neutral and energetic. Our core palette is not overwhelming and conveys certainty.



The two primary PayTrace Pantone solid coated colors, blue and orange convert to four-color builds as defined.

PayTrace Blue
PMS 641 C

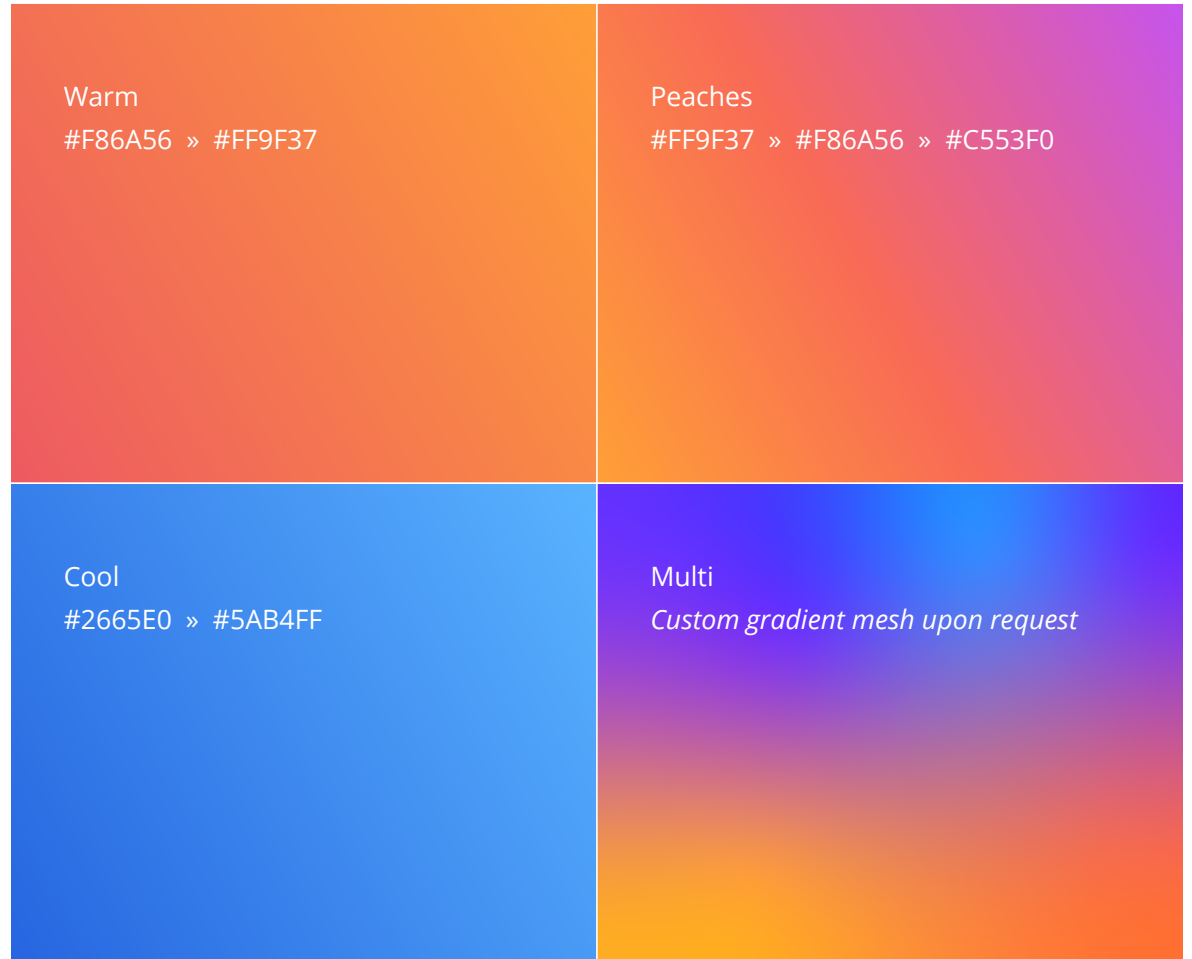
C M Y K
100 37 0 30

PayTrace Orange
PMS 716 C

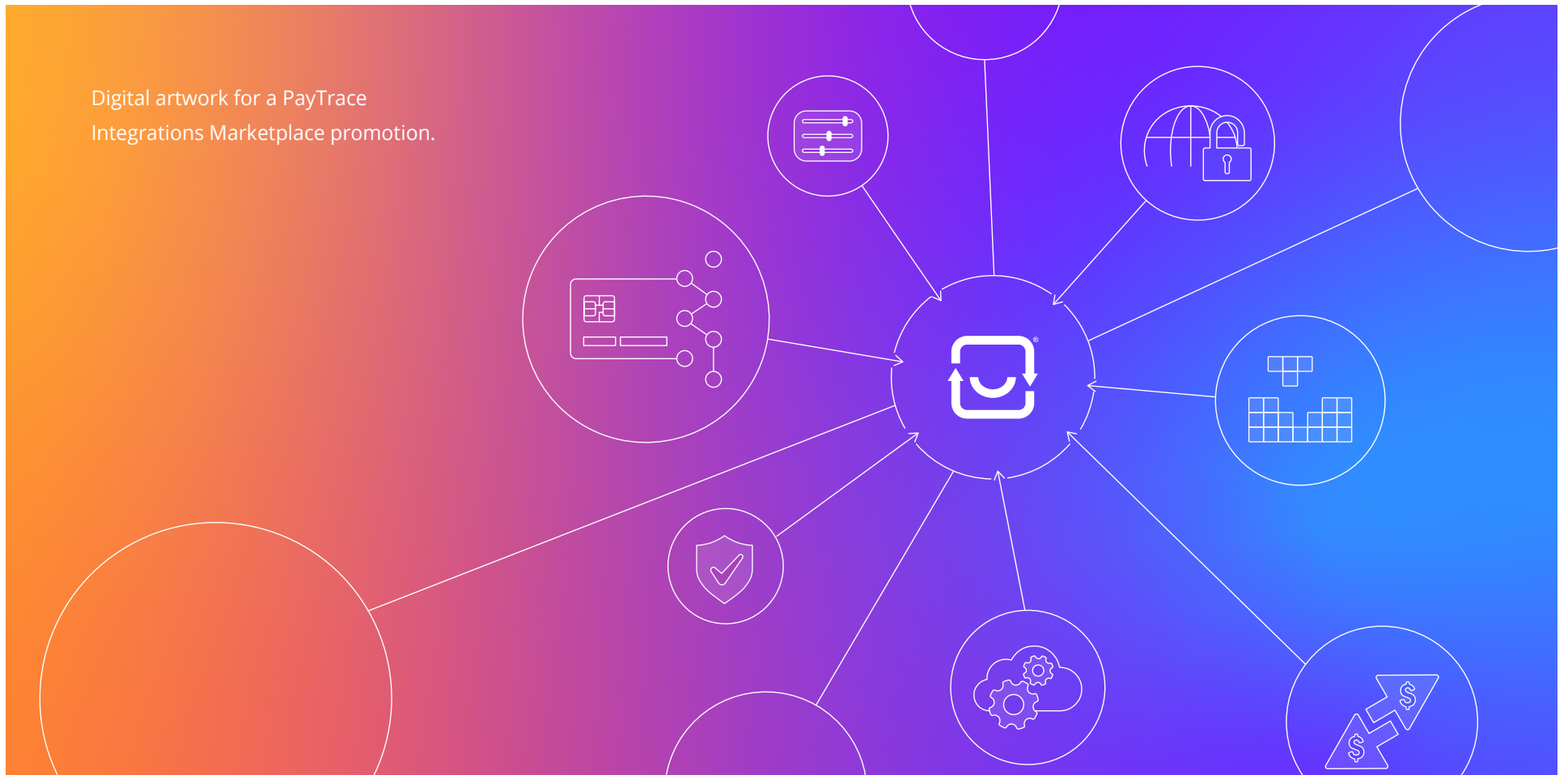
C M Y K
0 49 98 6



