Logo Family
**Wordmark:**
Clear Space and Size

The Tipalti wordmark should be surrounded by the clear space demonstrated. No graphic elements of any kind should encroach into this clear space.

The clear space is equal to the height of the lowercase “i” in the wordmark which is defined as $X$.

To guarantee legibility, always follow the minimum size guide for digital and print, as demonstrated.

**LOGO FAMILY**

**Digital**
Width: 90px

**Print**
Width: 1.5 in
There are four color variants of the Tipalti wordmark; two dark and two light. Use the dark versions on light backgrounds and the light versions on dark backgrounds. Only use the single color wordmark when multicolor printing is not possible.
Wordmark: Registration mark placement

When the Tipalti wordmark is a registered trademark, align the registration mark to the baseline of the wordmark next to the second “i” as shown to the right. The spacing between the “i” and registration mark should be the same as the spacing between the “t” and “i”. The Registration mark is only required in the first instance of the Wordmark’s appearance in a document.
There are four color variants of the Tipalti brandmark; two dark and two light. Use the dark versions on light backgrounds and the light versions on dark backgrounds. Only use the single color brandmark when multicolor printing is not possible.
**Brandmark:**
Clear Space and Size

The Tipalti brandmark should be surrounded by the clear space demonstrated. No graphic elements of any kind should encroach into this clear space.

The clear zone is equal to the width of the crossbar in the “t” which is defined as X.

To guarantee legibility, always follow the minimum size guide for digital and print, as demonstrated.

**LOGO FAMILY**

- **Digital**
  - Width: 40px

- **Print**
  - Width: .75 in
If the Wordmark and tagline appear on the same page they should be locked up as shown.

Only use the Wordmark Tagline lockup on objects that have no other Tipalti branding or messaging.

Do not lock up other phrases with the Tipalti wordmark.
Use our “Tipalti approve” to denote when a product is using Approve capabilities.
Use our “Powered by Tipalti Lockup” to denote when a product or partner is made possible using Tipalti.
Color
COLOR

Core Palette

Our core palette is the manifestation of our brand values.

Each color in our palette has a corresponding set of values for different uses:

- Hex: Web and Digital Assets
- RGB: Web and Digital Assets
- CMYK: Printing in office
- Pantone: When working with a professional printer*

*When using Pantone colors in conjunction with design programs, the color on screen will not accurately reflect the printed Pantone. This is normal. When printed by a professional printer the color will be correct, as long as the Pantones are clearly defined.

- **Dark Blue**
  - Hex: #051C2C
  - RGB: 5,28,44
  - CMYK: 90,75,55,68
  - Pantone: 296

- **Gold**
  - Hex: #FFB600
  - RGB: 255,188,0
  - CMYK: 0,31,100,0
  - Pantone: 7549

- **Light Blue**
  - Hex: #8194DD
  - RGB: 129,148,221
  - CMYK: 51,38,0,0
  - Pantone: 7452C

- **Grey**
  - Hex: #D9D9D9
  - RGB: 217,217,217
  - CMYK: 13,10,12,0
  - Pantone: Cool Grey 1C

- **White**
  - Hex: #FFFFFF
  - RGB: 255,255,255
  - CMYK: 0,0,0,0
  - Pantone: N/A
Typography
Our brand typeface, Aktiv Grotesk, comes in 24 weights including condensed and extended versions. We most commonly use Light, Regular, Medium, and XBold.

Text should always be set in either Dark Blue or White.
When creating lists with Aktiv Grotesk use the Bullet Glyph (unicode U+2022) to denote a new point.

- **Point One**
  - **Point Two**
  - **Point Three**
Aktiv Grotesk: Supported languages

Aktiv Grotesk currently supports the following languages:

<table>
<thead>
<tr>
<th>Language</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalan</td>
<td>Portuguese</td>
</tr>
<tr>
<td>Czech</td>
<td>Slovenian</td>
</tr>
<tr>
<td>Danish</td>
<td>Swedish</td>
</tr>
<tr>
<td>German</td>
<td>Turkish</td>
</tr>
<tr>
<td>English</td>
<td>Cyrillic</td>
</tr>
<tr>
<td>Spanish</td>
<td>Greek</td>
</tr>
<tr>
<td>French</td>
<td>Hebrew*</td>
</tr>
<tr>
<td>Hungarian</td>
<td>Arabic*</td>
</tr>
<tr>
<td>Italian</td>
<td>Thai</td>
</tr>
<tr>
<td>Maltese</td>
<td>Devanagari</td>
</tr>
<tr>
<td>Dutch</td>
<td>Japanese</td>
</tr>
<tr>
<td>Norwegian</td>
<td>Chinese</td>
</tr>
<tr>
<td>Polish</td>
<td>Korean</td>
</tr>
</tbody>
</table>

