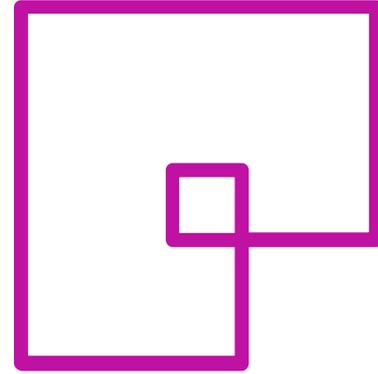


Paygent.ai

Media Kit



Clarity in Every Transaction, Confidence in Every Decision

Paygent.ai Brand Guide

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Our Founding Story

Paygent.ai's Mission, Vision, and Core Values

2

Our Voice

Paygent.ai's Mission, Vision, and Core Values and how we communicate.

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The meaning behind our palette and how to use it.

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Approved logo variations, usage, and design guidelines.

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Visual style, iconography, and how we bring Paygent.ai to life.

01

Our Founding Story

The Paygent.ai Founding Story

The idea for Paygent.ai started long before it had a name.

When I was earning my MBA in Finance, I was also working inside a payment processor. In class, we'd laugh (and groan) at how cryptic finance data could be. Even with insider knowledge, it felt like decoding a foreign language — and without someone walking you through it, you were lost.

At work, I saw the flip side. Residuals that were a nightmare to reconcile. Interchange rules that seemed to change overnight. Fee structures so complex even the most well-intentioned processor could slip up.

And it hit me: if I was struggling with all this context, what chance did a small business owner have? They don't have analysts or finance teams. They're asked to simply "trust" — not because processors are malicious, but because the system is too complex for anyone to manage on gut instinct alone. Honest mistakes go unnoticed, and the business owner pays the price.

That realization planted the seed.

What if small business owners had a teammate?

Not a consultant they could barely afford.

Not another piece of jargon-filled paperwork.

But an always-on partner that could monitor the fine print, catch anomalies, and finally make sense of every transaction.

That's why I built Paygent.ai.

I've spent 17+ years scaling SaaS and fintech companies, from scrappy startups to \$1B+ valuations. My specialty has always been bringing clarity to chaos — whether in payments, systems, or strategy. Paygent.ai is the natural next step: a platform built to level the playing field for the very people who need it most.

Because knowledge is power.

And it's time small business owners had it on their side.

— Krystal A. Little, CEO & Founder



02

Our Voice

Our Mission

Our mission is to bring **clarity and fairness to payment processing**, an industry long driven by complexity and confusion.

Using AI to reveal patterns and hidden truths, we equip small businesses to act with confidence and thrive.

In doing so, **we are reshaping payments** into a space where knowledge, not opacity, defines the future.



Our Vision

We envision a future where **payment processing is no longer hidden or complex**.

Every business owner has **full visibility, practical tools, and the confidence** to make informed decisions.

Through simple technology and education, we help businesses focus **less on confusion and more on growth**.

Our Core Values



 Paygent.ai™

Knowledge is Power

We believe **financial clarity** gives business owners confidence.

*Transparency turns confusion into confidence, **empowering every decision.***

Technology With Purpose

We believe AI should **solve real problems**, not exist for its own sake.

*We use AI to **illuminate hidden truths**, never to add complexity.*

Humans Over Hustle

We believe success should never come at the expense of **well-being**.

*We simplify payments so people can **focus on growth, not grind.***



Brand Voice

We emphasize oversight and transparency, always reminding customers we analyze but never process.

Paygent.ai is **helpful, educational, and clear.**

Our brand balances **high-tech AI capabilities** with a **human friendly, small business focused approach.**

1. Trustworthy

We are a financial technology brand, and trust is everything.

2. Informative

We speak like an industry insider helping small businesses succeed.

3. Simple

Payments are complex, but we make them easy to understand.

Brand Colors

03

Palette brand colors

Combining the power of education in purples and pinks, the financial strength of deep greens, and the authority of black to create a high-tech yet approachable brand that empowers business owners.

