



COLIBRIX

Brand Guidelines



Ideology



COLIBRIX was designed as an all-in-one smart payment solution solving the exciting challenges of business of any size and type. We are a brand that aims to deliver exclusive experience through genuine and relatable partnership, as well as to build momentum and generate results whatever the idea is sky-high.

At COLIBRIX, we understand that each industry from low to high-risk comes with its own set of challenges and requirements.

We are devoted to fulfilling your huge ideas, making them happen quickly.



Mission & Values



OUR MISSION. We are a company that empowers and helps businesses to grow consciously in respect with social, commercial and governance criteria.

OUR VALUES. Trust, flexibility and courage to take risks. When every business is a unique puzzle to solve, we are bringing all our creativity to the table.

OUR GOALS. We make promises, we keep them and exceed them. It is not only about tailor-made payment solutions and customized service. We are like your reliable best friend that keeps secrets and stays always on your side.



Brand Story



It all started with the idea which lies in the substantial changes accrued in recent years in the fast-paced payment industry. Just a few of high-energy, ambitious, brilliant and skillful minds started the company in 2020.

Trying to get COLIBRIX off the ground, it was full of small successes and rewarding experiences. Identifying potential growth areas, recruiting a great team, planning for risks and diving deep into numbers, devoting ourselves to the company and working at a gruelling pace... we became a true family. And, of course, our partners are treated the same way. COLIBRIX grew up from 5 enthusiasts to 45 professionals just two years ahead.



STEP OUT OF THE ORDINARY

Our tone of voice always stays friendly, motivating, respectful and enthusiastic. Our messages are clear and balanced.



Logotype





The “X” refers to the safe area around the COLIBRIX logo, which must never be encroached upon by other visual elements or text. It ensures that the logo is never placed too close to the edge of a document. The “X” is measured using the height of the uppercase X in the COLIBRIX logotype and must be applied to all four sides of the logo as illustrated above.

When writing the company name, always use uppercase letters (COLIBRIX). Avoid using lowercase or stylized variations to maintain brand consistency.



Colour Palette



#746FEB

RGB 116 111 235

CMYK 70 65 0 0



#C65DCD

RGB 198 93 205

CMYK 35 75 0 0



#FC809E

RGB 252 128 158

CMYK 0 65 15 0



Text

#878796

RGB 135 135 150

CMYK 5 0 0 60

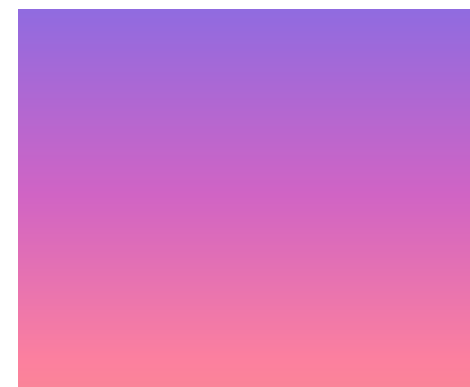
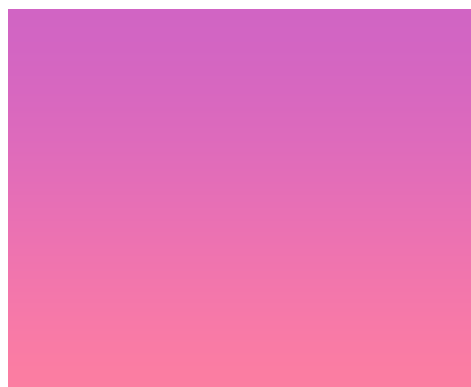


Additional

#FF8669

RGB 255 134 105

CMYK 0 60 60 0





Backgrounds













Outfit Font



Our official typeface is Outfit, chosen for its clean lines and readability. This modern sans-serif font is used for headlines, body text, and other prominent elements. Its clean lines and legibility reflect our commitment to clarity and simplicity.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1! 2 @ 3 # 4 \$ 5 % 6 ^ 7 & 8 * 9 (0) - + = | ? > < \ /

[Download font](#)





