Transcard

BRAND ESSENTIALS: A GUIDE TO CONSISTENCY



Introduction

BRAND ESSENTIALS: A GUIDE TO CONSISTENCY

Welcome to the ultimate resource for bringing the Transcard brand to life.

In this guide, we will explore the key elements of the Transcard brand that are critical for successful product and company marketing. We will take a deep dive into our brand identity, target audience, and messaging framework to help you effectively speak to our brand and our products in a way that resonates. So, let's dive in!

What's Ahead

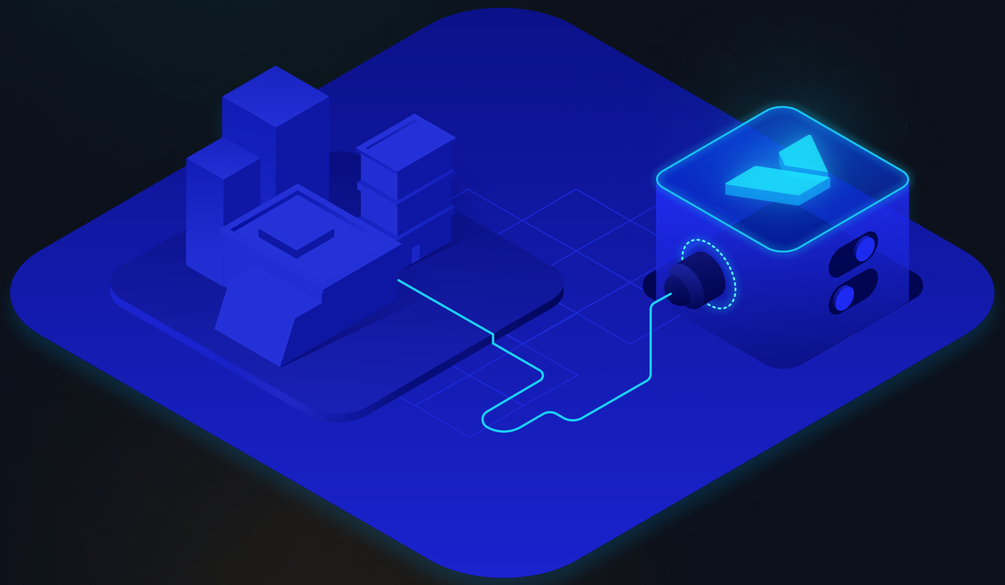
- Brand Architecture
- The SMART Suite: Product Essentials
- Key Resources

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Brand Architecture

These standards serve as a framework for maintaining consistent brand and product representation across all platforms and interactions. With this guide, both in-house and extended teams have the power to unleash their creativity while staying true to Transcard's brand identity and product placement.

- Brand Mission
- Brand Positioning
- Brand Elements



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Simplify Your Payments

BRAND MISSION

Transcard is a leading global technology company shaping the future of payments. Our mission is to revolutionize the payment industry by providing comprehensive, global payment solutions that simplify the payment process.

With a commitment to innovation and user satisfaction, we provide an enhanced experience through key features: multi-rail capabilities, seamlessly integrated workflows, effortless reconciliation, and bank-grade security. Our solutions have earned the trust of Fortune 500 companies and leading banks, making Transcard a leader in delivering frictionless payment experiences.



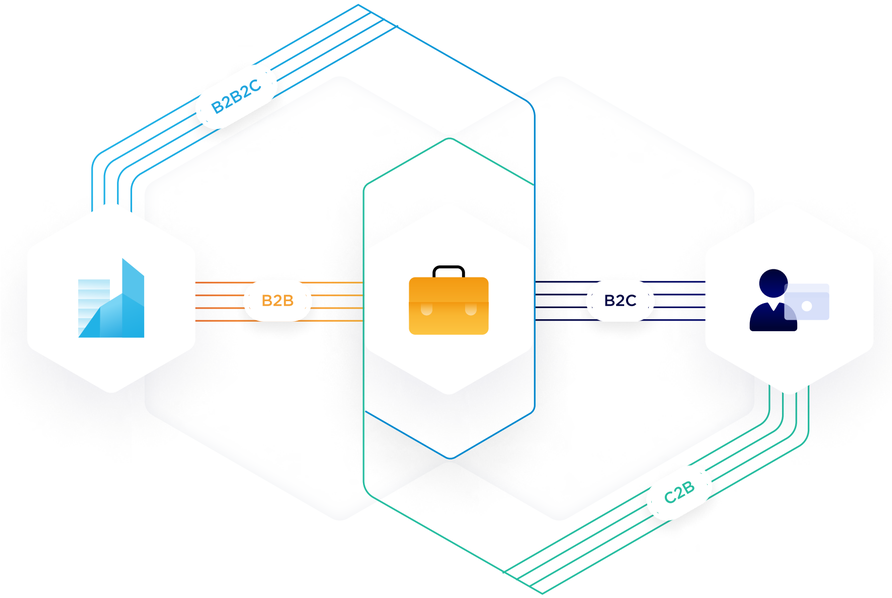
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Global Payment Technology Platform

