

# PassimPay

## Brand Book

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Logo and Unique Corporate Style Guide



# Overview

## BRAND BOOK: DEFINITION AND GUIDELINES FOR BRAND IDENTITY

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A brand book, also known as a brand guidelines or brand style guide, is a comprehensive document that outlines the visual and verbal elements that represent a brand. It serves as a reference manual for anyone working on brand-related materials, ensuring consistency and cohesion in the brand's communication across different channels.

In this brand book we provide clear guidelines and instructions on how to use the PassimPay brand's visual identity, including its logo, colors, typography, imagery, and overall design principles. It establishes rules and standards for maintaining brand integrity and helps to create a recognizable and cohesive brand image.

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# Our Mission and Vision

## THE NEW LEVEL OF FINANCIAL MANAGEMENT

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At PassimPay, our primary objective is to revolutionize your financial management experience through advanced payment solutions. We have diligently prioritized key aspects of cryptocurrency transactions and payment processing, including security, convenience, and swift decision-making.

Our mission centers around expediting and simplifying your regular operations and processes. To achieve this, we have developed an intuitive and user-friendly interface, enabling instant payment processing. We also offer extensive project customization options, implement robust multi-level data protection measures, and prioritize the utmost privacy of every user's information.





## STATEMENT OF CONCEPT

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At the core of our company lies the concept of innovation through ground-breaking and high-performance payment solutions. We developed a payment system to empower businesses and individual users in effectively managing their crypto finances. We pride ourselves on offering a user-friendly interface that is both straightforward and intuitive. With our system, users can experience instant payment processing, enabling fast and secure transactions. Our advanced adjustments and vast payment tools cater to individual preferences. Along with that, our multi-level data protection measures ensure the utmost security and confidentiality for each client.

**"We are committed to creating a new financial management experience providing secure, convenient and fast payments."**



## ACHIEVING GOALS

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To achieve our goal of providing a new level of financial management, we are implementing several key strategies. First, we focus on security, using advanced technology and multiple layers of data protection to ensure each user's privacy and security. Second, we focus on creating a user-friendly and intuitive interface that allows users to set and adjust their payments easily. Also, we provide instant crypto payment processing to speed up decision-making and improve the accessibility of businesses' target audiences to their products and services.

**"We are committed to providing reliable, convenient and fast financial solutions for all our users."**



# Our Values

## INNOVATION. SECURITY. CUSTOMER FOCUS.

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Our company is committed to creating and maintaining the values that are the foundation of our business. We place great value on innovation and are constantly looking for new ways to improve our products and services. We pay particular attention to security, ensuring our user's data protection with high-security standards. We also focus on our customers' needs, striving to offer solutions that best fit all their requirements and expectations. Excellence in everything we do and adhering to these values is the key to achieving success and satisfying our customers.



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# Innovation

Innovation is one of PassimPay's values, and we strive to stay ahead of the competition by offering new and improved solutions. We invest in research and development to constantly evolve and improve our payment system.

## **BENEFITS OF INNOVATION**

- Access to advanced technologies.
- Improved process efficiency of suitability.
- Service quality improvement and being one step ahead of competitors in a rapidly changing financial world.

Innovation also allows us to adapt to new customer requirements by offering cutting-edge features and capabilities that meet their needs and expectations.



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# Security

Security is one of our company's core values. We place the highest importance on it and take all necessary measures to ensure the customers' data protection and privacy.

Key benefits of our security system include layered protection, advanced encryption technology, and monitoring systems that detect and prevent any attempts at unauthorized access or fraud. We also provide regular security audits and strictly adhere to industry standards and requirements to ensure strong data protection.

In addition, we provide our customers with full transparency regarding security and do our best to maintain their trust in our system. We recognize safety as fundamental to our customers, so we strive to provide complete protection and peace of mind when using PassimPay.

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# Customer Focus

Customer focus is a fundamental value of our company, which means that we put customers' interests and needs first. We strive to stay in touch with customers to understand their expectations and provide the best possible experience using PassimPay products and services.

## BENEFITS OF THE CUSTOMER FOCUS

- Individual approach to every client
- Several communication channels
- Support online 24/7

We offer personalized solutions that meet customers' needs so they can achieve their financial goals. Customer focus also helps us improve our products and services based on customer feedback, which builds trust and long-term partnerships with our customers.

