

Brand Guidelines

Aryze

An Overview

Aryze exists for teams who cannot afford money movement to be unpredictable.

This guide keeps our brand consistent across product, marketing, sales, and support by making one thing repeatable: clarity.

01.

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02.

Mission Statement



Turning money movement
into reliable, controllable
infrastructure. Making
dumb money smart.

03.

Brand Values

01.

Transparency

We make money movement observable
—clear status, clear costs, clear
outcomes, and evidence you can trace.

02.

Compliance

We build with regulation and risk in mind—controls, auditability, and repeatable processes that stand up to scrutiny.

03.

Excellence

Reliable infrastructure—precise execution, high standards, and operational quality you can trust at scale.

04.

Customer Personas

01

Payments Operations Lead

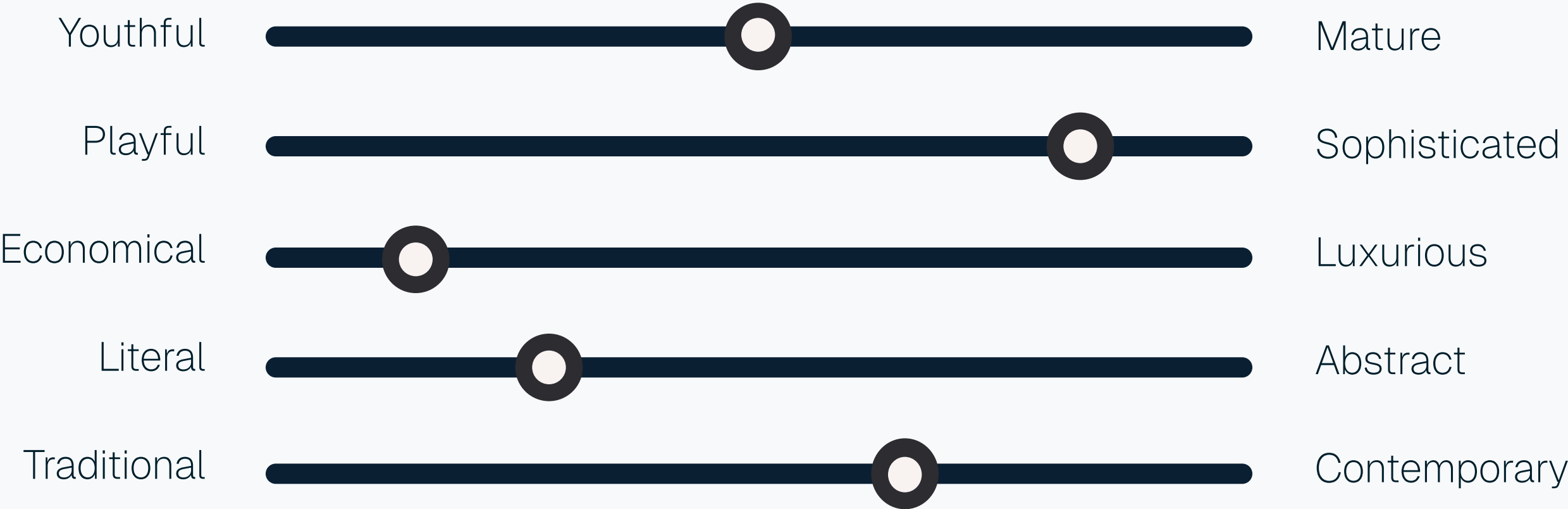
UK merchant or
platform,
responsible for
payment
performance and
exception
handling.

05.

Brand Personality

Brand Characteristics

We sound like the person accountable for the workflow.



06.

