

tabit™

Brand & Asset Guidelines



Table of contents

01 About Tabit	02
02 Approved Messaging	05
03 Logo Design	08
04 Color Palette	19
05 Typography	25
06 Graphic Elements	29
07 Applications	32

The background consists of several overlapping, curved shapes in shades of blue and teal, creating a modern, abstract design. The shapes are semi-transparent and layered, with some appearing as solid colors and others as lighter, faded versions. The overall effect is clean and professional.

01

About Tabit

Meet Tabit

Meet Tabit

01 / Who Are We

Canada's first B2B Buy Now, Pay Later solution at point-of-sale.

02 / What We Do

A plug and play widget that extends our merchants' checkout to enable the Buy Now, Pay Later offering.

03 / Our Mission

To bring the convenience of the B2C buying experience to B2B.

Benefits of offering Tabit

- Improve cash flow
- Improve conversion
- Improve Average Order Value
- Improve purchase frequency
- Eliminate credit and fraud risk

Tabit is a B2B Buy Now, Pay Later solution powered by Merchant Growth. Tabit was founded in 2021 with the purpose of bringing the consumer buying experience to B2B.

Tabit provides a win-win solution for both buyers and sellers. Buyers (small businesses) get the same payment perks as large businesses which improves their cash flow and allows them to buy more.

Our brand

01 / Innovative

Tabit is all about “what’s next” in the B2B payments space.

02 / Versatile

Tabit can be used as a solution by suppliers across any industry that services businesses and can be adapted to fit your business’s needs.

03 / Simplistic

Tabit’s look reflects the streamlined and optimized experience that both business suppliers and buyers deserve when it comes to their payment experience.



02

Approved Messaging

Meet Tabit

General Messaging

- Buy Now, Pay Later with Tabit
- Shop Now, Pay Later with Tabit
- Pay over time with Tabit

Secondary Messaging

(When additional subheading or descriptions are needed)

- Up to \$500K | Up to 12 months | As low as 0% interest
- Get funded today with our flexible payment options with no hidden fees!
- Get pre-approved with no document upload and no obligation!
- Get Funded | Buy Now | Pay later

Tabit is a B2B Buy Now, Pay Later solution powered by Merchant Growth. Tabit was founded in 2021 with the purpose of bringing the consumer buying experience to B2B.

Tabit provides a win-win solution for both buyers and sellers. Buyers (small businesses) get the same payment perks as large businesses which improves their cash flow and allows them to buy more.

Meet Tabit

Messaging Don'ts

- Tabit does not offer net terms
- Tabit is not a solution for consumers
- Tabit is not a credit card
- Tabit is not a bank
- Tabit is not an invoice financing solution



03

Logo Design

Main logo

Color version

The image shows the color version of the Tabit logo. The word "tabit" is written in a lowercase, sans-serif font. The letters "ta", "bi", and "t" are in a dark blue color, while the letters "it" are in a lighter, medium blue color. A small "TM" trademark symbol is located at the top right of the letter "t".

Grayscale version

The image shows the grayscale version of the Tabit logo. The word "tabit" is written in a lowercase, sans-serif font. The letters "ta", "bi", and "t" are in a dark gray color, while the letters "it" are in a lighter gray color. A small "TM" trademark symbol is located at the top right of the letter "t".

Our logo is made of two elements i.e. the logo type and the logo mark. The shapes in the logo combine round and hard edges, giving our logotype a sense of structure and precision, with sharp edges outside of the letters give our brand a more people technology approach.

The wordmark spells the brand name in letters that feel structured and accessible, emphasizing both the power and simplicity of the brand.

The Tabit logo is one of the key tools to communicate the story and values behind our brand.

Logo on a dark background

Color version



tabit™

The image shows the word "tabit" in a lowercase, sans-serif font. The letters "ta", "bi", and "t" are white, while the letter "i" is a vibrant blue. A small "TM" trademark symbol is positioned to the upper right of the final "t".

Grayscale version



tabit™

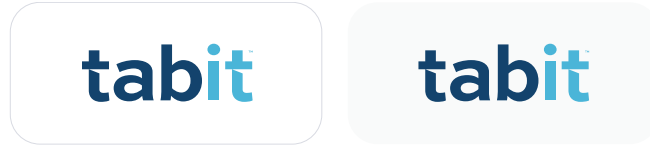
The image shows the word "tabit" in a lowercase, sans-serif font, rendered entirely in a uniform light gray color. A small "TM" trademark symbol is positioned to the upper right of the final "t".

Improve readability by using a white logo version against a dark background to ensure enough contrast.

Logo elements and color

Color (Primary)

Over white and light color backgrounds.



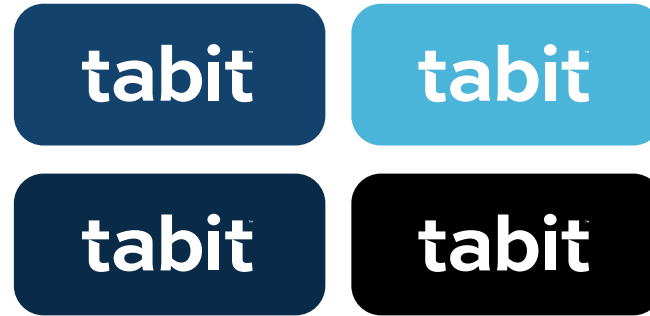
Color (Primary)

Over dark and lighter dark color backgrounds.



