ROAMpay™ X5
Branding Guidelines

v7 – Updated: 06/01/2017

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● ROAMpay™ X5 Branding Assets

ROAMPay X5 offers full white labeling options giving you complete brand control over the entire application. To brand your application our design team would need the following branding assets from you.

|		
01	Primary, Secondary, Tertiary brand Colors (Optional)	These 3 colors define the visual identify of the app.
02	Login Screen Background Color	This color is used as the background clor of the login screen.
03	Login Button Color	This color is used on the Login button.
04	App Icon	This will be the icon of your app. The app icon will also be shown on the Login screen.
05	App Wordmark	The App wordmark displays on the login screen.
06	Secondary App Logo or Wordmark (Optional)	The Secondary App Logo or wordmark displays in the bottom-right corner of the Login screen.
07	Typeface, with 3 weights: • Regular • Semi-bold • Bold (Optional)	Refer to the examples below to see how your brand's typeface is used on the app.

● Branding Examples

Primary, Secondary, Tertiary Brand Colors (Optional)

These 3 colors define the visual identity of the app. From this color palette, we will work with you to ensure the application meets your branding needs. If you don't wish to provide us these colors, your app will have the default colors listed below.

Primary Color

Secondary Color

Primary Color

Secondary Color

Tertiary Color
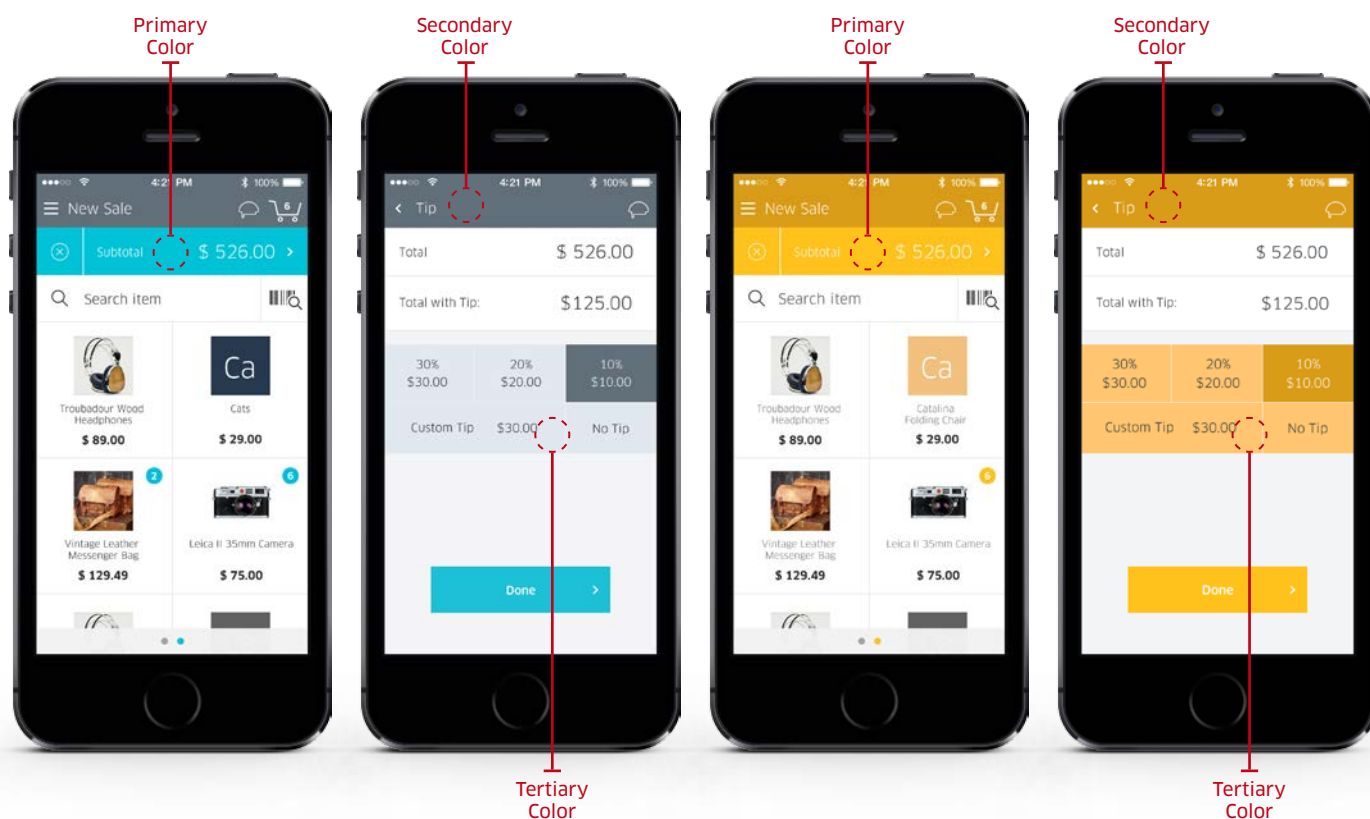
Tertiary Color

Primary, Secondary, Tertiary Color Branding Requirements

In order to thematically brand your application, please submit hex value alternatives for the ones listed below.

1 Primary Color — HEX # 00c3d7

This is the key color used to identity your brand. It is the focal point that defines the visual identity of your app. For best results the primary color should be bold and distinct.

Examples:

2 Secondary Color — HEX # 616F79

The secondary color in the app is the color that complements your primary color. It should be a dark color that work in harmony with your primary color to make it stand out. For best results the secondary color should be dark, muted, and analogous to your primary color.

Examples:

3 Tertiary Color — HEX # e1e8ee

This tertiary color is a subtle color that is used mainly to highlight and accentuate regions. For best results the tertiary color should be neutral and a softer hue. Because our app uses a light shade of gray as a background color, your tertiary color should stay away from lighter shades of gray (specifically **HEX#: e1e8ee**).

Examples:

This color is used as the background color of the login screen.
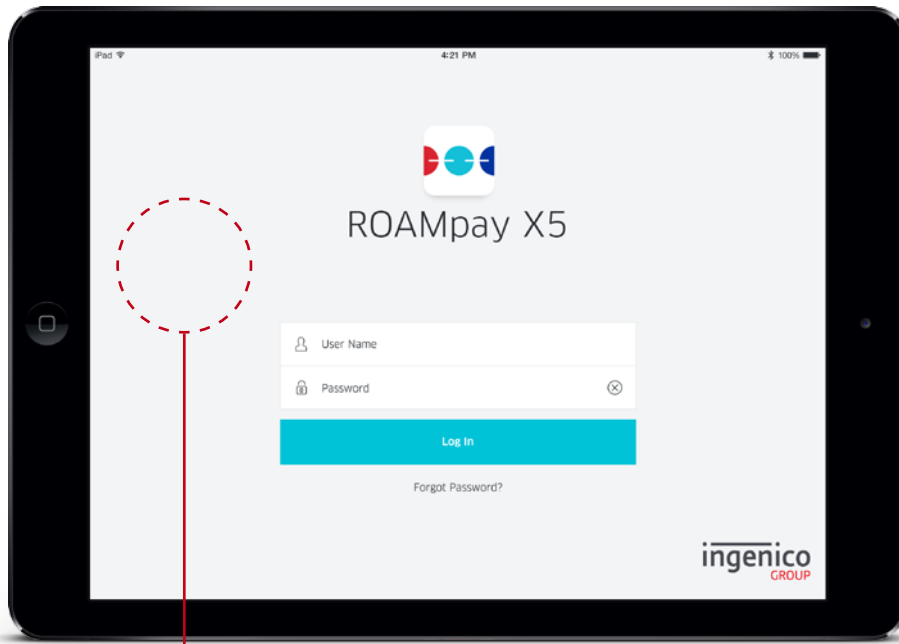
◯ Login Background

Login Background Color

Branded Login
Background Color

Login Screen Background Color Branding Requirements

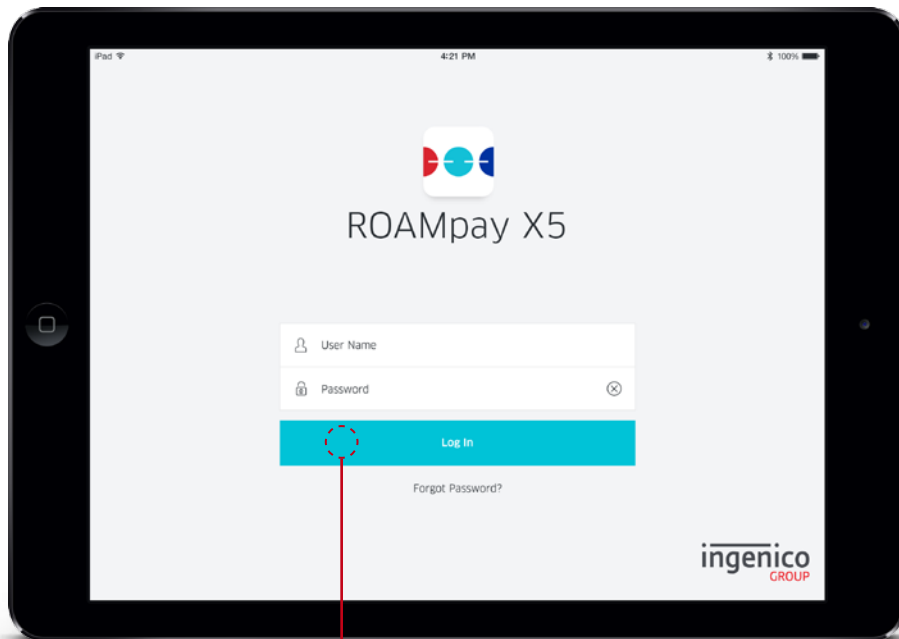◯ **4** **Login Background** ⋮ HEX # f3f4f6 ⋮ This is the color that is used for the background of your login screen. For best results, use a subtle color that will differienticate your logos and login button from your background. A light, neutral color that is analogous to your primary color works best.
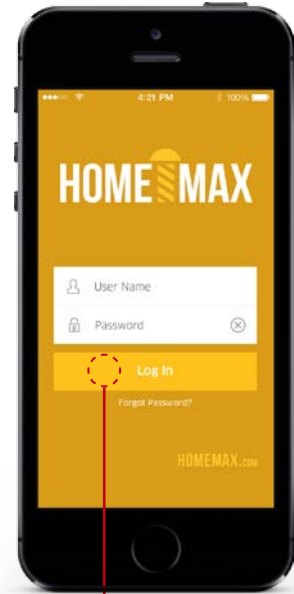
Examples: ▢ ▣ ▨ ▢

This color is used on the Login button.

