Brand
Guidelines

Stancer

This document will help you understand the basic elements of our identity system. It explains how to use the system to maintain Stancer's brand image.

Design elements

01.

Logotype

The Stancer logo is a wordmark accompanied by a symbol. It embodies the company's values: simplicity, transparency, dynamism, and accessibility. Its design communicates in a universal way — a modern and warm blend conveyed through its colors: reassuring blue and warm red. These are paired with a linear typeface for the wordmark and a geometric symbol.

Exclusion zone

The exclusion zone is defined using the Stancer symbol. No external graphic elements should appear within this area.
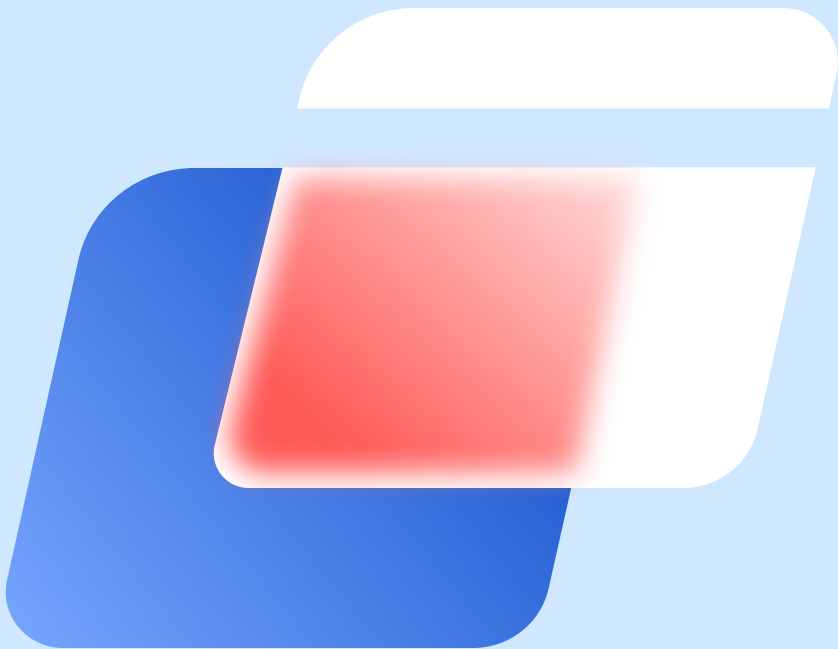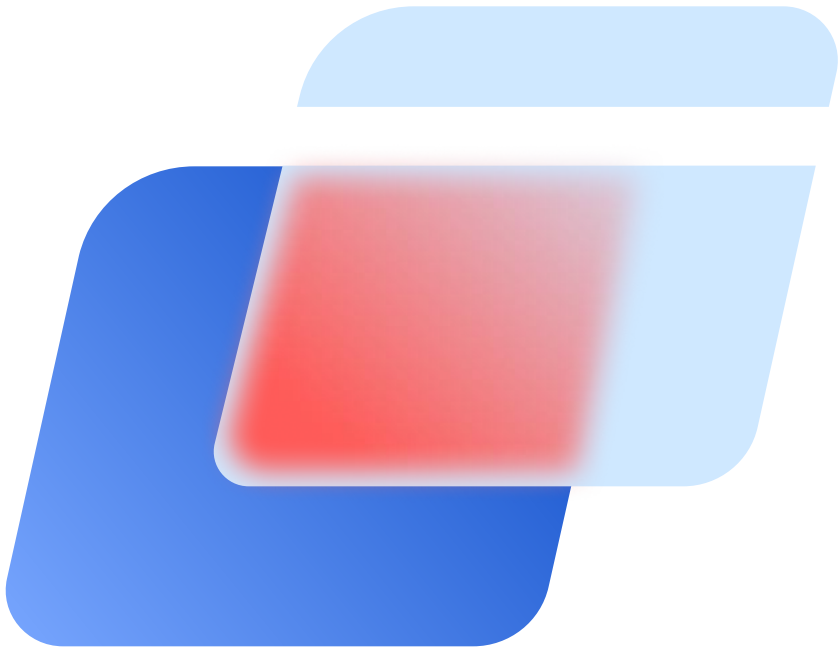
Symbol

The symbol is an essential part of the Stancer logotype. Its purpose is to convey the company's ideas and values. It must serve as an identity reference tool both internally and externally.
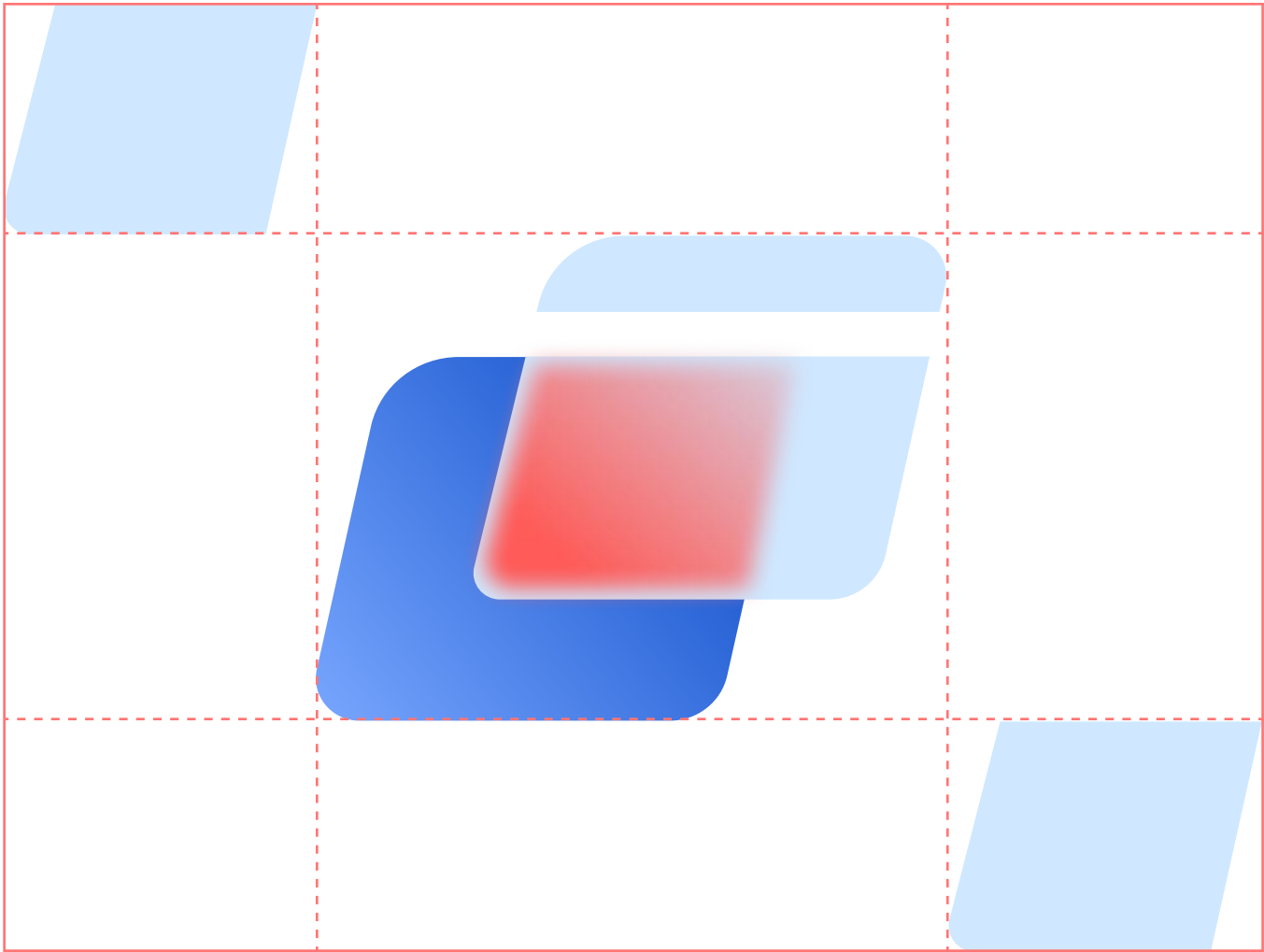
Symbol
312px