BRAND POSITIONING

Transcard's brand positioning is centered around enabling businesses to reimagine the way they make and receive payments. Our unique value proposition is to provide a flexible and scalable platform that streamlines payments, reduces costs, and increases efficiency, all while providing a seamless and secure user experience.

Transcard positions itself as a trusted partner that helps businesses move money with ease, so they can focus on growing their business.

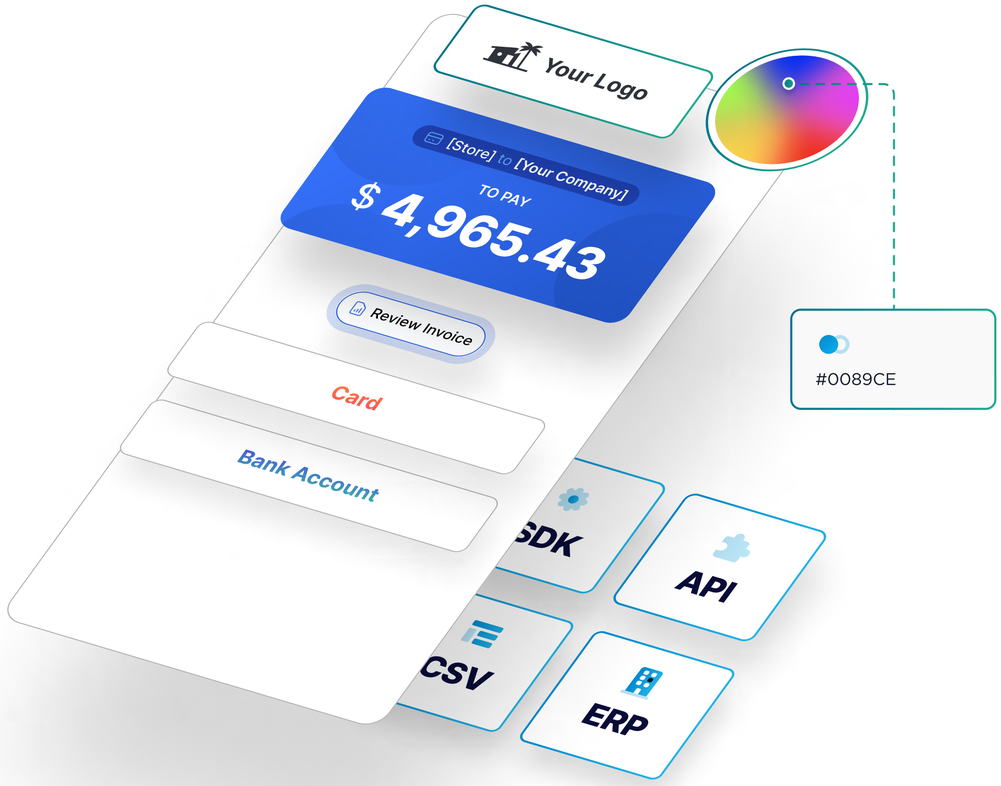


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Innovation at the Core

BRAND ELEMENTS

Here, you will discover the key visual and messaging components that make up our brand identity. By maintaining consistency in these brand elements, we can ensure that our brand is immediately recognizable, trustworthy, and memorable to our audience. We'll explore our brand's core components, such as our logo, color palette, typography, and tone of voice.



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Colors

VITAL PART OF OUR IDENTITY

Our color palette has been curated to represent our brand values and personality. Below are the official colors of our brand, including RGB, HEX, and CMYK values for digital use.

