



# Brand Guidelines

Version 1.0 - 1.6.23

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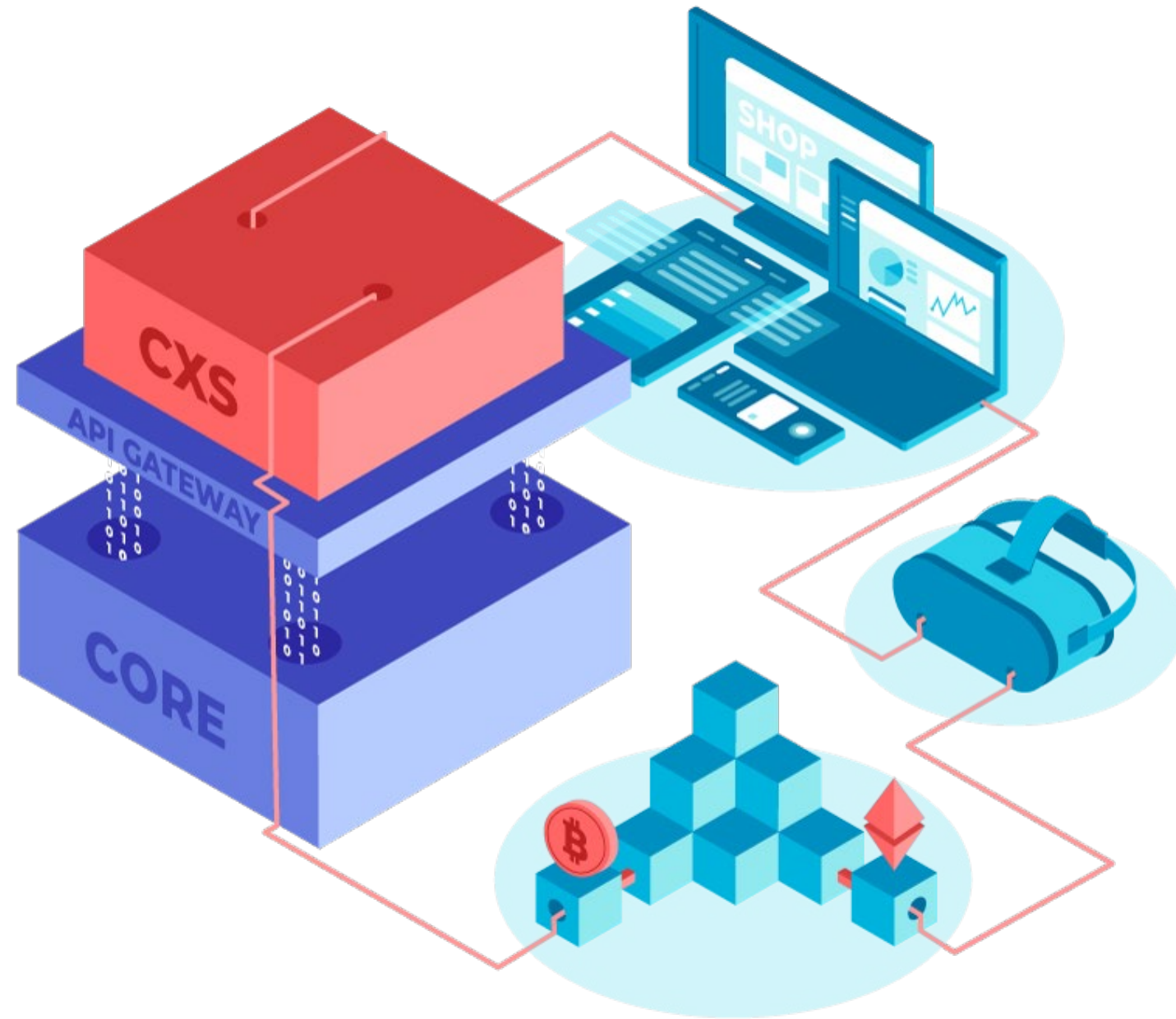
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## INTRODUCING COMMERSE™

AppTech's all-new, patent-backed Fintech platform powering our Commerce Experiences-as-a-Service (CXS), designed to fundamentally change the way digital banking, mobile payments and merchant services are facilitated.

The Commerse™ suite of unified omni-channel PaaS, BaaS and CXS solutions removes headaches and complexity from the commerce process while enabling businesses to deliver immersive, high conversion, seamless user experiences to their customers with minimal effort.

# Logo

## LOGO

Commerse™ is a subsidiary brand of the parent company, AppTech Payments Corp. The Commerse logomark retains the original rounded square AppTech icon while incorporating a new symbol in the shape of a “C.” This symbol is made up of a set of buttons to showcase the innovation and technology focus of the brand.



