
Poynt

Brand Guidelines

**"A brand for a company
is like a reputation for
a person. You earn
a reputation by trying
to do hard things well."**

—Jeff Bezos, Founder, Chairman & CEO, Amazon



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Introduction

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What Is a Brand?

A brand is intangible, not easily defined or expressed.

It's more than a well-designed logo, memorable tagline, or great ad. It's about people, their perceptions, and the emotions evoked. Simply put, a brand is the way in which we are perceived by those who experience us. It's essentially how we make them feel.

Our Brand

These guidelines exist to help maintain the integrity of the Poynt Brand. They cover the use and treatment of our brand assets including messaging, visual identity, and brand attributes (i.e. brand promise, tone of voice...). It's important to adhere to these guidelines in order to form a consistent brand image and perception.

As an employee or valued partner, you are the steward of our brand. Protect it and contribute to its success. Take the time to understand our brand and let it shape and inform your work.

Our brand is our most valuable asset!

It is an expression of who we are, what we believe, and the commitments we make. Our brand embodies our values, the mission that drives us, and the vision we share for the future. Shaped by our story, the Poynt Brand will continue to evolve.

Our Company Name

The origin of the name Poynt, like any great company name, was the result of a brainstorming session between the original 4 founding members of the company. Starting with why Poynt was founded – to create technology that uses data as the fuel for superpowers and create engagement, loyalty, and ultimately merchant success. This evolved into one of the company’s core goals: changing the point-of-sale to a point of interaction between merchant and consumer. The company name symbolizes this change by removing the “I”, and replacing it with “Y” representing merchant / consumer interaction.



Contact Information

All inquiries regarding the Poynt Brand
Guidelines should be made to:

Scott Holt

Head of Marketing
sholt@poynt.co

Brand Story

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A photograph of two men in an office setting. The man on the left, with dark hair and glasses, is wearing a dark blue shirt and is gesturing with his hands while looking at a laptop. The man on the right, with a beard and glasses, is wearing a plaid shirt and is pointing at the laptop screen. The laptop is silver and has an Apple logo. The background is slightly blurred, showing office chairs and shelves.

**Poynt is a
revolutionary,
open commerce
platform.**

Our Vision

Connect every merchant in the world to technology superpowers enabling them to transform and grow their businesses.

Our Mission

To change the world; fixing a broken commerce infrastructure by:

- 1. A secure, reliable utility product that merchants trust & love**
- 2. Connected to all the world's payment processors as their preferred platform**
- 3. Self-service, fast and easy for partners to build, integrate and interoperate**
- 4. Finding, distributing and helping the best apps prosper with distribution and support**
- 5. Leveraging data to help merchants succeed with the best apps, insights and services for their business**

Our Values

Our values guide everything we do.



Merchants at
the Center



Hearts in
Technology



Power in
Partnerships



Focus on
the Future

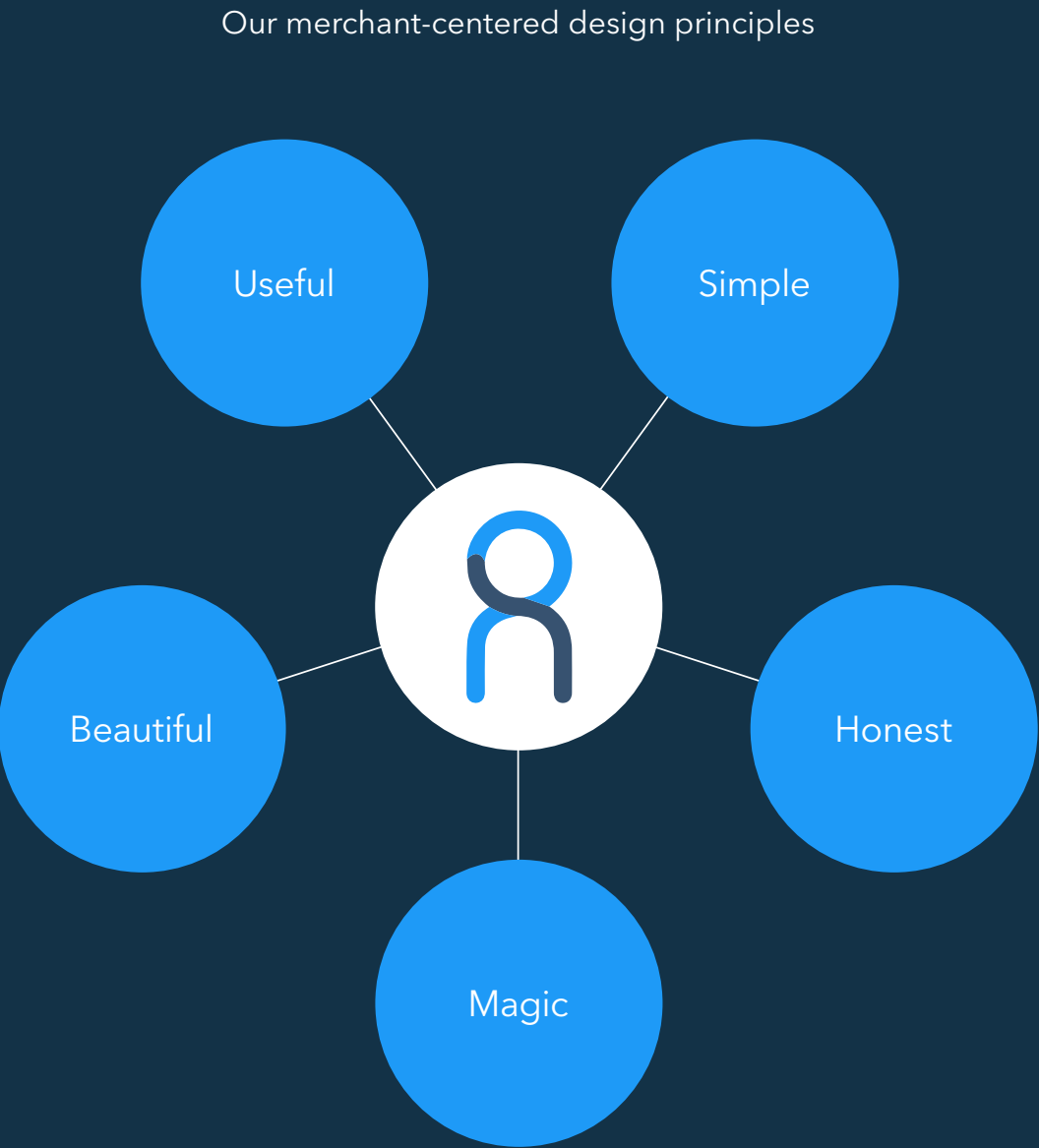
Our Values

Merchants at the Center



We got into business to help business owners. So everything we do, we do to make their lives better.

We build the tools we know they want, and build them in a way we know they'll love.



Our Values

Hearts in Technology



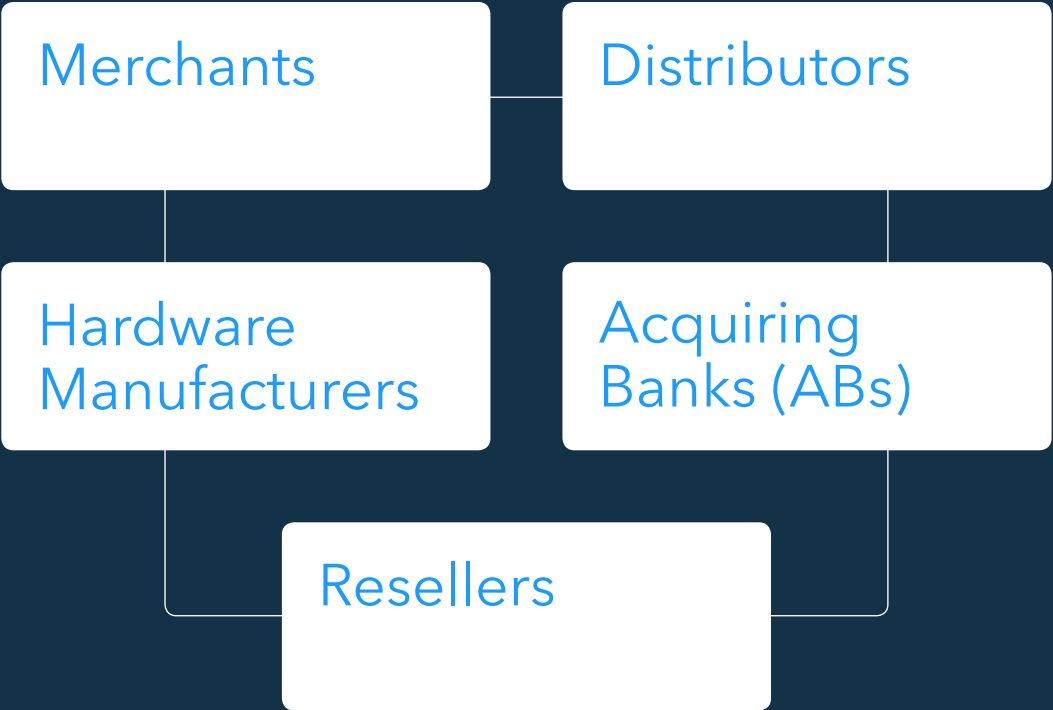
**We love tech. It's in our DNA.
The result of being created by a
bunch of nerds. So we push the
limits of what it can do. We've never
found a problem that couldn't be
solved with great tech and a little
imagination.**

Our Values
Power in Partnerships



We have big goals. And, we know success will be the result of a collaborative effort.

That’s why we believe expanding our impact by teaming up with like-minded partners.



Our Values

Focus on the Future



Stagnation sucks. It's what left business owners behind in the first place.

It's why we promise to always be looking for corners. And then building the tools to help get around them.

"Its time to bring commerce out of the dark ages. We're entering the connected commerce era."

– Osama Bedier, Money 20/20 2015

Our Promise

What we do and how we fulfill our purpose. It's the reason our customers choose us and not another company.

**A global commerce platform
providing merchants with
the best technology to delight
their customers, grow and thrive.**

Brand Messaging

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**Poynt empowers
merchants with software
and services to transform
their businesses.**



Terminology

Maintaining clear terminology definitions adds clarity and sets the stage for effective messaging.

Platform
Poynt is an open platform purpose-built for commerce. It is composed of well-designed devices and an always connected operating system, giving merchants access to their choice of apps to help their businesses grow and thrive.

Ecosystem
The global, open, and interrelated network of merchants, banks, ISOs, ISVs, developers, and hardware manufacturers that makes Poynt’s open commerce platform possible.

Solution
A specific combination or bundle of products (Smart Terminal, Software, Apps) from the Poynt Platform configured to address a customer’s complete need.

Product
A stand-alone component (Smart Terminal or App) that can be purchased individually. (Note: A Poynt Smart Terminal with Poynt software is a product.)

Poynt OS
A secure, cloud-connected operating system, built on Android, for any smart payment terminal connected to Poynt Cloud, deployed anywhere in the world.

Poynt Cloud
A set of cloud-enabled services that lets merchants manage their business (Poynt HQ, Data Backup) and resellers manage and monitor their estate (Mission Control).

Poynt Apps
Core Android apps built for Poynt: Terminal, Register, Transactions, Settlements, Catalog, Manual Entry, and Help.

Smart Terminals
Connected, multi-purpose devices from any manufacturer that is built to accept all payments and run all applications.

Poynt App Center
A digital center for curated, vertically-bundled business apps developed by 3rd party developers.

Differentiators

Differentiators are important. They help our audience understand what makes Poynt unique and compelling to their business. They won’t always be the lead thought in our messaging, but they will be woven into everything we say and do.

Revolutionary Platform
Open platform built for rapid innovation, collaboration, and speed to market in an industry that is traditionally closed and slow to change.

Beautiful Design
Intuitive, elegant, user-friendly software combined with modern, well-designed, powerful devices that make a tech-forward statement.

Merchant Choice
Choice of software, choice of hardware, choice of integration, and choice of bank.

Business Apps
Vertical specific, interoperable app bundle recommendations to drive business growth.

Always Connected
Manage and monitor your business from anywhere in the world, anytime.

Global Ecosystem
Connecting the top global banks, hundreds of resellers, and thousands of developers to make millions of merchants successful.
Primarily relevant to Investors/Acquirers

Elevator Pitch

The Poynt Platform

Poynt's elevator pitch clearly articulates its values, creates consistency for storytelling, and ultimately builds differentiation in the market.

“Poynt is a revolutionary, open commerce platform, empowering merchants with software and services to transform their businesses and enable their freedom to grow without limits.”

Boilerplate

Expanding upon the elevator pitch, Poynt's succinct, reusable boilerplate describes the company and the unique impact it's having on the marketplace at large.