# Brand Identity





## TARGET AUDIENCE

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PassimPay's target audience includes a wide range of users, mostly concentrated in the following segments:

# 40%

Young professionals and entrepreneurs

This group is actively involved in business, freelancing, or startups. They are looking for convenient and innovative ways to manage their finances, especially in the area of cryptocurrencies.

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# 30%

Millennials and tech-savvy users

A young generation that actively uses modern technology and seeks convenience in financial transactions. They need simple and secure payment solutions that fit their digital lifestyles.

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# 20%

Online business and e-commerce

This audience includes owners of online stores, online commerce platforms, and other businesses that require fast and secure payment processing systems for their customers.

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# 10%

International users

These are users who actively make cross-border payments and transfers. They appreciate the convenience, low fees, and fast processing of international payments.

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## BRAND FEATURES

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The main characteristics of the PassimPay brand are its uniqueness, symbolism, and style, which together create a memorable and reflective image of the company.

## Uniqueness

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The PassimPay logo is easy to recognize by its uniqueness and originality. The symbol, consisting of three slanted dashes flowing into a coin, creates a recognizable and memorable image. It helps to distinguish the company in the market and establish its uniqueness.

## Symbolism

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The symbol in the logo, resembling the letter "P" and a coin, contains a symbolic meaning reflecting the essence of the company's activity. It emphasizes PassimPay's focus on financial transactions, payments, and money management. This symbolism helps to connect the logo with the brand and its values.

## Style and Readability

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The PassimPay company logo has a stylish design and good readability. The simplicity and clarity of the symbol lines as well as the font spelling of the company's name, make the logo easily recognizable and readable even in small sizes. It helps use the logo on various media and materials effectively.

# Color Palette

The color palette of orange and blue at PassimPay brings the following value: orange symbolizes energy and innovation, emphasizing an active and modern approach to financial management; blue adds reliability and stability, building customer trust in the company. This color combination creates a balanced, emotionally appealing palette that emphasizes the company's core values and image.



## MAIN COLORS

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It is a set of colors that define PassimPay's corporate identity. We use them in all aspects of visual communication. They are usually chosen according to the brand values, the target audience, and the desired company image. The primary colors are the key branding elements and help create recognition and consistency in a company's visual image.



**#FF6600**

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RGB	255 102 0
CMYK	0 70 94 0



**#1843BF**

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RGB	24 67 191
CMYK	93 74 0 0



**#000099**

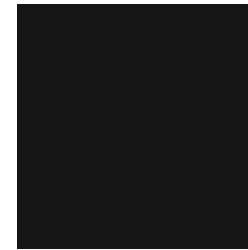
---

RGB	0 0 153
CMYK	100 92 19 4

## ADDITIONAL COLORS

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These are additional shades used along with a company's primary colors to diversify and expand its color palette. They can be implemented in addition to the primary colors to create contrast, highlight particular elements, or convey additional aspects of the brand. The additional shades are usually chosen based on aesthetics as well as the psychological impact and associations they may evoke in the audience.



