

Brand Guidelines

Change log

VERSION	DATE	CHANGES
V1	8 May 2026	

Contents

01 Introduction

About Dinape	6
Mission	7
Vision	8

02 Messaging

Tone of voice	11
Tone values	12
Writing principles	13
Messaging framework	14
Bringing our voice to life	15
Our voice in practice	16
Headline sandbox	17

03 Design principles

Overview	20
Brand snapshot	21

04 Our logo

Overview	24
Variations	25
Colour	26
Size and construction	27
Co-branding	28
Restrictions	29
Icon	30

05 Typography

Overview	33
Display typeface	34
Functional typeface	35
Accent typeface	36
Hierarchy	37
Hierarchy combinations	38
Hierarchy rules	39
Line length	40
Line height	41
Letter spacing	42
Fallback fonts	43

06 Colour

Core palette	47
Proportions	48
Secondary palette	49
Secondary palette neutrals	50
Restrictions	51

07 Iconography

Overview	54
Spot illustration	55
Spot illustration – Style	56
Spot illustration – In use	57
Spot illustration – Rules	58
UI icons	59
UI icons – In use	60

08 Photography

Art direction	63
Lighting	64
Principles	65
Headshots	66
Applying background colour	67

09 Templates

Social media	70
Microsoft Word	71
Microsoft PowerPoint	72

10 Brand in use

11 Contact

01

Introduction

Messaging

Design principles

Our logo

[← Return to contents](#)

These guidelines are designed to provide relevant, practical insights into how our brand can be visually articulated and expressed through our language.

The calm behind every payment.

Payments should move a business forward,
not hold it back.

But as businesses scale, payments become
harder to manage. More markets. More
systems. More exceptions. More pressure.

Dinape is built for this moment.



Dinape provides growing enterprises with the calm, controlled infrastructure they need to move money with clarity, confidence and stability at scale.

A world where payment complexity no longer slows growth, and businesses can operate with greater control, less friction and a feeling of calm.

02 Introduction

Messaging

Design principles

Our logo

Typography

[← Return to contents](#)

These guidelines show how
our mission and vision come
through in our words: clear,
steady and quietly confident.

Messaging

Tone of voice

Our voice is calm,
direct and experienced.

We do not dramatise complexity.

We do not hide behind technical language.

We do not use hype to create confidence.

We create confidence through clarity.

Every word should help make complex payments feel more structured, more controlled and easier to act on.

DINAPE’S VOICE IS SHAPED BY THREE QUALITIES:

Steady, experienced and dependable.

We keep the tone calm, even when the subject is complex or high-pressure.

Authority

Clear, confident and direct.

We say what we do without exaggerating or over-explaining.

Reliability

Useful, precise and easy to understand.

We focus on outcomes, not abstract capability.

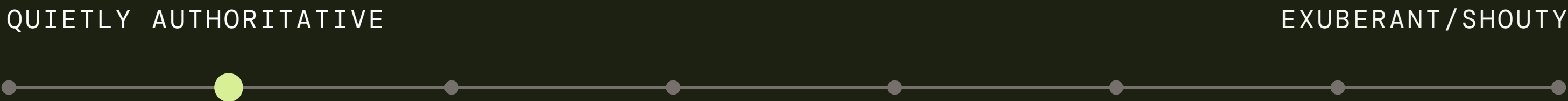
Intelligence

Messaging

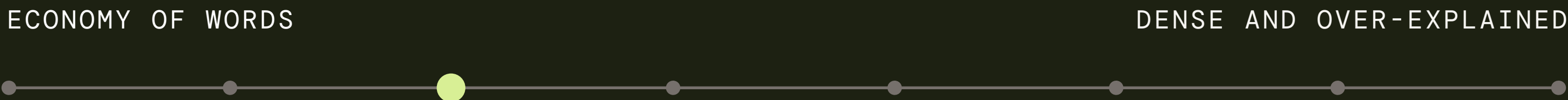
Tone values

Tone values define the boundaries of Dinape’s voice. They help ensure every piece of communication feels consistent, balancing authority with restraint, clarity with precision and confidence with calm. Together, they protect the distinct character of Dinape.

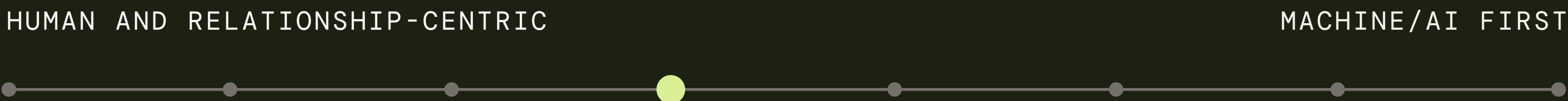
Temperament



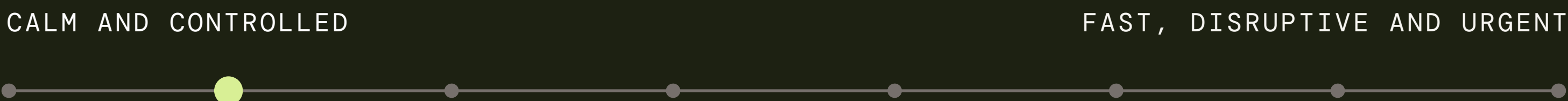
Diction



Perspective



Energy



Messaging

Writing principles

Dinape’s language is simple, precise and purposeful.

Lead with clarity

Say the useful thing first. Avoid long build-ups.

Make complexity feel controlled

Explain technical ideas through outcomes, not process.

Use restraint

Avoid hype, urgency or dramatic language.

Keep it human

Balance platform capability with the reassurance of experienced people.

Be specific

Use concrete terms like routing, risk and reconciliation when they add clarity.



We use

Clear, functional verbs and grounded, confident language.

handle

calm

absorb

deliver

clear

stable

direct

provide

precise



We avoid

Buzzwords, inflated claims and unnecessary complexity.

leverage

cutting-edge

next-generation

game-changing

synergy

ecosystem

Messaging

Messaging framework

These are the core ideas our communications should reinforce.

These pillars shape how we speak about our value, ensuring every message reflects what makes Dinape distinct: clarity in complexity, stability under pressure and experienced human support.

Messaging pillars



Clear logic

We turn payment data into clear operational decisions, reducing friction and manual work.



Built for pressure

Our infrastructure is designed to stay steady in high-volume, high-stakes environments.



Human expertise

Every system is backed by experienced people who understand the whole picture.

Messaging

Bringing our voice to life

Core copy examples

THE PROBLEM

As businesses scale, payments become harder to manage. More markets, more systems and more exceptions create complexity that many providers are not built to absorb.

OUR SOLUTION

Our platform provides the stable foundation for moving money at scale. We handle the technical friction of global payments through routing, risk and reconciliation, reducing manual work and turning payment data into clear operational decisions. The result is more control, less anxiety and greater confidence at scale.

ABOUT US

Payments are the foundation of every scaling enterprise. But as businesses expand, payment operations become harder to manage. More markets, more systems and more exceptions create complexity that many providers are not built to absorb.

We provide a platform designed for this stage of growth. Our system handles the complex work of routing, risk and reconciliation, reducing manual effort and turning payment data into something you can use to make more informed decisions. This efficiency is paired with direct access to experienced experts based in Europe, who know the system and your business by name, not by number.

The advantage of strong infrastructure is simple: less anxiety, more control and greater confidence at scale.

Dinape. The calm behind every payment.



EXAMPLE 1

✗ INSTEAD OF:

Next-generation payment
orchestration for seamless
global commerce.

✓ WRITE:

Payments infrastructure designed
to make global payment
operations easier to manage.

EXAMPLE 2

✗ INSTEAD OF:

Leverage cutting-edge
automation to optimise
payment workflows.

✓ WRITE:

Reduce manual payment
work and bring control to
payment operations.

Complexity, absorbed

Master the movement

Confidence, built in

Decide on calm

The ground beneath
your payments

Your payments, simplified

Where complexity
finds its calm

Built for the way
money moves

The calm behind
every payment

03 Introduction

Messaging

Design principles

Our logo

Typography

Colour

[← Return to contents](#)

Dinape's design system
brings clarity, calm
and control to every
visual expression.

dinape.

Moving payments

Aa

Tactile and functional core
typography pairing

PROCESSING

Mono accent to display
technical expertise



Grounded colour palette
building into brand equity



Authentic, human-made,
contextual illustrations



People-focused natural
photography

Design principles
Brand snapshot

↑ 35.8%

2.6%

Growth Rate

Label

00

▼

EN ⓘ

THURSDAY 12 MARCH

Good morning, John

TRANSACTIONS TODAY

1,204

↑ 3.4%

Since yesterday

ENTITY

GloPay

...

Home

Transactions

Insights

Reconciliation

Configuration

User management

Insights

Last 7 days

Daily

Successful payments

1,267

↑ 5.43%

from previous month

Failed payments

22

↑ 3.4%

from previous month

Canceled payments

123

↓ 2.15%

from previous month

Top Brands

46%

Mastercard

50%

Visa

30%

MetaConnector

20%

Other

10%

Transaction Count

30k

20k

10k

Top Merchants

Button label

Value

Value

EMPLOYEE INSIGHTS

In conversation:
Project manager

Misha Collins
Project manager

Welcome

Email address

🔒

Password

🔒

Forgot password?

Sign in

Continue with SSO

Don't have an account? [Sign up here](#)

When time is money,
the infrastructure
behind it matters

Built for the way
money moves

Introduction

Messaging

Design principles

04 Our logo

Typography

Colour

Iconography

[← Return to contents](#)

Our logo is the foundation of the Dinape identity. Simple, purposeful and built to last.

Our logo

Overview

Our wordmark is built around a single, purposeful detail: the tittle above the 'i'. Rather than a conventional dot, it becomes a semicircle – the profile of a coin entering the system. That same semicircle reappears, mirrored, at the close of the wordmark as a subtle terminal mark, the coin arriving at its destination.

This gives the logo a quiet narrative that runs left to right: money in motion, a transaction completing. It's a direct visual metaphor for what Dinape does, orchestrating the seamless movement of payments across open banking, carrier billing and card infrastructure.

The letterforms reinforce this thinking. The bold, rounded geometric sans-serif feels solid and confident, fitting for a company operating critical payment infrastructure. The circular forms throughout create a natural visual language that the semicircle motif grows from organically, making the coin detail feel native to the typeface rather than applied on top of it.

The concept communicates flow, precision and connectivity without relying on generic fintech iconography. The motion lives inside the letterforms themselves, making it ownable and immediately tied to Dinape's core purpose.



dinape.

Our logo

Variations

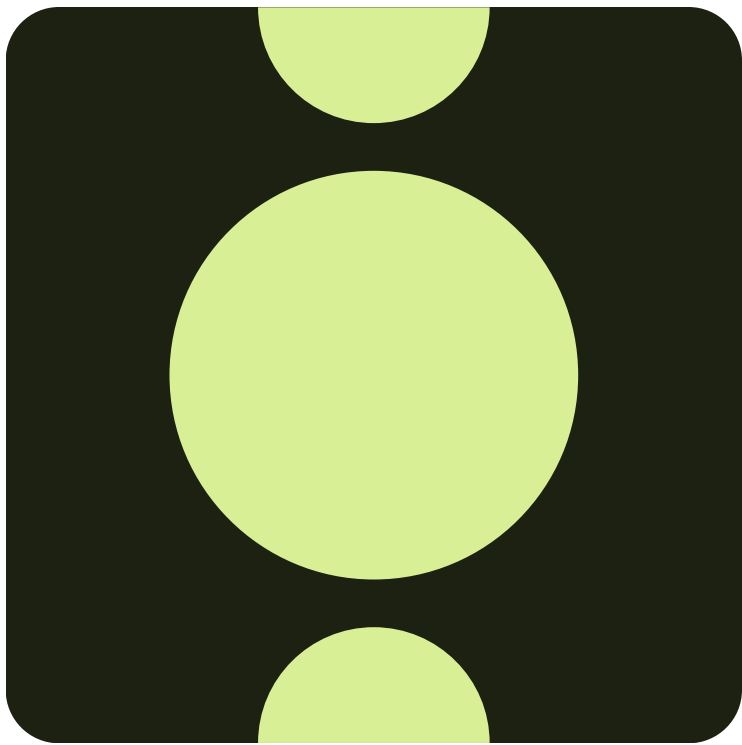
Wordmark

The wordmark is the primary version of the Dinape logo. The mark is simple and highly legible, ensuring instant recognisability. As the cornerstone of the brand’s identity, the primary logo should be used across communications to ensure consistency and build brand recognition.



Icon

The icon takes the semicircle motif from the wordmark and builds it into a standalone symbol. A full circle sits at the centre, representing the transaction in motion, while two semicircles are cropped at the top and bottom edges of the rounded square, suggesting coins entering and exiting the system. It’s the same narrative as the wordmark, reframed for a square format.



Animated logos

Animated versions of the Dinape logo and icon are available in the brandpack.

Our logo Colour

There are three approved colour versions of the logo to ensure standout and clarity against any backdrop.

Pine

The Pine version is the primary logo and should be used with preference over a black version, however where absolutely necessary black 100% can be used.

Lime

The Lime logo is reserved for use against a Pine background.

White

Use the White version on backgrounds and over photography when other logo variants do not offer sufficient contrast. This version maintains legibility in complex or colour-rich environments.



dinape.



dinape.



dinape.



dinape.

Our logo

Size and construction

Isolation area

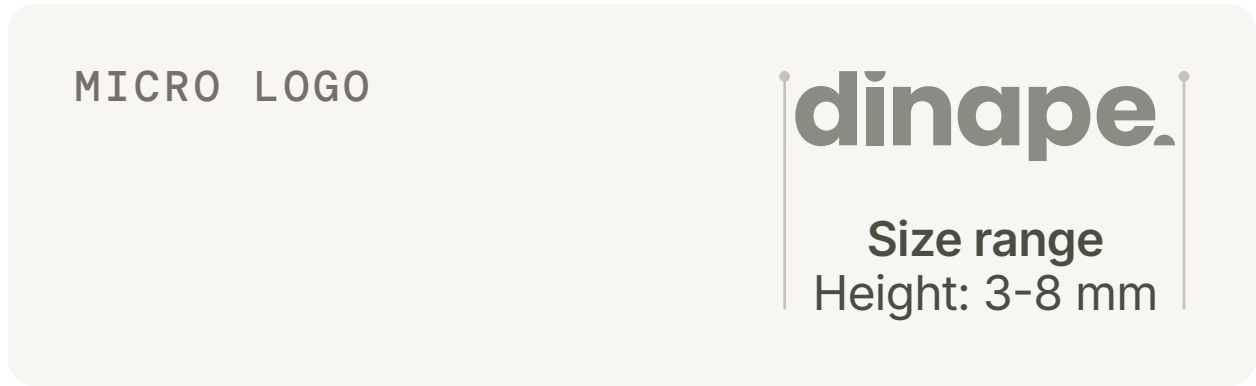
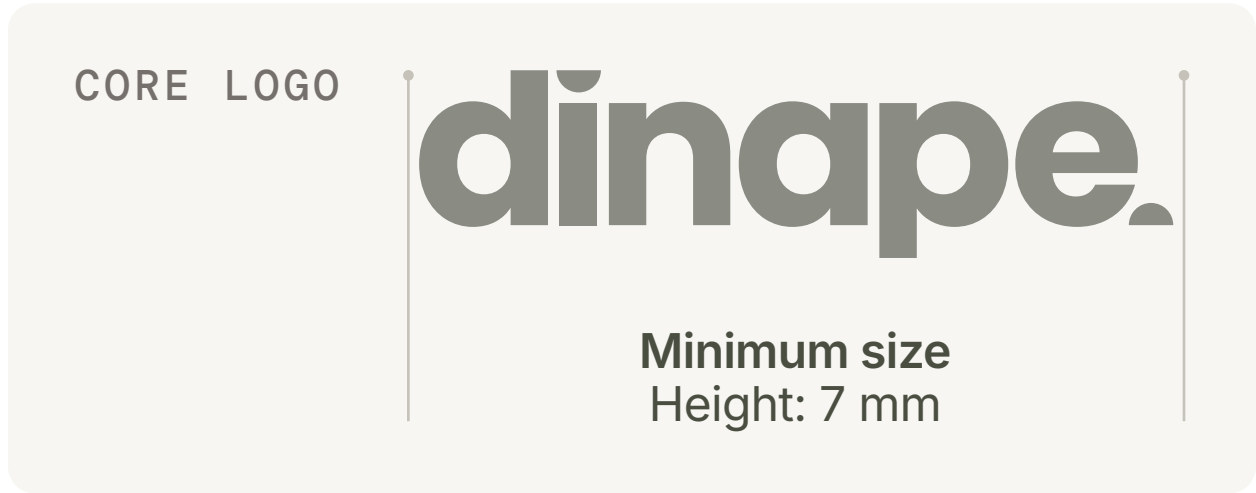
To calculate an appropriate isolation area around the logo, match the distance to the width of the letter e. As a general rule, no other typography, text or graphic element may overlap the Dinape logo or enter this isolation area.

Minimum size

To ensure legibility of the logo is not compromised, the minimum size for the core logo is 28 × 7 mm.

Micro logo

For print purposes, a micro version of the logo has been created with increased spacing between the characters to maintain clarity and prevent ink bleed. If using the logo at a scale around 7 mm in height, it is worth swapping the core logo for the micro version. The micro logo should never appear smaller than 2 mm tall.



Our logo

Co-branding

When positioning the Dinape logo alongside a partner logo, the following guidelines should be used to create a balanced and professional lockup. A dividing line separates the two logos and each logo is positioned with equal hierarchy.

DIMENSIONS	
Dinape logo	600px (W) × 150px (H)
Spacing	80px (W)
Dividing line	Match the height of the tallest logo
Partner logo	Max. width or height of the Dinape logo



Our logo

Restrictions

To maintain consistency and protect the integrity of our brand, **the logo must never be altered or modified in any way.**

This includes changing proportions, colours, spacing, orientation or adding effects. Always use approved logo files and follow the guidance in this document to ensure consistent application across all materials.

Don't stretch, distort or rotate the logo.

Don't use incorrect colours.

Don't place the logo on a low-contrast background.

Don't apply gradient fills.

