



Branding Assets Guidelines

For Web Use

The Purpose

Learn how to use and optimize the PumaPay logo to enhance your website or application.

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Logo



Logo Usage

The PumaPay logo is available in two background colors.

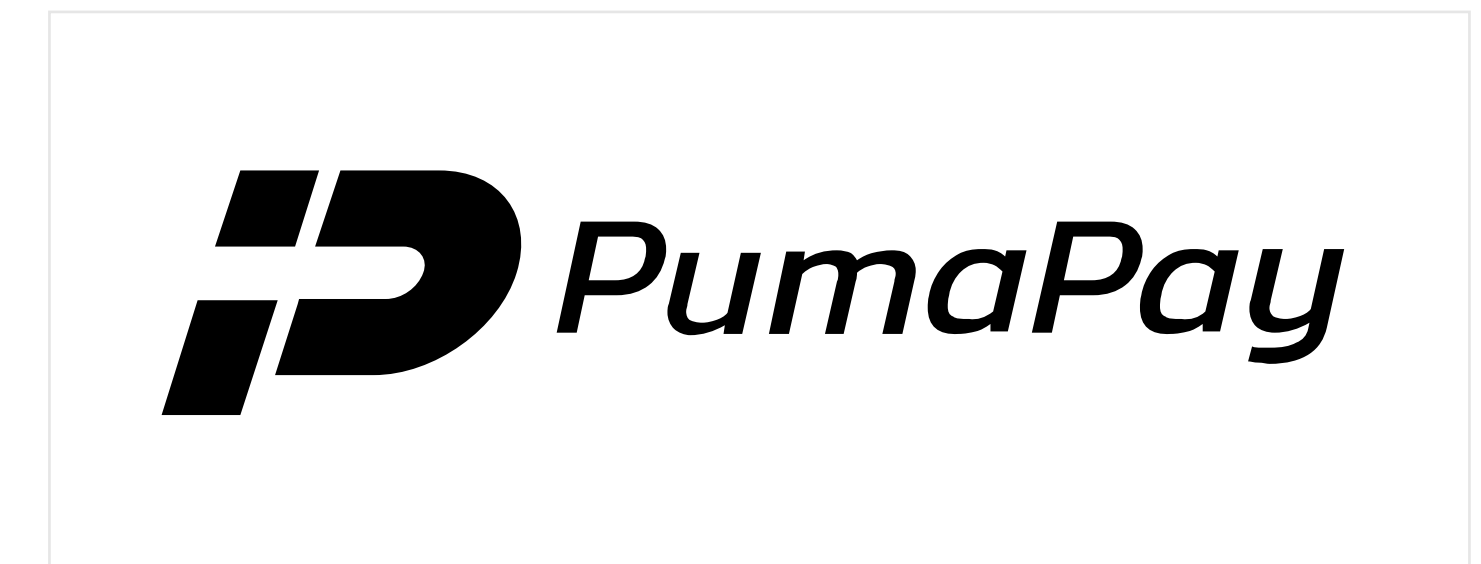
The white background logos (*with text available in color or in black*) work best with a darker surrounding area, whilst the blue background logo suits a lighter surrounding area. Please don't alter the logos in any way.

The PumaPay logo symbol can be used to represent the brand as an application icon or can be combined with other graphic elements.

