peach
payments

Peach Payments
Brand Identity Guidelines

Introduction

Scalable and accessible to all: Peach is for every person

This idea very simply demonstrates that Peach Payments is for everyone, big and small. We have created a stylised "P" graphic shape that can adapt to any format and is a key part of the brand's graphic language. This becomes a demonstration and metaphor of Peach Payment's scalable solutions for all our customers.

Our Logo

Just like our business, our logo has been designed with scalability in mind. It is a flexible P graphic shape that can seamlessly adapt to almost any layout or format.

Our logo is available in two formats. We have our primary logo which consists of our Peach wordmark within our P icon and the horizontal logo, where the Peach wordmark sits next to our icon.

Primary Logo

Secondary Logo

Primary Logo

Our primary logo consists of two versions, an outlined version and a filled version.

The outlined version of our primary logo is the primary version and where possible, should be used at all times.

The outlined version of our logo should not be used when on the same layout as the outlined graphic asset.

The same applies for the filled version of our logo on our filled graphic asset.

Both logos are available in orange and white.

A useful way of determining the size of the logo in centimetres is to use the following ratio: 100cm (height) : 160cm width

Primary logo outlined in orange

Primary logo filled in orange

Primary logo outlined in white

Primary logo filled in white

Secondary Logo

Our secondary logo consists of our "P" icon and wordmark. And is available in two versions, an outlined version and a solid version.

The outlined version of our secondary logo is the preferred option and should be used where the primary logo cannot be used.

The outlined version of our secondary logo should not be used when on the same layout as the outlined graphic asset.

The same applies for the filled version of our logo on our filled graphic asset.

Both logos are available in orange and white.

Secondary logo outlined in orange

Secondary logo filled in orange

Secondary logo outlined in white

Secondary logo filled in white

Logo Usage Guidelines

Our logos are designed to be flexible and scalable, but there are some applications of the logos that aren't allowed as it destroys the integrity of the brand.

Take special care to ensure consistent use of our logos. These are some examples of what to avoid when using any of the logos in an application.

DO NOT rotate the logo

DO NOT adjust any of the logo elements

DO NOT change the wordmark font

DO NOT use the logo in a secondary colour

DO NOT stretch or warp the logo
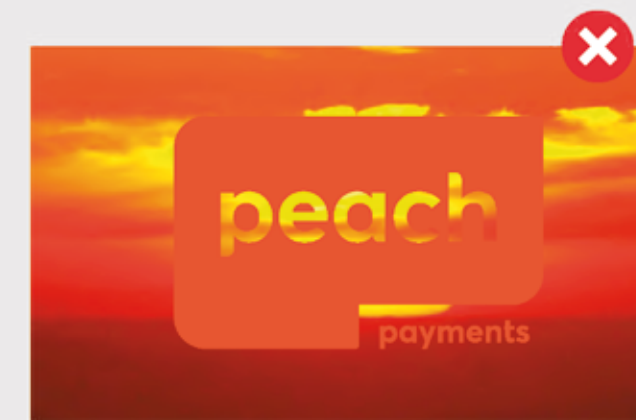
DO NOT add a stroke to the logo

DO NOT use the logo in navy blue
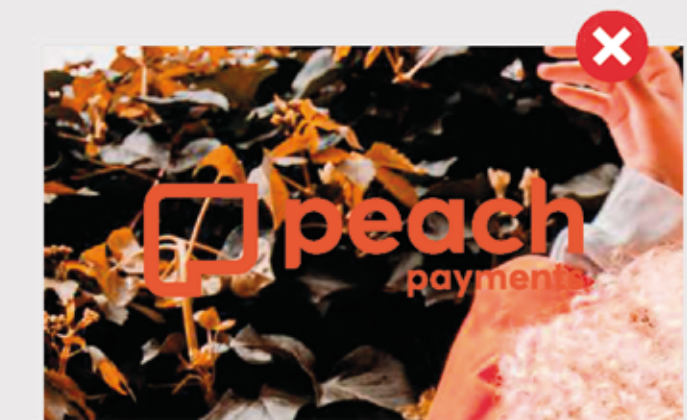
DO NOT add a drop shadow to the logo

