Brand Guide

Online Payment Platform

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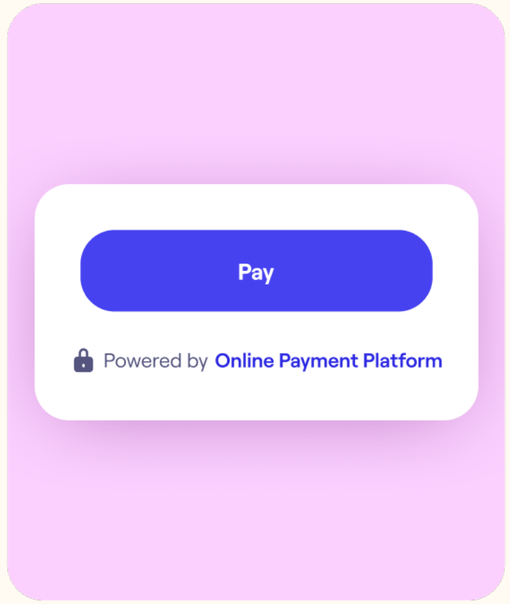
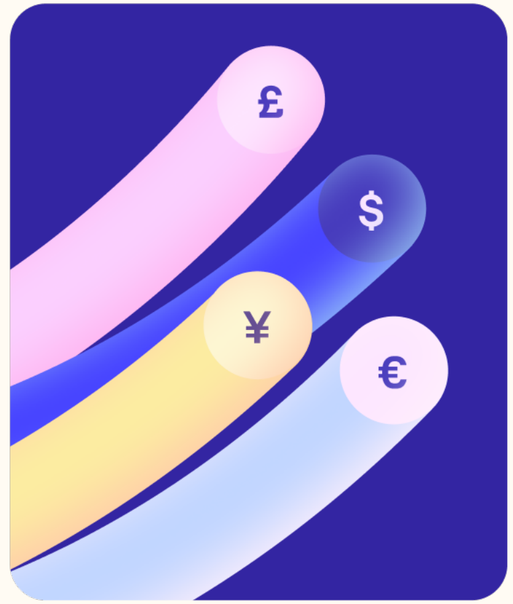
Created by: Square One

Tip: Use your arrow keys to navigate

Welcome.

Online Payment Platform





Welcome to OPP's brand guide! This is where you'll find out all about how we look, sound, and feel. You'll find our logos, colors, and even the way we speak.

We've tried to include as much as we can, but if something isn't here, just look at the examples and use it to guide your choice. If you're really stuck, just reach out to us.

So, what's OPP all about? We're all about making payments easy. We know they can seem complex and hard, but we're here to make them simple. We do this by having our friendly team of people ready to help out, not just machines or web pages.

Let’s pave the way, for everyone, to pay.

What’s inside?

1 Style guide

2 Logo

3 Colors

4 Typography

5 Graphics

6 Photography

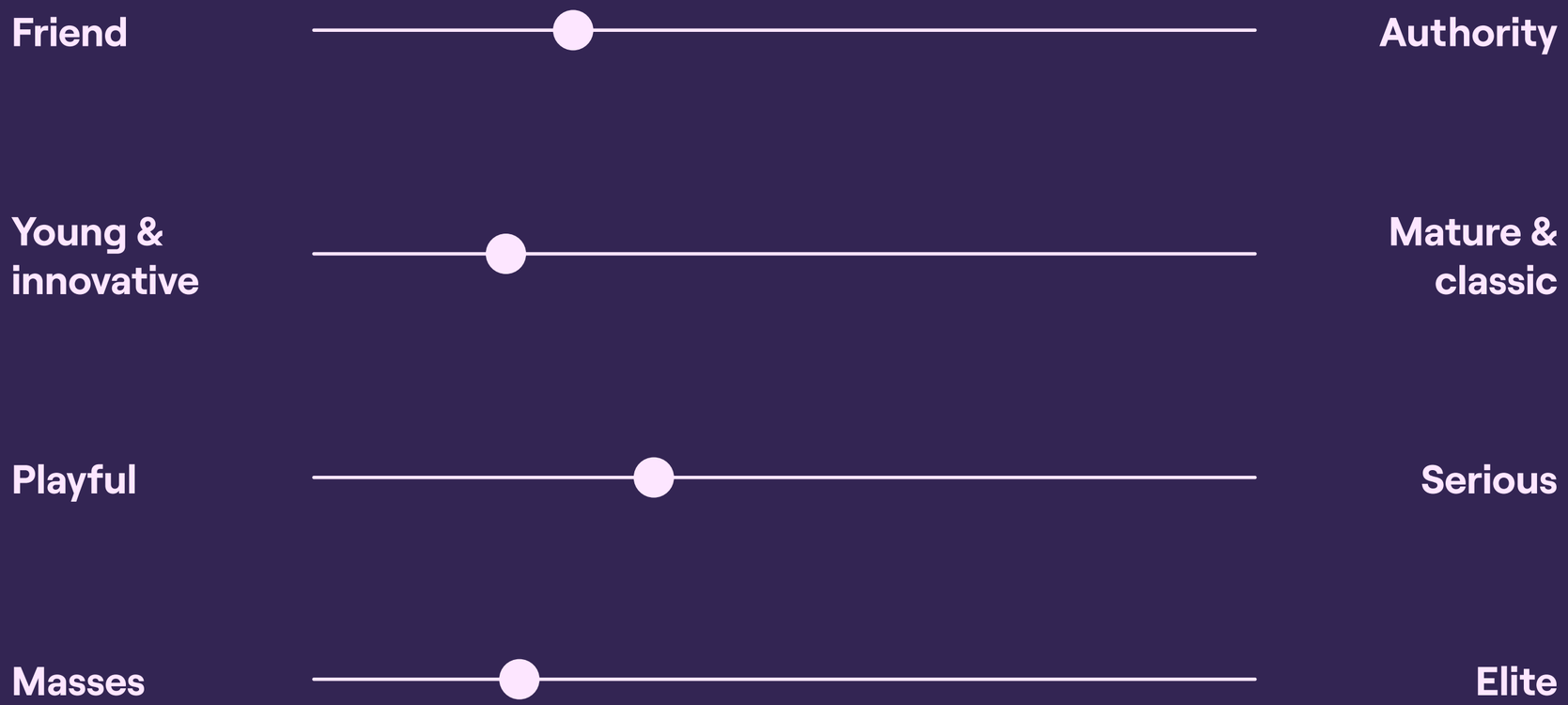
7 Tone-of-voice

8 Social Media

9 Interfaces

10 Downloads

11 Contact



Our brand character

Logo

Meet all the logo variants.

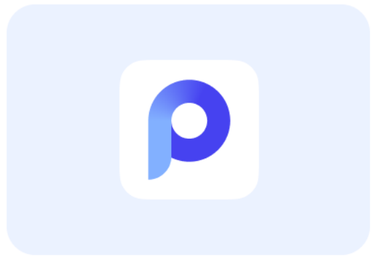
OPP has five type of logos. We are quite flexible of how to use them, they just have to be matched to the context.

Download logos →

1

Lettermark

- Use as primary logo
- Social media avatar
- Online



2

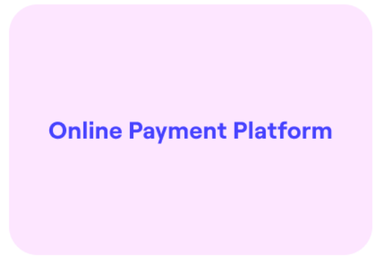
Badge

- Use on small devices
- App icon

3

Word- & lettermark

- Use when little context



4

Wordmark

- Use in external products
- Places where there is simply no space for the wordmark or badge

5

Outline

- Drawing less attention
- Mostly in interfaces
- Offline print

1 Lettermark

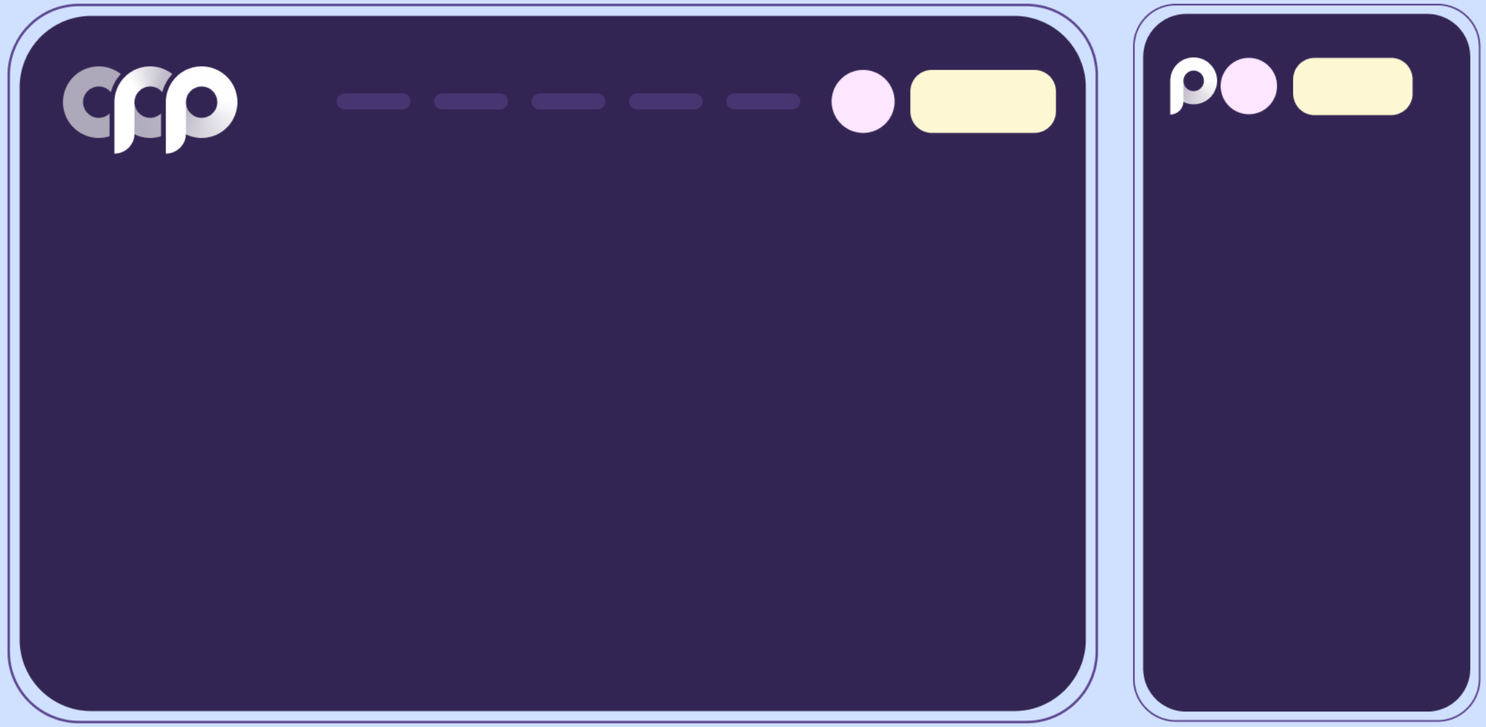
Primary logo

The primary logo of OPP represents the flow of transactions and the secure nature of our services.

Use on a white or light-colored background for maximum impact and legibility.

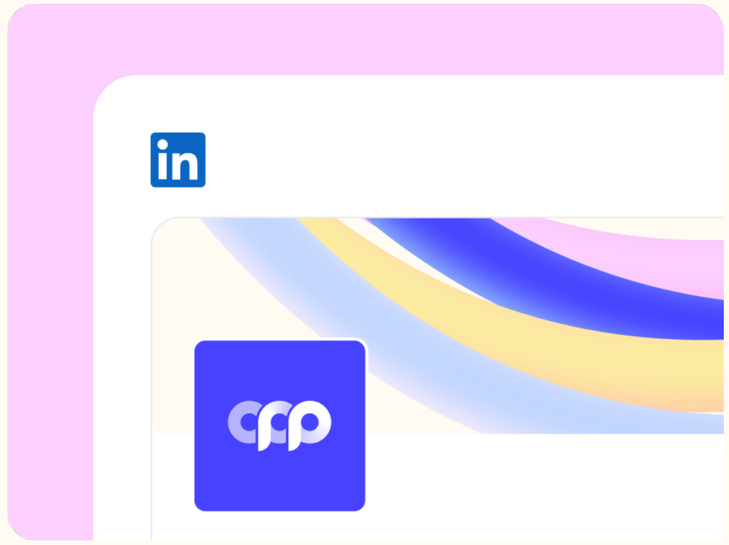
On a dark background, use the white version of the logo.

If the logo is displayed small and it becomes hard to read, use just one of the P’s, to display it bigger.



Use the compact one on

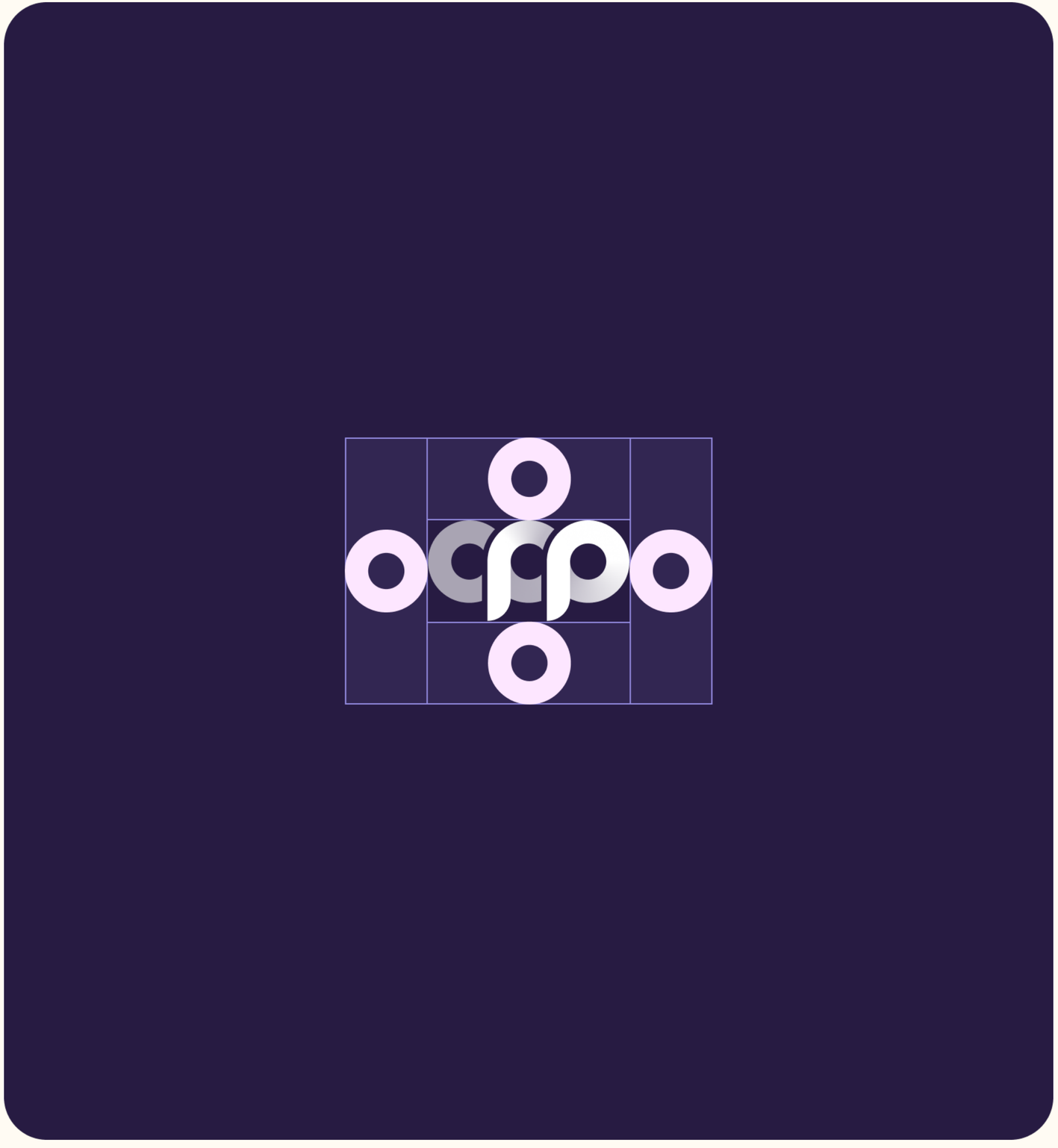
- Website (larger displays)



- On social media

Clear space

Maintain sufficient clear space around the logo to ensure it remains uncluttered and easily recognizable. A minimum clear space equal to the height and width of the 'O' in the wordmark should be maintained.



