INSTITUTIONAL FINTECH × ENERGY VERIFICATION

# NRGPay Brand Identity System

Built for bank-account linking, cryptographic settlement, and verified energy trading. NRGPay inherits EZNRG's hexagonal energy geometry, Sora typography, and Brand Emerald (#14B87A), anchored in deeper Vault Ink (#071521) and Clearing Blue (#0284C7) to signal financial custody, regulatory compliance, and institutional trust.

PARENT LINEAGE
**EZNRG Hexagonal Shield + #14B87A**

SUBSIDIARY DISTINCTION
**Vault Aperture + Clearing Node (#0284C7)**



SECTION 01 — LOGO SUITE & CONSTRUCTION

# Primary Lockups, Stacked Marks & Icon Variants

Vector SVG + Clipped PNG Ready

### Primary Horizontal — Light Surface

`nrgpay-horizontal-color-on-light.svg`




### Primary Horizontal — Vault Dark

`nrgpay-horizontal-color-on-dark.svg`




### Stacked Lockup (Light)




### Stacked Lockup (Dark)




### Clear Space & Minimum Size

Maintain a minimum clear-space margin equal to **0.25× emblem height** around all sides of the lockup so bank-linking badges and regulatory disclosures never crowd the mark.

**Full Horizontal Min:** `120px / 32mm`
**Emblem / Favicon Min:** `24px / 7mm`
**Tagline Cutoff:** Omit tagline below `160px` width

### One-Color, Print/Legal Monochrome & App Icon System

Use one-color outline or solid Vault Ink (#071521) on ACH authorization PDFs, Laser/embossed hardware keys, and monochrome statements.



SECTION 02 — CHROMATIC SYSTEM

# Core Palette, EZNRG Bridge Tokens & Contrast Compliance

WCAG 2.2 AA / AAA Verified

NRGPay preserves EZNRG's core energy greens (#14B87A, #A8FFDD, #0B1F1B) for instant family recognition while introducing **Vault Ink (#071521)** and **Clearing Blue (#0284C7)** to anchor high-trust financial workflows, bank-account verification states, and encrypted data custody.

**Vault Ink**
#071521
RGB 7, 21, 33
Primary Text & Dark UI

**EZNRG Ink**
#0B1F1B
RGB 11, 31, 27
Parent Bridge Surface

**Brand Emerald**
#14B87A
RGB 20, 184, 122
Verified Settlement

**Clearing Blue**
#0284C7
RGB 2, 132, 199
Bank Link & Custody

**Mint Accent**
#A8FFDD
RGB 168, 255, 221
Dark-Mode Highlight

**Surface Neutral**
#F2F5F5
RGB 242, 245, 245
Clean Card Canvas

## Color Proportion & Hierarchy (60 / 25 / 15 Rule)

60% Vault Ink / Neutral Canvas | 25% Emerald | 15% Blue

Lead with deep institutional neutrals (#071521 dark mode or #FFFFFF / #F2F5F5 light mode). Reserve #14B87A for verified energy/payment confirmation and #0284C7 for encrypted bank-account & KYC states.

## WCAG Contrast Pairings for Sensitive Financial Data

**#FFFFFF on #071521** — 18.1:1 (AAA)

**#A8FFDD on #071521** — 15.4:1 (AAA)

**#071521 on #FFFFFF** — 18.1:1 (AAA)

**#0B1F1B on #E6FFF6** — 15.8:1 (AAA)

Never set body copy in #14B87A or #A8FFDD on white backgrounds; pair light surfaces with #071521 or #087F54.

SECTION 03 — TYPOGRAPHY

# Sora Display/UI + JetBrains Mono Financial Numerals

Shared EZNRG Typeface + Tabular Mono

PRIMARY BRAND & INTERFACE TYPEFACE

## Sora

Matches EZNRG's primary geometric grotesque for seamless cross-platform cohesion across executive dashboards, onboarding flows, and institutional reports.

