



Brand Identity Guidelines



LOGO RATIONALE

The KazePay logo features a sleek, modern design that reflects our commitment to cutting-edge technology and innovative financial solutions. The two interconnected diamond shapes not only symbolize the seamless integration between traditional finance and the emerging world of cryptocurrency but also represent two cards, highlighting our core offering of crypto cards. The gradient transition from light to dark purple signifies the secure and effortless transition of assets from crypto to fiat. The bold, clean font of “KazePay” conveys trust and reliability, underscoring our dedication to providing secure and user-friendly financial services that empower users to spend crypto with ease.



01

BRAND MARK

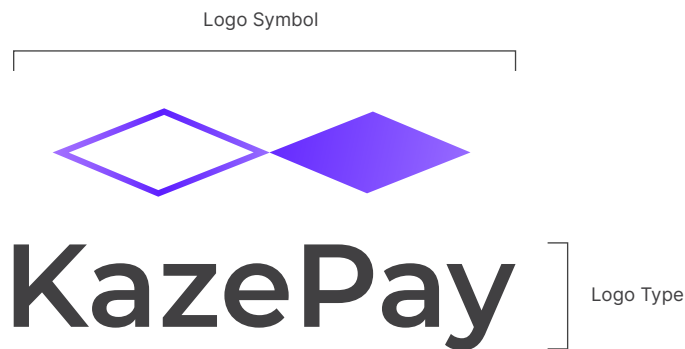
The KazePay brand mark is a powerful visual representation of the brand. Correct and consistent usage is vital when applying it in any instance in order to build upon a visually strong identity.

The brand mark is created with 2 key elements, the logo icon, and the KazePay logotype. Do not attempt to recreate or imitate by using other typefaces.

Please refer to the examples for a detailed application of the horizontal brand mark placement as a guide. Always use the official KazePay brand mark provided.



1. The vertical mode of combination, which is the preferred mode.
2. The horizontal combination mode, which is only applicable to specific communication conditions.



1 Vertical combination logo



2 Horizontal combination logo

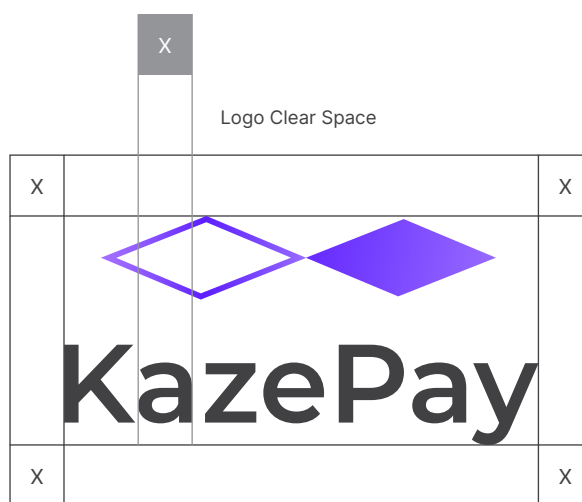
02

LOGO CLEAR SPACE & MINIMUM SIZE

To help protect the brand mark's integrity, a minimum of clear space must be considered in order to ensure maximum visual impact. No texts or graphics should be placed in the clear space area.

The clear space area is defined by one times the X value which is the width of the inside of the letter "A" from the Logotype. Please refer to the illustration shown as a guideline.

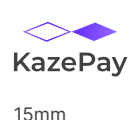
The minimum size required for the placement of KazePay brand mark is 20mm in width on printed material and 15mm in width for digital use. To ensure legibility and clarity, the brand mark should never appear smaller than 15mm.



Printed Material



Digital Material



03

LOGO COLORWAY

The proper logic should be taken into consideration for the application of the brand mark over imagery.

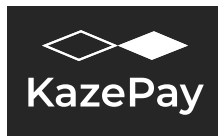
The examples shown serve as guidance for the correct placement of the brand mark on different image backgrounds. At these instances, the primary colorway should be used over white space or light areas within the image, whereas the reversed brand mark is preferred for images with dark colors.



Primary colorway - use the primary colorway over light-colored backgrounds.