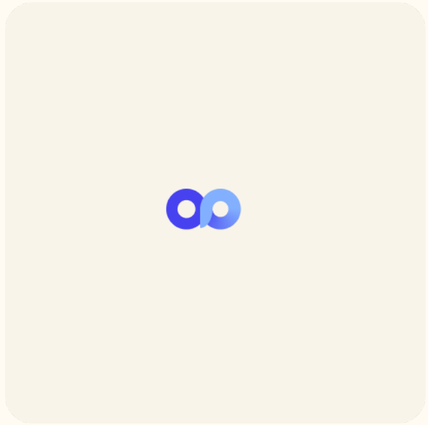
Photography placement

Use the white logo on busy backgrounds like a photo. Make sure there is enough contrast between the background and the logo. Add for example a subtle dark overla to increase the legibility. Keep the logo subtle to make sure the focus is on the photo.

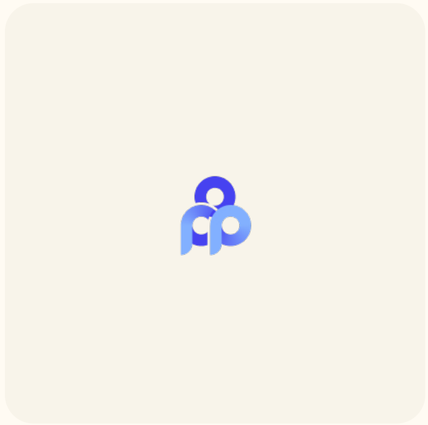
Common errors

Don’t make transparant

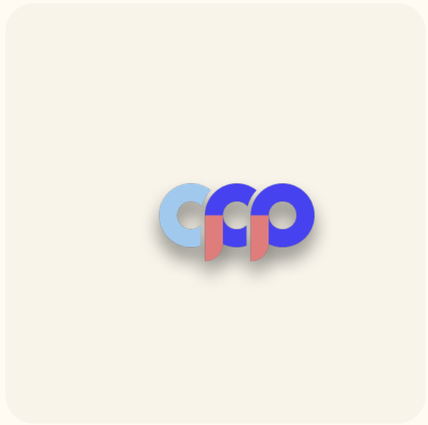
Don’t add url link



Don’t edit the symbol



Don’t randomly change composition



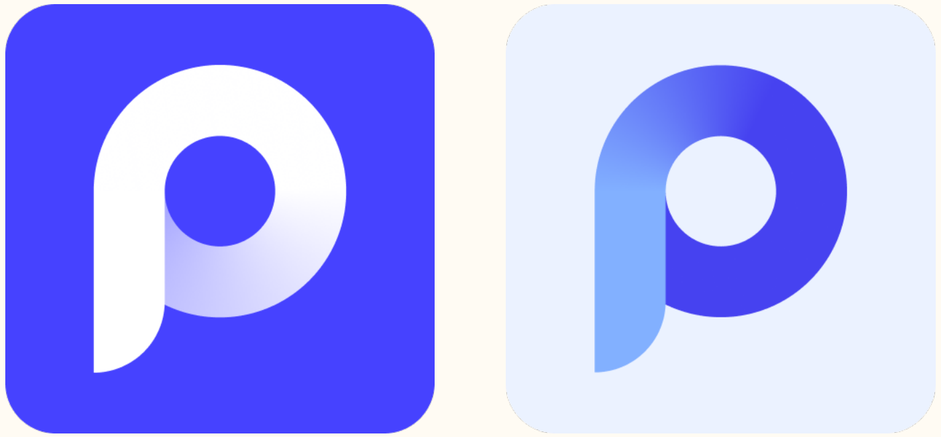
Refrain from adding any effects (e.g., shadows, gradients, or glows) or other colors

Do not distort, skew, or stretch the logo.

2 Badge

Badge

The badge logo for Online Payment Platform is a versatile, compact version of our primary logo, designed to be used as an app icon and social media avatar. This emblematic representation captures the core values of our brand in a simplified yet impactful format.



Use the badge

as app icon

Color variants

Use the white variant when there is enough contrast in the background.

Use the blue variant when there is little contrast.

For light backgrounds, use the blue variant, and for dark backgrounds, use the white variant to maintain readability and consistency.

Common errors

Avoid clashing colors, using photos as a background and refrain from adding effects (e.g., shadows, gradients, glows).

Online Payment Platform

3 Word- & lettermark

Word- & lettermark

The wordmark and lettermark combination logo for Online Payment Platform is designed for situations where it is crucial to provide additional context or to emphasize the brand association.

Logo

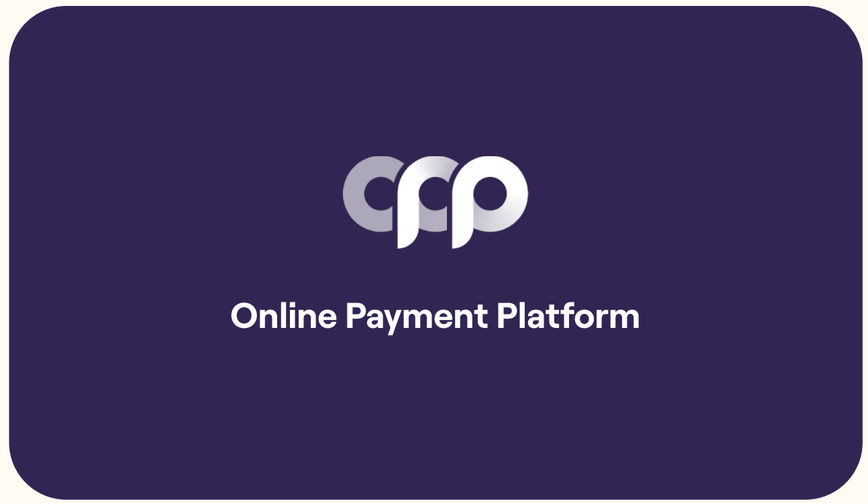
Use the full one on

- Marketing materials such as whitepapers

Compositions

The full one. Got it’s name because, well, it is the full logo variant. The OPP symbol and lettermark.

Horizontally stacked



Vertically stacked

Color variants

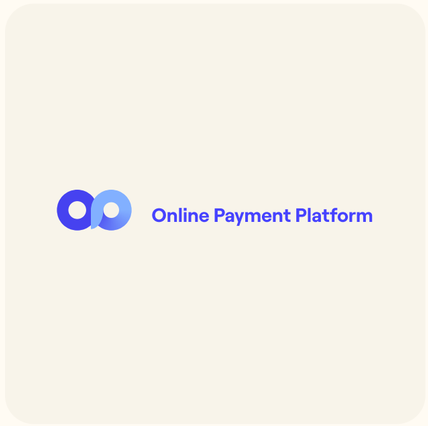
Use the white variant when there is enough contrast in the background.

Use the blue variant when there is little contrast.

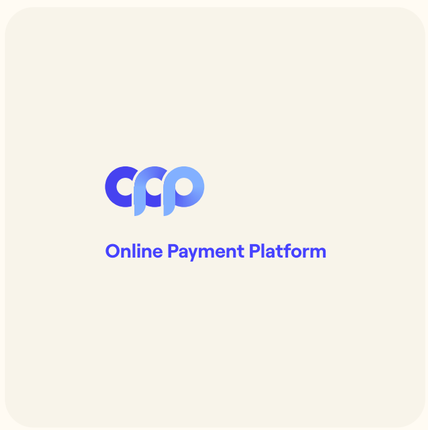
Common errors

Don’t add url link

Don’t change to capitals



Don’t edit the symbol



Don’t randomly change composition

Don’t randomly resize

Online Payment Platform

4 Wordmark

Wordmark

The wordmark logo for Online Payment Platform is a text-only version of our brand identity, designed to be used in external contexts (i.e. placed on a photo that is shared on LinkedIn) and client products.

Online Payment Platform

Online Payment Platform

Combinations

Use the wordmark logo primarily for external placements, such as on client products, where a subtle brand presence is required (e.g., "Powered by Online Payment Platform").

Powered by **Online Payment Platform**

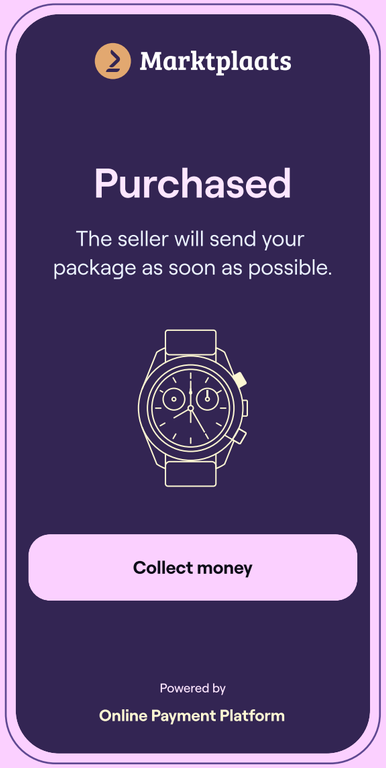
Paid with

Online Payment Platform

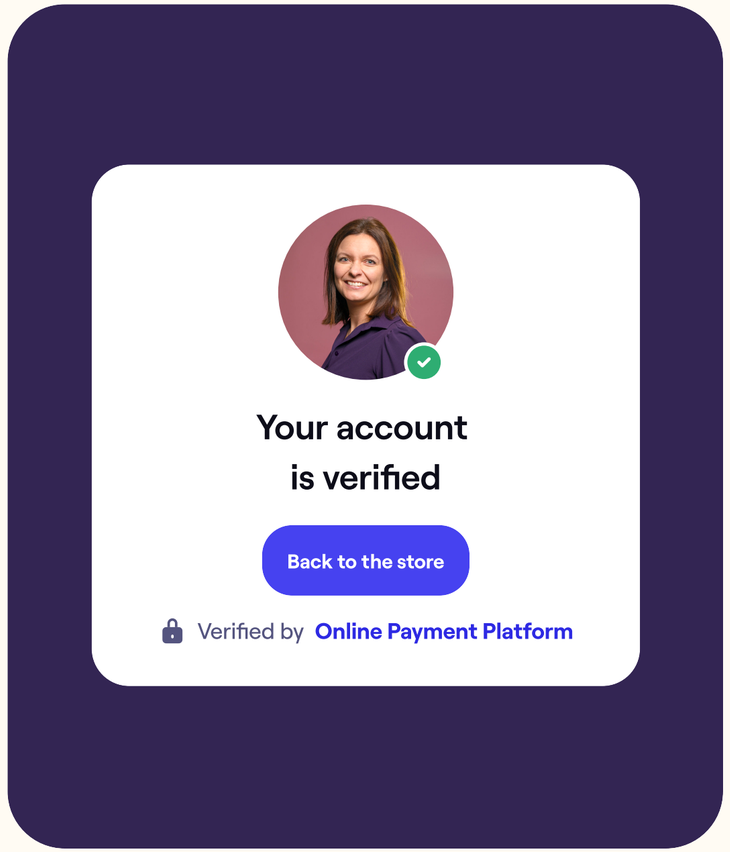
Secured by

Online Payment Platform

Use the wordmark on



- Apps of partners where OPP should be low key visible. Or when there is simply just too little space available to show the primary logo.



