



Brand guidelines

2021

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Introduction



What is Tender Retail?

Tender Retail is a tech company that provides payment technology and affordable end-to-end solutions for Tier 1 and Tier 2 retailers and quick-service restaurants. Tender Retail products eliminate intermediaries, leading to faster and cheaper transactions and positively impacting a retailer's profits and the user experience for end customers.

The company can support its clients by providing secure payment options in all circumstances and implementing innovative payment solutions compliant with national and international legislation across multiple countries in North (and South) America.

Tender Retail is a market leader in the payment industry and has strategic partnerships with all major players in the American financial market, being the go-to solution for many of the largest companies in North America for in-store payments. The company is known for its ability to provide freedom of choice for payment solutions, and it can integrate with existing systems to streamline payment solutions for large enterprises.

Besides providing top solutions in the industry, Tender Retail teams add value to every partnership thanks to their in-depth knowledge with payments, compliance, and related policies and best practices. This understanding results from operating for more than 25 years in this field and working with a wide range of brands.

It's a legacy that enables the team to anticipate market trends and innovate so that all clients can meet their clients' expectations around the cheapest, fastest and safest payment solutions. Its services have an impeccable reputation among financial institutions, multinational companies, and agencies that oversee financial organizations.

Values & mission

Our 10 core values:

1. Respect of the individual and compliant
2. Accountability; Responsibility; Ownership
3. Discipline: Unwavering and relentless focus
4. Understand reality; Make difficult decision
5. Understanding; Learnings
6. Bad news does not get better with time
7. Communicate; Share knowledge
8. Empowerment: At the point of contact
9. Solutions, not problems
10. Dream realization

Tender Retail is a team of experts who know the game and play to win. They value transparency, integrity, and collaboration and are aware of the magnitude of product/service deployment. That's why they aim always to be the best (never the second-best) in the industry. The focus is on partnerships, mutual success, and expert-grade expectation setting.

The brand can quickly grow through its collaborators, and a solid and loyal community of strategic partners can be the most valuable differentiator among competitors. Tender Retail must anticipate its partners' needs and deliver solutions in real-time to consolidate the relationships to make this happen.

Vision

Tender Retail uses innovative payment technology to develop leading-edge, secure, and compliant payment tech solutions. Our vision is to give enterprise chain retailers and quick-service restaurants freedom of choice to manage payments and data according to their specific needs and implement fast, secure payment options to provide a better experience for their clients.

Tone of voice

Tender Retail is the authority in the field, so all materials that have the company's logo on them should have a clear purpose and deliver value to targeted audiences. The more we can segment the audience to personalize communication, the easier it is to build a community where all partners feel empowered to do better and be better for their customers.

Tender Retail has an established track record in the industry, and it references partners generically (not by name). Tender Retail needs to maintain its "Switzerland" status in the industry, not to be seen promoting one partner over another — agnostic to the choice of bank/payment terminal/point of sale solution. The chain retail merchants who look to Tender Retail need help to differentiate Tender Retail Partners as they know Tender Retail works with many.

The Tender Retail team is friendly and easy to work with. Representatives have excellent communication skills and can adapt their language to match the level of the audience.

The purpose is no longer to establish expertise (that's already a known fact) but to show how that expertise makes history in the industry by always driving innovation or being where innovation happens. Use numbers, insights, solutions to demonstrate the value of the product/service and to portray the brand as a trusted advisor.

Tender Retail focuses on providing straightforward solutions, so all marketing efforts should be solution-oriented — never open a conversation about problems or pain points if you're not ready to follow up with answers.

The brand voice and tone are professional and accurate, as the industry requires precision and compliance with rules and regulations. The tone is authoritative but friendly, sometimes inquisitive, and frequently used to ask the question "why"? Technical terms, industry-specific language, and jargon are accepted when necessary.

