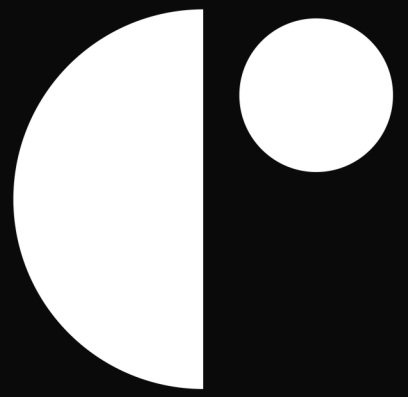
pario

BRAND GUIDELINES

Version 4.0

October 2026

A working system for a company that will keep changing.



A working system for the company.

The guide protects a small set of decisions so Pario can move quickly and stay recognizable as the portfolio grows.

01 Company principles

02 Identity

03 Color + type

04 Brand behavior

05 Imagery

06 Voice

07 Products

08 Digital

09 Governance

We begin with the problem and build from there.



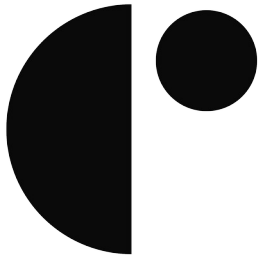
This is an internal operating belief. It guides the work and appears publicly only when it adds useful context.

Pario is the company.

The portfolio can cross industries. The parent company is the constant.

Pario builds technology.

Today that includes payment identity, payment acceptance and flight information. Future products may solve completely different problems. The company should leave room for that.



FIN	OneTap	CheckJeti
payment identity	payment acceptance	flight information

Pario can add, rename or retire products without changing what the parent brand is.

Company principles.

Three ideas guide the way Pario chooses, builds and evaluates its work.

01

Begin with the problem.

Understand the real constraint, the people affected and the system around it before deciding what to build.

02

Use the simplest thing that works.

Keep complexity where it belongs so the experience stays clear, capable and easy to understand.

03

Prove it in the real world.

A functioning product, deployment or measurable outcome carries more weight than a presentation.

How the name appears.

The wordmark stays lowercase. In prose, the company name is written as Pario.

pario

LOGO / WORDMARK

Always lowercase: pario

Pario

WRITTEN COMPANY NAME

Use normal capitalization in sentences, articles, press releases and legal copy unless the registered legal name requires another form.

Use Pario in normal editorial copy and approved master artwork for the wordmark.

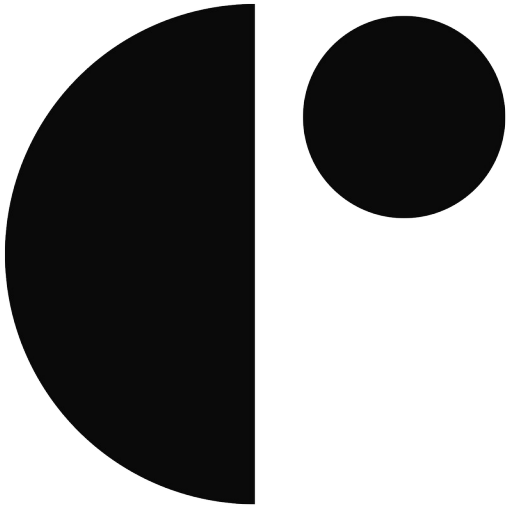
The mark is fixed. Recognition grows through consistent repetition.



Use approved master artwork across every corporate surface.

The Pario mark

A lowercase p implied by two independent forms.



01

Two forms remain visibly separate.

The large half-disc and detached circle remain separate. The gap is part of the mark.

02

Together they resolve into a p.

The relationship between the two forms becomes recognizable through consistent use.

03

Let recognition come through use.

The mark should become familiar through use.

Logo system

Use the lockup first. The symbol earns standalone recognition over time.



PRIMARY LOCKUP



SYMBOL ONLY



WORDMARK ONLY

First-touch rule

Use the approved symbol + wordmark lockup in first-touch corporate communication.

Symbol-only rule

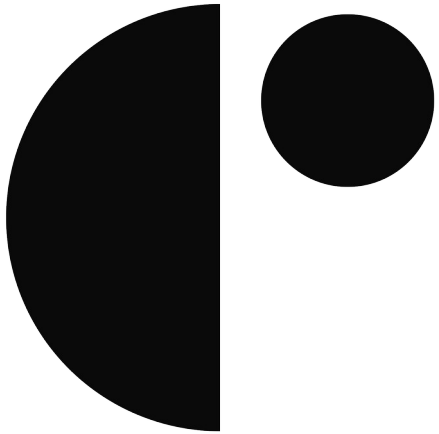
Use the mark alone for favicon, social avatar, app/system icon and established environments.

