



Brand Guidelines

About Paypod

Hello. We're your new Cashier Assistants.



Hello! We're Paypod, the future of cash management for retail. Our easy-to-install system delivers the ultimate ease in payment automation. Simply put, we're the new class of cashier assistant. We handle and manage every part of cash payments all from one secure location.

We take care of your cash so our store colleagues can take care of customers!

Values

How we behave

- Friendly
- Humorous
- Positive
- Helpful
- Genuine
- Approachable
- Confident
- Conversational
- Reliable

- Make cash payments easy
- Save time for staff
- Make cash balance correctly

We can help...

We believe

- Technology is good for processing cash payment
- Cash is one of the easiest ways to pay
- I can help any retail store save time and money

Personality

We both like to talk. Yes, we are very talkative. We're just like your most friendly shop assistant. We do the same job but we're quite different...

I'm Hybrid



I'm quite bold.
I sit **on top of the counter**, where I can be seen and show off my skills.

I'm Embedded



I'm more subtle.
I like to be discreet, sitting **under the counter** and being quietly brilliant.



Our
Logo

Logo



The full logo lockup consists of the trademarked
Paypod wordmark and five colored circles

Logo Placement



The logo should never be placed too close to another logo or element.
The minimum amount of clear space needed is defined by the inside diameter of the circled letters in the wordmark

Logo Usage



The full logo can be used on lighter backgrounds



A white wordmark version can be used on darker backgrounds



Full black wordmark can be used on its own, without the colored circles



If using logo on image background be sure to give proper clearance



The white wordmark logo can be placed on busier images given an appropriate darker wash



Full white wordmark can be used on its own, without the colored circles

Logo Incorrect Usage



Do not change order of colored circles



Do not resize wordmark or circles



Do not reposition colored circles



Do not only circles as logo - they can be used as graphic element



Do not use white circles



Do not use non-brand colors



Do not use outlines



Do not distort proportions



**Our
Brand
Elements**

Typography


Open Sans

Open Sans is the primary font for Paypod. Designed by Steve Matteson, it was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.


Paypod Headings

Give **Bold emphasis to important elements**, the rest is Open Sans Regular.

Caption Text



Caption text is used inside speech bubbles and is **center-aligned**



Caption text can be a mixture of font weights to give **emphasis to important words / phrases**

Body Text

Body text should always be lowercase apart from the opening letter of a sentence. Body text should predominantly be Open Sans Regular. The minimum font size for body text is 12 point, or 16px (web). Body text is predominantly left-aligned.

Colors - Neutral



#2E3C4B

R 46 C 82
G 60 M 68
B 75 Y 49
K 42


Licorice is the primary color for the Paypod wordmark



#5D708E

R 93 C 70
G 112 M 53
B 142 Y 28
K 5

Waikawa Grey can be used a framing element and type color



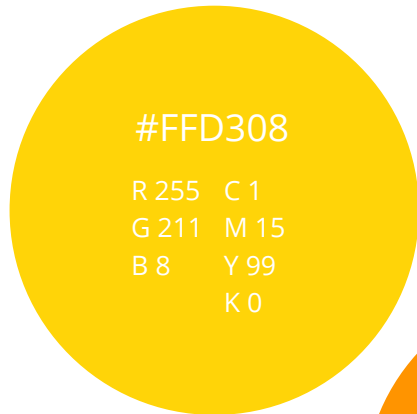
#707070

R 244 C 3
G 244 M 2
B 244 Y 2
K 0

White Smoke can be used as a framing element on white backgrounds

Colors - Vibrant

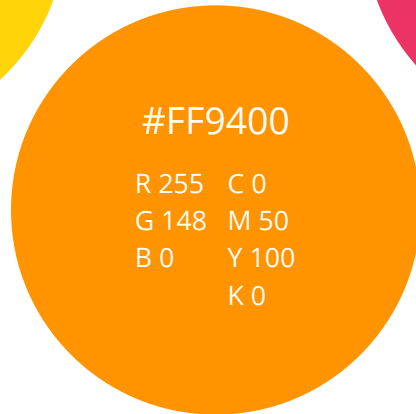
The colors from the five circles in the logo are used regularly as strong accents. They can be used alone or in combinations of two or three.



