

The background is a dark blue gradient with several sets of concentric, wavy blue lines in the corners, creating a sense of motion and depth.

Localpayment
by Aleph

Brandbook & Guidelines



Table of Contents

Section 01	1 Brand Logo	04	Section 02	1 Color System	11	Section 03	1 Typography/Hierarchy	18	Section 04	1 Composition Style	26-28
Section 01	1 Logo Introduction	05	Section 02	1 Corporate Color Palette	12	Section 04	1 Graphics System	19	Section 05	1 Payments Visual Language	37
Section 01	1 Logo Variations	06	Section 02	1 Color Palette for Dark/Modest	13	Section 04	1 Shapes & Elements	20	Section 05	1 Flow	38
Section 01	1 Logo Construction and Cleanplate	07	Section 02	1 Correct Contrast Usage	14	Section 04	1 Lines & Connections	21	Section 05	1 Lines & Connections	39
Section 01	1 Logo Sizing	08	Section 03	1 Typography	15	Section 04	1 Patterns	22	Section 05	1 Stages & Regions	40
Section 01	1 Logo Applications	09	Section 03	1 Primary Font	16	Section 04	1 Iconography	23			
Section 01	1 Internet Usage	10	Section 03	1 Secondary Font	17	Section 04	1 Additional Icons	24			

Brand Logo

Logo Introduction

The Localpayment logo represents a modern, secure, and scalable financial ecosystem. It should be used consistently across all touchpoints to ensure strong brand recognition.

Full Logo



Logo Symbol



Recommended Formats:

eps | ai | pdf | psd | png | jpeg

Logo Variations

Different logo versions are provided to ensure optimal visibility across various backgrounds. Always select the version that offers the highest contrast.

Dark And Light Full Logo Version



Light Version



Dark Version



Light Version



Dark Version

Recommended Formats:
eps | ai | pdf | psd | png | jpeg

Logo Construction and Clearspace

To maintain clarity and visual impact, the logo must always be surrounded by sufficient clearspace. No other elements should interfere with this area.

Logo Construction



Logo Clearspace



To ensure visibility and impact, the logo must always be surrounded by a minimum clear space equal to X, where X is defined as the height of the letter "o" in the logotype.

No text, graphics, or other visual elements may enter this space.

Logo Sizing

The logo must always remain legible and proportionate. Minimum sizes ensure readability, while maximum size should maintain balance within the layout.

For Web



For Web

The minimum width is 120 px for the full logo and 32 px for the symbol.

There is no defined maximum size; however, the logo should remain proportional and must not exceed 25–30% of the composition.

For Print



For Print

The minimum width is 25 mm for the full logo and 15 mm for the symbol.

There is no defined maximum size; however, the logo should remain proportional and must not exceed 25–30% of the composition.

Logo Applications

The Localpayment logo must be applied consistently across different backgrounds to ensure clarity, visibility, and



A. Dark Background

Use the light version of the logo on dark backgrounds to maintain maximum contrast and visibility. This application is ideal for presentations, dashboards, and dark-mode interfaces.



B. White Background

Use the primary (dark) version of the logo on white or very light backgrounds. This is the standard application for documents, websites, and corporate materials.



C. Gradient / Purple-Blue Background

On gradient or branded backgrounds, ensure the logo maintains sufficient contrast. Prefer the light version of the logo when the background is predominantly dark.

D. Brand Blue Background

When using corporate colors as background, always prioritize readability. Use the light logo version on darker tones of the brand palette.

E. Secondary Brand Background

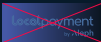
This application uses a secondary brand color as background. The light version of the logo should be used to ensure contrast and visibility, while adding depth and variation to the brand system.

F. Light Neutral Background

When using corporate colors as background, always prioritize readability. Use the light logo version on darker tones of the brand palette.

Incorrect Usage

Do not alter the logo in any way. Avoid distortion, color changes, effects, or incorrect placements that may compromise brand integrity.



Color System

The background of the slide is a dark blue field. It is decorated with several sets of concentric, wavy lines in a lighter shade of blue. These lines form organic, flowing shapes that resemble stylized waves or the folds of fabric. One large, prominent shape occupies the right side of the frame, while smaller, more fragmented shapes are visible in the top and bottom left corners.

