



Brand Guidelines 2023

Novatti



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Our Mission

Novatti enables businesses to pay and be paid from any device, anywhere.

From corner stores and start-ups to global organisations, our solutions will unlock your ambitions.

Established in 2015 and headquartered in Melbourne, Australia, Novatti is an end-to-end payments provider with a fast-growing global presence with operations across Asia-Pacific, Europe, UK, US, Middle-East and Latin America.



Who We Are

We're an Aussie fintech company that wants to disrupt and inspire the payments landscape globally.

What We Believe

We believe we have the expertise and innovation to provide payment solutions to businesses globally.

Our Tagline

Pay and be paid. Our tagline encompasses our brand architecture in one defining statement. It summarises our offering and appears on almost everything we create.



Unique End-to-End Payments Capabilities

Acquiring: Innovative omni-channel payment acceptance for merchants, eCommerce, embedded and in-store payments.

Issuing: Visa prepaid, debit and gift cards, digital wallets, BIN sponsorship and end-to-end program management.

Cross Border Payments: International transfer payments network for businesses in 20+ currencies including collection accounts.

Novatti BillPay: B2C bill payment solution heavily utilised by international students.

International Payments: Services and products to drive success for international payments.

Core Values



Start with 'yes'

We unlock the ambitions of our team and clients



Act with purpose

We are deliberate in what we do to focus our energy and deliver the best possible outcomes for our team and clients



Keep it simple

Simple things are understood. By keeping it simple, we avoid confusion, achieve alignment and, in turn, achieve great things together



We've got your back

Novatti is one, connected team. Together we celebrate our success and turn mistakes into shared learnings. By embracing each team member, we unlock their ambitions, Novatti's and those of our clients



Integrity always

With integrity we develop stronger relationships with our team and our clients



Characteristics

Energetic

We have a lively energy with a personable, culturally-observant and upbeat wit.

Expert

We exude an expertise in the industry and pre-empt trends, building our thought leadership with conviction.

Innovative

We are innovative, provide new ideas and influence the way people think about things.



Tone of Voice

Our audience is global and have varying degrees of understanding of payments and touchpoints with Novatti.

As a payment company we like to keep content conversational and relatable with personality (energetic, expert, innovative) shining through.

Remember that we are the experts in payments, and readers might not have access to everything we know.

We are headquartered in Australia so we should always use Australian spelling in our material.



Tone of Voice Guide

Positive

Always positive and about adding value to our clients
Concise: be simple and concise, avoid jargons.

Professional

Show expertise in the industry and pre-empt trends,
exemplify thought leadership with conviction.

Energetic

Project lively energy with a personable, culturally-observant
and upbeat wit.

Appropriate

Write in a way that suits the situation. Just like you do in face-
to-face conversations, adapt your tone depending on who
you're writing to and what you're writing about.



How To Use The Logo

Novatti



The Logo

Circle logo with tagline



Logo with tagline



Circle logo without tagline



Logo without tagline





Logo Variations

Two colour with tagline



One colour



Black and white





Incorrect Logo Usage

Novatti

Don't stretch the logo disproportionately.

Novatti

Don't alter the logo colors.

Novatti

Don't rotate the logo.

Novatti

Don't alter the internal spacing of the logo.

Novatti

Don't use the logo over a distracting background.

Novatti

Don't add effects (glows, shadows, etc.) to the logo.

Novâtti

Don't re-create the logo with a different typeface or add language.

NoVatti

Don't alter the proportions of the logo components.

Typography

The Novatti primary typeface, Urbanist, was chosen to reinforce and accentuate the clean and modern aesthetic. The font family includes a variety of different weights, from Black to Thin, allowing for a flexible range when building a hierarchy in messaging. Headlines, for example, are usually in Bold, whereas a subhead could be set in SemiBold for increased emphasis. We use the typeface across all branding and marketing materials.

For access to the Urbanist typeface, download for free from [Google Fonts](#).

This is the Urbanist typeface

Typography

Primary Typeface Weights

Aa

Light

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:-_*)

Aa

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:-_*)

Aa

SemiBold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:-_*)

Aa

Bold

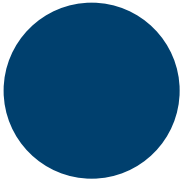
AaBbCcDdEeFfGgHhIiJjK LlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:-_*)



Colour Palette

Primary



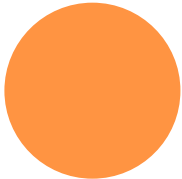
Indigo

CMYK 100 | 78 | 33 | 19
Pantone 540 C
RGB 0 | 65 | 109
HTML #00416D



Rose

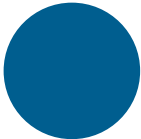
CMYK 0 | 80 | 39 | 0
Pantone 191 C
RGB 255R 90G 114B
HTML #FF5A72



Amber

CMYK 0 | 51 | 81 | 0
Pantone 1375 C
RGB 255 | 147 | 67
HTML #FF9343

Secondary



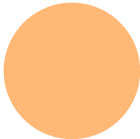
Light Indigo

CMYK 95C 62M 23Y 5K
RGB 0R 95G 142B
HTML #005F8E



Light Rose

CMYK 0C 70M 37Y 0K
RGB 255R 115G 125B
HTML #FF737D



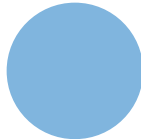
Light Amber

CMYK 0C 34M 65Y 0K
RGB 252R 179G 107B
HTML #FCB36B



Sky

CMYK 18C 1M 0Y 0K
RGB 202R 234G 255B
HTML #CAEAFF



Sea

CMYK 48C 17M 2Y 0K
RGB 127R 180G 221B
HTML #7FB4DD



Dark Indigo

CMYK 100C 77M 46Y 46K
RGB 0R 46G 72B
HTML #002E47



Video

Lower thirds. Design should be clean and clear. Names should be set in Urbanist Bold/Extra Bold, titles in Urbanist Regular/Medium/SemiBold and backgrounds set to 80% opacity.

Ending slates. All videos should end with the Novatti logo, animated or still.

Watermarked logos. Watermarked logos should be placed in the lower right at 50% opacity.





Contacts

For general enquiries, contact the main helpline.

info@novatti.com

For any press or media-related, design or social media questions, contact the media team.

marketing.team@novatti.com

For any support questions, contact the customer support team.

support@novatti.com

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