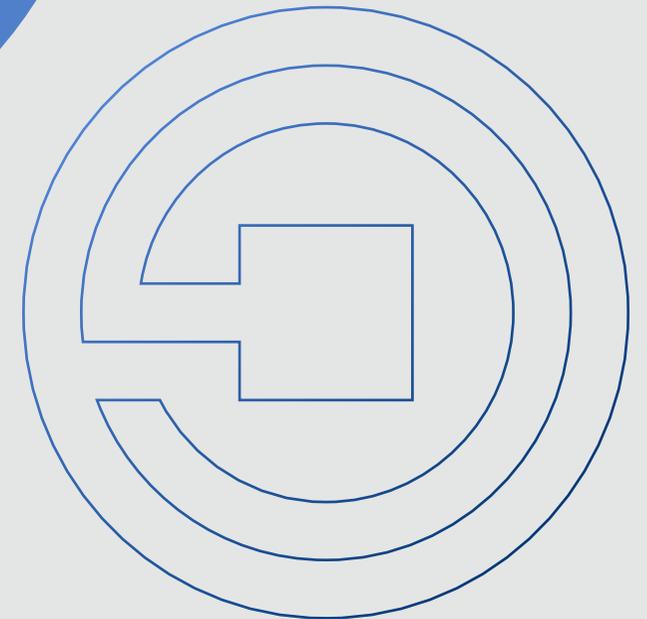
Another vital aspect to consider is the timeline. Implementing change takes time, so all marketing messages should set realistic expectations about timelines and deliverables.

Logo guidelines



Keyhole icon

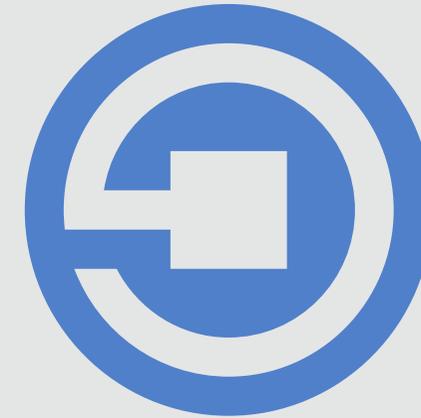
The icon comprises basic geometric shapes, with the two main elements of the mark being a square keyhole and a circle that surrounds it. A thin stroke can also be applied to the symbol when it stands alone, as long as it's applied to the background to become a subtle additional element.



Combination marks

The Tender Retail logo is made up of the keyhole icon and a wordmark set in Lato. The vertical and horizontal logos should be used as follows:

- The vertical logo is suitable for square spaces, such as social media avatars.
- The horizontal logo is ideal for short areas or long, horizontal rectangle-shaped spaces, such as letterheads and website headers.



Tender Retail



Tender Retail

Minimum clear space & size

When using the logo, make sure not to place it too close to the text, images, or other graphic elements. The appropriate padding around the logo should equal the height of the “T” in the wordmark. Nothing else should occupy the area to alleviate any kind of visual clutter.

The horizontal logo should not be reduced to smaller than 100 pixels wide to retain legibility. The vertical logo should not be reduced to smaller than 50 pixels wide. If the logo is made smaller than 50 pixels wide, only the icon should be used. The icon should appear no smaller than 16 pixels wide.



Minimum sizing for vertical logo combination

50px wide, approx.



(or approx. .75 inches)

Minimum sizing for icon

16px wide, approx. screens.



.25 inches wide, approx. for print.



Minimum sizing for vertical logo combination

100px wide, approx.

