



Brand Guidelines

getpinch.com.au

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Pinch's mission is to enable every small business in Australia to have a payment system that's simple to use and affordable.

Our system works to remove as much admin as possible to allow owners to focus on their business. It does this via cashflow automation, enabling them to get paid on a regular basis without having to chase up customers, then reconciling automatically with existing business accounting software.





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Brand Overview

The purpose of our brand

To be a champion for small business.

How our brand achieves this

We believe no one is too small. People and relationships are crucial. We do things properly.

Our products and services

Automated payments gateway, direct debit and credit cards, integrated into existing accounting software.

Highly personalised customer support.

Versatile APIs and integrations.

Pinch Logo

The Pinch logo is made up of a
brandmark and logotype.



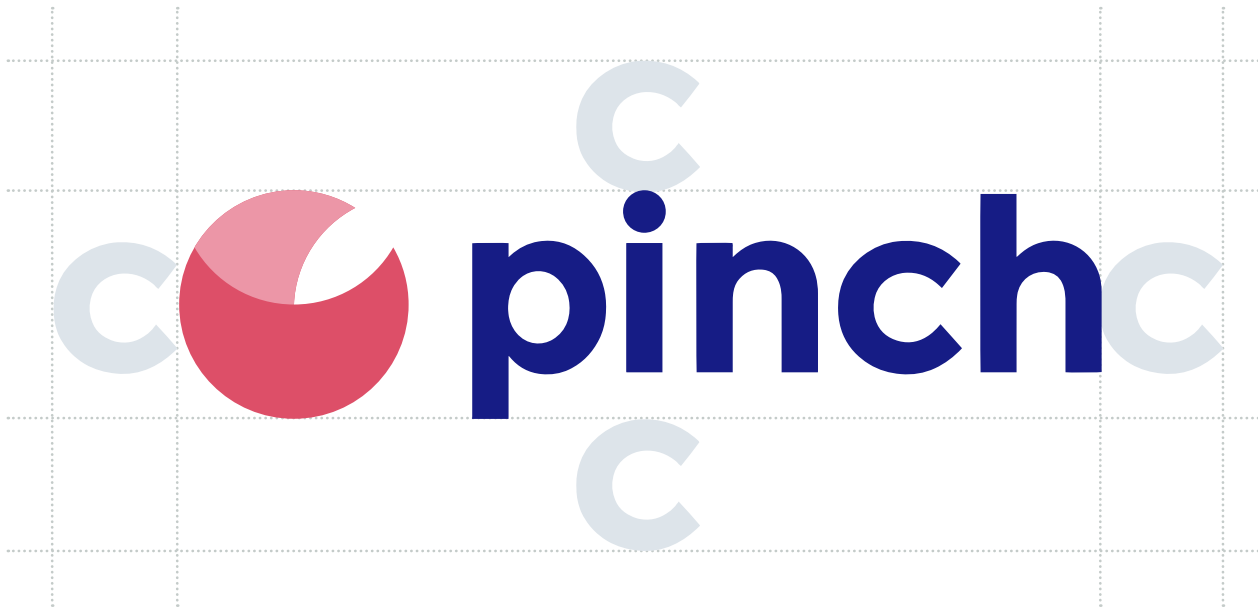
Logo Formats

The Pinch logo has a vertical and horizontal format. The horizontal format version is preferential for use whenever possible. In occasional situations and locations where horizontal space is limited, the vertical format can be used to ensure visibility of the Pinch brand.



Logo Clearspace

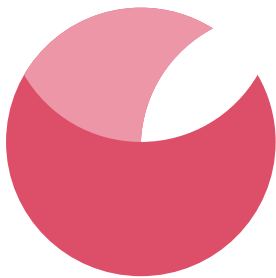
Recommended space to leave around the logo to help retain its clarity and importance within the communications. This generally means no other logos, text, patterns, complex backgrounds, or other elements that could distract from the logo's design and colours. The clear space is determined by the height of the 'c' from 'Pinch', proportional to the size of the logo.



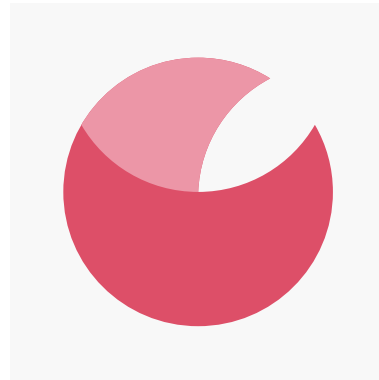
Icon and Avatar

The Pinch logomark can be used as an icon in situations where the brand needs to be identified, but use of the full logo is not appropriate or not necessary. This includes use as a website favicon.

Further to the icon the avatar uses the same logomark placed neatly onto a square white background, which fits in both square and round frames as used by various social media platforms—plus other services such as gravatars.



