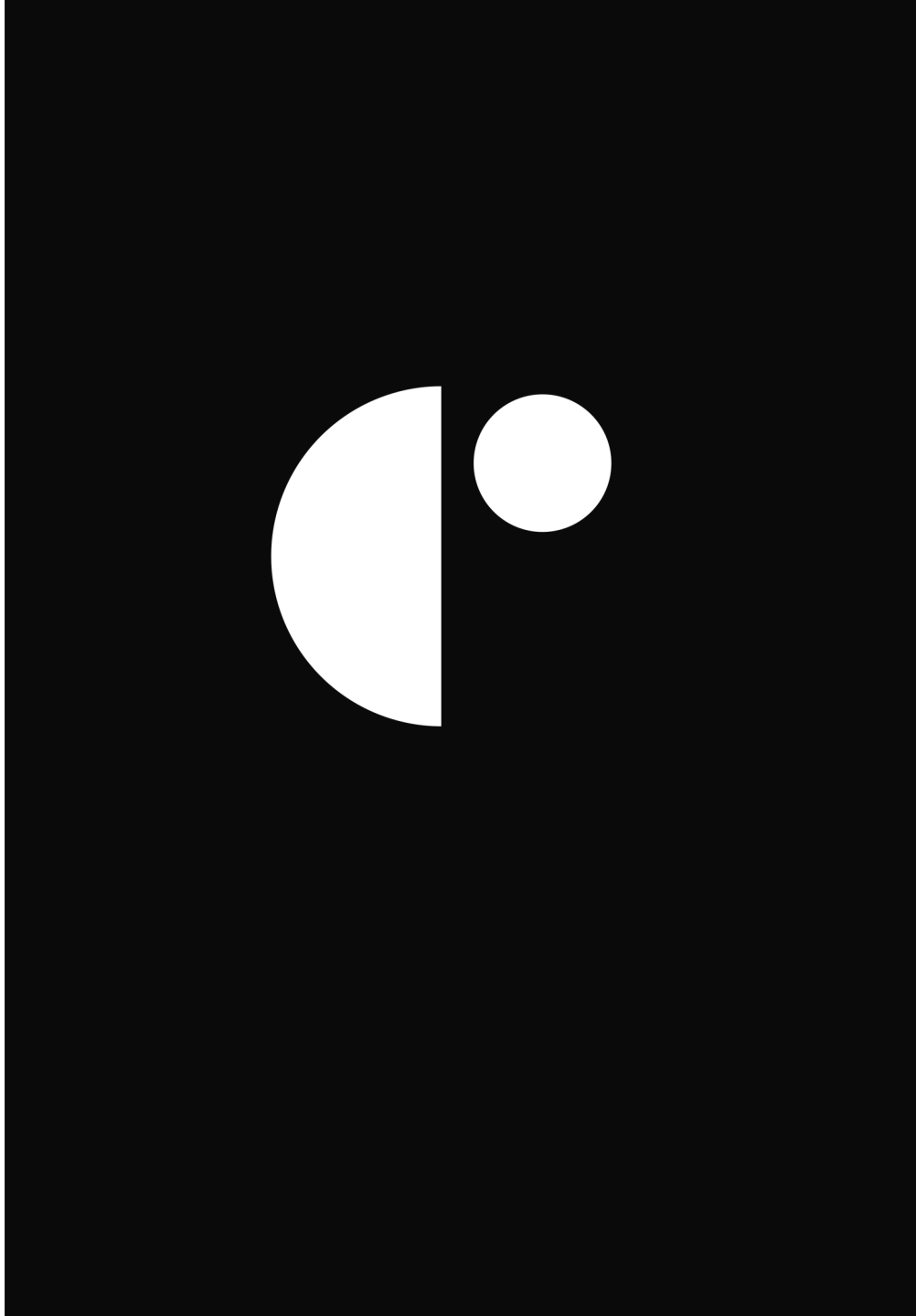
pario

MEDIA KIT

Version 1.0 / October 2026

Approved company language, portfolio descriptions, identity guidance and media contacts.

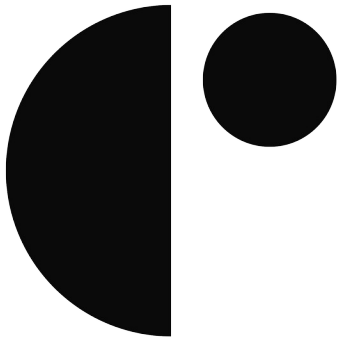


COMPANY

Pario at a glance

A concise reference for journalists, partners, investors and anyone writing about the company.