Original



Monochrome



Logo Symbol



Background Usage

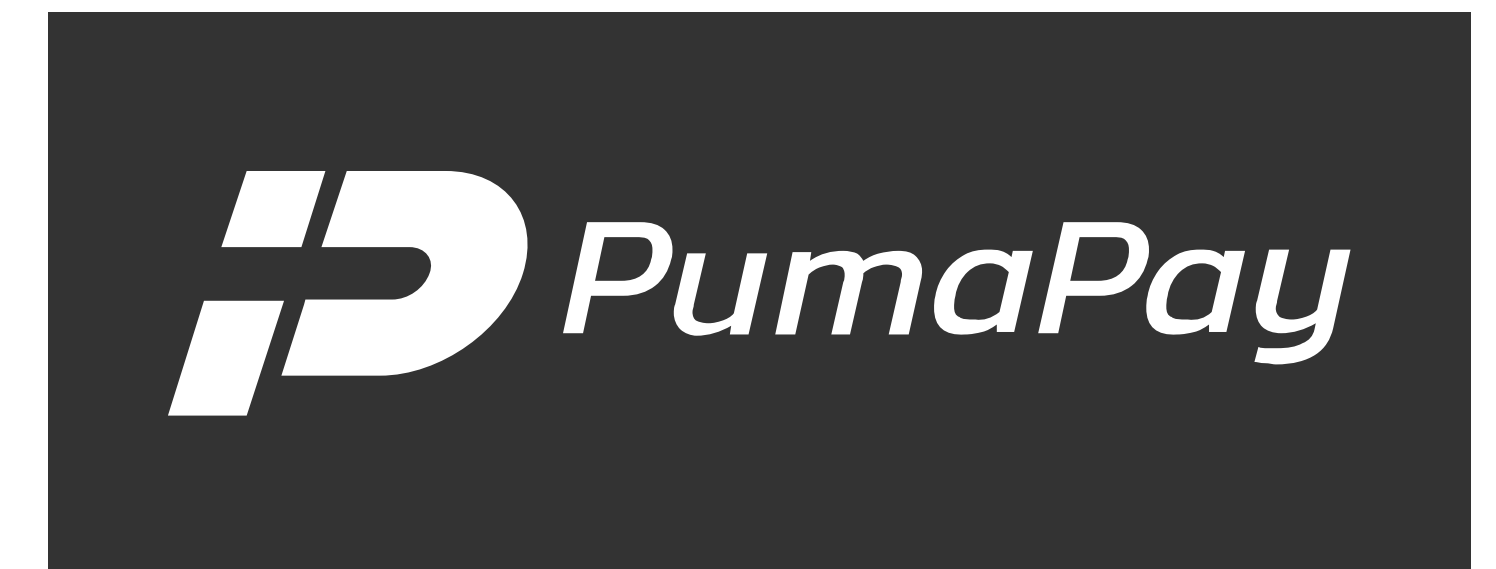
If you use the PumaPay logo on a background this should not overpower the logo.

When using the original logo colors and *light colors as the background*, the logo should remain the same. When using the *dark colors as the background*, the logo should be a solid white color.

Light Background



Dark Background



Space Usage

Our logo should have space to breathe.

The minimum requirements of breathing space around the logo is 45px. Please do not add elements within this frame.

Clear Space



Don'ts



Do not use a white (*monochrome*) logo in combination with the light background color.



Do not use an overpowering color background.



Do not modify or alter the logotype.



Do not use the logo on a complex or busy background.



Do not use the logotype alone. The logo should always be displayed as a whole and not just by the text.



Do not use transparency settings.

QR Code



QR Code Usage

The generated QR code can be embedded either as a snippet or as a button.

When displaying the QR code, make sure that it can be scanned by customers via the PumaPay Mobile Wallet App (*test it*).



Badges



Badges Usage

Businesses who use PumaPay can display the 'Powered by PumaPay' Badge on their checkout pages.

Apply the same visual requirements as for logo usage, and we suggest linking badges to pumapay.io.

Original

Powered by  *PumaPay*

Monochrome

Powered by  *PumaPay*

Monochrome (light grey)

