

Online and In-Person Brand Guidelines

Table of Contents

Logo

ShopeePay Logo 04

SPayLater Logo 05

Acceptance Mark

ShopeePay Acceptance Mark 07

SPayLater Acceptance Mark 08

Online & In-Person Application

Online Payment Usage 10

Online & In-Person Application 14

Marketing Asset Templates 16

01

Logo

Overview

ShopeePay Logo

The standard ShopeePay logo consists of two elements: The representative Shopee wallet icon and the "Pay" logotype.

The standard ShopeePay logo should always be applied to all external* branding and marketing material.

Do follow the clear space specifications when using the ShopeePay logo and ShopeePay icon to ensure the right amount of breathing space and visibility are provided.

Note:



Using the standalone ShopeePay icon in place of the full logo **should be avoided** unless there are already significant Shopee branding elements present on the same canvas.



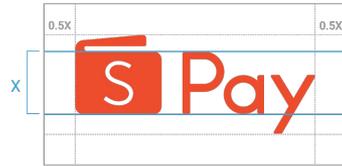
Using the standalone "Pay" logotype is **strictly not allowed**.

*External includes any platform outside the Shopee App or ShopeePay social media channels.

Horizontal application

Minimum size

Screen: 50px in width
Print: 15mm in width

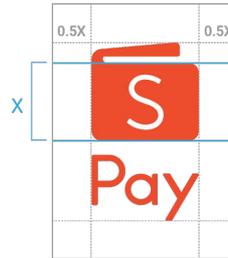


Apply **0.5x clear space** around all sides of the horizontal logo.

Vertical application

Minimum size

Screen: 40px in width
Print: 10mm in width

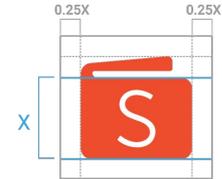


Apply **0.5x clear space** around all sides of the vertical logo.

Icon application

Minimum size

Screen: 20px in width
Print: 10mm in width



Apply **0.25x clear space** around all sides of the ShopeePay wallet standalone icon.

Overview

SPayLater Logo

The standard SPayLater logo consists of two elements: The representative SPayLater wallet icon and the SPayLater logotype.

The standard SPayLater logo should always be applied to all external* branding and marketing material.

Do follow the clear space specifications when using the ShopeePay logo and ShopeePay icon to ensure the right amount of breathing space and visibility are provided.

Note:



Using the standalone SPayLater icon in place of the full logo **should be avoided** unless there are already significant Shopee branding elements present on the same canvas.



Using the standalone "SPayLater" logotype is **strictly not allowed**.

*External includes any platform outside the Shopee App or ShopeePay social media channels.

Horizontal application

Minimum size

Screen: 60px in width
Print: 20mm in width



Apply **0.5x clear space** around all sides of the horizontal logo.

Vertical application

Minimum size

Screen: 50px in width
Print: 15mm in width

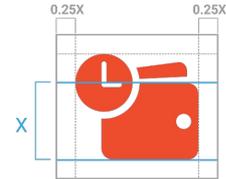


Apply **0.5x clear space** around all sides of the vertical logo.

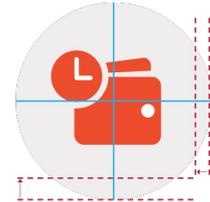
Icon application

Minimum size

Screen: 20px in width
Print: 10mm in width



Apply **0.25x clear space** around all sides of the SPayLater wallet standalone icon.



When placing the SPayLater wallet icon inside a circle, its placement should be off centered for better visual balance.

02

Acceptance Mark

Acceptance Mark

ShopeePay

ShopeePay Acceptance Mark shows that ShopeePay is an available payment option.

The Acceptance Mark is available in horizontal and square format. It should be displayed in the same format as other payment options.

