

Brand Identity

— VERSION 1.0 | JULY 2020

Logotype Genesis

The logotype is crafted from fluid forms to evoke the carefree, approachable nature of the brand while serving as a metaphor for the ebbs and flows of our financial lives.

payactiv —→ *payactiv* —→ *payactiv*

payactiv

Brand Personality

These fluid forms appear throughout the brand expression to reinforce the warmth, vibrance, and movement that is inherent in Payactiv services.

payactiv

payactiv



**Live the Life
You Earned**

payactiv

PRIMARY LOGO / LIGHT BACKGROUND:

payactiv

PRIMARY LOGO / COLOR BACKGROUND:

payactiv

payactiv

payactiv

payactiv

payactiv

payactiv

payactiv

payactiv

payactiv

Safe Area



The circle that forms the **p** is also the unit for the safe area

Minimum Height & Placement

WEB 30px



MOBILE 20px



FLYER 20px



POWERPOINT 20px



Logotype examples are to scale, media examples are not.

Logotype Usage Don'ts

Don't rotate the logotype or invert its direction. Don't alter the logo differently from any of the proper usage examples showed in this brand book.

Some Examples:



Do not add a stroke to the logotype.



Do not place the primary blue logotype on a coral background.



Do not place the primary blue logotype on a green background.

