

Brand Book

Guidelines and definitions

Introduction

This Brand Book defines the essential elements that shape the identity of our brand. Its purpose is to ensure visual and communication consistency across every touchpoint — from digital platforms and printed materials to internal and external communications.

Here you'll find clear guidelines on how to use the brand, colors, typography, and supporting graphic elements, along with examples that illustrate correct usage. Following these standards helps maintain a cohesive and recognizable brand presence, while also protecting the integrity of our visual system.

These guidelines are meant to be a practical reference for designers, partners, collaborators, and anyone responsible for creating branded materials. By applying them, we help the brand express itself with clarity, personality, and intention.



1. Logo

The logo is the most recognizable element of the brand's identity. It represents the essence of who we are and serves as the primary visual signature across all communications.

To ensure clarity, impact, and consistency, the logo must always be used with care and according to the guidelines outlined in this section.

Here you'll find the approved logo versions, spacing rules, minimum sizes, and examples of correct and incorrect usage. These standards help protect the integrity of the brand and ensure the logo remains clear and effective in every context — from digital platforms to printed materials and large-scale applications.

Following these guidelines ensures that the brand is presented with professionalism and coherence, strengthening recognition and building trust over time.

1. Logo

The Isotype

The isotype represents the brand through a simplified, symbolic form. It can be used independently in situations where a compact or highly recognizable visual mark is needed, such as social media avatars, icons, favicons, or small-scale applications.

Although the isotype works on its own, it should always reflect the same proportions, colors, and construction rules defined for the brand. Its use must prioritize clarity and legibility, avoiding contexts where it may appear too small or lose detail.

When applied correctly, the isotype reinforces memorability and provides a flexible alternative to the full logo system.



1. Logo

The Logotype

The logotype presents the brand name in its typographic form and serves as the more direct, explicit expression of the identity. It is ideal for applications where readability and brand recognition are essential — such as headers, printed materials, signage, and formal communications.

The logotype must always maintain its original spacing, proportions, and color specifications. Avoid modifying its structure, stretching it, or altering its typography in any way.

Although the **logotype can function on its own**, it should initially be used together with the **isotype** to help reinforce brand recognition. Once the brand has achieved consistent visibility and users are familiar with its visual identity, the logotype may be applied as a standalone element in appropriate contexts.

The word "Jumpseller" is displayed in a bold, black, sans-serif font against a light gray rectangular background.The word "Jumpseller" is displayed in a bold, white, sans-serif font against a dark gray rectangular background.The word "Jumpseller" is displayed in a bold, black, sans-serif font against a green rectangular background.

1. Logo

Primary version

The primary logo represents the complete expression of the brand by combining the isotype and logotype into a single, unified mark. This version should be the default choice for most applications, as it delivers the strongest clarity, recognition, and consistency across all communication channels.

Use the primary logo in situations where space and format allow for full visibility — such as websites, printed materials, presentation decks, signage, packaging, and branded merchandise. It ensures that both the symbol and the brand name appear together, reinforcing the overall identity.

The proportions, alignment, and spacing between the isotype and logotype must always remain unchanged. Avoid rearranging, resizing components independently, or altering the relationship between them in any way. Maintaining these standards preserves the integrity and balance of the brand's visual system.



1. Logo

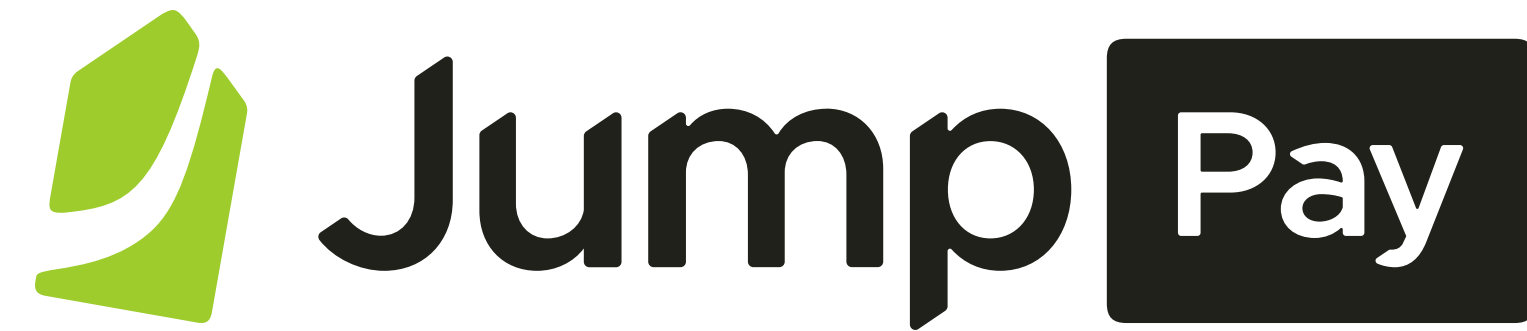
Secondary version / Variants

Secondary logo variants offer flexibility for brand extensions or product-specific communications that require additional identification. They keep the core structure of the brand while introducing a descriptor when needed.

“JumpPay” uses the standard isotype and logotype followed by a secondary name identifying the payments service. Its scale and positioning are designed to support the primary logo without competing with it.

Its use is for materials related to the payments product—such as documentation, product pages, onboarding content, or promotions specific to that service. It should not replace the primary logo in general brand communications.

All secondary variants must follow the same construction rules as the primary logo.



