pesapal

Payments Anywhere, Anytime

Brand Guidelines

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Hello.

We're happy you're here

Welcome! to the updated Pesapal brand standards. This guide provides instructions for using the Pesapal brand consistently on marketing materials, point of sale, and product packaging.

We appreciate your adherence to our brand guidelines.

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Introduction

ABOUT THIS DOCUMENT

This brand guideline document serves as a reference for the essential visual and verbal elements that make up the Pesapal Limited brand and outlines how they should be used.

By following the recommendations in this guide, we are able to maintain a consistent look and feel across all communications, which works to create a clear, strong brand character.

These guidelines are intended to serve both internal staff and external resources. Designed as a user-friendly and concise reference guide, it's filled with tools and direction to guide the implementation of branded communication materials.

It has been organized into three primary sections:

1. Brand Identity : Delivers content about who Pesapal is and how we use that in our communications.

2. Visual and Verbal Identity: Delivers guidelines for consistent use of the Pesapal brand visual and verbal identities.

3. Templates & Resources: Includes visual identity templates for internal implementation.

If you are unclear on how to proceed with representing Pesapal in a marketing or promotional capacity,

Contact Us
marketing@pesapal.com

TERMS & CONDITIONS

To use the Pesapal Limited brand functionality, written consent is required. You may only use the Pesapal Limited brand features as permitted in writing and per this document.

If you have an existing agreement with Pesapal Limited for using the Pesapal Limited brand features, you only need additional permission if you wish to use them differently or for a different purpose than what is agreed in the written agreement.

These brand guidelines may be updated or modified at any time. If you have been granted permission to use the Pesapal Limited brand features, you must incorporate any updates within a reasonable timeframe. All changes will be communicated under Media Resources on our website.

We reserve the right to revoke or amend your permission to use and display Pesapal Limited brand features at our discretion. We may also take action against any violations of the brand features or infringement of intellectual property rights or applicable laws.

The permission granted to use the Pesapal Limited brand features does not confer any ownership rights. You agree not to support third parties challenging our ownership or attempting to register confusingly similar rights.

We are not liable for any damages resulting from using and displaying the Pesapal company name and brand features. We reserve the right to update and revise our website at any time.

No warranties, either stated or implied, are provided. Without our written consent, you may not assign or delegate your rights and obligations. Kenyan law governs using and displaying the Pesapal company name and brand features.

The signed authorization and this brand guideline constitute the parties' understanding of the subject matter.

To obtain authorization to use the Pesapal Limited company Brand features, please email **marketing@pesapal.com**

SECTION 1

Brand Identity

WHO WE ARE

At Pesapal, we are
Intelligent, Humble,
Hardworking, Creative,
Professional, Thoughtful,
Respectful, Purposeful,
and Curious.

About Us

We're the leading payment services company with local know-how in building payments and business tools for Africa. Since 2009 we've empowered tens of thousands of African businesses and entrepreneurs to collect money online and in- person via mobiles and cards. We back it up with popular digital tools for ticketing, reservations, reporting, inventory, merchant credit, APIs, and more.

We make it simple and safe for customers to book online and pay at a point-of-sale, or via the Pesapal App. Along with our credit card, bank, and telecoms partners we now process up to 12 million transactions a month. Pesapal is regulated by the Central Banks of Kenya, Uganda, Tanzania and Rwanda.

We have 300+ people in 5 African countries – and we're adding more. We all share a commitment to product innovation that solves Africa's payment challenges. We're on track to connect a million African entrepreneurs and customers to electronic payments, e-commerce, and the global financial system by 2030.

WHO WE ARE

At Pesapal, we are

Intelligent, Humble,

Hardworking, Creative,

Professional, Thoughtful,

Respectful, Purposeful, and

Curious.

Our Story

Founded in 2009, Pesapal has a footprint across five African countries which include: Kenya, Uganda, Tanzania, Rwanda, Zambia.

Pesapal has a portfolio of over 50,000 merchants. We work with regional airlines, major billers, Telcos, organizations in the hospitality industry, e-commerce, and retail merchants.

Pesapal main aim is to give its merchants as many payment options as possible. After years in the market, Pesapal remains devoted to investing in the African space.

Our People

Pesapal's success has largely been due to the people; Passionate individuals who have come together to serve our customer's needs through quality and on-time delivery of products and services.