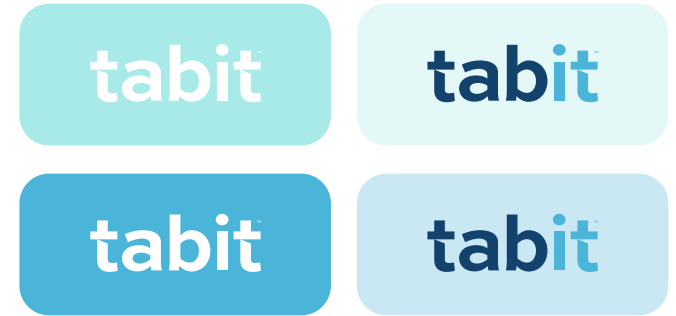
White

Over black and dark color backgrounds.



Color and B&W

Over dark and lighter color secondary backgrounds.



Black

Over black and white visuals.



Color (Primary)

Only for emblem, over dark blue or white backgrounds.



When using our logo or logomark, make sure to use the artwork files provided. To maintain a consistent brand image, never attempt to redraw, recreate or modify the logo in any way.

Select the logo version according to the background color, ensuring enough contrast, while also prioritizing the full color or dual-color & white combination before selecting the all white version.

Logo construction

Logo Grid



To create a well balanced logo, we used the construction and proportional guides to achieve visual harmony, an organized aesthetic, as well as a purposeful logomark.

We took the width of the letter 't' as the base point and then all other elements were sized according to this,

Tabit emblem

Color Version



White Version

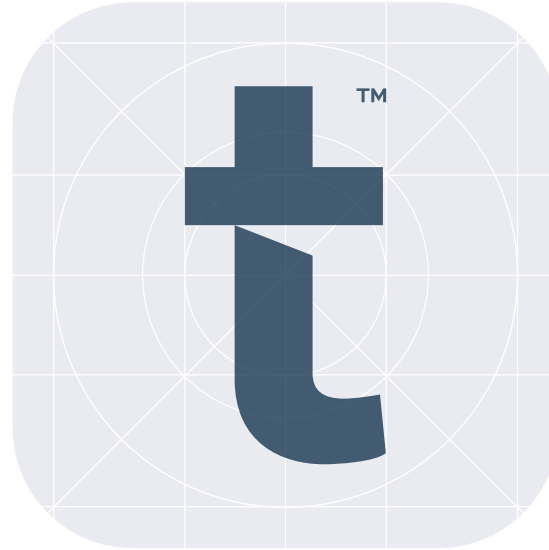


Our logo emblem represents the company's name in a single mark made using a modern aesthetic. This simple and precise emblem puts emphasis both on our industry and the services that Tabit provides..

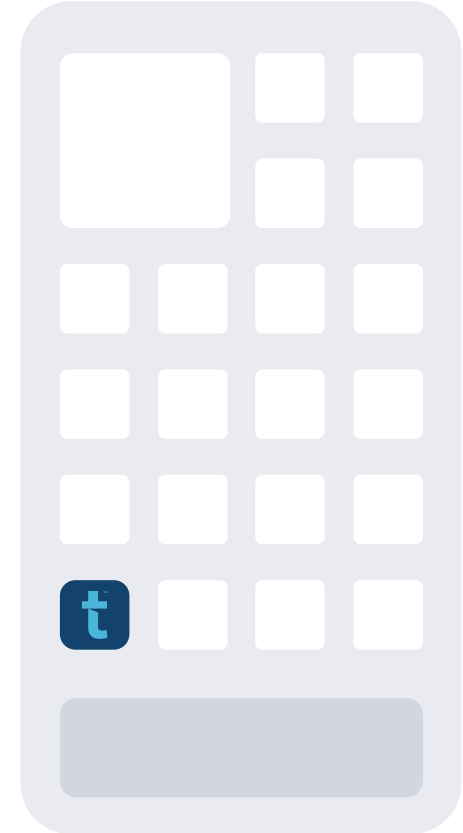
This is one of our key tools to communicate the values behind our brand.

App icon

App Icon Grid



App Icon



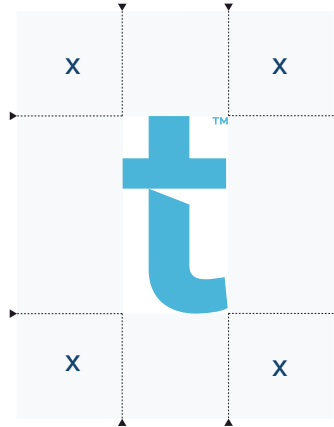
The logo emblem is the primary visual in the app context but the main logotype can be used as an alternative when sizing permits.

Clear space



To make sure our logo always remains prominent and legible, we have defined an area 'x' of clear space equivalent to the height of our logo emblem 't'. This area should be kept free from text, busy patterns and backgrounds, other logos or other visual distractions.

