



BRAND GUIDELINES

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



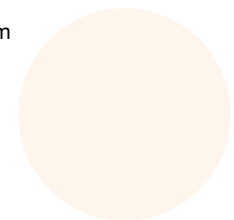
Logo minimum size



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

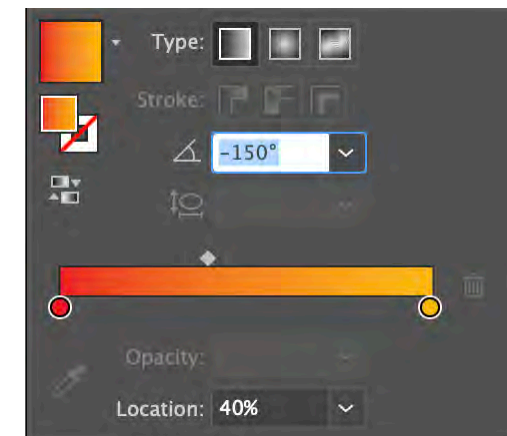
RGB 237 28 36
HEX EF1a23

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
Bold	1234567890 !@#\$%^&*()_+{}:">?];'\

6.0 DESIGN ELEMENTS

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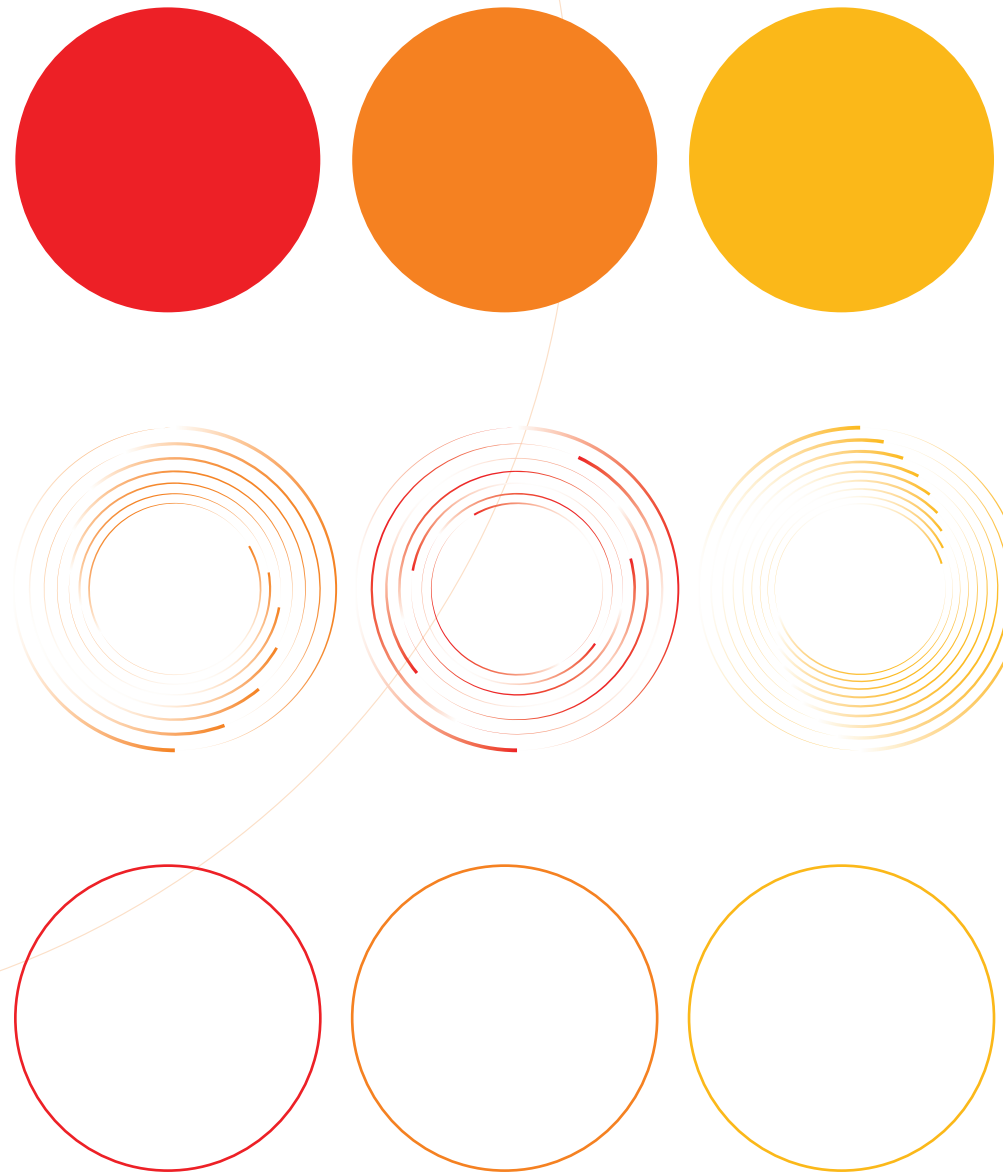
6.1

