



VALOR
PAYTECH

Brand Guidelines

1 STORY

Valor PayTech's journey: A timeline of milestones leading to the present.



2019

At Valor PayTech, we continuously strive to understand the future of the credit card processing industry and merchant needs. In 2019, we developed our Gateway, POS/Terminal systems, and Risk Monitoring System. Our innovative technique to credit card processing and the ISO sales system have enabled us to offer unparalleled services to our clients. Our advanced technology ensures that our clients experience seamless and secure payment processing.



2022

Valor PayTech proudly announced the extension of our team with a strategic business division that will focus on expanding our capabilities across unified commerce solutions and delivering a seamless payments experience. As part of this initiative, we will partner with independent software vendors (ISVs) to offer easy-to-implement integrations and provide additional value to our customers. Our continued growth and commitment to innovation will enable us to stay at the forefront of the payments industry and deliver the best possible solutions to our clients.



2023

Valor PayTech, a leading payment solutions provider, reached a significant milestone in 2023 by surpassing 100,000 connected devices. This achievement highlights our commitment to delivering innovative and secure payment solutions to our customers. We continue to invest in technology to enhance our products' functionalities and improve the user experience. Our focus on research and development has allowed us to maintain our position as a leader in the payment solutions market.

2

VISION & VALUES

Vision Statement

The leading fintech provider and trusted partner with proven customizable solutions to enhance the customer experience with payment acceptance anytime, anywhere.



INNOVATION

Innovation is one of our core values, driving us to constantly seek new and better ways of doing things. By being innovative, we can stay ahead of the curve and continue to provide our customers with the best possible products and services.



COLLABORATION

Collaboration is another one of our core values, essential to our success. By working together, we can achieve more than we ever could alone. We encourage our employees to share ideas, work together on projects, and support one another to create a culture of collaboration.



INTEGRITY

Integrity is our most important core value. We believe honesty, transparency, and ethical behavior are essential to building trust with our customers, partners, and employees. We hold ourselves to the highest standards of integrity and expect the same from everyone we work with.

3 VOICE & TONE

We speak to our customers and potential customers as a friend. Our voice is respectful, professional, and knowledgeable within the payments industry. We look towards the future for technological growth and development; we are optimistic, curious, and fearless. We welcome diversity and encourage inclusivity to build a better community tomorrow and beyond.



EXPERT

We are an expert in the payments industry.



CONFIDENT

We are confident in our products and solutions.



INNOVATIVE

We enjoy working alongside our partners to come up with innovative solutions.

4 LOGO



LOGO MEANING

Valor Paytech isn't just a brand; it is a symbol of innovation, trust, growth, and adaptability. Logo with its intricate design and profound symbolism, told the story of a company that was ready to defend and conquer the ever-evolving landscape of the payment industry. It's a brand that's truly making its mark and living up to its name.

WHITE ON COLOR



TYPOGRAPHY



Queen of Camelot 2.0 Regular

This all-caps display font features many rounded corners with no variation in width. Mainly Use it for a logo, magazine, or social media.

Open Sans Regular

Optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

WHITE ON BLACK



HORIZONTAL LOGO



VERTICAL LOGO



5 SOLID COLOR STYLES

Primary

Our primary color, **Business Blue**, symbolizes trust, stability, and reliability. It reflects our commitment to providing secure and dependable payment services to our partners and their customers.

Business Blue Pantone - 2736 C	For digital use:	For Print use:
	R=1, G=28, B=163 Hex Code: #011CA3	C=100%, M=94.14%, Y=0.78%, K=1.17% Hex Code: #283893

#010E52

#01157A

#011CA3

#6E8FE9

#B9D3FB

#EBF3FF

#F6FAFF

Secondary

Go Green represents growth, sustainability, and innovation. It signifies our dedication to environmental responsibility and our pursuit of innovative solutions in the payment industry.

