PTREEPAY Core Brand System

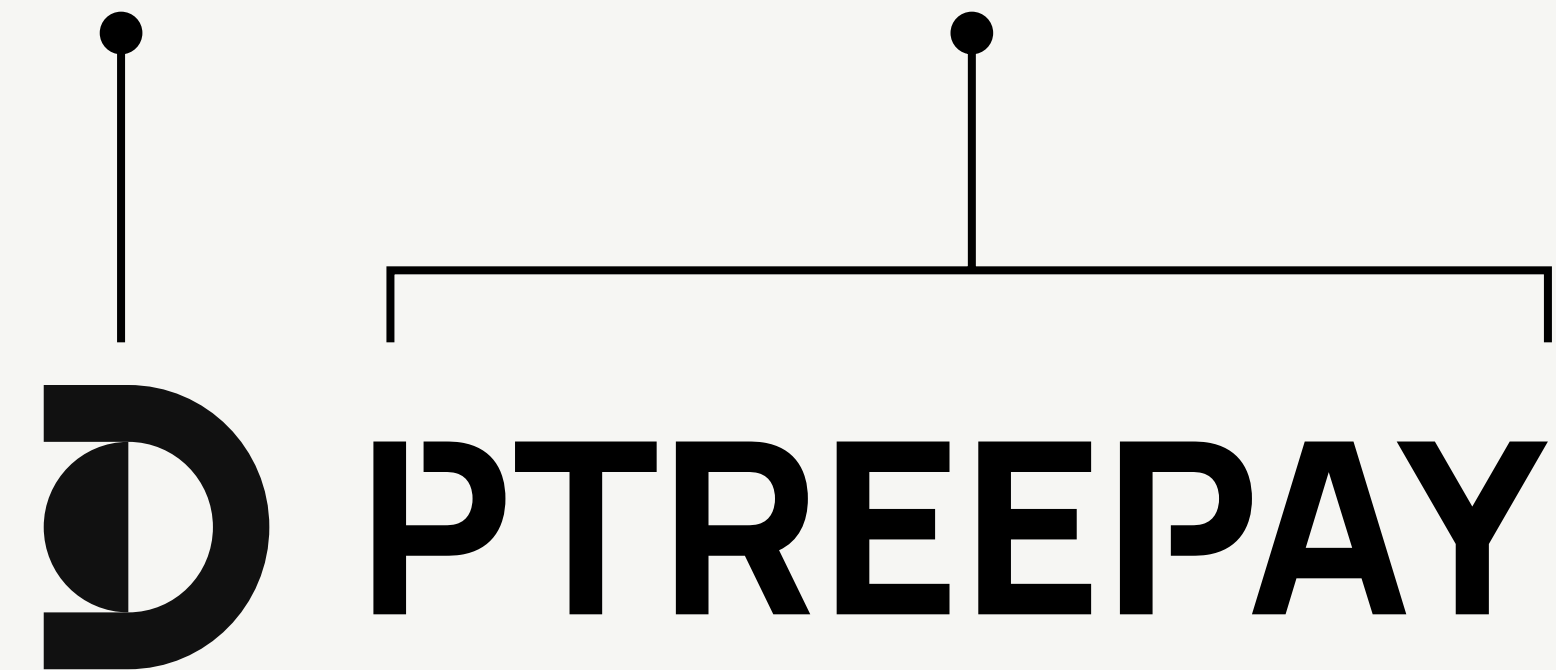Dot Vonn

Visual Identity

LOGO MARK

PTREEPAY

Logo Guidelines

The full logo mark consists of the PTREEPAY 'Coin Slot' mark, and the PTREEPAY word mark. The 'Coin Slot' may appear independent of the word mark, but wherever the word mark is used it must be accompanied by the 'Coin Slot'.

Coin Slot

Wordmark

PTREEPAY

✅

✅

❌

PTREEPAY

PTREEPAY

Other Logo Guidelines

The logo should not be set in typeface other than the brand typeface.
The logo should not be outlined.
The logo should not be split into two different colors.
The logo should not be stacked.
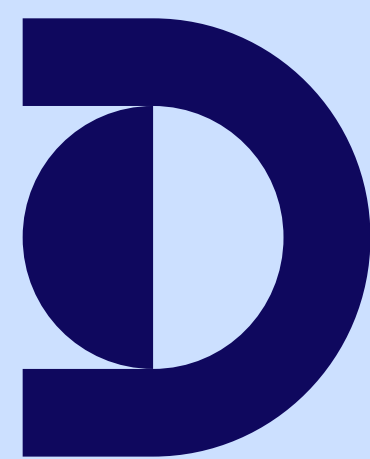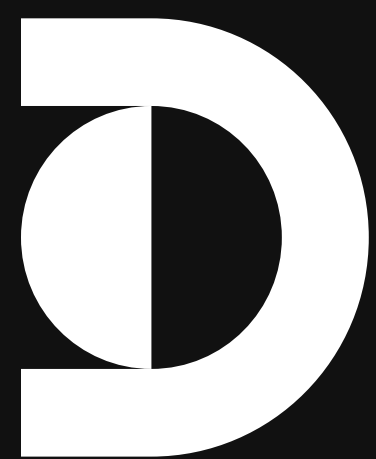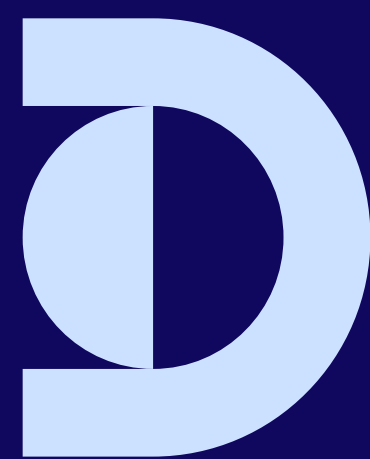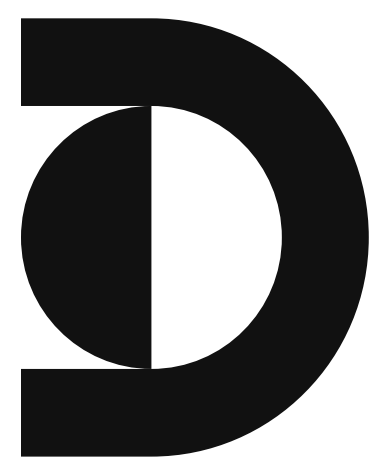
PTREEPAY

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PTREEPAY COLOR PALETTE

White

RGB	255 255 255
HEX/HTML	FFFFFF
CMYK	0 0 0 0

PTREE Blue

RGB	15 8 94
HEX/HTML	0F085E
CMYK	100 100 24 33

Forest

RGB	34 120 87
HEX/HTML	227857
CMYK	83 30 76 16

Infrared

RGB	255 94 80
HEX/HTML	E15E50
CMYK	7 78 70 0

Black

RGB	00 00 00
HEX/HTML	000000
CMYK	75 68 67 90

Soft Blue

RGB	204 224 255
HEX/HTML	CCE0FF
CMYK	17 7 0 0

Cream

RGB	246 246 246
HEX/HTML	F6F6F3
CMYK	2 1 3 0

Color

The primary PTREEPAY color is **PTREE Blue**, hex: **0F085E**. And the secondary PTREEPAY color is **White**, hex: 000.