**#161616**

---

RGB 22 22 22  
 CMYK 78 68 61 86



**#565656**

---

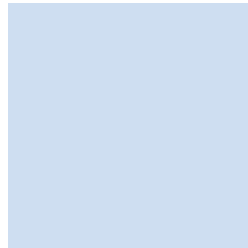
RGB 86 86 86  
 CMYK 60 50 48 42



**#197CE1**

---

RGB 25 124 225  
 CMYK 81 49 0 0



**#CEDEF1**

---

RGB 206 222 241  
CMYK 22 8 2 0



**#FF3B2E**

---

RGB 255 59 46  
CMYK 0 85 77 0



**#B5CDFB**

---

RGB 181 205 251  
CMYK 32 15 0 0



**#FEB46D**

---

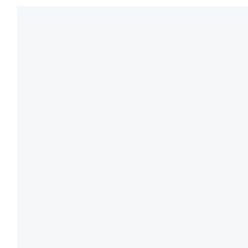
RGB 254 180 109  
CMYK 0 37 61 0



**#33CC66**

---

RGB 51 204 102  
CMYK 68 0 76 0



**#F5F8FB**

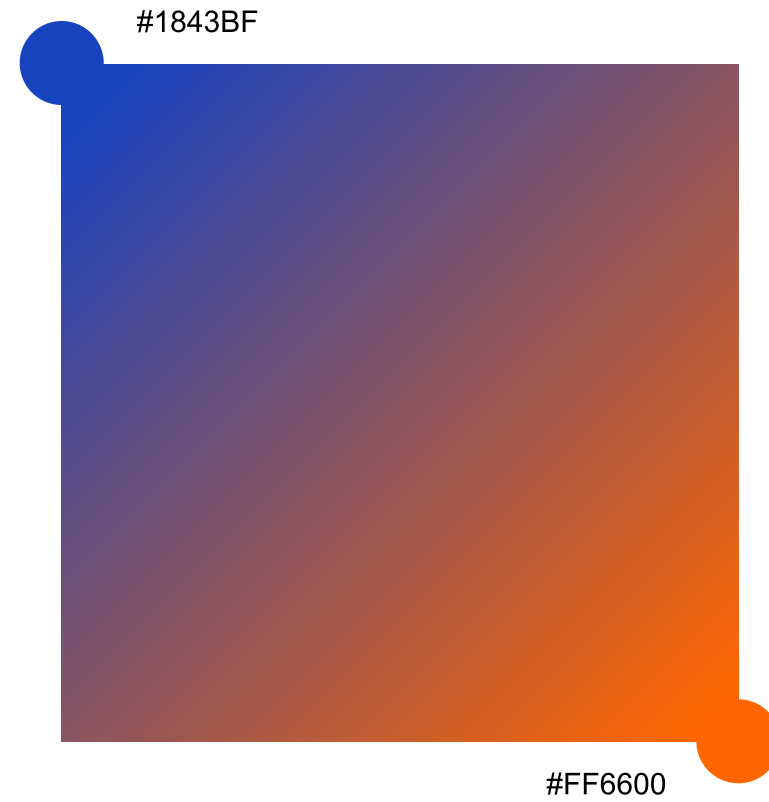
---

RGB 245 248 251  
CMYK 4 2 1 0

## BRAND GRADIENT

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It is used for visual enhancement and recognition as part of branding. The brand gradient is implemented in various company elements and materials.

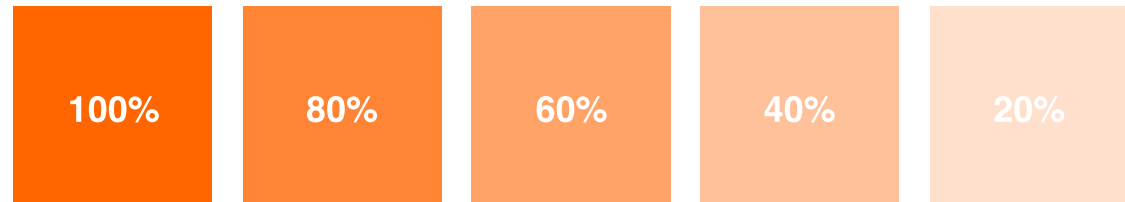


## TRANSPARENCY OF MAIN COLORS

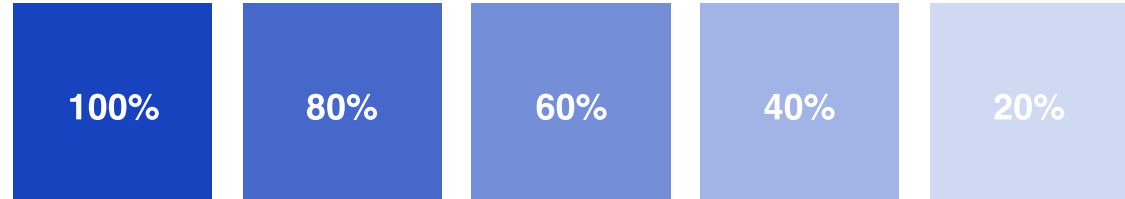
---

When using transparencies of the main corporate colors in the design, using a particular gradation specified in this section is advised.

### #FF6600



### #1843BF



# Logo

## BASIC RULES OF CONSTRUCTION AND USE

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This section describes the logo versions in different colors and formats, indicating their use in various cases and on different media. This section also provides rules for using the logo on several backgrounds.



## TRADEMARK

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The ideology of the PassimPay trademark is based on the company's goals and values. The logo is a visual symbol that reflects the essence and uniqueness of the company. It embodies its mission, innovative approach, and customer focus, symbolizes the dynamics, development, forward movement, and commitment to excellence in all aspects of the company



The sign contains simple geometric shapes, which makes it quite minimalistic and easy to perceive. It is easy to memorize and reproduce quickly.