We pride ourselves in having a great team of excellent and talented individuals. Our philosophy

is that the success of the organization lies with every team member. Pesapal has a team of 300+ employees across Africa and the team continues to grow rapidly.

OUR VISION, MISSION, VALUE & MANTRA

OUR VISION

Empower Africa to access affordable, convenient, and secure digital financial services that drive sustainable growth.

OUR MISSION

To build an innovative financial services ecosystem for businesses and consumers anchored by integrity and unmatched value.

OUR CORPORATE VALUES

- ⊘ **Collaboration:** Eliminate silos and win as a team

- ⊘ **Leadership:** Influence positive change

- ⊘ **Innovation:** Create new ideas that are useful for solving hard problems

- ⊘ **Integrity:** Keep it real

- ⊘ **Impact:** Focus on great results, demonstrate strong performance consistently

- ⊘ **Passion:** Inspire in others a thirst for excellence

OUR MANTRA

SIMPLE: Easy to use, intuitive, convenient

SECURE: Safety of data and protection from fraud

RELIABLE: Consistent and trusted in delivery of service

Visual Identity

PRIMARY LOGO

Pesapal's primary logo is a wordmark. It should be used in all applications that include the primary brand. This logo improves our professionalism and allows clients to easily recognise Pesapal. It is strictly prohibited to reproduce or modify the Pesapal logo.

PRIMARY LOGO WITH TAGLINE

Always use the slogan as a graphic embellishment alongside the original logo.

TAGLINES / SLOGAN

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PARTNER LOGOS

### Size Relationships with Logotype and Wordmarks

If partner logos are longer and text-based, we recommend keeping them the same height as our logo.

Size Relationships with Symbols

Symbol-based logos should be twice the height of our logo. It is preferred that partner logos always appear alongside our own logo.

N.B. Before adjusting the size of the partner's logo, review their corporate usage policies, minimum size requirements, and other restrictions.

Relationship with text-based logotypes
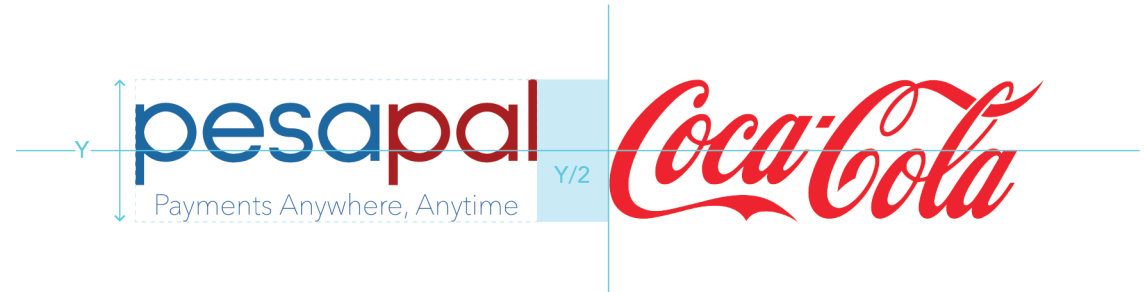
Relationship with symbols

Online Application

The logo should never be resized to a height of less than 32 pixels for any online medium.

App 32x32px

32px

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Offline Application

The logo should never be reproduced in any offline medium (e.g., word documents) at a height less than 76 pixels or it's equivalent in physical measurements.

20mm | 76px
(Minimum Size)

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Exclusion Zone

Maintain a 10 mm gap around the logo. Do not place any text, borders, or margins within this zone to avoid cluttering the logo or reducing its legibility.

UNACCEPTABLE USAGE

Do not distort, rotate, or add unnecessary text decorations like drop shadows or outlines to the logo.

Always scale the Pesapal logo proportionally while considering size restrictions.

See a few examples of improper logo usage on the right.

A. Don't flip the logo around.

B. Avoid squashing or stretching.

C. Do not add unauthorised elements to the logo's white space.

D. Don't scale down only one element of the logo.

E. The letters on the logo should not be rearranged.

F. Avoid modifying the logo using unauthorised imagery.

G. Utilise only the authorised Pesapal brand colours.

H. Drops hadows and other text styles shouldn't be used.

I. Do not use our old logo.

J. Do not outline the logo.

K. Don't alter the logo's transparency.

L. Do not enclose the logo in a box when using it on a background.

A. pesapal ✕

B. pesapal ✕

C. pesapal ✕

D. pesapal ✕

E. pesapal ✕

F. pesapal ✕

G. pesapal ✕

H. pesapal ✕

I. pesapal ✕

J. pesapal ✕

K. ✕

PRIMARY COLORS

Pesapal's main colors are blue and red.