These colors should provide the foundation of layouts, with other brand colors providing support and accent, relative to the ratios pictured above.

EYEBROW

Stylish Payments

PayLink names are intended to be used in the same way as social media hashtags.

You can give your links unique names, e.g., that include the name of your business - MyBizIncSummerSpecial. Alternatively PayLink names can share a common or trending name that aligns with social media trends or seasonal marketing, e.g., EarthDay2022.

LEARN MORE

Typography

The primary PTREEPAY font is **Poppins**, for use in headlines, subheads and CTAs.

The secondary PTREEPAY font is **IBM Plex Serif**, for use in body copy and ancillary text like tooltips.
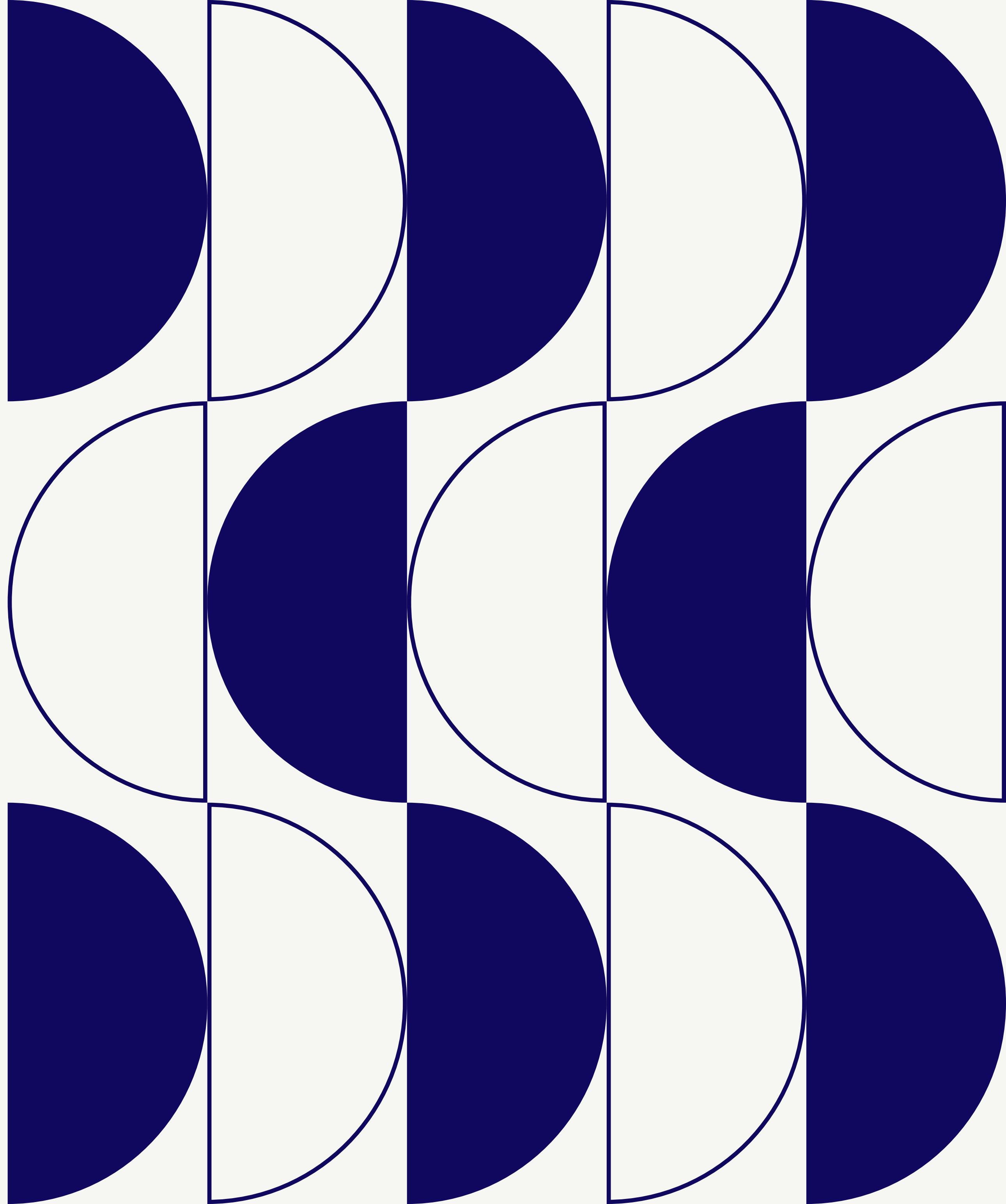
PHOTOGRAPHY

Photography

PTREEPAY photography is dynamic and driven by creative activity, yet it always has a clear point of focus. It skews toward organic, lived-in environments and avoids studio or hyper-posed set ups.