Note:

1. Clear space guidelines applies to the acceptance marks. Refer to the logo section for more information.
2. Acceptance marks are only available in white icon with orange background, #EE4D2D.
3.  Using the orange acceptance mark with white background **should be avoided** unless all other acceptance marks are in white background.
4.  Using the ShopeePay logo as acceptance mark **should be avoided** unless all other acceptance marks are in full logo format

**Refer to the Online Payment Usage pages for more examples on acceptance mark usage.*

Rectangle Acceptance Mark

Minimum size

Screen: 35px in width
Print: 15mm in width



Square Acceptance Mark

Minimum size

Screen: 35px in width
Print: 8mm in width



Acceptance Mark

SPayLater

SPayLater Acceptance Mark shows that SPayLater is an available payment option.

The Acceptance Mark is available in horizontal and square format. It should be displayed in the same format as other payment options.

Note:

1. Clear space guidelines applies to the acceptance marks. Refer to the logo section for more information.
2. Acceptance marks are only available in white icon with orange background, #EE4D2D.
3.  Using the orange acceptance mark with white background **should be avoided** unless all other acceptance marks are in white background.
4.  Using the SPayLater logo as acceptance mark **should be avoided** unless all other acceptance marks are in full logo format

Rectangle Acceptance Mark

Minimum size

Screen: 35px in width
Print: 15mm in width



Square Acceptance Mark

Minimum size

Screen: 35px in width
Print: 8mm in width



**Refer to the Online Payment Usage pages for more examples on acceptance mark usage.*

03

Application

Application

Online Payment Usage

To indicate that ShopeePay or SPayLater is an available online payment option, use either of the following:

1. ShopeePay or SPayLater Acceptance Mark
(guidelines from the Acceptance Mark section applies)
2. ShopeePay or SPayLater Logo
(guidelines from the Logo section applies)

Always display the online payment option in the same format as other existing payment options.

Note: Refer to next page for examples.

ShopeePay Acceptance Mark



ShopeePay white acceptance mark on orange background

SPayLater Acceptance Mark



SPayLater white acceptance mark on orange background

ShopeePay logo

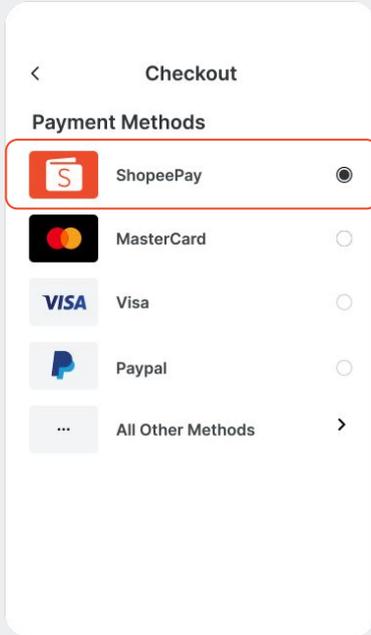


Using the ShopeePay logo as acceptance mark **should be avoided** unless all other acceptance marks are in full logo format

ShopeePay logo

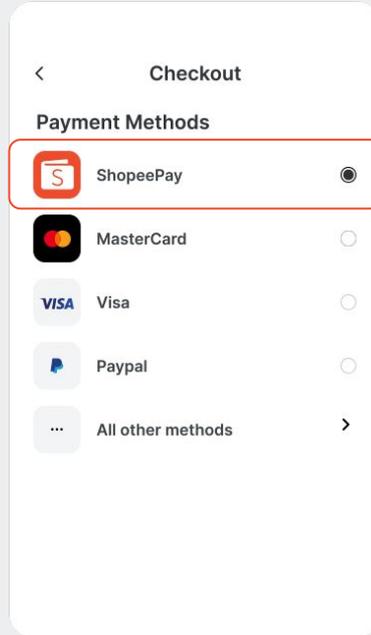


Using the SPayLater logo as acceptance mark **should be avoided** unless all other acceptance marks are in full logo format



