



CO-BRANDING GUIDELINES

VERSION 2.2 | UPDATED APRIL 2022

FREEDOM.PAY

Table of Contents

The FreedomPay Logo

Primary Logo	4
Secondary Icon	4
Logo Clear Space	5
Logo Usage	5

Typography

Primary Typeface	7
Secondary Typeface	7

Color Palette

8

Co-branding Guidelines

9

Marketing Materials	9
Marketing Activities	10
Approval Process	10

1.0 Logo

PRIMARY LOGO

This logo is to be used for both digital and print collateral including websites, presentations, advertising, billboards, posters, flyers, and publications. We only use two color versions of our logo, one-color black and one-color white or reversed.

FREEDOM.PAY

SECONDARY ICON

Our “F” icon can be use as a secondary short hand treatment where the full logo is not suitable, or where a more simplified expression is needed. Our secondary icon is not to be used in locked up to the primary logo.



FREEDOM.PAY



1.1 Logo Clear Space

LOGO CLEAR SPACE

The minimum required clear space is defined by the measurement “X” (equal to the height of the top of the F to the bottom of its dot).

MINIMUM SIZE

When reproducing the logo, be conscious of its size and legibility. If the logo is too small, it will have little impact and become illegible. The minimum size for the FreedomPay logo is 1” wide.



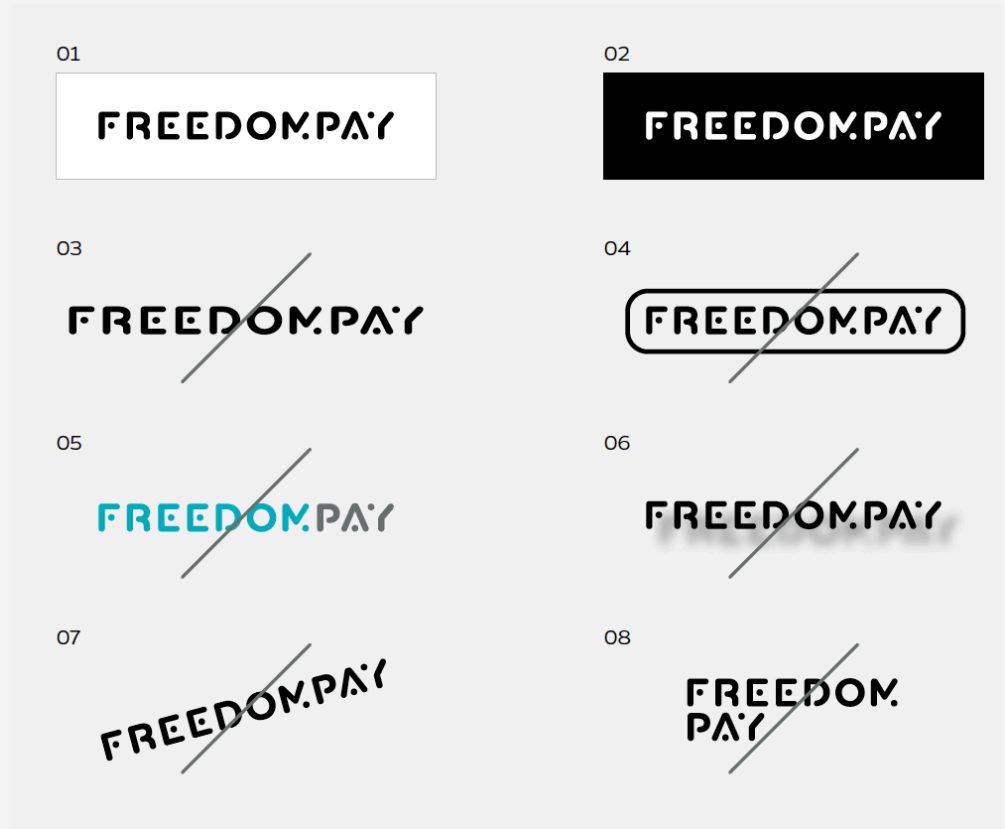
1.3 Logo Usage

DO

01. Leave the appropriate amount of space around the logo.
02. Use the negative logo if you place it on a color or photo.

DO NOT

03. Stretch or distort
04. Add graphic elements
05. Use older color versions of the logo
06. Add a drop shadow
07. Rotate
08. Alter the positioning of the elements
OR break apart the logo



2.0 Typography

PRIMARY TYPEFACE

The FreedomPay brand uses one typeface for all typography: Gentona. Gentona is a strong, contemporary, confident sans serif typeface with a wide range of weights and styles. This typeface feels robust and authoritative in its bold, headline treatment; but, also provides clear legibility in body copy and subheadings. This typeface is simple and straight-forward, but has an extended shape to its letterforms that give it a more technical and sophisticated style.

GENTONA IS OUR PRIMARY TYPEFACE.

We like to use it in a variety of weights.

This typeface can be purchased at: www.myfonts.com/fonts/rene-bieder/gentona/

SECONDARY TYPEFACE

FreedomPay uses Tahoma as a substitute where Gentona is not available. Similar to the use of Gentona, The FreedomPay brand only uses Tahoma with a wide range of weights and styles. Tahoma is a default Windows font that can be used by anyone.

TAHOMA IS OUR SECONDARY TYPEFACE.

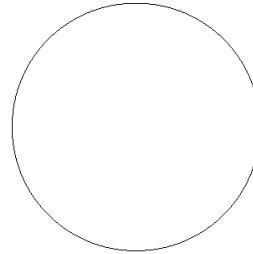
It is used in a variety of weights when Gentona is not available.