## MAIN LOGO VERSION

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The PassimPay company logo consists of the corporate sign, the text writing of the name, and the slogan. All elements harmoniously combine to create a balanced and recognizable visual image of the company. In combination, both logo elements express the company's essence and convey its values: innovation, safety, and customer focus.



## SHORT LOGO

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When the area of the logo does not allow the use of the main version (too small in size, and the slogan becomes unreadable), it is better to use a shortened version.



## INVERSE LOGO VERSION

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When applying the logo to the bars from the palette of primary colors, an inverse version of the logo is used. This rule applies to the logo with or without the slogan.



## ONE COLOR LOGO

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If it is necessary to reproduce the logo in one color, it is allowed to use these versions.



## MONOCHROME LOGO

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If displaying the logo in corporate colors is impossible, a monochrome version is allowed.



# Typography





**TITLE FONT**

It is used in headlines and essential text parts. Its main task is to attract attention and highlight accents.

# Nekst Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1234567890  
 !@#\$%^&\*()-\_ =+[]{}|\;:'",.<>/?

# Nekst Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1234567890  
 !@#\$%^&\*()-\_ =+[]{}|\;:'",.<>/?

# Nekst Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1234567890  
 !@#\$%^&\*()-\_ =+[]{}|\;:'",.<>/?



**TEXT FONT**

Used for main text blocks and secondary headings.

# Ubuntu Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1234567890  
 !@#\$%^&\*()-\_=[\|;:'",.<>/?

# Ubuntu Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1234567890  
 !@#\$%^&\*()-\_=[\|;:'",.<>/?

# Ubuntu Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1234567890  
 !@#\$%^&\*()-\_=[\|;:'",.<>/?

# Brand Graphics

Here are the basic stylistic elements that are used to create the entire corporate identity.



## GRAPHIC ELEMENT

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This element is an important part of PassimPay corporate identity design. It is designed to emphasize the uniqueness and recognition of the brand. This graphic element, which repeats the logo line pattern, helps to create visual unity and connection with the logo.

Its implementation principles include its use as an additional decorative accent in the media design, such as a website, promotional materials, and presentations. It can be placed next to the company logo or used on its own as a graphic embellishment.

