REPAY®

Realtime Electronic Payments

Brand Guidelines

FEBRUARY 2023

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Logo & Tagline

Primary Logo

Consider using our primary logo as the first option on all applications.

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Secondary Logo

Our secondary logo is another option if space or design dictates that the tagline is better utilized on the right of the logo.

REPAY Realtime Electronic Payments

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Black and White Logo

Our black and white logo should be used when being applied to greyscale applications.

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Size and Clear Space

To ensure logo clarity, our logo should always be at a legible size and have enough clear space. The examples to the right show the preferred size of each logo, as well as the minimum size and clear space.

PRIMARY LOGO

Preferred width: 1.75 inches

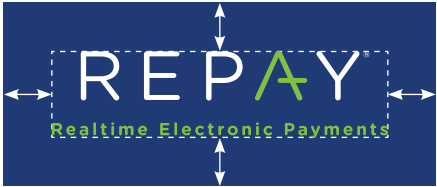Minimum width: 1.1875 inches

SECONDARY LOGO

Preferred width: 2.25 inches

Minimum width: 1.5 inches

SPACE AROUND LOGO

Minimum clear space: 0.25 inches on all sides

Incorrect Usage

REPAY
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Do not skew or
distort the logo

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Do not make the logo
smaller than 1 3/16 inches

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Do not alter the colors
in the logo

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Do not outline the logo

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Do not flip the blue and
green in our logo

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Do not change the color
of our tagline

Do not use our primary or secondary logo directly
on imagery without transparent overlay

Tagline

REPAY stands for the tagline: **Realtime Electronic Payments.** It is also a play on the word *repayments* and the act of repaying a loan. REPAY was founded to bring digital payment methods to the underserved consumer finance market, giving lenders the ability to accept electronic loan repayments from their borrowers. REPAY, of course, has grown to encompass much more than this and now offers a full suite of inbound and outbound payment technology solutions to multiple verticals.

TAGLINE IN APPLICATIONS

Our tagline may be featured prominently on sales and marketing materials or on applications where we want to build recognition. Here are some guidelines when using the tagline:

- Our tagline should always be partnered with our logo.

- When using the tagline with the REPAY logo, it should always appear below the mark or to the right side.

- The tagline can be used horizontally or stacked.

Primary & Secondary Color Usage

For all printed and digital materials, please use the primary color palette first.

The secondary color palette is pulled from the composite mark and should be used as accent colors for illustrations and icons.

Primary Colors
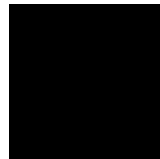
CMYK 55 0 100 0
RGB 128 196 48
HEX #80c430

CMYK 100 89 25 11
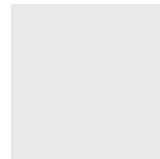RGB 37 57 118
HEX #253976

Secondary Colors

CMYK 89 66 0 0
RGB 41 96 172
HEX #2960ac

CMYK 0 0 0 100
RGB 0 0 0
HEX #000000

CMYK 30 24 24 0
RGB 180 180 181
HEX #b4b4b5

CMYK 7 6 5 0
RGB 233 232 234
HEX #e9e8ea

CMYK 1 100 30 0
RGB 236 11 110
HEX #ec0b6e

Tertiary Colors colors (Additional colors for internal purposes)

CMYK 0 80 94 0
RGB 241 90 41
HEX #f15a29

CMYK 70 34 0 0
RGB 72 143 205
HEX #488fcd

Primary, Secondary & System Fonts

Primary Font: Montserrat

Use: Web and non-editable digital/print materials (ads, banners, graphics, slicks, data sheets, etc.)

Use Montserrat only for body copy using the weight style Montserrat Regular. It should not be used for headings, subheadings or CTAs.

When calling out text in the body copy, use the weight style **Montserrat SemiBold.**

Content may be written in UPPERCASE, Title Case or sentence case.

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 1 2 3 4 5 6 7 8 9 0

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Primary Font: Nunito

Use: Web and non-editable digital/print materials (ads, banners, graphics, slicks, data sheets, etc.)

Use the weight style **Nunito Bold** for headings, subheadings and CTAs.

Content may be written in UPPERCASE, Title Case or sentence case.

Nunito should not be used for body copy.

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 1 2 3 4 5 6 7 8 9 0

Secondary Font: Verdana

Use: Microsoft programs (PowerPoint, Word, etc.) and editable documents (letterheads)

For body copy use Verdana Regular.

For headings use **Verdana Bold**.

For subheadings use **Verdana Bold**.

Content may be written in UPPERCASE, Title Case or sentence case.