Please note that this page indicates the absolute minimum clear space. Where possible, more should be used.



Minimum scale

As well as defining a clear space, our logo should always be legible by ensuring that it is never reproduced in a smaller sizing than the minimum sizes outlined opposite. Note that these are absolute minimum sizes and that it is recommended to use a larger size.



But you can go as large as you want!



What not to do



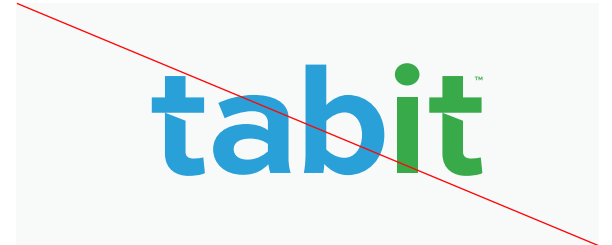
Do not enlarge the logo symbol



Do not use the logo with insufficient contrast



Do not use shadows in the logo



Do not recolor the logo or symbol



Do not compress the logo in any case



Do not elongate the logo or symbol

To preserve the integrity of the logo, the following examples illustrate how it should never be used. The success of the brand depends on our logo maintaining a consistent appearance in all communications.



04

Color Palette

Primary color palette

Dark Blue

HEX 13436D
RGB 19, 67, 109
CMYK 99, 77, 33, 19

Tabit Blue

HEX 4AB5D8
RGB 74, 181, 216
CMYK 64, 9, 8, 0

White

HEX FFFFFFFF
RGB 2555, 255, 255
CMYK 0, 0, 0, 0

Expanded color palette

Cloud

HEX F3F5F5
RGB 243, 245, 245
CMYK 4, 2, 2, 0

Midnight Blue

HEX 0A2B47
RGB 10, 43, 71
CMYK 99, 81, 45, 45

Light Blue

HEX DDF1F7
RGB 221, 241, 247
CMYK 12, 0, 2, 0

Arctic Blue

HEX A7EAE8
RGB 167, 234, 232
CMYK 31, 0, 12, 0

Grey color palette

Dark Gray

HEX 4B6075
RGB 75, 96, 117
CMYK 75, 57, 39, 16

Gray

HEX 788997
RGB 120, 137, 151
CMYK 57, 40, 32, 2

Light Gray

HEX A5AFBA
RGB 165, 175, 186
CMYK 36, 25, 20, 0

Lighter Gray

HEX D2D7DD
RGB 210, 215, 221
CMYK 16, 11, 8, 0

Color combinations



We have defined a shape-to-follow colour pairing guide that depicts which colours to use on various backgrounds to maintain consistency across all touchpoints.



05

Typography

Brand typeface

Say hello to the new Roboto

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. Roboto allows letters to be settled into their natural width.

Typeface

Roboto
Regular

Roboto
Medium

Roboto
Bold

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz

0123456789

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Typography Example

Our clients are busy people, so it's important that information is presented with structure and clarity. Opposite you'll find a diagram explaining how to use the different weights of our brand typeface in a simple layout.

As a common rule of thumb, Headings should be 2.5 times the size of the Body Copy, while Sub-headings and Intros 1.25 times the size of the Body Copy. Similar details like factors, folios or legal information should be 0.75 times the Body Copy.

Folio
Roboto
Regular

Header
Roboto
Bold

Intro
Roboto
Regular

Sub-headers
Roboto
Semi-bold

Body Copy
Roboto
Regular

August 2023

B2B payments made simple and easy.

Our clients are busy people, so it's important that information is presented with structure and clarity.

Our Mission

Our clients are busy people, so it's important that information is presented with structure and clarity. Opposite you'll find a diagram explaining how to use the different weights of our brand typeface in a simple layout.

Tabit Core Values

Our clients are busy people, so it's important that information is presented with structure and clarity. Opposite you'll find a diagram explaining how to use the different weights of our brand typeface in a simple layout.

Typography Example

Our clients are busy people, so it's important that information is presented with structure and clarity. Opposite you'll find a diagram explaining how to use the different weights of our brand typeface in a simple layout.

As a common rule of thumb, Headings should be 2.5 times the size of the Body Copy, while Sub-headings and Intros 1.25 times the size of the Body Copy. Similar details like factors, folios or legal information should be 0.75 times the Body Copy.

H1	—————●
48px	—————●
H2	—————●
16px	—————●
Body	—————●
48px	—————●
H3	—————●
16px	—————●
Body	—————●
48px	—————●
Link	—————●

B2B Payments

Complete payment suite

Our clients are busy people, so it's important that information is presented with structure and clarity.

Our Mission

Our clients are busy people, so it's important that information is presented with structure and clarity. Opposite you'll find a diagram explaining how to use the different weights of our brand typeface in a simple layout.

[View more info](#)



06

Graphic Elements

Pattern overview



To add a more human approach to our marketing material and brand communication, we've incorporated a series of visuals representing our brand into a seamless pattern. Our patterns are inspired by key areas of the services provided.