Symbol on background color

Exclusion
zone

The exclusion zone is defined by the transactional core of the Stancer symbol (red zone). No external graphic elements should appear within this area.

Responsive
logo variations

Our logo is designed to adapt seamlessly to both print and digital formats, adjusting effectively to all scales.

As the size decreases, it is optimized for readability — eventually appearing as just the symbol when necessary.

Logotype
Use whenever possible

Minimal size
Digital & Print

Digital : 80px

Print : 25mm

Symbol
To be used when the logo needs to be under 80px wide or for formats such as: favicon, avatar, profile picture.

Minimal symbol size
Digital & Print

Digital : 20px

Print : 15mm

Context adaptation

For contextual and practical reasons, the logotype may appear within a container, such as a rectangle or square, just as the symbol may appear within a square or a circle.

Stancer

Avatar

Background
logo usage

Avoid using the colored logotype on photographs unless it is placed within a container or on a dark or neutral area of the image.

Background
symbol usage

The symbol should be used on a white, beige, blue, or Stancer gradient background. If you use the colored symbol on photographs, place it within a circle or a white block, or on a neutral area of the image.

Misuse of the logotype

Examples of prohibited logo modifications — including changes to element positioning, color, size, and more (refer to the legend below):

1. Do not use different colors

2. Do not invert the symbol's colors

3. Do not remove any part of the symbol

4. Do not change the size or position of the elements

5. Do not use as an outline

6. Do not change the logo's opacity

7. Do not recreate it using a different typeface

8. Do not distort the logo

01. Design elements

01. **Stancer**

02. **Stancer**

03. **Stancer**

04. **Stancer**

05. **Stancer**

06. **Stancer**

07. **Stancer**

08. **Stancer**

Misuse of the symbol

Examples of prohibited symbol modifications — including changes to element positioning, color, size, and more (refer to the legend below):
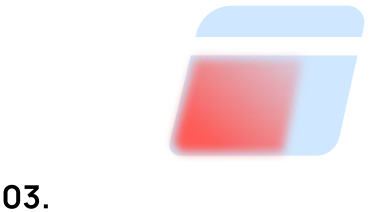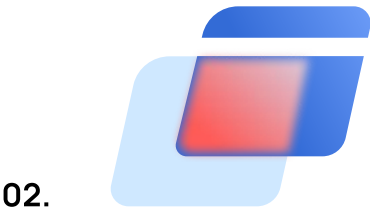
1. Do not use different colors

2. Do not invert the colors

3. Do not remove any part of the symbol

4. Do not change the blur or the position of the elements

5. Do not use as an outline

6. Do not change the symbol's opacity

7. Do not rotate the symbol

8. Do not distort the symbol

01.

02.

03.

04.

05.

06.

07.

08.
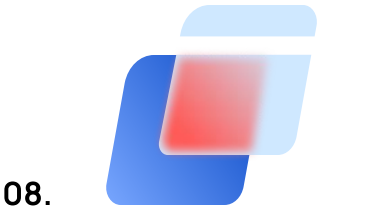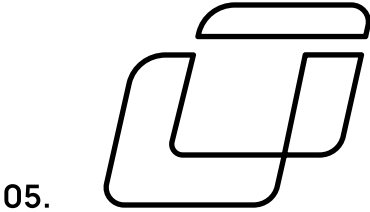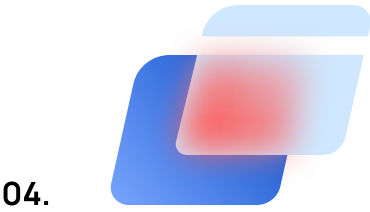
Colors

02.

Color palette

Stancer's color palette is composed of five primary colors: blues (light and dark), red, white, cream, and complementary colors such as black and gray.

The blues and red are the main brand colors — the most recognizable for Stancer. The blues convey reassurance, while the red is warm and friendly.

Blues are primarily used for the logo, typography, and graphic shapes. Red is used to create our gradient (next page) and is also present in the logo.

We keep our applications light and airy by using white, light blue, and cream as background colors. We never use dark blues or red as background colors.

Black and grays are used for body text, with light gray outlines used when applying the gradient for better readability.

Light Blue

Print
CMYK : 18 / 9 / 0 / 0
2707 - C

Digital
RGB : 208 / 233 / 255
HEX : #D0E9FF

Blue

Print
CMYK : 53 / 35 / 0 / 0
2142 - C

Digital
RGB : 121 / 167 / 255
HEX : #79A7FF

Neon Blue

Print
CMYK : 90 / 59 / 0 / 23
2132 - C

Digital
RGB : 20 / 80 / 197
HEX : #1450C5

Dark Blue

Print
CMYK : 100 / 54 / 0 / 80
296 - C

Digital
RGB : 0 / 24 / 52
HEX : #001834

Red

Print
CMYK : 0 / 54 / 54 / 0
2345 - C

Digital
RGB : 255 / 118/ 117
HEX : #FF7675

Heart 70%

Print
CMYK : 0 / 38 / 38 / 0

Digital
RGB : 255 / 159 / 158
HEX : #FF9F9E

Heart 40%

Print
CMYK : 0 / 22 / 22 / 0

Digital
RGB : 255 / 200 / 200
HEX : #FFC8C8

Light Grey

Print
CMYK : 0 / 0 / 0 / 14
4278 - C

Digital
RGB : 220 / 220 / 220
HEX : #DCDCDC

Grey

Print
CMYK : 0 / 0 / 0 / 48
4278 - C

Digital
RGB : 132 / 132 / 132
HEX : #848484

Dark

Print
CMYK : 0 / 0 / 0 / 100
Black 6 C

Digital
RGB : 0 / 0 / 0
HEX : #000000

Light

Print
C0
M0
Y0
K0

Digital
R255
V255
B255
#FFFFFF

Cream

Print
C53
M35
Y0
K0

Digital
R255
V252
B246
#FFFCF6

Stancer
Gradient

We use our brand colors (light blue and red) to create our own gradient. We add a touch of purple to the gradient to ensure a smooth transition between colors.

