

Corporate Logo Guidelines



The allpay logo

Inspiration

The logo is inspired by allpay's commitment to the world of secure and complete payment services.

The solid circle surrounding the name represents "bullet proof" security.

The chosen typeface is contemporary and strong, representing our core as an innovative technology company.

The colours work well together and link with our heritage - blue and orange are our longstanding corporate colours.

The smaller circles suggests the wide range of services we offer, as well as capturing the sense of movement from transmitting money.

The circular form may suggest coins or cash, and the 3D effect gives the impression of a globe, representing the forward-thinking growth ambitions of the business.



allpay corporate logo

The allpay logo

Elements

The elements that make up the whole logo are: the allpay typeface, the shaded circles, the inner core circle and the outer boundary.

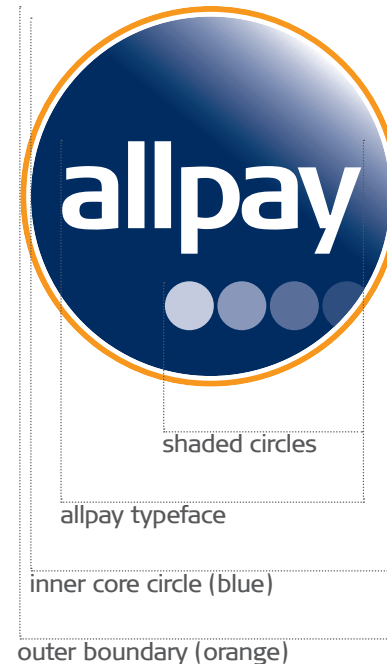
The exact scale, position and relationships of the elements must be maintained at all times using the approved logo artwork files.

All elements of the logo are professionally custom-drawn. **DO NOT**, under any circumstances, re-create the logo.

You may request approved logo artwork via our website or contact us direct by email (marketing@allpay.net) or telephone (0844 225 5729).

Typeface

For client and sales literature, **Signa** should be used as the main typeface. For all other purposes the standard cross platform fonts **Arial** or **Tahoma** are the **ONLY** fonts that should be used.



The allpay logo

Isolation area

The height of the letterform “a” within the allpay logo has been chosen as the standard unit of measurement for calculating the area of isolation of the allpay logo. As the size of the logo increases, so the height of the “a” will increase in exact proportion to it and so will the minimum area of isolation.

When using the allpay logo make sure you **ALWAYS** apply the minimum isolation area. For example when placing text or other logos next to ours be sure not to encroach on this area.

The area of isolation is essential for the allpay logo to stand out clearly in all visual communications.



minimum isolation area

The allpay logo

Minimum sizes

In order to maintain clarity of the allpay logo the following minimum size must be maintained.

DO NOT apply the allpay logo at a height and width of less than 15mm x 15mm (1.5cm) unless given specific approval from allpay as an exception.

When displaying the allpay logo on the web (i.e. 72ppi) **DO NOT** apply the logo at a height and width of less than 60 pixels x 60 pixels unless given specific approval from allpay as an exception, email (marketing@allpay.net) or telephone (**0844 225 5729**).

Producing the logo smaller than the recommended sizes may compromise the clarity of the smaller elements.



example web site footer

The allpay logo

Colour reproduction

Four different versions of the corporate logo artwork have been created for varying applications. Full colour (CMYK), Pantone solid coated, one colour and black & white are shown here. All are available on request in varying formats (see "Artwork file formats").

Whenever possible, use the full colour version. However, there may be instances, e.g. printed communications, where a one colour version is necessary because of budget or production limitations.

