FINAL
SEPT 2026

TALON.ONE X ADYEN

Brand Guidelines 2026

Building memorability through consistency

We’re simplifying our visual language while doubling down on the elements that make us recognizable. Consistency across shape, color, and photography will build familiarity and memorability throughout the transition.

OWN THE PILL

The pill is one of our most recognizable brand assets. Rather than introducing new shapes, we will double down on it as a distinctive element across layouts, imagery, motion, and moments of emphasis.

USE COLOR WITH INTENTION

Our palette should feel cohesive, not competing. Black creates the foundation, while blue and green bring vibrancy and energy. Color should be used intentionally to build recognition and create a clear connection across the brand. Color rules and formulations to follow

LESS, BUT MORE DISTINCTIVE

Simplify the visual language with cleaner, more intentional compositions. Move away from particles, custom shapes, and layering, these elements add complexity without contributing to recognition.

PUT THE HUMAN STORY FIRST

Our work is ultimately about people and rewarding experiences. Photography should feel real, intentional, and editorial, putting human stories at the center rather than relying on abstract graphic elements.

MOVING TOWARD

- The pill as our signature shape
- Cleaner, more intentional compositions
- A more considered use of color
- Black grounded by vibrant blue and green
- Fewer elements used more consistently
- Real, editorial photography
- Human-centered storytelling

MOVING AWAY FROM

- Particles and floating graphic elements
- Custom and decorative shapes
- Overly complex compositions
- Colors competing for attention
- Generic or overly staged photography
- Decoration without purpose

IDENTITY


Talon.One
an adyen company.


Talon.One
an adyen company.


Talon.One
an adyen company.


Talon.One
an adyen company.

ICON / FAVICON (UNCHANGED)





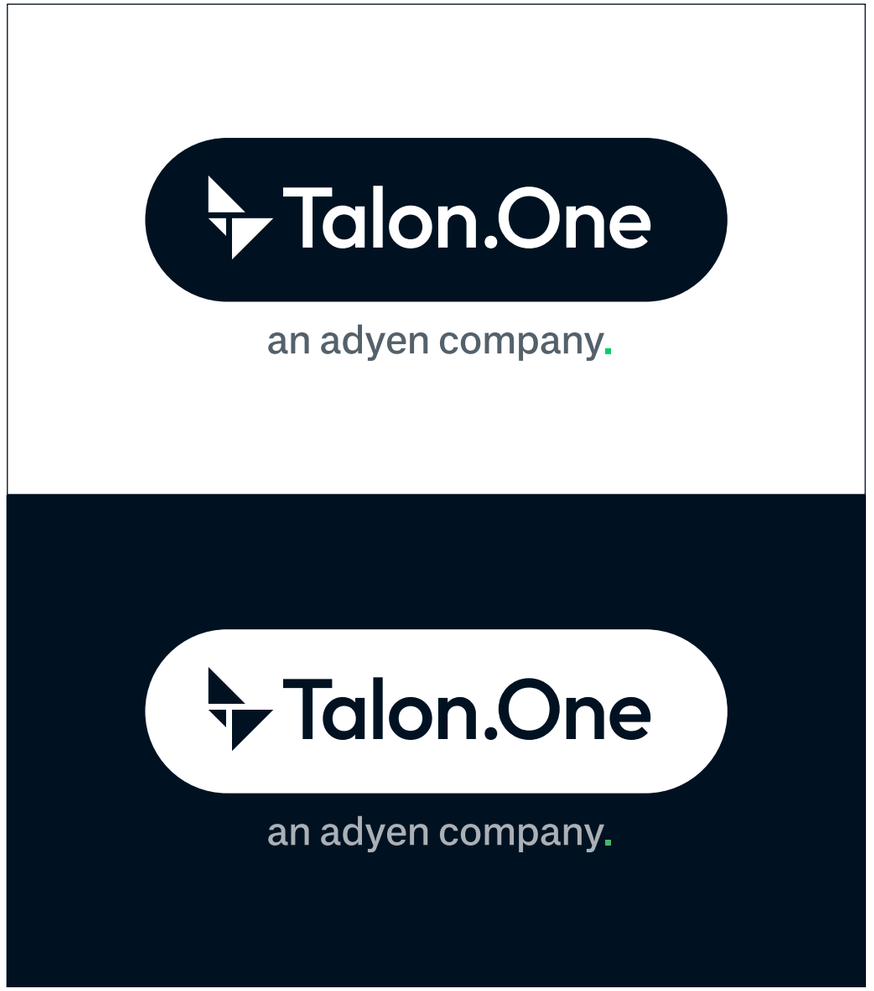
IDENTITY STANDARDS

COLOR
The logo only appears in black and white. Please note the dot at the end of the endorsement line is default to Adyen Green regardless of black or white usage.

