

Brand Guidelines.



Index Content.

0.0 – Brand Guidelines

- 0.1 – Cover
- 0.2 – Index Content

1.0 – Brand Introduction

- 1.1 – Brand Introduction
- 1.2 – Brand Vision

2.0 – Brand Logo

- 2.1 – Lockup Logo
- 2.2 – Construction Logo Mark
- 2.3 – Construction Horizontal Logo
- 2.4 – Stacked Lockup
- 2.5 – Clearspace Logo Mark
- 2.6 – Clearspace Horizontal Logo
- 2.7 – Clearspace Vertical Logo

3.0 – Brand Colors

- 3.1 – Primary Colors
- 3.2 – Secondary Colors
- 3.3 – Neutral Colors
- 3.4 – Logo Mark
- 3.5 – Horizontal Logo
- 3.6 – Stacked Logo
- 3.7 – Logo on Backgrounds

4.0 – Primary Typography

- 4.1 – Two Typefaces
- 4.2 – Typography in Use
- 4.3 – Icons and Typography

5.0 – Applications

- 5.1 – Browser Icon
- 5.2 – Merchant Dashboard
- 5.3 – Mobile Checkout
- 5.4 – Instagram
- 5.5 – LinkedIn

6.0 – Imagery Logo

- 6.1 – Imagery Logo – Front Signage
- 6.2 – Imagery Logo – Team Kit / Billboard
- 6.3 – Imagery Logo – Business Cards / Paper
- 6.4 – Imagery Logo – Building / Signage



1.0

Brand Introduction.





From **Cape Town** to **Dakar**,
we orchestrate how
Africa gets paid online.



Building the payment rails that reach **every corner of** **African commerce.**



2.0

Brand Logo.



Lockup Logo.

The horizontal lockup is our primary logo across every application. Where space is tight, the icon mark stands on its own.



The 2022 primary, a wordmark nested inside the P container, was retired when the brand consolidated on the horizontal lockup.