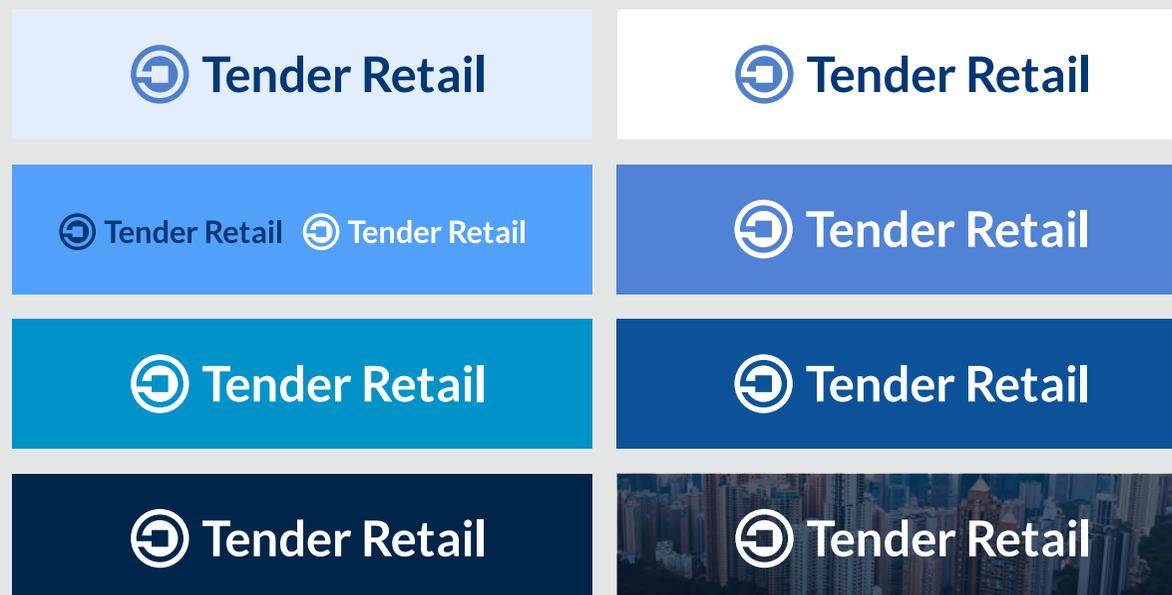
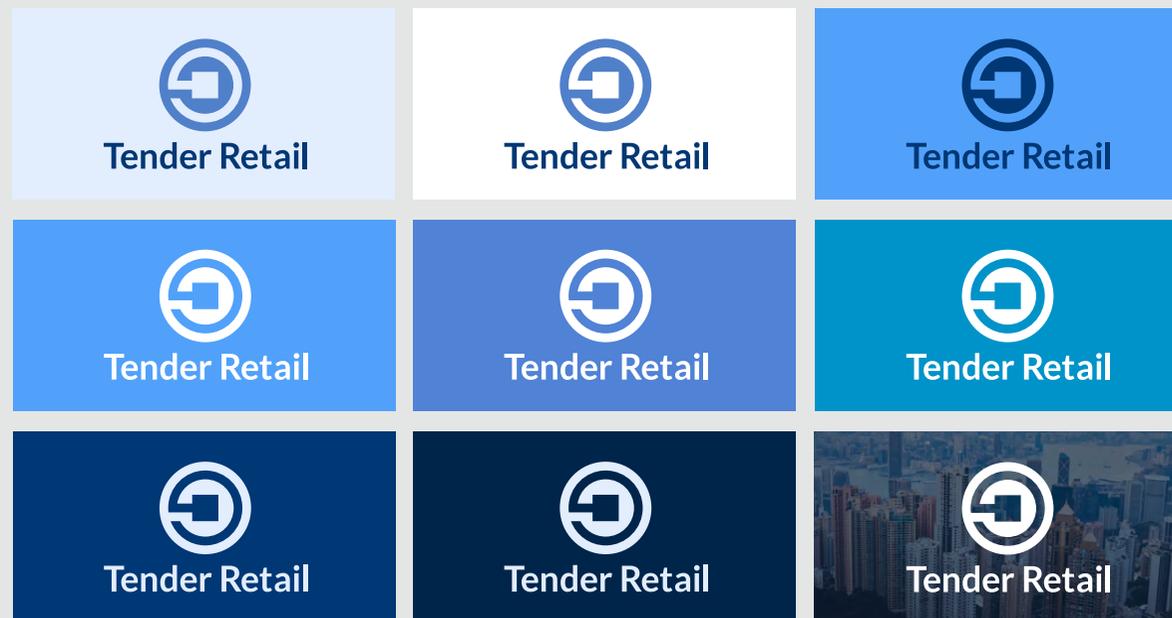


(or approx. 1.5 inches)

Logo use on backgrounds

The two-color combination mark or icon should only be used on white or platinum backgrounds. The one-color version should only be used on sky blue and other lighter tertiary color tints.

The one color, reverse logo in white or platinum, should only be used on dark-colored backgrounds. When using the reverse logo on photographs, a dark transparent overlay should be placed on the picture to render the logo legible.



Logo misuse

Do not use the logo in ways that would alter how the brand is visually perceived. Here are some examples to avoid when applying the combination mark and icon.



Tender Retail



Tender Retail



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Only use approved brand colors. Do not adjust color combinations within the logo.

Re-size logo with correct proportions.

Do not place the logo on busy or cluttered backgrounds.



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Do not re-create or modify the logo.

Do not add drop shadows or other effects.

Do not use other fonts or font weights for the logo.



Tender Retail

Do not re-arrange or use the wordmark separate from the icon.

