SuperPay

BRAND GUIDELINES · 2026

The SuperPay Brand

Logo files, color palette, typography, voice guidelines, and asset specifications for press, partners, and creators.

01 / LOGO

Logo System

The SuperPay wordmark is built on a shield mark paired with the logotype set in DM Sans 800. Always use approved files — never recreate the logo from scratch.

Primary Wordmarks

Dark Background

Use on navy, dark, or photographic backgrounds. Preferred lockup for app UI and presentations.

Light Background

Use on white or very light backgrounds only. Co-brand materials, print, partner collateral.

Shield Mark

Dark Variant

Standalone icon for app icons, favicons, and small placements where the logotype won't fit.

Light Variant

For white or paper backgrounds.

Emerald Variant

Brand accent and highlight contexts — social, marketing headlines.

Clear Space

Maintain clear space equal to the cap-height of the 'S' in SuperPay on all sides of every logo asset. Minimum clear space values:

- Full wordmark: 32 px at 1x (screen) · 8 mm (print)
- Shield mark: 16 px at 1x (screen) · 4 mm (print)
- Social / marketing banner: 48 px buffer from frame edges

Minimum Size

- Full wordmark: 80 px wide (screen) · 22 mm (print)
- Shield mark: 24 px wide (screen) · 6 mm (print)

Logo Do's

- Use approved PNG or SVG files from /brand-assets/
- Preserve aspect ratio at all times
- Maintain full clear space on all four sides
- Use the dark lockup on the navy app background
- Use the light lockup on white partner materials

Logo Don'ts

- Do not stretch, skew, or rotate the logo
- Do not recolor — only use approved color variants
- Do not add drop shadows, outlines, or gradients
- Do not place on busy photographic backgrounds
- Do not recreate the wordmark from scratch in another font
- Do not use the emerald variant on a white background

02 / COLOR PALETTE

Color System

SuperPay's palette is rooted in deep navy and electric emerald. Use primaries at full strength; accent colors add hierarchy and emphasis. Never use a color not listed here for brand-facing materials.

Primary Colors

Navy
#0A1628 · rgb(10, 22, 40)

Primary background. Use for app chrome, slide decks, all digital surfaces where SuperPay is the host brand.

Emerald
#00C896 · rgb(0, 200, 150)

Brand accent. CTA buttons, highlights, progress indicators, key data points. This is the signature SuperPay color.

Accent Colors

Gold
#FFB800 · rgb(255, 184, 0)

Rewards, premium tier badges, and Pro+ upsell moments.

Purple
#8B5CF6 · rgb(139, 92, 246)

AI-powered features, Roadmap Engine labels, and cognitive/insight contexts.

Coral
#FF6B6B · rgb(255, 107, 107)

Errors, warnings, Don'ts callouts, and destructive action indicators.

Emerald Light
#00E5A8 · rgb(0, 229, 168)

Hover state for Emerald CTA buttons on dark backgrounds.

Navy Scale

Navy Card
#0F1D32 · rgb(15, 29, 50)

Raised card surfaces, inner panels, modal backgrounds.

Navy Light
#132240 · rgb(19, 34, 64)

Subtle section separators, inactive tab backgrounds.

Navy Mid
#1A2D4A · rgb(26, 45, 74)

Secondary cards, hover states on dark surfaces.

Border
#253B5C · rgb(37, 59, 92)

1 px borders on all card and panel components.

Text Scale

White
#FFFFFF · rgb(255, 255, 255)

Primary headings and high-emphasis body copy on dark backgrounds.

Text Muted

Body copy, captions, secondary labels.

Text Dim
#5A6F94 · rgb(90, 111, 148)

De-emphasized metadata, timestamps, and helper text.

ACCESSIBILITY

All primary text on Navy backgrounds meets WCAG AA contrast (4.5:1 for normal text, 3:1 for large text). Always verify contrast when placing text on accent colors.

03 / TYPOGRAPHY

Type System

SuperPay uses two typeface families: DM Sans for all UI and brand copy, and JetBrains Mono for code, amounts, and data-dense tables.