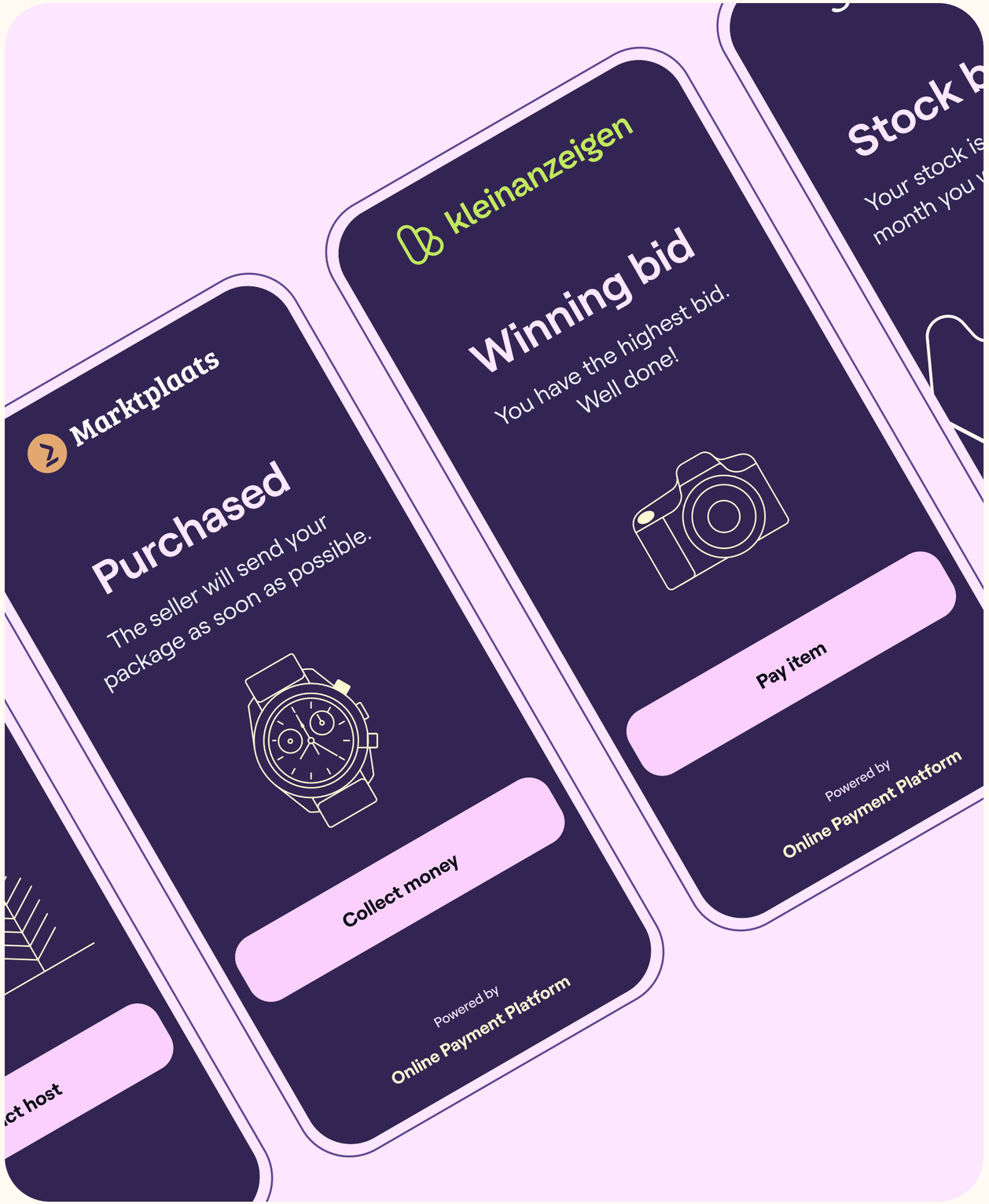
- Onboarding our check-out flows

Logo

Photography placement

In client products

When integrating the wordmark logo into client products, ensure that it complements the overall design and does not interfere with the user experience or the client's brand identity.



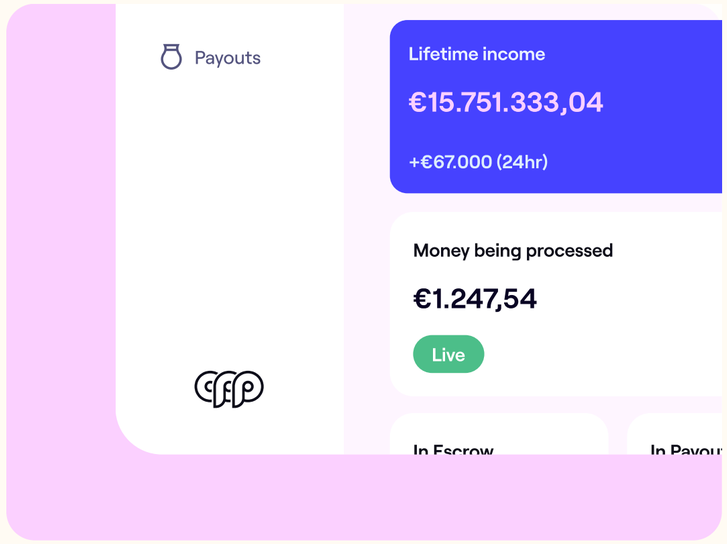
5 Outline

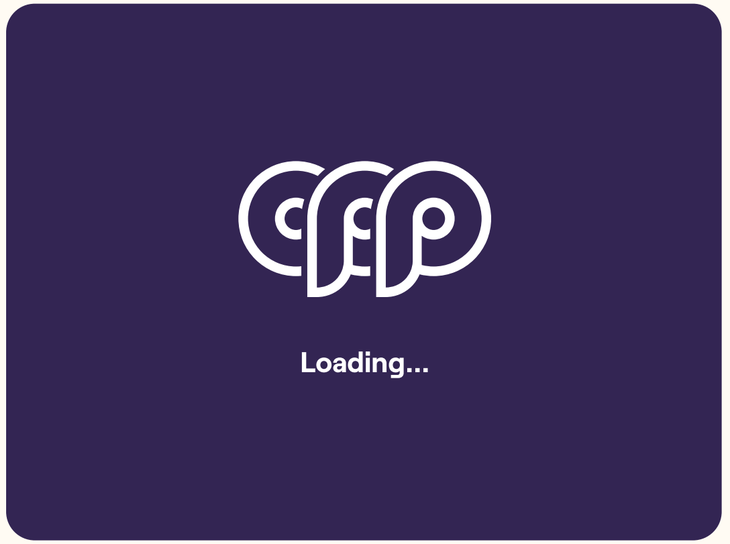
Outline logo

The outline wordmark logo is a subtle variation of our brand identity, designed to be used in contexts such as splash loading screens or within our products, like dashboards. The goal is to draw less attention compared to the normal logo.

As merch

The outline wordmark logo is a subtle variation of our brand identity, designed to be used in contexts such as splash loading screens or within our products, like dashboards. The goal is to draw less attention compared to the normal logo.





Use the outline on

- In interfaces
- Loading screens

- Print items

Colors

Primary Color Palette

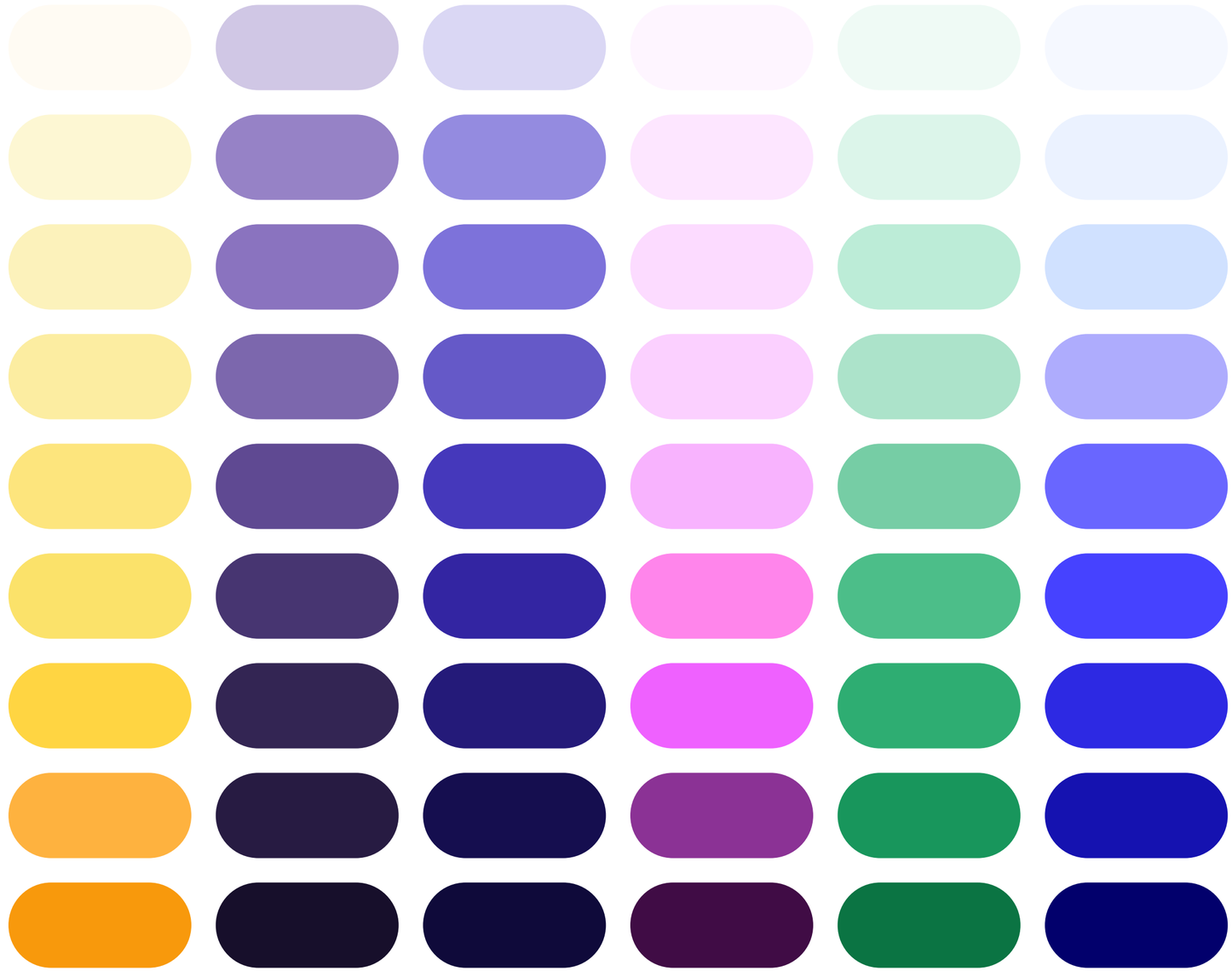
These colors are used mostly though the brand.,

Blue 400
#4642F0
rgba(70, 66, 240, 1)

Navy 400
#332553
rgba(51, 37, 83, 1)

Pink 100
#FBD0FF
rgba(251, 208, 255, 1)

Secondary Color Palette



Letter colors

Feel free to be creative with combinations, just make sure there is enough contrast between the fore- and background. So that it is easy to read, yet playful.

Examples

Online Payment Platform

platforms
& marketplaces

laser focus

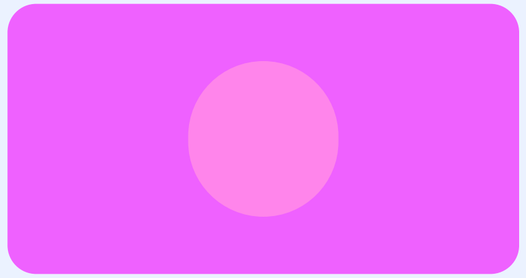
new
merchants
every
month

1.000.000+

Save the date
Lijm & Cultuur, Delft

Common Errors

Don’t use random colors as background color



Don’t use random colors as background color

Don’t make combinations

Don’t go pastel

View all the colors here in the design system

View all colors →

Typography

Roobert

Regular Medium **Semibold** **Bold**

Primary

Heading + Body

Roobert

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

-123456789

&!?%@

Fallback

When the main font cannot be used.
For example when using Google Slides.

Inter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

-123456789

&!?%@

View all the typography styles here in the design system

View all styles →

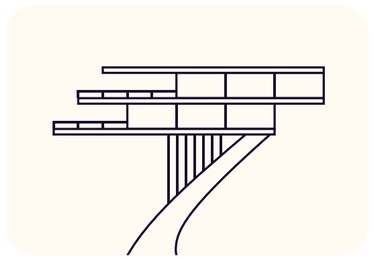
Graphics

Types of graphics

1

The swoosh

Decorative and functional. To explain connections.



2

Illustrations

When supporting use cases, create a familiar environment or set a tone.

3

Icons

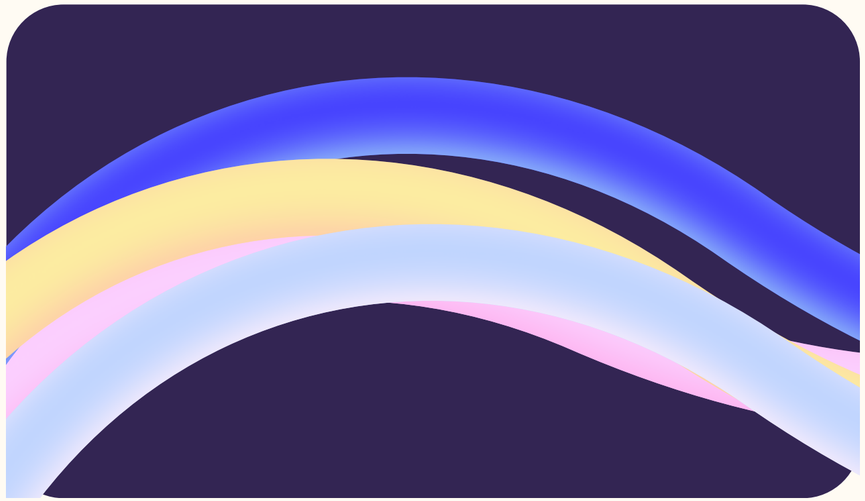
For functional cases like a back button in a navigation menu.

1

The swoosh

The swoosh

The swoosh symbolizes the paths through which transactions occur. The paths that OPP opens for organizations.

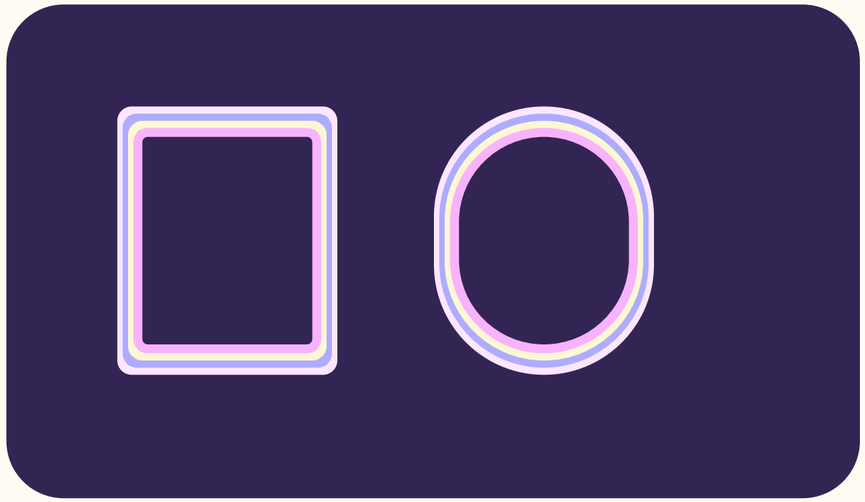


- Keep it clean

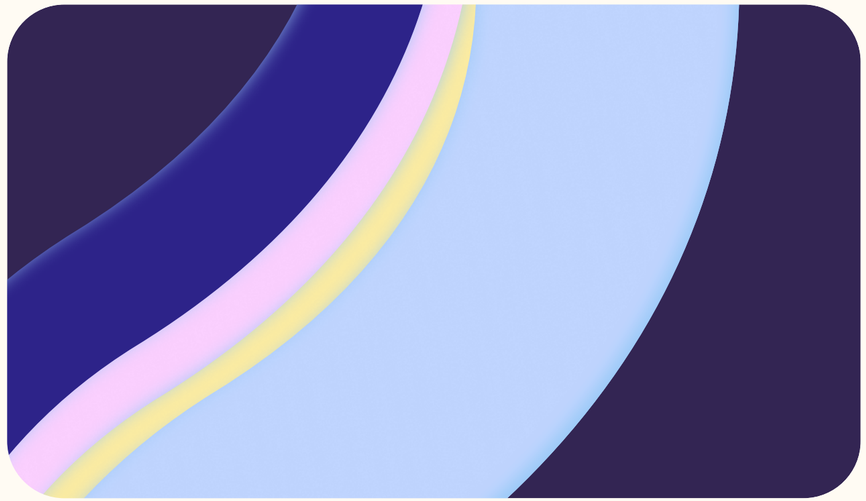
- You can combine it with with a portrait photo