Go Green Pantone - 3405 C	For digital use:	For Print use:
	R=6, G=185, B=109 Hex Code: #06B96D	C=76%, M=0%, Y=78%, K=0% Hex Code: #24B56D

#023821

#046F41

#06B96D

#6DE3B2

#A4F2D2

#E1FBF7

#EFFFF7

Neutral

Blackout and **White** serve as our neutral colors, providing balance and contrast to our brand palette. They embody simplicity, sophistication, and timeless elegance.

Blackout R=25, G=25, B=25 C=73%, M=67%, Y=65%, K=79% Hex Code: #191919	White R=255, G=255, B=255 C=0%, M=0%, Y=0%, K=0% Hex Code: #FFFFFF
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#000000

#191919

#404040

#737373

#BFBFBF

#ECECEC

#F8F8F8

Supplementary

Sky Blue reflects our commitment to transparency and communication with our customers, **Rose Petal** adds a playful and inviting element and **Majestic Purple** adds a touch of sophistication and originality to our brand identity.

Sky Blue	For digital use:	For Print use:
	R=0, G=180, B=236 Hex Code: #00B4EC	C=69.14%, M=8.98%, Y=0%, K=0% Hex Code: #1BB3E8

#003647

#00688A

#00B4EC

#7AE0FF

#B4EEFF

#DCF7FF

#EEFBFF

Rose Petal	For digital use:	For Print use:
	R=232, G=75, B=134 Hex Code: #E84B86	C=3.13%, M=85.16%, Y=17.58%, K=0% Hex Code: #E74C86

#461728

#8B2D50

#E84B86

#FF92BB

#FEC4DA

#FFE9F1

#FFF3F8

Majestic Purple	For digital use:	For Print use:
	R=107, G=48, B=212 Hex Code: #6B30D4	C=71.48%, M=80.86%, Y=0%, K=0% Hex Code: #664FA1

#28095E

#401D7F

#6B30D4

#B58DFF

#D8C5F9

#EDE4FF

#F0EAFB

Alerts

Sky Blue conveys important information or updates, **Go Green** indicates successful actions or processes, **Yellow** signifies caution and prompts users to proceed with care. **Red** indicates critical errors or failures that require immediate attention.

Sky Blue	For digital use:	For Print use:
	R=0, G=180, B=236 Hex Code: #00B4EC	C=69.14%, M=8.98%, Y=0%, K=0% Hex Code: #1BB3E8

#003647

#00688A

#00B4EC

#7AE0FF

#B4EEFF

#DCF7FF

#EEFBFF

Go Green	For digital use:	For Print use:
	R=6, G=185, B=109 Hex Code: #06B96D	C=76%, M=0%, Y=78%, K=0% Hex Code: #24B56D

#023821

#046F41

#06B96D

#6DE3B2

#A4F2D2

#E1FBF7

#EFFFF7

Yellow	For digital use:	For Print use:
	R=241, G=176, B=25 Hex Code: #F1B019	C=4.69%, M=32.42%, Y=100%, K=0% Hex Code: #F0B11D

#6A4B00

#8B6100

#F1B019

#FCD477

#FFE7B2

#FFF4DC

#FFFAF1

Red	For digital use:	For Print use:
	R=220, G=74, B=74 Hex Code: #DC4A4A	C=8.2%, M=85.94%, Y=71.88%, K=0.78% Hex Code: #DC4A4A

#5A0000

#852222

#DC4A4A

#FF9C9C

#FFC9C9

#FFE5E5

#FFF1F1

6 GRADIENTS STYLES

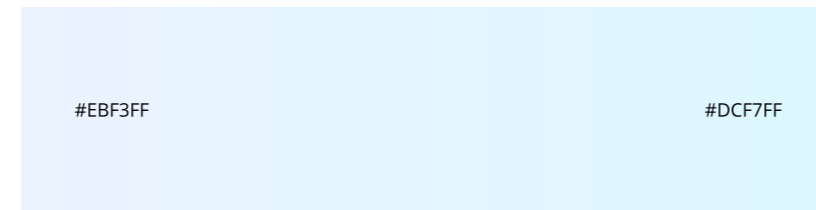
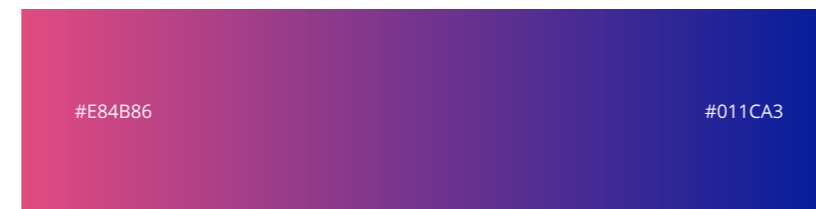
Gradients from Primary and Secondary Colors