Imagery Colorway 1
Use over light-colored background image.



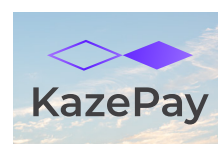
Reversed colorway - use the reversed colorway over dark-colored backgrounds.



Imagery Colorway 2
Use over dark-colored background image.



Monochrome colorway - use only when color printing is unavailable.



Imagery Colorway 3
Use over light grey-colored background image.

04

INCORRECT BRAND MARK USAGE

In order to maintain consistency and to preserve equity in the brand, the appropriate placement for brand mark is crucial.

Please refer to the examples shown below for reference on the incorrect way to apply KazePay brand mark.



Do not position the brand mark at an angle.



Do not rearrange any elements of the brand mark, or attempt to create alternate lock-ups.



Do not alter the brand mark color, always follow the brand mark colorway.



Do not apply shadow or any other effects to the brand mark.



Do not recreate the typography of the brand mark or use fonts other than specified.



Do not distort the brand mark.



05

COLOR PALETTE

The official corporate colors of KazePay are the KazePay Purple & KazePay Blue.

These colors are presumed as the primary colors in any communication materials produced. The colors must be used in the majority of the design applications.

To ensure consistency in color applications, always use the color specifications assigned for CMYK and RGB as shown.



Primary Color
PURPLE

CMYK : C53 M61 Y0 K0
RGB : R161 G110 B255
HEX : #A16EFF



Primary Color
BLUE

CMYK : C76 M77 Y0 K0
RGB : R92 G30 B255
HEX : #5C1EFF

06

CORPORATE FONT

When communicating in English or with numbers, the corporate typeface for KazePay is Inter. For convenience, the font was selected from Google Font as it is easy to be searched and downloaded from Google with no hassle.

The Inter font family consists of Light, Regular, Semibold, Bold, ExtraBold and Black.

Primary Typeface

Inter

Font Families

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+-=,./

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+-=,./



INDOOR SIGNAGE

The indoor signage of KazePay's brand mark should be placed approximately 170cm and above ground level.

However, the size should be determined by the space and location.



