



Co-Branded Marketing Guidelines

This document provides guidance to partners on the appropriate use of the Paxos logo and visual brand alongside partner branding. Visual examples demonstrate co-branding scenarios that establish the relationship between Paxos and its partners.

Well-executed co-branding enables two or more identities to combine forces, allowing our brand and marketing efforts to work together.

Ensuring partner success is important to Paxos. The guidelines contained here will help both brands execute product and marketing efforts successfully.

Partners should not represent themselves as Paxos. Use of the Paxos logo and proprietary brand assets is not allowed unless a formal, written and signed agreement is in place. Partners may use the Paxos logo only as specified within these guidelines to co-brand their own marketing materials.

The Paxos logo must not be used in any way that implies an endorsement or responsibilities that do not exist. Do not use Paxos marks as a visual focal point on any materials or in a manner likely to confuse the origin of products, services or materials.

CO-BRANDED MARKETING GUIDELINES

Paxos Logo

Main Logo (Full Color)

The main Paxos logo should be used when announcing a partnership. It should only be placed on light colored backgrounds to ensure maximum legibility.

Reverse Logo (White)

Use this logo to ensure contrast and legibility on dark or colored backgrounds when the main logo cannot be used.



Main Logo



Main Logo Reverse

CO-BRANDED MARKETING GUIDELINES

Powered By Paxos

The Powered by Paxos lockup should be used in partner-led marketing materials to acknowledge services provided by Paxos.

POWERED BY PAXOS Horizontal

This is the preferred logo lockup to be used in partner-led marketing materials.

POWERED BY PAXOS Stacked

Use the stacked version when space is limited.

POWERED BY PAXOS Reverse

Use these logo to ensure contrast and legibility on dark backgrounds when the main logo cannot be used.



POWERED BY PAXOS Horizontal



POWERED BY PAXOS Horizontal Reverse



POWERED BY PAXOS Stacked

Vertical POWERED BY PAXOS Reverse



POWERED BY PAXOS Stacked Reverse

CO-BRANDED MARKETING GUIDELINES

Clear Space


Clear space refers to the designated area surrounding the logo. To ensure logo legibility and integrity, the surrounding area must be clear of other elements such as other logos, images or type.

The Paxos logo should never compete visually with other graphical elements. The minimum amount of room to leave around the Paxos logo is indicated by the clearzone. The clearzone is derived from half the size of the Paxos Logo Mark (X).

Minimum Size

The Paxos logo mark should always be large enough to guarantee legibility. The minimum size measurement refers to the height of the Paxos logo mark.



Minimum Logo Size
30px [ PAXOS

Minimum Logo Size
30px [POWERED BY  PAXOS



CO-BRANDED MARKETING GUIDELINES

Partner-Led Co-Branding Lockups

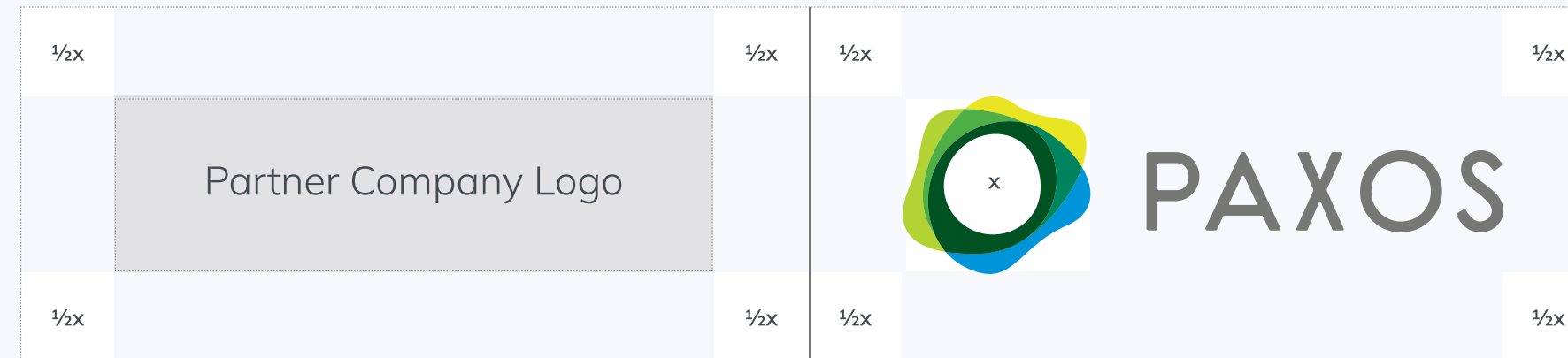
Co-branding shows a partnership between Paxos and another company and represents an exchange of credibility between both brands.