We must maintain the light and airy feel of our brand. Use this gradient sparingly—as a background or to highlight certain slogans—do not overuse it.
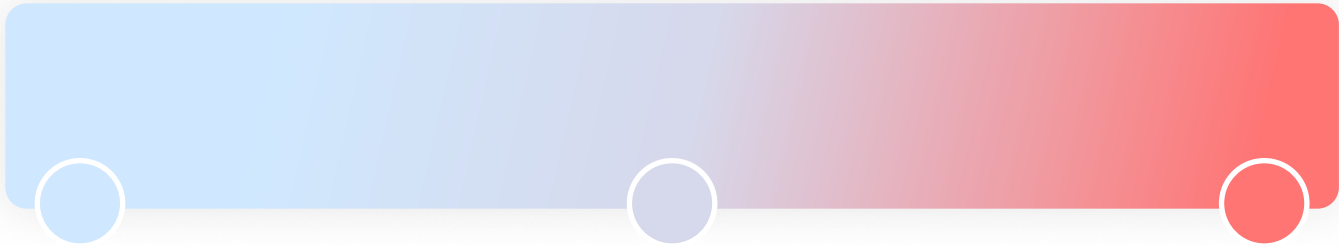
Light Blue

Print
CMYK : 18 / 9 / 0 / 0
2707 - C

Digital
RGB : 208 / 233 / 255
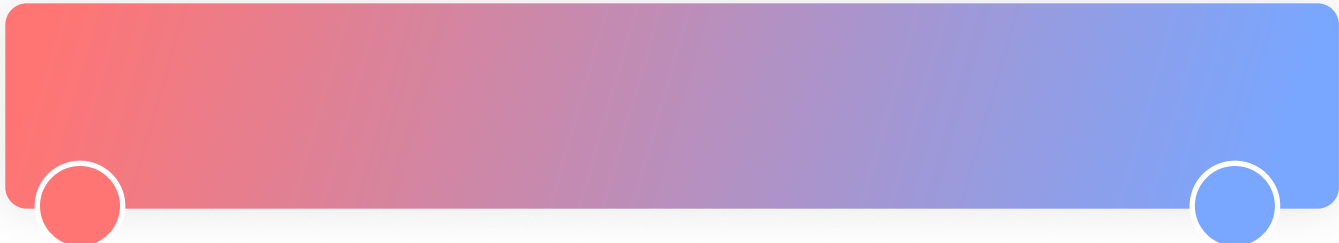HEX : #D0E9FF

Light Purple

Print
CMYK : 9 / 8 / 0 / 8
7443 - C

Digital
RGB : 215 / 216 / 235
HEX : #D7D8EB

Red

Print
CMYK : 0 / 54 / 54 / 0
2345 - C

Digital
RGB : 255 / 118/ 117
HEX : #FF7675

Red

Print
CMYK : 0 / 54 / 54 / 0
2345 - C

Digital
RGB : 255 / 118/ 117
HEX : #FF7675

Blue

Print
CMYK : 53 / 35 / 0 / 0
2142 - C

Digital
RGB : 121 / 167 / 255
HEX : #79A7FF

Color
hierarchy

Brand Colors
They convey the brand's values: a reassuring, reliable, and welcoming world that offers businesses a secure payment solution.
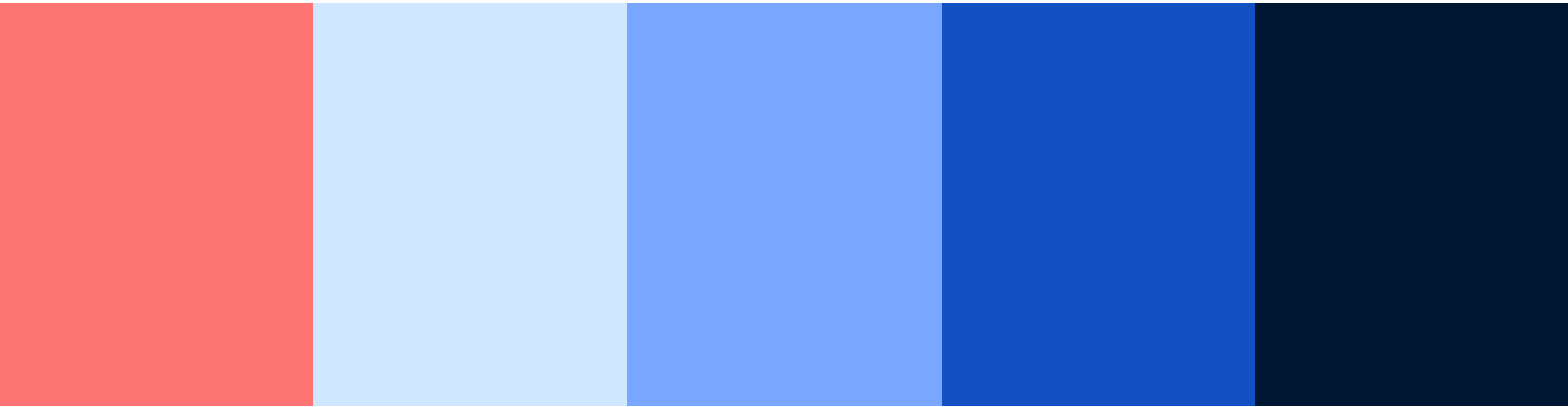
Secondary Colors
They support the brand colors and are mainly used in materials—for body text, outlines, borders, and section dividers.
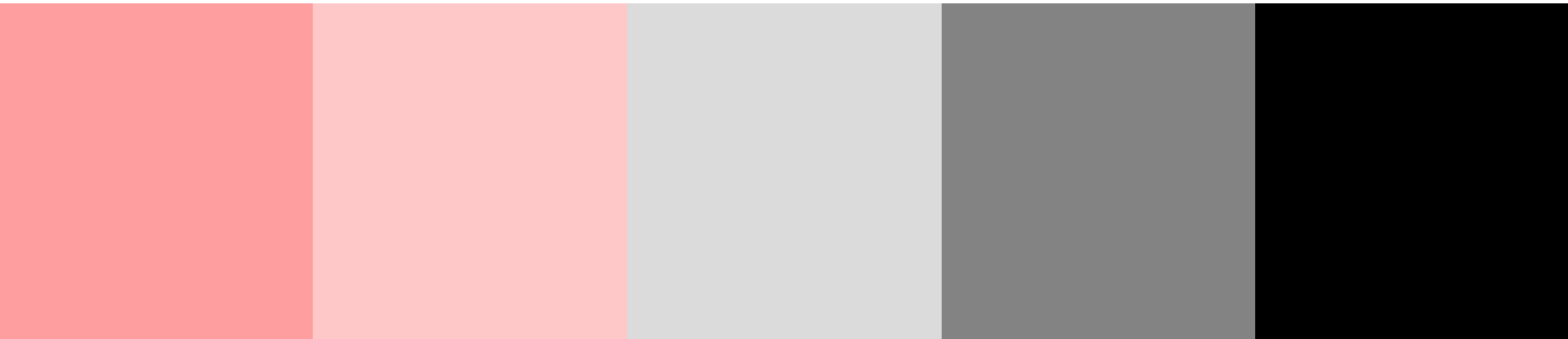
Supporting Colors
We keep our applications light and airy by using white, light blue, and cream as background colors, along with the gradient, which can also be used to highlight specific information.