- Use it to explain connections

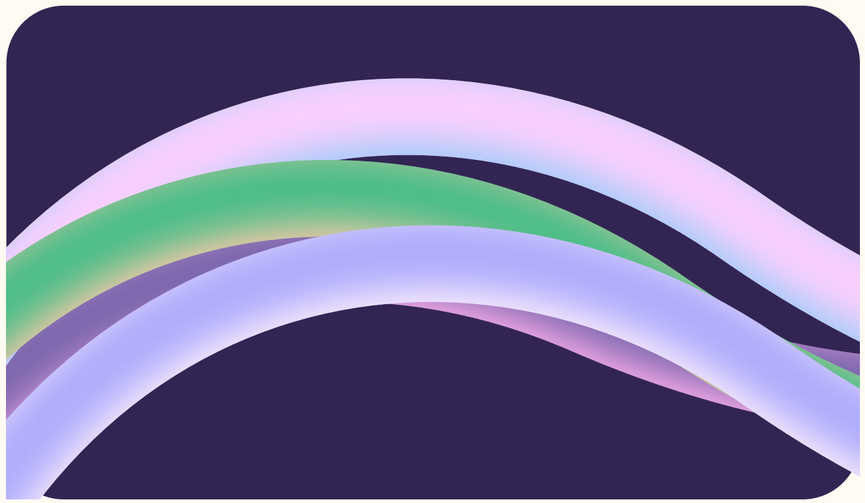
Don’ts



Randomly create shapes

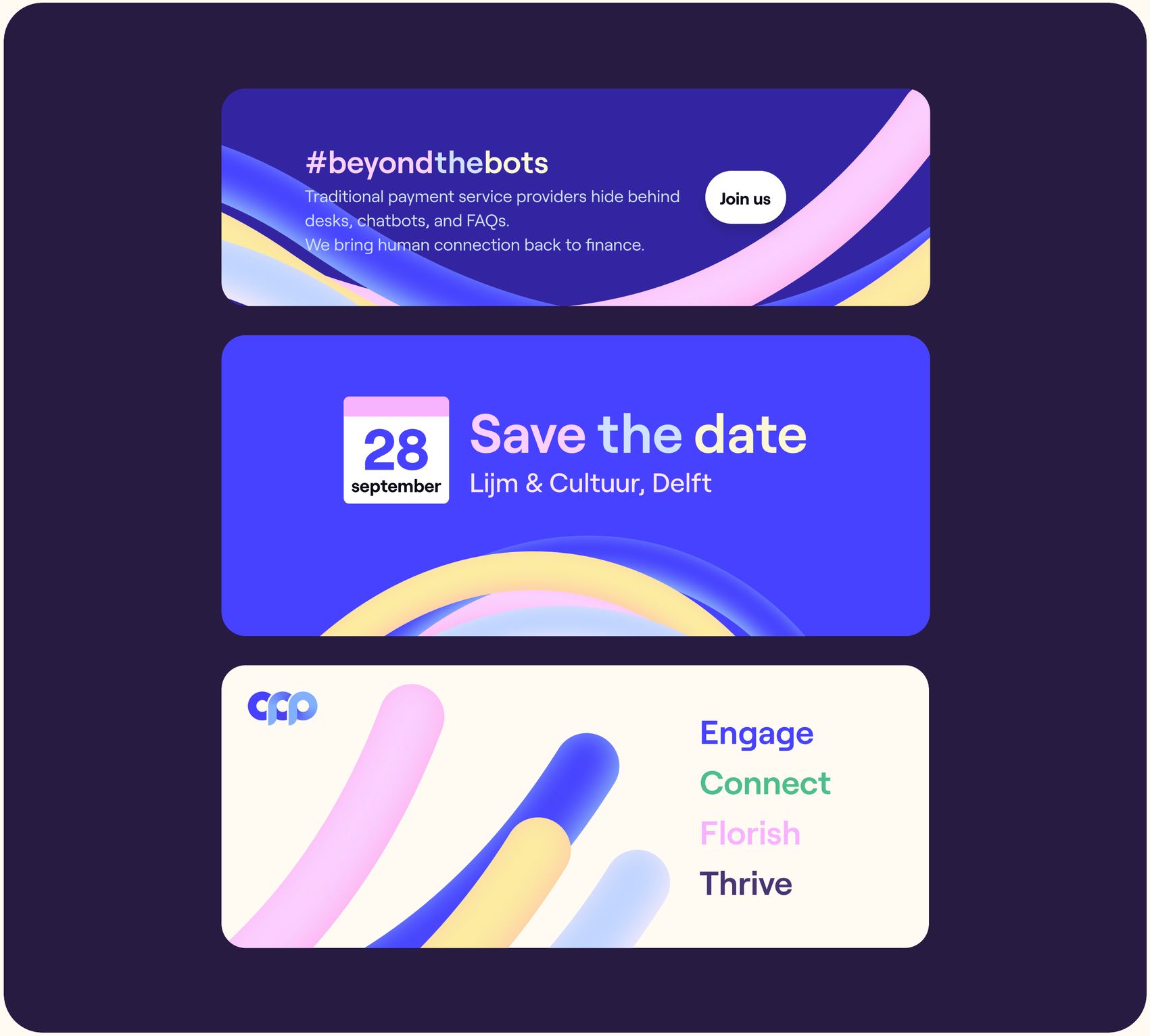


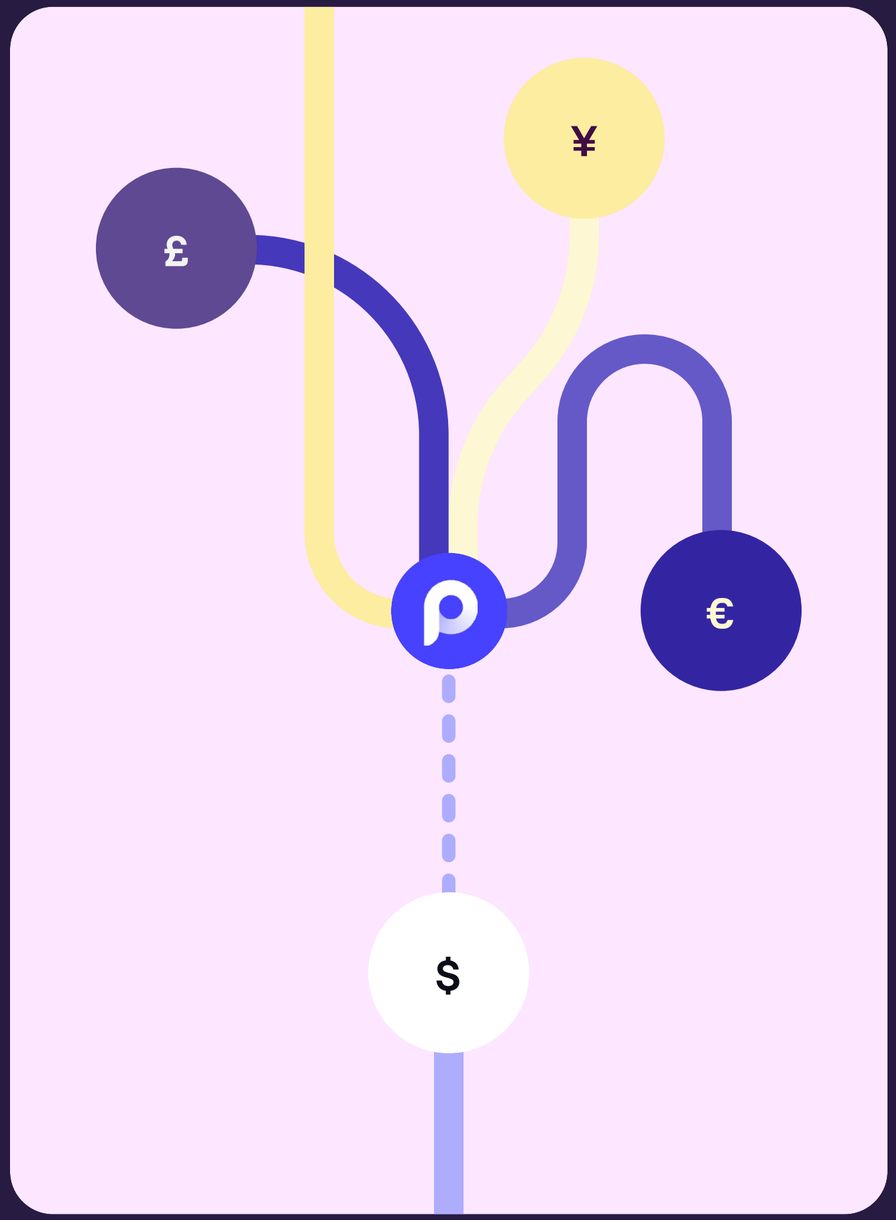
Make the swoosh out of proportion or change the thickness

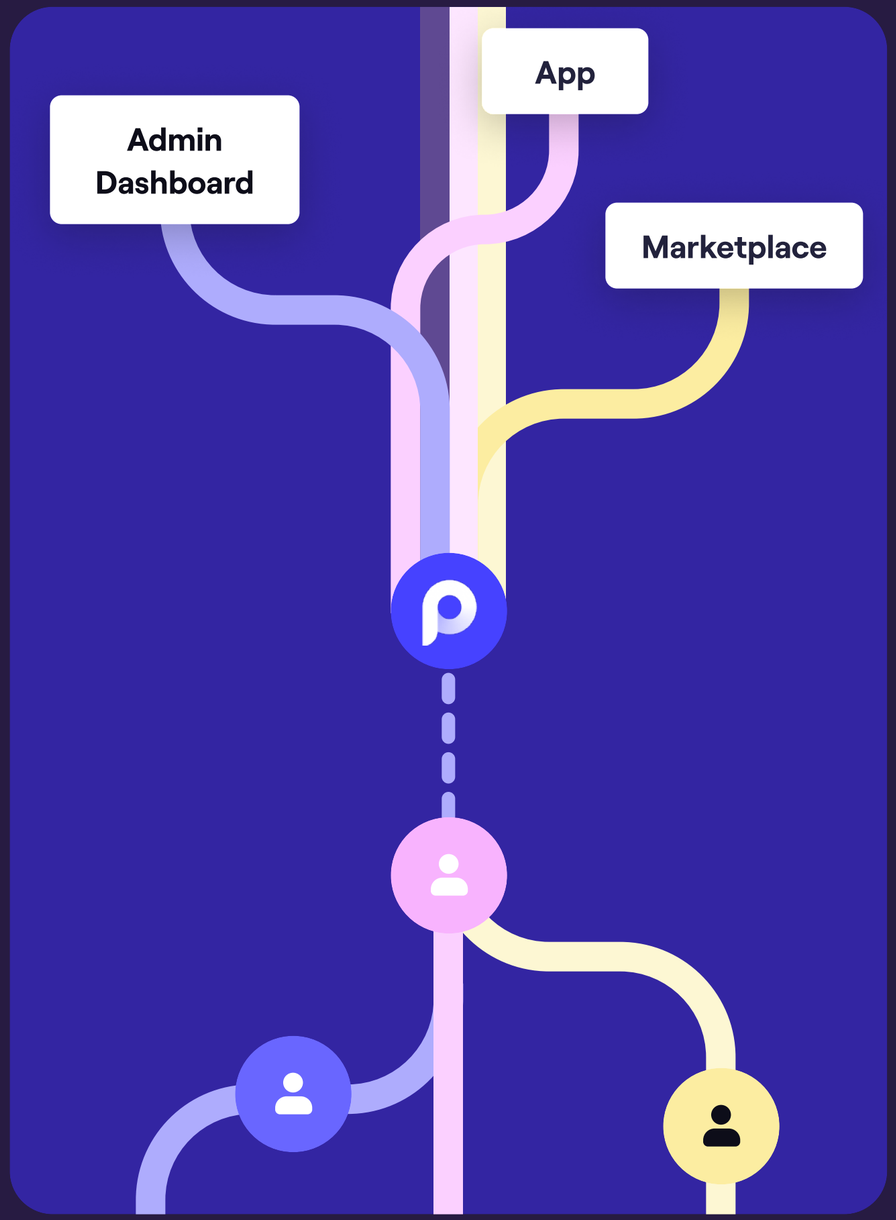


Change the colors

Decorative: don’t overuse it and make sure to keep it clean.



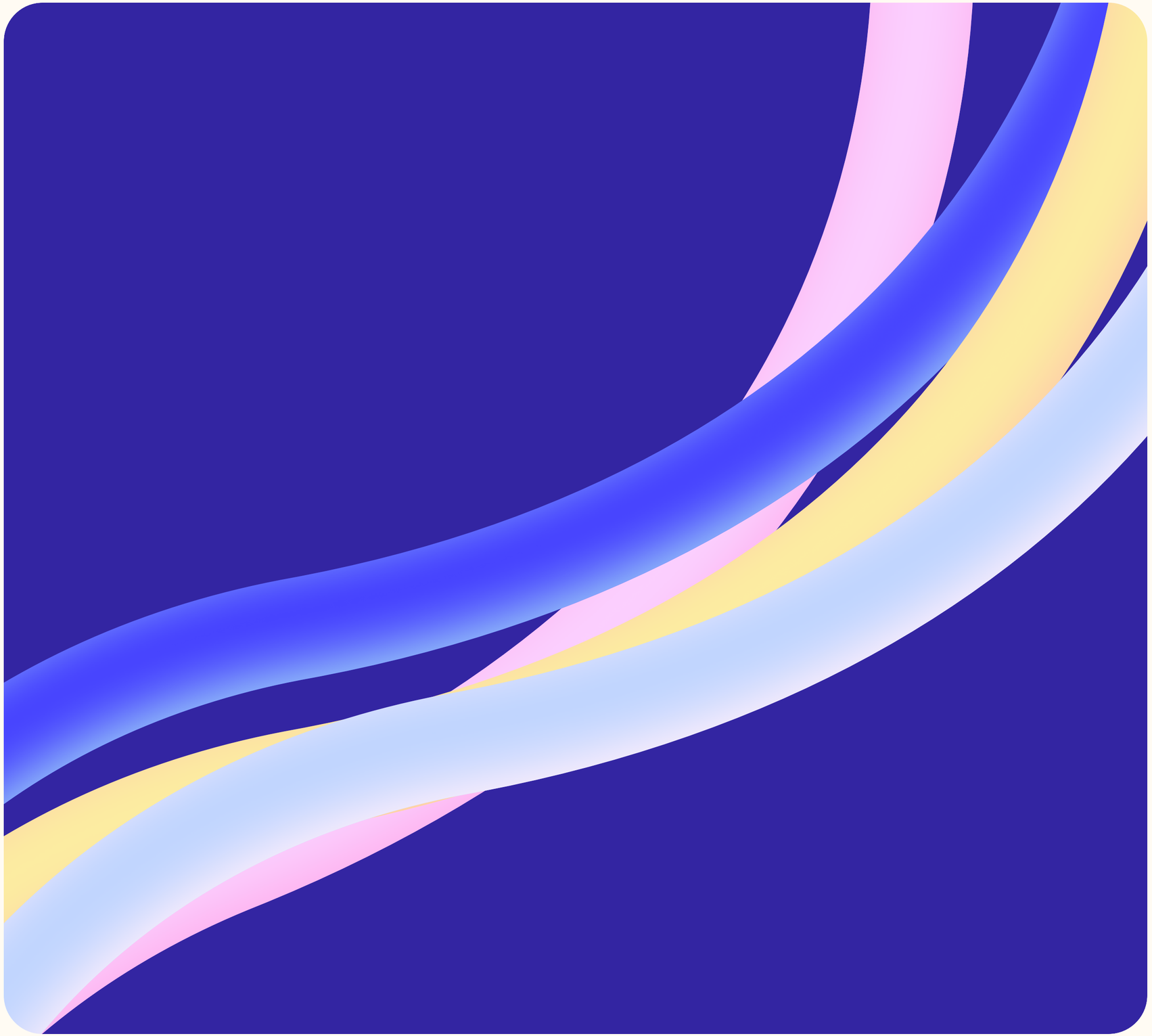




Functional: Use this to explain relations between companies, customers, touchpoints and more.

