

**2C2P**

by **Antom**

# Brand guidelines

31 October 2025

# 01 Type

# Poppins

All text must use the font Poppins. By default, use “semibold” for headlines, “medium” for sub-headline and “regular” for body copy. Other variations such as “italic” and “bold” may be used to sparingly (E.g. To emphasize or draw attention to a certain word or phrase).

There should be enough visual hierarchy between the headline, sub-headline and body copy.

Use sentence case unless a specific situation requires to use otherwise (E.g. A name with an acronym).

Poppins can be downloaded for free [here](#).

**Regular**  
**Medium**  
**Semibold**  
**Bold**  
**Extra bold**  
**Black**

Left aligned

1x

2x

# **Southeast Asia's leading payment solutions provider**

## **Offline solutions**

Our offices are located in Singapore, Thailand, Malaysia, Indonesia, Vietnam and Hong Kong.

Leading of at least 4 pts. higher than the size of the font used.

E.g. Leading of 14 pts. for font size 10 pts.

Tracking should be 0.

02  
Colours

# Colours and usage

## Primary

Hex: 0088ff  
RGB: 0, 136, 255  
CMYK: 100, 25, 0, 0

## Secondary

Hex: ffe79c  
RGB: 255, 231, 156  
CMYK: 0, 7, 46, 0

Hex: ffcb99  
RGB: 255, 203, 153  
CMYK: 0, 23, 42, 0

Hex: ff7300  
RGB: 255, 155, 0  
CMYK: 0, 68, 100, 0

Hex: 00d2d7  
RGB: 0, 210, 215  
CMYK: 63, 0, 23, 0

Hex: e046d5  
RGB: 224, 70, 213  
CMYK: 27, 79, 0, 0

## Treatment option 1

The primary blue should be the dominant colour with approximately 80% of the viewable artwork with any one or more of the secondary colour(s) occupying the remaining 20%.

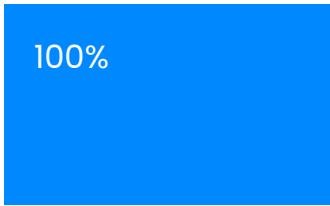
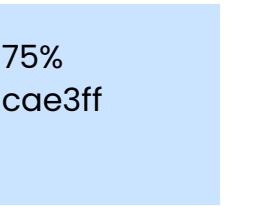
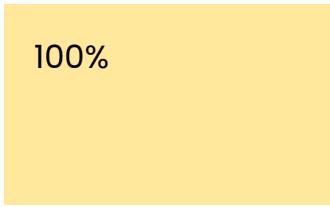
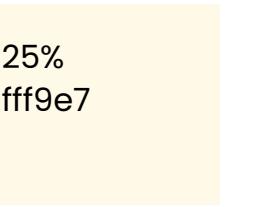
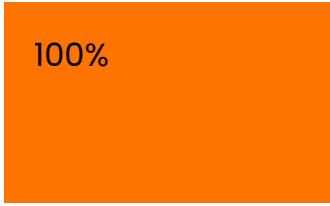
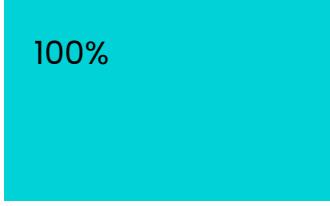
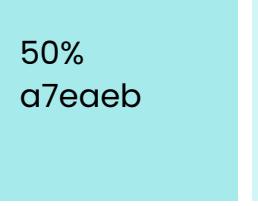
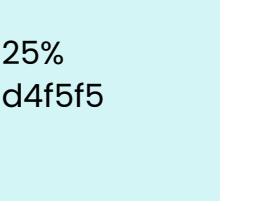
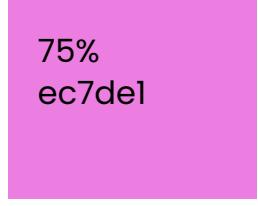


## Treatment option 2

The 2C2P blue as a pop of colour among other muted colours, both in the foreground and the background.

