

:// SEPAA

CYBER TECHNOLOGIES

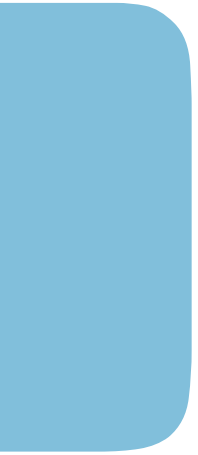
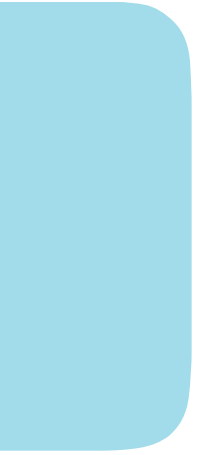
Brand

Guidelines

In this book we've gathered our most valuable recommendations to guide you in the various ways you can use the **SEPA Cyber** name, logos and language in your materials without having to have your people call our people.

Content page

pp. 1-3	Introduction
pp. 4-11	Logo
pp. 12-15	Brand Architecture
pp. 16-21	Color
pp. 22-34	Visuals
pp. 35-41	Typography
p. 42	Downloadable Assets



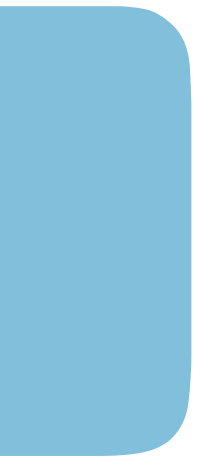
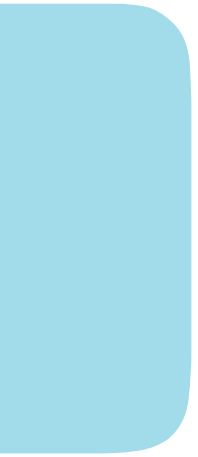
Introduction

WHO WE ARE

SEPA Cyber is a Fintech company, part of a Multinational Group operating in more than 32 countries. We offer innovative, modular and scalable IT solutions to the banking & financial sector, governmental sector and retail sector. We say yes when others say no! From diversity we create unity! From straight-forward payments processing to complex core banking services, we have done it all. Our priority is to be a trusted partner for our clients.

WE LOVE WHAT WE DO

We offer ground-breaking products and services to continuously support both start-ups and established businesses in maximizing their potential. The revolution of financial technology started spreading around the world, affecting a high amount of processes in the sector. FinTech is expected to reshape the economic and social lives of people and to positively impact their financial processes and interactions. We strive to be the answer for each FinTech demand!



Logo

Logo



Clearspace

Clearspace around the logo is equal to the cap height of S.



Color & Position

These are the only variants for the logo. Whether it is going to be used for product or marketing purposes, the logo may be shown on white (preferred), light blue or a solid color background. It may also be used over photos where a suitable clear area exists. Use the reverse white variant when a background is too dark to allow use of the positive logo.



DON'T.



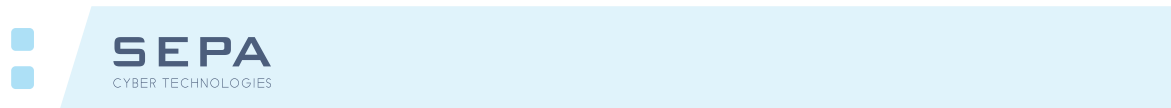
Exceptions



Execute sign only



Execute sign cropped



Document Footer/Header

Scale

Our logo is designed to scale to small sizes on print and screen. Smallest size: 113.3 pixels wide/1.18 inch wide/ 3 centimeter wide.



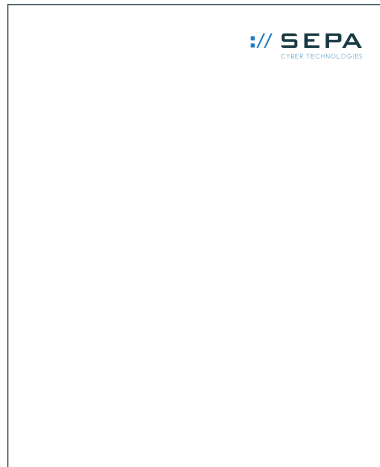
Placement

The logo placement depends on the type of communication and use.