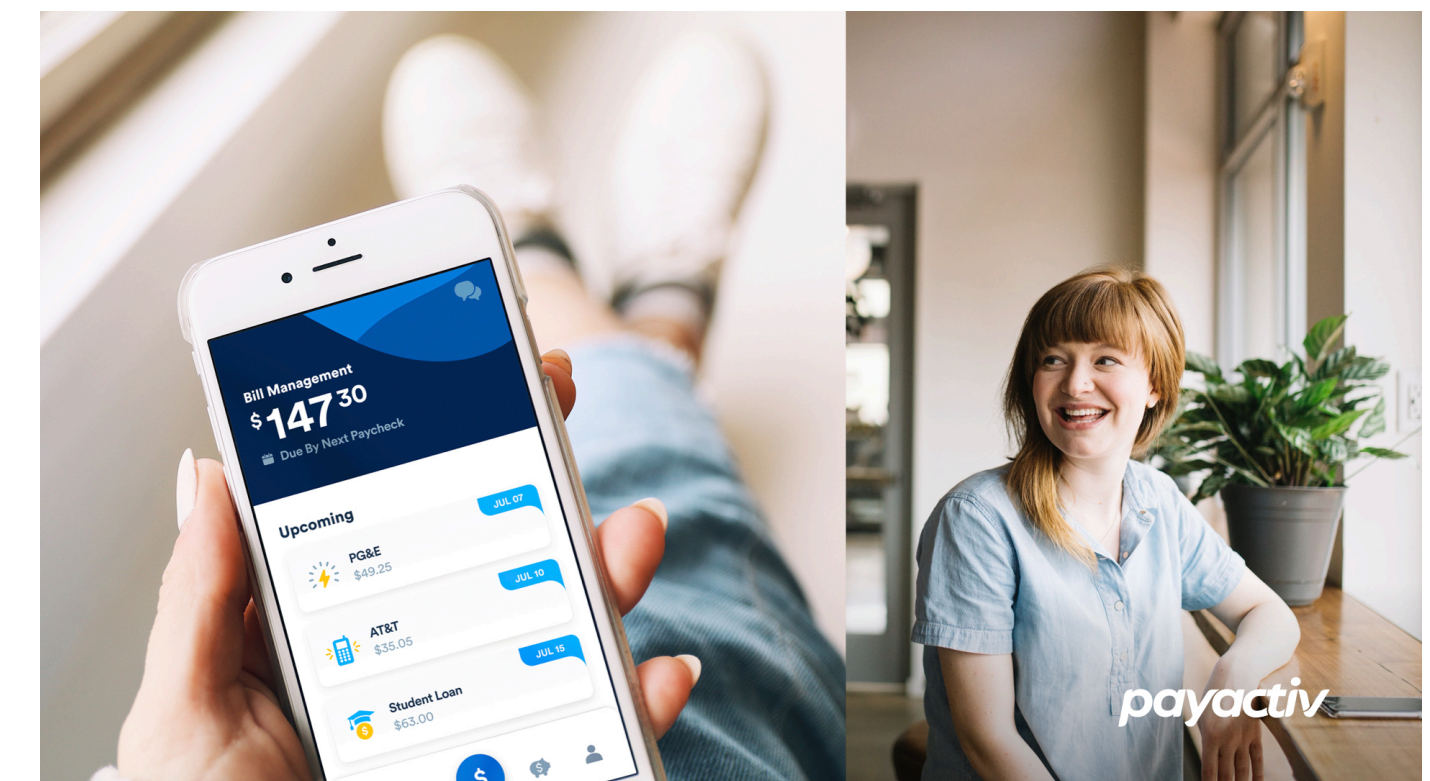
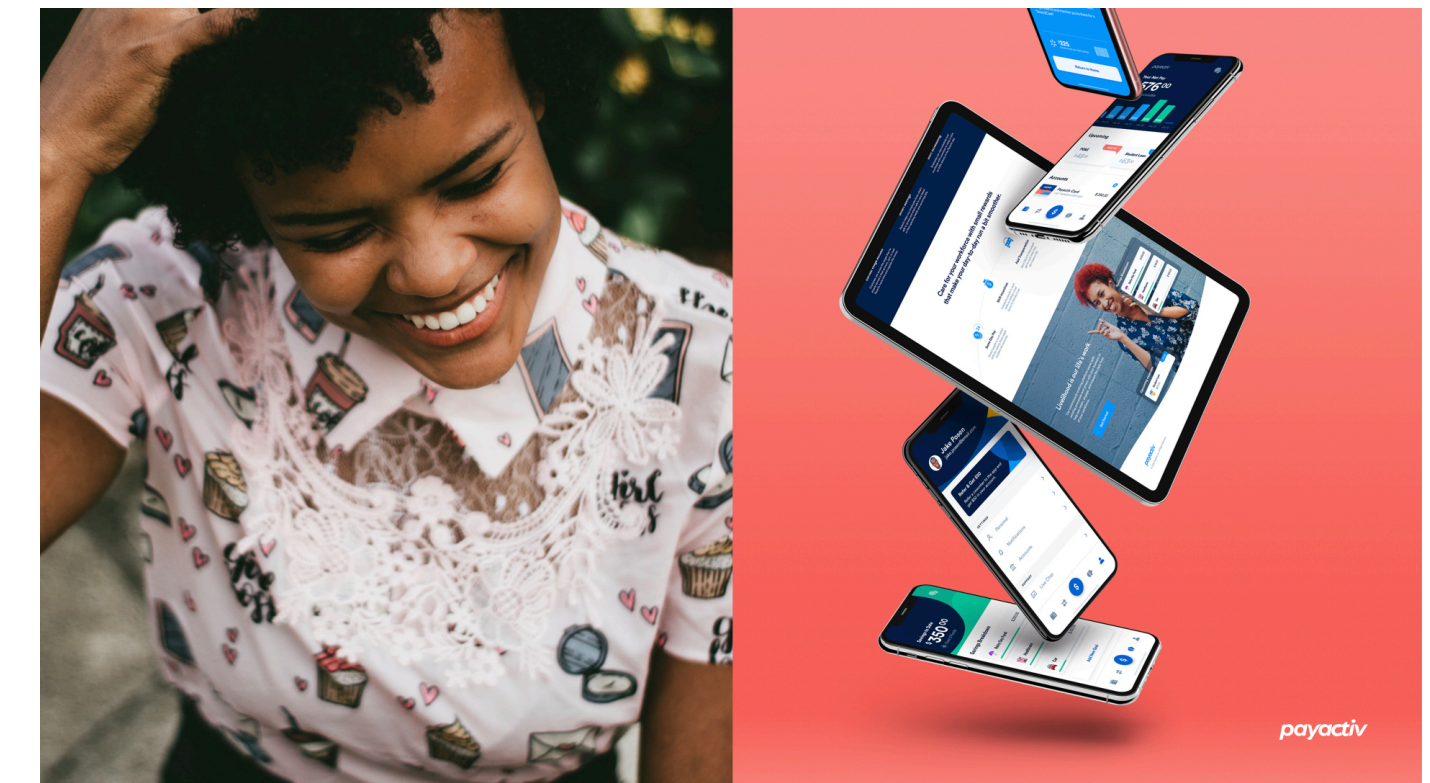