PRIMARY COLORS

BATTERY CHARGED BLUE
HEX #1EA8DA
RGB (30, 168, 218)
C:86 M:23 Y:0 K:15

CETACEAN BLUE
HEX #090C38
RGB (9, 12, 56)
C:84 M:79 Y:0 K:78

ACCENT COLORS

CELTIC BLUE
HEX #2B61DF
RGB (43, 97, 223)
C:81 M:57 Y:0 K:13

YELLOW ORANGE
FAAE31
RGB (250, 174, 49)
C:0 M:30 Y:80 K:2

MAXIMUM BLUE GREEN
HEX #34C9BE
RGB (52, 201, 190)
C:74 M:0 Y:5 K:21

CERISE
HEX #D63057
RGB (214, 48, 87)
C:0 M:78 Y:59 K:16

NEUTRAL COLORS

PLATINUM
E2E3E9
RGB (226, 227, 233)
C:3 M:3 Y:0 K:9

CULTURED
F7F6F9
RGB (248, 249, 246)
C:0 M:0 Y:1 K:2

CADET GREY
HEX #9DA1B5
RGB (157, 161, 181)
(13%, 11%, 0%, 29%)

DARK ELECTRIC BLUE
HEX #53607E
RGB (83, 96, 126)
(34%, 24%, 0%, 51%)

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Colors

VITAL PART OF OUR IDENTITY

GRADIENTS



BRAND ARCHITECTURE

The Logo

Our logo is made up of two components: the logomark and the wordmark. The primary logo combines both, and is used whenever possible. If certain conditions prevent the use of the primary logo, both the logomark and the wordmark can stand alone.



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Logomark

Wordmark

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The Logo

VARIATIONS



No. 1 Primary
Dark • Dualtone



No. 2 Primary
Light • Dualtone



No. 1 Logomark
Blue



No. 3 Primary
Black • Solid



No. 4 Primary
White • Solid



No. 2 Logomark
Black



No. 5 Primary
Navy • Solid



No. 6 Primary
Blue • Solid



No. 3 Logomark
White

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The Fonts

Transcard uses **Gotham** as our primary font.

Gotham

Gotham

The Transcard logo type is **Ubuntu** font.

Ubuntu

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The Microsoft font is **Source Sans Pro**.

Source Sans Pro

Source Sans Pro

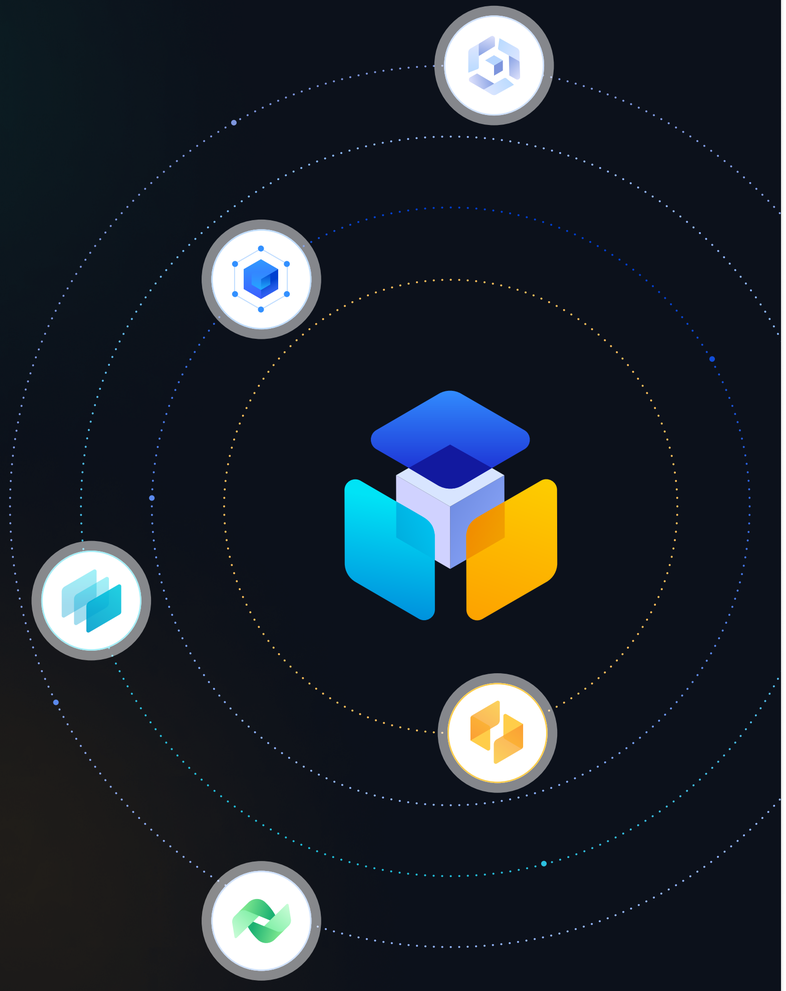
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The SMART Suite

A SMARTER WAY TO MAKE AND RECEIVE PAYMENTS

The SMART Suite is our range of **embedded payment solutions** that enables users to efficiently send, receive, and manage payments directly from any existing software or ERP system.