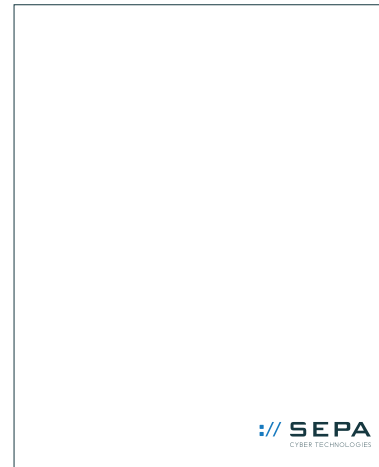
Top left



Top right



Bottom right



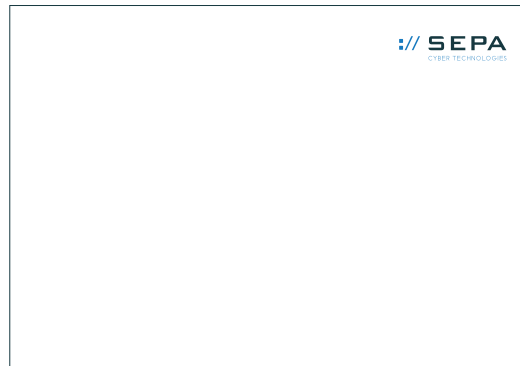
Bottom left



Bottom right



Top right



In general communication that includes text, logo should be placed bottom left of composition.

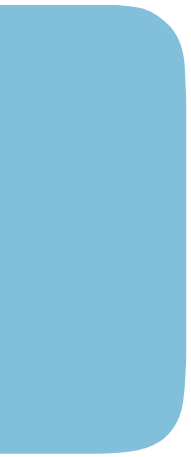
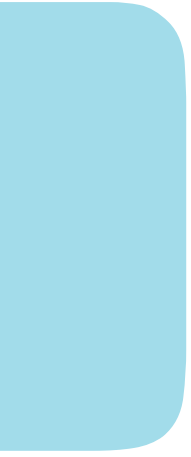
Partnerships

Aligning partnership logos should follow clear space rules. The space between logos is equal to the cap height of 2x S.



Logo Applications





Brand Architecture

Choosing us means choosing endless opportunities, because trust is what you pay, and value is what you get!

WHY SEPA CYBER

Scalable micro-service architecture. You can add modules with ease.

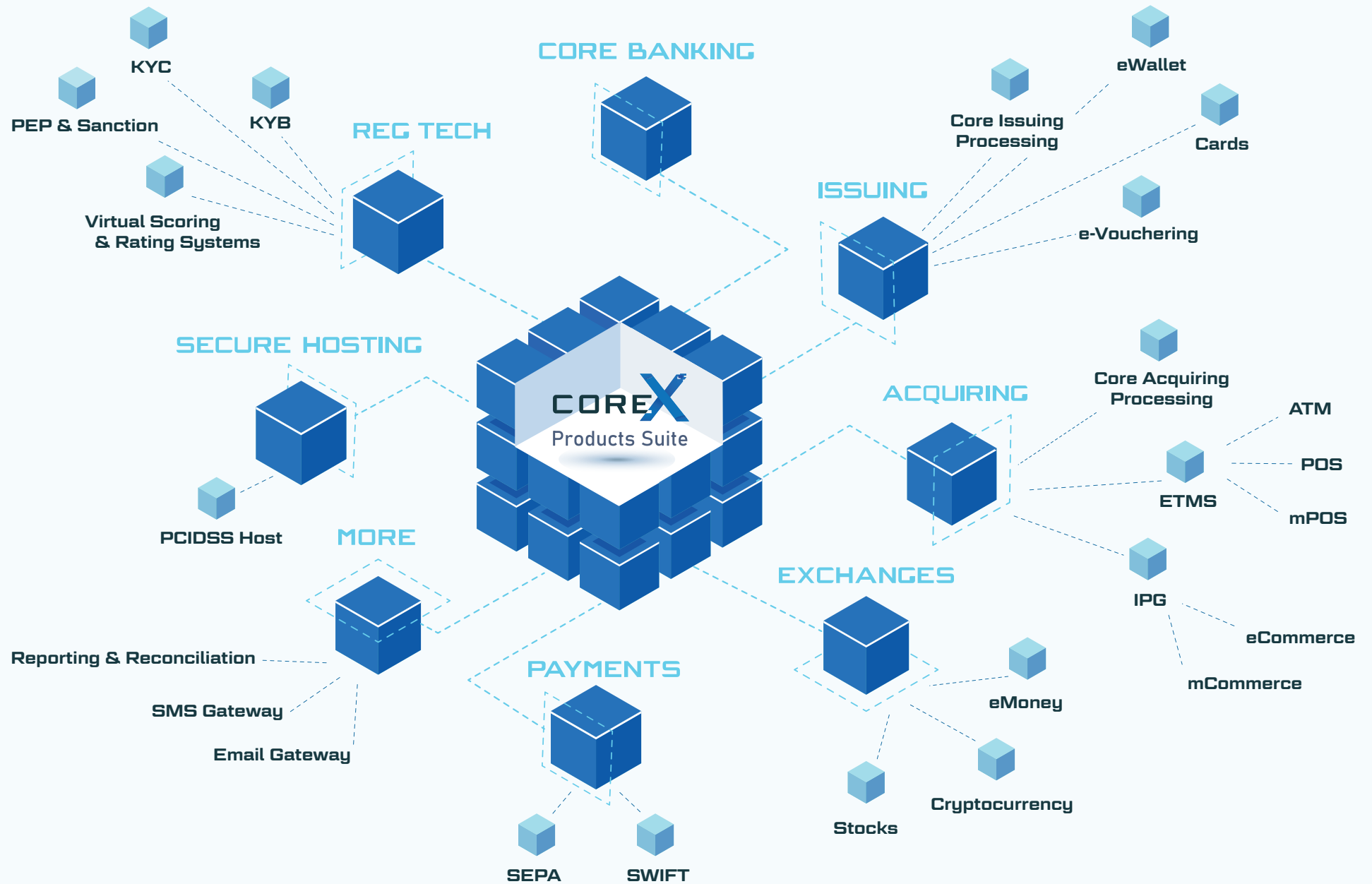
High degree of automation. You keep the manual work to minimum.