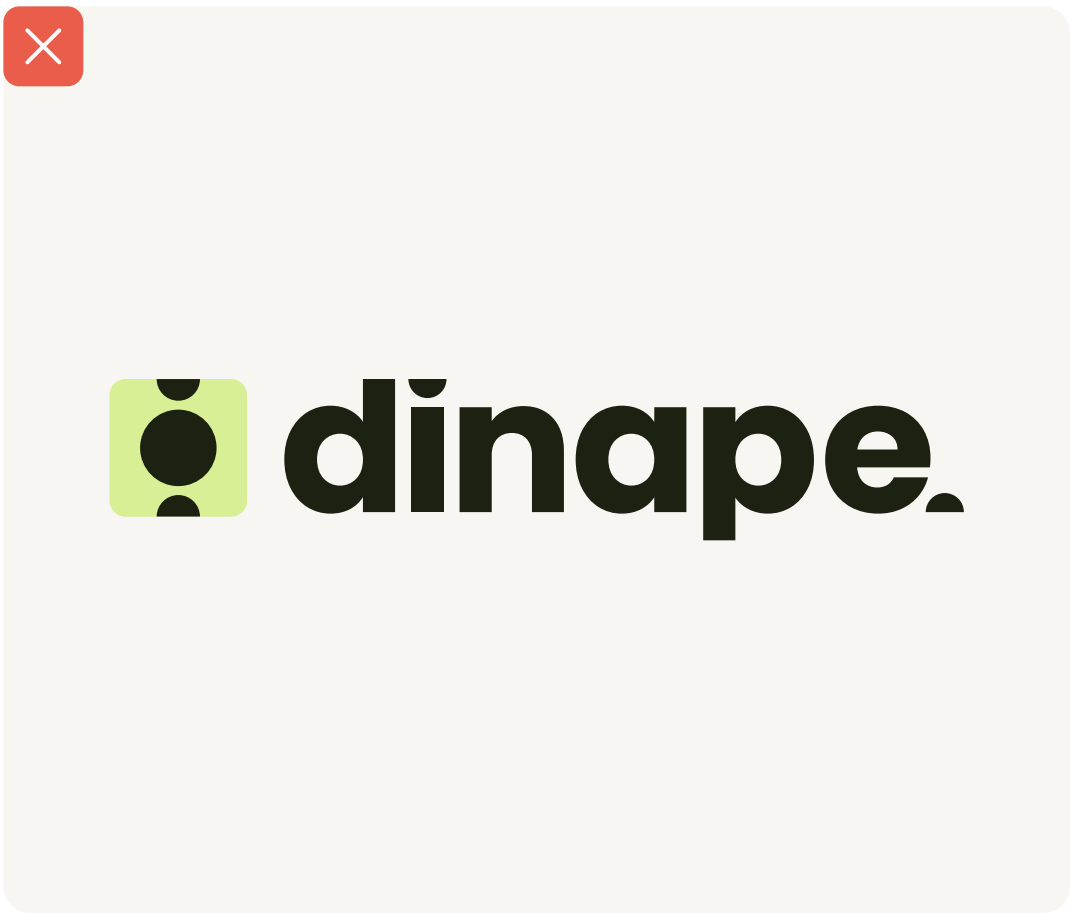
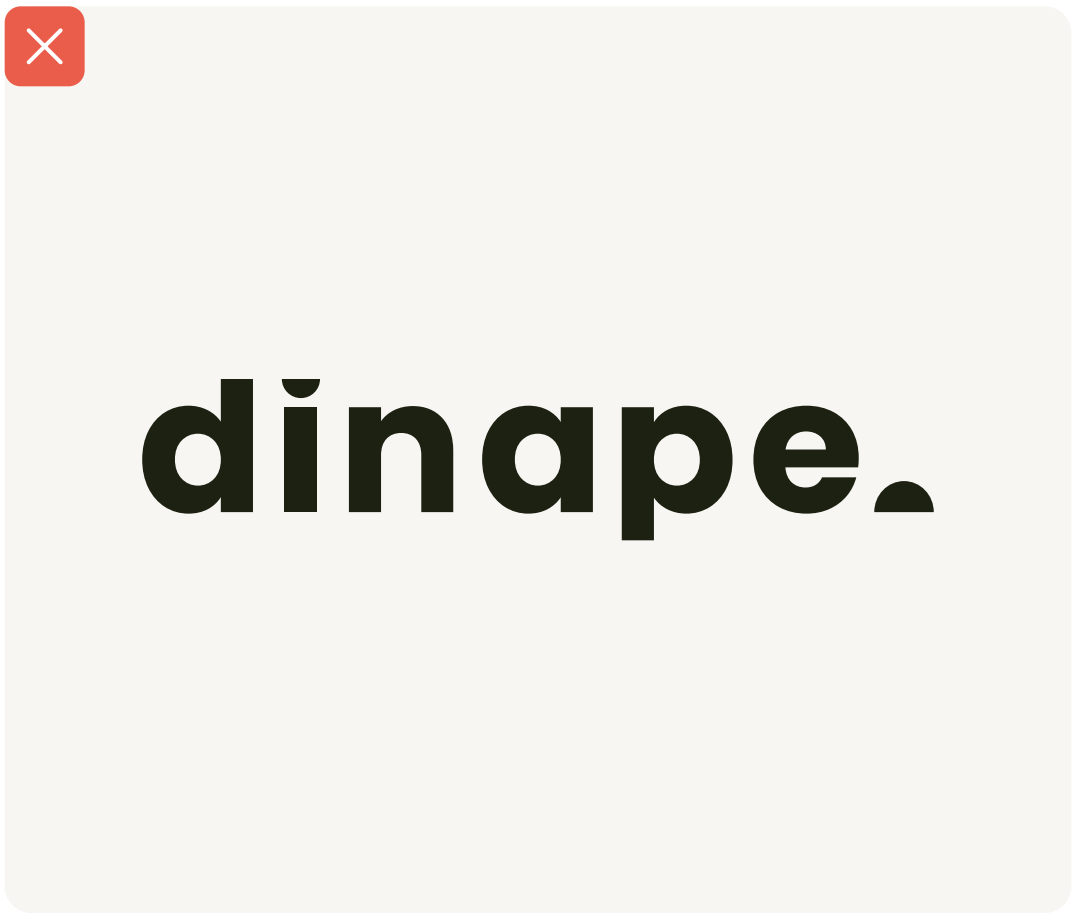
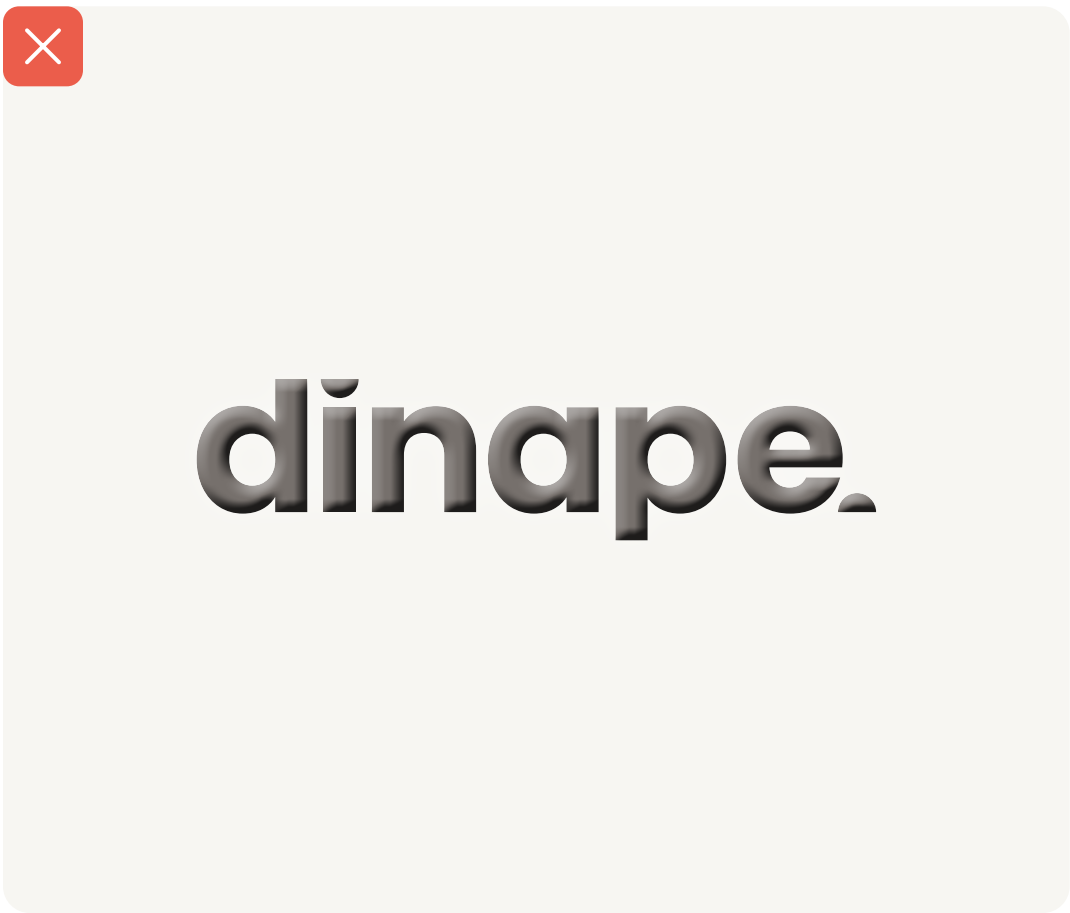
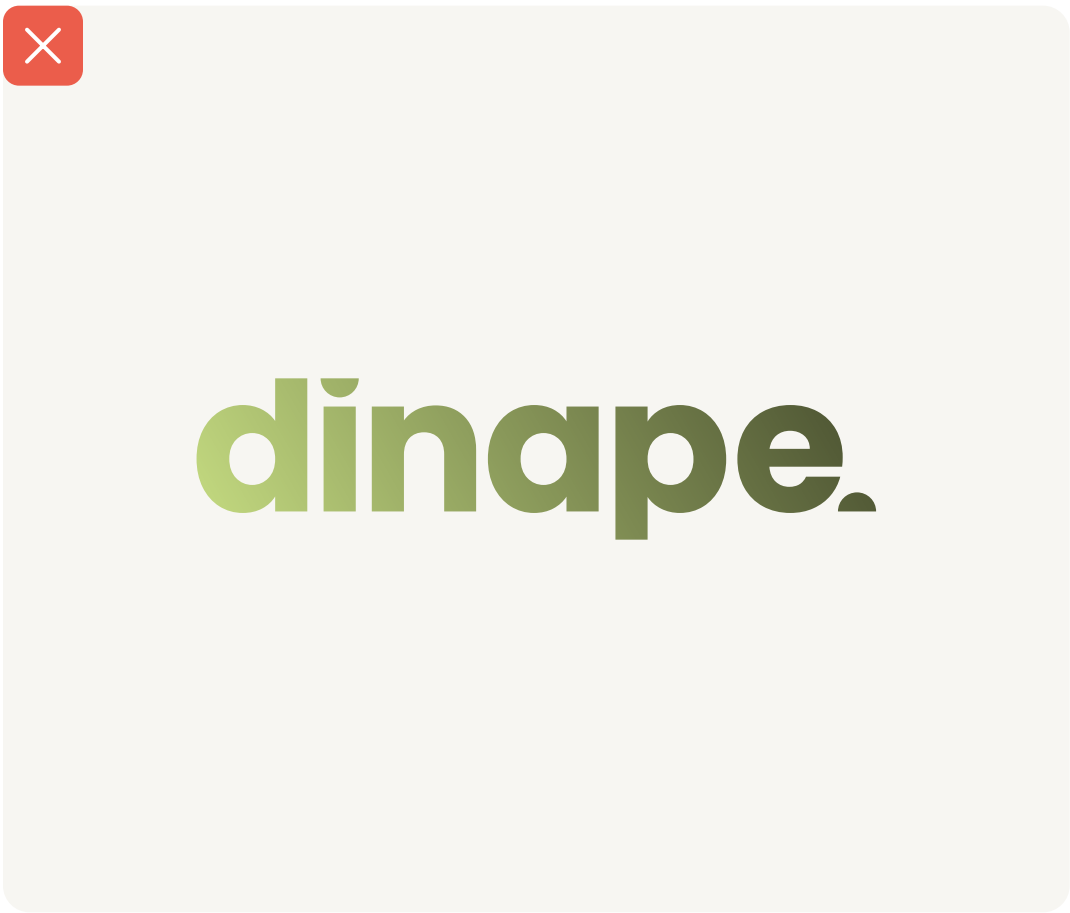
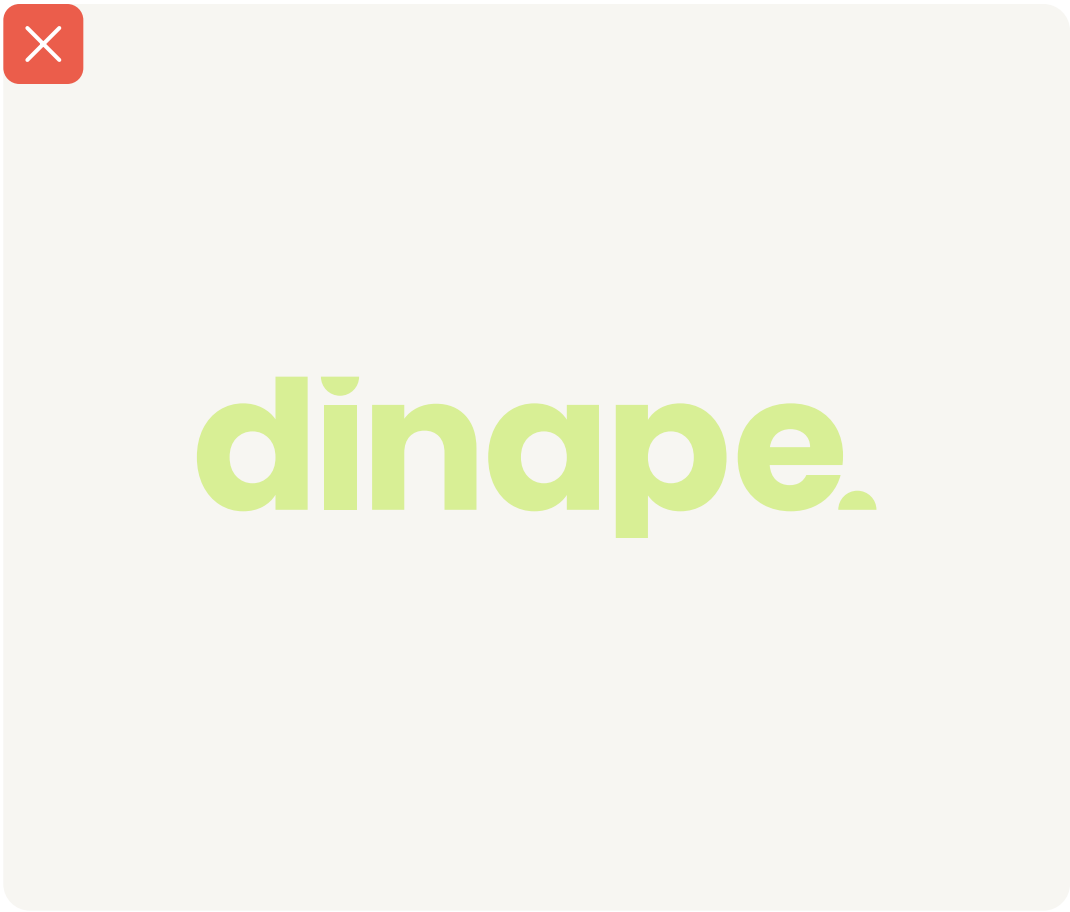
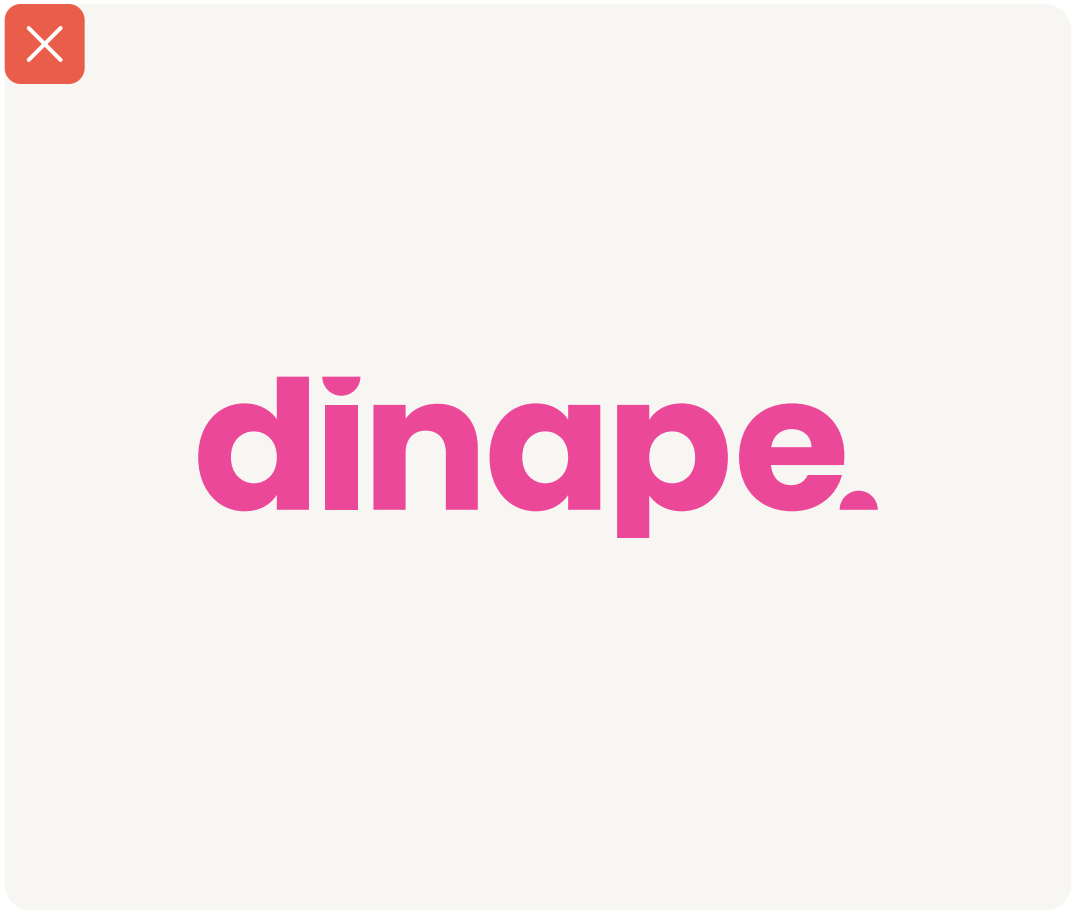
Don't obscure the logo.

