



TYCHE PAY

BRAND KIT · V2 · SEPTEMBER 2026



TYCHE PAY IDENTITY

Logo setup, color, type, imagery, components,
motion and voice for Tyche Pay.

FORTUNA · RUDDER · CORNUCOPIA

INTRODUCTION

Tyche was the Greek goddess of fortune and the fate of cities; Rome called her Fortuna. The brand borrows her attributes: the mural crown, the wheel of fortune, the cornucopia and marble. One ink, one ground, and classical imagery pressed into a single color.

01 • LOGO SETUP

WORDMARK / MARK / SEAL

TYCHEPAY

PRIMARY WORDMARK • ANTONIO 300 • +8% TRACKING



Clear space equals the height of the "P" on every side. Minimum wordmark width is 96px on screen.

The wheel appears alone only in the header, favicon and app icon. It turns slowly in the site header.

The seal is for stamps, closing sections and social avatars. Never set it inline with body text.



02 • FAVICON & SHARE IMAGE

BROWSER / HOME SCREEN / SOCIAL



Cinnabar #D2381A Primary ink, red bands	Marble #F0ECE3 Ground, text on red	Obsidian #14100E Text, code, contrast
Deep Cinnabar #B8300F Small red text, errors	Fortune Gold #B08A3E Seal, detail	Travertine #D9D2C4 Hairlines

Roughly 70% Marble, 25% Cinnabar, 5% Obsidian and Gold. Gold is for seals and small details, never body text. Small text on Cinnabar is always Marble.

Aa Fortuna

DISPLAY · ANTONIO 100 TO 400

Headlines, numerals, wordmark. Line height .86 to .98. All caps for heroes, sentence case for section heads.

Payments that stay live.

BODY · INSTRUMENT SANS 400 TO 600

Paragraphs, UI and forms. 15 to 17px on web, 1.6 line height, about 64 characters per line.

PLATE II · BACKUP BANKS

LABEL · IBM PLEX MONO 400 TO 500

Eyebrows, nav, buttons, plate captions.

Uppercase, 10 to 12px, +12 to 20% tracking.



- 01 Convert to grayscale and raise contrast to 160%.
- 02 Screen the photo over a flat Cinnabar ground.
- 03 Multiply a Cinnabar halftone dot on top: 4px grid, 50% opacity.
- 04 Crop into an arch (full round top, square base) with a 1px #E86A4E edge. Center the figure below the curve.

Classical sculpture only: Tyche, Fortuna and city goddesses. No lab glassware, vials or syringes.

BUTTONS & CHIPS

PRIMARY

SECONDARY

DARK

EYEBROW CHIP

APPROVED

FORM FIELDS

EMAIL *

you@store.com

Select a range



Choose your monthly revenue.

Reveal	900ms · cubic-bezier(.2,.7,.2,1) · rise 20px	Sections and cards on scroll, staggered 70 to 120ms.
Wheel	60s · linear · infinite	Header mark turns once a minute.
Seal	40s · linear · infinite	Circular seal text in closing sections.
Plate	450ms · ease · crossfade	Arch image gives way to plate text on hover or tap.
Hover	200ms · color and background	Links and buttons.
Accordion	400ms · height and opacity · + turns 45°	FAQ answers and the mobile menu.

All motion switches off when the visitor has reduced motion enabled.

Most visitors run Shopify, WooCommerce or a custom store and are not technical.

Write for them: say "backup banks", not "multi-acquirer routing"; "chargeback help", not "representment".

WE SAY

Approved for your category.
Built to stay live.
Make your own luck.

WE AVOID

~~Guaranteed approval.~~
~~Get around the banks.~~
~~Instant, no questions asked.~~

MAKE YOUR OWN LUCK.

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