Icon



Avatar
(inside square and round frames)

Logo versions and usage

The Pinch logo has two horizontal full colour versions which are preferred for use whenever possible. Vertical versions of each are also available, but these are only to be used when absolutely necessary due to application type or space restrictions.

In addition to the full colour versions, the Pinch logo has a range of mono versions, black and white versions, and process red versions. There are also Pantone (spot colour) versions of the colour logos if required. These are marked [s], [s][r], and [s][red]

First preference for usage is always the horizontal process colour version on a white or light background. Black or dark backgrounds can be used with the process colour reverse version.

When colours are unable to be reproduced (such as on a black and white laser printer, or in an collection of event sponsor logos) the mono versions can be used on white or black backgrounds.



Process colour version [p]



Process colour reverse [p][r]



Mono version [m]



Mono reverse [m][r]

Logo versions and usage (cont.)

In addition to the full colour versions, the Pinch logo has a range of mono versions, black and white versions, and process red versions. There are also Pantone (spot colour) versions of the colour logos if required. These are marked [s], [s][r], and [s][red]

When only a single tone or colour is available (such as a stamp, emboss or engraving) the black versions can be used on white, black or other colour backgrounds.

When only a two-colour process is available (such as a T-shirt screenprint) the process red version can be used on a white background, or the black reverse version can be used on a red background.



Black version [b]



Black reverse [b][r]



Process red version [p][red]



Process red reverse [p][r]

Colour Palette

The Pinch colour palette is made up of twelve core colours including rich black, and eight supplementary colours. Colours are in CMYK (print), RGB (on-screen) and HEX (website/HTML). Pantone colours are also specified in the event colour matching is required.

Cerise Red



CMYK: 11/98/58/1
RGB: 214/38/84
HEX: D62654
PANTONE 1925 C

Paradise Pink



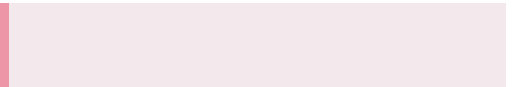
CMYK: 8/84/47/0
RGB: 221/79/104
HEX: DD4F68
PANTONE 7418 C

Light Rose



CMYK: 3/50/17/0
RGB: 236/150/167
HEX: EC96A7
PANTONE 708 C

Seashell Pink



CMYK: 3/8/3/0
RGB: 243/232/235
HEX: F3E8EB
PANTONE 705 C

Deep Navy Blue



CMYK: 100/96/34/47
RGB: 2/16/71
HEX: 021047
PANTONE 2756 C

Persian Blue



CMYK: 100/98/14/8
RGB: 22/28/133
HEX: 161C85
PANTONE 2736 C

Blue Bell



CMYK: 52/46/0/0
RGB: 131/134/193
HEX: 8386C1
PANTONE 2715 C

Very Light Blue



CMYK: 4/3/0/0
RGB: 240/242/254
HEX: F0F2FE
PANTONE 663 C

Violet



CMYK: 87/100/0/1
RGB: 74/0/158
HEX: 4A009E
PANTONE 2736 C

Electric Purple



CMYK: 73/79/0/0
RGB: 110/19/245
HEX: 6E13F5
PANTONE 2685 C

Lavender



CMYK: 41/56/0/0
RGB: 184/120/255
HEX: B878FF
PANTONE 2635 C

Lavender Mist



CMYK: 2/6/0/0
RGB: 245/237/255
HEX: F5EDFF
PANTONE 7443 C

Typography

The Pinch brand uses Red Hat Black for headings and Red Hat Regular for body copy. In certain applications Red Hat Black can be used to ensure clarity and priority of information. The Red Hat font and family is available through Google Fonts for use on desktop software and online in web applications.

For email software, and computer software such as Word and Powerpoint, the closest generic font to Red Hat is Verdana Regular or Helvetica. This should be used whenever Red Hat is not available or won't be available.

**AaBbCcDdEe
FfGgHhIiJjKkLl
0123456789
(&?!/,:;-_*")**

Red Hat Display - Black

**AaBbCcDdEe
FfGgHhIiJjKkLl
0123456789
(&?!/,:;-_*")**

Red Hat Display - SemiBold

**AaBbCcDdEe
FfGgHhIiJjKkLl
0123456789
(&?!/,:;-_*")**

Red Hat Display - Regular

Typography (cont.)

Display - Red Hat

Display
Bold 110/1.1 -3%

Heading - Red Hat

Heading Large
Bold 64/1.0 -2%

Heading Base
Bold 36/1.1 0%

Heading Small
Bold 22/1.5 1%

Bullet - Red hat

Body Large
Regular 22/1.3 1%

• **Body Base**
Regular 18/1.3 0%

• **Body Small**
Regular 14/1.3 1%

Body - Red Hat

Body Large
Regular 22/1.3 1%

Body Base
Regular 18/1.3 0%

Body Small
Regular 14/1.3 1%

Body - Red Hat

Body Large
Regular 22/1.3 1%

Body Base
Regular 18/1.3 0%

Body Small
Regular 14/1.3 1%

Aa

Gradients

Choose the direction of the gradient (linear, radial, or conic). Linear gradients (left to right or top to bottom) are the most common, then choose a color for a simple gradient, use the primary color or a secondary color.