All co-branded uses of the Paxos logos must be approved by Paxos and adhere to the following guidelines:

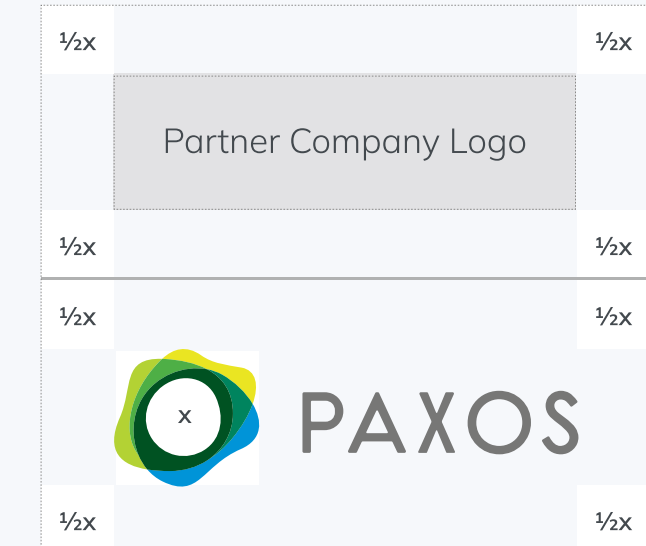
- Make all logos appear equal in size.
- Center-align the Paxos logo horizontally or vertically with the partner company logo.
- The clear space in between and around the logos is always derived from the Paxos logo mark (X) and is equal to $\frac{1}{2}x$.
- Create a 1-pt grey divider between the logos. A vertical stroke should be the height of the logo clear space. For stacked lockups the horizontal line should be the length of the logo clear space.



Approved partner-led co-branding lockups



- ✓ **Lockup A: Horizontal Lockup**
Place the Paxos logo to the right of the partner logo. This version is preferred.



- ✓ **Lockup B: Stacked Lockup**
Only use this lockup if the layout cannot accommodate Lockup A.

Co-branded lockups to avoid



- ✗ Do not create co-brand lockups with specific products or divisions of other companies.



- ✗ Do not use Paxos product logos in co-brand lockups.

CO-BRANDED MARKETING GUIDELINES

Powered by Paxos Placement

When it comes to logo placement, you have several options available. Whenever possible, place the logo in the bottom-left or right corner of the layout. If the content does not accommodate this preferred placement, here are alternate suggestions:

Landscape

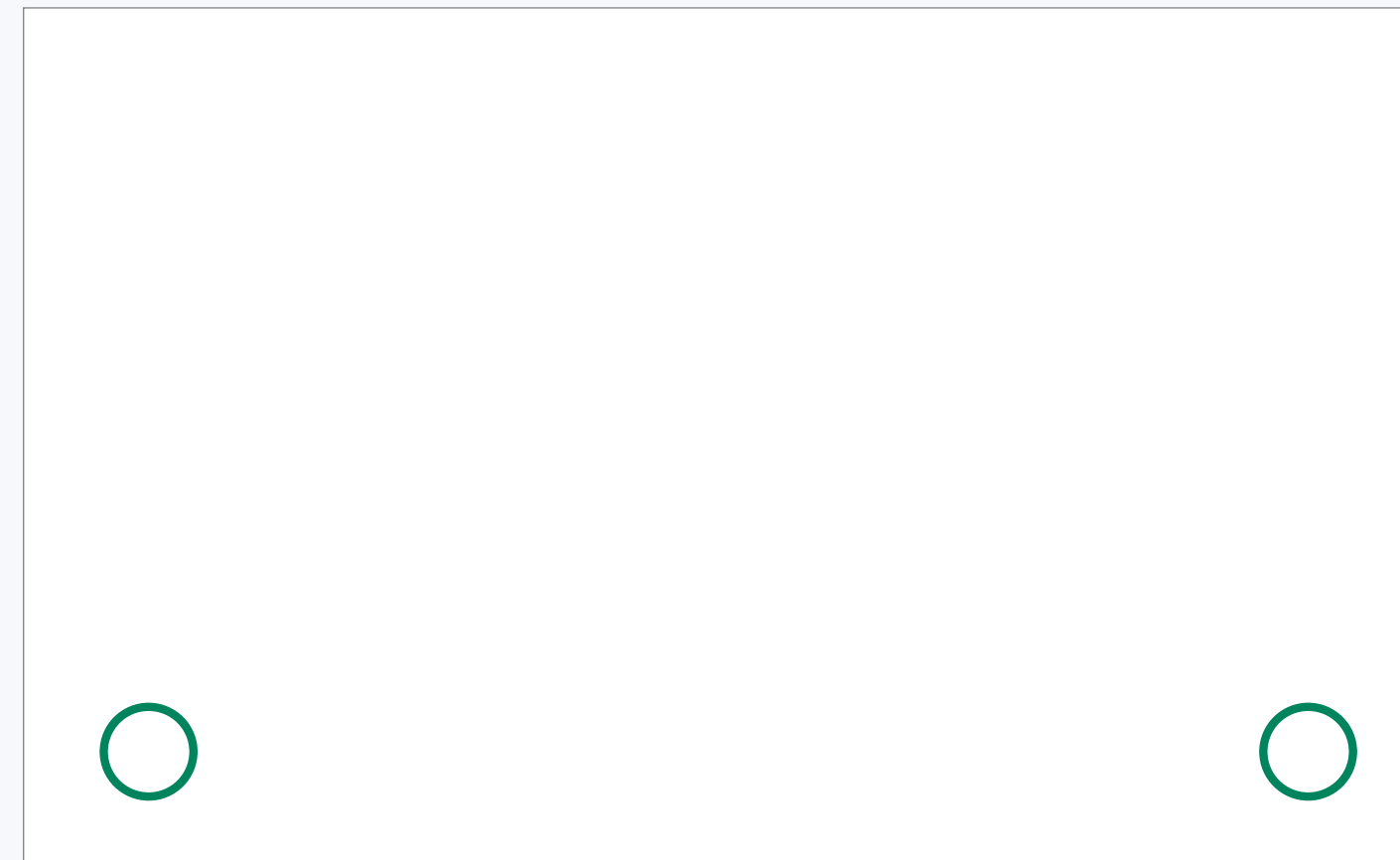
When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-left or right corner of the layout.

Landscape Wide

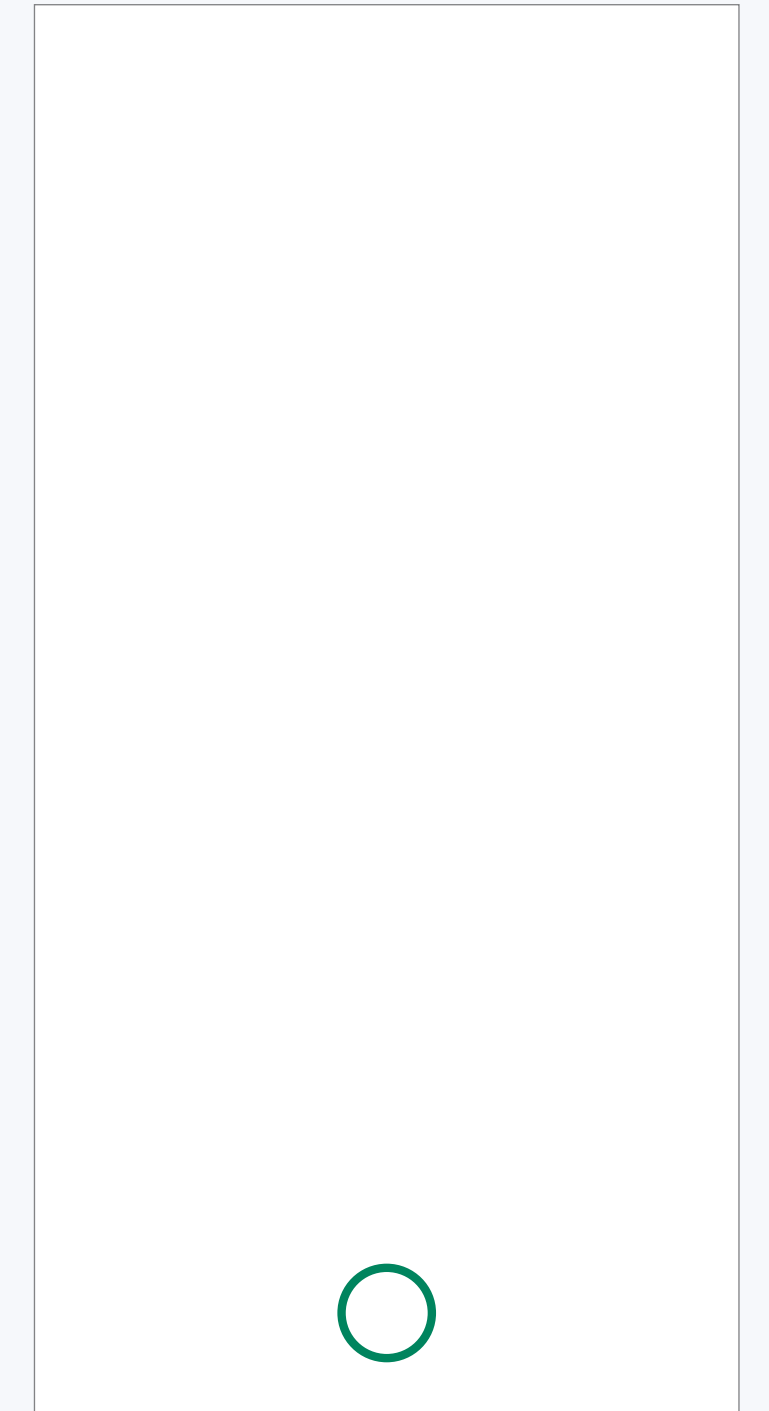
When working with extra wide landscape layouts, we prefer to place our logo to the right, vertically centered.