PRIMARY LOGO

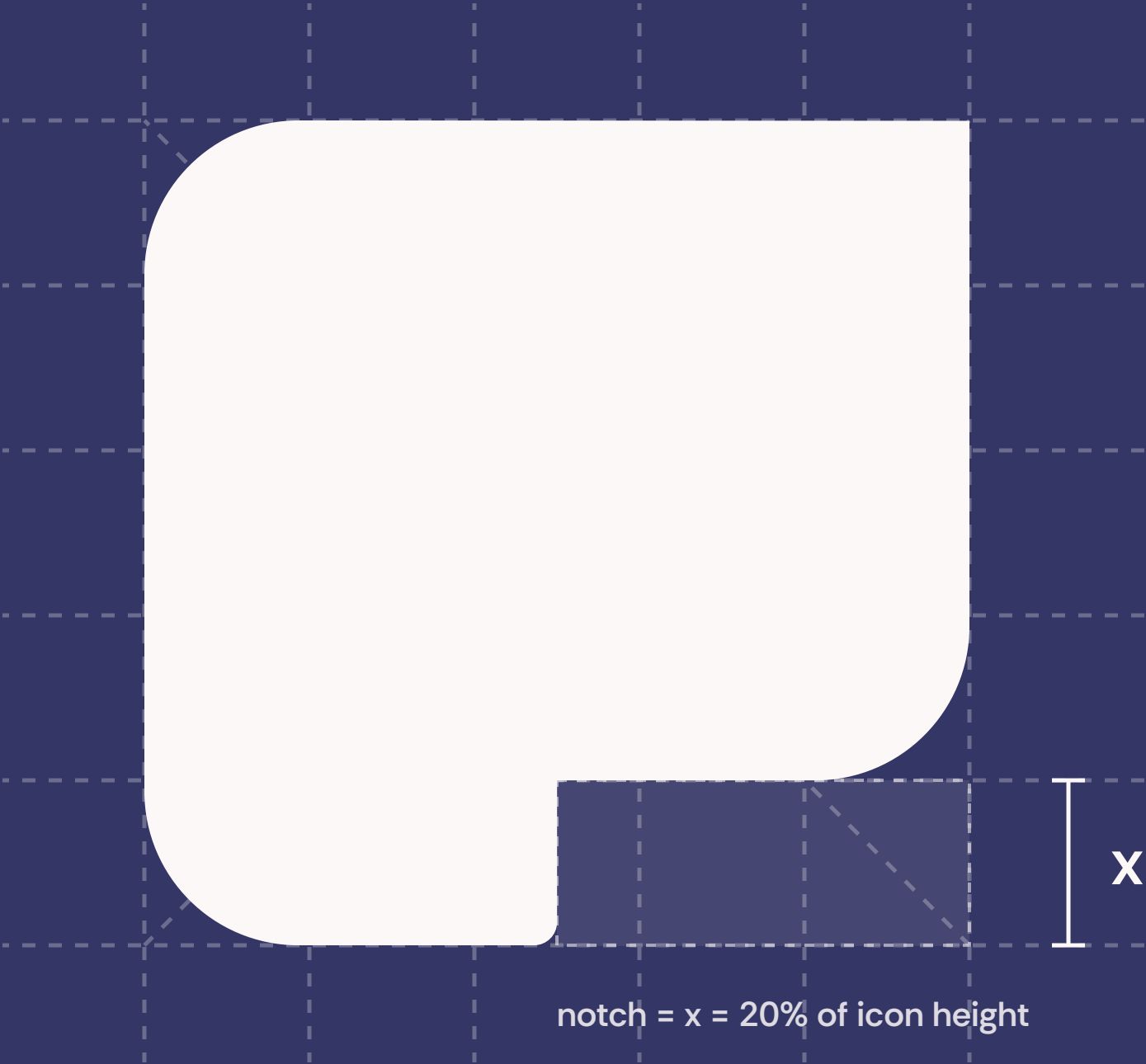


Shown on navy: the on-navy orange lockup (#FF653D).

Construction Logo Mark.

The icon mark is built on a five by five grid. One unit, x, is the height of the notch: exactly a fifth of the mark's height.

Every proportion follows x. Clearspace uses the same unit, one x on every side.

