Shap
Shapp

Brand Guidelines

LOGO

Logo

The ShapShapp **wordmark** is the primary logo used across all customer and merchant touchpoints. It represents the brand in its simplest form and should be used in digital products, marketing materials, payment experiences, and physical assets.

The wordmark is available in both light and dark variations to ensure visibility and consistency across different backgrounds while maintaining strong brand recognition.

For maximum impact, always use the approved logo colours and maintain sufficient clear space around the mark.

CLASSIC LOGO

Merchant App Icon

The Classic Logo is used as the primary app icon for the ShapShapp Merchant application. It is designed for quick recognition on mobile devices and represents the tools merchants use to manage payments, devices, transactions, and business operations.

The simplified mark improves visibility at small sizes while maintaining a strong connection to the ShapShapp brand. Its bold typography and high-contrast colours ensure clarity across Android, iOS, and web platforms.

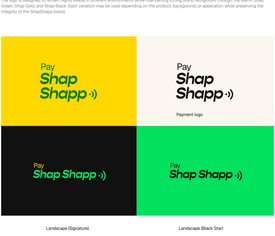
The Classic Logo should only be used for merchant-facing products and application icons, while the full ShapShapp wordmark should be used for marketing, branding, and payment touchpoints.

PAYMENT

NFC Payment Logo

The NFC Payment Logo is the primary mark used across ShapShapp payment touchpoints, including NFC cards, wristbands, payment stands, stickers, and merchant displays. It helps customers quickly identify where to tap and creates a consistent payment experience across all physical payment products.

The logo is designed to remain highly visible in different environments while maintaining strong brand recognition through the use of Shap Green, Shap Gold, and Shap Black. Each variation may be used depending on the product, background, or application while preserving the integrity of the ShapShapp brand.



Landscape (Signature)

Landscape (Black Star)

COLOUR

Colors

Our brand palette is built around three bold colours: vibrant green, energetic yellow, and deep black. Together they represent speed, trust, and simplicity, creating a distinctive identity that stands out across both physical and digital payment experiences.

Shap Green — Represents movement, growth, and successful payments.
Shap Gold — Represents energy, visibility and optimism.
Shap Black — Represents trust, reliability, and professionalism.

Pulse Green	#00E700 Color
Gold	#FFC400 Color
Midnight	#1A1A1A Color

PHYSICAL TOUCHPOINTS

Physical Touchpoints

Our visual identity extends beyond digital experiences into a family of physical payment products. Each product is designed to create a consistent, recognizable, and trusted payment experience across every customer touchpoint.

The ShapShapp ecosystem includes merchant payment stands, NFC wristbands, NFC cards, payment tags, and other connected payment accessories. Together, these products make accepting and making payments simple, fast, and intuitive.

By combining Shap Green, Shap Gold, and Shap Black across all physical and digital experiences, ShapShapp creates a unified brand presence that customers can instantly recognize.

Merchant Stand

Designed for countertops, checkout areas, and service locations. The merchant stand provides a clear payment touchpoint where customers can tap to pay.

NFC Wristband

A wearable payment accessory that enables businesses and service providers to accept payments on the move without requiring additional hardware.

NFC Cards & Payment Tags

Portable payment touchpoints that can be carried, displayed, or attached to devices and surfaces, making payments accessible wherever business happens.