Gradient transitions from Blue to Green, creating a dynamic and engaging visual experience for our users. The other derived gradients serve as versatile design elements that can be incorporated into various aspects of our brand materials, including websites, mobile apps, and marketing collateral.



Gradients from Primary and Supplementary Colors

These gradients offer a versatile range of hues that complement our primary color, enhancing the visual appeal of our brand materials while maintaining consistency and coherence. By leveraging these gradients creatively, we can create engaging and impactful designs that resonate with our audience.



7 COLOR USAGE

Color Split-ups

We emphasize the strategic incorporation of our brand colors to create visually appealing and cohesive designs. With a calculated split-up of 70% Blue, 20% Go Green, and 10% Supplementary colors, we ensure a balanced and harmonious color palette that resonates with our brand identity.



Colors in Design

By strategically leveraging primary, secondary, neutral, and supplementary colors in our designs, we create cohesive and visually engaging experiences that resonate with our audience and reinforce our brand identity across all touchpoints.



Experience the future of payment technology

GET STARTED

Point-of-sale technology loved by millions of business owners.

Experience the future of payment technology.

BECOME A PARTNER



Colors in Design

By strategically leveraging primary, secondary, neutral, and supplementary colors in our designs, we create cohesive and visually engaging experiences that resonate with our audience and reinforce our brand identity across all touchpoints.



Why Valor ?

Helping every size of business succeed



Customizable integrated
payment solutions



Safe and secure
payment acceptance



24/7
technical support

Colors in Design

By strategically leveraging primary, secondary, neutral, and supplementary colors in our designs, we create cohesive and visually engaging experiences that resonate with our audience and reinforce our brand identity across all touchpoints.



Helping every size of
business succeed



User-friendly interface

POS terminals from Valor PayTech have a user-friendly interface designed to streamline the transaction process. Our devices feature intuitive touchscreens, easy-to-navigate menus, and customizable options, ensuring a seamless experience for merchants and their customers. The advanced technology incorporated in these terminals allows for quick and secure payment processing, enhancing the efficiency and reliability of everyday business operations.



Accept payments
anytime, anywhere.



Secondary - Color Usage

Green accents are strategically incorporated into website banners and graphics to highlight positive trends and growth metrics, visually reinforcing key messages.



Experience the future of payment technology

CONTACT US

LEARN MORE



Experience the future of payment technology with Valor PayTech POS terminals

Valor PayTech's innovative technology ensures fast, secure, and reliable payment processing, supporting various payment methods, including contactless, chip, and mobile wallets. With enhanced security features and easy integration into your business operations, Valor PayTech POS terminals stand at the forefront of the payments industry, providing businesses with the tools they need to thrive in the modern marketplace.



Supplementary - Color Usage

These colors are utilized to emphasize essential features and advantages, applied sparingly to website banners and hero images to evoke a feeling of calmness and expansiveness, particularly in wellness-oriented content.



A woman with long dark hair, wearing a grey blazer over a light blue shirt, stands with her arms crossed against a blue background. In the top left corner, there is a white badge with a bar chart and the text '500+ People got hired'.

Career Insights

VALOR PAYTECH

GROW YOUR BUSINESS WITH US!

Our Services
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

NO.1 PAYMENT SERVICE PROVIDER IN USA

www.valorpaytech.com

Instagram, Facebook, Twitter, LinkedIn icons

Supplementary - Color Usage

These colors are utilized to emphasize essential features and advantages, applied sparingly to website banners and hero images to evoke a feeling of calmness and expansiveness, particularly in wellness-oriented content.



Social Media Posts



Illustrations