

2.6

Secondary logo, the checkout badge

Our Badge Logo includes both our logo and our signature **Think pink gradient** (construction under section 4.6). It's a friendly reminder of the button you find when checking out online and the happiness it brings to click it, knowing you're one step closer to your purchase.

It can be used in the different versions seen here, depending on the background. Never add the claim to this version of the logo.

DO NOT: try to create your own version of the badge logo by altering, recoloring, or distorting it in any way.

Checkout Badge
over Colored background

The checkout badge consists of a black heart icon followed by the word "scalapay" in a bold, lowercase sans-serif font. This logo is centered within a white rounded rectangle, which is itself centered on a light pink background.

♥ scalapay

Checkout Badge
over white background

The checkout badge is centered within a light pink rounded rectangle. The background of the rectangle is a darker shade of pink, creating a gradient effect behind the logo.

♥ scalapay

For printing purposes

The checkout badge is centered within a light pink rounded rectangle. The background of the rectangle is white, creating a clean, high-contrast look.

♥ scalapay

For digital purposes

2.7

Secondary logo, minimum size

Our Badge Logo includes both our logo and **our signature Think pink gradient (construction under section 5.6)**. It's a friendly reminder of the button you find when checking out online and the happiness it brings to click it, knowing you're one step closer to your purchase.

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Minimum size
digital and print

Digital: width 189 px

The logo consists of a black heart icon followed by the word "scalapay" in a lowercase, sans-serif font. It is centered within a white rounded rectangular badge.

Print: width 67 mm

The logo consists of a black heart icon followed by the word "scalapay" in a lowercase, sans-serif font. It is centered within a white rounded rectangular badge.

Minimum size
digital and print

Digital: width 189 px

The logo consists of a black heart icon followed by the word "scalapay" in a lowercase, sans-serif font. It is centered within a light pink rounded rectangular badge.

Print: width 67 mm

The logo consists of a black heart icon followed by the word "scalapay" in a lowercase, sans-serif font. It is centered within a light pink rounded rectangular badge.

2.8

Secondary logo, clear space

Here you can find the Secondary logo's clearspace chart.

This is the appropriate spacing a Scalapay heart-sized space to the sides (left-right), and a 1/3 Scalapay heart-sized space to the upper/lower sides.

This should be respected when placing the logo on any print and/or digital composition in order to ensure visibility and visual consistency.



2.9

Secondary logo, correct use

Our Badge Logo includes both our logo and our signature **Think pink gradient (construction under section 4.6)**. It's a friendly reminder of the button you find when checking out online and the happiness it brings to click it, knowing you're one step closer to your purchase.

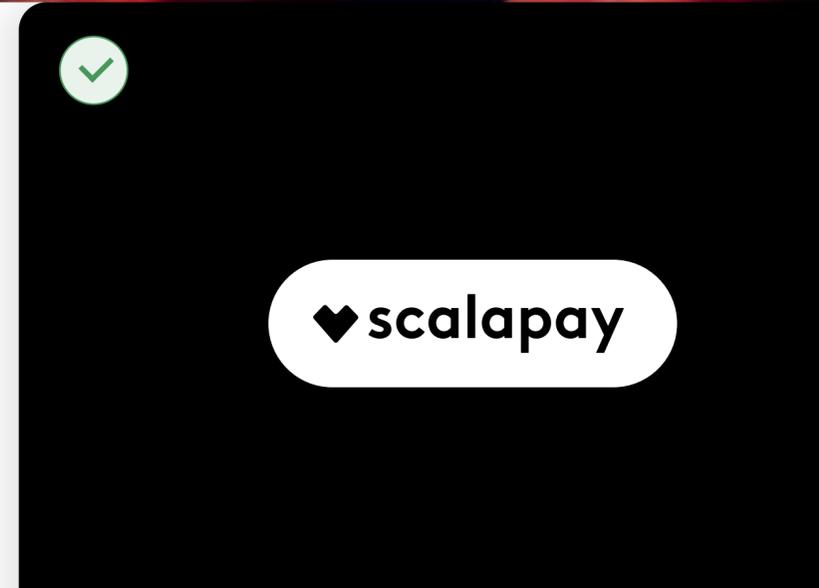
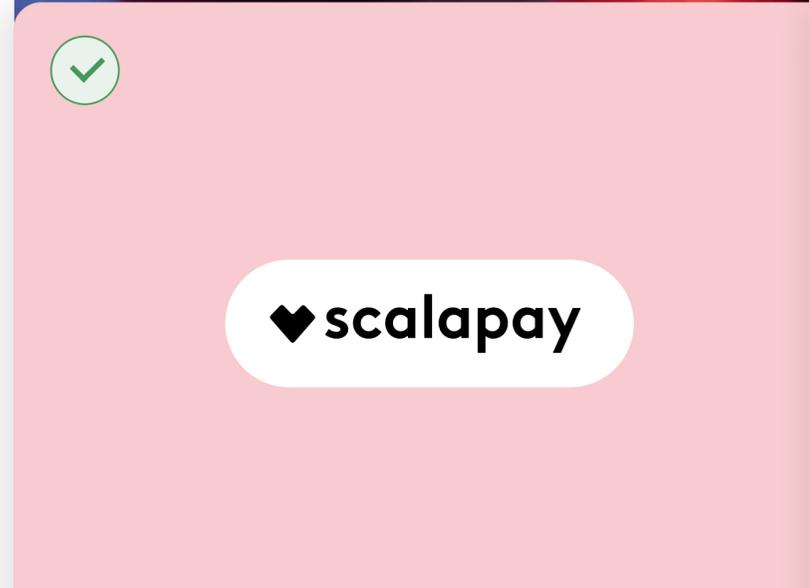
It can be used in the different versions seen here, depending on the background. Never add the claim to this version of the logo.

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Here you can see our Badge version in use, according to the visual, we can decide what is the best option to use depending on the background.

For example, always keep in mind the images and colored backgrounds looking for a proper contrast.



2.10

Secondary logo, don'ts

ALWAYS use the official version of the logo, and **NEVER** do the following:

- **DO NOT** use other colors for the logo.
- **DO NOT** use the logo without the symbol.
- **DO NOT** change the position of the elements.
- **DO NOT** change the proportions/ shape of the symbol, badge and/or logo.
- **DO NOT** use an outlined version of the logo.
- **DO NOT** use a gradient version of the logo.
- **DO NOT** squeeze the logo.
- **DO NOT** use a similar tone for the background
- **DO NOT** add a shadow or graphi effects .

