



# BRAND GUIDELINES

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# 1.0 BRAND STRATEGY

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1.1

## BRAND PURPOSE



To reimagine the way people and businesses move money, replacing the traditional idea of “paying” with a frictionless, rewarding digital alternative.

**‘ We exist to make payments instant, secure and interoperable ;**

1.2

## BRAND NARRATIVE



For years, we've been told that paying comes with friction waiting, hidden fees, boring interfaces, and a lack of control.

But the world has changed. People want more speed, more clarity, and more power in their pocket.

That's where Pay10 comes in.

We're not just a payment solution, we're a revolution in how money moves.

**We believe you shouldn't have to "just pay."  
Not when you can Pay10.**

1.3

## SIMPLIFIED NARRATIVE



**Why pay like it's 2010?**  
**Why Pay, When You Can Pay10**

1.4

# BRAND VALUES



## Disruption

We challenge the old way of doing things.

## Empowerment

Users are in control, not the banks, not the systems.

## Transparency

No jargon. No tricks. Just clear, fair, easy.

## Efficiency

Payments should be instant, simple, and seamless.

## Innovation

We are always 10 steps ahead.

1.5

# BRAND VOICE



**Confident**

**Modern**

**Secure &  
Assuring**

**Inclusive**

**Progressive**

We speak with clarity, not arrogance. We know our value and express it directly.

Our voice reflects innovation, lean, mobile-first, and smart.

We use calm, grounded language that builds trust and removes friction.

Our language welcomes all users, from tech-savvy to first-timers.

We talk about the future, opportunity, and possibility. We challenge the norm.

1.6

## BRAND POSITIONING

“ Pay10 empowers individuals and businesses with seamless financial control through a secure, instant, and interoperable alternative payment method, built on trusted banking networks and aligned with Central Banks and merchants internationally. ”

# 2.0 SLOGAN



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2.1

## SLOGAN (ENGLISH)

[Click here to download brand assets](#)

**Why Pay, When You Can Pay10**



2.2

## SLOGAN (HINDI)

[Click here to download brand assets](#)

**Ab Se Pay Nahi, Pay10**



# 3.0 BRANDMARK



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## 3.1

# LOGO COLORS

### COLORS

Red reflects bold action, urgency, and trust, driving every payment forward.

Yellow brings optimism, innovation, and clarity.

Together, they create a vibrant, confident identity built for instant, secure, and interoperability global ambition.

#### Logo on Images

Make sure light backgrounds are blurred and not busy

Make sure dark backgrounds are blurred and not busy



Primary Logo on a white background



Logo on a gradient colored background



Make sure light backgrounds are blurred and not busy



Make sure dark backgrounds are blurred and not busy



## 3.2

# OUR LOGO

### CLEARSPACE

Maintain a minimum clear space equal to the height of the letter “a” around the logo. This ensures visibility, balance, and protects the logo from visual clutter.

### MINIMUM SIZE

For best practice in legibility and readability and to avoid any possible small-scale production problems, it is always important to adhere to minimum-size usage for the logo.

**Digital:**

In digital usage, 50px in height for the logo.

**Print:** In print usage, it is best not to go any smaller than 8mm in height for the logo to preserve the proper legibility of the logo and avoid any production issues.

[Click here to download Pay10 all markets logo](#)

[Click here to download Pay10 India logo](#)



Logo clearspace



Logo minimum size



Digital H 50px



Print H 10mm



### 3.3

## OUR LOGO

### DO'S AND DON'TS

#### Do's

1. The primary logo is to be used on a white background
2. The logo to be used in same colors on the orange gradients
3. The logo can be used on a picture, we need to make sure the logo is visible on a dark background
4. The logo can be used on a picture, we need to make sure the logo is visible on a busy background

#### Don'ts

1. Do not change the color to one color on white or colored background
2. Do not use the logo in gradient
3. Do not incorporate any text to the logo
4. Do not change the position of "Registered" mark
5. Do not add drop shadows or any additional effects to the logo
6. Do not rotate the logo
7. Do not reverse the logo on any solid background color for visibility
8. Do not reverse the logo on any busy background for visibility

#### Do's

01



02



Make sure dark backgrounds are blurred and not busy



Make sure light backgrounds are blurred and not busy



#### Don'ts

× 01



× 02



× 03



× 04



× 05



× 06



× 07



× 08



# 4.0 COLOR PALETTE



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# 4.1

## COLOR PALETTE

### PRIMARY COLORS

Our Primary colors are Red and Yellow.

#### Red – Action & Trust

Red represents confidence, energy, and urgency. It draws attention and reflects Pay10’s bold, fast-moving approach to digital payments. It also symbolizes trust and reliability, key pillars in fintech where security matters most.

#### Orange – Energy, Action & Accessibility

It bridges trust with innovation, signaling both financial confidence and digital agility. The vibrancy of orange evokes momentum, echoing the idea of fast payments, empowered users, and a brand that is always in motion.

#### Yellow – Innovation & Optimism

Yellow symbolizes innovation, clarity, and optimism. The circular form around “10” conveys perfection, unity, and a seamless user experience. It reinforces Pay10’s role as a smart, approachable, and forward-thinking payment solution.

#### RED

PANTONE 485 C  
RGB 237 28 36  
HEX EF1a23  
CMYK 0 89 85 6

#### ORANGE

PANTONE 715 C  
RGB 255 129 5  
HEX FF8105  
CMYK 0 60 100 0

#### YELLOW

PANTONE 123 C  
RGB 253 185 19  
HEX FFBB07  
CMYK 100 75 0 0

## COLOR PALETTE

### Why Red Works for Pay10?

At Pay10, red isn't just a color, it's a signal. A signal of confidence, urgency, and bold action. In a digital landscape crowded with blues and greys, red makes Pay10 instantly stand out. It represents the speed of transaction, the power of financial freedom, and the energy of innovation.

#### RED

PANTONE	485 C
RGB	239 26 35
HEX	EF1a23
CMYK	0 89 85 6

## COLOR PALETTE

### Why Orange Works for Pay10?

Orange is more than a color for Pay10, it's a symbol of energy, action, and accessibility. In a space often dominated by traditional blues and greys, orange stands out as bold, youthful, and forward-thinking, just like Pay10's mission. "Why pay, when you can Pay10?"

Because Pay10 doesn't just facilitate payments, it energizes them.

#### ORANGE

PANTONE	715 C
RGB	255 129 5
HEX	FF8105
CMYK	0 60 100 0



4.5

## COLOR PALETTE



### The Sophistication of Charcoal Grey in Pay10's Identity

Charcoal Grey represents professionalism, stability, and quiet confidence, everything a reliable payment solution should evoke. It's a modern neutral that adds depth and elegance without competing with the brand's vibrant tones.

Tech-Savvy & Minimalist: It enhances Pay10's digital UI/UX by offering an alternative to pure black or white, ideal for text, dividers, footers, and navigation.

#### CHARCOAL GREY

PANTONE BLACK 7 C  
RGB 45 459 45  
HEX 2D2D2D  
CMYK 70 64 63 74

# 4.6

# Gradient

Linear Gradient

-150 degrees

Yellow

Orange

Red



Gradient Location - 40%

RED

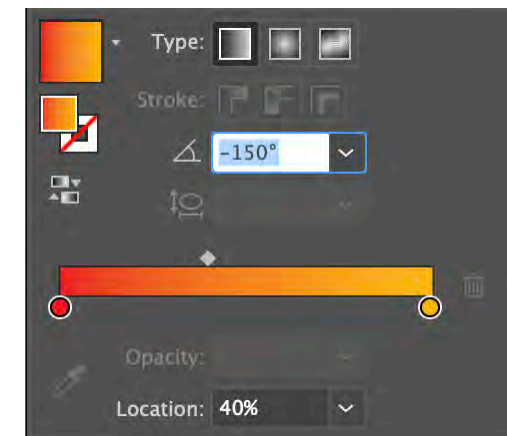
RGB 237 28 36  
HEX EF1a23

ORANGE

RGB 255 129 05  
HEX FF8105

YELLOW

RGB 253 185 19  
HEX FFBB07



# 5.0 TYPOGRAPHY



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# 5.1

## PRIMARY ENGLISH TYPEFACE

### Outfit

The primary English typeface for Pay10 is Outfit, the font has a clean and minimalistic appearance, making it suitable for a variety of design applications.

Outfit is a proportional sans-serif typeface variant that retains the monospace's idiosyncratic details while optimizing for improved readability at non-display sizes.

#### Where to use Outfit Font:

- All creative material
- Social Media
- Print
- Videos
- Announcements
- Brochures
- Catalogues
- POS Material

[Click here to download fonts](#)

# Outfit **Bold**

Regular ----- ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium ----- qwertyuiopasdfghjklzxcvbnm

**Bold** ----- **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Black** ----- **ABCDEFGHIJKLMNOPQRSTUVWXYZ**



## 5.2

# PRIMARY ARABIC TYPEFACE

### FF Shamel Family TYPEFACE

FF Shamel Arabic is an ideal primary font for Pay10 as it combines modern clarity with strong cultural authenticity.

Its clean, well-balanced letterforms ensure excellent readability across digital and print platforms, while its contemporary structure reflects Pay10's innovative and technology-driven character. At the same time, FF Shamel retains the warmth and elegance of Arabic typography, supporting Pay10's inclusive, trustworthy and regionally grounded brand presence.

[Click here to download fonts](#)



ف ف  
شامل  
بولد

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي ..... Regular  
!@#\$\$%^&\*()-+ / 0 9 8 7 6 5 4 3 2 1

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي ..... Bold  
!@#\$\$%^&\*()-+ / 0 9 8 7 6 5 4 3 2 1

## 5.3

# TYPE USAGE & HIERARCHY

Sub Headline

Outfit Medium

Headline

Outfit Bold

Body Text

Outfit Regular

GLOBAL PAYMENTS

# WHY PAY, WHEN YOU CAN PAY10

Safe, easy, and instant payments with a digital wallet that saves you money.

المدفوعات العالمية

# واي باي وين يو كان باي تين

مدفوعات آمنة وسهلة وفورية مع محفظة  
رقمية توّفر لك المال.



Sub Headline

FF Shame1 Regular

Headline

FF Shame1 Bold

Body Text

FF Shame1 Regular

## 5.4

# ONLINE PRESENTATIONS DIGITAL USE

### APTOS

Aptos is a modern sans-serif typeface designed specifically with digital clarity and flexibility in mind. Its clean geometric lines, balanced proportions, and excellent legibility across screen sizes make it ideal for user interfaces, web platforms, and mobile apps.

The font's subtle humanist touches also bring a sense of warmth and approachability, perfect for tech-forward brands like Pay10 looking to combine innovation with accessibility.

Aptos adapts seamlessly to high-resolution displays and remains clear even at small sizes, ensuring that every interaction with the brand feels sharp, professional, and user-friendly.

[Click here to download fonts](#)

Regular	.....	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Medium	.....	qwertyuiopasdfghjklzxcvbnm
Bold	.....	1234567890 !@#\$%^&*()_+{}:”>?];’\



APTOS FONT

# APTOS SAN SERIF **Bold**

# 5.5

## ALL COLLATERALS / STATIONERY PRINTED MATERIAL

### HELVETICA NEUE TYPEFACE

Helvetica Neue is chosen as the exclusive typeface to be used across all Pay10 stationery collaterals, including business cards, letterheads, envelopes, and official documents.

Its clean, timeless design ensures maximum clarity, consistency and professionalism in all corporate communications. Restricting stationery usage to Helvetica Neue reinforces a unified visual identity and maintains a polished, authoritative brand presence across every formal touchpoint.

[Click here to download fonts](#)



HELVETICA NEUE FONT

# HELVETICA NEUE **Bold**

Regular	.....	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Medium	.....	qwertyuiopasdfghjklzxcvbnm
<b>Bold</b>	.....	<b>1234567890 !@#\$%^&amp;*()_+{}:"&gt;?];'\</b>

# 6.0 DESIGN ELEMENTS

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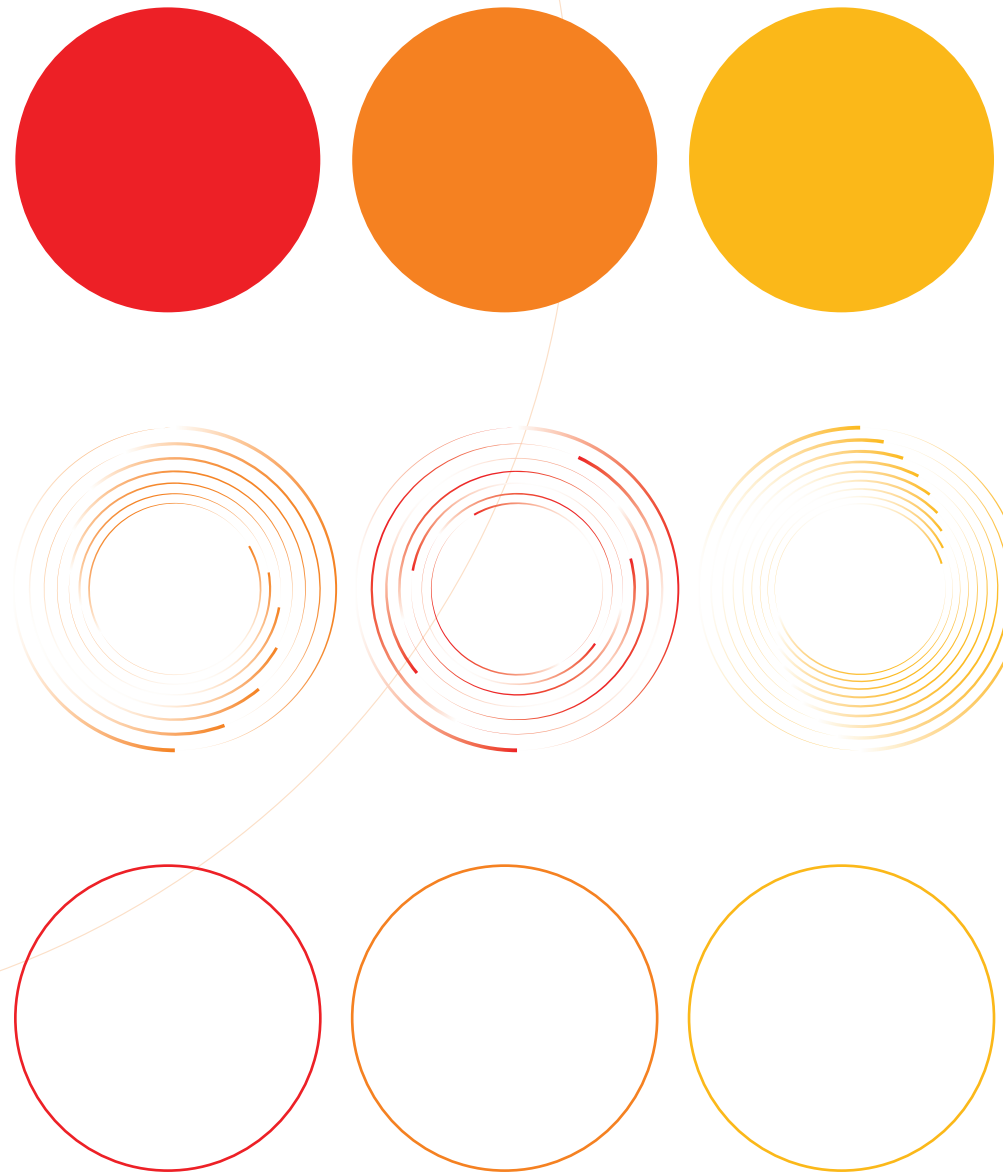
# 6.1

## DESIGN ELEMENTS

These circular dot formations are a core graphic language element used across Pay10's brand system.

Inspired by motion, connection, and digital flow, they visually represent the energy, scalability, and precision behind every Pay10 transaction.

