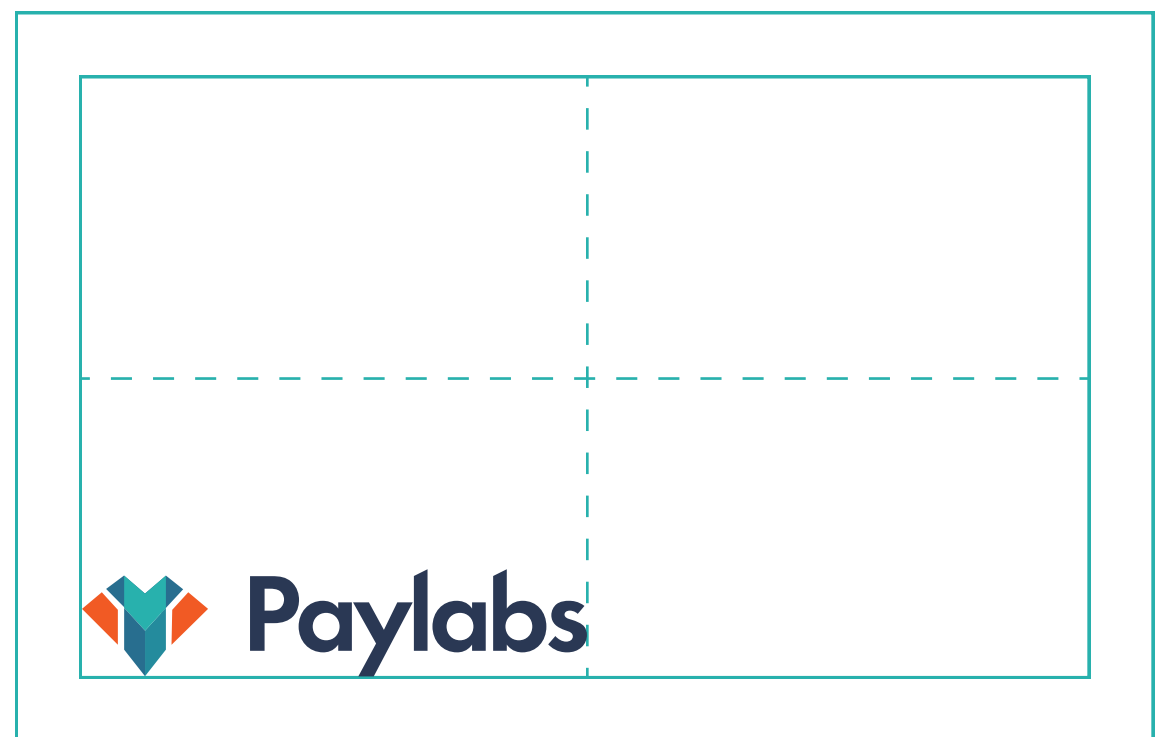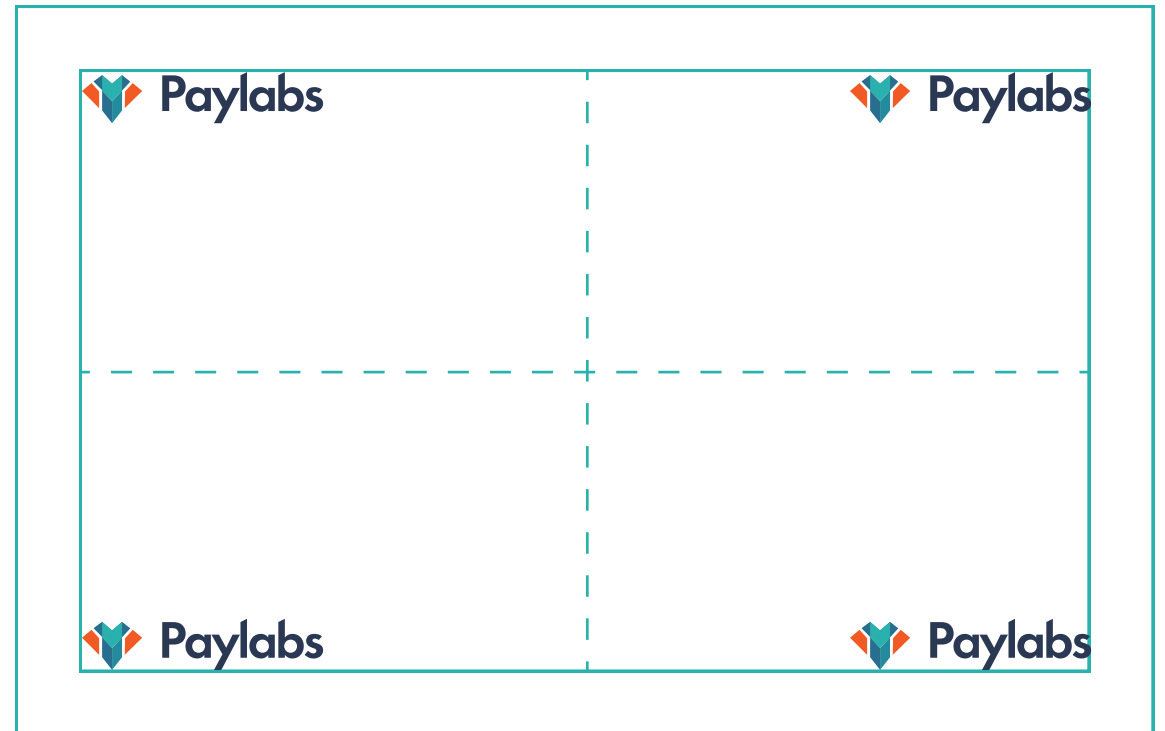# Paylabs

