



# Brand Guidelines

Version 1.62 - 4.18.24

# AppTech Payments Corp.



**AppTech Payments Corp. (NASDAQ: APCX)** is a Specialty Payments company with a differentiated digital platform that powers seamless commerce experiences.

## PRODUCT LINES

The Commerce™ platform evolved rapidly with the acquisition of the FinZeo platform in October 2023.

The combined offering delivers an **all-in-one digital payments & banking platform** for companies of all sizes and their customers.



**FinZeo™** is a unified Specialty Payments Platform that removes the headaches and complexity from the commerce process for small to medium enterprises. Our custom eco-solutions empower our clients to deliver high conversion, seamless user experiences (CXS) to their customers with minimal effort.



**Commerce™** is a Portal designed to enable ISO/ISVs to fundamentally change the way companies of all sizes manage payments and banking. It drives operational efficiencies and growth while providing the economic convenience that merchants demand. ISO/ISVs can shop from a robust suite of solutions and choose the services they want to include in their customized, white-labeled portals.

## 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.



## **APPTECH'S "FAIR" VALUES**

### Flexibility

We embrace iterative and ongoing change with positivity. Change is the only constant, and we welcome the challenge and opportunity it brings.

### Accountability

We believe in taking extreme ownership in everything we do, and we own the results openly with equal value and candor – We operate on a “disagree and commit” philosophy and set ego aside.

### Integrity

Our word is our bond and our commitment – We act with humility in every interaction. We put our employees and customers first and behave virtuously in all interactions.

### Innovation

We are passionate about creating positive, disruptive innovation that moves people, technology and markets forward in new directions. We take calculated risks, fail fast and support each other to win understanding that innovation isn't a passive endeavor.

### Respect

We show gratitude to each other, our customers, partners and stakeholders – We lead with compassion and empathy in each of our interactions with respect as a core principle.

## HOW WE WORK



Remote First Approach (Flexibility)



Speed of Trust – Trust granted & presumed on hire (Accountability)



Diverse, Inclusive & Supportive (Respect)



Servant Leadership Model



HQ Facility that promotes desire to collaborate

## WHAT WE DO



Solution outside the “Box” (Innovate)



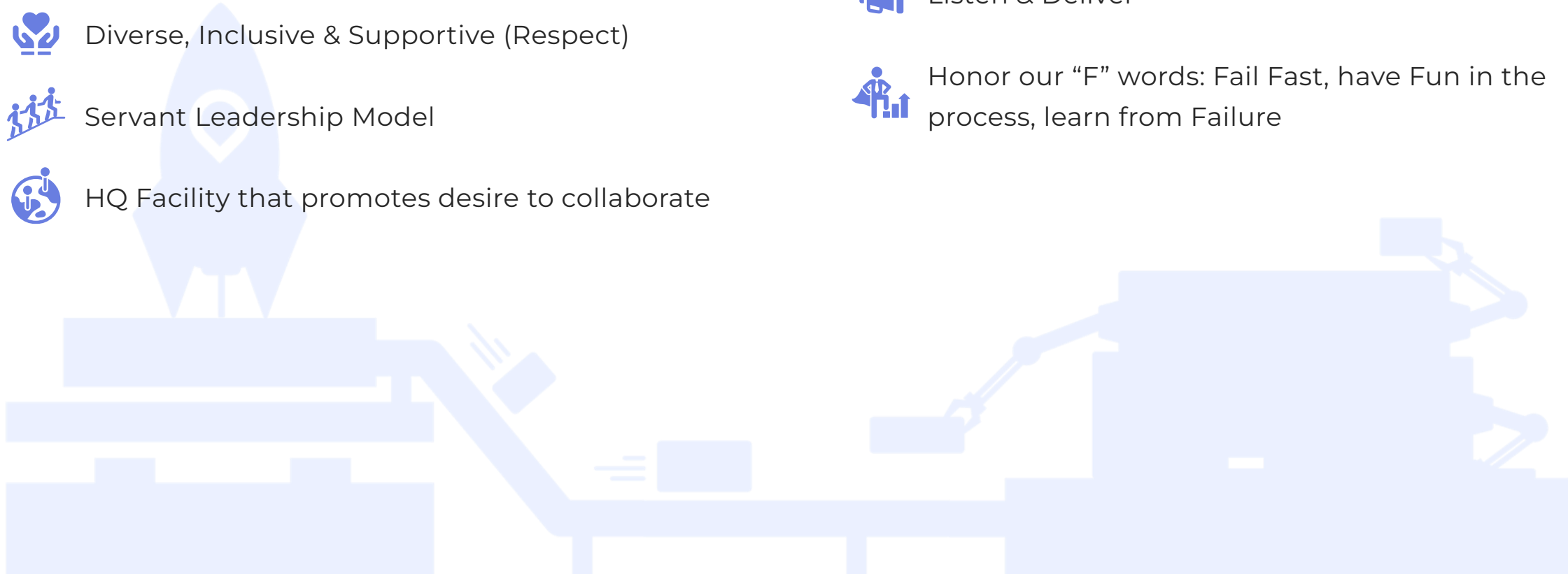
Honor our commitments and execute (Integrity)



Listen & Deliver



Honor our “F” words: Fail Fast, have Fun in the process, learn from Failure



# Logo

## LOGO

These are the only permitted uses of the logo. However, 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.