[Click here to download design assets](#)



## 6.2

# DESIGN ARROWS

These arrow designs can be used to:

Represent speed, future, motion to backgrounds (digital and print)

Create dynamic section dividers in presentations or websites

Serve as subtle watermarks or framing elements in documents

[Click here to download design assets](#)



## 6.3

# DESIGN PATTERNS

These patterns can be used to:

Add depth and motion to backgrounds (digital and print)

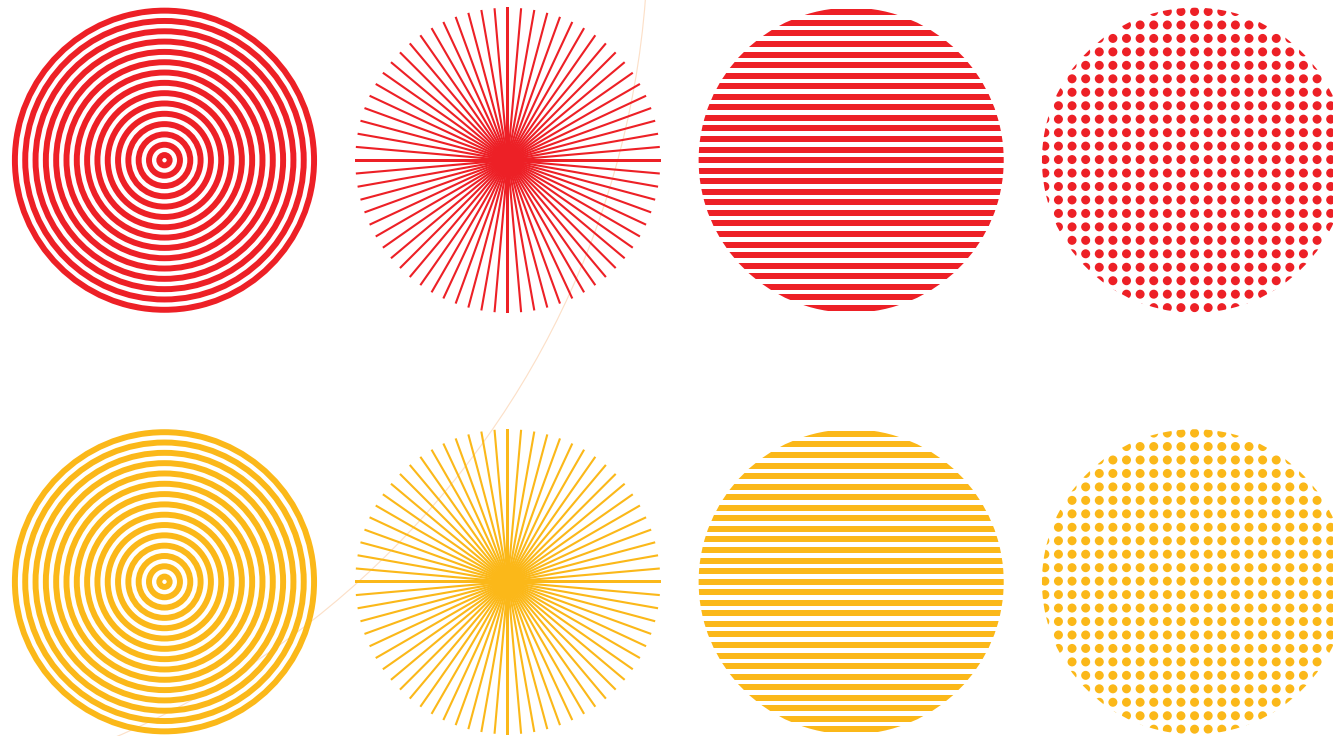
Create dynamic section dividers in presentations or websites

Act as overlays on hero images or product screens

Enhance social media visuals or event graphics

Serve as subtle watermarks or framing elements in documents

[Click here to download design assets](#)



# 7.0 IMAGERY STYLE



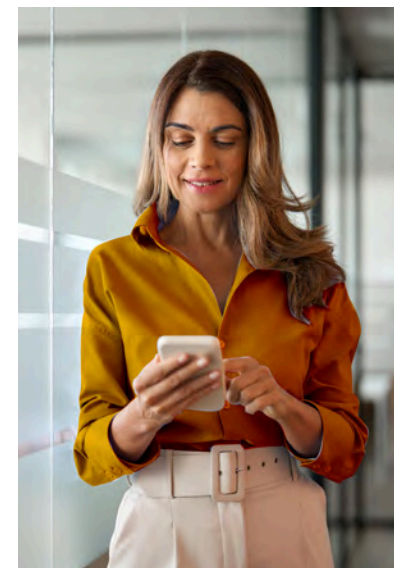
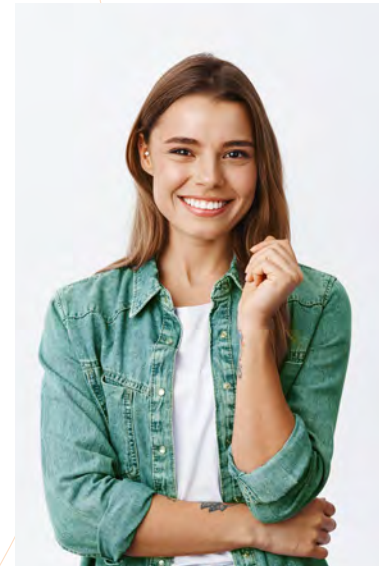
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## 7.1

# CORPORATE IMAGERY STYLE

Pay10's imagery reflects confidence, professionalism, and everyday authenticity. Use photos with natural lighting, clean backgrounds, and diverse people in real, relatable situations, often interacting with technology.

Prefer bold yet approachable styling, subtly incorporating brand colors like orange, yellow, and midnight blue. The tone should be modern, optimistic, and human-centered, always reinforcing our brand personality.

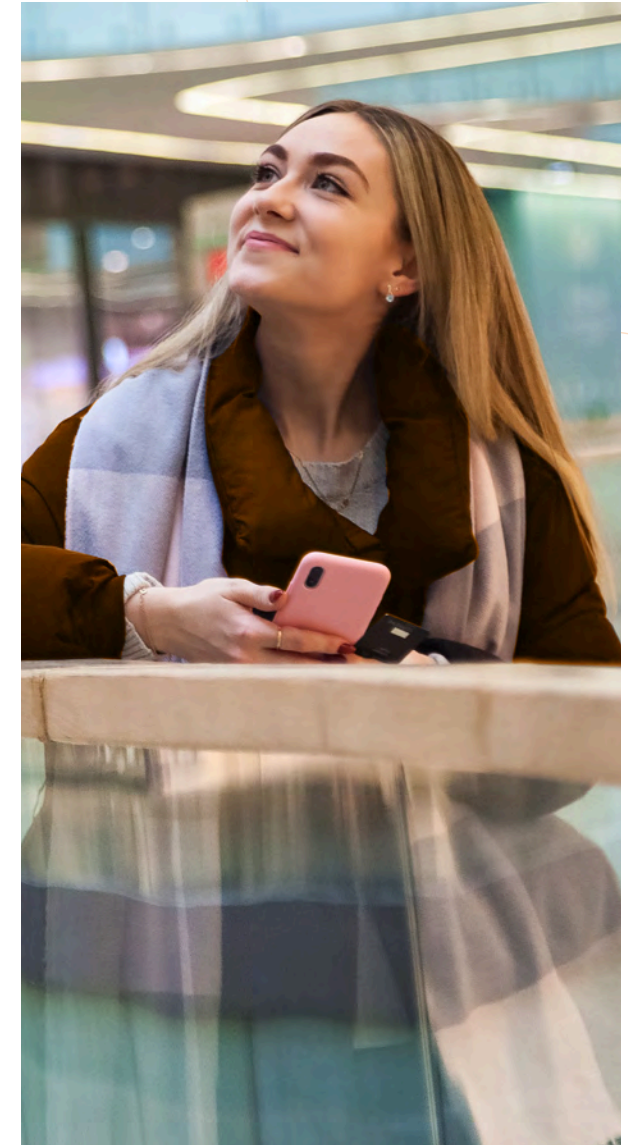


## 7.2

# LIFESTYLE IMAGERY

Lifestyle imagery should feel authentic, warm, and approachable. It must reflect real moments of people engaging confidently with digital payments in everyday environments, indoors or outdoors.

The images should be naturally lit, diverse, and emotive, creating an aspirational yet relatable mood aligned with Pay10's human-centric brand.



## 7.3

# CLOSE-UPS IMAGERY

Close-up visuals focus on hands and devices interacting with Pay10's technology, mainly QR codes and smartphones. These images emphasize the ease and immediacy of cashless payments, reinforcing the brand's digital-first nature.

They help convey user engagement, simplicity, and the modern convenience Pay10 offers.



## 7.3

# POS DEVICES

Close-up visuals focus on hands and devices interacting with Pay10's technology, mainly QR codes and smartphones. These images emphasize the ease and immediacy of cashless payments, reinforcing the brand's digital-first nature.

They help convey user engagement, simplicity, and the modern convenience Pay10 offers.

[Click here to download devices](#)



POS 5



POS 10



P 10

# 8.0 COLLATERALS



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# 8.1

## BUSINESS CARDS

Pay10 business cards are designed with a clean, modern layout that reflects professionalism and trust. Consistent use of typography, spacing, and brand colors ensures clarity, legibility and a strong first impression across all professional interactions.

**Business Cards Specs:**  
 350gm Thinkness)  
 Size: 9x5cm  
 Colors: 4 Colors Printing (CMYK)  
 Recto / Verso

[Click here to download artworks](#)

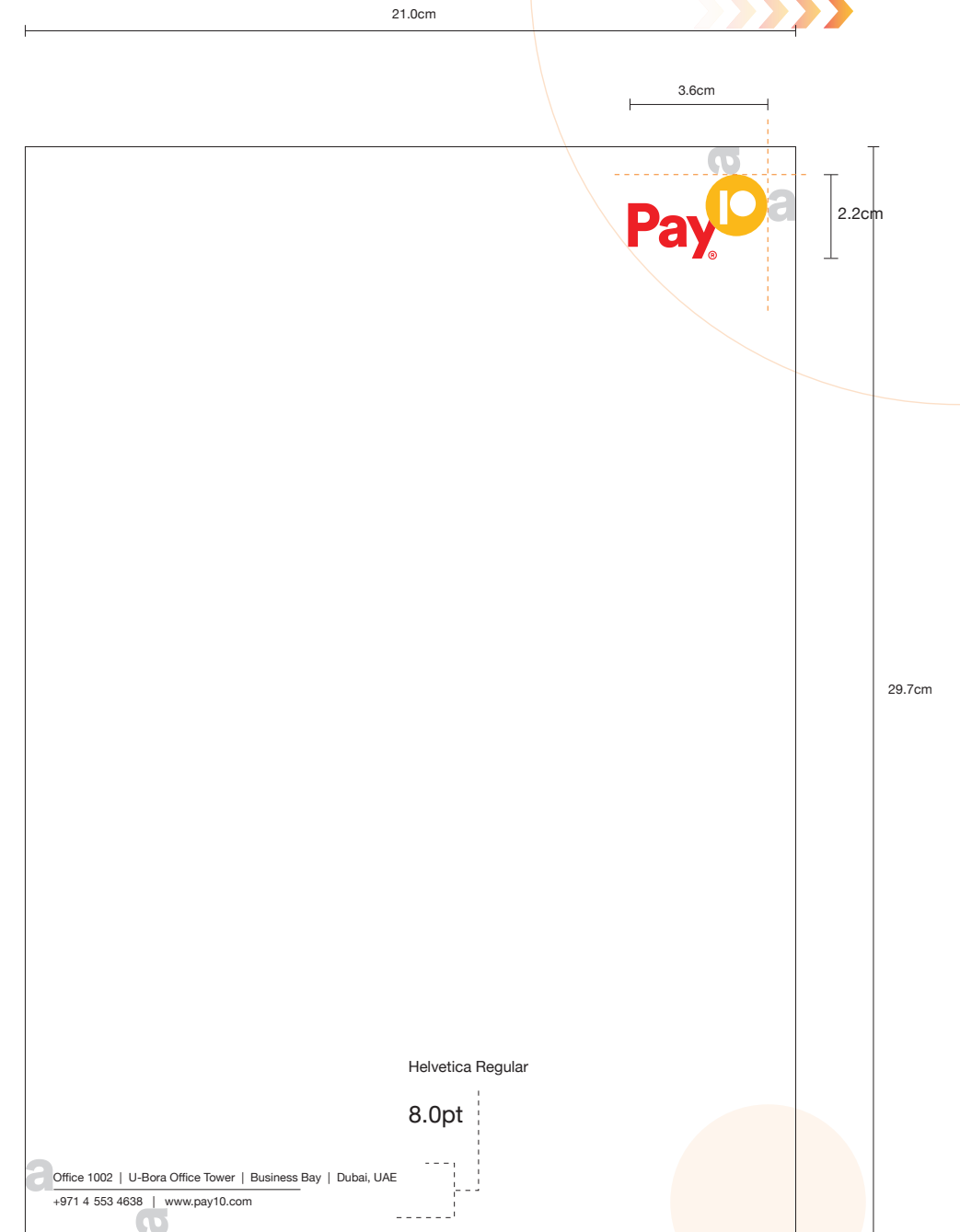
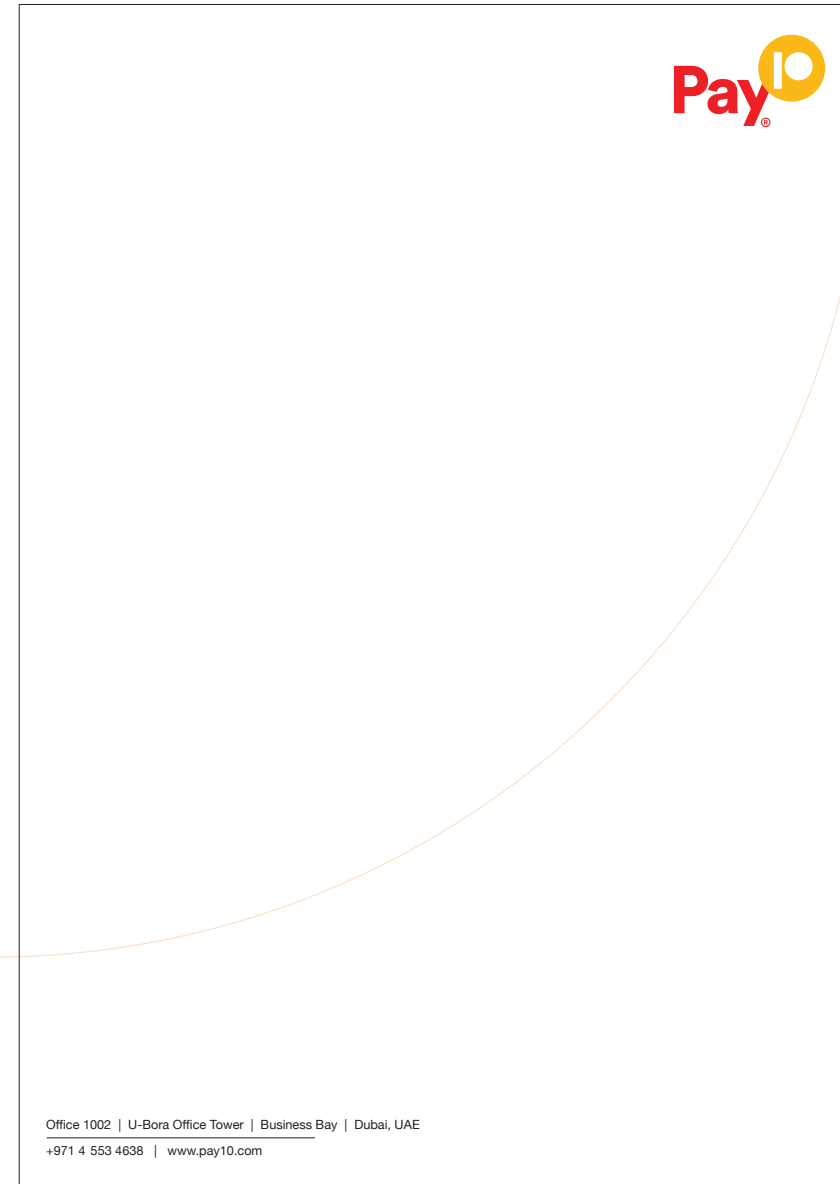


## 8.2

# LETTERHEAD

Pay10 letterheads are designed with a clean and structured layout that reflects professionalism, credibility, and consistency. The careful use of typography, spacing, and brand elements ensures clarity and a polished appearance across all official communications.