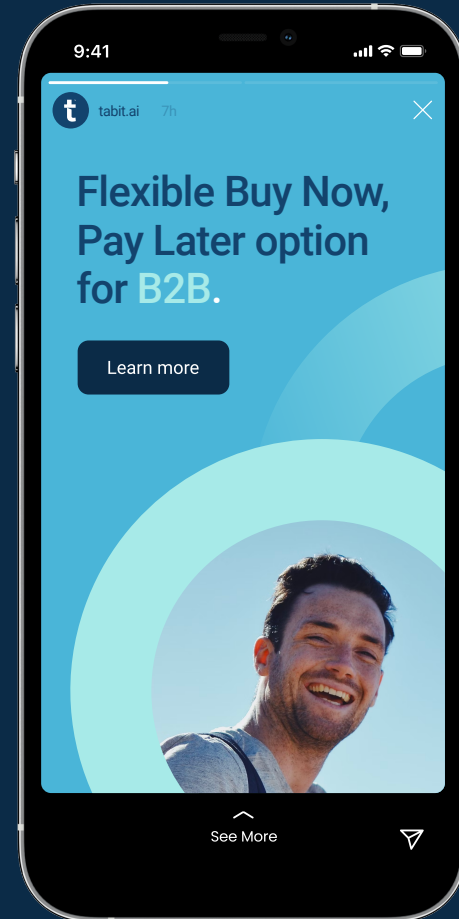
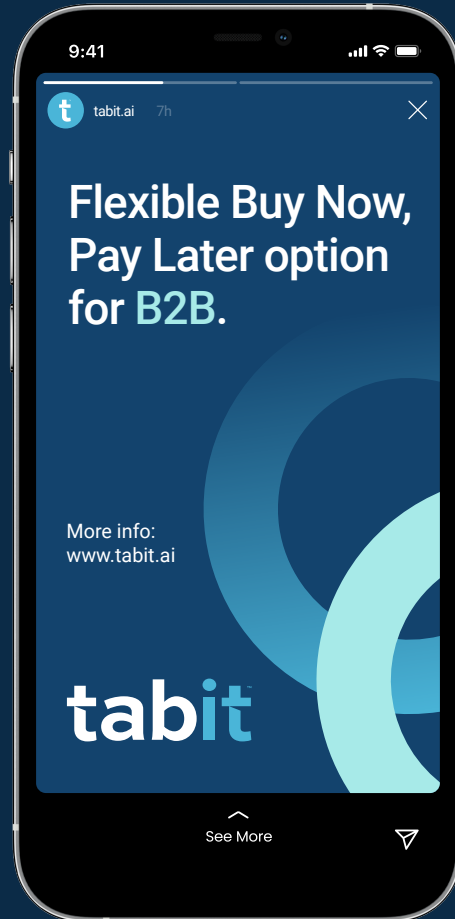
We use them for:

1. Background element in our communications
2. An ornamental feature in our printed material like packaging
3. Photography enhancements

Pattern usage



Use our graphic elements boldly by placing them large enough so they are cropped by at least two or three edges of our frames. Make sure to have enough space for displaying our copy clearly.





