
DESIGN AND BRAND GUIDELINES

YOUR BUSINESS IS OUR PRIORITY

PRIORITY[®]
PAYMENT SYSTEMS

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PRIORITY
PAYMENT SYSTEMS[®]

COMPANY BRAND GUIDELINES

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A WORD FROM OUR PRESIDENT & CEO

The greatest innovations are the ones we take for granted - simple things like electricity, refrigeration and indoor plumbing - to the more complex, like the world wide web, smart phones, tablets and online shopping. But what links them all? I'd say the greatest innovation we take for granted is *the ease* in which we pay for each and every one of these items.

How many times have you swiped your card or submitted your banking information online without even thinking about the technology behind it - *or simply the convenience it adds to your life?*

In a world where new ideas, better solutions and innovation are common-place, Priority continues to deliver greatness by nurturing a culture that helps to transform the way we live, shop and pay everyday.

As our products, services and technologies continue to evolve - so does our brand. This represents an exciting future ahead - for the success of Priority and for our network of ISO/Agents, Merchants, FI's and Developers.

We appreciate your respect and collaboration in maintaining our identity and want to make sure that all of our partners and employees feel connected to our brand's message and empowered to use it in a consistent and precise manner.



JOHN PRIORE

President & CEO, Priority Payment Systems LLC

THE PREFACE

Company Overview

WE ARE

Much More than Just Payment Processing.

Pursuers of Innovation.

Crusaders of Nothing Less than Excellence.

Believers in Opportunity.

Builders of Growth.

Fueled by Client Success.

BRAND HISTORY & EVOLUTION

Priority Payment Systems LLC ("Priority") was established in 2005 from a collaboration between six industry experts - John Priore, Richard Harris, Sean Kiewiet, Sheila Hernandez, Duayne Haskett and Tom Priore.

What began as an electronic payment processing company with a customer-focused approach has since evolved into a payments enterprise that encompasses much more than just payment processing.

Priority is redefining the payments space by creating custom-built technologies and funding/partnering with businesses that are transforming how we live, shop and pay everyday - all to better serve and build more value for our reselling partners (ISO/Agents, Merchants, FI's and Developers) and their Merchants.

We have 450 employees in GA, TN and NY, over 165,000 merchants under management, a suite of over 25 in-house and third party payments solutions and an annual processing volume of more than \$30 billion.

The first Priority logo was designed by John Priore's daughter Erica at the company's inception in 2005. This is where the Priority check-mark originated.

It's simple design uses universal iconography to embody a predominant and affirmative symbol of convenience - a concept that Priority still personifies.

2005

The logo features the word "Priority" in a large, bold, black sans-serif font. A thick, yellow, brush-stroke-like checkmark is drawn over the word, starting from the bottom left and sweeping upwards and to the right. Below "Priority", the words "Payment Systems" are written in a smaller, black, sans-serif font.

Priority
Payment Systems

2011

The logo consists of a square icon on the left containing a stylized yellow checkmark on a black background. To the right of the icon, the word "PRIORITY" is written in a large, bold, black, all-caps sans-serif font. Below "PRIORITY", the words "PAYMENT SYSTEMS" are written in a smaller, bold, black, all-caps sans-serif font, followed by a registered trademark symbol (®).

 **PRIORITY**
PAYMENT SYSTEMS®

STRONGER

SMARTER

FASTER

STRONGER

Thousands of businesses are migrating each and every month from traditional payment processing vendors to Priority's integrated core processing platform. The strength of our dynamic, custom-built payments ecosystem is that it streamlines workflows and effectively manages critical aspects of running a business - all from a single source.

SMARTER

Lift sales and drive loyalty with Priority's consumer engagement products. With clear and accurate big data, our Merchants can intelligently target their customer bases to yield big results.

FASTER

The simple and flexible way to pay for the products and services needed to maintain or grow business. With Priority's faster funding options, our Merchants can quickly boost cash flow with straightforward billing and repayment alternatives.

TURNING THE PAGE

The Evolved Priority Payment Systems

PRIMARY LOGO

Say hello to the redefined Priority! Modern, clean and sophisticated. The refreshed logo keeps up with the times without compromising our core brand values or standards.

With a light, airiness to the updated ‘Payment Processing’ typeface and subdued color (from black to gray), the logo now invites our clients to focus more on our services and product offerings, and less on our logo.

The new logo isn’t really new.

