



# Brand Presentation

Brand Presentation and Logo Explanation for  
**Kweeqpay**

# Brand Presentation Content.

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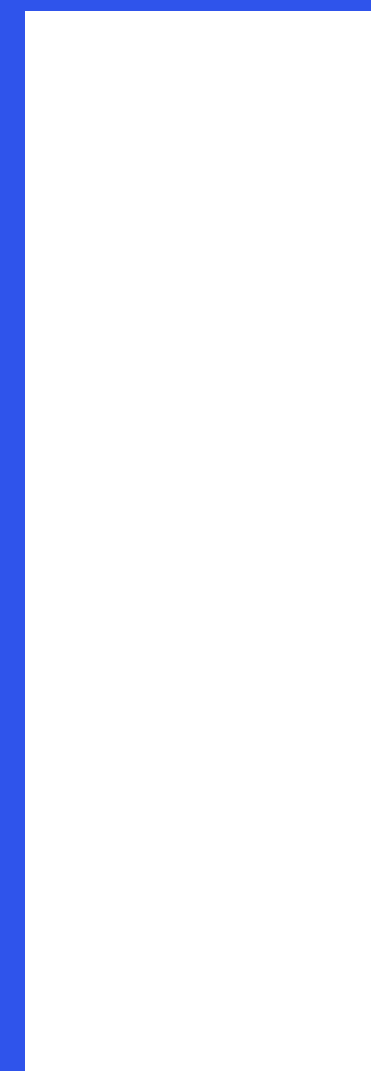
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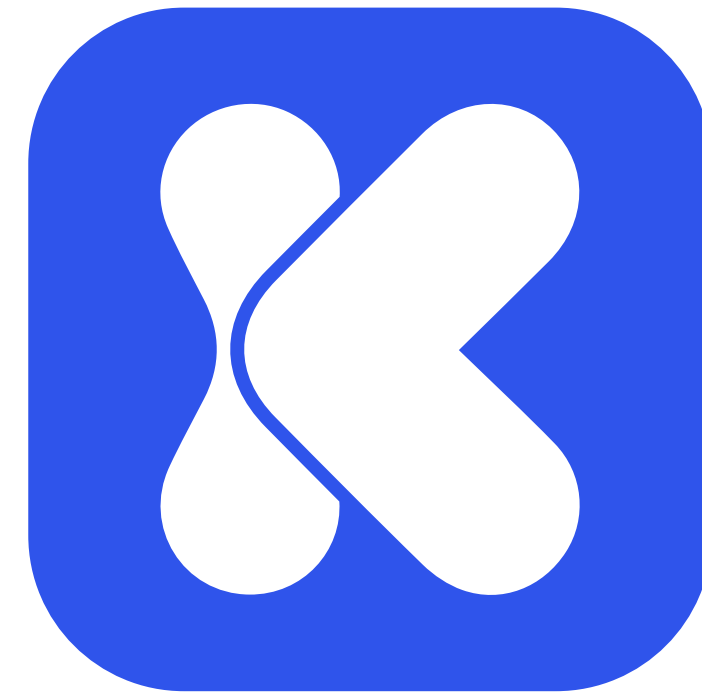
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LOGO

# Primary Logo



**Kweeqpay**

## Primary Logo

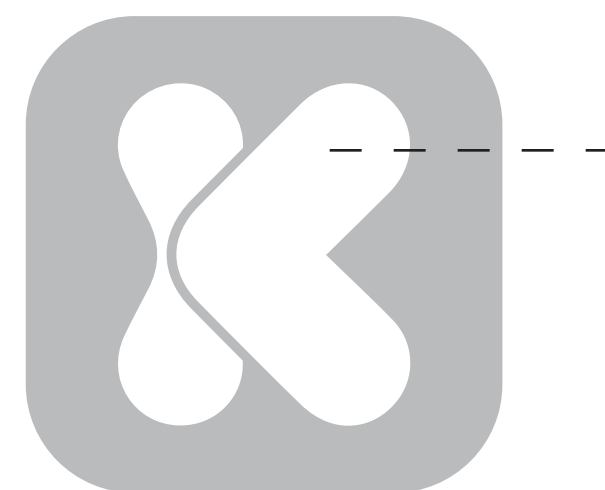
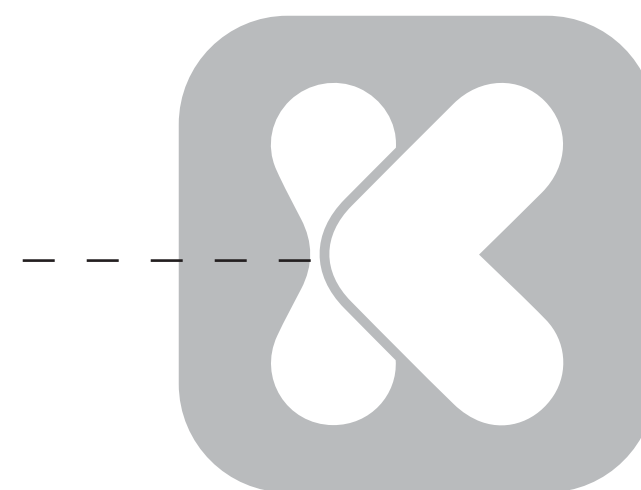