We never use dark blues, grays, black, or red as background colors.

Brand Colors

Secondary Colors

Supporting Colors (background)
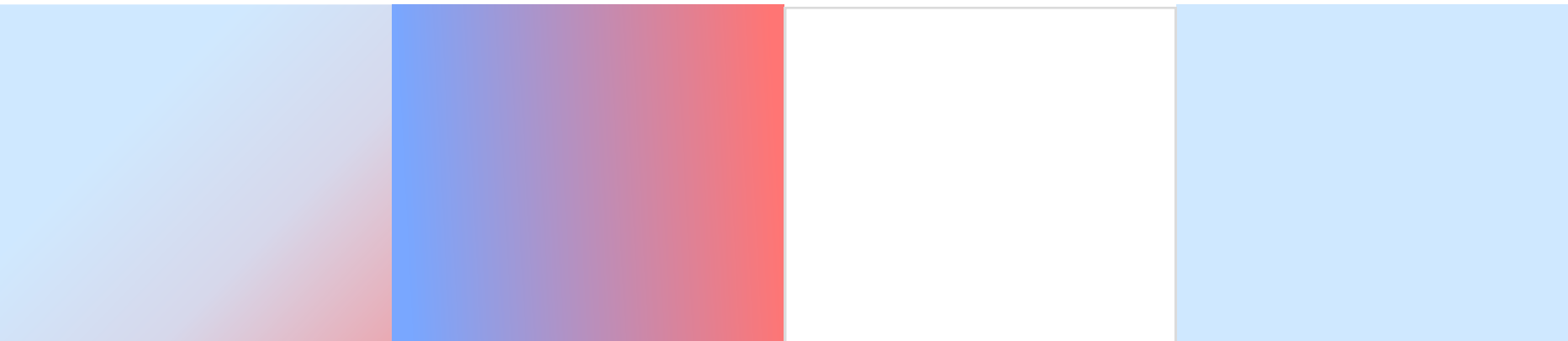
Typography

04.

Brand typography

Our typography is Gellix.
It is a monolinear, geometric sans-serif type family. Gellix features horizontal or vertical stroke endings, and its circular shapes are gracefully connected to the rest of the structure, making it a uniquely geometric typeface.

Designers
Martin Vácha – Displaay

Gellix
(AaBbCc)*
@01234%

Title
typography

Hero Headline

For key messages, we use Gellix Semibold. This is typically a bold, impactful headline of one or two lines maximum.

Headings & CTAs

When the headline is longer (more than two lines) or when using a call-to-action, we also use Gellix Semibold. Ensure consistency in character styling by applying the rules outlined here for headings and tracking.

Hero headline
Gellix Semibold
Leading : 90-106%
Kerning : 0%

Make it simpler Aa01234

Headings & CTAs
Gellix Semibold
Leading : 90-106%
Kerning : 0%

Innovation solutions for every company AaBbCc01234

Start now →

Typography –
Body Text

Body Text
For body text in both print and interface contexts, we use Manrope Medium.

Text Styles
For quotes from clients or Stancer team members, we use Manrope Light.
To emphasize specific words, we use Manrope Bold.

Body Text
Manrope Medium
Leading : 100%
Kerning : +3%

As a Stancer client, I benefit from a simple tool that's quick to implement and offers clear interface.
I appreciate the support from the teams based in France — they make me feel truly supported in my entrepreneurial journey.
At no point do I feel any concern about the product's security, as it quickly became clear to me that safety is a core part of the project.
Moreover, the fact that major companies also use the solution reinforces my confidence in the service.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq0123456789%

Text Styles
Manrope Light
Leading : 100%
Kerning : 0%

"The icing on the cake: thanks to Stancer's transparency policy, I finally understand the behind-the-scenes of payment processing."

Manrope Bold
Leading : 90-106%
Kerning : 0%

We believe that **payment solutions** should be as **accessible** as possible, so that every business can benefit from them and grow with **peace of mind**.

Typographic hierarchy

Titles are in Gellix Semibold, subtitles in Gellix Semibold/Medium, and body text in Manrope Medium. When using these fonts in digital or print communication materials, keep the letter spacing at the default optical setting, which is 0.

Note: If you're converting slides to Keynote or PowerPoint, use Gellix Semibold for titles and Manrope Medium for body text.

You may use Manrope Bold to highlight specific text elements.

If the presentation originates from Keynote or PowerPoint, follow the usual brand typography guidelines.

Hero headline
Gellix Semibold
Leading : 90-106%
Kerning : 0%

Make it simpler

Titles/Subtitles
Gellix Semibold
Leading : 90-106%
Kerning : 0%

Innovation solutions for every company

Highlights
Manrope Medium & Bold
Leading : 100%
Kerning : +1%

Nous croyons que les solutions de paiement se doivent d'être les plus **accessibles possibles** pour que chaque entreprise puisse en **bénéficier** et grandir sereinement, **sans faire de concession** quant à la **qualité** des outils et services auxquels elle souscrit.

