



Co-Branding Guidelines

2026

Introduction

Overview

At Qualpay, we believe that successful partnerships are built on delivering exceptional customer experiences. Effective co-branding is about more than displaying two logos. It creates a seamless customer experience that reflects the strengths of both organizations while preserving the integrity of each brand. By aligning our visual identity, messaging, and customer communications, we strengthen recognition, build confidence, and deliver a more cohesive experience across every touchpoint.

Consistency plays a critical role in building customer trust. Whether customers encounter a campaign, website, email, or payment experience, they should immediately recognize the partnership and understand the value each organization brings. A unified approach reduces confusion, reinforces credibility, and supports stronger engagement.

As our partnership and offerings evolve, this guide will continue to be updated to reflect new opportunities and changing brand standards. By using these guidelines throughout the creation and approval process, we can deliver a consistent, professional brand experience that strengthens our partnership and builds customer confidence in every interaction.

Qualpay logo

The Qualpay logo is one of the most recognizable expressions of our brand and plays an essential role in creating a cohesive customer experience. When paired with a partner logo, it should clearly communicate a trusted partnership while maintaining the integrity, prominence, and clarity of both brands.



Partnership Identity

Co-branded Logos

Successful co-branding relies on thoughtful logo placement, balanced sizing, consistent spacing, and a clear visual hierarchy that ensures neither brand overpowers the other. By applying these principles consistently across digital, print, and product experiences, we create a unified brand presence that reinforces customer confidence, strengthens recognition, and clearly represents the collaborative value delivered by Qualpay and our partners. We recognize and value the growth and development of our collaborations. The objective with showing logos together is to honor that partnership and ask the following: logo representation is always Qualpay first, partner second. Our standard is horizontal display of both logos divided by a keyline.

Lockups

Best usage is a thin, keyline between the two with equal whitespace and overall weight of each logomark:



Here are two other acceptable versions:



Options

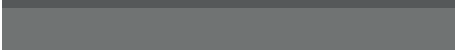
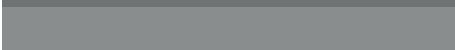
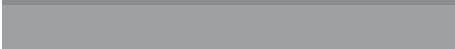
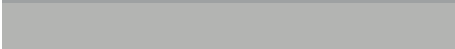
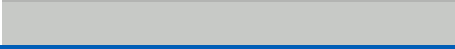


Brand Colors

Qualpay's brand colors are a key element of our visual identity, helping to create a recognizable, consistent, and trustworthy experience across every customer touchpoint. They reinforce our commitment to innovation, security, and simplicity while providing visual continuity throughout our products, marketing, and communications. In co-branded materials, we strive to preserve the strength of both brands by integrating color palettes thoughtfully and intentionally. Whenever possible, Qualpay's primary brand colors should remain prominent in areas that represent the Qualpay experience, while complementary use of partner colors can highlight the collaborative nature of the relationship. This balanced approach ensures that both brands maintain their distinct identities while creating a cohesive visual experience that strengthens customer recognition and confidence.



Color Palette

Primary		HEX	CMYK
Qualpay Green		8cc63e	50 0 100 0
Royal Blue		005eb8	100 56 0 3
Orange		ff8500	0 58 100 0
Turquoise		00a3e0	69 10 0 0
Secondary		HEX	CMYK
Golden Yellow		ffc72c	0 19 89 0
Medium Green		a7d459	27 0 55 0
Medium Yellow		fddb5a	0 6 60 0
Medium Turquoise		6ec9f7	58 11 0 0
Tertiary		HEX	CMYK
Light Green		cdea80	16 0 36 0
Powder Blue		b9d9eb	23 0 1 0
Exclusive (only used as a negative)		HEX	CMYK
Warning Red		ff5139	0 93 95 0
Gray Scale		HEX	CMYK
Qualpay Charcoal		545859	0 0 10 80
Gray 2		707372	0 0 9 72
Gray 3		898D8D	0 0 8 64
Gray 4		9EA2A2	0 0 7 56
Gray 5		B2B4B2	0 0 6 48
Gray 6		C7C9C7	0 0 5 40