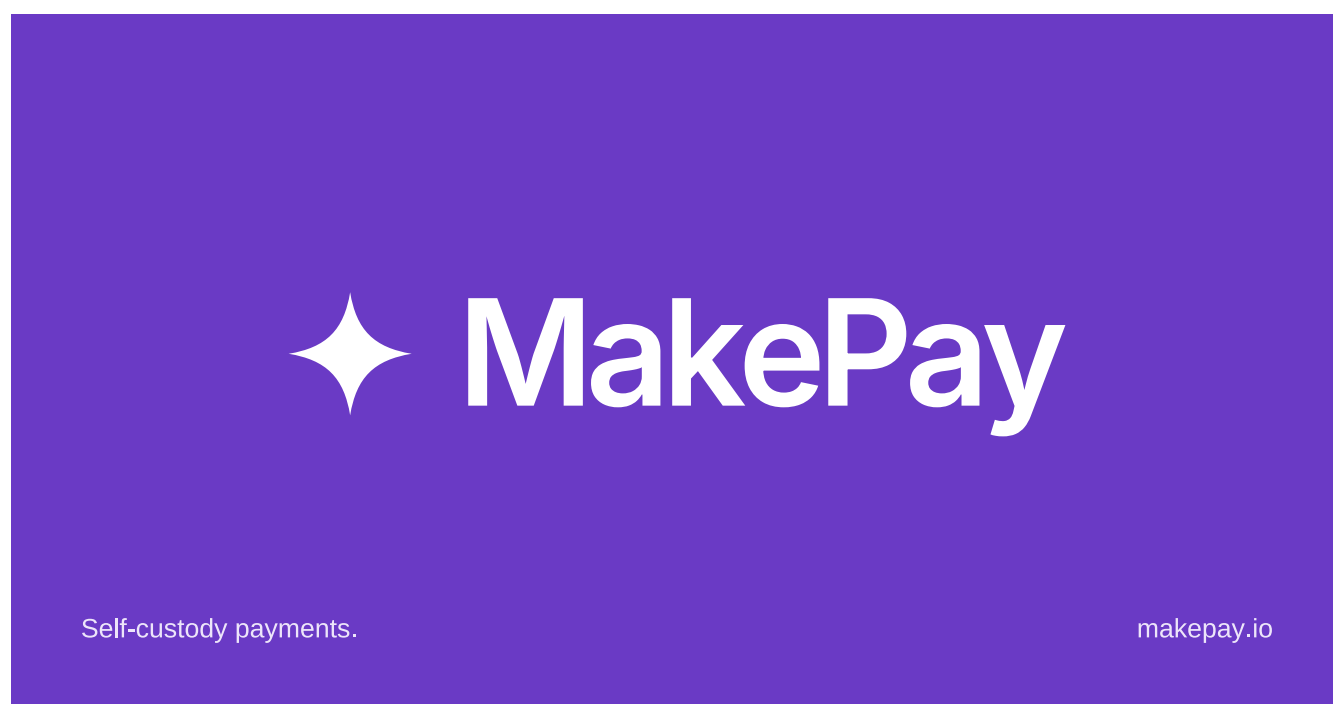


00 / BRAND FOUNDATION

Our brand. Ready to share.

A practical guide for representing MakePay consistently across products, partnerships, and communications.



The identity

Self-custody crypto payments for businesses. The four-point star and wordmark form the current identity. Primary Purple, clear neutrals, and familiar typography keep the brand recognizable.

IN THIS GUIDE

01 Logo system

02 Usage & clear space

03 Color palette

04 Typography

05 Voice & naming

06 Applications

01 / LOGO SYSTEM

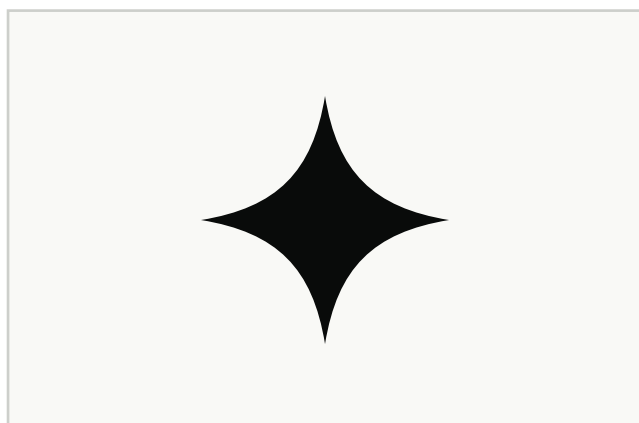
One identity. Three layouts.

