KarbonPay
Identity Overview
May 2020

KarbonPay

Logos

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Global Payroll Made Easy

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Colour

	RGB:	0/0/0	CMYK:	0/0/0/100
	HEX:	000000	Pantone:	Black C
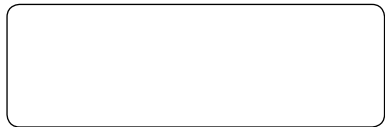
	RGB:	255/255/255	CMYK:	0/0/0/0
	HEX:	ffffff	Pantone:	-

	RGB:	77/157/224	CMYK:	65/27/0/0
	HEX:	4d9de0	Pantone:	284 C

	RGB:	247/183/0	CMYK:	0/30/100/0
	HEX:	f7b700	Pantone:	7408 C

	RGB:	97/226/148	CMYK:	55/0/60/0
	HEX:	61e294	Pantone:	7479 C

	RGB:	234/82/111	CMYK:	2/83/41/0
	HEX:	ea526f	Pantone:	710 C

Colour - Secondary

	RGB:	0/185/185	CMYK:	74/1/33/0
	HEX:	00b9b9	Pantone:	319 C

	RGB:	255/155/75	CMYK:	0/47/77/0
	HEX:	ff9b4b	Pantone:	1485 C

	RGB:	119/104/174	CMYK:	60/65/1/0
	HEX:	7768ae	Pantone:	7676 C

	RGB:	239/156/218	CMYK:	8/45/0/0
	HEX:	ef9cda	Pantone:	244 C

Colour - Tints

(Colour tints can be used at 60% and 20% of the primary-secondary colour ways)

Typography

KarbonPay uses a single typeface, Campton as its corporate font. The Campton family is available in multiple weights and italics. KarbonPay uses Campton Bold for headings paired with Campton Light for body copy. These fonts can be purchased and downloaded from Fontspring.

Arial is a cross-platform font that is widely available on Microsoft Windows and Apple Mac OS. It is to be used in all internally produced communications as a replacement font. This will ensure that the receiver views our substitute fonts when our corporate fonts are not installed on their machines.

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The spectacle before us was indeed sublime. (Campton Bold)

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds. (Campton Light)

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The spectacle before us was indeed sublime. (Arial Bold)

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds. (Arial Regular)