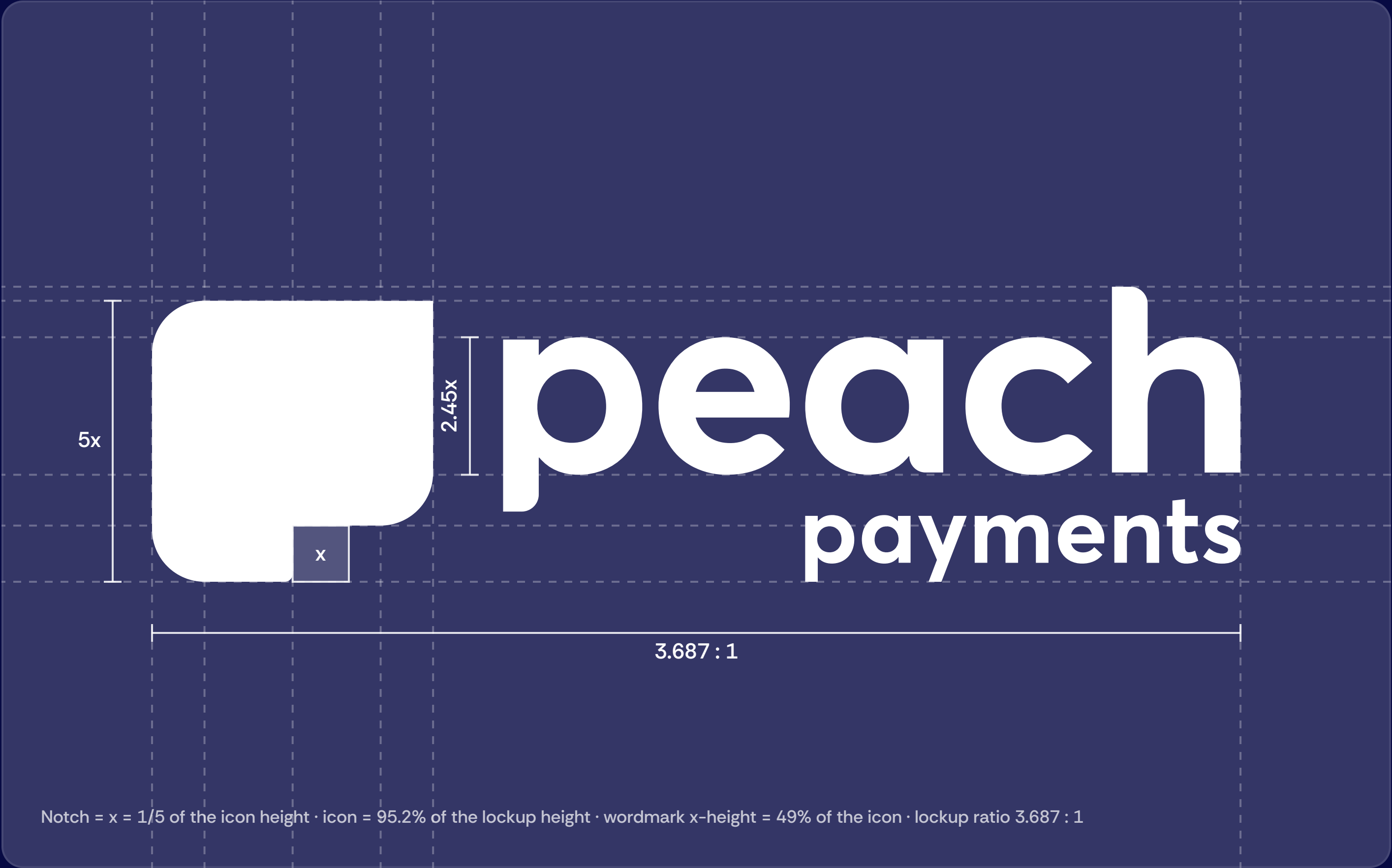


Construction

Horizontal Logo.

The horizontal lockup is built on a single unit: **x**, the height of the notch cut into the icon. That notch is exactly a fifth of the icon's height, so the icon stands five units tall and everything else measures back to it.

The icon fills almost the whole lockup, **95.2%** of its height, and the wordmark's x-height lands at just under half the icon, **49%**. Keep the lockup to its drawn ratio of **3.687 : 1**. Rebuild it from the grid, never stretch it to fit.



Special context

Stacked Lockup.

We drew the stacked lockup once, for the Johannesburg Super Kings shirt sleeve. The shirt is yellow, where both the orange and the white lockup lose legibility, and a padded colour block behind the mark would only have shrunk it, so we stacked the logo in navy to fill the square and stay readable. It is the **only navy rendering of the logo** we have ever made.

Treat it as a special-context asset, not a general-use one. Reach for it only in a constrained square space on a hostile background, and only with brand-team sign-off. For everything else, the horizontal lockup and the icon mark are the only standard assets.

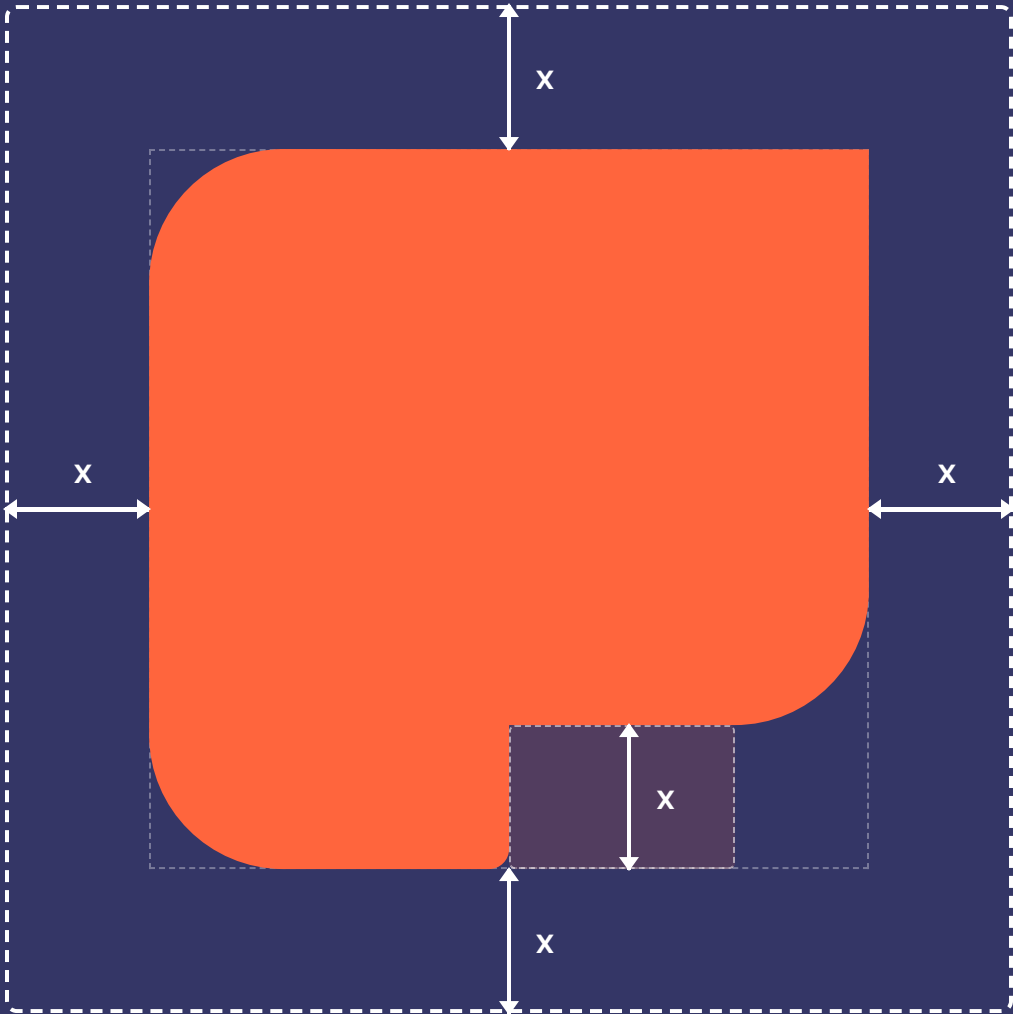


Clearspace

Logo mark.