If you need a logo file, please go to our [Media Room](#).



PURPLE LOGO (PRIMARY LOGO)



GREYSCALE LOGO



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.



Print  
49.4 mm / 1.9 in



Digital  
140 px



Print  
9.8 mm / 0.4 in



Digital  
28 px

## LOGO MISUSE



- Do not remove elements



- Do not condense or distort



- Do not use blur



- Do not stretch the logo



- Do not reposition elements



- Do not confine the logo in a shape



- Do not use a background with low contrast to the logo



- Do not rotate



- Do not change color of elements



- Do not use wordmark alone



- Do not use a background with low contrast to the logo

# Icon

## ICON DO'S AND DON'TS

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



**Purple Icon**



**White Icon**



**DON'T** alter colors



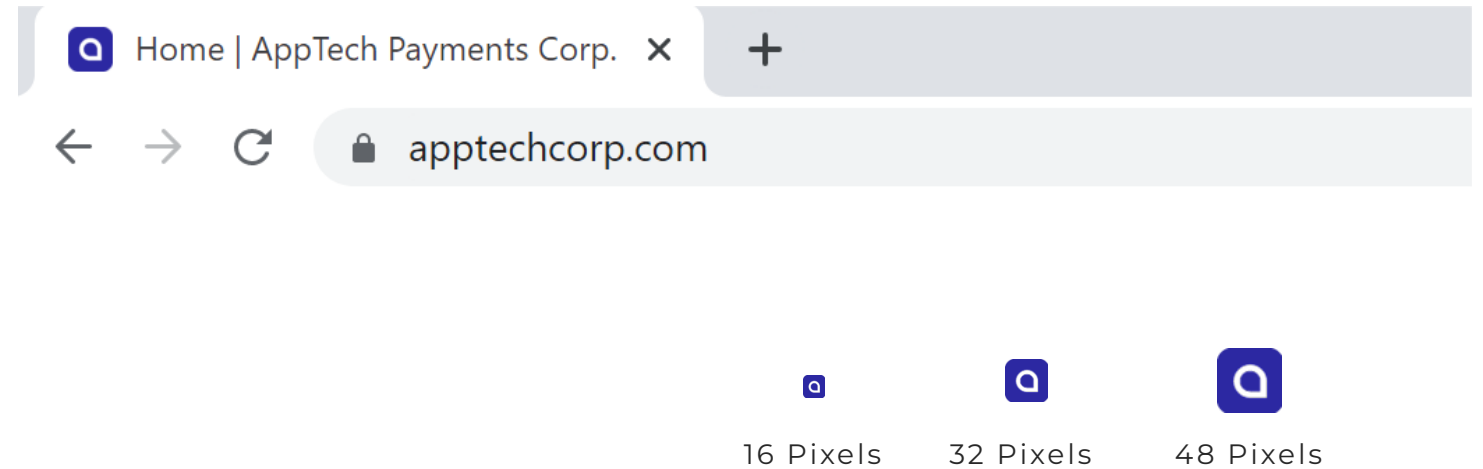
**DON'T** rotate elements



**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.

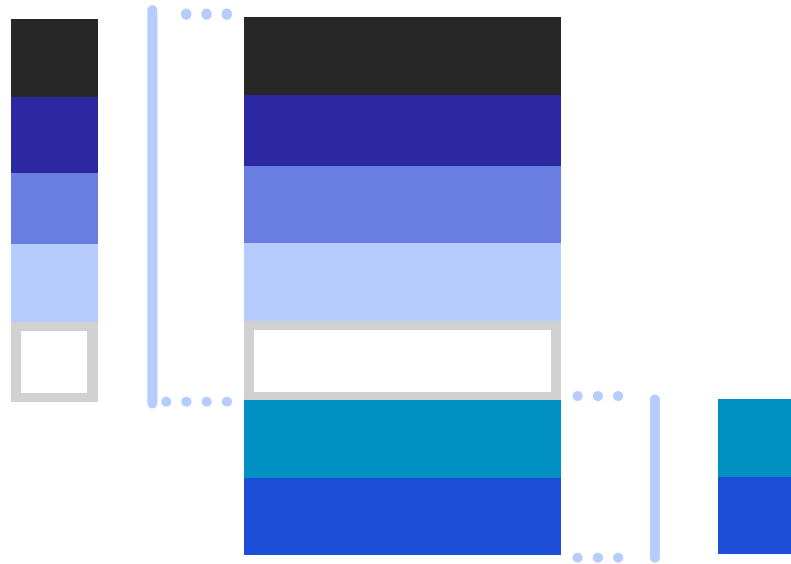


# Color



## 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. These colors may be used when indicating a product line (Commerse vs FinZeo).