Quotes
Manrope Light
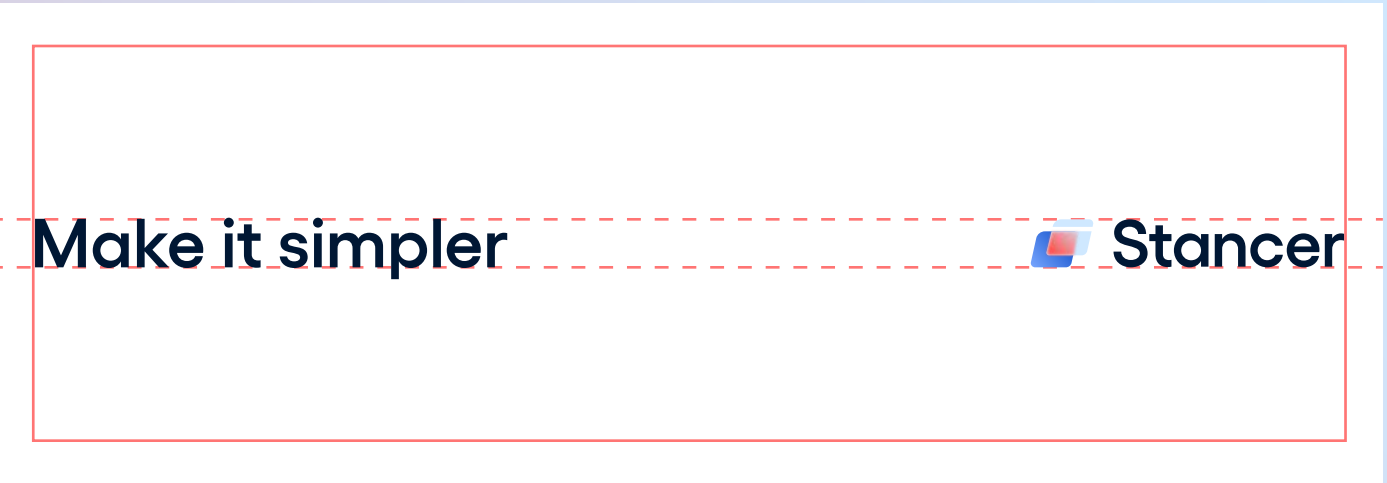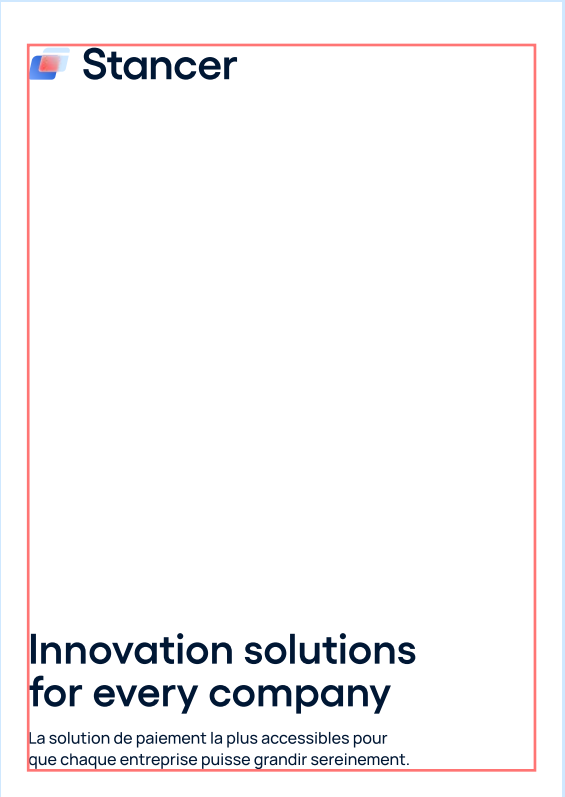Leading : 100%
Kerning : 0%

"Cerise sur le gâteau, je comprends enfin l'envers du décor du paiement grâce à la politique de transparence de Stancer."

Design
system

Alignment & layout

The examples demonstrate how to use the brand typeface and align the message with both the logo and the layout.

Make it simpler

Stancer

Stancer

Innovation solutions for every company

La solution de paiement la plus accessibles pour que chaque entreprise puisse grandir sereinement.

Make it simpler   Stancer

Au plus simple

Stancer

Construction
Design

In our brand identity, we use shapes derived from the symbol that evoke a micro-level view of a bank card chip.

These chip-like elements appear on the sides, as shown in the example. They also function as framing elements when working with images and can be overlaid with transparency.

Note: Ensure the chips are mostly full bleed to maintain a sense of dynamism, and make sure images remain visible and unobstructed.
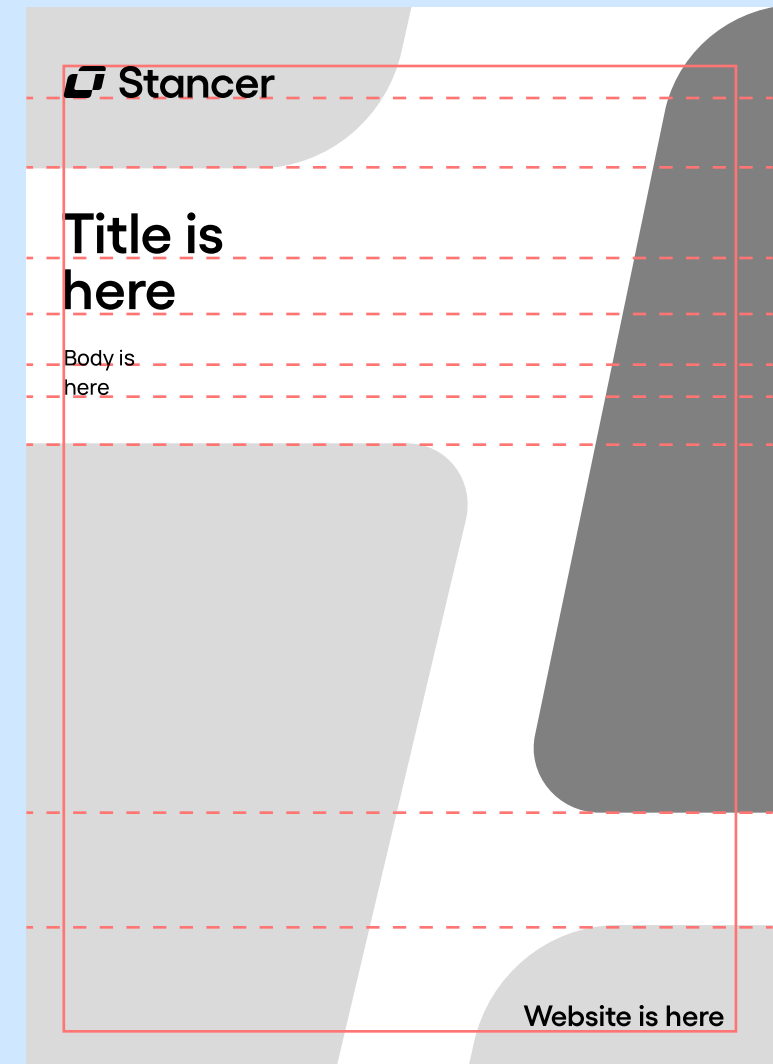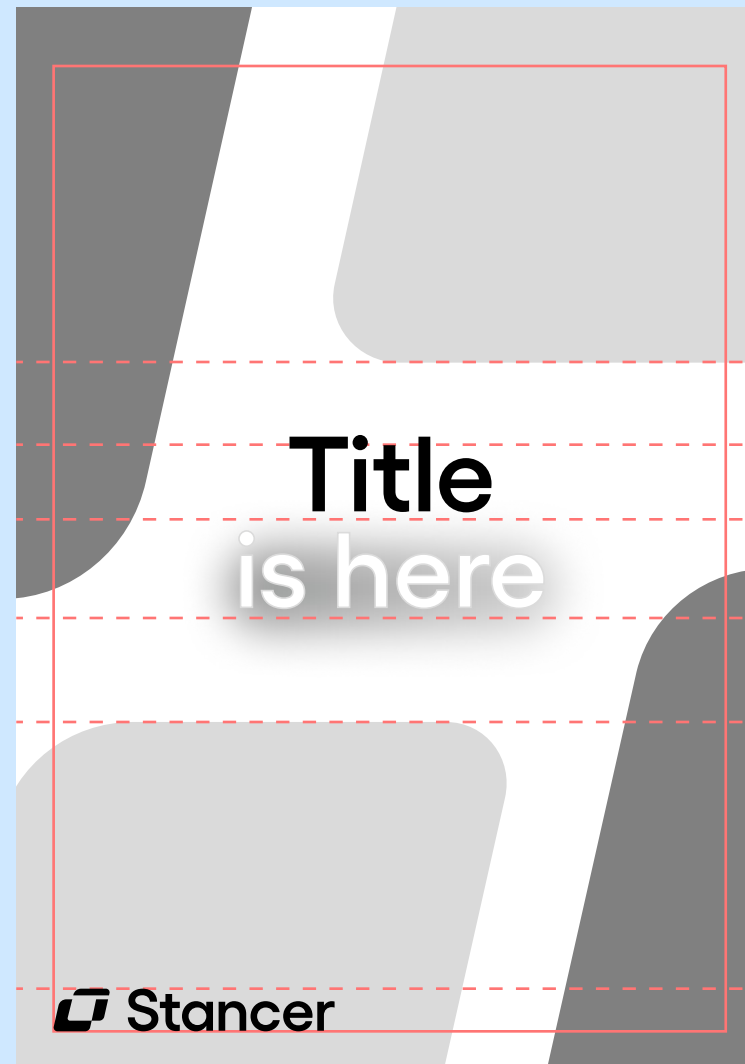
Make it
simpler