Give the mark room to breathe. The clear space around it is one notch height, the unit we call x, on all four sides. Nothing crowds inside that band: no type, no other graphics, no hard edge. Because x is measured from the notch, the spacing scales with the mark at any size.

x = the notch height. Minimum size (proposed): 24px tall on screen, so the notch stays legible.



x = the notch height



Clearspace

Horizontal logo.

The primary lockup follows the same rule. Measure one notch height from the icon, call it x, and keep that much space clear on every side. Icon and wordmark travel together, so the clear space frames the whole lockup, not just the mark.

x = the icon's notch height (one fifth of the icon).
Minimum size (proposed): 120px wide on screen.



Clearspace

Vertical logo.

The stacked lockup follows the same clear space rule: one notch height, x , on every side. It is a special-context asset, drawn once for the Johannesburg Super Kings sleeve where orange and white both failed on yellow. Reach for it only where the horizontal lockup and icon cannot go, and read 2.4 first.

x = the icon's notch height. Minimum size (proposed): 120px wide on screen. Special-context asset — see 2.4.

Special-context asset — see 2.4



3.0

Brand Colors.



Primary Colors.

The palette runs on a 60–30–10 rhythm: navy leads (60), off-white supports (30), orange converts (10). Navy is the trust anchor, off-white the calm surface, orange the scarce accent that never carries text (white on orange is 3.62:1 and fails AA). On navy, use the brightened on-navy orange, not the base.

Never stack orange, white and blue in horizontal bands. It echoes the old South African flag.



Light canvas

Off-white

HEX
#FCF8F8

RGB
252 | 248 | 248

CMYK
0 | 2 | 2 | 1

PANTONE
—

Never pure white. CMYK derived, pending press verification.



Scarce accent

Orange

HEX
#EC5228

RGB
236 | 82 | 40

CMYK
0 | 80 | 100 | 0

PANTONE
172

A large or bold accent, never a text-carrying background.



Trust anchor

Navy

HEX
#070A43

RGB
7 | 10 | 67

CMYK
100 | 90 | 0 | 50

PANTONE
2766

The base surface on dark and the 60 in 60–30–10.



Dark-surface accent

On-Navy Orange

HEX
#FF653D

RGB
255 | 101 | 61

CMYK
0 | 60 | 76 | 0

PANTONE
—

Ratified accent and logo colour on navy: WCAG 6.34:1. CMYK derived, pending press verification.



Secondary Colors.

Four secondaries sit under the two brand colours. They **never fill a surface** and **never carry body text**. Their home is the gradient, plus small, deliberate accents: data-viz, chips, links, illustration. Blue is the only one used with any regularity; burgundy is the rarest, held back for the deepest accents.

REGULAR ACCENT

Blue

HEX #5D6ADC
RGB 93 · 106 · 220
CMYK 70 · 60 · 0 · 0

2022 print values · pending press verification

The regular one. Links, charts, illustration accents.

CHART · CHIP · GRADIENT

Yellow

HEX #FFC539
RGB 255 · 197 · 57
CMYK 0 · 20 · 90 · 0

2022 print values · pending press verification

Charts and chips. The warm stop of the gradient.

CHART · CHIP · GRADIENT

Teal

HEX #91DDAB
RGB 145 · 221 · 171
CMYK 40 · 0 · 40 · 0

2022 print values · pending press verification

Charts and chips. The end stop of the gradient.

RARE

Burgundy

HEX #700A2F
RGB 112 · 10 · 47
CMYK 30 · 100 · 70 · 40

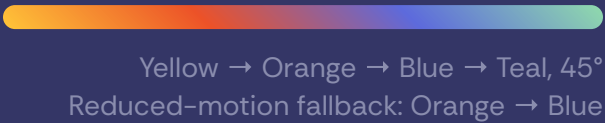
2022 print values · pending press verification

Almost never. Deep accents only.

FLAGSHIP · GRADIENT TEXT HIGHLIGHT

Orchestrating how Africa gets **paid.**

The one place all four secondaries appear together. It highlights a single word in a heading and nothing more. Away from the gradient the secondaries stay in charts, chips and small accents — they never fill a surface and never set body text.



Neutral Colors.