We prefer to think of it as the identity that has been there all along. We’ve only simplified and refined it.

On the following page you’ll find the primary version of our logo. It should be used in all cases possible, unless shape and length create an issue.

PRIORITY
PAYMENT SYSTEMS®



BRAND MARK

The revamped check-mark is an essential supporting element that embodies the core value of our identity. Because it's used as a design element, rather than part of the primary logo, it better illustrates a symbol of convenience.

PRIMARY LOGO INTEGRITY

Our logo is the embodiment of our brand. It is who we are and what we represent, summed up in one tiny, sophisticated package. Therefore, the logo must at all times be perfectly legible and without obstructions. For this reason, we ask that you maintain a minimum area of breathing room around the logo so that it can shine. The Priority logo, and all of its variations must at all times have the clear space that is specified.

This rule must be maintained as it best suits the design. Also, be sure to notice the minimum sizes outlined in this section. We ask that these sizes be strictly adhered to and the minimum size used only when absolutely necessary.



CLEAR SPACE

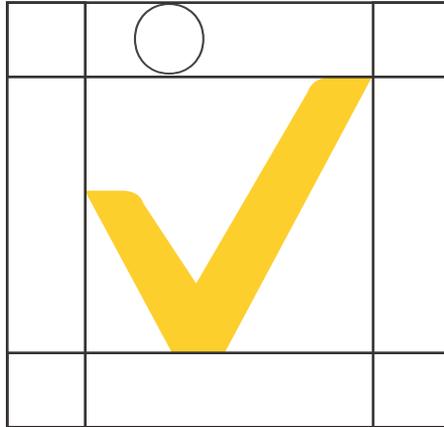
Equally important is the positioning of the logo around other graphics. Other elements placed around the logo should be at least the width of the letter "O" away from all parts of the logo.

MINIMUM SIZE

It is important for our logo to be legible in all applications. For maximum legibility of the Priority brand, the logo itself may appear no less than 1/4 inch in height.

The height vs. width proportions should remain consistent when using the logo. Please do not stretch or distort in any way.

2.4 Brand Mark Integrity



CLEAR SPACE

The brand mark should also have room to breathe around other elements and should at least be the width of the letter "O" away from all parts of the mark.

MINIMUM SIZE

It is also important for our mark to be legible in all applications. For maximum legibility of the Priority brand mark, it also may appear no less than 1/8 inch in height.

The height vs. width proportions should remain consistent when using the mark. Please do not stretch or distort in any way.

PRIORITY SUB BRANDS

The Priority brand also has a sub brand, the MX product suite.

While the Priority sub brand relates to the larger brand, it also has its own unique message, look and personality.

2.5 Sub-brands



Merchant



Express



Retail



Retail iOS



Developer



Storefront



Medical



Insights



Invoice



B2B



ISO/Agent

MX™

Our custom built payments ecosystem processes all forms of electronic payments (credit, debit and ACH) and provides intuitive tools that help with billing and collections, sales tracking, eCommerce and customer engagement.

The MX ISO/Agent and MX Merchant platforms include an expanding set of “add on” functionality base products, each utilize the MX brand mark and a unique color palette.

The MX product suite brand marks can be seen applied as app buttons within the MX marketplace, left, or as stand alone marks, below.



UNACCEPTABLE USE

Our logos are very important to us, and we have spent much time and effort carefully crafting them into a perfect representation of our brand. We ask that you respect the thought and craftsmanship that has gone into the logos by keeping them in their pure form and within the rules specified in these design and brand guidelines.

Be cautious when using the logos not to alter, tweak, manipulate, or take any personal creative freedom that breaks the specific rules set out in the guidelines.

1 *Do not at any time angle the logo. It always sits on a zero degree angle.*

2 *Do not add any effects to the logo, including drop shadow, gradients, etc.*

3 *Do not in any way alter the proportions of the letters.*

4 *Do not alter the colors of the logo except when in accordance with color rules.*

5 *Do not change the typeface or font style of any part of the logo.*

6 *Do not in any way distort the logo, either by stretching, squishing, etc.*

7 *Do not isolate the Priority "P" as a stand alone icon or mark.*

1

PRIORITY
PAYMENT SYSTEMS®

2

PRIORITY
PAYMENT SYSTEMS®

3

PRIORITY
PAYMENT SYSTEMS

4

PRIORITY
PAYMENT SYSTEMS®

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PRIORITY
PAYMENT SYSTEMS®

6

PRIORITY
PAYMENT SYSTEMS®

7

P

THE SKIN WE LIVE IN

Priority Color Genres

COLOR DEFINES
A MOOD AND
GIVES A SENSE
OF CHARACTER TO
A BRAND

PRIMARY COLORS

The world is a highly visual place and most individuals comprehend through sight first and foremost. Color is an important aspect of any brand and the Priority colors are as important to us as the logo itself.

