Short Brand Guide

infinitepay

Last Update:2023/02

Logo

This is the InfinitePay logo, it consists of two parts: symbol and logo. Both elements maintain fixed position and size relationships that cannot be distorted.

The symbol and logo should preferably be kept together but can be used separately on specific use cases, such as in an app launcher icon.

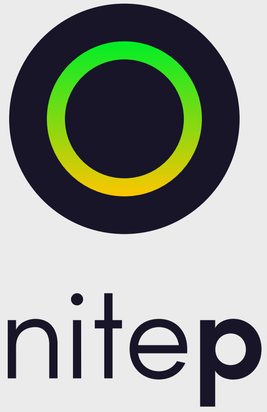
Logo versions

Our logo features versions to be used on white or black backgrounds.

horizontal - white background version

horizontal - black background version

vertical - black background version



vertical - white background version

Colors

These are InfinitePay's set of colors the main ones are: Green, Yellow, Black & White but all the other colors can be used in specific situations, as long as the final result looks good.

FFC600

1BFF04

171527

FFFFFF

CCFF00

7D18FF

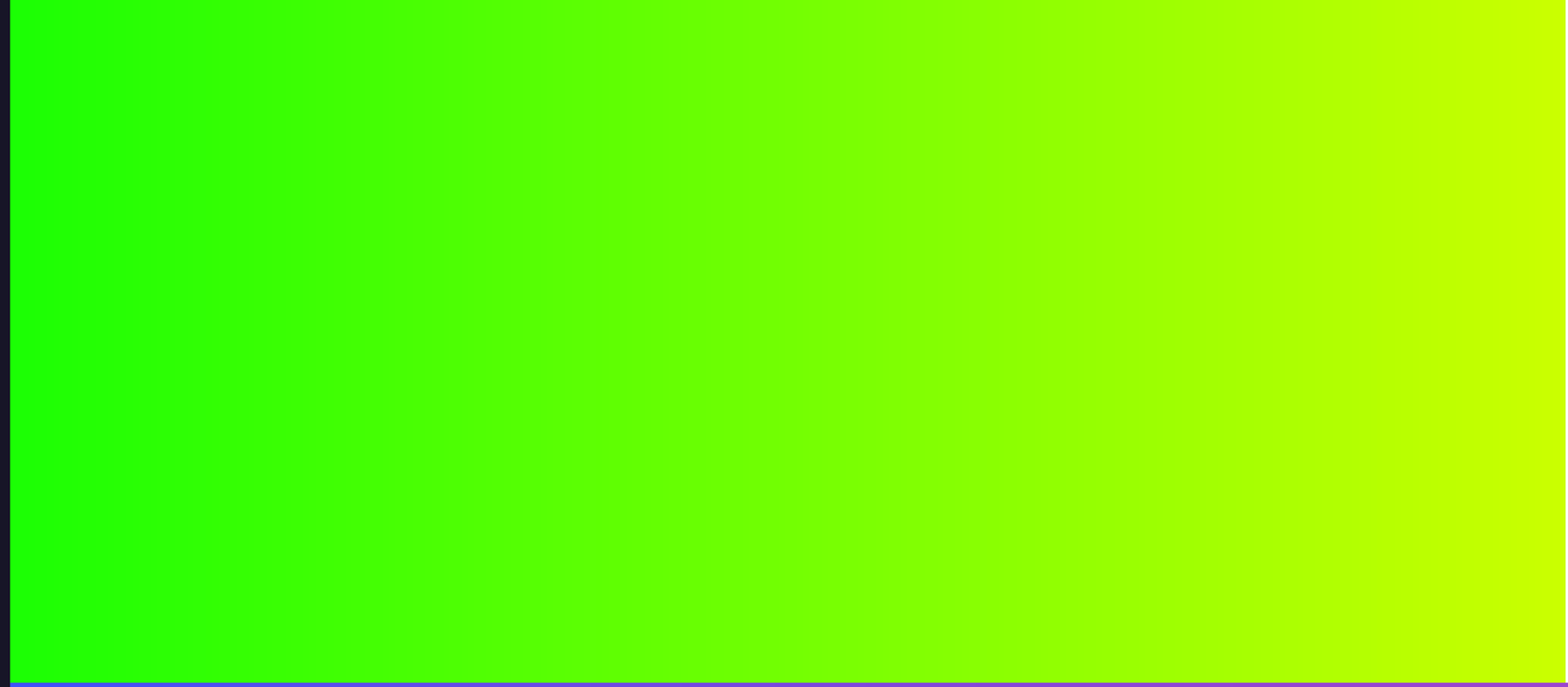
0057F0

EBEBEB

000000

Gradients

These are the brand gradients, they both can be used as a color or highlight in a variety of applications, but the main one the green one.



