



BRAND GUIDELINES 2017

Please email merchant@laybuy.com if you have any questions or would like to request any files.



PRIMARY LOGO

This is the primary logo and should only be used on the following backgrounds

- White
- Black
- Dark grey
- Official Laybuy background image, this can be provided upon request.

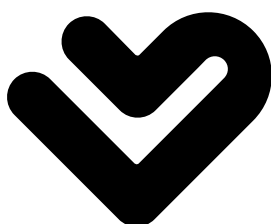
Please use these images as a guideline for colour use.



Use this spacing guide to maintain the minimum amount of clear space around the logo.

DEVICE

The "heart" device can be used on it's own as a design element or used with payment information where needed.

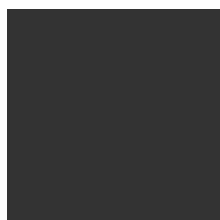


COLOURS

Blue and dark grey are the main Laybuy colours, you can replicate the exact tones using the values provided here.



#00a6cf
Pantone 639
R 0 G 165 B 206
C 76% M 16% Y 10% K 0%



#333333
Pantone 432
R 51 G 51 B 51
C 69% M 63% Y 62% K 58%



45° Gradient
#00fff0
Pantone 319
R 0 G 255 B 240
C 53% M 0% Y 20% K 0%

TYPEFACE

Montserrat bold is used for headings in both uppercase and sentence case format. Montserrat is a Google font and can be downloaded at the link provided.

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

<https://fonts.google.com/specimen/Montserrat>

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Robot Condensed is the primary body font. Robot Condensed is a Google font and can be downloaded at the link provided.

<https://fonts.google.com/specimen/Roboto+Condensed>

BRAND IMAGERY




There are 2 high resolution images available upon request that can be used in print or online.

ONLINE ELEMENTS

This is the button that will launch the Laybuy process from your online checkout.

PAY BY  LAYBUY

This is the price breakdown that will feature on your website product page. Text must be no smaller than 11px

or 6 payments from NZ\$11.66  What's this?