



## Logo usage guide

## PRIMARY LOGOTYPES

### Felix brand logotype

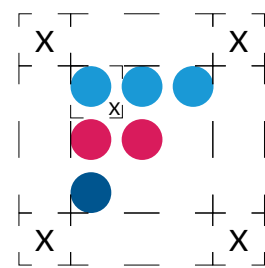


Felix trademarked logo



Felix logo icon

### White space



### Minimum size



55 px | 20 mm



16 px | 5 mm

### Products logos



Felix.Terminal logo



Felix.Pay logo



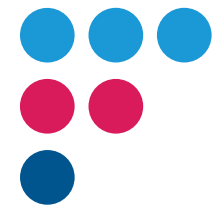
Felix.Cloud logo

## ACCEPTABLE LOGO USAGE

### Do's



✓ Felix logo



✓ Felix icon



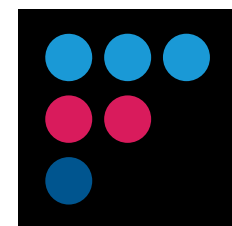
✓ Appropriate use of the Felix logo on contrasting background



✓ Felix logo on black background



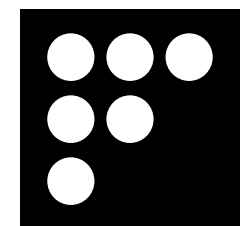
✓ Felix reversed logo



✓ Felix icon on black background



✓ Appropriate usage of the Felix logo on contrasting background



✓ Felix reversed icon

## UNACCEPTABLE LOGO USAGE

### Dont's



✘ DO NOT use the Felix logo without the trademark (TM)



✘ DO NOT use the Felix logo with similar coloured background



✘ DO NOT use shadows



✘ DO NOT use blurry or pixelated logo



✘ DO NOT use any visual effects on the logo



✘ DO NOT put the logo on an angle



✘ DO NOT crop the logo



✘ DO NOT stretch or distort the logo and its elements



✘ DO NOT change the colours of the logo



✘ DO NOT use reversed (white) logo on an image with low contrast



✘ DO NOT use reversed (white) logo on pale backgrounds



✘ DO NOT use the logo on an image with low contrast

## BRAND TYPOGRAPHY

### Typeface (web)

Inter

Aa

**H1**

Font family: Inter ExtraBold  
Font size: 44px  
Font colour: #00AEEF  
Line-height: 1.2

**H2**

Font family: Inter ExtraBold  
Font size: 34px  
Font colour: #00AEEF  
Line-height: 1.2

**H3**

Font family: Inter Medium  
Font size: 28px  
Font colour: #666666  
Line-height: 1.3

**H4**

Font family: Inter Light  
Font size: 24px  
Font colour: #9E9E9E  
Line-height: 1.4

Raleway

Aa

p

Font family: Raleway Light  
Font size: 18px  
Font colour: #000000  
Line-height: 1.5

li

Font family: Raleway Light  
Font size: 18px  
Font colour: #000000  
Line-height: 1.5

# BRAND TYPOGRAPHY

## Typeface (print)

Inter  
Aa

H1

Font family: Inter ExtraBoldFont  
Font size: 36pt  
Font colour: #00AEEF  
Leading: 38pt

H2

Font family: Raleway Regular  
Font size: 18pt  
Font colour: #56666B  
Leading: 22pt

H3

Font family: Raleway Regular  
Font size: 16pt  
Font colour: #56666B  
Leading: 25 pt

H4

Font family: Raleway Regular  
Font size: 22pt  
Font colour: #56666B  
Leading: 22pt

H5

Font family: Raleway Bold  
Font size: 14pt  
Font colour: #4FDBFF  
Leading: 16pt

H6

Font family: Raleway Medium  
Font size: 18pt  
Font colour: #00AEEF  
Leading: 15.6pt

Raleway  
Aa

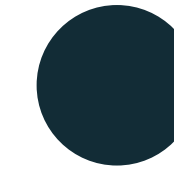
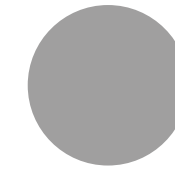
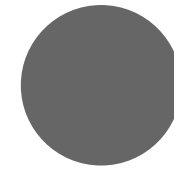
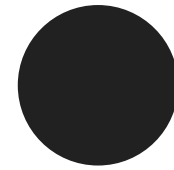
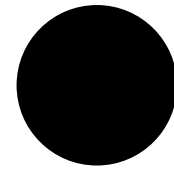
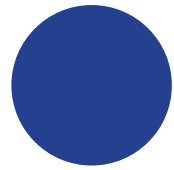
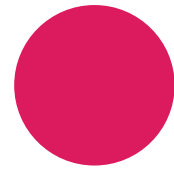
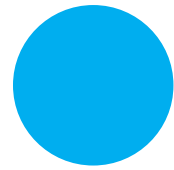
p

Font family: Raleway Regular  
Font size: 12pt  
Font colour: #56666B  
Leading: 18pt

li

Font family: Raleway Regular  
Font size: 12pt  
Font colour: #56666B  
Leading: 15pt

## FELIX BRAND COLOURS



CMYK	100, 27, 0, 6	0, 88, 58, 15	100, 41, 0, 44	0, 0, 0, 0	0, 0, 0, 87	0, 0, 0, 60	0, 0, 0, 38	67, 19, 0, 79
RGB	0, 174, 239	217, 27, 92	0, 85, 143	0, 0, 0	33, 33, 33	102, 102, 102	158, 158, 158	18, 44, 54
#	00aeef	d91b5c	00558f	000000	212121	666666	9e9e9e	122c36
PANTONE	#2995 C	#1925 C	2945 C	Black 6 C	426 C	410 C	422 C	7547 C

## FELIX PAYMENT SYSTEMS LTD. CONTACT DETAILS

Felix Payment Systems Ltd. is a Vancouver, BC based fintech company developing secure mobile payment solutions leveraging the power of our secure and patented Cloud technology.



<https://payfelix.com/>



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