BRAND GUIDELINES

LOGO
&
COLOR

Logo Minimum Clear Area

To allow our logotype to stand out, do not place any objects such as graphics or text in the clear space shown.

Please use logo from this link

Logo Placement

When creating a composition, place the logo in one of the four corners, or center it on the central vertical axis.

Avoid using the logo at sizes smaller than one-third of the canvas width.

Logo Rotation

Typically, we place our logotype flat on a 0° angle. Horizontal is our default rotation state.

Occasionally, we rotate our logotype 90° to make the best use of space with unusual formats. By rotating the logo vertically, we are able to display it at a larger scale

Partnership Logo Alignment

Paylabs | Partner **Logo**

Paylabs | UOB

Paylabs | VANS

Paylabs | BCA

Paylabs | Maybank

The Paylabs logo may be arranged with a partner logo to signify a clear relationship. The resulting lockup should consist of a gray divider line separating the logos, with the Paylabs logo on the left.

Always use horizontal logo configuration for partner's logo. In this system, the logos of Paylabs and partners should be equal by visual mass.

Logo Mark

Colormark
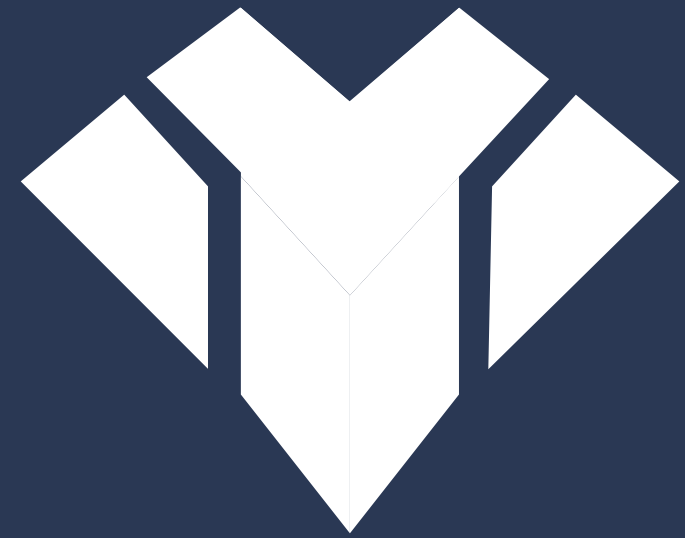
Whitemark

Logo mark can be used to replace full logo in particular communications. The logo mark has been specifically designed for easy recognition on particular visual communication, such as: icon, button, enamel pin. social media profile, etc.