Colorful or 'moody' atmospheres are fine, but superimposed color washes should be avoided. Above all, it is human-focused and celebrates entrepreneurs, their process and their success. Subjects are diverse and represent a range of people, pursuits, identities and abilities.
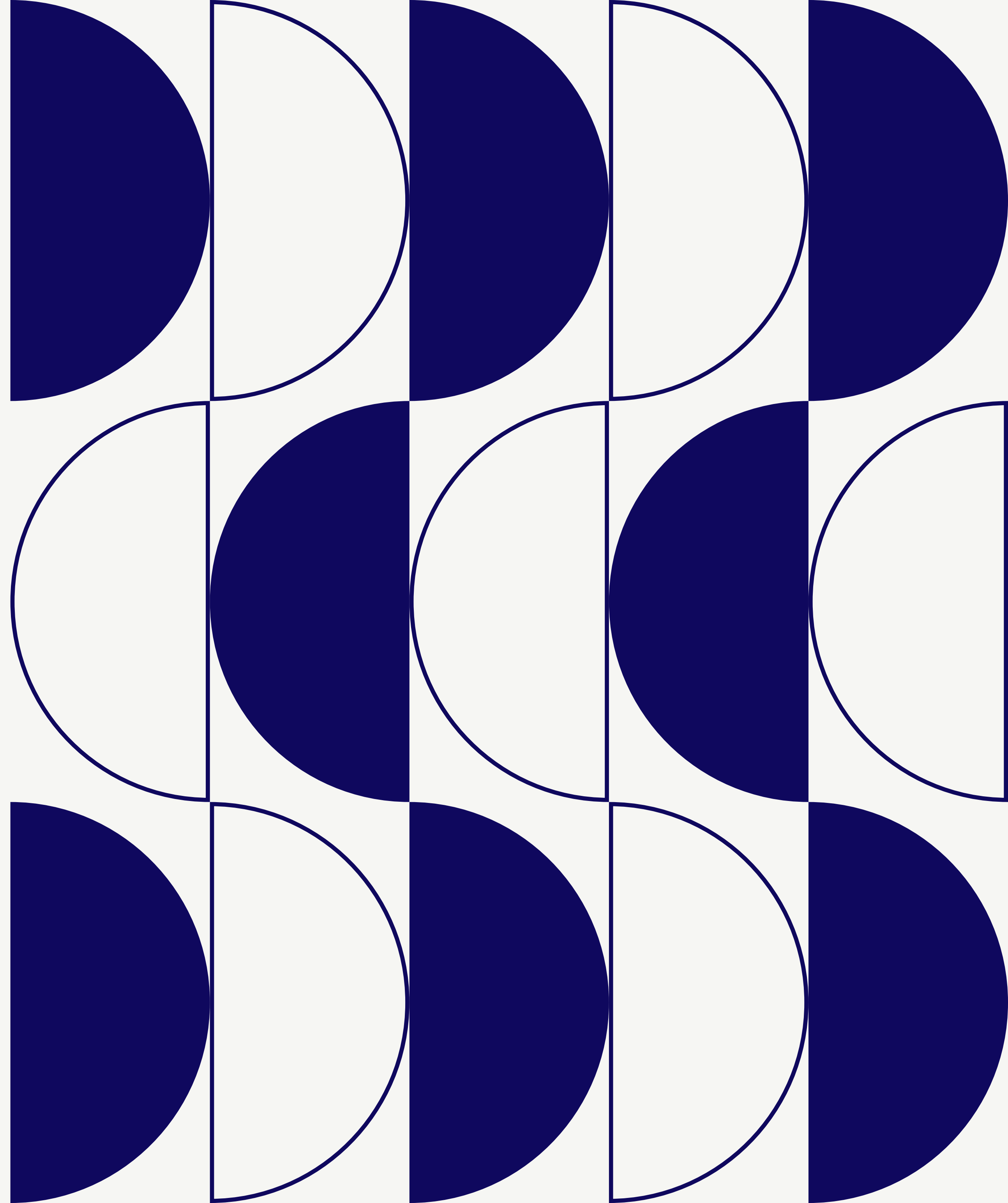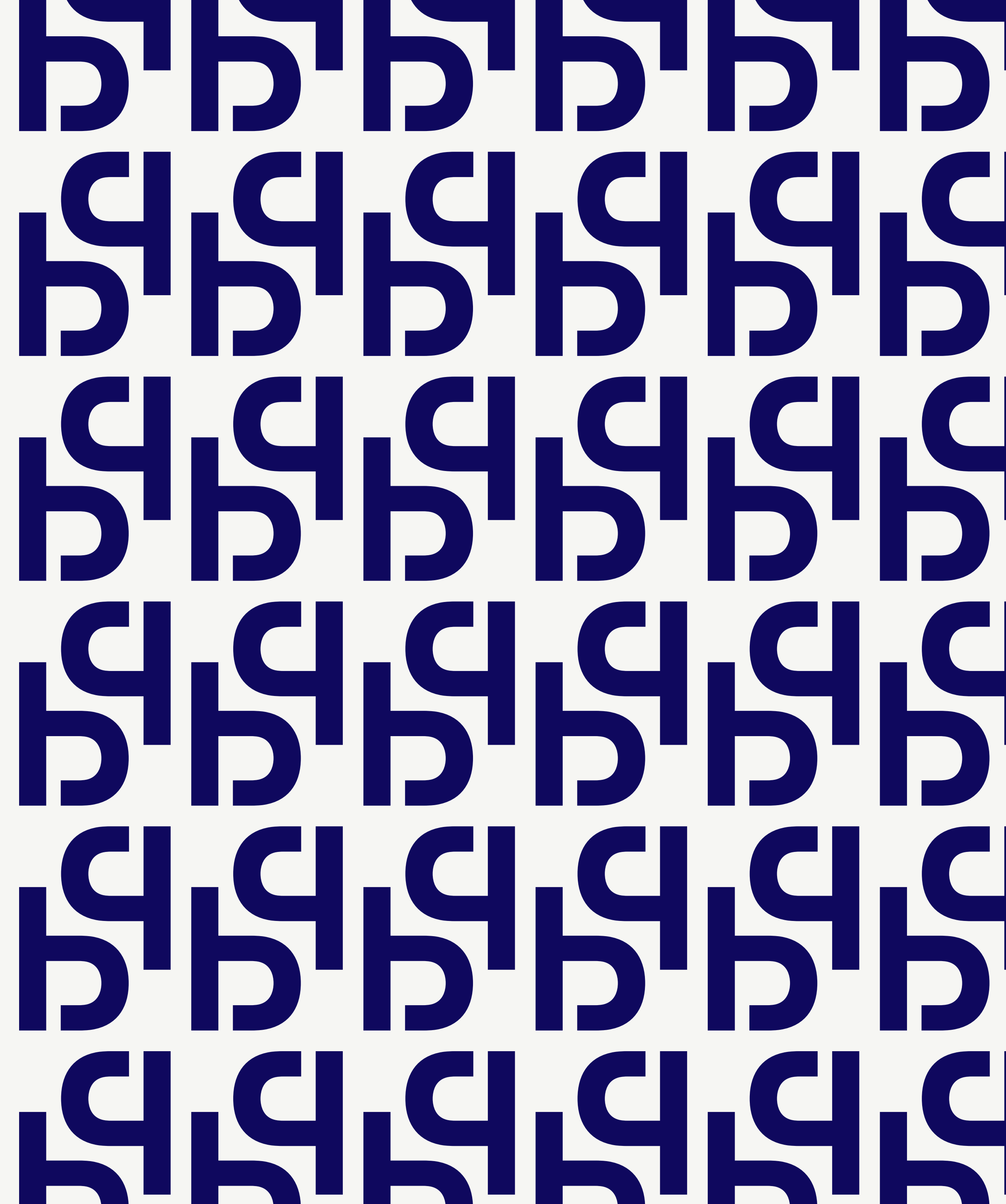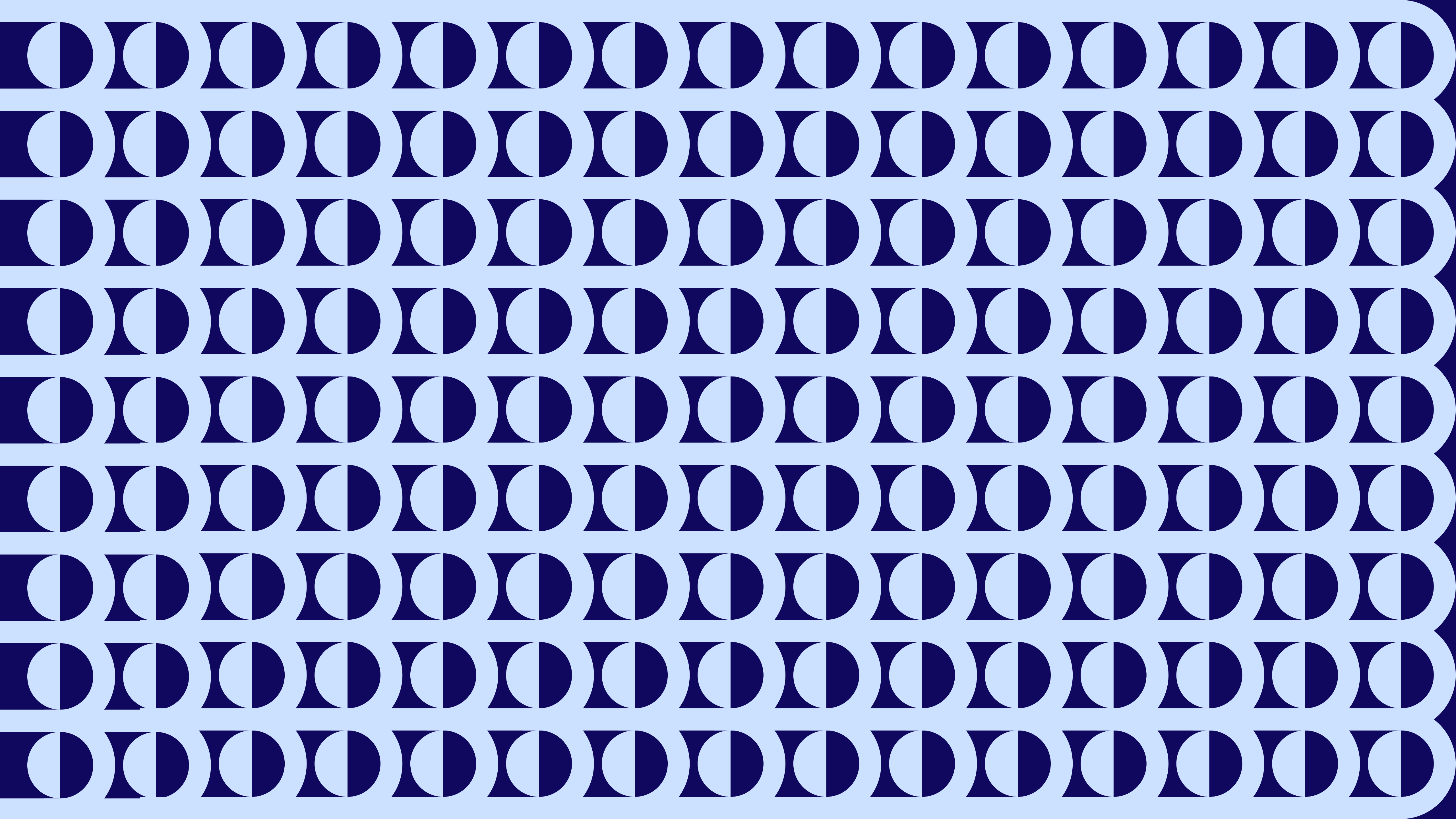
TEXTURES & PATTERNS

