

BRANDING AND USE OF LOGOS



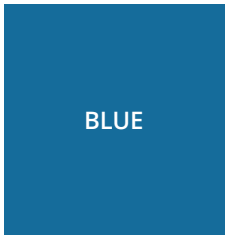
1. Logo
2. Colors
3. Spacing
4. Sizing
5. Examples of use
6. Logos of products

1. Logo



Paysera logo consists of visual elements: word "pay", letter "S" in the middle and word "era" at the end. Colors of the logo - blue (pay) and orange (sera), they cannot be interchanged or used in reverse order.

2. Colors



COLOR CODES

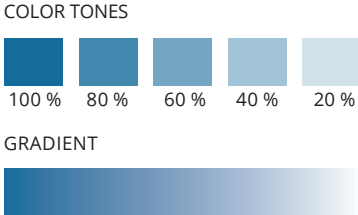
CMYK : C084 M042 Y009 K019

Pantone : 647 C

RAL : RAL5010

RGB : R036 G106 B150

WEB : #246a96



COLOR CODES

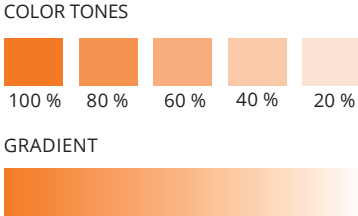
CMYK : C000 M067 Y093 K000

Pantone : 1575C

RAL : RAL2008

RGB : R255 G118 B038

WEB : #ff7626

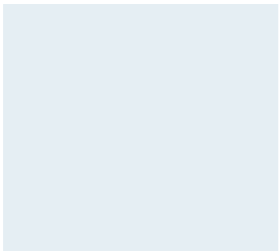


Additional colors



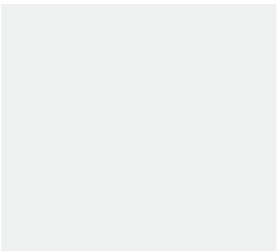
RGB : R095 G183 B096

Web : #5eb65f



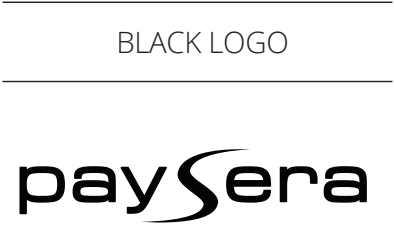
RGB : R228 G235 B241

Web : #e4ebf1



RGB : R238 G238 B238

Web : #e4e4e4



3. Spacing



4. Sizing

Minimum branding size in the press - width 20 mm,
in electronic version - width 100 px

paySera

20 mm
100 px

paySera

30 mm
170 px

paySera

46 mm
260 px

5. Examples of use

1.



Don't change proportions
of the logo

2.



Don't change colors of the logo

3.



Don't change position

4.



Don't interchange the colors

5.



Don't change separate
objects' size

6.



Don't use shading

7.



Don't use logo on bright
background or color photos

8.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin a nulla rhoncus, pharetra est ac, eleifend risus. Vestibulum cursus ~~paySera~~ faucibus mi, nec semper lacus. Quisque arcu dui, lacinia

Don't use logo inside text

6. Logos of products

Paysera services are divided into groups which include 6 products. They have separate logos which consist of a logo with a postscript note - name of a product. You cannot change the place of the name or divide it into parts. Products which refer to a mobile app have icons next to them.

paySera
ACADEMY

paySera
CHECKOUT

paySera
PARTNERS

paySera
RETAILERS

~~paySera TICKETS~~

paySera
TOOLS

paySera
TICKETS

paySera
PREMIUM SMS

~~paySera
TICKETS~~



paySera
RETAILERS



paySera
TICKETS



Logos are accessible via this [link](#)

If you wish to get more information about the use of Paysera logos,
please contact Marketing department by email marketingas@paysera.lt