

# payments leaders' summit

Brand  
Guidelines

# Content

## Payments Leaders' Summit

Logo

Typography

Colours

Do's & Dont's

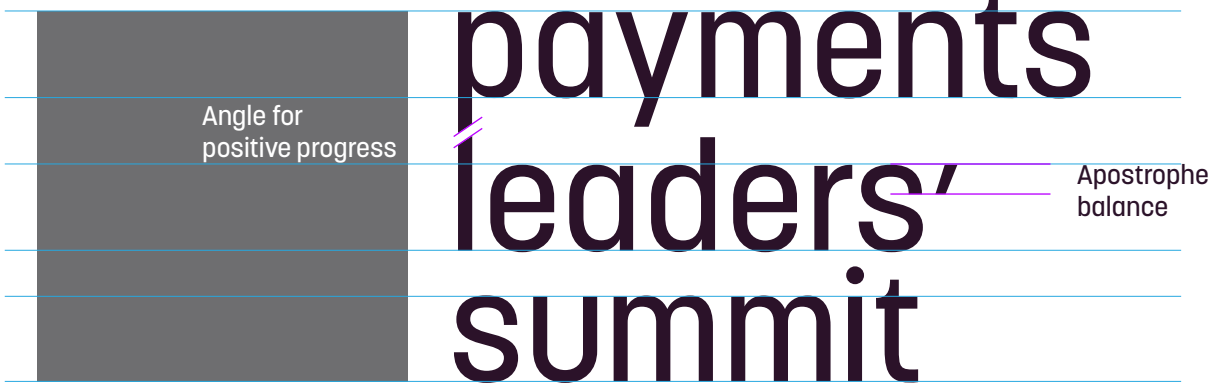
Layout Templates

# Logo

Font Text —————  
KOROLEV MEDIUM

payments  
leaders'  
summit

## Logo Formation



Placing  Logo



payments  
leaders'  
summit

Payments Leaders' Summit

# Logo



# payments leaders' summit

Logo with Date



## payments leaders' summit

27<sup>th</sup> January 2025 | London UK

Logo with Strapeline



## payments leaders' summit

connecting leaders  
empowering communities  
inspiring change

Logo with Date



## payments leaders' summit

27<sup>th</sup> January 2025 | London UK

Logo with Strapeline



## payments leaders' summit

connecting leaders  
empowering communities  
inspiring change

# Typography

## KOROLEV

MEDIUM \_\_\_\_\_

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

LIGHT \_\_\_\_\_

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



payments  
leaders'  
summit

27<sup>th</sup> January 2025 | London UK

\_\_\_\_\_ KOROLEV MEDIUM

\_\_\_\_\_ KOROLEV LIGHT



payments  
leaders'  
summit

connecting leaders  
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inspiring change

\_\_\_\_\_ KOROLEV MEDIUM

\_\_\_\_\_ KOROLEV LIGHT



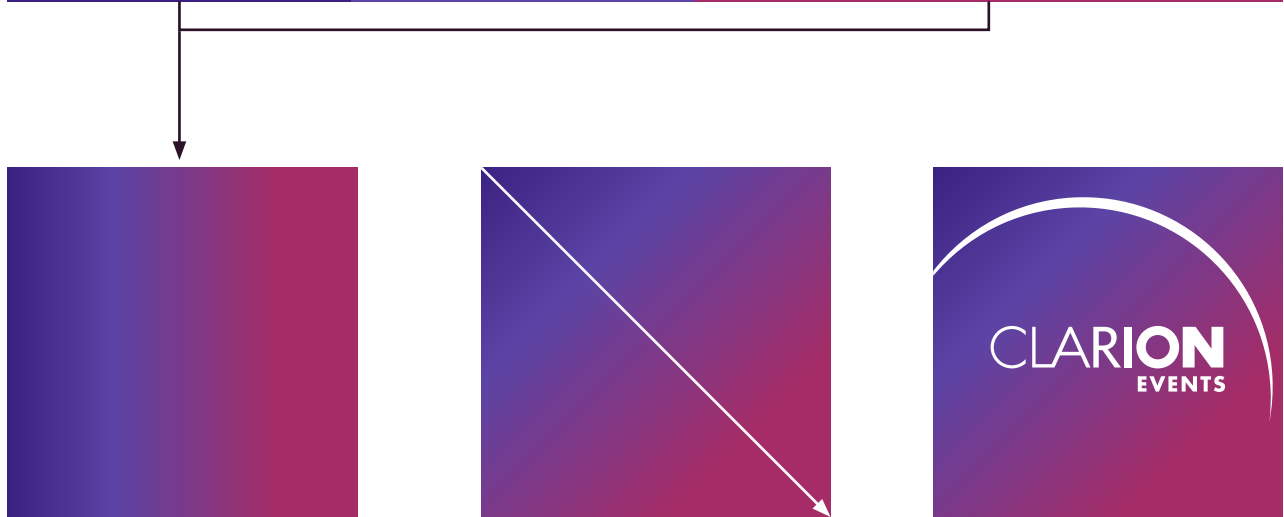
payments  
leaders'  
summit  
**bfsi**

\_\_\_\_\_ KOROLEV MEDIUM

\_\_\_\_\_ **KOROLEV BOLD**

# COLOUR

## Gradient Colours



## Background Colour



# DO'S & DONT'S

## DO's



27<sup>th</sup> January 2025 | London UK



connecting leaders  
empowering communities  
inspiring change



Use the correct Logo Lockup as the need arise.

## DONT's



Do not Move the Clarion event logo anywhere.



Do not chage the gradient angle



Do not use a flat colour



Do not use any background colour other than prescribed.

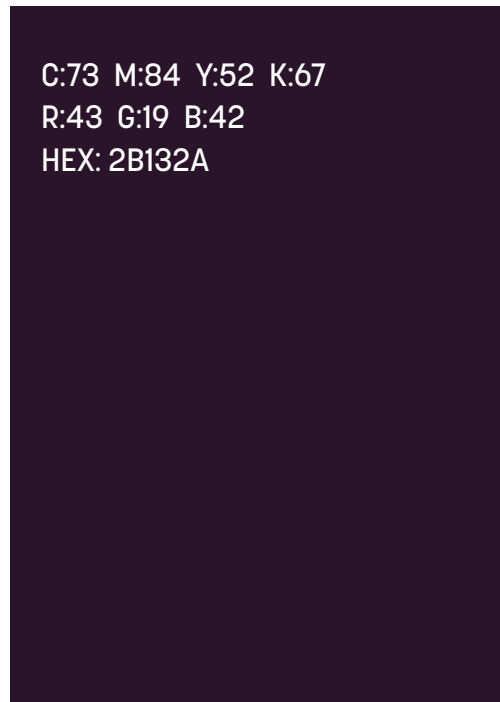
For external use - please ensure logo is readable on a dark background or use the black text version on lighter backgrounds.

# LAYOUTS

## Usage

All backgrounds should be set to our background colour. In front of that can be set trapezoid shapes with our gradient fill added. Shapes should bleed off the page and have either 3 or 2 sides of the shape showing.

### Background Colour



### Overall layout background



### Gradient Coloured boxes



The gradient shapes should be placed in such a way as to not interfere with the main content and should be used sparingly.