**Blue Logo (Primary Logo)**

#0090c1



**Black Logo**



**Greyscale Logo**

#595959



**White Logo**

## LOGO TAGLINE

“One Platform. All Commerce.” is our tagline for Commerse because it seamlessly delivers digital banking, text-to-pay, crypto payments and merchant services altogether from a single, unified platform.



Tagline 1 (Blue)



Tagline 1 (White)



Tagline 2 (Blue)



Tagline 2 (White)

## WHEN TO “TM”

### USE the <sup>TM</sup> symbol for registered trademark when:

Using the Commerse logo.

Introducing the word Commerse for the first time on page, presentation, article, press release, social media post, etc.

### DON'T use the <sup>TM</sup> symbol when:

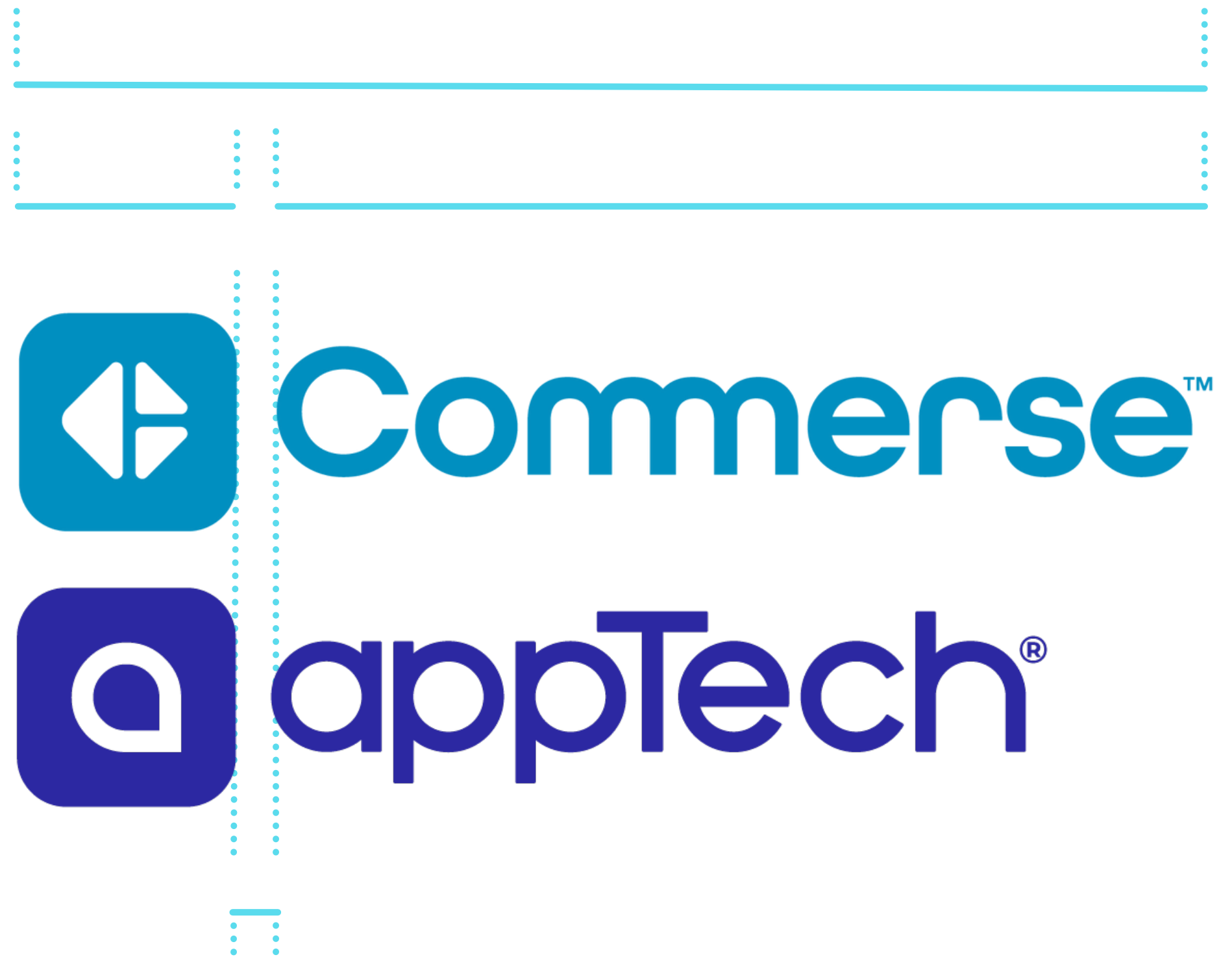
You've already introduced Commerse<sup>TM</sup> with the <sup>TM</sup> symbol in a section of text.