A navy-tinted neutral ramp, from off-white down to the brand navy anchor. Not a plain grey: every step keeps a trace of the brand navy. Use it for borders, muted text, body copy and deep surfaces. Three steps are the real design-system neutrals (200 borders, 700 body, and the 900 navy anchor); the rest are interpolated, with 950 derived a modest step deeper than navy for the darkest surface.



Canvas

Neutral 50

HEX
#FCF8F8

RGB
252 | 248 | 248



Borders

Neutral 200

HEX
#D7D8E6

RGB
215 | 216 | 230



Neutral 300

HEX
#B8BAD0

RGB
184 | 186 | 208



Neutral 400

HEX
#9A9CB8

RGB
154 | 156 | 184



Muted text

Neutral 500

HEX
#6E7191

RGB
110 | 113 | 145



Body

Neutral 700

HEX
#343666

RGB
52 | 54 | 102



Anchor

Neutral 900

HEX
#070A43

RGB
7 | 10 | 67



Deep surface

Neutral 950

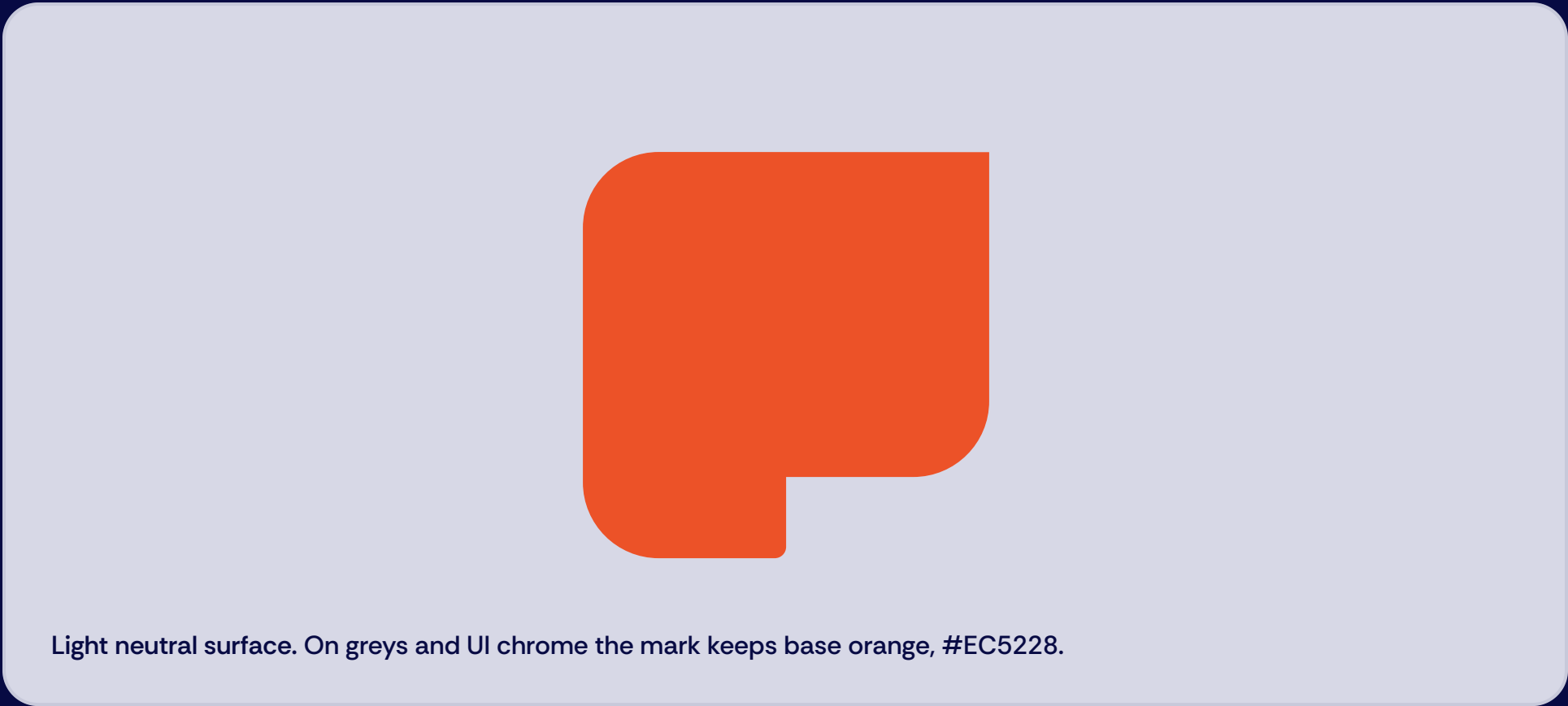
HEX
#04023B

RGB
4 | 2 | 59



Icon mark on colour.