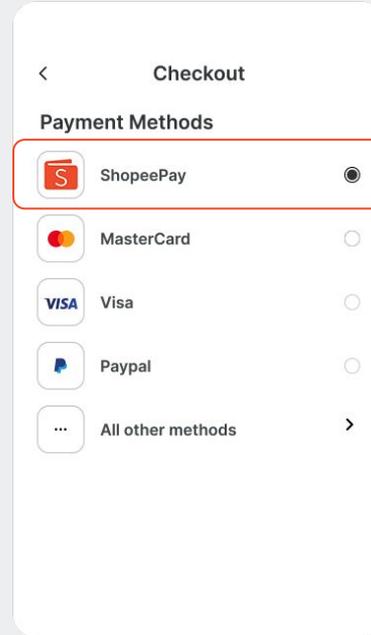
Preferred Online Payment Identity

White acceptance mark on orange background



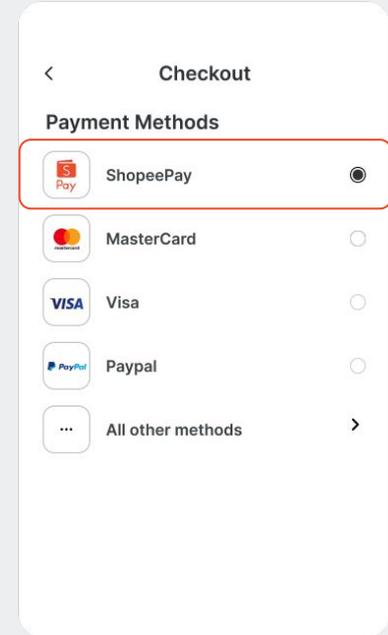
Alternative 1

Use square format only if all other acceptance marks are in square format



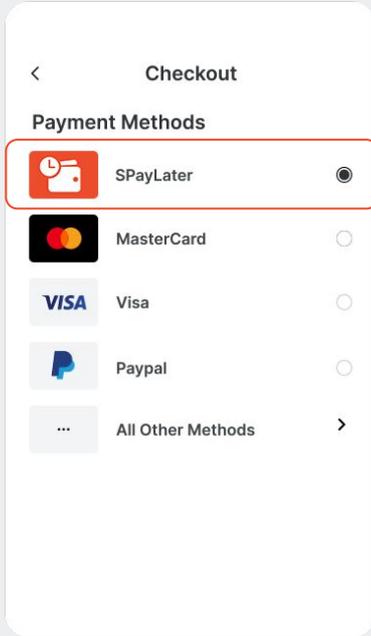
Alternative 2

Use orange acceptance mark with white background only if all other acceptance marks are in white background



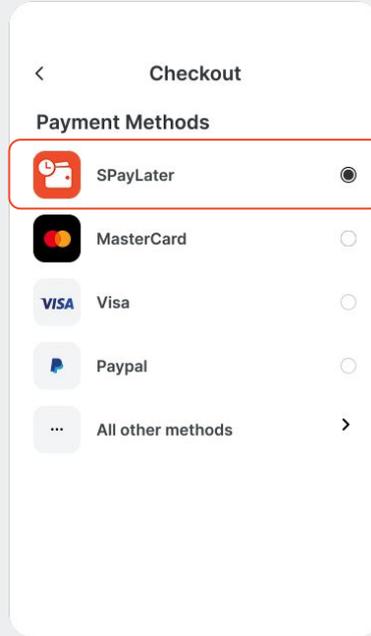
Alternative 3

Use logo as acceptance mark only if all other acceptance marks are in full logo format