One logo. Many Patterns.

The PTREEPAY logo is constructed of fundamental forms and designed to be molecular, visually communicating the idea that business owners have control to create solutions that fit their business. Thus designers may take liberty with combining the forms in the logo to create patterns and textures. However, there are two important caveats:

1. Do not modify or alter the essential form by introducing new elements or changing the shape of existing ones.
2. "Remixed' logo elements may only be used in a secondary visual context and must never be used as a replacement for the logo mark itself.
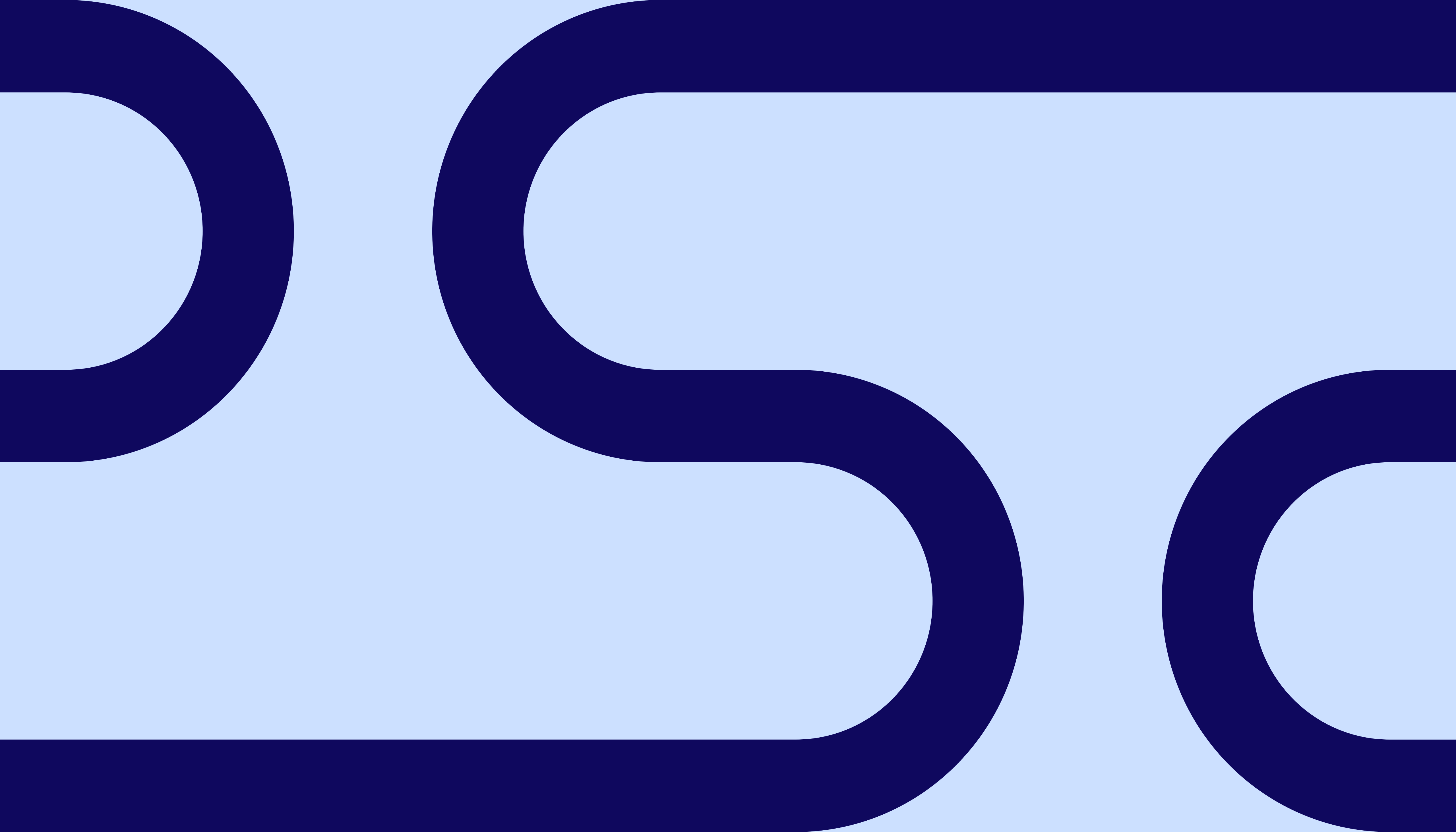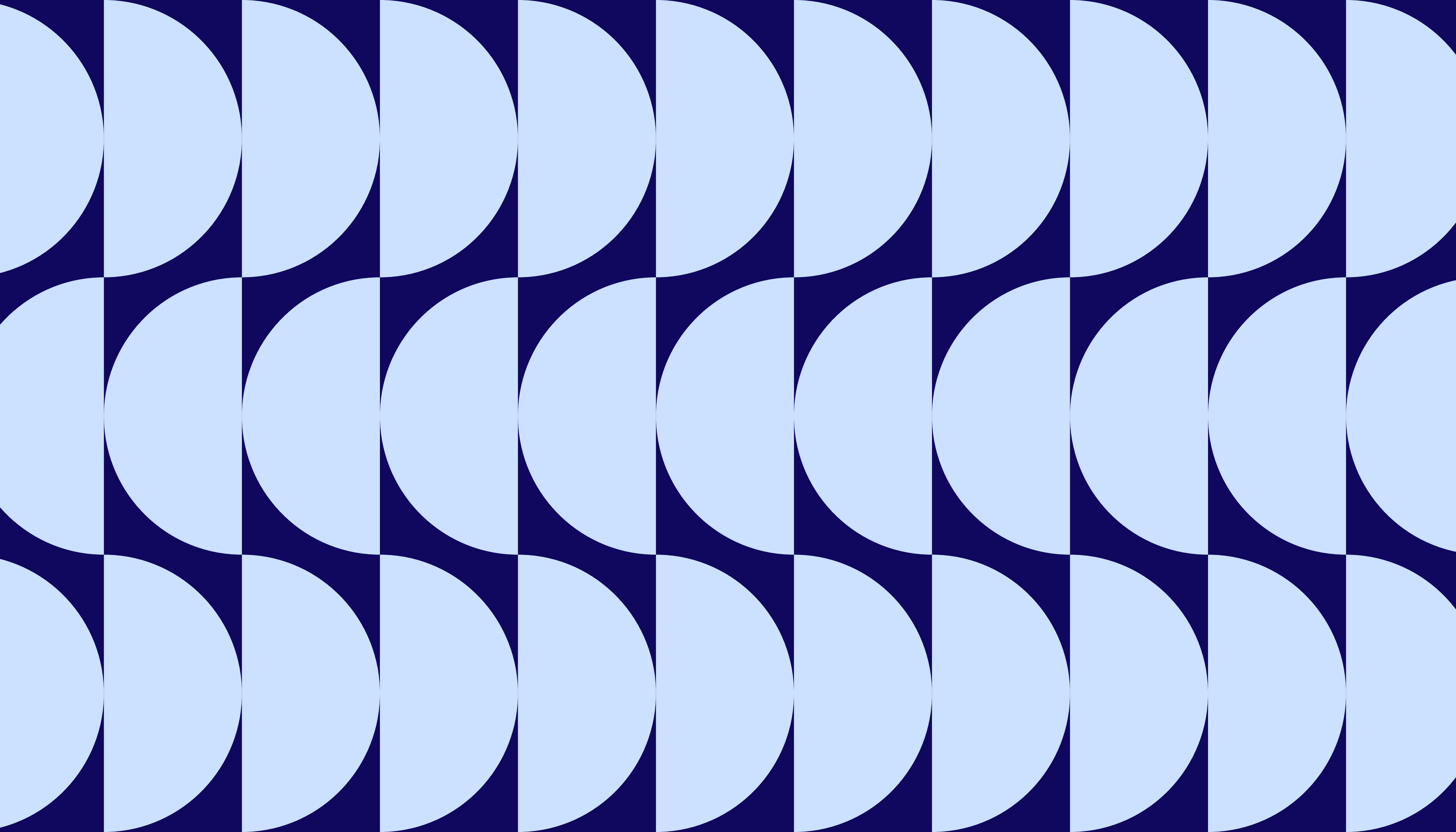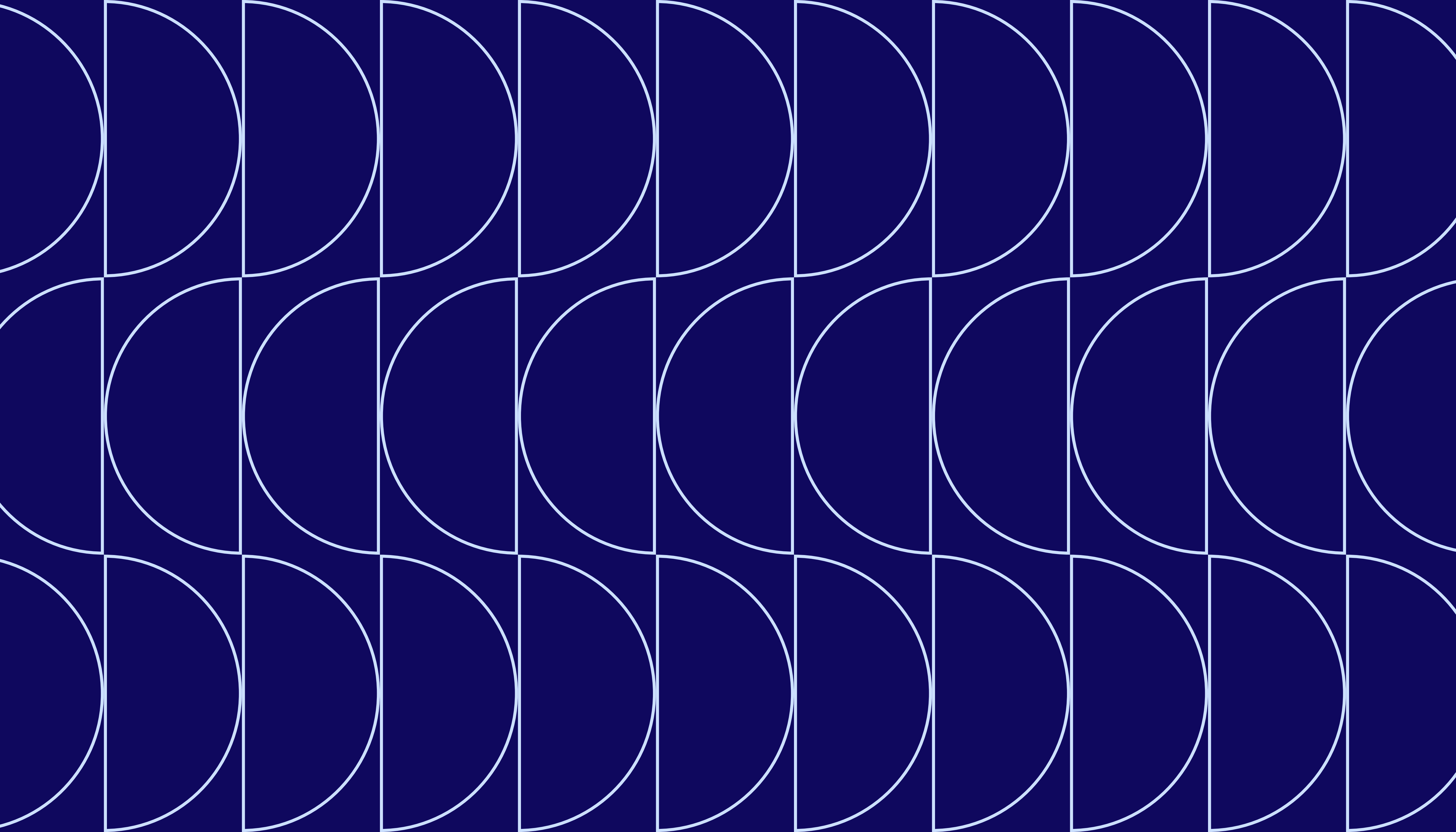
EXAMPLE BRAND APPLICATIONS