Dominant

Pink
#BF11A2

Main Brand 1

Black
#1F261A

Main Brand 2

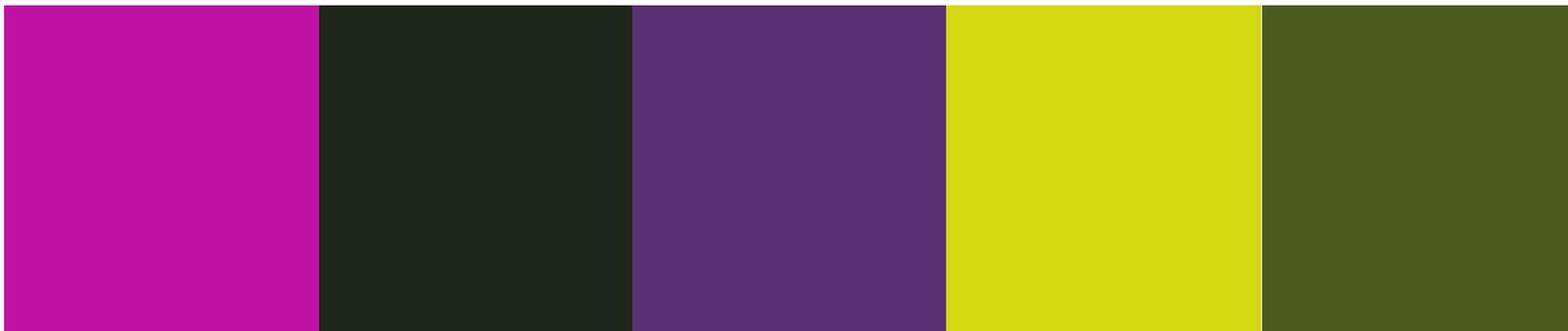
Purple
#583073

Accent 1

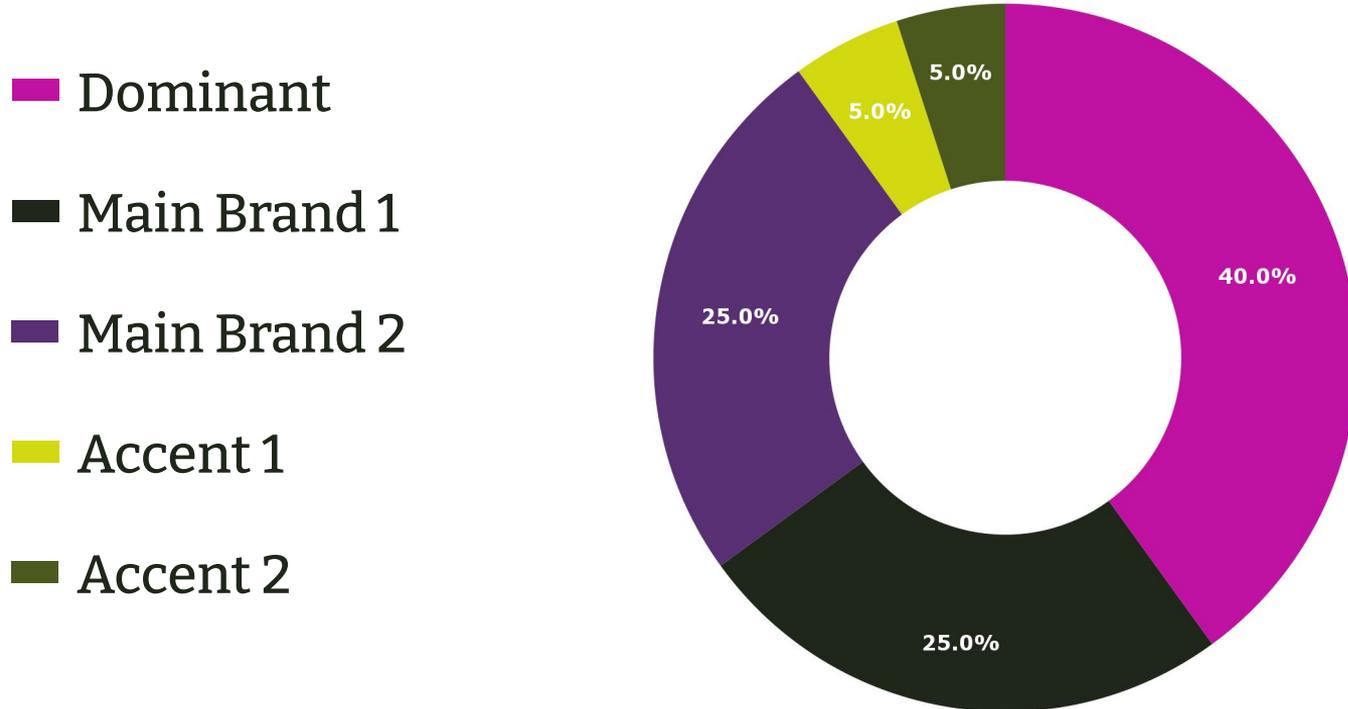
Bright Green
#D2D911

Accent 2

Olive
#4C591E



Color Brand Use

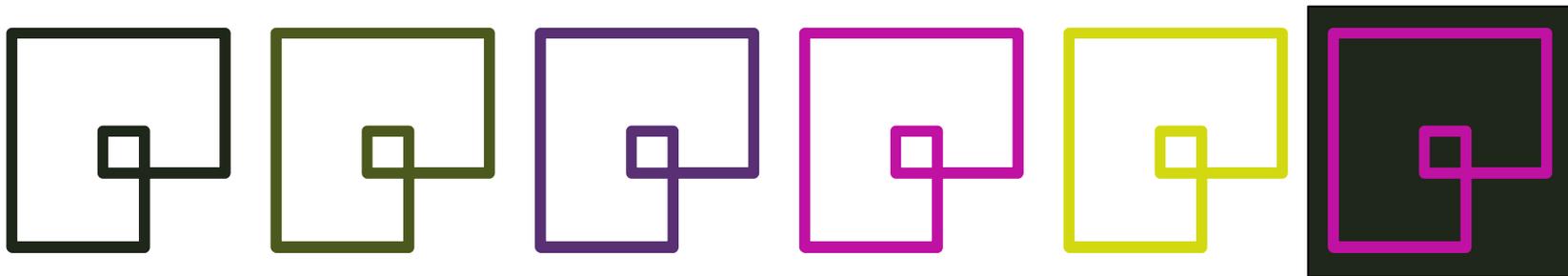


04

Logos

Logo Icons

The Paygent.ai logo represents the total transaction, with a purposeful blank space at the bottom right — symbolizing the fees business owners typically give away. By reclaiming this space, our design visually reinforces our mission: helping businesses keep more of what they earn.