3.0 Color Palette

COLOR

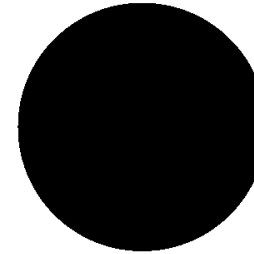
In some ways, our color palette is just as important as our logo. Our primary colors define us. They set the mood, give our brand it's understated and sophisticated tone. Our more neutral and muted color palette allows our communication materials to breath and it allows our powerful photography to take a more leading role in the system.

PRIMARY



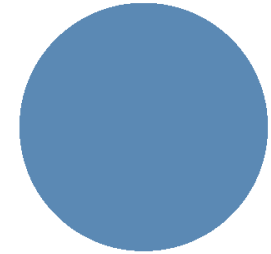
White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



Black

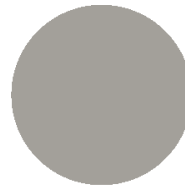
C0 M0 Y0 K100
R0 G0 B0
#000000



Pantone
646C

C65 M34 Y2 K1
R94 G138 B180
#5E8AB4

SECONDARY



Pantone
Cool Gray 7C

C38 M29 Y24 K5
R151 G153 B155
#97999B



Pantone
Cool Gray 2C

C14 M10 Y8 K0
R208 G208 B206
#D0D0CE



Pantone
7699C

C79 M39 Y19 K26
R52 G101 B127
#34657F

4.0 Co-branding Guidelines

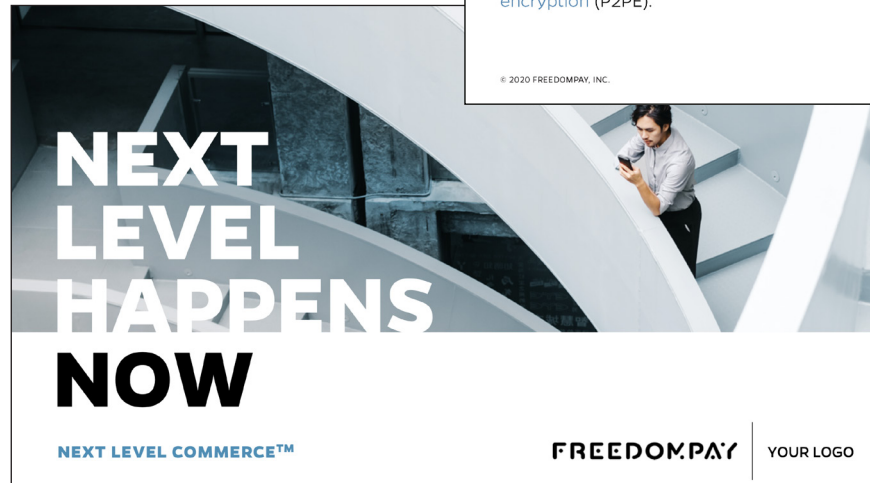
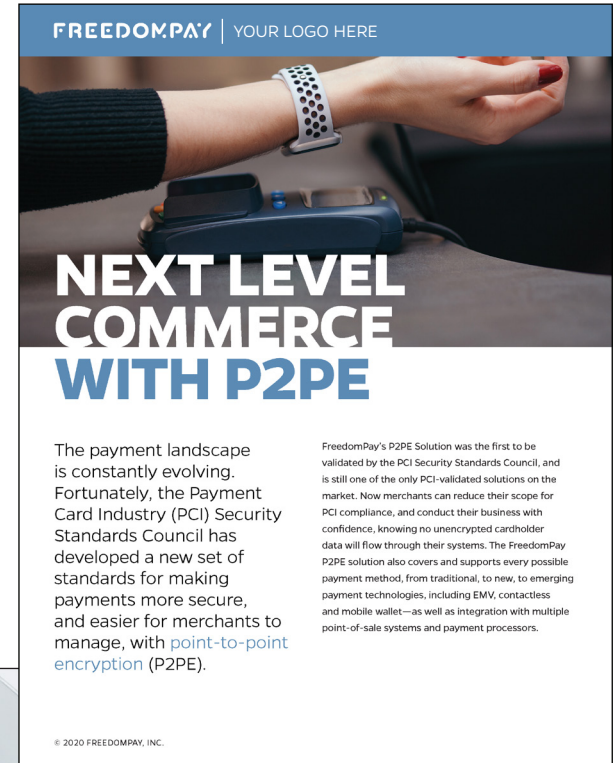
Marketing Materials:

BROCHURE

When co-branding a FreedomPay sales slick, one pager or brochure, place your logo in the top left corner to the right of FreedomPay's logo, with a vertical line separating the two. Your logo must also be white. See example.

SALES DECK PRESENTATION

When co-branding a sales deck, place your logo to the right of FreedomPay's logo, with a vertical line separating the two. See example.



4.0 Co-branding Guidelines

Marketing Activities:

BLOG POST, CASE STUDY, WEBINAR, WHITE PAPER

Interested in a co-branding and collaborative effort for a blog post, case study, webinar or white paper? Please contact the FreedomPay marketing team at:

marketingteam@freedompay.com.

PRESS RELEASE

Interested in drafting a press release? Please use our “**PRESS RELEASE SELF-SERVICE HUB**” to submit a draft of the press release. For additional information or help, please contact the FreedomPay marketing team at:

marketingteam@freedompay.com.

Approval Process:

ALL MARKETING ACTIVITIES, MENTIONS AND ASSETS ARE SUBJECTED TO OUR APPROVAL PROCESS

- Submit your marketing activity request or co-branded materials to the FreedomPay Marketing Team at **marketingteam@freedompay.com.**
- A response to your request will be fulfilled within 48 hours.

*Please view our approval process to learn more