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 1 2 3 4 5 6 7 8 9 0

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

System Font: Lato

Use: Hubspot

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 1 2 3 4 5 6 7 8 9 0

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Icons for All Occasions

Automotive

B2B

Customer-Finance
Card Procesing

Credit-Debit

Education

Healthcare

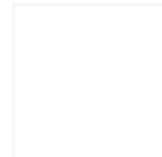Reduce Payment

Mortgage Servicing

World

Icon Colors

CMYK 55 0 100 0
RGB 128 196 48
HEX #80c430

CMYK 100 89 25 11
RGB 37 57 118
HEX #253976

CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff

Graphic Elements

Usage

Our dot cluster graphic elements can be used on marketing collateral, presentations, our company website and landing pages. They may be recolored using the REPAY brand colors via a gradient or a solid color. The graphic elements should not hinder the integrity of our logo. Please be mindful to keep our logo and graphic elements separate by creating appropriate space between the two.
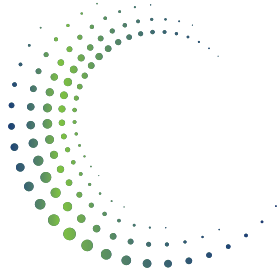
Circle—Dot Cluster
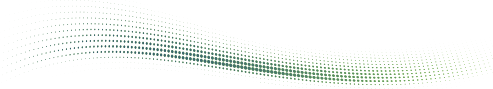
Wave—Dot Cluster
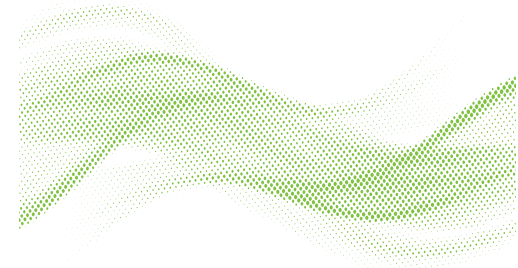
Overlapping Wave—Dot Cluster

INCORRECT USAGE

Letterhead

Logo Visibility

Our logo should always be in the top left corner for brand visibility and consistency.

Body Content

Depending on the type of document (printed or digital), make sure to use the fonts included in our brand guidelines.

Footer & Contact Information

The footer should always be white with a green line at the top and include our contact information and website URL.

REPAY
Realtime Electronic Payments

Recipient Name
Street Address
City, Street, Zip, State

Date

Dear Recicpient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tellus mauris a diam maecenas. Nec feugiat nisl pretium fusce id velit ut. Non diam phasellus vestibulum lorem sed. Tincidunt praesent semper feugiat nibh sed pulvinar proin. Adipiscing tristique risus nec feugiat. Odio morbi quis commodo odio aenean sed adipiscing. Semper auctor neque vitae tempus quam pellentesque. Senectus et netus et malesuada fames. Urna neque viverra justo nec ultrices dui sapien eget.

Ac orci phasellus egestas tellus rutrum. Sit amet commodo nulla facilisi nullam. Etiam tempor orci eu lobortis elementum nibh tellus. Orci nulla pellentesque dignissim enim sit amet.Vitae aliquet nec ullamcorper sit amet risus nullam eget felis. Eleifend quam adipiscing vitae proin sagittis nisl rhoncus. Nec feugiat nisl pretium fusce id velit ut tortor pretium. Orci dapibus ultrices in iaculis nunc sed augue. Malesuada proin libero nunc consequat interdum varius. Purus semper eget duis at tellus.

Mauris nunc congue nisi vitae suscipit tellus mauris. Posuere ac ut consequat semper. Quis blandit turpis cursus in hac habitasse platea dictumst. Gravida dictum fusce ut placerat. Commodo ullamcorper a lacus vestibulum. Id consectetur purus ut faucibus pulvinar elementum integer enim neque. Aliquam malesuada bibendum arcu vitae elementum curabitur vitae.Sem et tortor consequat id porta nibh. Fringilla est ullamcorper eget nulla. Augue neque gravida in fermentum et sollicitudin ac orci. Ornare quam viverra orci sagittis eu. Blandit turpis cursus in hac habitasse platea dictumst quisque sagittis.

Sincerely,
Name Surname

3 West Paces Ferry Rd, Ste 200 Atlanta, GA 30305 ● 877.607.5468 ● sales@repay.com

Photography

Photography in Applications

Photography used should present a lighthearted, positive feeling to the viewer. It should include cool tones with natural lighting. Subjects should be wearing unbranded clothing which can be casual or professional. It is recommended to avoid photography where the subjects have brightly colored nails or excessively patterned clothing. Avoid using photography where the subject is looking directly at the camera or the environments look over-staged and dramatic. When selecting photography, make sure it is appropriate for the vertical and audience. For automotive, consumer finance and credit union verticals, avoid images with credit cards (pictures that very clearly state credit as opposed to debit).
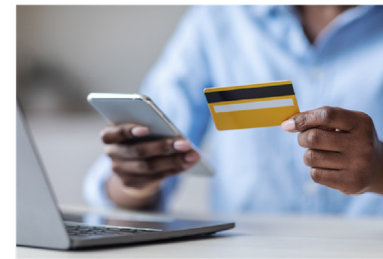
REPAY® Realtime Electronic Payments

Making Members Matter Most

DIGITAL PAYMENTS SHOULDN'T BE THIS EASY

Visit the REPAY Booth

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Realtime Electronic Payments

Do more with less. Reimagine payments with REPAY.

Learn More

REPAY®

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For additional questions, please contact
marketing@repay.com.

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