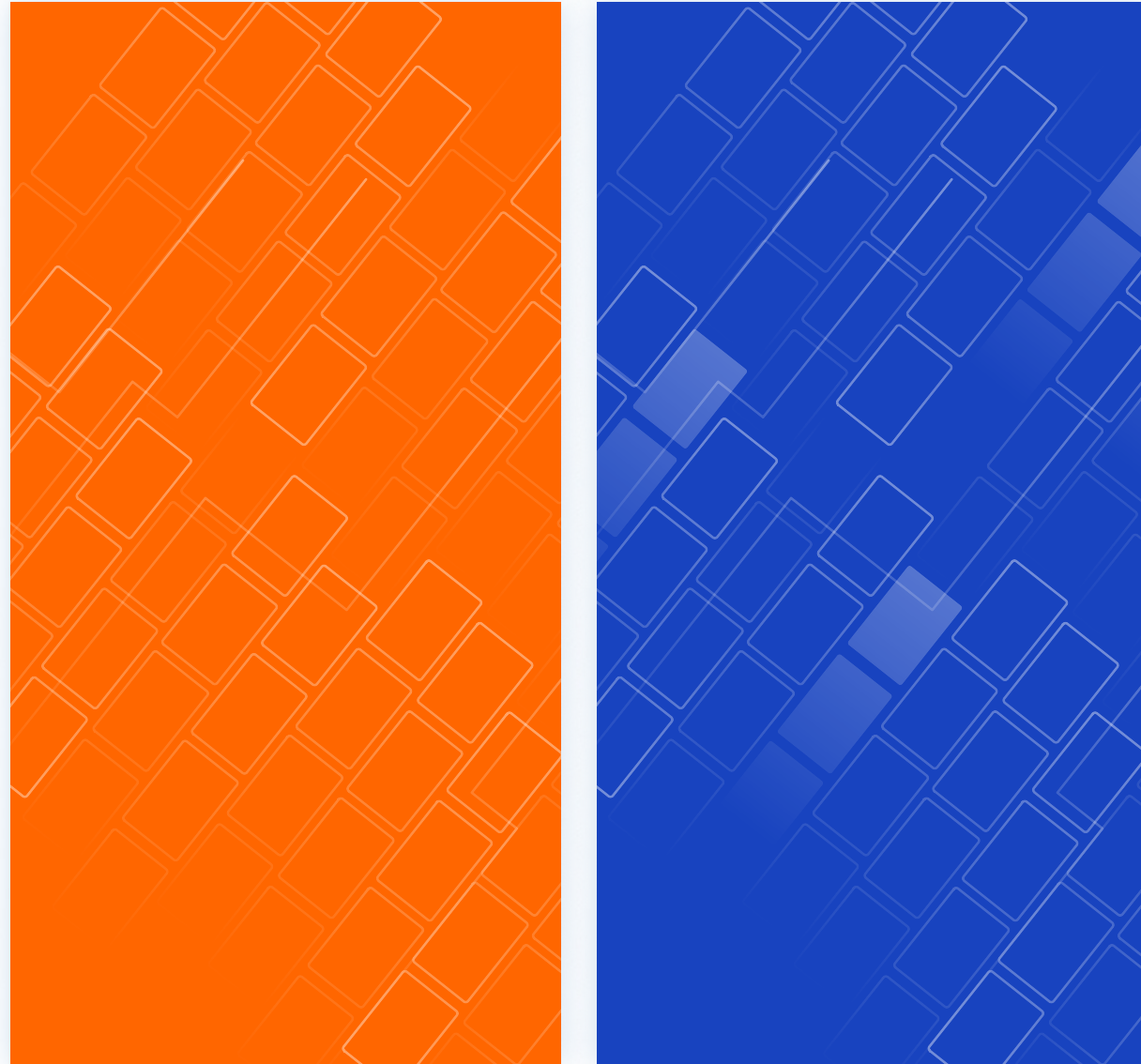




## BRAND PATTERN

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The pattern consisting of a cascade of parallelograms in the design of the PassimPay corporate identity is used to create visual interest and recognizability. The principle of its application is the repetition of this pattern in various design elements, such as websites, presentations, promotional materials, and others. This helps to create uniformity and integrity in the company's visual communication, strengthening recognition and connection with the corporate identity.