◆ Stancer

Innovation solutions for every company

La solution de paiement la plus accessibles pour que chaque entreprise puisse grandir sereinement.

◆ Stancer

Vertical layouts

The grid provides stability, allowing flexibility in the arrangement of text and graphic elements.
Layouts can be purely graphic, with strong contrasts in color, typography, and a bold use of whitespace.

Title
is here

Stancer

Stancer

Title is
here

Body is
here

Website is here

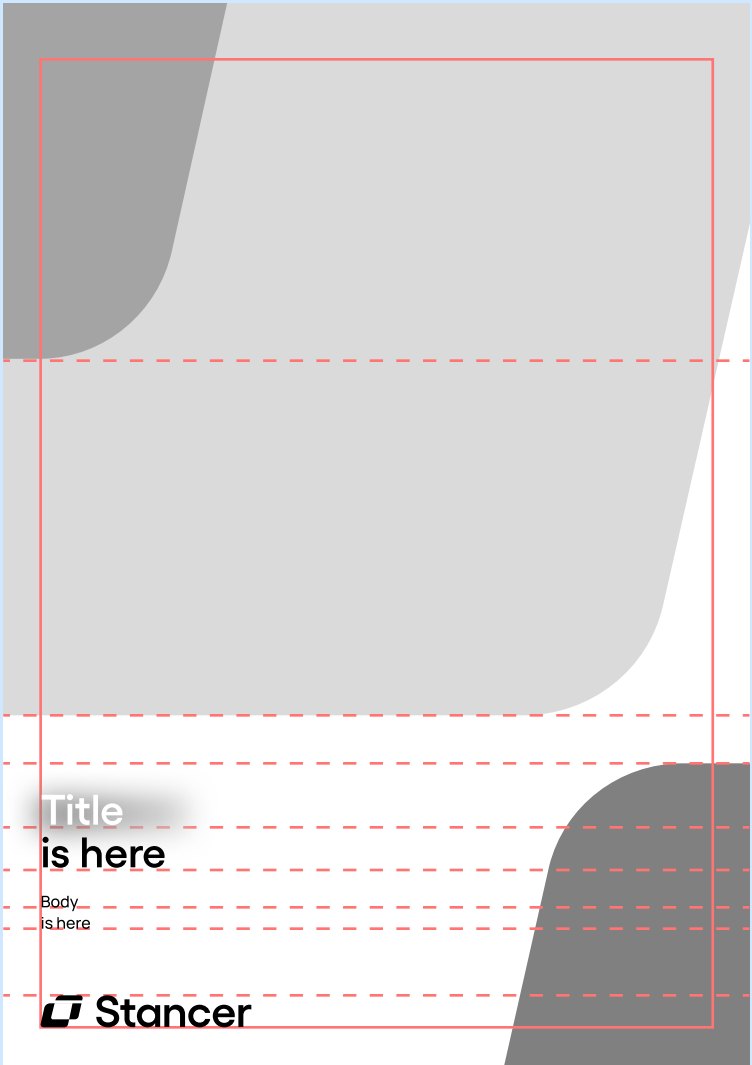# Example 1 –
Vertical layouts

Examples of vertical layout grid applications, incorporating graphic elements and brand colors.

Vertical layouts / photos

The grid provides a stable structure while allowing flexibility in arranging images and text.

Layouts using a 70/30 ratio of photography to text offer greater freedom and can be adapted based on the subject matter.

Example 2 –
Vertical layouts /
photos

Applications of the vertical photo layout grid, featuring
photographic examples and brand colors.

Innovation solutions
for every company

La solution de paiement la plus accessibles pour
que chaque entreprise puisse grandir sereinement.

Stancer

Stancer

Make it simpler
for companies

Nous croyons que les solutions de paiement se doivent
d'être les plus accessibles possibles pour que chaque
entreprise puisse en bénéficier et grandir sereinement.

Horizontal
layouts

The grid provides stability while allowing flexibility in the arrangement of text and graphic elements.
Layouts can be purely graphic, using strong color and typography contrasts along with bold use of white space.

Title
is here

Stancer

Website is here

Stancer

Example 1 –
Horizontal
layouts

Applications of the horizontal layout grid, incorporating graphic elements and brand colors.

Horizontal layouts / photos

The grid provides a stable structure while allowing flexibility in the arrangement of images and text. Layouts with an 80/20 or 60/40 ratio of photography to text offer enhanced freedom and can be adapted based on the subject matter.

