



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

Southeast Asia's leading payment solutions provider

1x

Offline solutions

2x

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: ffcbb9
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.

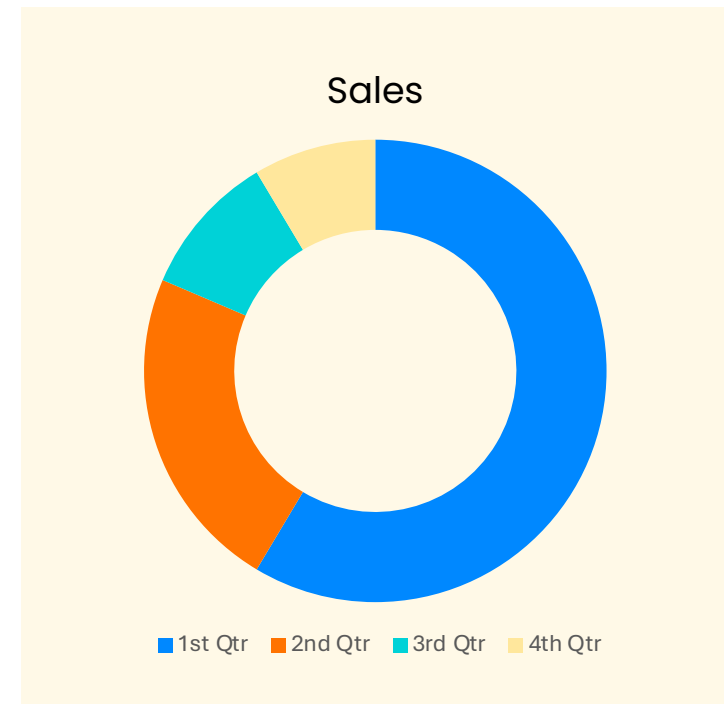


Tints

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% 72dee1	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.



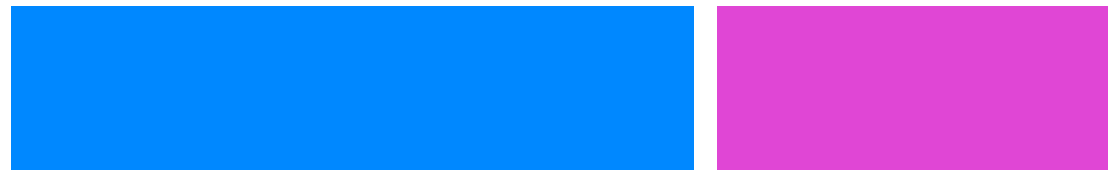
Three colour combination.



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.

Payment solutions for
any business need.

Payment solutions for
any business need.

Payment solutions for
any business need.

Payment solutions for
any business need.

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 trademark 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 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, must be obtained before using the standalone option.

The standalone 2C2P logo in blue, featuring a stylized font where the 'C' and '2' are connected.The standalone 2C2P logo in dark grey, featuring a stylized font where the 'C' and '2' are connected.The standalone 2C2P logo in white on a black background, featuring a stylized font where the 'C' and '2' are connected.

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



40 px



50 px

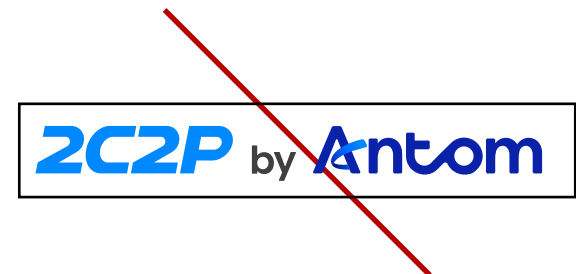
Minimum print size



20 mm



30 mm



Logo misuse

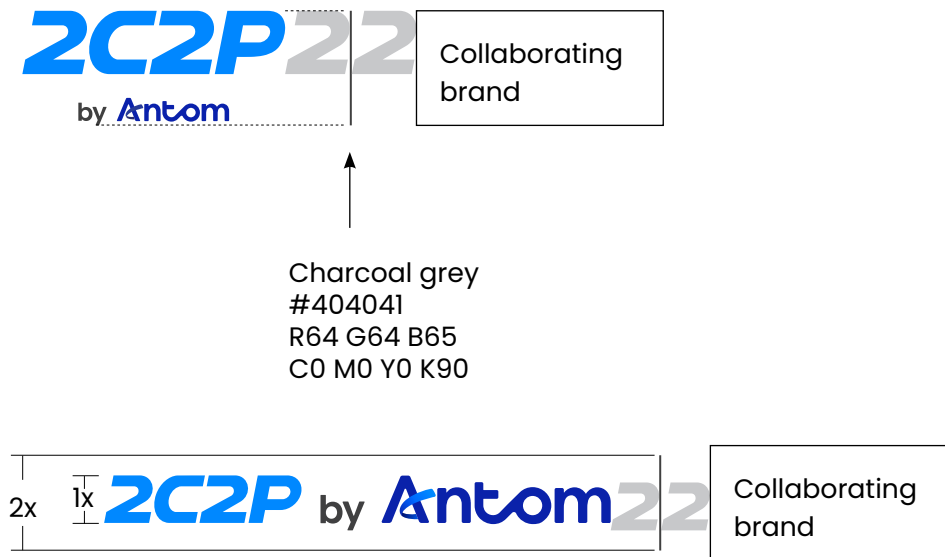
The logo must not be modified, recreated, altered or elements added in any shape or form. It must always be used in its original form. Examples of misuse, but not limited to, are:

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.



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

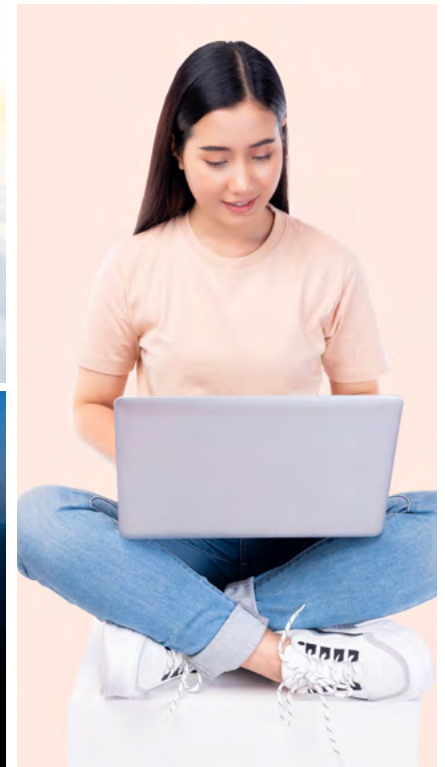
Use images taken from an elevated position (E.g. from a plane or a skyscraper) without a busy background.

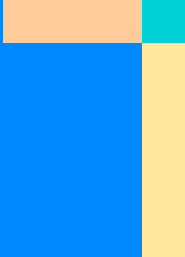
People

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
mktglobal@2c2p.com