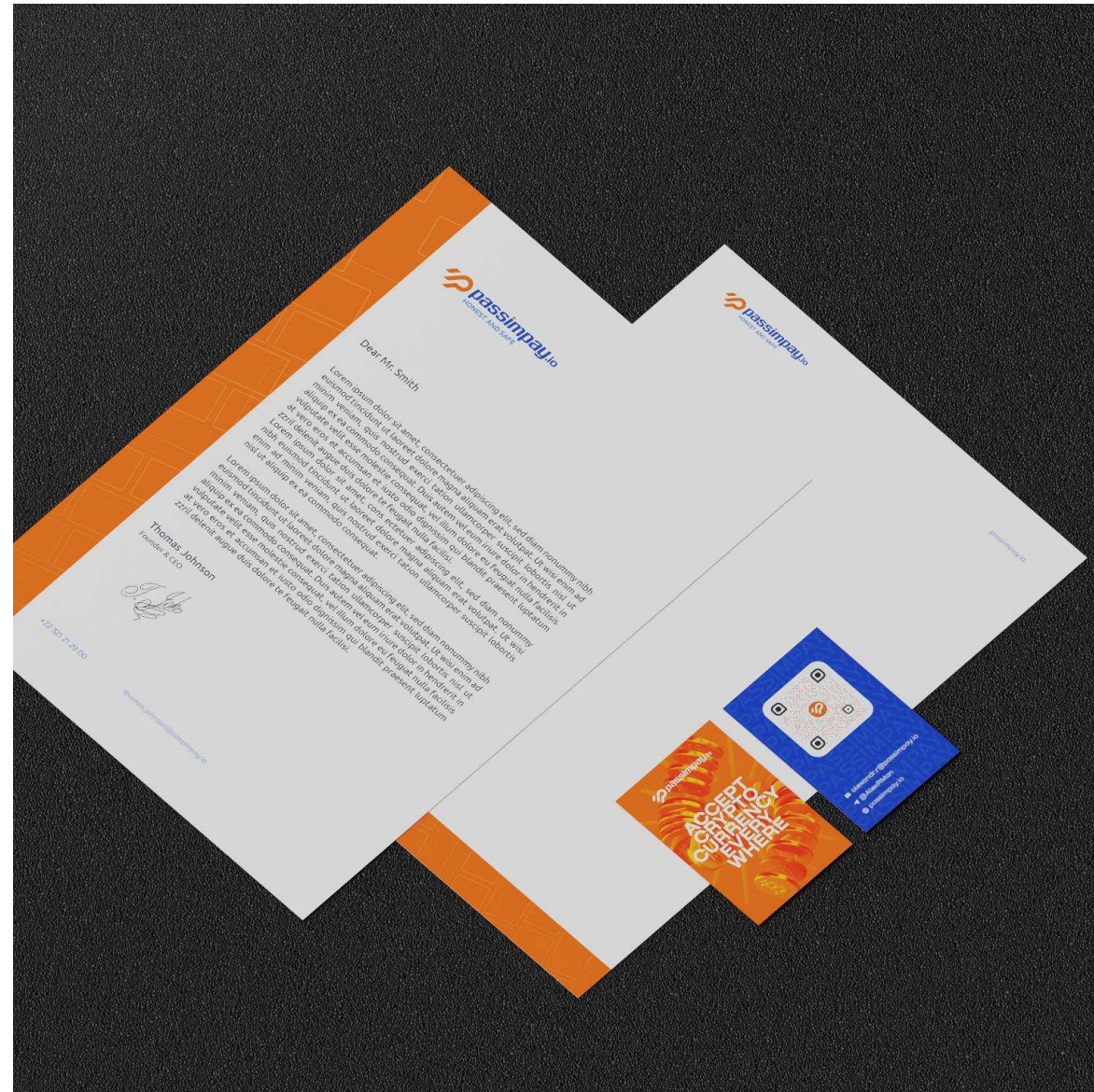




# Corporate Identity

This section provides examples of how to apply the rules and elements of corporate identity specified in this manual.

# Business Documents



