

C Y C L E

Cycle

Brand Guideline

Colors

Violet

#9013FE
RGB: 144, 19, 254
CMYK: 70, 90, 0, 0

Pink

#E693AC
RGB: 230, 147, 172
CMYK: 10, 50, 0, 0

Lavender

#9C90E9
RGB: 156, 144, 233
CMYK: 40, 40, 0, 0

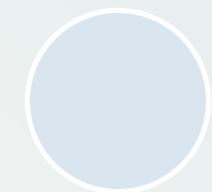
Light Purple

#DCE1FF
RGB: 220, 225, 255
CMYK: 20, 20, 0, 0

Silver

#F3F8FF
RGB: 243, 248, 255
CMYK: 10, 5, 0, 0

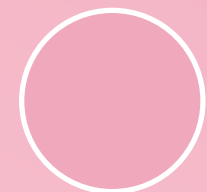
Gradient



#DAE6EF
RGB: 218, 230, 239



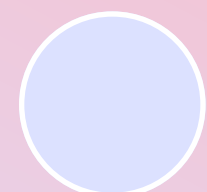
#FAF9F1
RGB: 250, 249, 241



#FOA9BC
RGB: 240, 169, 188



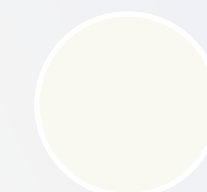
#F7BFCD
RGB: 247, 191, 205



#DCE1FF
RGB: 220, 225, 255



#DCE1FF
RGB: 220, 225, 255



#FAF9F1
RGB: 250, 249, 241

C Y C L E

Logo on backgrounds | Brand Guideline

Logo on backgrounds

C Y C L E

C Y C L E

C Y C L E

Typography

Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?.,;'^&/()

Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?.,;'^&/()

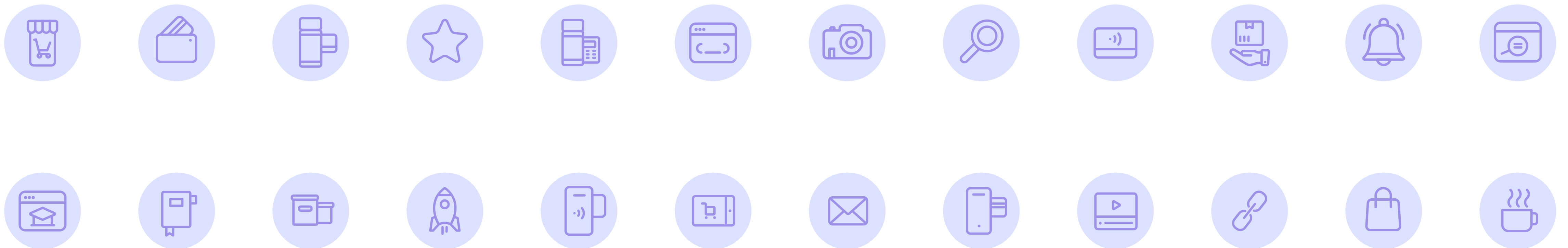
Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?.,;'^&/()

