



HealPay

Brand Guidelines

Index

- 01 Mission, Promise, Vision
- 02 Color & Language
- 03 Logo Usage / Misuse



Brand

Our mission at HealPay is to make digital payments easier.

We are a modern payment processing software company specializing in customer service and fast reliable technology.

Mission

Our promise is to give our customers a competent software while also providing a holistic approach to support and changes.

Brand Promise

We believe that financial technology is our future, and are empowering that movement by allowing our customers access to the most advanced technology being used in the industry.

Vision

Color & Language

Our brand language is inclusive. We strive to be a service that is never too far away from you, but seemingly close when you need us. We aim to create a language system that is emblematic of that.



Green +1
#008961



Blue +1
#1F3C84



Gold +1
#E2AD00



Green
#00BA82



Blue
#0071DC



Gold
#F5D879



Green -1
#56DBA1



Blue -1
#A2D2FF



Gold -1
#F2EFE9

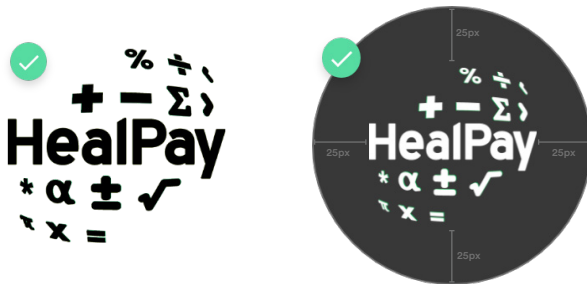
Typeface Usage

LL Circular

HealPay uses LL Circular as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding.

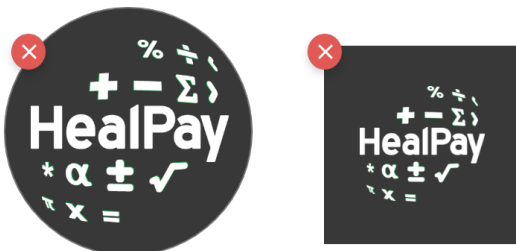
Logo Usage

Our logo is available in black and white. Its available to use with adherence to its usage guidelines below:



- Ensure to only use logos found in our current brand kit.
- Allow logo to have proper **contrast** on the background.
- Ensure 25 pixels of **padding** around logo when using shapes.
- Only use filled black or white circles as backgrounds.
- Allow proper sizing / scaling for legibility.
- Please ensure proper capitalizations in the wordmark. “HealPay”

Examples of Logo Misuse



Wordmark Misuse

healpay
Healpay
HEALPAY