Gradients work well as background images for websites, app interfaces, or large print media. Ensure text overlays are legible—pair gradients with contrasting text colors or consider adding a semi-transparent overlay.



Image style

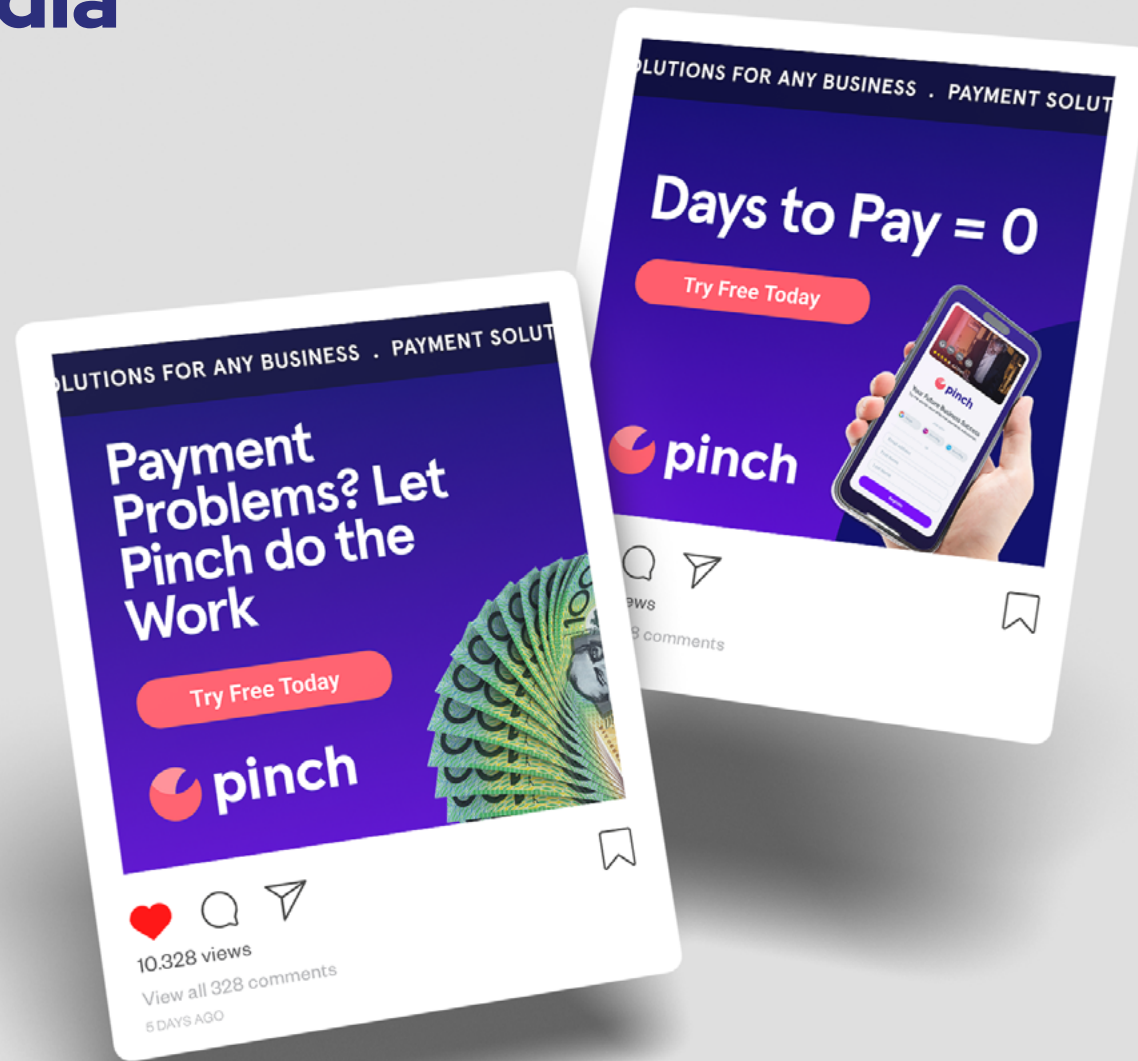
It is recommended to use minimalist imagery with plain backgrounds for smaller formats, such as social media, email campaigns, and app interfaces. These platforms benefit from simpler visuals that are easily recognizable and legible on small screens. However, for larger formats like print media or website banners, more detailed images can be utilized to convey depth and richness. While this general rule helps maintain clarity and focus, it does not mean that styles cannot be mixed. Minimalist designs can add elegance to larger formats, and detailed images can be selectively incorporated into smaller supports when appropriate, ensuring flexibility and creativity in visual communication across all platforms.