Login Button color

Login Button Color

Branded Login
Button Color

## Login Button Color Branding Requirements

5 Login Button HEX # e1e8ee

This is the color of the login button that is on the login screen. This color should differienticate the button from your background color. For best results, use a color that is the same or similair to your primary color.
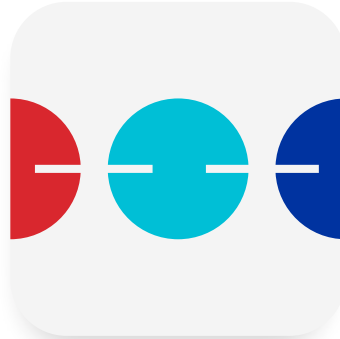
Examples:

This is the main icon of your app. The app icon will also be shown on the Login screen.
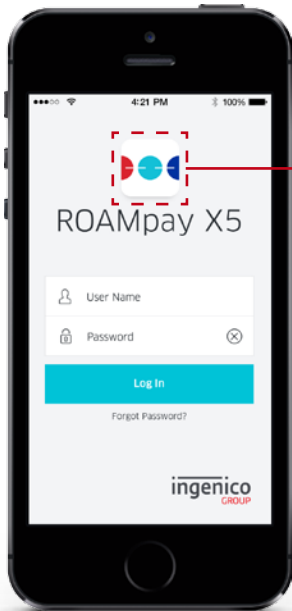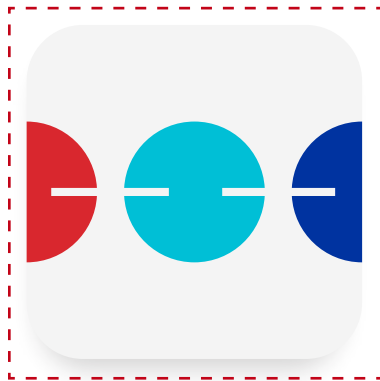
App Icon

App Icon
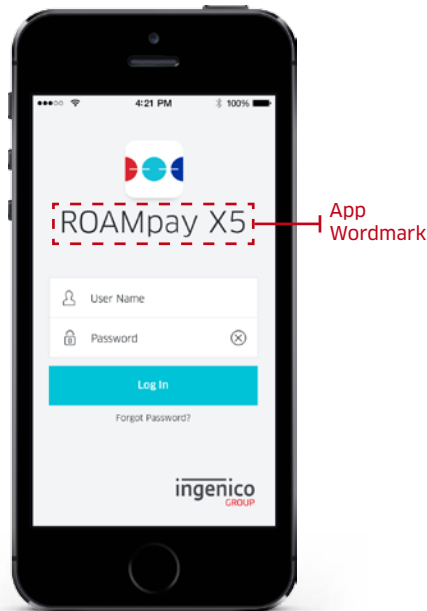
Branded App Icon Example

App Icon Branding Requirements

App Icon
Size: Minimum 1024 x 1024 pixels
Format: Vector (SVG, EPS or AI) reccomended.
Photoshop (PSD), or PNG.

The App Wordmark displays on the login screen.

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App Wordmark

HOME MAX

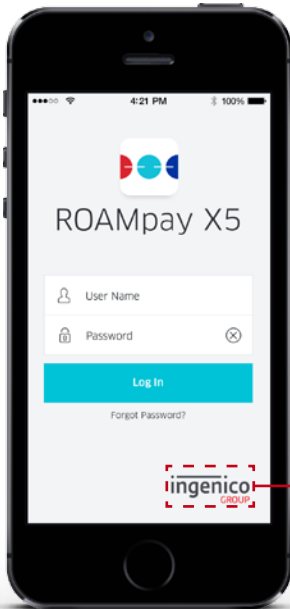Branded App Wordmark Example

App Wordmark Branding Requirements

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App Wordmark

Format: Vector (SVG, EPS or AI) reccomended.
Photoshop (PSD), or PNG.

An optional Secondary logo or Wordmark displays on the bottom-right corner of your app's login screen.

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User Name

Password

Log In

Forgot Password?

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Secondary Logo
or Wordmark

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Secondary Logo or
Wordmark Example

HOMEMAX.COM

Secondary Branded Logo or
Wordmark Example

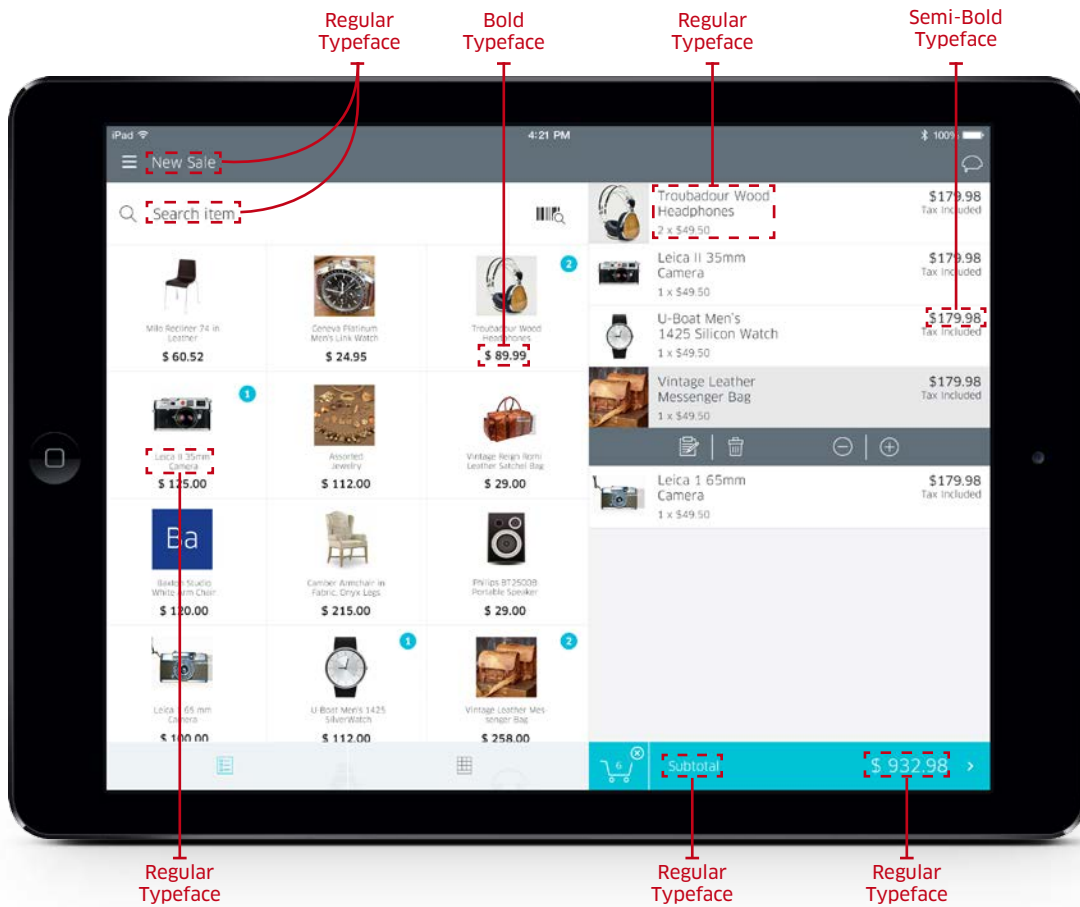## Secondary Wordmark or Logo Branding Requirements

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Secondary Wordmark or Logo
Format: Vector (SVG, EPS or AI)

A custom typeface can be used in lieu of our default typeface. If you do not wish to provide a typeface, the default seen below will be used.