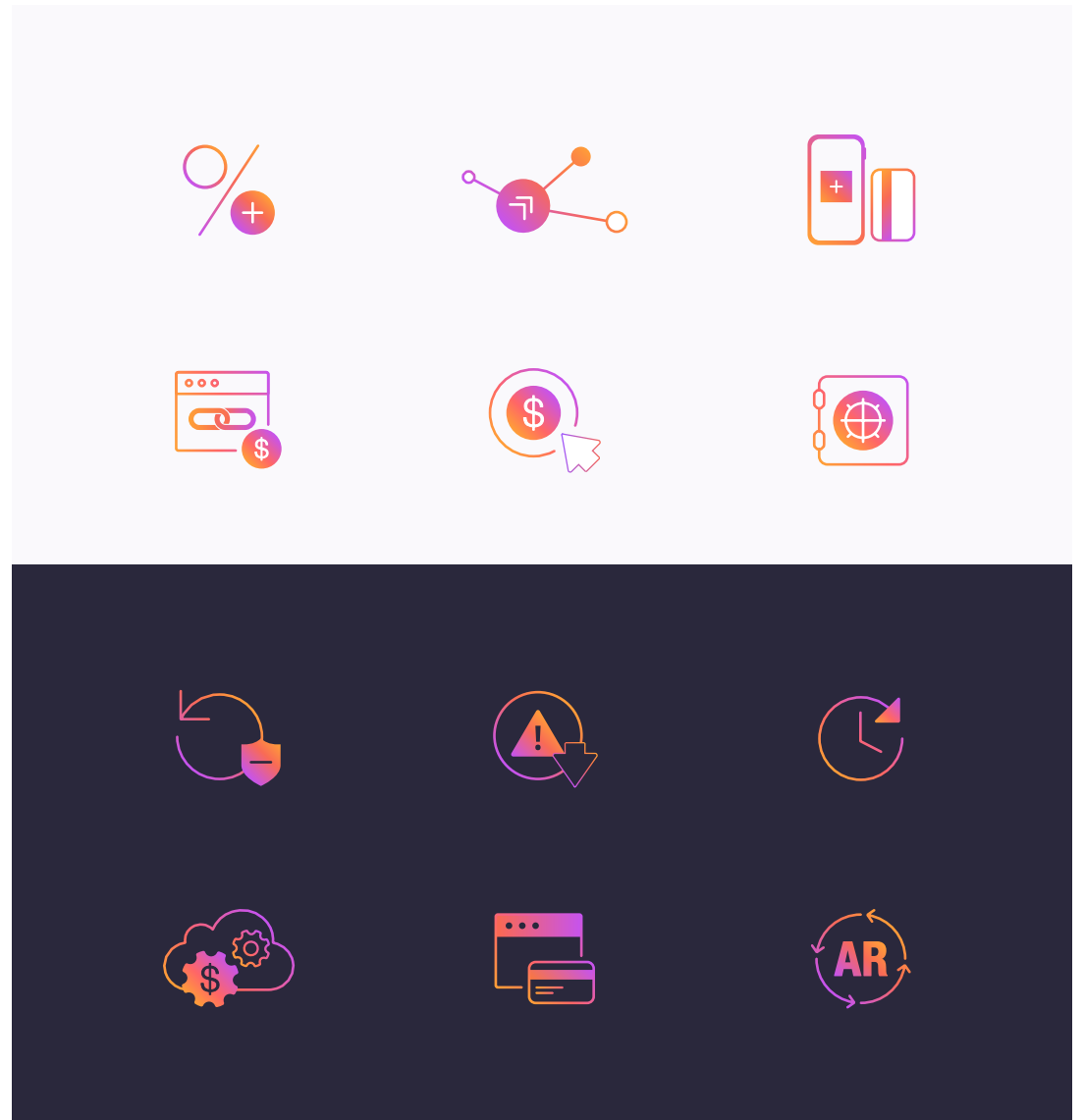
These PayTrace gradient applications are utilized for various digital backgrounds. Except for "Multi", the three gradient fills are angled at 30 degrees.