Payment Links Re-Invented

PTREEPAY puts the power in the hands of entrepreneurs and freelancers to choose the way to get paid that works best for their business.

GET STARTED

Take care of business. We've got the backend covered.

Dead simple payment links

Big companies make payments more complex than they need to be. We give you lots of tools and flexibility——all from a simple pay link.

PTREEPAY

ptreepay.me

PTREEPAY

PTREEPAY

PTREEPAY

D PTREEPAY

Who doesn't like easy payments?

Easy pay links. Predictable fees. Powerful tools. Entrepreneurs, smash that like button.
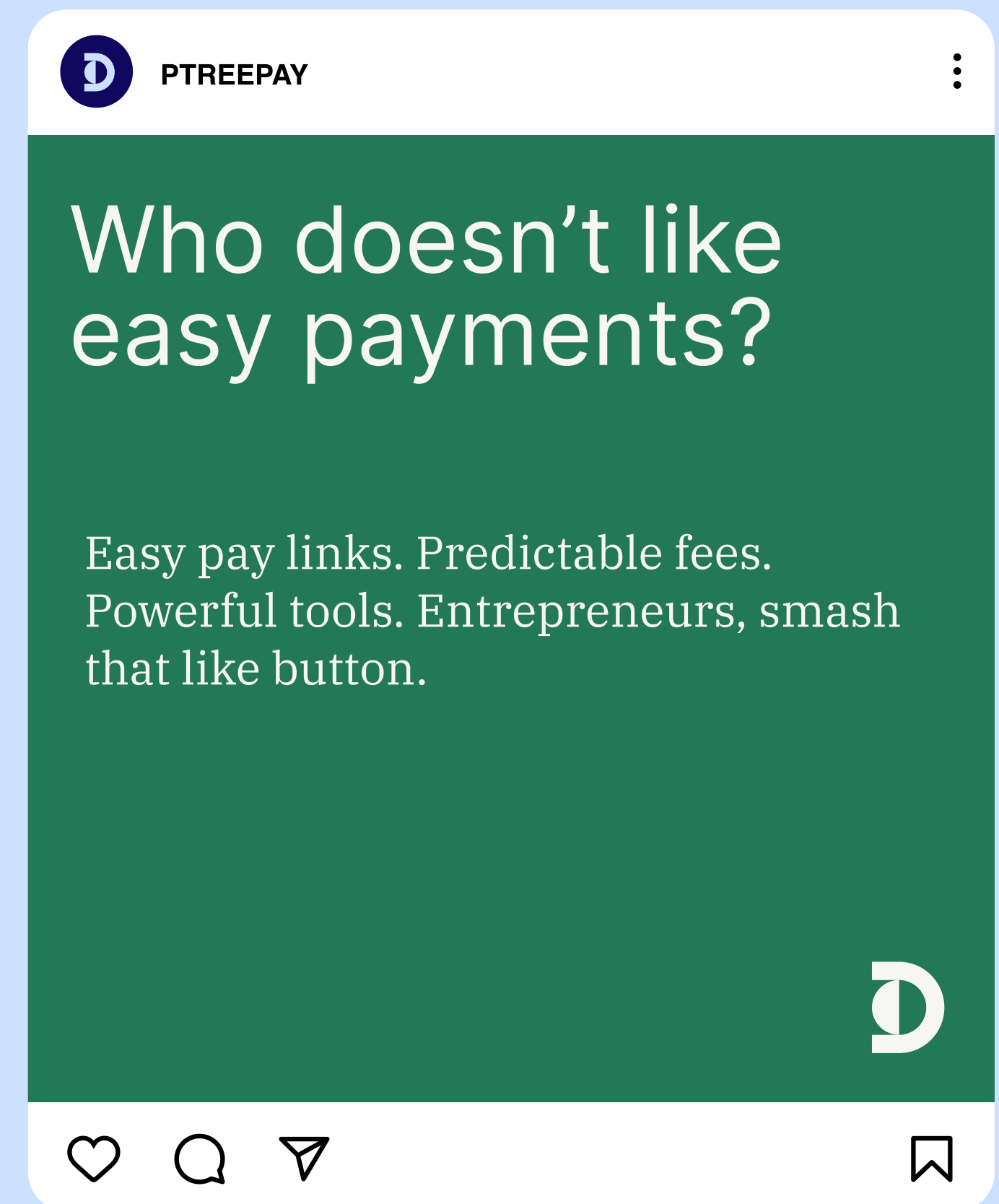
PTREEPAY

PHYSICAL ASSET

Refreshingly easy payment processing

D PTREEPAY

PTREEPAY PUTS YOU IN CONTROL OF HOW YOU GET PAID

We do away with the limiting parts of accepting payments from customers, and let you get right to the good stuff. Set up custom invoices and subscription schedules, create re-usable one time links and more. All with robust and easy-to-use tools. Get started now.

Brand Messaging

Value Proposition

PTREEPAY makes getting paid easy and predictable for entrepreneurs and freelancers. With PTREEPAY, accepting payment is convenient and flexible, and sellers have more control over how they get money into their business.

The PTREEPAY value proposition speaks not only to the essential promise of the product, but also to the hopes and pain points of real entrepreneurs. Along with the RTBs, it can be used as a starting point to develop content and copy, and as a simple barometer to test if a piece of communication is 'on-brand'.

i.e. , if a piece of communication can't be validated by PTREEPAY's value proposition, it is likely 'off-brand'.

RTBs

PTREEPAY ...

- Has re-invented the payment link

- Lets you get creative with how you invoice, unlocking new revenue potential

- Has crystal clear views into sales and customer history, helping you stay organized

- Offers access to humans when you need help

- Has clear fees, with no surprises

- Is built with the small business owner in mind

The PTREEPAY RTBs are the raw material out of which content may be crafted. They provide a reliable sandbox for crafting communication that is relevant and on-brand. Of course, communication does not have to be and shouldn't be *solely* based in RTBs. Industry trends, personal narrative, timely news and so on all make great material for content; the RTBs stand ready to provide a tangible and organic way to talk about PTREEPAY in diverse communication contexts.

RTBs mapped to customer journey

Awareness
- Payment links re-invented
- Lets you get creative with how you invoice, unlocking new revenue potential

Consideration
- Has clear fees, with no surprises
- Offers access to humans when you need help

Conversion
- Has crystal clear views into sales and customer history, helping you stay organized
- Offers access to humans when you need help

Retention & Advocacy
- Is built with the small business owner in mind
- Offers access to humans when you need help

While the RTBs are flexible and useable anywhere, some may fit naturally at certain stages of the customer journey. This can help with content strategy and decisions relating to 'what to say when'.

Web Copy

A single page of web copy, based in the Value Prop and RTBs.

Headline: Getting paid as a small business? That's a big deal.

SUB: No matter what your thing is, there's a better way to get paid for it.

You should be in control of how you get paid for your perfect pastries, your immaculate illustrations, your marvelous mugs——and anything else you might sell——not some big tech company.

PTREEPAY puts the power back in the hands of entrepreneurs and freelancers to choose the way to get paid that works best for their business. All with easy-to-use payment links that are powerful for you, and convenient for customers.

CTA BUTTON: TRY IT OUT

H2: Paylinks Re-invented

You can easily set up a subscription, single-payment invoice, a split payment shared between multiple customers, or something tailored just to your business. And with predictable, competitively priced processing fees, you can feel like your money is your money—— because it is.

CTA BUTTON: LEARN MORE

H2: Take care of business. We've got the back end covered.

With easy access to your sales history, customer information and revenue, you can feel confident doing business, knowing the critical info will be there when you need it. And since you have complete control over how you name your payment links, you never have to worry about matching up dozens of invoices and payments. Get what you need in just a few quick clicks, and get on with your day.

CTA BUTTON: GET STARTED

Physical Asset Copy

SIDE 1:
Headline
Refreshingly easy payment processing

SIDE 2:
Headline
PTREEPAY puts you in control of how you get paid

Body: PTREEPAY does away with the limiting parts of accepting payments from customers, and lets you get right to the good stuff. Set up custom invoices and subscription schedules, create re-usable one time links and more. All with robust and easy-to-use tools. Get started now.
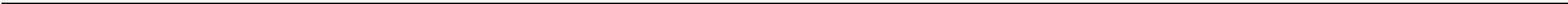
Physical Asset Copy Variations

Option 1

SIDE 1:
Headline
Dead simple payment processing

SIDE 2:
Headline
Pretty paylinks with no surprises

Sub: Stylish payments your customers will love

Body: We got rid of the ways that big payment companies lock you in. Instead, we provide incredibly simple, wildly effective payment links that you can easily manage, and that customers will love. With simple fees and powerful tools, PTREEPAY sets up small businesses for success like no one else. Scan to get started.