It is advisable to use white text or copy over these core colours. The RGB and CMYK breakdowns for each colour are provided for both screen and print use as shown on the right.

N.B. Tints can also be used to expand the color palette without increasing printing costs.

COLOR USAGE

The Pesapal logo should be used on a white background or a white solid logo should be used to ensure contrast with our primary colours.

| 20% | 40% | 60% | 80% | 20% | 40% | 60% | 80% |

Blue

Red
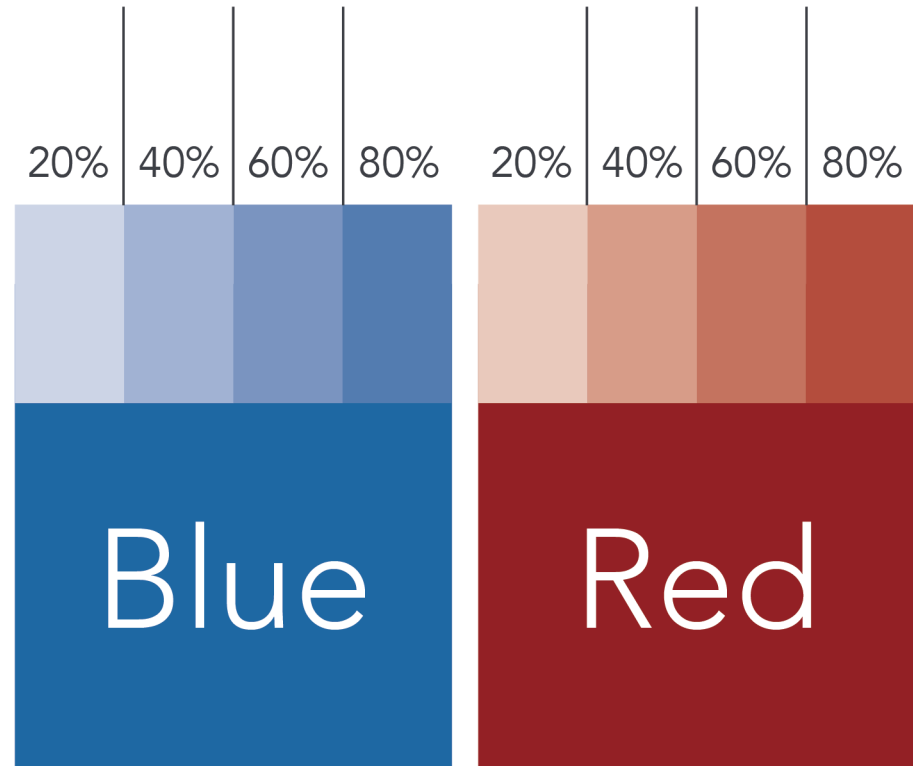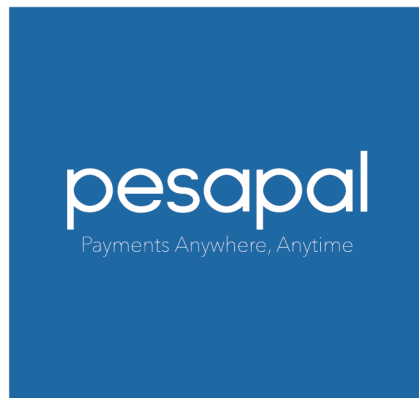
R28/G104/B161	R167/G31/B35
C90/M59/Y13/K1	C23/M100/Y99/K17
PANTONE 647 C	PANTONE 7621 C

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PHOTOGRAPHIC BACKGROUNDS

When placing the logo over photographic backgrounds, use caution to avoid obscuring the logo and text.

A deeper transparent overlay image with a white logo can be used in most cases. Alternatively, select images with plain white backgrounds or avoid busy photographs with excessive details.

Consistent typography is a powerful marketing tool that should be applied to both print and digital applications. It plays a vital role in establishing a cohesive visual identity and enhancing brand visibility. The typeface selected for Pesapal is Avenir, which is clean, modern, trendy, distinct, and legible.