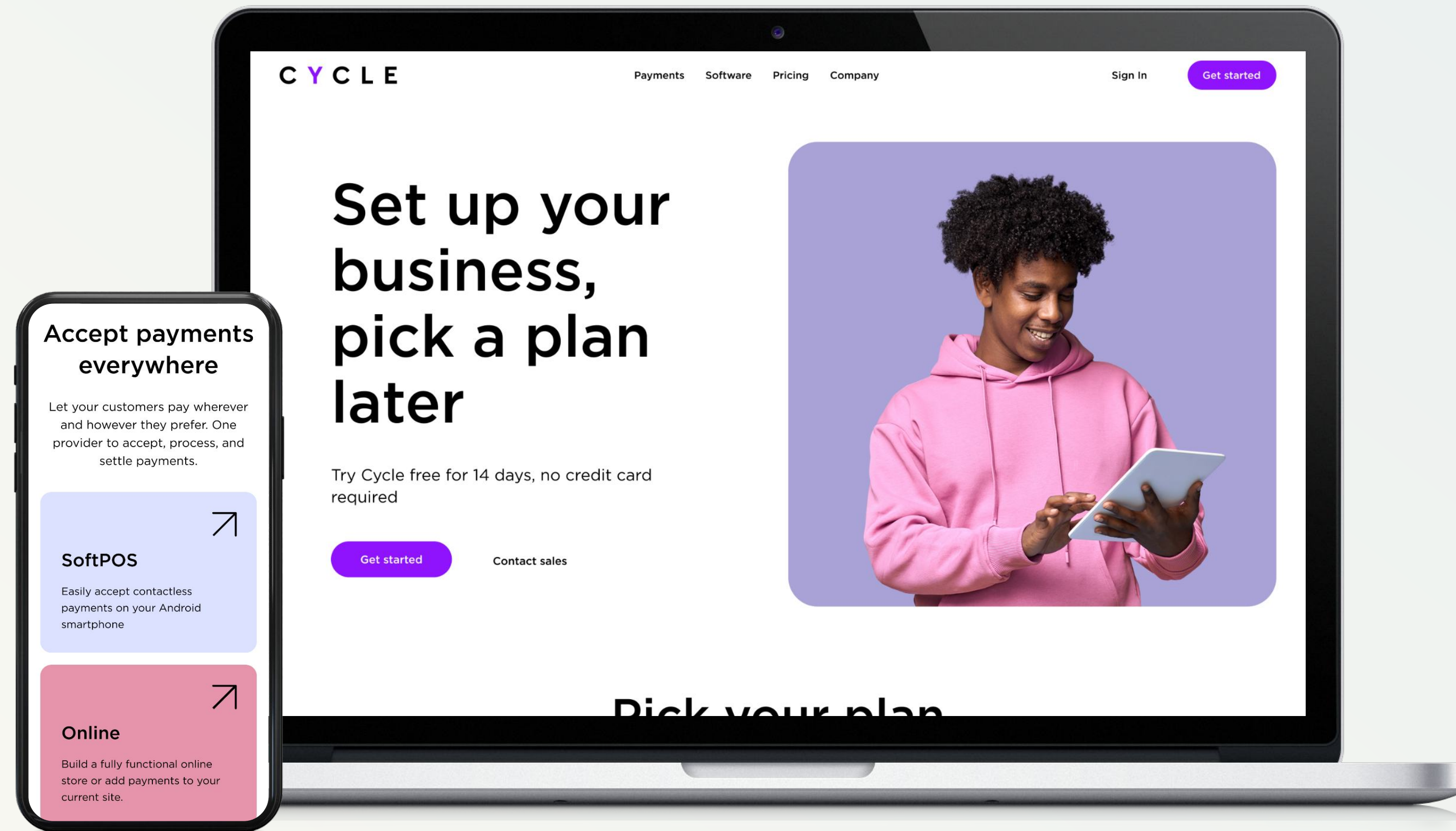
Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?.,;'^&/()

Icons



Website



Presentation

C Y C L E

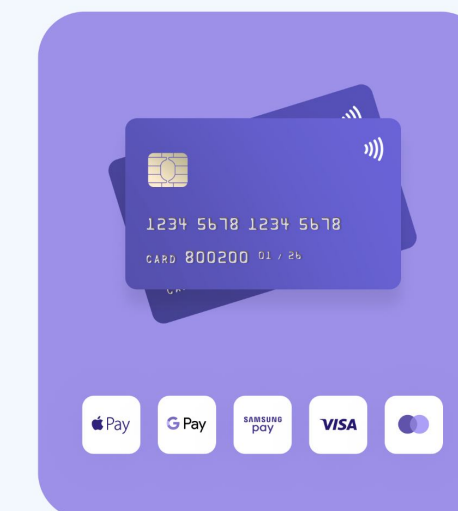
Hey, we're **Cycle**

Your omnichannel payments partner

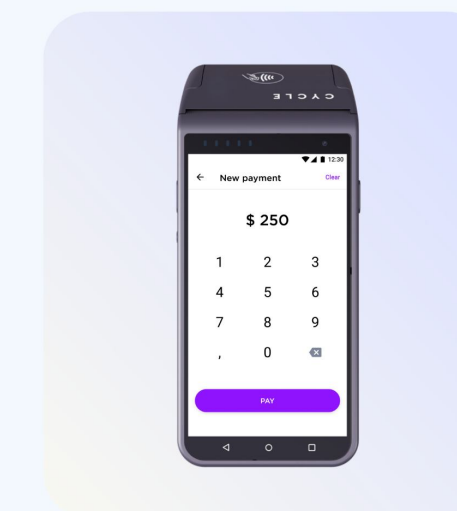
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C Y C L E Enable **omnichannel** payments across every sales channel

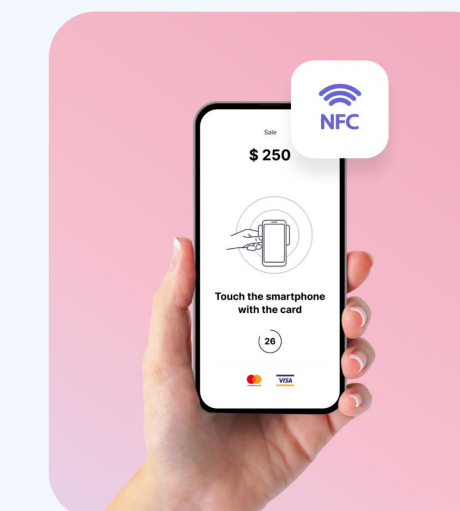
Online ↗



In-store ↗



On-the-move ↗



Business card

