



2018 STYLE & BRAND

ORANGE TO GOLD  
#CF4520, #F6A623

### GRADIENT USAGE

Bold gradients are used in conjunction with our hero shots. These consist of either culture and lifestyle photos primarily around the Payscale office(s) or a product shot within an illustrated technology device (laptop, tablet).

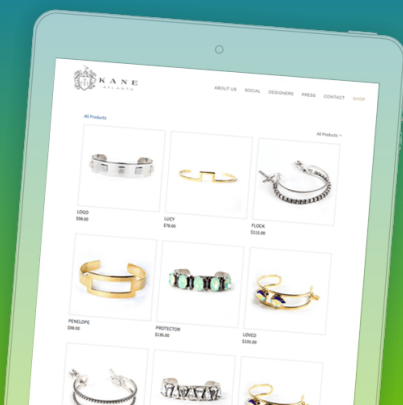
DARK BLUE TO DARK GRAY  
#1D4058, #54585A

ORANGE TO SALMON  
#Cf4520, #F5515F



BLUE TO LIME  
#0976B4, #00CFCA

ORANGE TO BLUE  
#CF4520, #0976B4





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#### PRIMARY COLOR PALLETTE

The primary color palette features the orange and gray from the primary logo, as well as a darker gray. While the orange stays a permanent fixture, we are able to explore more vibrant color options through our Mural and Cool palettes.

##### PAYSCAPE ORANGE

HEX	RGB
#CF4520	207, 69, 32

CMYK	PMS
0, 82, 94, 2	173

##### PAYSCAPE LOGO GRAY

HEX	RGB
#888B8D	136, 139, 141

CMYK	PMS
23, 16, 13, 46	Cool Gray 8

##### PAYSCAPE DARK GRAY

HEX	RGB
#54585A	84, 88, 90

CMYK	PMS
48, 29, 26, 76	425

# Fonts for Fintech

Museo Sans should be used for all printed, and in some instance, Website, header and sub header text, where Lato should be used for all body copy. Lastly, Cortado is used sparingly to draw attention to quotes and callouts.

*If you're going to hoot with the owls  
you gotta soar with the eagles.*





## 2018 STYLE & BRAND



REGISTRATION



ECOMMERCE



INVOICING



WEBSITES



MOBILE



POS

### PRODUCT ACCENT COLORS & ICONS

A supplemental color palette inspired by Payscape headquarters external mural. Uses include differentiation of Payscape products and their respective icons.

#ED410A

#198BCB

#7E5084

#0065AB

#B32230

#008B9D

Payscape headquarters in Midtown  
Atlanta at 1438 West Peachtree St.  
Mural by Yoyo Ferro