**Kweeqpay**

# Logo Explanation

## The Core Symbol – Infinite Movement & Continuity

The vertical stem of the letter K is inspired by the shape of an infinity symbol, rotated into a dynamic angle. This form represents continuous flow, reliability, and endless movement—key values at the heart of a modern payment platform. It visually communicates that Kweeqpay is always active, always available, and designed to support uninterrupted financial transactions without limits.



## Direction & Action – Progress Through Simplicity

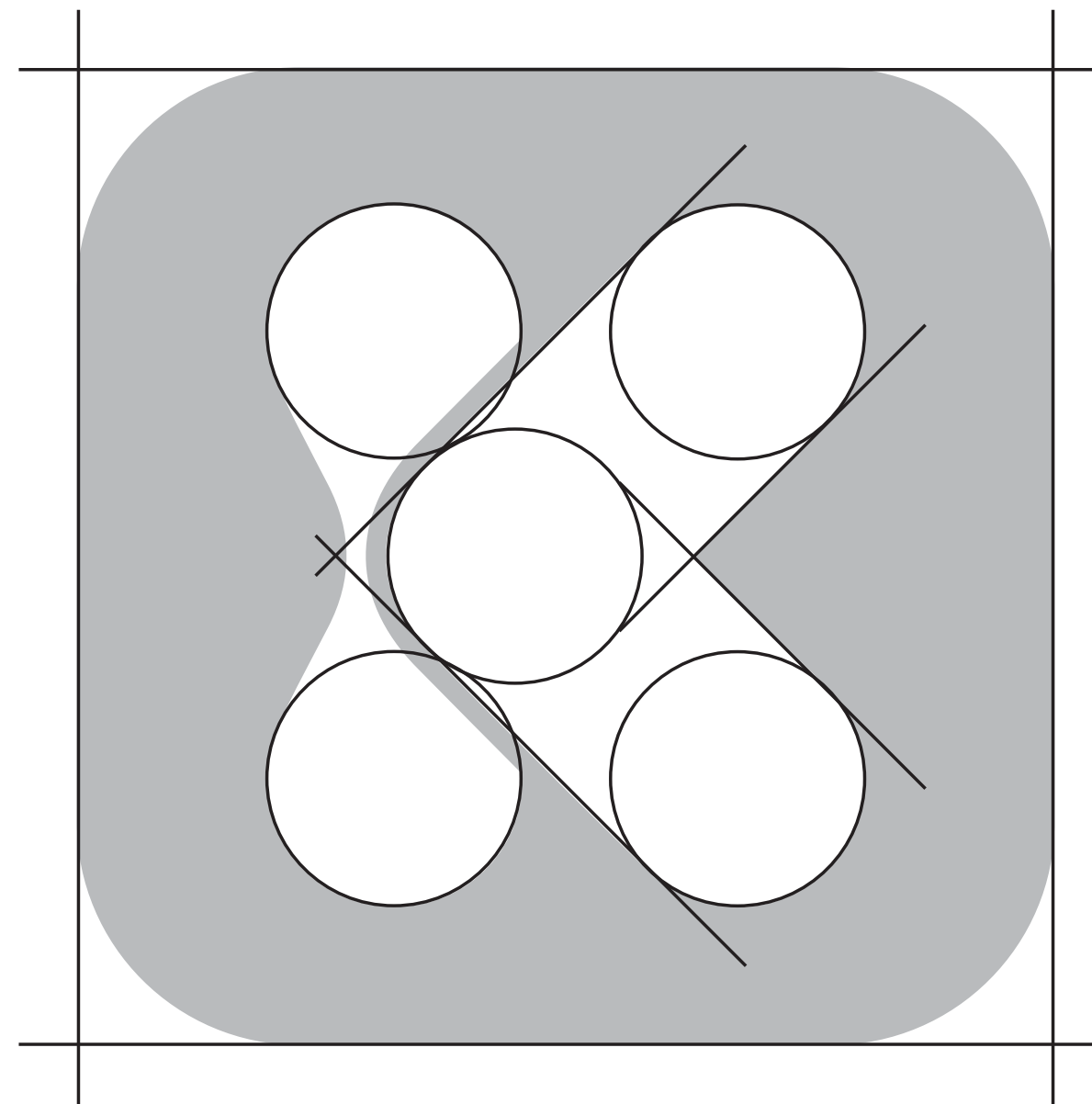
The remaining arms of the K are unified into a single, minimal arrow-like form that points toward the core structure. This element symbolizes direction, speed, and action, reinforcing Kweeqpay's promise of fast and purposeful money movement. By merging multiple elements into one clear symbol, the logo reflects efficiency, focus, and smart decision-making—essential qualities in digital finance.