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# Business Card



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# Leaflet



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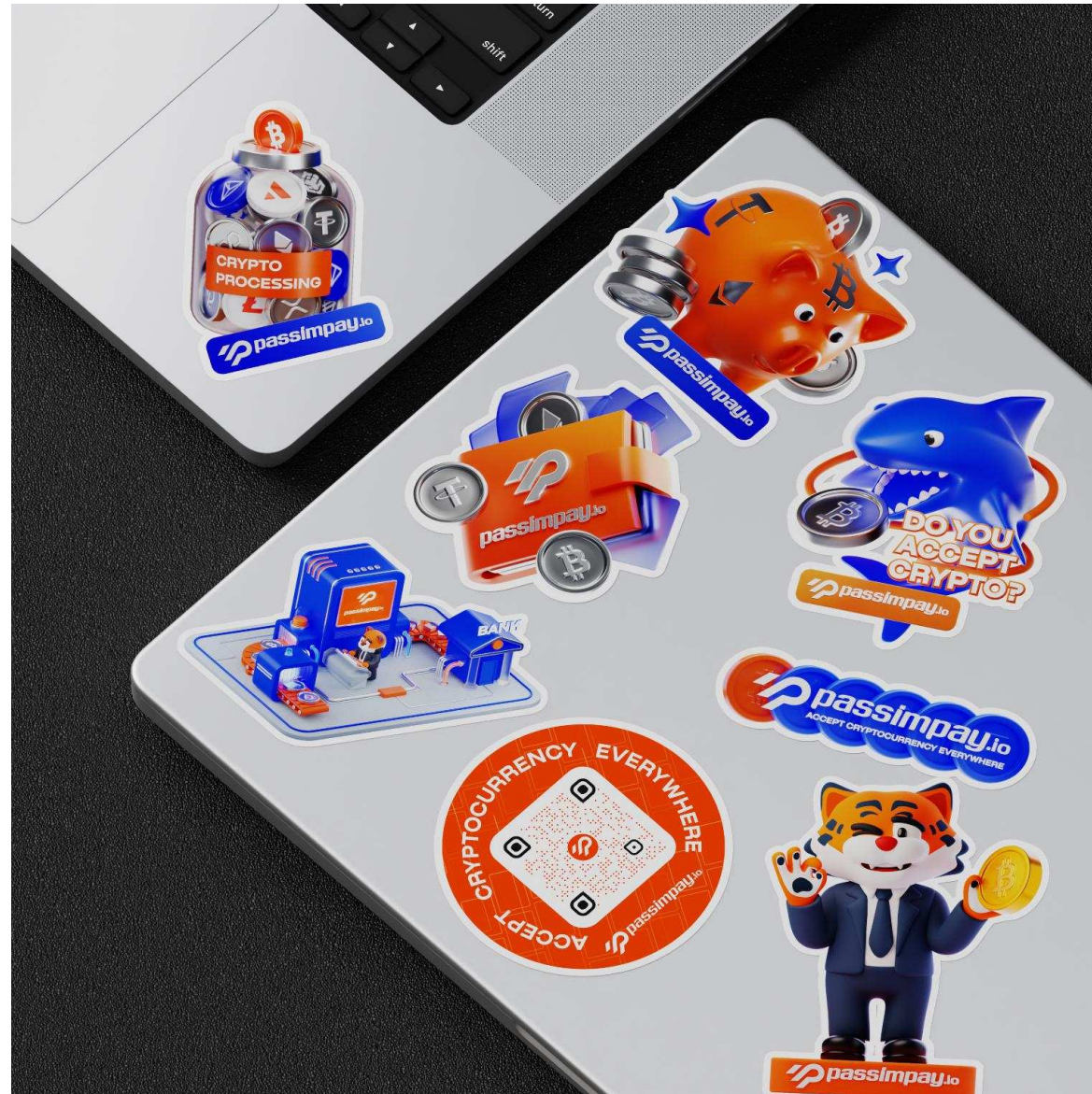
# Brochure