Social Media



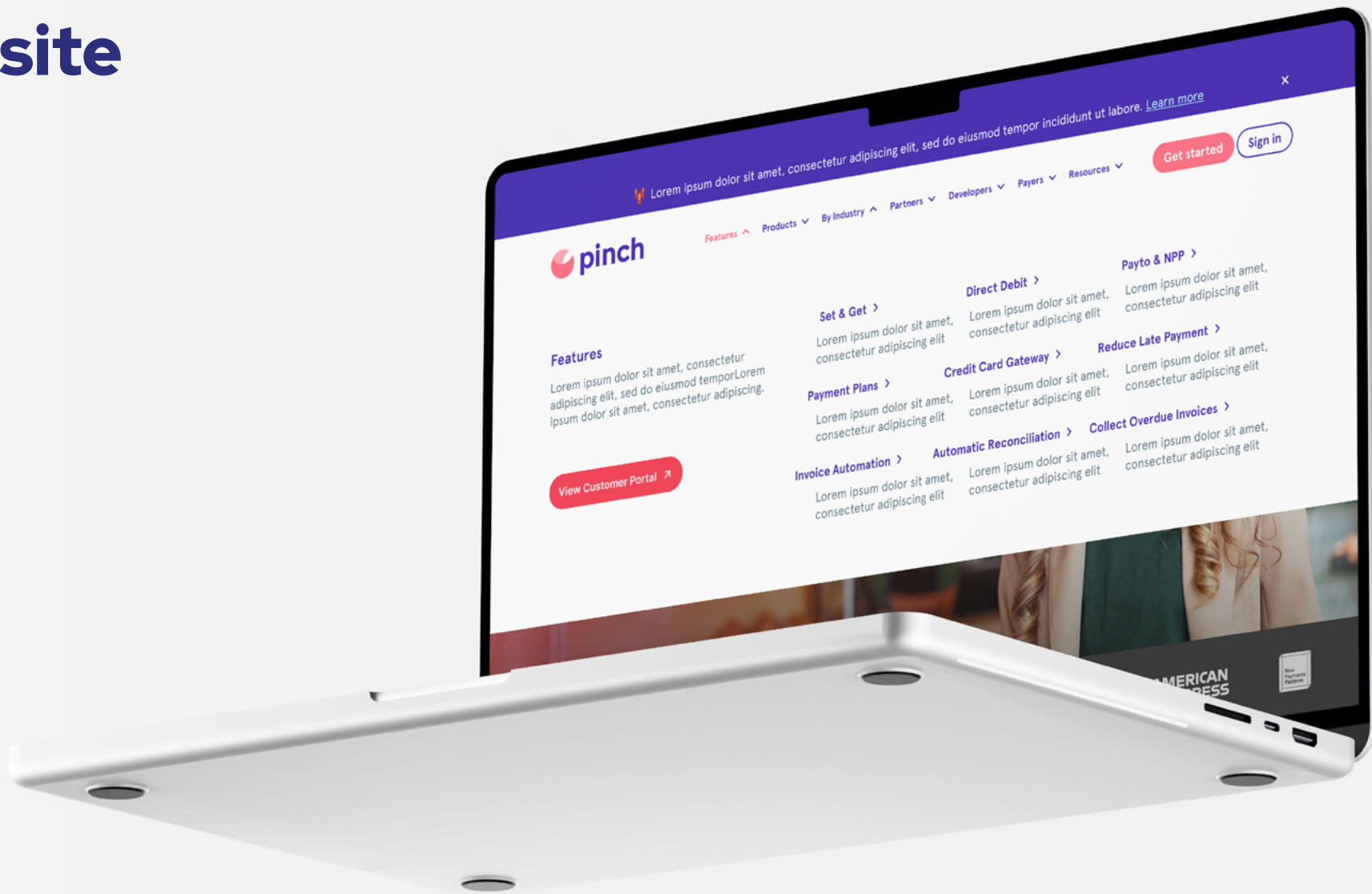
Social Media



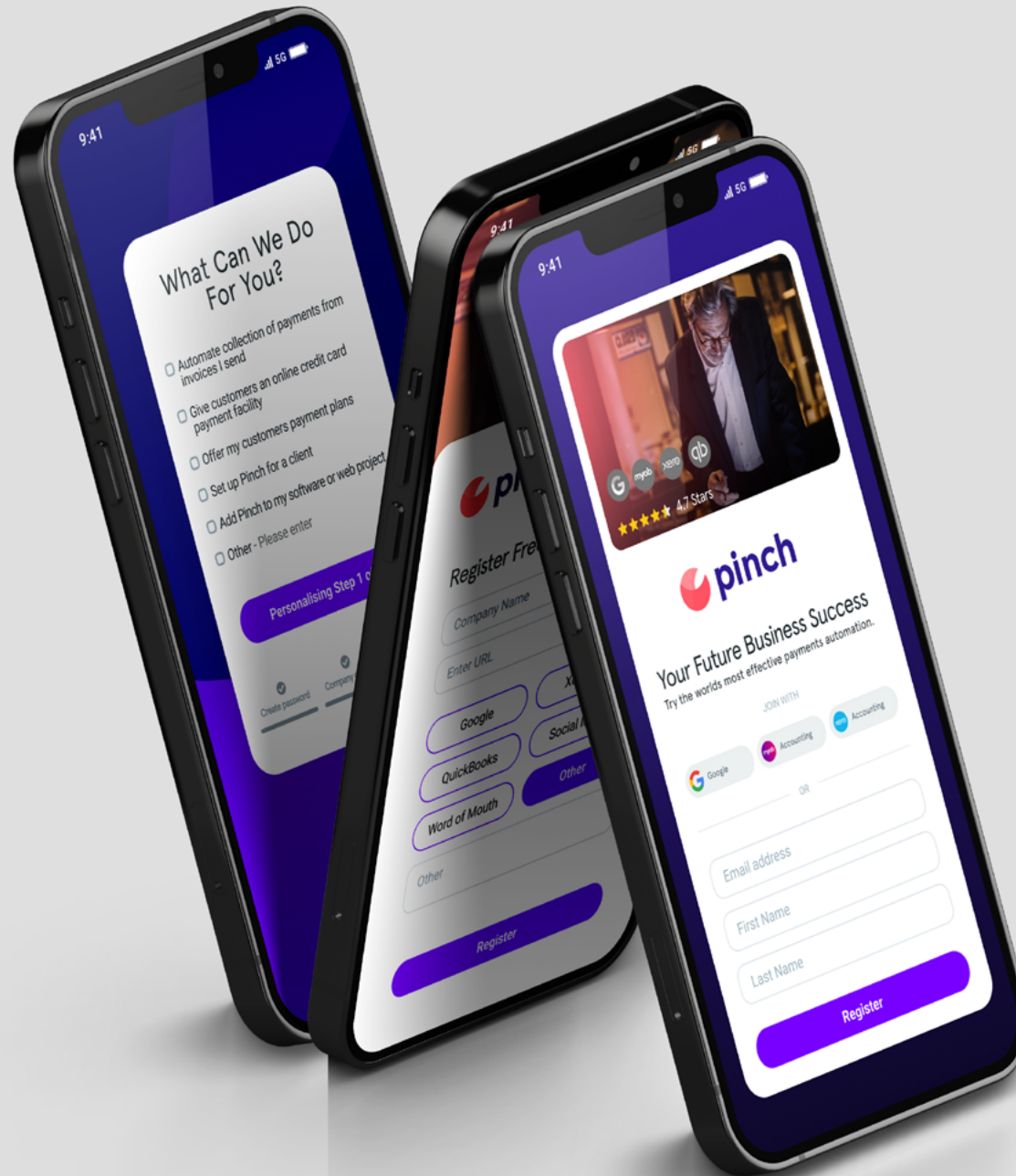