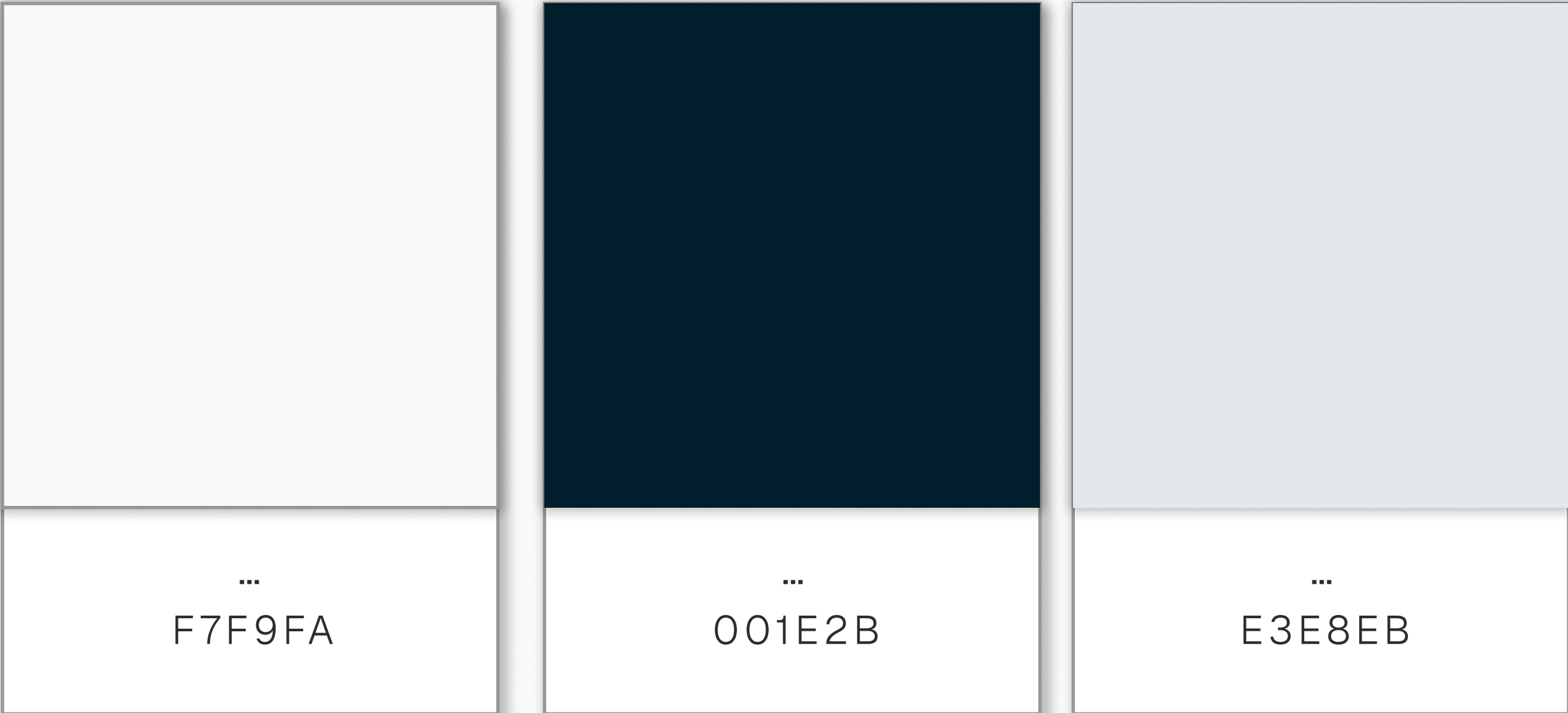
Brand Colors

Primary Colors

Our primary colours set the tone for Aryze.

They combine a calm neutral base with deep ink contrast and cool technical surfaces, giving every interface a sense of control and clarity.

Use these as the anchors across product, content, and brand assets so everything feels consistent and reliable.