The icon mark carries one colour per surface. On off-white and other light neutrals it stays **base orange**, #EC5228. On navy it switches to the brightened **on-navy orange**, #FF653D, the ratified dark-surface rule. On an orange surface it drops to off-white. White is kept for the two exceptions only, uncontrolled photography and co-brand clashes, shown across surfaces on 3.7.



Horizontal lockup on colour.

The horizontal lockup follows the same rule as the mark. On off-white and light neutrals it stays **base orange**, #EC5228; on navy it switches to the brightened **on-navy orange**, #FF653D; on an orange surface it goes off-white. White stays reserved for uncontrolled photography and co-brand clashes — see 3.7. Never stack orange, white and blue together.



Off-white surface. Base orange lockup, #EC5228.



Navy surface — the ratified rule. On-navy orange, #FF653D. Brightened so the lockup never reads muddy.



Light neutral surface. The lockup keeps base orange on greys and UI chrome.



Orange surface. Off-white lockup.



The stacked lockup, one job.

The stacked lockup is special-context only. It was drawn once, for the Johannesburg Super Kings shirt sleeve, where a yellow fabric and a tight square defeated both the orange and the white lockups. It stays navy, and earns its place only in that kind of constrained square on a hostile background. On off-white it is acceptable. It is never used on navy, where it disappears, and never recoloured to force legibility — that only brings back the problem it was built to solve. For general use, reach for the horizontal lockup or the icon mark.



Logo on Backgrounds.

The lockup keeps its colour on a controlled surface. On off-white it stays **base orange**; on navy it switches to the brightened **on-navy orange** so the mark never reads muddy. White is the exception, not the default — reach for it only over uncontrolled photography, or when a co-brand colour clashes with orange. And never stack orange, white and blue together.



Off-white surface. Base orange lockup, #EC5228.



Navy surface — the ratified rule. On-navy orange, #FF653D. Brightened so the mark holds on dark; white is no longer the default here.



Over uncontrolled photography, the lockup goes white. The one exception — used here, and where a co-brand colour clashes with orange.



Orange surface. Off-white lockup.



Primary Typography.



Two typefaces.

Sora sets the headlines. Rethink Sans sets everything you read and every figure you check. No third face, no separate mono.

DISPLAY

Sora 300, up to 125px, -2.2% tracking (as practiced)

HEADING

Sora 300 to 400, -1.4% tracking, one gradient keyword

BODY

Rethink Sans 400, 16px / 1.6, tracking as designed

LABELS & BUTTONS

Sora 600, uppercase, +14% tracking

DATA & FIGURES

Rethink Sans 600

SORA

The heading voice

Aa

RETHINK SANS

Body and data

Payments

from Cape Town to Dakar

Sora · heading weights

No italic ships. For emphasis, step up to weight 600.

Orchestrate
Orchestrate
Orchestrate
Orchestrate
Orchestrate
Orchestrate

200 · ExtraLight

300 · Light

400 · Regular

500 · Medium

600 · SemiBold

700 · Bold

800 · ExtraBold

Rethink Sans · text weights

True italics ship for every weight, shown at 500 below.

Payments
Payments
Payments
Payments
Payments
Payments

400 · Regular

500 · Medium

500 · Italic

600 · SemiBold

700 · Bold

800 · ExtraBold

IN USE · RETHINK SANS 16PX / 1.6

We orchestrate online payment systems for Africa, *from Cape Town to Dakar*, so enterprises settle in one place.



In use

Typography.

The two faces in real Peach components. **Sora** carries the light display headings, with exactly one word lifted into the brand gradient. **Rethink Sans** handles body, product copy, and the small tracked labels. Each mockup names the roles it uses, so the pairing reads the same way every time.

PAYMENT ORCHESTRATION

Orchestrated payments. Global reach.

We orchestrate online payment systems for Africa, behind the businesses the continent runs on.

Sora 300 display · one gradient keyword (Sora 700) · Rethink Sans 400 subhead

PRODUCTS

Checkout

Every major method, one checkout.

Payment Links

Send a link. Get paid, faster.

mSDK

Native in-app payments.

Sora 600 product names · Rethink Sans 400 descriptions · Sora 600 label, 2.34px tracked

NEWSLETTER

Orchestration notes, weekly.

✉ you@company.com



Sora 300 heading + gradient keyword · Rethink Sans 400 field · Lucide mail + arrow-right



Icons and Typography.

Peach UI pairs **Lucide** line icons with the two-typeface system. Icons hold a 1.5 stroke with round caps and inherit their colour from the type beside them. Navy on light, off-white on dark, and orange kept for the single most important mark.