Use the primary logo by default. Choose the compact symbol or stacked lockup when the placement calls for it.



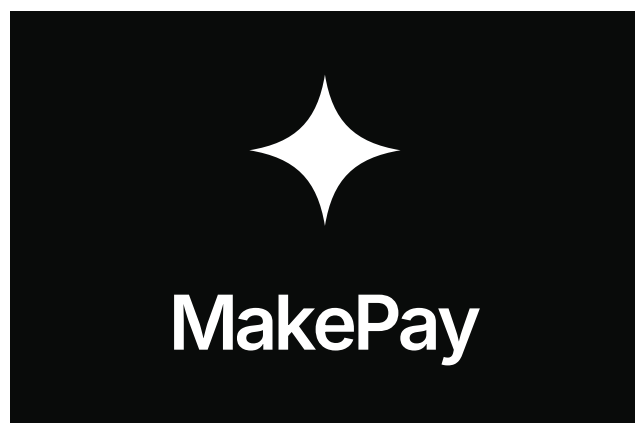
Primary horizontal logo

For website headers, articles, partner pages, documents, and wide placements.



Symbol

For icons, avatars, and compact UI. Use where MakePay is already identified.



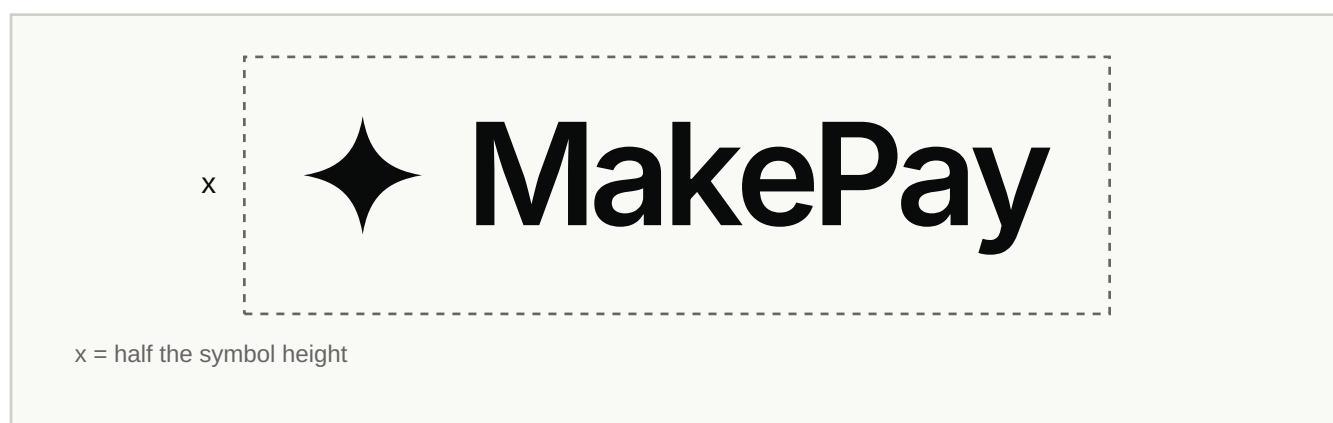
Stacked logo

For square placements. Preserve the symbol-to-wordmark relationship.

02 / USAGE

Space is part of the logo.

Keep the artwork intact. Select the version with the clearest contrast against its background.



Clear space

Leave at least half the symbol height around the visible logo artwork. Measure from the outermost visible artwork; canvas padding is not the measurement reference.

Minimum sizes

Horizontal: 120 px / 30 mm. Symbol: 16 px / 4 mm. Stacked: 100 px / 25 mm. Use SVG when possible. Check the actual result at its final size.

