

A person wearing a black cardigan with a red and white floral pattern is holding a silver smartphone. The background is a blurred cafe or shop interior with menu boards and a white paper bag.

# **PAYCONIQ** BY **BANCONTACT**

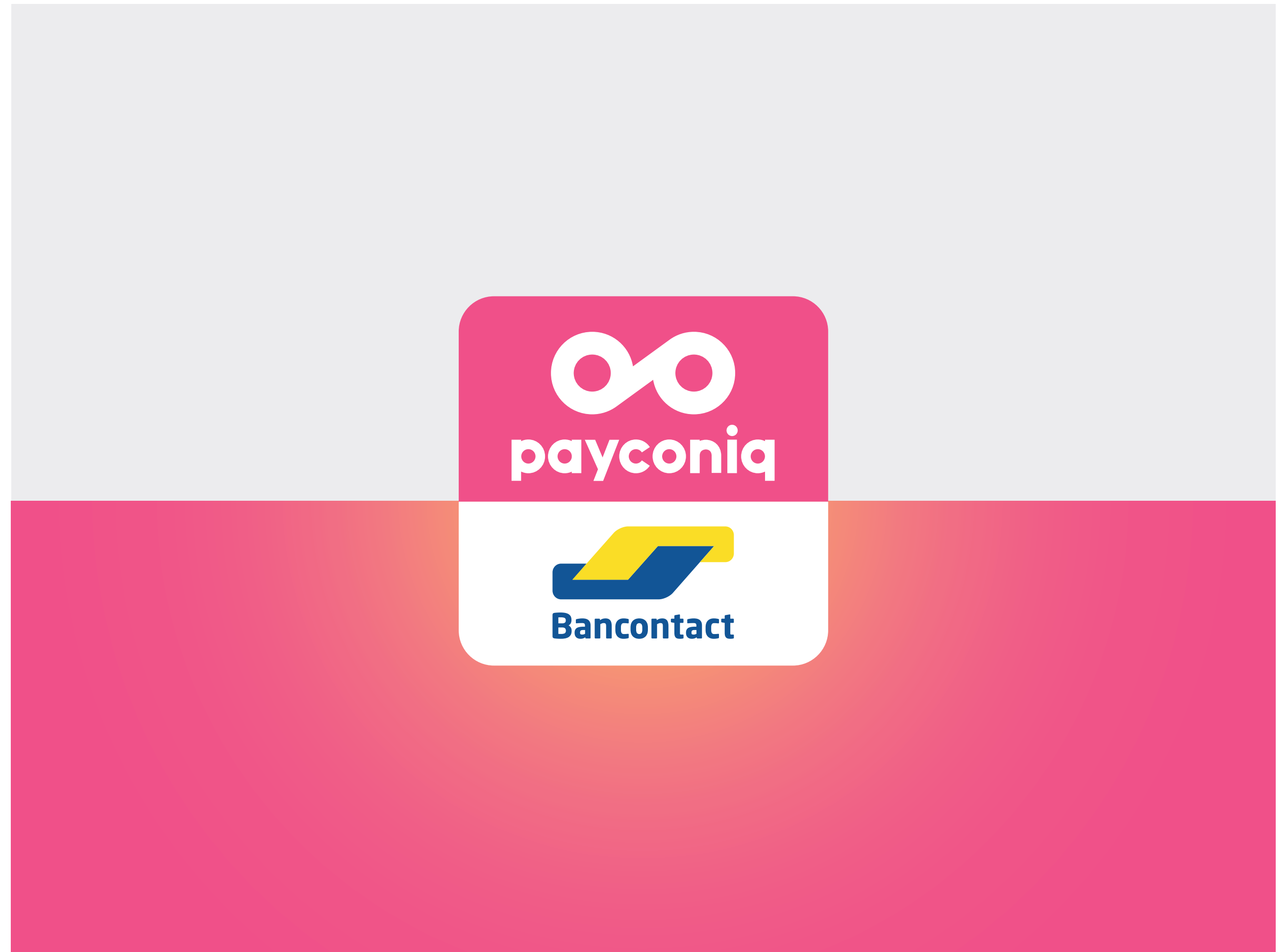
Brand & campaign bible

# THE BRAND

# OUTSIDE



This update feels more present, since the magenta part of the logo now asks more attention whilst giving 'bancontact' a place of its own. The logo-capsule gets emphasized by the gradient behind it, giving it a glow.



There are 3 ways in which the logo can be placed.

Each of these options has the gradient behind the logo at all times.

