

lana™

YAMMPAY

BRANDING

DESIGNED BY LANA
©COPYRIGHT | ALL RIGHTS RESERVED



SOLUTION

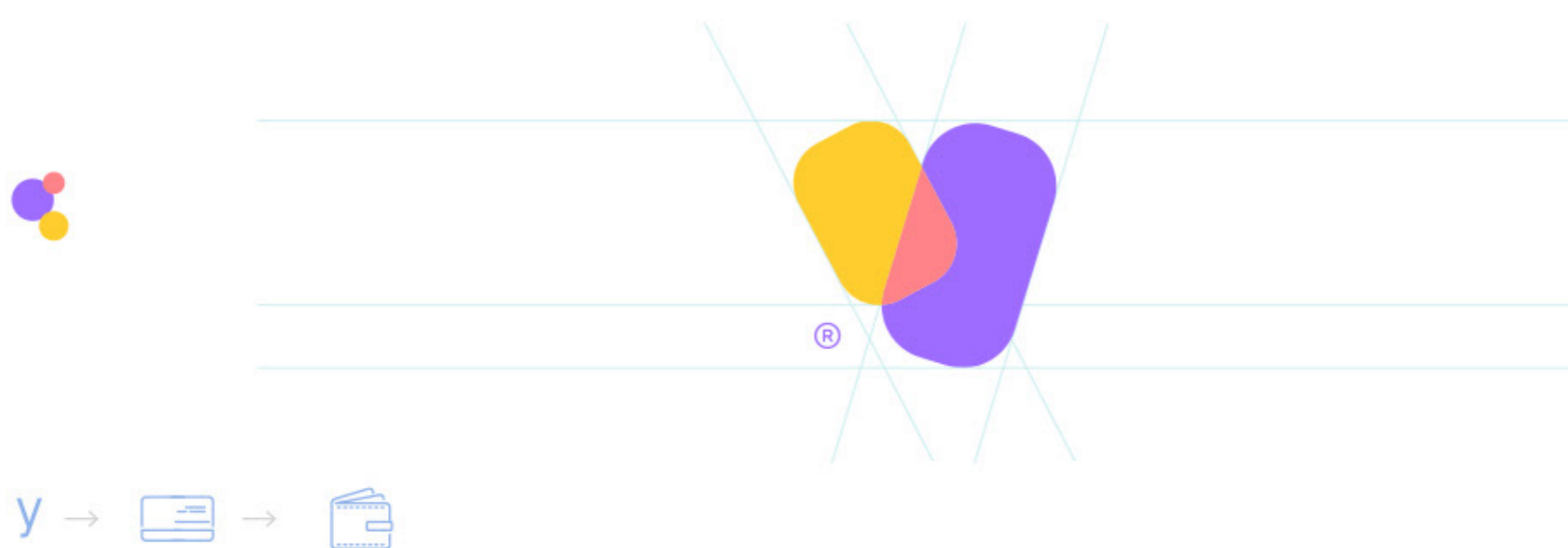
SOLUTION OVERVIEW:

OUR APP IS BASED ON "BUY NOW AND PAY LATER", THE PROFITABILITY POTENTIAL OF BUY NOW, PAY LATER MAKES IT AN ATTRACTIVE PROPOSITION FOR CONSUMERS AND BUSINESSES. SO, LET'S SEE HOW IT BENEFITS BOTH SEGMENTS ALIKE.



LOGO ELEMENTS

The icon is seen in three solid color, making it simple, friendly and iconic.