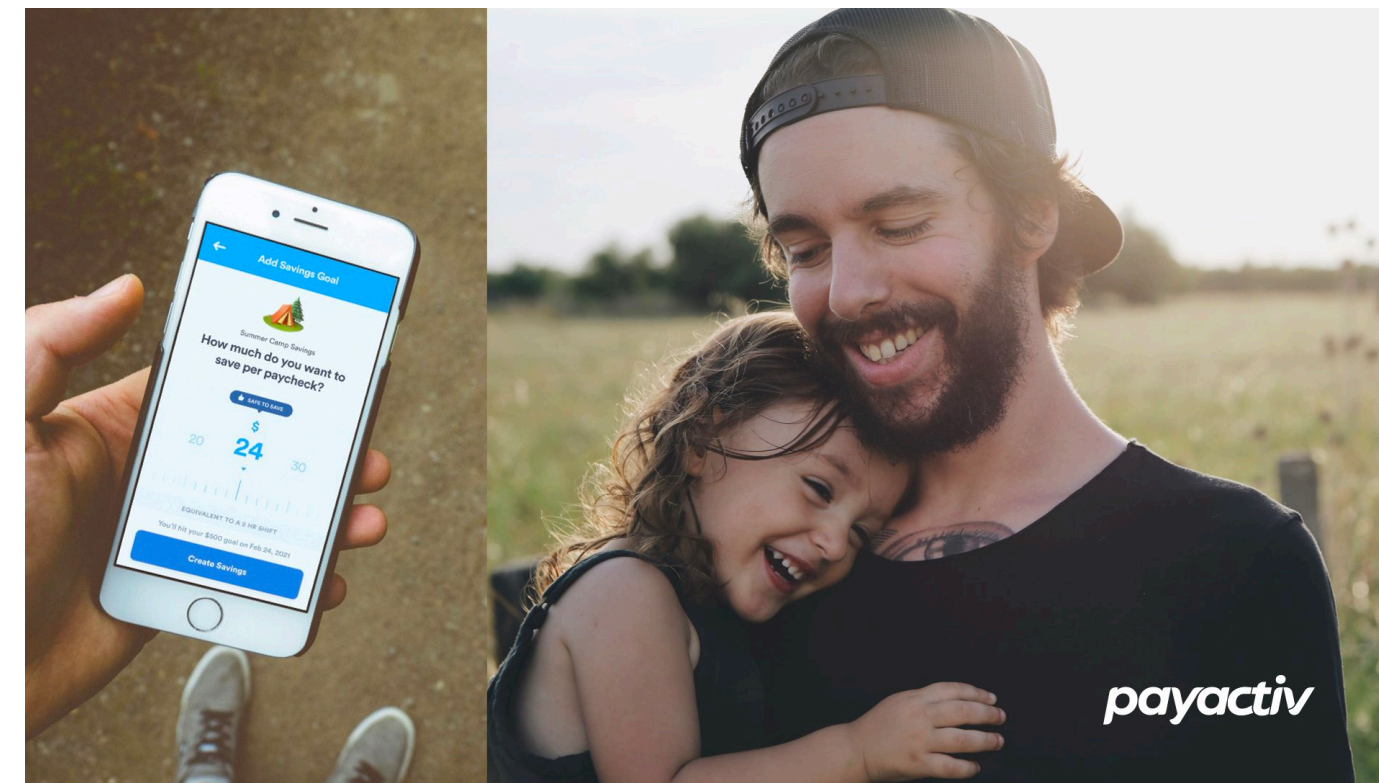