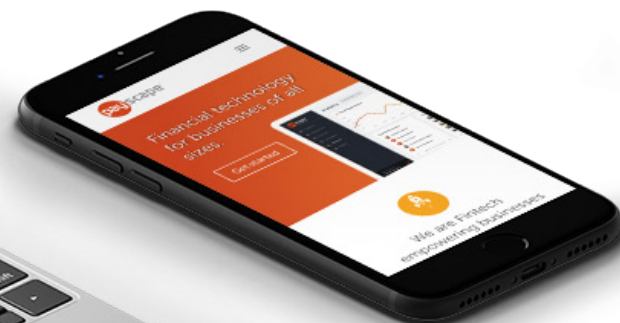
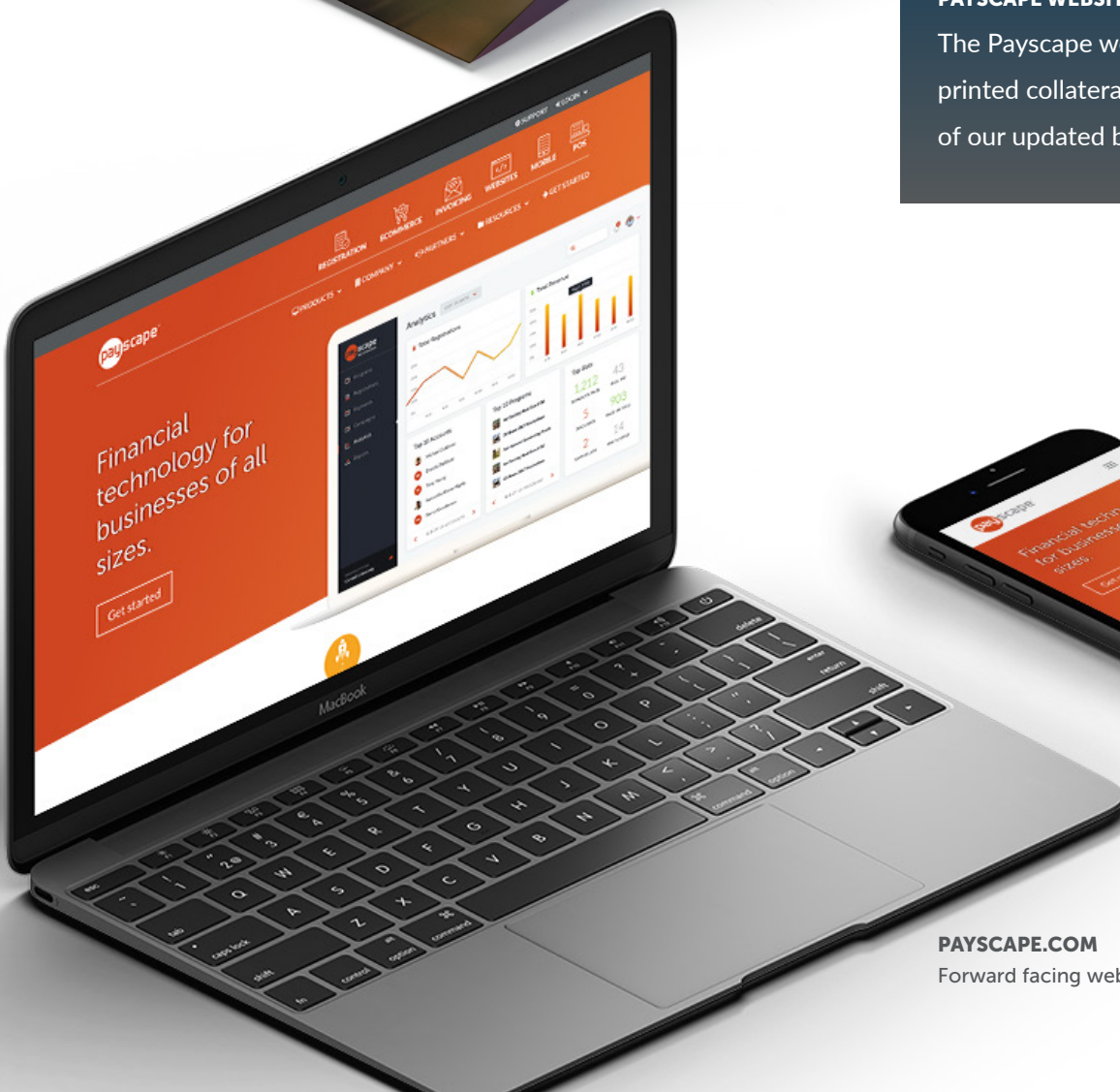
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**PAYSCAPE BIFOLD**  
Overview collateral

#### PAYSCAPE WEBSITE & COLLATERAL

The Payscape website along with our printed collateral are primary examples of our updated brand elements in action.



**PAYSCAPE.COM**  
Forward facing website





## 2018 STYLE & BRAND



**PAYSCAPE PRO POLO**  
Polo with sleeve embroidery

### PAYSCAPE PRO

Offered exclusively to our top reps, this designation features exclusive swag such as premium business cards and an exclusive shirt. The shirt is branded in our unique logo font while the premium business cards are trimmed in an Payscale orange border.



**PAYSCAPE PRO**  
Premium business cards