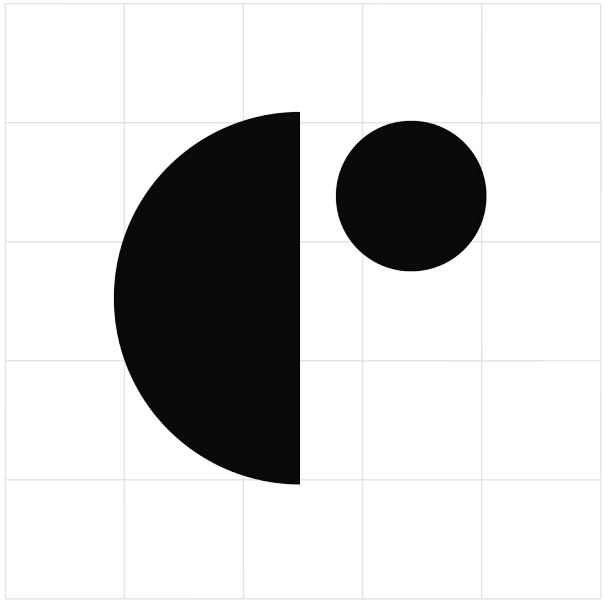
Wordmark-only rule

Use only where the symbol cannot reproduce cleanly or where typography is the clearer choice.

Construction and clear space

Master artwork is authoritative. The grid supports quality control and consistent reproduction.





x Clear space = diameter of the small circle.

16 px	minimum digital symbol
96 px	minimum digital lockup width
6 mm	minimum print symbol
28 mm	minimum print lockup width

Logo color modes

Pario is monochrome by default.



BLACK ON WHITE



WHITE ON BLACK



BLACK ON WARM WHITE

Keep the Pario logo neutral across every product context. Products can develop their own color systems.

Protect the mark

Consistency builds recognition.

Stretch

Keep the approved proportions.

Outline

Use the approved filled artwork.

Recolor

Keep the mark black or white.

Effects

Use the mark without visual effects.

Rebuild

Preserve the approved gap and circle size.

Badge

Give the lockup clear space on the surface.

AI tools can support exploration. Every final asset uses approved Pario master artwork.

Black and white first.

Supporting neutrals create hierarchy. Pario itself has no permanent accent color.



Pario Black

#0A0A0A

Pure White

#FFFFFF



Graphite

#565656

Warm White

#F5F2EB

Mist

#E8E8E8

Rule: Pario stays neutral. Individual products may introduce their own color systems once those identities are approved.

Digital accessibility is a baseline.

Target WCAG 2.2 AA for public digital experiences.

Contrast

Text and controls meet AA contrast requirements.

Keyboard

Every interactive control is reachable and operable without a pointer.

Focus

Visible focus states are intentional and consistent.

Motion

Respect prefers-reduced-motion and remove nonessential animation.

Media

Meaningful images need alt text. Video needs captions or transcripts.

State

Pair color with text, shape or another clear signal.

Targets

Interactive targets should be comfortably tappable on mobile.

Language

Plain language preserves technical meaning and explains systems accurately.

A distinctive grotesk for a quiet parent brand.

Typography carries much of the identity, so the family needs character, clarity and range.

ABC Diatype

PRIMARY CORPORATE FAMILY

Headlines, navigation, body copy, editorial and interface text. License for production use before launch.

ABC Diatype Mono

TECHNICAL COMPANION

Data, code, metadata, system labels and technical documentation.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @ / . : + -

Office fallback: Clear Sans + DejaVu Sans Mono. The pario wordmark remains custom artwork and always uses master files.

Scale has limits.