KazePay

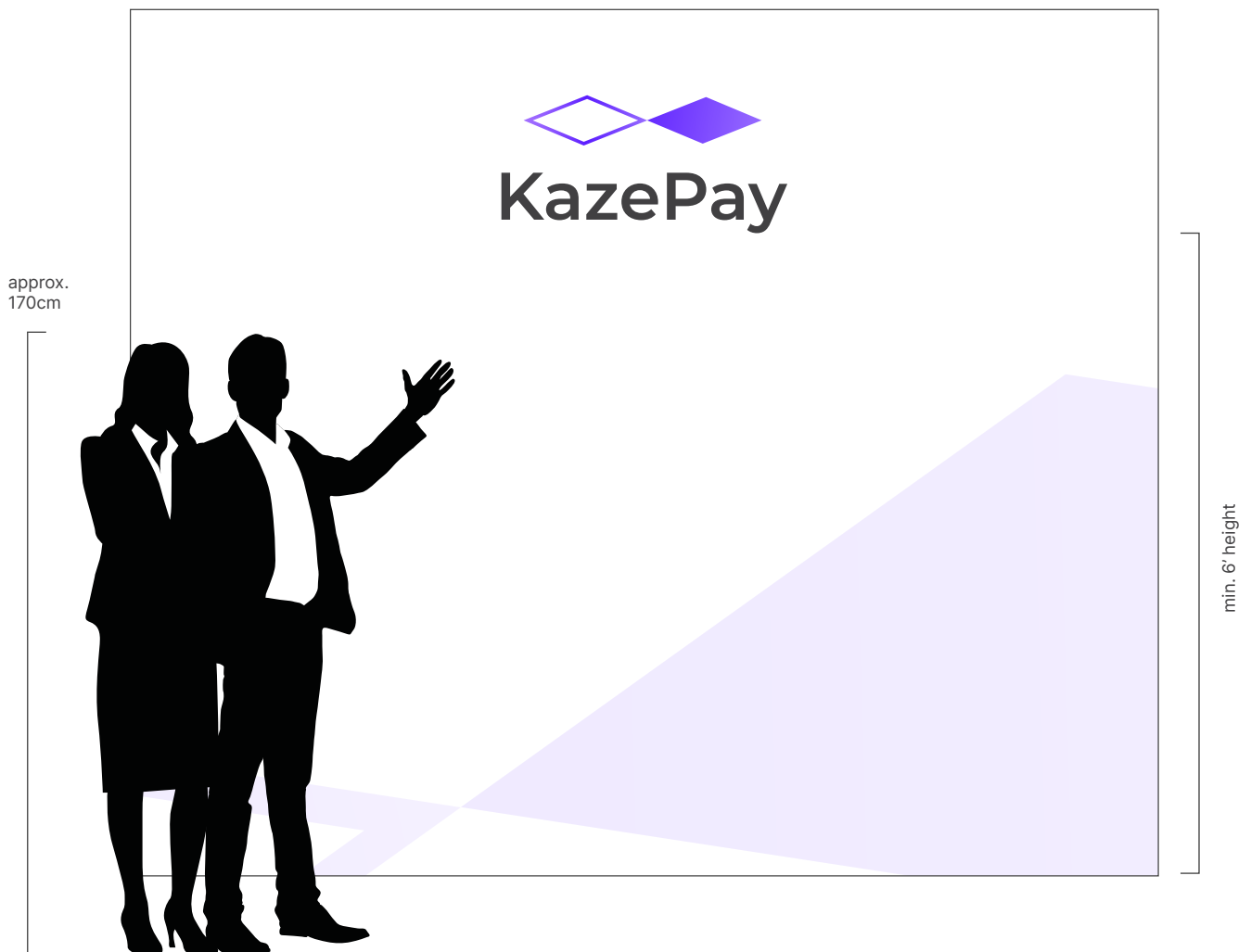


PHOTO OPP BACKDROP

The visual provided serves as an example for Photo Opp Backdrop layouts.

The KazePay's brand mark should be placed 6 feet in minimum height and above.

The reference below is to showcase how identity can be brought together as a balanced and solid visual.