#FFD308

R 255 C 1
G 211 M 15
B 8 Y 99
K 0

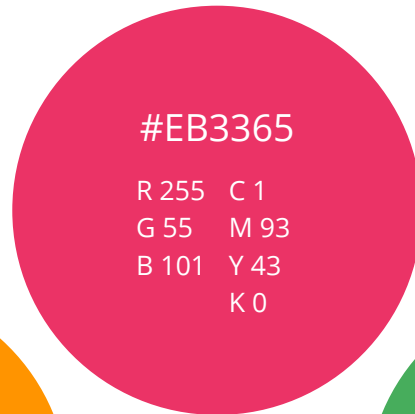
Gold



#FF9400

R 255 C 0
G 148 M 50
B 0 Y 100
K 0

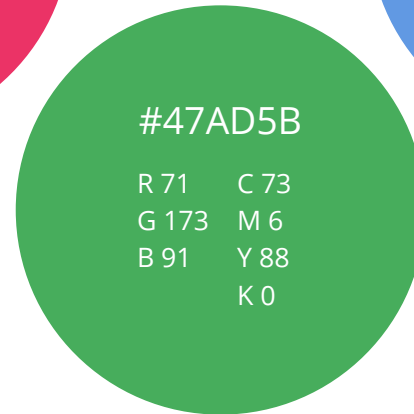
Pizzazz



#EB3365

R 255 C 1
G 55 M 93
B 101 Y 43
K 0

Amaranth



#47AD5B

R 71 C 73
G 173 M 6
B 91 Y 88
K 0

**Chateau
Green**



#6298E2

R 98 C 60
G 152 M 33
B 226 Y 0
K 0

**Havelock
Blue**

Photography - Primary

We use stock photography of smiling people in a retail environment. Paypod devices are composited into these images and captions added to reaffirm a marketing benefit.



It's nice working
in a pharmacy.
It's like **cash helps
people** get better.

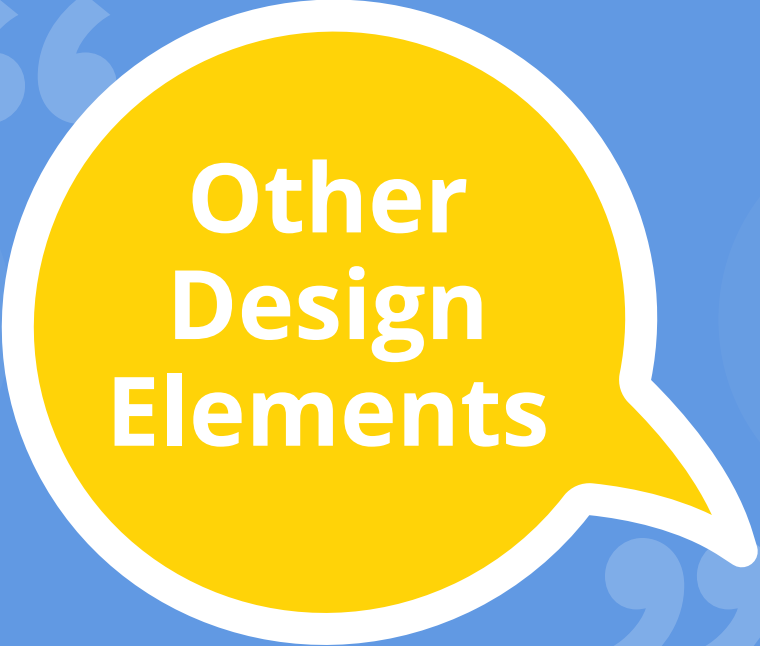


Mike works
magic with coffee.
**I'm just as good
with cash.** What
can I say? We're
a dream team.

Photography - Secondary

Secondary images, without Paypod in frame, can be used to reinforce the positive nature of the retail experience in the Paypod environment, or to illustrate other aspects of the marketing approach.





