

2.18

Architecture for partnerships B2B Communication Horizontal construction

The brand's architecture plans to combine the categories with the Scalapay logo badge.

A positive and a negative version of this declination is expected.

Stick to the following rules to build new categories:

- Use the correct distance from the logo badge.
- The size of the additional text must be the as the size used for Scalapay. Always use the Poppins Medium font.

Horizontal construction



Example



Horizontal construction



Example



2.18

Architecture for partnerships B2B Communication Vertical construction.

The brand's architecture plans to combine the categories with the Scalapay logo badge.

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Stick to the following rules to build new categories:

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Vertical construction



Example



Vertical construction



Example

