Visual Identity Synopsis for Paystack.

paystack

trusting easy

Brand Concept

Easy was a derivation from the brief, vibes, space and countenance of Paystack. *Easy* was as honest as it's gets. Honest, but not completely distinct. Trust was the "extra extra" to garnish *easy* into a conceptual powerhouse.

The concept "*trusting easy*" helps us explore the boundaries between communicating the ease the brand provides for businesses to get paid and the trust needed for this businesses to give the ease a try. I mean, it's money we are talking about.

So many questions and phrases of doubt pop up when online payment comes to mind, both on the end of payer and payee. Making the process *easy* and seamless seems to be the answer for most payment platforms in Nigeria. However, implementing the answer seems to be farther away from the idea than it can be. Although Paystack has done its job, making accepting payments online *easy*, its visual language has refused to follow suit, perhaps the same problem with the other platforms who have done same as Paystack.

If making the process of getting paid online *easy* really is such a big deal, why not take

it, own it and run with it. Nobody is doing that any way. It's an opportunity to have a leader position in terms of public perception. If everyone is saying *easy* and no one but Paystack is owning *easy*, everybody else saying *easy* seems to be on the xerox list, coming in as either a copier or the 2nd place pips. Maybe the complexity of getting people to trust *easy* is the turnoff hence the vacancy of such a characteristic and appealing concept. Just maybe, that however is the least of your problems as you are about to witness the worlds most relatable and trusted fintech brand. We tackled *easy* with stressless, speed, soft forms (*easy* on the eyes), the "guy" factor (relatability), copy. We tackled trust with colour, the "guy" factor (familiarity), stability and emphasis on "you get paid"

" If everyone is saying easy and no one but paystack is owning easy, everybody else saying easy seems to be on the xerox list"

the name
"paystack"

"Paystack"

The name Paystack fit tight and snug into the concept of trusting easy. A stack seems like an easy thing to create, imagine if the name was "paypuzzle". The trust part was ironically the easier part, the stability of an organised stack would have a trusting presence. The name is a metaphor for trusting easy.

pay

ystack

the
logo

A "P" Stack.

The logo is a "P" just like in the current logo, but this time it's made up of a stack. You see it and you just get it. Just like the name "Paystack" it's a perfect metaphor for trusting easy. The delicately carved rounded edges soften the form, to look friendlier without looking too playful and cliché.

the
typefaces

Boing and Chronica Pro

After searching the internet thoroughly,
we could not find a more befitting font for
the logo type than Boing. Saying it bares
similar visual properties as the logo would
be an understatement, it bares exact visual
properties as the logo mark. The font is stern
yet friendly, corporate yet warm, geometric
yet unpredictable. The perfect font for
trusting easy. Boing is a beautiful font, it's
confident and present especially in relation to
the current typeface for Paystack. We typed
Paystack with boing and it looked perfect.

Chronica Pro adds a tad bit of extra
seriousness while baring semblance with
Boing. Plus, numbers typed with Chronica
look very trustworthy and financial.

Boing

Chronica Pro

colours

Blues, Grays, Green and Orange

In other for the new visual identity not to appear like a fresh out of the blues attempt to the already familiar public we used colours as a familiar factor. Just like the logo it's kind of the same as what you have now but not exactly. We carefully chose 2 Pantone extended shades of blue, that are extremely similar in RGB and CYMK, which means consistency in digital and print media. The colours were also chosen to counter balance the almost playful forms and tone of voice of the identity. The colours are an intricate part of not crossing over from "trusting easy" to "just easy". The primary colours are midnight blue, and cerulean blue, while the secondary brand colours are Paystack green and Paystack orange, the green is the exact green from the current identity.

tone of voice

So what is familiar and easy?

Just like everything in the context of this identity, trusting easy is everything. The tone of voice is meant to be clear, not complex, easy and relatable, we get that, it's pretty expected but how does that alone breed a sense of trust. So we tackled familiarity, people trust processes that they are familiar with, if they can predict or foresee the outcome, they'll trust it. People trust the familiar and fear the unknown,

So what is familiar and easy? 123, ABC. The 123 and ABC are so familiar and easy they make for the most popular idioms about ease, when you hear 1,2 you know 3 comes after, when you here a,b you know c comes after. they show easy and familiarity in a very rudimentary way. So we adopted the 123s and ABCs into the tone of voice and brand behaviour. E.g easy as 1,2, paid I.e you know you are going to get paid as sure as you are of 2 after 1 and 3 after 2.

Now, back to just being easy. The brand is also expected to use the word easy a lot, like a whole lot, expected to speak about its ease in an easy way and speak about things relating to ease like on the business cards, where members of staff are expected to state things they find easy to do. all these adding up to ownership of the easy payment sector in people's minds.