Regular Typeface

Bold Typeface

Regular Typeface

Semi-Bold Typeface

Regular Typeface

Regular Typeface
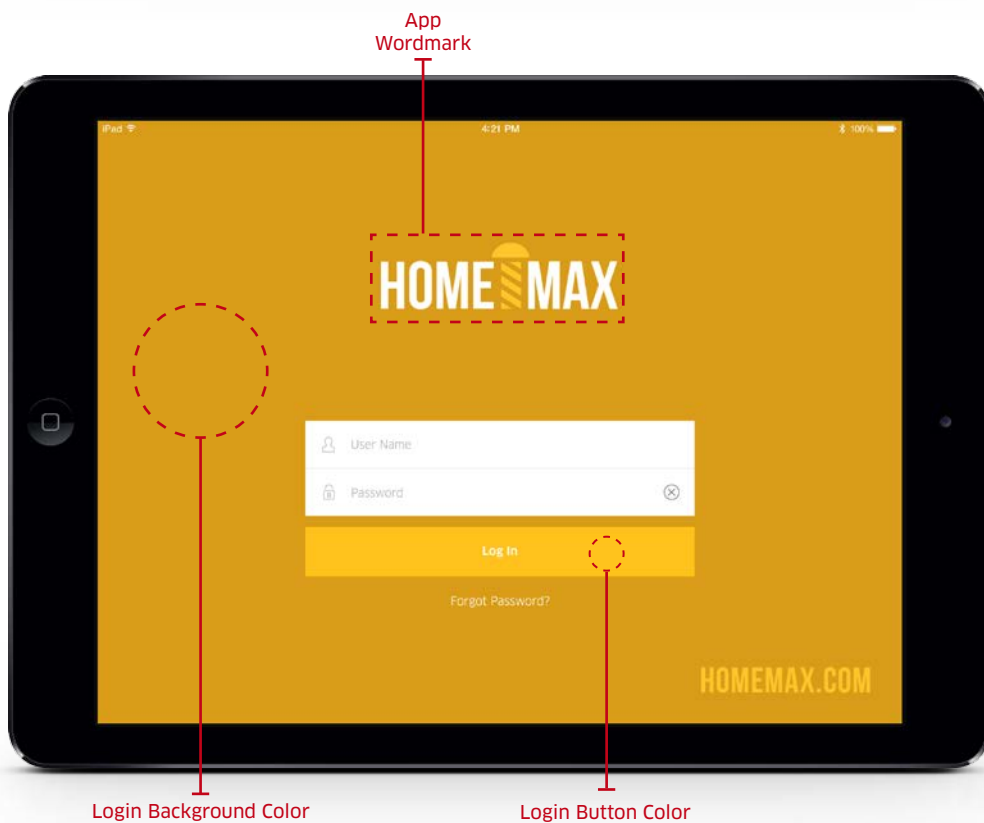
Regular Typeface
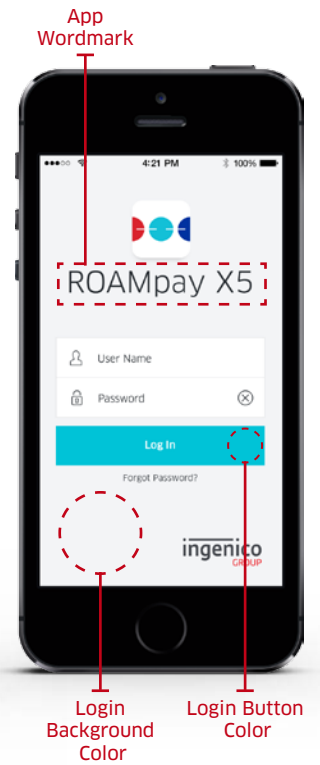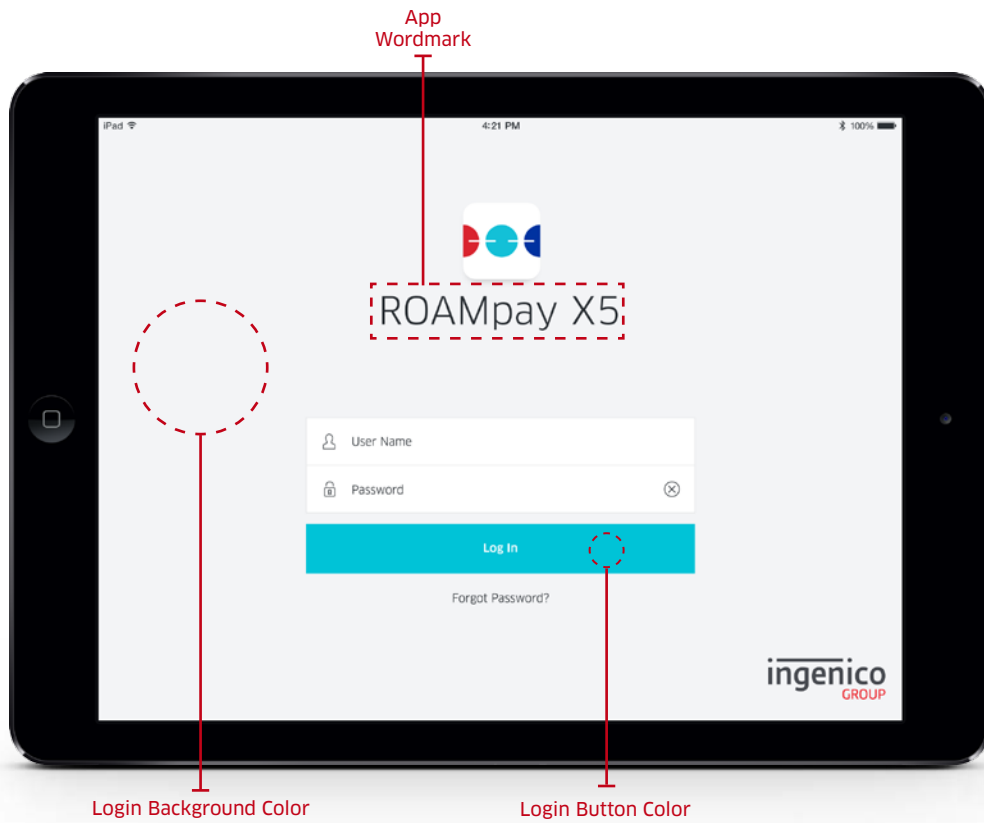
Typeface Branding Requirements

Please provide a typeface that has at least 3 weights (preferably regular, **bold** and **semi-bold**).
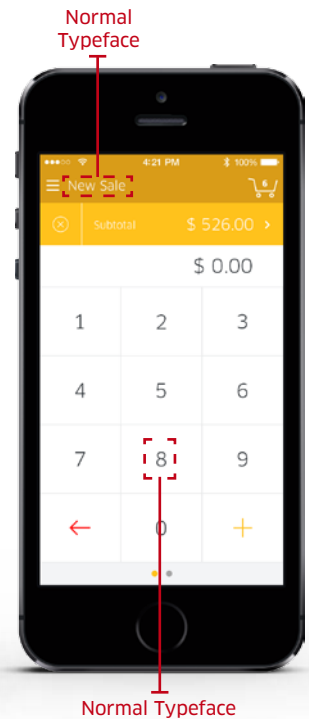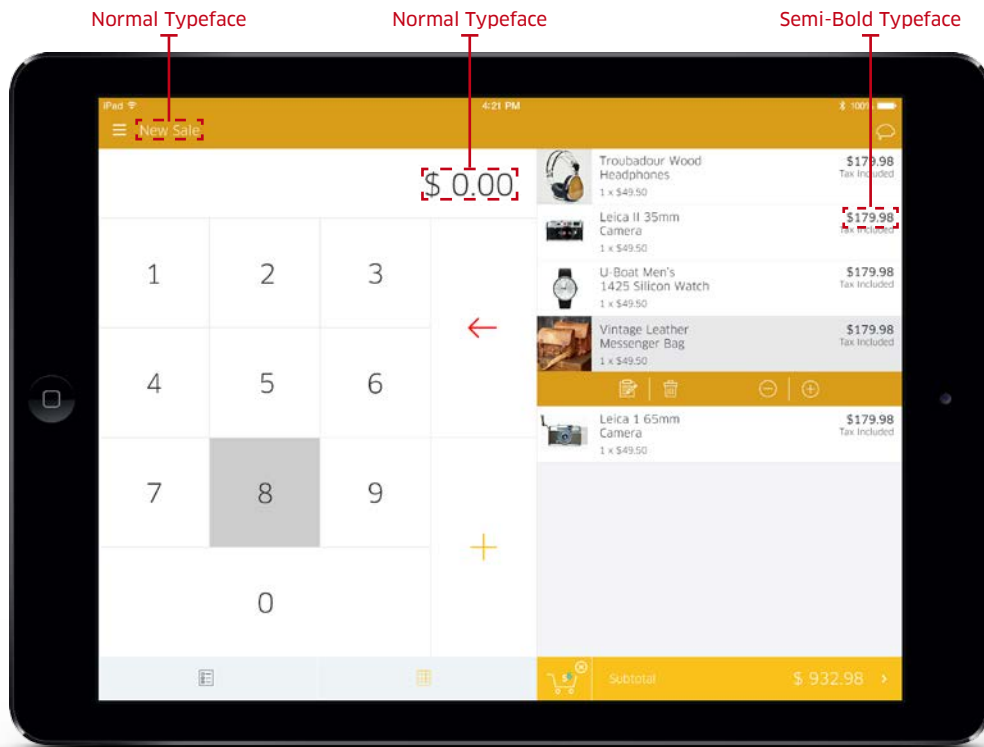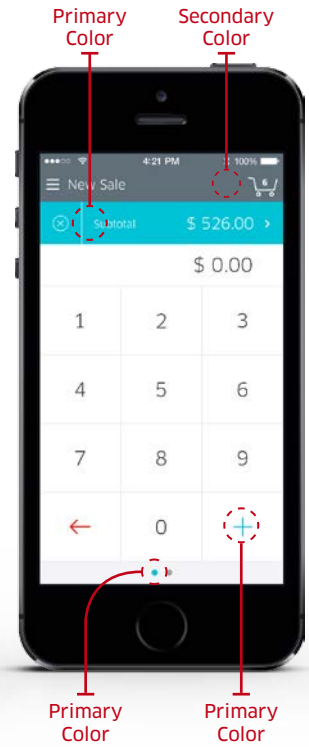Our default typeface is below:
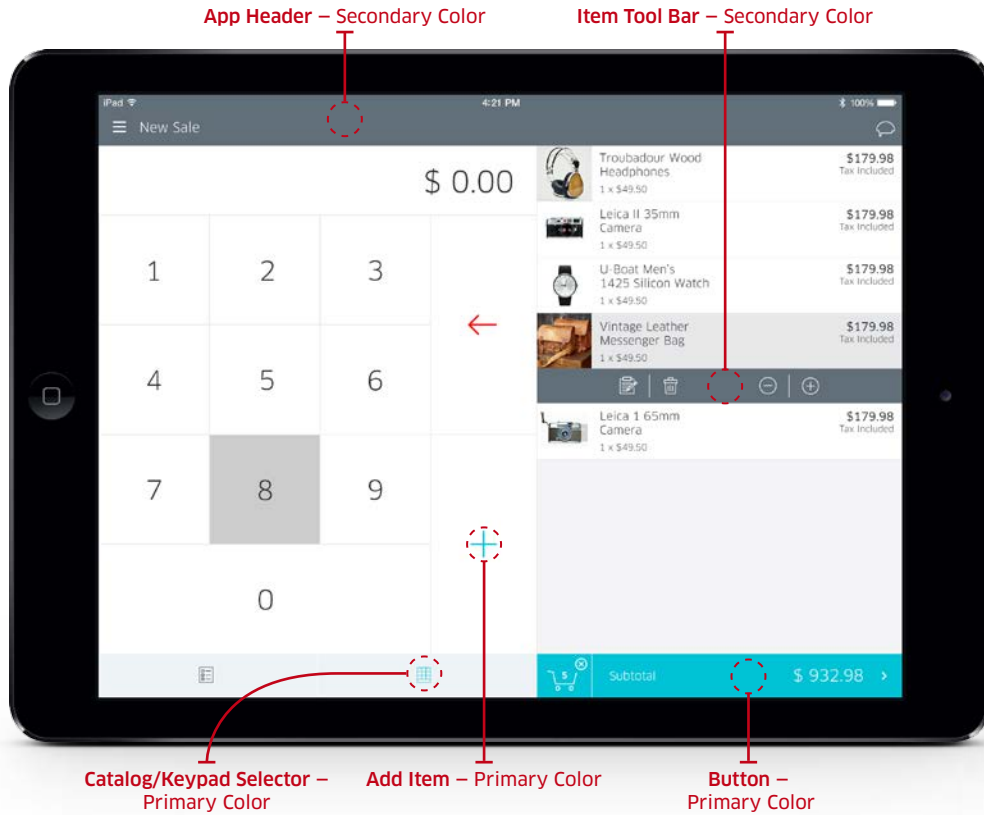
Font: Clan OT
Weight: Regular