Full compliance. Bear with us all legal and security-driven requirements.

Uptime 99.999%. System availability is a thing you will never worry about.

White label. Showcase sleek, company-branded design.

Flexible deployment options: SaaS and On-premise



ACQUIRING

::Core Acquiring Processing

::ETMS

::POS

::mPOS

::ATM

::IPG

ISSUING

::Core Issuing Processing

::eWallet

::eVouchering

EXCHANGES

::Exchanges

::Cryptocurrency

::Stocks

::Currency Conversion

PAYMENTS

::SEPA

::SWIFT

CORE BANKING

::CORE BANKING

REG TECH

::KYC

::KYB

::PEP & SANCTION

**::Virtual Scoring
& Rating Systems**

SECURE HOSTING

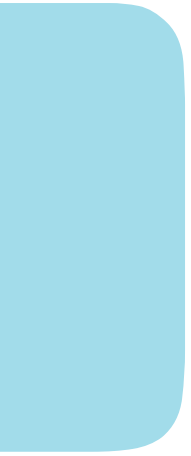
::PCIDSS Host

MORE

::Email

::SMS

::Reporting & Reconciliation

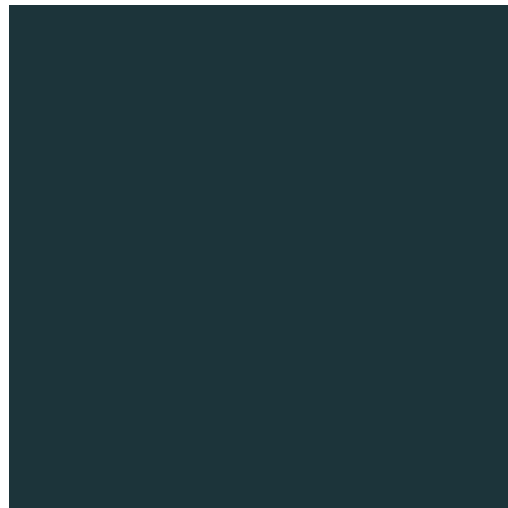


Color

Primary Colors

Our primary brand colors are French blue and Outer Space. They reinforce SEPA Cyber as customizable and innovative.

Outer Space



HEX - #29383D
RGB - 41, 56, 61
CMYK - 80%, 59%, 53%, 59%
PMS - 7546C

French Blue



HEX - #1977BC
RGB - 25 119 188
CMYK - 84% 46% 1% 0%
PMS - 285C / 2195C

Accent Color

Maximum Blue Green is unique color to SEPA Cyber and should be used sparingly for support and for moments of interaction between a user and the brand - call to action, hover effects, etc.

