

2.18

Architecture for partnerships

B2B Communication

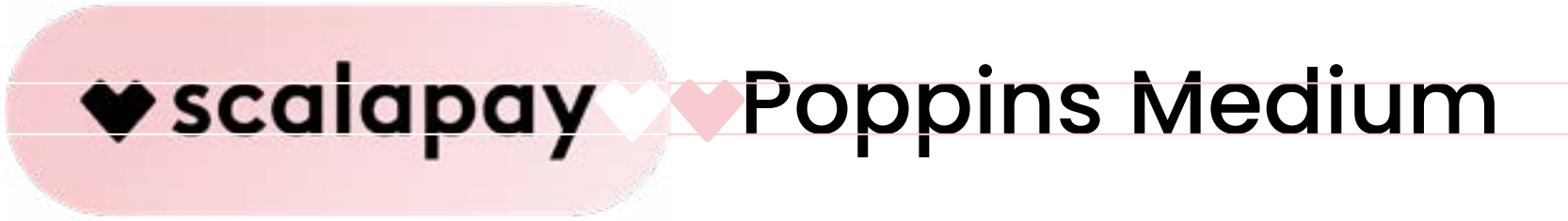
Horizontal construction

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.

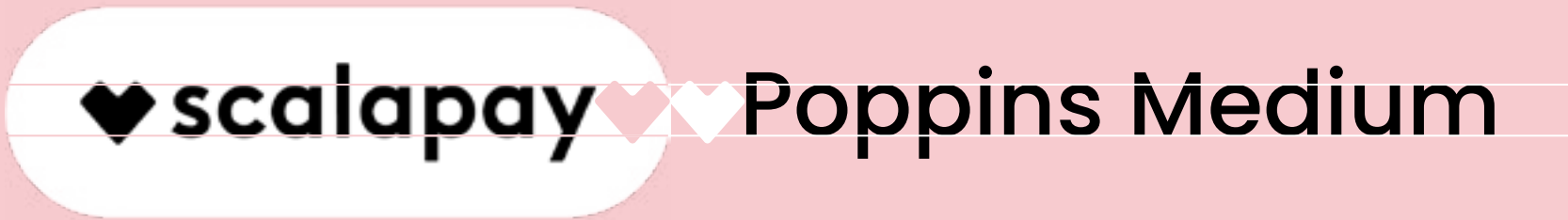
Horizontal construction



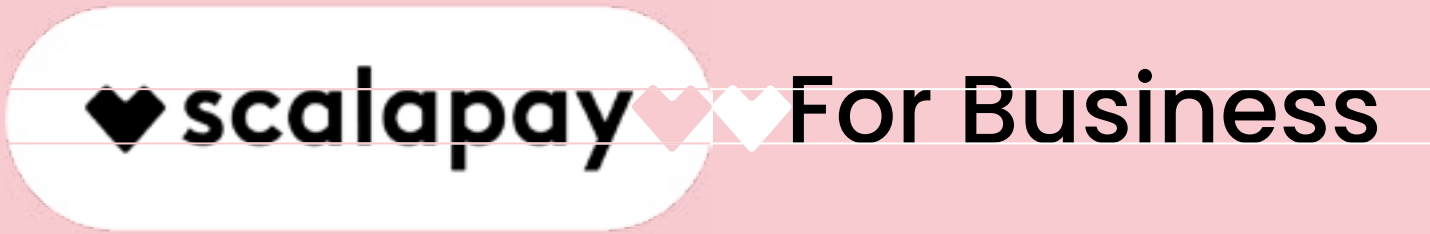
Example



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.

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.

Vertical construction

x

♥scalapay

Poppins Medium

x

Example

x

♥scalapay

For Business

x

♥scalapay

For Business

Vertical construction

x

♥scalapay

Poppins Medium

x

Example

x

♥scalapay

For Business

x

♥scalapay

For Business