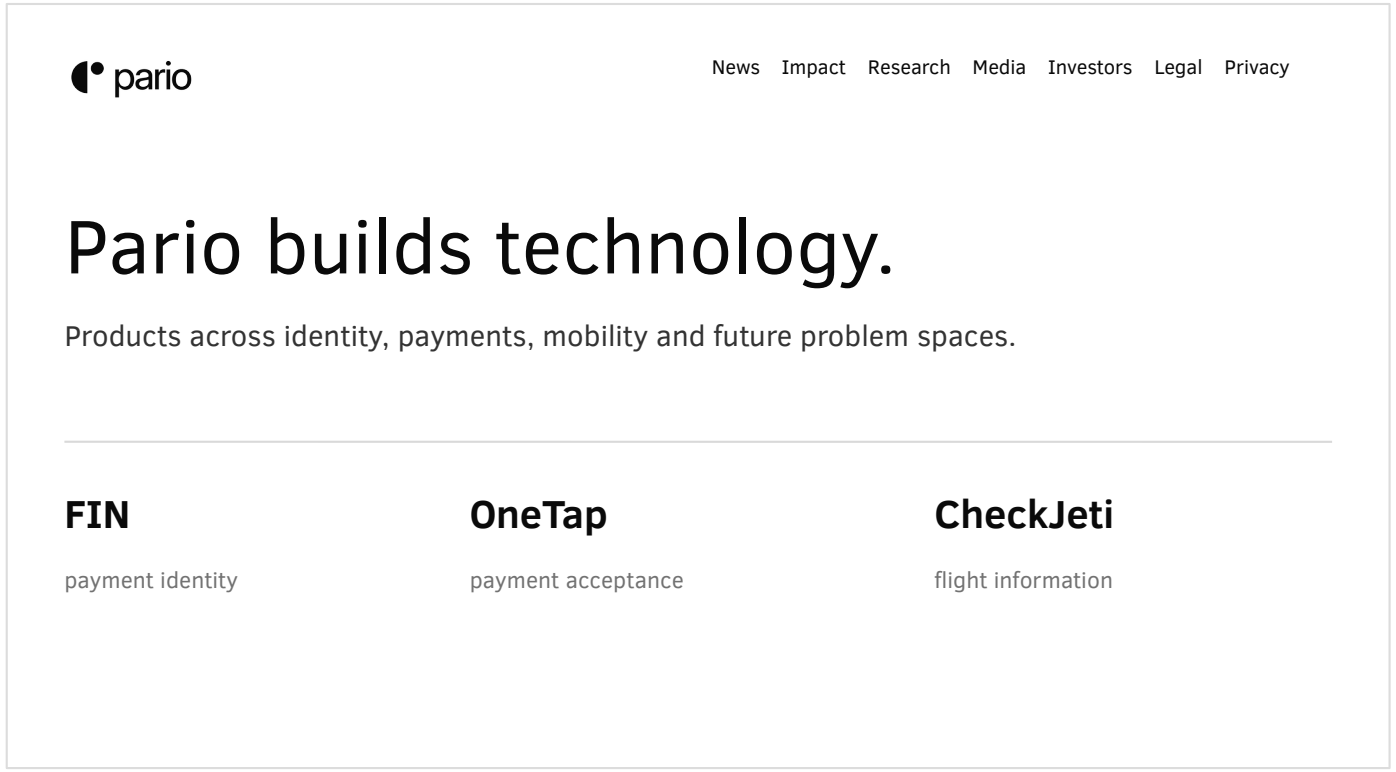
Hierarchy comes from spacing and composition before size.

Display	48–64 px desktop	Short homepage or campaign statement.
Page title	38–48 px	Page-level title.
Section title	26–34 px	Section heading.
Body large	18–22 px	Introductory copy or key statement.
Body	15–18 px	Primary reading text.
Label / metadata	11–13 px	Navigation, controls and system labels.

Rule: sentence scale stays proportional to the content.

Editorial, structured and content-led.

Pario layouts should read like a company publishing real work.



Rules

- 12-column grid on wide layouts
- Outer margins stay generous
- Few cards
- Short headlines
- Real content carries the page
- Products can become visually distinct
- Imagery carries information

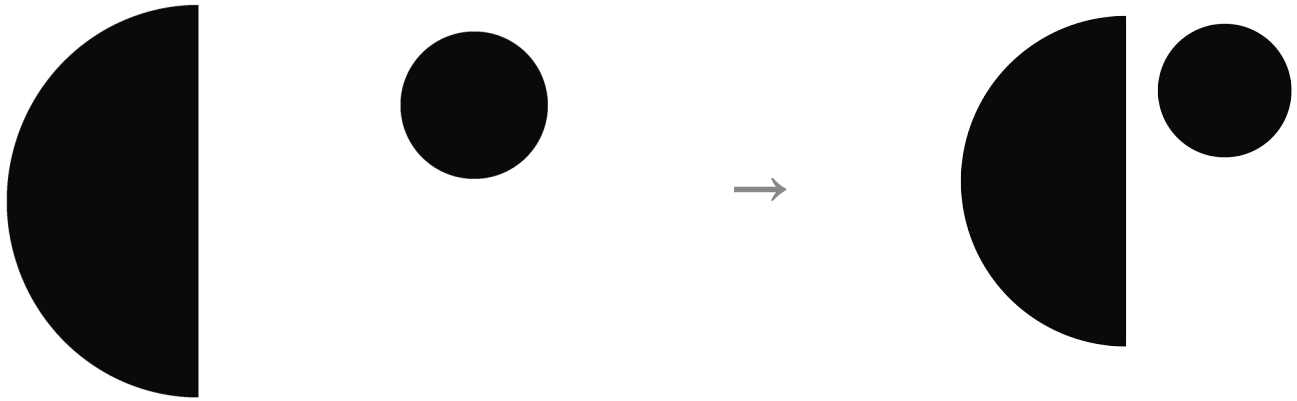
Brand principles

These principles shape how Pario looks, moves and communicates.