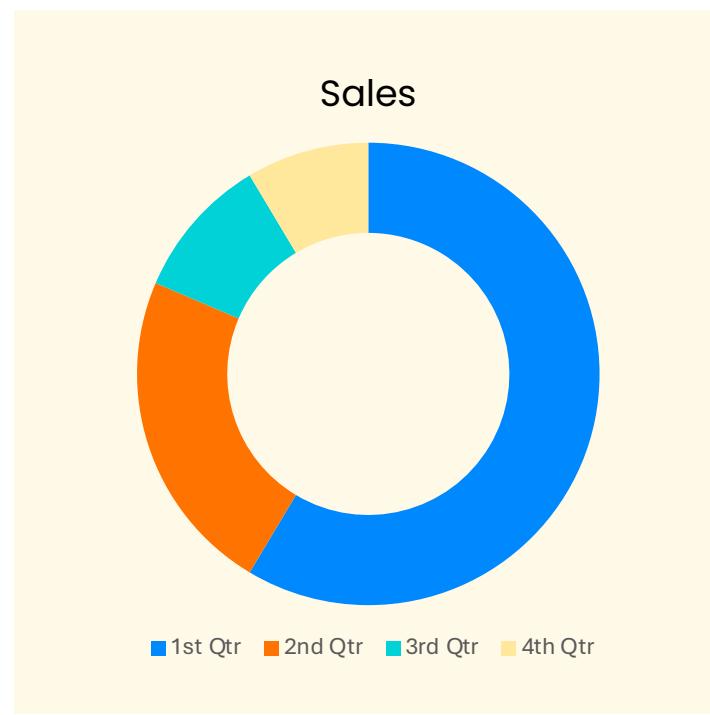


## Tints

100% 	75% 5da8ff 	75% 95c6ff 	75% cae3ff 
100% 	75% ffedb6 	50% fff3cf 	25% fff9e7 
100% 	75% ffd8b3 	50% ffe5cd 	25% fff2e6 
100% 	75% ff9a61 	50% ffbd98 	25% ffdecc 
100% 	75% 72deel 	50% a7eaeb 	25% d4f5f5 
100% 	75% ec7de1 	50% f5aaec 	25% fcd5f6 

For digital use, tints of the 2C2P colours can be used. Please consider legibility when using the lighter tints and only use approved tints as shown.

It is recommended that the lighter tints be used as background colours.



## Combinations

The 2C2P blue must be the dominant colour accented by the secondary colours. Approved colour combinations are as below.

Use the secondary colours sparingly to let the primary colour take priority and always be aware of legibility. Contrast between text and background must always be high.

Four colour combination.



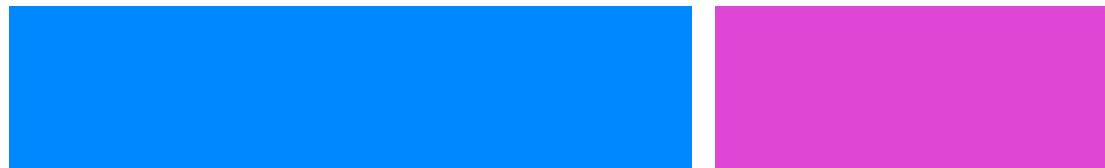
Three colour combination.



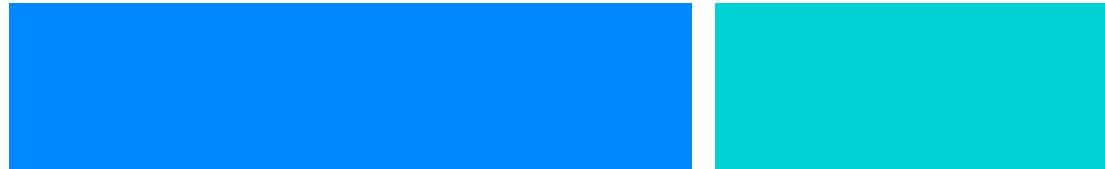
Three colour combination.



Two colour combination.



Two colour combination.



## Text colour

Default text colour is black on white background or white on the primary blue background.

Other colours from the secondary palette may also be used but care must be taken to ensure legibility. Always use dark colour text on light colour background or vice versa.

### Default

Payment solutions for any business need.

Payment solutions for any business need.

### Alternative examples

Payment solutions for any business need.

03  
Logo

# Logo usage - Colour

For legibility, the logo can be used in one of three ways; full colour, black or white, depending on the colour of the background. Always be aware of visibility and contrast between and logo and the background.

The full colour logo on white background is preferred, followed by white logo on a dark background. Black logo is reserved for black and white or grey scale applications only.



# Logo usage - All markets except Thailand

The vertical option is the default application and the primary brandmark to be used for all brand touchpoints.

Some examples include:

- **Owned channels:**  
Website etc.
- **Paid channels:**  
Default logo to be used in all forms of advertising (offline and online)
- **Shared channels:**  
Co-marketing (online eDMs/ offline brochures), events

(Note that these examples are non-exhaustive.)

The horizontal option may be used in cases where vertical space is limited.

Vertical lockup (Default)



Horizontal lockup



# Logo usage - Thailand

Due to regulatory requirements, the vertical option is the only brandmark to be used for all Thailand-related touchpoints and materials, as the size of the Antom logo must not be equal to or larger than the 2C2P logo.

For Thailand product logos, eg. 2C2P Plus, they must not use the phrase 'by Antom' under any circumstances, to avoid misleading the public about who the licensed provider is. Please check with [legal@2c2p.com](mailto:legal@2c2p.com) if you are using a different version from what is provided by the marketing team.