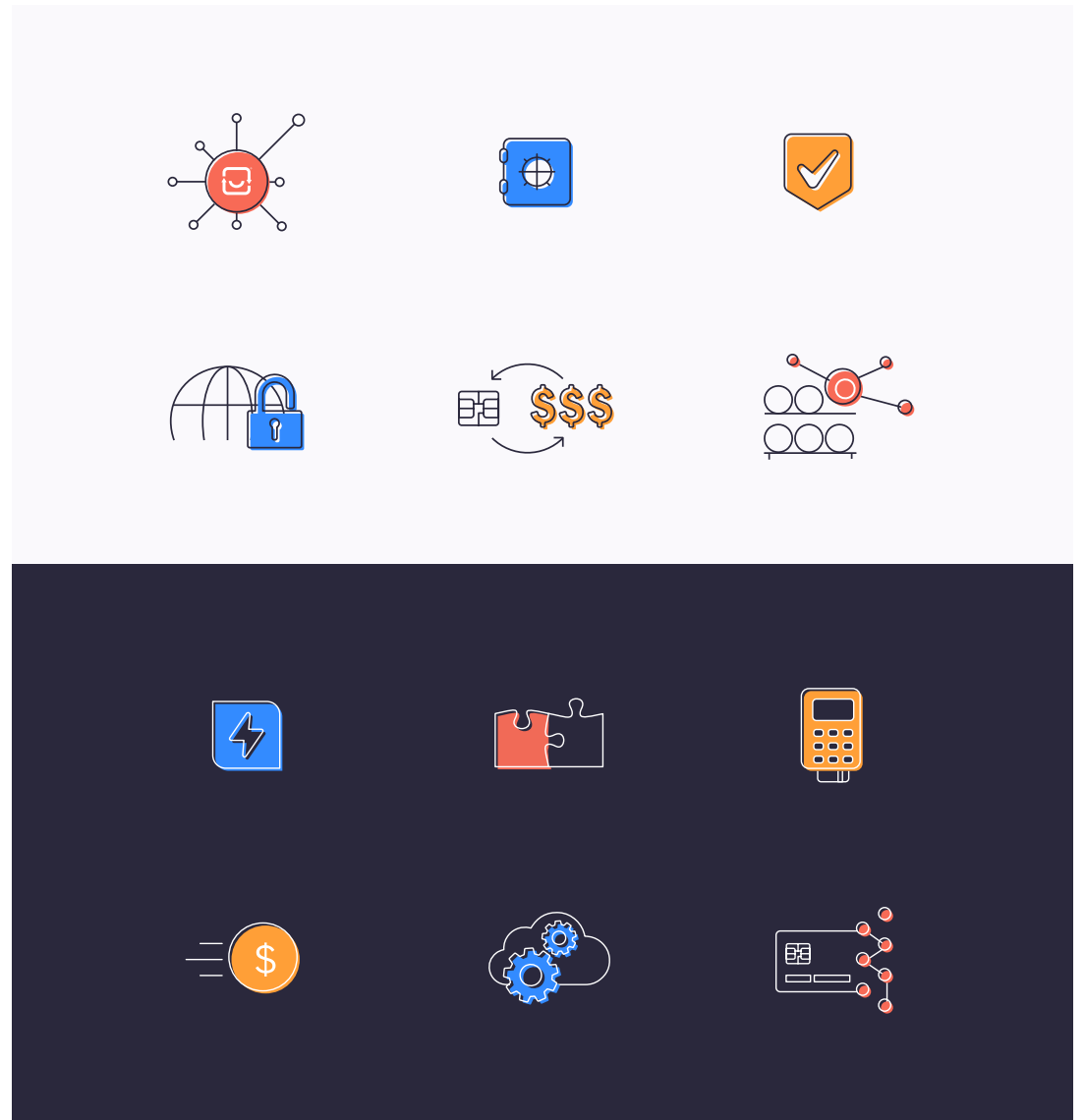
Digital artwork for a PayTrace Integrations Marketplace promotion.



The primary PayTrace icon design of “peachy” gradient fill and linework achieves a modern, warm, vibrant approach. They’re of vector personality, creating an embodiment of the brand values.