Don't add strokes to the logo.

Don't apply effects to the logo.

Don't alter text spacing or size of elements.

Don't use the logo and icon in conjunction.



Our logo

Icon

The icon should be used in place of the wordmark in situations where space is limited or where a simplified brand mark is most effective. It maintains strong recognition at small sizes and provides a clear, modern presence across digital touchpoints.



Use the icon for

Social media avatars

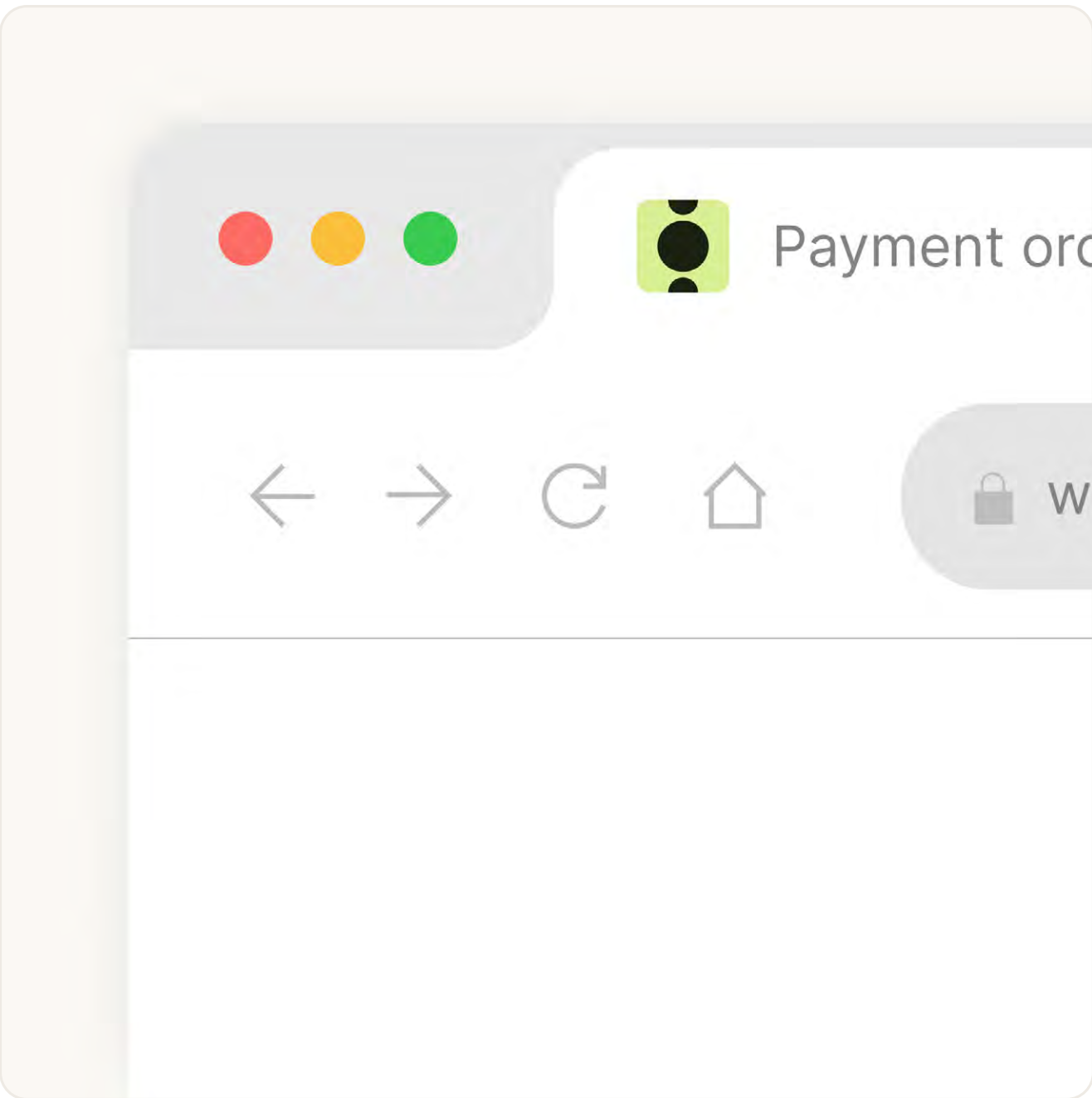
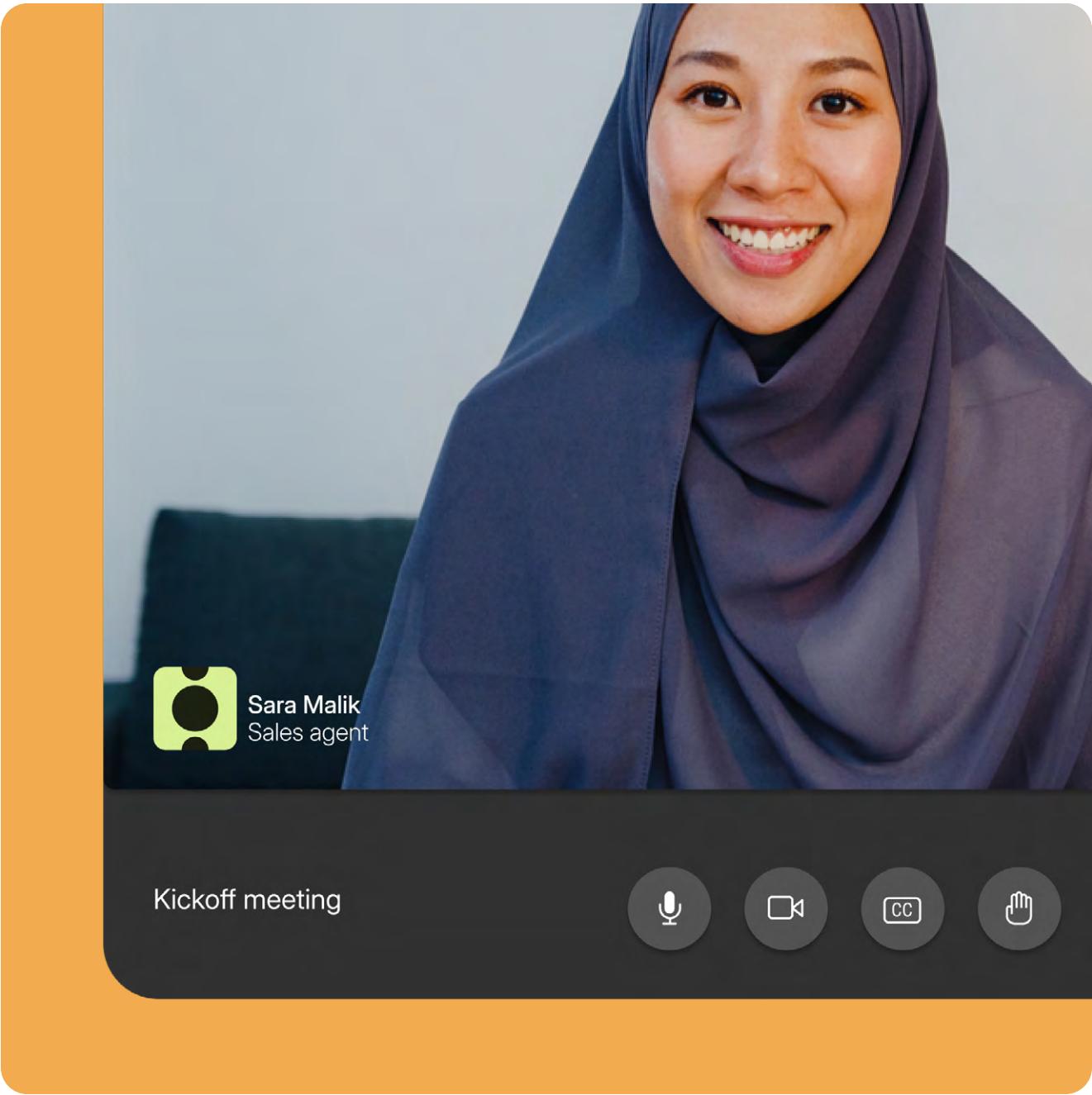
Website favicon

App icon

Compact interface elements

Animated icon

An animated version of the Dinape icon is available in the brandpack.



Messaging

Design principles

Our logo

05

Typography

Colour

Iconography

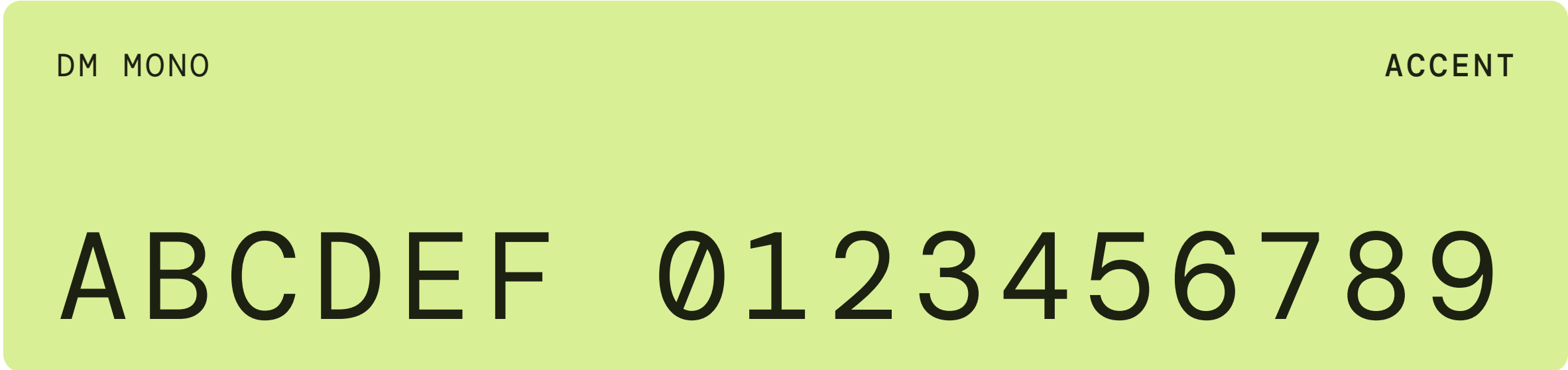
Photography

[← Return to contents](#)

Typography shapes how
Dinape feels. Confident where
it needs presence, clear where
it needs function, precise
where it needs detail.

Typography
Overview

We use three complementary typefaces; Season Mix, Inter and DM Mono. Together, they create a typographic system that feels tactile yet functional, supporting clear communication across a range of brand contexts.



Typography

Display typeface

Season Mix is Dinape’s display typeface. It is used for high-impact moments such as titles, headlines and key messages, where presence and clarity are required at larger sizes.

Season Mix sits at the intersection of a serif and sans-serif typeface, combining the refinement and character of a serif with the clarity and restraint of a sans. Its subtle contrast and distinctive details give Dinape a calm, human and confident presence, helping the brand feel more distinctive within the market.

Headlines may be aligned left or centred and are usually reserved for the single most prominent element within a layout.

We only use the Regular weight of Season Mix.

Download typeface →

Season Mix

Regular ————— *Italic*

AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Functional typeface

Inter is Dinape’s functional typeface. It is used for all body copy and supporting text, providing clarity and consistency across applications.

Designed for legibility across a wide range of sizes and formats, Inter performs particularly well in long-form content, data-heavy layouts and digital environments. Its neutral character and balanced proportions ensure text remains clear and readable, even in dense or information-rich contexts.

Inter is available in a wide range of weights, but choices should be limited to the list on the right.

Download typeface →

Inter

- ExtraLight ————— *ExtraLight Italic*
- Light ————— *Light Italic*
- Regular ————— *Italic*
- Medium ————— *Medium Italic*
- SemiBold ————— *SemiBold Italic*
- Bold ————— *Bold Italic*

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Typography

Accent typeface

We use DM Mono as an accent to the display and functional typefaces. This monospaced typeface brings a technical, digital edge to the Dinape brand and is used to flag supplementary information such as labels and tags.

DM Mono is available in Light, Regular and Medium, with Italic variations for each weight.

We only use DM Mono in uppercase, never lowercase.

Download typeface →

DM MONO

LIGHT ———— *LIGHT* *ITALIC*
REGULAR ———— *ITALIC*
MEDIUM ———— *MEDIUM* *ITALIC*

A B C · 1 2 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
0 1 2 3 4 5 6 7 8 9

Typography

Hierarchy

Across brand applications, typographic hierarchy improves clarity and creates a clear visual path through the information presented. Season Mix leads as the display typeface for headlines (02), while Inter supports with functional information and body copy (03–06). DM Mono may be used sparingly for short supporting details, such as tags or labels (01).

The examples here show how Dinape’s typefaces work together, using contrast in scale and weights to guide the reader through the content.

Typeface Case		
01	DM Mono Regular	UPPERCASE
02	Season Mix Regular	SENTENCE
03	Inter Medium	SENTENCE
04	Inter Regular	SENTENCE
05	Inter Medium	SENTENCE
06	Inter Regular	SENTENCE

01

TAGS AND OVERLINES ARE SHORT SINGLE LINES

02

Our lead headline looks like this.

03

Secondary headlines look like this.

04

Our lead standfirst copy is bold and clear. It is used to introduce long-form content and set the tone of things to come.

05

Subtitles are short and sharp.

06

Our core body copy is functional, clean and optimised for small sizes. It is designed to support clear communication across digital and print applications, maintaining strong legibility even in dense layouts.



We never use Season Mix for body copy. It is reserved for headlines and key messages only. It is designed for large point sizes, where expression and presence matter most.

Typography

Hierarchy combinations

The previous style examples should not all be used within a single layout. Using too many levels of hierarchy can make information feel overly complex and harder to navigate.

Instead, combine 2-4 styles to create a purposeful hierarchy that feels intuitive and clearly distinguishes primary, secondary and supporting information.

EXAMPLE 1

02

Our lead headline looks like this.

04

Our lead standfirst copy is bold and clear. It is used to introduce long-form content and set the tone of things to come.

EXAMPLE 2

01

TAGS AND OVERLINES ARE SHORT SINGLE LINES

03

Secondary headlines look like this.

06

Our core body copy is functional, clean and optimised for small sizes. It is designed to support clear communication across digital and print applications, maintaining strong legibility even in dense layouts.

There are no exact rules for type sizes

However, when setting type sizes, keep in mind they should have noticeable contrast between one another.

Keep in mind the order of information a person should see. Important information should be biggest and most clear, enabling it to be seen first. Longer body copy and less important information should be smaller.

Aligning typography on a grid can help with hierarchy

This helps the reader to work their way through the content easily, and in order.



Misaligned copy breaks up the order and can throw off the ease of reading. Text should always align. No text should be floating.

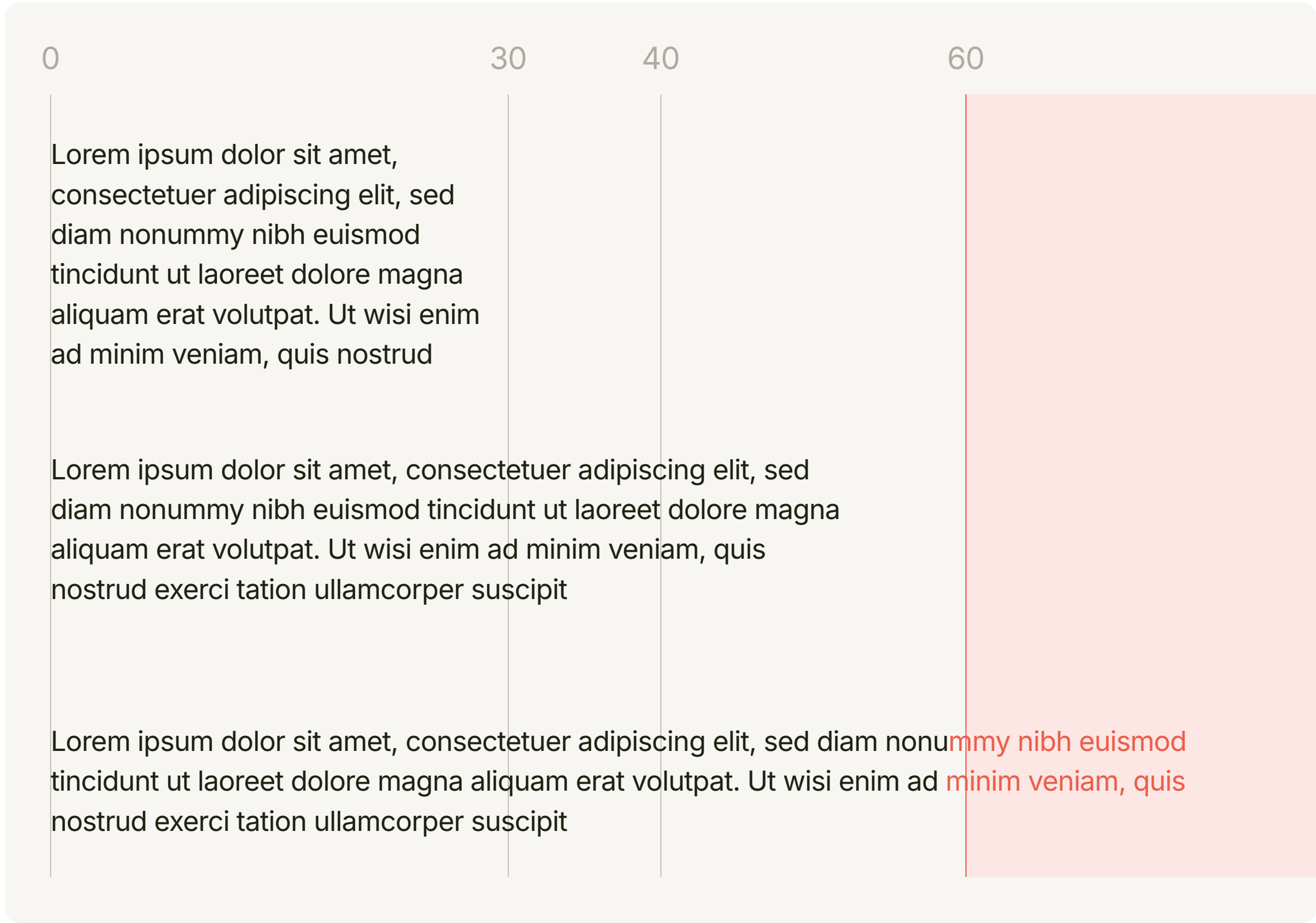
Typography

Line length

Left-aligned

Most text should be left-aligned for accessibility and ease of reading, particularly for long-form content. Keeping line lengths within an optimal range supports comfortable reading, improves scanning and helps maintain a clean, balanced layout.

