PayPak

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Branding Guide

1 PAYPAK BRAND

PayPak is Pakistan's domestic payment scheme for enabling banks to issue and acquire electronic payments across all consumer segments. PayPak brand logo is green in color, representing loyalty, growth and safety. All Principal and Affiliate member banks must comply with the guidelines and regulations defined by PayPak for the use of logo on card, brand name, and card design specifications.

1.1 General Guidelines

- Principal and Affiliate members and vendors including card manufacturers should comply with PayPak logo and card design specifications
- The positioning of PayPak logo on the Issuer cards should be as per the specification defined by 1LINK
- Principal and Affiliate members should not use PayPak brand and / or logo as part of its corporate identity
- PayPak logo should not be used other than in relation with PayPak products, promotions, offers, sponsorships, services, processing and acceptance
- No marks other than the PayPak brand logo should be used to indicate acceptance at the point of-sale for PayPak cards
- All PayPak Principal and Affiliate Card Issuers must use the name of PayPak card. The name of the PayPak card must appear on:
  - o All plastics
  - o All statements & communications to the cardholder like promotions, campaigns, newsletters, usage guide, and statements related to card program.
- PayPak logo must be placed on the front of the Card
- Use the PayPak provided artwork only i.e Downloaded/received from PayPak
- As a convention, staged PayPak Logo to be used with staged 1LINK Logo and vice versa
- Only PayPak approved card manufacturers should be requested for card procurement, as they have all the necessary information to incorporate the PayPak logo on the card
- Sufficient clear space is required around the PayPak logo when being used in proximity to another mark or logo to avoid what may appear as a lockup
- Do not alter or scale the artwork in any way

1.2 PayPak Logo Specifications

PayPak logo should be used as per the following specifications only:

1.3 Use of PayPak Card Images in Collateral Materials (such as Welcome Packs, et al)

- PayPak Brand Logo must not be obstructed
- Card art should be representative of the actual card being issued
- Card art must include a generic pre-printed BIN of PayPak
- Card art must include pre-printed dating legend ("VALID FROM," "VALID THRU," etc.)
- Card art must include a generic account number
- Card art must include a generic expiration date with a future date
- Card art must include a cardholder name or generic identifier of issuer's choice
- PayPak card must not be treated as anything other than a payment card when shown in usage scenarios or on film

2 PAYPAK BRANDING GUIDELINES

PayPak logo width must be at least 25% of the width of Poster.

Measurements shown refer to poster size 17" X 22"

- PayPak brand logo color variations are defined for marketing and promotional materials use i.e. online, print, media etc.

- PayPak Principal and Affiliate members are required to comply to defined color variation for marketing campaigns and promotional material
- The name and logo of PayPak must appear on;
    - o All card plastics
    - o Acceptance locations
    - o Welcome pack, statements, customer communication and promotional material

2.1 On white background

2.2 Greyscale on white background

2.3 Greyscale on black background