Font: Clan OT
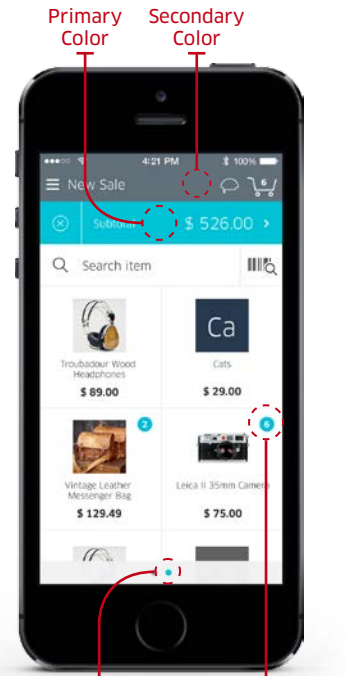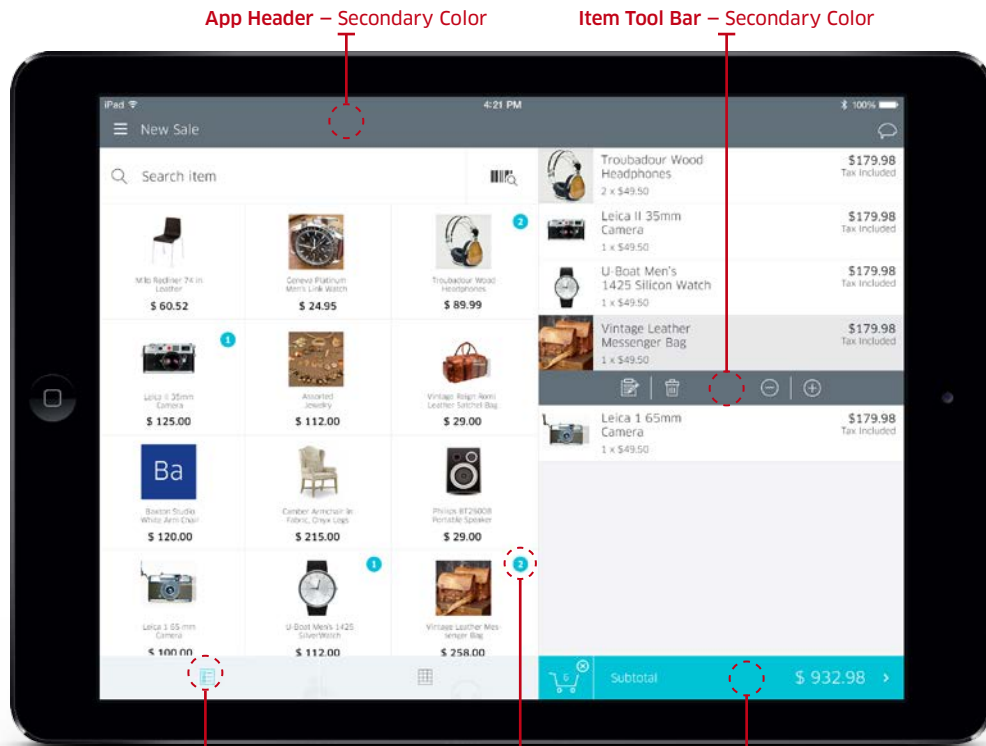Weight: Semi-Bold

Font: Clan OT
Weight: Semi-Bold

Branding Examples / **Login**

App
Wordmark

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User Name

Password

Log In

Forgot Password?

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App
Wordmark

ROAMpay X5

User Name

Password

Log In

Forgot Password?

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Login Background Color

Login Button Color

Login
Background
Color

Login Button
Color

App
Wordmark

HOME MAX

User Name

Password

Log In

Forgot Password?

HOMEMAX.COM

App
Wordmark

HOME MAX

User Name

Password

Log In

Forgot Password?

HOMEMAX.COM

Login Background Color

Login Button Color

Login
Background
Color

Login Button
Color

Branding Examples / New Sale – Keypad

App Header – Secondary Color

Item Tool Bar – Secondary Color

Primary Color

Secondary Color

Catalog/Keypad Selector – Primary Color

Add Item – Primary Color

Button – Primary Color

Primary Color

Primary Color

Normal Typeface

Normal Typeface

Semi-Bold Typeface

Normal Typeface

Normal Typeface

Branding Examples / New Sale – Catalog

App Header – Secondary Color

Item Tool Bar – Secondary Color
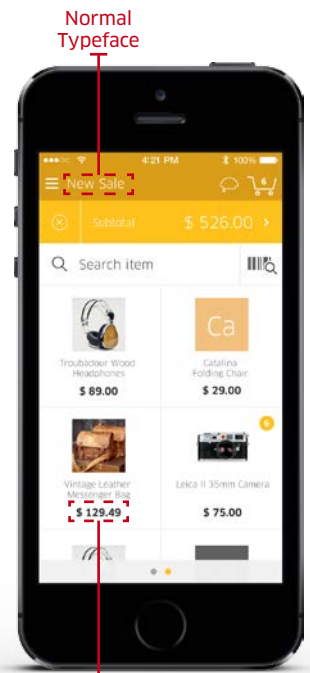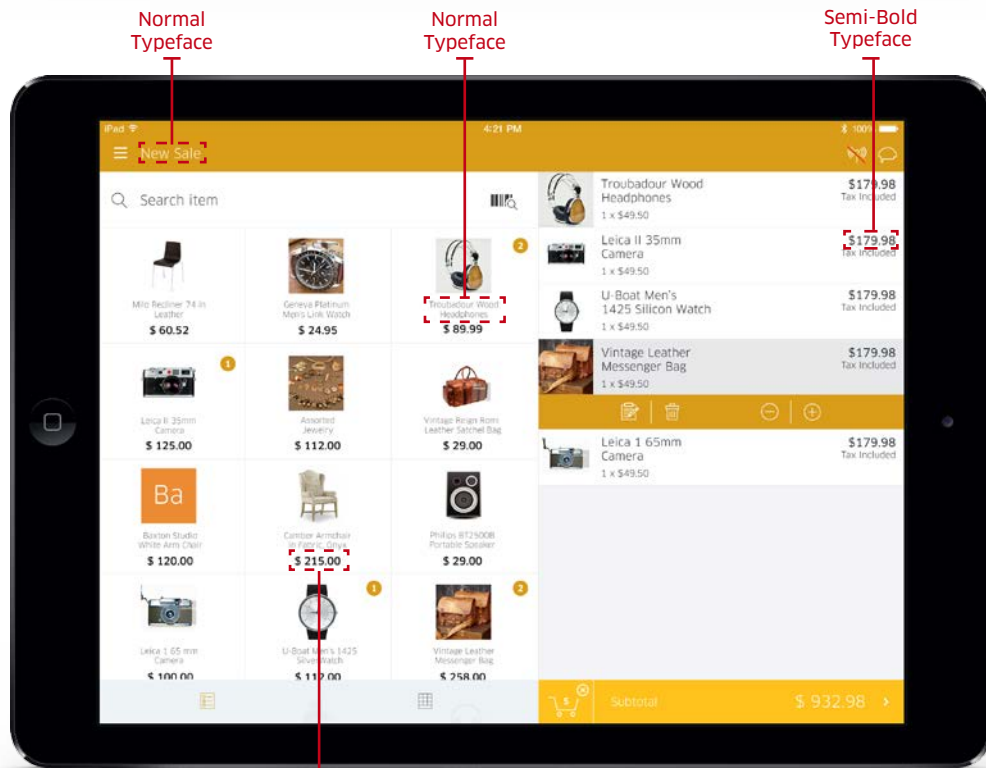
Primary Color   Secondary Color

