

Interkassa Brand Guidelines

01. Logo

02. Brand Fonts

03. Brand Colours

04. Graphic Elements

05. Brand Application

01. Logo

01. Logo

01. Logo

Main version of the logo

The Interkassa logo is the most recognizable and identifying element of the brand. The main version of the logo should be used on a white background.



Horizontal version of the logo

01. Logo

Vertical version of the logo

The Interkassa logo has a vertical version. It should be used on the surfaces and in the web elements when their aspect ratio is close to 1:1.



Vertical version of the logo

01. Logo

Brand mark

Brand mark is used for avatars (userpic) and as a favicon with no text block.



Brand mark

interkassa
payment processing system

Text block



01. Logo

Monochrome versions of the logo

Monochrome versions are used when the main version of the logo is either impossible or difficult to use (e.g., placement on a photo or black and white print).



01. Logo

Rules for the use of the logo

There must be a free field around the Intekassa logo. It is an area without any other graphic elements.

The free field must be equal to the height of the letter "a" from the text part of the logo. It is mandatory to place the logo in the free field.



Free field

01. Logo

Inappropriate versions of the logo usage



It is not allowed to change the colour of the logo



It is not allowed to change the size of the elements and proportions of the logo



It is not allowed to use the outline around the logo



It is not allowed to change the arrangement of the logo elements



It is not allowed to remove the elements of the logo



It is not allowed to rotate the logo

General rules for the use of the Interkassa logo

When using the Interkassa logo, please, follow the rules described above.

Use only approved versions of the logo on all the platforms and media. It is necessary for the brand to look coherent, recognisable, and consistent in all its manifestations.

Do not create any other versions of the logo:

- do not change the fonts and official colours,
- do not add any other graphic elements,
- do not distort the shape and proportions in any way.

02. Brand Fonts

02. Brand Fonts

Main font

For the titles, we use Cera Pro Bold and Cera Pro Medium. It is a modern and symmetrical font.

For paragraphs, we use Cera Pro Regular. It is a pure font with high readability.

Cera Pro **Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Cera Pro **Medium**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Cera Pro **Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

02. Brand Fonts

Additional font

For the personal account, we use Open Sans font.

For the titles, we use Open Sans Bold and Open Sans Medium.

For the paragraphs, we use Open Sans Regular.

Open Sans **Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Open Sans **SemiBold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Open Sans **Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

03. Brand colours

02. Brand colours

Main colours

Interkassa's main brand colours are bright, rich and vivid hues of green.

Rich green is the core of style and brand recognition. It is used for the logo as well as for additional marking of brand elements.

Black and white are used for texts and backgrounds.

Primary green

Hex #008D3C

RGB 0 141 60

Secondary green

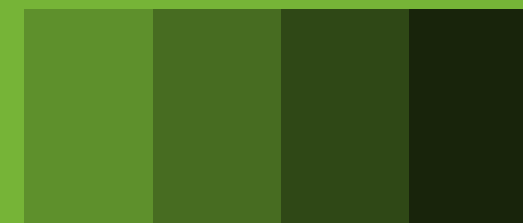
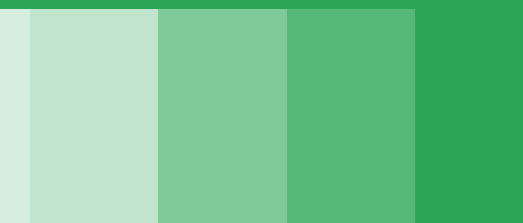
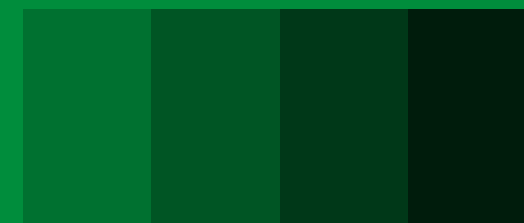
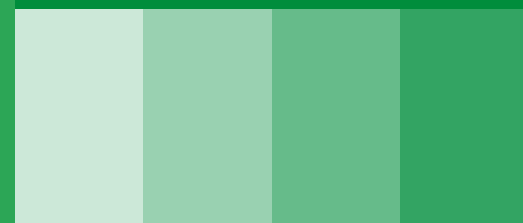
Hex #2CA656