Do not rearrange or isolate forms within the logotype.

Photography

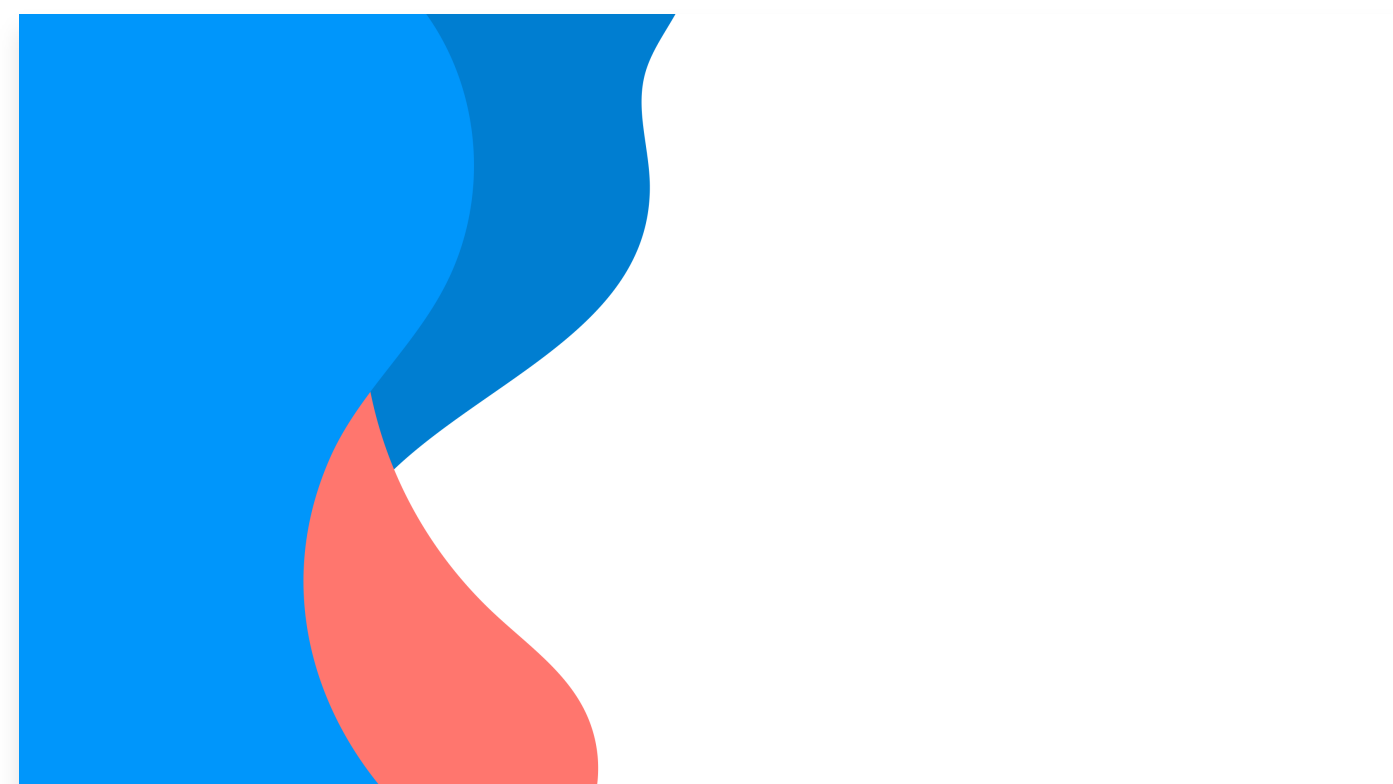
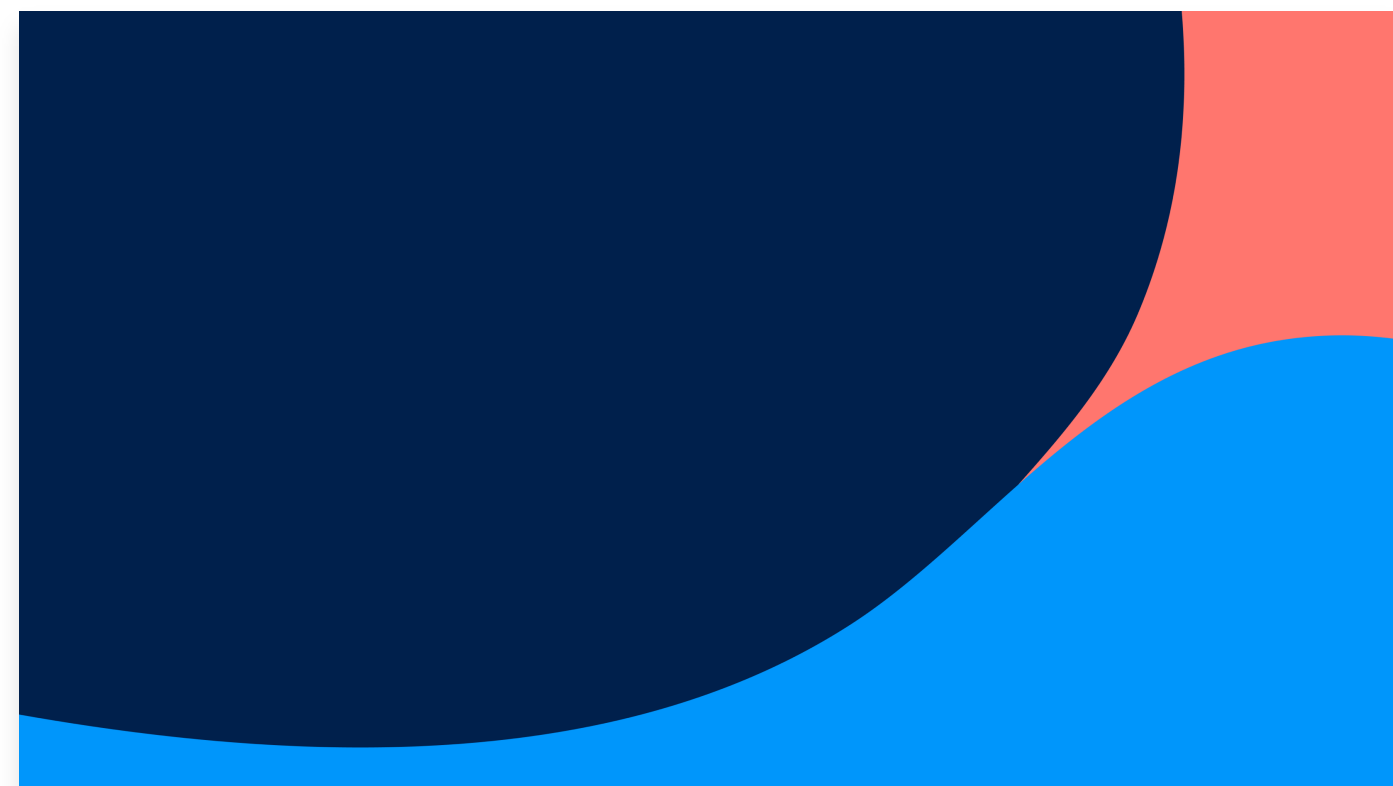
Payactiv incorporates photography that speaks to the small, light moments that arise when people feel carefree and present in their lives. These are not staged or overly celebratory, but genuine, humble, and heart warming.

Photo choices should be light, warm, and colorful, but not overly saturated. We use close focus and interesting crops to make the viewer feel like they are in this moment with them rather than looking on from afar.



