

Brand Guidelines

The logo, colour palette, typography, and usage rules for PayNovaX — for internal teams, marketing agencies, printers, and anyone producing PayNovaX-branded materials.

VERSION 1.0 CRYPTO-FUNDED VISA CARD PAYNOVAX.IO

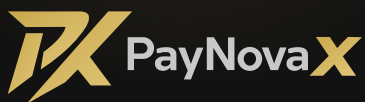
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IDENTITY

Logo & usage

The lockup is a stylised gold “P” and “X” bracketing the wordmark “aynova” in light grey. It is vector artwork — never a rasterised or screenshotted logo — sourced from

`apps/web/public/paynova-01.svg` .



Primary lockup — on dark surfaces (#0A0A0A–#1A1A1A)



Mark only — avatars, favicons, watermarks, tight spaces

Clear space & minimum size

Keep clear space around the lockup equal to at least the height of the mark on every side — nothing else should sit inside that margin. Never scale the full lockup below **24px** tall on screen or **0.3in** tall in print; below that, use the mark alone instead of shrinking the wordmark into illegibility.

Do / don't

DO

- Use the supplied vector files (SVG/PDF) at any size
- Place on near-black or dark charcoal backgrounds
- Keep the gold gradient exactly as supplied
- Give the lockup clear space — let it breathe

DON'T

- Recolour, add outlines, or apply drop shadows
- Stretch, skew, or change the aspect ratio
- Place on busy photos or low-contrast backgrounds
- Rebuild the wordmark in a different typeface

PALETTE

Colour palette

PayNovaX is a dark-mode-first product: near-black surfaces with a single gold accent used sparingly, never as a large fill. These are the exact values used across the app (`apps/web/app/globals.css`) and print collateral.

Core surfaces

Background #0A0A0A	Surface #121212	Surface elevated #1A1A1A	Border rgba(200,200,200,.08)
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Gold accent

Primary gold #C9A84C	Gold — light #E2C87B	Gold on black text use #C9A84C
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linear-gradient(135deg, #C9A84C, #E2C87B)

--gradient-brand

Text & system colours

Foreground #C8C8C8	Muted (print) #8F8F8F	Muted (UI) #737373	Destructive #EF4444
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Usage ratio: dark surfaces should dominate (~90% of any layout). Gold is an accent for headlines, CTAs, icons, and dividers — not backgrounds or large blocks. app.paynovax.io

Print (CMYK): colours here are sRGB; let the printer convert. Build the black background as rich black (e.g.

TYPE

Typography

Two typefaces, both self-hosted via `next/font/google` in the app and as embedded woff2 subsets in print collateral — no font substitution, ever.

DISPLAY — SPACE GROTESK

Crypto in. Card out. Spend anywhere.

Use for: Headings, eyebrows, buttons, stats, UI labels

BODY — DM SANS

Fund a virtual PayNovaX card with crypto and spend anywhere Visa is accepted.

Use for: Body copy, paragraphs, form labels, table text

MONO — JETBRAINS MONO

4242 4242 4242 4242 · #C9A84C

Use for: Card numbers, hex codes, addresses, code, data tables

Type scale & tracking

STYLE	FAMILY / WEIGHT	LETTER-SPACING	NOTES
H1	Space Grotesk 600	-0.03em	Hero headlines
H2-H4	Space Grotesk 600	-0.02em	Section headings
Eyebrow label	Space Grotesk 500-600	0.15-0.22em, uppercase	Small caps section tags
Body	DM Sans 400	normal	Default paragraph text
Button label	Space Grotesk 600	normal	All CTA / gradient buttons

VOICE & SYSTEM

Voice, UI tokens & assets

Voice & tone

PayNovaX is positioned as a **premium, regulated fintech product** — not a token or meme-coin project. Copy should read as quietly confident and precise, favouring concrete claims (fees, limits, timelines) over hype. Tagline: **“Crypto in. Card out. Spend anywhere.”**

Visual mood follows the same register: dark, low-key photography with a gold rim light — hypercars, marble, motion — rather than bright, cartoonish crypto visuals. See [brand-assets/wallpaper/backgrounds/](#) for reference imagery.

UI tokens

Radius



1.25rem cards,
0.625rem
buttons —
generous
rounding
throughout

Gold glow



0 0 60px
rgba(201, 168, 76, .3)
on hover states & CTAs

Gradient border



Cards get a
gradient
border glow on
hover, not a
solid fill

Asset manifest

ASSET	LOCATION
Logo (master SVG)	apps/web/public/paynova-01.svg
Business card (print-ready)	brand-assets/business-card/
Lock-screen wallpapers	brand-assets/wallpaper/
Fonts (woff2, self-hosted)	brand-assets/business-card/fonts/
Web colour & type tokens	apps/web/app/globals.css , apps/web/tailwind.config.ts
This document (editable source)	brand-assets/brand-guidelines/source.html

This is a living document generated from the current product and codebase. If colours, fonts, or the logo change in [apps/web](#) , regenerate this PDF from [brand-assets/brand-guidelines/](#) rather than editing an old copy by hand.

Questions: support@paynovax.io

[paynovax.io](#)

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