DO NOT change the logo colours

DO NOT use the logo over an image or background of a similar colour

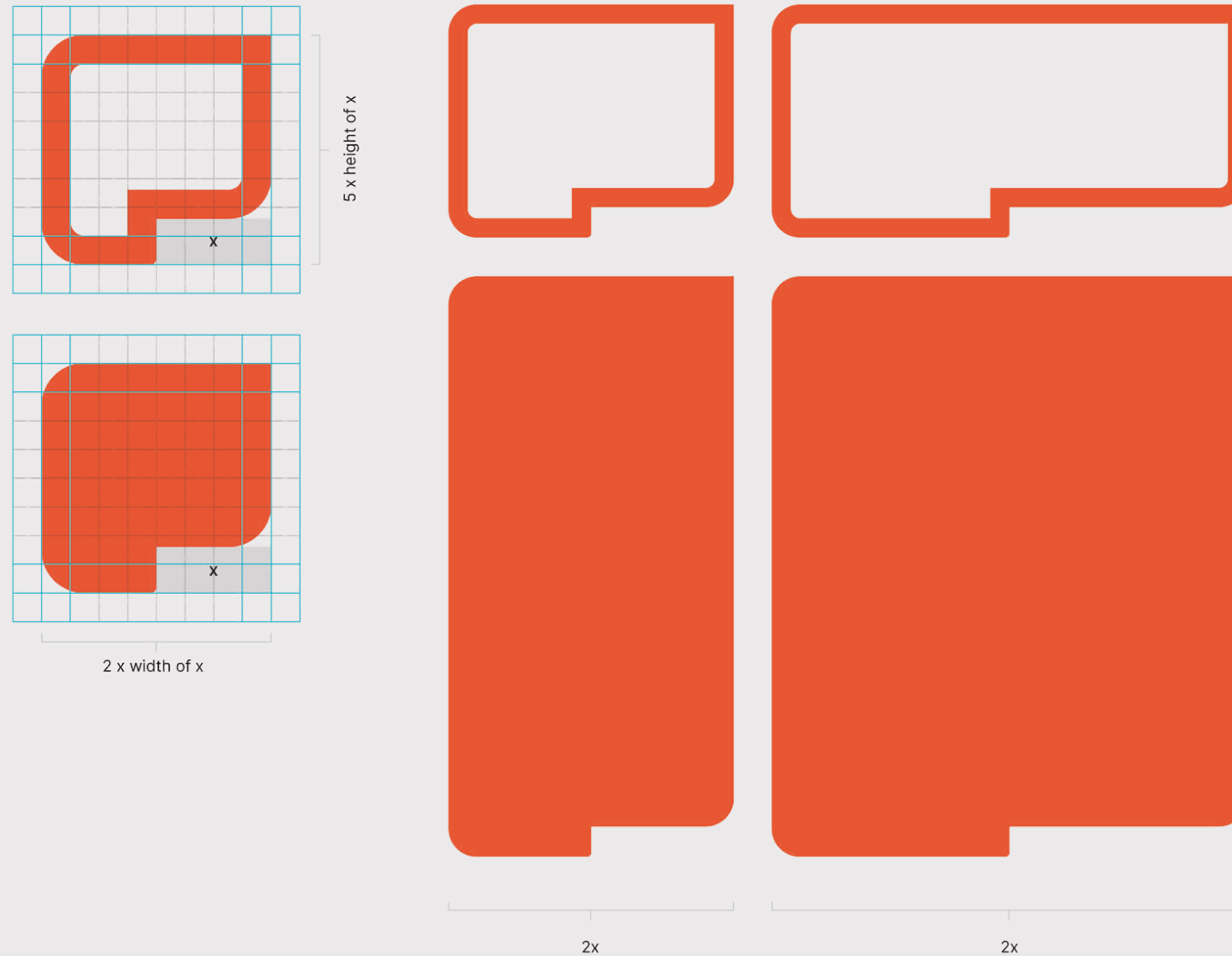DO NOT use the logo in navy blue on orange