[Click here to download artworks](#)

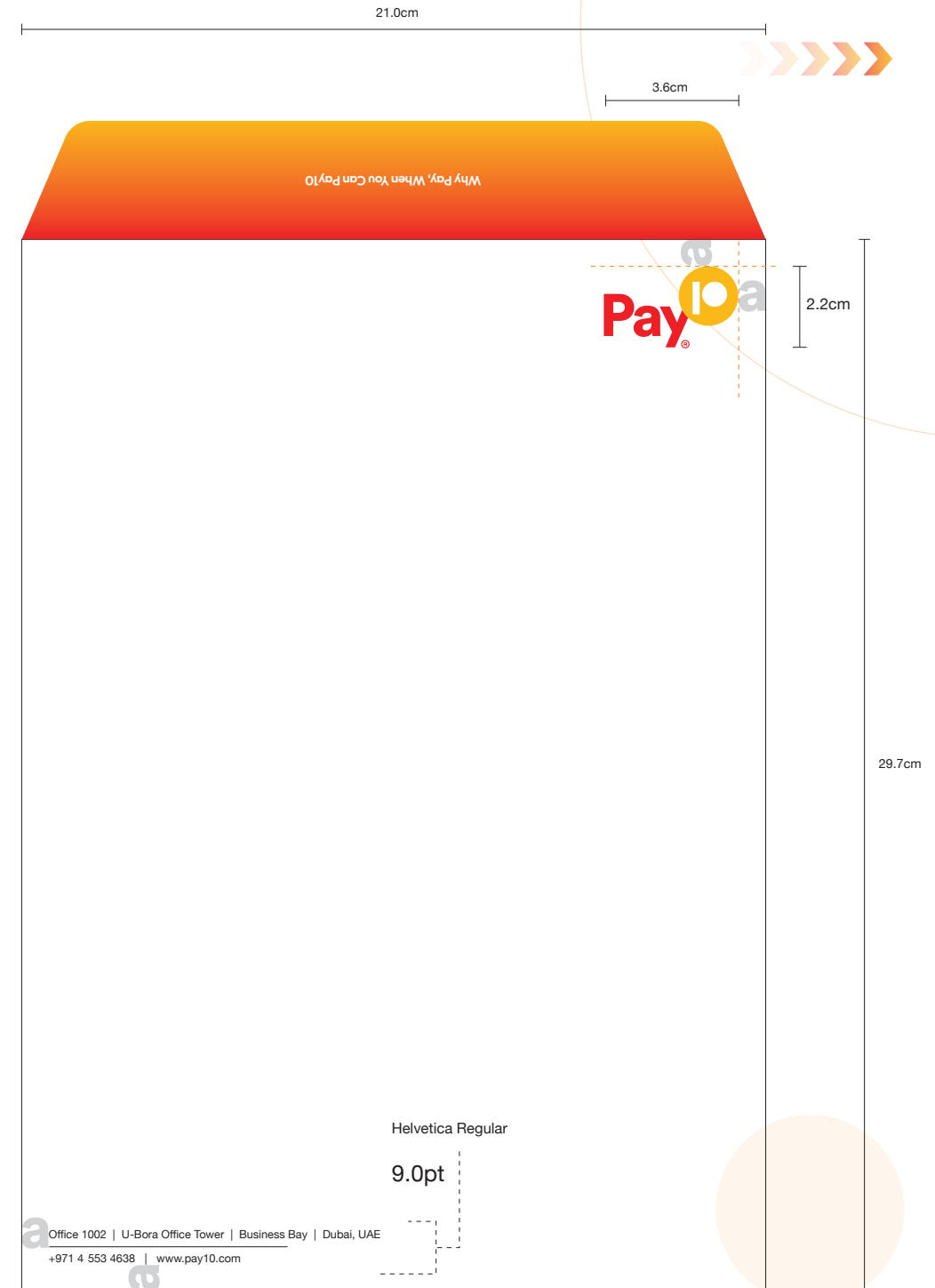
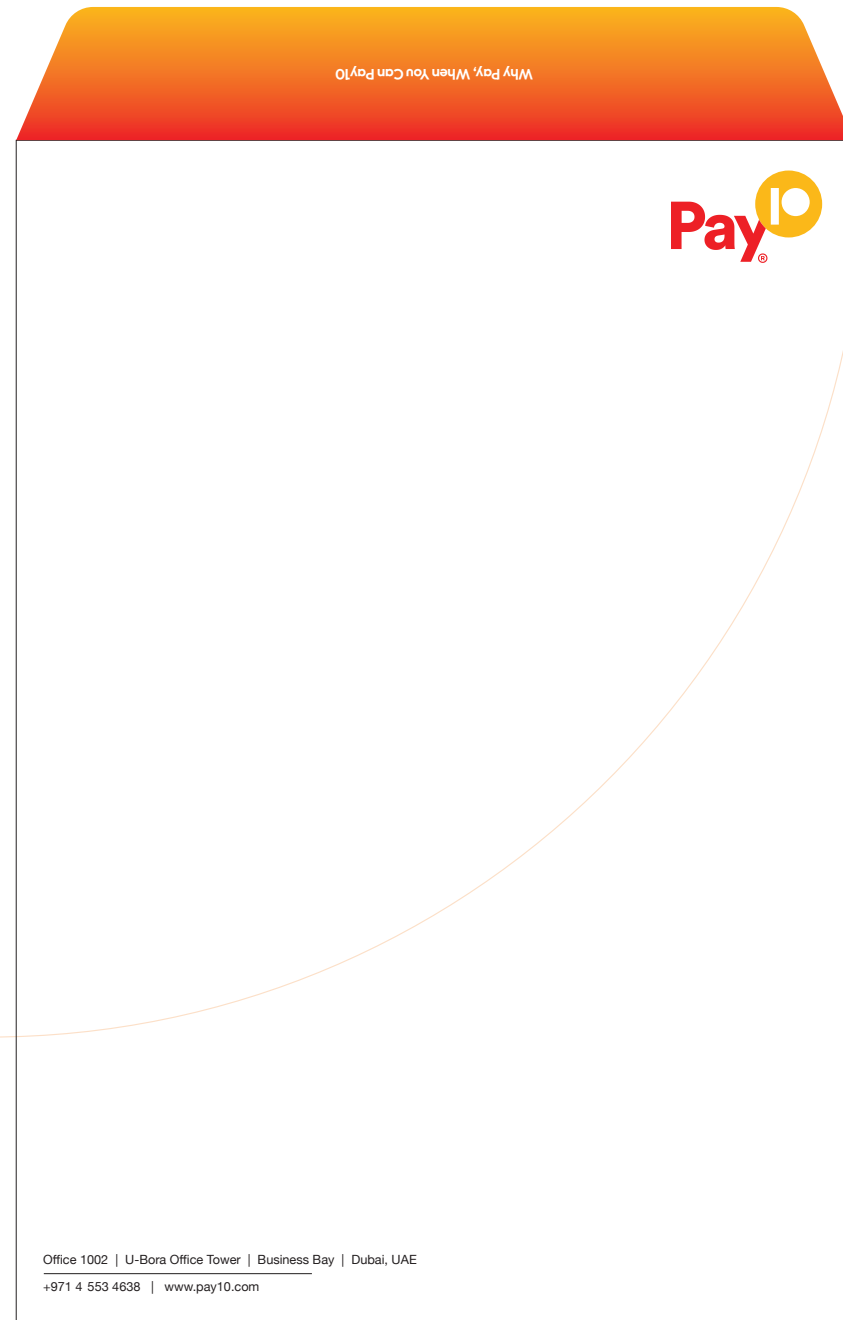


# 8.3

## A4 ENVELOPE

The Pay10 A4 envelope is designed with a clean, professional layout that reinforces brand credibility and consistency. Subtle use of brand colors and clear logo placement ensure a refined, recognizable presence for all official correspondence.

[Click here to download artworks](#)

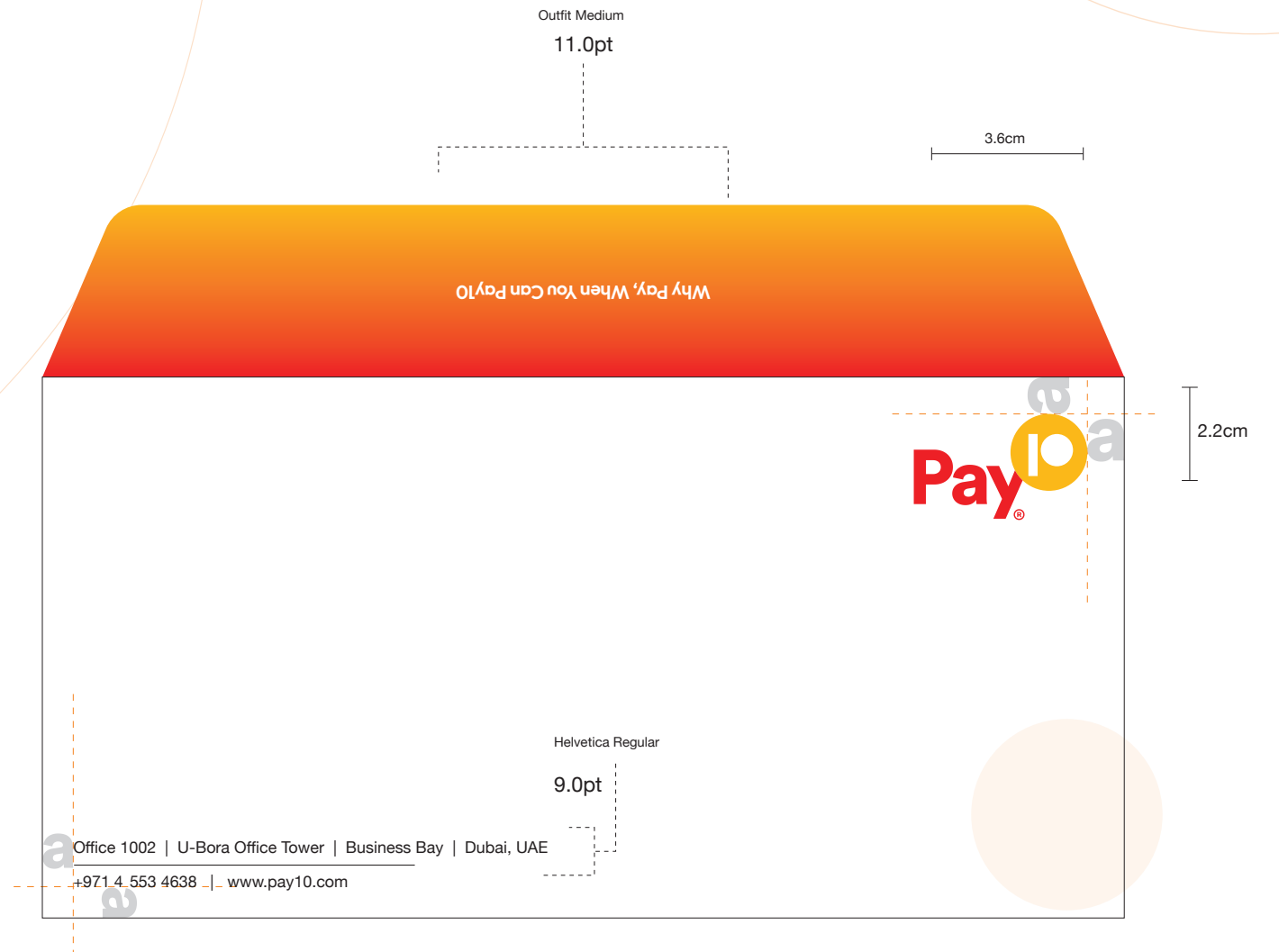


# 8.4

## DL ENVELOPE

The Pay10 DL envelope is designed with a clean and minimal layout that reflects professionalism and trust. Consistent logo placement and subtle use of brand colors ensure a polished and recognizable appearance for everyday business correspondence.

[Click here to download artworks](#)




# 8.5

## EMAIL SIGNATURE



**FULL NAME**  
Designation goes here - Pay10 Global



T: +971 X XXX XXXX  
M: +971XX XXX XXXX  
full.name@pay10.com  
www.pay10.com


Office 1001, U-Bora Office Tower  
Business Bay, Dubai, UAE

**Disclaimer:** Disclaimer: This email and any attachments are confidential and intended solely for the named recipient. If you are not the intended recipient, please notify the sender immediately, delete this email, and do not copy, distribute, or rely on its contents.

APTOS Bold  
12.0pt

APTOS REGULAR  
12.0pt

**FULL NAME**  
Designation goes here - Pay10 Global



T: +971 X XXX XXXX  
M: +971XX XXX XXXX  
full.name@pay10.com  
www.pay10.com

Office 1001, U-Bora Office Tower  
Business Bay, Dubai, UAE

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APTOS REGULAR  
12.0pt

APTOS REGULAR  
8pt

# 8.6

## NOTEBOOK

The Pay10 notebook is designed as a clean, professional brand touchpoint, featuring a minimal cover with the Pay10 logo and brand colors.

It reflects clarity, organization, and innovation, making it ideal for everyday notes, meetings, and ideas while reinforcing a consistent and premium brand presence.

[Click here to download artworks](#)

21.0cm



15.0cm



Helvetica Regular  
8.0pt

Office 1002 | U-Bora Office Tower | Business Bay | Dubai, UAE  
+971 4 553 4638 | www.pay10.com

# 9.0 CORPORATE ICONS



9.1 Corporate Icons 45

# 9.1

## CORPORATE ICONS

Pay10 corporate icons are designed to be simple, modern, and instantly recognizable. They follow a clean, minimal style with consistent line weight and rounded geometry, ensuring clarity across digital and physical touchpoints.

Icons should always reflect Pay10's core values of speed, trust, and innovation, and be used consistently in brand colors to support usability, hierarchy, and a unified visual language.

[Click here to download icons](#)