Maximum Blue Green



HEX - #3BB8BC

RGB - 59 184 188

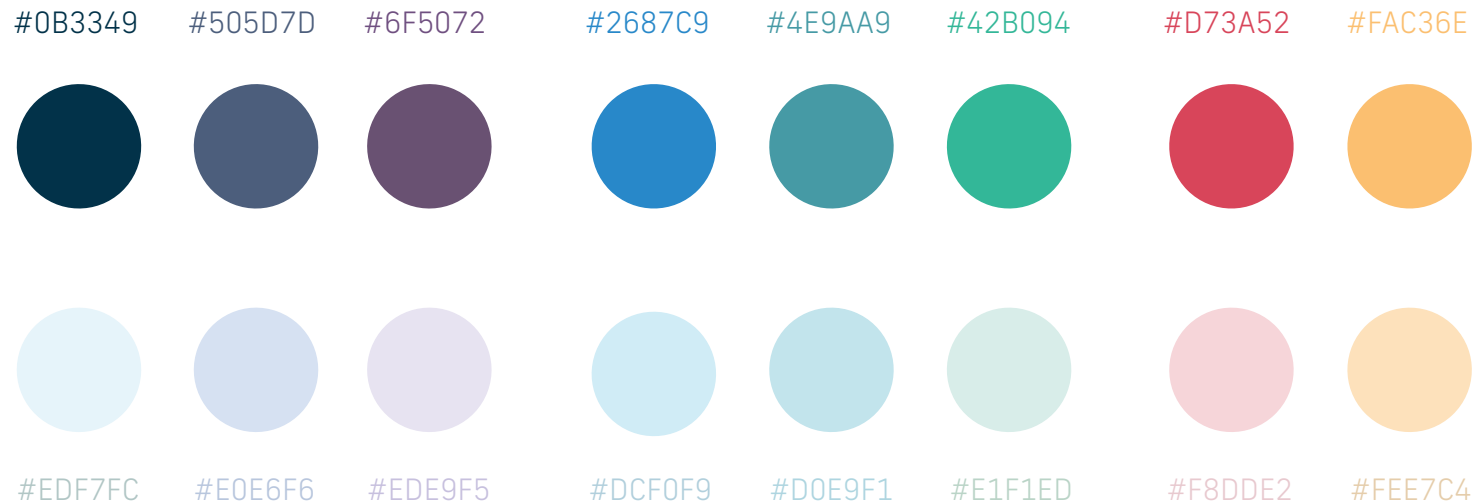
CMYK - 69% 0% 31% 0%

PMS - 631C

*In certain occasions French Blue could also be used as an accent color (e.g. text highlighting...)

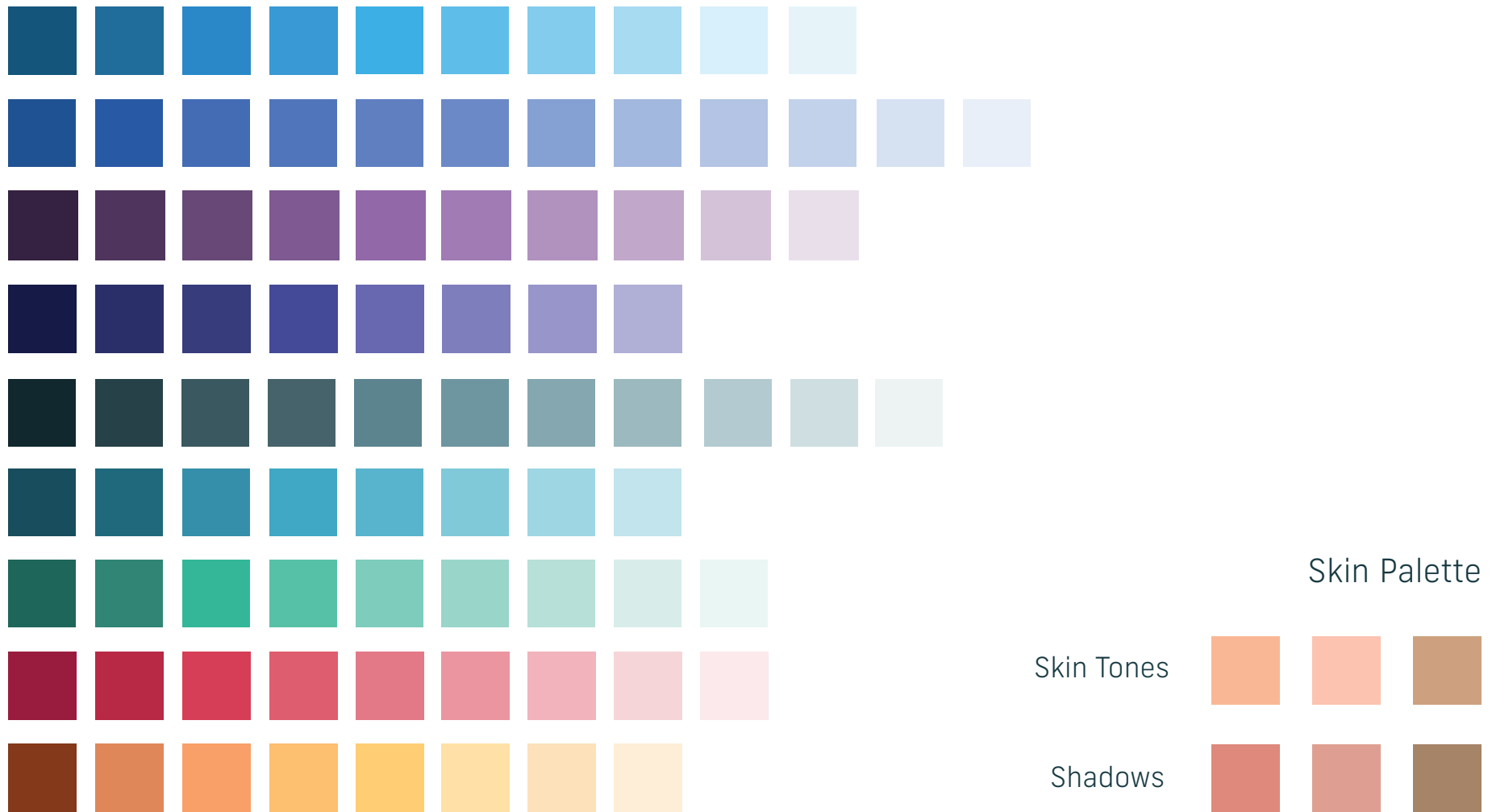
Secondary Colors

Our secondary colors provide simplicity, friendliness and consistency throughout all types of brand communication. They should be used in illustrations, photography, products and in background elements in order to maintain meaning and efficiency.