In very limited situations (only when one colour, Pantone or full colour printing is not possible) use the black & white version. If this is the case, please seek approval from the allpay Marketing team, email (marketing@allpay.net) or telephone (0844 225 5729).

allpay logo colours

	
282 C	144 C
R0 G45 B98	R248 G152 B29
C100 M68 Y0 K54	C0 M48 Y100 K0

	
538 C	537 C
R196 G203 B222	R138 G152 B186
C15 M10 Y0 K8	C35 M24 Y0 K19

	
535 C	534 C
R90 G112 B155	R48 G79 B128
C55 M37 Y0 K30	C75 M51 Y0 K40



full colour version



pantone version
(limited use only)



one colour version
(limited use only)



black & white version
(limited use only)

The allpay logo

Reverse versions

To keep things simple the same logo artwork which is used for light backgrounds should be used for dark backgrounds, to save confusion. The Full colour, one colour and black & white versions all have a white outer stroke to make the logo stand out vividly when placed on a darker background.

Whenever possible, use the full colour version. However, there may be instances, e.g. printed communications, where a specific colour version is necessary because of production limitations.

The preferred background colour for the logo is Pantone 282 C blue or C100 M68 Y0 K54.



full colour version



pantone version
(limited use only)



one colour version
(limited use only)



black & white version
(limited use only)

The allpay logo

Logo file formats

The logo has been created in various formats in order to preserve the best colour matches in all applications (print, presentation, online etc.). Please consult allpay's Brand Central for the most appropriate format: www.allpay.net/brandcentral **DO NOT** convert the logo artwork from one format to another.

EPS (.eps)

A vector or outline postscript format. These files can be scaled upward to any size without loss of quality. Apply to high end digital printing.

JPEG (.jpg)

A rasterised or "bitmapped" format. Resolution dependent. Scaling restrictions apply.

TIFF (.tif)

A rasterised or "bitmapped" format. Resolution dependent. Scaling restrictions apply.

GIF (.gif)

A rasterised or "bitmapped" format. Apply to low-resolution onscreen use. Scaling restrictions apply.



When using bitmapped file formats, **do not** scale the image above the recommended maximum widths; pixel effects will become apparent.

The allpay logo

Service mark lockups

The vertical service mark is always centred below and in line with the logo. The horizontal service mark is always centred to the right and in line with the logo. Always use the font **Signa**.

The height of the service mark, "X" not including the descenders is the same height as the "a" within the logo typeface. This applies to both vertical and horizontal service marks.

The height of the letterform "a" within the allpay logo has been chosen as the standard unit of measurement for calculating the distance from the logo to the service mark. As the size of the logo increases, the height of the "a" always will increase in exact proportion to it and so will the minimum area of isolation. This applies to both vertical and horizontal service marks.

Be sure to use the correct service mark on varying light and dark backgrounds.

When using the allpay logo make sure you apply the minimum isolation area. For example when placing text or other logos next to ours be sure not to encroach on this area.

The area of isolation is essential for the allpay logo to stand out clearly in all visual communications.



vertical service mark lockup
(light background)



horizontal service mark lockup
(light background)



vertical service mark isolation area
(dark background)



horizontal service mark isolation area
(dark background)

The allpay logo

Tagline

As a rule allpay operates without a tagline.

In certain circumstances a tagline may be appropriate. If used, allpay's official corporate tagline is "**Complete Payments.**" Only one tagline will exist at any time; it will be the only aspirational phrase that may be directly joined with the logo.

Effectively used, a tagline is an appropriately repeated phrase associated with a corporation; it can reinforce the brand by communicating an essence of the business in a memorable manner.

The tagline is joined to the allpay logo in the same way as the service marks but in bold (see the "Service mark lockups" section). The exact scale and position relationships when applying the service mark must be maintained when applying the tagline. The same rules apply to the isolation area.



vertical tagline



horizontal tagline

The allpay logo

Incorrect uses

In order to build and preserve allpay's brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many - but not all - incorrect uses of the logo.



do not modify approved colours.



do not modify element proportions or relationships.



do not crop the logo.



do not substitute or add other elements.



do not reverse, add new colours or incorporate tints.



do not distort the logo or any elements.



do not combine with graphics or cover the logo in any way.



Internet Payments
do not modify element proportions or relationships.



do not reposition the service mark.



do not modify the colour or font style of the service mark.

Internet Payments



do not incorporate an unapproved service mark.

Incorrect use





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