Our color palette is clean, refined and sophisticated. The blue tone speaks to a fresh feeling of open space and highlights the concept of technology. The introduction of gray creates a more relaxed feeling compared to its black predecessor.

1 BLUE

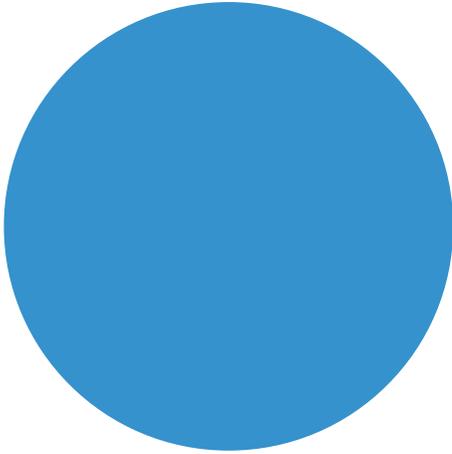
PMS 7689 C

HEX 3793CC

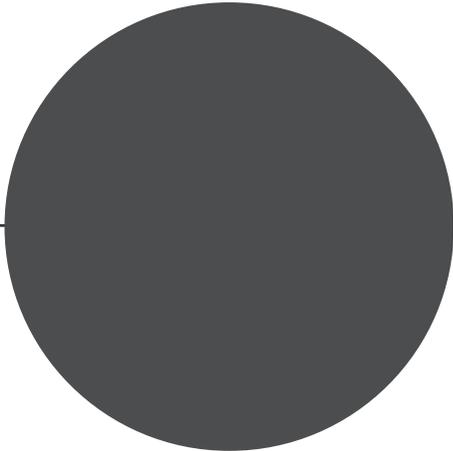
2 GRAY

PMS COOL GRAY
11 C

HEX 4D4D4E



1

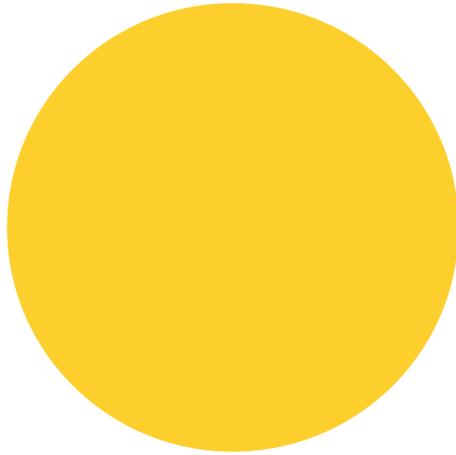


2

SECONDARY COLOR

Our secondary color plays up the fun factor and owes homage to the first generation Priority mark. The bold gold sparks creativity and emotion while speaking to the integrity of the overall Priority brand.

3.2 Secondary Color



GOLD

PMS 122 C

HEX FECF2F

PRIMARY LOGO COLOR GENRES

We want to make sure that the Priority logo can find a home on any surface. For this reason we offer two slight color variations to designers and users that include gray-scale and black.

-
- 1 *Full Color*
 - 2 *100% Black*

1

PRIORITY
PAYMENT SYSTEMS®

2

PRIORITY
PAYMENT SYSTEMS®

SECONDARY LOGO COLOR GENRES

We want to make sure that the secondary logo can also find a home on any surface. For this reason we offer three color variations to designers and users that include full color, gray-scale and black.

-
- 1 *Full Color*
 - 2 *Gray-scale*
 - 3 *100% Black*

1



2



3



PRIMARY & SECONDARY LOGO "REVERSE"

Sometimes, the color of the mark may not cooperate with the given background, be it an image or color. In this case, a reverse color option is available.

When the background is dark, or when an image is used, the logo should be set in white. This will give the logo full visibility against competing elements.

The logo and mark both work well using the 'reversed out' rule, as seen in the following example.

This also showcases the nature of the secondary mark as a design element.

PRIORITY
PAYMENT SYSTEMS[®]



SUB BRAND COLORS

The MX brand and its product suite has a unique personality and must maintain a sense of unity.