01	**Restraint**	Every element earns its place.
02	**Precision**	Spacing, language and relationships stay intentional.
03	**Evidence**	Products, systems and outcomes carry the story.
04	**Separation → alignment**	Independent parts reveal their relationship through placement and motion.

Separation → alignment

A recurring behavior derived from the mark and used with restraint.



01	**Keep parts distinct**	Elements retain their own shape and role as a relationship emerges.
02	**Use the gap intentionally**	Whitespace carries structure and should remain visible.
03	**Resolve once**	One alignment moment is usually enough for a composition or interaction.
04	**Keep the mark out of patterns**	The behavior can inspire layouts and motion while the logo itself stays protected.

Show the work in the order it becomes real.

Imagery earns its place by showing what Pario actually built, deployed or learned.

01	**Real product**	Interfaces, screens, physical artifacts.
02	**Real deployment**	A product functioning in context.
03	**Real system**	Infrastructure, equipment, data flow or operations.
04	**Real people**	People using or operating the system.
05	**Relevant environment**	A place that helps explain the product.
06	**Material / architecture**	Only when it is directly connected to the story.

Show technology through its real context.

Every image should carry information about the product, system, user or environment.

USE	AVOID
• Real interface	× Random brutalist architecture
• Real hardware	× Staged phone-holding stock
• Real merchant or traveler context	× Handshake photography
• Actual infrastructure	× Neon server rooms
• Product detail	× Floating coins / fake dashboards

Test Choose imagery whose meaning is specific to the Pario story being told.

Motion reveals structure.

Use movement to explain sequence, state or relationship.

01

Resolve

Separate elements move into alignment when that movement clarifies a relationship.

02

Reveal

Masks, crops and measured transitions introduce information in sequence.

03

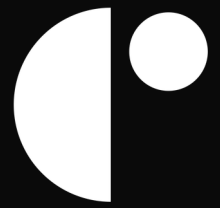
Respond

Micro-interactions confirm actions quickly and quietly.

UI timing	160–320 ms
Narrative motion	600–1200 ms when the motion explains a system.

Avoid bouncy easing, constant floating, decorative parallax and motion with no information value.

Plain. Specific. Calm. Human.



Write naturally and preserve technical meaning.

Pario writes in complete, fluid thoughts.
The point is stated directly and allowed to stand on its own.
Technical detail stays when it helps the reader understand.

Write like the people who built it.

The reader should leave with a clear understanding of the product and the work behind it.

Direct	Say what it is in a natural sentence.
Precise	Use the right term when it adds meaning.
Calm	Confidence comes through clarity and control.
Fluid	Let ideas connect without rhetorical reversals or clipped opposition.
Evidence-led	State what happened and show the proof.

Language outside the Pario voice

Generic phrasing makes a distinct company disappear.

- × how money moves
- × the future of finance
- × seamless
- × empowering everyone
- × cutting-edge
- × not X, but Y
- × revolutionizing
- × next-generation
- × innovative solutions
- × one-stop shop
- × game-changing
- × we don’t X. We Y.

Write the point directly in one fluid thought. Name the problem, explain what was built and describe what changes for the person or system using it.

Corporate copy has a simple job.

Answer four questions in order.

01	**What is it?**	Pario is a technology company.
02	**What did it build?**	FIN, OneTap and CheckJeti.
03	**What does each product do?**	Use one factual line per product.
04	**What proves it?**	Show research, deployments, metrics or product experience.

Pario is the parent. Products stand on their own.



FIN

payment identity

OneTap

payment acceptance

CheckJeti

flight information

Future

can span categories

The product owns the experience.

Pario provides the corporate context. Each product develops its own customer-facing world.

01

Product-owned surfaces

A product may use its own color, typography, interface motifs and campaign language once approved. Its identity should fit its audience and product role.

02

Corporate portfolio surfaces

On the Pario website, products can appear by name without permanent “by Pario” lockups.

03

Ownership context

Use “A Pario company” or “Built by Pario” only where ownership context materially helps the audience.

