

VitaPay

Payments on the Translink platform. These pages cover the logo, the icon, clear space, colours and type. Download the files at vitapay.com/brand.

Logo



Full colour, for light backgrounds



Reversed, for dark backgrounds



Reversed on VitaPay Navy



White, single-colour print only



Black, single-colour print only



Icon



Icon, reversed

Choosing a version

- Use the full-colour logo on light backgrounds: navy wordmark, red tick.
- Use the reversed logo on dark backgrounds and on VitaPay Navy. The wordmark turns paper white and the tick stays red.
- Keep the red tick. In colour, the tick on the “i” is always VitaPay Red.
- Use the white or black logo for single-colour print only, when red cannot be printed.

Clear space and minimum size



Clear space: half the height of the logo, on every side. Keep other text, images and the edge of the page out of it.

Minimum size: 24 px high on screen. Never show the logo smaller.

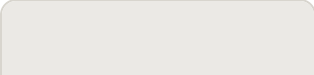
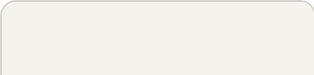
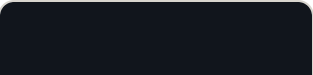
Beside Vitabyte: give both logos the same height, separate them with a thin rule, and use each one's correct version for the background.

Please don't

- Remove the tick or change its colour
- Recolour the wordmark
- Stretch, squash or rotate it
- Outline, redraw or add shadows or effects
- Place the full-colour logo on a dark background
- Crowd it with text or images inside the clear space

Colours

VitaPay opens light, on warm grey #EBE9E5. VitaPay Navy carries the brand; VitaPay Red is the tick in the logo and an occasional accent, never a large fill.

 VitaPay Navy #214279 RGB 33, 66, 121 Primary colour, buttons and links	 VitaPay Red #CC1D00 RGB 204, 29, 0 The tick; an accent, used sparingly	 Wordmark navy #003972 RGB 0, 57, 114 The "vita" in the logo	 Warm grey #EBE9E5 RGB 235, 233, 229 Default page background
 Paper #F5F3EE RGB 245, 243, 238 The wordmark on dark backgrounds	 Charcoal #1E2430 RGB 30, 36, 48 Text	 Dark background #11151C RGB 17, 21, 28 Dark theme background	

Type

Aa

System sans serif

VitaPay uses the system sans serif of each device: SF Pro on Apple, Segoe UI on Windows and Roboto on Android. There is no brand web font. Figures and phone numbers are set in the system monospace.

ui-sans-serif, system-ui, -apple-system, Segoe UI, Roboto, Helvetica Neue, Arial, sans-serif

Style	Size	Weight	Line height
Page heading	62 px	Bold 700	1.02
Section heading	38 px	Bold 700	1.08
Subheading	21 px	Bold 700	1.2
Lead	21 px	Regular 400	1.5
Body	17.5 px	Regular 400	1.6
Buttons	16 px	Semibold 600	1.2

Buttons are 52 px tall with 8 px corners, filled with VitaPay Navy. Write in sentence case or title case and avoid letter-spaced capitals.

Questions

For press, partner materials or a format that is not in the download, write to info@vitapay.com or call **833-VITAPAY (833-848-2729)**.