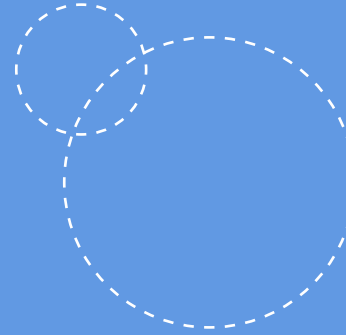
**Other
Design
Elements**

Bubbles, Roundels and Outlines



**I'm
talking!**

Thick outlined speech bubbles are used to give the Paypod devices their personalities



Roundels with white, dashed outlines can be used as decorative background elements



Roundels are used as framing elements - again with thick outlines

Bullets, Frames and Punctuation

- Bullets can be applied in lists, using small circles in brand colors
- Text frames like this can be used to help important information stand out
- Elements can overlap other elements where not too distracting

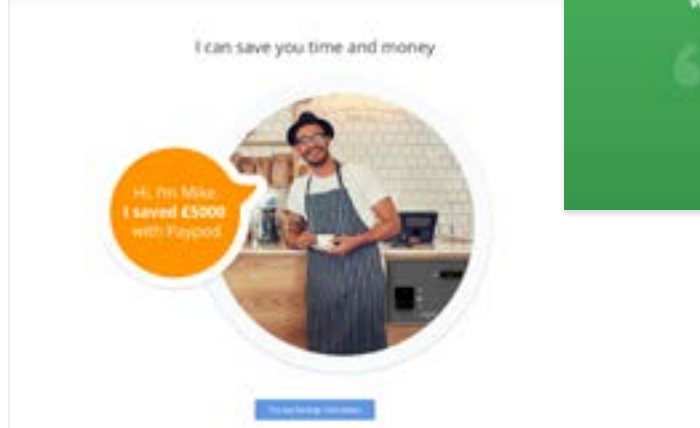
These are
taken from the
Proxima Nova
font family, not
Open Sans

“Exaggerated quotation marks can also be used as
design elements to highlight Paypod’s speech”

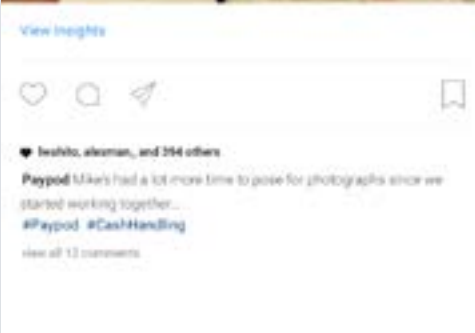
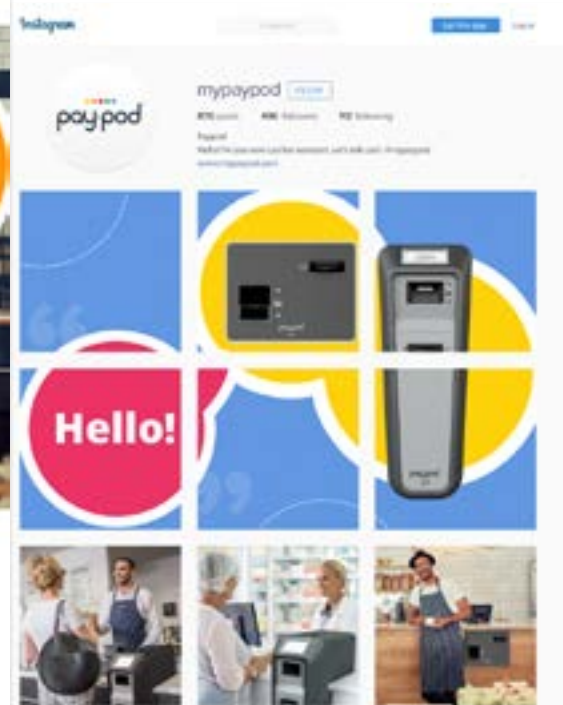


Examples

Website



Social Media



Direct Mail



Hello!
I'm your
new cashier
assistant



Let's meet now at: mypaypod.com
Try my calculator to see how much time and money I can save you each year




Hi,
I'd love to work in your store. Here's my
credentials:

- Automatically counts cash
- Provides change with 100% accuracy
- Always achieves zero shrink
- Completely hygienic
- Help staff work faster
- Made with world-class technology
- ...and I never take time off!

I'm available for an immediate start at a
salary equivalent of just £10.00 a day

Why not take a look at my full CV at
mypaypod.com





Meet me now at
www.mypaypod.com

Video



“Like to chat more?”



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We're part of the Crane Payment Innovations family. Find out more at www.cranepi.com