Poynt is a revolutionary open commerce platform empowering merchants with software and services to transform their business. Founded in 2013, Poynt reimagined the ubiquitous payment terminal into a connected, multi-purpose device that runs third-party apps. As smart terminals become mainstream, Poynt OS is an open operating system that can power any smart payment terminal worldwide, creating a new app economy for merchants and allowing developers to write once and distribute everywhere. Poynt is headquartered in Palo Alto, Calif., with international headquarters in Singapore, and is backed by Elavon, Google Ventures, Matrix Partners, National Australia Bank, NYCA Partners, Oak HC/FT Partners, Stanford-StartX Fund, and Webb Investment Network.

Find out more at poynt.com.

Key Messages
Acquirer

This is a messaging matrix to be referenced when communicating with Acquirers. It includes four messages, each addressing a pain point experienced by the Acquirer, supported by 3-4 proof points.

Note: Messages are not intended to serve as marketing copy in their current form.

Pain Point	Merchant needs extend far beyond payment processing.	Service issues are costly and time consuming.	Merchant attrition is high.	Merchants have technology needs that aren't being met.	Software companies enabling payment are stealing share.
Message	Empower merchants with Poynt's revolutionary platform.	Oversee accounts with powerful, cloud-based management tools.	Deepen merchant relationships with measurable insights and ROI.	Innovate with new service and payment technologies.	Win against new entrants with Poynt's software-first technology and services.
Proof Points	<ul style="list-style-type: none">• Curated business-building apps for merchants to grow and acquirers to innovate• Tech-forward, well-designed, all-in-one Smart Terminals• Choice of solution, choice of hardware, and choice of integration• Expanded capabilities of traditional POS systems• Personalized, branded checkout experience for merchants	<ul style="list-style-type: none">• Mission Control makes onboarding, managing, and troubleshooting merchants possible anytime, from anywhere• Mission Control provides powerful analytics and real time reporting• Estate management can be done at scale, in real-time, from anywhere• New apps/services can be rolled out quickly and at scale	<ul style="list-style-type: none">• Mission Control's advanced analytics make it easy to see and recommend new offerings to merchants• ROI shown on value-added customer interactions, not just on fees and cost savings• Poynt HQ gives merchants real-time access to transactions, trends, and customer information	<ul style="list-style-type: none">• Global ecosystem encourages innovation from 8,500+ developers• Innovative merchant solutions developed rapidly for businesses of any size• Cloud-based platform works everywhere: Poynt & 3rd party terminals, legacy POS, web, and mobile• Future-proof solutions accept all forms of payment: MSR, EMV, NFC, QR, and more	<ul style="list-style-type: none">• Poynt's cloud-enabled, software-driven platform delivers rapid innovation and speed to market• Software-driven technology enables apps and services beyond payments• Poynt API's enable developers to quickly develop new apps and services• Poynt OS enables higher speed of updates and recertification

Key Messages
ISO

This is a messaging matrix to be referenced when communicating with ISOs. It includes four messages, each addressing a pain point experienced by the ISO, supported by 3-4 proof points.

Note: Messages are not intended to serve as marketing copy in their current form.

Pain Point	Need a revenue model beyond payments.	Constrained by hardware or legacy system limitations.	Service issues are costly and time consuming.	Merchant attrition is high.	Technology is eliminating ISO's main business of payment processing.
Message	Sell business-building solutions, not payment terminals.	Configure the perfect solution for any merchant.	Manage setup, onboarding, and troubleshooting from anywhere.	Build merchant relationships with measurable insights and ROI.	Elevate your technology capabilities with Poynt's cloud-connected platform.
Proof Points	<ul style="list-style-type: none">• Poynt's innovative platform drives new revenue streams in business apps and technology services• Beautifully-designed Smart Terminals enable better customer experiences and expand business opportunities• Interoperable apps improve business processes: QuickBooks integration, scheduling, loyalty programs, and more	<ul style="list-style-type: none">• App Center has a broad range of curated, business-building app bundles for any merchant need• Poynt and 3rd party Smart Terminals integrate with legacy retail systems• Choice of solution, hardware, integration, bank• Personalized branded checkout experiences for merchants• Poynt Platform configures to current needs and future growth	<ul style="list-style-type: none">• Simple installation gets merchants up and running in minutes• Mission Control's real time monitoring and remote IT troubleshooting makes it easy to update/manage/service merchants from anywhere• Updates and new software roll out easily across multiple accounts	<ul style="list-style-type: none">• Mission Control's advanced analytics offers business recommendations and insights• ROI can be shown on value-added customer interactions, not just fees and costs• Poynt HQ gives merchants real-time access to transactions, trends, and customer information	<ul style="list-style-type: none">• Software-driven technology enables innovative apps and merchant services beyond payments• Poynt Cloud enables businesses to link multichannel (e-commerce, loyalty, and delivery)• Cloud-based platform works everywhere: Poynt & 3rd party terminals, legacy POS, web, and mobile

Key Messages
SMB (Tiers 3, 4)

This is a messaging matrix to be referenced when communicating with SMBs. It includes four messages, each addressing a pain point experienced by the SMB, supported by 3-4 proof points.

Note: Messages are not intended to serve as marketing copy in their current form.

Pain Point	Current payment terminal limits ability to modernize business.	Developing new customer experiences is frustrating and time consuming.	Current business systems are inefficient and don't work together.	Being locked in is costly and stifles growth.	Challenged to compete and survive in an online world.
Message	Transform every point of customer interaction.	Elevate your customer experience with ease.	Run your entire business on Poynt.	Grow your business without limits.	Thrive in today's 'digital or die' market with Poynt's connected, cloud-connected platform.
Proof Points	<ul style="list-style-type: none">• Poynt platform improves customer experiences and increases employee productivity• Cloud-based systems work everywhere: web, Poynt & 3rd party terminals, POS, mobile• Enable superior customer service: line-busting, scan-and-go, pay-at-table• Future-proof Smart Terminals accept all forms of payment: MSR, EMV, NFC, QR, and more	<ul style="list-style-type: none">• Curated, vertically-bundled business-specific apps can be implemented instantly• Innovative solutions increase engagement, loyalty, revenue• Personalization enables branded checkout experiences for merchants• Expands capabilities of traditional POS systems	<ul style="list-style-type: none">• Streamline data and day-to-day management in one place• Poynt comes with powerful POS Register and Poynt HQ management built in, no added costs• Integrated payment processing saves time, eliminates redundancy, and ensures PCI compliance• Poynt HQ lets merchants manage their business from anywhere	<ul style="list-style-type: none">• Choice of hardware, software, integration, and bank• Works with any Android-based Poynt or 3rd party smart terminal running Poynt OS	<ul style="list-style-type: none">• Easy access to interoperable technology and apps for merchants• Connect online and instore interactions to meet customer expectations• Unify offline and online data to increase loyalty and improve targeting

Tone of Voice

Having a consistent and unique tone of voice is just as important as our visual style. Every time we talk is an opportunity to connect with people.

Be Clear

(open, simple, honest, direct)

Speak simply. Say what you mean. Avoid vague language. Keep it brief.

Correct Usage

Poynt HQ is the best way to manage your business. See what this simple, powerful tool can help you achieve.

Incorrect Usage

Poynt HQ is the world’s foremost tool in business management and customer service. What impact can it have on your business?

Be Human

(easy-going, approachable, friendly)

Talk like a person. Be friendly and informal, without sounding silly. Keep your words and tone casual.

Use technical language and jargon sparingly.

Correct Usage

Hi. Thanks for signing up for the Poynt Merchant Panel. We’re excited for you to participate and can’t wait to hear your feedback.

Incorrect Usage

Dear Mr. Obedier. Thank you for expressing interest in the Poynt Merchant Panel. We appreciate your time in advance and look forward to your feedback so we can optimize our product.

Be Helpful

(smart, supportive, practical, easy to use)

Be kind. Point people in the right direction. Reward their attention by giving them something of value. Don’t speak unless you have something to say. People know when you’re selling them something, so don’t be overt.

Correct Usage

Congrats! You activated your Poynt Smart Terminal. Here’s our setup guide. And if you have any questions, call us 123.456.7890.

Incorrect Usage

Your Poynt Smart Terminal has been activated. Welcome to a world of connected commerce-shop the Poynt App Store.

Brand Identity

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POYNT@



gmail.com



outlook.com

comcast.

net

@

Aol.

aol.com



yahoo.com



hotmail.com

CANCEL

SEND

POYNT

Logo Elements

The two elements of the Poynt Logo, the symbol and the wordmark, work together to form the primary visual expression of our brand.

Symbol

The Poynt Symbol represents the heart of our brand. The Center Point represents the place where technology, partners, and payments come together. The Through Line represents the stories of merchant success that we hope to tell. Finally, the outer blue section, or Halo, represents the effect of a connected merchant ecosystem.

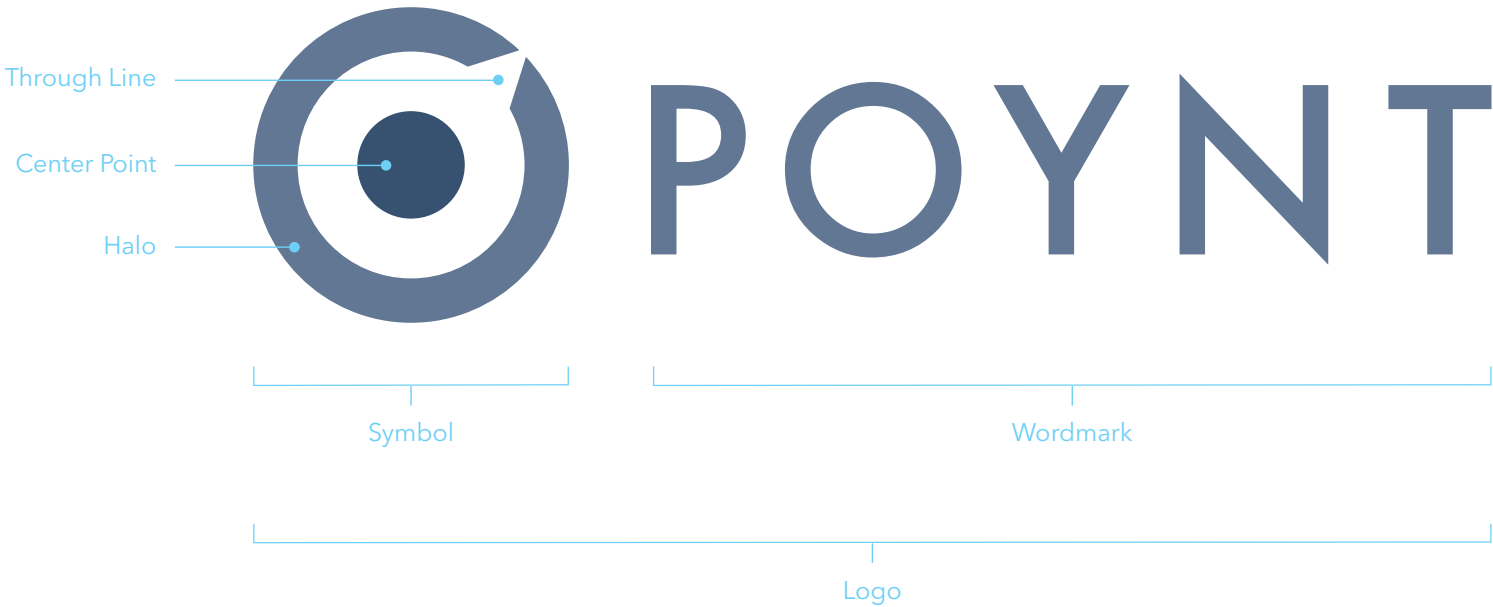
Wordmark

Our wordmark has been crafted to reflect the forms and curves of the symbol. The bold, uppercase letterforms create a supportive stage for the Poynt Symbol.

The Poynt Logo is custom drawn. DO NOT recreate it or any of its elements.

Always use the supplied artwork.

Preferred Configuration



Logo Configurations

Preferred & Alternate

Two logo configurations have been created for use in print and digital applications: preferred and alternate.

Preferred Configuration

Careful consideration has been given to the placement of the symbol in relation to the wordmark. The preferred configuration should be used whenever possible.

Alternate Configuration

Use this configuration in situations where space limitations don't allow for use of the preferred logo.

It is important to always use the artwork provided and never modify these logos.

Preferred Configuration



Alternate Configuration



Logo Clear Space

Preferred & Alternate

Clear space is the area surrounding the entire logo that must be kept free of any visual elements, including text, graphics, borders, patterns, and other logos.