Aim for 40 to 60 characters per line to ensure maximum legibility. This range helps readers follow the text easily without losing their place or experiencing visual strain. Around 30 characters is a good length for shorter blocks of text. Any less and legibility is reduced.



Centre-aligned

Text can also be centre-aligned. This is a stylistic choice and should only be used when legibility is maintained. Centre-aligned text should ideally be short in number of lines and their length.

Short headings and body copy line length of up to 40 characters and up to a maximum of four lines is recommended for centrally aligned text. Anything longer should be formatted in left alignment and treated as functional text, rather than stylistic.



Typography

Line height

Leading (line height) plays a key role in readability and overall visual balance. Different text styles require different treatments. Body copy should use a comfortable leading that supports long-form reading, while headlines benefit from tighter spacing to create a strong, cohesive visual block. Setting appropriate leading helps maintain clarity, rhythm and a clean hierarchy across all layouts.

Guidance

You may need to adjust the tracking and leading of headlines to make sure that no ascending or descending text overlaps other lines.



Headlines

A standard rule for headlines is to start with 90-100% of the text size for the line height, and then adjust as required to ensure no text overlaps between lines and spacing feels comfortable.

EXAMPLE :
Font size: 100 pt • Leading: 100 pt

100%

Lorem ipsum
dolor sit amet

Body copy

Body text generally includes larger paragraphs of text. A good rule is to start with 150% of the text size for the line height, then adjust as required to ensure legibility and visual balance.

EXAMPLE :
Font size: 24 pt • Leading: 36 pt

150%

Ecesti beristr umquibus aut inctur sandel eum
harumque nos que veliquis re, core aut eatate
nostisimo et qui omnis voluptiam, odiae latempo
rehent andae eatia vere, quidis expellam et atus
eicaerit optio. Ebitia ducid et omnihitis autemol
orrupta temporerro ommolor eperum liquisque.

Tags

The accent typeface is typically used on a single line, such as a label or tag. In the rare occasion where it runs across multiple lines, start with 150% of the text size for the line height.

EXAMPLE :
Font size: 24 pt • Leading: 36 pt

150%

ECESTI BERISTR UMOUIBUS AUT
INCTUR SANDEL EUM HARUMQUE

Typography

Letter spacing

Tracking

Tracking controls the overall spacing between letters in a word or line of text. It should be adjusted to maintain clarity and readability across different sizes and uses. Larger text, such as headlines, can typically be set with tighter tracking, while smaller body copy requires more open spacing to remain legible.

Kerning

Kerning adjusts the space between individual letter pairs. For most text, kerning should be set to **Metrics** to ensure consistency and typographic accuracy. For large headlines or key messages, **Optical** kerning may be used to improve visual balance, with manual adjustments applied only where necessary.

Headlines

Headlines can be tracked slightly tighter than body copy to create impact and cohesion at large sizes. Start with neutral tracking and reduce gradually until the spacing feels compact but not crowded.

EXAMPLE :
Font size: 70 pt • Tracking: -10 • Kerning: Optical

✓

Lorem ipsum dolor

✗

Lorem ipsum dolor

✗

Lorem ipsum dolor

Body copy

Body copy should use neutral tracking to prioritise legibility, especially in longer passages of text. Subtle adjustments may be needed but avoid excessively tight tracking at small sizes.

EXAMPLE :
Font size: 20 pt • Tracking: -5 • Kerning: Metrics

✓

Am voluptatquam et ipsamus pero con cor ad mi, sae quia corro temodi officiam, consequere prero moditius reri cullenienis atectiost optas inveliciatem ut ex et aceatur rendus apictiatus mincte debit es nil. Limeintur asiti aut eum est, tendae perorepel id quat.

✗

Am voluptatquam et ipsamus pero con cor ad mi, sae quia corro

✗

Am voluptatquam et ipsamus pero con cor ad mi, sae quia corro

Tags

For labels, tags or navigational details, the all-caps mono typeface should be set with generous tracking to improve clarity. Start with wider spacing, between 100-150, to prevent the letterforms from feeling crowded.

EXAMPLE :
Font size: 20 pt • Tracking: +150 • Kerning: Metrics

✓

ID QUAM EXPERCHIL MILIQUI

✗

ID QUAM EXPERCHIL MILIQUI

✗

I D Q U A M E X P E R C H I L M I L I Q U I

System font

For systems that do not have access to the Dinape brand typefaces, we default to Aptos – the system font for the Microsoft Suite. This should be available within all Microsoft programmes by default, and it can also be downloaded from the Microsoft Website.

[Download Aptos →](#)

Aptos
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Language support

The Inter typeface family includes over 2,000 glyphs, supporting 147 languages across the Latin, Cyrillic and Greek scripts. Season Mix also provides extensive support for Latin-based languages.

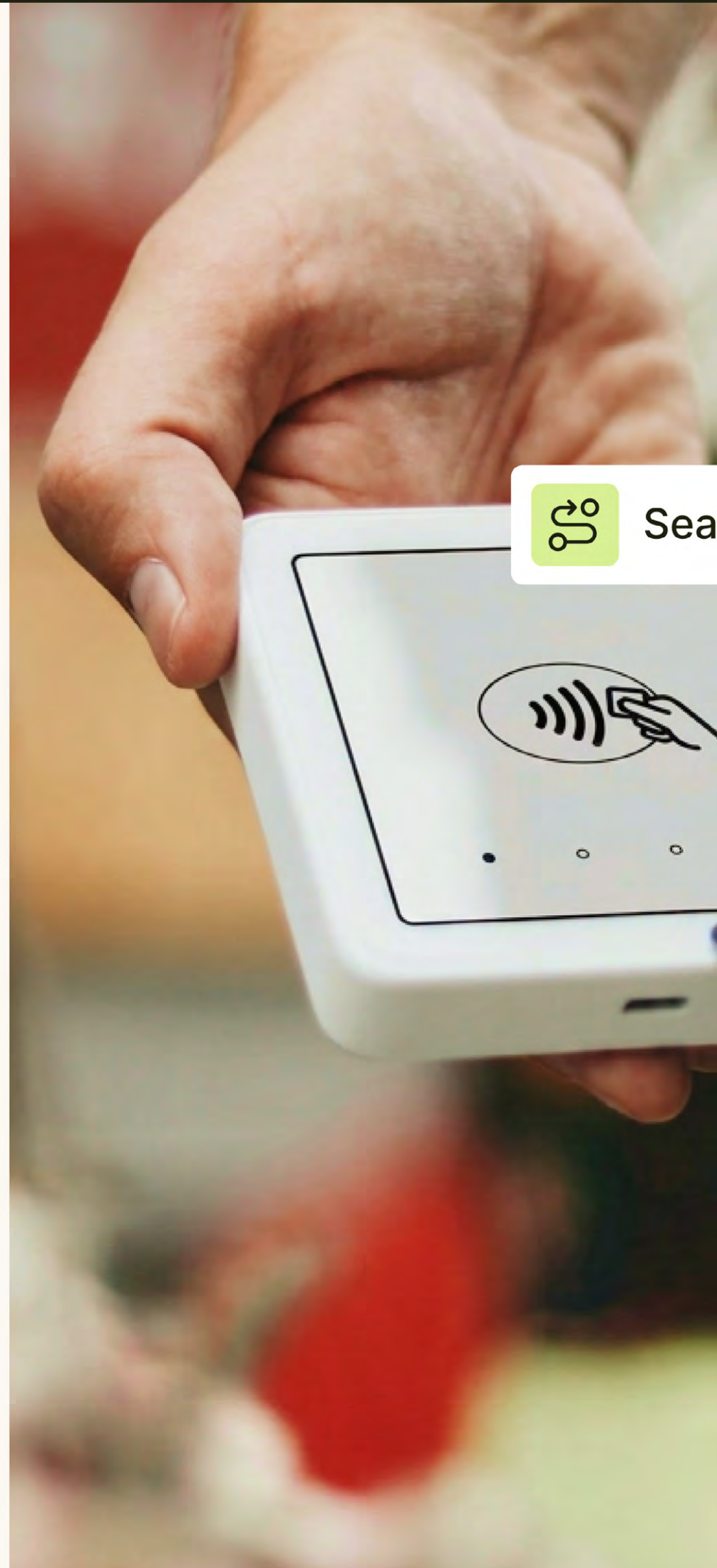
hello
здравей
γεια σου
mālō e lelei
привіт
përshëndetje

Our payment solutions scale your business with ease

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

dinape.

Find your calm at dinape.com



ARTICLES

Modern payment infrastructure for global businesses.

3 MARCH • 5 MIN READ

With Dinape, organisations can connect payment providers, manage transactions

Welcome to your payment hub

 Email address



 Password

[Forgot password?](#)

Sign in

Continue with SSO

Don't have an account? [Sign up here](#)

06

Design principles
Our logo
Typography
Colour
Iconography
Photography
Templates

[← Return to contents](#)

Colour brings warmth,
clarity and distinction to the
brand, shaping recognition
across every touchpoint.

Colour

Core palette

Dinape’s colour palette is grounded and calm. Built around natural, soft tones with a distinctive green accent, it balances depth and individuality with approachability, helping create a sense of trust while building strong brand equity over time.

PINE

HEX	#1D2112
RGB	29 33 18
CMYK	70 60 75 75

OLIVE

HEX	#464C2E
RGB	70 76 46
CMYK	65 50 85 45

LIME

HEX	#D8EF95
RGB	216 239 149
CMYK	20 0 50 0
PANTONE	365 C

WHITE

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

PAPER
NEUTRAL 100

HEX	#F7F6F2
RGB	247 246 242
CMYK	2 2 5 0

STONE
NEUTRAL 200

HEX	#EEEEAE
RGB	238 234 228
CMYK	6 6 8 0

Colour

Proportions

The palette should be used with a light touch, with White and soft neutrals (Paper and Stone) forming the foundation of most layouts. These lighter tones create space, warmth and clarity, keeping the brand feeling bright, accessible and composed.

Pine should be used to add stability, contrast and confidence, while Lime should appear more selectively as a distinctive brand signal for emphasis, highlights or key moments.

Pine should always be used in place of black for typography, graphic elements and key structural details.

PINE

OLIVE

LIME

WHITE

PAPER

STONE

Colour

Secondary palette

The secondary palette introduces additional colour where greater variety or differentiation is needed. These colours should be used sparingly and always in support of the primary palette, which should remain the dominant visual foundation. Best suited for occasional accents, categorisation or moments of added expression, they expand flexibility without diluting brand recognition.

BLUE

HEX	#94C4FA
RGB	148 196 250
CMYK	75 35 0 0

LIGHT BLUE

HEX	#BDD7F5
RGB	189 215 245
CMYK	38 18 0 0

PURPLE

HEX	#C49FD4
RGB	196 159 212
CMYK	30 55 0 0

LIGHT PURPLE

HEX	#E1C8EB
RGB	225 200 235
CMYK	13 25 0 0

ORANGE

HEX	#F2AB4E
RGB	242 171 78
CMYK	0 50 100 0

LIGHT ORANGE

HEX	#F7D29B
RGB	247 210 155
CMYK	0 20 45 0

Colour

Secondary palette neutrals

The broader neutral palette provides additional tonal flexibility for more detailed design systems. While Paper and Stone remain the core neutrals from the primary palette, the extended range can be used for details, helping create greater depth while maintaining a calm and cohesive visual language.

NEUTRAL 100
PAPER

HEX

#F7F6F2

RGB

247 246 242

CMYK

2 2 5 0

NEUTRAL 200
STONE

HEX

#EEEEAE4

RGB

238 234 228

CMYK

6 6 8 0

NEUTRAL 300

HEX

#E2DED8

RGB

226 222 216

CMYK

11 9 13 0

NEUTRAL 400

HEX

#C6C2BA

RGB

198 194 186

CMYK

22 19 24 0

NEUTRAL 700

HEX

#76706C

RGB

118 112 108

CMYK

54 50 51 15

Colour Restrictions

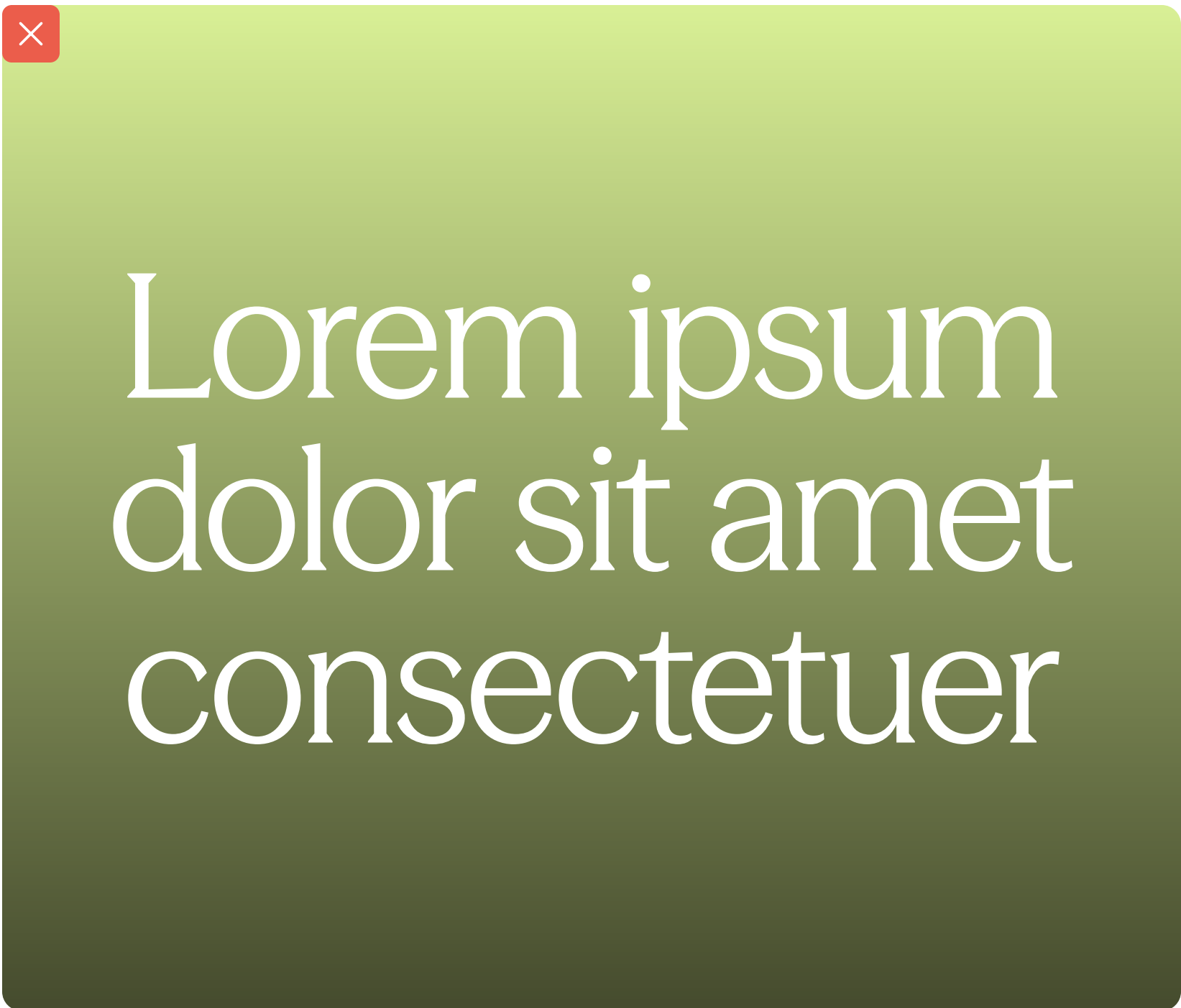
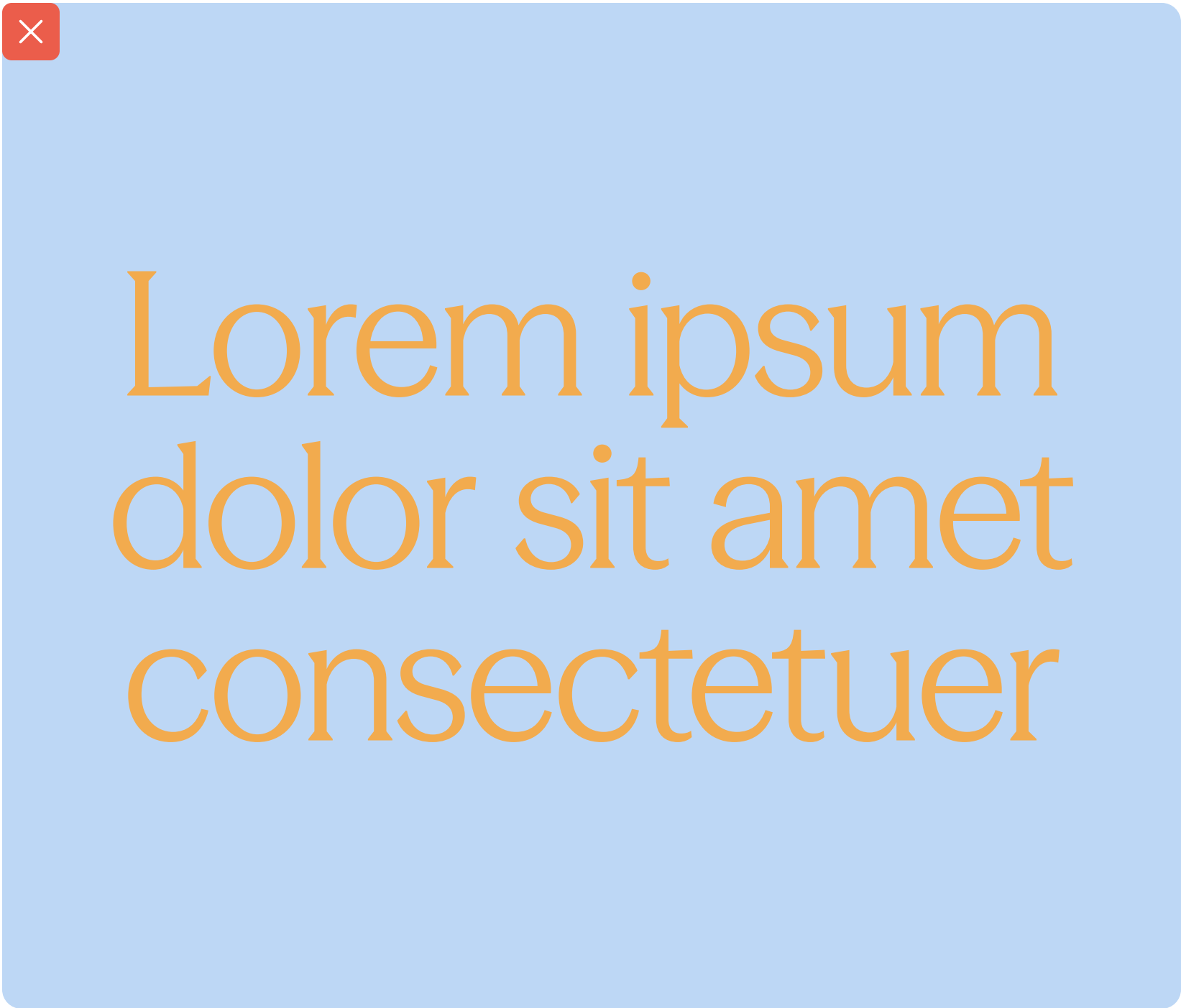
Consistent colour use is essential to building a recognisable and trusted brand. Using the correct colours in the correct way ensures our identity remains coherent across all touchpoints and strengthens brand recognition in the wider marketplace.

