



LOGO



LOGO WITH SLOGAN



“SHIELD” ICON LOGO



BRAND COLORS



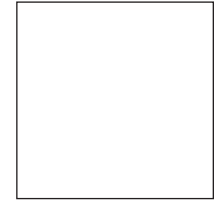
PANTONE
300 C

HEX #005DB9
RGB 0 93 185
CMYK 100 62 7 1



PANTONE
COOL GRAY 10 C

HEX #63656A
RGB 99 101 106
CMYK 62 53 47 19



PANTONE
WHITE

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

SECONDARY BRAND COLOR



PANTONE
299 C

HEX #00A1E0
RGB 0 161 224
CMYK 80 18 0 0

LOGO ANALYSIS

VALOR
P A Y T E C H

NOVECEN TO WIDE ULTRA BOLD

NOVECEN TO NORMAL

FONT S ARE THEN OUTLINED.
EACH CHARACTER IS THEN INDIVIDUALLY
SIZED TO BE THE SAME HEIGHT AS ONE ANOTHER.
SHIELD AND PAYMENT DESIGN IS ADDED TO LETTERS V AND O.

**VALOR**
P A Y T E C H

LOGO WITH SLOGAN ANALYSIS

A HORIZONTAL BORDER IS ADDED TO SEPARATE LOGO FROM SLOGAN.
PAYTECH TEXT AND SLOGAN IS EVENLY SPACED BETWEEN BORDER.



“SHIELD” ICON LOGO

A WHITE OVERLAY IS PLACED ON THE LEFT HALF OF THE SHIELD AT 20% OPACTIY TO CREATE DIMENSION.
ALTERNATIVELY PANTONE COOL GRAY 9C AND PANTONE 660C CAN BE USED TO CREATE DIMENSION.

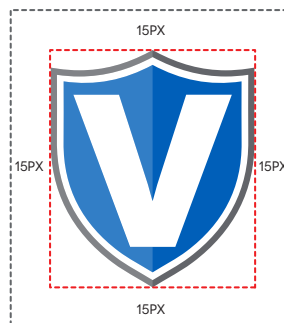
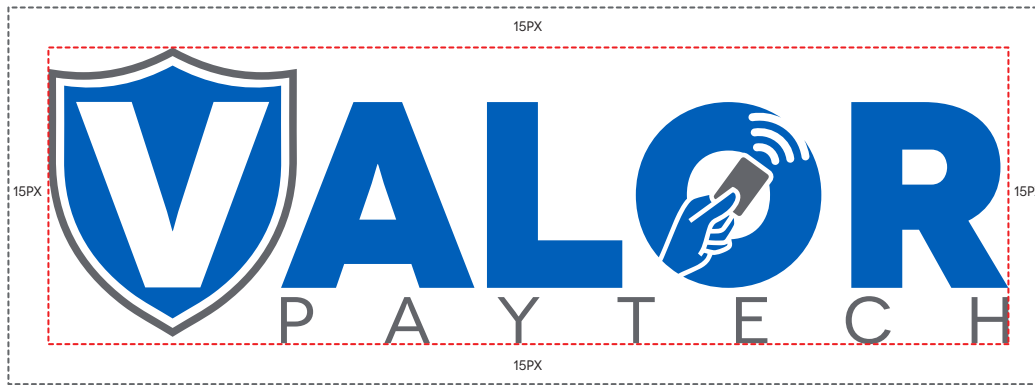


20% OPACTIY



PANTONE
COOL GRAY 9C
PANTONE
660C

LOGO PROTECTION ZONE – 30PX SPACE AROUND LOGO



LOGO ALTERNATE COLORS