AaBbCc123@£$
Avenir

Avenir Medium
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Avenir Book
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Avenir Light
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Avenir Thin
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

SECTION 3

Glossary

GLOSSARY OF TERMS

CORPORATE IDENTITY

Corporate identity is how a company presents itself, looks, behaves, and communicates. It helps the company get recognized and differentiated in the market space and among its internal stakeholders (including all the employees, investors, and partners of the company) and external stakeholders (including the customers, consumers, media, etc.)

BRAND GUIDELINE MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

BRANDING

The personality of a brand that portrays itself in both visual and verbal manners

ELEMENT

Any individual part of a design. Can be an image or type.

LOGO

A logo is a name, mark, or symbol that represents an idea, organization, publication, or product.

PANTONE

The pantone matching system is used for defining specific colours based on a universal ink colour.

CMYK

Cyan, magenta, yellow, and black. The colour model used for printing. Also known as four-colour or process colour.

RGB

Red, Green, Blue is the colour model used to project colour on a computer monitor. By combining these three colours, a large percentage of the visible colour spectrum can be represented.

TINT

A colour made lighter by adding white is called a tint.

CONTRAST

The difference in colour found between the light and dark parts of an image.

PRIMARY COLOURS

Primary colors help consumers to quickly identify a brand. These are the core colors of the brand. Commonly, primary colors are incorporated into a company's logo. A company has between 1-3 primary colors but there can be more if desired.

GLOSSARY OF TERMS

ALIGNMENT

The arrangement of elements that form a line.

ASYMMETRICAL

Design elements do not balance over a central line.

TEMPLATE

A design layout that is created to be used to hold non-specific content which has certain design elements already set up.

VECTOR GRAPHIC

A graphic element that is defined through mathematical equations. It allows the graphic to be scaled without loss of quality.

PAGE LAYOUT

The setup and style of content on a page.

PAGE SIZE

The size of a page the design has to occupy

JPEG

(Joint Photographic Electronic Group) A common process for compressing digital images.

PNG

Portable Network Graphics format used for lossless compression. The PNG format displays images without jagged edges while keeping file sizes rather small, making them popular on the web. Also allows for transparent backgrounds.

PDF

Portable Document Format. A universal document format that allows documents to be opened by any user with Adobe Acrobat, and edited with Adobe Acrobrat Pro

PIXEL

A minute area of illumination on a display screen, one of many from which an image is composed.

RESOLUTION

The number of pixels contained in an raster image. 300 dpi is suitable for print, while 72 dpi is appropriate for screen.

FONT

A stylization of an alphabet and numeric set, often with special characters.

TYPEFACE

A typeface consists of a series of fonts and a full range of characters such as numbers, letters, marks, and punctuation.

GLOSSARY OF TERMS

TYPOGRAPHY

The art of arranging type which includes letters, numbers, and symbols so that it is pleasing to the eye. This includes not only the font that is used, but how it is arranged on the page: letter by letter, size, line spacing, etc.

COPY

Copy refers to editorial text supplied for incorporation into a design or website.

HEADLINE

A large text illustrating the opening statement used in a layout.

HEADER

The text which appears at the top of a printed page.

BODY TYPE

The typeface used in the main text.

UPPERCASE

Also known as capital letters, they are the larger characters in a typeface.

LOWER CASE

The smaller form of letter used in type.

MATTE FINISH

Non-glossy printed finish.

UNCOATED PAPER

This is paper that does not have a coating applied to it for smoothness.

? If you are unclear on how to proceed with representing Pesapal in a marketing or promotional capacity,

Contact Us
marketing@pesapal.com

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ABOUT PESAPAL

We're the leading payment services company with local know-how in building payments and business tools for Africa. Since 2009 we've empowered tens of thousands of African businesses and entrepreneurs to collect money online and in- person via mobiles and cards. We back it up with popular digital tools for ticketing, reservations, reporting, inventory, merchant credit, APIs, and more.

We make it simple and safe for customers to book online and pay at a point-of-sale, or via the Pesapal App. Along with our credit card, bank, and telecoms partners we now process up to 12 million transactions a month. Pesapal is regulated by the Central Banks of Kenya, Uganda, Tanzania and Rwanda.

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