Product name usage

When placing product names along the combination mark, use the following spacing, font, and colors guidelines:

- The product name should be center, justified, and placed below the wordmark when using the vertical logo. Keep the same amount of padding between the icon and wordmark so that both lines appear balanced.
- The product name should be left, justified, placed below the wordmark, and aligned with the stem of the “T” in Tender Retail when using the horizontal logo.
- In both cases, use the Lato Bold typeface for the product name. Relate the size of the Tender Retail wordmark to the product name using roughly a 2:1 ratio. For this example, when the wordmark text is 47pt, the product name should be 22pt. The product name should be in cornflower blue, the same color as the icon.



Product name misuse

When placing product names roughly at a 2:1 ratio, make sure that the name does not extend beyond the width of the wordmark. Reduce the text point size if the name extends too far.



Font guidelines



Typography headings, subheadings & pull quotes

The primary typeface is Lato. It is an elegant and harmonious sans-serif typeface that complements the linear and round aspects of the keyhole icon. The font weights to the right should be used for headlines, subheadings, and pull quotes. Avoid setting the type in all upper or lower case.

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuv

abcdefghijklmnopqrstuv

Hairline

The quick brown fox jumps over the lazy dog

Hairline italic

The quick brown fox jumps over the lazy dog

Light

The quick brown fox jumps over the lazy dog

Light italic

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

Italic

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Bold italic

The quick brown fox jumps over the lazy dog

Black

The quick brown fox jumps over the lazy dog

Black italic

The quick brown fox jumps over the lazy dog

Typography body text

The secondary typeface is Jost. This typeface, inspired by 1920's German sans-serifs, was designed to be as functional as possible in the digital era. The font weights to the right should be used only for body text. Avoid setting the type in all upper case.

Jost

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Light

The quick brown fox jumps over the lazy dog

Light italic

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

Italic

The quick brown fox jumps over the lazy dog

Medium

The quick brown fox jumps over the lazy dog

Medium italic

The quick brown fox jumps over the lazy dog

Semi bold

The quick brown fox jumps over the lazy dog

Semi bold italic

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Bold italic

The quick brown fox jumps over the lazy dog

Extra bold

The quick brown fox jumps over the lazy dog

Extra bold italic

The quick brown fox jumps over the lazy dog

Black

The quick brown fox jumps over the lazy dog

Black italic

The quick brown fox jumps over the lazy dog

Font weight selection

Use different font weights to distinguish hierarchy. Headings should be in the heaviest font weight with pull quotes and paragraph copy at normal weights. H1s should be in Lato black for the web, whereas the rest of the H tags should be in Lato bold.

Headings

Lato black

Sub headings

Lato bold

“Pull quotes, *pull quotes*”

