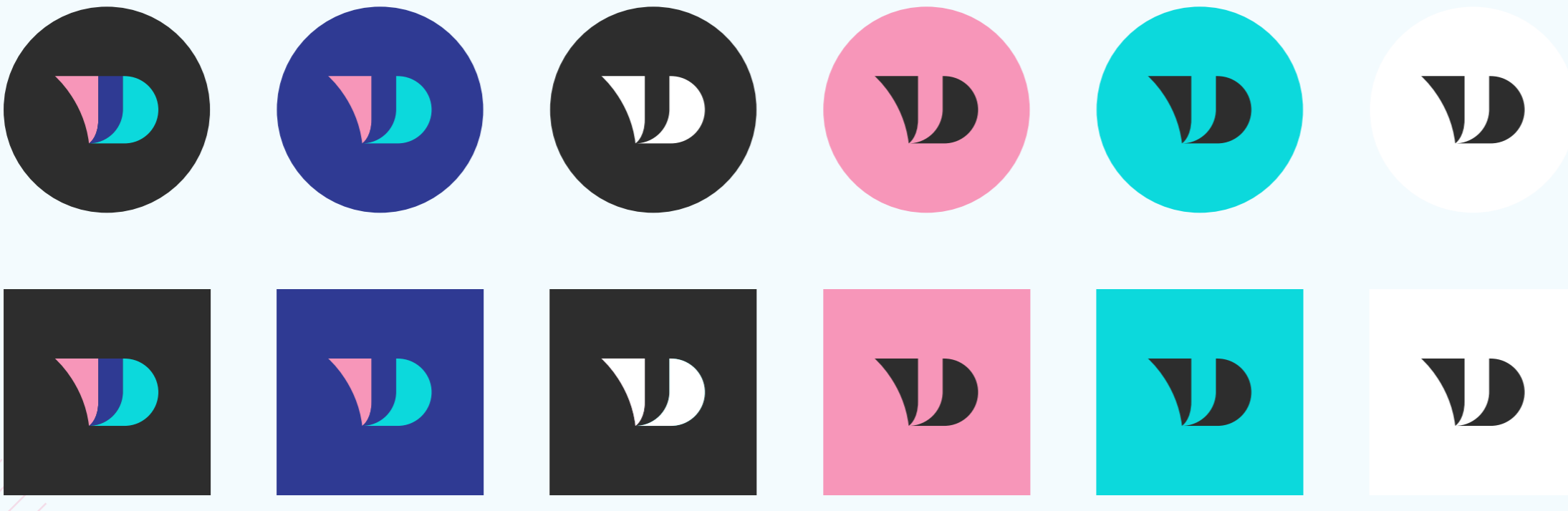
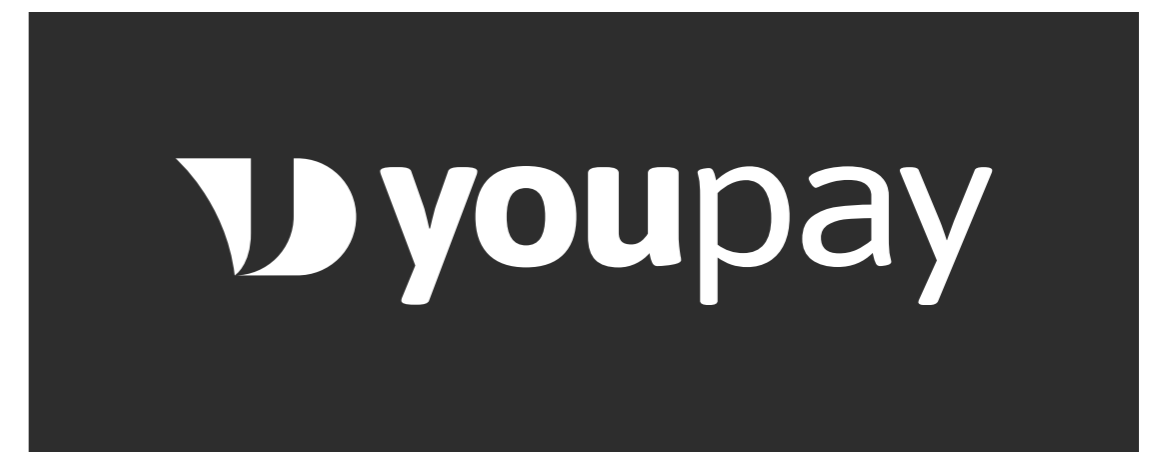


Logo design

& styles

Our logo is better used in full, on a white or YouPay blue background. Only use a single colour logo when neither options are available.



Icons

& sticker styles

Our icons are very flexible and can be used on a rounded or square sticker style.

Misuse

& no-goes

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific "do not's" for our logo.



Do not alter the logo's colours in any way.



Do not lock-up text to the logo.



Do not add elements or shadows to the logo.



Do not rotate the logo.