COMPANY	Pario
TYPE	Technology company
PORTFOLIO	FIN, OneTap, CheckJeti
WEBSITE	theparіocompany.com
PRESS	press@theparіocompany.com
INVESTORS	investors@theparіocompany.com



Pario builds technology.

The current portfolio spans financial identity, payment acceptance and flight information.

APPROVED COPY

About Pario

Use the version that fits the space. Keep the wording intact when an approved boilerplate is required.

SHORT

Pario is a technology company that builds products and systems across payments, identity, mobility and other areas where clearer infrastructure can improve everyday experiences.

STANDARD

Pario is a technology company and the parent company behind FIN, OneTap and CheckJeti. FIN, the Financial Identity Network, provides a readable identity layer for payments. OneTap brings payment acceptance into digital and physical experiences. CheckJeti gives travelers clearer access to flight information. Pario develops products across distinct problem areas and supports each one as it grows into its own market and identity.

For longer profiles, use the Company page at theparіocompany.com as the current source of truth.

PORTFOLIO

Three products. Three distinct roles.

Pario provides the company structure behind the portfolio. Each product can develop its own identity as its audience and market role become clear.

FIN FINANCIAL IDENTITY NETWORK	A readable identity layer for payments.
OneTap	Payment acceptance for digital and physical experiences.
CheckJeti	Flight information for travelers.

PRODUCT / FIN

FIN

Financial Identity Network

A readable identity layer for payments.

FIN, the Financial Identity Network, gives people and businesses a readable identity for payments. It connects recognizable payment identities to the accounts and systems that complete the transaction.

APPROVED FIRST REFERENCE

FIN, the Financial Identity Network

APPROVED DESCRIPTOR

A readable identity layer for payments.

After the first reference, use FIN.

PRODUCT / ONETAP

OneTap

Payment acceptance for digital and physical experiences.

OneTap brings payment acceptance into the experience already taking place, including commerce, mobility and embedded digital journeys.

APPROVED DESCRIPTOR

Payment acceptance for digital and physical experiences.

EDITORIAL NAME

OneTap

Use the approved product name exactly as written.

PRODUCT / CHECKJETI

CheckJeti

Flight information for travelers.

CheckJeti gives travelers clearer access to flight information in one place, helping them understand what is happening around their journey before they leave for the airport.

APPROVED DESCRIPTOR

Flight information for travelers.

WEBSITE

checkjeti.com

CheckJeti's core description stays global. Market-specific launches can add geography when it is relevant to the story.

EDITORIAL

Names and first references

A few details keep public references consistent.

Pario	Use Pario in editorial copy. The approved logo artwork remains lowercase pario.
FIN	Spell out Financial Identity Network on the first useful reference. Use FIN after that.
OneTap	Use OneTap with a capital O and T.
CheckJeti	Use CheckJeti as one word with a capital C and J.
Portfolio	Describe Pario as the parent company when ownership context helps the reader.

VOICE

Plain. Specific. Calm. Human.

Pario writes in complete, fluid thoughts and lets each point stand on its own.

Direct	Say what the company or product does in a natural sentence.
Precise	Use the technical term when it helps the reader understand.
Calm	Clarity and evidence carry the confidence.
Fluid	Ideas connect naturally through complete thoughts.
Evidence-led	Claims should be supported by verified product facts, research or outcomes.

BRAND ASSETS

Approved Pario logos

Use the supplied master files. Keep the corporate mark monochrome.





Use the full lockup for first-touch company identification. Use the symbol when Pario is already clear from context.

The asset package includes approved transparent PNG masters. Add approved vector masters to the public kit when those source files are available.

USAGE

Keep public assets factual and current

Media materials should reflect products and company information as they exist at the time of publication.

ASSETS

- Use approved Pario master artwork
- Use verified product screenshots
- Use current product descriptions
- Use verified metrics with a source and date
- Keep product identities independent

PUBLISHING

- Leadership interviews and photography go through press
- Partner logos stay separate from Pario
- Product marks require approval before publication
- Company claims should match current public materials
- Press releases should link to the relevant product or company page

Source of truth: theparіocompany.com and the current Pario brand guidelines.

CONTACTS

Media and company contacts

PRESS	press@thepariocompany.com
INVESTORS	investors@thepariocompany.com
GENERAL	hello@thepariocompany.com
PARTNERSHIPS	partnerships@thepariocompany.com



For leadership interviews, approved photography, product screenshots or additional context, contact the press team.

thepariocompany.com