



Brand and Style Guide

2026 EDITION

Color System

Our primary and secondary palette defines the visual tone of

Primary Colors



VIAGreen

#7BC043



DeepVIAGreen

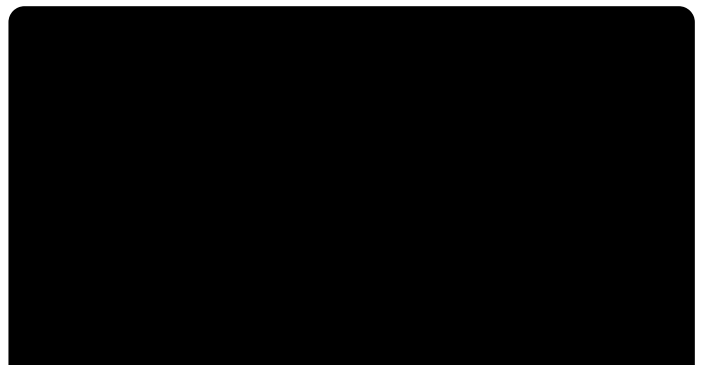
#4E9A2F

Secondary Colors



MetalSilver

#B5B5B5



CarbonBlack

#000000

Typography

The primary typeface for the Logo is Domi Bold.

A a

DomiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&* ()

Primary Logo
Font

Custom Ligatures

Settle 



Note the connected tt and the custom VIA brand mark

 **SmartPay**



Note the custom vector designed shape of the “a”

Trademark Filing Reference

Official designations for wordmarks and devices.

WordMark

StylizedMark

DeviceMark

SettleVIA

Standard Character Mark

Settle 

Logo Lockup



Icon Only

VIA SmartPay

Standard Character Mark

 **SmartPay**

Product Lockup



White Icon (Dark Backgrounds)

Dark Background Variations:



Use white
Versions for dark
backgrounds,
black backgrounds,
Or reversed color
schemes.

Clear Space & Sizing

Ensuring legibility and impact across all mediums.

Clear Space

The clear space is defined by 'x', which equals 1/2 the height of the 'VIA' lettering.



Minimum Size

To ensure legibility, do not reproduce the logo smaller than these dimensions.

Digital

Settle VIA 24pxHeight

Print

Settle VIA 10mmHeight

Usage Guidelines

Correct and incorrect applications of the brand mark.

DO

Settle 

Use the full color logo on white or light backgrounds.

DO

 **SmartPay**

Use the white logo on dark backgrounds for maximum visibility.

DO



Use the VIA icon on light or dark backgrounds for app icons and avatars.

DON'T

Settle 

Do not stretch, distort, or skew the logo.

DON'T

Settle 

Do not change the logo colors to non-brand colors.

Logo Variations

Adaptable formats for different production needs.

Full Color
(Light Backgrounds)



Use on white or light

White Version
(Dark Backgrounds)



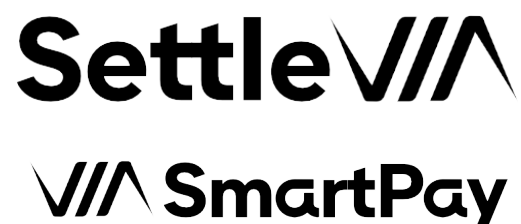
Use on black or dark

Grayscale



For black & white printing

Black & White (Positive)



Alternative monochrome version

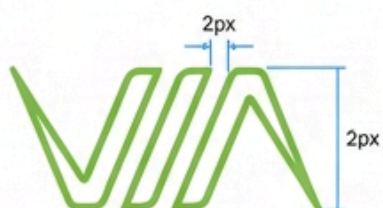
07 | ICONOGRAPHY



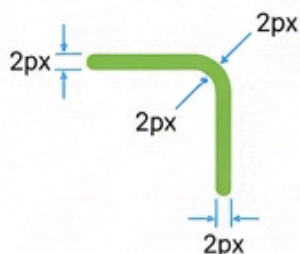
FOUNDATIONAL BRAND ICON
Geometric, Angular, Modern
Fintech Aesthetic

