



Brand Guidelines

Version 1.5 - 4.25.22

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AppTech Payments Corp.

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.

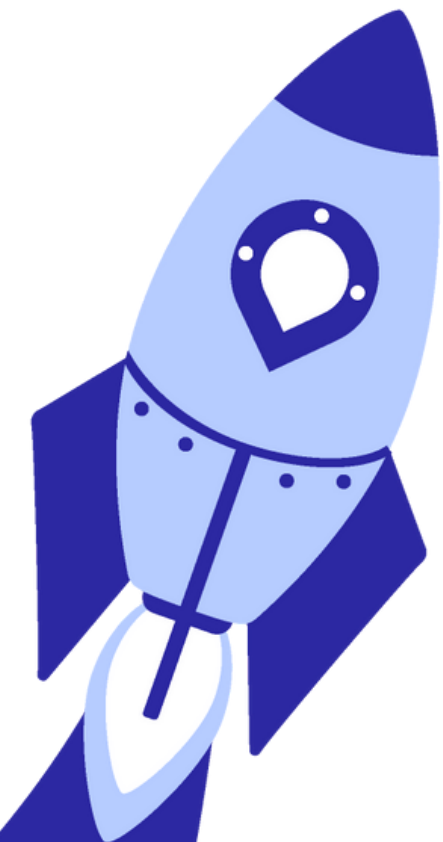
APPTECH'S VISION

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.



Logo

LOGO

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

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.



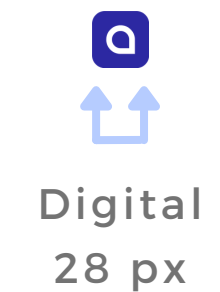
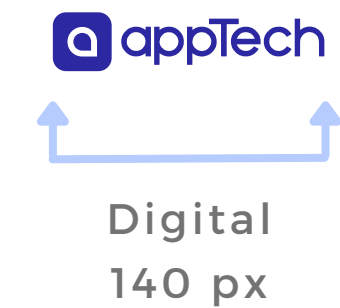
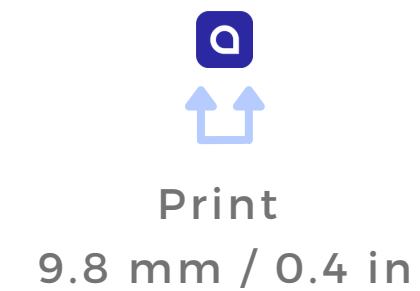
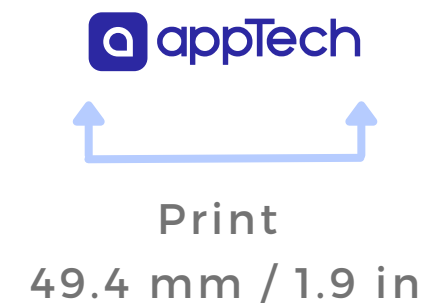
Here **X** is the **HEIGHT** of Logomark

Clear Space = **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.