Lato regular & *italic*

Paragraphs

Jost regular

Heading

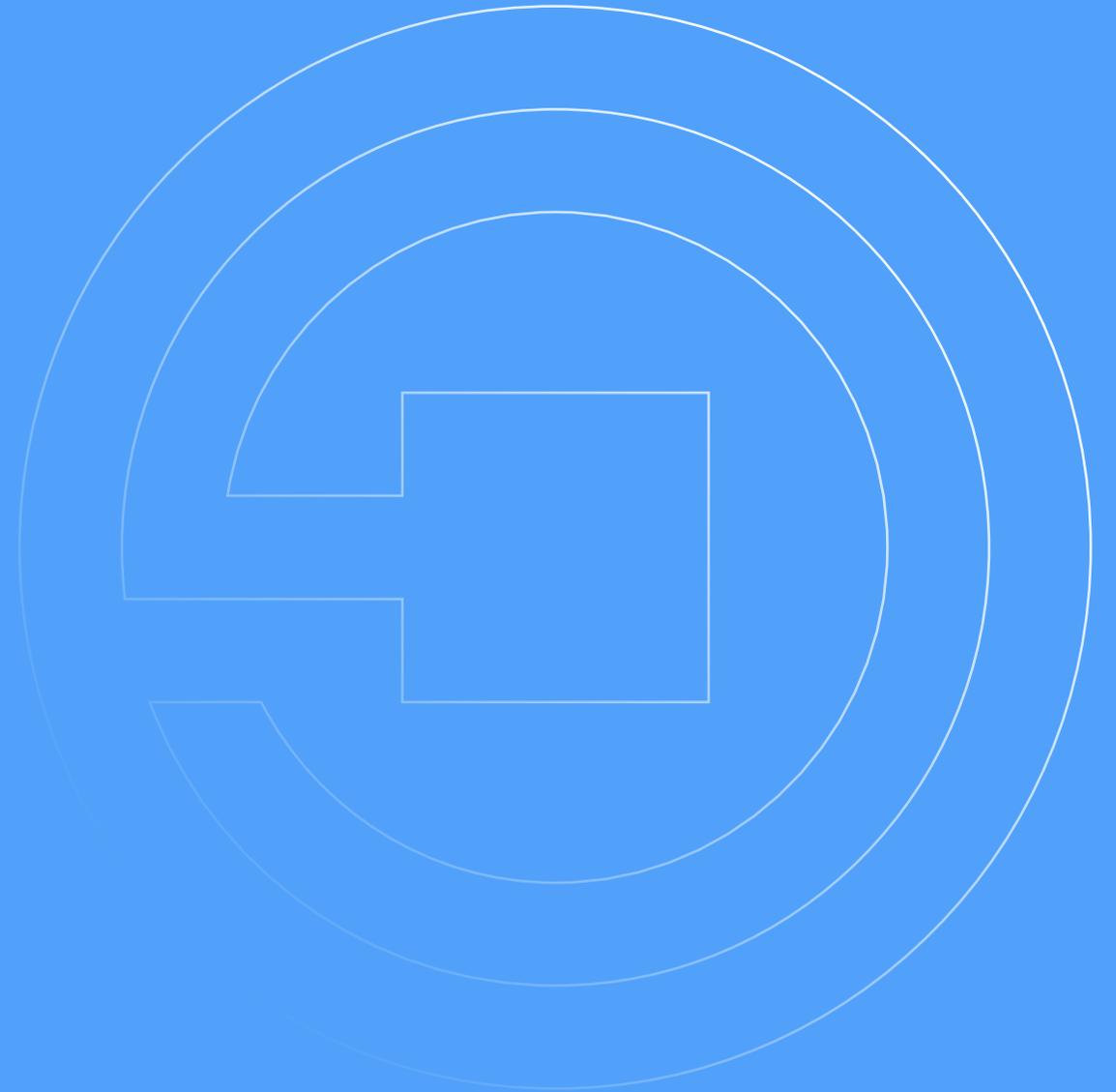
“Pull quote, *pull quote*”

Sub heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim Lorem ipsum dolor sit amet, consectetur

Color guidelines



Primary colors

The core color palette consists of three monochromatic variations of blue that work in tandem to create contrast. The three colors play well with each other and help to identify Tender Retail's brand quickly.

Dark blue

Pantone
301 C

CMYK
100 / 86 / 20 / 6

RGB
0 / 55 / 117

Hex
#003775

Cornflower blue

Pantone
2718 C

CMYK
66 / 43 / 0 / 0

RGB
75 / 125 / 208

Hex
#4B7DD0

Platinum

Pantone
656 C

CMYK
8 / 3 / 0 / 0

RGB
226 / 237 / 254

Hex
#E2EDFE

Secondary colors

The secondary colors help to highlight and further compliment the primary colors. They should be used as accents to develop contrast further. Alternatively, they can be used to provide more variety within the color landscape.

Navy

Pantone
295 C

CMYK
100 / 87 / 39 / 38

RGB
0 / 37 / 70

Hex
#002546

Royal blue

Pantone
3015 C

CMYK
94 / 70 / 2 / 0

RGB
13 / 82 / 153

Hex
#0D5299

Sky Blue

Pantone
292 C

CMYK
55 / 26 / 0 / 0

RGB
81 / 161 / 250

Hex
#51A1FA

Turquoise

Pantone
801 C

CMYK
100 / 17 / 9 / 0

RGB
0 / 141 / 196

Hex
#008DC4

White

Pantone
White

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

Hex
#FFFFFF

Tertiary colors

The tertiary color palette originates from the tints of the three primary colors. Although these tints should not be used as often as the other palettes, they are still helpful for adding diversity to the available colors. These colors are most suitable for charts, graphs, and other graphics that need extra depth.