\*Use of <sup>TM</sup> may vary within the marketing/sales department. For these departments specifically, use is up to the discretion of the CMO.

## LOGO

The space between the icon and wordmark have a fixed relationship that should never be changed.

To maintain consistency, the icon and wordmark relationship mimic that of the original AppTech logo.





## CLEAR SPACE

To ensure logo visibility and impact, clear space surrounding the logo has been established. Always maintain the clear space zone between the logo and other graphic elements such as: type, image, symbols, etc. It is important to keep brand marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name. They have a fixed relationship that should never be changed.



Here **x** is the **HEIGHT** of Logomark

Clear Space = **x/3**

## MINIMUM SIZE

This is the following minimum width of logo and logomark that you can use for print and website media. At minimum size, the logo is still clearly legible and provides a strong level of identification.

When using a lower quality of printing technique (i.e. screen printing), it is recommended that the logo be used in a larger size. The logo must never be used in a size smaller than the sizes below.



Print  
49.4 mm / 1.9 in



Digital  
140 px



Print  
9.8 mm / 0.4 in



Digital  
28 px

## LOGO MISUSE



⊘ Don't remove elements



⊘ Don't condense the logo



⊘ Don't use blur



⊘ Don't stretch the logo



⊘ Don't reposition elements



⊘ Don't confine the logo in a shape



⊘ Don't use a background with low contrast to the logo



⊘ Don't rotate



⊘ Don't change color of elements



⊘ Don't use wordmark alone



⊘ Don't use a background with low contrast to the logo

**Icon**

## ICON DO'S AND DON'TS

### DO

DO utilize the white or blue icon to represent the Commerse brand



Blue Icon



White Icon

### DON'T

DON'T alter colors



DON'T rotate elements

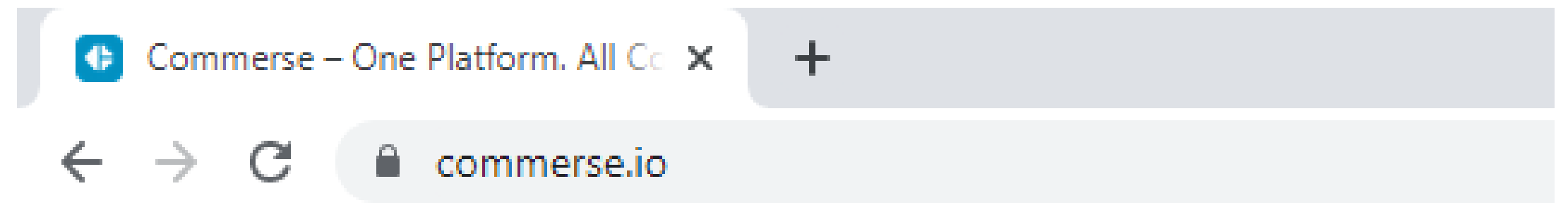


DON'T alter shapes of elements



## FAVICON

A favicon - also known as shortcut icon, website icon, tab icon, URL icon or bookmark icon - is a file containing one or more small icons associated with a particular website or webpage.