Note: Hebrew and Arabic scripts will be found in the Glyphs of Aktiv grotesk. The Unicode Hebrew block extends from U+0590 to U+05FF and from U+FB1D to U+FB4F. It includes letters, ligatures, and punctuation.
Aktiv Grotesk: Usage Example

We use different weights of Aktiv Grotesk to create hierarchy and visual interest.

For examples of web typography and hierarchy, refer to the web section.
Arial: System font

Arial is our System font equivalent to Aktiv Grotesk. It should only be used to communicate with people who may not have Aktiv Grotesk installed on their machines. Emails, live word documents, and live external powerpoint documents are examples of instances that might warrant the use of Arial. When using Arial, replace Aktiv Grotesk throughout the entirety of the document.

Download Aktiv Grotesk
Arial: Usage Example

The example to the right displays how we use the different weights of Arial to create text hierarchy and visual interest.

For examples of web typography hierarchy refer to the web section.

OUR PRODUCT

Accounts Payable

Tipalti’s solution for invoice-based supplier and vendor payments.

Automating payables isn’t just easier, safer, and more efficient. By modernizing your financial operations, it can also help fuel the growth of your business.

LEARN MORE
Graphic Elements
To create a Rise graphic element follow these steps:

01: Overlay the horizon from the wordmark over your desired composition.

02: Fill in the space that falls below the horizon.

03: Discard any part of the horizon that falls beyond the composition.
Use Rise as a way to bring a pop of color into a composition.
Rise:
Suggested Compositions

These compositions are examples of horizon crops. Choose a crop from this page, based on layout.
Rise: Color Ways

The following compositions show the different color combinations used with Rise.
World Wide
These compositions are examples of horizon crops. Choose a crop from this page, based on layout.
World Wide: Color Ways

The following compositions show the allotted color combinations used with World Wide.

Gold should not be used for this purpose.
Pay Day
Pay Day:
Color Ways

The following compositions show the different color combinations used for Pay Day.
2D Money Moves: Creation

To create a Money Moves graphic element, follow these steps:

**01:** In Illustrator, draw a single line with small curves.

**02:** Select the path, and change the "Variable Width Profile." This setting reflects the horizon in our Wordmark.

**03:** Multiply line several times and assign uniform spacing to create depth.

**04:** Place lines over desired composition.

Rotate and adjust sizing to best accent composition.

**Note:** The closer lines are together the more convergence points they will have.
GRAPHIC ELEMENTS

3D Money Moves: Creation

To create a Money Moves graphic element, follow these steps:

01: In Illustrator, draw a single line with small curves.

02: Duplicate the line and place it opposite of the first line created.

03: Select both lines and go to Object > Blend > Blend Options and select a number under Specified Steps. Click OK. Then go to Object > Blend and click Make.

04: Place lines over desired composition.

Rotate and adjust sizing to best accent composition.

Note: The closer lines are together the more convergence points they will have.
Money Moves:
Color Ways

The following compositions show the different color combinations used for Money Moves.
$PV = \frac{C_1}{(1 + r)^n}$

$A = P \left( 1 + \frac{r}{n} \right)$
Connected Finance
Boom
Iconography
Iconography:
Creation of Two Styles

Icons are classified into two separate styles: Thick Icons and Thin.

01 Thick Icons are created at a thickness of two square units of the 24x24 grid. Use Thick Icons to convey information at micro sizes, such as UI and UX elements.

02 Thin Icons are created at a thickness of one square unit of the 24x24 grid. Use in digital applications in medium-sized placement to add more interest to web pages, pitch decks, or collateral.
Iconography:
Two Color Treatment

There are two color treatments of all iconography, Monotone and Duotone.

01
Monotone Icons should be created using one primary brand color only, on a high contrast background. Use in functional settings where icons are meant to be informative. These icons make up the majority of the icon system.

02
Duotone should be created using two primary colors only and placed on a high-contrast background. Use in web or print situations when these icons are the main focus of a section. These icons are the minority of the icon system to maintain impact. Duotone icons will almost always have global special treatment with hover animations as decided by the development team.
Iconography: Examples

A selection of approved icons.
Thank you.