# Catalogue



# Stickers



# Bags



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# T-shirt

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# Hoodie & Raglan



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# Top



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# Cup



# Phone Case





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# Office decoration elements

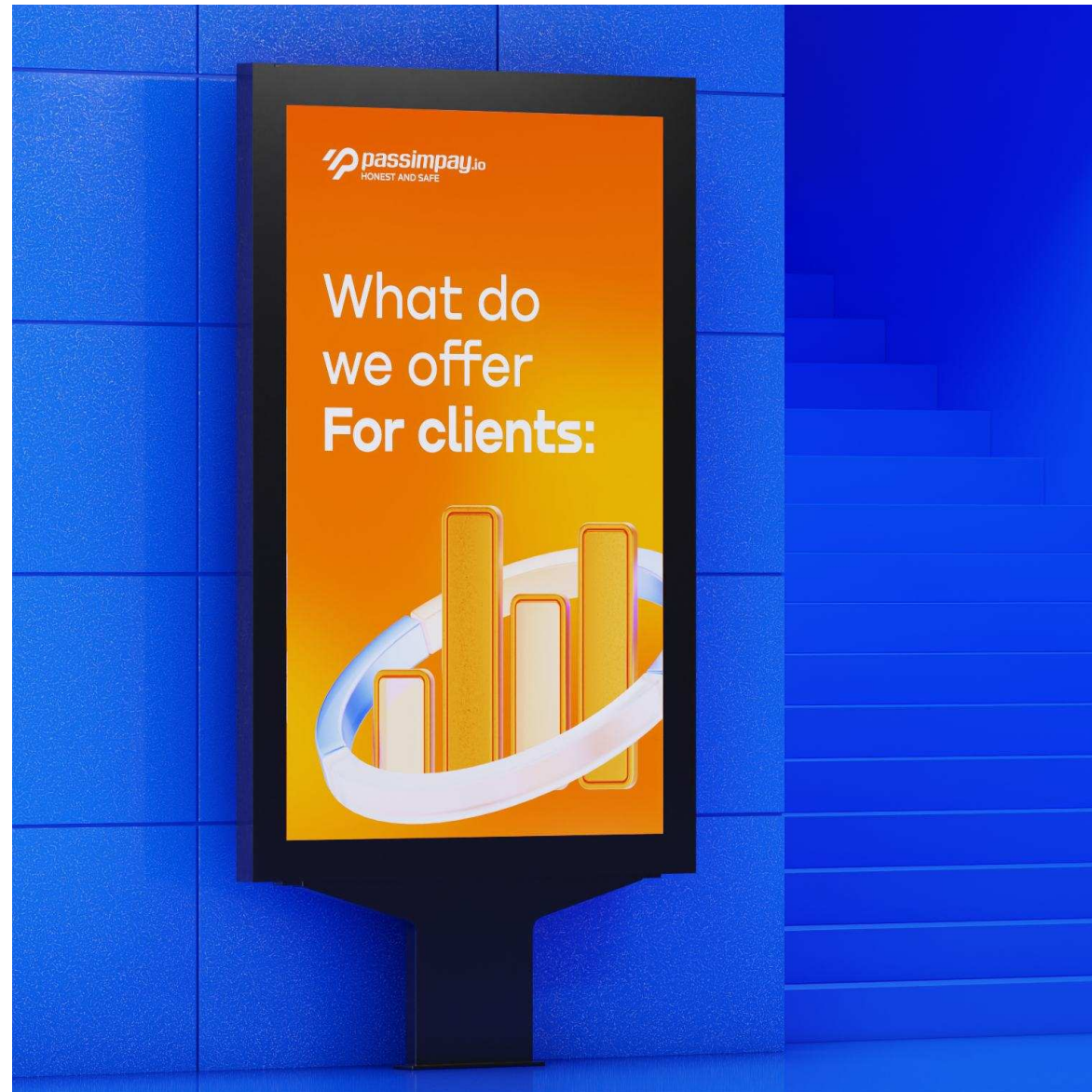


# Billboard



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# Citylight



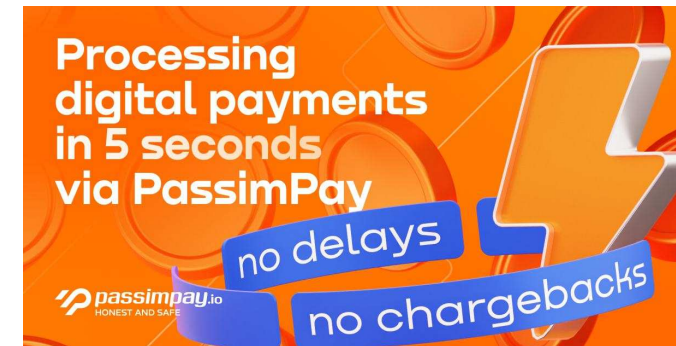
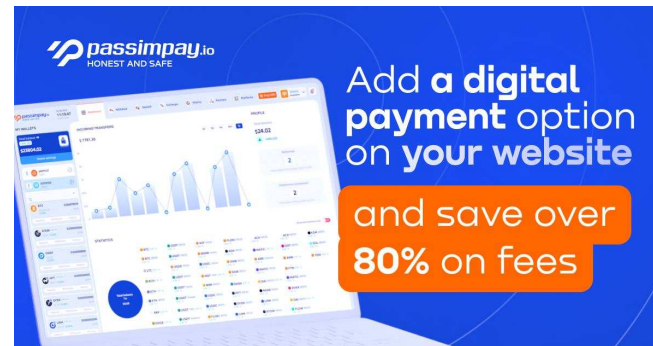
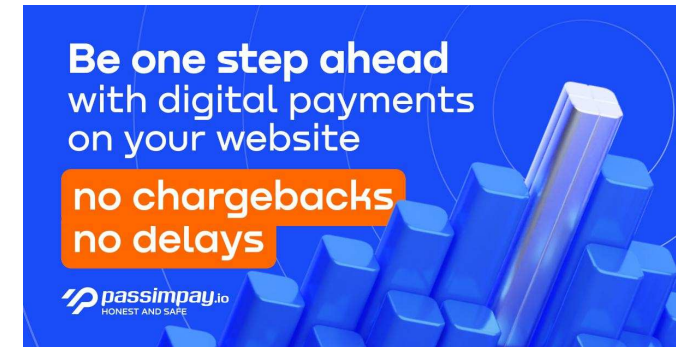
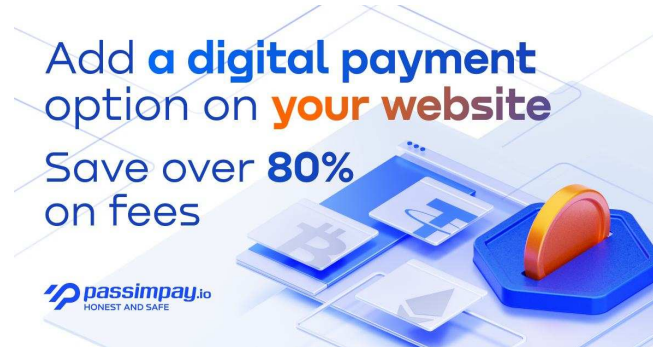
# Vehicle





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# Advertising Banner Style



# Thank You.