07

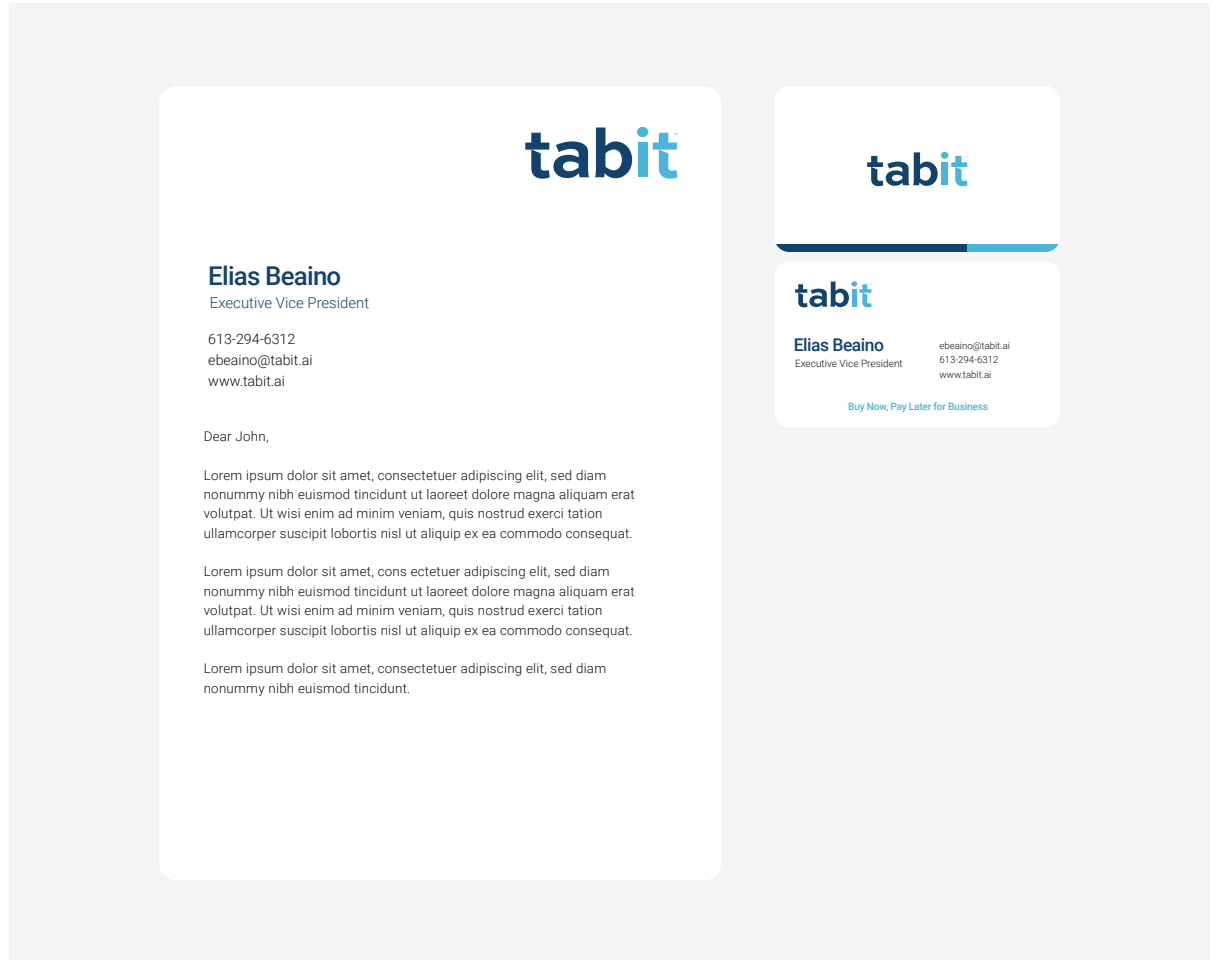
Brand Applications

Business card



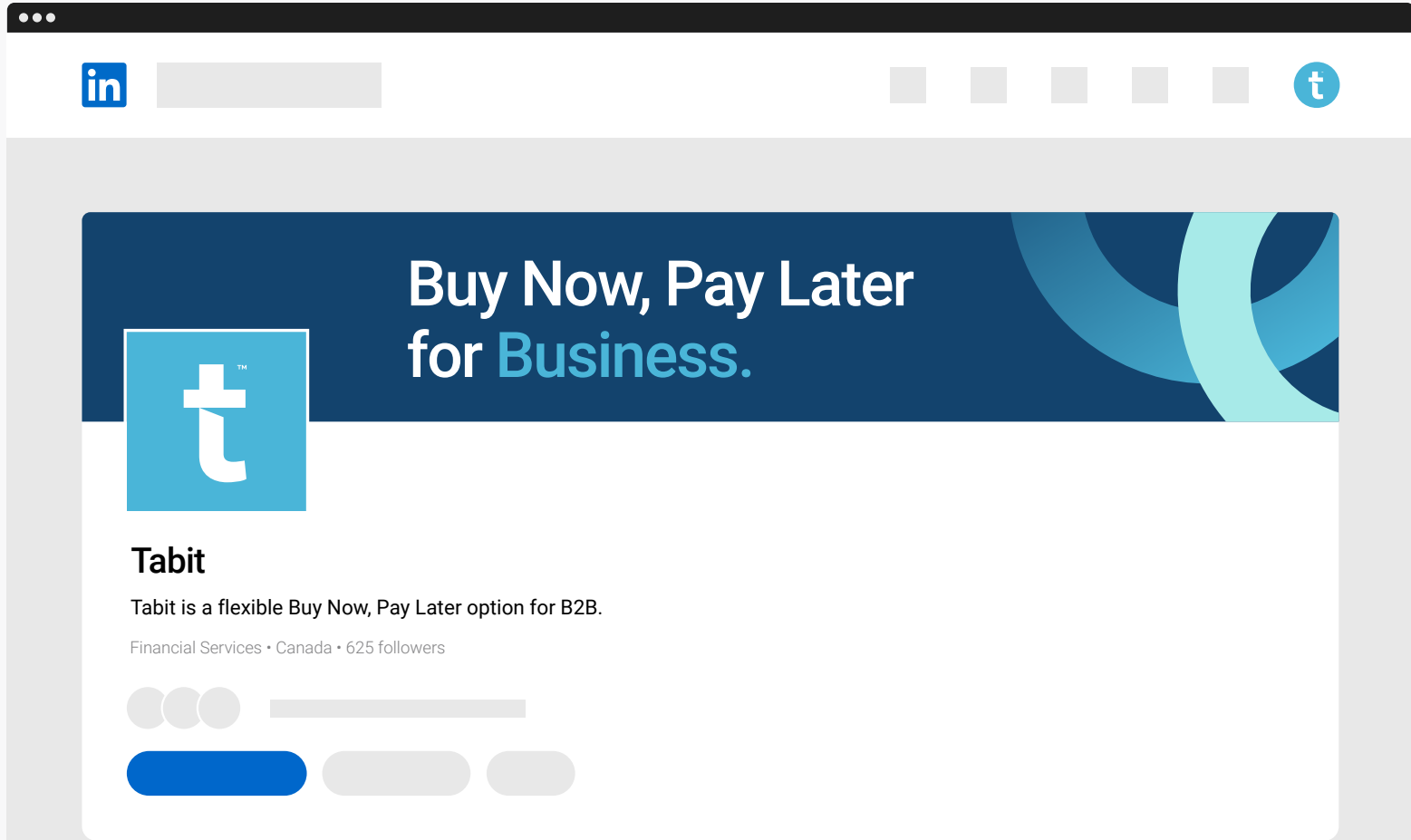
Here's an example of our business card design.
Please use 3.5" x 2" horizontal layout.