Logo Improper Use

DO NOT recolor one or more parts of the logo

DO NOT re-arrange the Paylabs logo

DO NOT resize one or more part of the logo

DO NOT distort the logo proportion

DO NOT add any special effect to the logo

DO NOT rotate the logo incorectly

DO NOT outline the logo

DO NOT change the logo typeface

DO NOT add any graphical elements within the logo

The integrity of the Paylabs logo must be respected at all times. Any modification of our logo will dilute its presentation and weaken the power of our brand.

BACKGROUND

USAGE

Paylabs

- hex : 286E8F
- hex : 28B1AD
- hex : 2A3854
- hex : 248B9D
- hex : F15A24

hex : FFFFF

Paylabs

hex : FFFFF

TYPOGRAPHY

Brand Typeface

Overpass

Overpass

Overpass

Overpass

Overpass

Brand Typeface

Headline
Overpass Extrabold
Uppercase

- - - - - - - - -

What is Paylabs

Sub - Headline
Overpass Extrabold
Sentence case

- - - - - - - - -

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Body Copy
Overpass Regular
Use italic if needed
Sentence Case

- - - - - - - - -

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Consistent use of Paylabs official typeface is fundamental to brand identity. It plays a vital role in communicating an overall tone and quality.

We have selected the Overpass Family font as the primary typeface of Paylabs. The font is widely known for its boldness, legibility, readability, with timeless look that inline with Paylabs Vision

Tone of Voices

The Four Essences

Paylabs

Professional

Straightforward

Upbeat

Approachable

What makes a brands feel more approachable and their communications instantly recognizable? A personable, distinct, and consistent voice. However, the tone we use changes based on who we're interacting with and the situation.

For example, we don't make jokes with a merchant whose transaction is under review. Likewise, we avoid a formal tone when celebrating a successful payment.

Tone of Voices

Professional

Formality is key when communicating with clients and partners, especially in sensitive situations. We ensure our tone remains respectful and composed. There's a fine balance between being professional and overly detached, and we always strive to maintain that balance. **When to use** : business emails, formal letters, reports and proposals, press releases, welcome messages

✅ **Correct**

Please review the attached digital payment report and provide your feedback by Monday.

❌ **Wrong**

Hey, take a look at the attached payment report and let us know what you think by Monday.

✅ **Correct**

Kindly review the attached digital payment policy and submit your feedback by the end of the week

❌ **Wrong**

FYI, check out the attached payment policy and shoot us an email with your thoughts by Friday.

Tone of Voices

Straightforward

Every message is designed with the user's goals at the forefront. Our users come from various backgrounds, so we focus on being clear and direct. We aim to make our communication easy to understand and free of unnecessary jargon. Hope that was straightforward. **When to use :** business emails, marketing emails, website content, instruction, user guides, social media

✅ Correct

Submit your payment details to complete the transaction.

✅ Correct

Sign up now for lightning-fast payment processing.

❌ Wrong

We would greatly appreciate it if you could take a moment to subscribe to our digital payment updates to receive the latest information from our team.

❌ Wrong

We would greatly appreciate it if you could take a moment to sign up for our lightning-fast payment processing to enjoy swift transactions.

Tone of Voices

Upbeat

Our conversations are driven by an energetic and positive vibe that keeps things lively. We embrace enthusiasm and a can-do attitude. While we may not always bring the house down with jokes, we ensure our interactions are uplifting and leave everyone feeling good. **When to use :** social media posts, marketing emails, advertisement, event announcements

✅ **Correct**

We're thrilled to announce our exciting new digital payment feature!

✅ **Correct**

Get ready to visit our engaging booth at Indonesia Fintech Summit 2024!

❌ **Wrong**

Our digital payment platform update will be available soon.

❌ **Wrong**

We will have a booth at Indonesia Fintech Summit 2024

Tone of Voices

Approachable

Our top priority is to ensure users feel comfortable and heard at every stage. We listen before we respond. The goal is to provide the best solution for every concern while keeping our tone friendly and welcoming. **When to use :** customer service interaction, social media, welcome messages

✅ Correct

Need help with our digital payment app? Feel free to reach out, we're here to help!

✅ Correct

Got any questions about our digital payment system? Feel free to reach out!

❌ Wrong

For any questions or concerns about our digital payment system, please contact our customer service department.

❌ Wrong

For any assistance needed with our digital payment app, please contact our support department.

BRAND GUIDELINES