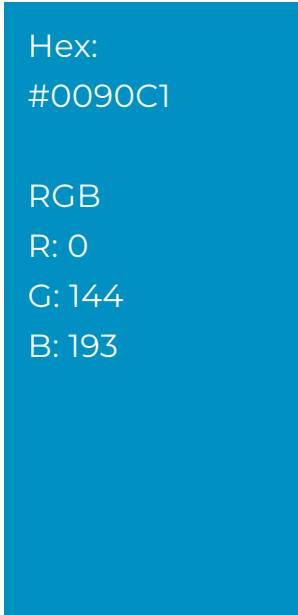
## PRIMARY COLORS

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

Hex: #2C28A2	Hex: #697EE0	Hex: #B6CCFF	Hex: #FFFFFF	Hex: #272727
<b>RGB</b> R: 44 G: 40 B: 162	<b>RGB</b> R: 105 G: 126 B: 224	RGB R: 182 G: 204 B: 255	RGB R: 255 G: 255 B: 255	RGB R: 39 G: 39 B: 39

## SECONDARY COLORS

Secondary colors should never be used as a dominant color on their own. These colors may be used when indicting a product line (Commerse vs FinZeo).



Hex:  
#0090C1

RGB  
R: 0  
G: 144  
B: 193



Hex:  
#1c4ed8

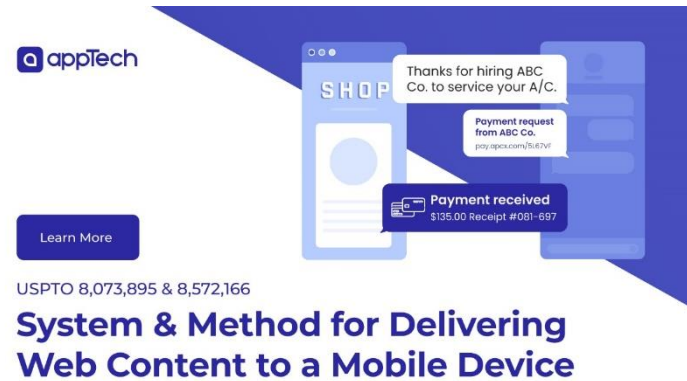
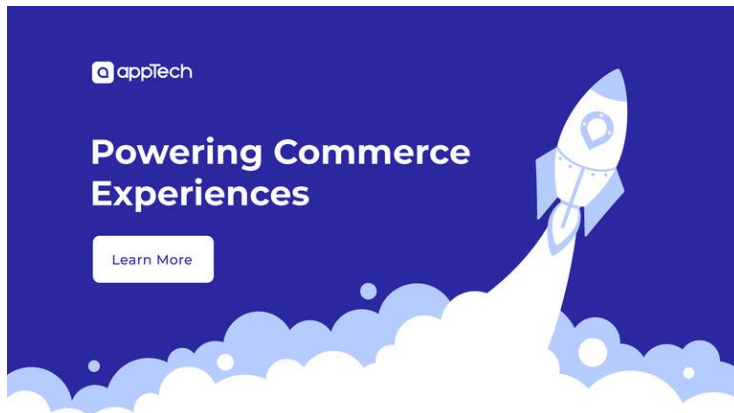
RGB  
R: 28  
G: 78  
B: 216

# Tone of Writing

## STONE OF WRITING

At AppTech, **innovation** is one of our key values. We are passionate about creating positive, disruptive innovation that moves people, technology and markets forward in new directions. We take calculated risks, fail fast and support each other to win, understanding that innovation isn't a passive endeavor.

We strive to deliver a **bold** and **upbeat** message across our content that sets us apart from the competition.



# Typography

## TYPEFACE

### MONTSERRAT

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

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

Aa

Light

Aa

Regular

Aa

Bold

Aa

Extra Bold

Aa

Black

# 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.



### 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.



### 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.



### SVG

#### SCALABLE VECTOR GRAPHIC

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



## 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

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### 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 Brand Manager:

**[efinch@apptechcorp.com](mailto:efinch@apptechcorp.com)**