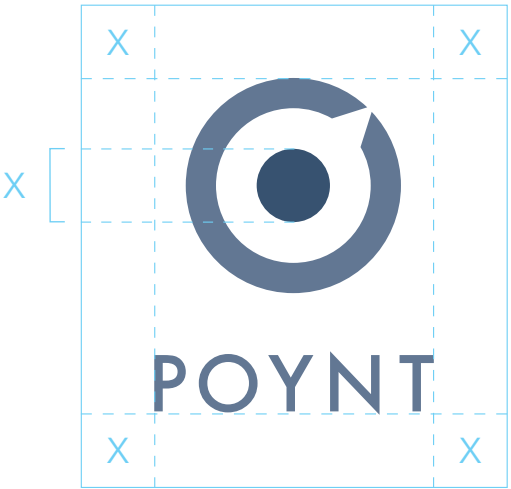
The minimum required clear space is measured in relation to "X," which equals the height of the center point of the symbol.

Clear space should be equal to or greater than "X" on all four sides of the logo.

Preferred Configuration



Alternate Configuration



Logo Minimum Sizes

Print & Digital

The Poynt Logo must always be clear and legible when used in print and digital applications.

Minimum size is the smallest the logo may appear without compromising legibility. The exhibits shown to the right indicate the recommended minimum sizes for the preferred and alternate logos.

Consult with the Head of Marketing for guidance and approval should an application of the logo require it to appear smaller than the recommended minimum size.

Print	Preferred Logo	Alternate Logo
	<div> <div></div><div>0.92" Wide</div></div>	<div> <div></div><div>0.625" Wide</div></div>
Digital	Preferred Logo	Alternate Logo
	<div> <div></div><div>107 px Wide</div></div>	<div> <div></div><div>72 px Wide</div></div>

Logo Placement

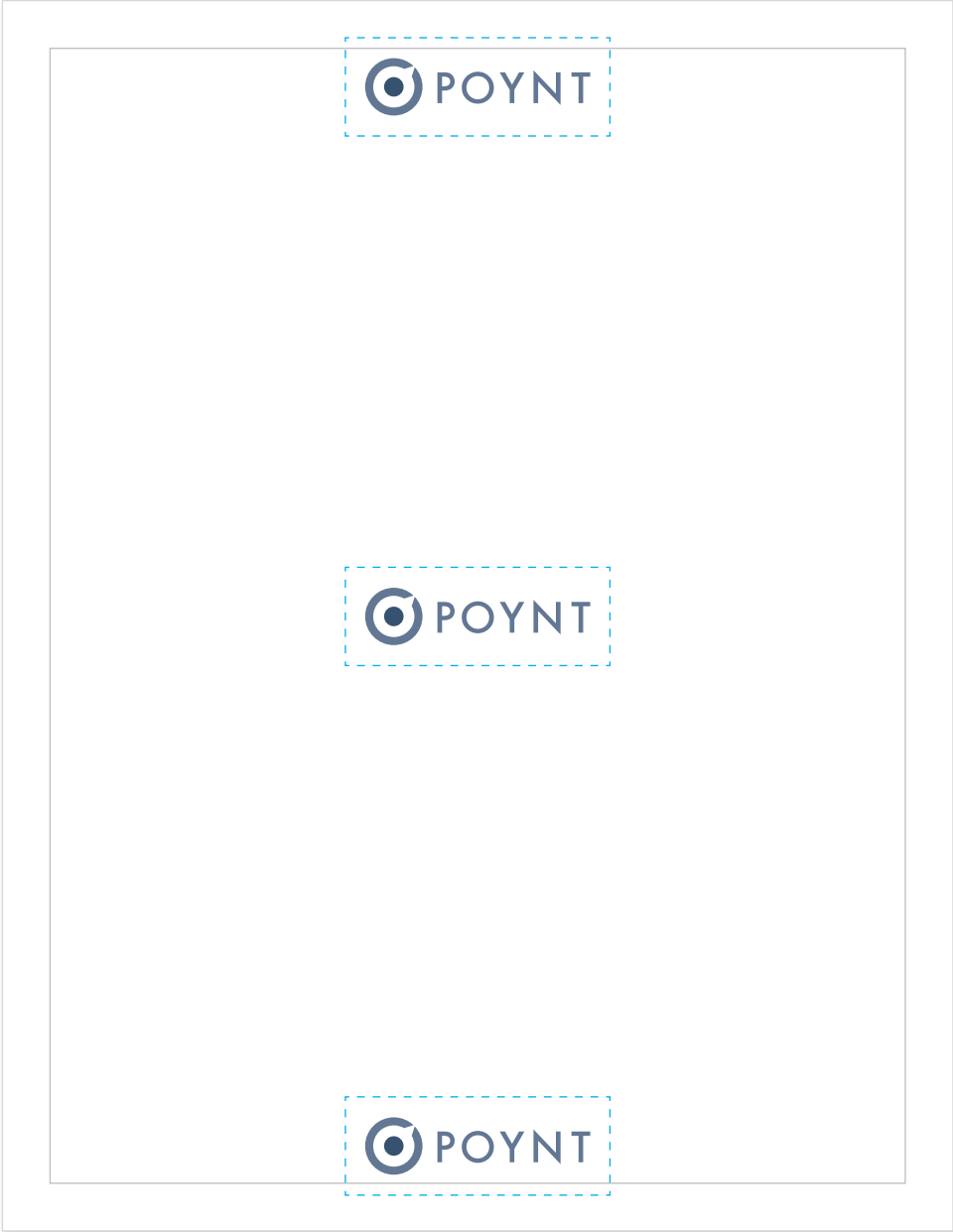
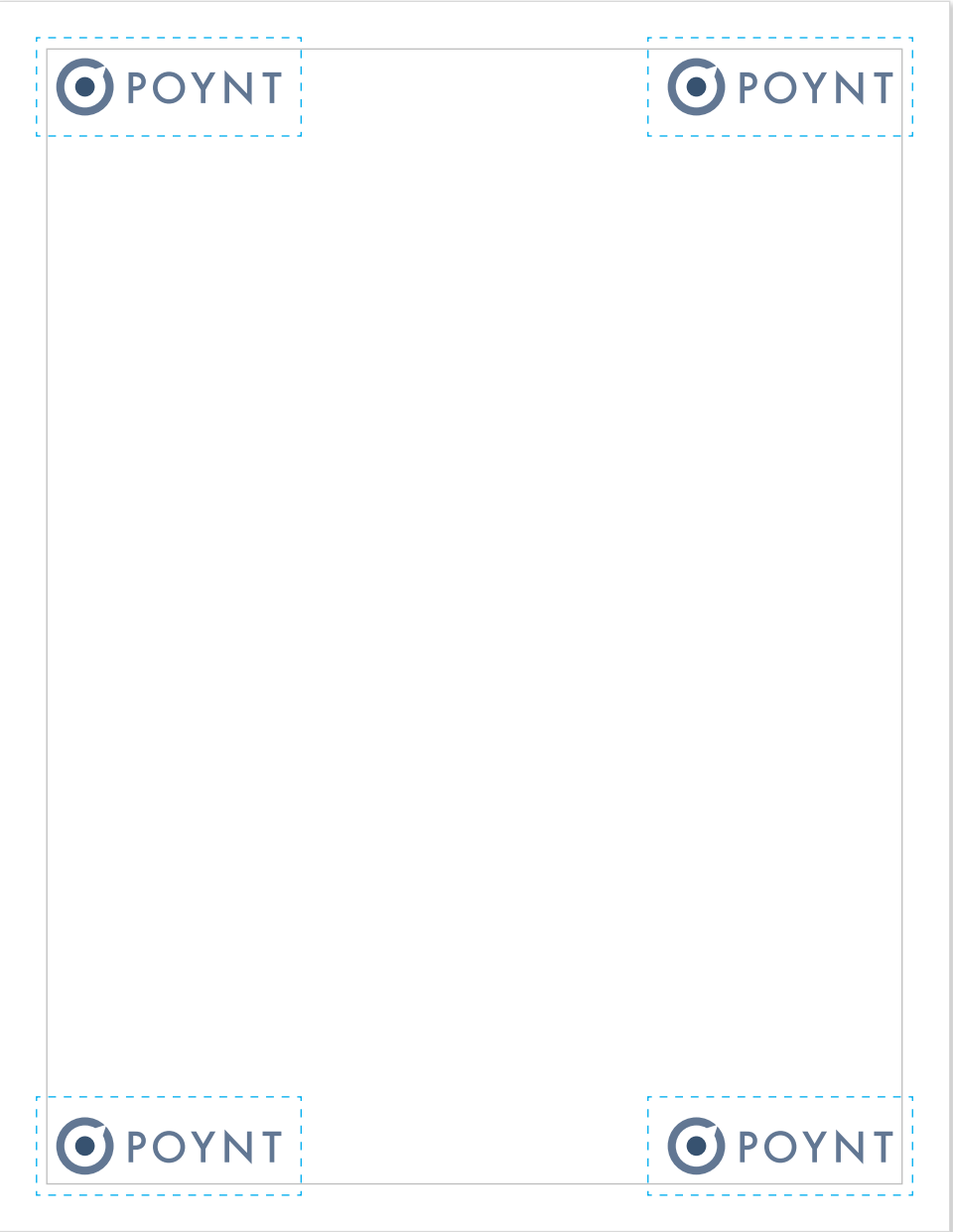
Preferred Logo

The Poynt Logo should be clearly visible on all communications.

The preferred logo may be placed in one of the four corners of a layout. It may also be placed at the center, top-center, or bottom-center.

Make sure the minimum amount of clear space is observed between the logo and the edge of the design.

See page 34 for rules on clear space.