Corporate Color Palette

The color palette reflects Localpayment's identity: trust, innovation, and technology. Primary and secondary colors should be

Primary colors



CMYK:
85% 75% 55% 75%
RGB:
128 200 255
HEX:
#80C0FF



CMYK:
85% 85% 50% 85%
RGB:
50 100 200
HEX:
#3366CC

Secondary colors



CMYK:
85% 75% 55% 75%
RGB:
128 200 255
HEX:
#80C0FF



CMYK:
0% 0% 0% 0%
RGB:
255 255 255
HEX:
#FFFF



CMYK:
55% 57% 51% 51%
RGB:
95 105 105
HEX:
#999999



CMYK:
75% 55% 75% 55%
RGB:
175 175 175
HEX:
#AAAA



CMYK:
75% 55% 55% 75%
RGB:
175 175 175
HEX:
#AAAA

Neutral colors



CMYK:
55% 55% 55% 55%
RGB:
128 128 128
HEX:
#333333



CMYK:
55% 55% 55% 55%
RGB:
255 255 255
HEX:
#999999



CMYK:
25% 55% 55% 55%
RGB:
175 175 175
HEX:
#AAAA

Color Palette for Dashboard Only - Alert & UI Colors

These colors are designed specifically for data visualization and interfaces. They help communicate system status,

Alert colors



Error
HEX #E57373



Success
HEX #66BB6A



Warning
HEX #FFC107



Info
HEX #42A5F5

Core indicators colors



HE01
HEX #81C784



HE02
HEX #7093A8



HE03
HEX #546E7A



HE04
HEX #F7941D



HE05
HEX #9575CD



HE06
HEX #FEE090

Correct Contrast Usage

Proper contrast is essential for readability and accessibility. Always ensure sufficient contrast between text,

Do



Don't



Typography



Primary Font

Manrope is the primary typeface used for headlines and key messaging. It provides a clean, modern, and professional look.

Manrope

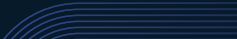
Aa

Bold

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

Regular

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w



Secondary Font

Overpass is used for supporting text and digital environments. It complements the primary font while ensuring readability

Overpass

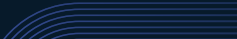
Bold

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

Aa

Regular

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w



Typography Hierarchy

A clear typographic hierarchy helps structure information effectively, improving readability and visual consistency across all communications.

Headline

Font: Manrope
Weight: Bold
Size: 40–56 pt
Line height: 110–120%

Subheadline

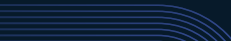
Font: Manrope
Weight: Medium
Size: 24–32 pt
Line height: 120–130%

Paragraph

Font: Manrope
Weight: Regular
Size: 14–16 pt
Line height: 140–160%

Small text

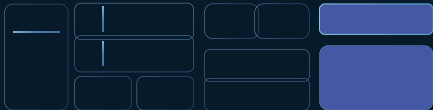
Font: Manrope
Weight: Light
Size: 12–13 pt
Line height: 130–140%



Graphic System

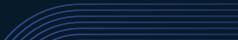
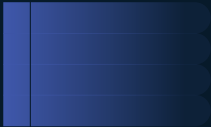
Shapes & Elements

Shapes are used to reinforce the brand's visual identity. They should be applied consistently to create structure and visual interest.



Lines & Connectors

Lines and connectors represent flow, connectivity, and transactions – core concepts of the Localpayment ecosystem.



Patterns

Patterns add texture and depth to the brand. They should be used subtly to enhance layouts without overpowering the content.



Iconography

Icons should be simple, consistent, and aligned with the brand's visual style. They help communicate ideas quickly and effectively.



Additional icons

Extended icon sets can be used for specific use cases, maintaining consistency with the primary icon style.



Composition Style

Layouts should be clean, structured, and balanced. Use

1. Full logo
2. Headline
3. Subheadline
4. Paragraph
5. Shape & Elements
6. Small text

1. levelpayment
© 2020

2. Lorem ipsum
dolor sit

3. Lorem ipsum dolor sit amet.

4. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donec tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

5.

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2	Lorem ipsum	4	Lorem ipsum

6. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

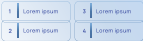
Composition Style

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5. Shape & Elements
6. Small text

- 
1.  localpayment
by shop
 2.  Lorem ipsum
dolor sit
 3.  Lorem ipsum dolor sit amet
 4. 

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
 5. 

1 Lorem ipsum	3 Lorem ipsum
2 Lorem ipsum	4 Lorem ipsum
 6.  Lorem ipsum dolor sit amet, consectetur adipiscing elit

Payments Visual Language



Flows

Flow diagrams illustrate how transactions move within the ecosystem. They should be clear, structured, and easy to follow.



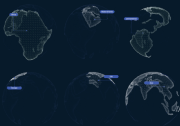
Maps & Regions

Maps are used to represent geographic coverage and global reach. They should follow the brand's visual style and color system.

Countries



Regions



The background is a dark blue gradient with several sets of concentric, wavy blue lines in various shades of blue, creating a sense of motion and depth. These lines are arranged in a way that they seem to flow from the corners towards the center.

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