

PAYGEZ Brand Guidelines

Initial Brand Identity

What is PAYGEZ?

Paygez is a dynamic platform where influencers & Promoters can create, connect, and earn by sharing collections, tagging products, and uniting their social presence in one place.

Table of Contents

01

Logo

02

Palette

03

Typography

04

Mockups

01

Logo

Different logo variants



Paygez Logo

The P in Paygez serves as a cornerstone of our brand identity, symbolizing the key aspects that define who we are and what we do.

It represents the Pages of Social Media we aim to empower, the Payment-Enabled solutions we integrate, the diverse Product Selections we offer, and the Potential Bloggers we collaborate with to create impactful partnerships.

Beyond these, the P embodies possibilities, progress, and partnerships, reflecting our mission to seamlessly connect people, products, and platforms while driving innovation and growth.



PAYGEZ

PAYGEZ

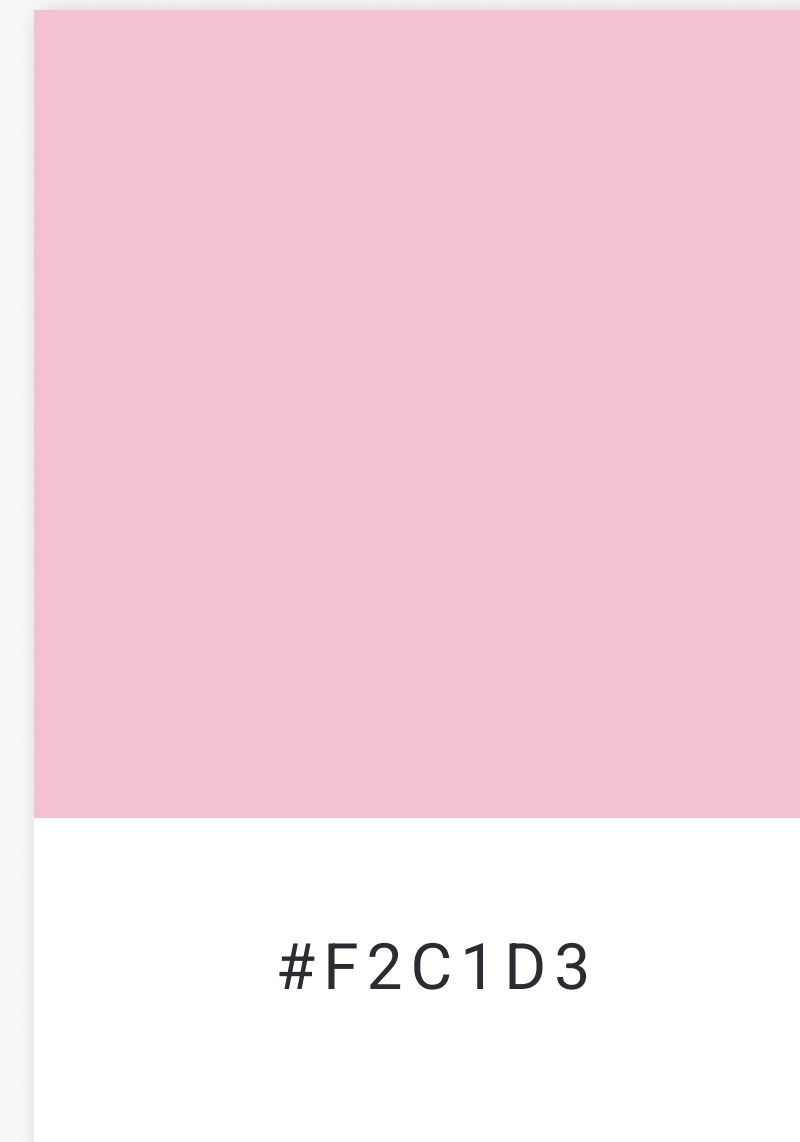
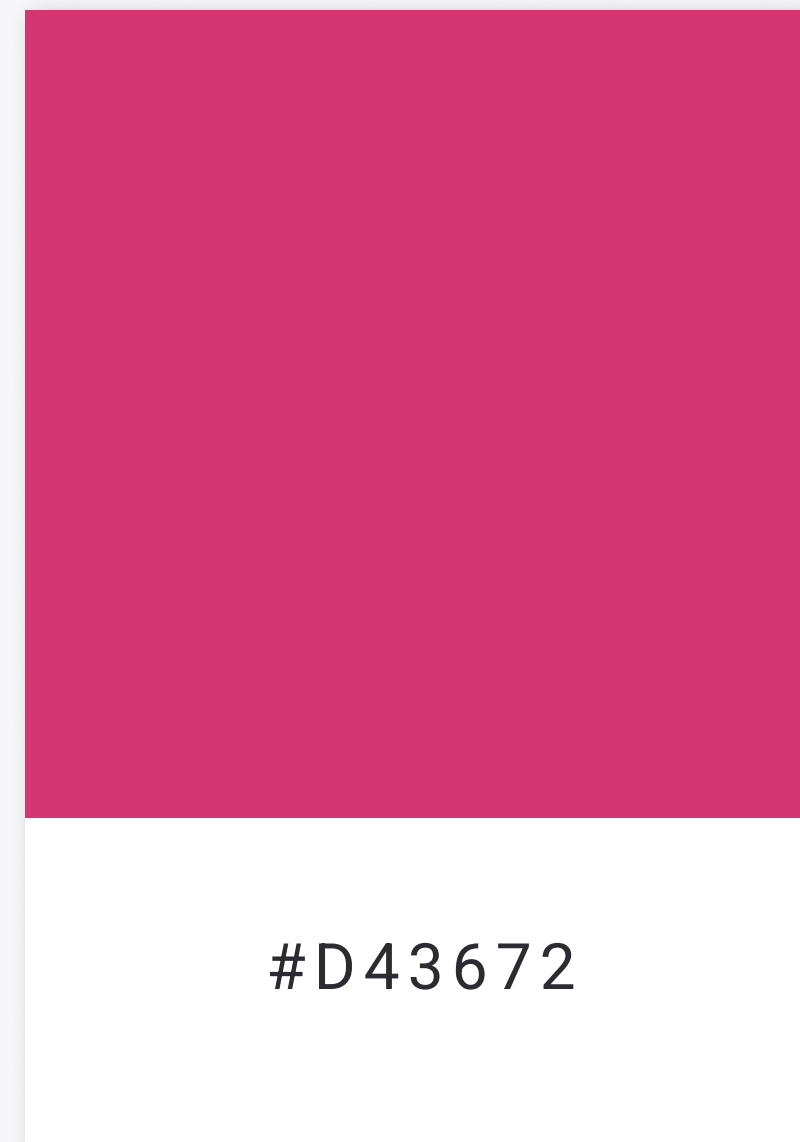
PAYGEZ