RGB 44 166 86

Light green

Hex #76B437

RGB 118 180 55



02. Brand colours

Additional colours

Yellow

Hex #FFD93F
RGB 255 217 63

Blue

Hex #1B69DE
RGB 27 105 222

Medium Dark

Hex #172742
RGB 23 39 66

Dark

Hex #0C1628
RGB 12 22 40

Gradient Green

Hex #2CA656 Hex #172742
RGB 44 166 86 RGB 23 39 66

Gradient Blue

Hex #4987E5 Hex #172742
RGB 73 135 229 RGB 23 39 66

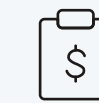
04. Graphic elements

04. Graphic elements

Iconography

We use two types of icons:

- Complex icons, with semi-transparent frosted glass effect.
- Simple icons, linear one-colour (for the personal account).

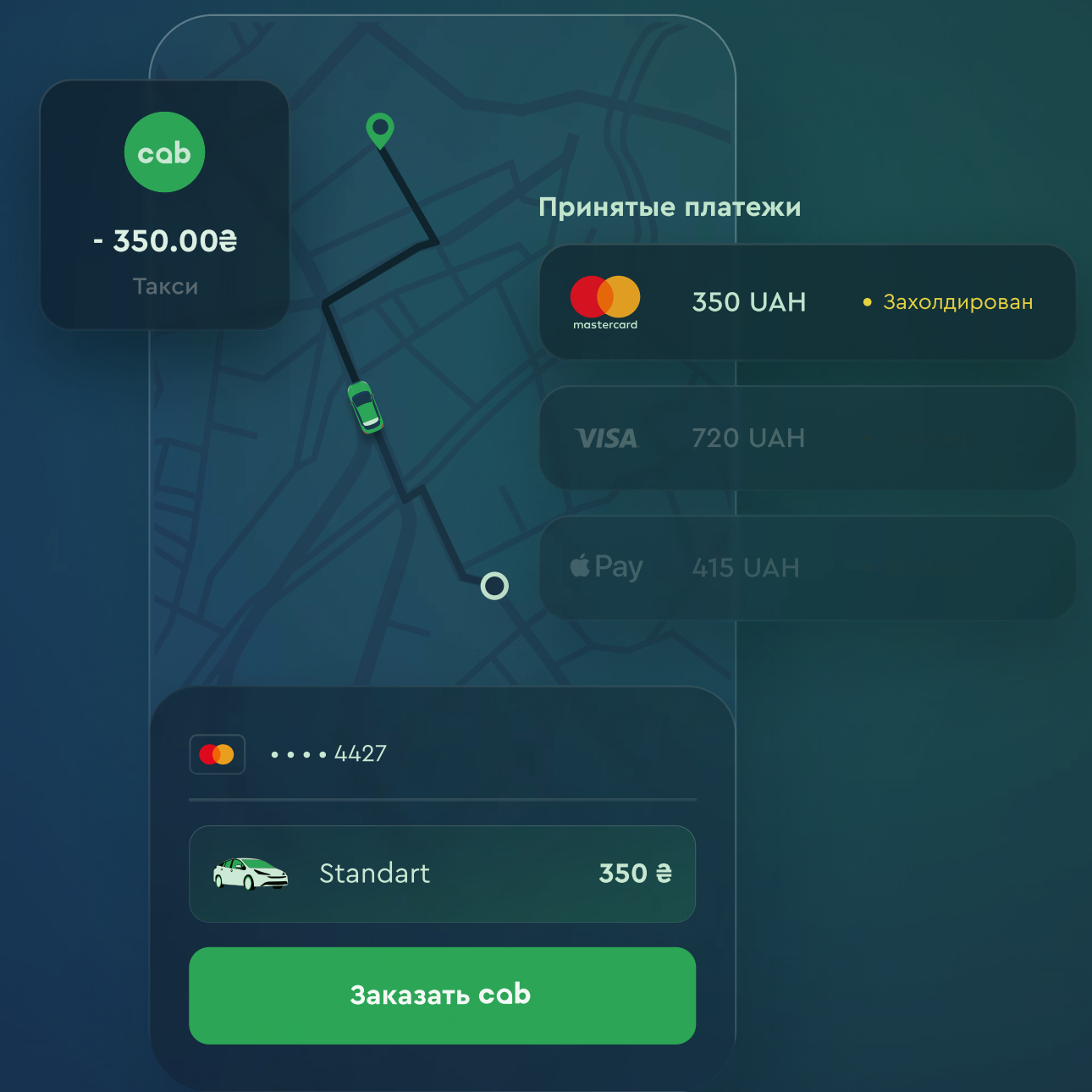
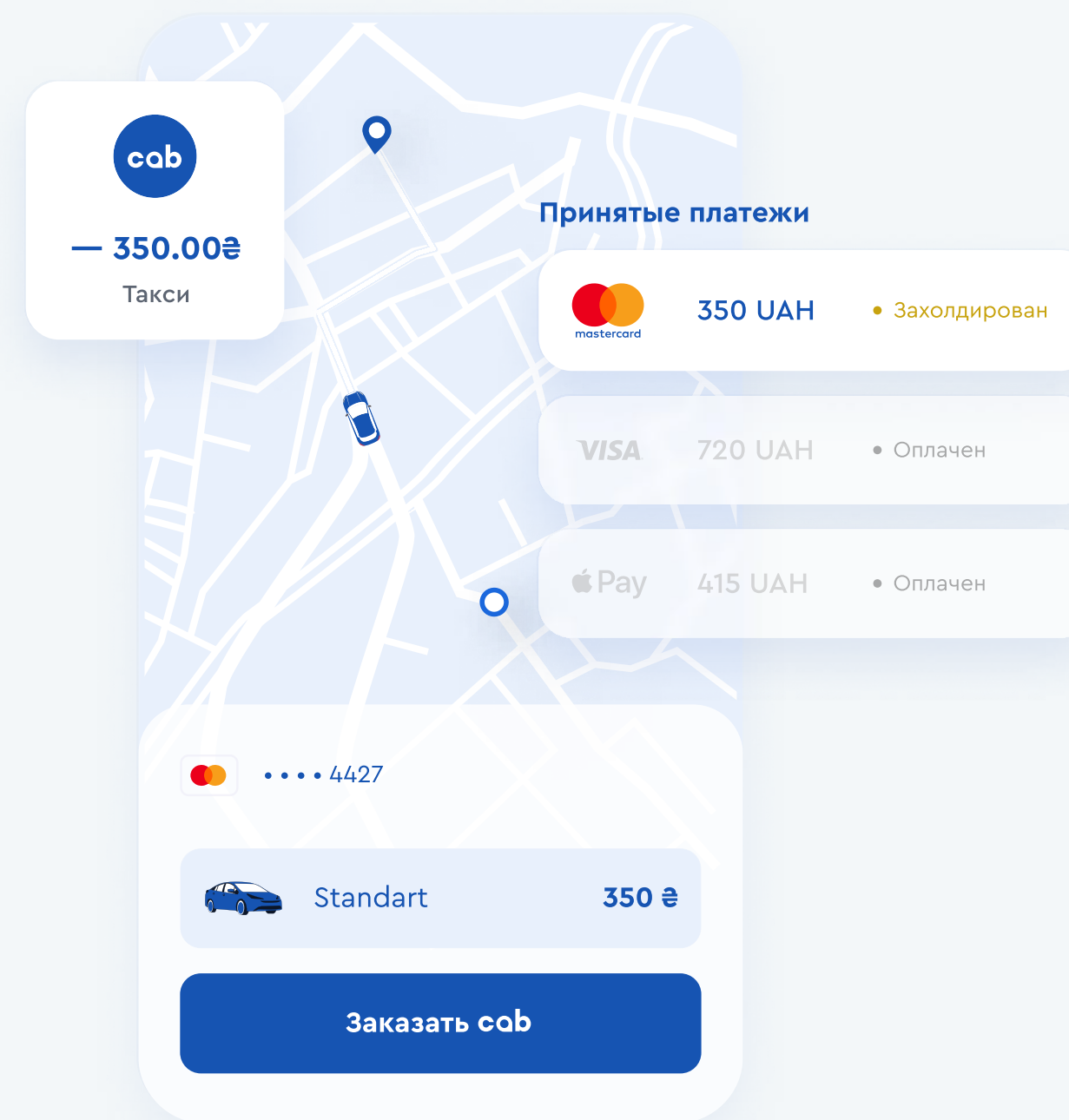


04. Graphic elements

Images

We use two types of images:

- For the light background, we use images in white or any other colour with 100% opacity.
- For the dark background, we use images with a semi-transparent background with a frosted glass effect.



04. Graphic elements

Images

We also use 3D images in brand colours.



05. Brand Application

05. Brand Application

Brand Application