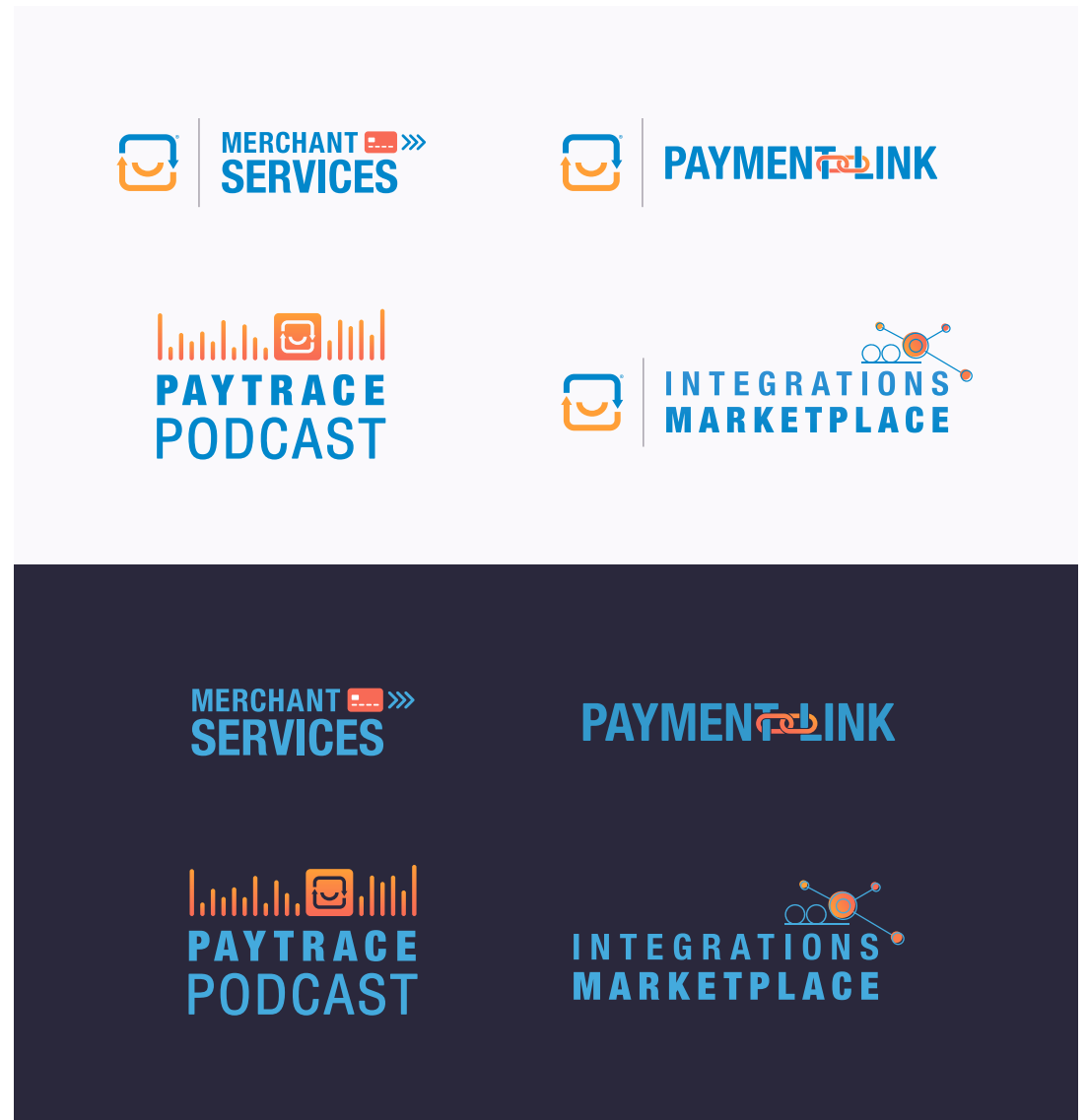


Alternate icons of linework and solid-fill include an offset, single-toned element.



PayTrace sub-brands are supporting identities that increase flexibility for our payment platform's expansion in the future.

These brands within the master PayTrace brand are not to be misinterpreted with [our training lockup selection](#).