Don't use colour combinations that impact readability.

Don't mix colours from the secondary palette.

Don't use colours from outside the brand palettes.

Don't use gradients.



Our logo

Typography

Colour

07

Iconography

Photography

Templates

Brand in use

[← Return to contents](#)

Iconography reinforces our
human-led personality while
helping simplify complexity.

Iconography

Overview

Our iconography is split into two distinct styles: spot illustrations and UI icons. Each serves a different purpose depending on scale, context and required level of detail. Spot illustrations are more expressive and detailed, designed for larger brand moments, while UI icons are simplified for clarity and function at smaller sizes.

SPOT ILLUSTRATIONS



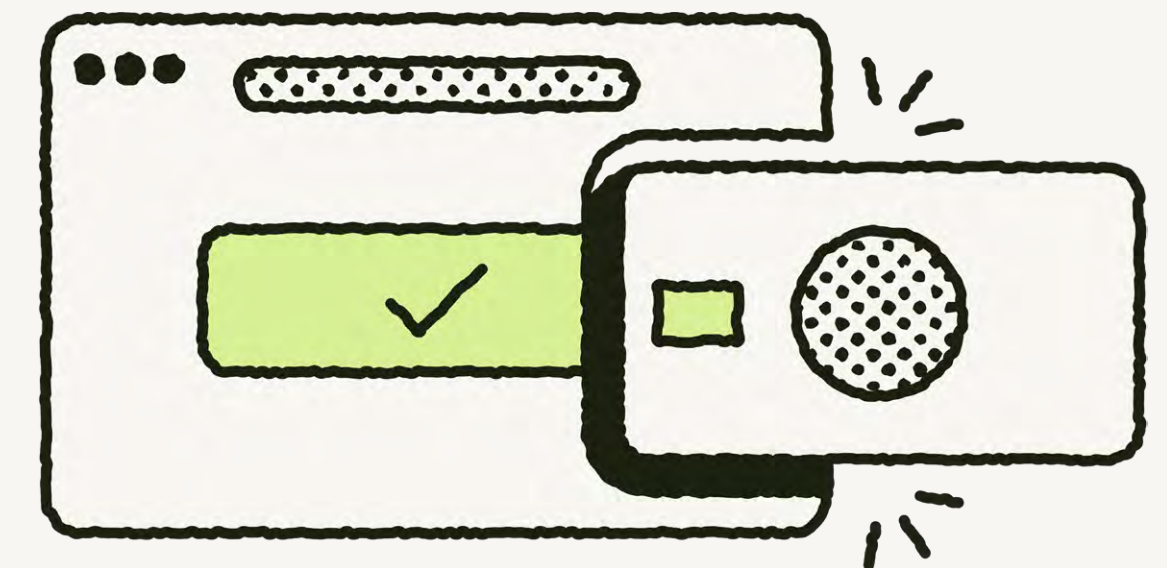
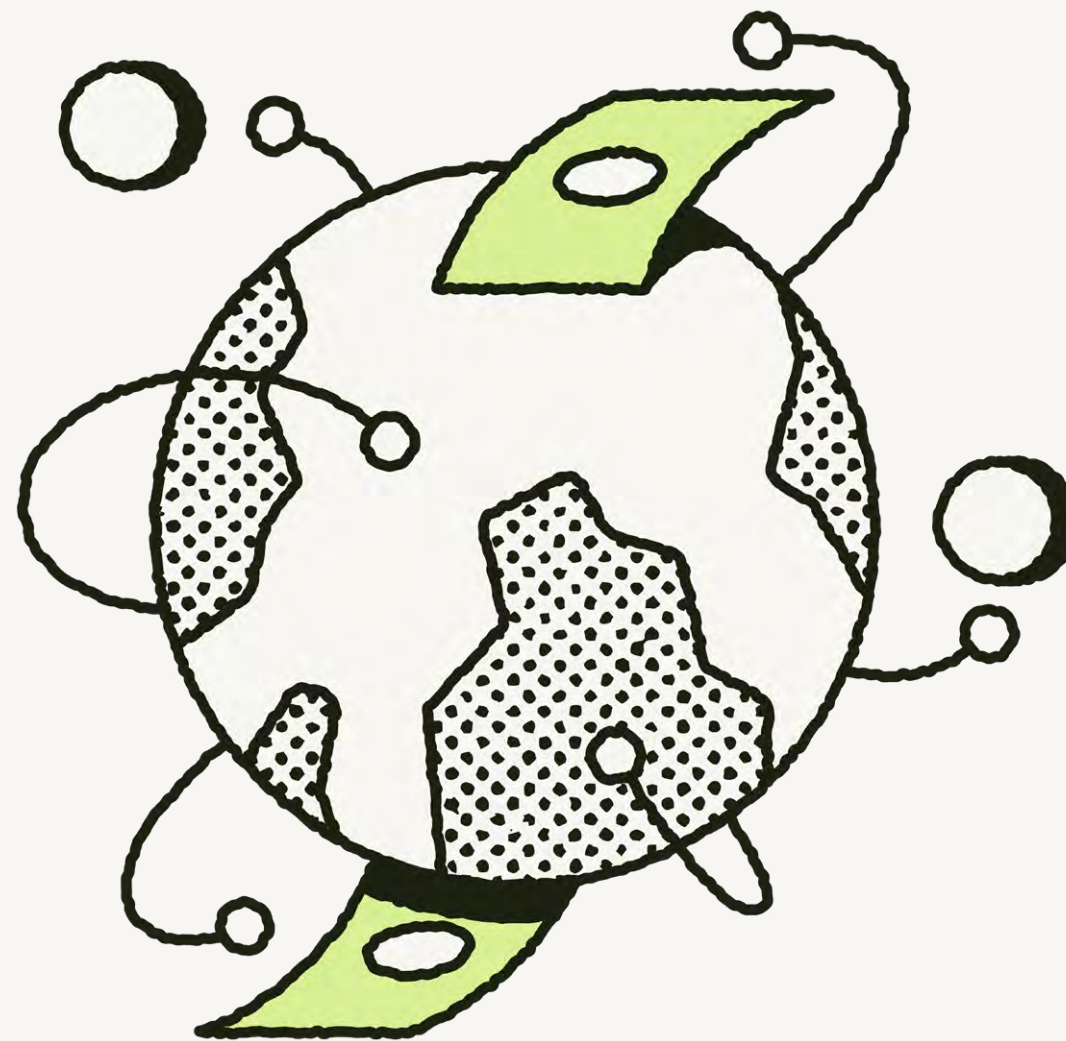
UI ICONS



Iconography

Spot illustration

Our spot illustrations bring a more expressive, hand-drawn character to the brand. They add warmth, personality and visual interest. Used at larger sizes, they create moments of emphasis and help make key messages feel more distinctive and engaging.



Iconography

Spot illustration – Style

Spot illustrations are built using a mix of graphic principles to make them feel hand drawn and ownable.

Key features

- 01 Lime is used as a secondary colour to provide contrast and brand equity.
- 02 Half-tone patterns are used as shading, adding texture and hand-drawn character.
- 03 2pt stroke with a roughen effect creates an organic look while maintaining a consistent stroke width.



Iconography

Spot illustration – In use

These illustrations are used to express brand personality while clearly communicating company-specific features, complex products and key value propositions. They help simplify ideas, highlight important messaging and support calls to action in a more distinctive, ownable way.

Guidance

Spot illustrations should always be used at larger sizes to ensure details remain clear.

Apply them to simplify complex products, services or features in a clear and engaging way.

Maintain an appropriate amount of padding around the illustrations to create impact.

Where payments find their balance

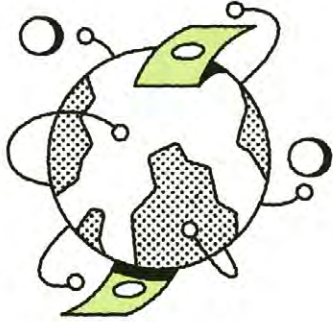
Join Dinape today for enterprise-grade systems that keep payments steady and predictable.

Request demo →

Sign up

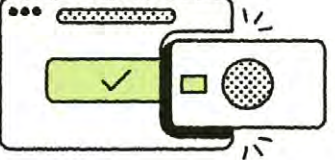


Solutions for every business



Global Enterprises

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut



Payment Provider

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut



Streamlined Integration

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Iconography

Spot illustration – Rules

To maintain consistency and protect the integrity of the brand, **spot illustrations should not be altered or modified in any way.**

This includes changing proportions, colours, composition or orientation, as well as adding effects or new graphic details. Always use the approved illustration files and follow the guidance in this document to ensure consistent application across all materials.

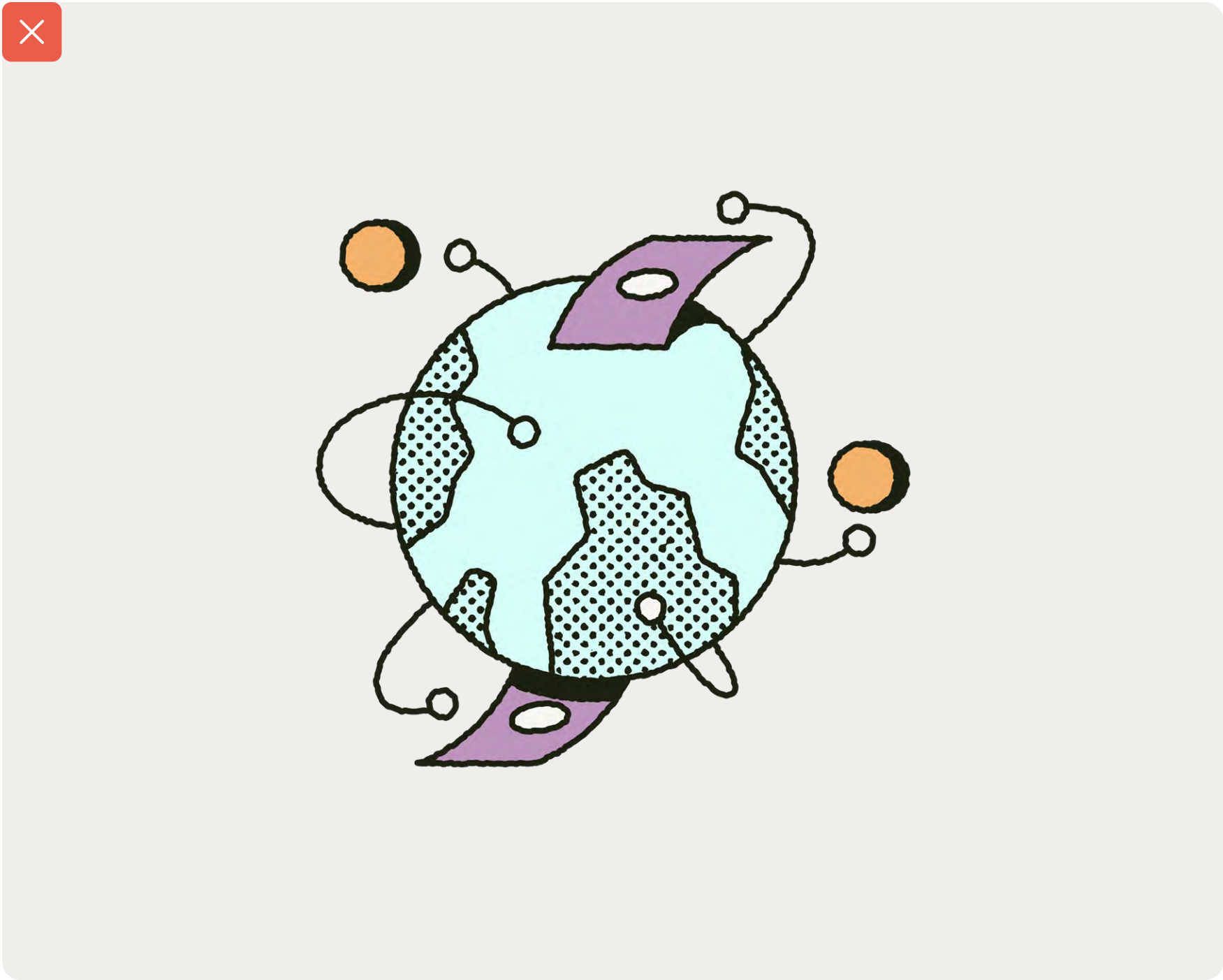
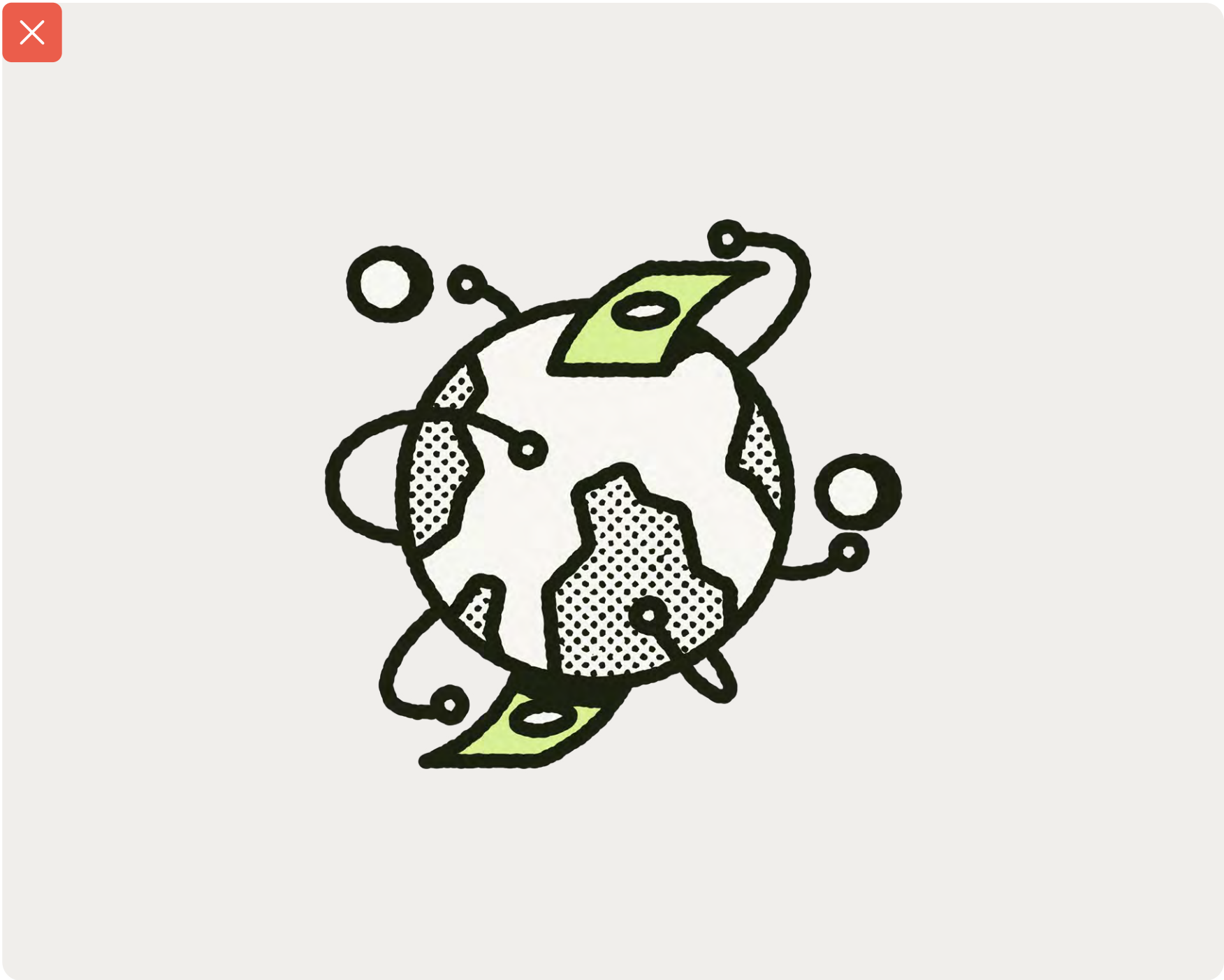
When new spot illustrations are required, they should be created in line with the original set, ensuring the same styling, colour use and stroke width are carried through consistently.