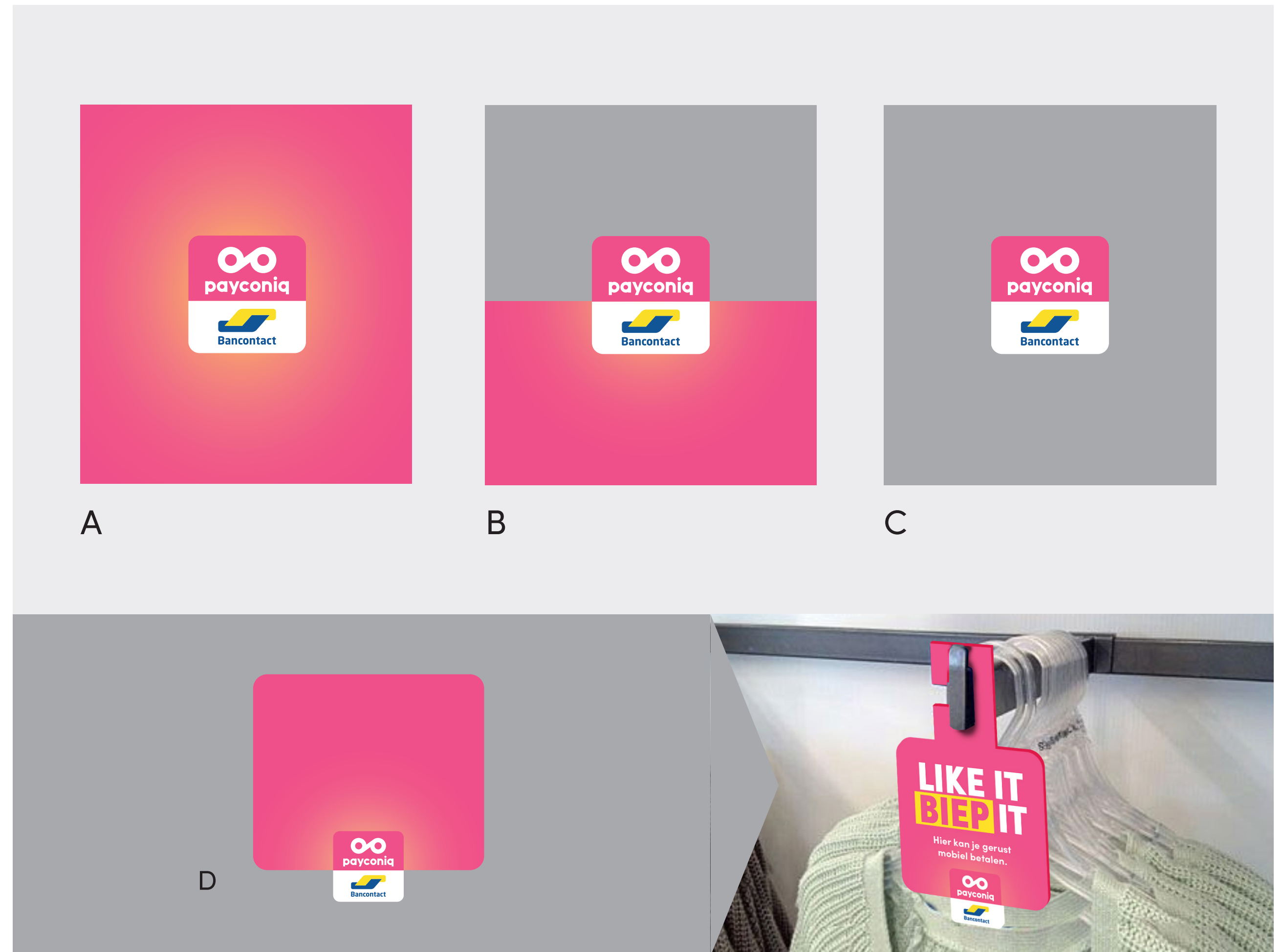
**STANDARD**

- A > on a full pink background
- B > demi pink below
- C > contrasting background image

**OPTIONAL**

- D > pink above 'cutout'
- note: No cut-out to be used on a sticker. There is a risk that the Bancontact part of the logo is cut off.