LOGOTYPE

The icon is seen in three solid color, making it simple, friendly and iconic.

yammpay®

USE OF LOGO BACKGROUNDS

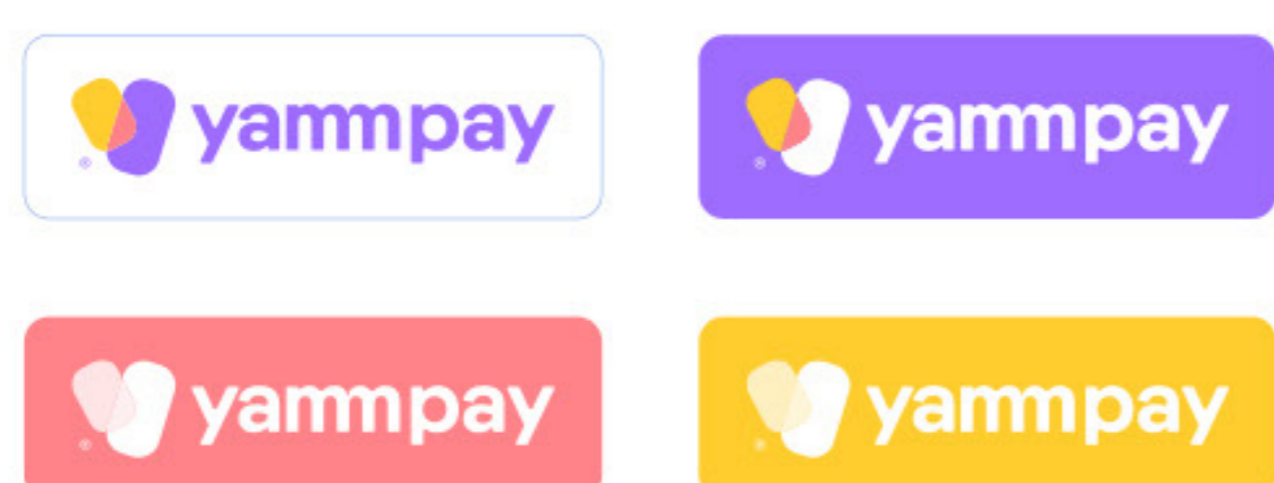
Using the primary colours, we can get two brand mark variations, according to the background.



LOGO

The lockup of our logo consists of the icon and the wordmark. The icon is placed to the left of the wordmark, keeping their relative sizes into consideration. This horizontal lockup is the ONLY lockup for our brand logo.

LOCKUP



COLOR PALETTE PRIMARY

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

The mark and logotype should never appear in colors other than shown here.

COLOR CODES



#9E6CFF

PRIMARY COLOR

COLOR CODES



#FF8389

PRIMARY COLOR

COLOR CODES



#FFCD2E

PRIMARY COLOR

COLOR PALETTE SECONDARY

COLOR CODES



#8FB2EA

SECONDARY COLOR

COLOR CODES



#FFB5A4

SECONDARY COLOR

COLOR CODES



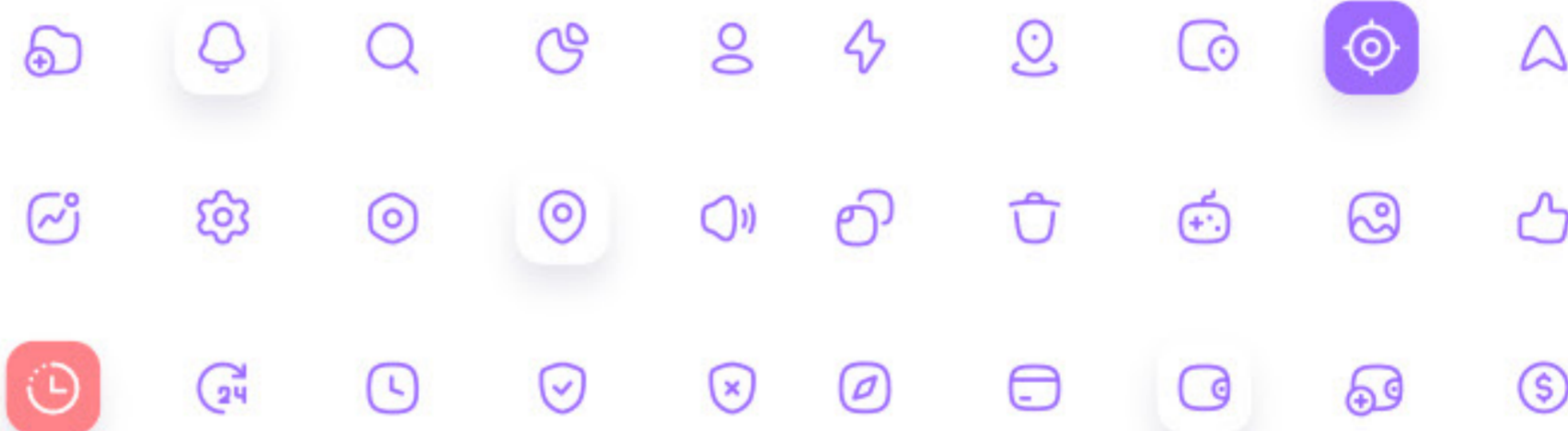
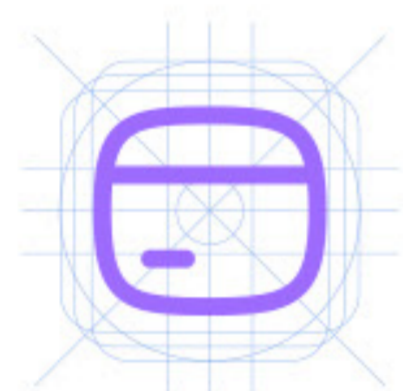
#7ECEBF