Powered by  *PumaPay*

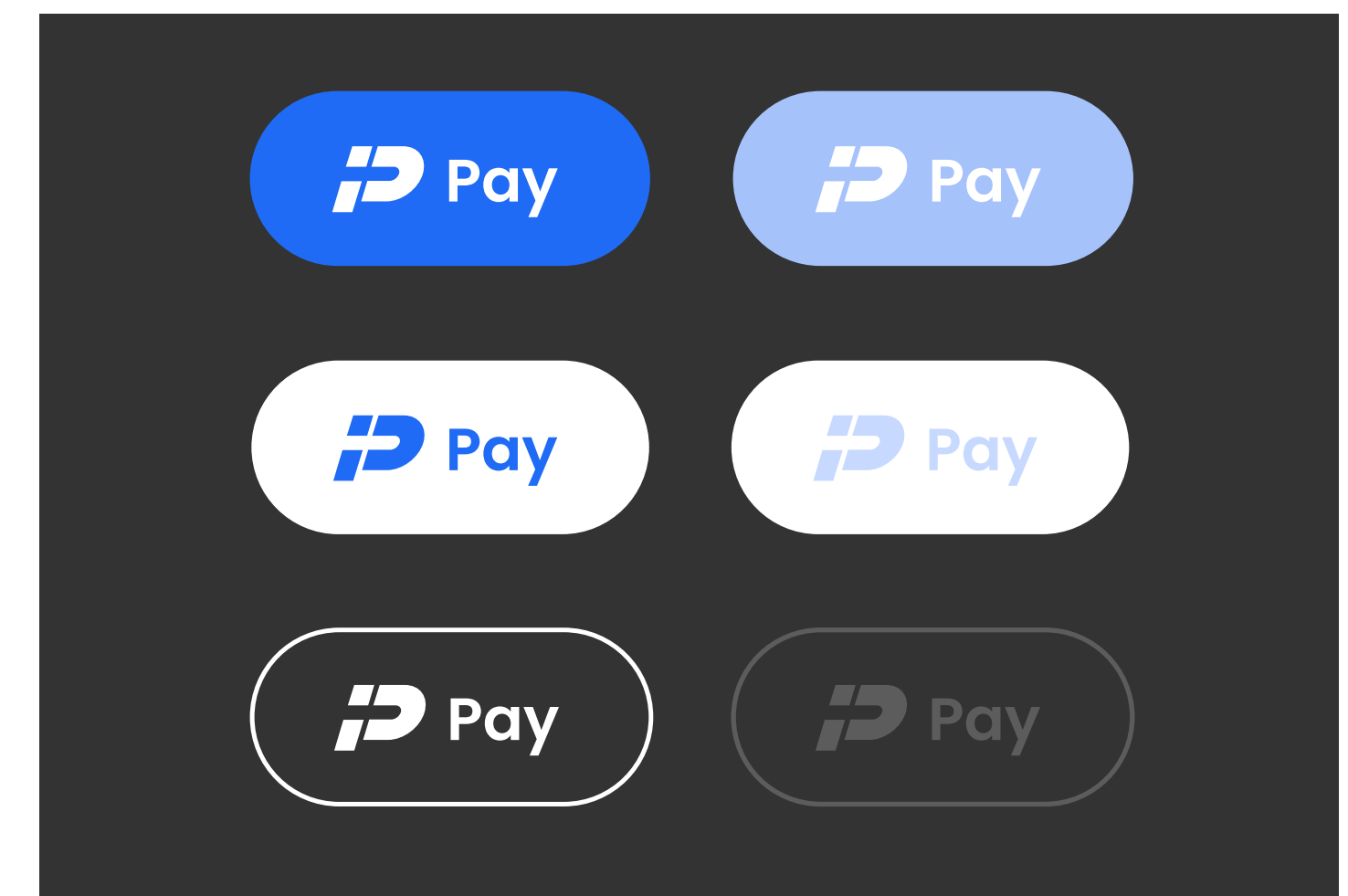
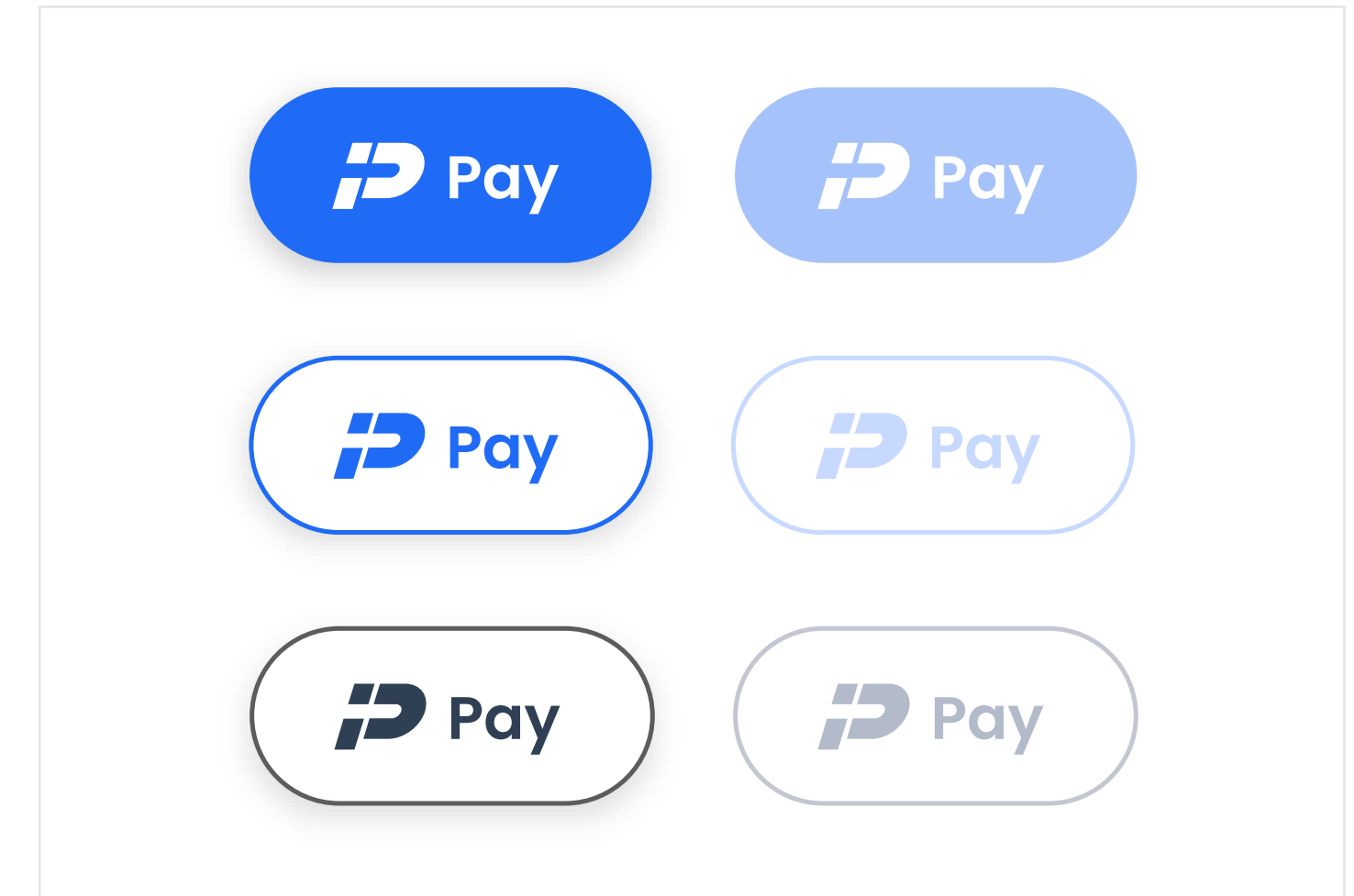
Buttons



Pay Buttons Usage

Businesses can display the Pay Button when presenting customers with the option to pay via the PumaPay platform.

Apply the same visual requirements as for logo usage.



Download Buttons Usage

Businesses can display the Download Button when presenting customers with the option to download the Pumapay wallet.

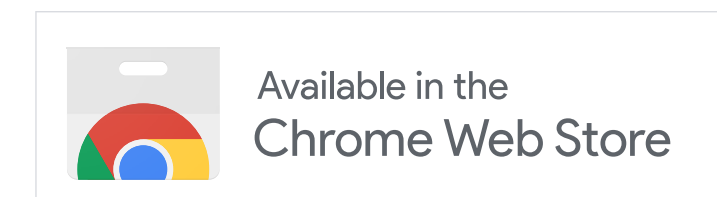
The aim is for the customer to recognize and quickly access the PumaPay Wallet App according to the type of mobile device.



<https://apps.apple.com/us/app/pumapay-cryptocurrency-wallet/id1376601366>



<https://play.google.com/store/apps/details?id=com.pumapay.pumawallet&hl=en>



<https://chrome.google.com/webstore/detail/pumapay/ipkcagngbjpjlmajjcklpknniojdhppe?hl=en-GB>

You're welcome ;)