Catalog/Keypad Selector – Primary Color

Item Quantity Indicator – Primary Color
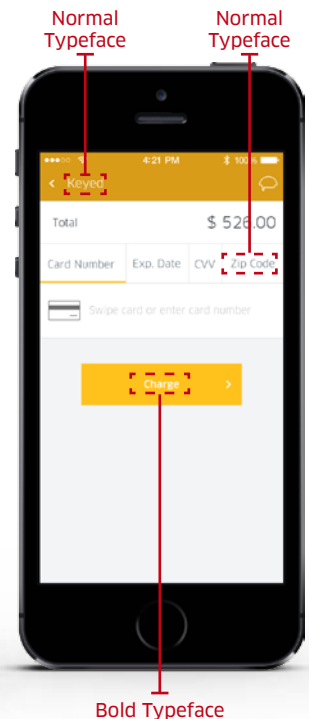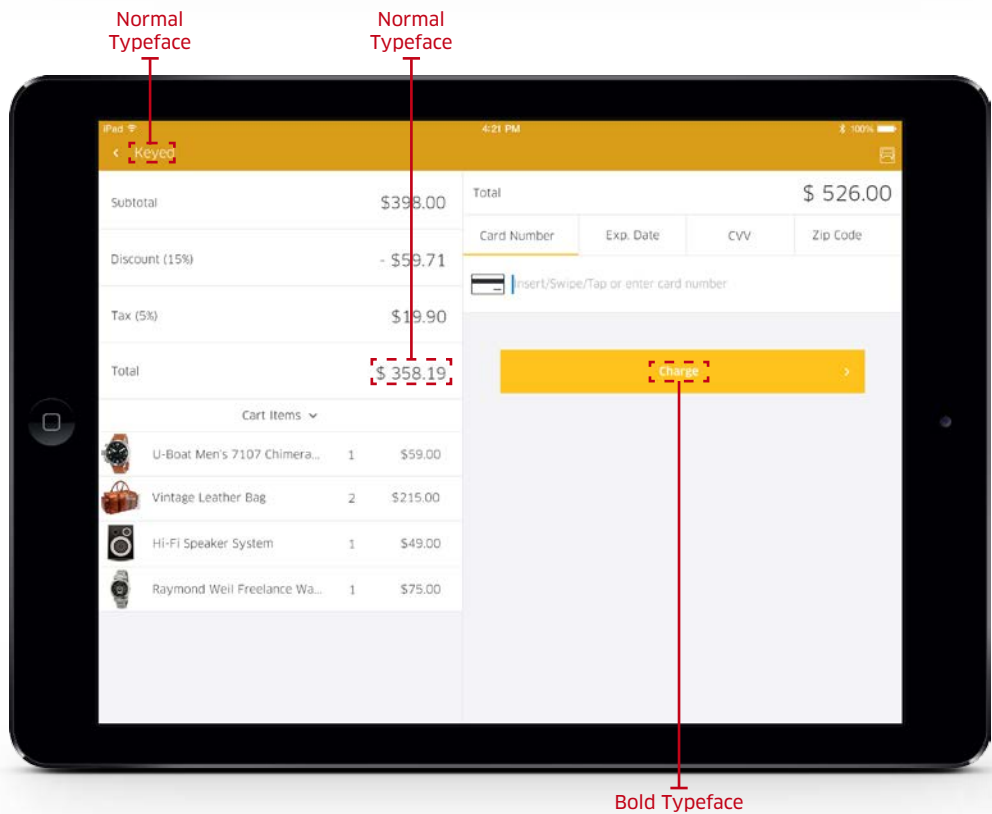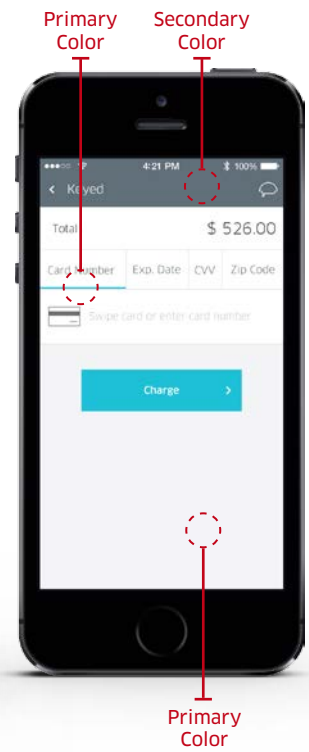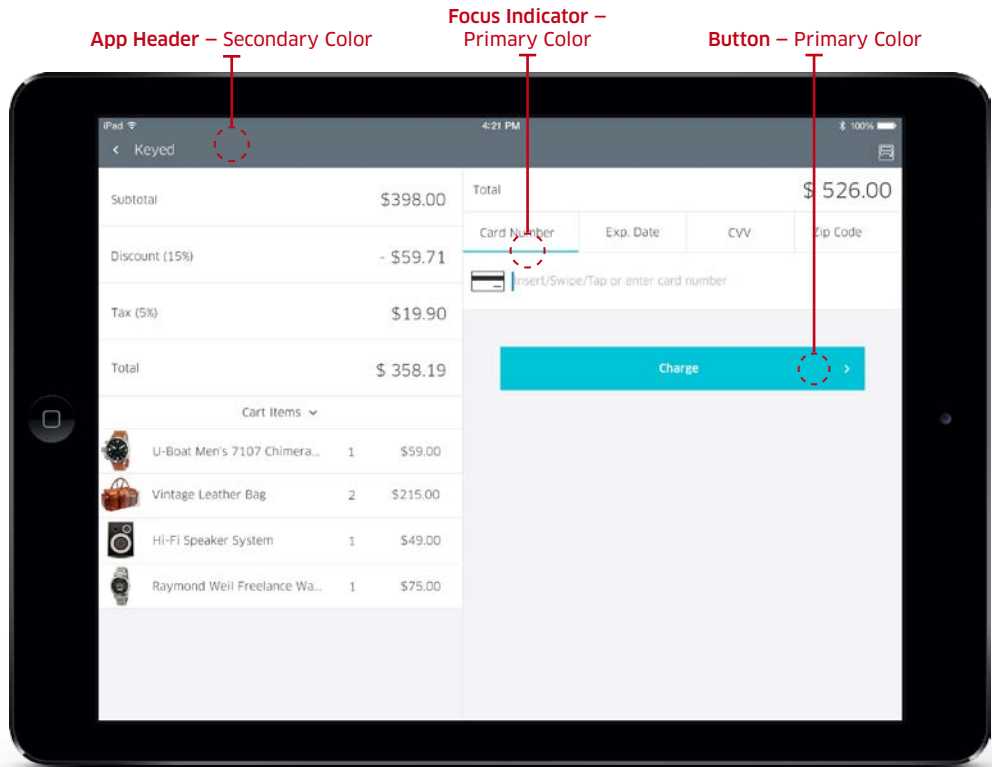
Button – Primary Color