SECONDARY COLOR

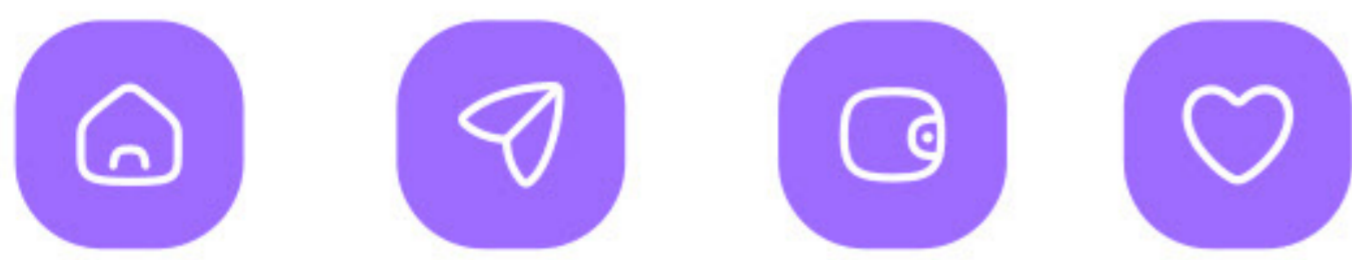
SHOP NOW
PAY LATER

yamppay

ICONS PACK



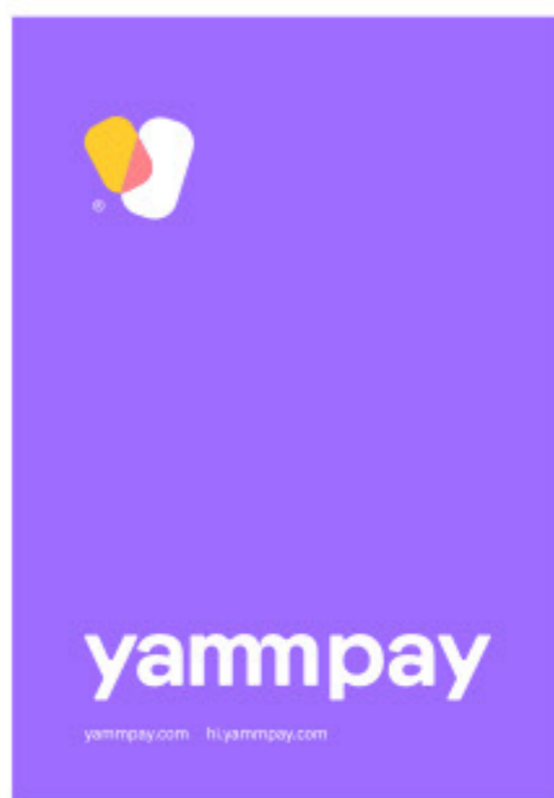
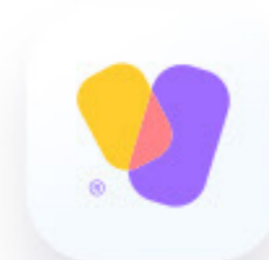
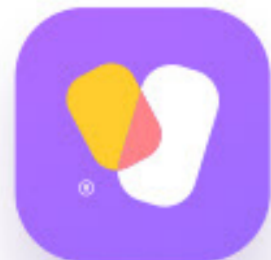
ICONS



