

Brand guidelines

Version 1.8
Feb 2021

Payment is just the start
dalenys.com





Foreword

A welcome from our CEO

We're changing, we're evolving

Payments is changing. What a customer can expect, what we can do for a client is getting richer and deeper.

Payment experiences, customer experiences are what we are selling. We see the payment as the start of the connection as the start of a long journey with a customer.

With connected offers from us and complimentary service lines available within our Natixis Payments family we are just getting started.

For us payment really is just the start.

Welcome to the Dalenys brand.



Ludovic Hourri

Ludovic Hourri
CEO, Dalenys



Brand positioning.

The story of start.

Brand elements.

- Our logo.
- Logo clearspace & minimum sizes.
- Logo restrictions.
- Logo placement.
- Natixis Payment endorsement.
- Colour palette.
- Colour usage.
- Primary typography.
- System typography.
- Tone of voice.
- Language themes.
- Language stack.
- Tagline.
- Cover graphic device.
- Divider graphic device.
- Body graphic device.
- Image graphic device.
- Graphic device detail.
- Hero photography.
- Sector photography.
- Team photography.
- Device mockups.
- Iconography.
- Annotations.
- Infographics.
- Illustrations.
- Stories of start.
- Charting.

Exemplar applications.

- PowerPoint.
- Emailers.
- Case study.
- T-shirts.
- Roller banners.
- Vision book.
- Flash cards.
- Notebook.
- Email signature.
- Business cards.
- Word document.
- Tote bag.
- Lanyards.
- Enamel pin.

Get in touch.

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Brand elements

Our logo

Our logo is made up of two key elements, the symbol and logotype. These two elements can be separated in application, creating a strong and recognisable stamp and mark of quality.



Monogram: The Dalenys 'D'

Logotype: Who we are

Our logo



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Logo clearspace & minimum sizes

Our logo is made up of two key elements, the symbol and logotype. These two elements can be separated in application, creating a strong and recognisable stamp and mark of quality.

Logo clearspace: Minimum space around the logo



Colour: Acceptable logo colour variants, text navy or white



Photograph: Always ensure there is sufficient contrast for the logo to stand out



Minimum recommended sizes: Based on the height of the full logo

- Print — 6.5mm
- Web — 40px

Always carry out print and screen tests when reproducing the logo at sizes smaller than the minimum recommended.



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Logo restrictions

Always ensure you use the master logo artwork supplied and never edit the Dalenys logo in any way. This is to promote brand recognition and ensure consistency across all applications.

Do not: Alter the proportions of the logo



Do not: Edit the monogram or logotype lockup



Do not: Change the logotype typeface



Do not: Only colour the logo in white or navy



Do not: Separately recolour the monogram



Do not: Place the logo over two colours



Do not: use the "By Natixis Payment" endorsement





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Colour palette

Our primary brand colour is a warm, vibrant and human yellow. This colour should lead all of our applications, supported by the background white and silver. All secondary and text colours cannot be used as flood backgrounds.

Primary: Lead brand colour

Background: Used for document backgrounds

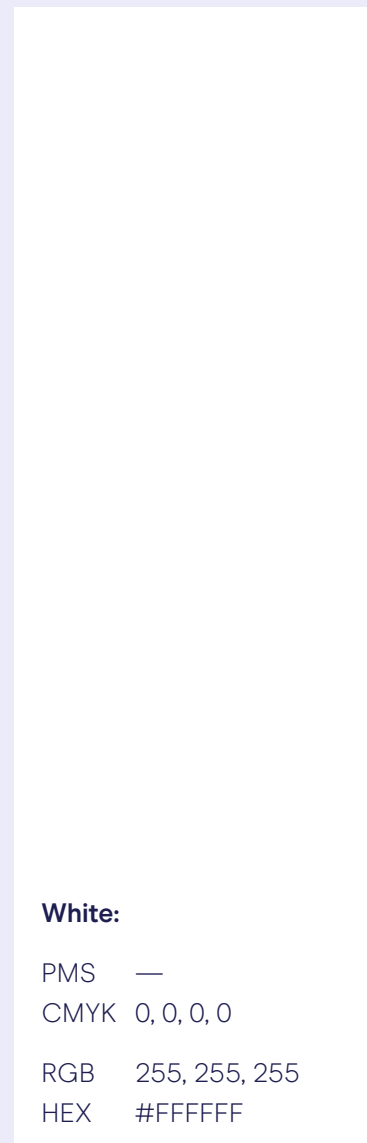
Secondary: Used for charting, illustrations and infographics

Text: Used for text only




Dalenys' yellow:

PMS	3935 C
CMYK	2, 0, 72, 0
RGB	255, 247, 86
HEX	#FFF756



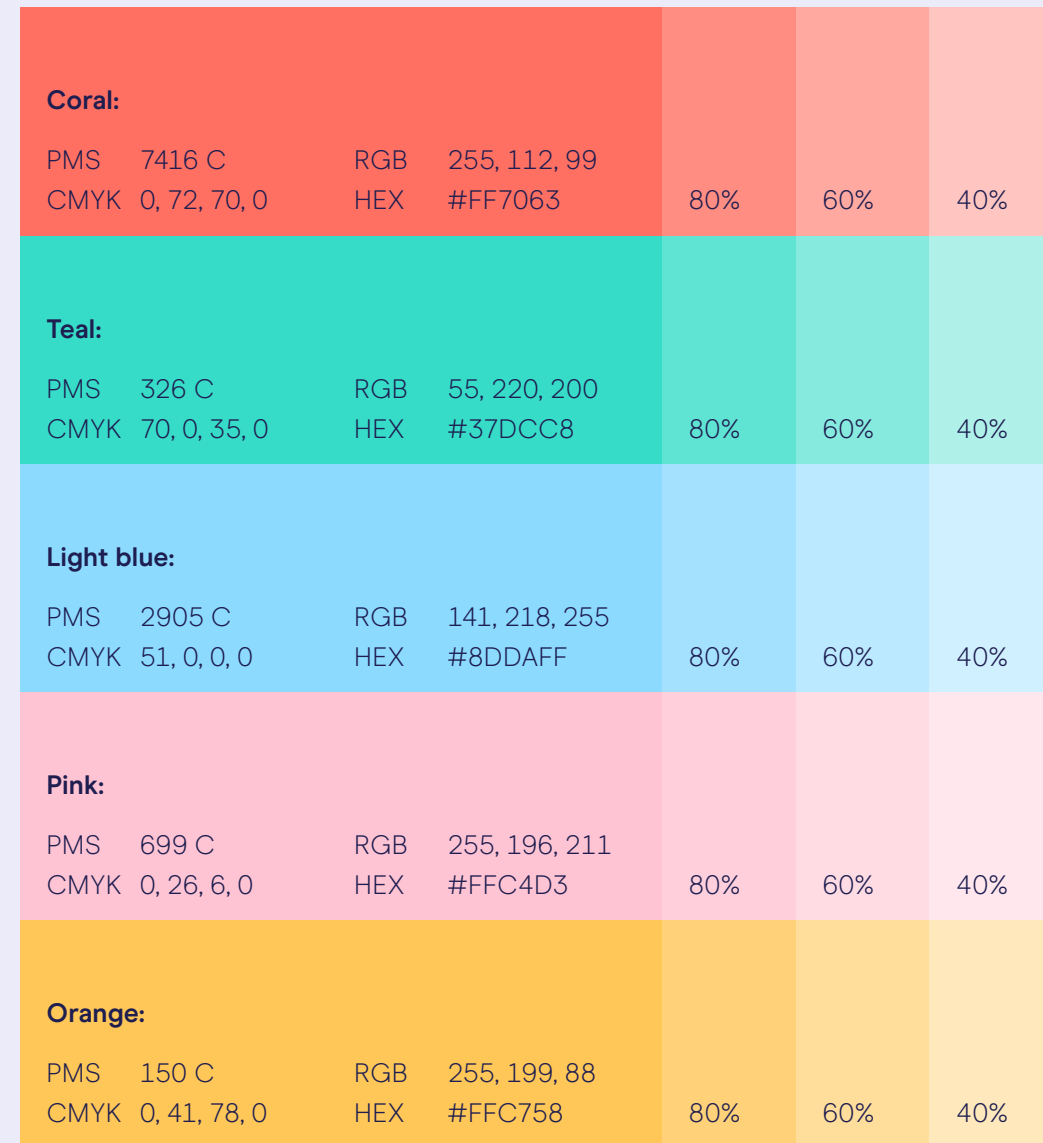
White:

PMS	—
CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#FFFFFF

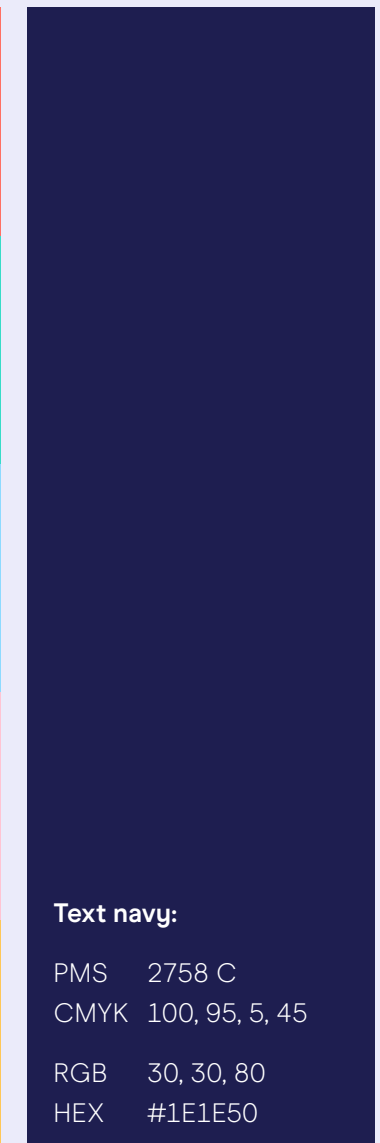


Silver:

PMS	650 C
CMYK	7, 3, 1, 0
RGB	235, 235, 250
HEX	#EBEBFA



Coral:					
PMS 7416 C	RGB 255, 112, 99				
CMYK 0, 72, 70, 0	HEX #FF7063	80%	60%	40%	
Teal:					
PMS 326 C	RGB 55, 220, 200				
CMYK 70, 0, 35, 0	HEX #37DCC8	80%	60%	40%	
Light blue:					
PMS 2905 C	RGB 141, 218, 255				
CMYK 51, 0, 0, 0	HEX #8DDAFF	80%	60%	40%	
Pink:					
PMS 699 C	RGB 255, 196, 211				
CMYK 0, 26, 6, 0	HEX #FFC4D3	80%	60%	40%	
Orange:					
PMS 150 C	RGB 255, 199, 88				
CMYK 0, 41, 78, 0	HEX #FFC758	80%	60%	40%	



Text navy:

PMS	2758 C
CMYK	100, 95, 5, 45
RGB	30, 30, 80
HEX	#1E1E50

Get in touch

If you have any questions regarding the document, or any specific use-case that is not covered, please contact:

communication@dalenys.com

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