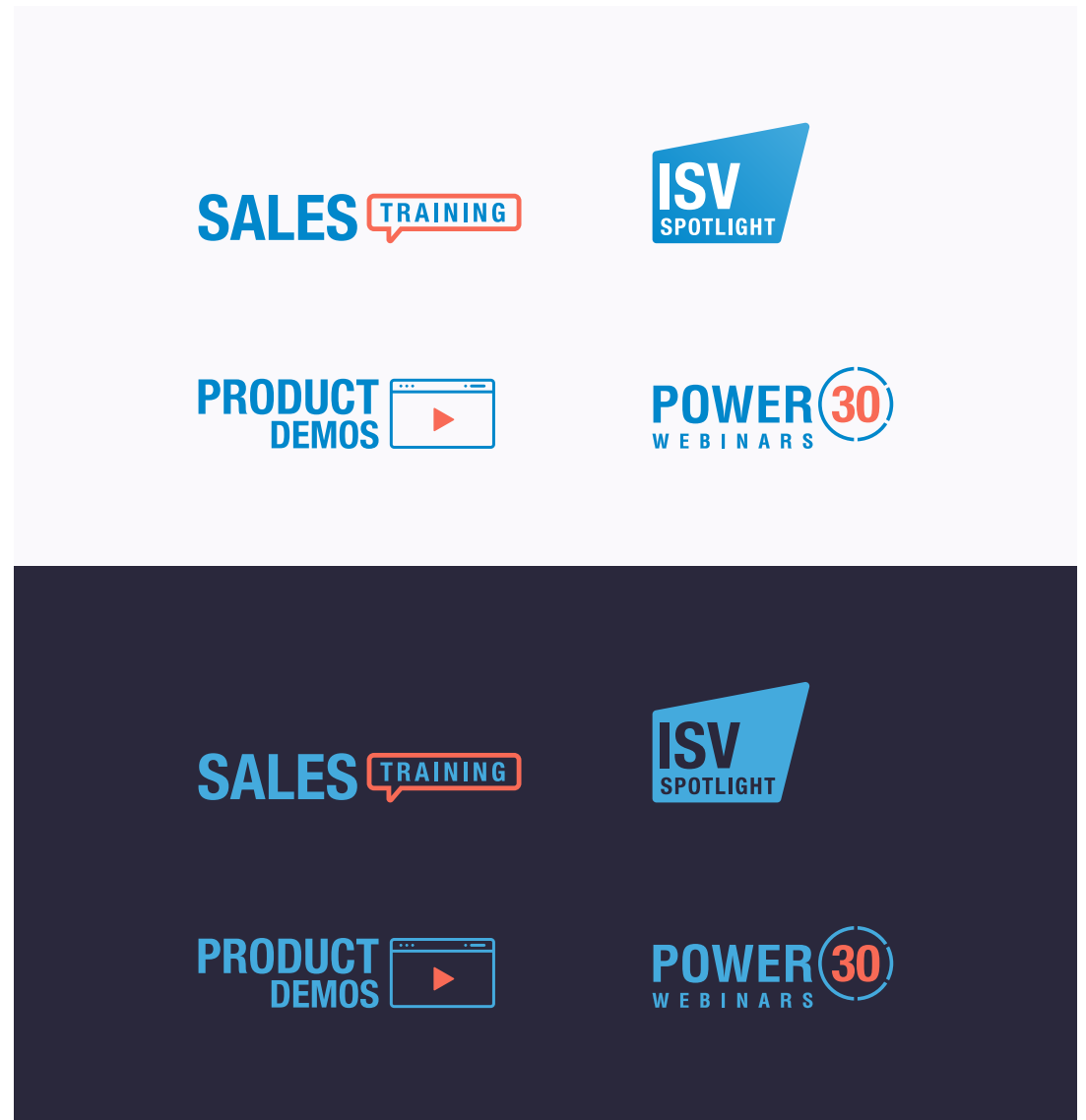


The Trace™ identity represents PayTrace's white label product which automates payments in the digital age. Trace helps merchants seamlessly streamline and accelerate digital payment processes for various businesses.