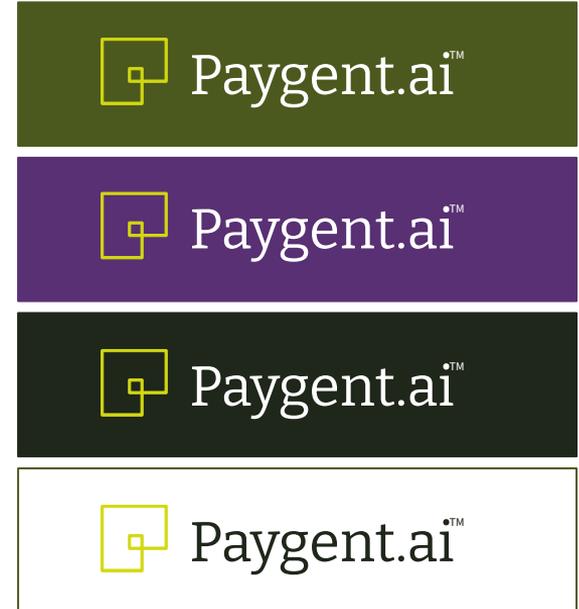


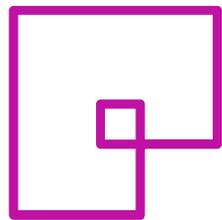
When featuring the icon only, any of the brand colors can be used.

Logotype Variations

Logotype can be featured in a number of combinations.

- Typeface is either black if on a white background or white if on a brand color background.
- Backgrounds are any of the dominant or main brand colors, or white.
- When used in logotype, the icon is one of the brand accent colors.