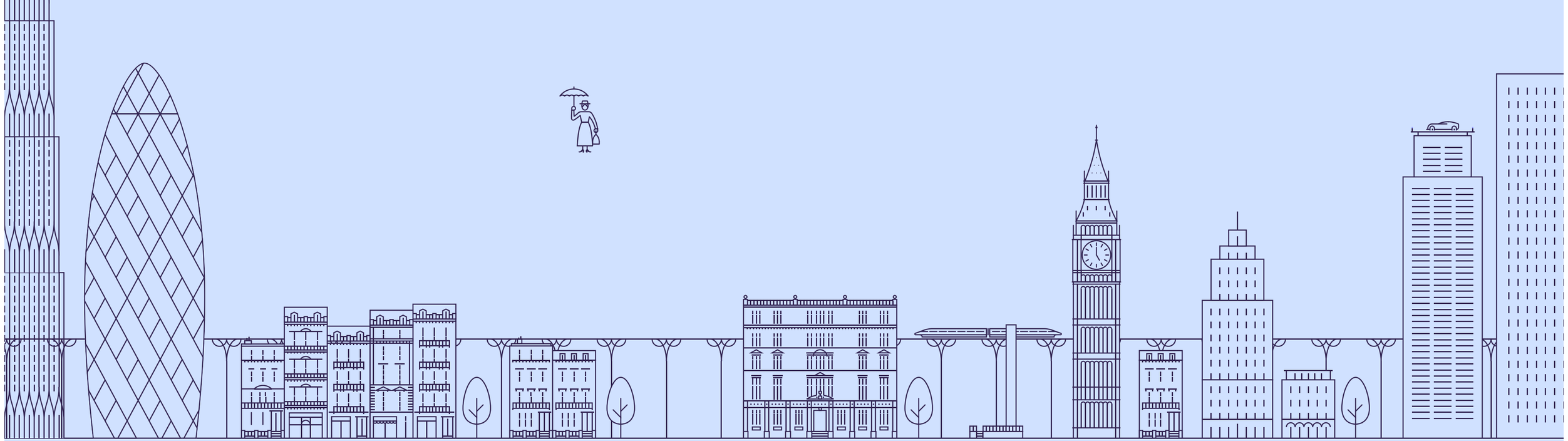
Download the swoosh

Download →



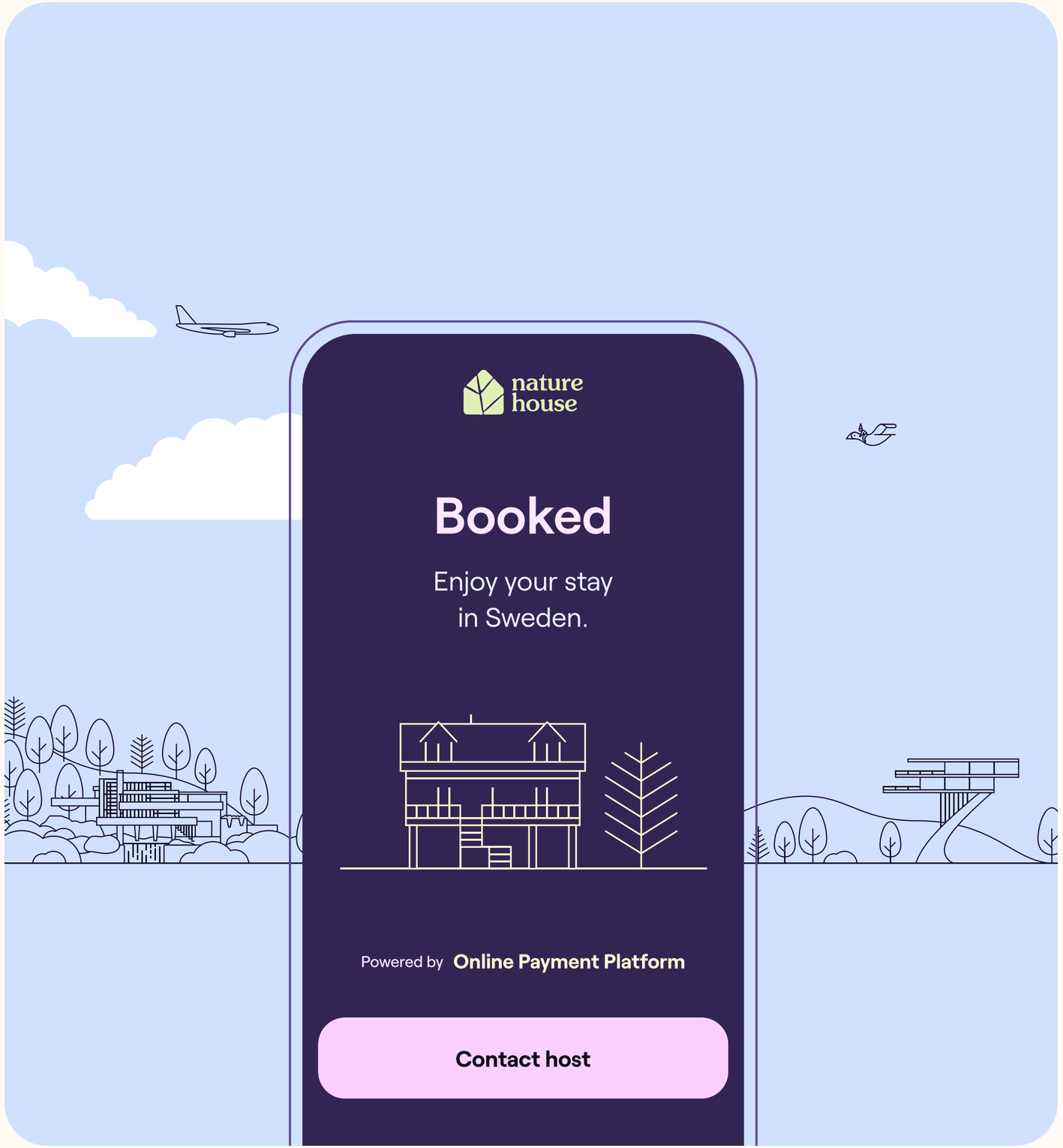
2

Illustrations



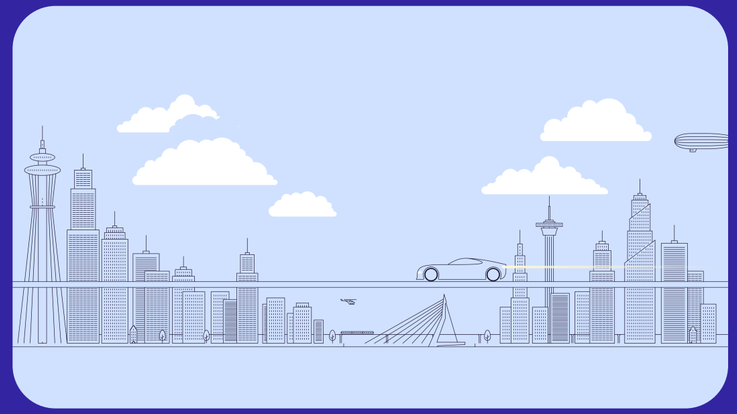
An illustration for every vertical

Every vertical has it’s own illustration.



Download →

Auctions



Automotive

Crowdfunding

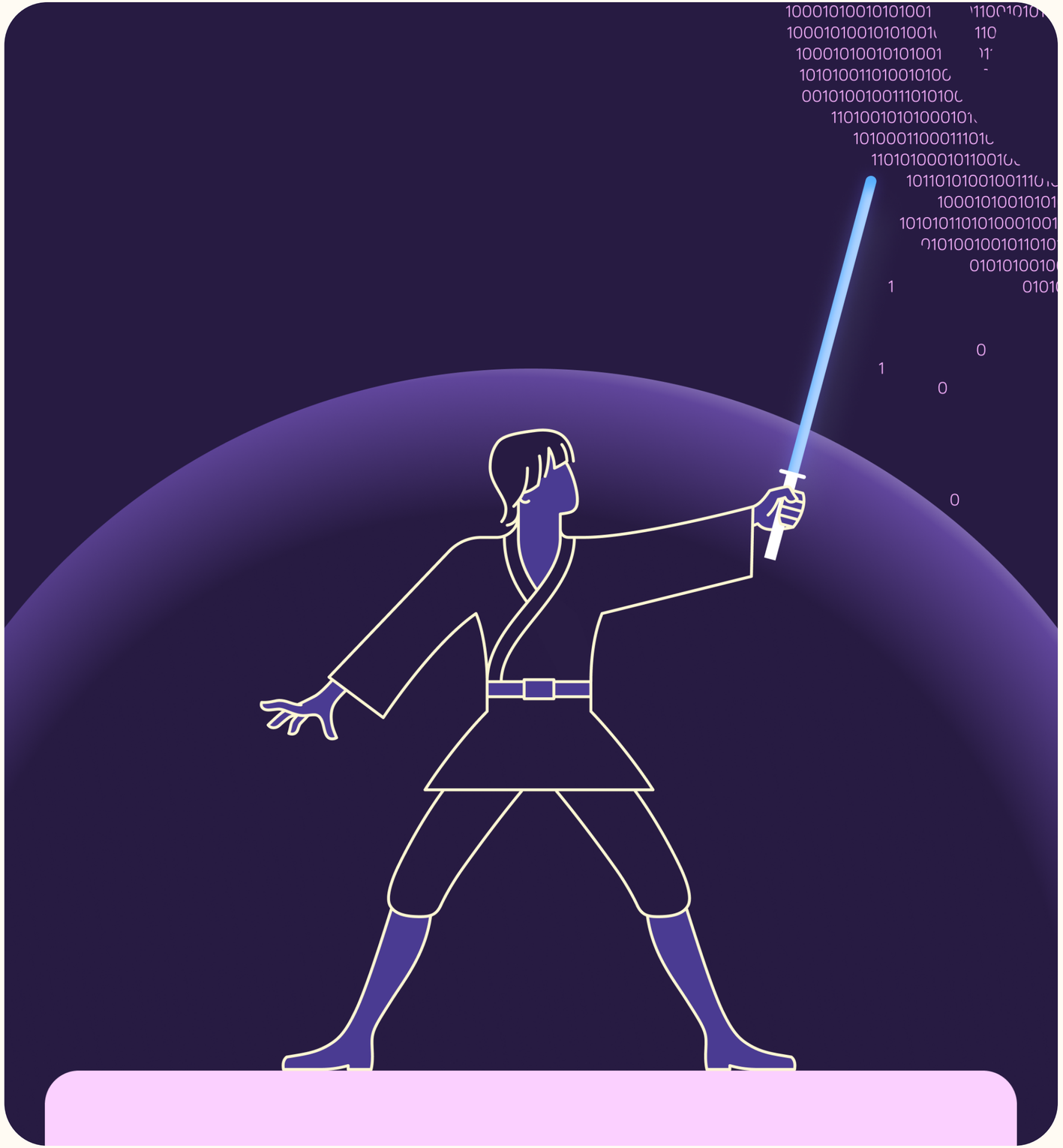
Franchise

Leisures

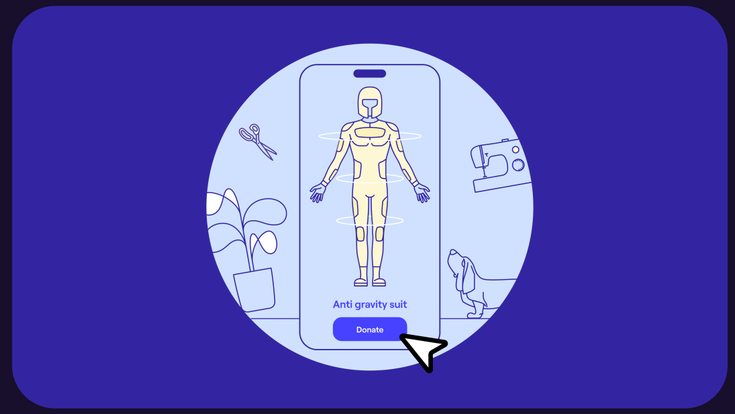
Marktplaces

When explaining a familiar situation

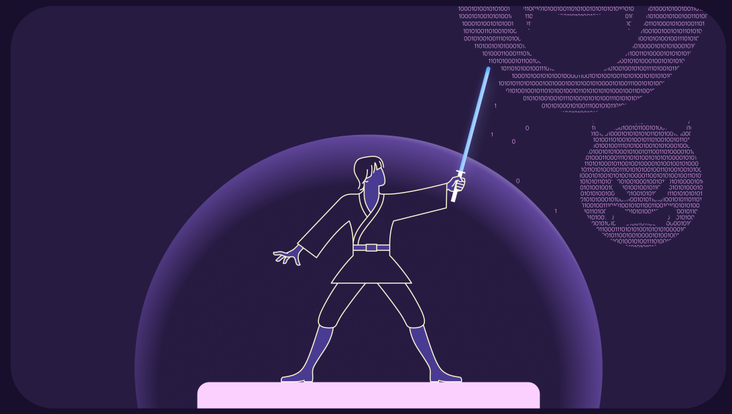
Want to say something about fraudsters at your platform? Or making a point about all the difficult legal things to consider when dealing with payments? There's an illustration for that.