FINANCE



STOCK EXCHANGE



MONEY SEARCH



STOCK MARKET



STAKEHOLDER



GLOBAL BUSINESS



REVENUE



CAPITAL



BANK SAFE



STARTUP



CORPORATE



STOCK



INVESTMENT STRATEGY



FINANCIAL ADVISOR



CALCULATOR



GOAL



GROWTH



DIVIDEND



ONLINE SUPPORT



CROWD FUNDING



INVESTMENT



BANKRUPTCY



BALANCED INVESTMENTS



TIME IS MONEY



BUSINESSWOMAN



AUCTION



SECURE PAYMENT



LOAN



DECREASE



CURRENCY



BANK



MINIMIZE RISK



BUSINESSMAN



CHECK



REAL ESTATE ASSETS



PERCENTAGE



RESULTS



MOBILE BANKING



DATA ANALYSIS



JUSTICE



CONTRACT



WALLET



REPORT



IDEA



REPORT ANALYSIS



FINANCIAL STRATEGY



BOARD MEETING



PARTNERSHIP



EXCHANGE



ASSETS



# 10.0 SOCIAL / DIGITAL MEDIA TEMPLATES

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# 10.1

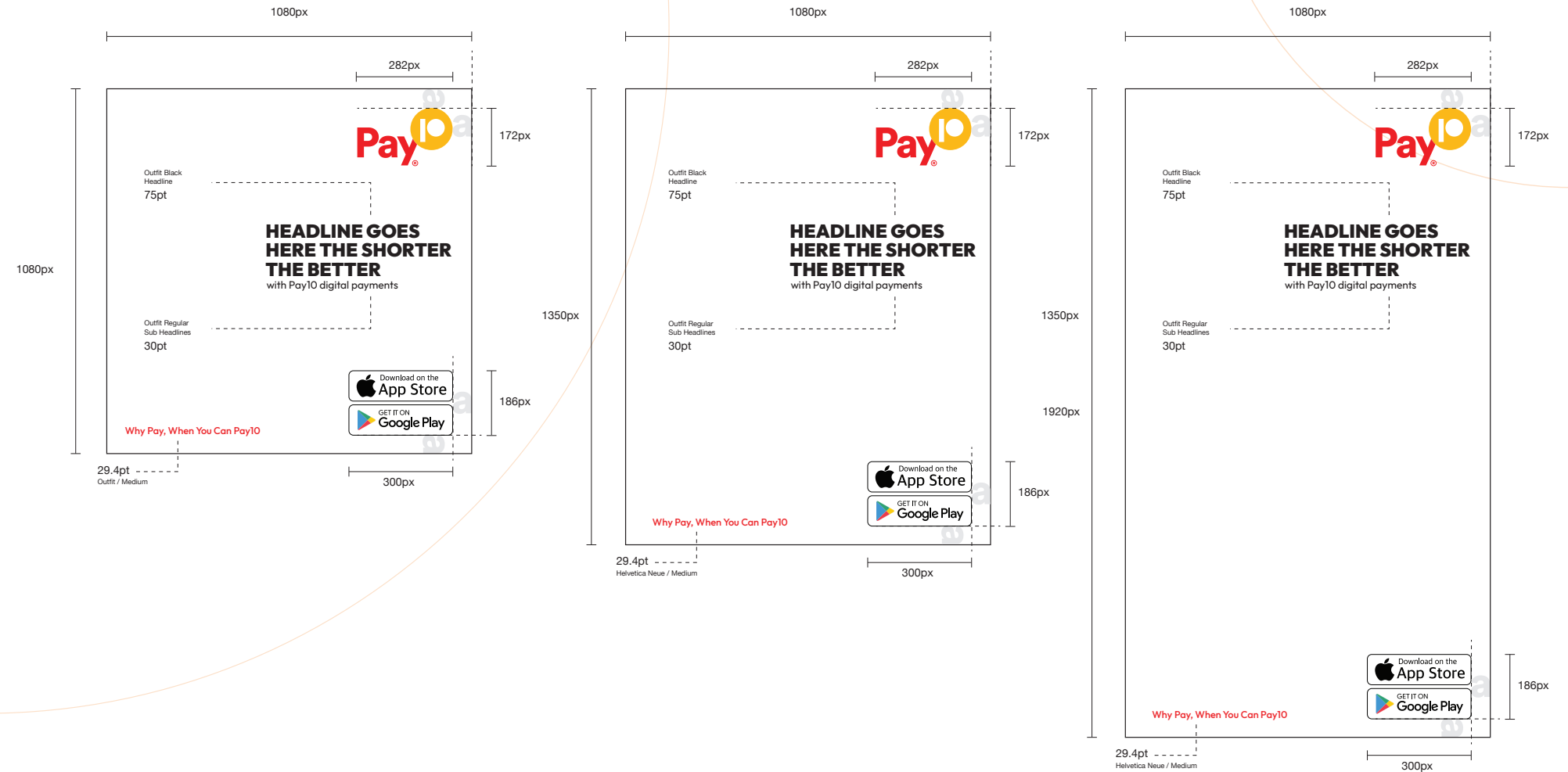
## SOCIAL MEDIA LAYOUT



1080 X 1080 / 1080X1920 / 1080X1350

Social media visuals should be clear, bold, and easy to read at a glance. Layouts must prioritize strong visual hierarchy, minimal clutter, and impactful messaging.

Casting should authentically reflect each market and country, showcasing cultural diversity and local relevance while maintaining a consistent Pay10 look and feel. Imagery should feel natural and human, supported by clean compositions and subtle use of brand colors to ensure clarity, consistency, and strong visual recognition across all platforms.

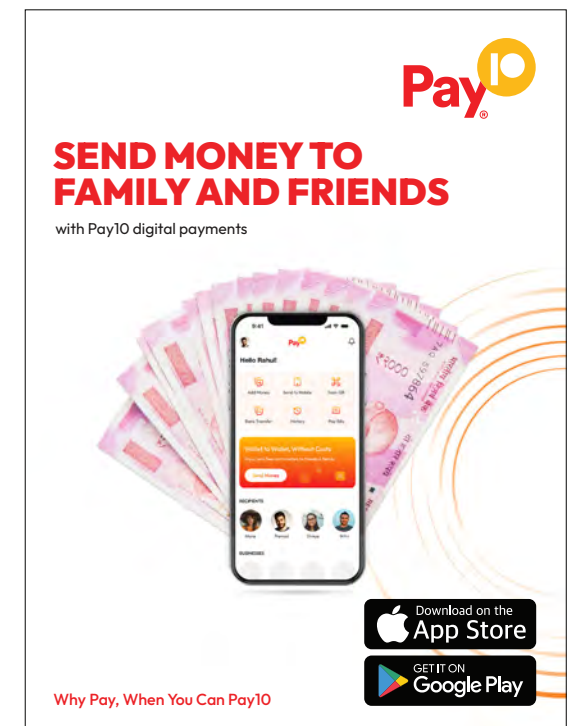
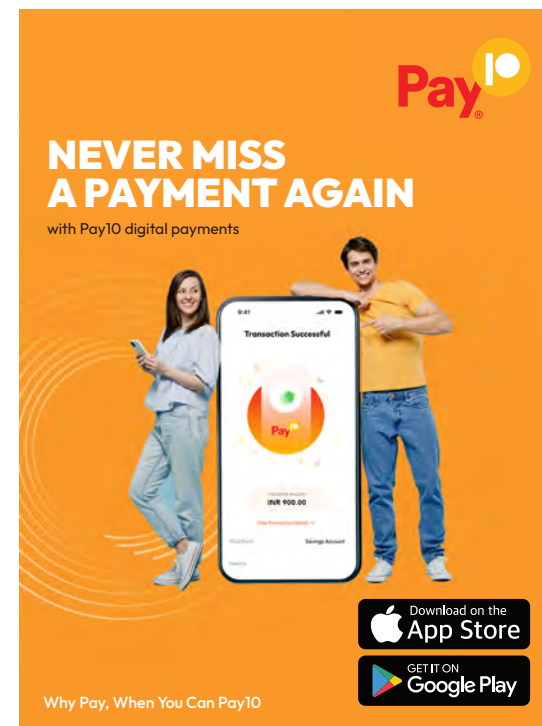
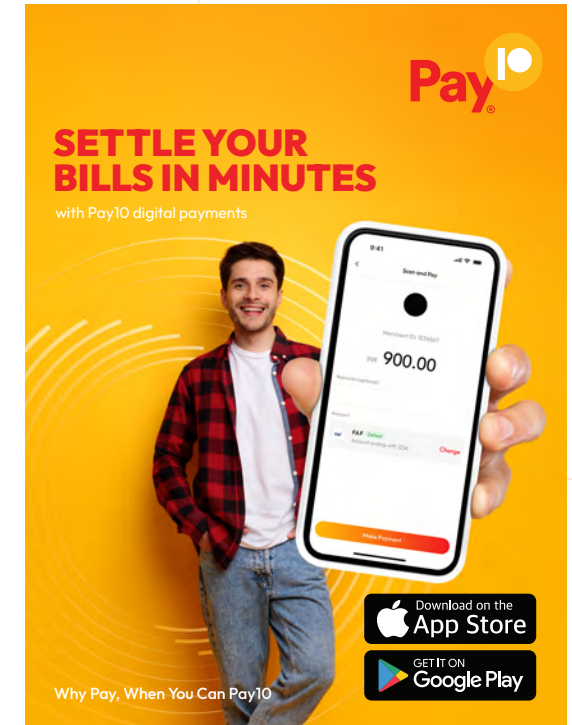
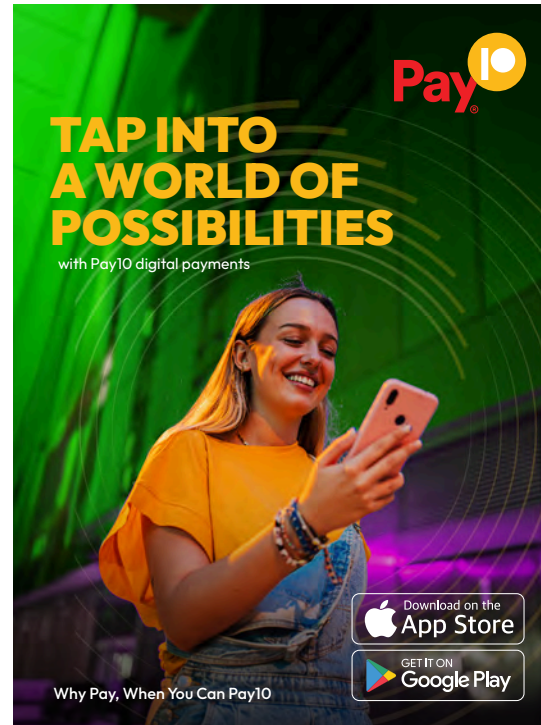


# 10.2

## SOCIAL MEDIA APPLICATIONS

The design is applied using clean, structured layouts that emphasize clarity and visual hierarchy. Imagery takes center stage, with casting carefully selected to authentically represent each country and local culture, while maintaining a consistent Pay10 visual language.

Brand colors are used purposefully to frame content and highlight key messages, ensuring the visuals remain bold, human, and instantly recognizable across all social media platforms.



# 10.3

## DIGITAL MEDIA BANNERS

Digital media banners should be designed with a strong focus on clarity, impact, and immediate recognition. Layouts must follow a clear visual hierarchy, ensuring the primary message is legible at first glance across all screen sizes. Imagery should feel dynamic and human, while copy remains concise and bold. Brand colors are to be used strategically to frame content, guide the eye, and reinforce Pay10's identity without overwhelming the message.

All banners should maintain consistency in typography, spacing, and alignment to ensure a unified and scalable digital presence across platforms.

All outdoor visuals are made 1/10 including font sizes

282px

172px

34pt  
Outfit Medium

22cm

3cm

Outfit Black Headline  
80pt

Outfit Regular Sub Headline  
38pt

Why Pay, When You Can Pay10

HEADLINE GOES HERE BETTER

with Pay10 digital payments

Download on the App Store

GET IT ON Google Play

282px

172px

28pt  
Outfit Medium

25pt

3cm

Outfit Black Headline  
55pt

Outfit Regular Sub headlines  
25pt

Why Pay, When You Can Pay10

TAP INTO A WORLD OF POSSIBILITIES

with Pay10 digital payments

Download on the App Store

GET IT ON Google Play

# 10.4

## DARK BACKGROUND GUIDELINES

On dark backgrounds, maintain a strong visual balance by using approximately 75% dark tones (**not Black nor Black**) and 25% bright brand colors. Pay10 Red and Yellow should be applied strategically to highlight key messages, calls to action, and focal elements, ensuring high contrast and clear readability. The Pay10 logo should always appear in its full-color version to stand out effectively, while bright colors are used purposefully to guide attention without overwhelming the overall visual.



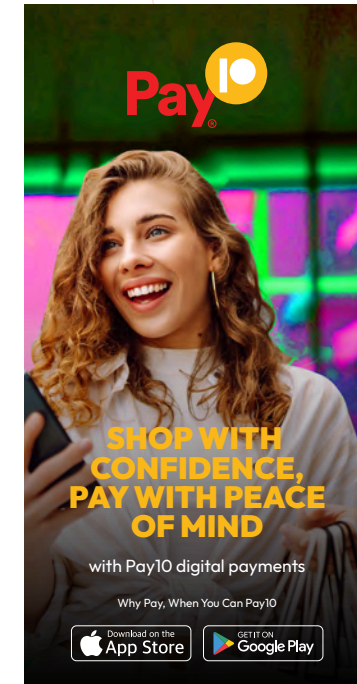
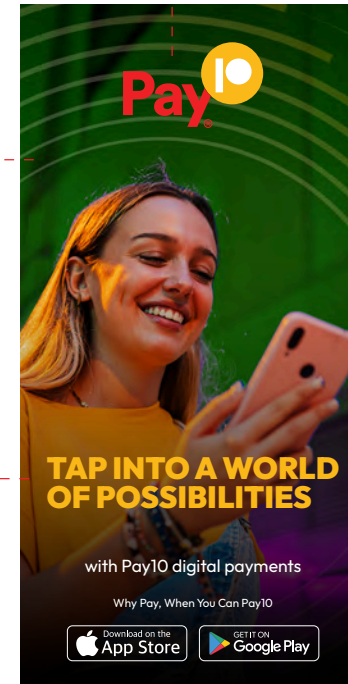
75% Dark Colors (Green / Purple / Brown ...etc)

No Black  / No Blue 

25% Bright Band Colors

Text Size & Color to Stand out on Dark Visuals

Logo colors to stand out on dark backgrounds



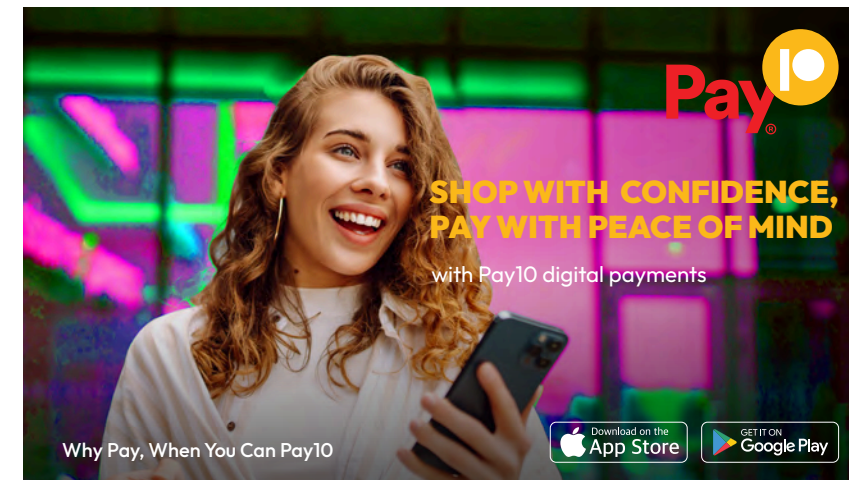
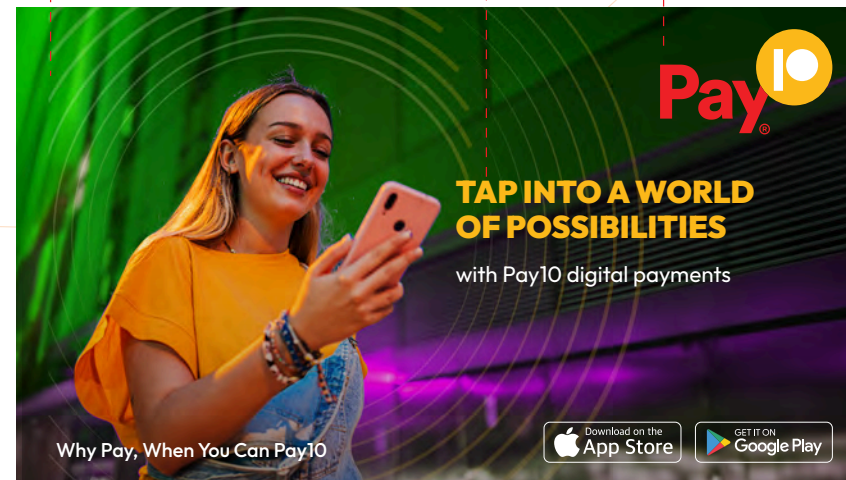
75% Dark Colors (Green / Purple / Brown ...etc)

No Black  / No Blue 

25% Bright Band Colors

Text Size & Color to Stand out on Dark Visuals

Logo colors to stand out on dark backgrounds



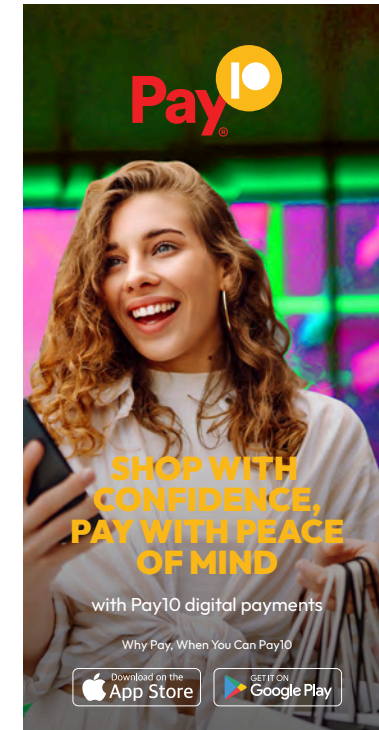
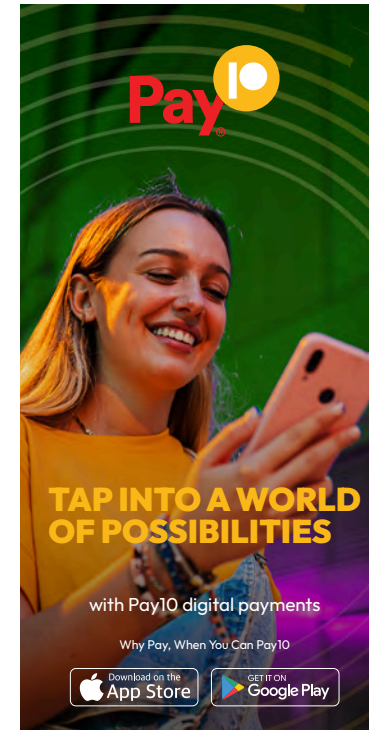
# 10.5

## DARK BACKGROUND USAGE

Dark backgrounds should not be used. Instead, approved dark tones such as dark green or brown may be used, while black, blue, and dark blue tones are strictly not permitted.