Don't place spot illustrations on photography.

Don't modify the stroke in any way.

Don't change the illustration colours.

Don't use at small scale where details get lost.



Iconography

UI icons

Our smaller UI icons are designed for clarity and function. Built using Anron, a flexible icon pack native to Figma, they are easy to apply across digital systems and provide clear visual wayfinding for users.

Anron includes a range of icon styles, so it’s important to use the correct styles to maintain brand consistency.

Styles to use

 Line

 Filled

 Mono

[Download Anron icons →](#)



Iconography

UI icons – In use

These icons can be used in a variety of ways to enhance visual engagement. When paired with photography, they add context and subtle visual flair, helping connect real-world imagery to functional information.

They also serve as effective visual indicators within data visualisations, infographics and digital interfaces, simplifying complex subject matter into more intuitive touchpoints. Whether guiding navigation, reinforcing meaning or supporting information hierarchy, they bring consistency and clarity across the brand ecosystem.

Guidance

Keep sizing consistent across similar contexts.

Use icons to support meaning, not to decorate.

Pair icons with clear labels when used for navigation or calls to action.



Digital Operational Resilience Act

Ensuring the highest standards of information security management.



ISO 27001 Certified

Ensuring the highest standards of information security management.



6%

Rescued revenue from failed payments

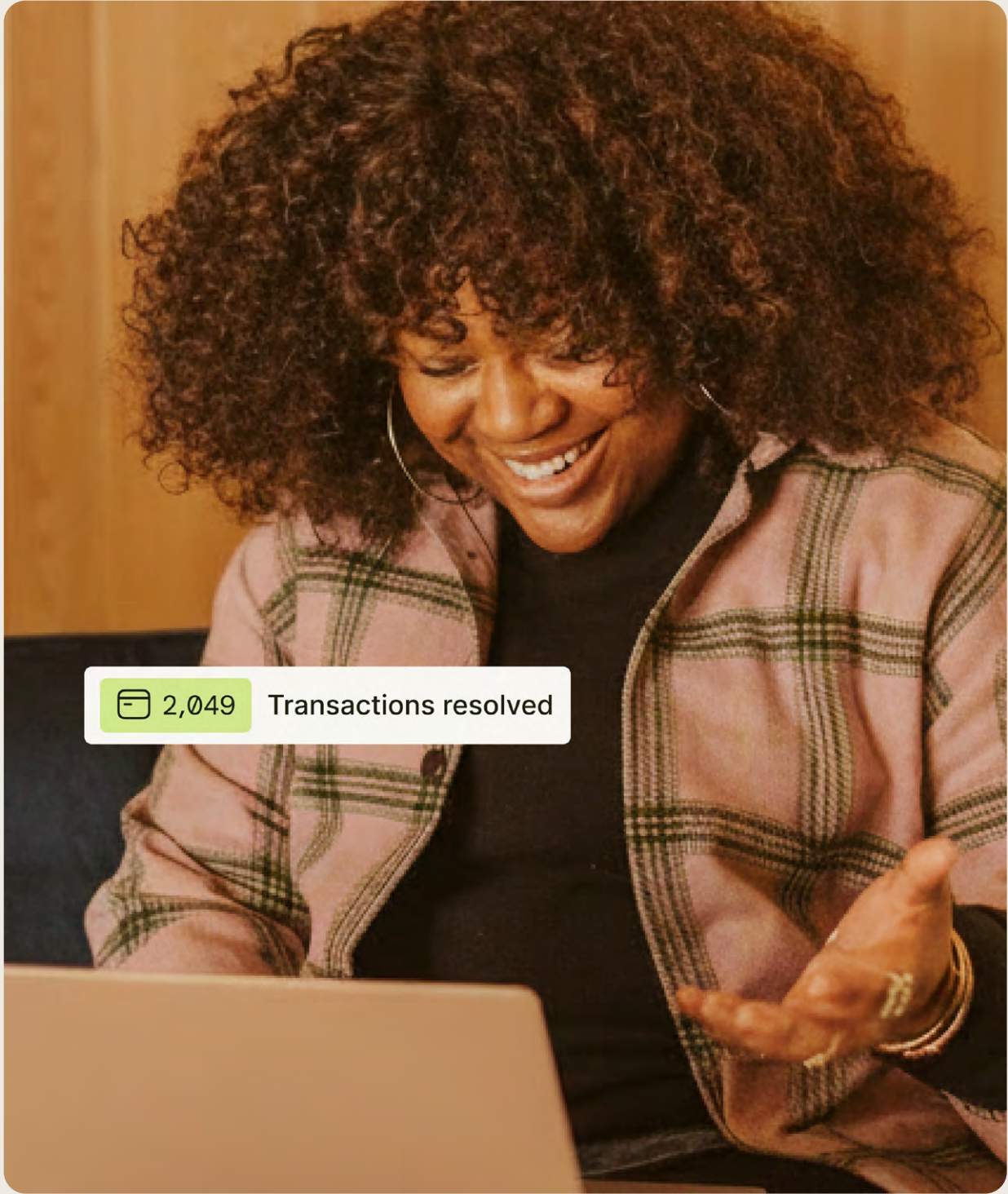




↑ 35.8%

2.6%

Growth Rate



08

Typography
Colour
Iconography
Photography
Templates
Brand in use
Contact

[← Return to contents](#)

Photography grounds our story, showing how Dinape impacts real businesses and real people.

Photography

Art direction

Photography grounds the Dinape brand in the real world. Not the mechanics of transactions, but the people and businesses that move forward when payments work as they should. Every image should feel natural, purposeful and unmistakably human.

When selecting photography, images should be well lit and thoughtfully framed, with the subject given appropriate space and focus. They should feel human and intentional, capturing warmth, connection and dignity through natural, unforced expressions.

This collection of images sets the standard for Dinape brand photography.

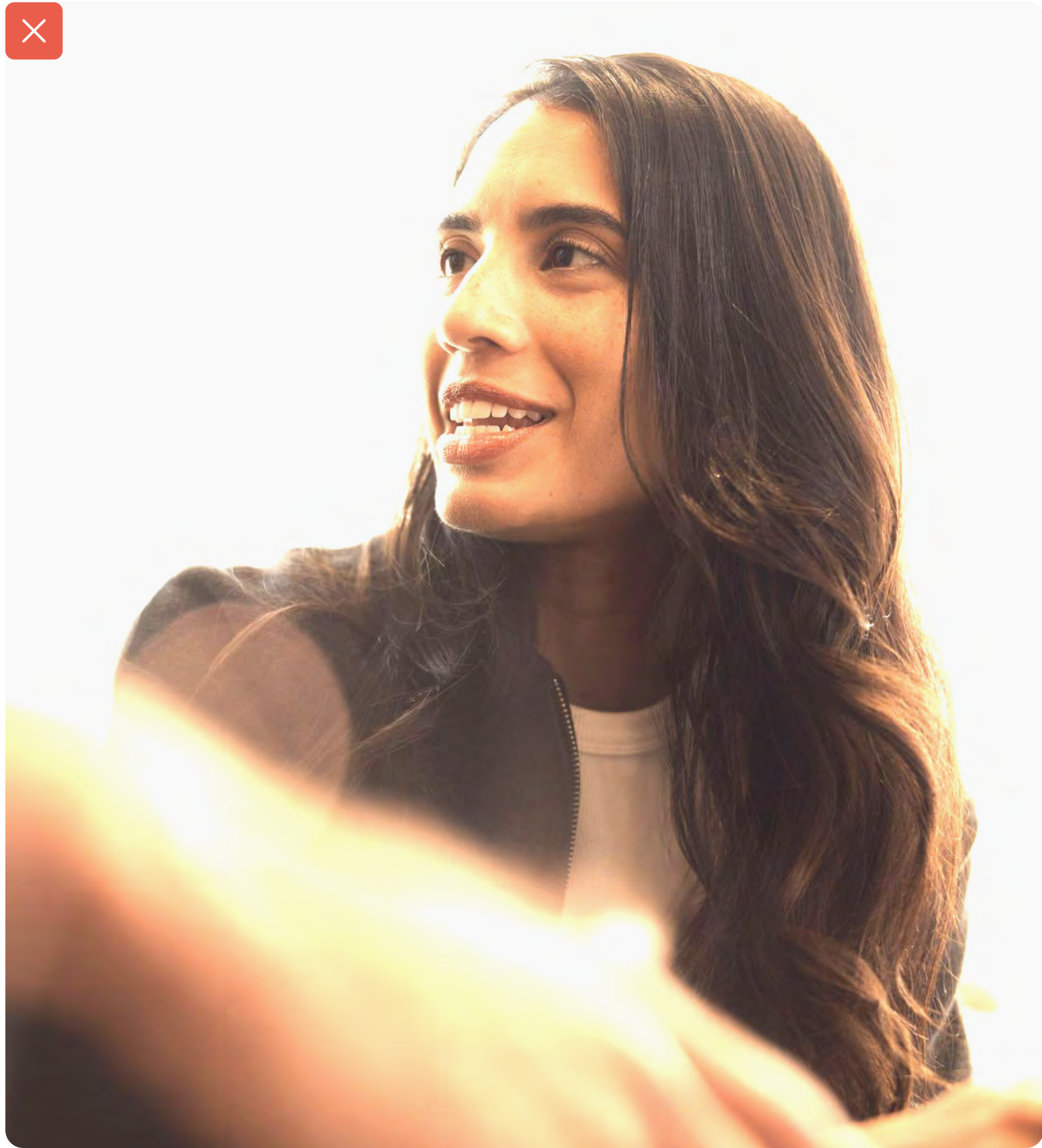


Photography

Lighting

Exposure

Avoid using over- or underexposed photography, as it can feel unpolished and unconsidered, undermining our expert service and authentic positioning.



Saturation

Avoid overly saturated photography, as it can feel artificial and exaggerated, pulling images away from the sense of authenticity. It often introduces visual noise, where colours compete for attention rather than supporting the subject.



Natural warmth

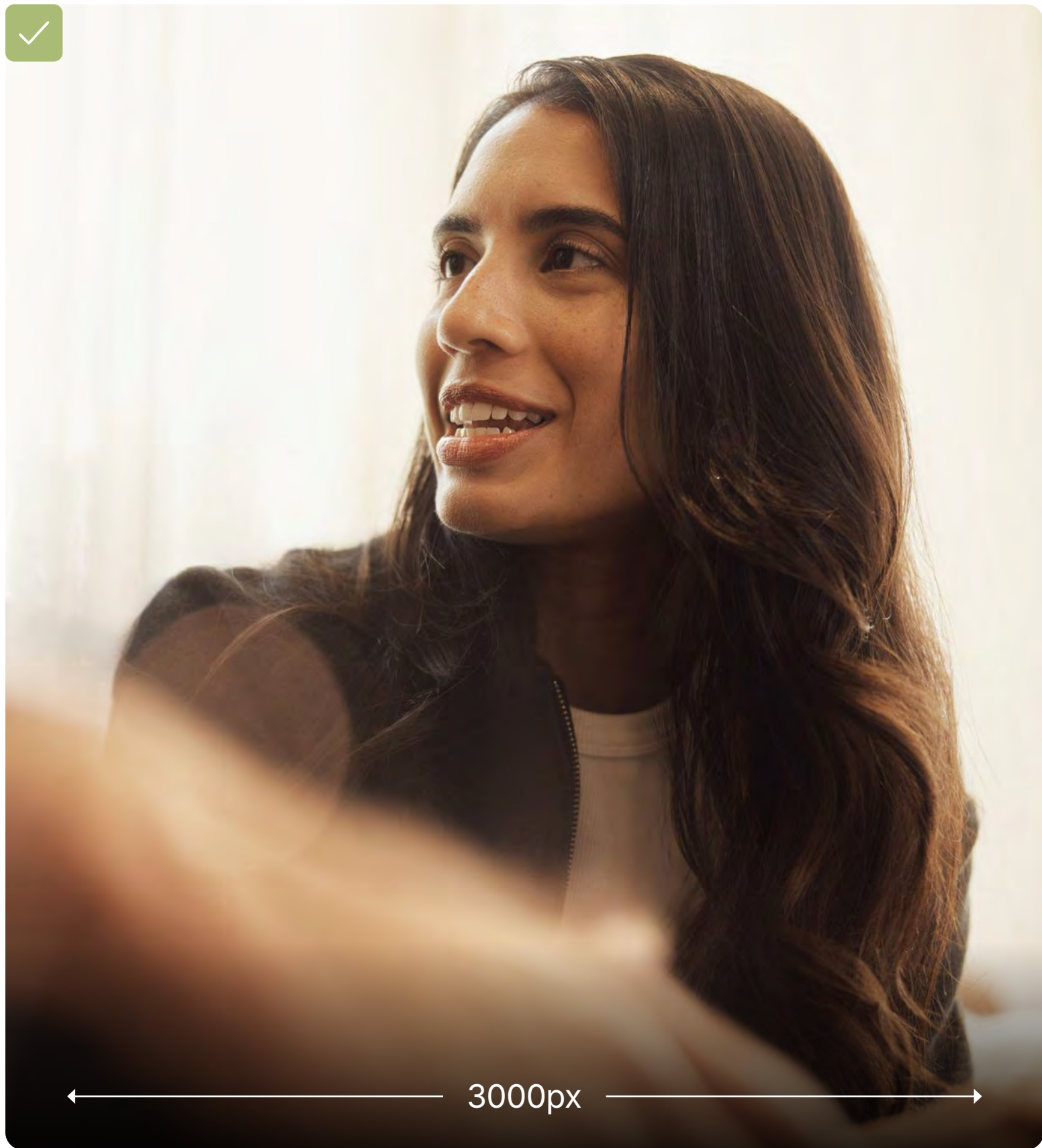
Favour natural light with a warm tone to keep images feeling grounded, honest and human. Avoid blue or cool-shifted palettes, which can introduce a clinical quality that sits outside the Dinape brand.



Photography Principles

Resolution

Images should always be of a high resolution to maintain Dinape’s high quality standards, ideally larger than 3000px on their shortest edge. Low-resolution photos taken on mobile phones or pixelated images should be avoided across key marketing touchpoints.



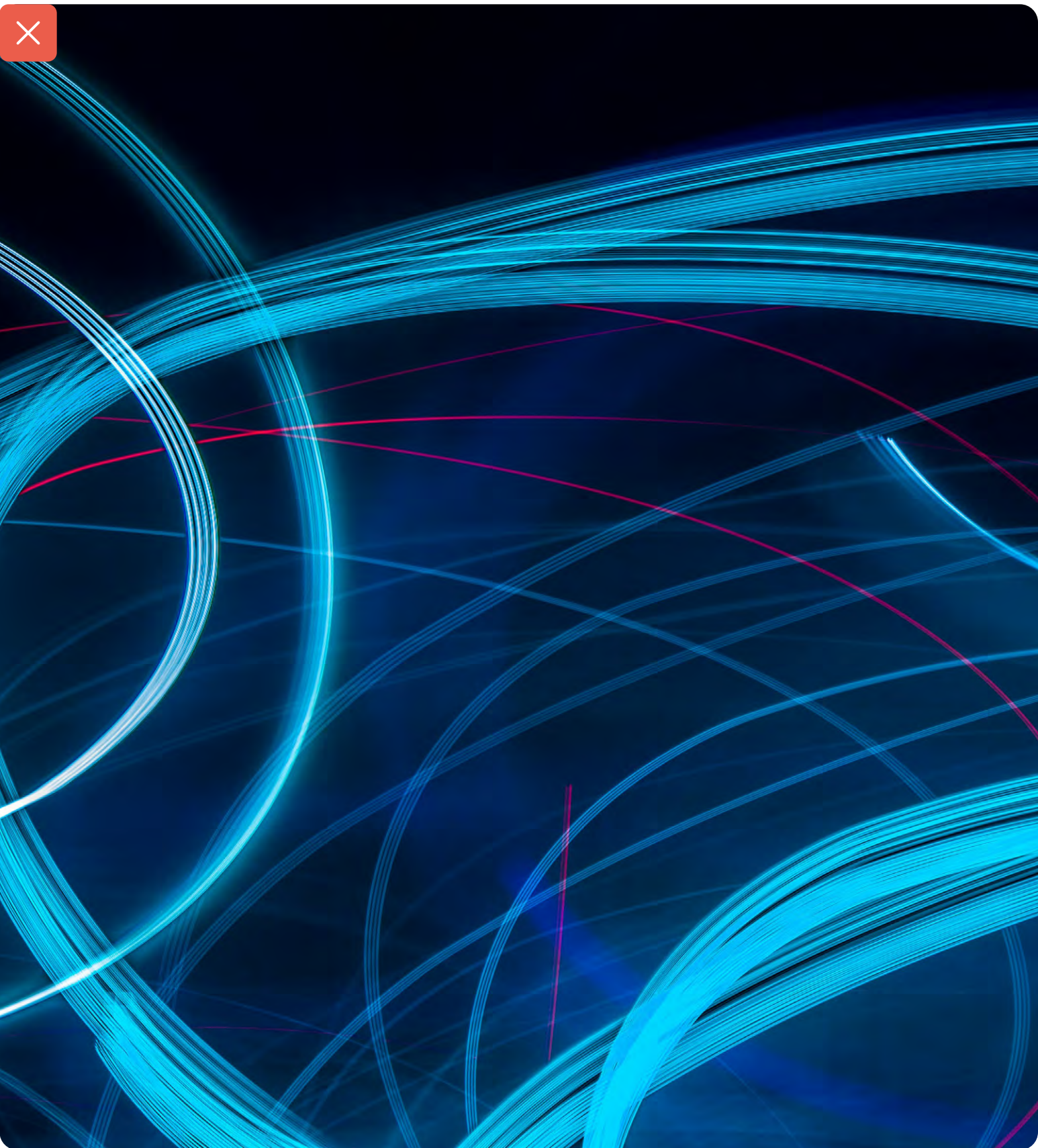
Cliché stock

Not all stock photography is equal. Avoid images that feel staged, generic or disconnected from real life. The standard is the same whether sourced or commissioned: authentic, natural and human.



AI/Tech

Avoid stock imagery that leans into clichés of AI and technology, such as overly technical visuals, particularly those with dark lighting, neon palettes or abstract product diagrams.