Paygent.aiTM



Paygent.aiTM

Social Assets

LinkedIn Cover Image

<https://www.linkedin.com/company/paygent-ai/>
1128px x 191px



Facebook Cover Image

<https://www.linkedin.com/company/paygent-ai/>
640px x 360px



Instagram

<https://www.instagram.com/paygent.ai/>

Typography

05

Headlines: Bitter

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

<https://fonts.google.com/specimen/Bitter>

Body text: Assistant

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

<https://fonts.google.com/specimen/Assistant>

Imagery

06

Emphasis on Real People

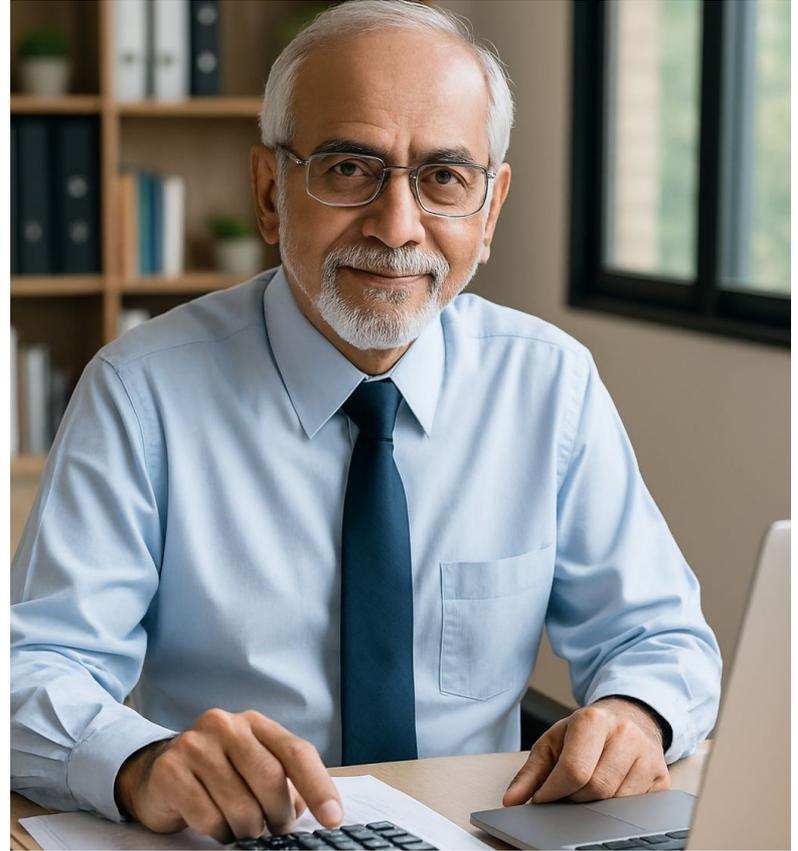
Lifestyle images feature actual people representing various ethnicities, genders, and ages. They make direct eye contact and have a slight smile to appear both happy and at ease. Picture taken in their business setting with natural, bright lighting.

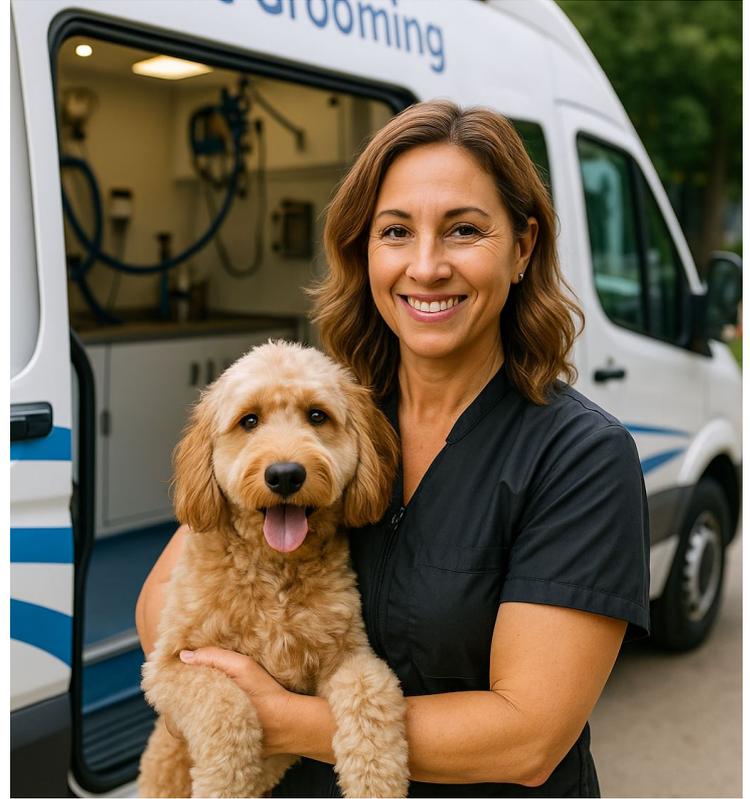




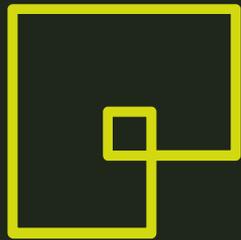












Paygent.aiTM