



Colour plays a crucial role in any graphic identity system. The colours used for the paysafecard logo mark have been chosen carefully. The claim in the paysafecard logo mark is set in blue. It is important to bear in mind that the colours throughout this manual do not necessarily represent the colour that you see on your computer screen, the Pantone Matching System or that a four-colour offset printing press would produce. However, the breakdown for each colour is listed below to keep the use of colours consistent. The paysafecard brand is made up of four colours.

paysafecard blue

Blue is the primary paysafecard colour and is used for style elements, highlights and the accounts section.

attraction colour orange

Orange must be used for all “attention-grabber”, important information and as a “take action” colour.

paysafecard red

Only use red for the padlock.

content grey and black

For text and content.

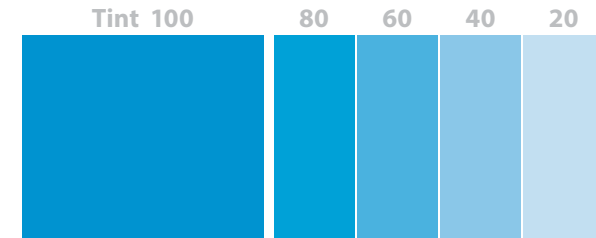
Blue

Pantone: 3005C

CMYK: 100/10/0/10

RGB: 00/138/202

Hexadecimal: #008ACA



Orange

Pantone: 166C

RGB: 239/101/32

CMYK: 0/75/100/0

Hexadecimal: #ef6520



Red

Pantone: 485C

CMYK: 0/100/100/0

RGB: 226/00/26

Hexadecimal: #E2001A



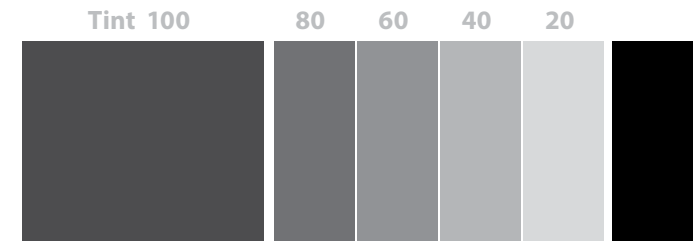
Dark Grey

Pantone: 424 C

RGB: 70/70/70

CMYK: 0/0/0/85

Hexadecimal: #464646



Gradients are very usefull showing a cool and modern style in 2019. Therefore we went for several different gradients to fit for every need.

Blue

For backgrounds.

Orange

No gradient allowed.

Red

No gradient allowed.

Black and Grey

For backgrounds.

100/10/0/10
0/138/202
008aca



0/0/0/70
0/174/255
00aeff

100/10/0/10
0/138/202
008aca



100/10/0/50
0/96/138
00608a

CMYK: 0/0/0/100
RGB: 0/0/0
000000



0/0/0/80
90/90/90
5a5a5a

PRINT | Logo usage



The colour version of the logo mark is preferred when the logo mark is printed on a white background. However, if production limitations prevent you from using the colour version, the logo mark should be printed in black or white. Never use any other colour of the logo mark, no matter whether online or offline, other than the colours outlined in this manual.

Blank space:

Always ensure that the logo mark is surrounded by a generous amount of clear space. This keeps it free from visually distracting elements. The recommended minimum blank space around the logo mark is shown below. However, we recommend leaving even more space if there are other distracting elements. Use the dimensions of the padlock, as shown in the illustration on the right, to determine the clear space.



PRINT | Logo usage



Usage:

Place an additional white background (plate) behind the logo whenever the visibility of the logo would suffer due to the colour of the background.

Description:

Ensure that the plate has rounded corners defined by the padlock.

If the logo is placed near the right or left edges of ads, then the plate has no margins and the rounded corners are only on the opposite side to the edge.

Never to be used:

on white and light backgrounds



Use:

A plain white or black version of the logo can be used whenever the single-colour logo fits better within the overall look and feel and if the visibility of the logo would suffer due to the colour of the background.

Note: This use must first be approved by the paysafecard design team.



PRINT | Logo usage



Visual recognition of paysafecard is reduced and the corporate identity loses effectiveness when the colour of the logo mark is used incorrectly.

Don'ts:

1. Do not recolour the logo.
2. Never swap the colours used in the logo mark.
3. Do not stretch the logo.
4. Do not use a stroke on the logo.
5. Do not change the position of the padlock within the logo mark.
6. Do not rotate the logo.
7. Do not change the typeface in the logo.
8. Do not use the logo without the padlock.
9. Never alter the proportions of the elements of the logo mark.
10. Never print the 2-colour, 4-colour or black-only version of the logo mark on a dark coloured background.
11. Never use the logo mark as a pattern.
12. Never place the logo mark inside a shape of any kind.
13. Never place the logo mark at an angle.