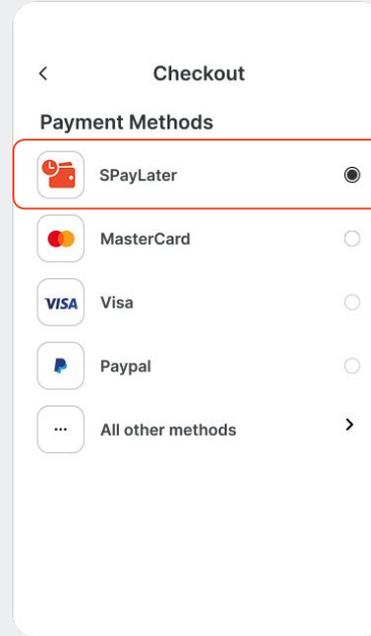
Preferred Online Payment Identity

White acceptance mark on orange background



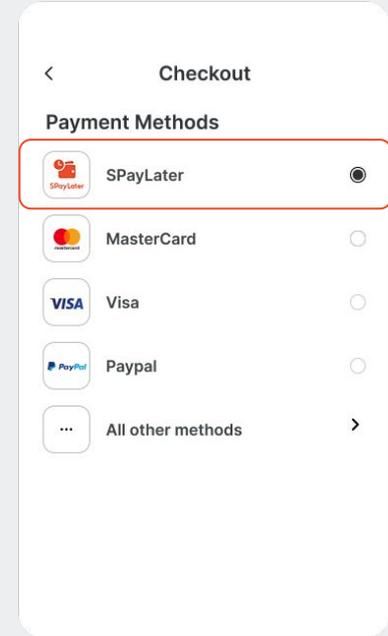
Alternative 1

Use square format only if all other acceptance marks are in square format



Alternative 2

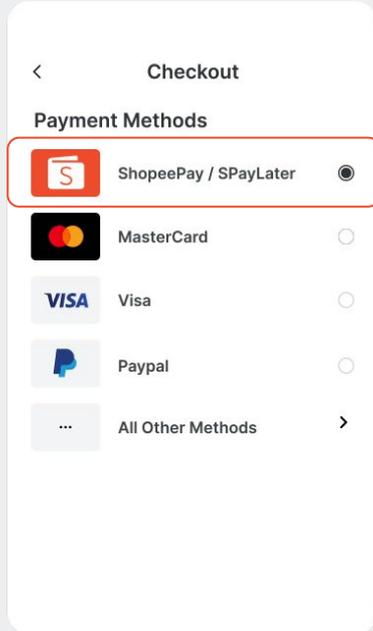
Use orange acceptance mark with white background only if all other acceptance marks are in white background



Alternative 3

Use logo as acceptance mark only if all other acceptance marks are in full logo format

Combined Payment Method



Preferred Online Payment Identity

White acceptance mark on orange background



Alternative 1

Use square format only if all other acceptance marks are in square format



Alternative 2

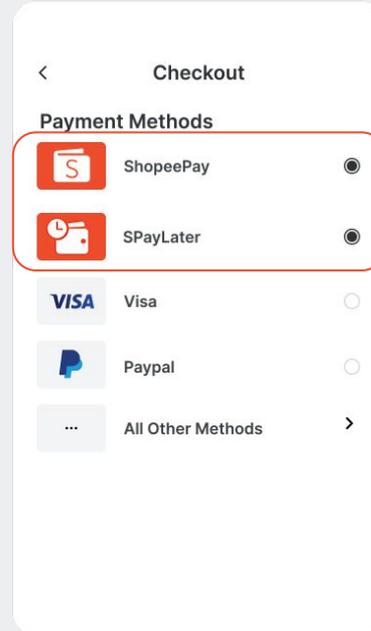
Use orange acceptance mark with white background only if all other acceptance marks are in white background



Alternative 3

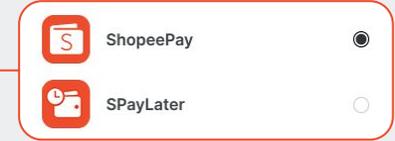
Use logo as acceptance mark only if all other acceptance marks are in full logo format

Individual Payment Method



Preferred Online Payment Identity

White acceptance mark on orange background



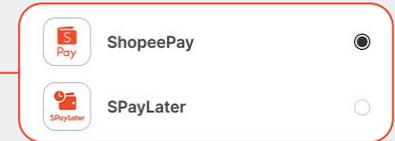
Alternative 1

Use square format only if all other acceptance marks are in square format



Alternative 2

Use orange acceptance mark with white background only if all other acceptance marks are in white background



Alternative 3

Use logo as acceptance mark only if all other acceptance marks are in full logo format



Apply **0.5x clear space** around all sides of the ShopeePay standard logo.



Apply **0.5x clear space** around all sides of the ShopeePay typeface logo.