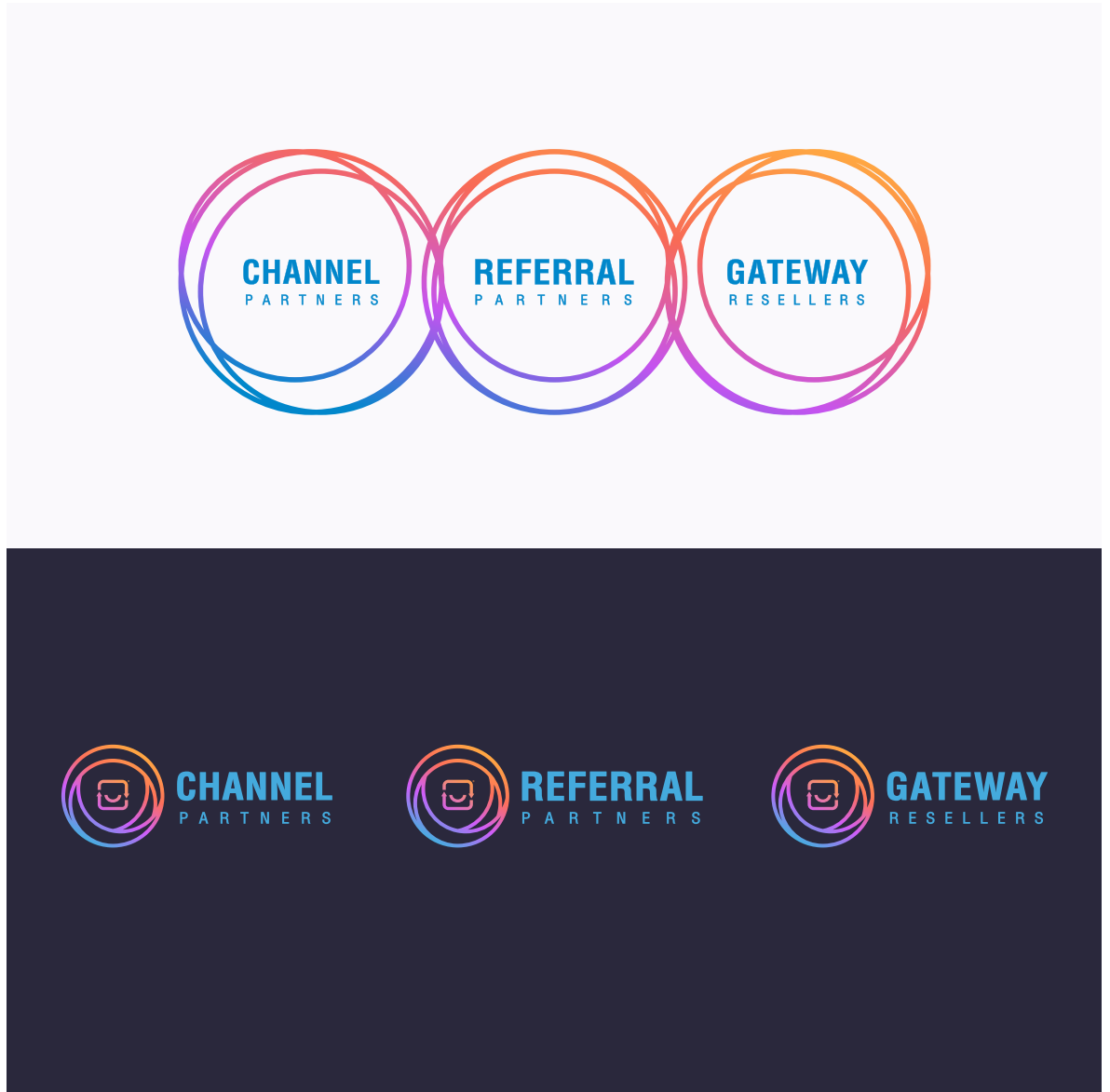
The product identifier's corners match the rounded curves of the PayTrace mark's arrows - with opportunity to swap out its internal characters as the collection evolves with further products.