Title is here

�öz Stancer

Title is here

Body is here

�öz Stancer

Website is here
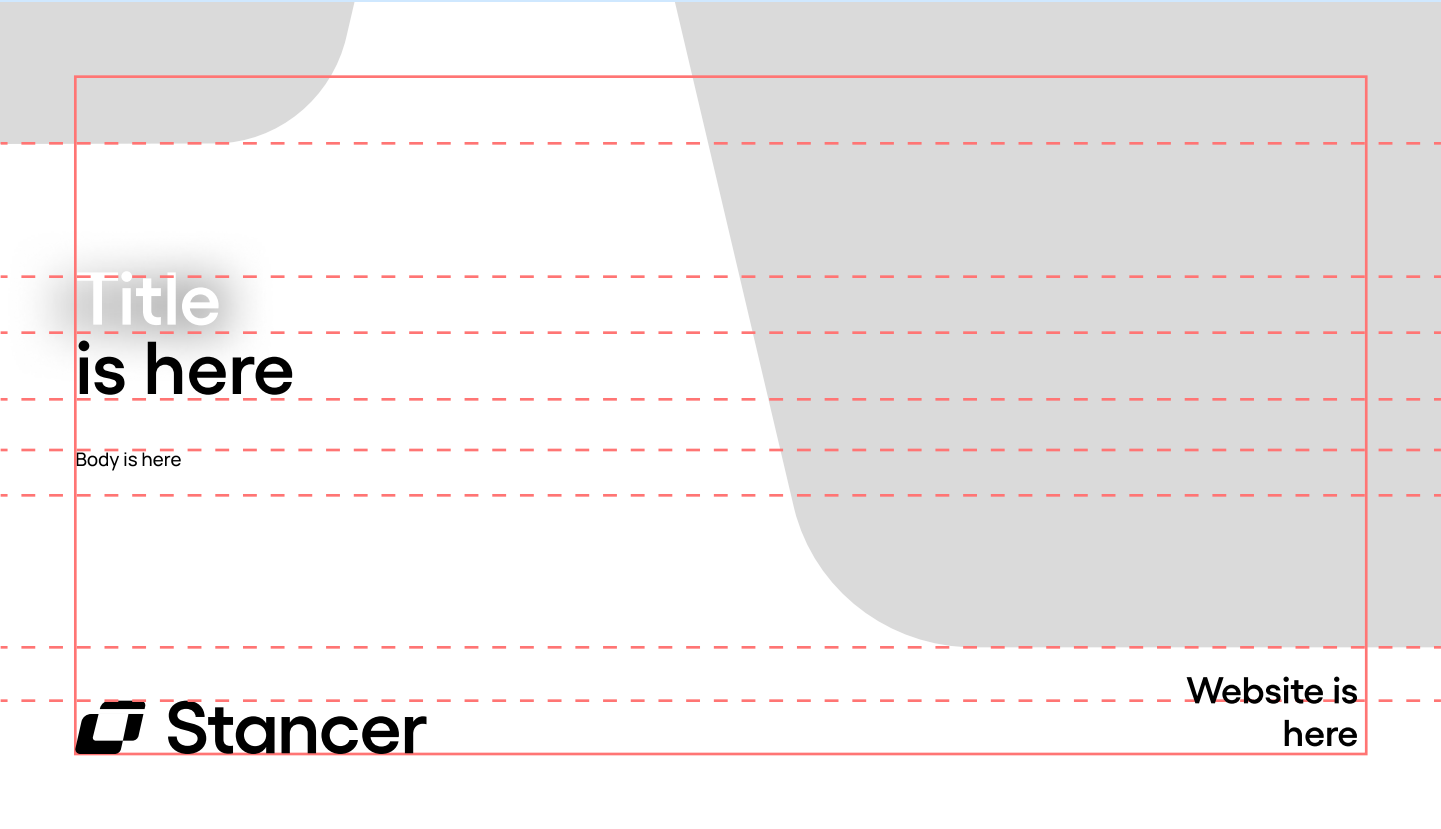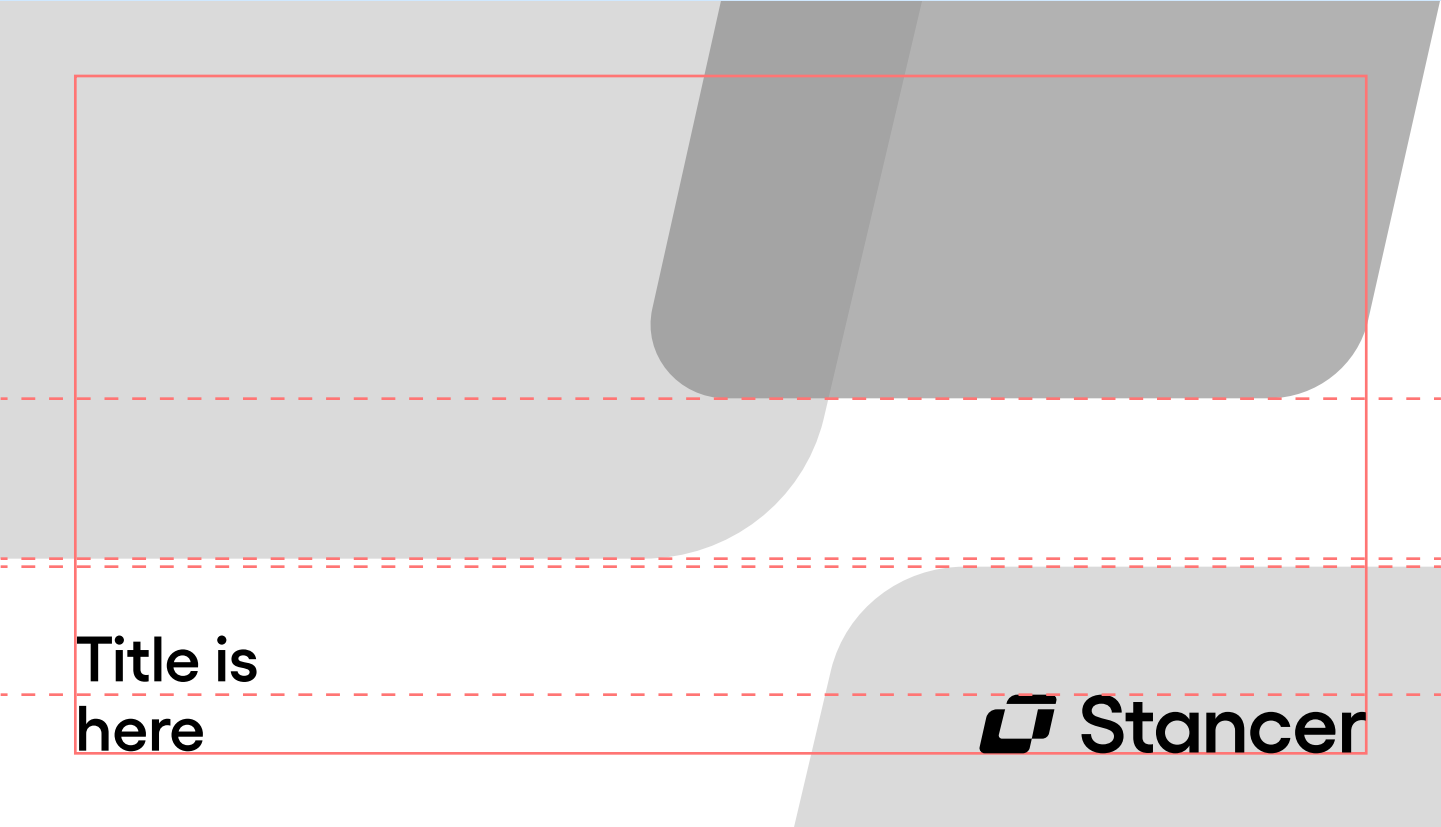
Example 2 – Horizontal layouts / photos

Applications of the horizontal/photo layout grid, using photographic examples and brand colors.
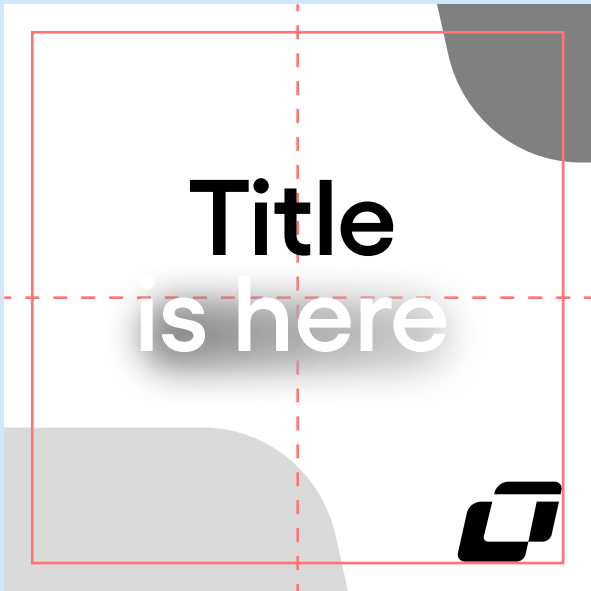
Social media layouts

Different grid systems offer flexibility in arranging images, text, and graphic elements.