THE DOT
The signature square dot brings a touch of Adyen to the endorsement line. It stays Adyen Green on standard light or dark backgrounds, and takes the color of the text in black-and-white mode or challenging backgrounds.

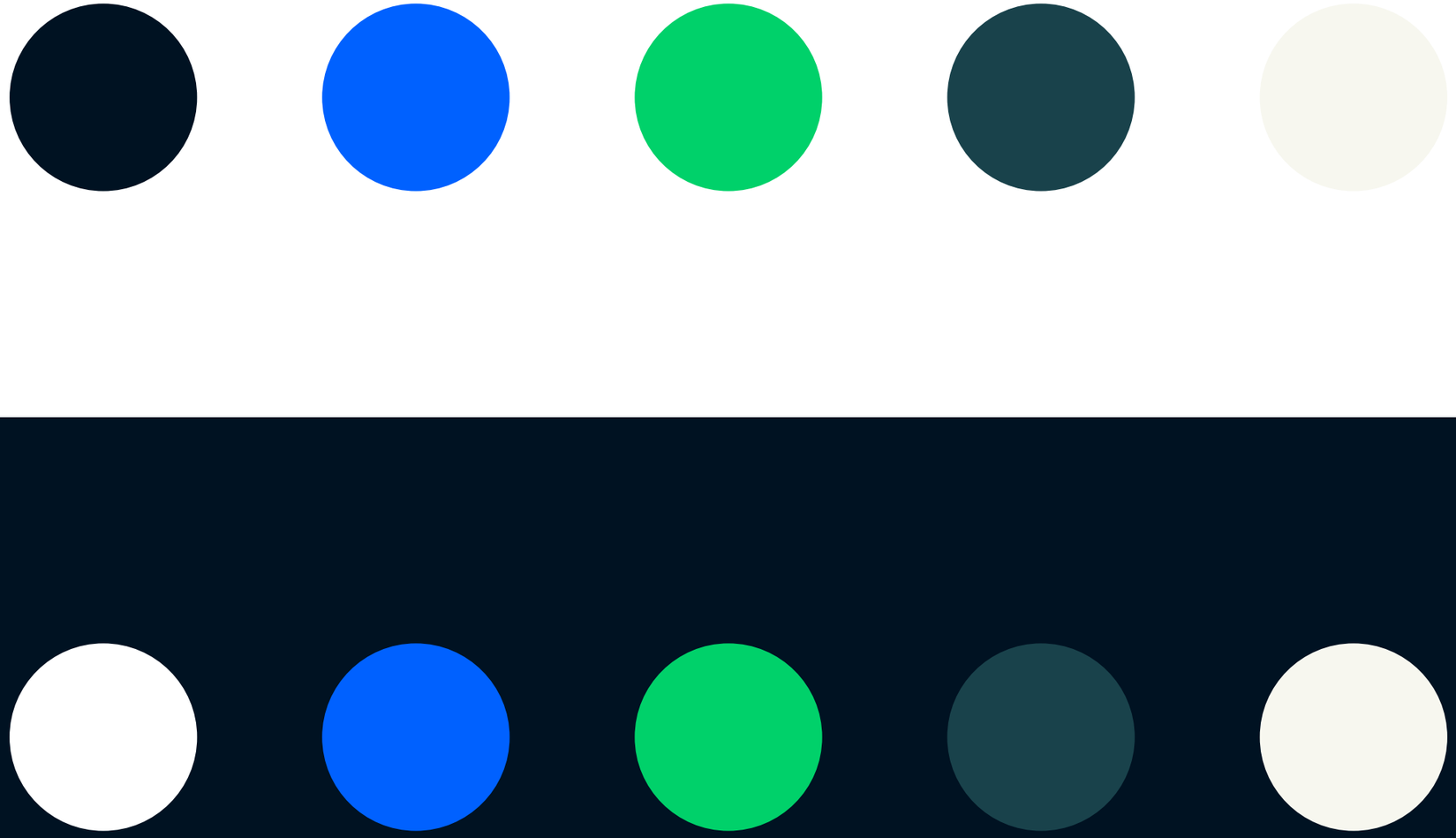
REARRANGE OR REWORKED
Do not rearrange or omit elements of the main logo. The Talon.One logomark does not appear without the Adyen endorsement line.

INTERRUPTED
Please be mindful of logo placement on images or textures.