DO NOT use the logo over a busy image or background

Our Graphic Shape

Scalable and accessible to all: Our graphic shape is designed to seamlessly adapt to almost any layout or format
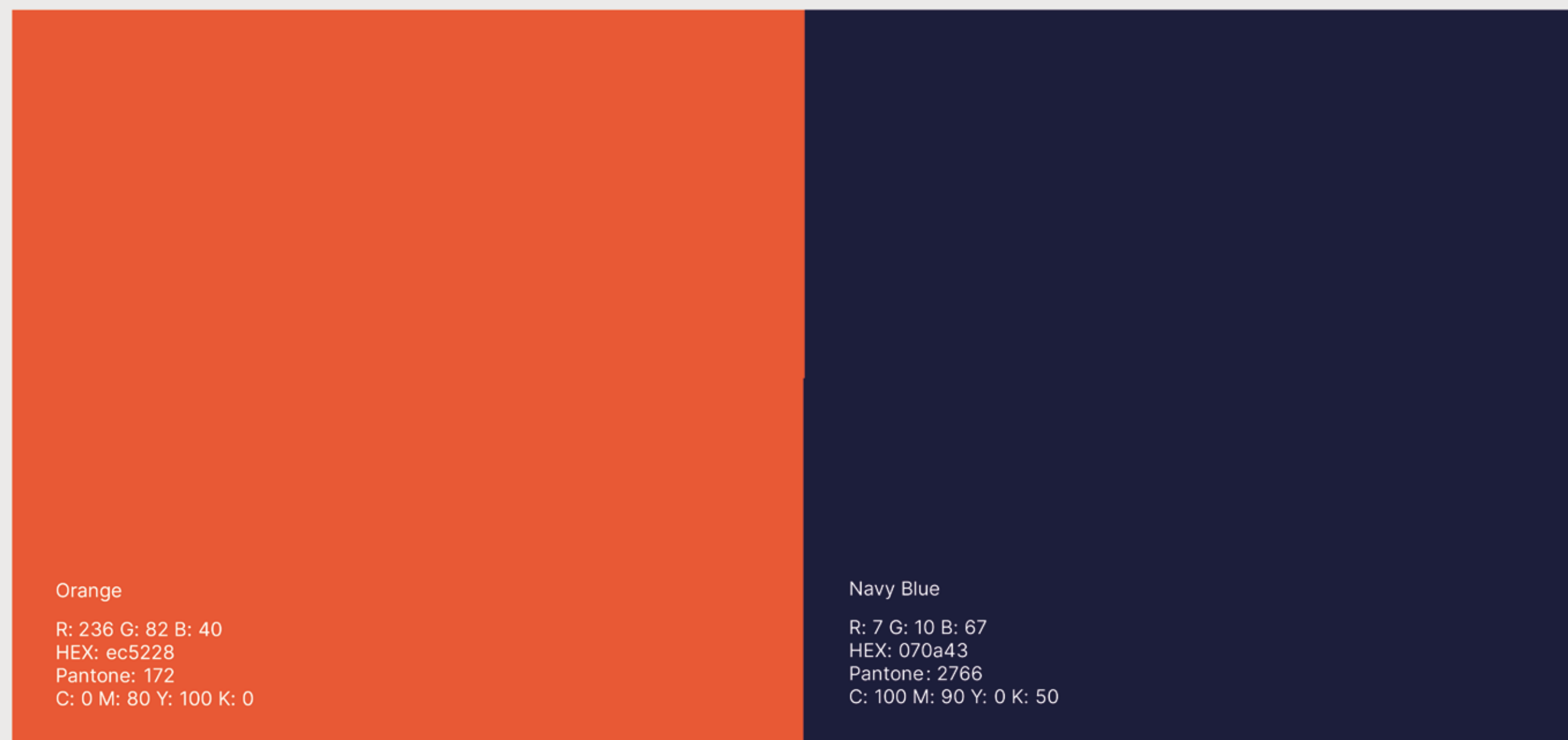
The width of the shape must always be 2 times the width of the stem (x)*

*The stem (x) can only be extended horizontally and not vertically

5 x height of x

x

2 x width of x

2x

2x

Colour Palette

Our Primary colour palette

Orange

R: 236 G: 82 B: 40
HEX: ec5228
Pantone: 172
C: 0 M: 80 Y: 100 K: 0

Navy Blue

R: 7 G: 10 B: 67
HEX: 070a43
Pantone: 2766
C: 100 M: 90 Y: 0 K: 50

Primary Colour Palette