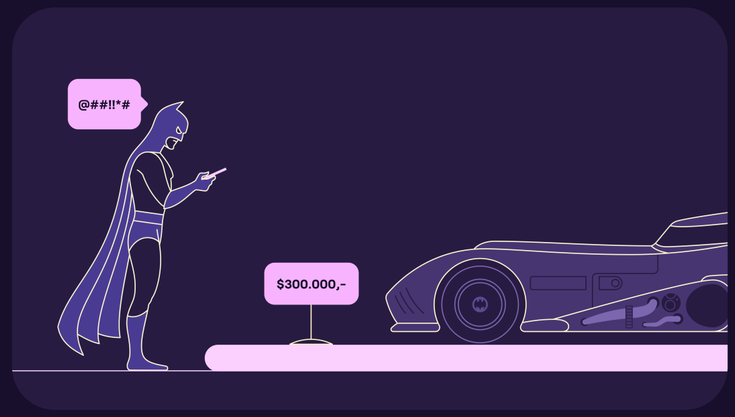
Download



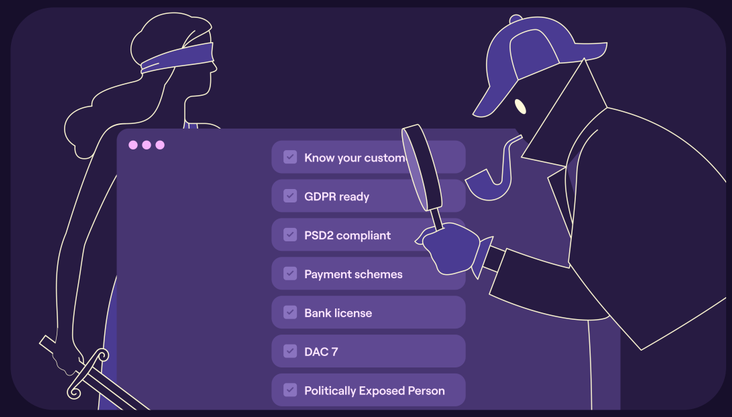
Crowdfunding your idea



Preventing fraudsters on your platform

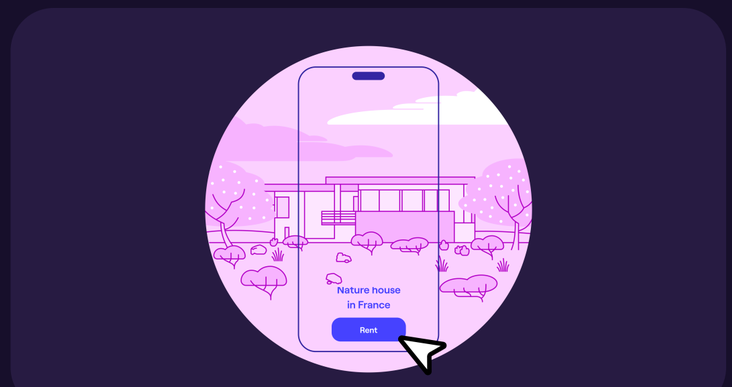


Feeling frustrated



Comply with legal stuff

Sell anything



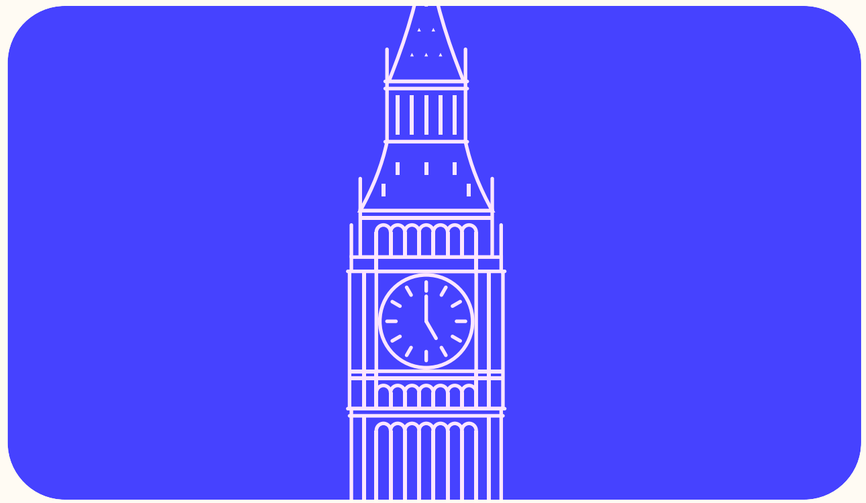
Rent out your apartment

Do’s and don’ts

Add small illustrations to bold statements. The illustration loses it’s value and strength when framed like this.

Instead, let the illustration speak for it self. Keep it simple.

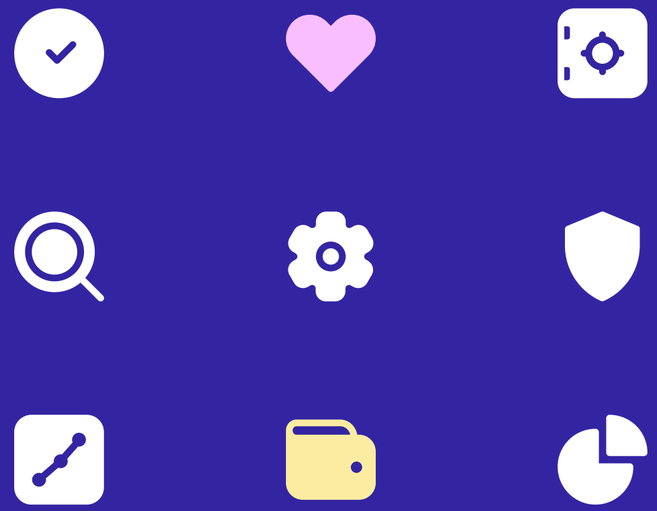
Apply fill colors or use on random background colors



Usually illustrations are used on a light background, but it’s okay to sometimes make an exception and use it on the brand background color.

3

Icons



View all the icons here in the design system

View all styles →

Photography

Our photography is real.
Rough but sophisticated.
Gives a glimpses of what an actual day in our life's looks like.

We don’t like stock images.
Or heavily photoshopped ones.

Portraits we keep minimal and colorful.
When we show more, we don't hide. We keep it real, just as we are.

Photography

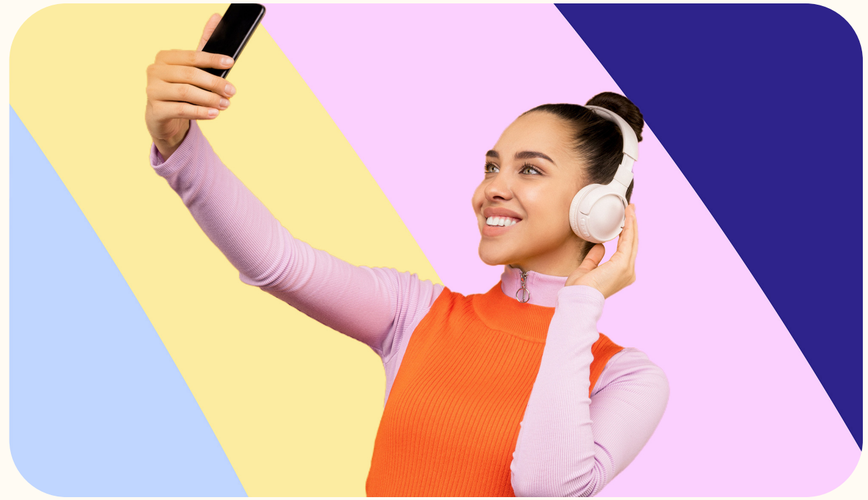
Day in the life

Portraits

Combinging the swoosh with photography

Don’ts

Connect the swoosh to a person



Place people on multi-colored backgrounds

Tone-of-voice

Speaking the Online Payment Platform way

At Online Payment Platform, we're more than just a payment provider - we're the trailblazers simplifying and innovating platform payments. Here's how we communicate that mission in our words and messaging.

1

Simplicity with a smile

We're here to simplify online payments and transactions. We deal with complexities daily, but when it comes to communication, we make it simple and clear. We aim for language that even a novice can understand. Remember to keep it short, sweet, and free of jargon.

2

Globally genuine

Being authentic means staying true to our mission and embodying who we are. Regardless of where we are or who we're speaking to, we communicate openly and honestly.

3

Celebrate diversity

Inclusivity is our second name. We connect with diverse individuals across the globe, in over 50 markets. Our language should be a warm, open invitation to all. It's essential to be mindful of different cultures, identities, and avoid stereotypes. Let our words be a reflection of our broad, welcoming spirit.

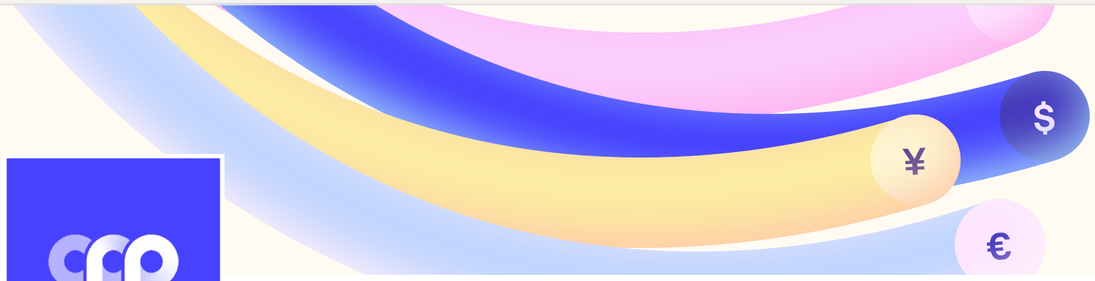
4

Be approachable

Our friendly support team is our pride and joy, always ready to pick up the phone or welcome clients at our office. Unlike others, we don't hide behind chatbots or FAQs. Our language should reflect this accessibility and willingness to engage directly. It's about being personal, human, and always ready to help.

Social media

Search



Online Payment Platform

The best payment solution for your platform or marketplace.

Software • City, Country • 12 Followers

3 People you know work here

+ Follow | Visit Website | More

Home | About | Posts | Jobs | People

Social media templates

Looking for templates to post on social media? Find them here.

View in Figma →

Webinar

Unlocking the best business model for your marketplace

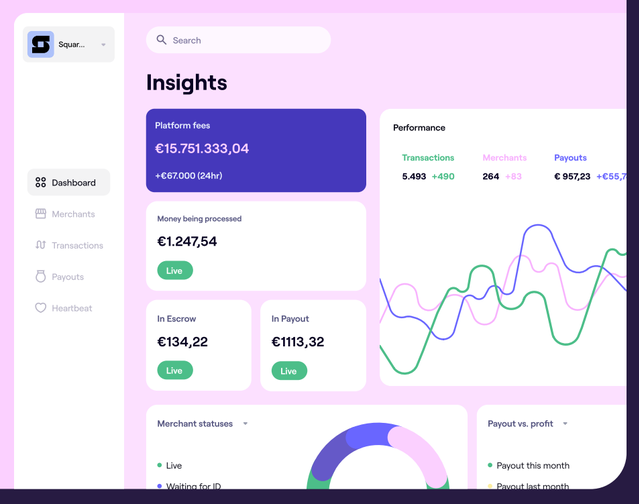
Online event
12 may • 19.00

Diederik Veenhoven
Chief of Staff

Richard Straver
CEO

Product feature

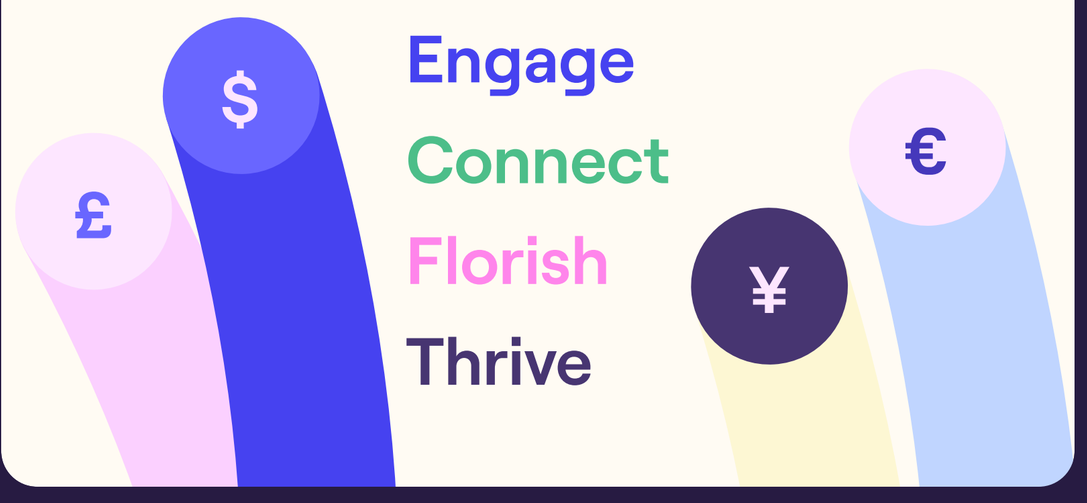
See how you perform



Case study

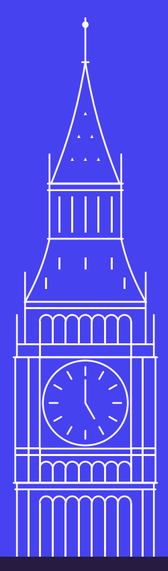
"Met miljoenen gebruikers is stabiliteit, snelheid, en schaalbaarheid van enorm belang."

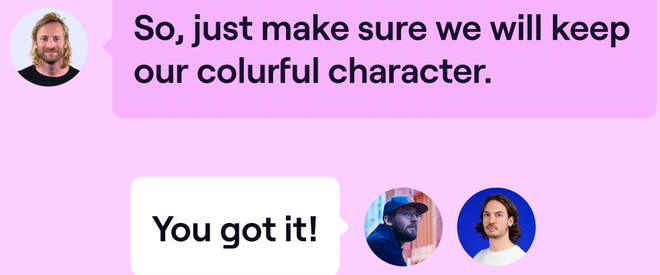
Annemarie Buitelaar
CEO Adevinta Benelux

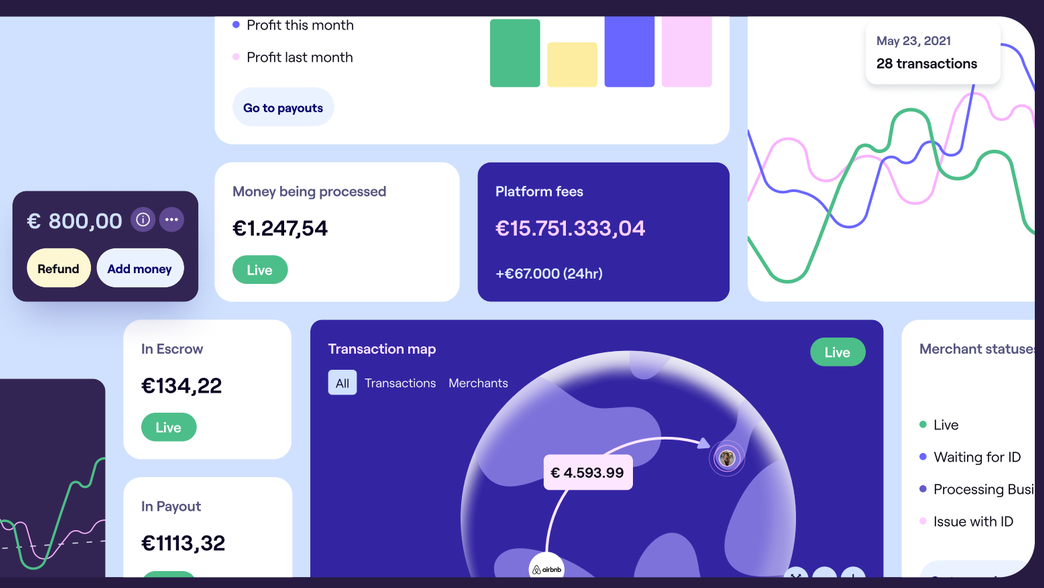


New license

We now have a FCA license in the UK.