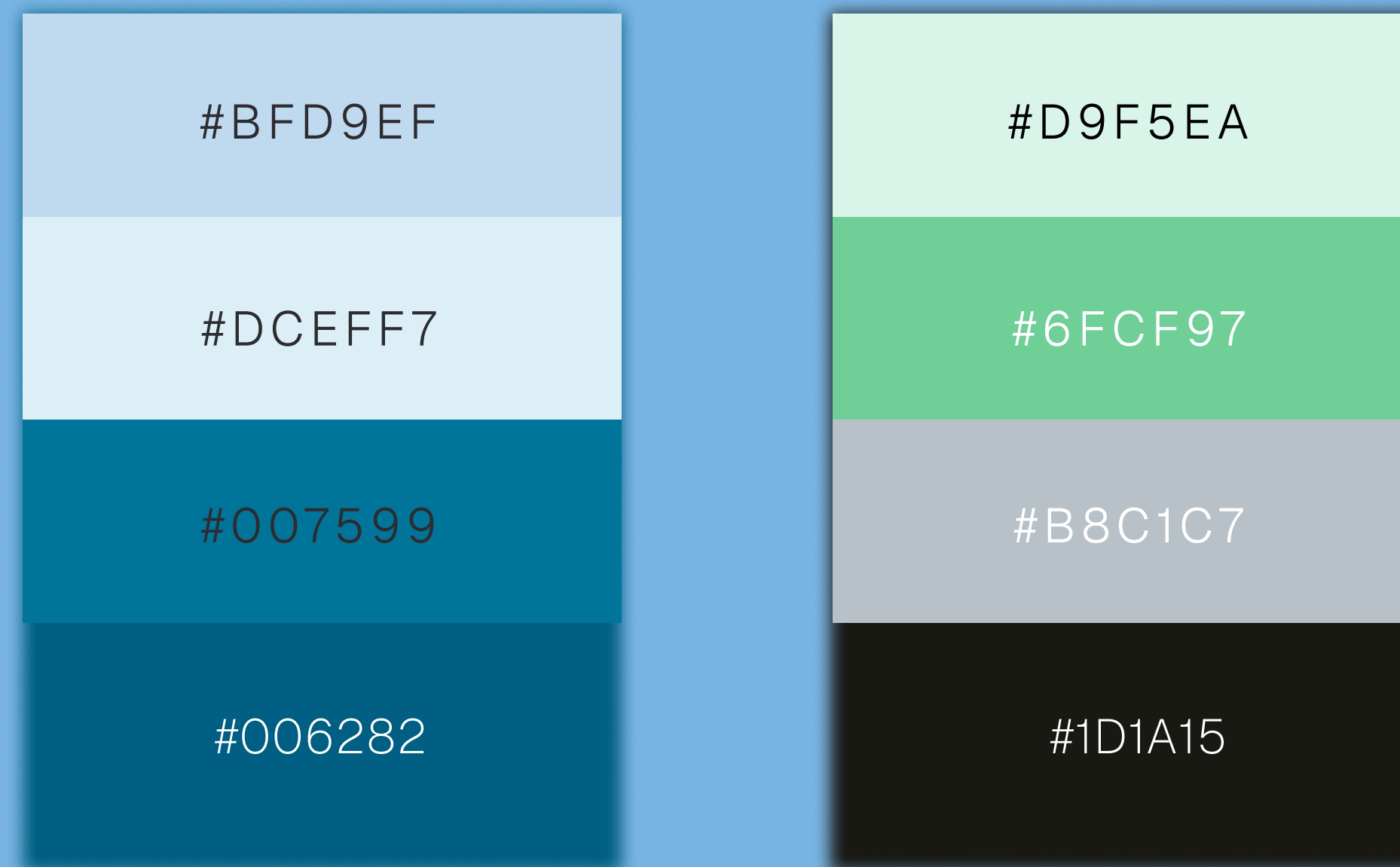


Secondary Shades

Secondary shades extend the primary colours into usable ranges for real interfaces.

They create depth, hierarchy, and clear separation between surfaces, borders, and states without adding visual noise.

Use them when you need more contrast, softer backgrounds, or a clearer distinction between elements.



07.

Logo & Usage

The Aryze Logo

The Aryze Logo shows the approved logo lockups and color variations for different backgrounds. It defines the primary mark + wordmark combination and how it should appear in light, brand-colored, and dark applications—so Aryze stays consistent across product, web, and social.



Social Media Presence

Aryze appears as calm, technical, and operator-grade —minimal design, high contrast, and lots of whitespace.

We lead with clarity and credibility: product visuals, clean diagrams, and short statements that explain how it works and why it matters.



Alternate Values

Alternate values define how the palette adapts across different contexts while staying unmistakably Aryze.