02

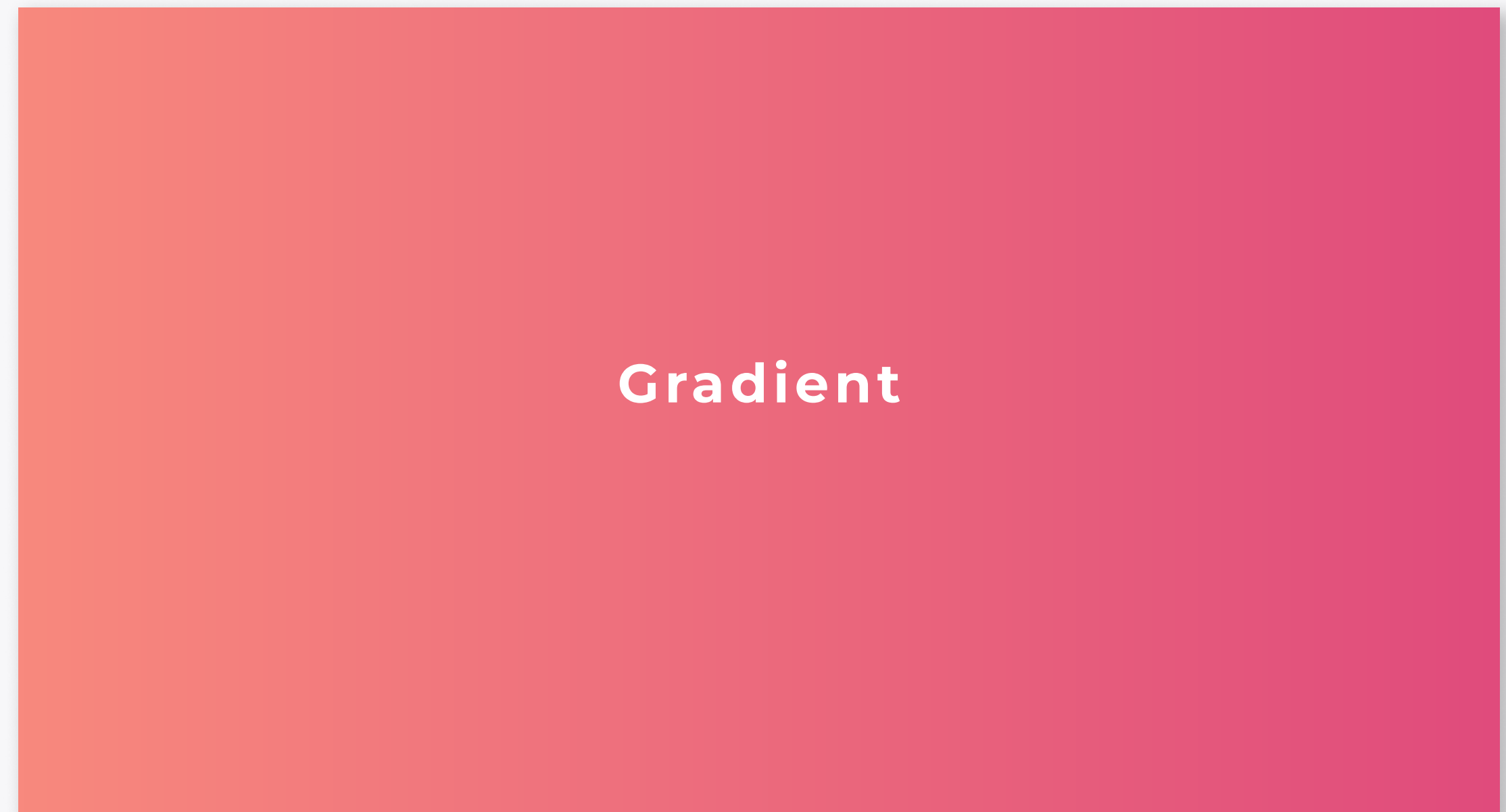
Colors

Primary and Secondary colors

Primary Colours



Secondary Shades



03

Typography

Font style and weights

Aa

Bricolage Grotesque

Regular

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Medium

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Bold

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Aa