Portrait

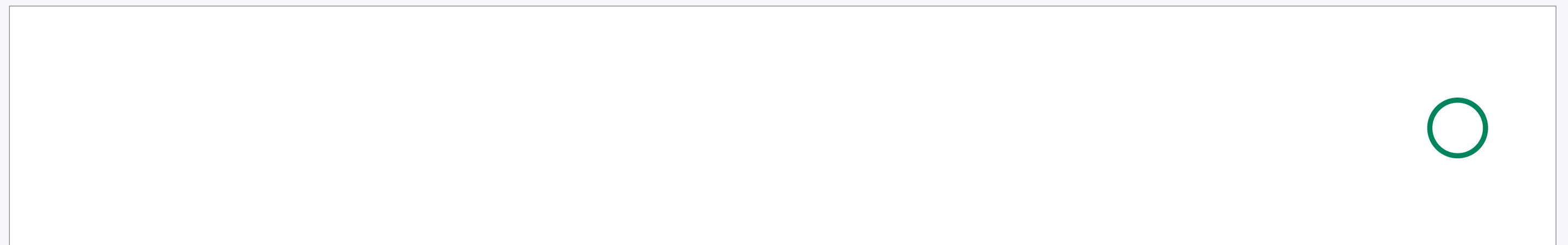
When working with long and narrow layouts, we prefer to place our logo in the center-bottom of the layout.



Landscape Layout



Portrait Placement



Landscape Wide Placement

CO-BRANDED MARKETING GUIDELINES

Incorrect Logo Usage

Incorrect Logo Usage

The Paxos logo and Powered by Paxos lockup have been specifically designed as a locked logos and should not be recreated or modified in any way.



⊗ Do not rotate or tilt the logo



⊗ Do not move elements in the logo



⊗ Do not change the logo typeface



⊗ Do not remove elements of the logo



⊗ Do not outline the logo



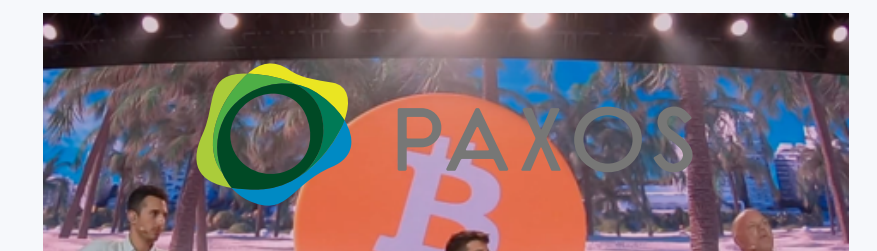
⊗ Do not add a drop shadow to the logo



⊗ Do not recolor the logo



⊗ Do not distort or stretch the logo in any way.