Brand Typefaces

- DM Sans — primary typeface. Weights 300 (Light) through 800 (ExtraBold). Available on Google Fonts.
- JetBrains Mono — monospaced accent. Used for dollar amounts in data grids, API keys, and code samples.

Type Scale

DISPLAY — DM Sans · 52 px · 800 ExtraBold · -1.5 px tracking

Earn More.

HEADING 1 — DM Sans · 36 px · 700 Bold · -0.5 px tracking

Card Recommendations

HEADING 2 — DM Sans · 24 px · 700 Bold · 0 tracking

Optimize Your Wallet

HEADING 3 — DM Sans · 18 px · 700 Bold · 0 tracking

Monthly Rewards Summary

BODY — DM Sans · 15 px · 400 Regular · 0 tracking

We matched your transaction to the best card for this category.

CAPTION — DM Sans · 12 px · 500 Medium · 0.2 px tracking

Updated just now · Chase Sapphire Preferred

MONO / DATA — JetBrains Mono · 13 px · Regular · 0.5 px tracking

```
$3,247.50  |  2.4%  |  API-KEY-••••1A2B
```

Type Do's

- Set all app UI and marketing copy in DM Sans

- Use 700 Bold for headings; 400 Regular for body paragraphs
- Use JetBrains Mono for dollar amounts in tables and API output
- Keep line-height at 1.5x or greater for body text
- Pair White text on Navy and Navy text on Emerald

Type Don'ts

' Do not use DM Sans Thin (100) or Black (900) in brand materials

' Do not set body copy in JetBrains Mono

' Do not use any typeface other than DM Sans and JetBrains Mono

' Do not center-align long body paragraphs (more than 2 lines)

04 / VOICE & TONE

Voice & Tone

SuperPay sounds like a knowledgeable friend who happens to be a financial expert — direct, warm, and never condescending. Every word we write should make people feel smarter, not overwhelmed.

Four Core Principles

1. Clear over clever

> *"Your Chase Sapphire earns 3x on dining here. Tap to pay with it."*

Clarity beats jargon every time. If a sentence can be shorter without losing meaning, cut it.

2. Confident, never arrogant

> *"You're leaving $1,500 - $5,000 in rewards on the table each year."*

State the insight plainly. Let the data do the work. Don't hedge or over-qualify.

3. Warm, not casual

> *"Nice — you've unlocked Pro+. Here's what changes for you."*

Friendly doesn't mean unprofessional. Avoid slang, exclamation inflation, and emoji overuse.

4. Action-oriented

> *"Tap to optimize your next purchase."*

Every message should have one clear next step. Avoid walls of explanatory text.

REWARDS IMPACT RANGE

The average SuperPay user captures $1,500 - $5,000 in additional rewards per year. Power users with high travel spend see $3,000 - $30,000+. Use these ranges — never fabricate specific dollar amounts.

Voice Do's

- Lead with the user's benefit, not the feature

- Use active voice: 'Earn 3x' not '3x is earned'
- Address users directly with 'you' and 'your'
- Use present tense for immediacy
- Mirror the register of the context (push notification = short; onboarding = warmer)

Voice Don'ts

' Do not use financial jargon without plain-English context

' Do not make specific dollar promises (use ranges from the spec above)

' Do not use dark patterns or urgency manipulation

' Do not overuse 'amazing', 'awesome', or exclamation marks

' Do not write in first person (the app is not a person)

CONTACT & RESOURCES

Need something else?

For press inquiries, custom brand assets, partnership materials, or anything not covered here, reach out directly. We typically reply same business day.

Brand Contact

- hello@superpayrewards.com — brand, press, and partnerships

Online Resources

- superpayrewards.com/brand — brand kit web page (always current)
- superpayrewards.com/brand/guidelines.pdf — this PDF (regenerated on request)
- superpayrewards.com/for-merchants — partner and business information
- superpayrewards.com/merchant-partner-guide — Checkout API guide
- superpayrewards.com/v1/docs — full API reference

ASSET DOWNLOADS

Logo PNG and SVG files are available directly from the web brand kit at superpayrewards.com/brand. Right-click any logo to save, or contact the brand team for full asset packages.

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