Website



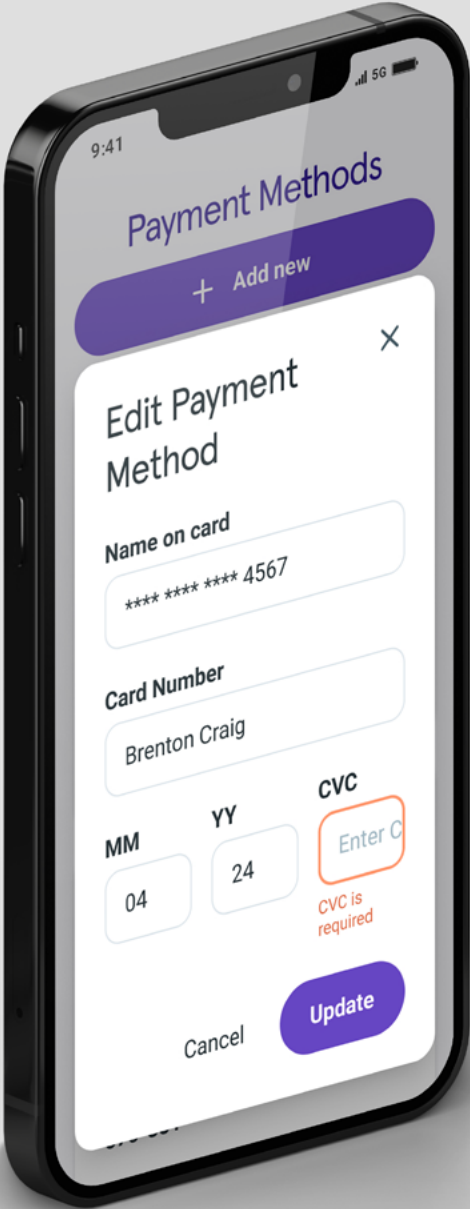
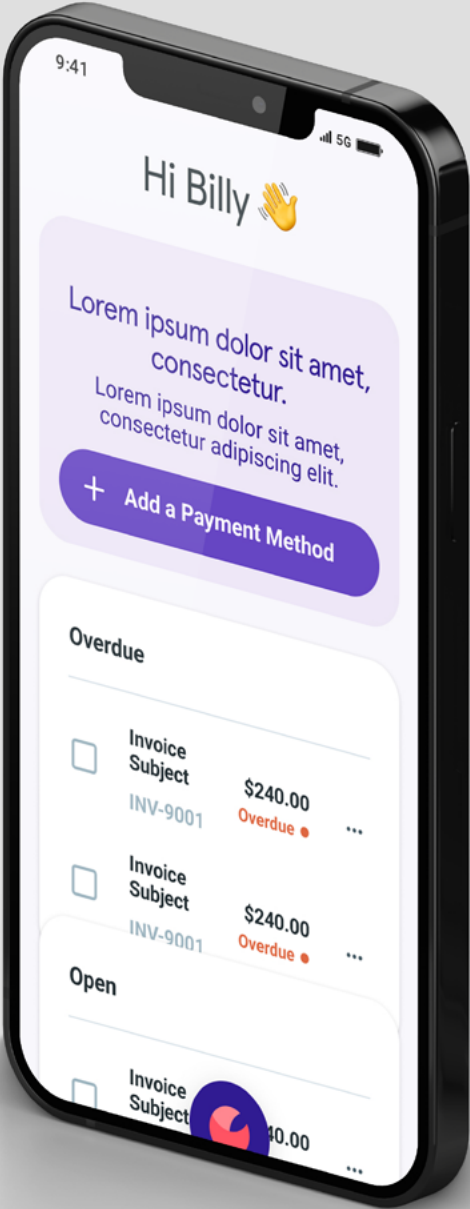
Website