# Logo usage - Standalone

The standalone 2C2P logo (without the lockup) is used in rare and specific circumstances, such as presentation with some specific merchants or in a very small size such as an icon where the lockup will not be visible.

Approval from the marketing department, [mktglobal@2c2p.com](mailto:mktglobal@2c2p.com), must be obtained before using the standalone option.

**2C2P**

**2C2P**



# Logo usage - Clear space

To ensure legibility and stand out on the page, a clear space has been defined for our logo. Always ensure the logo has the correct clear space around it.

The clear space around the logo is equal to the height of "2" in the logo on all sides.



## Minimum logo size

The following minimum size guidance ensures the logo is always clear and legible across print and digital.

### Minimum digital size



by **Antom**

40 px

### Minimum print size



by **Antom**

20 mm



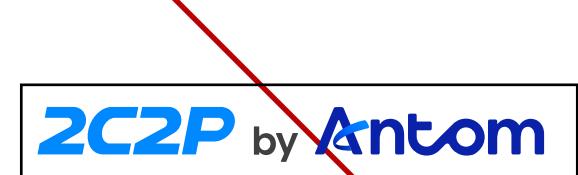
50 px



30 mm

## Logo misuse

The logo must not be modified, recreated, altered or elements added in any shape or form. It must always be used in its original form. Examples of misuse, but not limited to, are:

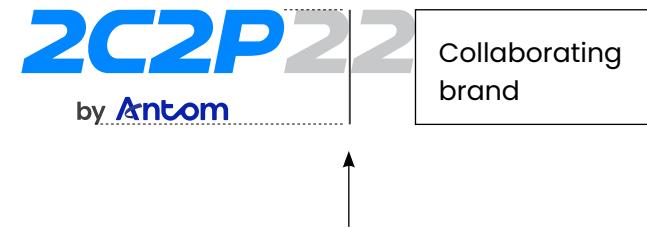


# Logo usage - Co-branding

When co-branding with another brand, there must be space equal to the width of "2" in the logo on either side of the vertical line to give the logo breathing space.

Ensure that the 2C2P logo is visually similar in size to the co-branding logo.

The 2C2P logo comes first as default for all co-branding exercises. The partner's brand may come before the 2C2P logo if the partner brand is the lead in the exercise.



Charcoal grey  
#404041  
R64 G64 B65  
C0 M0 Y0 K90



Collaborating  
brand

# 04

## Look & feel

# Overall brand look

The overall theme of the brand is fresh and minimalist. Use graphic elements sparingly and give breathing space between text and design elements. Do not overcrowd with text or graphic elements.

Do not use all the brand colours in one design. The 2C2P blue should be the main colour with 2 or 3 secondary colours to accent the blue. Use 3 secondary colours only if they occupy a small area.



# Imagery

## Objects and scenery

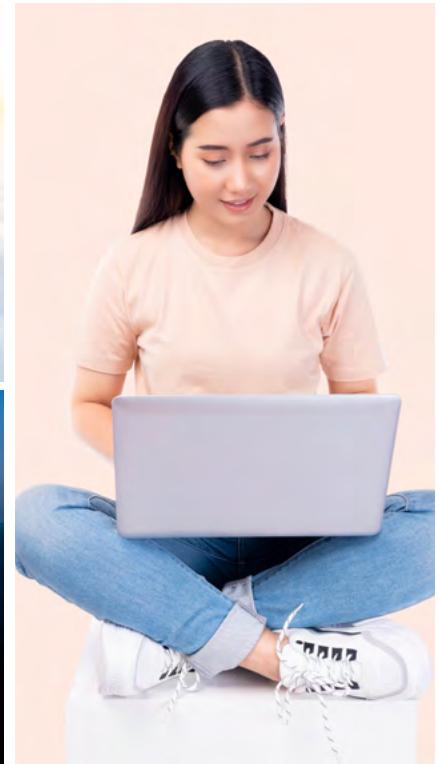
Use images taken from an elevated position (E.g. from a plane or a skyscraper) without a busy background.

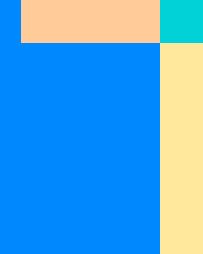
## People

Use candid images of people engaged in an activity (E.g. colleagues in the middle of a discussion) that do not appear to be posing.

**To ensure the viewer can easily focus, do not use images with busy backgrounds or multiple elements. Approximately 40% of the image should be empty or “negative” space.**

**Avoid using images with both dark and light areas to ensure white or black text is visible when placed on top. Do not use images that are zoomed in too closely.**





For more information, contact  
the Marketing Department at  
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