-  **Sora** for labels and headings
-  **Rethink Sans** for body, labels and data
-  Orange stroke flags **one** key icon per view

Peach Dashboard

 **Homepage**

 Transactions

 Payment links

 Customers

 Reporting

 Settings

 **Northbound Co.**
Merchant account

IN-APP CHECKOUT

 Secure

Order total

R 1,299.00

CONTINUE TO CHECKOUT >



Home



Search



Wallet



Cart



Account



One checkout, every method.

Cards, EFT, and mobile money, through a single integration.

SETTLED **R 2,499.00**

Sora 300 heading · Rethink Sans body + tabular data · Lucide credit-card, orange-flagged

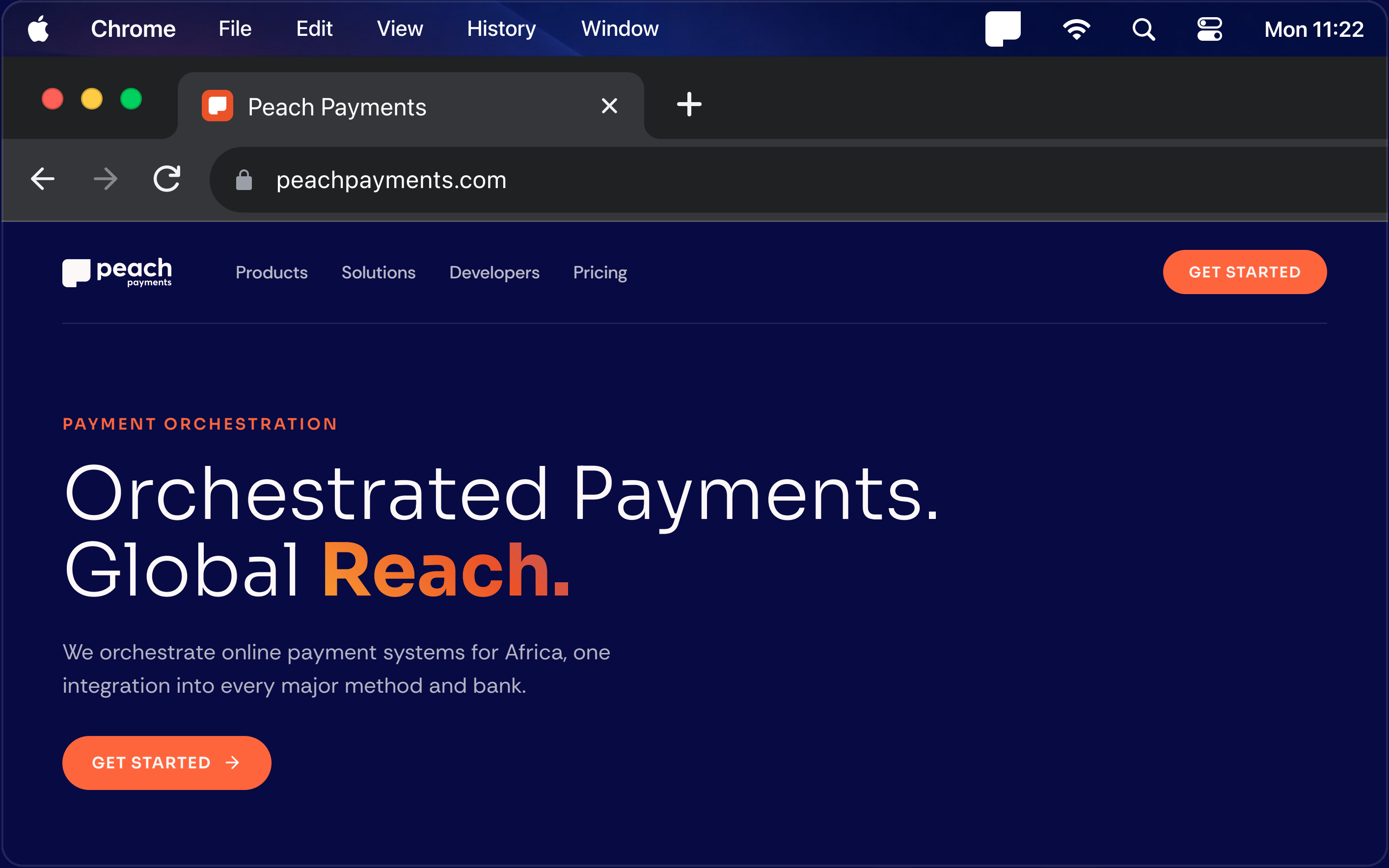


Applications.



Browser Icon.

The browser icon is the peach mark on its own, at the smallest scale it ever appears. It keeps the master orange, holds up from a 16px favicon, and never adds a container or the wordmark.