App



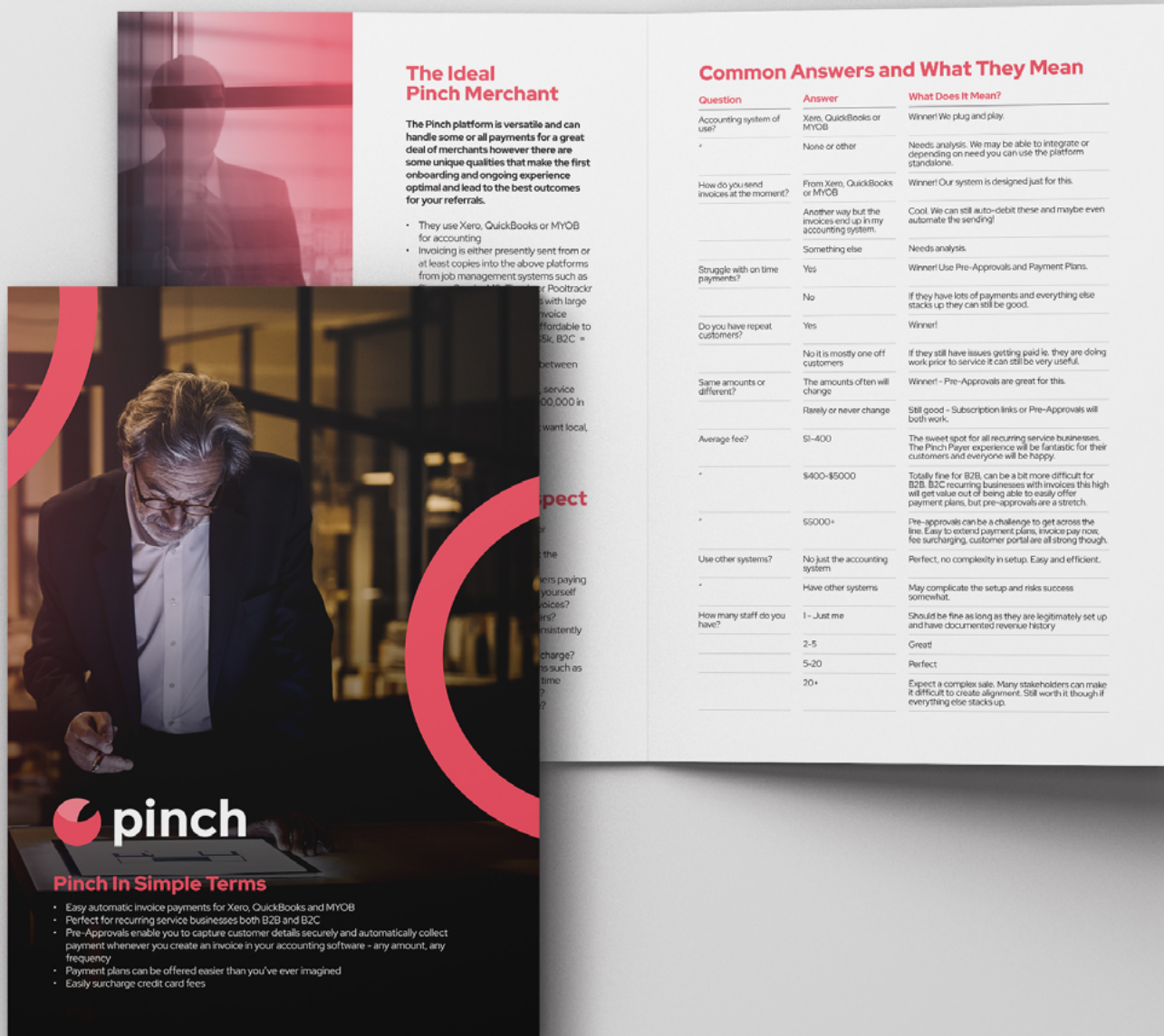
App



Google Extension




Print



Sign Facade




Billboard



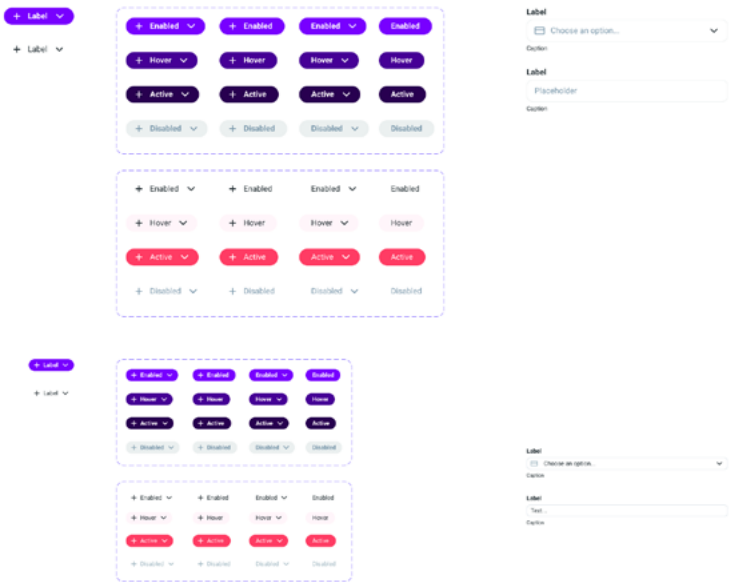
Imagine Never Chasing Invoices Again



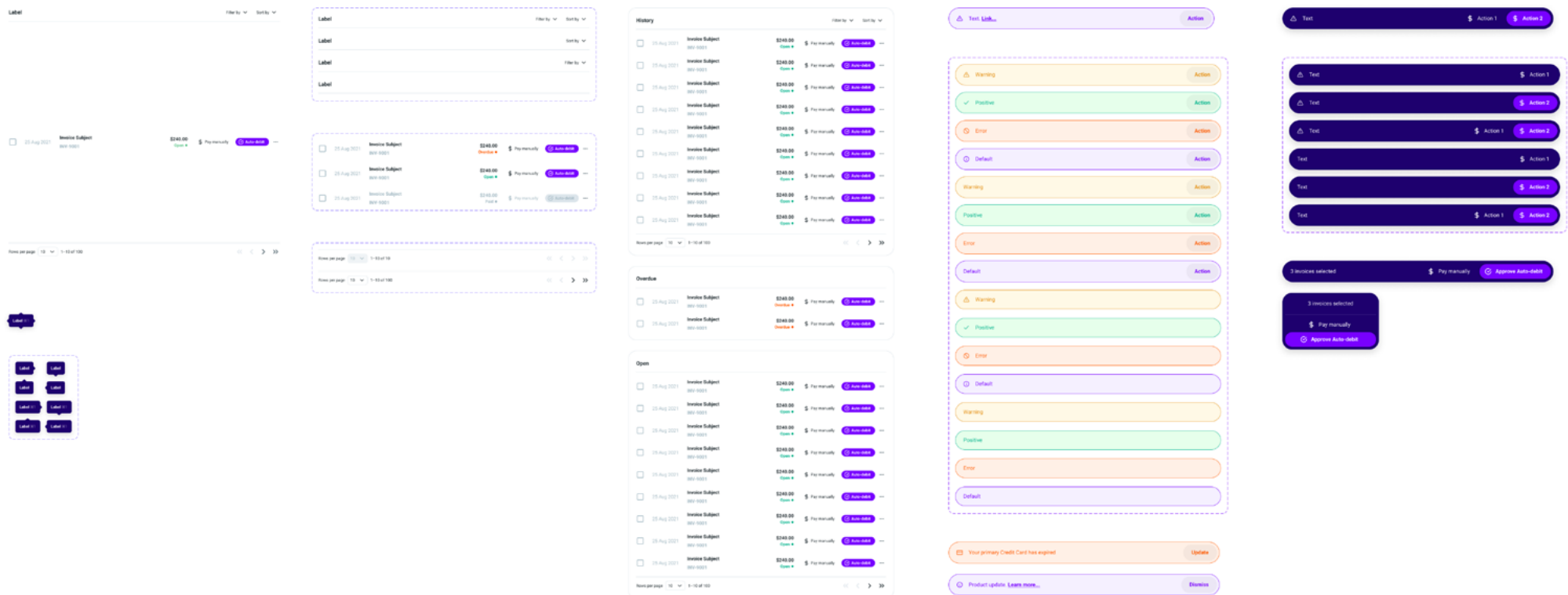
Try Free Now