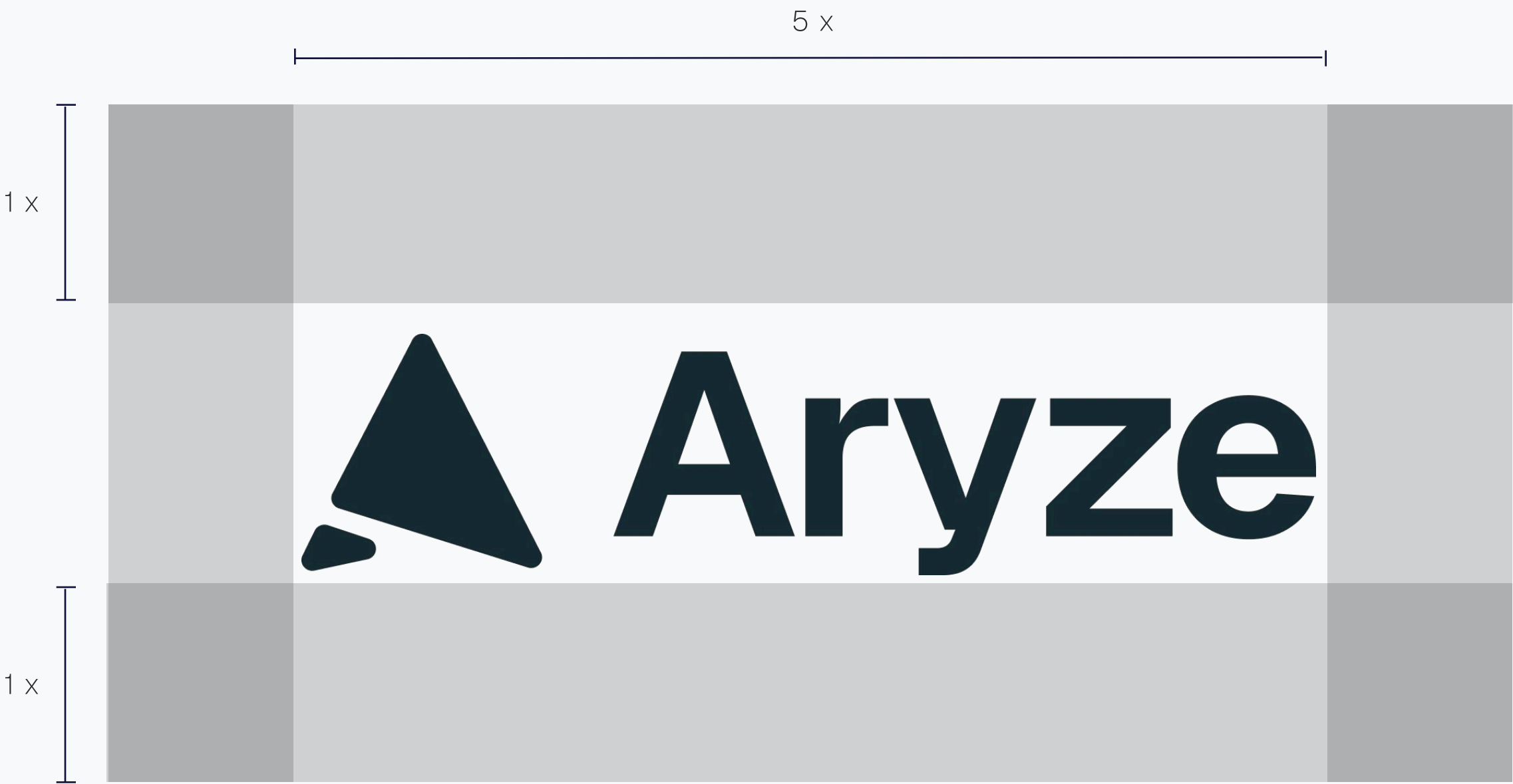
Each set is a practical theme for layout and UI tokens, balancing readability, hierarchy, and mood.

Use these values to keep the experience consistent across warm editorial layouts, cool technical screens, and dark mode.

Warm Editorial		Cool Technical		Dark Mode	
Background	#F3F2F1	Background	#F7F9FA	Background	#001E2B
Surface	#E6DCCB	Surface	#E3E8EB	Surface	#1D1A15
Separator	#C9BC87	Separator	#B8C1C7	Separator	#463F37
Soft Selection	#A29482	Soft Selection	#D9F5EA	Soft Selection	#006282
Accent	#007599	Accent	#007599	Accent	#007599
Text	#1D1A15	Text	#001E2B	Text	#F7F9FA

Minimum Logo Size

Minimum Logo Size defines the smallest approved reproduction size for the Aryze logo to maintain legibility and recognition. It also illustrates the spacing/measurement system (the “x” unit) used to keep the logo readable and consistently framed across layouts.



08.

Typography & Icons

Aa

Geist

Geist embodies design principles of simplicity, minimalism, and speed, drawing inspiration from the renowned Swiss design movement.

Light

Light italic

Medium

Medium italic

Black

Black italic

Typographic Scale

Typographic Scale defines Aryze’s type hierarchy across brand and product touchpoints. It sets the approved font sizes and line-heights for headings (H1–H6), body copy, and small text, so layouts stay consistent, readable, and clearly structured across light and dark backgrounds.