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)

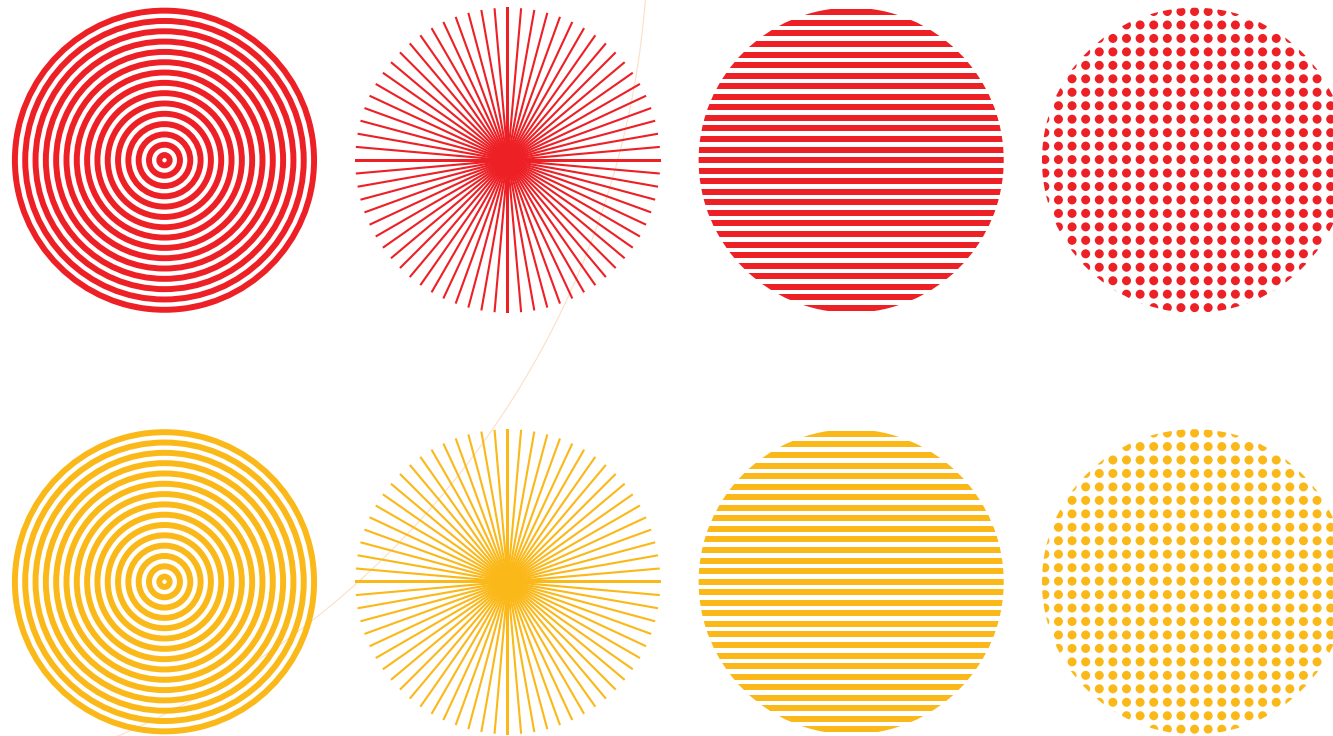
Create dynamic section dividers in presentations or websites