ICON STYLE GUIDELINES

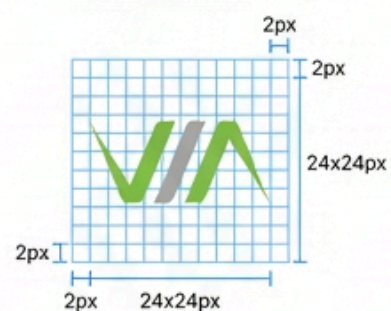
2px Stroke



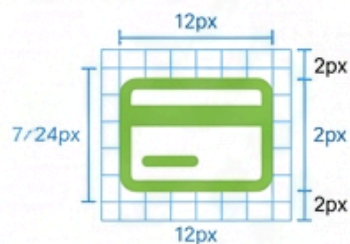
Rounded Corners



Consistent Grid



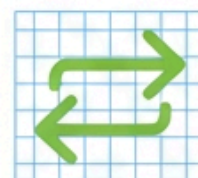
PAYMENT ICONS



Credit Card



Wallet



Transfer

NAVIGATION ICONS



Home



Settings



Profile

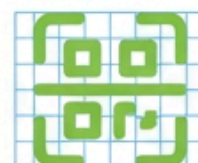
ACTION ICONS



Send



Receive



Scan

Gradient Specifications

The VIAGreen gradient is a core brand element.



Top
#A7E063



Middle
#7BC043



Bottom
#4E9A2F

Usage Note: This gradient should primarily be applied to the 'VIA' icon element in digital contexts. For print where gradients are difficult, default to the solid VIAGreen (#7BC043).



Typography System

Hierarchy ensures clear communication.

HEADING 1- DISPLAY

SettleVIA Headings

CalSans- 36pt

HEADING 2 - SECTION

Subheadings & Sections

CalSans- 24pt

BODY TEXT

This is the standard body text for all SettleVIA communications. It should be legible, clear, and well-spaced. The font used is Poppins at 12px size for optimal readability on both screen and print.

Poppins - 12pt

Brand Applications

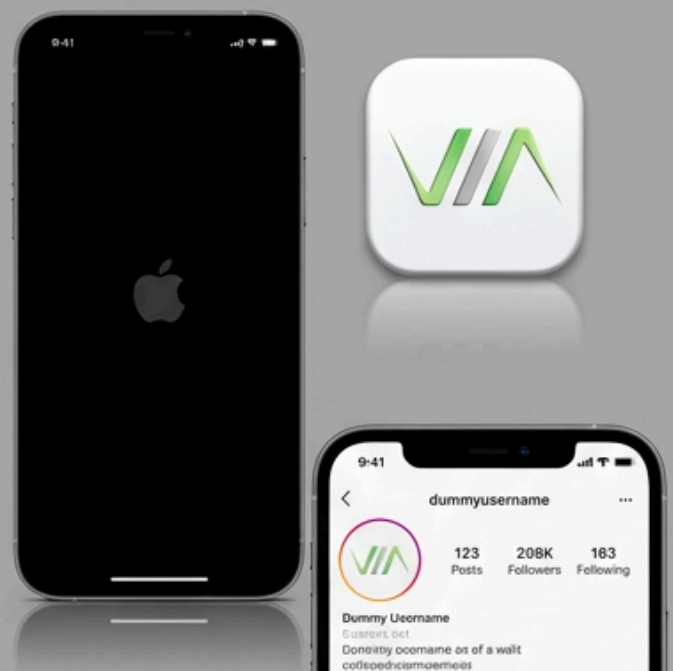
Stationery



Digital



Mobile



Logo Architecture

Built with purpose

Settle **VIA**

VIA SmartPay



VIA Icon

Logo Architecture

Grid construction and proportions.



The logo is constructed on a 10x10 grid system. The word "Settle" and "VIA" share the exact same baseline and cap height.

ColorPaletteDetails

Technical specifications for print and digital reproduction.

Color Name	Preview	HEX	RGB	CMYK	Pantone
VIAGreen	<div></div>	#7BC043	123,192,67	50,0,100,0	PMS360 C
DeepVIA Green	<div></div>	#4E9A2F	78,154,47	75,10,100,5	PMS362 C
MetalSilver	<div></div>	#B5B5B5	181,181,181	20,15,15,0	CoolGray4 C
CarbonBlack	<div></div>	#000000	0,0,0	0,0,0,100	Process Black