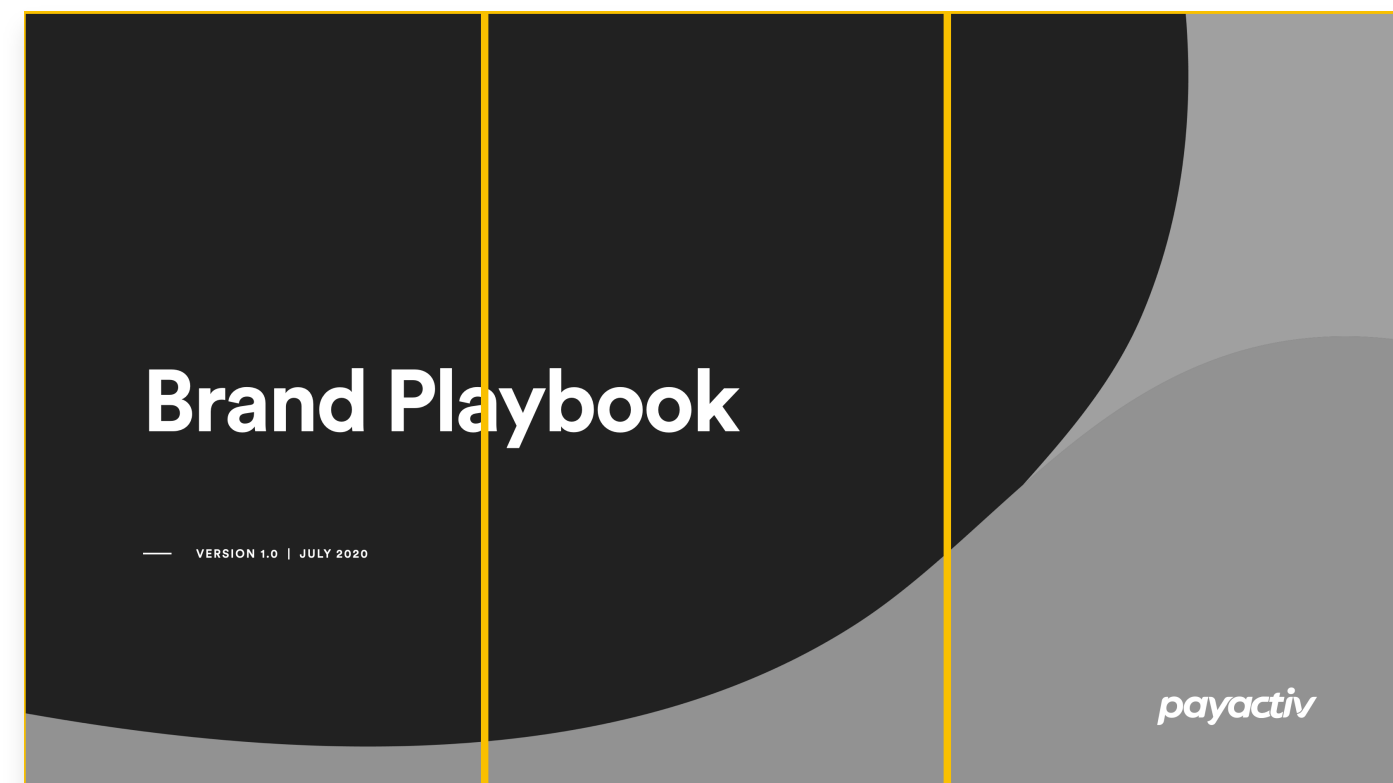
Fluid Backgrounds

These backgrounds serve as an expressive extension of the brand. The fluid forms are decorative and should never be intrusive to content.



