

flexepin

BRAND GUIDELINES

www.flexepin.com

Our logo is one of our most valuable assets, as such, we must ensure proper usage

Here are the 3 different logo variations that can be used



Main logo - use on white background

Allow for at least 10% additional white space around the logo



Alternative logo - suitable for dark backgrounds

Minimum sizes:
Screen 20px height
Print 4.5mm height



Alternative logo with red border - suitable for clear/dark backgrounds

Logo should never be stretched or distorted

Flexepin logos should always be displayed clearly and properly





Flexepin Grey
RGB 65/65/66
CMYK 68/61/59/46
HEX #414142



Light Grey
RGB 65/65/66
CMYK 37/30/31/0
HEX #a6a6a6



Flexepin Red
RGB 190/32/46
CMYK 18/100/91/8
HEX #BF202F



Dark Red
RGB 156/13/27
CMYK 24/100/100/22
HEX # 9C0D1B



Light Red
RGB 215/68/82
CMYK 11/88/64/1
HEX #D74452

Our corporate fonts are optimised for both digital and print displays

- Headings font: **Roboto**
 - Use for all headlines and sub-headings
- Body font: **Open Sans**
 - Use for all content copy

When written should always be represented using a capital 'F' and the other characters in lower case

Flexepin	✓	flexePin	✗
Flexepin Voucher	✓	FlexePIN	✗
Flexepin Cash Voucher	✓	Bitcoin voucher	✗
Flexepin Cash Top-Up Voucher	✓	Betting voucher	✗
Flexepin Prepaid Voucher	✓	Gambling voucher	✗
		Anonymous cash voucher	✗

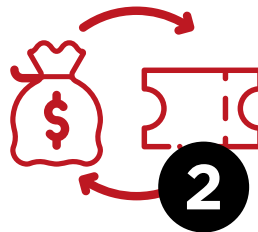
Flexepin is a cash voucher for online payments

- **When topping up an account**
 - Flexepin is a fast, secure and private method of depositing funds into your account using a prepaid voucher. Vouchers can be purchased at thousands of locations around you.
- **Using the voucher**
 - Once you have purchased your Flexepin voucher featuring a unique 16-digit code, you can deposit funds into your account. To do this, select Flexepin as a payment method, enter the 16-digit code printed on your voucher.
- **Keywords to describe Flexepin:**
 - Easy & Simple
 - Fast
 - Private
 - Flexible
 - Safe & Secure
 - Trusted
- **Incorrect keywords:**
 - Anonymous
 - No KYC
 - Remittance
 - Cash-out

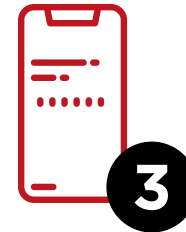
Suggested icons to illustrate the Flexepin process:



FIND



BUY



PAY

- 1) Find a local shop around you selling Flexepin
- 2) Buy Flexepin voucher(s) in the desired denomination
- 3) Pay online safely and instantly

- The first step of the Flexepin user experience is to find a location selling Flexepin. This should be communicated clearly and always displayed with a link to our store locator
- The URL of our locator is: www.flexepin.com/sales_outlet_finder. You may create a short or vanity redirect to this URL using your own relevant keywords
- REST API integration enables merchants to create their own locator using their own branding, please email info@flexepin.com for the full API documentation

Flexepin vouchers come in different currencies and denominations:

- AUD: \$20, \$30, \$50, \$100, \$200, \$300, \$500
- CAD: \$20, \$50, \$100, \$150, \$250, \$300, \$500
- GBP: £10, £20, £30, £50, £100, £150, £175
- EUR: €10, €20, €30, €50, €100, €200, €240



Flexepin is a regulated product for online payments

- Any reference or mention of Flexepin relating to Gambling, Binary Options or Bitcoin or other sensitive sectors must be discussed with Flexepin at the earliest opportunity and is subject to Flexepin approval. Such references should never target the general populace.
- Any reference to Flexepin vouchers through media communications or advertising must be previously approved by Flexepin's relevant compliance manager for the jurisdiction
- Please email info@flexepin.com for approval of content relating to the above or when you are unsure



CONTACT US

FLEXEPIN

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