Option 2

SIDE 1:
Headline
A better way to accept payment

SIDE 2:
Headline
Link based payments built for small business

Sub: It's your money, you should call the shots

Body: Where other payment processors make you do things their way, PTREEPAY sets you free to design a solution that works for you. With simple link based payments that are easy to track and report, it's time you got paid on your terms. Start now.

Physical Asset Copy Variations

Option 3

SIDE 1:
<u>Headline</u>
Payments that put you in control

SIDE 2:
<u>Headline</u>
Simple, customizable paylinks

Sub: Powerful for you. Convenient for customers.
Body: PTREEPAY strips down the complexity of accepting payments to a simple yet powerful link based format, so you can focus on running your business. With cutting-edge tools and clear, competitive fees, it's a classic win-win.

Option 4

SIDE 1:
<u>Headline</u>
Serve customers. Get paid. Prosper.

SIDE 2:
<u>Headline</u>
Pay links for the win

Sub: How you accept payment matters
Body: Not all payment systems are created equal. PTREEPAY makes it simple for your customers to pay for what they want, and for you to get money into your business. All with simple links that keep you organized and stress-free. Start now.

Physical Asset Copy Variations

Option 5

SIDE 1:
<u>Headline</u>
Stress free payments? Easy money.

SIDE 2:
<u>Headline</u>
Pay links you can count on

Sub: Finally, a better way
Body: No more payment processors with complex fees and limited tooling. PTREEPAY is a simple link based payment system that puts entrepreneurs and their customers first. Scan to learn more.

Option 6

SIDE 1:
<u>Headline</u>
Easy, yet powerful payment links

SIDE 2:
<u>Headline</u>
Getting money into your business is a breeze

Sub: Design your own payment flow

Body: Other payment processors might be fat on features, but slim on choice. PTREEPAY gives a you a robust toolset for accepting payments, based in flexible and easy-to-use links. Check us out.
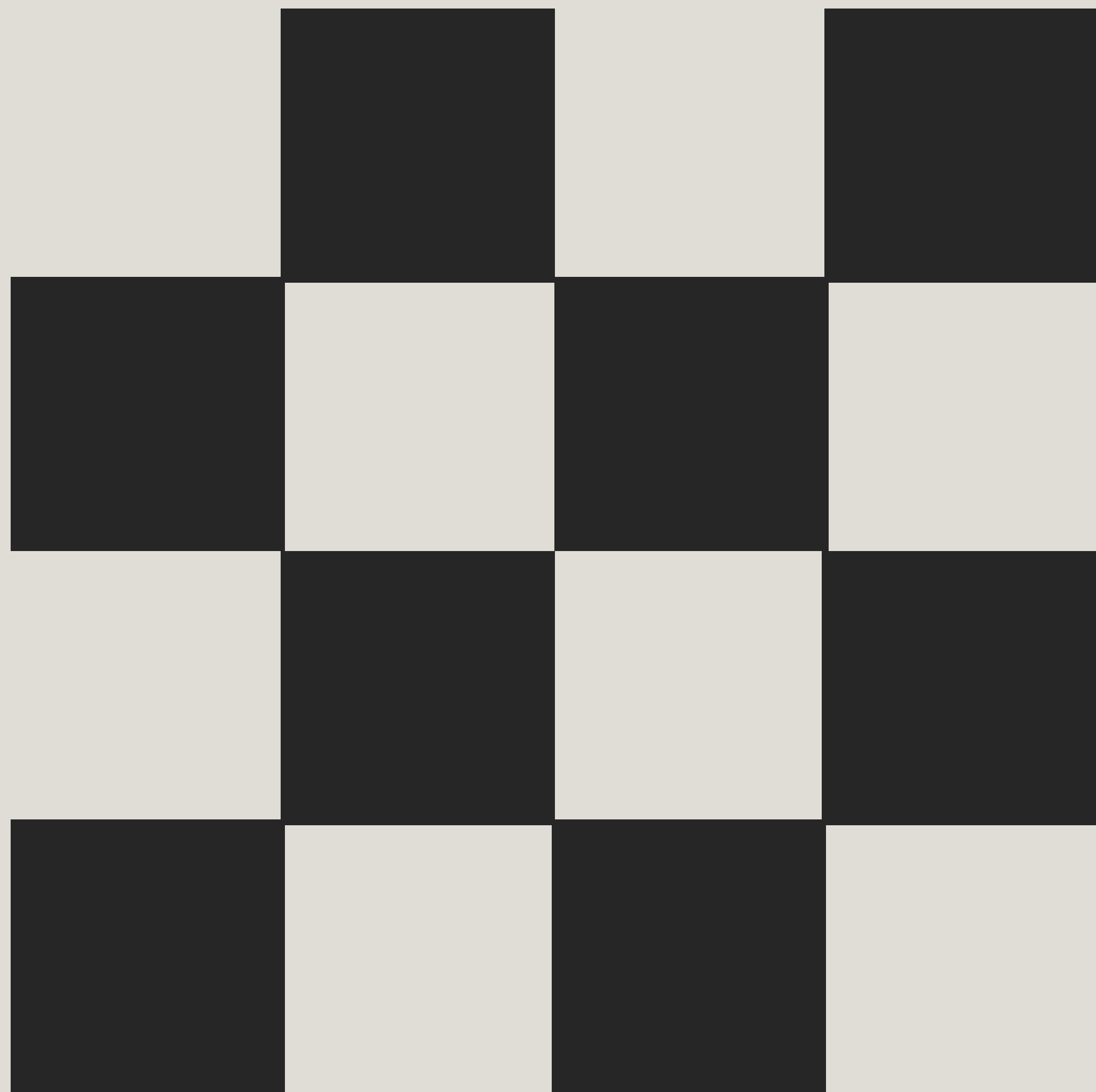
One final word

Rean and Frank,

Thank you for going on this (quick) journey together. I've enjoyed learning about your business and product, and helping to build the identity it deserves. I've also learned a lot from you, personally. So thanks for that, too.

With the above material, you're in an excellent position to work with designers and writers to efficiently create content and assets, or to build them on your own. You're also well-positioned to create further brand elements like website design, brand personality, voice and tone, and content pillars and programs.

I'm excited for your growth and all that you have to offer other businesses. Please stay in touch, and don't hesitate to reach out with questions or just to say hello.

Rooting for you,
Evan

Thank You!

Dot Vonn