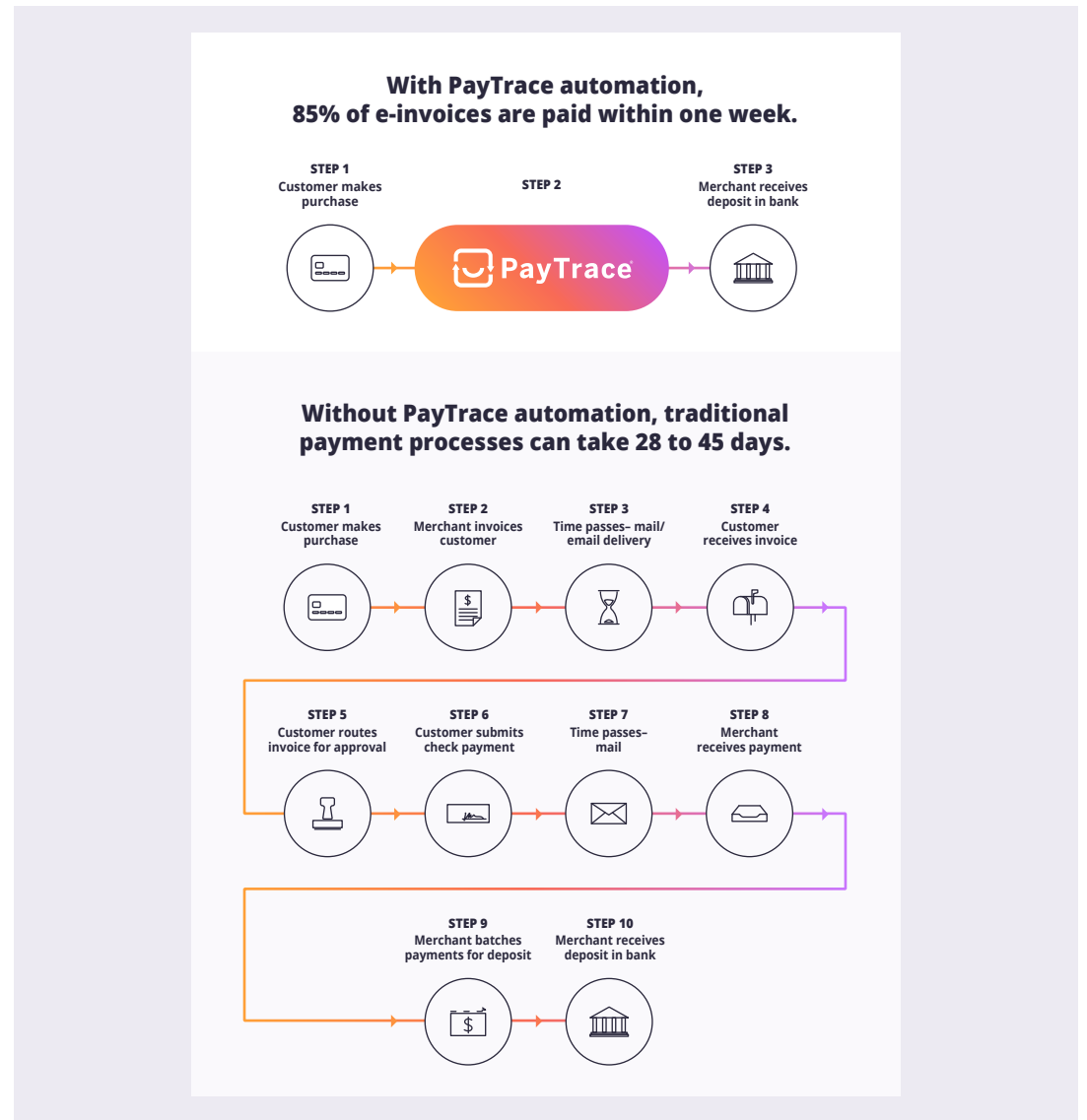
Training lockups of the PayTrace brand are duo-toned and designated for solid white, nearly white, or the dark eggplant background.



There are three PayTrace partner lockup creations for marketing promotional purposes: Channel, Referral, and Gateway Partners – each has coloration versions for light and dark background use. The three are to be featured collectively as displayed at upper right.



Digital infographic sample comparing PayTrace account receivable automation against traditional e-payment processes.





Thank you

Questions and/or inquiries:
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