COLORS

COLOR PALETTE



ADYEN BLACK
HEX #001222
RGB 0 / 18 / 34
CMYK 65 / 40 / 20 / 92

TALON.ONE BLUE
HEX #0061FF
RGB 0 / 97 / 255
CMYK 100 / 62 / 0 / 0

ADYEN GREEN
HEX #00D16A
RGB 0 / 209 / 106
CMYK 70 / 0 / 70 / 0

TALON.ONE PINE GREEN
HEX #00434C
RGB 0 / 67 / 76
CMYK 94 / 58 / 54 / 41

TALON.ONE OFF WHITE
HEX #F7F7EF
RGB 247 / 247 / 239
CMYK 2 / 1 / 6 / 0

WHITE
HEX #FFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

Talon.One Colors		Adjustments	
	→		Our blue “Electric Blue” — no change
	→		Remove Cyan, introduce more white into pallatte overall
	→		Swap our “Tech Green” for Adyen green
	→		Swap our “Navy” for Adyen’s black
	→		Our “Pine Green” — no change, increase usage
	→		Our “Off White” — no change

Aa

Outfit

Outfit is a modern sans serif with clean forms and a friendly, approachable feel. Its simple shapes and balanced proportions give it a contemporary look with strong readability across display and body text.

WHY OUTFIT

Continuing to use one of our current fonts maintains familiarity and continuity throughout the transition, while preserving a connection to our existing identity. The Talon.One logo is set in Outfit Medium, providing another link to the current brand.

As a sans serif, Outfit also shares qualities with Adyen's typography, creating a natural connection between the two brands.

CAPITALIZATION

Avoid using ALL CAPS for headlines or longer-form copy. Reserve all caps for small headers, labels, and eyebrows.

ITALICS

Avoid using italic styling unless appropriate for references, citations, or other editorial conventions.

RESTRICTIONS

Never use Outfit in the follow weights:
Thin, Bold, Extra Bold, Black

Outfit Light

Outfit Regular

Outfit Medium

Outfit Semi Bold

SMALL ALL-CAPS HEADER / EYEBROW TEXT
Use Oufit semi bold for eyebrow text

HEADLINE
Use Outfit Medium for headlines, sometimes Outfit Semi Bold

SUBHEAD
Use Outfit Medium for subheads

BODY CONTENT HEADER
Use Outfit Medium for body content headers

BODY COPY
Use Outfit Light for body copy

CALLOUT / STAT
Use Outfit Light, Regular, or Medium for callouts and key statistics depending on size.

CAPTION
Use Outfit Light, Regular, or Medium for captions and supporting text

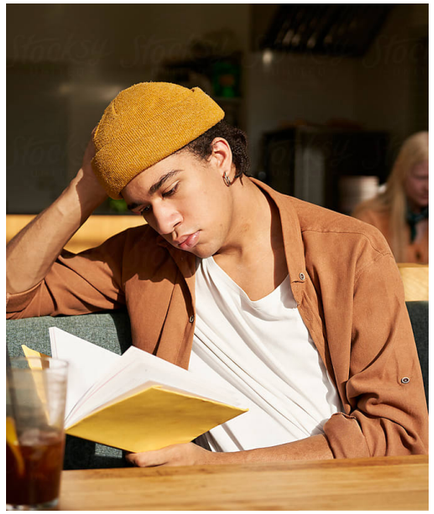
PHOTOGRAPHY

The human story first

Our work is ultimately about real people and rewarding experiences. Photography should feel authentic, intentional, and editorial, putting human stories at the center rather than relying on abstract graphic elements.

Photography should also bring light and warmth into the brand, creating a natural counterbalance to our cooler color palette. Look for warm natural light, authentic environments, and moments that add energy and humanity to the overall composition.







WARM + NATURAL
- Bring warmth through natural light, tone, and subject matter
- Use warmth to balance the cooler brand palette
- Favor light-filled, naturally warm environments
- Avoid overly warm/yellow, saturated, blue-toned, or overexposed imagery

AUTHENTIC + HUMAN
- Prioritize real people/environments and diversity
- Look for authentic moments of delight, connection, and positive human interaction
- Capture natural expressions and candid moments
- Imagery should feel relatable and grounded in the real world
- Avoid posed, overly corporate, or generic scenarios

EDITORIAL + ELEVATED
- Photography should feel approachable yet aspirational, reflecting real experiences in an elevated way
- Aim for a current, curated editorial feel
- Look for intentional framing, interesting perspectives, and a clear focal point
- Elevated should feel effortless, never stiff, overly premium, or exclusive
- Avoid imagery that feels like obvious stock photography

CONSISTENT + CONSIDERED
- Create cohesion through light, color, subject matter, and composition
- Maintain a consistent visual treatment across photography
- Individual image categories can have their own approach while still feeling part of one system

KEEP IT CLEAN
- Let photography be the primary visual element
- Move away from abstract shape framing and unnecessary decorative treatments
- Use shapes only when they serve a clear compositional purpose

TALON.ONE X ADYEN / BRAND GUIDELINES / 2026