Letterhead

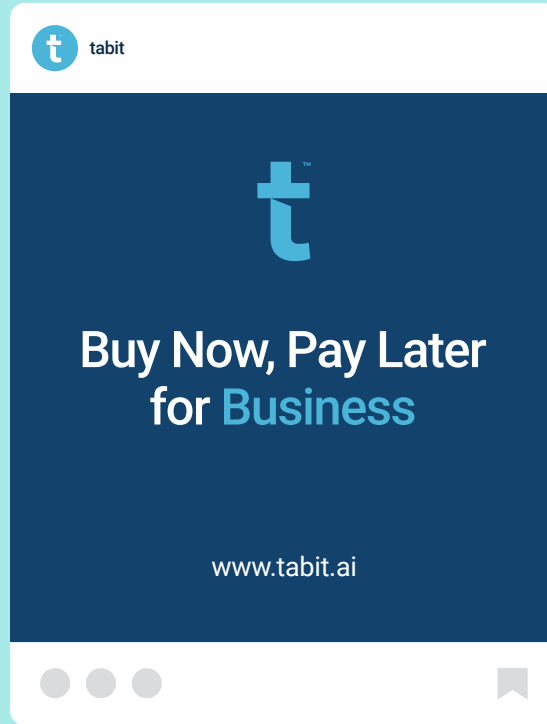
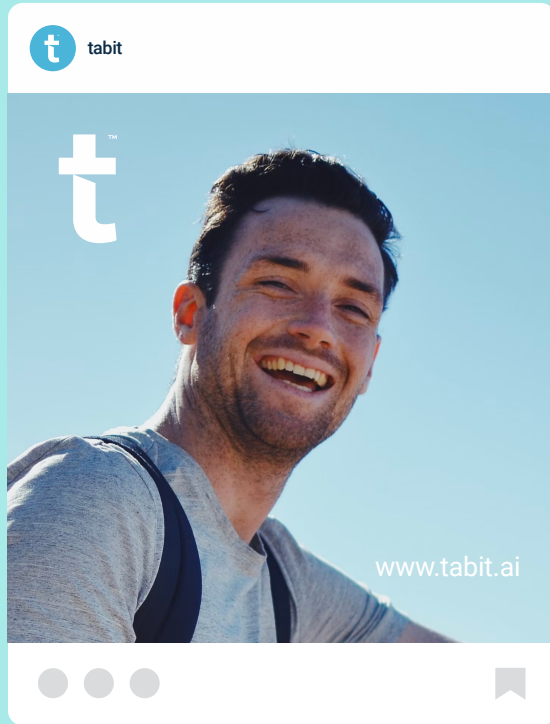


Here's an example of our letterhead design.

LinkedIn preview



Instagram posts



Advertisements



Logo lockups

Now offering

tabit[™]

Checkout with

tabit[™]