Note: Please contact the paysafecard design department if you are unsure whether the logo is correct.



Myriad Pro has a warmth and readability that emanates from the human treatment of letter proportions and design details. Myriad's clean open shapes, precise letter fit and extensive kerning pairs make this unified family of roman and italic characters an excellent choice for text typography.

It is comfortable to read, while the wide range of weights and widths in the family offer a generous creative palette for even the most demanding display typographers.

Headline: Myriad Pro - Bold Condensed

Subline: Myriad Pro - Bold

Copytext:

Myriad Pro - Regular

Headline: Myriad Pro - Bold Condensed

Subline: Myriad Pro - Bold

Copytext:

Myriad Pro - Regular

Headline: Myriad Pro - Bold Condensed

Subline: Myriad Pro - Bold

Copytext:

Myriad Pro - Regular

Industry is being used when you need to create a bold headline in Esports surrounding. All different cuts are possible. When using two or more different cuts, the minimum difference is at least to steps.

Only for Headline and bold text usage. If necessary, please use capitals only.

HEADLINE: INDUSTRY - ULTRA

Subline: Industry - Demi

Copytext: Industry - Light

HEADLINE: INDUSTRY - ULTRA

Subline: Industry - Demi

Copytext: Industry - Light

HEADLINE: INDUSTRY - ULTRA

Subline: Industry - Demi

Copytext: Industry - Light

We all love a good story, but the way it is told can make or break it. For a story or message to be successful it needs to be engaging and understandable. Illustration can do this by creating an engaging and informative narrative.

Colour guide:

The primary colour for all illustrations is blue. Blue always shows the channel, main theme, product or topic.

If an interaction or movement has to be illustrated, the action has to be in orange.

Use:

Illustrations should and can be used on any material for any media.

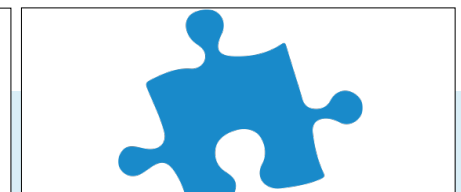
Solid illustrations showing theme or product



Orange showing actions



Icons can be solid or outlined



If two parts are shown, one part is solid and one outlined



Descripton:

Steps are created with numbers in the top left corner and always show the action in orange.

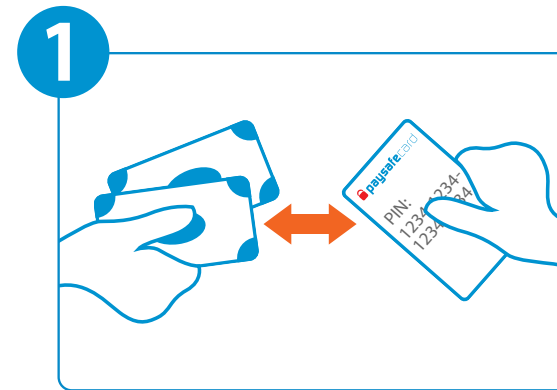
Steps have to have a keyword and a short description of the action below.

General:

Positioning 3 illustrative steps tells the user a story and guides them through any process.

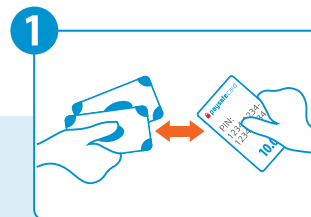
It is easier for the user to place any action. All actions that need to be done by the user/ customer are communicated by 3 step illustrations.

The blue and orange colour scheme accelerates the time of understanding.



ACTION

A short description of the call to action has to be placed here.



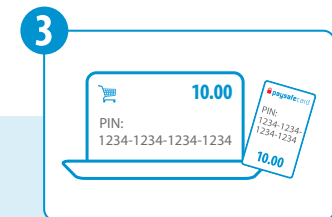
ACTION 1

A short description of the call to action has to be placed here.



ACTION 2

A short description of the call to action has to be placed here.



ACTION 3

A short description of the call to action has to be placed here.

Watermarks are usually used as descriptive captions on photos or as copyright information on them. We decided to use this and adapt it to our needs.

As our illustrations tell a story we use watermarks to remind the user of that story and place them wherever the communication material relates to one of our products.