Primary Color   Primary Color

Normal Typeface

Normal Typeface

Semi-Bold Typeface

Normal Typeface

Bold Typeface

Bold Typeface

Branding Examples / **Keyed**

App Header – Secondary Color

Focus Indicator – Primary Color

Button – Primary Color

Primary Color
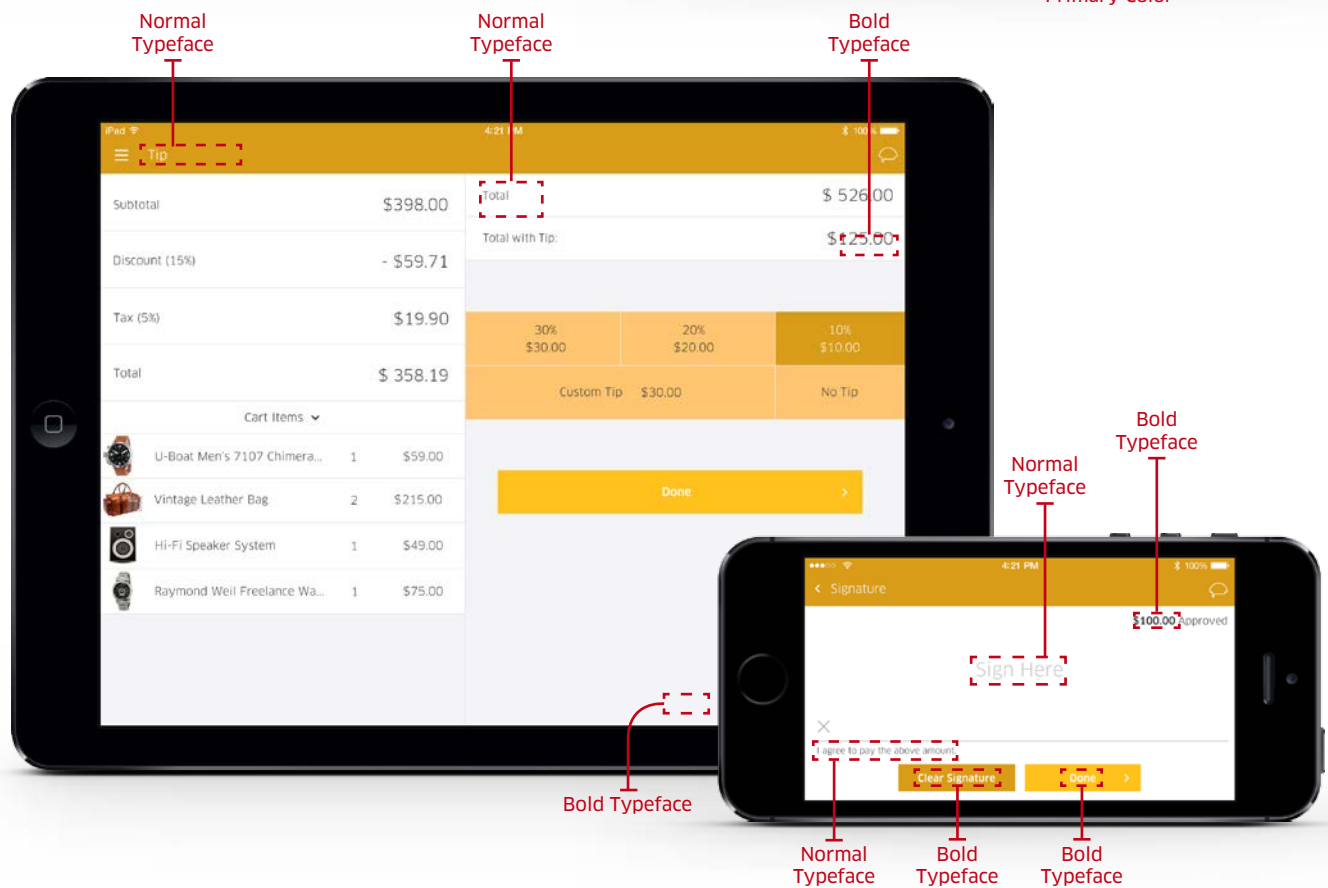
Secondary Color

Primary Color

Normal Typeface

Normal Typeface

Normal Typeface

Normal Typeface

Bold Typeface

Bold Typeface

Branding Examples / **Tip & Signature**

App Header – Secondary Color

Tip Selector – Tertiary Color
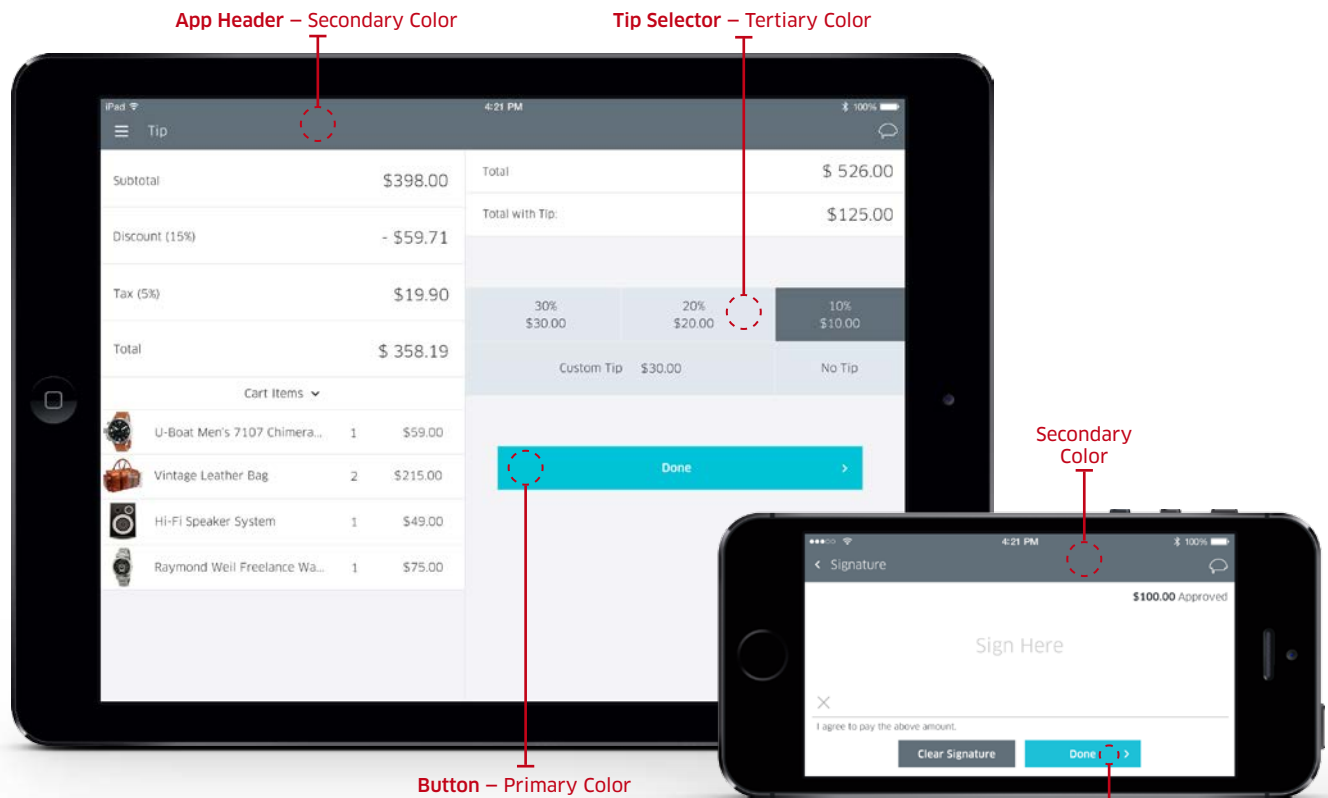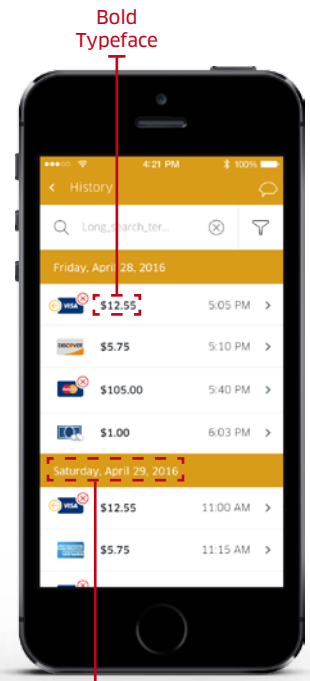
Secondary Color