**Sora Bold (700)** — Wordmark, Hero Headlines, Settlement Totals

**Sora Semibold (600)** — Section Headers, Navigation, Primary CTAs

**Sora Medium (500)** — Subheadings, Table Headers, Status Badges

Sora Regular (400) — Body Copy, Compliance Disclosures, Form Labels

SECONDARY TABULAR & VERIFICATION TYPEFACE

## JetBrains Mono

Dedicated fixed-width companion for masked bank routing/IBAN credentials, MWh settlement quantities, REC certificate serials, and SHA-256 audit hashes.

```
ACCT: •••• •••• 4829 (ACH VERIFIED)
SETTLEMENT: $148,920.00 USD | 2,450.00 MWh
REC-ID: ERCOT-2026-11-99481A8F
```

### Recommended Type Scale & Tracking

| Role | Weight / Size | Line / Track | Live Specimen |
|---|---|---|---|
| **H1 Display** | Sora 700 • 36–44px | 1.12 / -0.02em | Instant Energy Clearing |
| **H2 Section** | Sora 600 • 22–28px | 1.22 / -0.01em | Verified Bank Account Custody |
| **Eyebrow Tag** | Sora 600 • 11–12px | 1.30 / +0.18em | FERC 2222 SETTLEMENT RAIL |
| **Ledger Data** | Mono 500 • 13–14px | 1.45 / 0.00em | TXN_88410C • $42,180.50 • CLEARED |

SECTION 04 — PRACTICAL APPLICATION & GOVERNANCE

# Usage Rules, Misuse Prevention & Product UI Context

nrgpay.io Ready

### ✓ DO: High-Trust Dark & Crisp Light

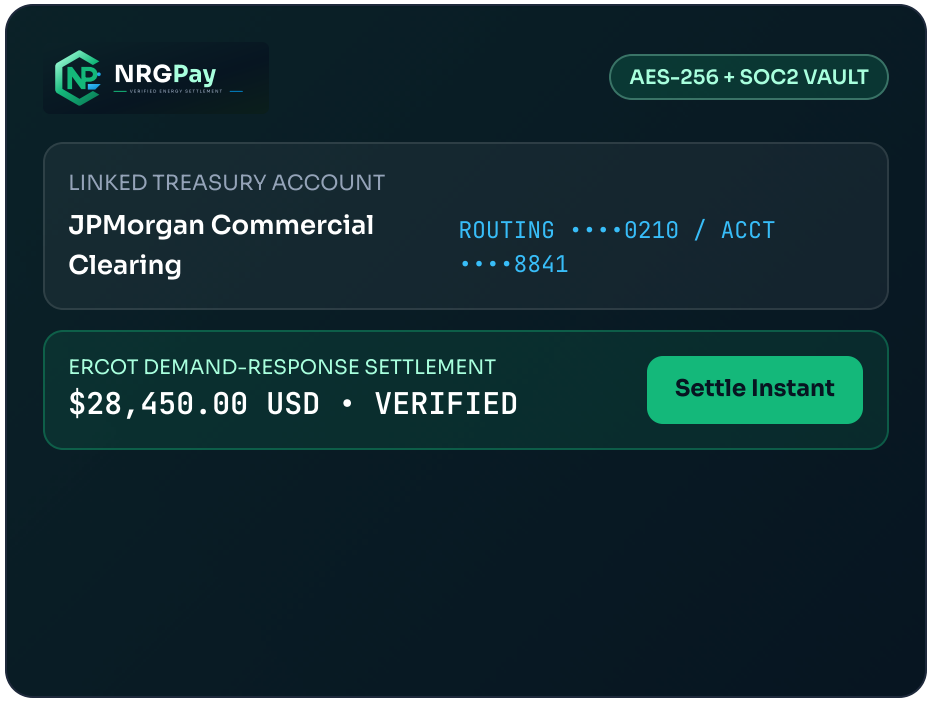
Place the color or reverse-mint lockup on Vault Ink (#071521), EZNRG Ink (#0B1F1B), pure white, or Surface Neutral (#F2F5F5) with generous breathing room.

### ✓ DO: Co-Brand Cleanly with EZNRG

When referencing parent ownership in footers or legal headers, set **“NRGPay — An EZNRG Subsidiary”** in Sora Medium with a subtle 1px vertical divider.

### ✕ DON’T: Alter Shield or Colors

Never rotate the hexagon, swap NRG and Pay weights, apply neon drop-shadows, or place the full-color mark over busy photographic backgrounds.




### Delivered Asset Package Manifest

All deliverables are vector-authored in clean standards-compliant SVG1.1 alongside high-DPI clipped PNGs and this print-ready PDF guide:

- svg/nrgpay-horizontal-color-on-light.svg
- svg/nrgpay-horizontal-color-on-dark.svg
- svg/nrgpay-horizontal-mono-white.svg
- svg/nrgpay-stacked-color-on-light.svg & on-dark.svg
- svg/nrgpay-app-dark.svg, app-light.svg & app-transparent.svg
- svg/nrgpay-monogram-variants.svg (Outline / Solid / Reverse)
- png/* (2048px, 1200px, 1024px & 512px clipped transparent PNGs)
- NRGPay_Brand_Identity_Guide.pdf (5-Page Brand System Book)