Application

Online & In-Person Marketing Assets

For ShopeePay branding presence, the following logos **must** be featured on all online & in-person marketing assets:

1. ShopeePay standard logo with wallet icon (guidelines from the Logo section applies)
2. ShopeePay typeface logo

When designing assets that are utilised outside of the ShopeePay app, do ensure the two logos are incorporated into the messaging for brand recall.

**Should further clarity be required on the applicability of a certain case, please reach out to the Regional Marketing team to align on the guidelines.*

Mandatory logos application example



Application

Online & In-Person Marketing Assets

For SPayLater branding presence, the SPayLater standard logo **must** be featured on all online & in-person marketing assets. Do take note of the following requirements:



Using the standalone SPayLater icon in place of the full logo **should be avoided** unless there are already significant Shopee branding elements present on the same canvas.



Using the standalone "SPayLater" logotype is **strictly not allowed**.

When designing assets that are utilised outside of the ShopeePay app, do ensure the logo are displayed prominently for brand recall.

**Should further clarity be required on the applicability of a certain case, please reach out to the Regional Marketing team to align on the guidelines.*

Note: Refer to next page for a list of online & in-person asset templates.

SPayLater logo - Horizontal

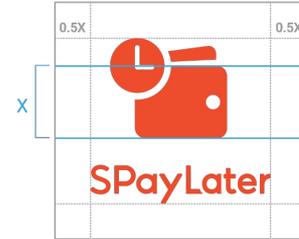


Apply **0.5x clear space** around all sides of the horizontal logo.

Logo application example



SPayLater logo - Vertical



Apply **0.5x clear space** around all sides of the vertical logo.

Social Media Banner

[Download Template](#)



Generic Version

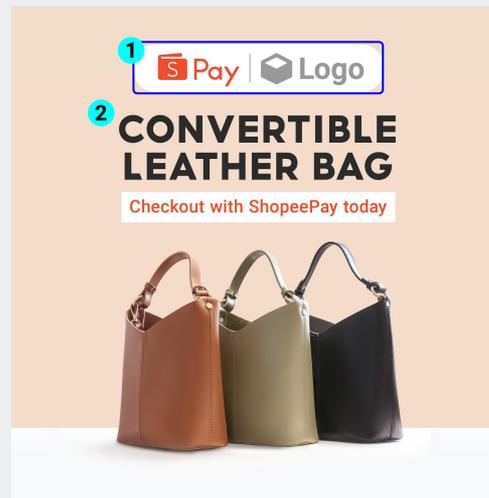
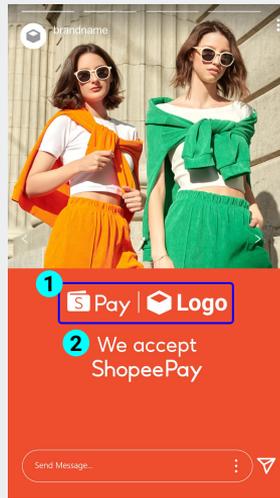
Use this version to showcase lifestyle image and indicate that ShopeePay is an accepted payment mode

Guidelines:

1. **ShopeePay & brand logo** - Fixed placement
2. **Main text** - Centre aligned.

Logo combination

Can be replaced according to local needs
(e.g. ShopeePay | SPayLater)



Descriptive Version

Use this version to showcase products with prominent display of headline.

Guidelines:

1. **ShopeePay & brand logo** - Fixed placement
2. **Main text + Subtext** - Centre aligned

Wobbler / Sticker - 10 x 10 cm

[Download Template](#)



Generic Version

Use this version to show that ShopeePay is an accepted payment mode in-store.

Guidelines:

1. **ShopeePay logo** - Fixed placement
2. **Main text + Subtext** - Centre aligned
3. **App icons** - Centre aligned



Cashback Version

Use this version to promote cashback on next in-store payment.

Guidelines:

1. **ShopeePay logo** - Fixed placement
2. **Main text + Subtext** - Centre aligned
3. **T&Cs** - Centre aligned. Font size not adjustable.