Header1

152px - Line height 152px

Header 2

96px - Line height 104px

Header 3

64px - Line height 72px

H4

36px - Line height 48px

H5

24px - Line height 32px

H6

16px - Line height 24px

Paragraph

16px - Line height 24px

Footer

12px - Line height 16px

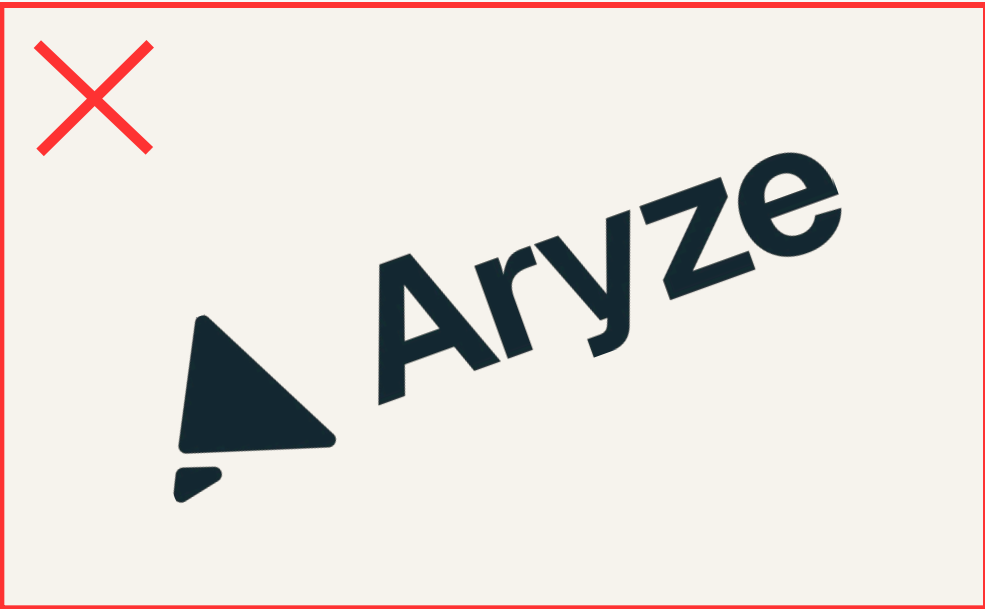
09.

Partner Guidelines

RESTRICTIONS

We care about the integrity of our identity. Follow these rules to ensure that our logos are always clear and consistent across all brand touchpoints

Do not stretch, rotate, or distort the logo.



Do not use unapproved colors.



Do not use dissassemble the logo.



Do not use text or image effects.



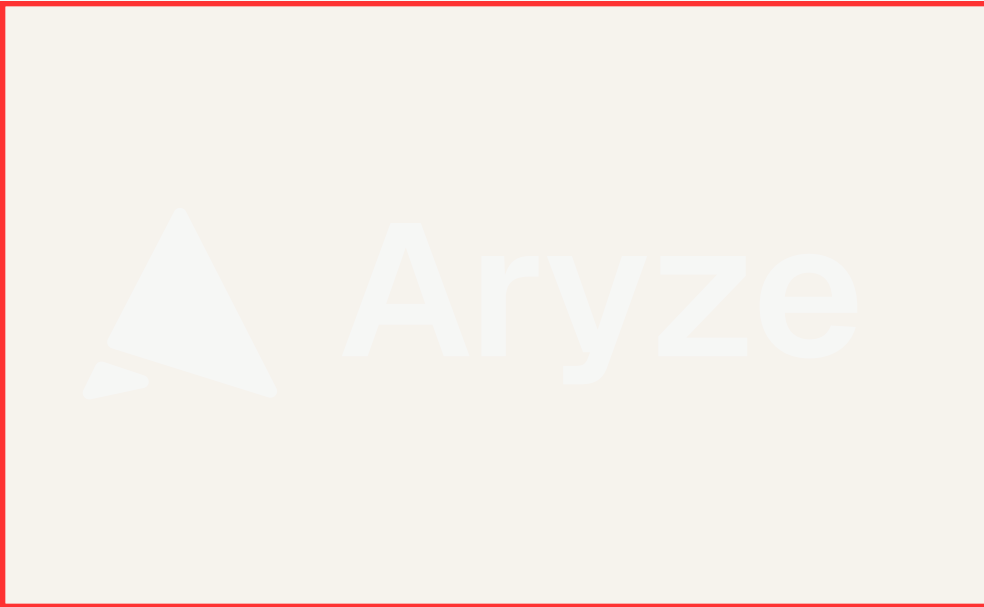
Do not decrease the opacity of the logo.