Merchant Dashboard.

This is where merchants run Peach day to day: tracking transactions, pulling reports, and creating payment links from one home screen. The interface stays neutral by design, so the brand shows up where it should, in the favicon and a quiet Powered by Peach Payments line.



Mobile Checkout.

Checkout is the most-seen Peach surface: the moment a shopper actually pays. It runs two ways, a hosted checkout page carrying the full roster of local methods, and the in-app mSDK that keeps the whole flow inside a merchant's own app. Both sign off on the same quiet Secured by Peach Payments line.



Peach Payments

Checkout & payments

Get

In-App Purchases

150K RATINGS

4.8
★★★★★

AWARDS

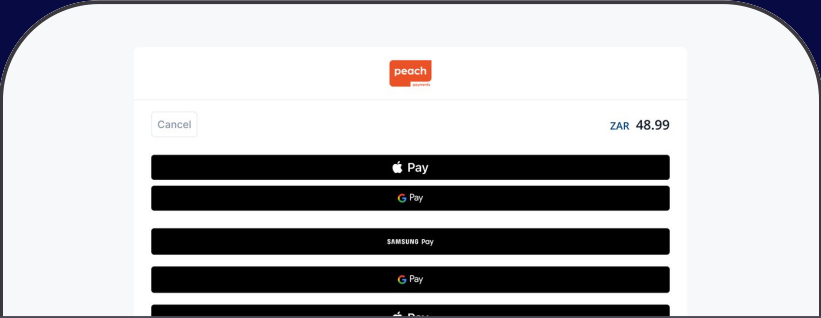
Editors' Choice Apps

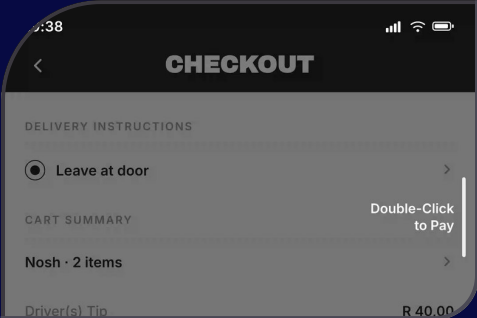
AGE

4+
Years Old

CHART

No.2
Category





FaceTime

Calendar

Photos

Camera

Peach

Notes

Reminders

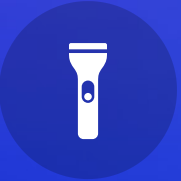
Clock



Peach Payments

Payment received. R 1,299.00 settled.

Yesterday 9:41







Social Instagram.

When we promote a partner, the photograph carries the message. Our **merchant-promotion** post is built from three layers:

- 1 One cinematic editorial photo, full-bleed at 4:5, the product worn or used in a real place.
- 2 Our fractal-glass bar along the bottom, refracting the photo into fine vertical facets.
- 3 One white co-brand lockup centred on the bar. No headline, no orange or navy fill; the colour comes from the photo.



Peach Payments

@peachpayments

We orchestrate online payments for Africa. Merchant stories, product news, and the people we work with.

Cape Town, ZA peachpayments.com Financial services

250 Posts 1,469 Followers

Posts

Reels

Guides

Tagged

Recent merchant-promotion posts



Peach Payments

Merchant promotion

Follow

Posts

Reels

Guides

Tagged



Peach Payments

@peachpayments · 2d

Peach × Samsonite. The photo does the talking.



312



24



Share



Social LinkedIn.

The company page reads as one brand top to bottom. The cover rotates our four live campaign banners; each carries its own headline and call to action. Posts keep the live register: a Sora headline with one **gradient keyword** over the navy brand pattern, and the orange wordmark.

Profile images across platforms use the current icon mark. The 2022 white-on-orange avatar is retired everywhere, on LinkedIn and every other channel.

Orchestrating Payments In Africa



1,469

Followers

51-200

Employees

2012

Founded

www.peachpayments.com

Peach Payments

The Payment Orchestration Experts

Financial services · Cape Town, South Africa · peachpayments.com

Follow

Visit site

Home

About

Posts

ABOUT

We orchestrate online payment systems for Africa, so enterprise merchants can accept payments across web and mobile from a single integration. One platform, many payment methods, built for the continent’s fastest-growing markets.



Profile logo: the current icon mark, base orange #EC5228, on an off-white tile.



Peach Payments

Promoted · 1d



Send a link. Get paid, **faster.**

Payment Links lets any business share a secure checkout in a message, an email, or a chat. No integration, no code.

#orchestration #paymentlinks

312 reactions · 24 comments

Like

Comment

Share

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>

Index Content

>

Applications

>

5.5

>

31

6.0

Imagery Logo.





Photography direction: on-location