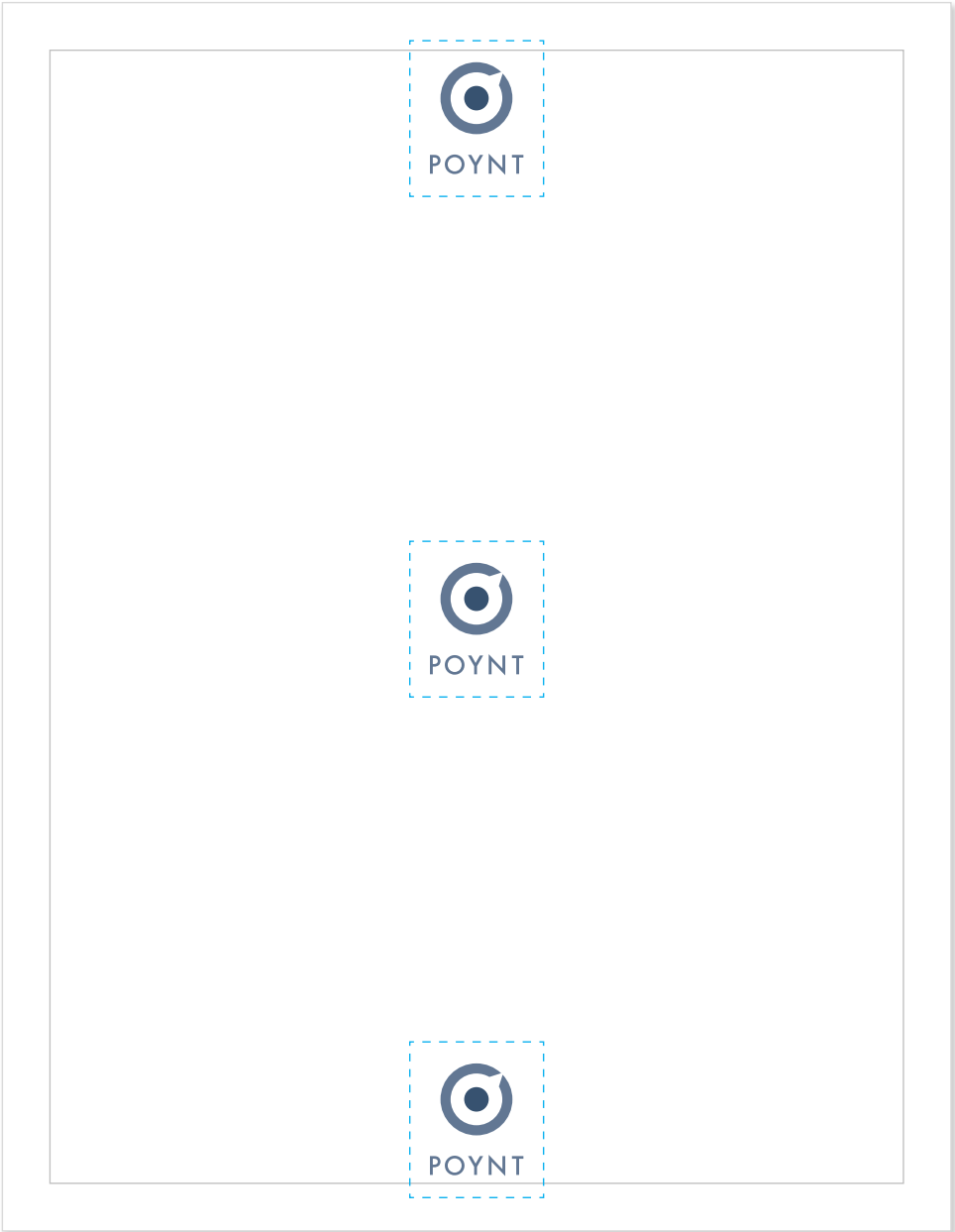
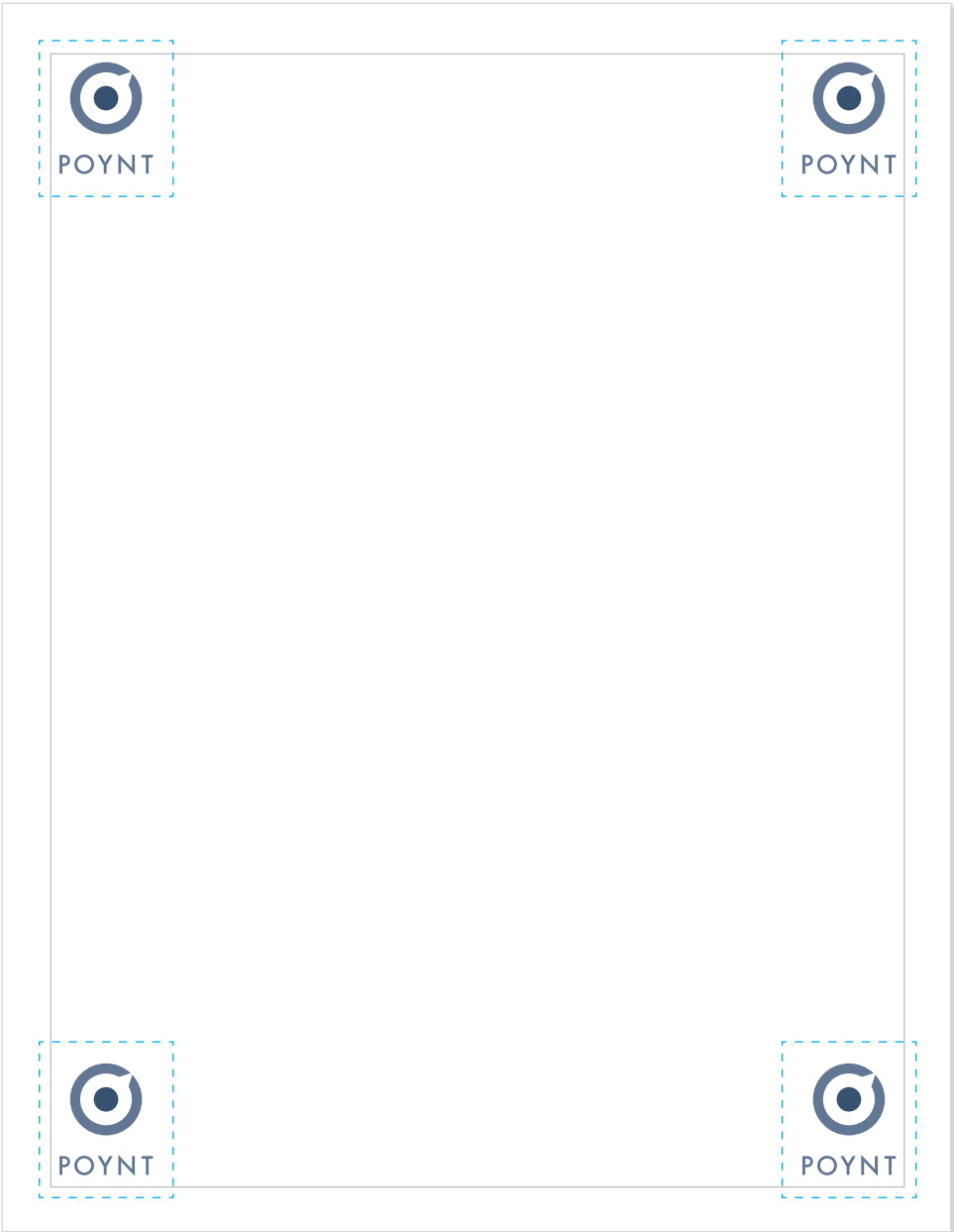
Logo Placement

Alternate Logo

As with the preferred logo, the alternate logo may be placed in one of the four corners of a layout. It may also be placed at the center, top-center, or bottom-center.

Make sure the minimum amount of clear space is observed between the logo and the edge of the design.

See page 34 for rules on clear space.



Logo Color Variations

Preferred Logo

The Poynt Preferred Logo is available in three color variations: full-color, grayscale, and 1-color. The preferred expression of our brand is always full-color.

Full-Color Logo

It is available in 2-color Pantone spot and CMYK process color. Use this color variation when Pantone spot or process color reproduction is available.








Grayscale Logo

Use this color variation when printing in color is not possible (i.e. newsprint).

1-Color Logo

Use this color variation when reproduction techniques are limited to 1-color or when screens are unable to be reproduced. This variation may also be used when sponsoring an event or when the logo is applied to a surface (i.e. etched in glass or on metal).

The Through Line in the Poynt Symbol must always be white; the background must never show through (exception: 1-Color Reverse version).

Full-Color	Positive	Reverse	
			
Grayscale	Positive	Reverse	
			
1-Color	Dark Blue	Reverse	Black
			

Logo Color Variations

Alternate Logo

The Poynt Alternate Logo is available in three color variations: full-color, grayscale, and 1-color. The preferred expression of our brand is always full-color.

Full-Color Logo
It is available in 2-color Pantone spot and CMYK process color. Use this color variation when Pantone spot or process color reproduction is available.

Grayscale Logo
Use this color variation when printing in color is not possible (i.e. newsprint).

1-Color Logo
Use this color variation when reproduction techniques are limited to 1-color or when screens are unable to be reproduced. This variation may also be used when sponsoring an event or when the logo is applied to a surface (i.e. etched in glass or on metal).

The Through Line in the Poynt Symbol must always be white; the background must never show through (exception: 1-Color Reverse version).

Full-Color

Positive



Reverse

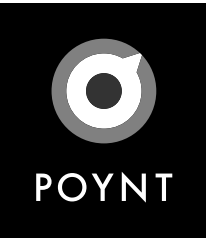


Grayscale

Positive



Reverse

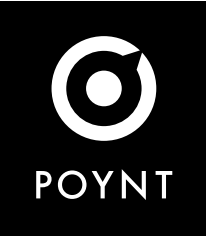


1-Color

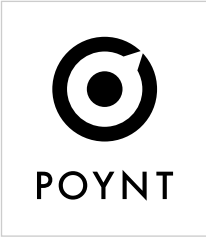
Dark Blue



Reverse



Black



Logo Background Usage

Full-Color Logo

The Poynt Full-Color Logo should appear clearly and legibly on colored backgrounds.

Full-Color Positive Logo

The preferred background is white. However, it is acceptable to place this color variation on a light colored background.

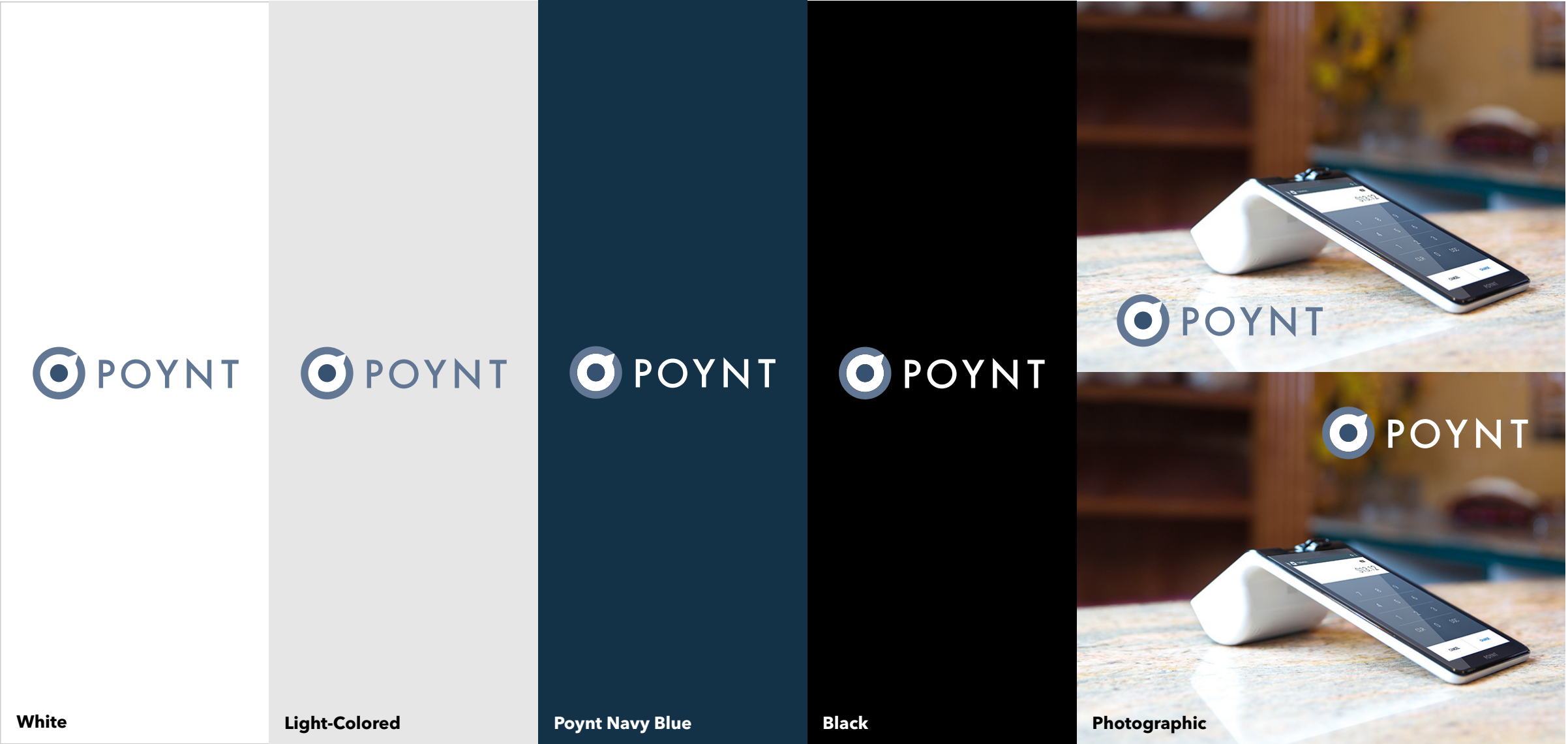
It is not acceptable to place the full-color positive variation on any other background colors, including those in the secondary color palette.

Full-Color Reverse Logo

The recommended background color is Poynt Dark Blue. It is also acceptable to place this color variation on a black background.

These color variations may be placed on a photographic background provided there is sufficient contrast for legibility.

See the Contrast Guide, on page 43, for additional guidance regarding background usage.



Logo Background Usage

1-Color Logo

The Poynt 1-Color Logo should appear clearly and legibly on colored backgrounds.

1-Color Poynt Dark Blue & Black Logo
The preferred background is white. However, it is acceptable to place this color variation on a light colored background.