Do not use the logo in one colour only, unless white or black



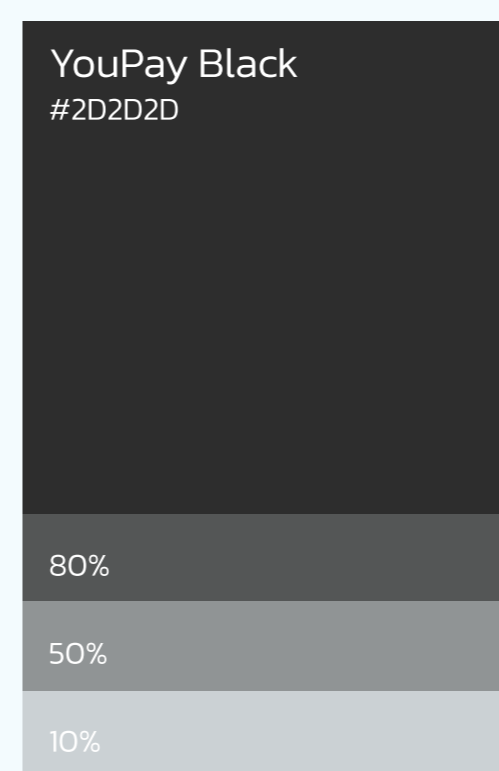
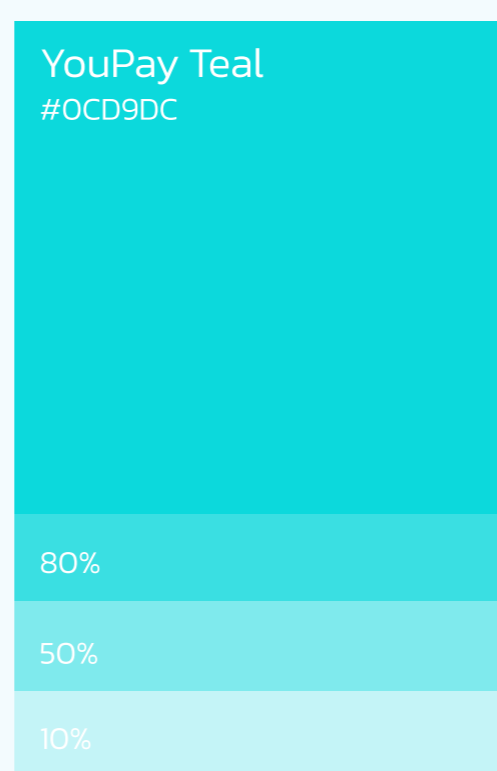
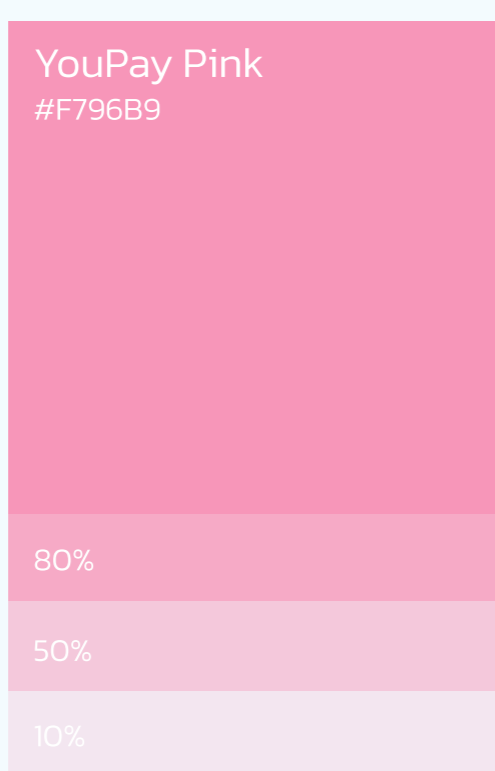
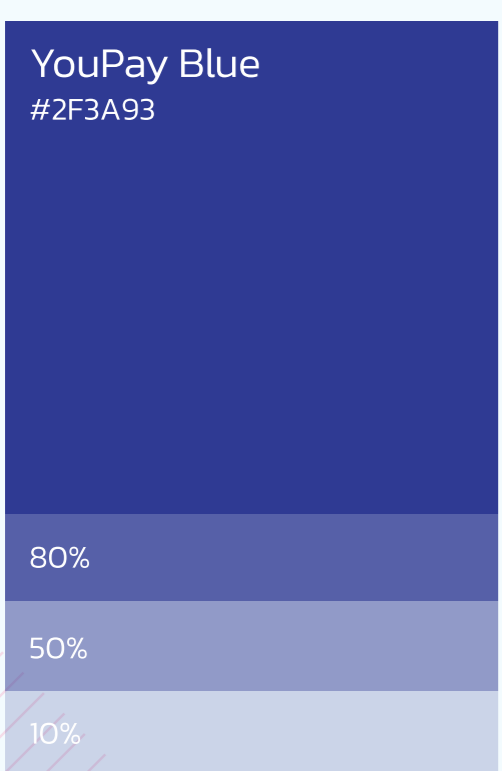
Do not use only part of the logo.



Do not change the icon.



Do not change the font.



Colours

& tints

Our colour system includes four distinct colours.

Fonts

& typefaces

Yeseva One is to be used in our headers or any other message that needs to be highlighted whilst Kanit is YouPay's everyday font.

Aa 1234567
890!?!3:)

Yeseva One
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz

Aa 1234567
890!?!3:)

Kanit Light
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz