



**VeritasPay**



# **Branding Guidelines 2021**

# OUR STORY

**VeritasPay Philippines Inc.** emerged from our strong desire to progress the technology surrounding the everyday activity of making **payments**.

It got us inspired. As a group itching to leave a mark, there was a lot to explore in Philippines's payment processing industry, both from a business and visionary standpoint.



The inevitable bumps were there, but by 2016, the longstanding ideas were finally paired with the necessary resources. Soon after, things were concrete enough that VeritasPay was officially on the ground running. **Primeline Philippines**, one of the country's leading distributors of consumer products, has played a huge role in the progression. They nurtured VeritasPay and eventually inserted us to Primeline Group, where we joined a list of established and rising companies.

What eventually worked for us was our unrelenting belief in what we had to offer. From the top brass, down to the junior employees, everyone worked in unison to develop our products and solutions, which ultimately brought **more awareness, efficiency, and availability** into the country's digital payment landscape.

# OUR MISSION AND VISION



VeritasPay aims to become a payment technology leader in the Philippines by providing secure and innovative payment solutions.

We want to provide businesses and financial institutions the payment solutions they need. We believe using the right technology leads to a broad range of positive results, most importantly a healthier financial connection between merchants and consumers.

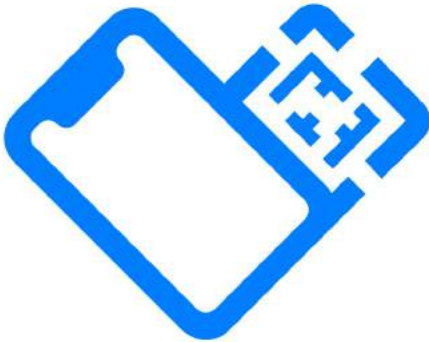
In crafting our solutions and spreading our brand, we also hope that VeritasPay can be a tool that will help Filipinos have more familiarity with and better access to digital payments.

# OUR LOGO

There's a very thin line between creativity and simplicity, and we believe we walk that line in creating our newest logo. **We sculpted a clean design that illustrates who we are and what we do.**

## Social Media Icon

Size: 210 px x 210 px



## Web Favicon

Size: 64 px x 64 px, 32 px x 32 px and 16 px x 16 px







Phone

+



QR & EMV Chip

=



"V"

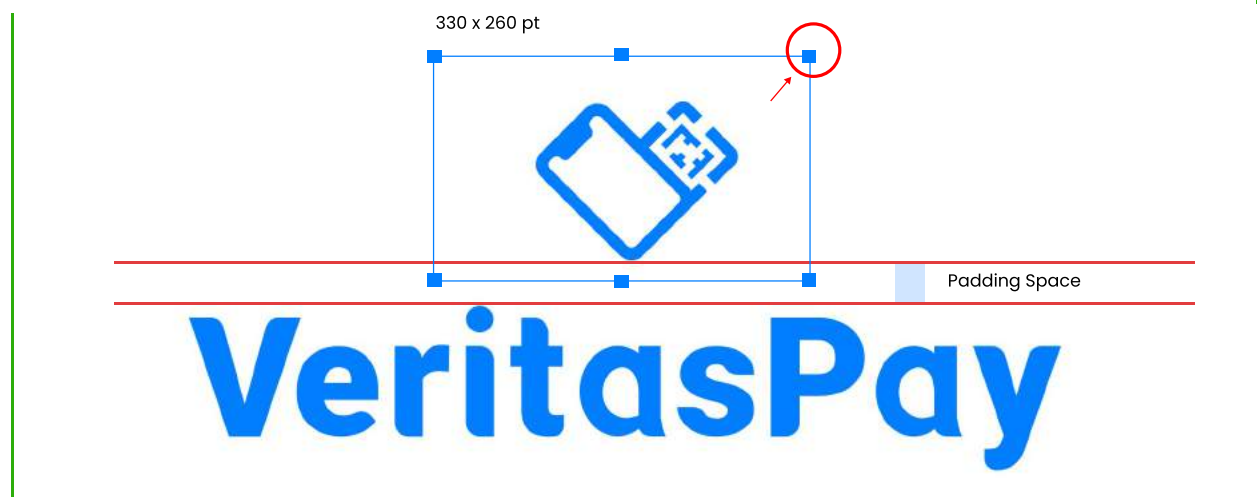
The team decided that the logo would have to show a **mobile phone, QR code, and EMV chip**. It fit our plans perfectly as we were able to smoothly juxtapose the standard QR and EMV chip icons to avoid piling too many shapes and lines over one another, which maintained the seamlessness that we want to represent.

Then, we simply tilted the icons oppositely to form a **"V"** to represent our company name, **VeritasPay**. Fittingly enough, the tilted icons also appear to be a card being inserted into a payment terminal or mobile phone.

We chose the three objects as they each illustrate the essence of our solutions, with mobile representing ease of **access, reliability, and mobility**, while **QR codes and EMV** being among the latest payments accepted by our solutions.

## GRID AND ALIGNMENT

logo size



w=1100 x h=466 pt, get the 30% of the word mark.

To determine the measurement of the icon, simply divide the percent by 100 and multiply by the width of the word mark.  
(e.g.  $1100 / 100 * 30$ )

**Tip:** To preserve image quality and get the proportional height, scale and drag the corners of the image and maintain the aspect ratio.

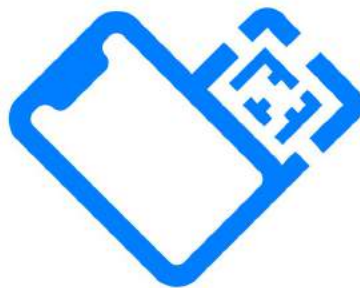
## Landscape Logo

(Plain background and azure blue background)



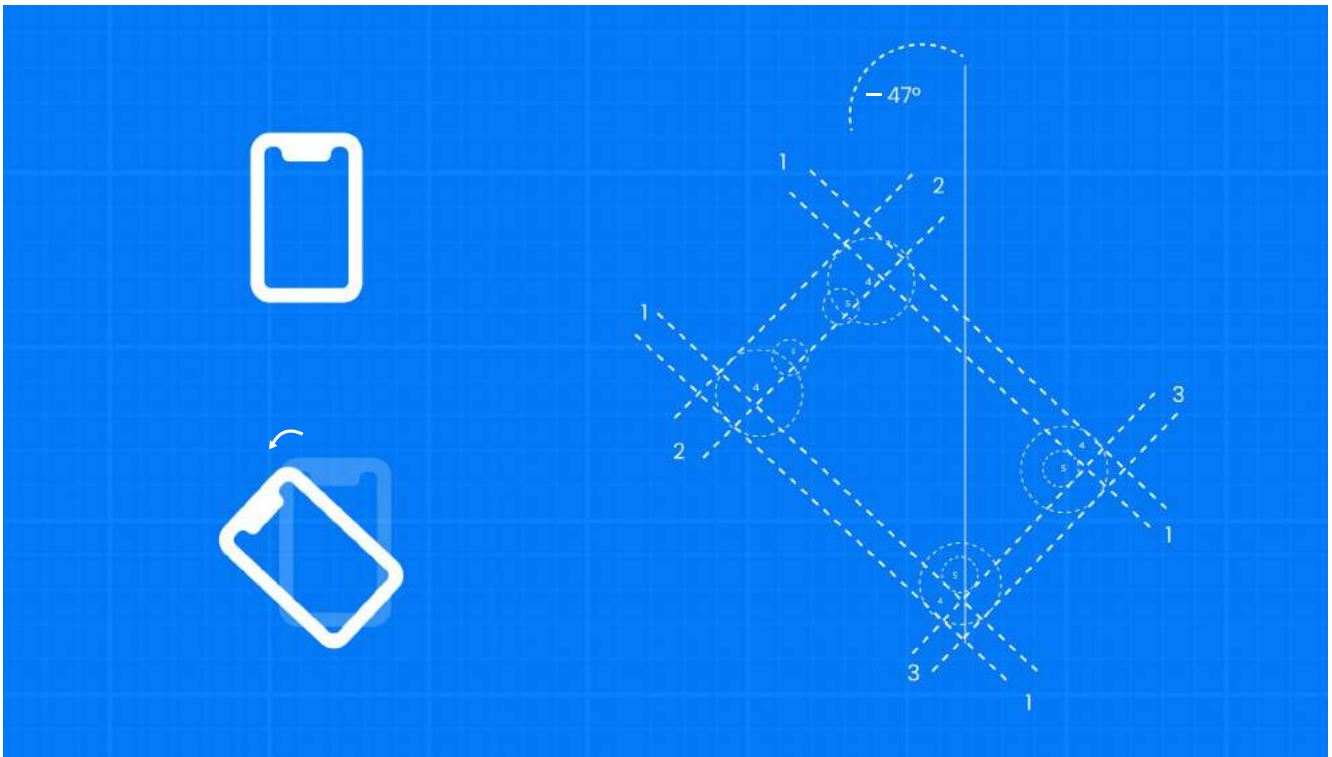
## Portrait Logo

(Plain background and azure blue background)

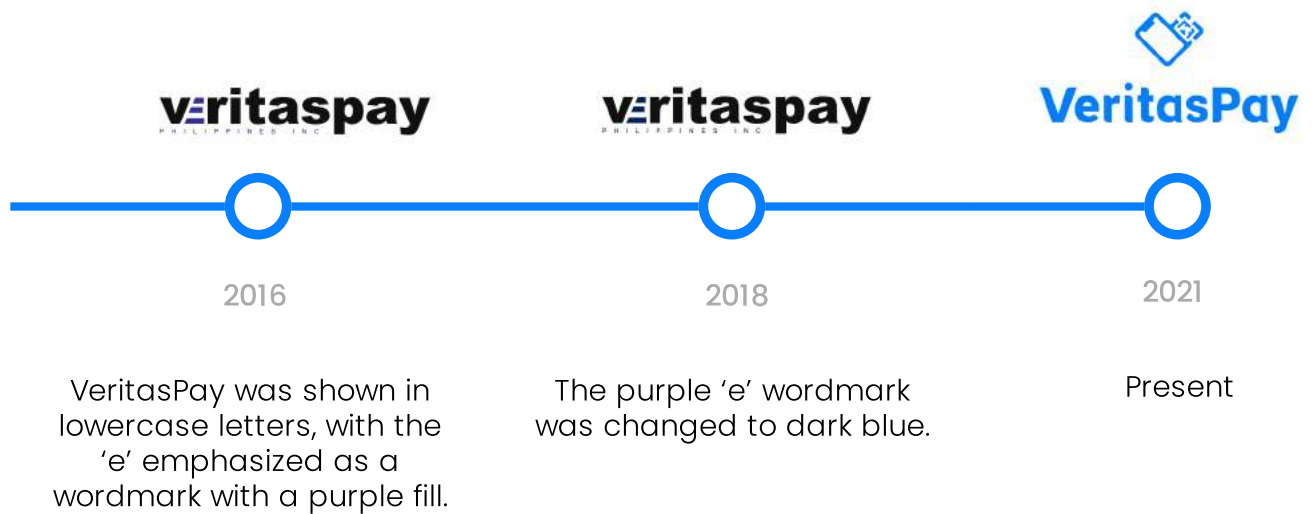


# VeritasPay





## TIMELINE



# OUR TYPOGRAPHY

## Main Typeface

Continuing the trend of using something that best represent our values, we opted to use Roboto as the main typeface. There's a certain uniqueness which kept things fresh, yet the strength and elegance were not sacrificed. We are using **Roboto** on our website, payment software, and all other marketing collaterals.

We also used Roboto in our company logo and applied slight modifications on some of the letters' edges to create a distinction.

**Bold**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

**Light**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

**Roboto Demo**

Download link:

<https://www.dafont.com/roboto.font?text=ROBOTO>  
<https://fonts.google.com/specimen/Roboto>



## Secondary Typeface

To assure flexibility across multiple platforms and situations, including instances where Roboto may not be applicable, we will be using **Poppins as a secondary typeface**.

Like Roboto, Poppins also projects the typeface qualities that we want.

Regular

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

Light

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

Medium

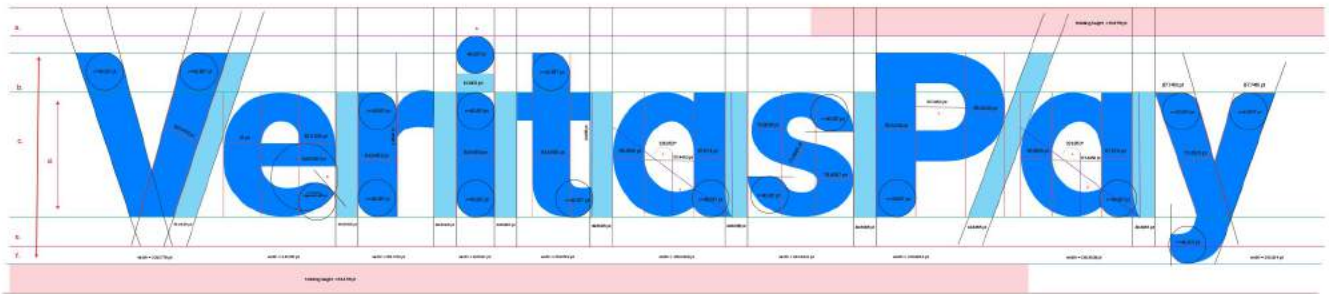
A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

**Poppins Demo**  
Download link:

<https://www.1001fonts.com/poppins-font.html>  
<https://fonts.google.com/specimen/Poppins>

# Typography Anatomy and Measurement



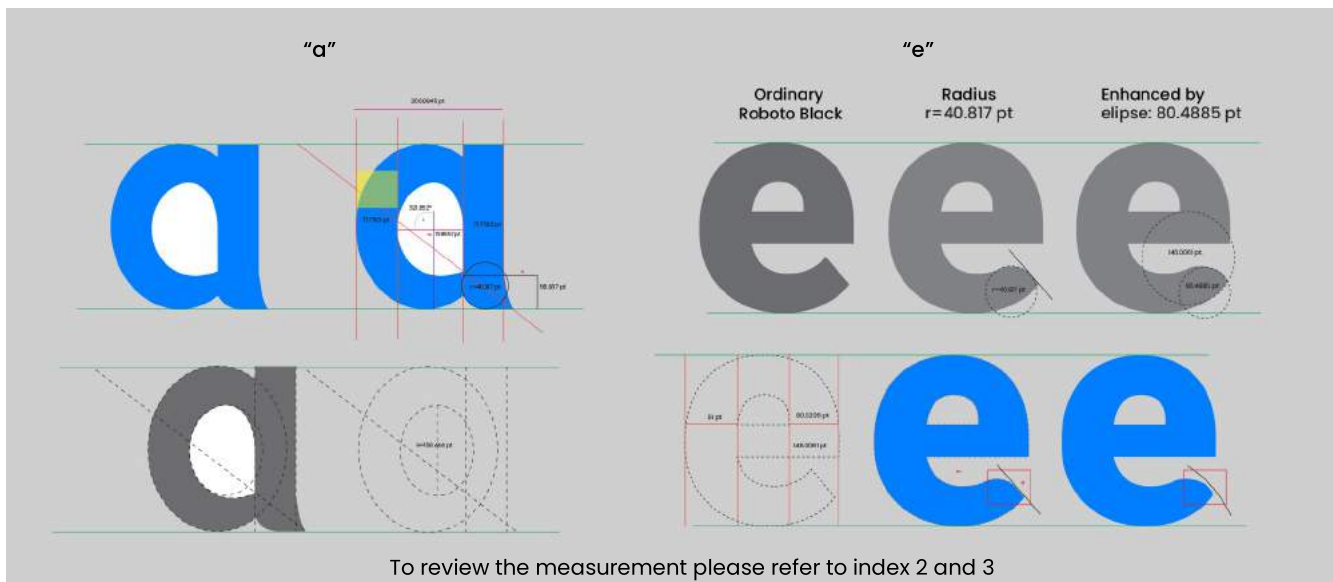
To review the text measurement please refer to index 1

• **Legend:**

- a. Ascender line
- b. Cap Height
- c. Type Size
- d. X-Height
- e. Baseline
- f. Descender
- g. Terminal
- h. Title
- i. Axis
- j. Counter
- k. Tangent
- l. Text Terminal
- m. Aperture
- n. Bowl
- o. Lobe

- The **thick red lines** highlight the padding height that creates the gap from the word mark.
- The **sky blue lines** highlight the kerning between the characters.
- The "r" inside the characters stands for "**radius**," which illustrates the accurate measurement of the text terminals.

## Character Composition




To review the measurement please refer to index 2 and 3

- We **modified** the existing characters to create a more distinct look for our branding.


# LOGO MISUSE


Our logo and color schemes were set for specific reasons, and as such, it's important that there's **accuracy and uniformity** with how our logo is used. The overall orientation, principles, color harmony, composition should remain as indicated in this document – **no exemptions**.

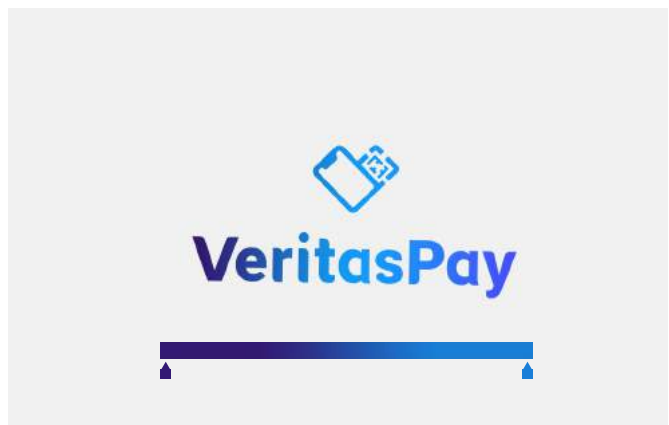
To avoid misrepresentations or incorrect alterations, which compromises the logo's **integrity and effectiveness**, kindly follow the guidelines listed below:

 Do not use an image as a background



Do not rotate 

 Do not apply any gradient

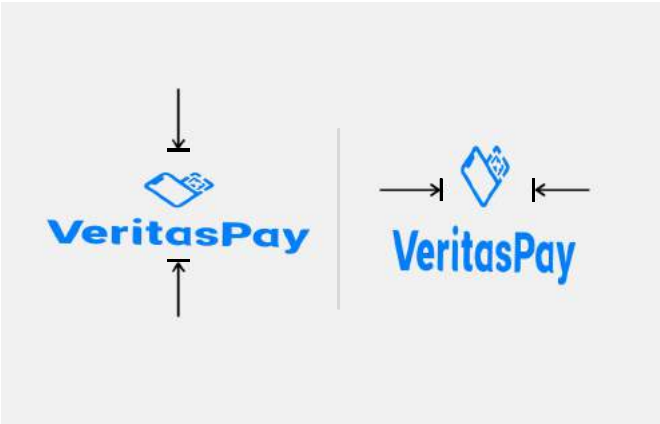




Do not use a light background on a light-colored logo or a dark background on a dark-colored logo ❌



❌ Do not add a shadow or a stroke



Do not distort or warp in any way ❌



❌ Do not change the color

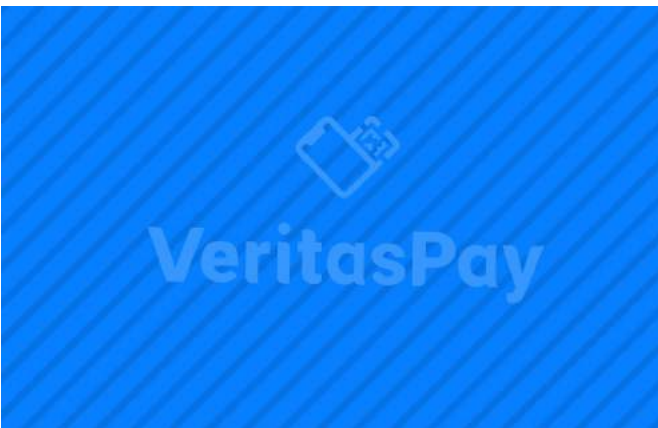




Do not adjust transparency



Do not put any filter



Do not use a background with a similar color



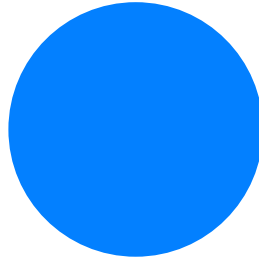


# OUR COLORS

Our primary color is blue. It represents stability, trustworthiness, and intelligence – the same qualities that we want clients to see in us and our solutions.

We went with **Azure Blue as the main hue** as it is easy and calming on the eyes. 'Easy' is what we aim to convey regarding our payment solutions as **our goal is to provide a seamless payment experience for merchants and consumers.**

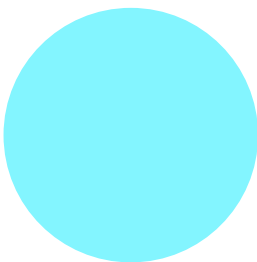
Primary Color



**Azure Blue**

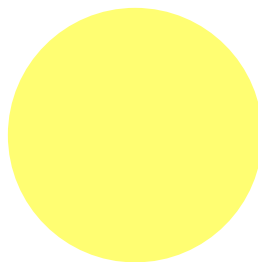
HEX: 007fff  
RGB: 0.127.255  
CMYK: 77.51.0.0

Secondary Color



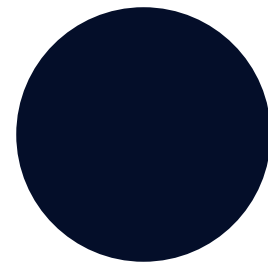
**Cyan**

HEX: 83f5ff  
RGB: 131.245.255  
CMYK: 37.0.7.0



**Yellow**

HEX: fffd72  
RGB: 255.253.114  
CMYK: 4.0.66.0



**Black**

HEX: 030f29  
RGB: 3.15.41  
CMYK: 91.82.53.70

# OUR VOICE

As we aim to be the most trusted payment solution provider in the Philippines, we are focused on maintaining a corporate, direct-to-the-point tone in how we convey our messages and promote our brand.

While we also believe in putting out unique, creative, and engaging content for our market, transparency and accuracy of information are always assured.

VeritasPay's voice is addressed to merchants, banks, and financial institutions, as well as customers that also benefit from our solutions.

## Words we live by:

Fast

Secure

Safe

Seamless

Accessible

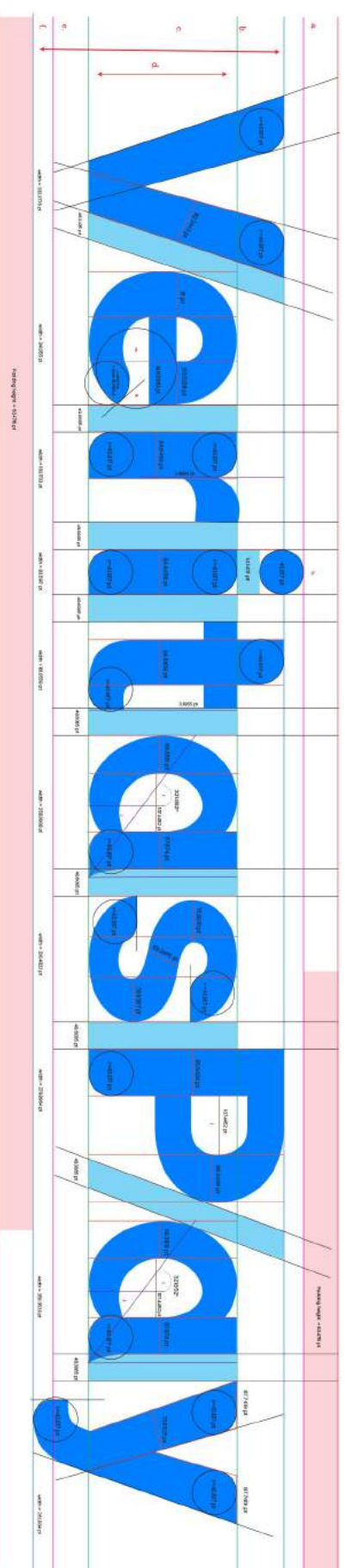
Digital

Efficient

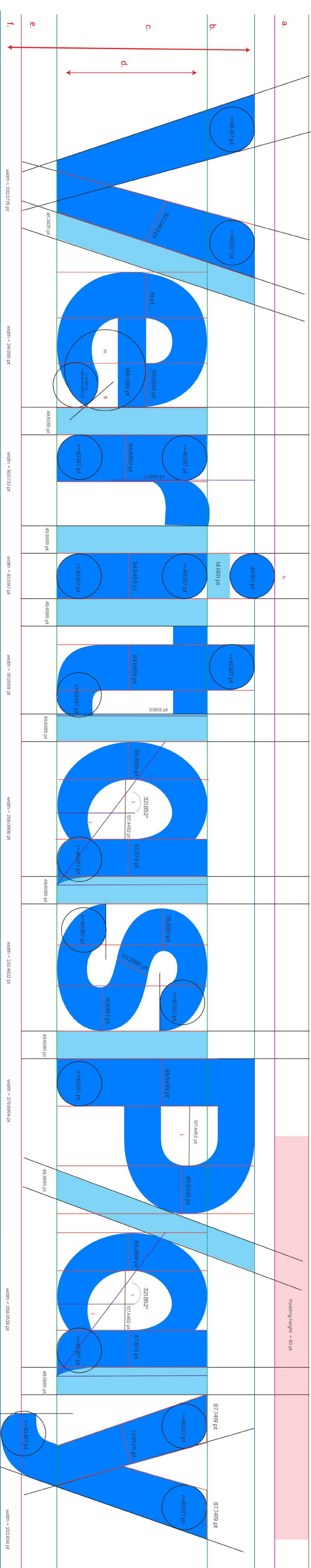
Trust



Illustration based on 2617 x 355 pt



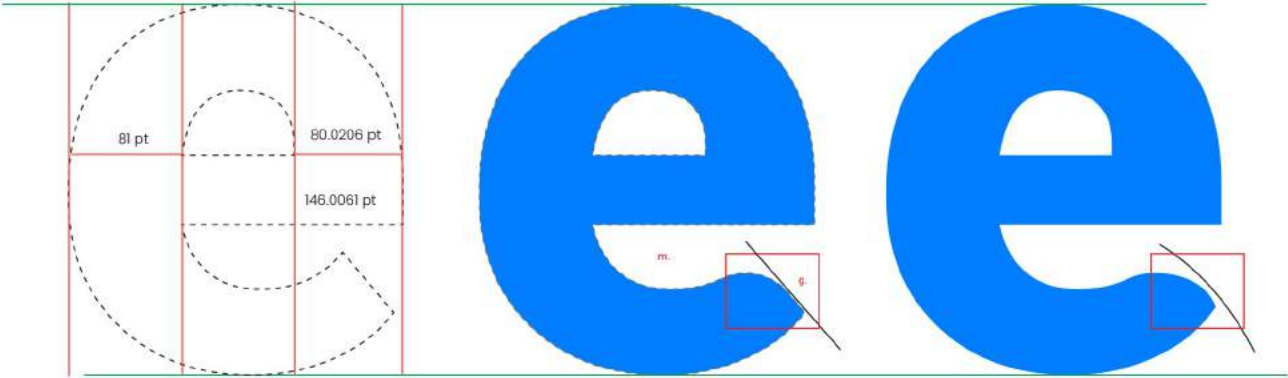
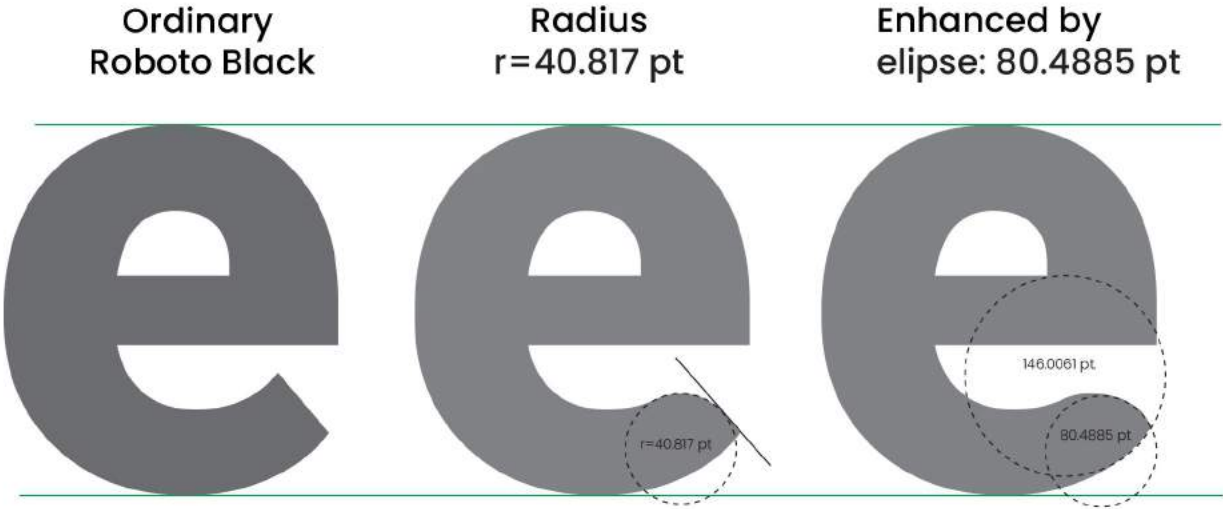
- Legend:
- d. Ascender line
  - b. Cap Height
  - c. Type Size
  - d. X-Height
  - e. Baseline
  - f. Descender
  - g. Terminal
  - h. Title
  - i. Axis
  - j. Counter
  - k. Tangent
  - l. Text Terminal
  - m. Aperture
  - n. Bowl
  - o. Lobe







# Index 3



- We customized the text terminal for "e" to further add a unique aesthetic. The radius was set at [40.817pt](#) and it was guided by an ellipse of [80.4885pt](#).







**VeritasPay**