Button – Primary Color

Primary Color

Normal Typeface

Normal Typeface

Bold Typeface

Bold Typeface

Normal Typeface

Bold Typeface

Normal Typeface

Bold Typeface

Bold Typeface

Branding Examples / **Transaction History**

Card Payment Icon

App Header – Secondary Color

Section Header – Secondary Color

Button – Primary Color

Secondary Color

Cash Payment Icon

Secondary Color

Normal Typeface

Bold Typeface

Bold Typeface

Bold Typeface

Semi-Bold Typeface

Semi-Bold Typeface
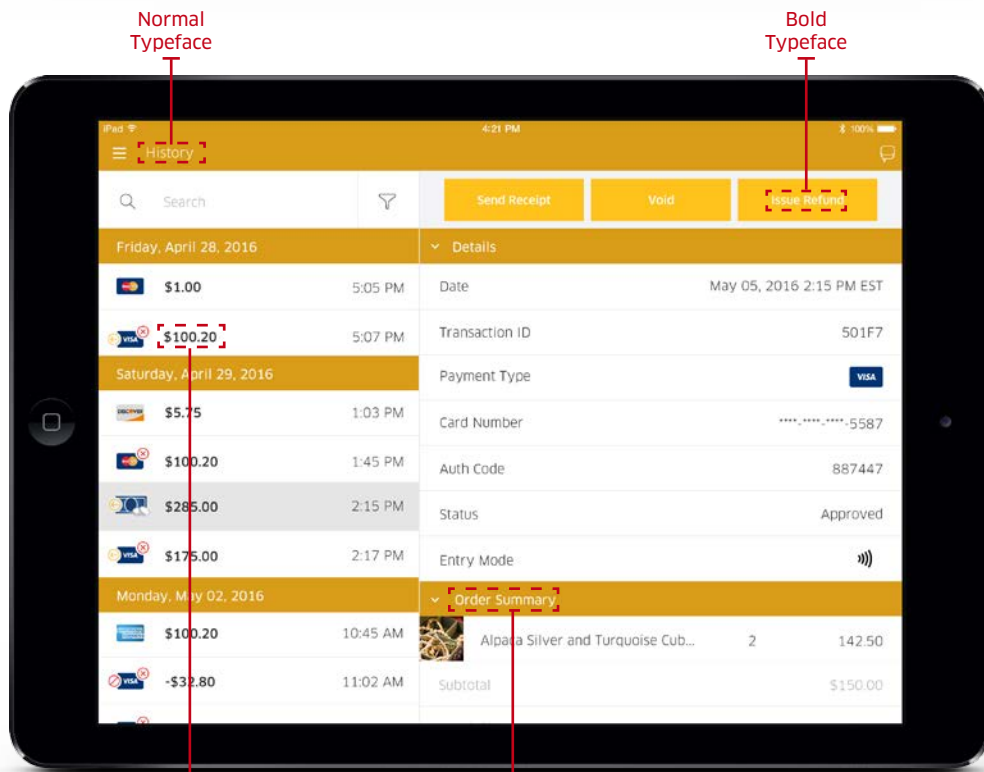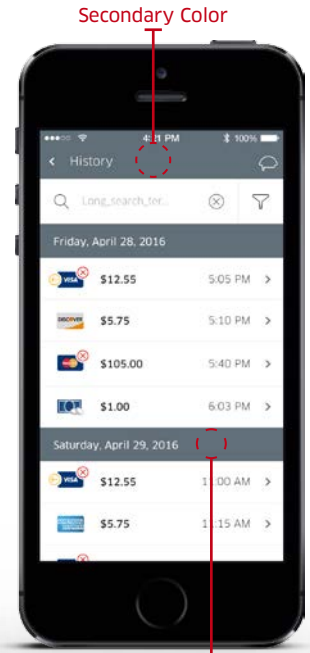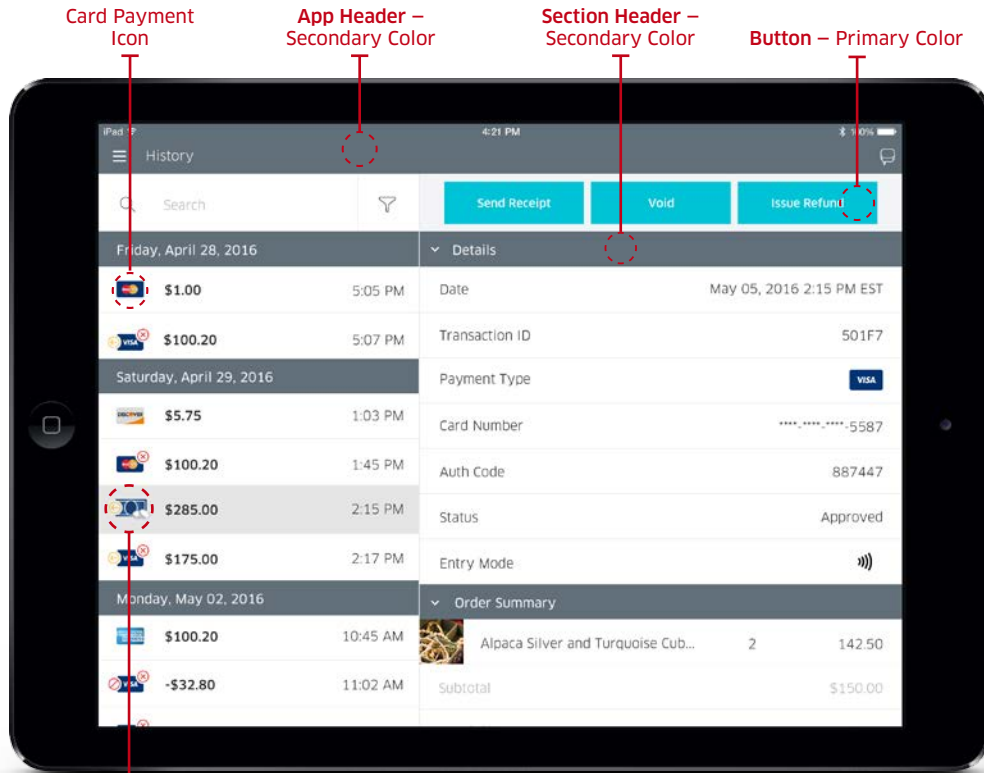
Branding Examples / **Catalog**
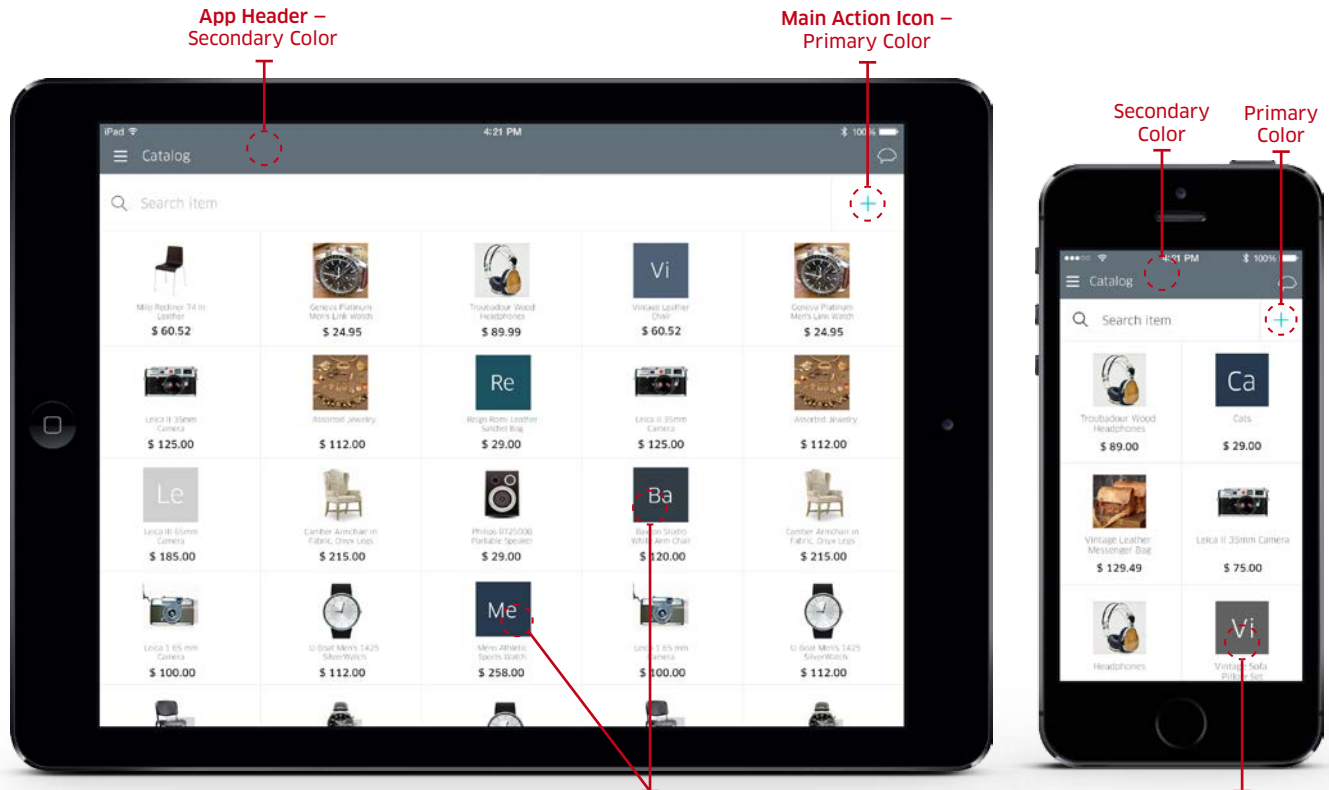
App Header –
Secondary Color