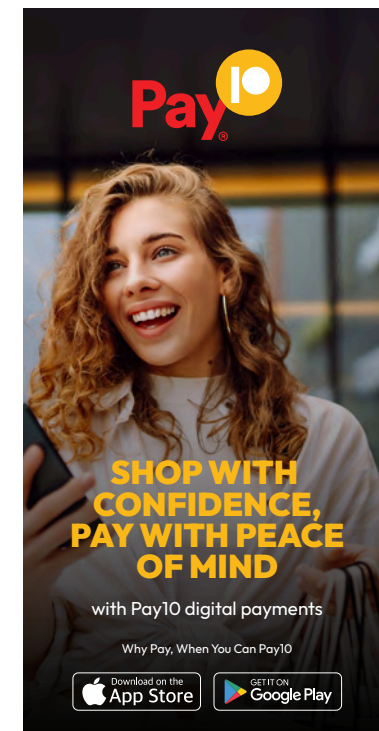
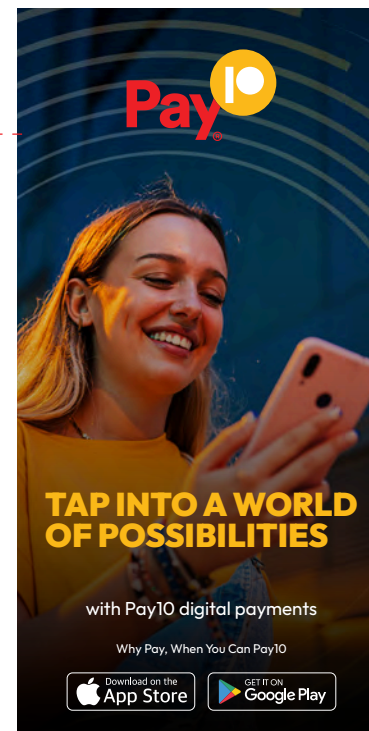
Apply Pay10 Red and Yellow strategically to highlight key messages and calls to action, ensuring strong contrast and readability. The Pay10 logo must always appear in its full-color version.

✓ Do's



NEVER USE:  
Blue Backgrounds  
Black Backgrounds  
Grey Backgrounds

✗ Don'ts

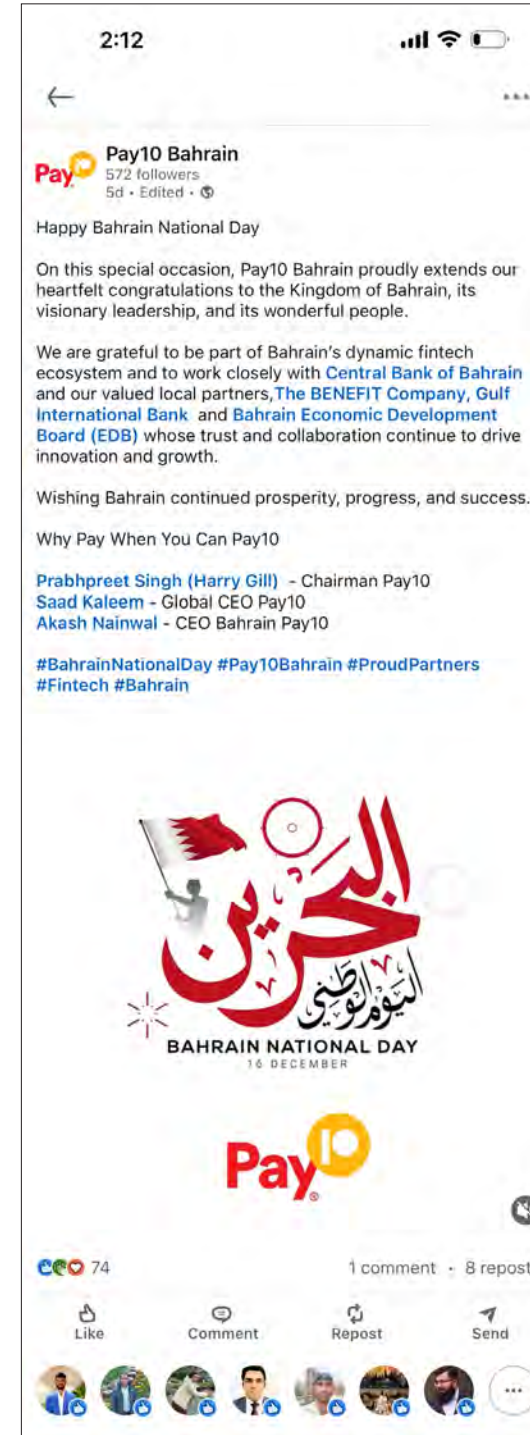
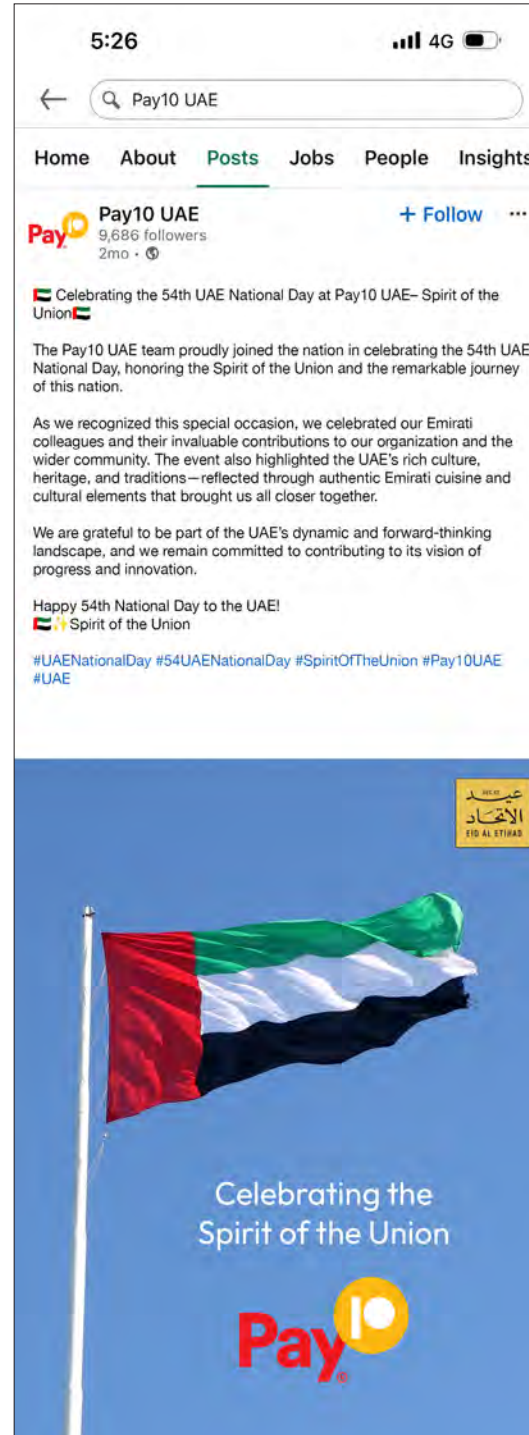


# 10.6

## SOCIAL MEDIA CAPTION STRUCTURE

All social media captions should follow a clear and consistent structure to maintain Pay10's brand tone and clarity across markets. Each caption should start with a strong, engaging opening line, followed by 1–2 short lines that explain the message or context, and end with a clear call to action when relevant. The tone should be confident, human, and locally relevant, while staying aligned with Pay10's global brand voice.

Hashtag usage should be limited to a maximum of five (5) hashtags per post, chosen carefully to reflect the campaign, market, or platform.



# 11.0 VIDEO OUTRO

11.1 Video Outro 55



# 11.1

## SOCIAL MEDIA OUTRO

The outro brings the experience to a confident close, anchoring the Pay10 identity with the logo and the brand line “Why Pay, When You Can Pay10.” Clean, minimal, and memorable, it reinforces brand recall while clearly directing users to download the app, leaving a strong and purposeful final impression.

[Press here to download videos](#)

Pay10 Logo



Why Pay, When You Can Pay10

Tagline

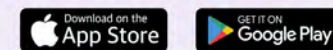
Pay10 Logo



Pay10 Tagline

Why Pay, When You Can Pay10

App Downloads



# 12.0 CAMPAIGN LOCK-UP

12.1	Campaign Lock-up	57
12.2	Campaign Lock-up Specifications	58
12.3	Campaign Tagline	59
12.4	Product Tagline	60

# 12.1

## CAMPAIGN LOCK-UP

### CLEARSPACE

Maintain a minimum clear space equal to the height of the letter “a” around the logo. This ensures visibility, balance, and protects the logo from visual clutter.

### MINIMUM SIZE

For best practice in legibility and readability and to avoid any possible small-scale production problems, it is always important to adhere to minimum-size usage for the logo.

**Digital:**

In digital usage, 50px in height for the logo.

**Print:**

In print usage, it is best not to go any smaller than 8mm in height for the logo to preserve the proper legibility of the logo and avoid any production issues.

[Click here to download logo](#)



Logo clearspace



Logo minimum size



Digital H 50px



Print H 10mm



# 12.2

## CAMPAIGN LOCK-UP DIMENSIONS

### Pay10 LOGO RATIO

Pay10 logo should always have the same ratio as the main logo.

### Pay10 PRODUCT NAME

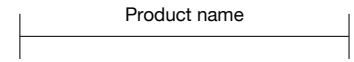
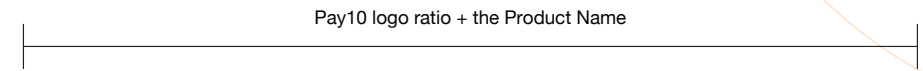
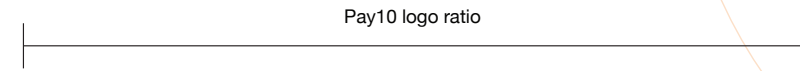
Product name should always come under the “10” logo same spacing as the attached. *Press on this link to download the main logo.*

### Pay10 PRODUCT TAGLINE

Any tagline should fall below the Pay10 logo and the product name, follow same dimensions as the attached logo.

### COLORS

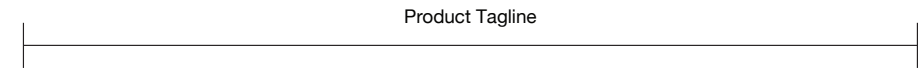
We should always use the Pay10 Pantone colors “refer to section 4.0”



Spacing should follow the same size and dimensions for the letter “a” in Pay10 logo.



No Borders, Just Business



## 12.3

# CAMPAIGN TAGLINE

### Pay10 PRODUCT NAME

Product name should always come under the “10” logo same spacing as the attached. [Press on this link to download the main logo.](#)

### Pay10 PRODUCT TAGLINE

Placement can be changed, based on the urgency of the visual and the creative work. [Press on this link to download the main main Tagline.](#)

### COLORS

We should always use the Pay10 Pantone colors “refer to section 4.0”



We cannot change the place for the product name, it should always stay connected to Pay10 logo



Tagline can be used separately on the visual whenever we have a small logo to be placed on a visual

No Borders, Just Business

# 12.4

## PRODUCT TAGLINE

### Pay10 PRODUCT TAGLINE

#### Option 1:

Lock-up with product tagline can be used connected same as the social media example in reference in teh same page. make sure the text of the tagline is readable. Whenever we have to use our Pay10 slogan.

#### Option 2:

Lock-up can be used without the product tagline and position at the bottom left to replace the Pay10 slogan whenever needed.

Product Lock-up with Product Tagline + Pay10 slogan

**OPTION 1**

Product Lock-up with Product Tagline + Pay10 slogan

Download on the App Store  
GET IT ON Google Play

Why Pay, When You Can Pay10

Download on the App Store  
GET IT ON Google Play

Why Pay, When You Can Pay10

Download on the App Store  
GET IT ON Google Play

Why Pay, When You Can Pay10

Product Lock-up + Product Tagline

**OPTION 2**

Product Lock-up + Product Tagline

Download on the App Store  
GET IT ON Google Play

No Borders, Just Business

Download on the App Store  
GET IT ON Google Play

No Borders, Just Business

Download on the App Store  
GET IT ON Google Play

No Borders, Just Business

# 13.0 GIVEAWAY MATERIAL



13.1	Lanyard Design	62
13.2	Badge Design	63
13.3	Water Bottle Label	64

## 13.1

# LANYARD DESIGN

The Pay10 lanyard is designed to reinforce brand visibility while maintaining a clean and professional look. It features the Pay10 logo and brand colors applied in a consistent, minimal pattern to ensure high visibility in both event and office environments.

The design prioritizes durability and comfort, making it suitable for extended wear while serving as a strong, recognizable brand touchpoint across exhibitions and corporate use.

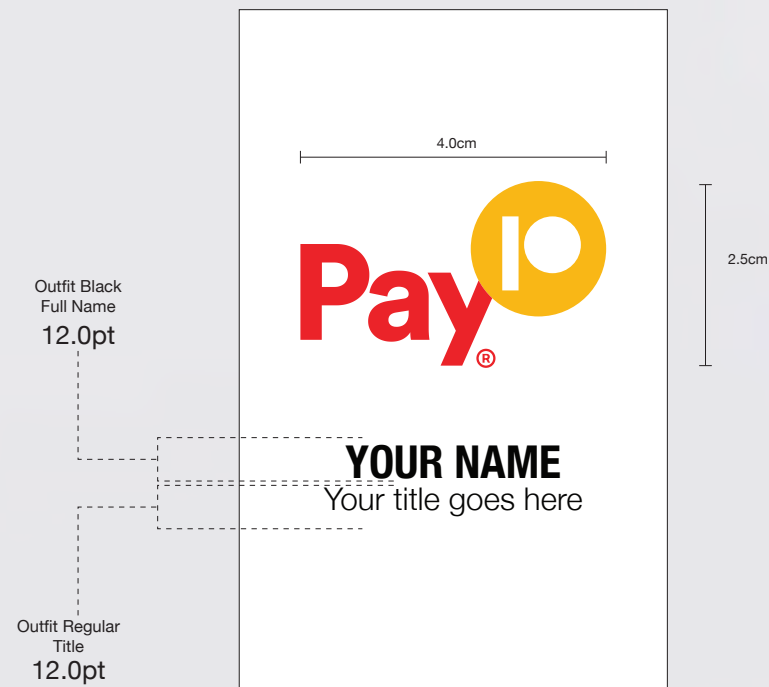


## 13.2

# BADGE DESIGN

The Pay10 badge is designed for clear identification while reinforcing a professional and unified brand presence. Its clean layout and bold branding ensure visibility, consistency and ease of use across events and corporate environments.

Always add the logo in the center, along with the name and designation.



## 13.3

# WATER BOTTLE LABEL

The Pay10 water bottle label is designed to be clean, minimal, and refreshing, reflecting the brand's modern and energetic identity. Brand colors and logo placement are applied with clarity and balance to ensure high visibility while maintaining a premium, understated look suitable for meeting rooms, exhibitions and conferences.