— Social



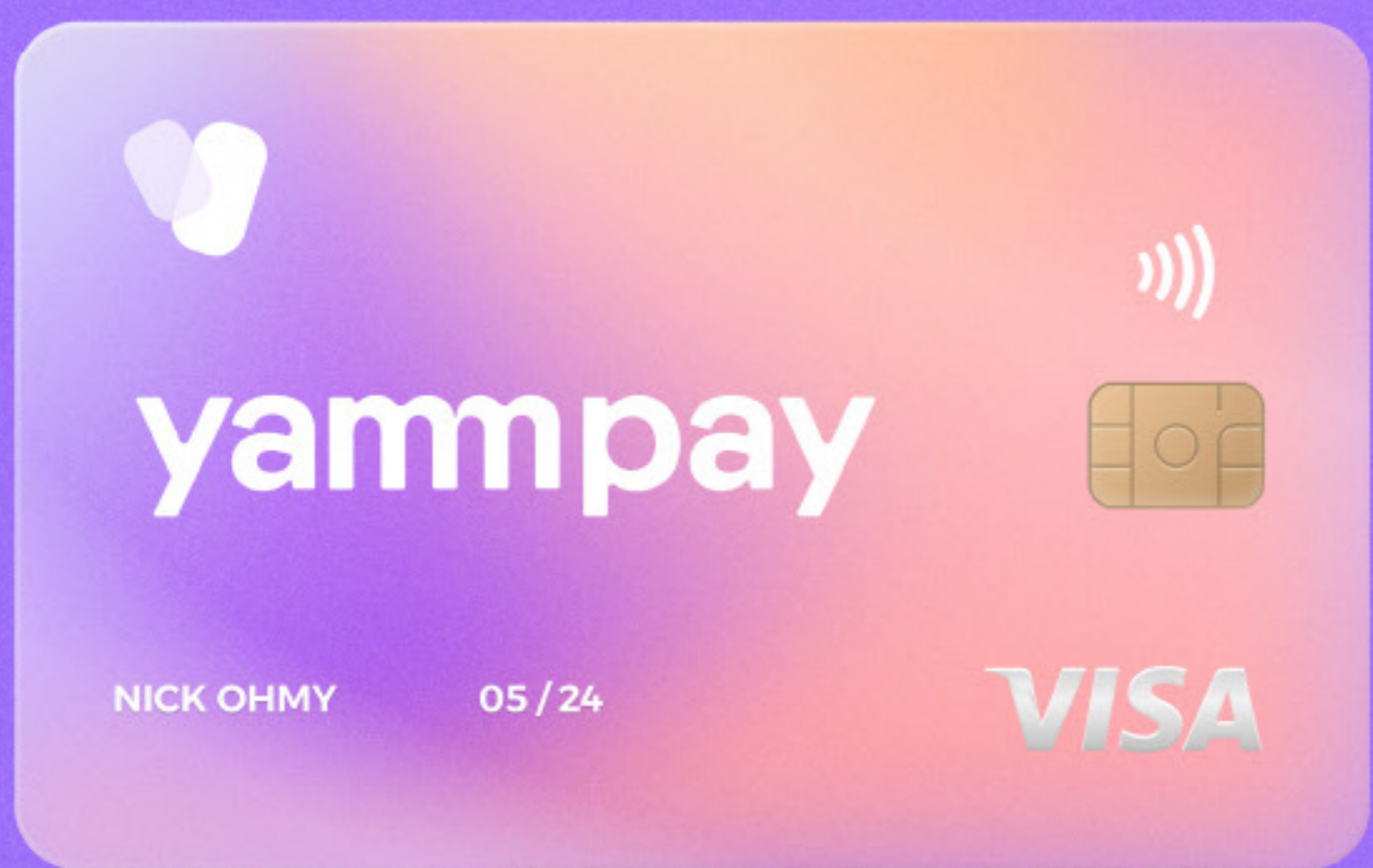
APP ICON