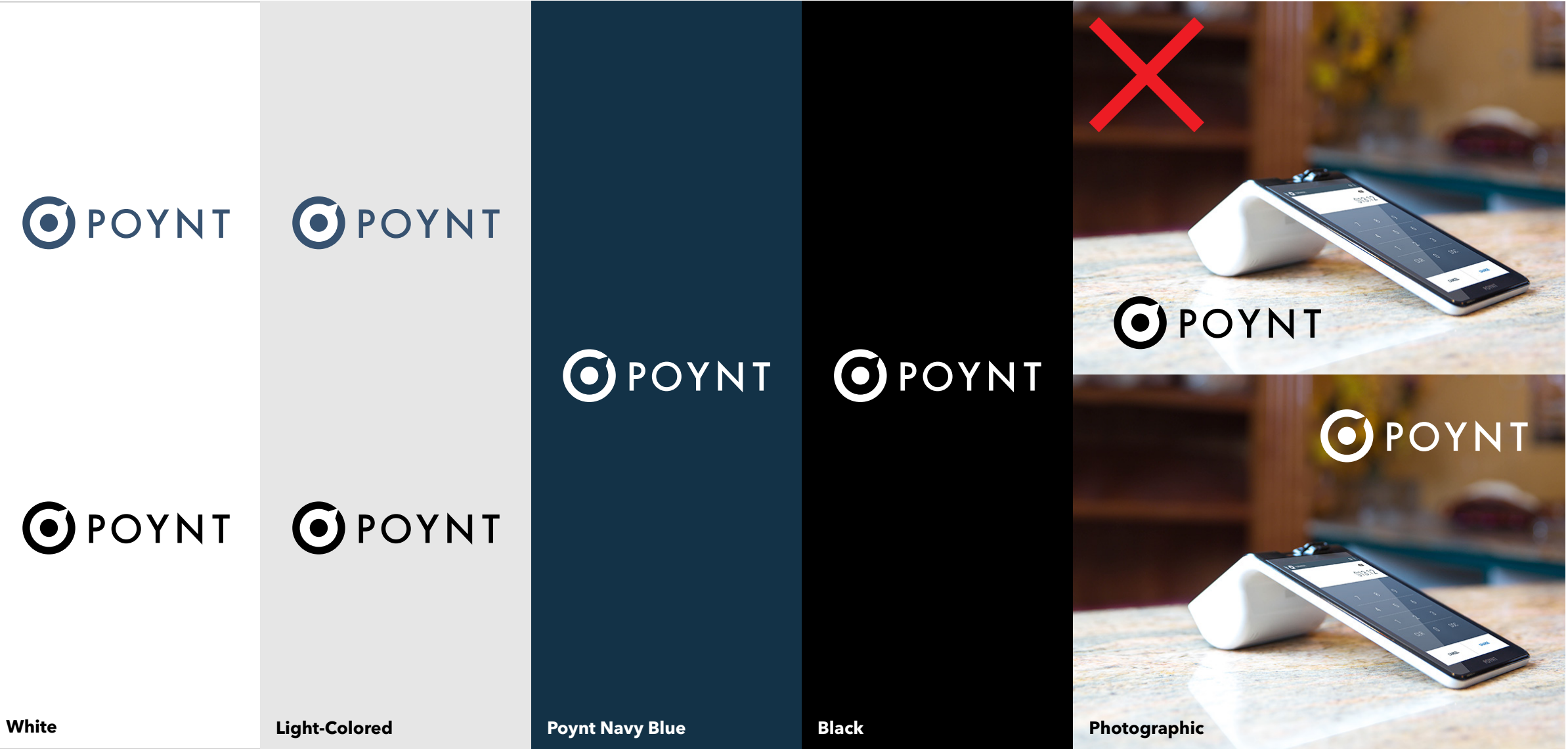
It is not acceptable to place these color variations on any other background colors.

It is not acceptable to place the 1-color Poynt Dark Blue or Black logo variations on photographic backgrounds.

1-Color Reverse Logo
The recommended background color is Poynt Dark Blue. It is acceptable to place this color variation on a dark or black background.

This color variation may be placed on a photographic background provided there is sufficient contrast for legibility.

See the Contrast Guide, on page 43, for additional guidance regarding background usage.



Logo Background Usage

Grayscale Logo

The Poynt Grayscale Logo should appear clearly and legibly on backgrounds.

Grayscale Positive Logo

The preferred background is white. However, it is acceptable to place this color variation on a light gray colored background.

It is not acceptable to place the grayscale positive variation on any other background colors, including those in the secondary color palette.

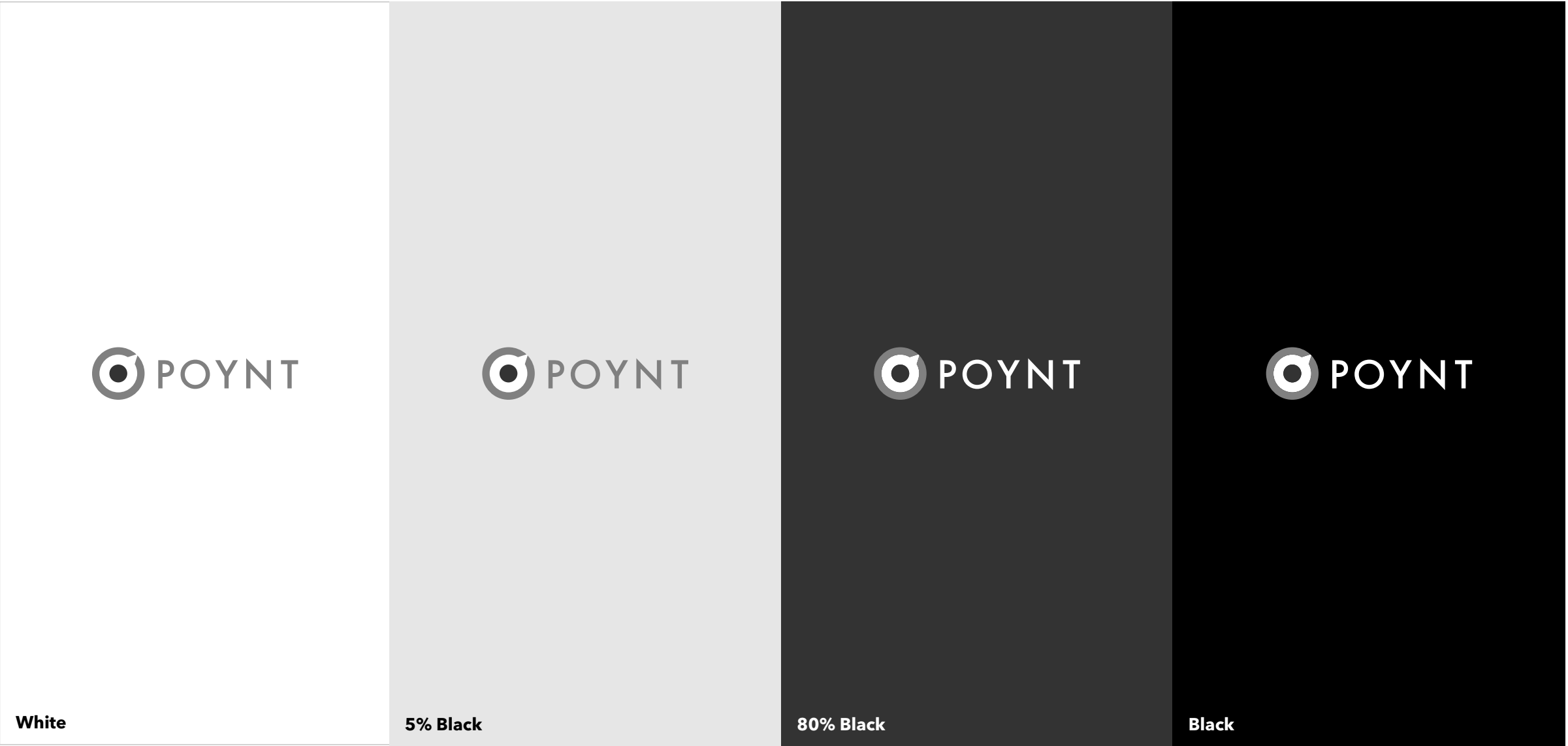
Grayscale Reverse Logo

This color variation may be placed on a dark gray or black background.

It is not acceptable to place the grayscale reverse variation on any other background color.

It is not acceptable to place the grayscale logo variations on photographic backgrounds.

See the Contrast Guide, on page 43, for additional guidance regarding background usage.



Logo Background Usage
Contrast Guide

Full-Color Logo



Grayscale Logo



1-Color Logo



Logo Incorrect Usage

The Poynt Logo is custom drawn. Never recreate it or its elements.

The examples shown to the right illustrate only a few uses that should be avoided; they should also be avoided when using the alternate logo.

It is important to always use the artwork provided and never modify the logo artwork.



DO NOT horizontally scale the logo



DO NOT vertically scale the logo



DO NOT rotate the logo



DO NOT alter the configuration of elements



DO NOT switch the logo colors



DO NOT change the color of the logo



DO NOT change the wordmark font



DO NOT include the symbol in the wordmark



DO NOT add drop shadows or special effects to the logo



DO NOT skew or distort the logo



DO NOT outline the logo



DO NOT make the Through Line in the symbol transparent (exception: 1-color reversed version)



DO NOT rotate the symbol



DO NOT place the logo on imagery that is too busy, or lacks sufficient contrast for legibility



DO NOT place the grayscale logo on photographic backgrounds

Logo Partner Usage

Partnership Lockup

It’s important that the Poynt Logo is clearly and consistently presented in partnership situations.

Logo Version

The full-color preferred logo should be used whenever possible. The alternate logo may be used when space limitations require it. A white background is preferred.

Scale

The Poynt Logo and partner logo should be scaled so that they are visually the same size.

Separator

A separator line set in 50% black is used to visually distinguish the logos. The height of the line is equal to the height of the Poynt logo. The thickness of the line is 1 pt at the scale shown on this page. If the partnership lockup is scaled up or down, the line thickness should also scale, but should never be thinner than 0.5 pt.

Clear Space

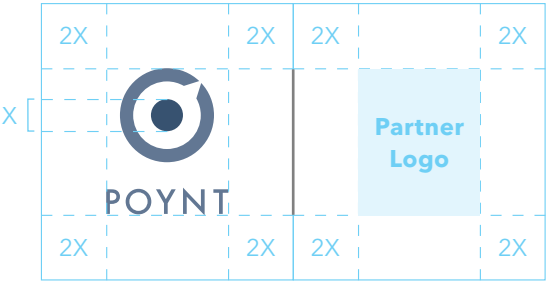
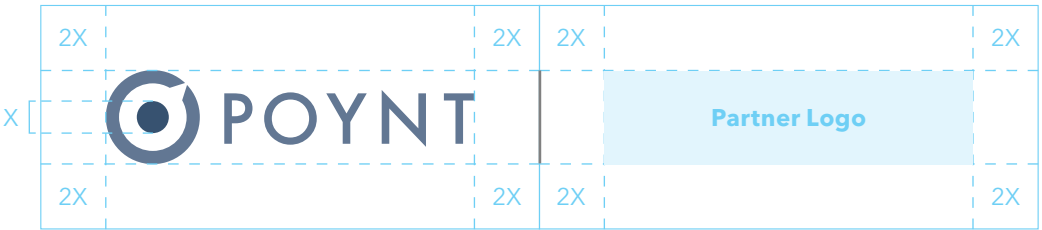
Always maintain proper clear space around each logo. Note that in partnership lockups, clear space is double the normal size (2X).

Make sure to follow the partner’s logo standards.

Preferred Logo in Partnership Lockup



Alternate Logo in Partnership Lockup



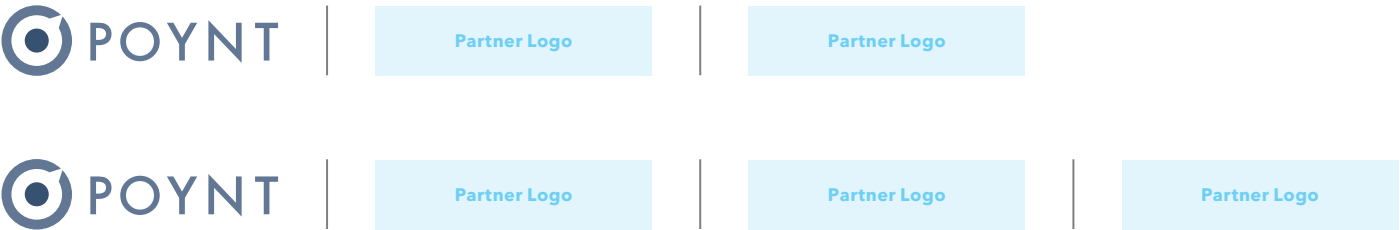
Logo Partner Usage

Multiple Partners

When more than three partners are involved, do not use the separator line or any other visual divider between logos.

All co-branding lockups should be submitted to Poynt for a one-time design approval.

Two to Three Partners



More Than Three Partners



On-Terminal Logo Usage

The Poynt Logo should be prominently visible on the terminals.

The Poynt Logo on devices, hardware, packaging, and documentation should never be tampered with or obscured.

Partner logo stickers must never be applied to terminals or devices.



Symbol

Overview

The Poynt Symbol may be used on its own as a graphic representation of the brand, but it is not meant to replace the logo.

Symbol
The Poynt Symbol should be used sparingly on its own and treated with consideration for a dynamic yet clean composition within a layout. If the symbol is used as a graphic element alongside the Poynt Logo, be mindful of their size relationship so they do not compete with each other.