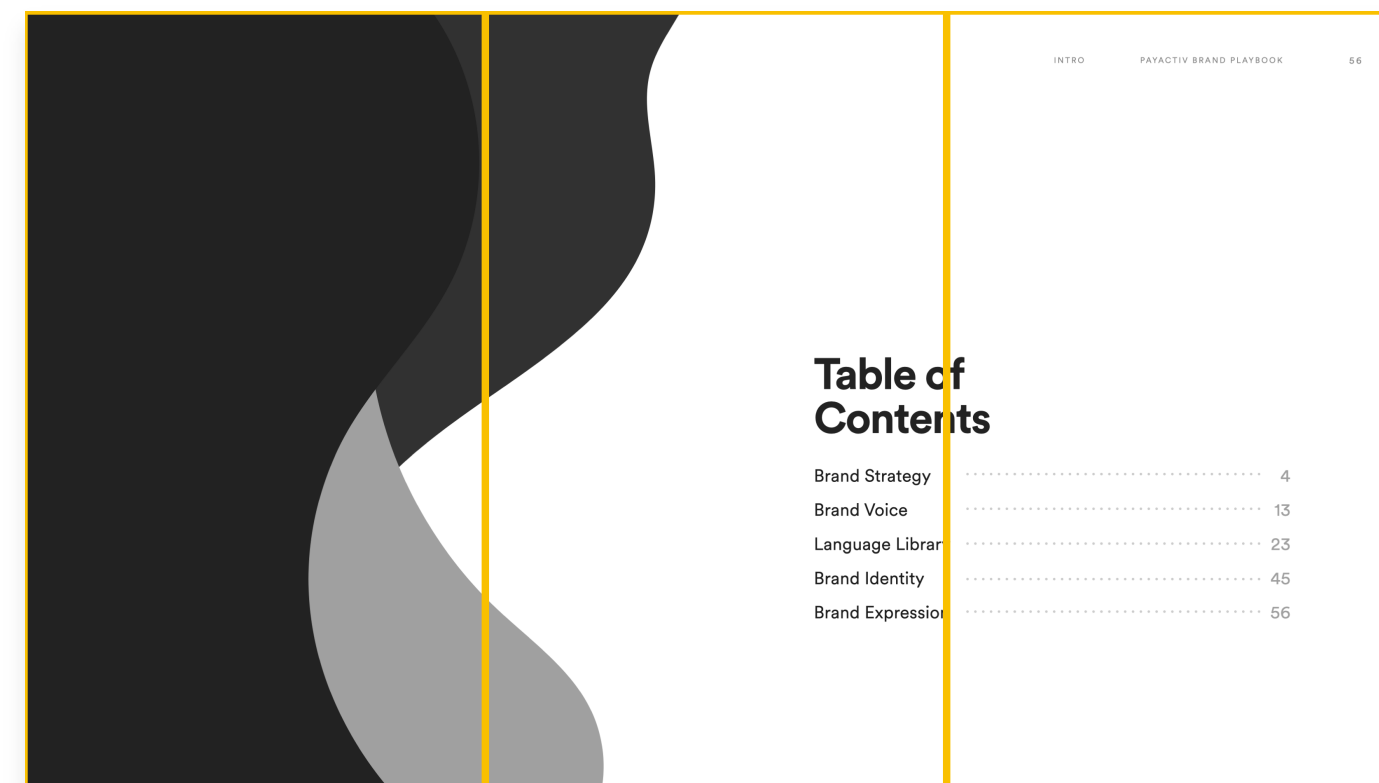
Rule of Thirds

Content should always be placed in the majority negative space created by the fluid forms. In these examples the width of the page is divided into three even segments. Content resides in 2/3 while decorative elements exist in 1/3.