The sub brand has mix and match colors to represent their respective product. As with the primary mark, the color specifications must at all times be respected to maintain brand integrity within each of the separate brands and the system as a whole.

3.5 Sub Brand Color Genres



1 MX MERCHANT

PMS 2292 C
HEX 94C83D



2 MX ISO/AGENT

PMS 7700 C
HEX 036591



3 MX RETAIL

PMS 2292 C
HEX 94C83D



4 MX INVOICE

PMS 324 C
HEX 9DD4E5



5 MX DEVELOPER

PMS COOL GRAY
8 C
HEX 888888



6 MX EXPRESS

PMS 136 C
HEX FCB53F



7 MX MEDICAL

PMS 297 C
HEX 4BC4F1



8 MX INSIGHTS

PMS 2227 C
HEX 28C0D5



8 MX B2B

PMS 7473 C
HEX 018D83

IN THE FAMILY

The Supporting Elements

USING THE TAGLINE

A tagline is important to a brand because it embodies the core principles with only a few words.

The Priority tagline, YOUR SUCCESS IS OUR PRIORITY, speaks to the company's core mission - helping our network of ISO/Agents, Merchants, FI's and Developers achieve success through our suite of payment products, third-party payments solutions and exceptional customer service.

TYPOGRAPHY

The Priority brand utilizes three typefaces. The first is *Raleway*, an elegant sans-serif typeface that is used in headings.

1 *Raleway*

2 *Avenir Next Condensed*

3 *Avenir Next*

The second is *Avenir Next Condensed*. This typeface is used for larger bodies of text, such as in this paragraph. This typeface is known for its excellent readability and mimics the clear and concise quality of the Priority brand.

The third is *Avenir Next*. While the condensed version is used in most all circumstances, the wider variation may be used for smaller bodies of text or sub headings that are usually inferior in hierarchy.

All typefaces can be used in their various type weights but should always be combined carefully to maintain the brand's consistency.

HEADER TYPE

1 **A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z \$ # % * ? @ () { } ; :**

BODY & SUB HEADER TYPE

2 **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! \$ # % * ? @ () { } [] ? / \ < > ; : " "**

3 **A B C D E F G H I J K L M N O P Q R S T U V W X Y
Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! \$ # % * ? @ () { } [] ? / \ < > ; : " "**

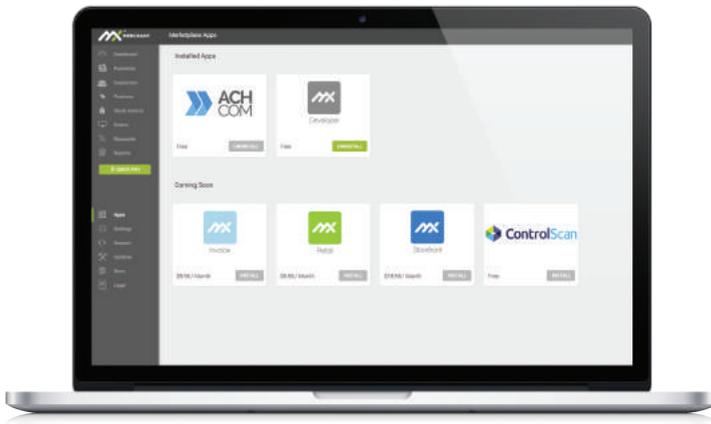
PHOTOGRAPHY

The photographic style of Priority mirrors the same sense of simplicity that the brand embodies. These images provide a bright atmosphere to conceptually convey the excitement of business in a fast-paced environment.

Using stock imagery that does not read cliché or stereotypical helps us effectively engage with our consumers.

Photography should always be used as supporting elements to the Priority product screens and overall messaging.