## Customized Logotype – Modern Trust & Digital Precision

The custom sans-serif logotype strengthens the brand's modern and digital character. The subtle merging of the "ee" letters and the intentionally tight spacing create a compact and contemporary wordmark. This typographic choice conveys confidence, technological precision, and trust, positioning Kweeqpay as a forward-thinking financial solution built for today's fast-paced digital world.



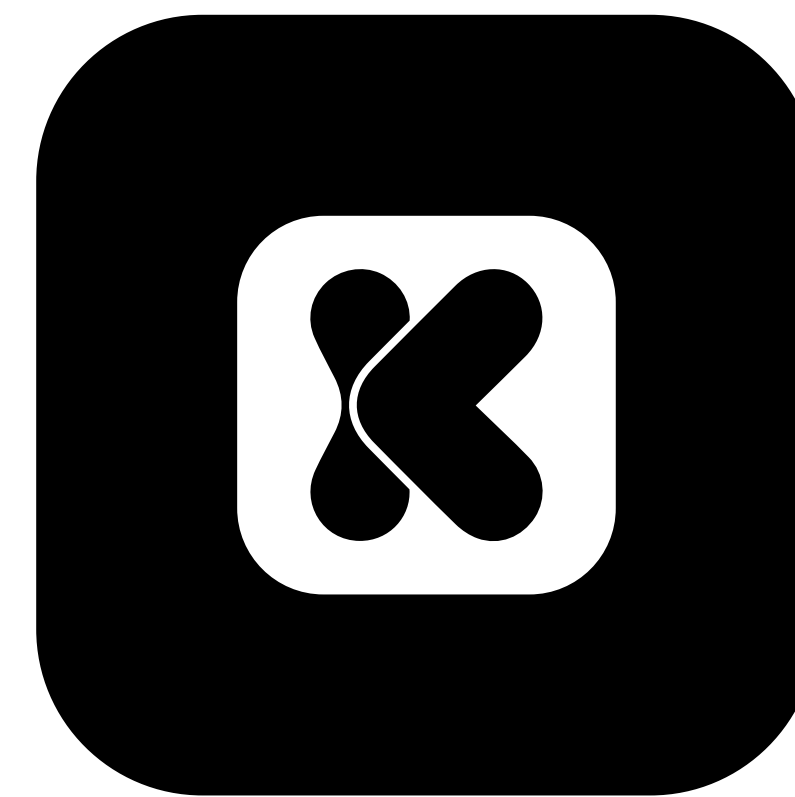
# Logo Structure



# Logo Variation and Container



# Mark Variation and Container



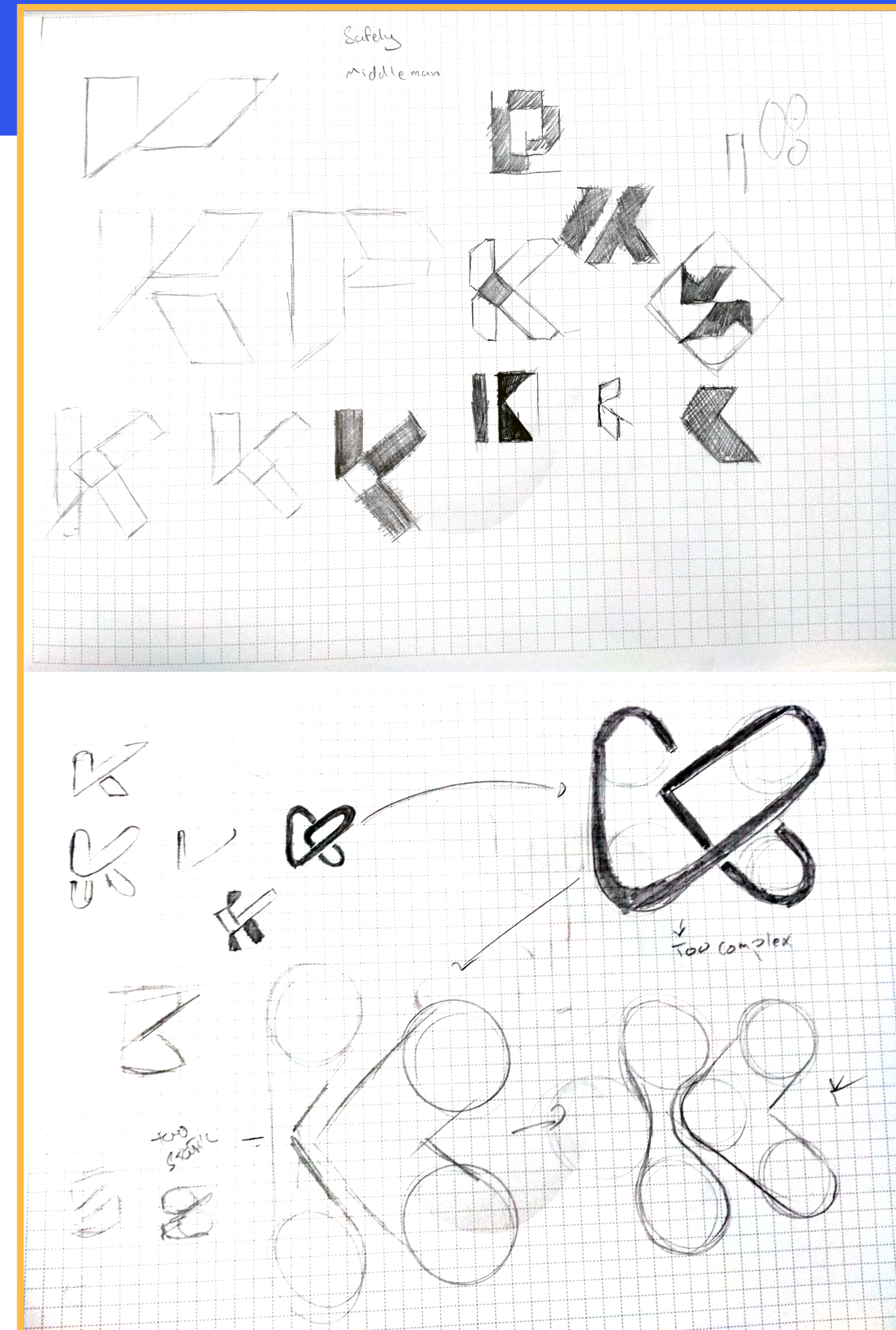


# SKETCHING PROCESS



# Logo Sketching Process

The sketching process is very important in logo design as it lets you explore and develop different ideas prior to creating them in digital format. Sketching also allows the designer to play with shapes, ideas and layouts without restriction therefore helping in developing creative concepts. It gives ground to test multiple iterations by researching and knowing what looks good visually or technically. It is a practical experience that keeps time and long-term for you because it allows you to focus on finding the best ideas from the first step, making sure if in fact the final brand will be strong to face the market.







# TYPOGRAPHY SYSTEM

# Fonts & Typography

## Montserrat

Montserrat is a popular, versatile geometric sans-serif font designed by Julieta Ulanovsky, inspired by the vintage urban typography (signs, posters) of Buenos Aires' historic Montserrat neighborhood, offering clarity, wide weight range (Thin to Black), and alternate styles like Subrayada (underlined) and Alternates, making it excellent for web and print branding, headlines, and body text due to its legibility.