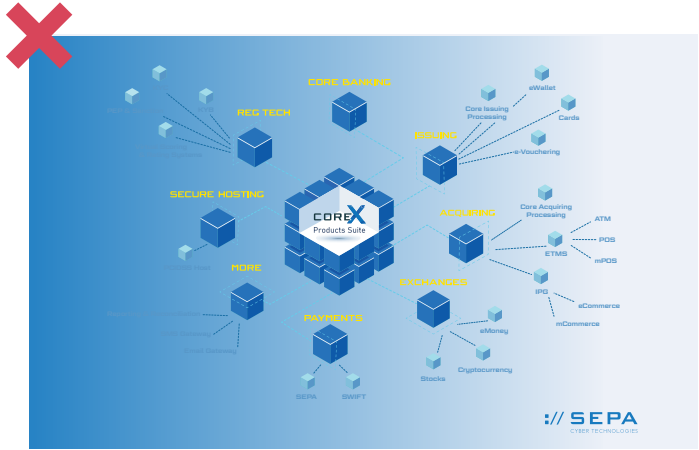


Specialty Colors

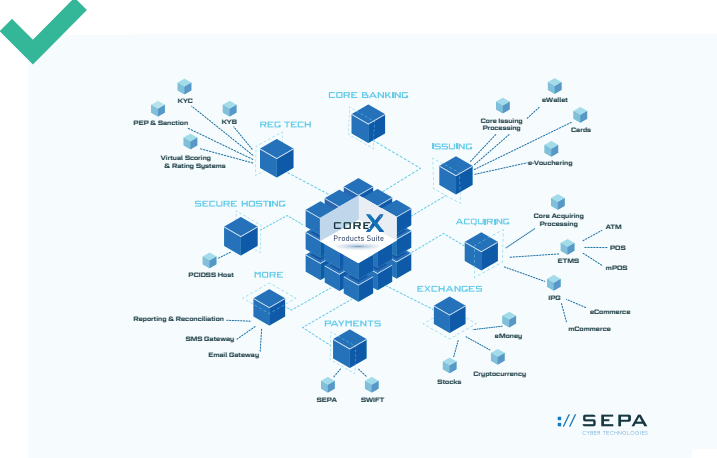
The specialty colors are designated only for illustrations that require tone-on-tone pairings and product designs that require variations of tone and opacity.



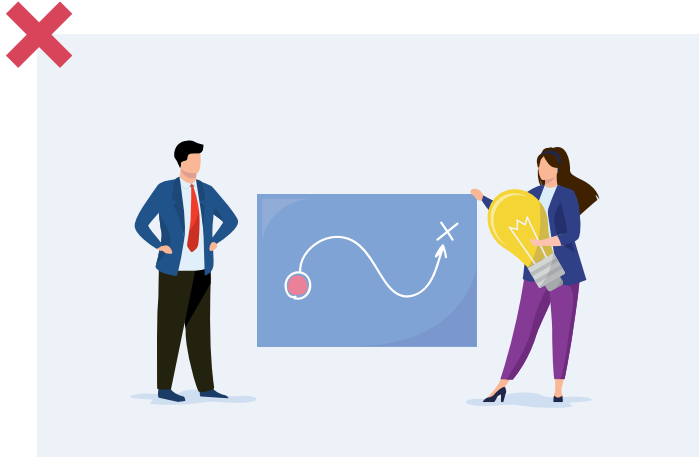
Color Guidance



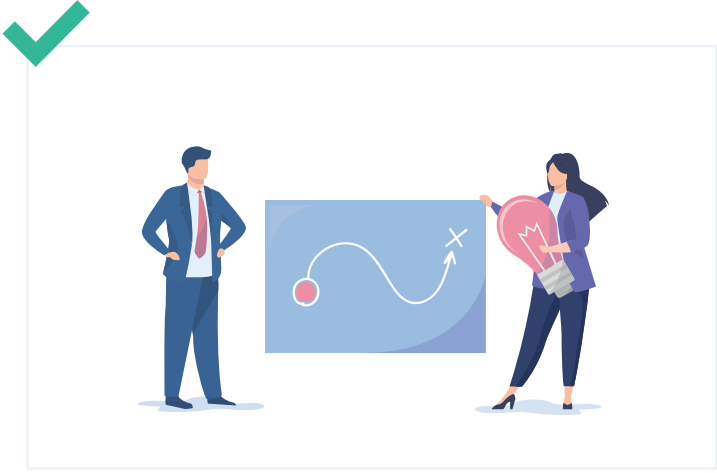
Using the wrong color effect and combination leads to unreadable texts and invisible or hardly visible elements.