Photography

Headshots

Consistent headshots create a unified, professional presence, helping every team member feel part of one brand.

Cropping

Headshots should be placed inside a circle, with space above the top of the head. No part of a person's head or face should be cropped out of the circle.



Alignment

When using multiple headshots together, it is important they are consistent in size and scale. Using guides can help distinguish areas that should be aligned such as: eyes, nose and mouth.



Background

The background of headshots can be removed and replaced with a colour fill to ensure uniformity. Colour may be chosen depending on the requirements of the headshot.



Photography

Applying background colour

01

Separate subject from background

Mask out the subject from the background, isolating the subject on a new layer. This allows the subject to sit cleanly against a chosen fill colour.



02

Fill colour

Apply a fill colour from the core palette. Check the background sits within a similar colour space and brightness to the subject. Avoid fills that feel visually disconnected from the image.



03

Final image

Overlay the subject on top of the fill colour to complete the image. Ensure the edges are clean, the subject feels naturally placed and the contrast feels balanced.



09

Colour

Iconography

Photography

Templates

Brand in use

Contact

Practical tools that
support clear, consistent
communication across
the Dinape brand.

Templates

Social media

A set of component-based social media templates are available within Figma. These allow social media posts to be easily created and retain consistency.

Access the templates →



PAYMENT SOLUTIONS

Evolving payment infrastructure to secure your future



Payment infrastructure designed for clarity

Visit dinape.com to get started.

OPPORTUNITY

84%

Supporting text goes here lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor

Payment infrastructure designed for clarity

Visit dinape.com to get started.



A calmer way to manage payments

Visit dinape.com to get started.

ABOUT US

Built in Europe. Designed for the world.

Visit dinape.com to get started.

Templates

Microsoft Word

A Microsoft Word template is available for Dinape-branded documents and correspondence.

dinape.

DINAPE/20XX/Ref No

Name
Title
Organisation
Address

DAY MONTH YEAR

Text here

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Dinape
+43 1 266 1066
sales@dinape.com
dinape.com

Templates

Microsoft PowerPoint

A Microsoft PowerPoint template is available for Dinape-branded presentations.

dinape.

Presentation title goes here
lorem ipsum

DINAPE QUARTERLY · 01.05.26



Text and images

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Basic text slide

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Quote slide lorem ipsum dolor sit amet, consectetur adipiscing elit.

Name here
Position Title

Speaker introduction

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Name here
Position title

01
Section title goes here lorem ipsum

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Box slide



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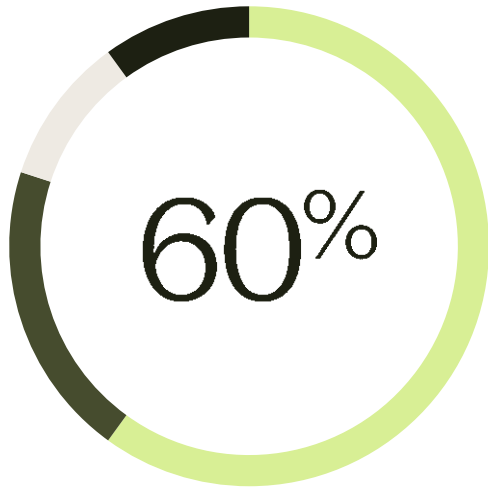


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Infographic

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Stat slide

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27%

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54%

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4,562

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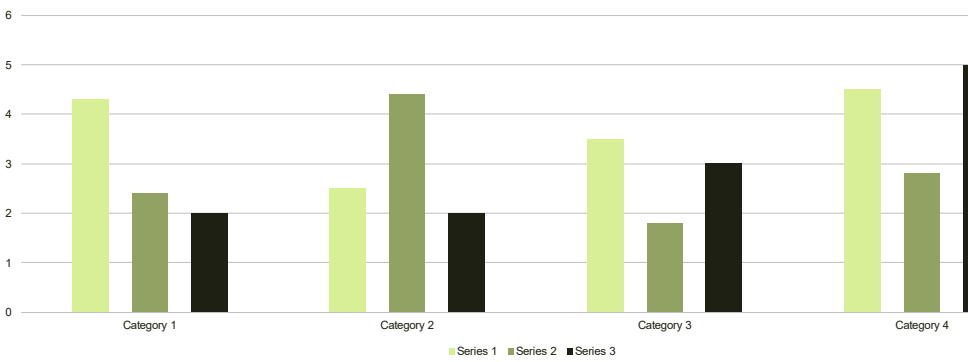
Table

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Infographic

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Iconography
Photography
Templates

10

Brand in use

Contact

These examples show how the brand system works across real touchpoints, from digital and print to physical environments.

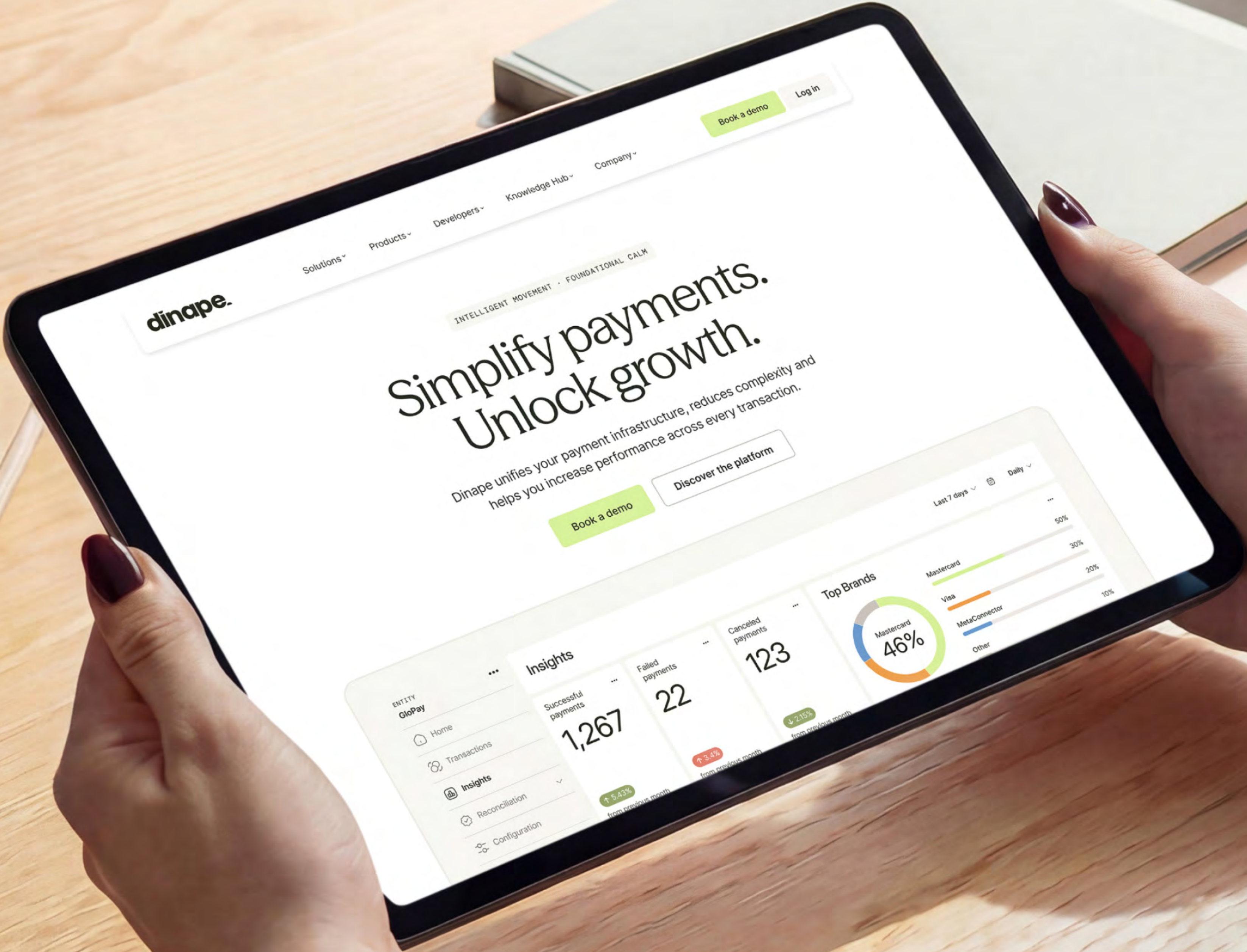
Our payment solutions scale your business with ease

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dinape.

Find your calm at dinape.com





dinape.

Solutions ▾ Products ▾ Developers ▾ Knowledge Hub ▾ Company ▾

Book a demo Log in

INTELLIGENT MOVEMENT · FOUNDATIONAL CALM

Simplify payments. Unlock growth.

Dinape unifies your payment infrastructure, reduces complexity and helps you increase performance across every transaction.

Book a demo

Discover the platform

ENTITY
GloPay

- Home
- Transactions
- Insights
- Reconciliation
- Configuration

Insights

Successful payments

1,267

↑ 5.43%
from previous month

Failed payments

22

↑ 3.4%
from previous month

Canceled payments

123

↓ 2.15%
from previous month

Top Brands



Last 7 days ▾ Daily ▾





✕

Infrastructure
r clarity

et started.

Dinape

✕

Successful
payments

1,267

↑ 5.43%

from previous month

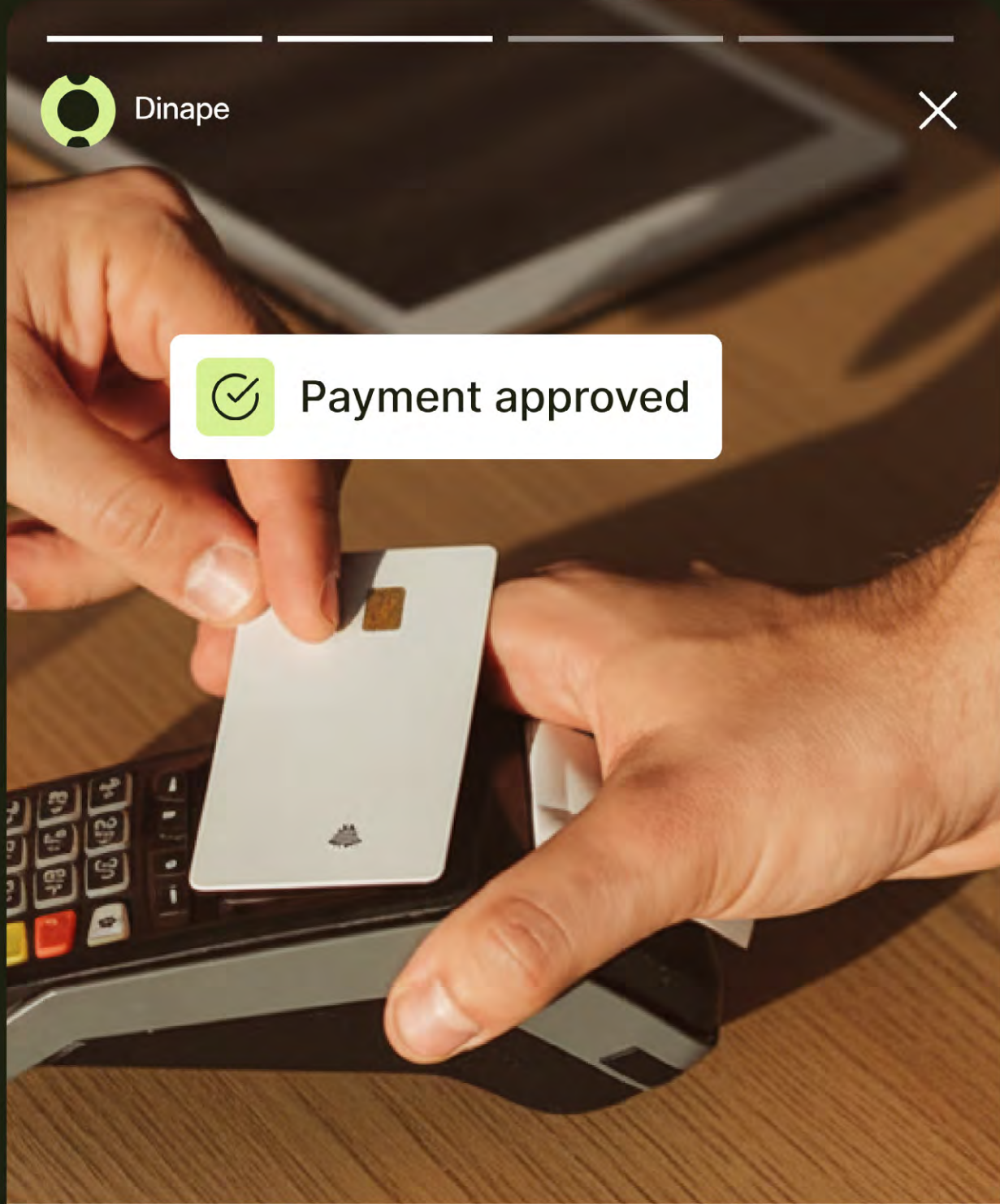
25+ years
of payment
expertise

Visit dinape.com to get started.

Dinape

✕

✓ Payment approved

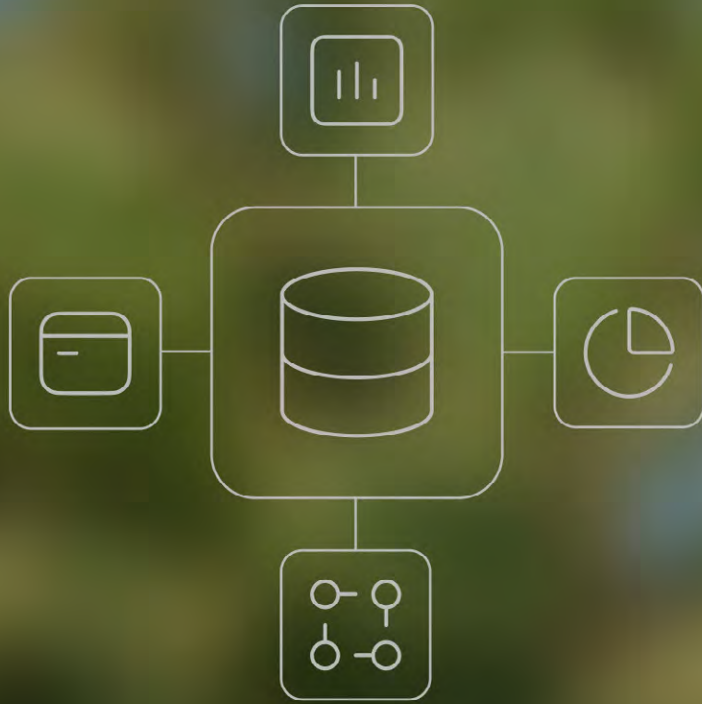


Ready to kickstart
your growth journey?

Visit dinape.com to get started.

Dinape

✕



Built in Europe.
Designed for
the world.

Visit dinape.com to get started.

Dinape



A calmer wa
payment

Visit dinape.com to get started.



dinape.

11:37AM • 6TH MARCH

Welcome to your payment hub

 Email address



 Password

Forgot password?

Sign in

Continue with SSO

Don't have an account? [Sign up here](#)



Where scaling companies meet calm foundations

dinape.

EMPLOYEE INSIGHTS

In conversation: Project manager

Misha Collins
Project manager

CAREERS

Hiring Senior Developer

Location Vienna, Austria

Salary €45 - 60k DOE



20x

Transaction performance increase

Dinape's infrastructure helped deliver a major uplift in transaction performance for DIMOCO Payments, alongside a 50% reduction in operating costs.

2025 20X

2024 1X

dinape.



Currencies

Borderless payments



Activation

ACTIVE



Integration

System configuration



Activation

ACTIVE



Automation

Improve workflows



Activation

OFFLINE

Experience
effortless interaction
customization

Modular dashboards

Refine your customer experience and expand your toolkit. Our modular platform will meet your needs today and grow with you tomorrow.

Thousands of integrations

Refine your customer experience and expand your toolkit. Our modular platform will meet your needs today and grow with you tomorrow.

One, two, done

Refine your customer experience and expand your toolkit. Our modular platform will meet your needs today and grow with you tomorrow.