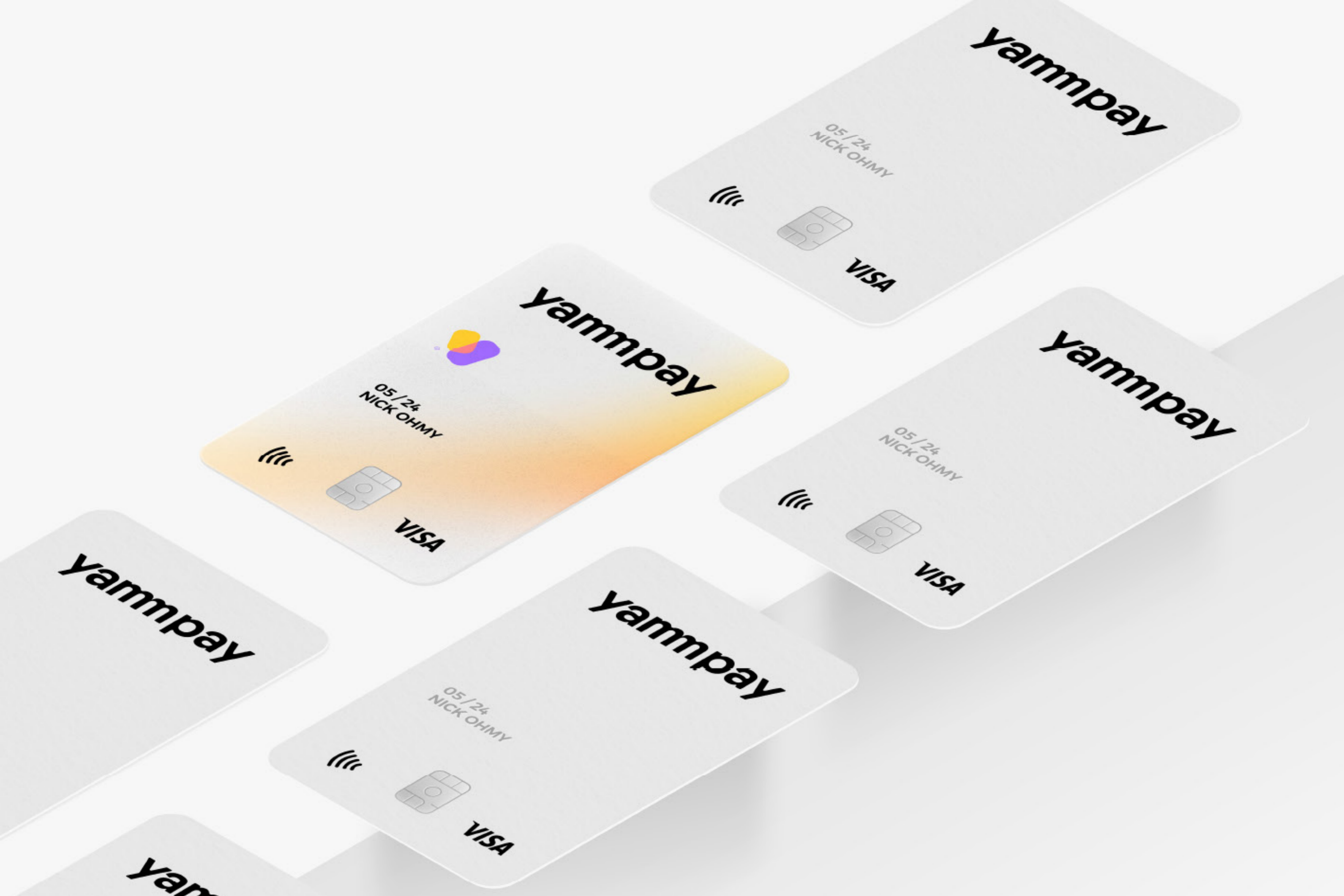


yamppay yamppay yamppay yamppay yamppay