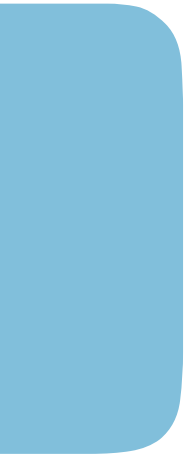
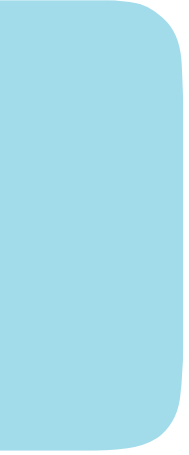
Pick up complementary background colors. Aim for a professional and stylish look.



Using too vibrant colors and unsynchronized colors.



Aim for a muted color palette with max 4 secondary colors and coordinate them in a suitable way.



Visuals

Iconography

Use Icons for : Iconography signals, labels, or highlighting simple information with speed and clarity. Each icon represents an idea reduced to its essence. We have established two styles of icons:

Outlined Icons

Outlined icons should be used for web development purposes. These contain a certain style and should not exceed more than the following three colors:

[*For the full icon set please view the Downloadable assets page](#)



Cards



Accounts



Payments



Add money



Analytics



Exchanges



Receive money

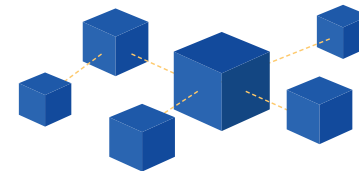
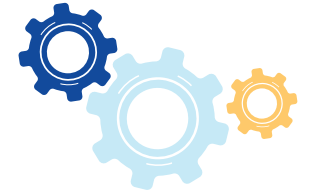


Send money

Iconography

Complementary Icons

We use icons for other communication purposes as well - supporting documents visually, highlighting simple information and influencing the tone of the text. These icons should be minimal and always a combination of the following three colors and their shades:



Illustration

We use illustrations as a complementary piece to information and complex data. Through illustrative style we strive to simplify and structure information wherever appropriate so that any user can understand it. We always aim to showcase our friendly, but professional tone.



A good illustration substitutes words to convey a message, narrative, or process.

Always refer to the SEPA Cyber's color palette and the appropriate shades. Our colors and key elements communicate our style.

Combine visual with practical. Focus on the user. Make it simple yet descriptive enough.

Principles

Do try to use a maximum of 3-4 secondary colors and their shades in a single illustration, Seek balance in colors' combination and distribution - combining them in a complementary way.

Do include the 'spot' in every background.

*See in "Background elements".

Don't limit yourself to only one type of shape and line style. Use both flat and isometric perspectives.



Principles



SEPA Cyber may be offering services, but we are user-centred. It's important to include human presence and position in our services/products. When illustrating people, do include only mouth and nose as a facial expression. And for skin tone you have the opportunity to choose from our internationally-inspired skin palette.

When hands are shown, only the thumb should be separated from the rest. Pay attention to postures and poses.

Make sure any symbols, you are using, are clear and easily understood. Always strive for a simplified design - reduce the amount of tiny elements to a minimum, replace with silhouettes where possible.

*Avoid using currency signs, unless it's related to multicurrencies or currency exchange topic.



Additional & Background elements

The 'spot' is used as a background element for all our illustrations. You will come across with it in some other web and print communications. When using it always pay attention to the contrast between the different elements, the 'spot' should be blending in, and if there's text in front of it - it should be readable.

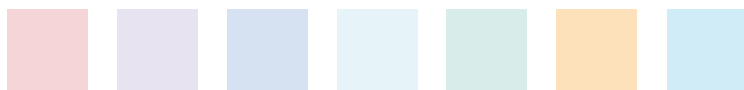


Print materials



Icons

Main Palette



Web Development Palette

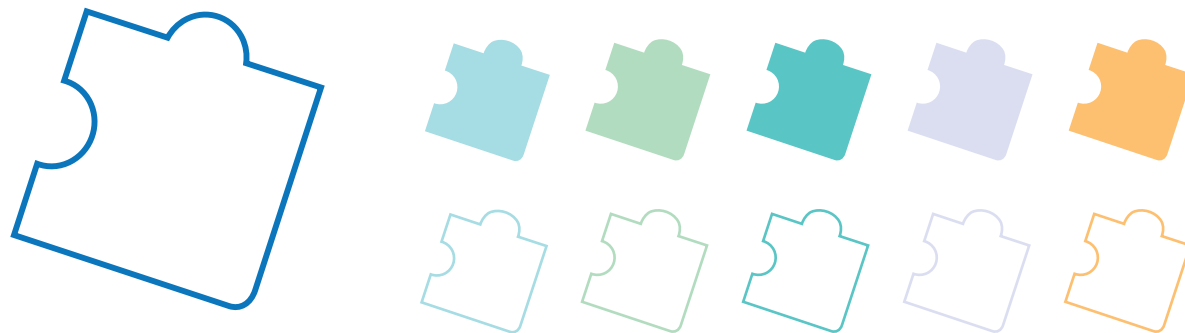
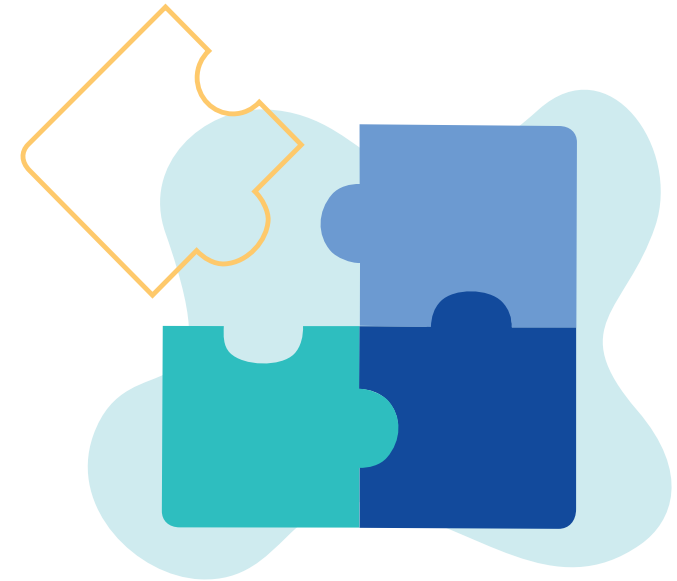


