

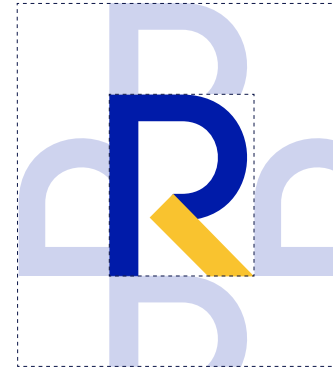


Media Kit

**T**he PayRetailers Media Kit allows advertisers and journalists to create communication pieces and implement our brand properly. In these guidelines, you will find the logo in PNG format and all its variations, typography guidelines, color guides, as well as some photo examples and logo applications.







Print minimum size



25 mm

Digital minimum size



75 px

Print minimum size



10 mm

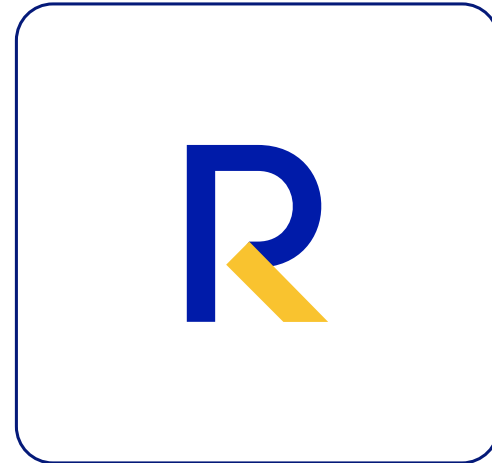
Digital minimum size



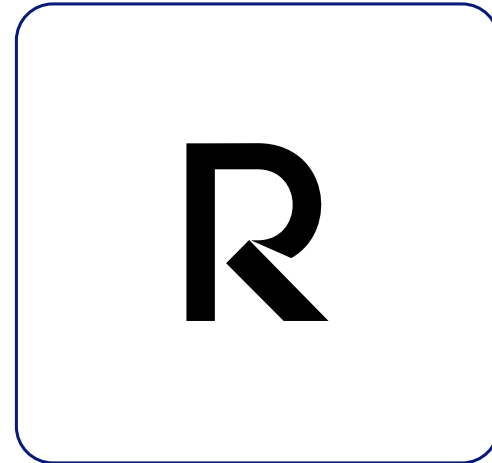
20 px

Logotype | Isotype  
Full color

R



Download Logo



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## Color guide

### Primary and Secondary

**Dark blue 2** will be used as a background and for headings, CTA texts, and subtitles.

The **blue logo** is the color of the logo and will be used for highlighted words and details.

**Yellow** will be used for CTAs and graphic details.

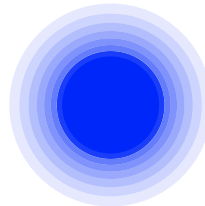
**Bright blue** will be used to create gradients and as a resource in illustrations.

The **grays** and white will be used as backgrounds and for container boxes.

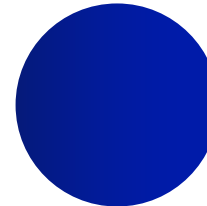
**Gradients** will be used as multiply layers over images and as backgrounds.



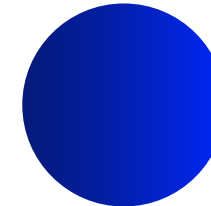
**Bright Blue**  
C100 M63 Y0 K2  
R0 G39 B249  
#0027f9



**Gradient 1**  
Dark Blue-Blue Logo



**Gradient 2**  
Dark Blue-Bright Blue



## Typography

### Primary

#### POPPINS

The Poppins font will be the generic and mandatory typeface across all mediums and documents, whether they are internal or external, online or offline.

This font family offers a wide range of typographic options.

We will use this typeface for small bodies of text, headings, and CTAs.

[Download Font](#)

Ad

0123

Payment gateway



**ABCÇDEFGHIJKLMNNOPQRSTUVWXYZ**  
**abcçdefghijklmnñopqrstuvwxyz**  
**0123456789.:;#@\*!¿?+~/()**

ABCÇDEFGHIJKLMNNOPQRSTUVWXYZ  
abcçdefghijklmnñopqrstuvwxyz  
0123456789.:;#@\*!¿?+~/()

ABCÇDEFGHIJKLMNNOPQRSTUVWXYZ  
abcçdefghijklmnñopqrstuvwxyz  
0123456789.:;#@\*!¿?+~/()

ABCÇDEFGHIJKLMNNOPQRSTUVWXYZ  
abcçdefghijklmnñopqrstuvwxyz  
0123456789.:;#@\*!¿?+~/()

ABCÇDEFGHIJKLMNNOPQRSTUVWXYZ  
abcçdefghijklmnñopqrstuvwxyz  
0123456789.:;#@\*!¿?+~/()

**Bold**



Medium



Regular



Light



Extra Light



## Typography

### Secondary

#### **PUBLIC SANS**

The Public Sans font will be the generic and mandatory typeface across all mediums and documents, whether they are internal or external, online or offline.

This font family offers a wide range of typographic options.

We will use this typeface for extensive bodies of text in web content and landing pages.

[Download Font](#)

Aa

0123

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## Brand's Written Form

When the PayRetailers brand is typed, it will be written as shown in the example.

# PayRetailers

Example of how the PayRetailers brand should be written.

~~Pay Retailers~~

~~Payretailers~~

Example of how the PayRetailers brand shouldn't be written.

# Thank you

If you have any questions, you can contact us at

[press@payretailers.com](mailto:press@payretailers.com)