Main Action Icon –
Primary Color

Secondary
Color

Primary
Color

Items without images are rendered as an icon with the first one or 2 letters of the Item Name. The background color of this icon is generated based on your Primary, Secondary and Tertiary colors.
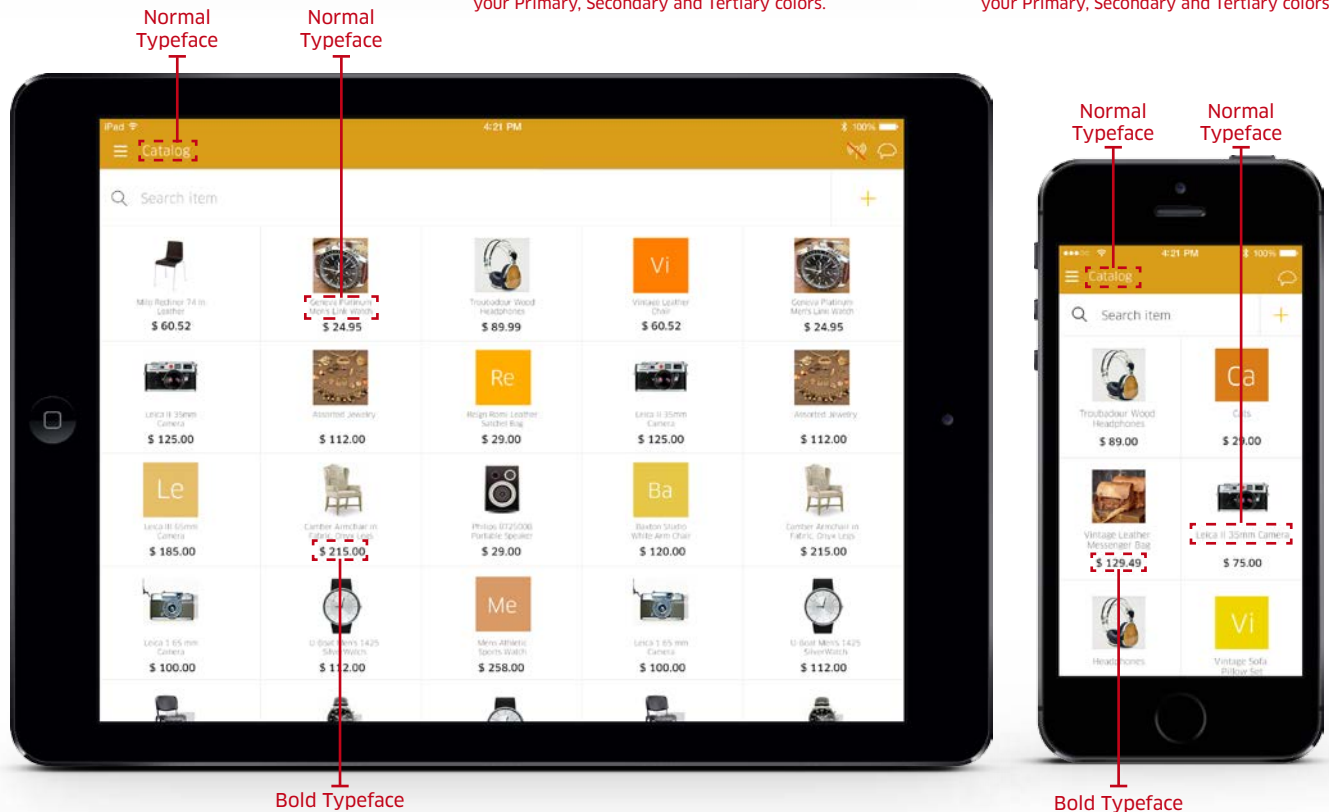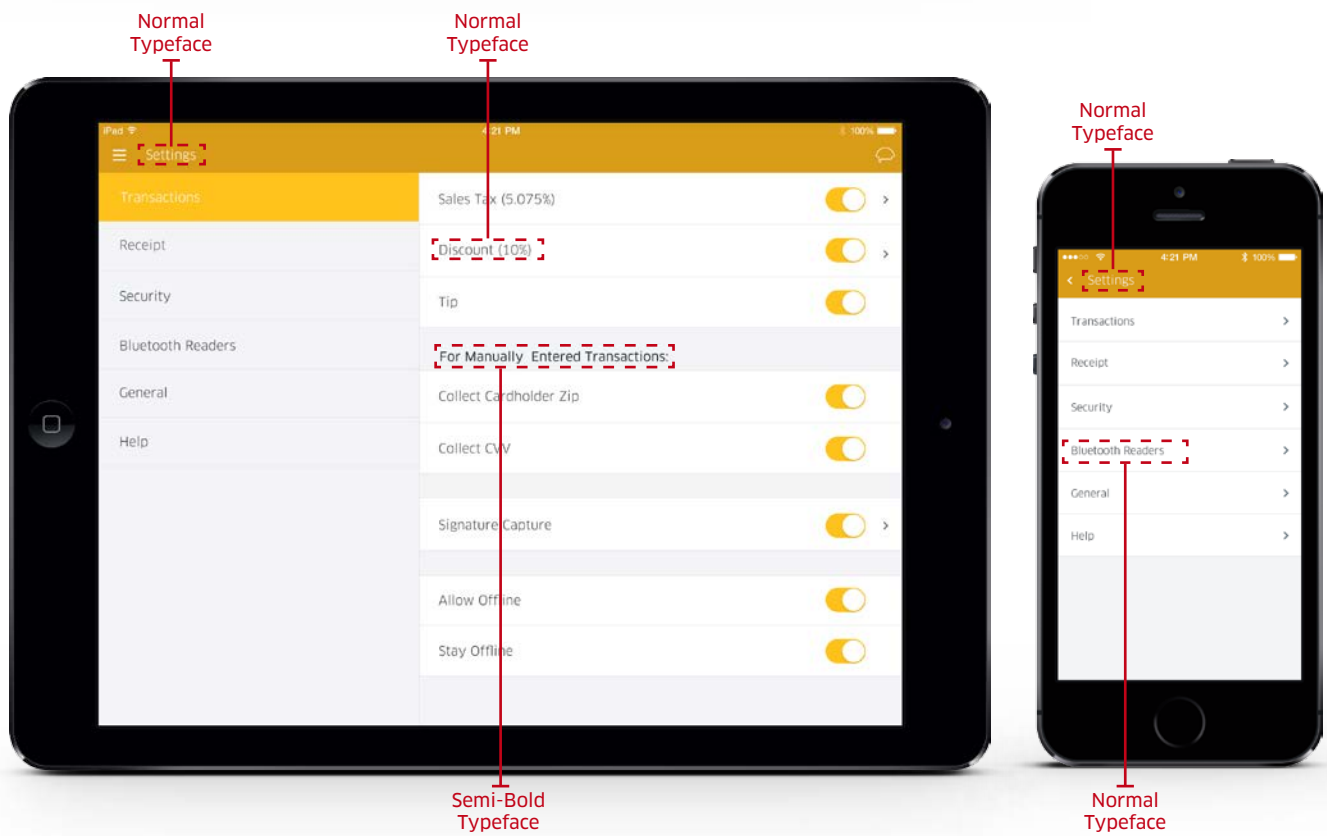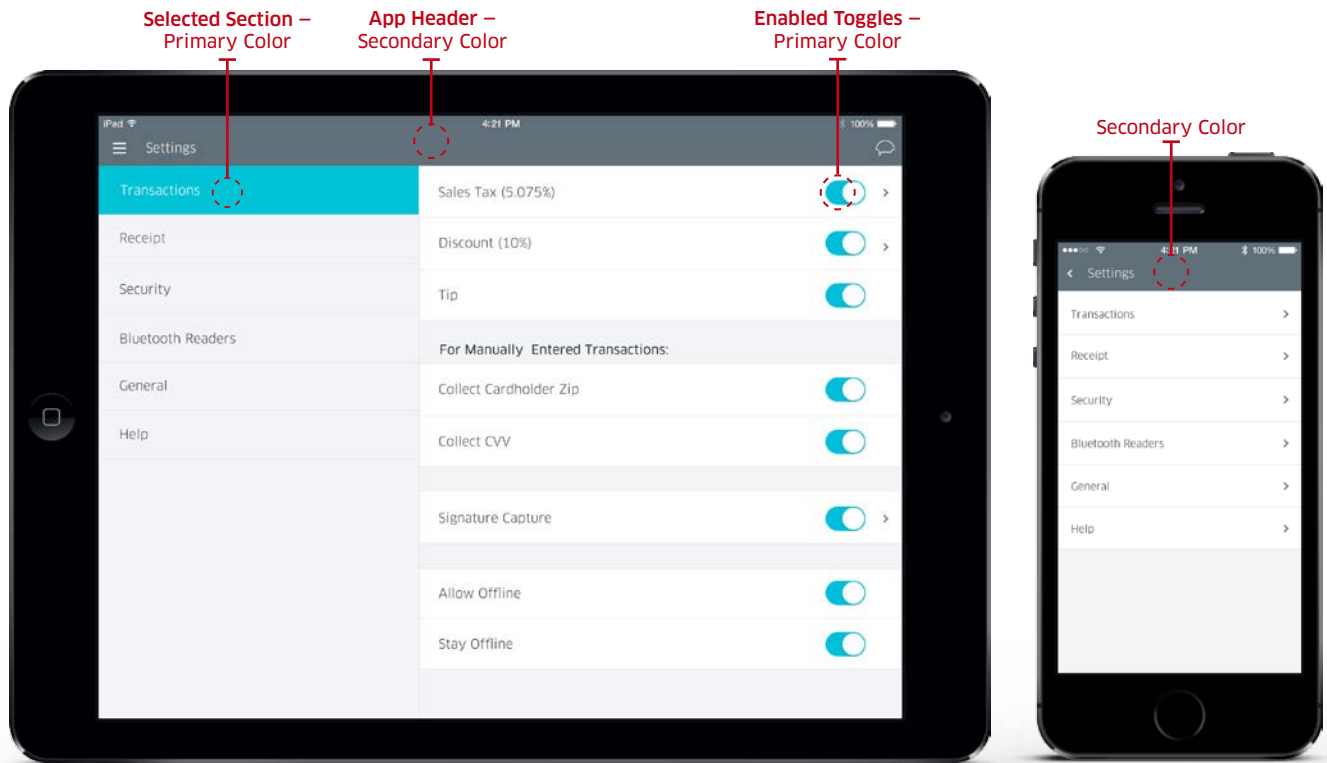
Items without images are rendered as an icon with the first one or 2 letters of the Item Name. The background color of this icon is generated based on your Primary, Secondary and Tertiary colors.

Normal
Typeface

Normal
Typeface

Normal
Typeface

Normal
Typeface

Bold Typeface

Bold Typeface

Branding Examples / **Settings**

Selected Section –
Primary Color

App Header –
Secondary Color

Enabled Toggles –
Primary Color

Secondary Color

**Normal
Typeface**

**Normal
Typeface**

**Normal
Typeface**

**Semi-Bold
Typeface**

**Normal
Typeface**

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