1, 2, ?
a, b, ?

visual devices:
the stacks

Stacks

The stacks represent money most of the time and can be used as a very flexible device to represent Paystack's involvement. When representing money they are very effective at building trust as they give a sense of "I can see my cash" in comparison to the normal feeling of "my money is floating in limbo" during online transactions. You can see your cash with Paystack's identity, although it's not real cash and it's just a few Paystack bars, it gives an aura of tangibility to doing transactions with the brand. Stacks of cash occurring all around the identity reinforce trust. Not to talk of their obvious semblance with the logo. These stacks can also be used to represent numerical values or used as page numbers for instance in this editorial.
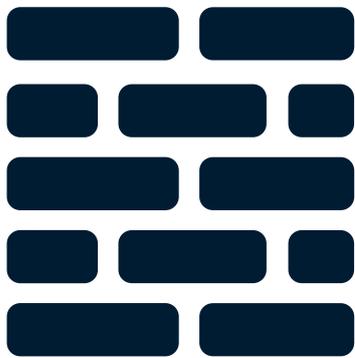
Secured by Paystack

Analytics

Staircase

Large Payments   Small Payments

visual devices: the simple 3 step statement

3 Step Statements

"As easy as abc" and "easy as 123". As stated in the tone of voice subtopic as well as the simplicity of three step processes have inspired a systemic manner of copy writing and visual delivery for cues, instructions etc, this effortlessly adds an aura of ease to every thing. The reference to the 3 step statement plays very well with the copy and graphic communication. It is a very functional aspect of the identity as refining processes or activity into simple 3 step processes makes the brand even easier for the perceiver. E.g 1 copy code 2. Share link 3. Get paid.

A,
B,
CH-
CHING!
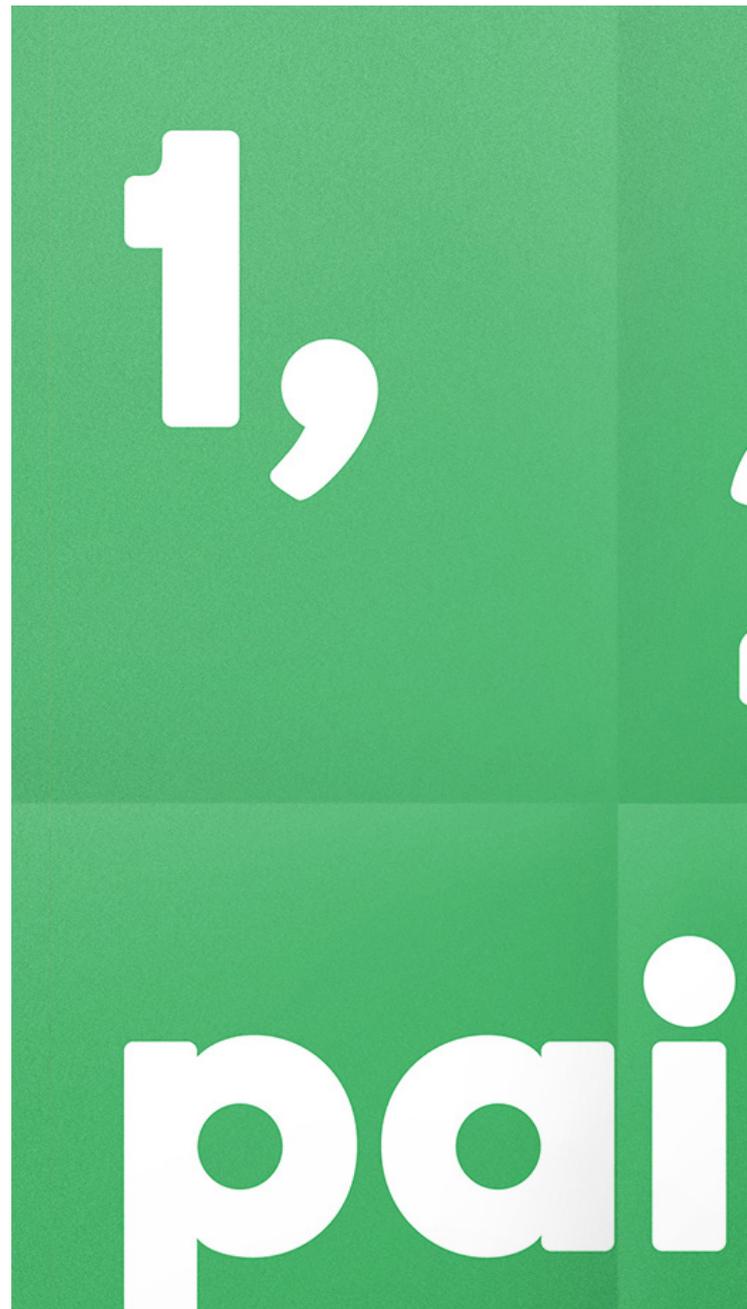
paystack
asy money.
aystack.com

■ paystack

2,
d.

visual devices: hands

The Hands

The hands are a fun but careful way of bringing in the "guy" factor. The hands further reinforce the ease since for the hands to act all brain work must have been done already. Using the hands just show less need for resolution, and less to process than full body illustrations. The hands allow for a broad scope of communication. The next alternate to speaking with your mouth is your hands (sign language), the hands have been illustrated to bare semblance with the logo, hence they are unique Paystack hands. They show very major brand activity "accepting paymentS easily", they show it so easily it hit the nail on the head. they also bring in the Nigerian factor with the brown skin, and add dynamism and interest to the visual identity. They also act as a bridge between one visual device to another e.g one hand can be used to count 123 while another hand can be used to receive a stack of money. They would be used mainly in Paystack-developer communication since most forms of communication with merchants tend to be pretty formal.