16 Pixels



32 Pixels

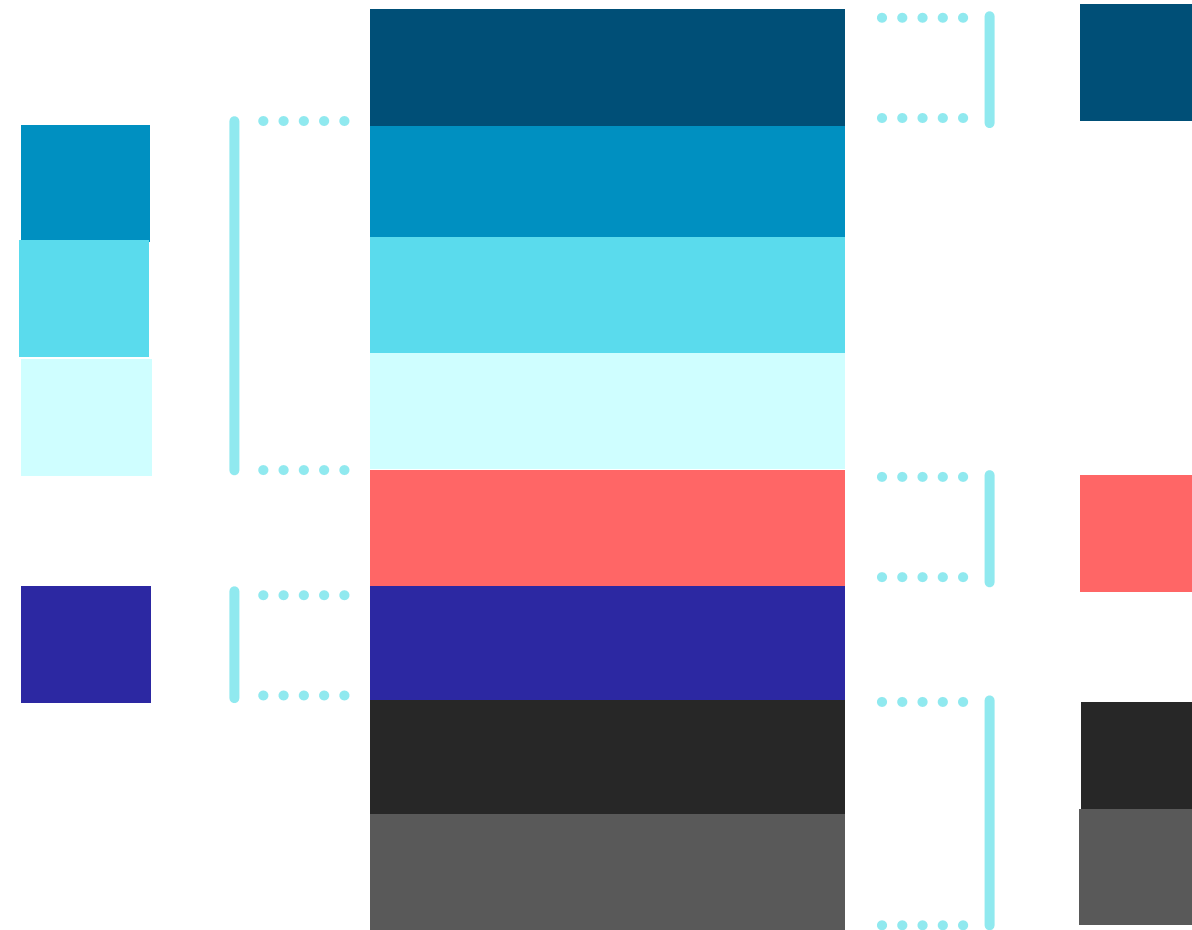


48 Pixels

# Color

### PRIMARY COLORS

They are used to provide consistency, accessibility, and a powerful simplicity throughout all brand communications.



### SECONDARY COLORS

Secondary colors should never be used as a dominant color on their own. You may see the secondary colors used in presentations or other marketing collateral.



## PRIMARY COLORS

They are used to provide consistency, accessibility, and a powerful simplicity throughout all brand communications.

Hex: #0090c1	Hex: #5ADBED	Hex: #cffeef	Hex: #2C28A2
RGB	RGB	RGB	RGB
R: 0	R: 90	R: 207	R: 44
G: 144	G: 219	G: 254	G: 40
B: 193	B: 237	B: 255	B: 162

## SECONDARY COLORS

Secondary colors should never be used as a dominant color on their own. You may see the secondary colors used in presentations or other marketing collateral.



# Typography

## TYPOGRAPHY

# Display Font: All Round Gothic

## H2: WORK SANS

Body: Work Sans

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# Glossary

## VECTOR FILE TYPES

 File types for print purposes

 File types for digital purposes



### AI

#### ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.



### EPS

#### ENCAPSULATED POSTSCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.



### PDF

#### PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.



### SVG

#### SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.



## IMAGE FILE TYPES



### JPEG

#### JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG but does not support transparent backgrounds.



### PNG

#### PORTABLE GRAPHICS NETWORK

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.



## COLOR SPACES

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### RGB

DIGITAL (RED, GREEN, BLUE)

The color space for digital displays. These files are used for the digital purpose such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or pantone files for printing purposes.



### CMYK

PRINT (CYAN, MAGENTA, YELLOW, BLACK)

CMYK stands for cyan, magenta, yellow, and black. These are the four basic colors used for printing. CMYK files are the four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.



### PANTONE/SPOT

OFFSET PRINT

Pantone is a standardize system for color. Unlike CMYK, a pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK but can become costly using more than three colors.

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If you need assistance with anything in this guide, are missing brand elements from the Internal Brand Package, or are unsure if your communication best represents the Commerse Brand, please contact our Graphics & Design Manager:

[efinch@apptechcorp.com](mailto:efinch@apptechcorp.com)