Symbol



Symbol

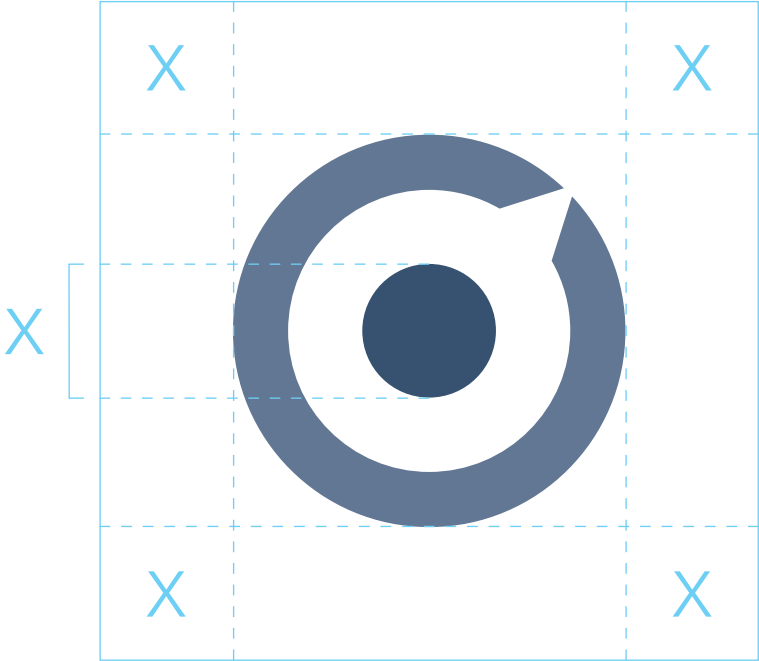
Clear Space & Minimum Sizes



Clear Space
Clear space is the area surrounding the entire symbol that must be kept free of any visual elements, including text, graphics, borders, patterns, and other logos.

The minimum required clear space is measured in relation to “X,” which equals the height of the center point of the symbol. Clear space should be equal to or greater than “X” on all four sides of the symbol.

Minimum Size
The Poynt Symbol must always be clear and legible when used in print and digital applications. The minimum size is the smallest the symbol may appear without compromising legibility. The exhibits shown to the right indicate the recommended minimum sizes for the symbol.

Clear Space



Minimum Size	Print	Digital
	 0.25" Wide	 27 px Wide

Symbol

Color Variations & Background Usage

Color Variations
The Poynt Symbol is available in three color variations: full-color, grayscale, and 1-color (dark blue, reverse, black). The preferred expression of our brand is always full-color.

Background Usage
The Poynt Symbol follows the same background usage rules as does the Poynt Logo. Please see pages 40–43 for details.

Incorrect Usage
The incorrect usage rules that apply to the Poynt Logo also apply to the Poynt Symbol. Please see page 44 for details.

Color Variations


Full Color


Grayscale


1-Color (Dark Blue)

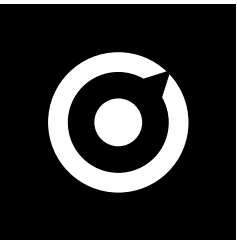
1-Color (Reverse)

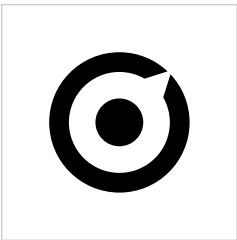
1-Color (Black)










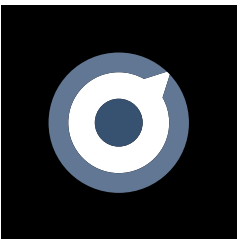


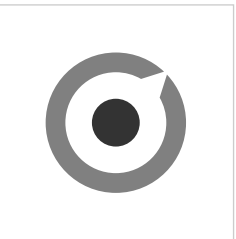
Background Usage

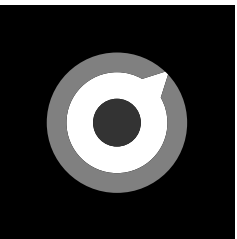
Full Color

Grayscale








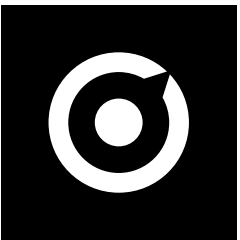


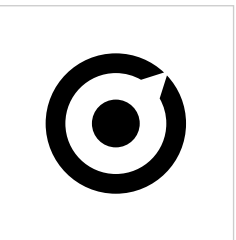
1-Color (Dark Blue)

1-Color (Reverse)

1-Color (Black)







Brand Elements

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5.2	Color Palette	53
5.3	Typography	56
5.4	Imagery	60

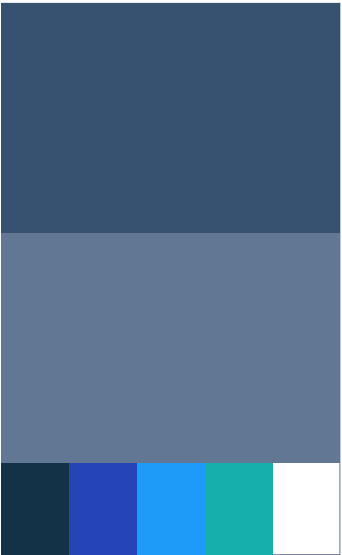
5



Overview

The Poynt Brand System is comprised of five elements – the logo, color palette, typography, symbol, and photography.

When used together, these elements create a flexible system for creating stories and experiences that inspire employees and elevate perceptions of the Poynt Brand.



Color Palette
Primary

The primary color palette is based on the Pantone® Matching System. These colors have been specifically chosen to represent our brand and should not be altered under any circumstances.

Listed to the right are the color specifications for reproducing the primary colors correctly for both print and digital communications.

Adobe Creative Cloud color swatch libraries have been created for both print and digital applications.

Color libraries have been supplied with the Brand Assets.

The colors, CMYK, WEBHEX, and RGB values shown on this page and throughout this guideline have not been evaluated by Pantone®, Inc. for accuracy and may not match the Pantone color standard. Consult current Pantone Color Publications for accurate color. Pantone® is the property of Pantone, Inc.

Poynt Dark Blue

Pantone
534 C

Process
C85 M66 Y36 K19

RGB
R55 G82 B112

WEBHEX
37 52 70

Poynt Light Blue

Pantone
652 C

Process
C67 M49 Y28 K4

RGB
R98 G119 B147

WEBHEX
62 77 93

Color Palette
Secondary

The secondary color palette has been carefully chosen to complement the Poynt Identity in both print and digital communications.

The secondary palette may be used with text, as a background for text, or in charts and diagrams.

When using these colors with text, make sure there is sufficient contrast between the text and the background.

Adobe Creative Cloud color swatch libraries have been created for both print and digital applications.

Color libraries have been supplied with the Brand Assets.

Poynt Navy Blue

Process

C94 M74 Y48 K46

RGB

R19 G50 B71

WEBHEX

13 32 47

Poynt Deep Blue

Pantone

2728 C

Process

C80 M63 Y0 K28

RGB

R37 G68 B183

WEBHEX

25 44 B7

Poynt Bright Blue

Pantone

Process Cyan C

Process

C88 M38 Y0 K3

RGB

R30 G154 B247

WEBHEX

1E 9A F7

Poynt Teal

Pantone

2400 C

Process

C87 M0 Y2 K31

RGB

R23 G175 B171

WEBHEX

17 AF AB

White

Process

C0 M0 Y0 K0

RGB

R0 G0 B0

WEBHEX

FF FF FF

Color Palette
Grays

The gray color palette has been carefully chosen to complement the Poynt Identity in both print and digital communications.

The gray palette may be used with text, as a background for text, or in charts and diagrams.

When using these colors with text, make sure there is sufficient contrast between the text and the background.

Adobe Creative Cloud color swatch libraries have been created for both print and digital applications.

Color libraries have been supplied with the Brand Assets.

Poynt Dark Gray

Pantone 426 C	Process C20 M7 Y0 K77	RGB R47 G55 B59
		WEBHEX 2F 37 3B

Poynt Medium Gray 1

Pantone 425 C	Process C0 M0 Y0 K70	RGB R76 G76 B76
		WEBHEX 4C 4C 4C

Poynt Medium Gray 2

Pantone 423 C	Process C0 M0 Y0 K50	RGB R128 G128 B128
		WEBHEX 80 80 80

Poynt Light Gray

Pantone 420 C	Process C0 M0 Y0 K20	RGB R204 G204 B204
		WEBHEX CC CC CC

Typography

Primary Typeface

An elegant and contemporary sans serif typeface, Avenir Next’s expressive letterforms complement the curves of the Poynt Symbol. Multiple weights are available for optimal flexibility.

abcdefghijklmnopqrstuvwxyz

Typography
Avenir Next Font Family

The font family includes three weights and two styles, as shown.

- Where to Use Avenir Next
- Digital Newsletter
 - Website
 - Printed Stationery
 - Print Collateral
 - Trade Shows
 - Branded Environments

Avenir Next Bold /
Bold Italic

AaBbCdEeFfGgHhJjKkLl
1234567890 !@#\$%&*

AaBbCdEeFfGgHhJjKkLl
*1234567890 !@#\$%&**

Avenir Next Regular /
Regular Italic

AaBbCdEeFfGgHhJjKkLl
1234567890 !@#\$%&*

AaBbCdEeFfGgHhJjKkLl
*1234567890 !@#\$%&**

Avenir Next Light /
Light Italic

AaBbCdEeFfGgHhJjKkLl
1234567890 !@#\$%&*

AaBbCdEeFfGgHhJjKkLl
*1234567890 !@#\$%&**

Typography
Alternate Typeface

Arial is our alternate typeface. Use Arial for all internal and external non-marketing documents.

The font family includes two weights and two styles, as shown.

Where to Use Arial

- Microsoft Office: PowerPoint, Word, and Excel
- Email & Email Signature

Arial Bold / Bold Italic

AaBbCdEeFfGgHhJjKkLI *AaBbCdEeFfGgHhJjKkLI*
1234567890 !@#\$%&* *1234567890 !@#\$%&**

Arial Regular / Regular Italic

AaBbCdEeFfGgHhJjKkLI *AaBbCdEeFfGgHhJjKkLI*
1234567890 !@#\$%&* *1234567890 !@#\$%&**

Typography
Basic Usage

Our typographic style is clean, simple, and organized; it has a contemporary look and feel. A range of type weights brings flexibility and unity to our digital and printed communications.

Information hierarchy is established through contrasting type sizes, weights, and colors among different levels of information to create a look that’s aesthetically pleasing and eye-catching.

Large

Large headline
copy example

Weight: Bold

Leading: Slightly tighter than normal, while ensuring optimal legibility (e.g. the font size shown here is 48pt with 52pt leading).

Tracking: -10

Medium

Medium copy example aliquu
dolor tiuritatur solo entur sa
dolorerum nusda.

Weight: Bold / Regular / Light

Leading: Varied while ensuring optimal legibility (e.g. the font size shown here is 30pt with 36pt leading).

Small

Small subhead example
Body copy example. Rum aliqui rem erae con nobitatie nobis ium sequos nonecullaut est, aut reperum vent andis sin conseciat qui quiatur. Henis renistis ut fugiat.

- Bulleted copy example est quo et etusam invel et res maxim acepe
- Quis et endis aci que si nobit ut voloreius ma demo moles unto
- Magnima ionsed que la vid explaut ectiorporro ipsuntiorum verit officit

Weight: Bold / Regular

Leading: Varied while ensuring optimal legibility (e.g. the font size shown here is 10pt with 12pt leading).

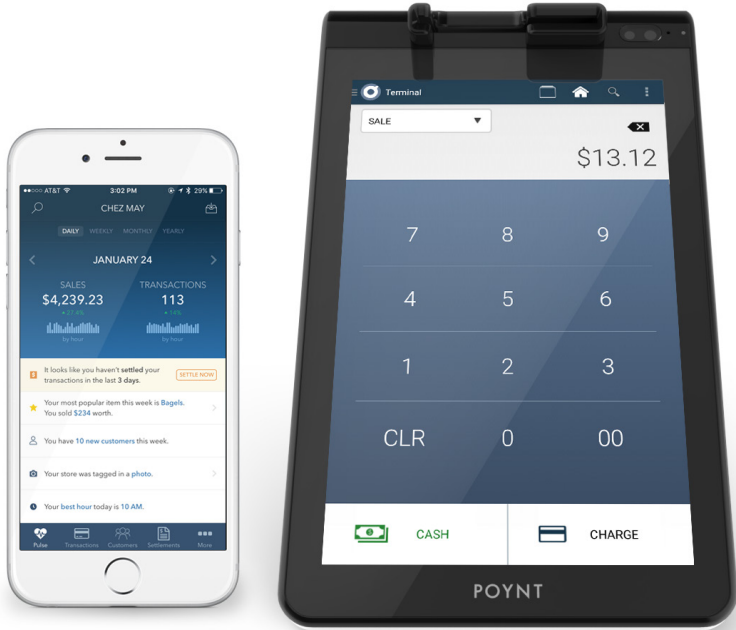
Imagery
Product Photography

Poynt hardware photography is clean, clear, and sophisticated.

Photography should be placed on solid, flat backgrounds that are comprised of any of the brand colors.

Hardware devices should not be cut out, and the shadows of the devices should always be present.

Devices should sit with ample breathing space around them and not overlay on top of one another.



