COMPANY INTRODUCTION

AppTech Payments Corp. (Nasdaq: APCX) is developing a modular and highly scalable and secure Fintech platform that is set to fuel the future of commerce. Our platform drives B2B, B2C and P2P capabilities in payments as a service (PaaS) and Banking as a service (BaaS) including crypto currency payments and contactless payment options like text-to-pay, QR, mobile-to-mobile and payments in the metaverse. The APCX platform powers commerce so our clients, including SaaS, e-commerce, technology, retail, financial and consumer brand companies can deliver seamless (commerce) experiences to their customers when, where and how they want to transact.
APPTECH'S VISION

To revolutionize operations and institute financial freedom for businesses of all sizes through a unified Fintech strategy and the creation of immersive commerce experiences that deliver increased satisfaction, conversion and loyalty across the value chain.

APPTECH'S MISSION

We power world-class commerce experiences that streamline financial operations and create captivating end user journeys.

We do this through continuous innovation and automation of our Fintech platform by delivering integrated, on-demand, immersive customer experiences that result in operational efficiencies, client loyalty and end user satisfaction.
These are the only permitted uses of the logo. New ideas are always welcome. If you would like to use the logo in a way that is not provided here, please contact the Graphics Department.

Purple Logo (Primary Logo)

Greyscale Logo

Vertical Logo (Internal Branding ONLY)

White Logo
The space between the icon and wordmark have a fixed relationship that should never be changed.
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 = \( \frac{X}{3} \)
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 stretch the logo

Don't rotate

Don't remove element from the logo

Don't reposition elements

Don't condense the logo

Don't change color of elements

Don't use wordmark alone

Don't use blur

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

Don't use a background with low contrast to the logo
Icon
ICON DO'S AND DON'TS

DO

DO utilize the white or purple icon to represent the AppTech brand

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.
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 marketing materials in charts, timelines or other presentations.
PRIMARY COLORS

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

Hex: #2C28A2
RGB
R: 44
G: 40
B: 162

Hex: #B6CCFF
RGB
R: 182
G: 204
B: 255

Hex: #FFFFFF
RGB
R: 255
G: 255
B: 255

Hex: #272727
RGB
R: 39
G: 39
B: 39
SECONDARY COLORS

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

Hex: #FFAB24
RGB: R: 255, G: 171, B: 36

Hex: #737373
RGB: R: 115, G: 115, B: 115

Hex: #697EE0
RGB: R: 105, G: 126, B: 224

Hex: #3F48BC
RGB: R: 63, G: 72, B: 188

Hex: #150B69
RGB: R: 21, G: 11, B: 105
Typography
FONTS

MONTSERRAT
Montserrat is used throughout the website, digital corporate documents, marketing materials, & official presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()
Glossary
**VECTOR FILE TYPES**

<table>
<thead>
<tr>
<th>File types for print purposes</th>
<th>File types for digital purposes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AI</strong> ADOBE ILLUSTRATOR</td>
<td>EPS ENCAPSULATED POST SCRIPT</td>
</tr>
<tr>
<td>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.</td>
<td>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.</td>
</tr>
<tr>
<td><strong>PDF</strong> PORTABLE DOCUMENT FORMAT</td>
<td>SVG SCALABLE VECTOR GRAPHIC</td>
</tr>
<tr>
<td>Another portable editable vector-based file format. Its universal file format makes it extremely versatile. It’s typically used for printing and easily sharing documents online.</td>
<td>SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixilation.</td>
</tr>
</tbody>
</table>

**IMAGE FILE TYPES**

<table>
<thead>
<tr>
<th>File types for print purposes</th>
<th>File types for digital purposes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JPEG</strong> JOINT PHOTOGRAPHIC EXPERTS GROUP</td>
<td>PNG PORTABLE GRAPHICS NETWORK</td>
</tr>
<tr>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
COLOR SPACES

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.
If you need assistance with anything in this guide, you are missing brand elements from the Internal Brand Package, or you are unsure if your communication best represents the AppTech Brand, please contact our Corporate Communications Manager:

kwright@apptechcorp.com