⊗ Do not place the logo on busy or low contrast images

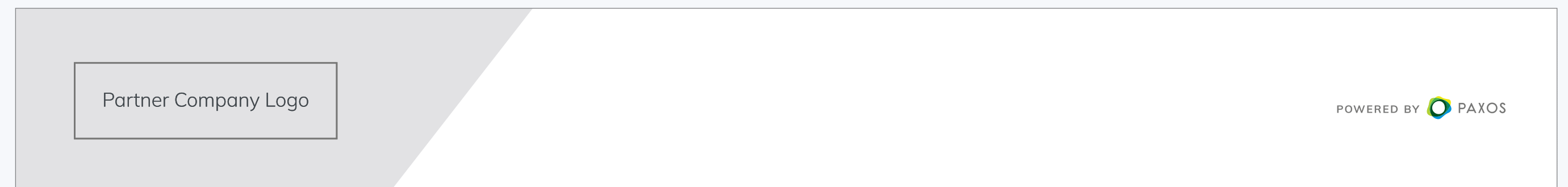
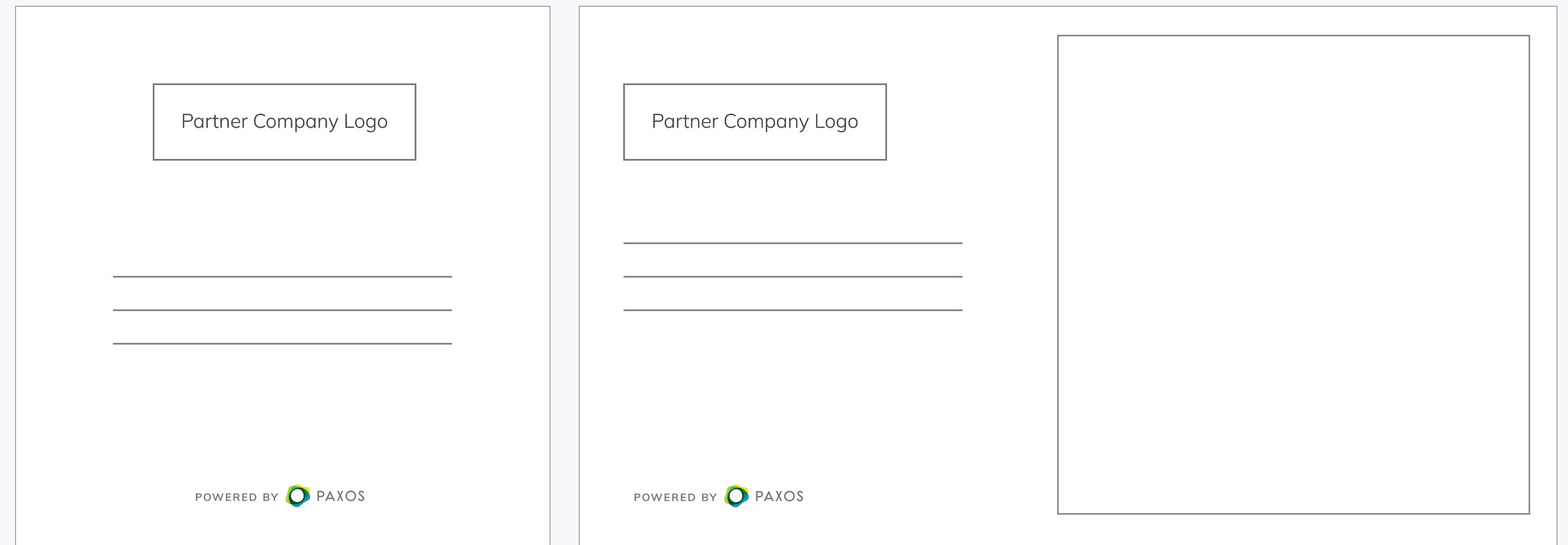
CO-BRANDED MARKETING GUIDELINES

Partner-Led Marketing in Use

Partner-Led Marketing is any marketing material or promotion that is owned by the partner (not Paxos).

Please keep the following in mind when creating Partner-Led marketing assets:

- The partner owns the relationship and is the primary brand that leads the marketing effort.
- The partner logo must always appear first.
- The partner's visual system should be the look for partner-led communications. Paxos may be represented by our 'Powered by Paxos' lockup in a lesser weight.
- Trademark attribution always belongs to the partner.
- Materials are subject to Paxos review. Partners should work with their respective Paxos customer success teams.



Questions?

For any questions regarding the co-branded marketing guidelines please reach out to the Paxos Marketing team at marketing@paxos.com