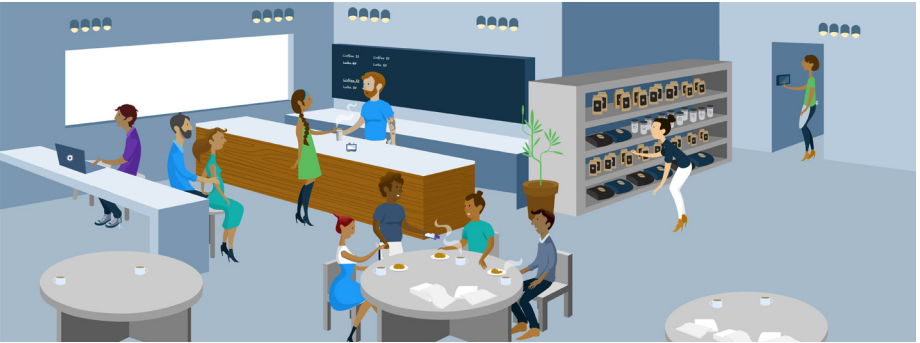
Imagery
Location Photography

Location photography should include a Poynt device in a real-world setting. The device screen does not always have to be completely visible.



Imagery
Illustration

Illustrations should be human and approachable, utilizing the blues in the Poynt color palette. They are comprised of flat vectors that are simple and graphic.



Brand Applications

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Ad Campaign


We believe
if you're only
focused on
payments,
you're missing
the big picture.

Lead the future of commerce with Poynt's revolutionary platform.
Visit <https://info.poynt.com/manifesto> to become a believer.

 **POYNT**


We believe
it's high time
to overhaul
the broken
commerce
system.

Lead the future of commerce with Poynt's revolutionary platform.
Visit <https://info.poynt.com/manifesto> to become a believer.

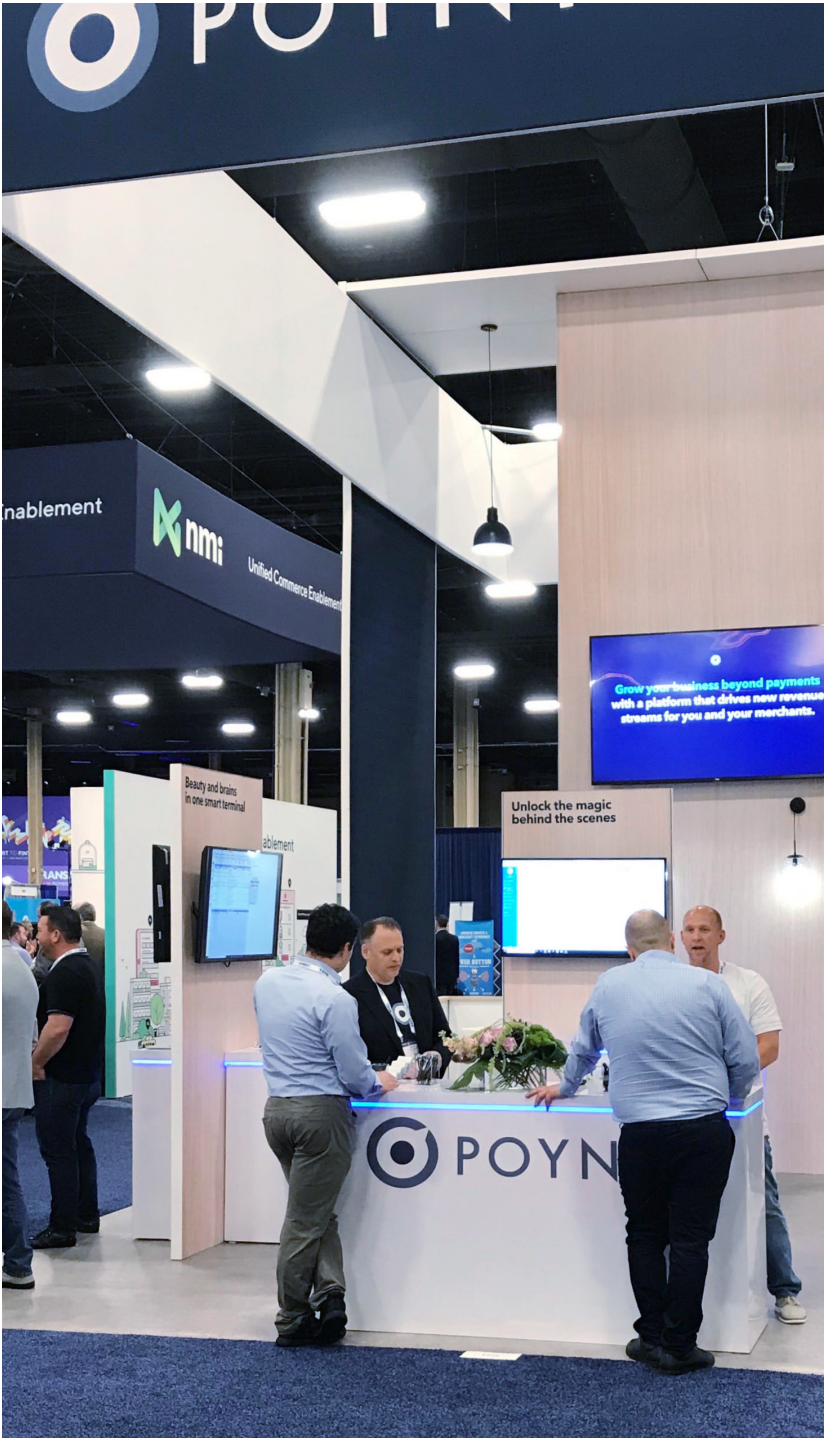
 **POYNT**

We believe
"closed
ecosystems"
are for
aquariums,
not innovation.

Lead the future of commerce with Poynt's revolutionary platform.
Visit <https://info.poynt.com/manifesto> to become a believer.

 **POYNT**

Trade Show Exhibit




Presentations/Documents
PowerPoint



Enable Merchants to Interact Effortlessly with Customers

Intuitively-designed, all-in-one Smart Terminals.

- Merchant's central nervous system
- Full connectivity to business building apps
- Perfect form factor
- Entirely mobile
- Plug and play functionality
- Enterprise ready



POYNT

Poynt: The Platform of Choice for a New Merchant Era

- Revolutionary payment platform
- Intuitively-designed smart terminals
- Business-building apps for every vertical
- Choice of hardware and price points
- Integration with traditional POS and peripherals
- Powerful analytics and reporting
- Monitor and manage from anywhere
- Personalized solutions for merchants of any size

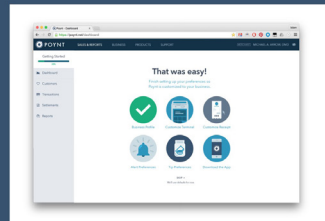
POYNT

Hearts in Technology

We love tech. It's in our DNA.

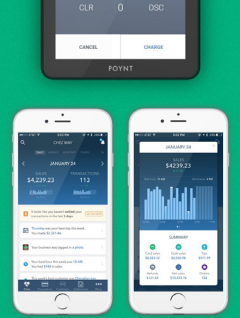
The result of being created by a bunch of nerds.

So we push the limits of what it can do. We've never found a problem that couldn't be solved with great tech and a little imagination.



POYNT

Software tools that are simple, powerful, and easy to use.



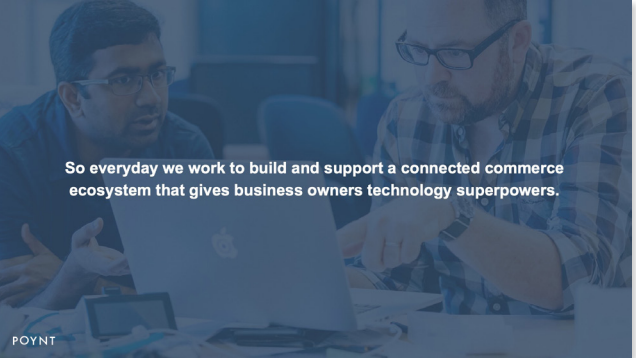
POYNT

Because technology rocks. It empowers us, lets us do more, & improves our lives. And this is as true for businesses as it is for anyone else.

40%	47%	15%	2x
40% said great tech will increase their productivity and their revenues	47% said tech like cloud and mobile solutions are critical to their companies future	Tech-savvy SMBs grew revenue 15% points faster	and created jobs 2x faster than SMBs with little technology

POYNT

So everyday we work to build and support a connected commerce ecosystem that gives business owners technology superpowers.



POYNT

Social Media

**We believe if you're only
focused on payments,
you're missing the big picture.**

Transact 2019 Booth #1712
Mandalay Bay | Apr 30 - May 2

Connect with us at Transact



**We believe jockeying over
processing fees is a race to
the bottom.**

Transact 2019 Booth #1712
Mandalay Bay | Apr 30 - May 2

Connect with us at Transact



**We believe technology that
enables commerce should look
and feel like an epiphany.**

Transact 2019 Booth #1712
Mandalay Bay | Apr 30 - May 2

Connect with us at Transact



**We believe if you're only focused on payments,
you're missing the big picture.**



Connect with us at **TRANSACT**
Booth #1712 | Mandalay Bay Apr 30 - May 2

Brand Assets

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7



Welcome to
Main St. Bakery



POYNT

Overview

The Poynt Logo and Symbol artwork are available in a variety of formats for use on both the Macintosh and Windows platforms. Use these files when creating both print and digital communications.

The Poynt Color Palettes are provided as both Adobe Swatch Exchange (.ASE) and Illustrator (.AI) files. Load the appropriate color profiles when creating print and/or digital brand communications.

.EPS

These cross-platform files are scalable and should be used when creating both print and digital communications in Adobe Creative Cloud applications. They are available in the RGB/HEX, Pantone, and CMYK colors specified in this document.

.PDF

Like EPS files, PDF files are cross-platform and scalable, and can be used with a wide variety of digital and print applications. They are available in RGB/HEX, Pantone, and CMYK.

.PNG & .JPG

These cross-platform files are available in one size at high resolution. PNGs are RGB-only and feature transparent backgrounds. JPGs are available in both RGB and CMYK but are limited to white backgrounds. Note: These files should not be increased in scale; however, it is acceptable to scale them down.

.SVG

These files are provided for use in digital communications. Each file contains the RGB/HEX values outlined in this guidelines document.




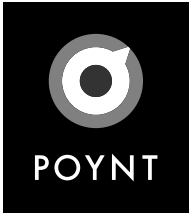

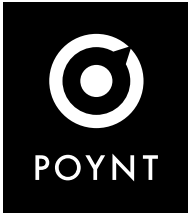
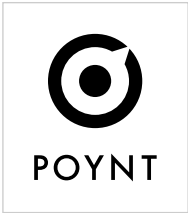
.ASE & .AI

Adobe Swatch Exchange libraries and Illustrator color libraries have been provided for both print and digital applications. The .ASE libraries can be loaded in Illustrator, Photoshop, and InDesign.


