

Logo And Color Guide For White-Label Partners

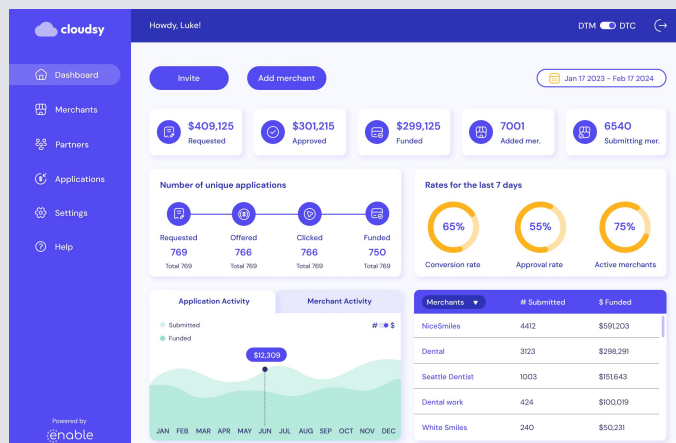
To ensure your branding is properly reflected across the platform, applications, landing pages and notifications please follow the guidelines below.

1. Choosing the right colors

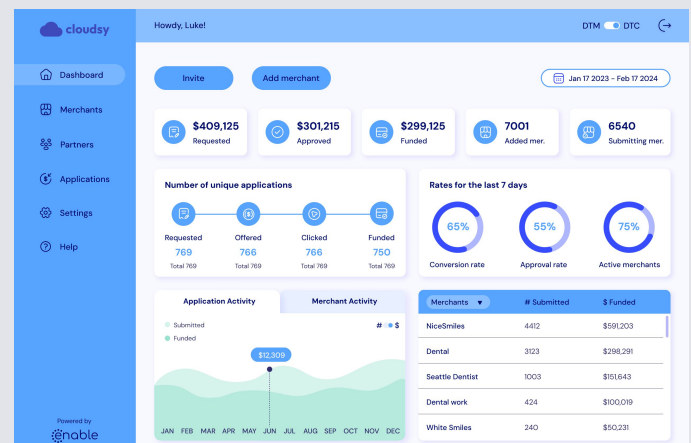
You can choose the primary and secondary colors that will be used across the whole platform, applications, landing pages, and notifications. The primary color is used on the navigation, buttons, and headers. All the other colors in the platform, aside from green and text color, are directly calculated from your primary color. The secondary color is mainly used on graphics and some icons.

RECOMMENDATION:

We recommend a darker color with a good contrast ratio with white text and a more vibrant secondary color. However, if you wish to upload a lighter color, our system will change all text to a dark instance to ensure optimal readability.



Dark platform version



Light platform version

2. Preparing the Platform Logo

This logo will be used across the platform interface, such as the dashboard and application pages. The color of the logo should be chosen based on the primary color of the platform.

COLOR:

- If the primary color is darker you should upload a white logo.
- If the primary color is lighter you should upload a monochromatic darker version of your logo.

FORMAT:

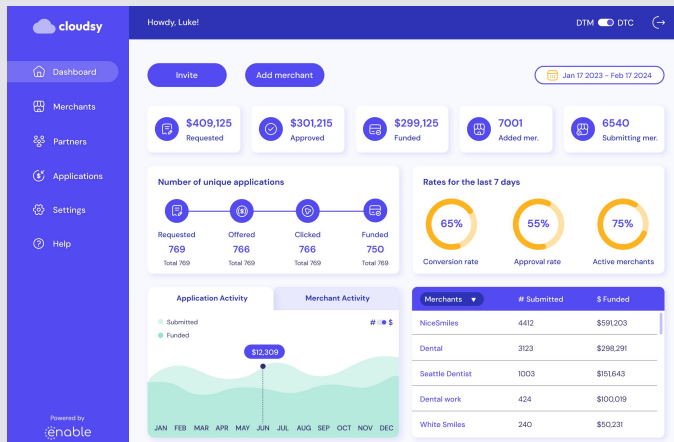
- PNG with a transparent background. Ensure that the logo is in high resolution, clear and legible at smaller sizes.

DIMENSIONS:

- Horizontal Logo: Optimal size is around 300x70 pixels (width > height).

NEXT STEPS:

- Prepare the white logo file according to the above specifications.
- Email the file to your Enable contact or upload it to the provided shared folder.



Logo in the platform

The screenshot shows the 'Address information' form in the Cloudsy application. The form includes the following fields and options:

- Address*:** Text input field containing '600 Broadway 330'.
- City*:** Text input field containing 'Seattle'.
- State*:** Dropdown menu showing 'Washington'.
- Zip code*:** Text input field containing '98121'.
- Manage multiple locations?*** Dropdown menu showing 'Yes'.
- Verify** button.
- Suggested verified addresses based on your entry:** A list of suggestions with a green checkmark next to '600 Broadway 330, Seattle, WA 98122' and a red X next to 'Your entry: 600 Broadway 330, Seattle, WA 98121'.

Logo in the application

3. Preparing the Landing Page Logos

These logos will be displayed on your and merchant landing page. Please provide both horizontal and vertical variations, as the merchant landing page is double branded with merchant logo as well. To ensure the best visual representation, our system will automatically choose one of your logos that will match the merchants.

COLOR:

- Colorful version of your logo that is visible on the white background.

FORMAT:

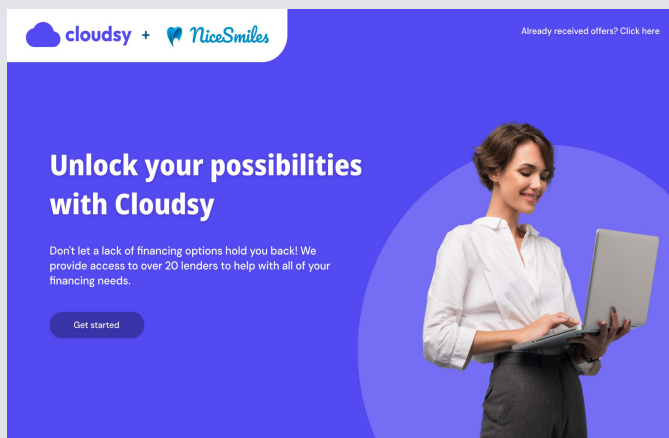
- PNG with a transparent or white background. Ensure that the logo is in high resolution, clear and legible at smaller sizes.

DIMENSIONS:

- Horizontal Logo: Optimal size is around 300x70 pixels (width > height).
- Vertical Logo: Optimal size is around 300x400 pixels (height > width).

NEXT STEPS:

- Prepare both horizontal and vertical logo files according to the above specifications.
- Email the files to your Enable contact or upload them to the shared folder provided.



Horizontal logos (width > height)



Vertical logos (height > width)

4. Verifying Process

Once you provide the necessary information and files:

- Primary and secondary color codes: We will upload the colors to the platform.
- Platform Logo: We will upload your logo to the platform.
- Landing Page Logos: We will upload the horizontal and vertical logos to your landing page.

After the upload, the Enable team will verify that the colors and logos display correctly across all relevant areas, including different device types (e.g., desktop, mobile). After the colors and the logos are successfully uploaded and verified, we will notify you with screenshots or a live preview link for final approval.

By following these steps and providing the necessary logo files, Enable will ensure your branding is accurately reflected on both the platform and your landing page. If you have any questions or need assistance with the logo preparations, please don't hesitate to reach out!