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



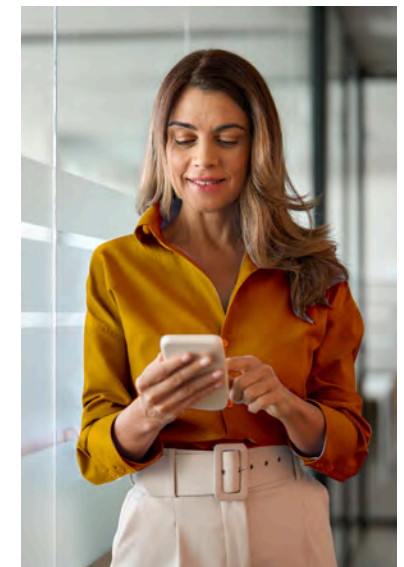
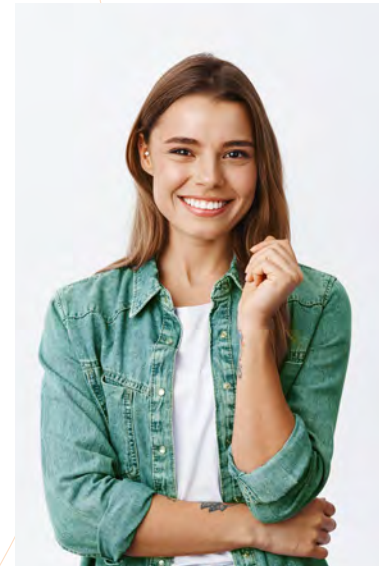
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7.1

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.

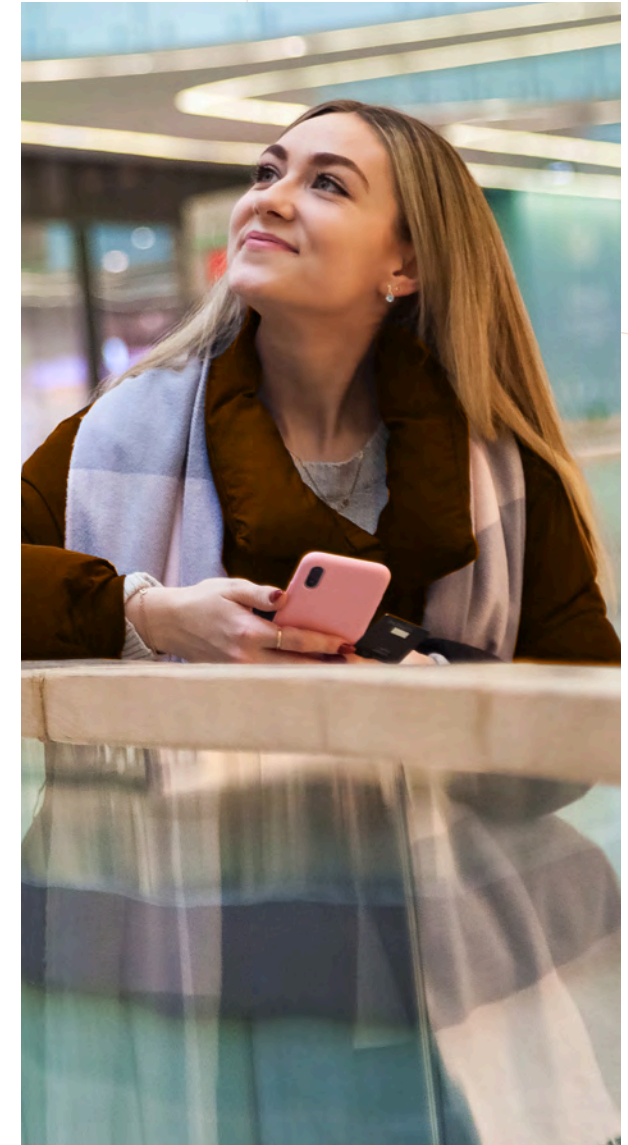


7.2

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

12.0 CAMPAIGN LOCK-UP

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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

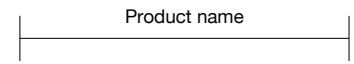
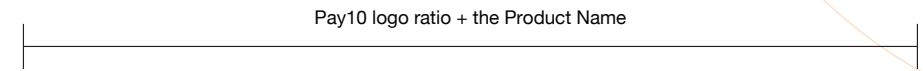
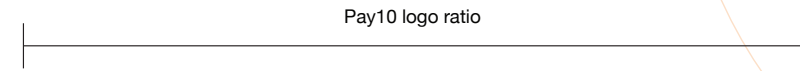
Product name should always come under the “10” logo same spacing as the attached. *Press on this link to download the main logo.*

Pay10 PRODUCT TAGLINE

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

COLORS

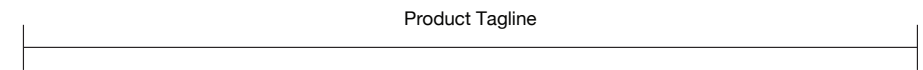
We should always use the Pay10 Pantone colors “refer to section 4.0”



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

THANK YOU