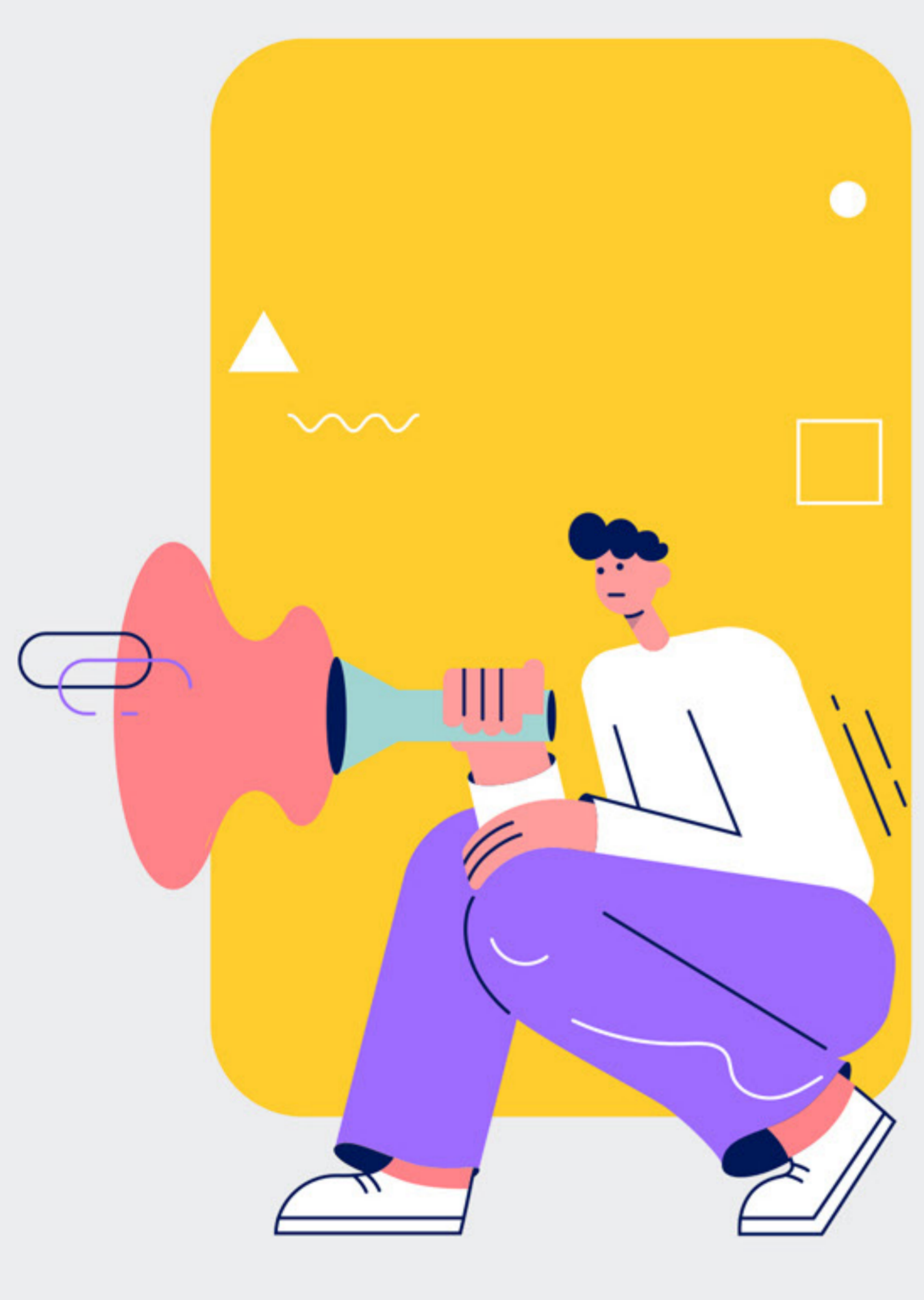
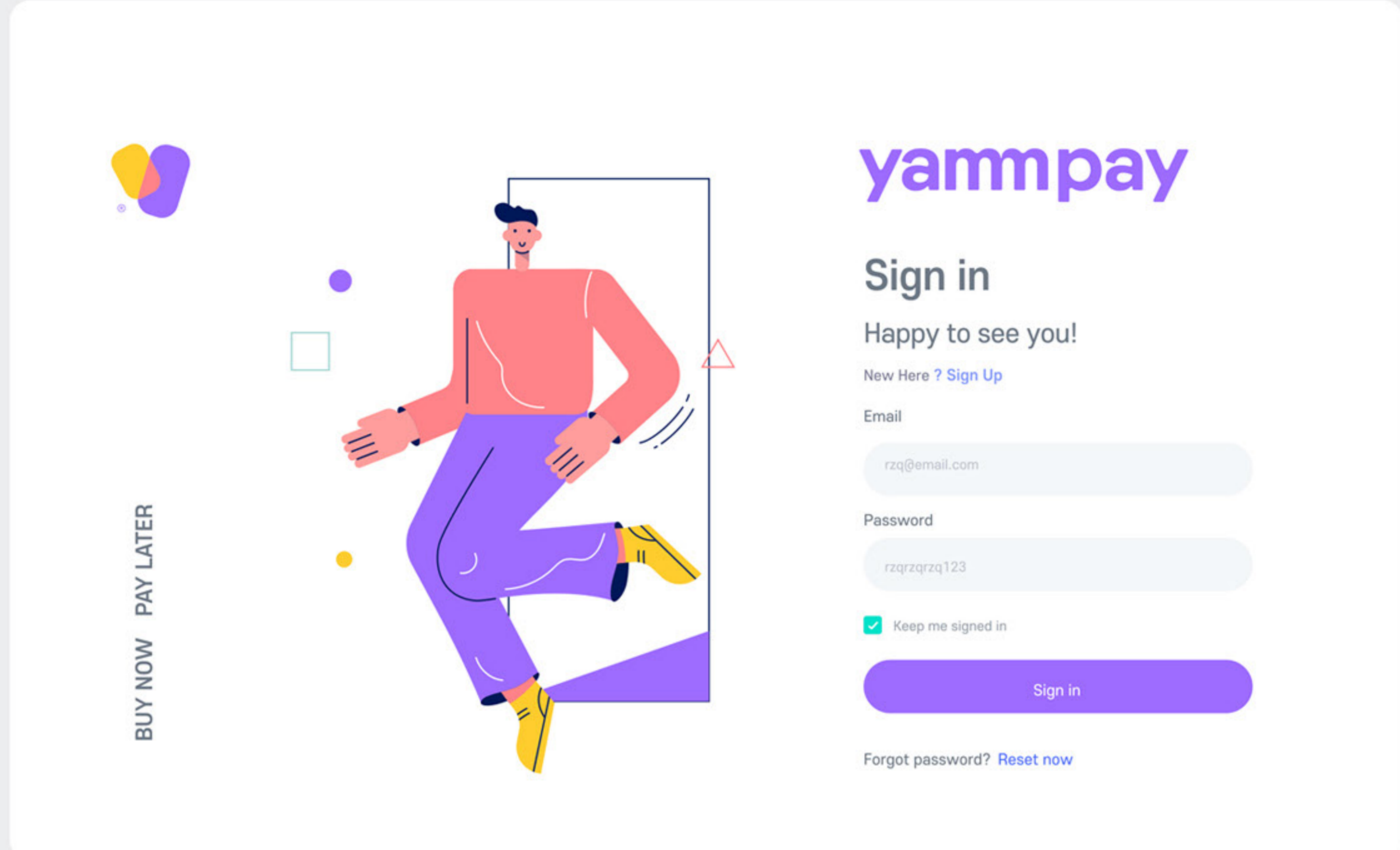
