

# **Vydapay**

# **Brand Guidelines**

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# Introduction

This document provides guidelines for using the Vydapay brand identity. Consistent use of our brand elements helps build recognition and trust with our customers. Please follow these guidelines when creating any materials that represent Vydapay.

## Logo

The Vydapay wordmark is our primary logo. It features 'Vydapay' in a bold, modern typeface with the 'V' and 'pay' highlighted in our brand gradient.

### Logo Versions

#### Primary (Light Background)

Use on white or light backgrounds. The 'V' and 'pay' appear in the indigo-violet gradient, while 'yda' is rendered in dark navy.

#### Reversed (Dark Background)

Use on dark backgrounds. The 'V' and 'pay' appear in a lighter violet gradient, while 'yda' is white.

#### App Icon

A simplified 'V' mark on a gradient background. Use for app icons, favicons, and situations where the full wordmark doesn't fit.

### Clear Space

Maintain a minimum clear space around the logo equal to the height of the 'V' character. This ensures the logo remains visible and uncluttered.

### Minimum Size

The wordmark should never be displayed smaller than 80px wide for digital applications or 25mm for print. The app icon minimum is 32px or 10mm.

# Colours

Our colour palette is built around a distinctive indigo-violet gradient that conveys innovation and trust.

Colour	Name	Hex	RGB	Usage
■	Indigo Primary	#4f46e5	79, 70, 229	Primary brand colour, CTAs
■	Violet Secondary	#7c3aed	124, 58, 237	Gradient end, accents
■	Navy Dark	#0f172a	15, 23, 42	Text, dark backgrounds
■	Slate Gray	#64748b	100, 116, 139	Secondary text
■	Light Gray	#f1f5f9	241, 245, 249	Backgrounds
■	Success Green	#10b981	16, 185, 129	Success states
■	Error Red	#ef4444	239, 68, 68	Error states

## Gradient

Our brand gradient flows from Indigo Primary (#4f46e5) to Violet Secondary (#7c3aed). Use a 135-degree angle for diagonal gradients or 0-degree for horizontal.

# Typography

We use a clean, modern type system that prioritises readability across all platforms.

## Primary Typeface

**Inter** is our primary typeface for all digital applications. It's a modern sans-serif designed specifically for screens with excellent legibility. Available free from Google Fonts.

## Fallback Stack

system-ui, -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, sans-serif

## Type Scale

Element	Size	Weight	Line Height
H1 / Hero	48px	700 (Bold)	1.1
H2 / Section	32px	700 (Bold)	1.2
H3 / Card	20px	600 (Semi)	1.3
Body	16px	400 (Regular)	1.6
Small	14px	400 (Regular)	1.5
Caption	12px	500 (Medium)	1.4

# Contact

For questions about brand usage, logo requests, or partnership enquiries:

**Brand & Marketing**

[brand@vydapay.com](mailto:brand@vydapay.com)

**Press & Media**

[press@vydapay.com](mailto:press@vydapay.com)

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