Illustrations

Additional & Background elements

Our work comes together like pieces of a puzzle. We combine those different, but compatible pieces and as result we turn their mutual harmony into a complex, but wholesome picture. Therefore we have chosen the puzzle piece as one of our key elements. Where appropriate it can be used as a supporting symbol to information about our Core X tree products.

More colors coming soon...



Additional & Background elements

The wave is another element you will come across with. We normally use it in web environments as a contrast layer.

It can be used in different colors and gradients, as long as it's appropriate for the particular color scheme.

Photography

We use photography to mark various events - company events, international meetings, conferences and events we've taken part in, partnerships, employee photoshoots and others, worth capturing for our (personal) archive.



Photography

Visual Standard

Make sure the image has the proper resolution to support different types of use – 72 dpi for slides that will be viewed online; at least 300 dpi if the slides might be printed (typically for long-form PDFs).

Avoid pixelated/blurred images.

Always scale images appropriately, do not shrink or shear unequally, because you need to fit the image somewhere. Such inappropriate distortions will affect the meaning behind the use of the image and its influence.



Photography

Be mindful of the background and background scene - there should be nothing distracting, whether it's solid color background or has people/objects in it.

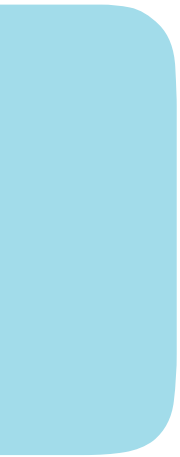
Lighting should appear like natural light. No harsh highlights or shadows, particularly on people's faces.



Photography

If cropping is needed, do crop appropriately. Do not crop from the knee line, elbow line, forehead, neck etc. Always straighten the images. Do comply with the basic photography rules.





Typography

New Frank

New Frank

New Frank

New Frank

New Frank

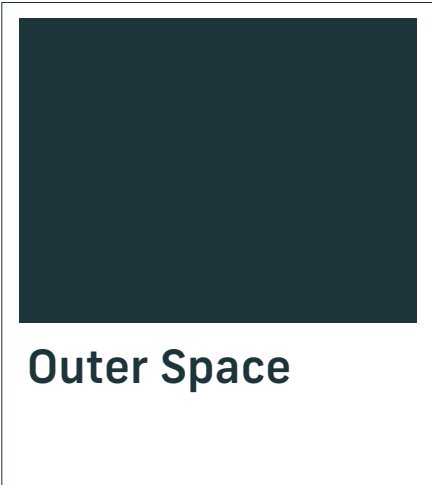
Light AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
12345467890#+-@=%/([!?!])...

Regular AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
12345467890#+-@=%/([!?!])...

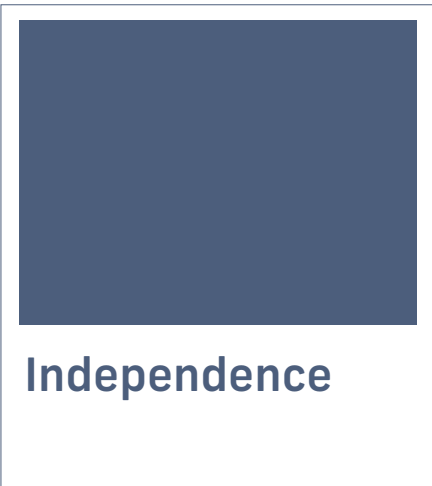
Medium AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
12345467890#+-@=%/([!?!])...

Bold AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
12345467890#+-@=%/([!?!])...