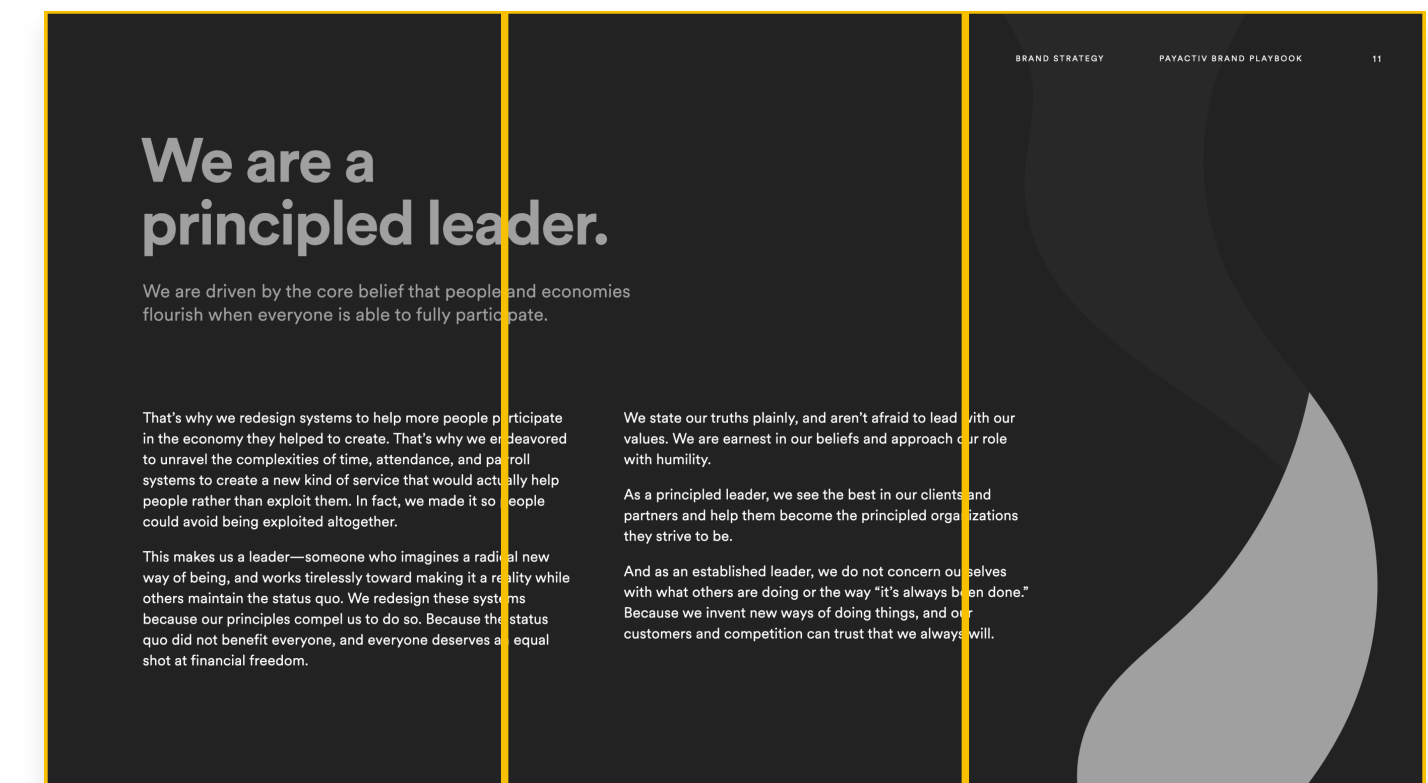
2/3

1/3



1/3

2/3



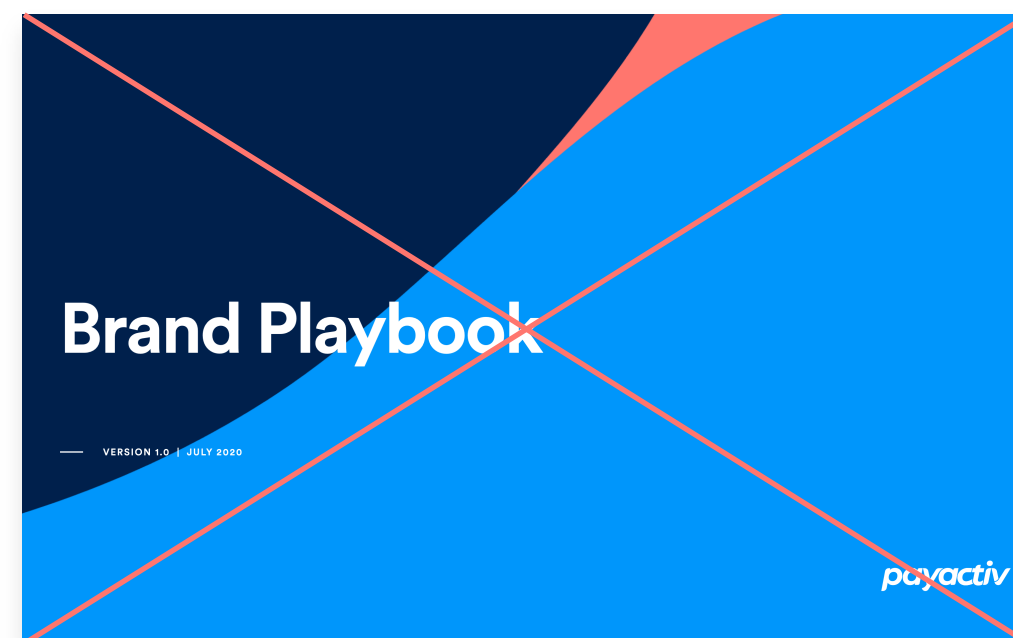
2/3

1/3

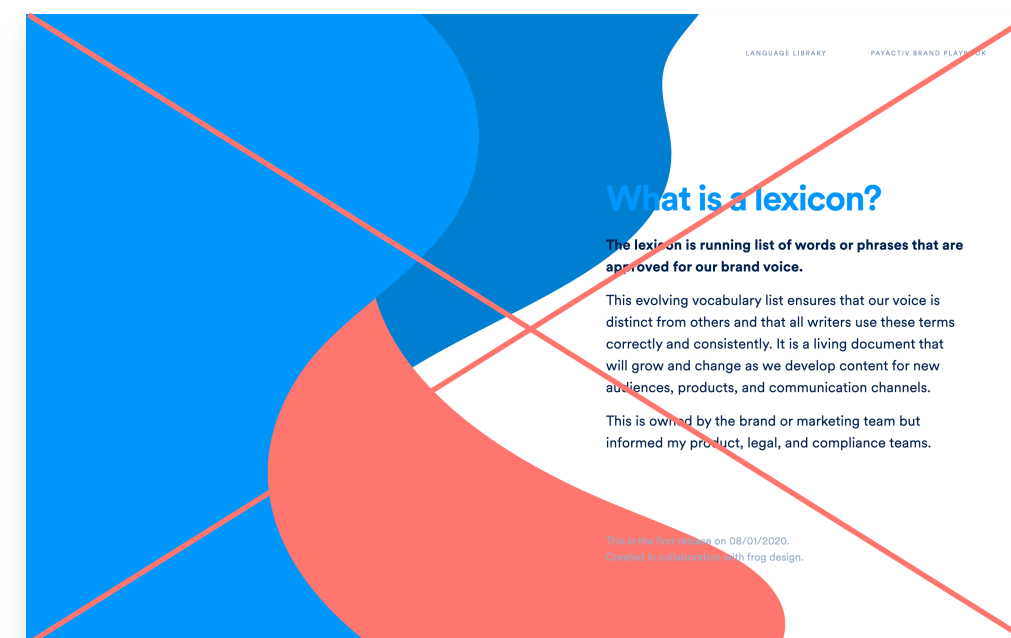
Background Usage Don'ts

Do not stretch, expand, duplicate, or manipulate the background elements.