2



4.3 Photography

1

-
- 1 *Bright, abstract photographs that illustrate the city and create a sense of excitement.*
 - 2 *Showcase our product suite, to include screenshots on high tech devices.*



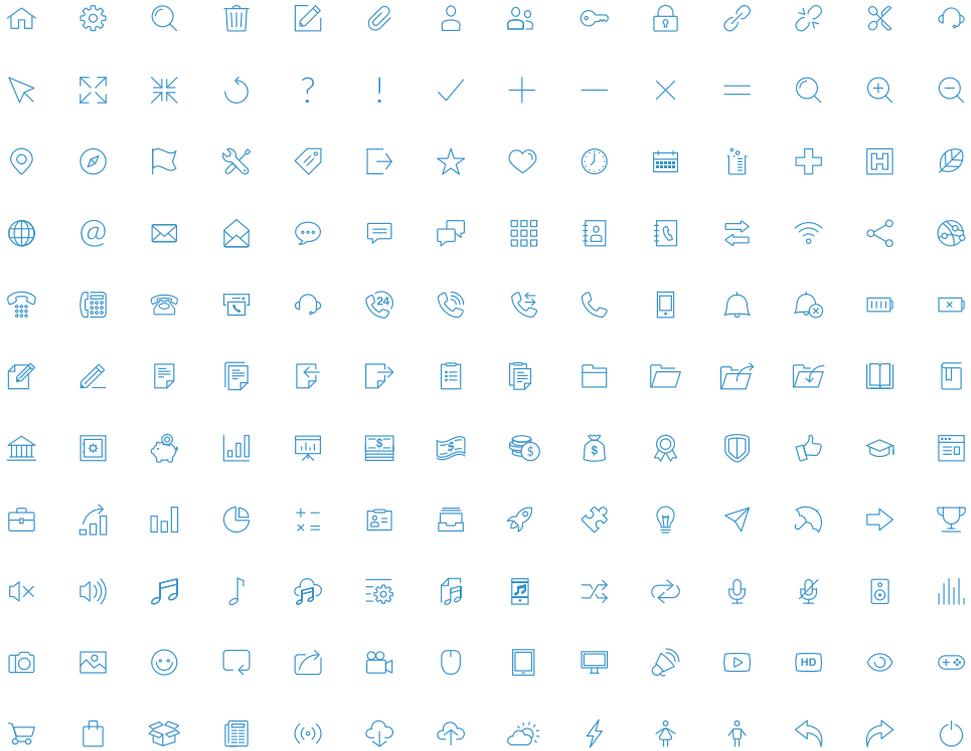
THE ICONS

The Priority brand utilizes a series of universal icons to add character to the overall look. The icons can be utilized in print materials, on web pages, packaging and in our series of marketing LookBooks.

These icons should be used wisely so that they do not appear bulky or overpower the design.

A single icon or a small group of icons can be used. The icons can be used in any of the color schemes outlined in the color genres (section 3) of this guide.

4.4 The Icons



THE BRAND IN USE

Application



PRIORITY[®]
PAYMENT SYSTEMS

NAME SURNAME
TITLE

(404) 123 - 4567
emailaddress@pps.io
www.website.com

5.0 Application



PRIORITY
PAYMENT SYSTEMS[®]

November 5, 2015

Ms. Jane Doe
1234 West Fake Street
Atlanta, GA 12345

Dear Ms. Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pellentesque ligula sed ultricies sagittis. Phasellus id mollis ipsum. Ut et quam id enim maecenas ultramcooper. Etiam a est tristique, bibendum odio sed, blandit quam. Morbi et laoreet odio. Etiam triondant dignissim dapibus. In ornenet concequat laeas sit amet lobortis. Quisque rhanus dapibus neque et faucibus. Sed dignissim ex quis nisi semper, eu faucibus magna ultricies.

Donec mattis, metus in ac tur tempus, mi ipsum finibus magna, non curius laeas ante eu nisl. Ut non erat ac massa veliquat finibus eu vitae nunc. Quisque eget odio eget enim finibus efficitur. Mauris in venenatis diam. Duis nec elementum metus, et pharetra purus. Aliquam semper justo eu, at viverra laeas sollicitudin et. Senenat eu enim semper neos fringilla viverra. Aenean quis quam sapien. Sed vivipitate vitae dolor eget lobortet. Nam erat magna, triondanti eu augue ac, congue ornare orci. Donec accumsan neque risus, sed blandit laeas interdum quis. Sed quis enim lorem. Phasellus bibendum mauris efficitur. Mauris orci ex, vestibulum sed sagittis ac, efficitur facilisis ligula. Sed sit amet triondant dolor.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi egestas tempus vehicula. Mauris sed justo rutrum, dapibus sem non, fringilla nunc. Sed vitae purus nibh. Conubitur lobortis mollis sed vel mollis. Cras eu nisl ultricies, eustomd uma vitae, feugiat dolor.

Thank you,



John Priore
PRESIDENT & CEO





THE VISUAL
LANGUAGE
OF AN
EVOLVING
BRAND