Now offering

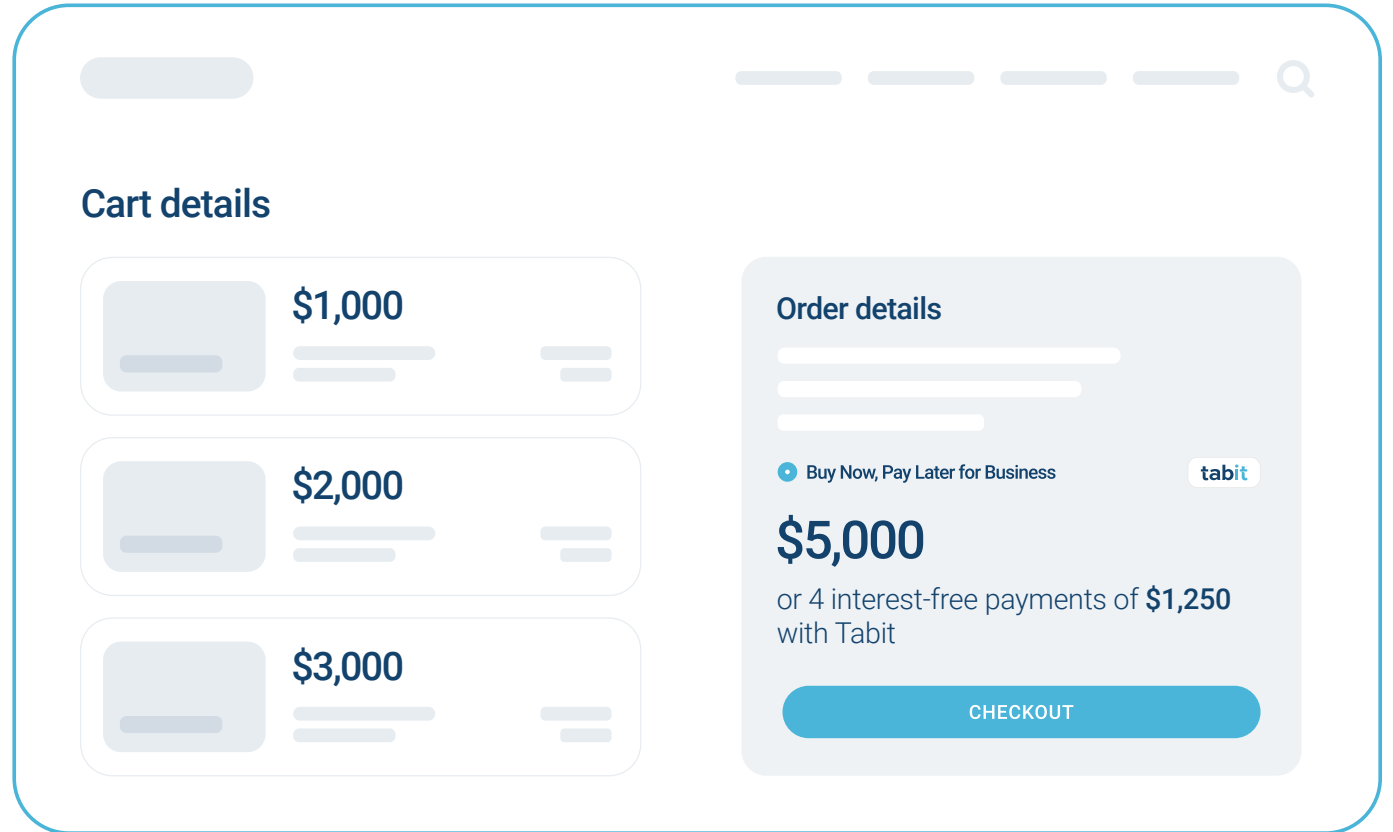
tabit[™]

Checkout with

tabit[™]

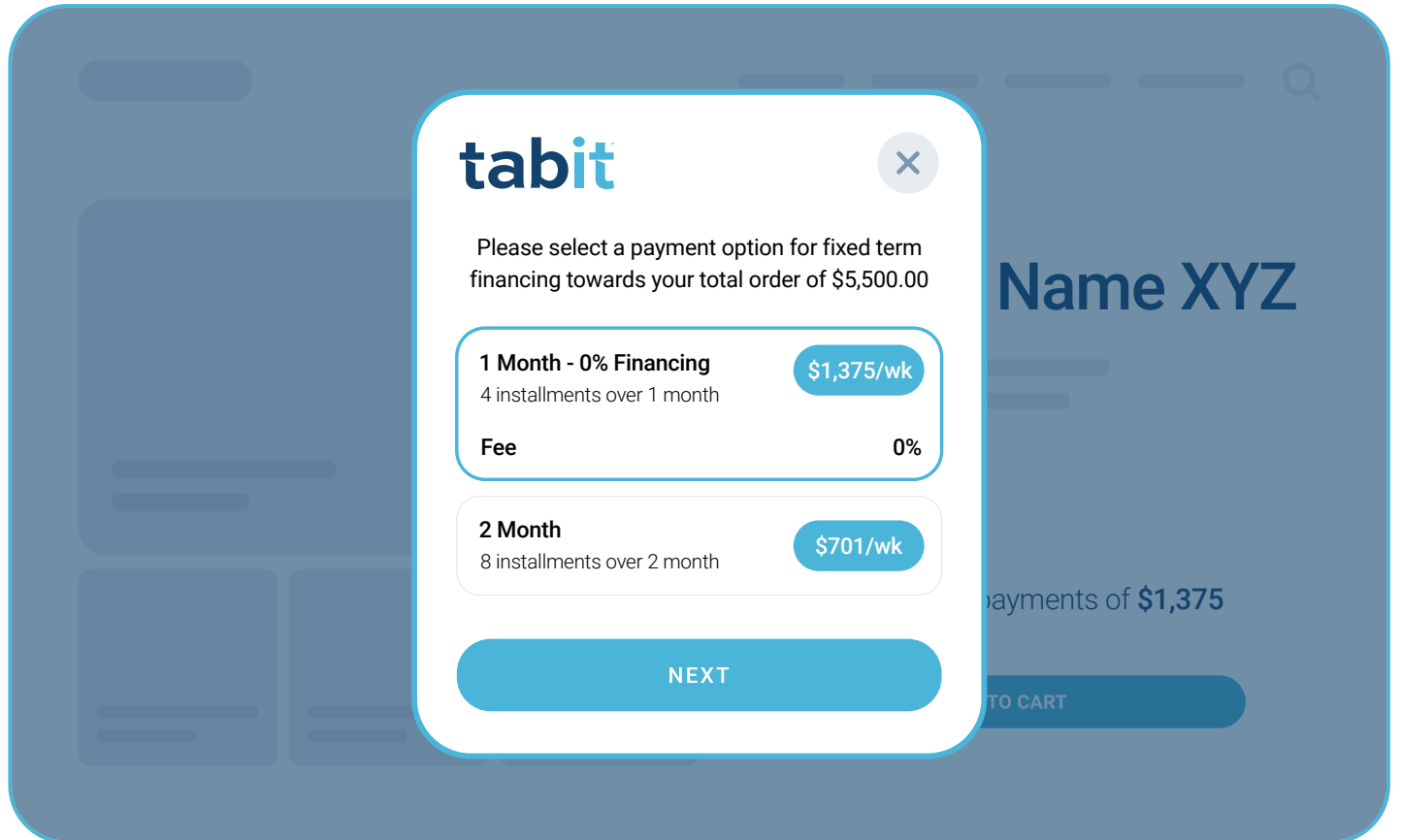
Approved ready-to-use Tabit lockups with messaging are available for download. We reserve the right to mandate of any use of our logo or branding or messaging.