Backgrounds

Use the Purple or Ink logo on White or Paper. Use the white logo on Purple, Ink, or Night. Choose a provided color variant. Place a solid panel behind the logo when a busy background reduces legibility.

Avoid

Do not stretch, rotate, crop, redraw, recolor, or rearrange the logo. Do not add gradients, outlines, shadows, or decorative effects. Keep surrounding graphics outside the clear space.

03 / COLOR

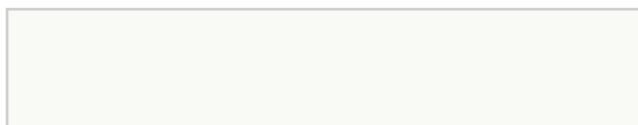
Purple at the center.

Primary Purple matches the live homepage accent: hsl(260.7 54.5% 50%), or RGB 106, 58, 197. Pair it with clear neutral surfaces.

**Purple**

#6A3AC5 / RGB 106, 58, 197

Primary brand color, accents and primary actions

**Paper**

#F9F9F6 / RGB 249, 249, 246

Editorial page background

**Muted**

#666565 / RGB 102, 101, 101

Secondary text on light surfaces

**Night**

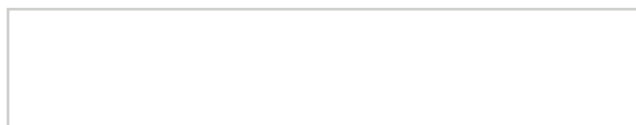
#090910 / RGB 9, 9, 16

Dark marketing backgrounds

**Ink**

#090B0A / RGB 9, 11, 10

Neutral logo, headings and body text

**White**

#FFFFFF / RGB 255, 255, 255

Light panels and reversed logos

**Line**

#CDCFCB / RGB 205, 207, 203

Dividers and borders

**Purple tint**

#F0EBF9 / RGB 240, 235, 249

Soft accent surfaces; 10% Purple over white

Digital exports use RGB. Purple tint is 10% Purple over white. For print, convert through your printer's color profile and proof the result. Use Ink for body text. Tokens are included in colors.json and colors.css.

04 / TYPOGRAPHY

Familiar by design.

Inter and Arimo are the typefaces used in MakePay's current editorial pages. Both families are included with their open font licenses.



Inter + Arimo

Inter for the wordmark, labels, and navigation. Arimo for editorial headings and body copy. Use SemiBold for emphasis.

HEADLINE / 32-48 PX

Your business. Your wallet.

SECTION / 24-32 PX

Payments with merchant control.

BODY / 14-16 PX

Accept crypto with clear checkout experiences.

Use 1.4-1.7 line height for body copy. Avoid all caps in paragraphs. The kit follows the footer wordmark: Inter SemiBold with tracking of -0.055 em. Use the exported logo instead of retyping it. Use Arial or sans-serif as a fallback when font embedding is unavailable.

05 / VOICE & NAMING

Clear words. Useful context.

Describe what the product helps people do. Keep instructions practical, direct, and specific.

Write the name consistently

Use **MakePay** as one word, with capital M and P. Use **makepay.io** for the domain. Keep the wordmark artwork unchanged.

Lead with the action

Prefer direct phrases such as 'Create a payment link', 'Review the payment', and 'Connect your wallet'. Explain the next step before adding supporting detail.

Keep claims grounded

Describe the actual product and checkout shown. Fees, availability, settlement, and supported assets can change. Avoid unsupported guarantees or promises about financial outcomes.

A short description

MakePay helps businesses accept crypto with payment links, embedded checkout, subscriptions, and direct self-custody settlement.