Do not use multiple colors.



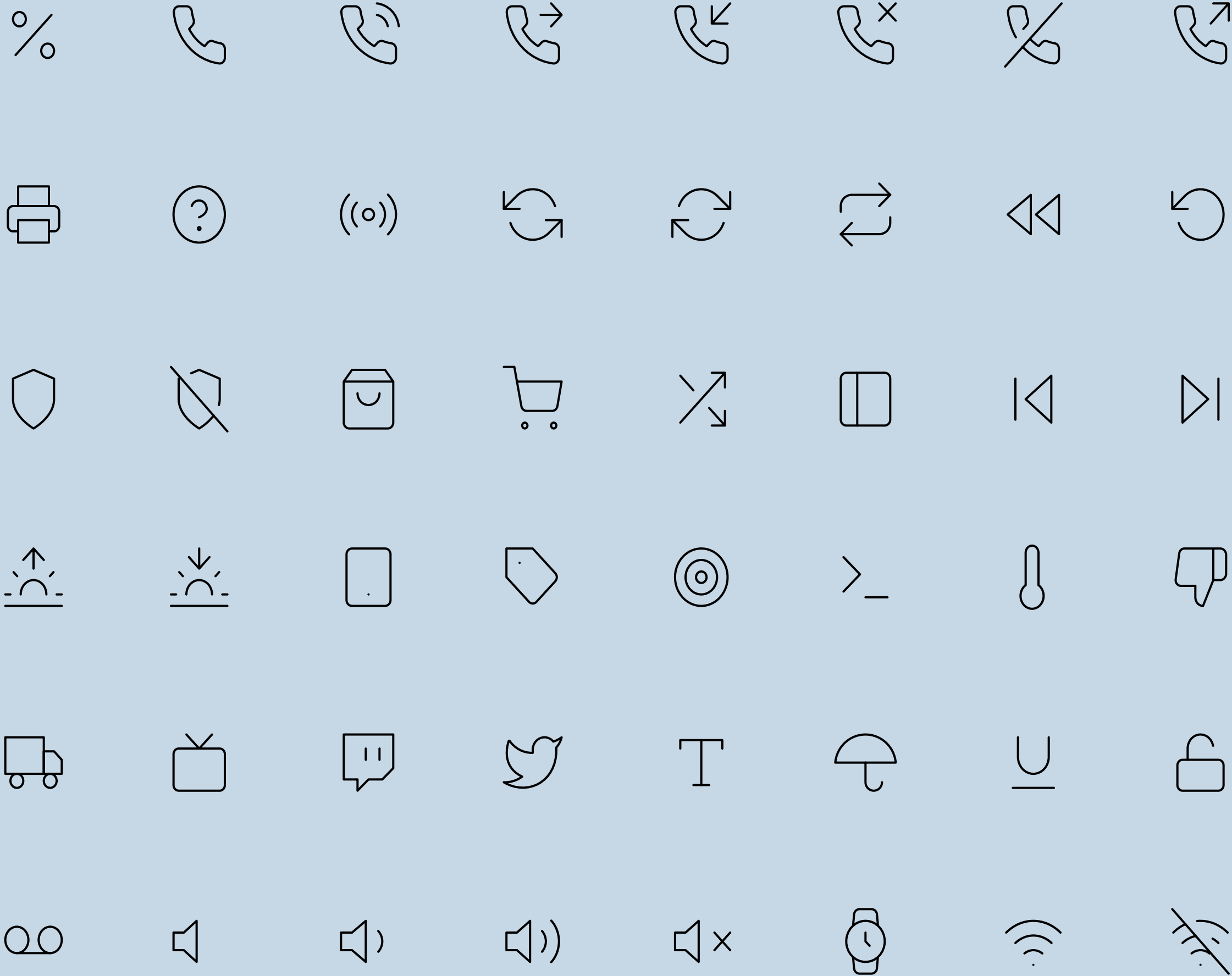
Do not outline the logo.



Do not use colors with low contrast.

Icons & Symbols

With precision, clarity, and functionality at its core, Geist enhances the visual experience to effectively communicate ideas.



Geistconographic.