# 14.0 POWERPOINT TEMPLATES



14.1 PowerPoint Templates 66

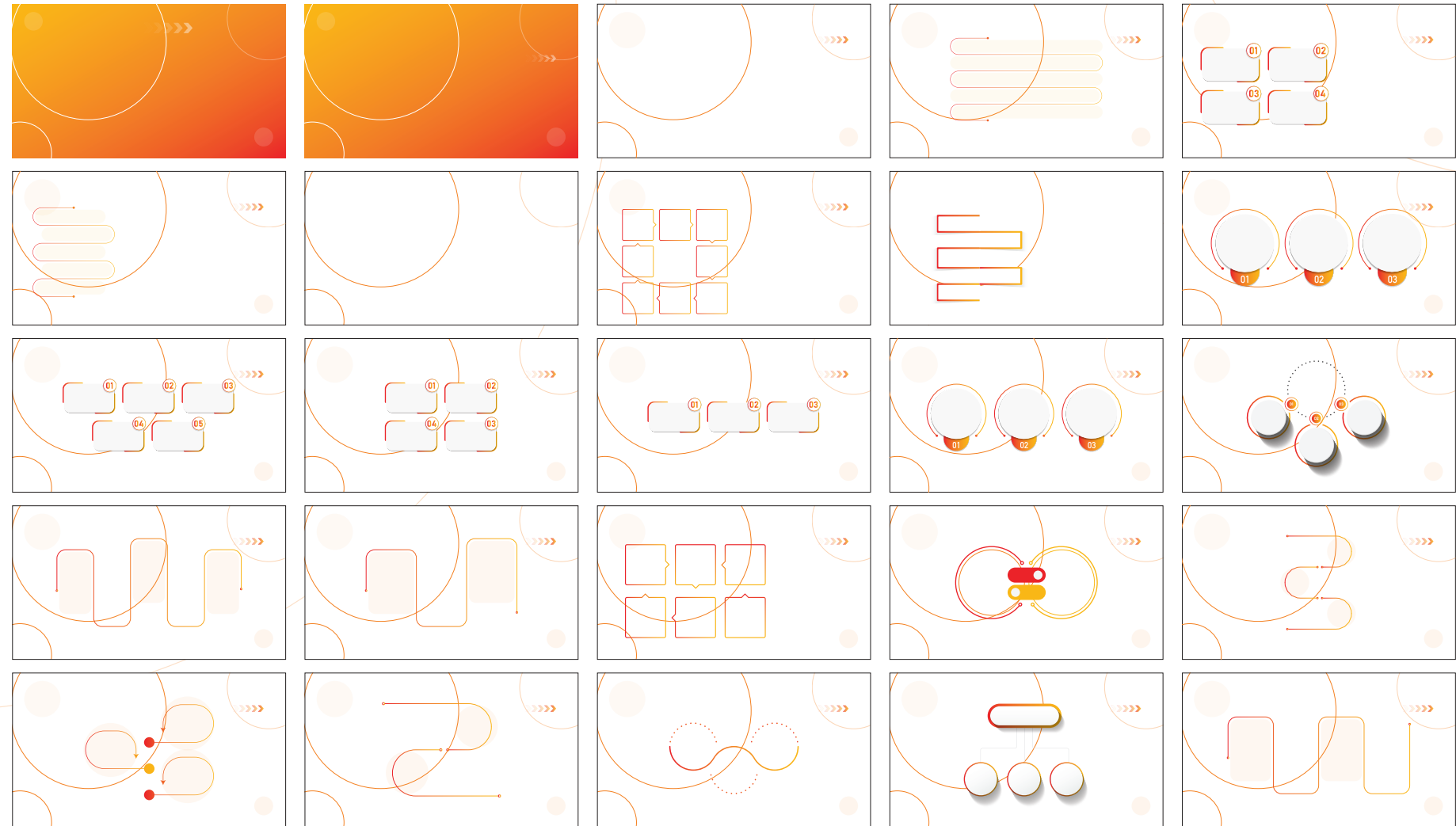
# 14.1

## POWERPOINT TEMPLATES

Pay10 PowerPoint templates are designed to ensure clear, professional, and consistent presentations across all communications.

Using the brand's color palette, typography, and layout system, the templates help structure content effectively while reinforcing Pay10's modern, confident, and credible brand identity.

[Click here to download PPT templates](#)



# 15.0 EXHIBITIONS & EVENTS



15.1	Specifications List	68
15.2	3D Exhibition Stand Model	69
15.3	Designs & Executions	70

# 14.1

## SPECIFICATION LIST

1. Meeting room (closed from top + ventilation system)
2. Coffee Station
3. Product counter tops (keys are a must)
4. Display Screens for special announcements
5. Digital Screens - for user's experience projection
6. Pay10 Branding Material
7. Seated Area
8. Flowers
9. Standing Countertops (meeting areas) (keys are a must)
10. Carpet designs
11. Hanging signage from the ceiling
12. Storage room, shelves and keys are a must
13. Giveaways (to be discussed with the teams)
14. Branded Pens & Notebooks
15. Acrylic Bowls for Business cards collection
16. Wifi internet station
17. Tissues
18. Water
19. Pay10 - Pins
20. Pay10 Lanyards

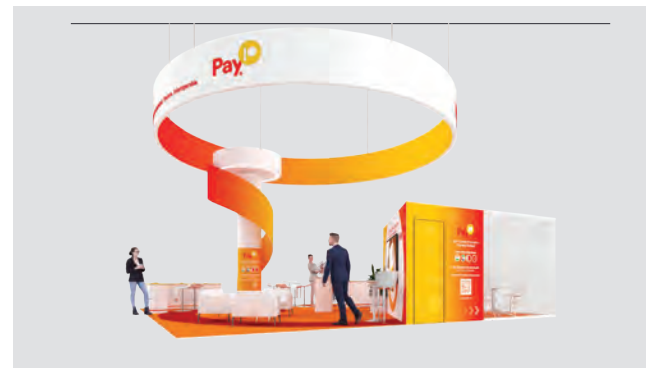
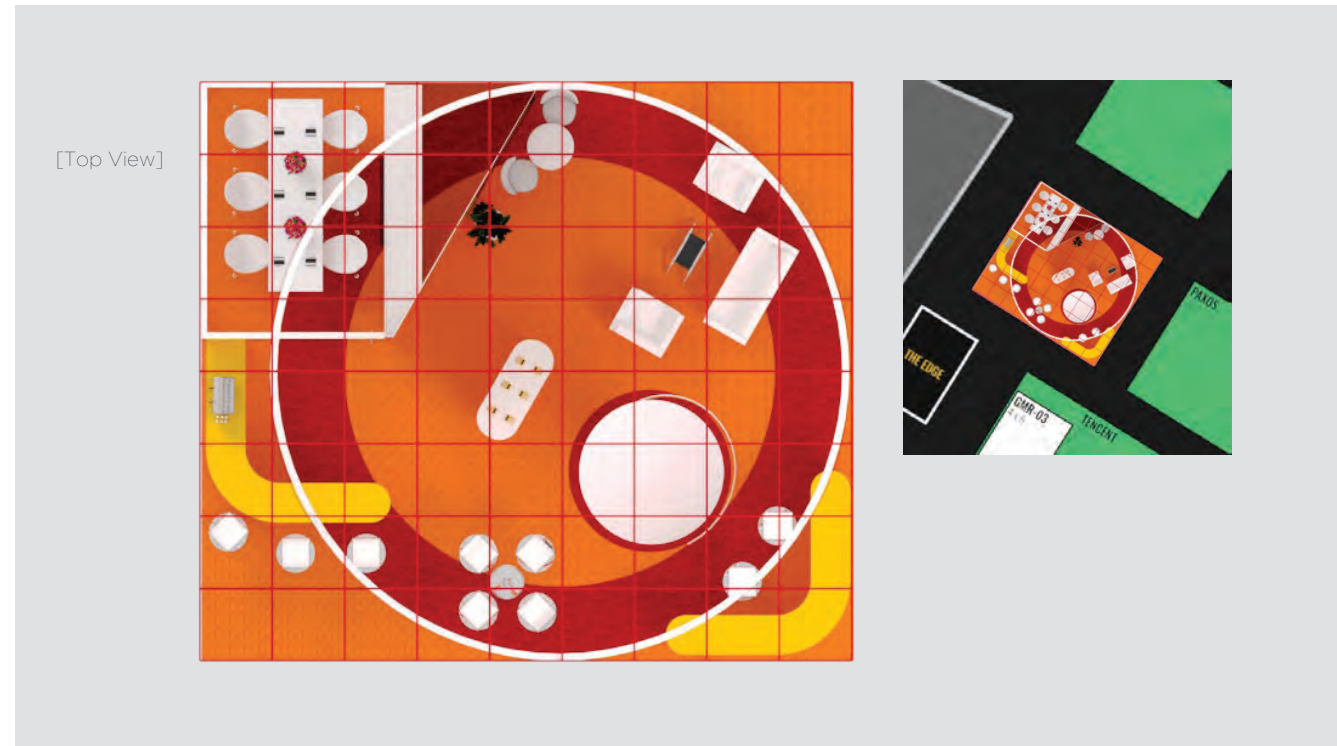


## 14.2

# EXHIBITION STANDS & EVENTS (3D DESIGN)

Exhibition stand designs must consistently follow the same look and feel established in the related layouts, ensuring a unified and recognizable Pay10 presence across all events. Layouts, colors, materials, and visual elements should align with the the seen designs.

All printed materials must also follow the structures, layouts, and design principles outlined in the reference link below to maintain clarity, consistency, and brand integrity across every touchpoint.



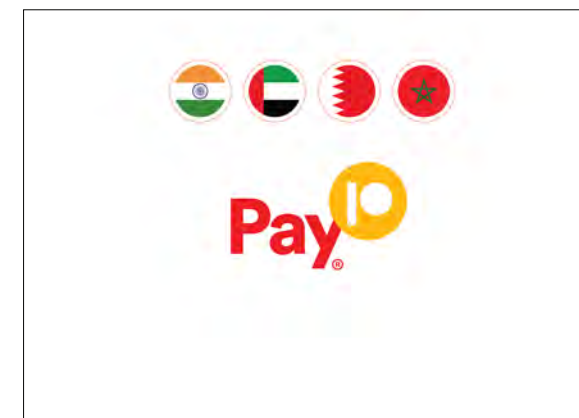
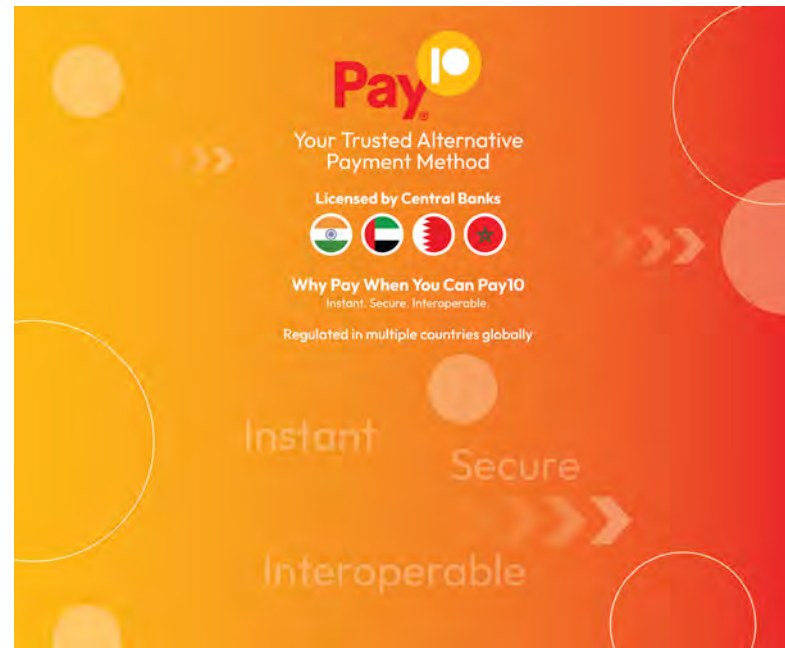
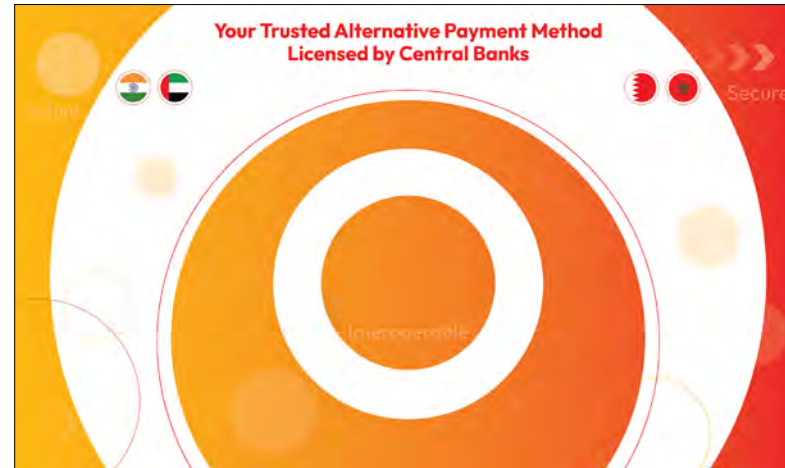
# 14.3

## EXHIBITION STANDS & EVENTS (Designs)

Exhibition stand designs must consistently follow the same look and feel established in the related layouts, ensuring a unified and recognizable Pay10 presence across all events. Layouts, colors, materials, and visual elements should align with the the seen designs.

All printed materials must also follow the structures, layouts, and design principles outlined in the reference link below to maintain clarity, consistency, and brand integrity across every touchpoint.

[Click here to download open files](#)