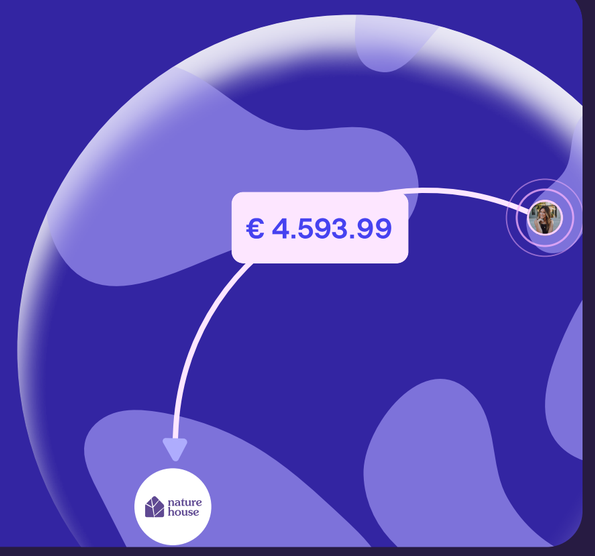






Product feature

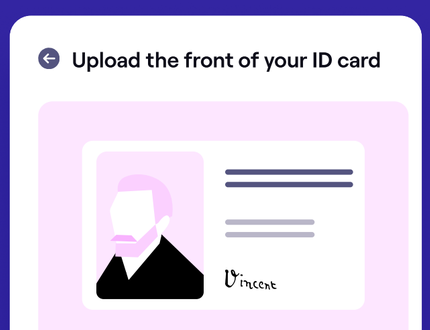
Follow all your transactions



Product feature

Verify your users in seconds.

Onboarding people to your platform has never been more



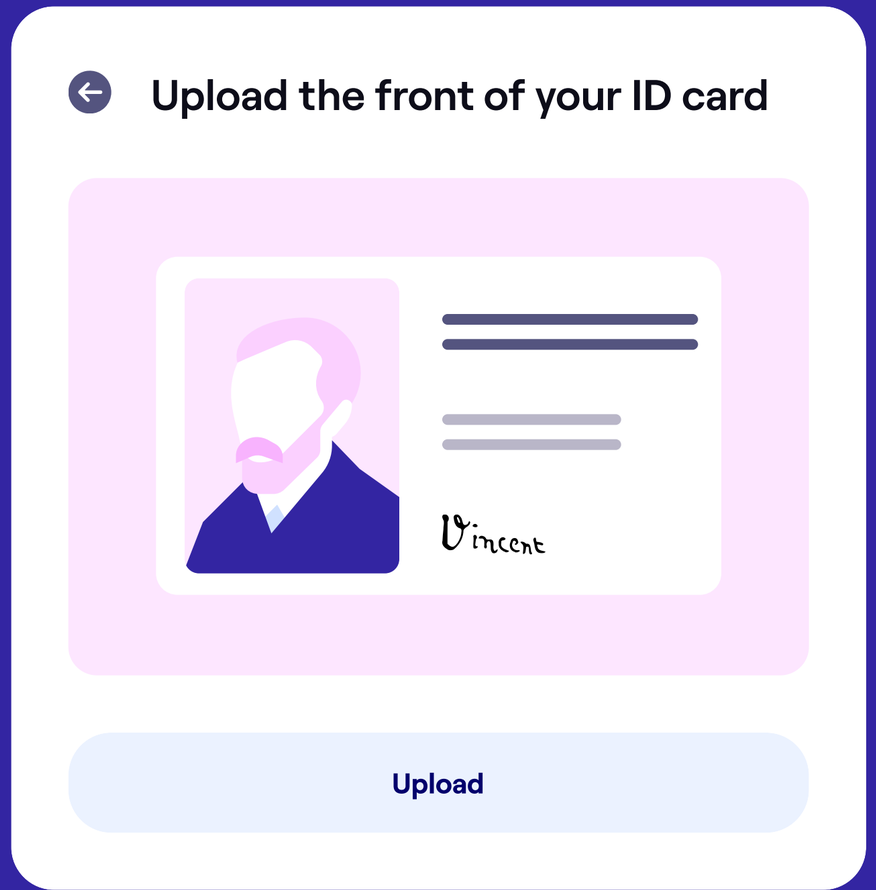
Interfaces

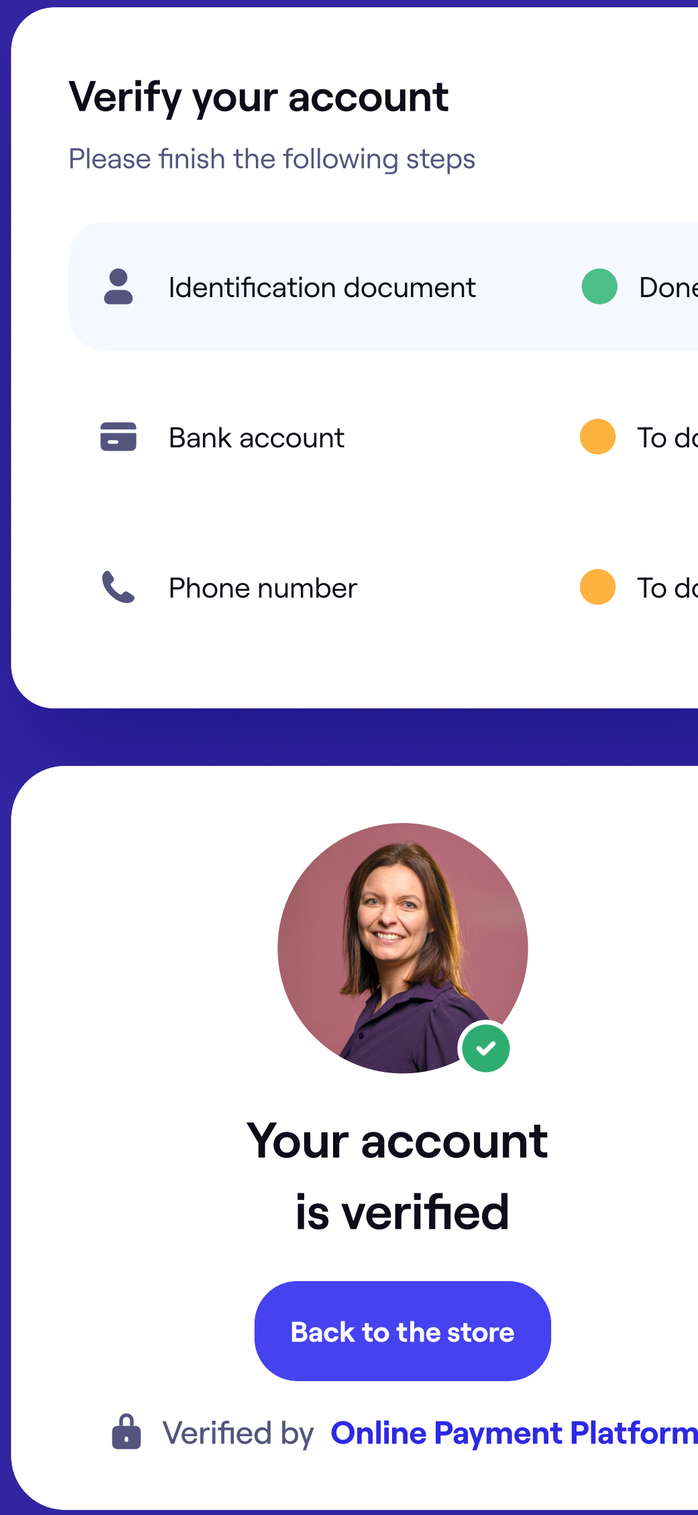
Representing User Interfaces

User interface representation involves displaying key screens, features, or elements of our platform in marketing materials, such as on our website, in advertisements, or on social media posts. This can include images or animated visuals of our merchant and partner interfaces.

Examples

Prioritize showcasing the most critical and visually appealing aspects of the user interface, such as the dashboard, payment processing, in escrow, or performance charts.





Nature...

Search

Dashboard

Merchants

Transactions

Payouts

Heartbeat

Insights

Platform fees

€15.751.333,04

+€67.000 (24hr)

Money being processed

€1.247,54

Live

In Escrow

€134,22

Live

In Payout

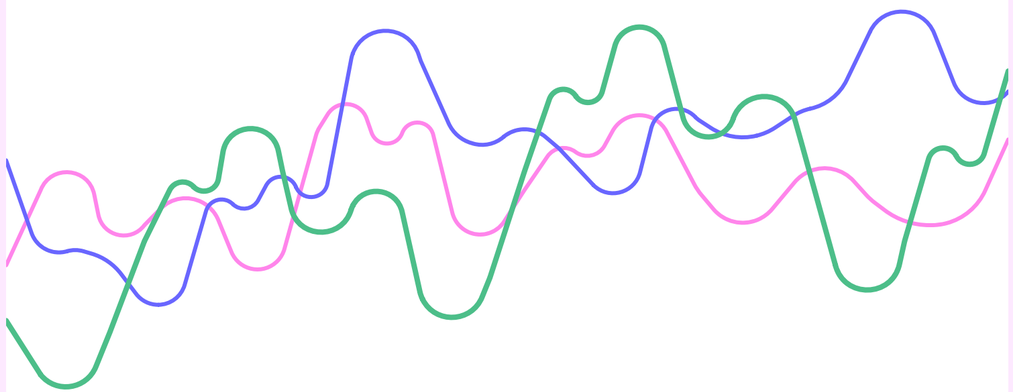
€1113,32

Live

Performance

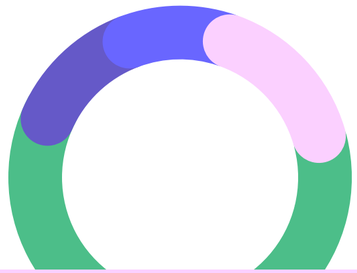
1d 1w **1m** 1y All

Transactions	Merchants	Payouts
5.493 +490	264 +83	€ 957,23 +€55,74



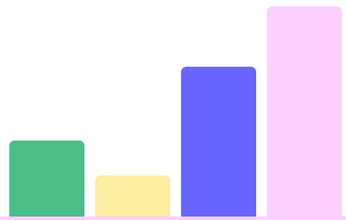
Merchant statuses

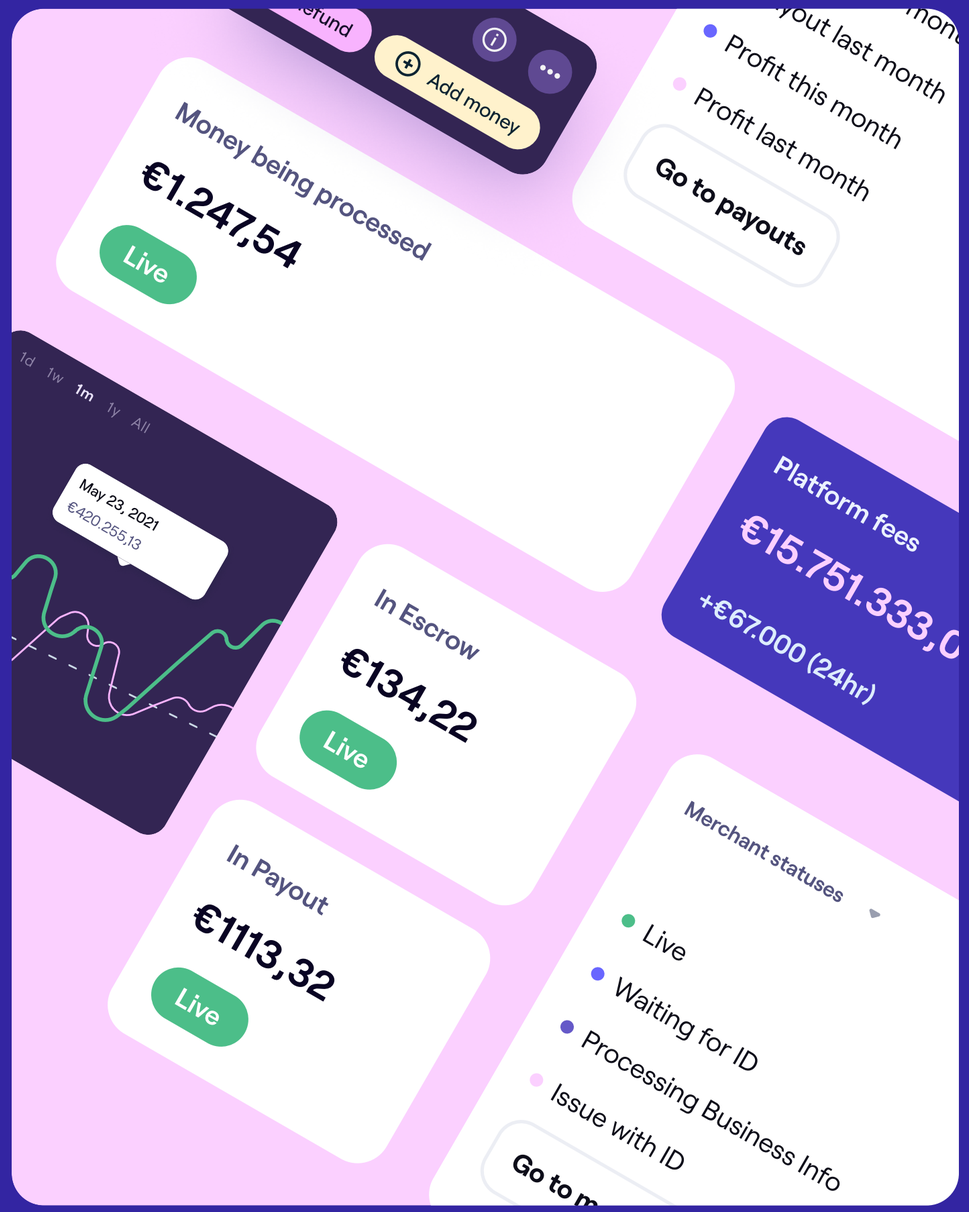
- Live
- Waiting for ID
- Processing Business Info
- Issue with ID