The SMART Suite ›



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The SMART Suite

PRODUCT INTRODUCTION

Meet the SMART Suite: A cohesive collection of cutting-edge financial tools, including SMART Hub, SMART Disburse, SMART Collect, and SMART Exchange. SMART Suite is an embedded solution for making, receiving, and managing payments; enabling users across any industry to collaborate and share payment information with ease.

The SMART Source >



SMART Hub

The all-in-one portal for managing payments and accessing payment insights.



SMART Disburse

A workflow-driven solution for disbursing funds of any type to any supplier or individual.



SMART Collect

Configurable application for presenting billing details and collecting payment from any customer.



SMART Exchange

An A2A solution that digitally connects buyers and suppliers through their banks and ERPs.



SMART Finance

Built-in supply chain financing (SCF).

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SMART Hub

At the heart of the SMART Suite is SMART Hub, an all-in-one embedded payment portal for both Accounts Payable and Accounts Receivable. It enables a multitude of payment methods and has a broad application, making it a versatile tool for any business.

SMART Hub delivers unmatched payment flexibility. It is a single platform that supports:

The Product Kit >

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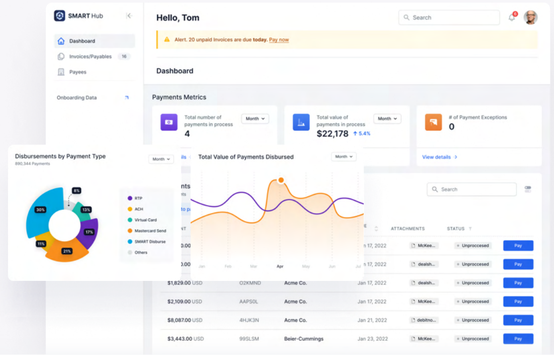
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- Any payment modality (e.g., ACH, RTP, card)
- Any payment rail (including real-time)
- Any originating bank account
- Any B2B or B2C payment application
- Single or mass payments
- Instant or scheduled payments

SMART Hub

All-in-one portal for making, managing, and receiving payments and accessing payment insights.

Learn More >



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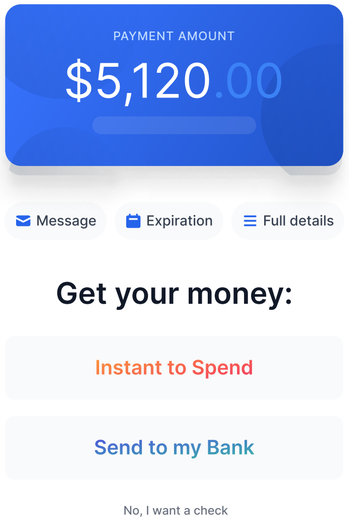
SMART Disburse

SMART Disburse is a secure disbursement workflow designed for a spectrum of use cases. When you send a payment with SMART Disburse, the recipient gets the freedom to select their preferred method to receive the funds. SMART Disburse enables users to disburse funds directly from within their ERP, from their bank account, while giving recipients flexibility on payment methods.

A workflow-driven solution for disbursing funds of any type to any supplier or individual.

The Product Kit >

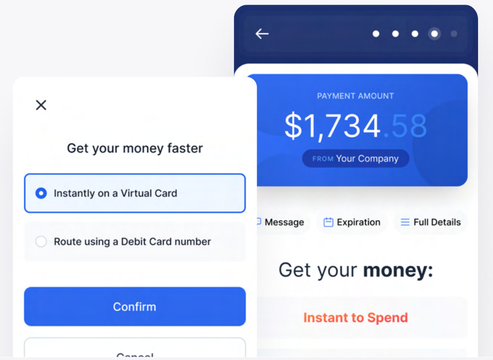
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SMART Disburse

A workflow-driven solution for disbursing funds of any type to any supplier or individual.

