

The logo for ORDWAY features the word "ORDWAY" in a bold, orange, sans-serif font. The letter "O" is a stylized circle with a white-to-orange gradient and a white shadow on its left side, giving it a 3D effect. The letters "R", "D", "W", and "A" are solid orange, while the "Y" is also orange but has a white shadow on its right side, creating a sense of depth and movement.

ORDWAY

Brand Guide & Assets

Spring 2022

A decorative graphic at the bottom of the page consists of several overlapping, semi-transparent orange geometric shapes. These shapes are layered to create a sense of depth and movement, extending from the left edge towards the right. The colors range from a dark orange to a light, almost white, orange, and they are set against a white background that transitions from the dark blue background above.

Primary logo & Icons [Download logo and icons »](#)



Colors

Hex value



Billing vertical



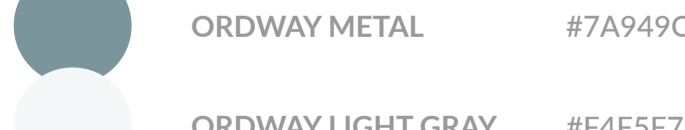
Collection vertical



Receivables vertical



Reporting vertical



Typography

Header 1

Font: Open Sans 700 / Size: 54px / Color: #14283c or #FFFFFF

Header 2

Font: Open Sans 700 / Size: 38px / Color: #14283c or #FFFFFF

Header 3

Font: Open Sans 400 / Size: 28px / Color: #14283c

H3 alt **H3 alt**
H3 alt **H3 alt**

Font: Open Sans 700 / Size: 28px

Header 4

Font: Open Sans 700 / Size: 19px / Color: #14283c or #E16E2E

Ordway supports all of today's innovative business models from traditional, one-time purchase transactions to recurring revenue "as-a-Service" models.

Font: Open Sans 400 / Size: 20px / Color: #14283c

Text link » Text link » Text link » Text link »

Font: Open Sans 700 / Size: 20px

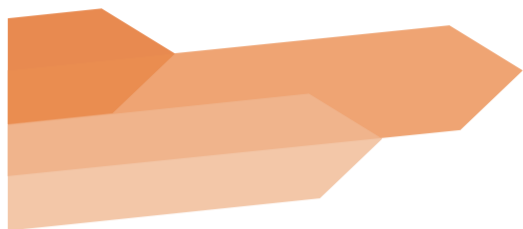
Multi-tiered plans, per user per month, and free trials.

Font: Open Sans 400 / Size: 17px / Color: #14283c

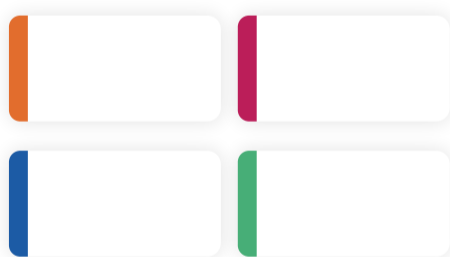
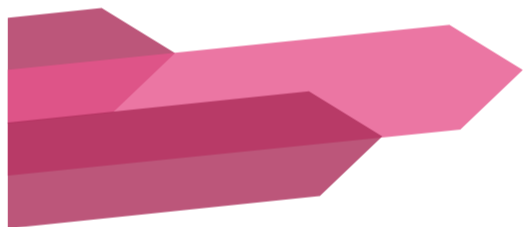
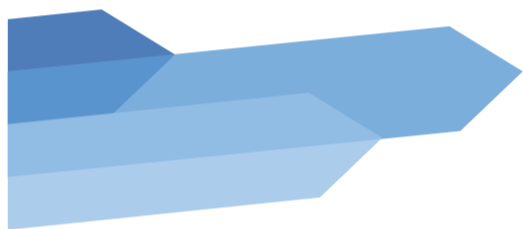
This is an in-line link »

Font: Open Sans 700 / Size: 20px / Color: #E16E2E

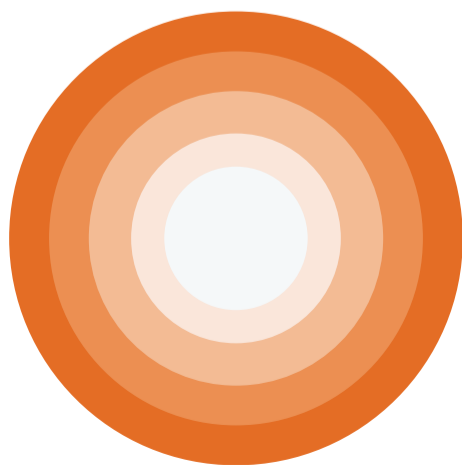
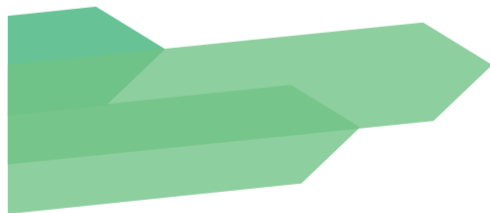
Backgrounds [Download background elements \(vector .eps\) »](#)



Box: border radius: 10px / Small drop shadow



Box: border radius: 10px / Small drop shadow w/ colored left border



ORDWAY DARK BLUE #14283c



ORDWAY LIGHT GRAY #F4F5F7



ORDWAY ORANGE #E16E2E



LIGHT #E78A50
LIGHTER #F0B692
LIGHTEST #F8E1D4



ORDWAY DARK BLUE #14283c



ORDWAY BRIGHT BLUE #1F5BA3



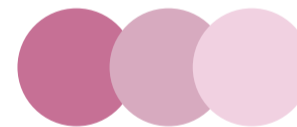
LIGHT #7397CE
LIGHTER #A6C0E4
LIGHTEST #DFE8F5



WHITE #FFFFFF



ORDWAY RUBY #AC2E59



LIGHT #C67195
LIGHTER #D8ABBF
LIGHTEST #EFD0E0



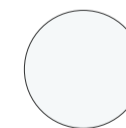
ORDWAY DARK BLUE #14283c



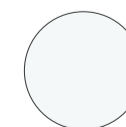
ORDWAY GREEN #4DAE78



LIGHT #5EC08F
LIGHTER #9CD4B8
LIGHTEST #D7EDE1



ORDWAY LIGHT GRAY #F4F5F7



ORDWAY LIGHT GRAY #F4F5F7

Backgrounds & Social Media [Download social media pack \(vector .eps\) »](#)