Use plain text until a product identity is approved. Every product mark enters the system through a deliberate design and clearance process.

Identity grows with the product.

Brand investment should match product maturity, audience and market role.

01

Emerging solution

A working name or text treatment is enough while the product is still taking shape. Use Pario endorsement when ownership context helps.

02

Established solution

An approved logo, color system and product voice can develop once the offer, audience and market presence are clear.

03

Independent brand

A mature product can operate with a complete identity and its own website. Pario appears where corporate ownership adds context.

OneTap is an approved product name. Its visual identity can remain text-first until a dedicated product identity is approved.

How products enter the portfolio.

Pario evaluates each brand through its existing equity, audience, product role and long-term strategy.

01	**Incubated**	A product can begin inside Pario and develop its own brand as the audience and proposition become clear.
02	**Acquired**	Existing brand equity can remain intact while Pario introduces ownership gradually and clearly.
03	**Renamed or merged**	Naming changes follow product strategy, customer understanding and portfolio fit.
04	**Retired**	A product can leave the portfolio cleanly while records, redirects and legal obligations are maintained.

Co-branding

Keep ownership and partnership relationships clear.



Balance marks by optical weight and separate them with whitespace or a neutral divider. Keep each identity intact.

Use “in partnership with” for external companies. Pario ownership language should reflect the actual corporate relationship.

The corporate site is a publishing surface.

The site brings together products, research, news and company information in one clear system.



Pario builds technology.

Products across identity, payments, mobility and future problem spaces.

FIN

Identity for payments.

OneTap

Payment acceptance.

CheckJeti

Flight information.

LATEST

Real announcements, research and product updates, supported by verified facts and useful context.

Rules for the corporate site

A small set of decisions keeps the experience consistent across pages and content types.

- Approved Pario symbol + wordmark in the header
- Pure white default canvas
- Modest type scale
- Content leads the composition
- Simple editorial structures
- Real product / deployment imagery
- Footer stays focused on company and resource links
- Imagery carries specific information
- Approved product identities only
- Research and news use verified facts
- Surfaces stay simple and restrained
- Calls to action appear when they serve a real next step
- Illustration is product-specific and purposeful
- Product pages can develop their own visual language

Media kit

Give press and partners approved language, assets and contact information in one place.

Company

Approved short and standard boilerplates.

Logos

Master SVG/PNG assets only.

Products

Approved one-line descriptions and links.

Leadership

Bios and approved photography.

Press

Current releases and coverage.

Contact

press@thepariocompany.com

Press assets use approved logos, verified screenshots and current product information.

Legal and privacy are part of the company system.

Policy pages stay current, readable and distinct from product marketing.

Privacy

Corporate privacy landing page + formal privacy notice.

Legal hub

Website terms, cookie notice, responsible disclosure and product terms.

Security

Security approach + vulnerability reporting.

Product terms

Separate when FIN, OneTap or future products require specific terms.

Use current Nigerian law and regulator guidance as the baseline for Nigeria-facing notices, with counsel review before publication.

Generated content supports exploration under clear asset and factual controls.



- × redraw the Pario mark
- × fabricate metrics or partnerships
- × present generated product screens as real
- × invent unapproved product logos
- × create fake people or locations
- × replace master artwork with an approximation

Every external asset uses approved source files and verified facts.

A few hard rules protect the system.

Controlled source files, clear ownership and documented decisions keep the system consistent.

Logo	Use master artwork and preserve approved proportions, construction and color.
Name	Logo is pario. Company name in prose is Pario.
Color	Black/white first. Supporting neutrals only. Products may own color.
Type	ABC Diatype + ABC Diatype Mono. Office fallback: Clear Sans + DejaVu Sans Mono.
Voice	Plain, specific, calm and human. Sentences stay fluid and direct.
Products	Products stand on their own. Endorsement only where useful.
Digital	WCAG 2.2 AA baseline.
Assets	Maintain one controlled master folder and version number.

pario

Quick reference

NAME	pario in the logo. Pario in prose.
BELIEF	We begin with the problem and build from there.
LOGO	Approved lockup first. Symbol-only after recognition.
COLOR	Black + white first. Products own color.
TYPE	ABC Diatype + ABC Diatype Mono.
VOICE	Plain. Specific. Calm. Human.
LAYOUT	Editorial. Fewer cards. Modest scale.
IMAGERY	Real product and deployment before atmosphere.
MOTION	Separation → alignment when it explains structure.
DIGITAL	WCAG 2.2 AA.
AI	Final assets always use approved marks.
PRODUCTS	House of brands. Endorse only where useful.

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