DINAPE

853 followers

1w •

+ Follow



MPE Berlin - the control room of the payment industry. At DINAPE we know, the discussion around payments is changing! ...more



Misha Collins
Project manager



Matteo Rossi
Chief Technical Officer



Emilia Klausner
Senior Software engineer

INFO@DINAPE.COM

mpe

17-19 MARCH 2026 · BERLIN

● Connect

STEP 01



● Integrate

STEP 02

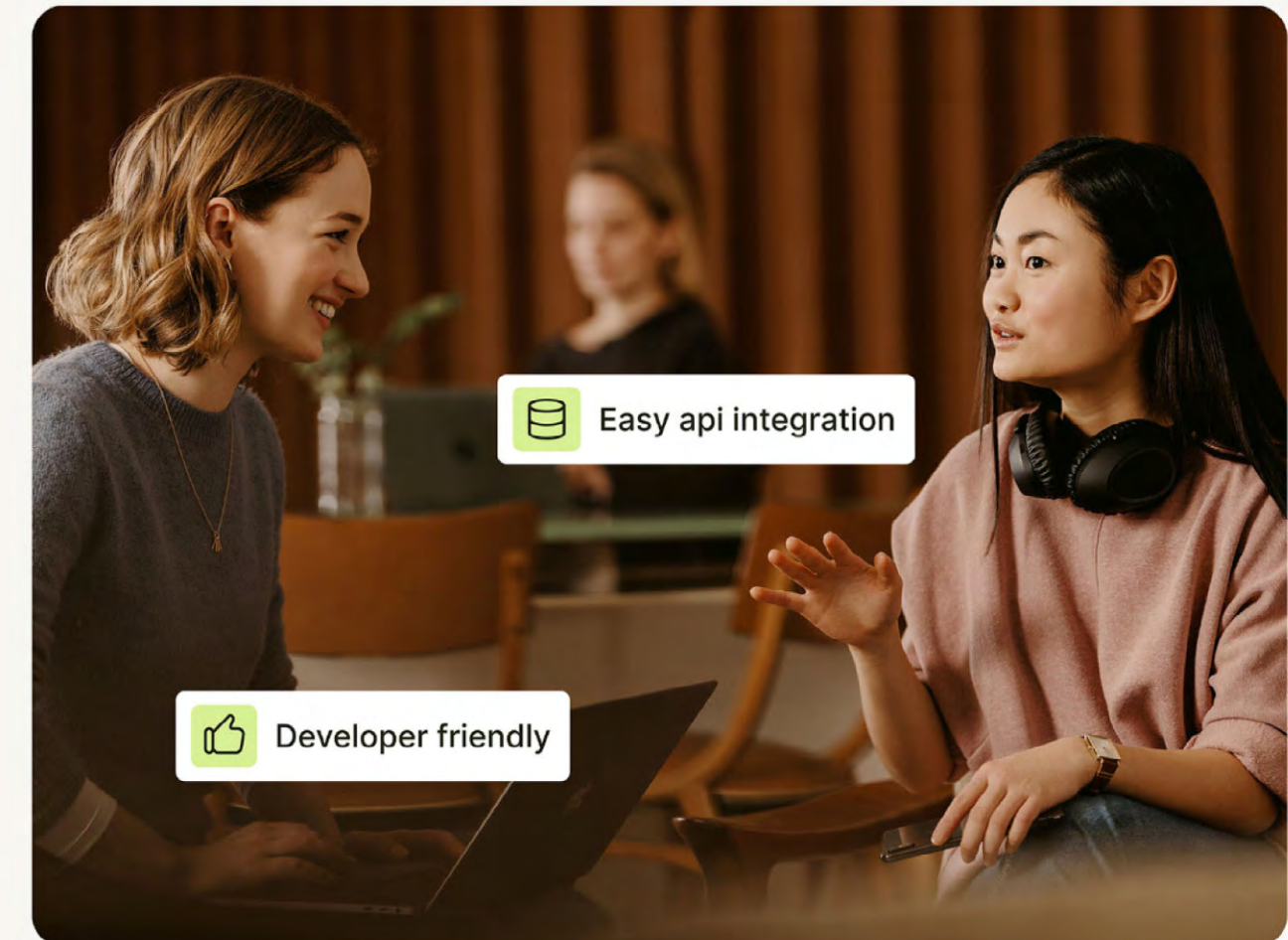


● Scale

STEP 03



Built for the way money moves



dinape.

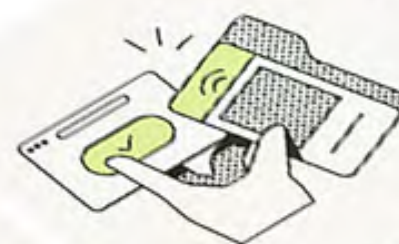
dinape.

The Dinape advantage



Built in Europe

Principled European neutrality.
Rapid, expert-led onboarding.
Seamless integration.



Rapid integration

Just one easy integration
both carriers and banks
team connects in minutes

← 1/8 →

Built for scale and performance

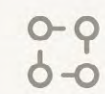
Refine your customer experience and
expand your toolkit. Our modular
platform will meet your needs today
and grow with you tomorrow.



Built in Europe.
Designed for
the world.

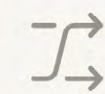
SUCCESS STORY

Dimoco Payments



-50%

Operating costs



5,000

Transaction volume/sec

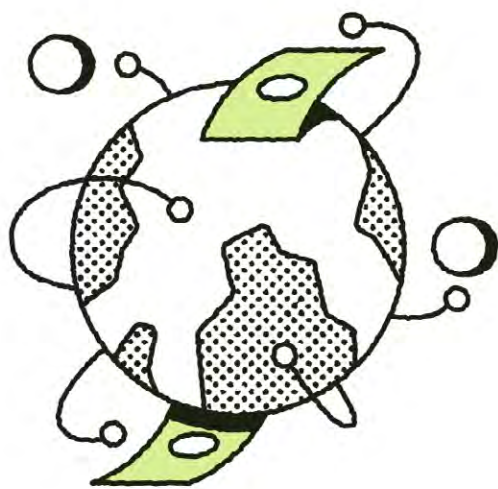
How the payment service provider DIMOCO Payments GmbH increased its transaction performance by 20 times while simultaneously reducing OPEX costs by 50%.

Read more



Payments are complex.
Your infrastructure

Infrastructure solutions



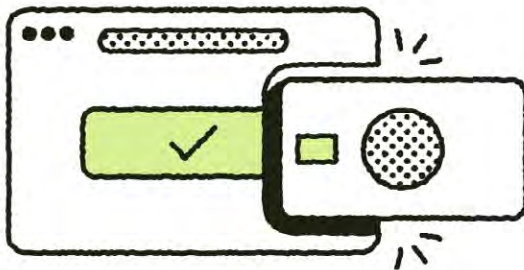
Global Enterprises

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Payment Service Provider

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut



Seamless integration

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Evolving payment infrastructure to secure your future



API docs ↗
Reference and docs



Help centre ↗
Help, guides and support

Request demo

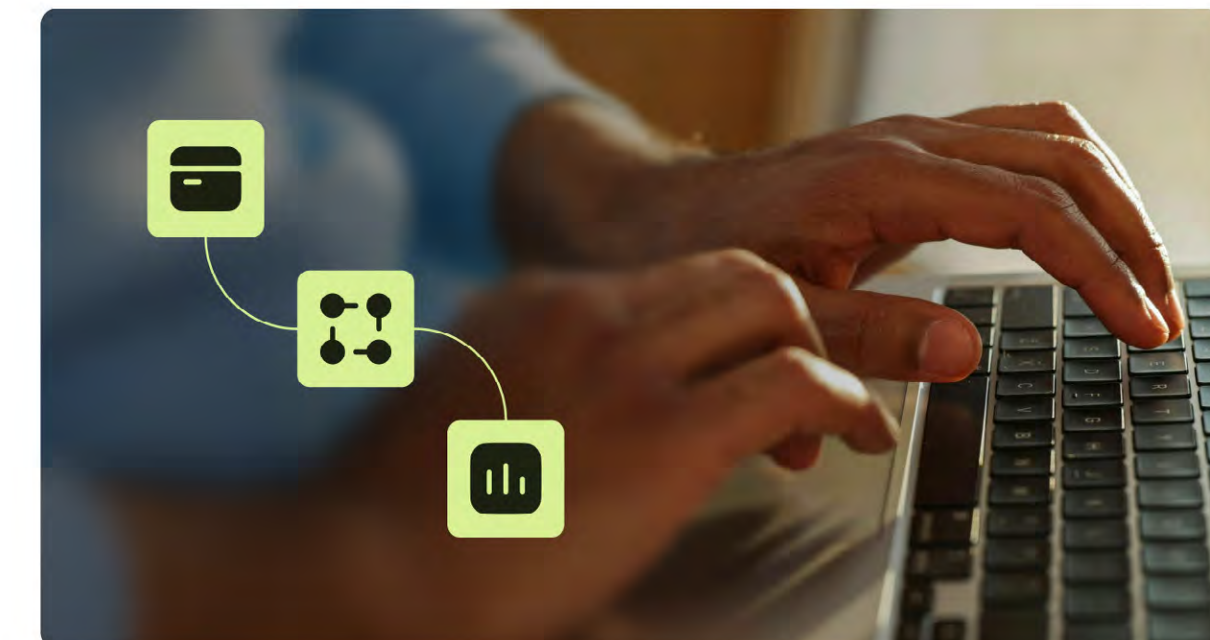
OPEN BANKING

Bank APIs
Payment flows
Security
Architecture

CARRIER BILLING
Integration
Analytics
Fraud control

PAYMENTS

Card processing
Global reach
Unified API
Scale



Inside Dinape: A deep dive into product API →

SPEAKER 16:00PM • 12 APRIL • ROOM 2B

Matteo Rossi

LATER THIS YEAR

Monthly lunch

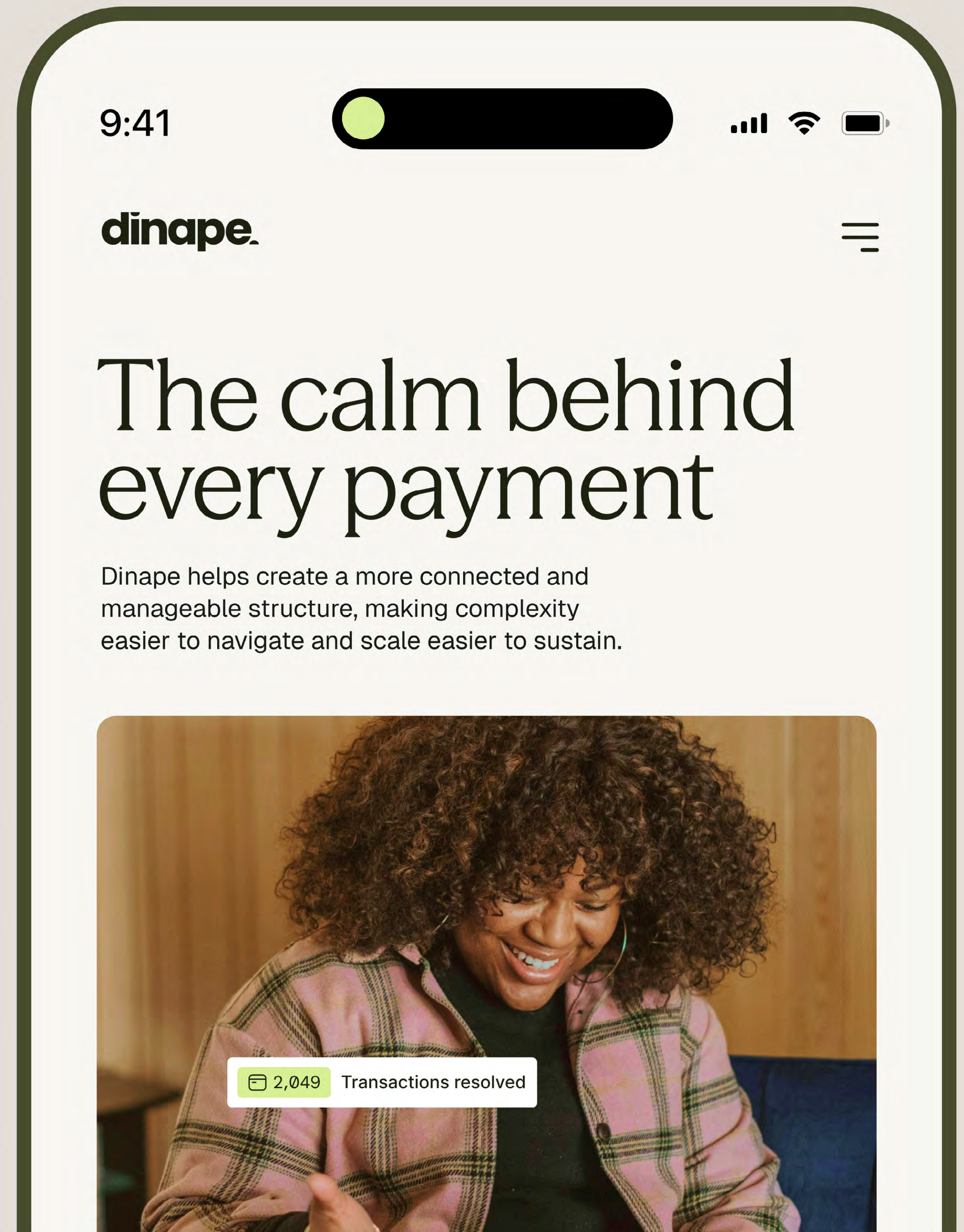
13:00PM • 21 JUNE • ROOM 2A

Dev meeting

10:00AM • 16 SEPTEMBER • ROOM 1A



Innovation
Efficient
Payments
Banking
Security
● ● **Bespoke**
Real-time
Support
Integration
Scalability
Connect





9:41

Latest Resources

BLOG

Understanding growth opportunities in digital payments

[Read ->](#)

BLOG

From insight to action: bridging data gaps

[Read ->](#)

BLOG

How to reduce friction in the payment journey

[Read ->](#)

[View more](#)

↑ 35.8%

2.6%
Growth Rate



Currencies

Borderless payments



Activation

ACTIVE



Integration

System configuration



Activation

ACTIVE



Automation

Improve workflows



Activation

ACTIVE



Orchestration

Seamless connection



Activation

ACTIVE

Routing

ACTIVE

ACTIVE

9:41



dinape.



ARTICLES

Modern payment infrastructure for global businesses.

3 MARCH • 5 MIN READ

With Dinape, organisations can connect payment providers, manage transactions and launch new payment experiences

A new standard for enterprise payments



NEWS 5 MIN READ

With Dinape, organisations can connect payment providers, manage transaction...

ANNUAL MEETING

10:00AM · 23-25 NOVEMBER

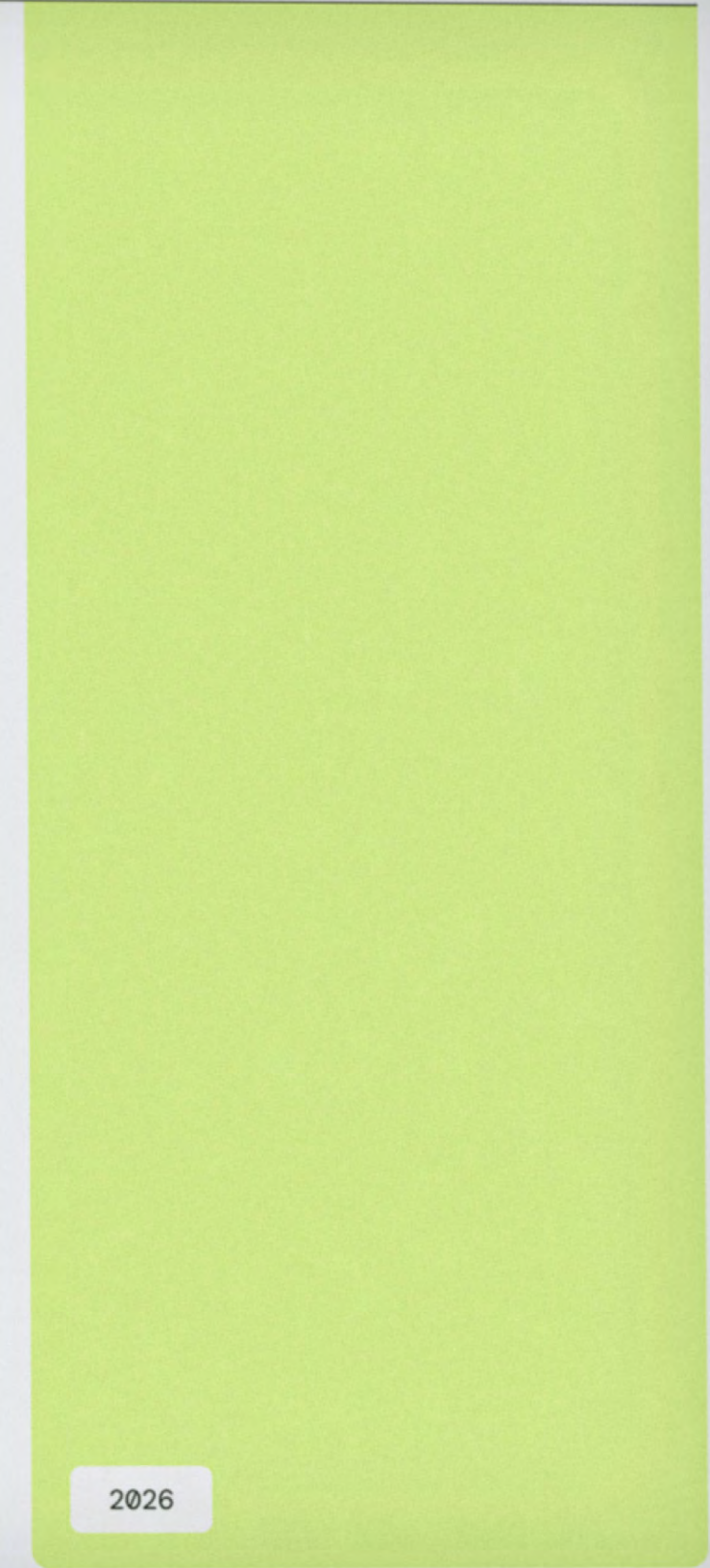
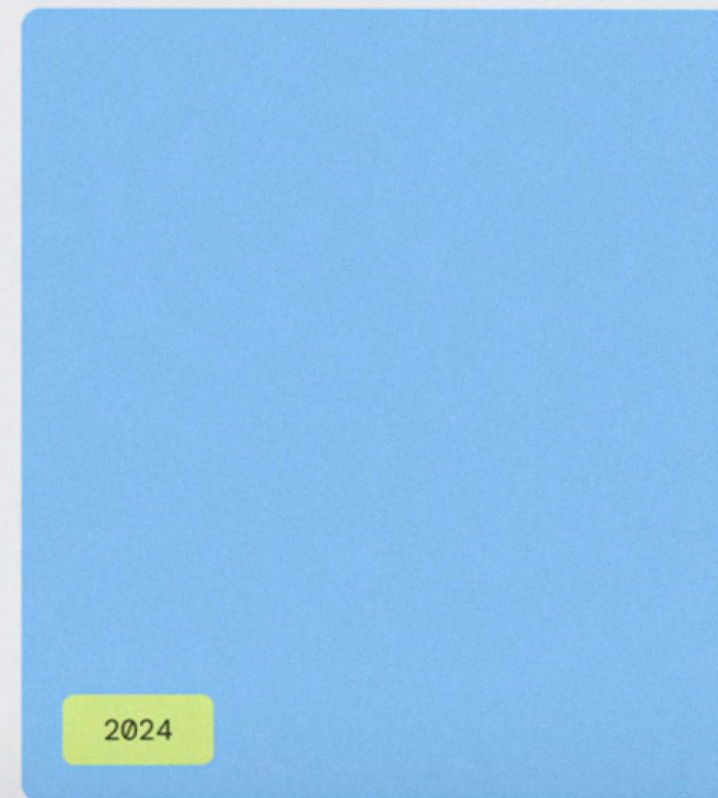
Scaling customer value

dinape.

Built for the way money moves

68%

Our customer growth has been shaped by rising demand for more flexible, scalable payment infrastructure across service providers, marketplaces and enterprise merchants.





dinape.

Misha Collins

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Photography

Templates

Brand in use

11

Contact

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