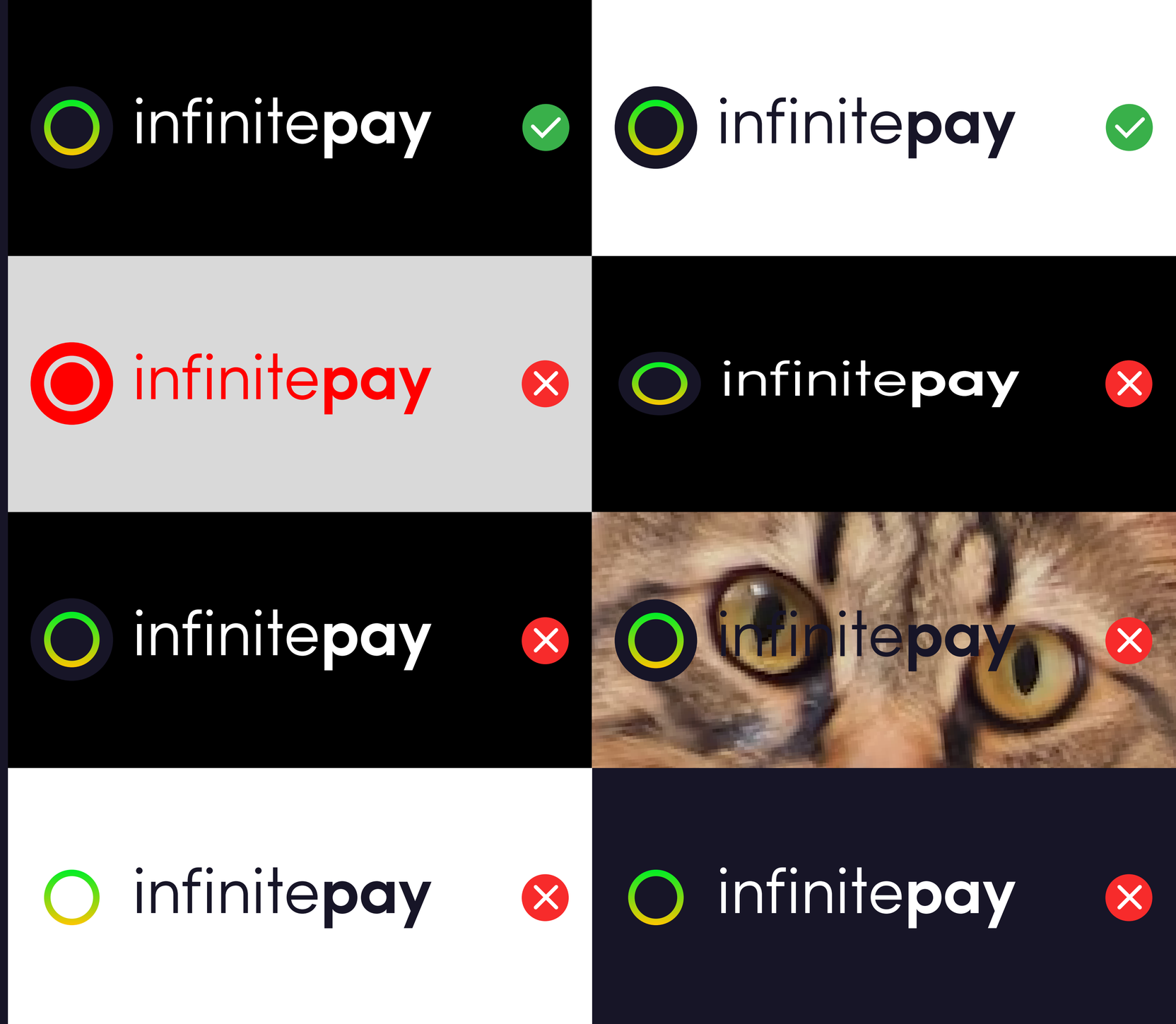
Type

Poppins is the institutional font family for InfinitePay, this typeface represents the personality and versatility that our brand needs, it's important to always use it.

Poppins

Whereas a common understanding of these rights and freedoms is.

Usability rules

When applying the logo on colored or photographic backgrounds, contrast and legibility should be privileged.

Under no circumstances distort the logo or combine letters and images to it