UX/UI Kit



UX/UI Kit



UX/UI Kit

headingXXLarge

headingXLarge

headingLarge

headingBase

headingSmall

headingXSmall

labelXXLarge

labelXLarge

labelLarge

labelBase

labelSmall

labelXSmall

textXXLarge

textXLarge

textLarge

textBase

textSmall

textXSmall

linkXXLarge

linkXLarge

linkLarge

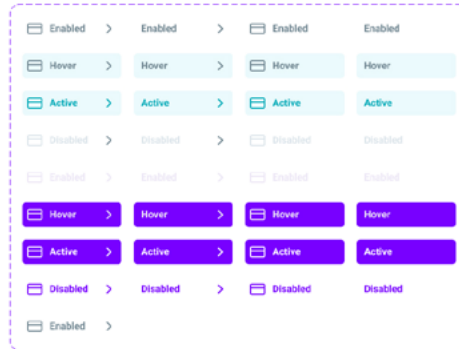
linkBase

linkSmall

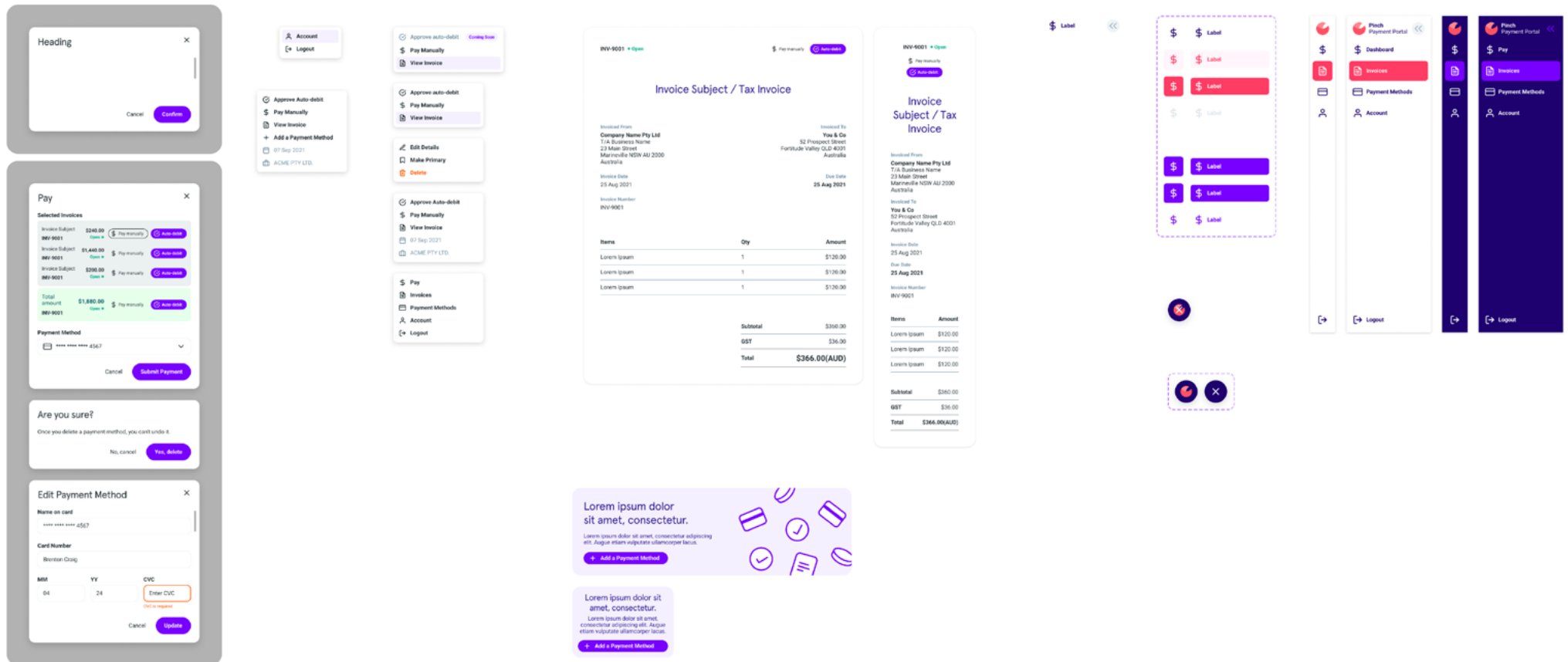
linkXSmall

linkXXSmall

Label >



UX/UI Kit





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