COLIBRIX

**STEP OUT
OF THE ORDINARY**



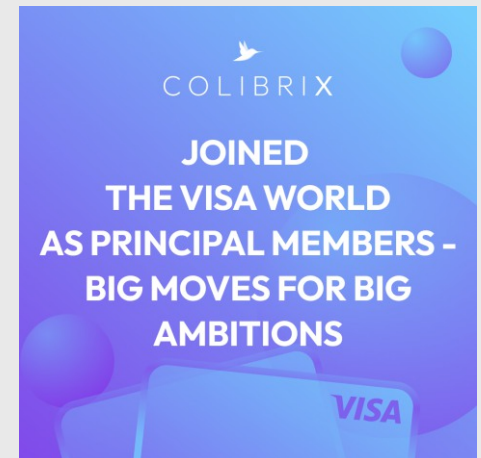
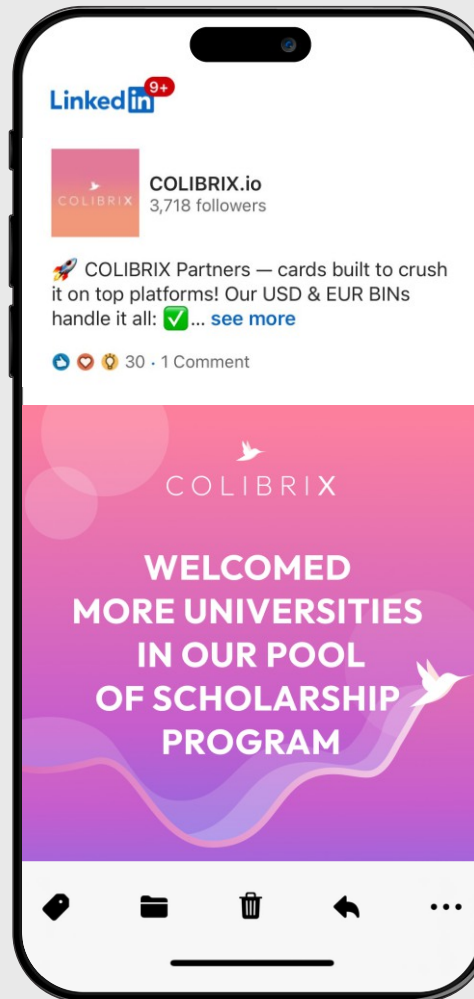






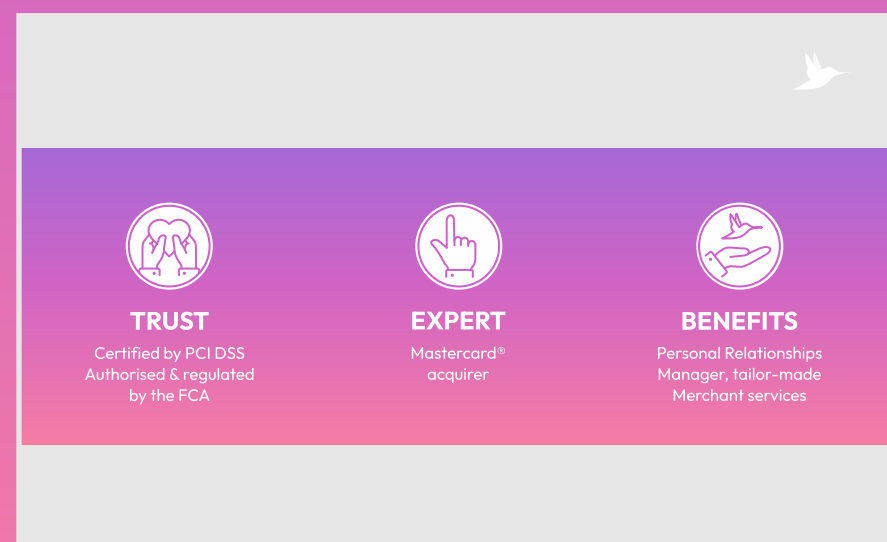
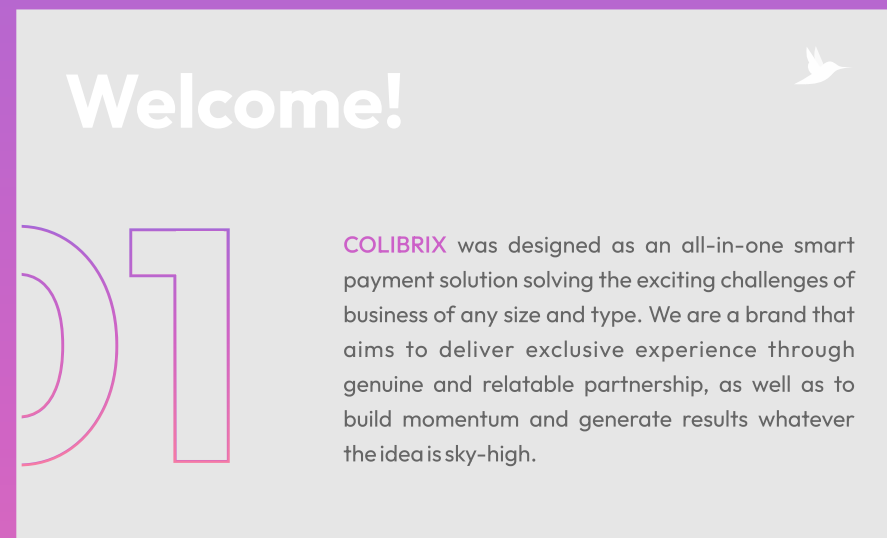


Social Media





Presentation template









COLIBRIX

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