QR Version

Use this version to promote QR code related marketing campaign.

Guidelines:

1. **ShopeePay and ShopeePay Near Me logo** - Fixed placement
2. **QR code** - Minimum 2cm on white background only. Qr code leads to LS 2.0 Homepage.
3. **Main text + Subtext** - Left aligned
4. **T&Cs** - Centre aligned. Font size not adjustable.



Merchant Logo Version

Use this version to shoutout promo mechanics that includes merchant logo.

Guidelines:

1. **ShopeePay logo** - Fixed placement
2. **Merchant logo** - Fixed placement in white tag
3. **Main text + Subtext** - Centre aligned
4. **T&Cs** - Centre aligned. Font size not adjustable.

Logo combination

Can be replaced according to local needs (e.g. ShopeePay | SPayLater)

Tent card / Flyer / Promo Insert (Front view) - A5

18

[Download Template](#)



Cashback Version

Use this version to promote cashback on first ShopeePay transaction.

Guidelines:

1. **ShopeePay logo** - Fixed placement
2. **Main text + Subtext** - Centre aligned
3. **App icons and T&Cs** - Centre aligned
Font size not adjustable.

Logo combination

Can be replaced according to local needs
(e.g. ShopeePay | SPayLater)



Discount with QR Version

Use this version to promote dollar off discount with ShopeePay vouchers.

Guidelines:

1. **ShopeePay Near Me logo** - Fixed placement
2. **ShopeePay logo** - Fixed placement in white tag
3. **Main text + Subtext** - Centre aligned
4. **QR code** - Minimum 2cm on white background only. QR code leads to LS 2.0 Homepage
5. **App icons and T&Cs** - Centre aligned. Font size not adjustable.



Discount with Merchant Logo Version

Use this version to shoutout promo mechanics that includes merchant logo, featured products and QR.

Guidelines:

1. **ShopeePay Near Me logo** - Fixed placement
2. **ShopeePay and Merchant logo** - Fixed placement in white tag
3. **Main text + Subtext** - Centre aligned
4. **Featured Products** - High quality images with 300 dpi. Clean background with shadow required.
5. **QR code** - Minimum 2cm on white background only. QR code leads to merchant voucher page.
6. **App icons and T&Cs** - Centre aligned. Font size not adjustable.

Tent card / Flyer / Promo Insert (Back view) - A5

[Download Template](#)



Back view

Always include educational steps at the back of the tent card to guide users on the payment process.

Guidelines:

1. **ShopeePay logo** - Fixed placement
2. **Main text + Subtext** - Centre aligned
3. **Educational Steps** - Arranged in a 2 row x 3 column alignment. Replace merchant logo accordingly.
4. **T&Cs** - Centre aligned. Font size not adjustable.

Logo combination

Can be replaced according to local needs (e.g. ShopeePay | SPayLater)

Poster - A2

[Download Template](#)



Educational Poster

For a more prominent display of the payment process, display a poster mounted on a standee. This artwork is a larger version of the tent card (back view).

Guidelines:

1. **ShopeePay logo** - Fixed placement
2. **Main text + Subtext** - Centre aligned
3. **Educational Steps** - Arranged in a 2 row x 3 column alignment. Replace merchant logo accordingly.
4. **T&Cs** - Centre aligned. Font size not adjustable.

Standee - 50 x 150 cm

[Download Template](#)



Discount Standee

Use a standee to shoutout promo mechanics that includes merchant logo, featured products and QR.

Guidelines:

1. **ShopeePay Near Me logo** - Fixed placement
2. **ShopeePay and Merchant logo** - Fixed placement in white tag
3. **Main text + Subtext** - Centre aligned
4. **Featured Products** - High quality images with 300 dpi. Clean background with shadow required.
5. **QR code** - Minimum 2cm on white background only. QR code leads to merchant voucher page.
6. **App Icons and T&Cs** - Centre aligned. Font size not adjustable.

Logo combination

Can be replaced according to local needs (e.g. ShopeePay | SPayLater)



End of document.