LOGO MISUSE

Don't stretch the logo



Don't rotate



Don't remove element from the logo



Don't reposition elements



Don't change color of elements



Don't condense the logo



Don't confine the logo in a shape



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



Purple Icon



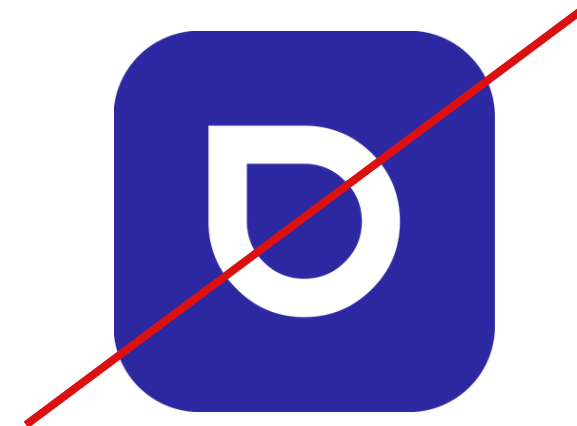
White Icon

DON'T

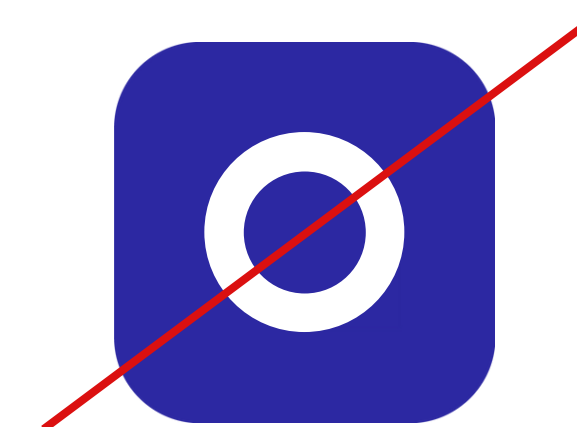
DON'T alter colors



DON'T rotate elements

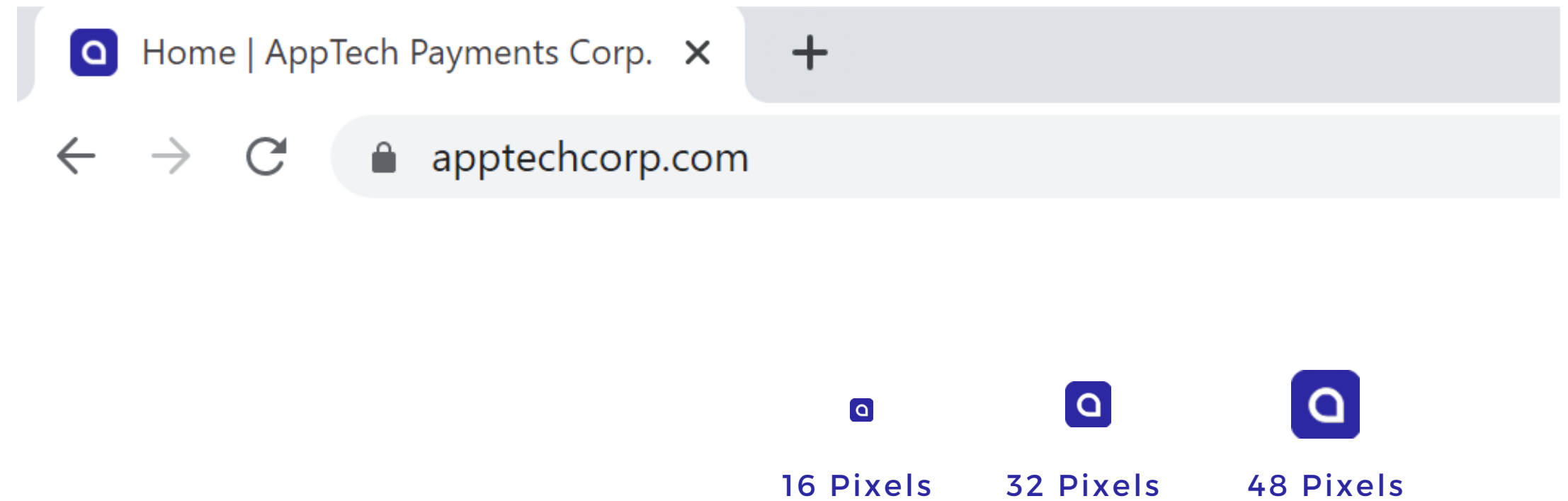


DON'T alter shapes of elements



FAVICON

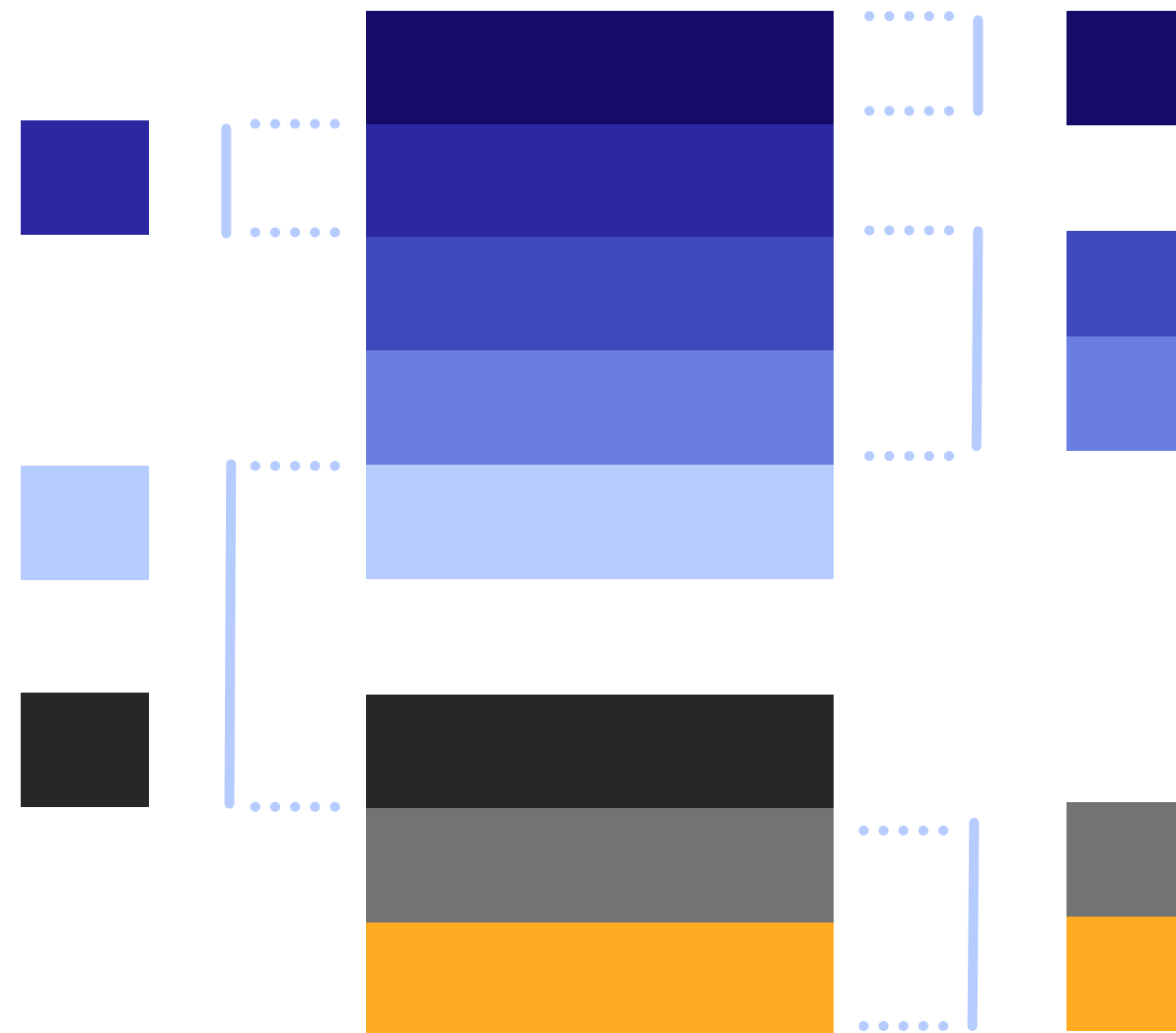
A favicon - also known as shortcut icon, website icon, tab icon, URL icon or bookmark icon - is a file containing one or more small icons associated with a particular website or webpage.



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.

<p>Hex: #2C28A2</p> <p>RGB</p> <p>R: 44</p> <p>G: 40</p> <p>B: 162</p>	<p>Hex: #B6CCFF</p> <p>RGB</p> <p>R: 182</p> <p>G: 204</p> <p>B: 255</p>	<p>Hex: #FFFFFF</p> <p>RGB</p> <p>R: 255</p> <p>G: 255</p> <p>B: 255</p>	<p>Hex: #272727</p> <p>RGB</p> <p>R: 39</p> <p>G: 39</p> <p>B: 39</p>
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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	Hex: #737373	Hex: #697EE0	Hex: #3F48BC	Hex: #150B69
RGB	RGB	RGB	RGB	RGB
R: 255	R: 115	R: 105	R: 63	R: 21
G: 171	G: 115	G: 126	G: 72	G: 11
B: 36	B: 115	B: 224	B: 188	B: 105

Typography

FONTS

MONTSERRAT

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()

CAMBRIA

Cambria is used throughout our legal documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()

STYLES

Aa
Thin

Aa
Light

Aa
Regular

Aa
Classic

Aa
Classic-Bold

Aa
Extra-Bold

STYLES

Aa
Thin

Aa
Light

Aa
Regular

Aa
Classic

Aa
Classic-Bold

Aa
Extra-Bold

Glossary

VECTOR FILE TYPES

 File types for print purposes

 File types for digital purposes



AI

ADOBE ILLUSTRATOR

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.



PDF

PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.



EPS

ENCAPSULATED POST SCRIPT

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.



SVG

SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixilation.



IMAGE FILE TYPES



JPEG

JOINT PHOTOGRAPHIC EXPERTS GROUP

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.



PNG

PORTABLE GRAPHICS NETWORK

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.



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.

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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