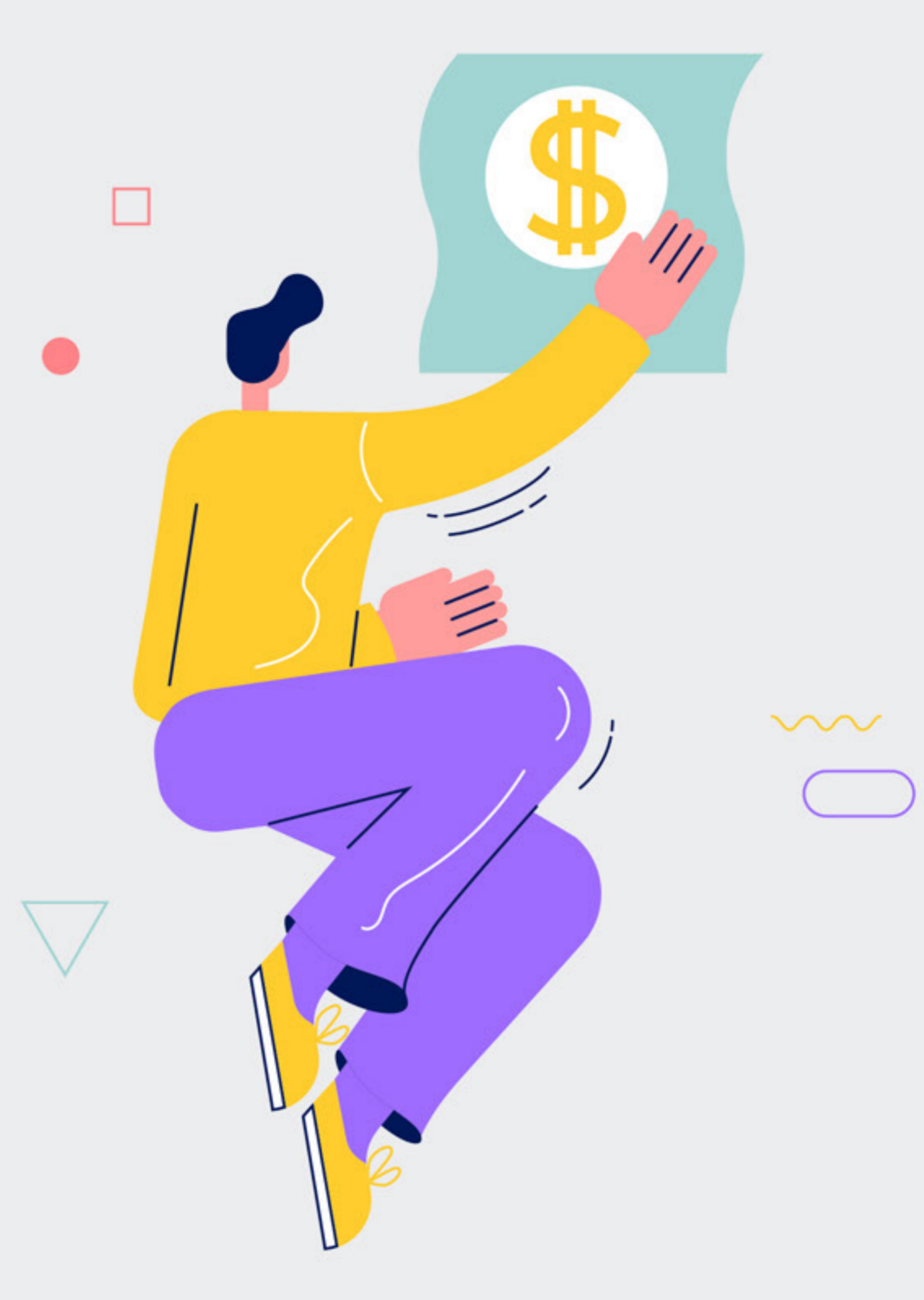


yamppay®





APP ICON





yamppay

تسوق الآن
وادفع لاحقاً

SOCIAL
MEDIA



SOCIAL
MEDIA



SOCIAL
MEDIA



yamppay

SHOP NOW
PAY LATER