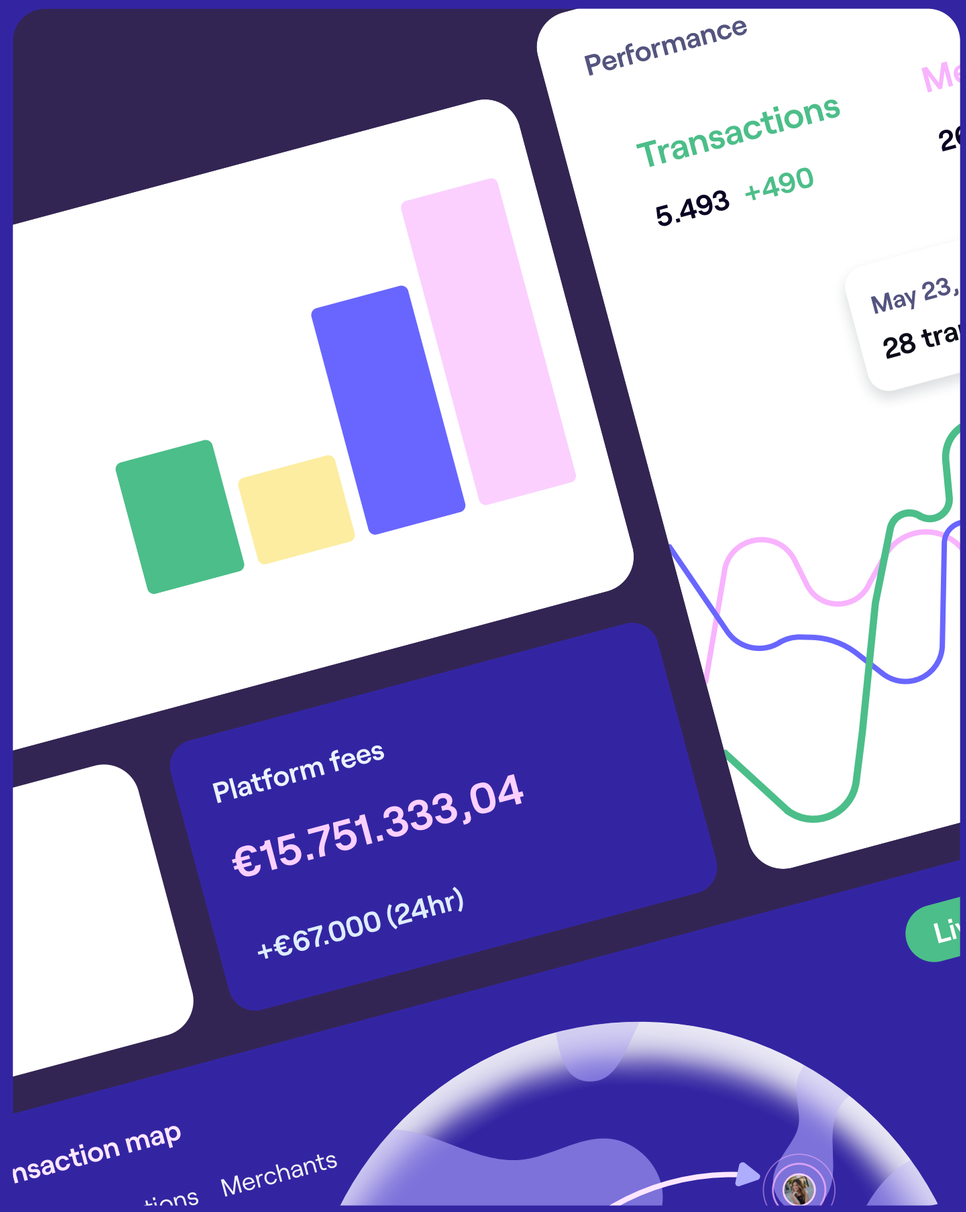


Payout vs. profit

- Payout this month
- Payout last month
- Profit this month
- Profit last month




Add money
Money being processed
€1.247,54
Live
Profit this month
Profit last month
Go to payouts
1d 1w 1m 1y All
May 23, 2021
€420.255,13
Platform fees
€15.751.333,0
+€67.000 (24hr)
In Escrow
€134,22
Live
In Payout
€1113,32
Live
Merchant statuses
Live
Waiting for ID
Processing Business Info
Issue with ID


Performance
Transactions
5.493 +490
May 23,
28 tra
Platform fees
€15.751.333,04
+€67.000 (24hr)
nsaction map
Merchants

Downloads

Logos

Find all the logos in Figma or download a zip with the most common file types.

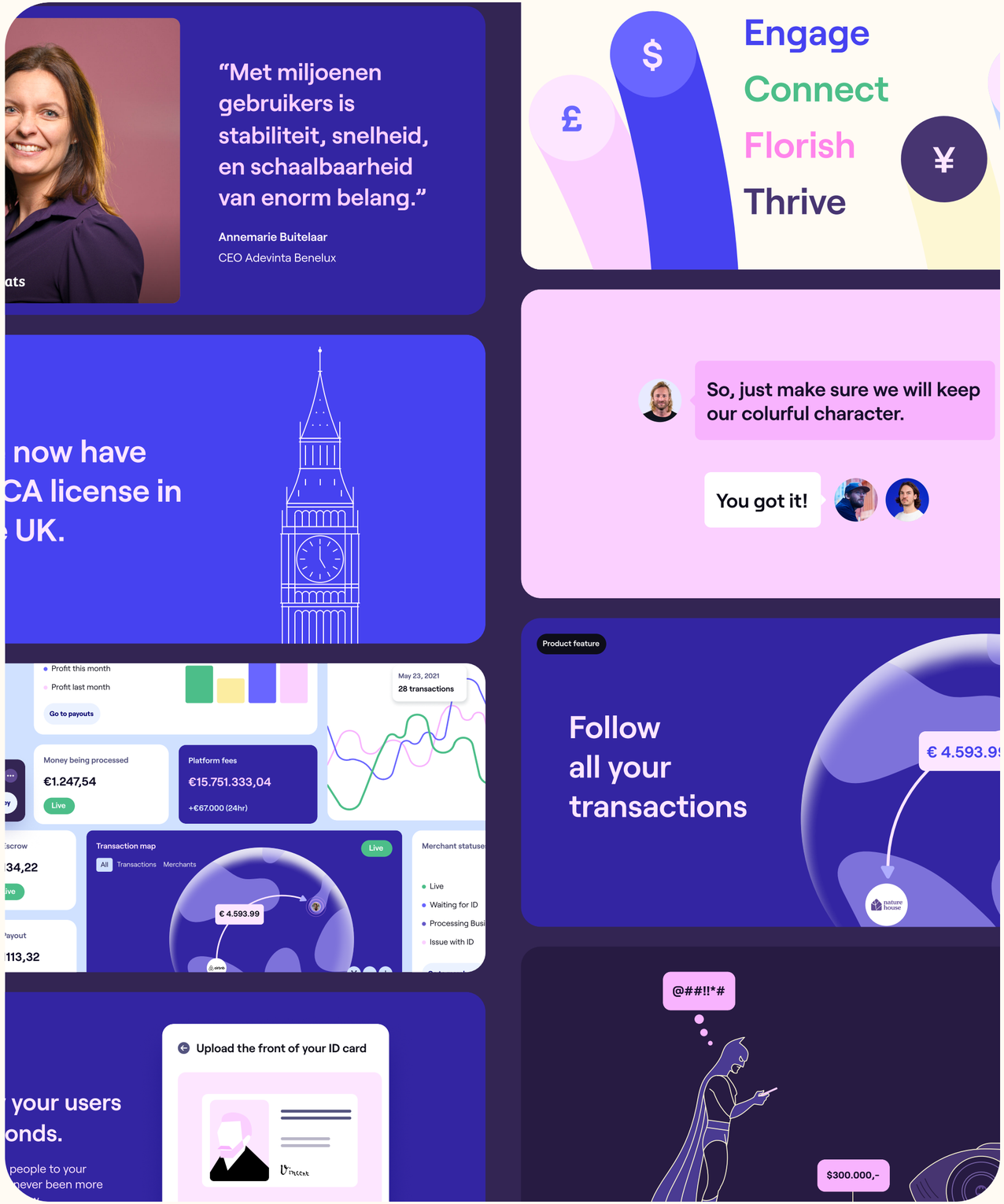
View in Figma →

Download →

Social media

Looking for templates to post on social media? Find them here.

View in Figma →

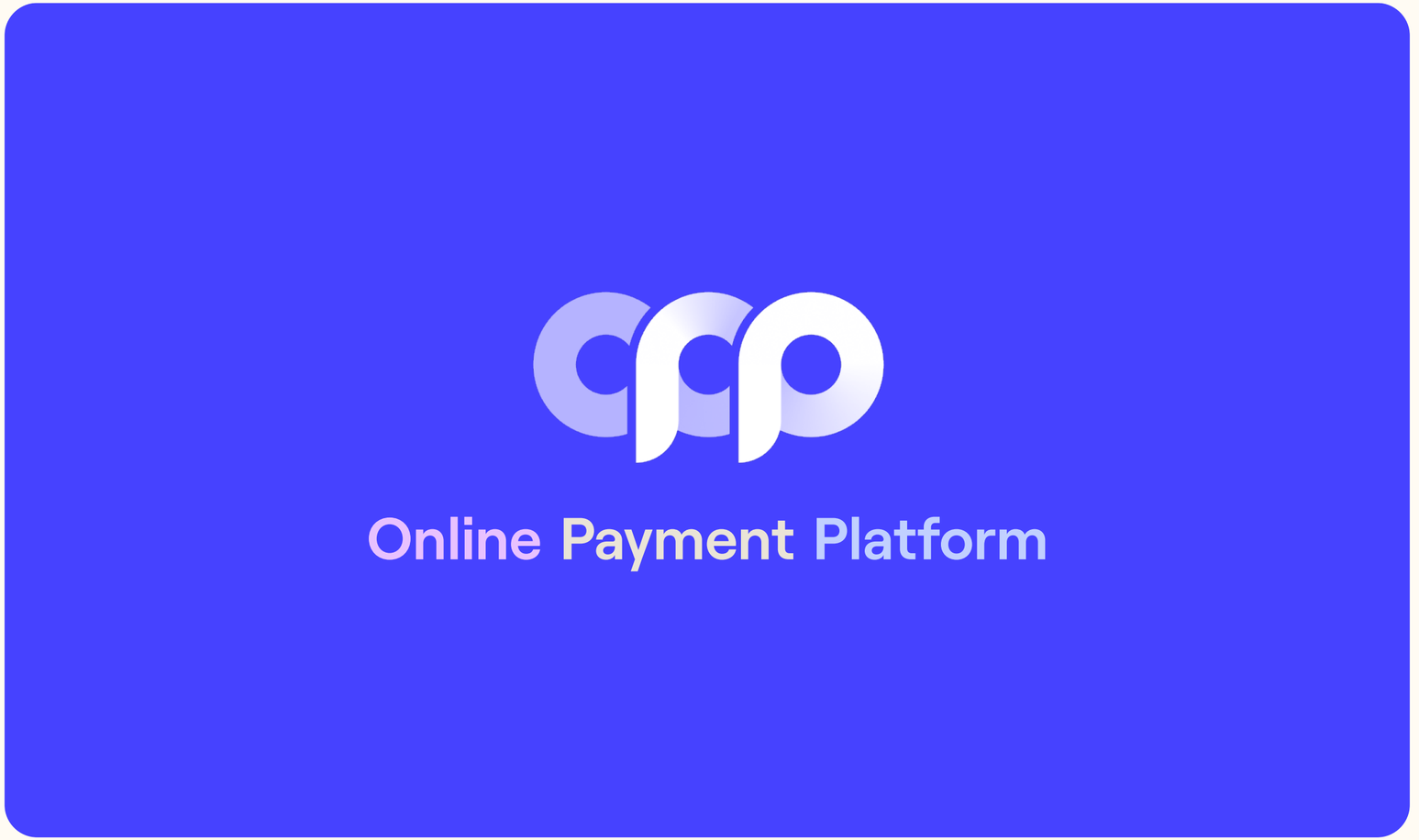


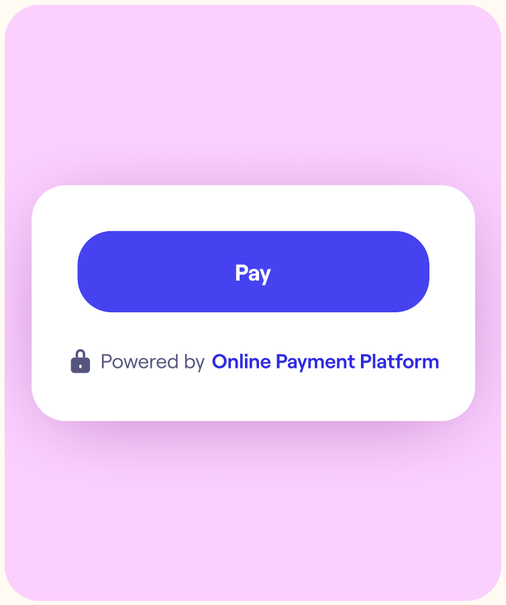
Showcasing mock-ups

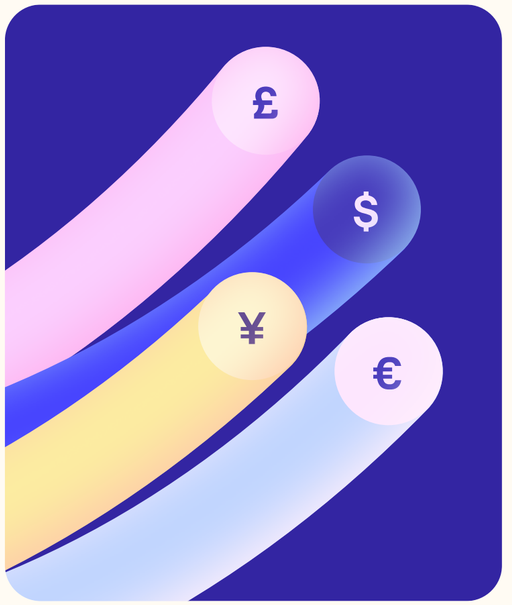
Want to showcase the brand of OPP in, for example, a press release?
Grab some goodies here.

View in Figma →

Download →







Thank you!
Questions?

About implementing the brand?
Feel free to drop us a question.

Thierry Emmery

Lead Designer

Say hi on LinkedIn

Or sent a mail at thierry@squareone.nl

Powered by Square One