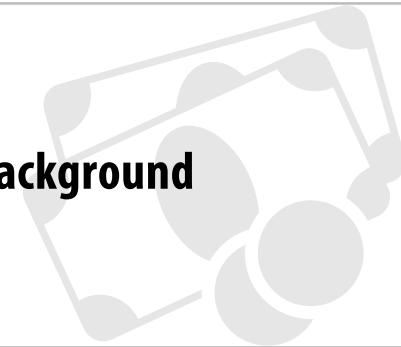
This way the user learns how to find information via icons and can easily link communication material or website elements to a specific topic without the need to actually read.

Use:

Watermarks are low-opacity monochrome illustrations and any size of them can be used anywhere on any material.

Watermarks are intended as a recurring style element for offline and online communication to grab users' attention quickly and aid product knowledge.

10% black on white background



20% white on blue background



40% white on grey background



PRINT | Splashes



We have four different ways of using a splash, depending on the background and content, to highlight special offers.

Blue:

Used as the default splash to highlight any content.

Orange:

Used to highlight important content or urgency.

Grey/White:

Used for communication to the user.

Grey on a white background.

White on a coloured background.



**ONLINE PAYMENTS
FOR EVERYONE**

AS SIMPLE AND
SAFE AS CASH

www.paysafecard.com

pay safecard

RECHENUNG: 13.00 EUR
 Rechnung Nummer: 1234567890123456

Karte: 1234 1234 1234 1234

Valid until: 12/2020 Expiry: 12/2020

www.paysafecard.com

ONLINE PAYMENTS FOR EVERYONE

AS SIMPLE AND
SAFE AS CASH

www.paysafecard.com

[illegible]

The advertisement features a central image with a blue and red American flag background. Overlaid on the flag are various sports and gambling items: a football helmet, a baseball bat, a football, a stack of playing cards (aces), and several casino chips. The text "ALL IN" is prominently displayed in the center of the image.

ALL IN

Are you going to capitalize on the Legalisation of iGaming and Sports Betting?

www.paysafecard.com/us

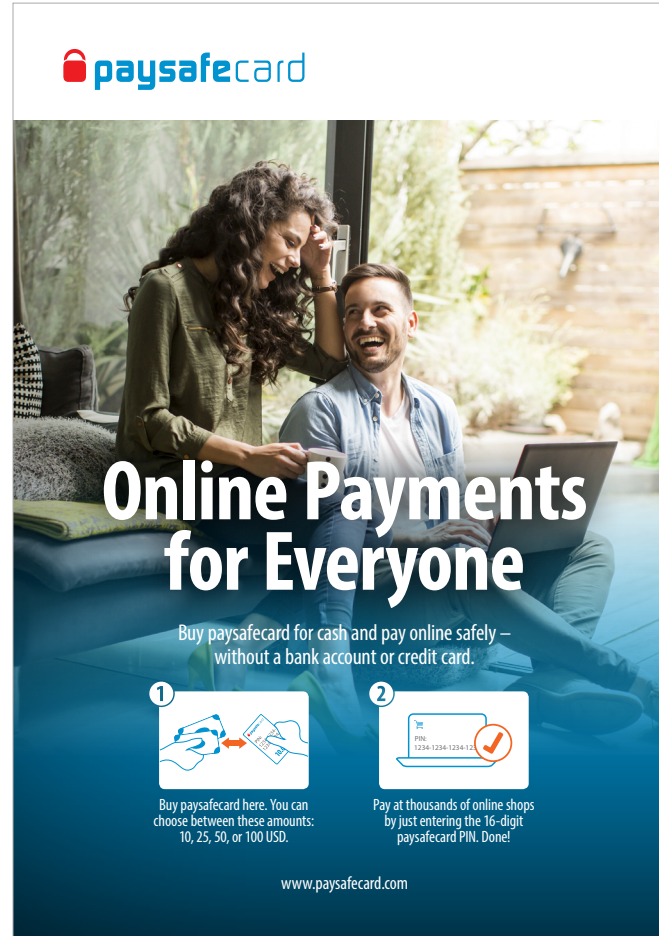
PRINT | Examples



Sticker



Poster



Salesfolder



PRINT | Booths B2C



B2C Booths should have at least 70% white background.

Blue walls are possible to grab attention or lead the visitor in a certain direction. The whole booth has to adhere to a concept allowing the visitor to easily find his way in and out of the booth.

Watermarks and other graphic elements can be used.

The logo must be clear and visible and within the blank area.

Besides you can see the booth for the Gaming area at the Gamescom 2018 in Cologne.



PRINT | Booths B2B



The same applies to B2B booths, although the area does not necessarily have to have 70% white.

Full blue areas can be used to enhance the CI awareness.

Corporate messages should be displayed.