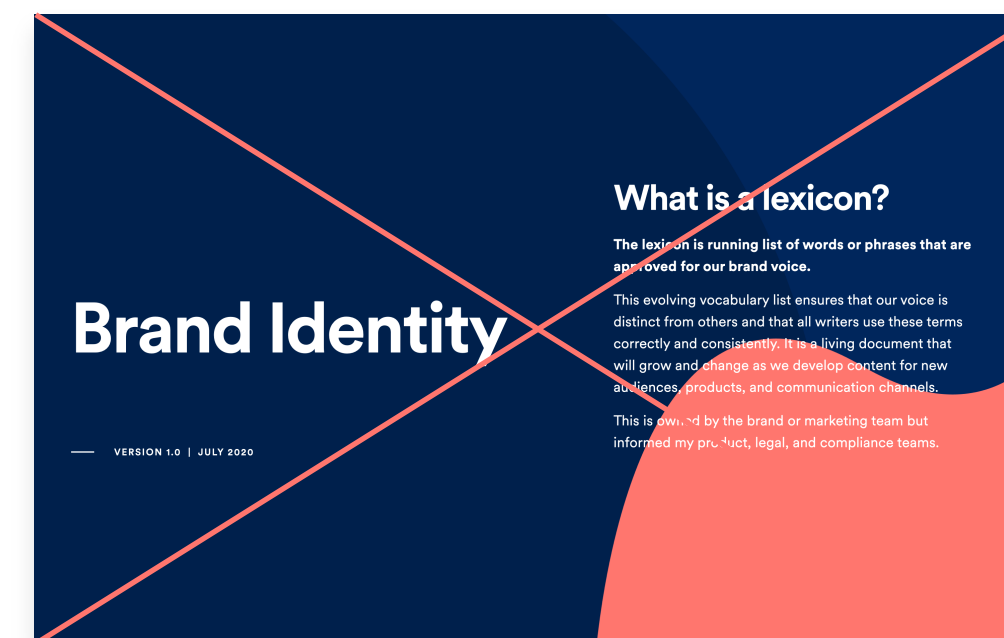
Some Examples:



Do not stretch or expand the background.



Do not manipulate background elements. This alters the integrity of the form and may be intrusive to content.



Do not overlay text on the highly expressive forms of the background.



Do not duplicate background elements. This is overworking the elegant nature of these decorative elements.

Payactiv Blue

#0097FB
RGB 0/151/251
CMYK 100/10/0/0
PANTONE 2191 C

PRIMARY

Coral

#FF766E
RGB 255/118/110
CMYK 0/65/50/0
PANTONE 2345 C

SECONDARY

Dark Blue

#0063D1
RGB 0/99/209
CMYK 100/60/0/0
PANTONE 2387 C

TERTIARY

Near Black

#0F1E38
RGB 15/30/56
CMYK 58/17/0/86
PANTONE 7547 C

Mid Black

#172C4C
RGB 23/44/76
CMYK 70/42/0/70
PANTONE 2767 C

Light Black

#3D506E
RGB 61/80/110
CMYK 45/27/0/57
PANTONE 4143 C

Dark Grey

#576E8C
RGB 87/110/140
CMYK 38/21/0/45
PANTONE 2161 C

Mid Grey

#6D87A8
RGB 109/135/168
CMYK 35/20/0/34
PANTONE 2137 C

Light Grey

#99AFCC
RGB 153/175/204
CMYK 25/14/0/20
PANTONE 2155 C

Dark White

#BCCEE5
RGB 168/206/229
CMYK 27/10/0/10
PANTONE 277 C

Mid White

#EBF3FF
RGB 235/243/255
CMYK 8/5/0/0
PANTONE 656 C

Near White

#F5F9FF
RGB 245/249/255
CMYK 4/2/0/0
PANTONE 656 C

White

#FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Deep Blue

#00204D
RGB 0/33/77
CMYK 100/90/40/30
PANTONE 2768 C

Green

#00C79E
RGB 0/199/258
CMYK 70/0/50/0
PANTONE 2240 C

PRIMARY TYPEFACE:

Circular

Circular is a finely tuned, distinctive, geometric sans serif. The typeface's expressive qualities are a harmonious match with the flowing nature of the brand expression. Its functional qualities make it scalable and accessible, easily applied to multiple mediums.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnopqr
stuvwxyz**

0123456789!?!#

SECONDARY TYPEFACE:

Helvetica / Arial

Helvetica (on Mac) should be used for internal document sharing when the use of Circular is unavailable. Arial (on PC) should be used for internal document sharing when the use of Circular is unavailable.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnop
qrstuvwxyz**

0123456789!?!#

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnop
qrstuvwxyz**

0123456789!?!#