Dark blue

Pantone
301 C

CMYK
100 / 86 / 20 / 6

RGB
0 / 55 / 117

Hex
#003775

Cornflower blue

Pantone
2718 C

CMYK
66 / 43 / 0 / 0

RGB
75 / 125 / 208

Hex
#4B7DD0

Platinum

Pantone
656 C

CMYK
8 / 3 / 0 / 0

RGB
226 / 237 / 254

Hex
#E2EDFE

Color combinations

Here is a collection of recommended colors paired with text. These combinations respect contrast standards and enable the best possible text legibility and readability.

Platinum on dark blue

Platinum on dark blue

Navy on sky blue

Navy on sky blue

Dark blue on platinum

Dark blue on platinum

Platinum on navy

Platinum on navy

Sky blue on navy

Sky blue on navy

Platinum on royal blue

Platinum on royal blue

White on cornflower blue

White on cornflower blue

White on turquoise

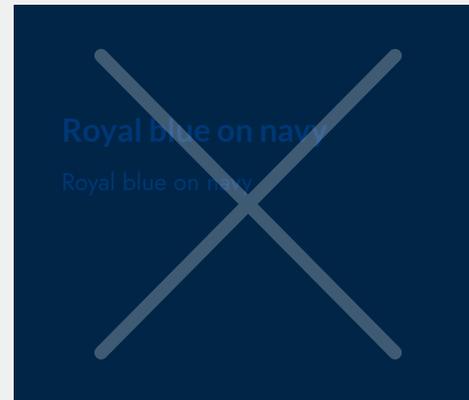
White on turquoise

Dark blue on white

Dark blue on white

Color combination misuse

Here are some color combinations to avoid, mainly because they don't provide enough contrast for text to be legible.



Graphics



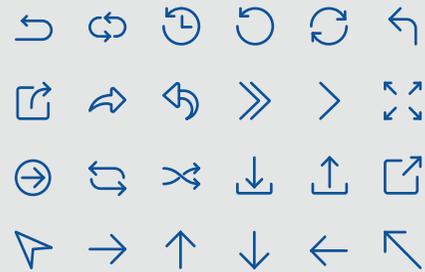
Icons

The image bank of icons can be used to grab attention and help viewers scan and organize content. They help to improve the navigation of a web page and make layouts more effective for the reader.

General



Arrows



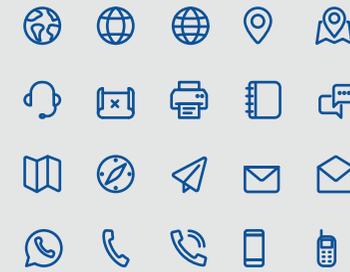
Devices



Basic



Contact



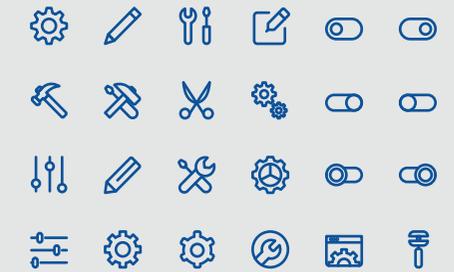
Interface



Business



Settings



Interface 2

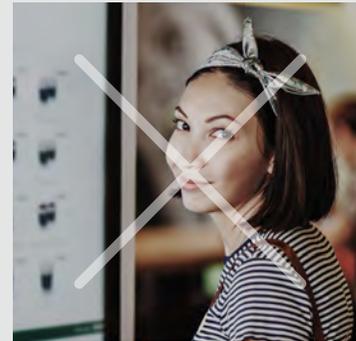


Photography

Keep these principles in mind when using stock photography.

Natural & spontaneous

Use images that appear candid.
Avoid photos that seem posed with unnatural colors.



Clutter-free

Do not use photos that appear to be over complicated.



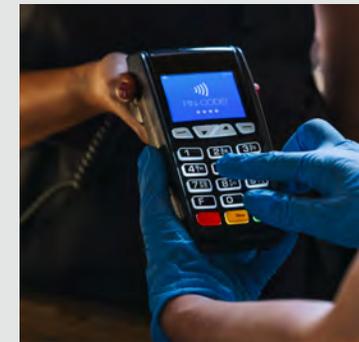
Attention to details

Avoid shirts with corporate logos or branded packaging.



Current photos

Make sure photos are up to date. Avoid images that look too old.





Questions?

For any questions regarding the brand guidelines, please contact TenderRetail.support@acceo.com