

Secure Payments by

RAPID PAYMENTS™

ONLINE PAYMENTS SIMPLIFIED

LOGO BRAND GUIDE

VARIATIONS • USE AND ABUSE GUIDELINES • CORPORATE ELEMENTS



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Our logo is our visual identity and the face of our company. Treat it as you would your own. Be kind to it, pamper it and never abuse it. Always adhere to these guidelines to keep our brand smiling.

SECTION 1

The
Logo
Elements



SECTION 2

Logo
Variations

Primary Logo
{ Full Colour }



Primary logo
{ Inverse Full Colour }



Primary logo
{ One Colour }



SECTION 2

Logo
Variations

Stacked Logo

{ Full Colour }



Stacked logo

{ Inverse Full Colour }



Stacked logo

{ One Colour }



SECTION 2

Logo
Variations

Official Favicon

{ Full Colour | Light mode }



Favicon

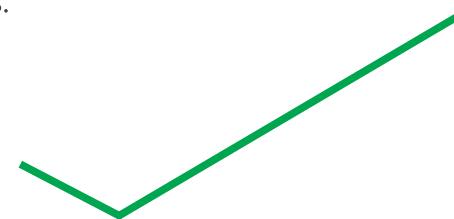
{ Inverse | Dark mode }



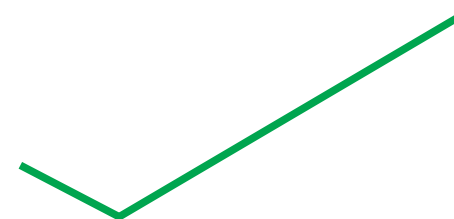
Important: the appearance of the Logo must remain consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this Guide - there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.

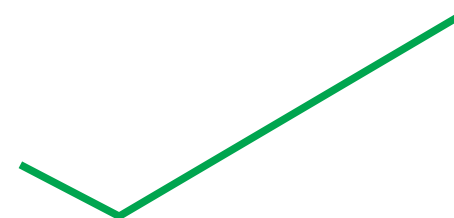
YES Do treat our Logo with respect and maintain orientation and aspect ratio when resizing. Do retain all corporate elements.



YES Do use our Logo in one colour variation, as prescribed in the Logo Variations section of this Guide.



YES Do use our Stacked Logo version when placing our Logo in a vertical oriented space, as prescribed in the Logo Variations section of this Guide.



SECTION 3

Use and Abuse

NO Do not omit Logo elements or move/enlarge any elements. Do not manipulate/draw your own icon.



NO Do not change the Logo colours or tone outside those colours specified in the colour section of this guide.



NO Do not rotate the Logo or any part of it.



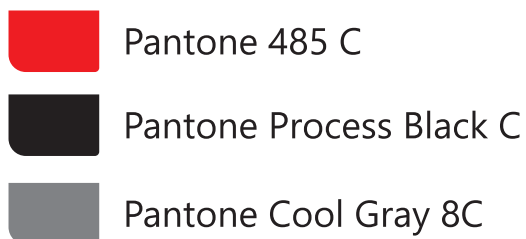
NO Do not use our Logo on top of an image (Colour, Grayscale or Duotoned). Use the Logo Pack download from our website to ensure there is a white block behind it.



What's our favourite colour? We're so glad you asked.

We have a few actually. Every artist has their personal palette to express their colours and these are ours. We love these so much they're all we use. They're all you should use too when designing for Rapid Payments.

SWATCHES



CMYK VALUES



RGB VALUES



HEX VALUES



SECTION 5

Typo-
graphy

Primary Font

{ Font **Futura Md BT** }

Logotype, TM, Slogan

AB

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

RAPID PAYMENTS

Supporting Font

{ Font **Font Montserrat** }

Pay-off Line

AB

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

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