Cart and checkout



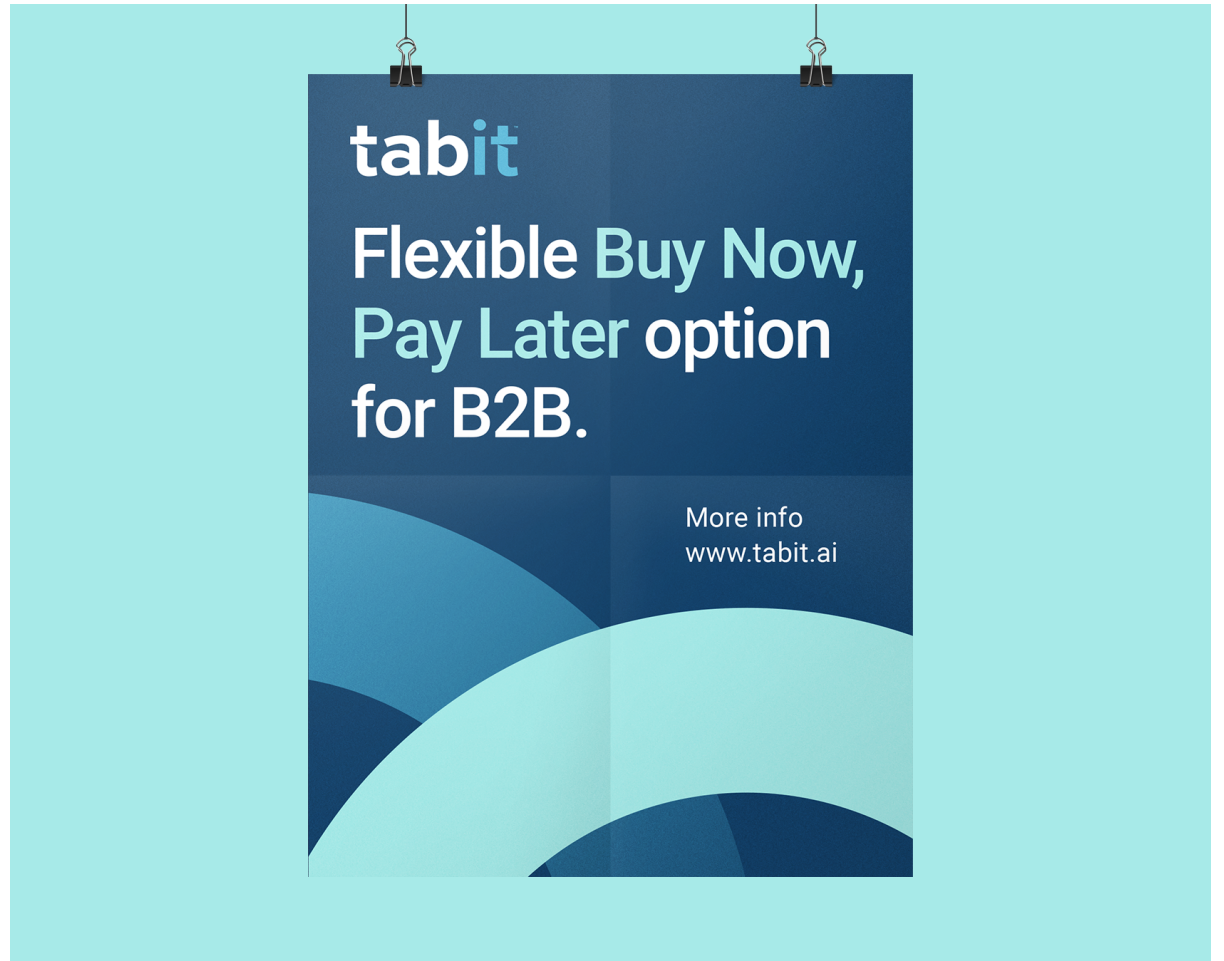
Here's an example of the cart and checkout design.

Product page



Here's an example of the product page.

Poster



Here's an example of the poster design.

Hoodie



Here's an example of the hoodie design.

Tote bag



Here's an example of the tote bag design.

Outdoor advertisement



Here's an example of the outdoor billboard design.



tabit™

hello@tabit.ai
www.tabit.ai

