NOKAS

Visual Identity Guide

Version 1.0 2024

NOKAS

Our logotype

Our logotype consists of our symbol, an stylized transaction between two parties, and our name set as a word mark. The horizontal version is our primary logotype, and should be used in most cases. However, there are several other versions for use in different contexts – see next page.

HORIZONTAL VERSIONS

STACKED VERSIONS

There are several versions of our logotype. In most cases, we use our primary logotype – the horizontal color version. For placement on dark backgrounds, photos or images, we use the

negative logotype. The stacked logotype is used for standing formats, centered layouts, or when the available space makes the primary version impractical.

Each version - primary, negative and stacked – is available with tagline. These logotyps are used when we want to clarify what we do, in contexts where it's not apparent.

Note: the logotype with tagline should not be used if the tagline – Payment solutions – is placed near it.
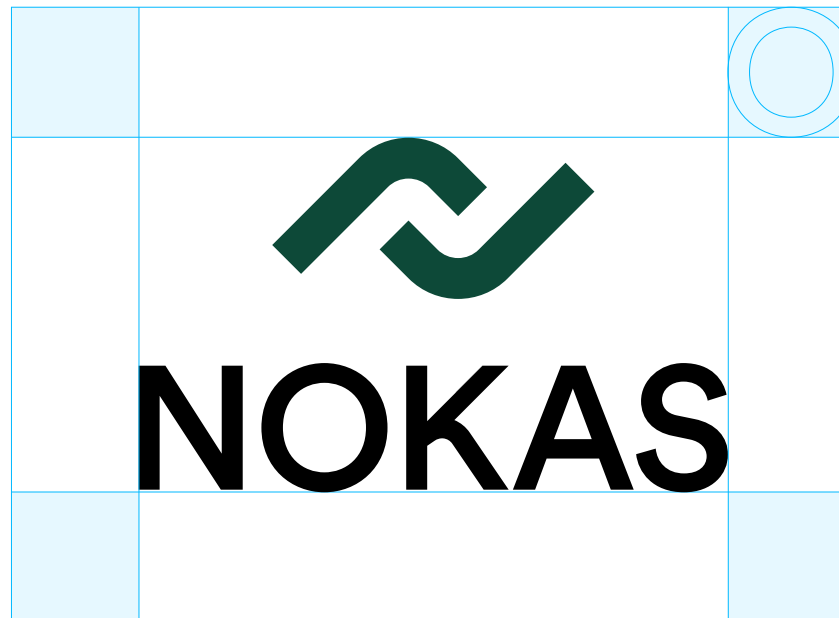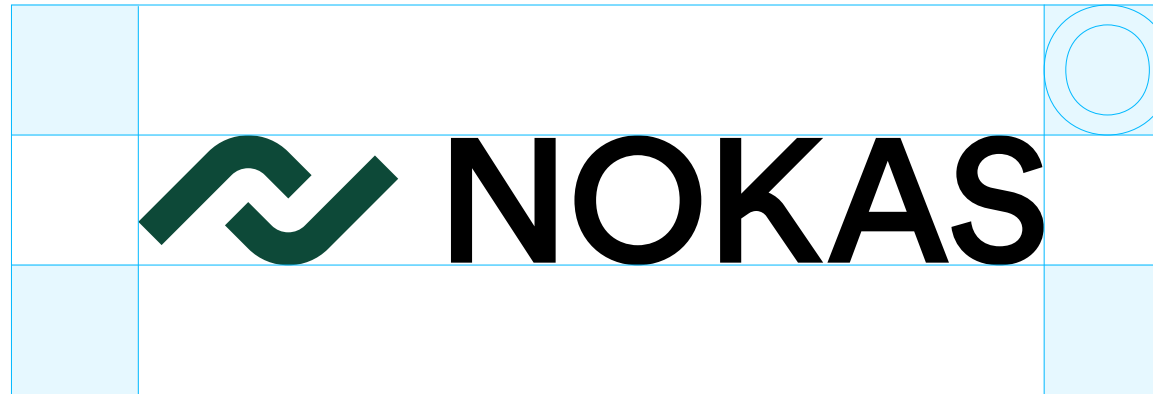
The clear space around our logo is there to ensure visibility in all contexts. No imagery, graphics or other visual elements should be placed inside the minimum clear space, as defined by the height of the letters in the word mark. The clear space should be followed at almost all times - in exceptional cases, it can be adjusted in order to maximize the size of the logo.