# 16.0

# APP & WEB BUTTON DESIGNS

16.1	Pay by Pay10	72
16.2	Pay by Bank	76

16.1

# PAY BY PAY10

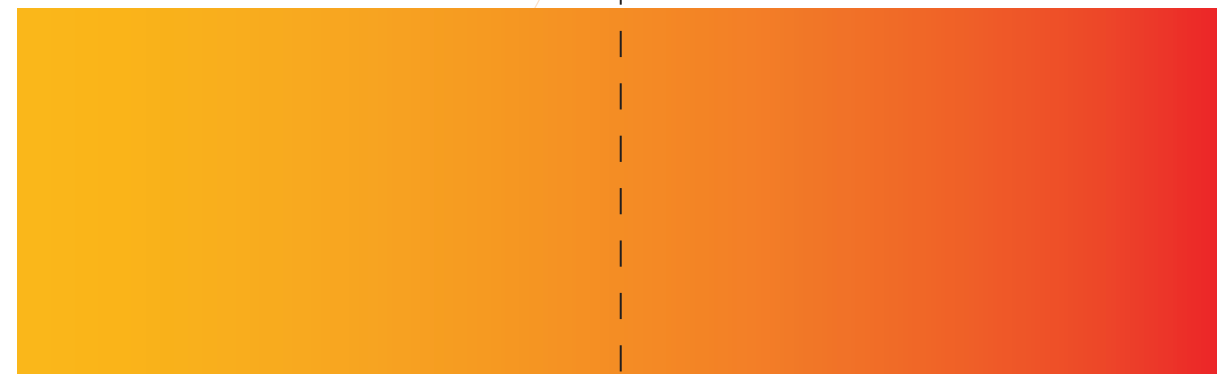
Brand gradient and colors

Pay10



Linear Gradient

100 degrees



Yellow

50%

Red

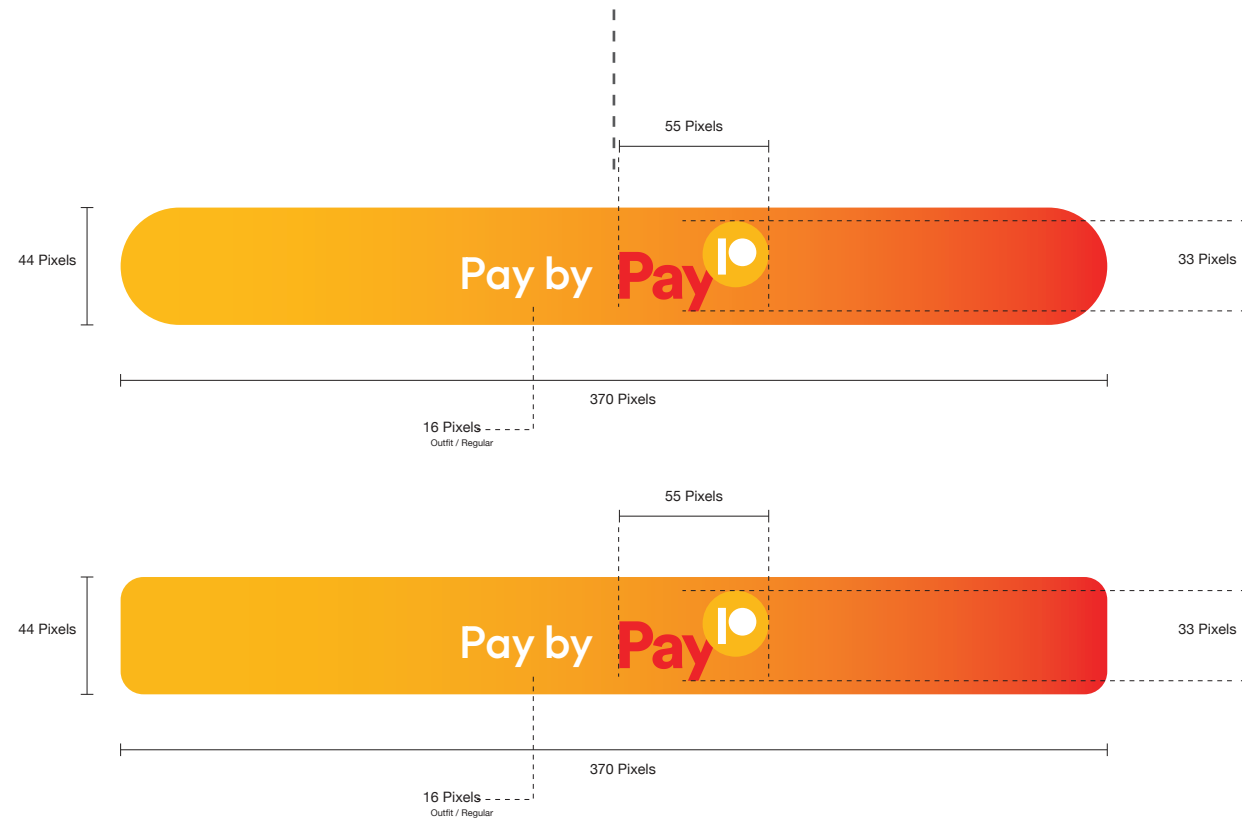
RED	
RGB	237 28 36
HEX	EF1a23

YELLOW	
RGB	253 185 19
HEX	FFBB07

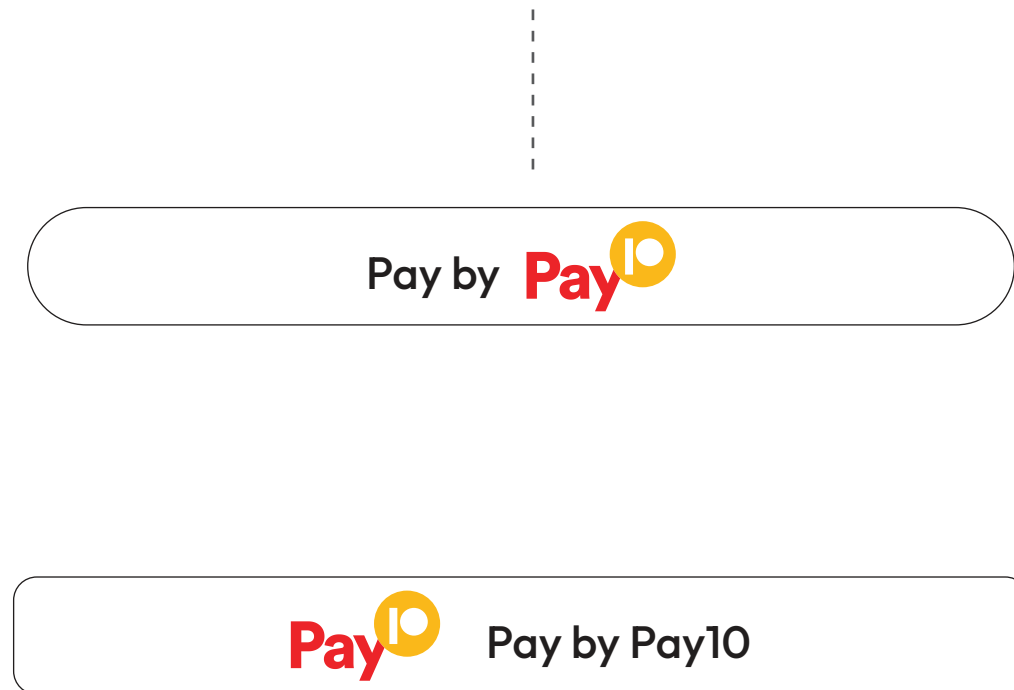
# 16.1

## PAY BY PAY10

Interactive Button Designs  
Gradient



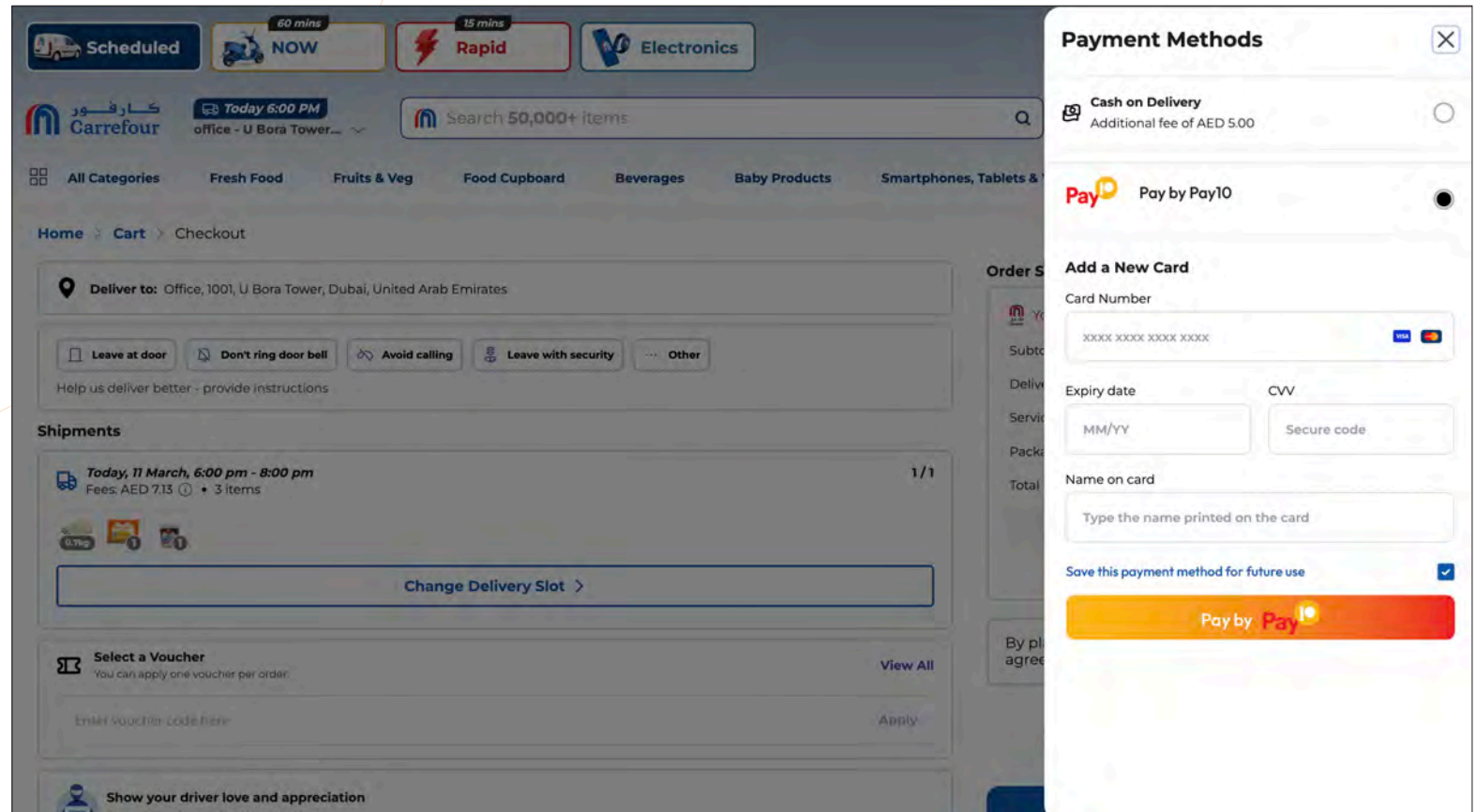
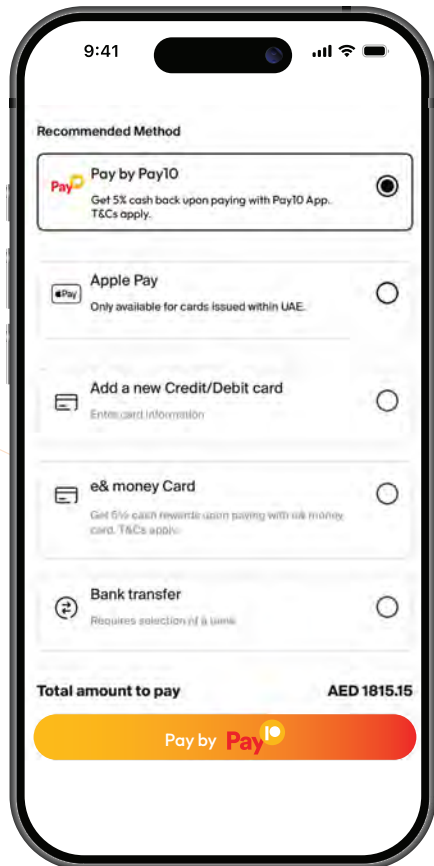
Interactive Button Designs  
White



[Click here to download open files](#)

16.1

# PAY BY PAY10



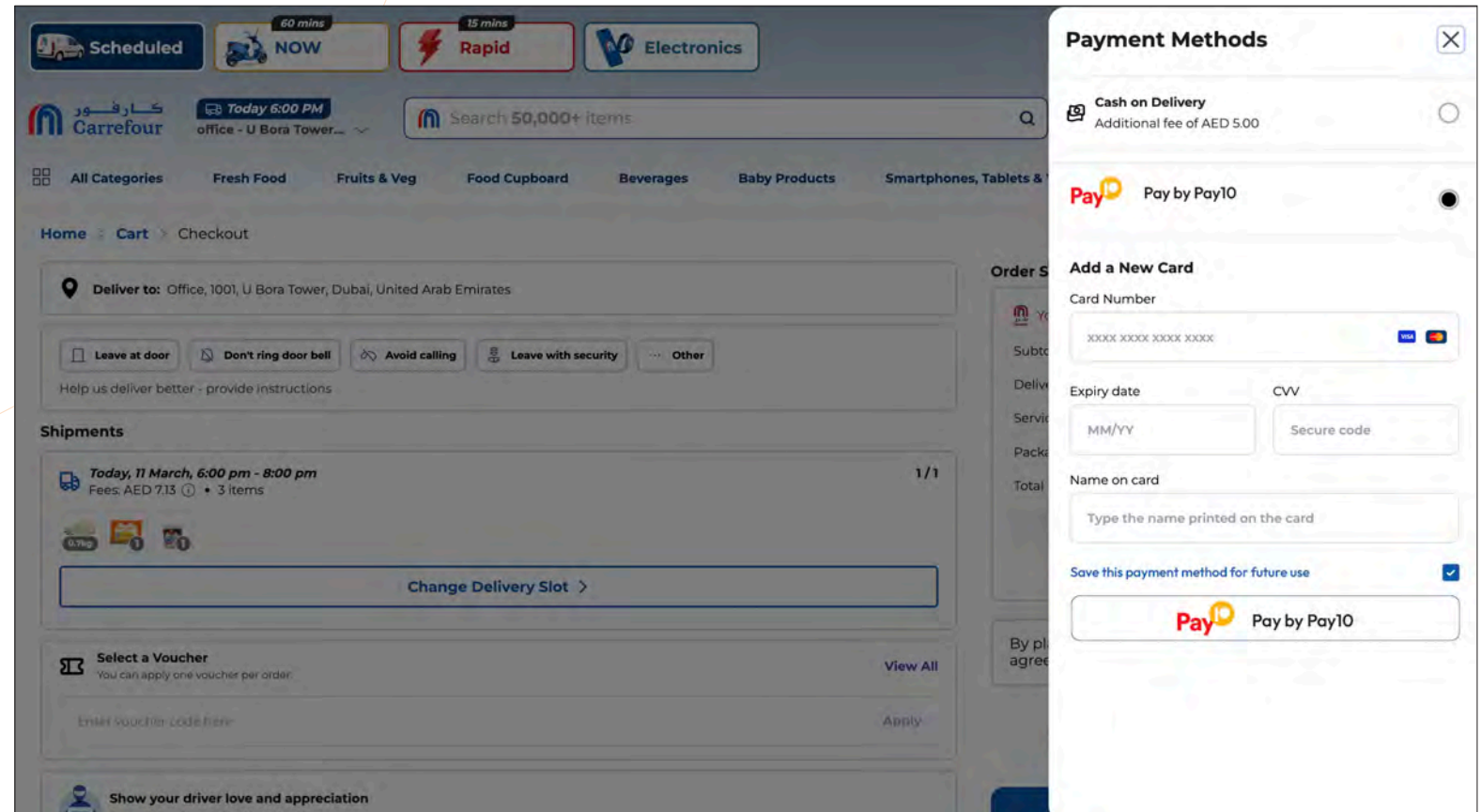
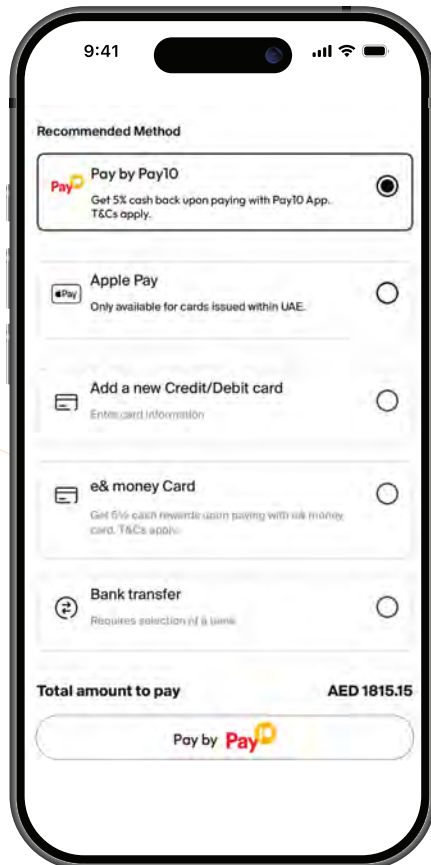
16.1