Learn More >



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SMART Collect

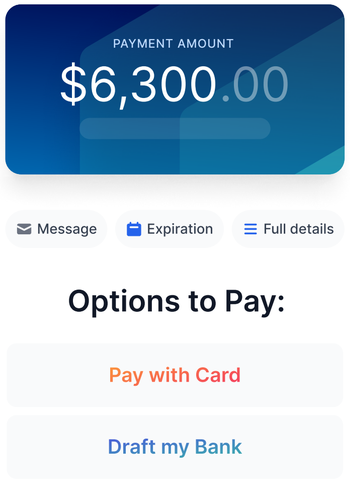
SMART Collect is an innovative receivables and collections workflow that offers an advanced platform for invoice presentment and payment, ensuring every step is intuitive and efficient. Track incoming payments, automate collections, and transform your billing and collections process with SMART Collect.

Configurable invoice presentment and AR payments to enhance collection processes.

The Product Kit >

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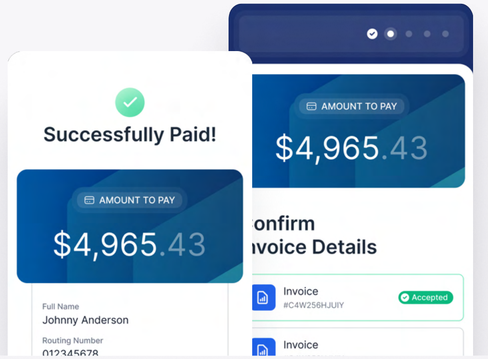
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SMART Collect

A workflow-driven solution for collecting receivables.

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SMART Exchange

SMART Exchange is an account-to-account (A2A) payment automation solution that digitally connects buyers and suppliers of all sizes through their accounting software and banks.

Seamless buyer/supplier network connectivity for efficient transaction handling.

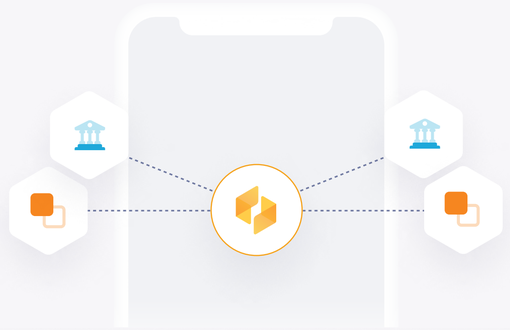
The Product Kit >

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SMART Exchange

An A2A solution that digitally connects buyers and suppliers through their banks and ERPs.

Learn More >



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SMART Finance

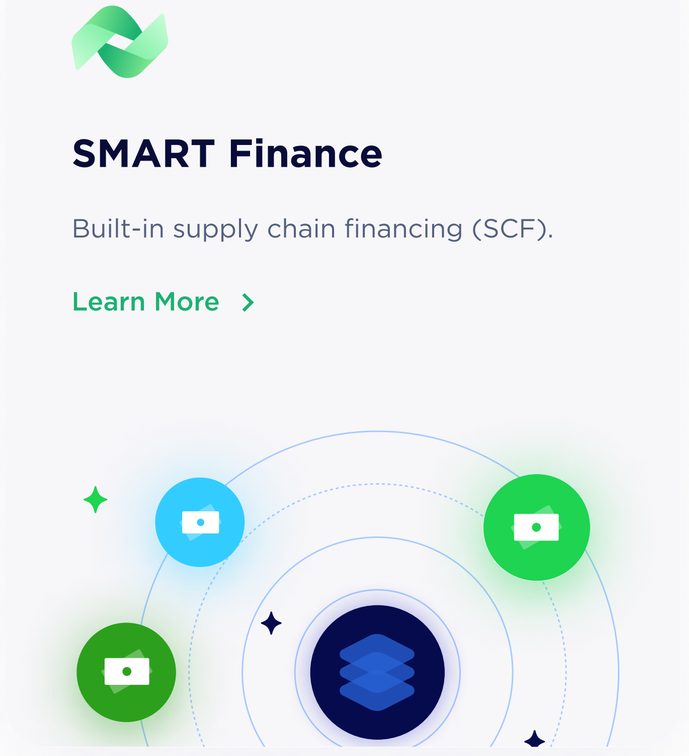
Rules-based supply chain finance automation that supports multiple buyer-supplier networks and underwriters.

SMART Finance Embedded rules-based supply chain financing for flexible financial management.

The Product Kit >

HEX # 1BB172

HEX # 88ED92



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SMART Logos

BY PRODUCT