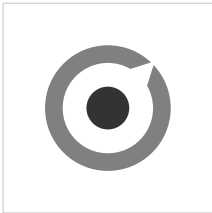

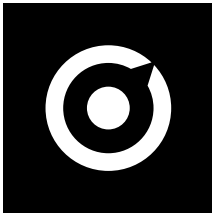
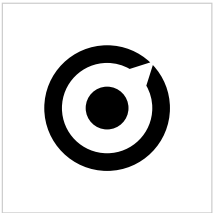
Preferred Logo

	Full-Color 2-Color Positive	2-Color Reverse	Grayscale Positive	Reverse	1-Color Poynt Dark Blue	Reverse	Black
Naming Legend Poynt: Poynt Log: Logo Prf: Preferred 2c: 2-Color 1c: 1-Color Gryscl: Grayscale DkBl: Poynt Dark Blue Blk: Black PMS: Pantone Spot CMYK: 4-color process RGB: Onscreen RGB K: Black Pos: Positive Rev: Reverse	EPS Poynt-Log-Prf-2c-Pos-PMS.eps Poynt-Log-Prf-2c-Pos-CMYK.eps Poynt-Log-Prf-2c-Pos-RGB.eps PDF Poynt-Log-Prf-2c-Pos-PMS.pdf Poynt-Log-Prf-2c-Pos-CMYK.pdf Poynt-Log-Prf-2c-Pos-RGB.pdf PNG Poynt-Log-Prf-2c-Pos-RGB.png JPG Poynt-Log-Prf-2c-Pos-CMYK.jpg Poynt-Log-Prf-2c-Pos-RGB.jpg SVG Poynt-Log-Prf-2c-Pos-RGB.svg	EPS Poynt-Log-Prf-2c-Rev-PMS.eps Poynt-Log-Prf-2c-Rev-CMYK.eps Poynt-Log-Prf-2c-Rev-RGB.eps PDF Poynt-Log-Prf-2c-Rev-PMS.pdf Poynt-Log-Prf-2c-Rev-CMYK.pdf Poynt-Log-Prf-2c-Rev-RGB.pdf PNG Poynt-Log-Prf-2c-Rev-RGB.png JPG Not available SVG Poynt-Log-Prf-2c-Rev-RGB.svg	EPS Poynt-Log-Prf-Gryscl-Pos-CMYK.eps Poynt-Log-Prf-Gryscl-Pos-RGB.eps PDF Poynt-Log-Prf-Gryscl-Pos-CMYK.pdf Poynt-Log-Prf-Gryscl-Pos-RGB.pdf PNG Poynt-Log-Prf-Gryscl-Pos-RGB.png JPG Poynt-Log-Prf-Gryscl-Pos-CMYK.jpg Poynt-Log-Prf-Gryscl-Pos-RGB.jpg SVG Not available	EPS Poynt-Log-Prf-Gryscl-Rev-K.eps Poynt-Log-Prf-Gryscl-Rev-RGB.eps PDF Poynt-Log-Prf-Gryscl-Rev-K.pdf Poynt-Log-Prf-Gryscl-Rev-RGB.pdf PNG Poynt-Log-Prf-Gryscl-Rev-RGB.png JPG Not available SVG Not available	EPS Poynt-Log-Prf-1c-DkBl-PMS.eps Poynt-Log-Prf-1c-DkBl-CMYK.eps Poynt-Log-Prf-1c-DkBl-RGB.eps PDF Poynt-Log-Prf-1c-DkBl-PMS.pdf Poynt-Log-Prf-1c-DkBl-CMYK.pdf Poynt-Log-Prf-1c-DkBl-RGB.pdf PNG Poynt-Log-Prf-1c-DkBl-RGB.png JPG Poynt-Log-Prf-1c-DkBl-CMYK.jpg Poynt-Log-Prf-1c-DkBl-RGB.jpg SVG Poynt-Log-Prf-1c-DkBl-RGB.svg	EPS Poynt-Log-Prf-1c-Rev-CMYK.eps Poynt-Log-Prf-1c-Rev-RGB.eps PDF Poynt-Log-Prf-1c-Rev-CMYK.pdf Poynt-Log-Prf-1c-Rev-RGB.pdf PNG Poynt-Log-Prf-1c-Rev-RGB.png JPG Not available SVG Poynt-Log-Prf-1c-Rev-RGB.svg	EPS Poynt-Log-Prf-1c-Blk-CMYK.eps Poynt-Log-Prf-1c-Blk-RGB.eps PDF Poynt-Log-Prf-1c-Blk-CMYK.pdf Poynt-Log-Prf-1c-Blk-RGB.pdf PNG Poynt-Log-Prf-1c-Blk-RGB.png JPG Poynt-Log-Prf-1c-Blk-CMYK.jpg Poynt-Log-Prf-1c-Blk-RGB.jpg SVG Poynt-Log-Prf-1c-Blk-RGB.svg

Alternate Logo

	<div>Full-Color 2-Color Positive</div> <div></div>	<div>2-Color Reverse</div> <div></div>	<div>Grayscale Positive</div> <div></div>	<div>Reverse</div> <div></div>	<div>1-Color Poynt Dark Blue</div> <div></div>	<div>Reverse</div> <div></div>	<div>Black</div> <div></div>
<div>Naming Legend</div> <div>Poynt: Poynt</div> <div>Log: Logo</div> <div>Alt: Alternate</div> <div>2c: 2-Color</div> <div>1c: 1-Color</div> <div>GryscI: Grayscale</div> <div>DkBl: Poynt Dark Blue</div> <div>Blk: Black</div> <div>PMS: Pantone Spot</div> <div>CMYK: 4-color process</div> <div>RGB: Onscreen RGB</div> <div>K: Black</div> <div>Pos: Positive</div> <div>Rev: Reverse</div>	<div>EPS</div> <div>Poynt-Log-Alt-2c-Pos-PMS.eps</div> <div>Poynt-Log-Alt-2c-Pos-CMYK.eps</div> <div>Poynt-Log-Alt-2c-Pos-RGB.eps</div> <div>PDF</div> <div>Poynt-Log-Alt-2c-Pos-PMS.pdf</div> <div>Poynt-Log-Alt-2c-Pos-CMYK.pdf</div> <div>Poynt-Log-Alt-2c-Pos-RGB.pdf</div> <div>PNG</div> <div>Poynt-Log-Alt-2c-Pos-RGB.png</div> <div>JPG</div> <div>Poynt-Log-Alt-2c-Pos-CMYK.jpg</div> <div>Poynt-Log-Alt-2c-Pos-RGB.jpg</div> <div>SVG</div> <div>Poynt-Log-Alt-2c-Pos-RGB.svg</div>	<div>EPS</div> <div>Poynt-Log-Alt-2c-Rev-PMS.eps</div> <div>Poynt-Log-Alt-2c-Rev-CMYK.eps</div> <div>Poynt-Log-Alt-2c-Rev-RGB.eps</div> <div>PDF</div> <div>Poynt-Log-Alt-2c-Rev-PMS.pdf</div> <div>Poynt-Log-Alt-2c-Rev-CMYK.pdf</div> <div>Poynt-Log-Alt-2c-Rev-RGB.pdf</div> <div>PNG</div> <div>Poynt-Log-Alt-2c-Rev-RGB.png</div> <div>JPG</div> <div>Not available</div> <div>SVG</div> <div>Poynt-Log-Alt-2c-Rev-RGB.svg</div>	<div>EPS</div> <div>Poynt-Log-Alt-GryscI-Pos-CMYK.eps</div> <div>Poynt-Log-Alt-GryscI-Pos-RGB.eps</div> <div>PDF</div> <div>Poynt-Log-Alt-GryscI-Pos-CMYK.pdf</div> <div>Poynt-Log-Alt-GryscI-Pos-RGB.pdf</div> <div>PNG</div> <div>Poynt-Log-Alt-GryscI-Pos-RGB.png</div> <div>JPG</div> <div>Poynt-Log-Alt-GryscI-Pos-CMYK.jpg</div> <div>Poynt-Log-Alt-GryscI-Pos-RGB.jpg</div> <div>SVG</div> <div>Not available</div>	<div>EPS</div> <div>Poynt-Log-Alt-GryscI-Rev-K.eps</div> <div>Poynt-Log-Alt-GryscI-Rev-RGB.eps</div> <div>PDF</div> <div>Poynt-Log-Alt-GryscI-Rev-K.pdf</div> <div>Poynt-Log-Alt-GryscI-Rev-RGB.pdf</div> <div>PNG</div> <div>Poynt-Log-Alt-GryscI-Rev-RGB.png</div> <div>JPG</div> <div>Not available</div> <div>SVG</div> <div>Not available</div>	<div>EPS</div> <div>Poynt-Log-Alt-1c-DkBl-PMS.eps</div> <div>Poynt-Log-Alt-1c-DkBl-CMYK.eps</div> <div>Poynt-Log-Alt-1c-DkBl-RGB.eps</div> <div>PDF</div> <div>Poynt-Log-Alt-1c-DkBl-PMS.pdf</div> <div>Poynt-Log-Alt-1c-DkBl-CMYK.pdf</div> <div>Poynt-Log-Alt-1c-DkBl-RGB.pdf</div> <div>PNG</div> <div>Poynt-Log-Alt-1c-DkBl-RGB.png</div> <div>JPG</div> <div>Poynt-Log-Alt-1c-DkBl-CMYK.jpg</div> <div>Poynt-Log-Alt-1c-DkBl-RGB.jpg</div> <div>SVG</div> <div>Poynt-Log-Alt-1c-DkBl-RGB.svg</div>	<div>EPS</div> <div>Poynt-Log-Alt-1c-Rev-CMYK.eps</div> <div>Poynt-Log-Alt-1c-Rev-RGB.eps</div> <div>PDF</div> <div>Poynt-Log-Alt-1c-Rev-CMYK.pdf</div> <div>Poynt-Log-Alt-1c-Rev-RGB.pdf</div> <div>PNG</div> <div>Poynt-Log-Alt-1c-Rev-RGB.png</div> <div>JPG</div> <div>Not available</div> <div>SVG</div> <div>Poynt-Log-Alt-1c-Rev-RGB.svg</div>	<div>EPS</div> <div>Poynt-Log-Alt-1c-Blk-CMYK.eps</div> <div>Poynt-Log-Alt-1c-Blk-RGB.eps</div> <div>PDF</div> <div>Poynt-Log-Alt-1c-Blk-CMYK.pdf</div> <div>Poynt-Log-Alt-1c-Blk-RGB.pdf</div> <div>PNG</div> <div>Poynt-Log-Alt-1c-Blk-RGB.png</div> <div>JPG</div> <div>Poynt-Log-Alt-1c-Blk-CMYK.jpg</div> <div>Poynt-Log-Alt-1c-Blk-RGB.jpg</div> <div>SVG</div> <div>Poynt-Log-Alt-1c-Blk-RGB.svg</div>

Symbol

	Full-Color	Grayscale	1-Color Poynt Dark Blue	Reverse	Black
					
Naming Legend Poynt: Poynt Sym: Symbol 2c: 2-Color 1c: 1-Color Gryscl: Grayscale DkBl: Poynt Dark Blue Blk: Black PMS: Pantone Spot CMYK: 4-color process RGB: Onscreen RGB K: Black Rev: Reverse	EPS Poynt-Sym-2c-PMS.eps Poynt-Sym-2c-CMYK.eps Poynt-Sym-2c-RGB.eps PDF Poynt-Sym-2c-PMS.pdf Poynt-Sym-2c-CMYK.pdf Poynt-Sym-2c-RGB.pdf PNG Poynt-Sym-2c-RGB.png JPG Poynt-Sym-2c-CMYK.jpg Poynt-Sym-2c-RGB.jpg SVG Poynt-Sym-2c-RGB.svg	EPS Poynt-Sym-Gryscl-K.eps Poynt-Sym-Gryscl-RGB.eps PDF Poynt-Sym-Gryscl-K.pdf Poynt-Sym-Gryscl-RGB.pdf PNG Poynt-Sym-Gryscl-RGB.png JPG Poynt-Sym-Gryscl-K.jpg Poynt-Sym-Gryscl-RGB.jpg SVG Not available	EPS Poynt-Sym-1c-DkBl-PMS.eps Poynt-Sym-1c-DkBl-CMYK.eps Poynt-Sym-1c-DkBl-RGB.eps PDF Poynt-Sym-1c-DkBl-PMS.pdf Poynt-Sym-1c-DkBl-CMYK.pdf Poynt-Sym-1c-DkBl-RGB.pdf PNG Poynt-Sym-1c-DkBl-RGB.png JPG Poynt-Sym-1c-DkBl-CMYK.jpg Poynt-Sym-1c-DkBl-RGB.jpg SVG Poynt-Sym-1c-DkBl-RGB.svg	EPS Poynt-Sym-1c-Rev-CMYK.eps Poynt-Sym-1c-Rev-RGB.eps PDF Poynt-Sym-1c-Rev-CMYK.pdf Poynt-Sym-1c-Rev-RGB.pdf PNG Poynt-Sym-1c-Rev-RGB.png JPG Not available SVG Poynt-Sym-1c-Rev-RGB.svg	EPS Poynt-Sym-1c-Blk-CMYK.eps Poynt-Sym-1c-Blk-RGB.eps PDF Poynt-Sym-1c-Blk-CMYK.pdf Poynt-Sym-1c-Blk-RGB.pdf PNG Poynt-Sym-1c-Blk-RGB.png JPG Poynt-Sym-1c-Blk-CMYK.jpg Poynt-Sym-1c-Blk-RGB.jpg SVG Poynt-Sym-1c-Blk-RGB.svg

Color Libraries
Digital & Print

Naming Legend

Poynt: Poynt

Col: Color

Lib: Library

Prnt: Print

Dig: Digital

RGB: RGB

HEX: WebHex

PMS: Pantone Spot

CMYK: 4-color process

Print

Pantone



AI (Adobe Illustrator)

Poynt-Col-Lib-Prnt-PMS.ai

ASE (Adobe Swatch Exchange)

Poynt-Col-Lib-Prnt-PMS.ase

4-Color Process



AI (Adobe Illustrator)

Poynt-Col-Lib-Prnt-CMYK.ai

ASE (Adobe Swatch Exchange)

Poynt-Col-Lib-Prnt-CMYK.ase

Digital

RGB / WebHex



AI (Adobe Illustrator)

Poynt-Col-Lib-Dig-RGB-HEX.ai

ASE (Adobe Swatch Exchange)

Poynt-Col-Lib-Dig-RGB-HEX.ase