# PAY BY PAY10



Pay by **Pay10**

**Pay10** Pay by Pay10

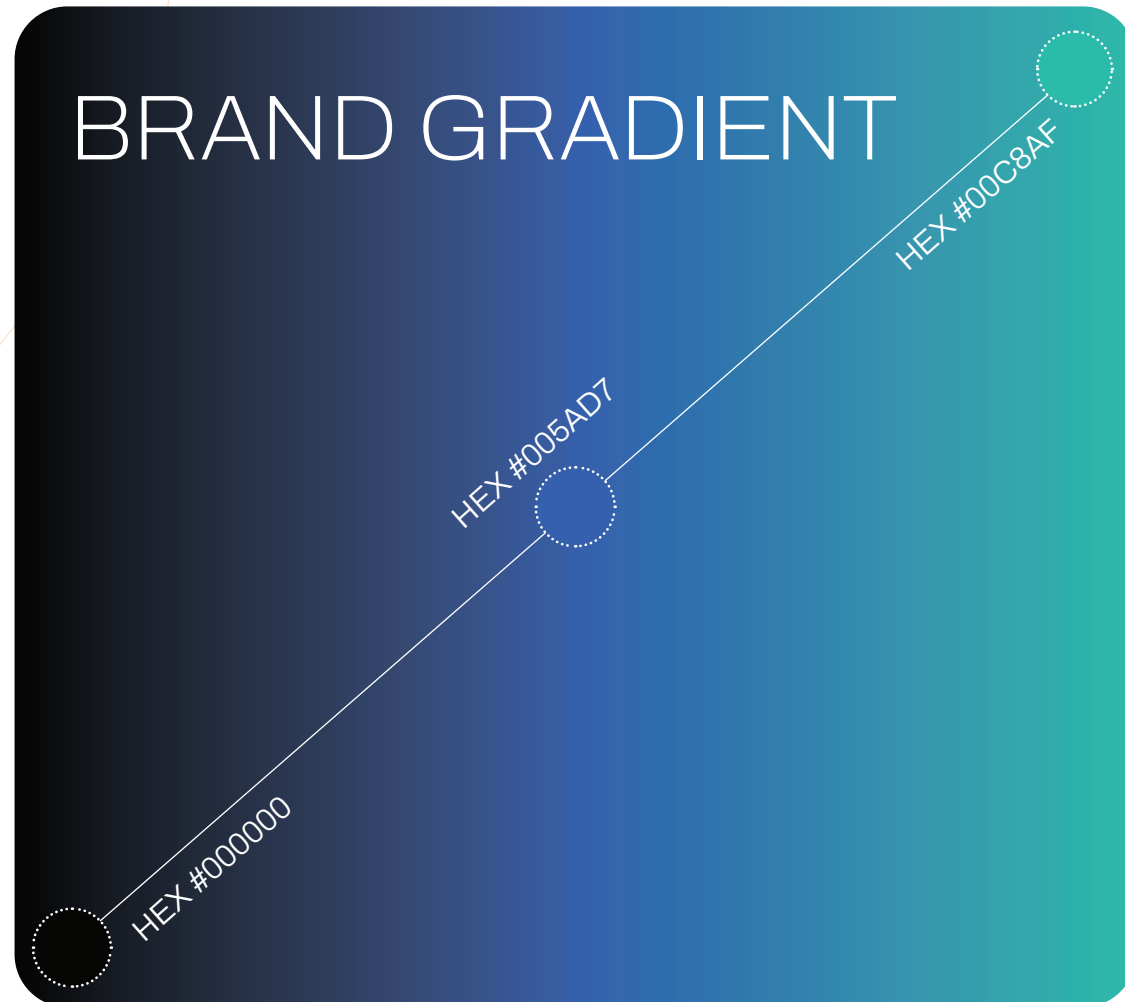
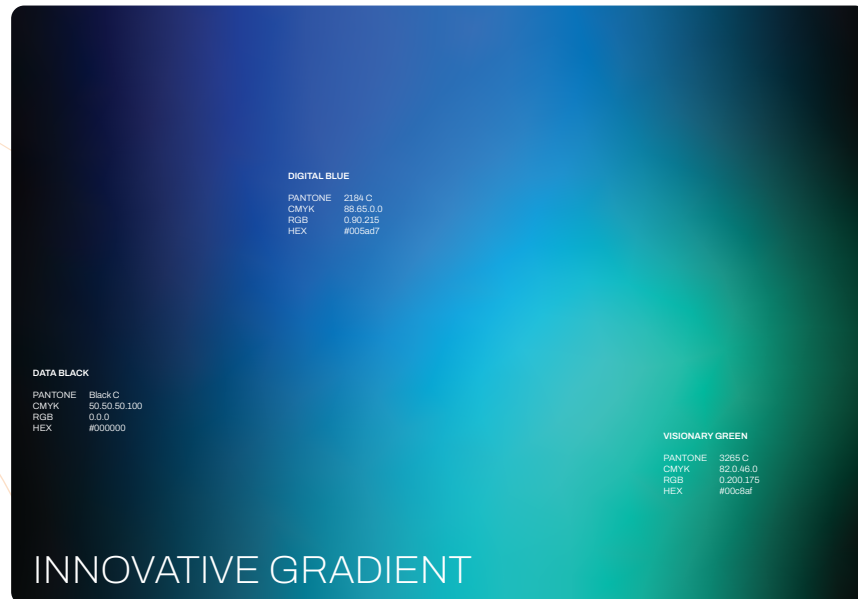


16.2

# PAY BY BANK



## Brand Gradient

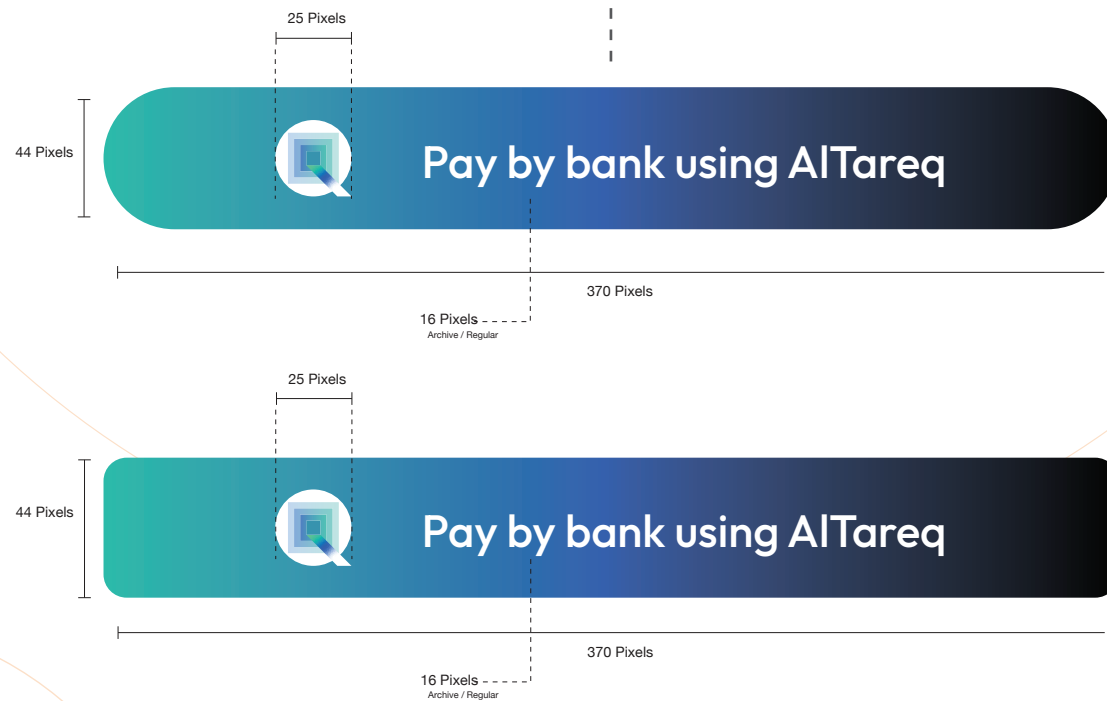


# 16.2

# PAY BY BANK



Interactive Button Designs  
Gradient



Interactive Button Designs  
White



[Click here to download open files](#)

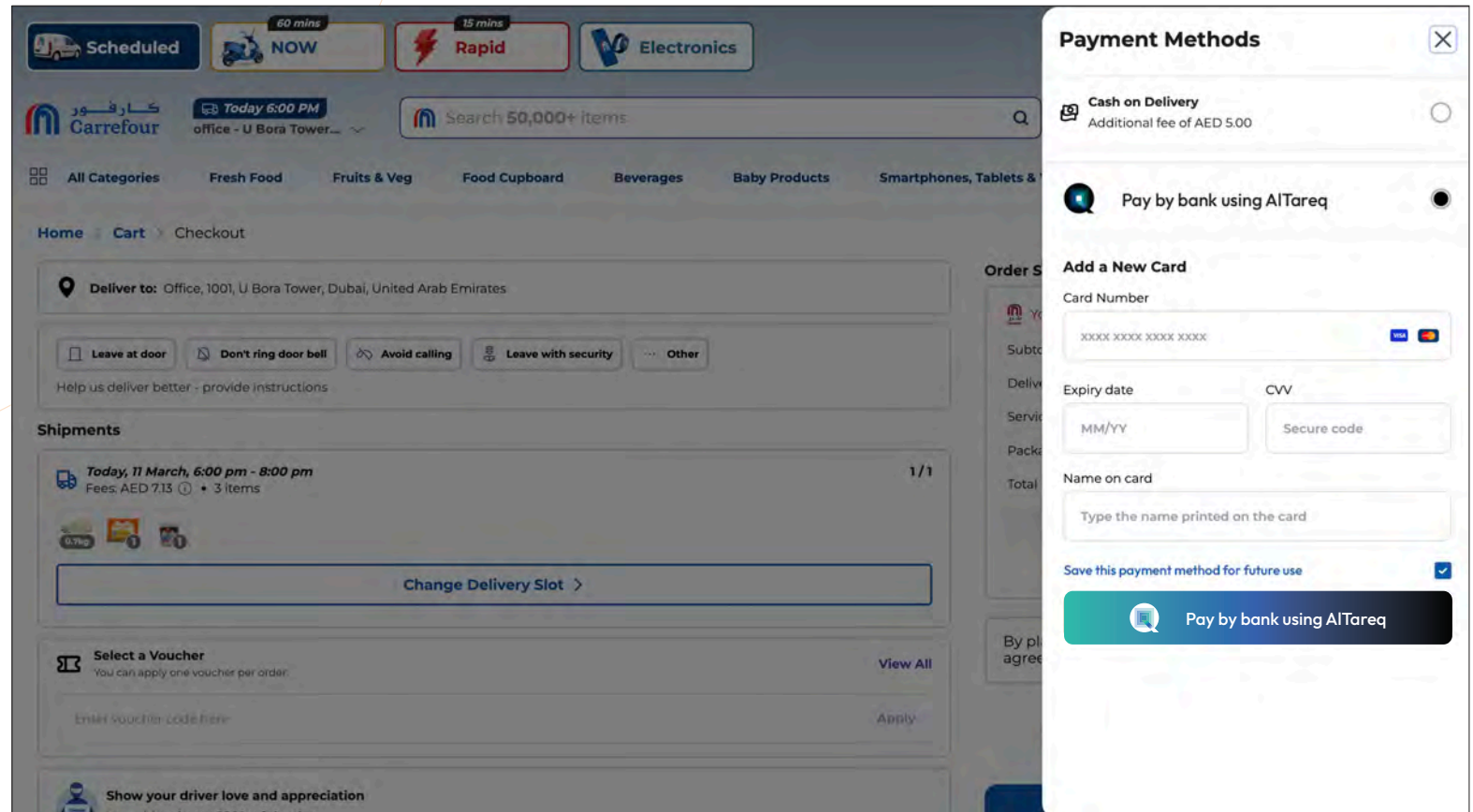
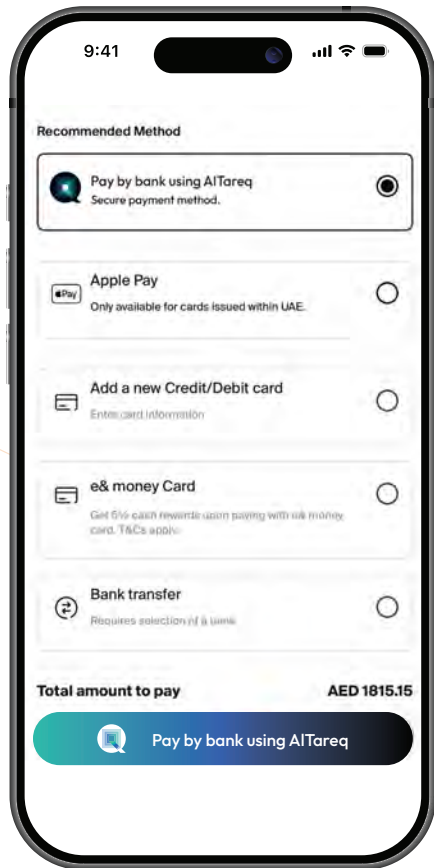
16.2

# PAY BY BANK



 Pay by bank using AI Tareq

 Pay by bank using AI Tareq



16.2

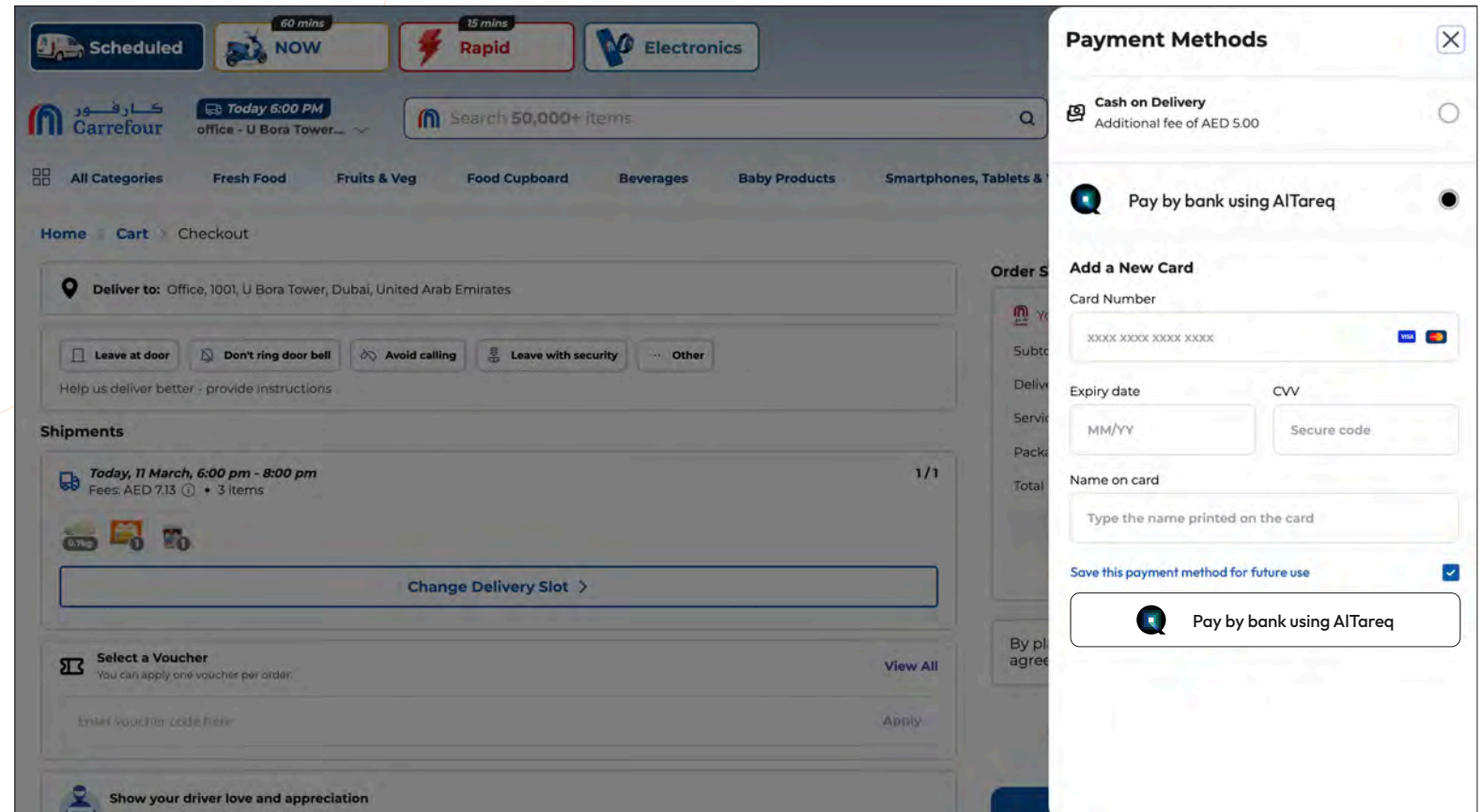
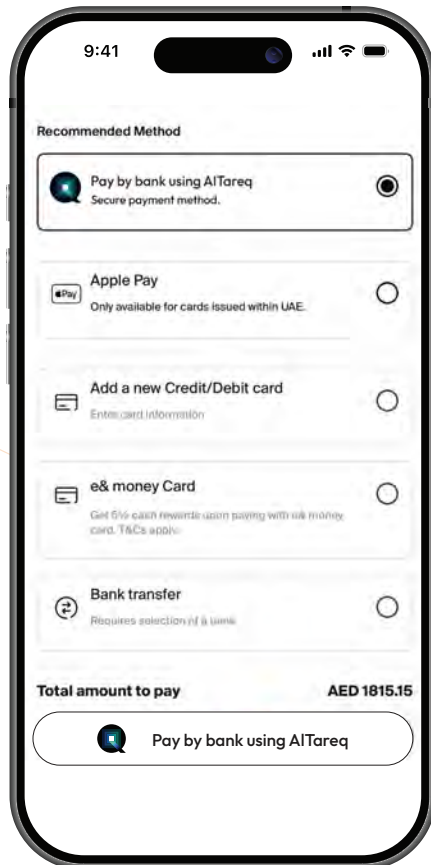
# PAY BY BANK



Pay by bank using AI Tareq



Pay by bank using AI Tareq



**THANK YOU**