Layouts adapt based on the nature of the content— whether text-based or photographic.

The goal is to provide maximum freedom and adaptability to suit the demands of social media platforms.
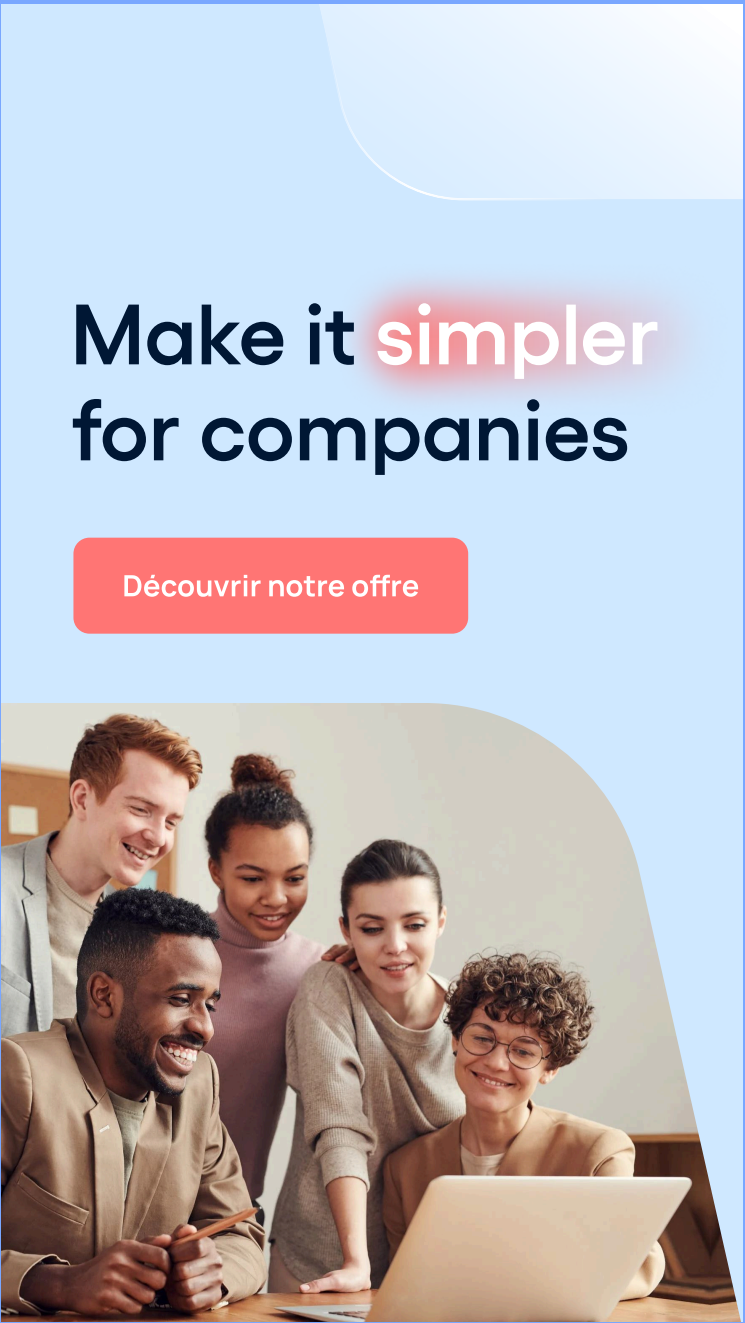

Text-based

Title
is here

CTA

Photography

Story

Examples –
Social Media

Applications of layout grids featuring photographic and text-based examples, complemented by brand colors.

Make it
simpler

Make it **simpler**
for companies

Découvrir notre offre

Language
elements

Global Offer

Stancer offers simple and accessible payment solutions for merchants and freelancers, enabling them to accept payments from their customers — both in-store and online — at a lower cost.

By offering a simple, commitment-free, and low-cost solution, Stancer aims to revolutionize the payment industry by enabling merchants and freelancers to easily accept payments, both online and in-store.

Stancer offers omnichannel payment solutions for merchants and freelancers.
By making payment infrastructure simpler, more accessible, and transparent, Stancer enables every business to grow and meet their customers' payment needs.

Stancer offers a suite of solutions designed to provide an optimal purchasing experience, including a payment terminal suited for small transactions, an easy-to-integrate payment API for accepting payments on e-commerce sites, and secure payment links for remote payments.

Payment terminal

Start accepting card payments now with the Stancer payment terminal.

Equip yourself with a terminal offering extended connectivity, perfectly suited to your mobility needs. The Stancer terminal is provided free of charge with a minimum of 150 transactions per month.

The payment terminal is easy to use and delivered ready to go.
It offers dual connectivity — Wi-Fi or 3G — ensuring fast and mobile payment processing.
Ultra-secure, it complies with current standards and is PCI PTS 5.0 certified.
You also benefit from a dedicated phone support service, attentive to your needs.
Finally, in the event of a malfunction, the equipment is replaced as quickly as possible.

Choose a payment terminal that's agile, flexible, and tailored to your business, meeting your mobility needs.
With Stancer, get paid wherever you are — in-store or out in the field.

Merchants, restaurant owners, and independent professionals — choose a payment terminal that's agile, flexible, and tailored to your business.
Offer your customers the option to pay by card and enjoy a reduced fee for all transactions under €7.
Give your customers a smooth purchasing experience without compromising your margins.

Online payments

With Stancer, grow your online business securely.
No commitment, no subscription, no hidden fees.

Accept payments on your e-commerce site with the Stancer API.
Customize your e-commerce checkout experience by integrating our payment solution or by sharing secure payment links with your customers.

Grow your online business with Stancer!
Easily integrate our API or use our payment modules compatible with the leading CMS platforms to accept payments on your e-commerce site.

The Stancer online payment solution allows you to accept the most commonly used payment methods by your customers, such as credit and debit cards, standard or instant SEPA transfers, and SEPA direct debits, enabling you to receive payments directly from your online store.

Key contacts

Find all of Stancer's dedicated contacts here.

Have a question about our partnership?

Contact our Partnership Manager: Nelly Raffier – nraffier@stancer.com

Have a question about the Partner page, a collaboration proposal, or any other marketing-related request?

Contact Oriana Lenoci – olenoci@stancer.com

Have a billing question?

Our accounting team is here to help: accounting@iliad78.net