Sf Pro Display

Regular

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Medium

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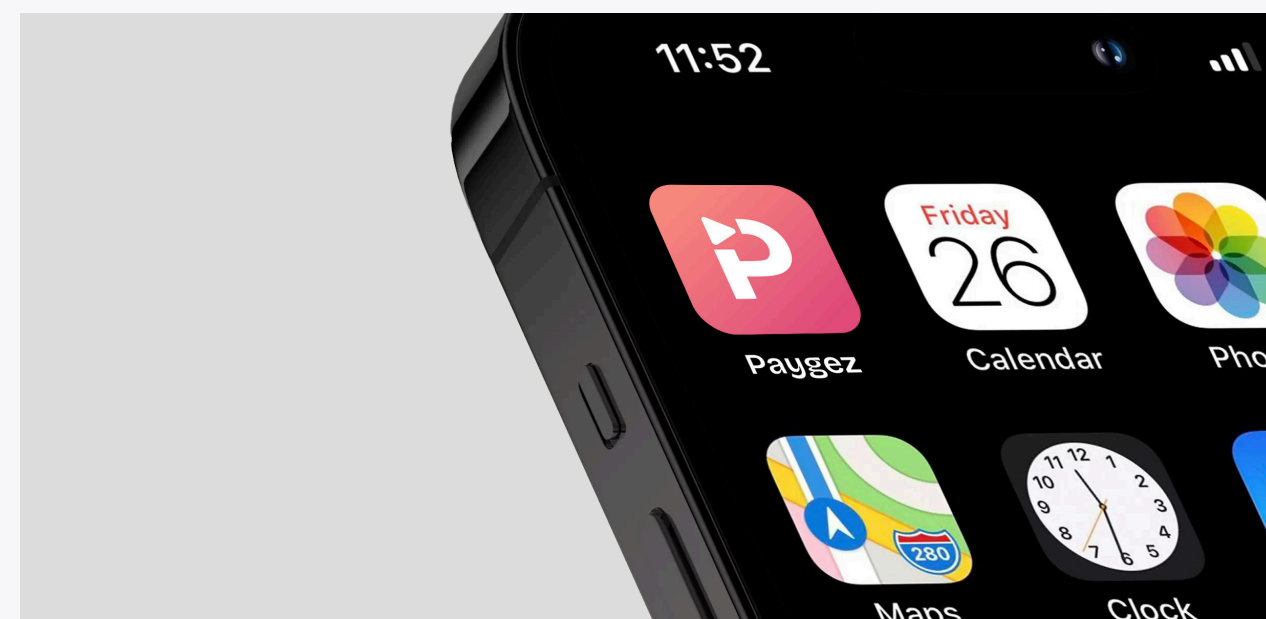
Bold

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04

Mockups

Mockups





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