Titles and Headlines



Outer Space



Independence

For headlines - 18pt or larger

New Frank **Medium, Bold**

Headline Colors

Outer Space

HEX #29383D

RGB 41, 56, 61

CMYK 80%, 59%, 53%, 59%

Independence

HEX #505D7D

RGB 80, 93, 125

CMYK 74%, 59%, 31%, 15%

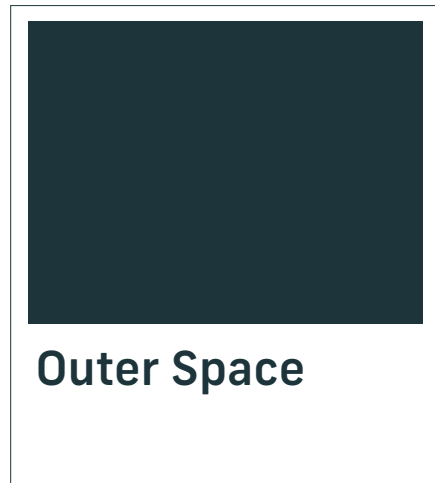
Use New Frank Medium and Bold in larger sizes to call attention to title and section headers.

The Independence color can be used for subtitles or texts that you would prefer to be with lower opacity.

Paragraphs and Smaller text

For body copy and smaller text- 16 pt or smaller

New Frank Regular, Light



Body Text

HEX #29383D

RGB 41, 56, 61

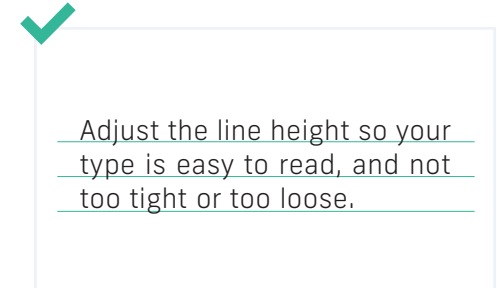
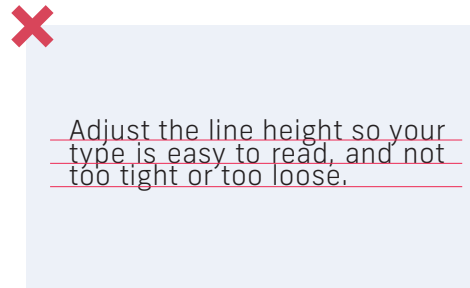
CMYK 80%, 59%, 53%, 59%

Use New Frank Light for paragraphs, short sentences and smaller supporting text.

Use New Frank Regular, if you need to emphasize on specific paragraphs. Or as a substitution, if New Frank Light is hard to read on certain backgrounds.

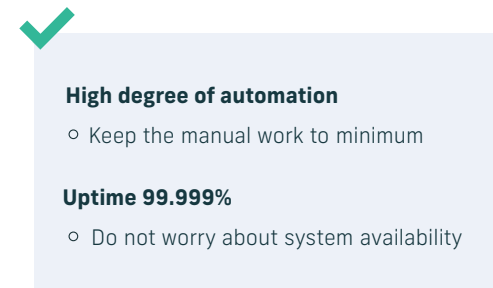
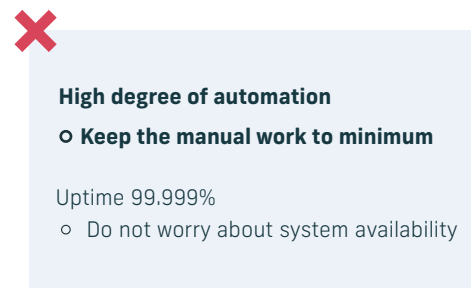
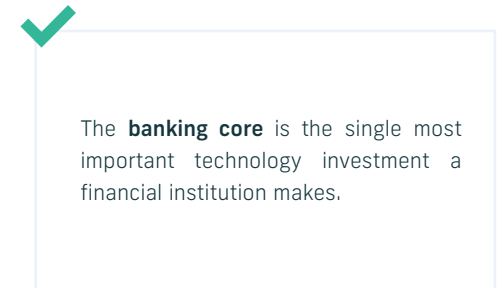
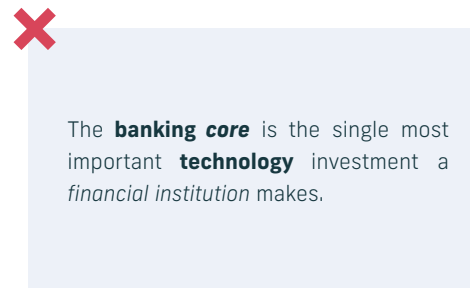
Line Height

Adjust the line height so your type is easy to read, and not too tight or too loose.



Weight

New Frank comes in a variety of weights. Use Medium and Bold very to emphasize words or phrases. Just don't overdo it. If in combination with another type weight, use New Frank Medium with New Frank Light, and New Frank Bold with New Frank Regular.



Optimize text layout for legibility

Pay special attention to the length and structure of your text blocks to optimize legibility and quick comprehension.



Don't stretch lines across the page. If you make the lines too long, the reader loses their place within the block of copy.



Do break content into scannable and easy to digest blocks of information. Add vertical spacing between lines to increase legibility.

Downloadable Assets

[Logo >](#)

[New Frank Font >](#)

[Outline icons set >](#)