THE FASTEST *SAFE* WAY TO ACCEPT PAYMENTS

Life for an entrepreneur is tough. It's busy, hectic, chaotic, and somewhere in the midst of all that, they need to figure out how to accept and keep accepting credit cards. Submitting applications dealing with underwriters, setting up the gateway and shopping cart, integrating all the pieces... all while trying to focus on the BIG PICTURE business items - that's A LOT. So, Easy Pay Direct does it for you. One application, one point of contact, true diversity and security in merchant accounts. Easy Pay Direct makes accepting payments online and in-person easy. We are the fastest SAFE way to accept payments.

We're Here to Make Things Easier !

> "Make it Simple but significant"
> Don Draper

OUR CORE VALUES

MAKE THINGS EASIER

Simplify the work for others

Be thorough with our work

Working together through teamwork

Efficiency

OPEN, EFFECTIVE COMMUNICATION

Being honest

Having patience

Active listening

DO THE RIGHT THING

Look out for our partners, merchants, company & teammate's best interests

PERSISTENCE

Getting it done

Digging in to find solutions

Going the extra mile

GROWTH

Evaluate progress

Be better than the day before

BRAND COLORS

Our brand colors convey that we are friendly, honest, and knowledgeable.

The consistent use of color is an easy way to stand out.
Our color palette includes a green and blue theme with supporting tones.
We use limited colors that serve to strengthen our brand.

Green
RGB 28, 156, 72
CMYK 83, 12, 100, 2
#1C9C48

Blue
RGB 65, 105, 178
CMYK 81, 61, 0, 0
#4169B2

Darker Blue
RGB 31, 77, 161
CMYK 91, 81, 0, 0
#1F4DA1

White
RGB 255, 255, 255
CMYK 0, 0, 0, 0
#FFFFFF

Rich Black
RGB 0, 0, 0
CMYK 40, 40, 40, 100
#000000

Almost Black
RGB 59, 59, 59
CMYK 0, 0, 0, 77
#3B3B3B

Diamond
RGB 177, 209, 245
CMYK 28, 15, 0, 4
#B1D1F5

Platinum
RGB 204, 204, 204
CMYK 0, 0, 0, 20
#CCCCCC