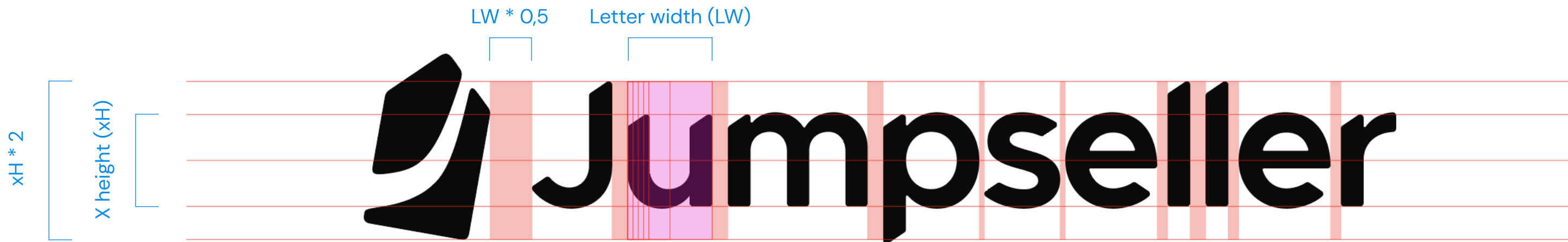
1. Logo

Construction

The construction of the full logo is based on proportional measurements derived from the X-height (xH), using the baseline of letters such as “u” and “r” as reference.

The spacing between the isotype and the logotype equals half the width of the letter “u,” ensuring consistent balance and visual harmony.

While these proportions are mathematically defined, some adjustments are made optically to achieve the most balanced and visually coherent result for the brand.



1. Logo

Safe space

To preserve the logo's integrity and ensure consistent reproduction, clarity, legibility, and presentation, a minimum safe space must be maintained on all sides.

This protective zone prevents visual crowding and keeps surrounding elements from interfering with the logo's visibility or impact.

The safe space is defined using the width of the letter "u" from the logotype as a reference unit (LW). A clearance of **1.5x this measurement** must be respected on every side of the logo, regardless of scale or placement.

This proportional rule ensures a balanced, clean, and coherent presentation across all applications.



2. Colors

Color plays a central role in expressing the brand's identity. It sets the tone, supports recognition, and helps create a consistent visual experience across every application.

Our palette has been carefully selected to reflect the brand's personality while remaining flexible enough for a wide range of uses, from digital interfaces to printed materials.

This section outlines the primary, secondary, and neutral colors that make up the brand's visual system.

Each color includes precise specifications to ensure accuracy and consistency, regardless of medium or platform.

By following these guidelines, designers and collaborators can maintain visual coherence and reinforce the brand's presence in every piece of communication.

2. Colors

Primary

The primary color palette forms the core of the brand’s visual identity. These colors represent the brand’s personality and should be used most frequently across all communication materials.

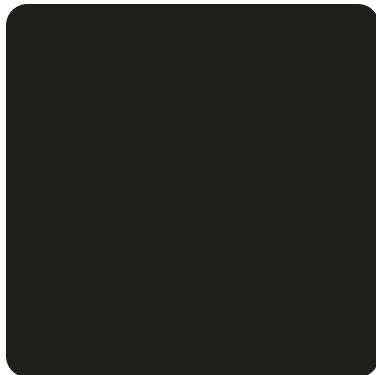
Use them for key elements such as backgrounds, headings, buttons, and other components that require strong visual presence.

Consistent application of these colors helps create immediate recognition and reinforces the brand’s tone across digital and printed formats.



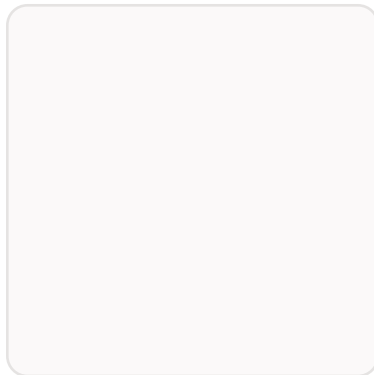
Yellow Green

HEX: #9FCC2E
RGB: 159, 204, 46



Carbon Black

HEX: #20221B
RGB: 32, 34, 27



Bright Snow

HEX: #FCFAF9
RGB: 252, 250, 249

2. Colors

Monochrome usage

Monochrome versions of the logo use a single color from the primary palette, applying it uniformly to both the isotype and logotype.

This treatment ensures maximum versatility and consistent readability across a wide range of backgrounds and contexts.

Use monochrome logos when full-color applications are not possible or when a simplified, high-contrast presentation is required—such as on solid backgrounds, minimal layouts, or restricted printing processes.

While monochrome options offer flexibility, they must always use approved primary colors and maintain the logo's proportions, clarity, and visual integrity.



2. Colors

Full color usage

The brand logo has only two approved full-color variations, designed to ensure clarity, consistency, and optimal contrast across different backgrounds.

The standard version is intended for use on light backgrounds, while the inverse version is designed specifically for dark backgrounds. In both cases, the isotype and logotype must use their defined brand colors exactly as shown.

No additional color combinations, background treatments, or alternate full-color versions are permitted.

Limiting the logo to these two applications helps maintain visual consistency and protects the integrity of the brand across all uses.



2. Colors

Incorrect usages

The examples shown represent incorrect applications of the logo’s color system and must be avoided in all circumstances.

These uses include applying unapproved background colors, mixing brand colors outside the defined rules, or altering the color relationship between the isotype and logotype.

Using the logo on backgrounds that reduce contrast or legibility is also not permitted.

The logo must never be recolored freely, adapted to secondary backgrounds without approval, or placed on brand colors in ways that are not explicitly defined in these guidelines. Any deviation from the approved color combinations compromises consistency, clarity, and the integrity of the brand.

Always refer to the approved Full Color and Secondary Usage sections when applying the logo.