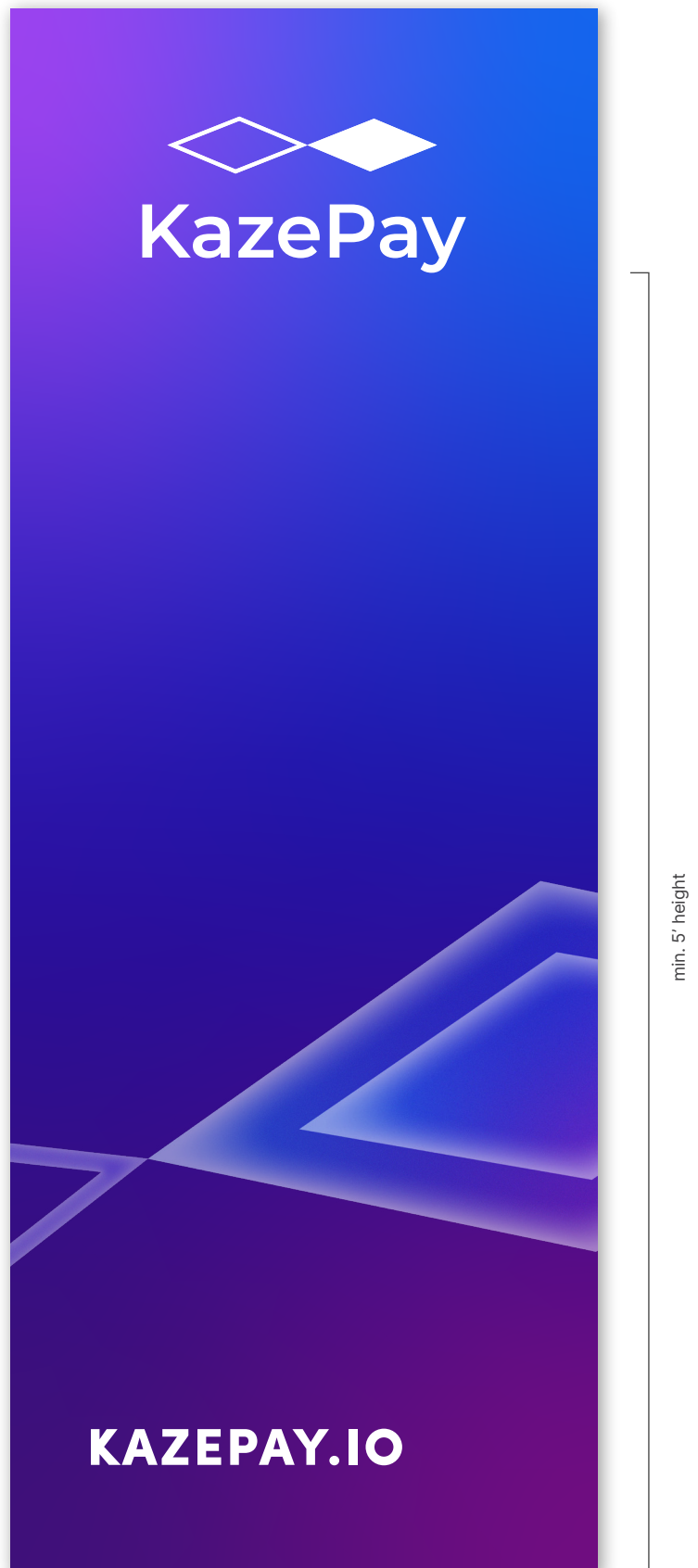


GENERIC BUNTING

At the right is a generic bunting design for reference.

The KazePay's brand mark should be placed 5 feet in minimum height and above.

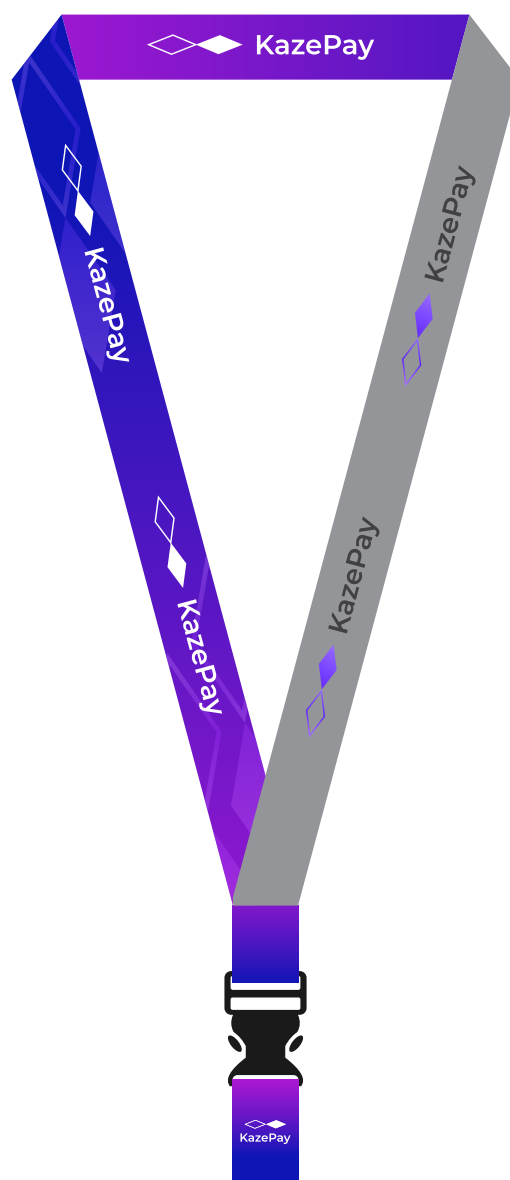
The reference at the right is to showcase how identity can be brought together as a balanced and solid visual.



STAFF LANYARD

The visual provided serves as an example for Staff Lanyard.

The reference opposite is to showcase as to how identity can be brought together as a balance and solid visual.



Consistency is the key to branding success.
Thank you for reading.

