

## 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



Checkout Badge  
over white background



For printing purposes



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.

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.

Minimum size  
digital and print

Digital: width 189 px



Print: width 67 mm



Minimum size  
digital and print

Digital: width 189 px



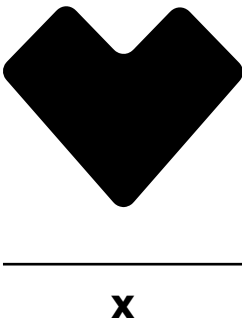
Print: width 67 mm



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.

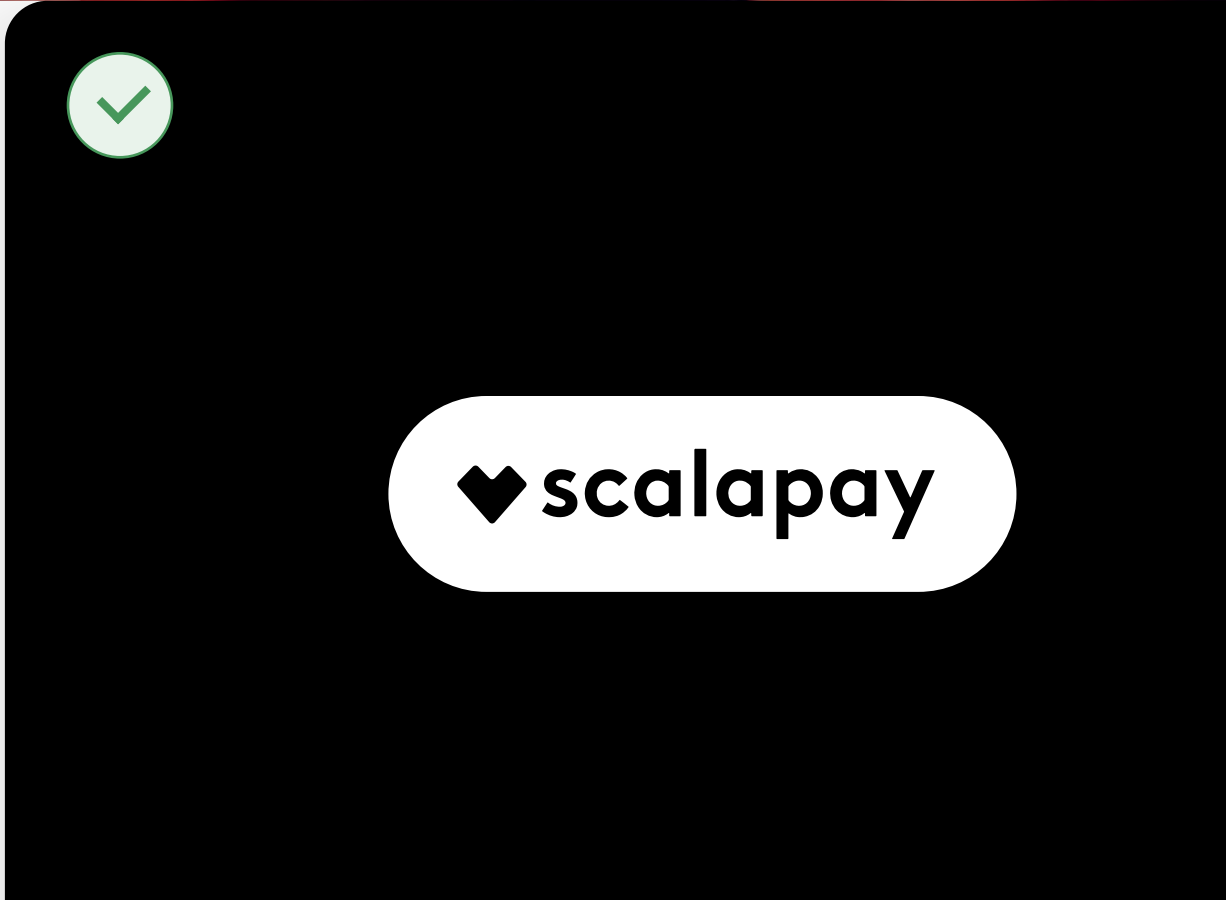
It can be used in the different versions seen here, depending on the background. Never add the claim to this version of the logo.

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