Primary Fonts &  
Typography

## Roboto

Roboto is a typeface family developed by Google. The first typeface was created as the system font for its Android operating system, and released in 2011.

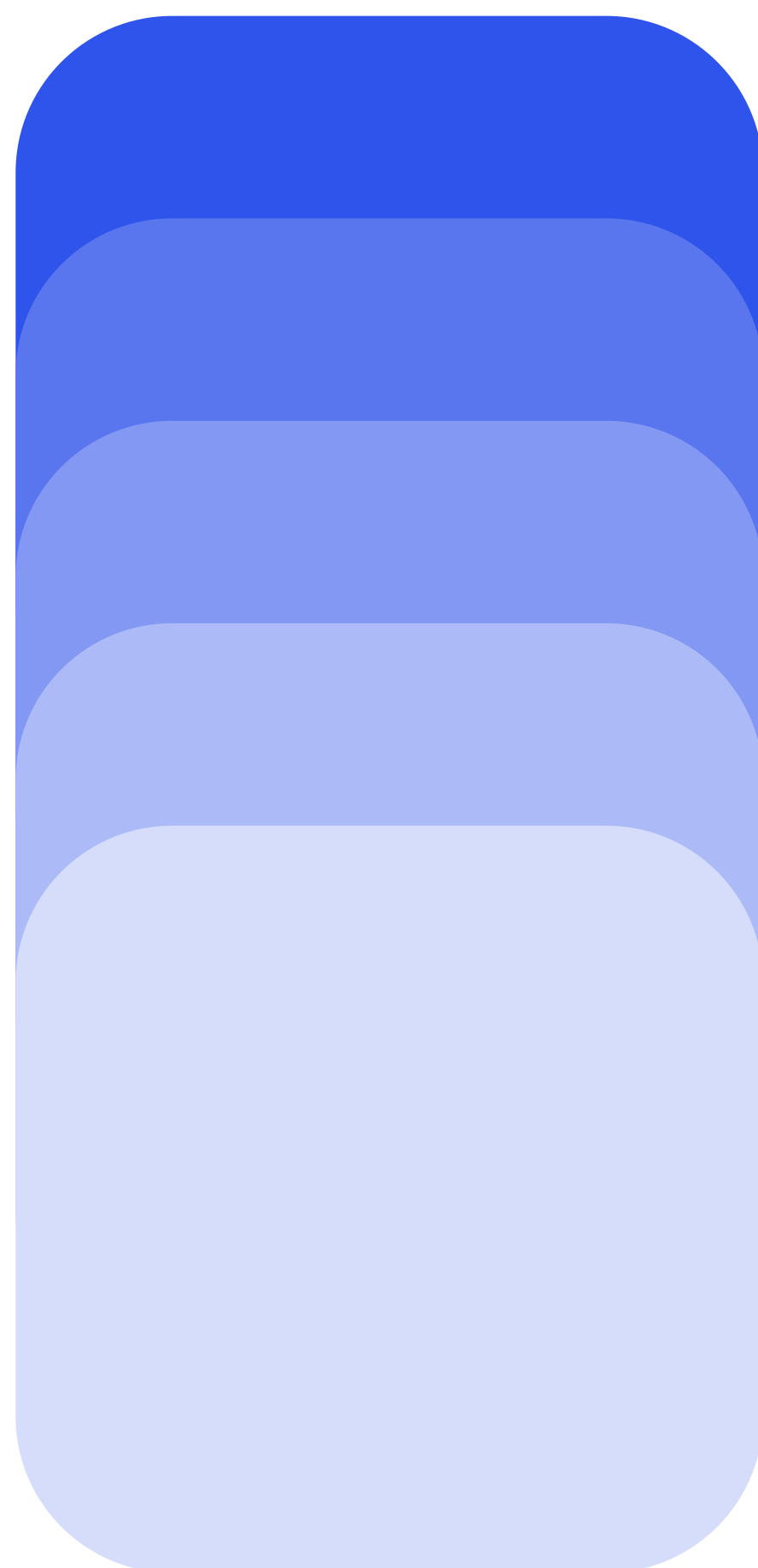
Secondary Fonts &  
Typography



# BRAND COLORS

# Brand Colors

## Primary Colors:



C	81%
M	69%
Y	0%
K	0%
R	47
G	84
B	235

## Nurtural Colors:





LOGO  
MOCKUPS





**Kweeqpay**