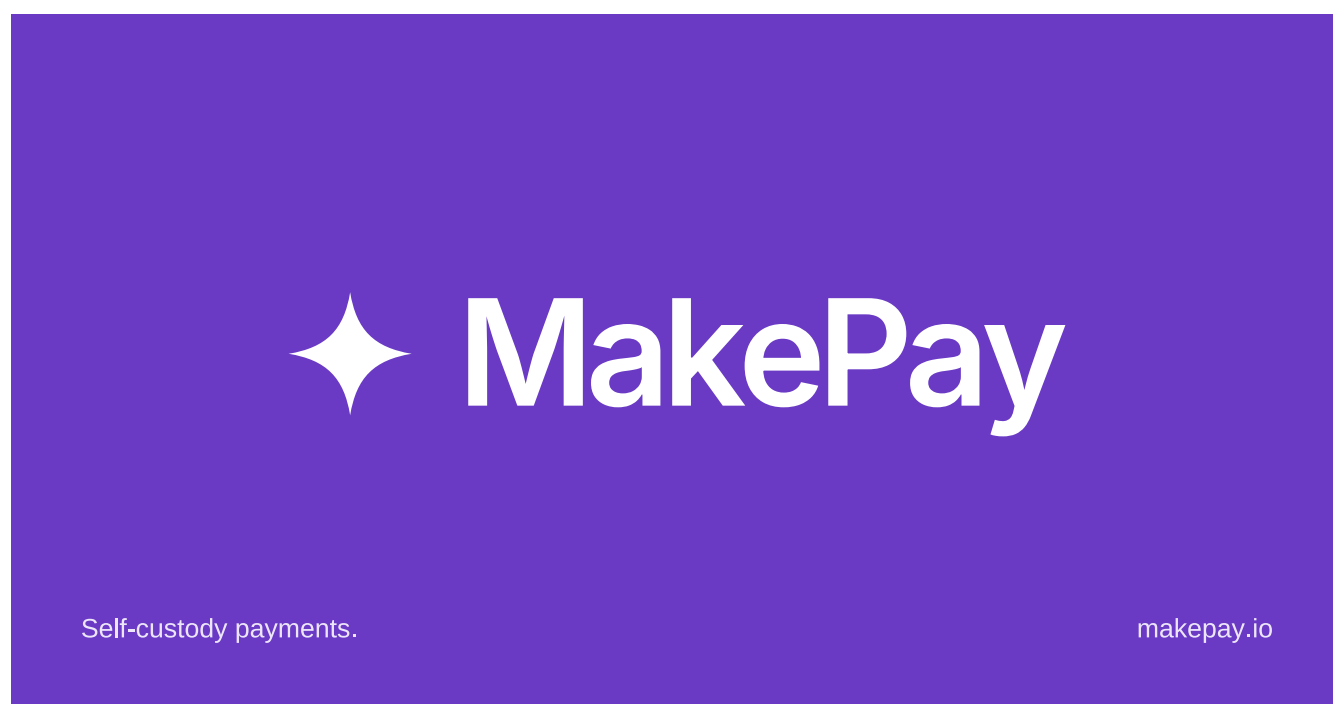
Use this as a factual starting point for partner listings and product introductions.

Use these assets to identify or link to MakePay. Keep the artwork intact and do not imply endorsement or partnership without agreement.

06 / APPLICATIONS

Recognizable at every scale.

Use generous space, a high-contrast logo, and restrained supporting typography.



Social card / 1200 x 630

Use the included SVG or PNG for previews and announcements. Keep added copy short and outside the logo's clear space.



Avatar / 512 x 512

The symbol is centered with room for circular profile crops. Use the provided PNG for social profiles. Retain the solid background for contrast.

For documents and partner pages, use Purple or Ink on White or Paper. Use the white logo on Purple or dark panels.

Everything in one place.

A portable asset pack for designers, partners, developers, and publishers.

logos/

Nine variants: horizontal, symbol, and stacked, each in Purple, Ink, and white. SVGs have outlined wordmarks. PNGs are transparent at 1x and 2x resolution.

social/

A 512 x 512 avatar and 1200 x 630 social card, each in SVG and PNG.

colors.json + colors.css

Reusable brand color tokens. brand.json contains the palette, naming rules, and provenance.

README.txt + manifest.json

A file index, format guidance, source notes, and SHA-256 checksums for the kit's asset files.

fonts/ + source

Inter and Arimo Regular and SemiBold are included with their SIL Open Font License notices. The star follows MakePayWordmark.tsx and public navigation, standardized as vector artwork. Primary Purple is verified against the live homepage; neutrals follow the editorial pages.

This kit describes the current public identity. Use SVG for scalable artwork and PNG when a platform requires a raster image. Keep the included font license notices when redistributing the fonts.