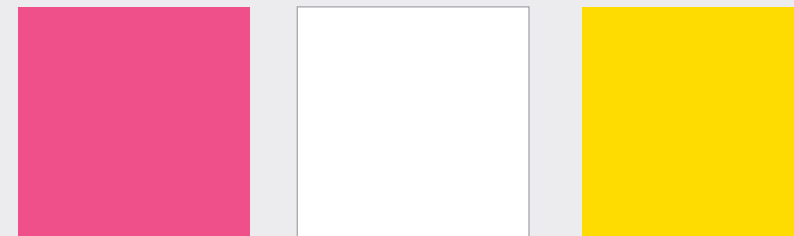
The cut-out can be used in all use cases where we have enough contrast and "protect" all logo elements as 1 entity. For example, printed on a hardboard, in a display context. See Example\*



By introducing the Bancontact-yellow we merge both brands better and create a warmer look and feel at the same time.

The blue and pink are both colours that can be used to highlight titles, or quotes online or in copy text.

PRIMARY PALETTE



<u>Magenta</u>	<u>White</u>	<u>Yellow</u>
PMS 205 C	PMS White	PMS 102 C
CMYK 0-83-17-0*	CMYK 0-0-0-0	CMYK 0-10-100-0
RGB 255-71-133	RGB 255-255-255	RGB 249-220-10
HEX #FF4785	HEX #FFFFFF	HEX #F9DC0A

SECONDARY PALETTE



Buttons, online text headlines.	Confirmation highlights.	Alt. highlights, errors.	Dark grey & shades of grey in black.
<u>Dark Blue</u>	<u>Green</u>	<u>Red</u>	<u>Greys</u>
PMS 282 C	PMS 7480 C	PMS 2347 C	#FBF8F5 5%
CMYK 100-90-5-35	CMYK 75-0-71-0*	CMYK 0-92-72-0	#E7E4DD 20%
RGB 11-34-101	RGB 0-203-117	RGB 255-0-0	#BDB8B1 50%
HEX #0B2265	HEX #00CB75	HEX #FF0000	#97928D 78%
			#7A7371 100%

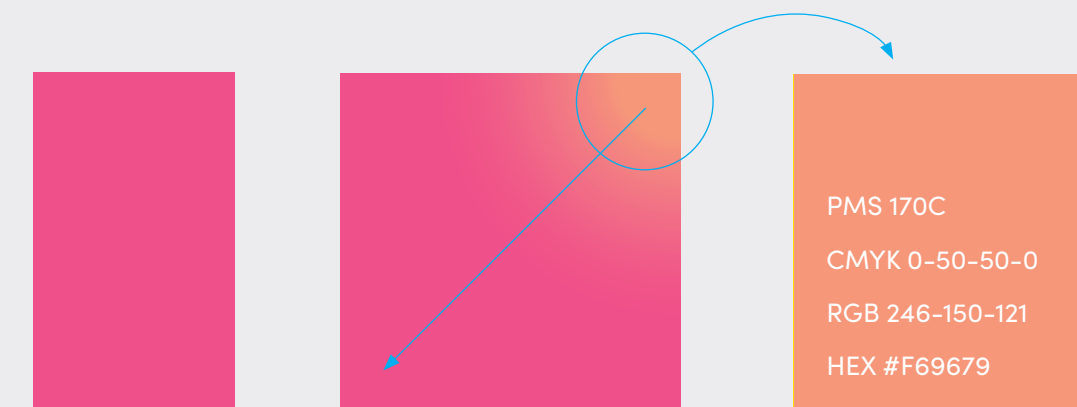
\* Standard CMYK printing will not give a satisfactory result. We suggest that all printed applications will be produced in 5 colour printing.

For body text, the preferred color option is the softer dark gray. 100% black is the secondary choice..



BACKGROUND GRADIENT

The background gradient consists of a radial gradient between the the Payconiq pink and a softer tint of the Bancontact yellow and is primarily used as a highlight behind the Payconiq by Bancontact logo when used on a pink backdrop.



We use the Sofia Pro font, a modern and simple typeface.

Human and balanced, but we give it a certain edge by using the altered version of the condensed black as headline. In this altered version, all accents are reworked towards a version that is compatible with our smaller leading usage. (font available upon request)

By working in all caps for the headline, we create a bold style.

The tagline is Sofia Pro Bold (non-condensed version) and for other copy or smaller expressions use Sofia Pro Regular.

For process communication we suggest using Arial, that way emails, powerpoints,... look the same by everyone for everyone. These weights will substitute the Sofia font: Arial Black, Bold, Medium and light.

HEADLINE - Sofia Pro Condensed Black, ALL CAPS (altered version)

**SOFIA PRO**  
**CONDENSED BLACK**

TAGLINE - Sofia Pro Bold, NO CAPS

Tecta post, cuptasp erferfe raturepe evelendias se  
nisit volorent aperrum quaescil mi, nectem.

BODY COPY / SMALLER TAGLINES - Sofia Pro Regular, NO CAPS

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**Backgrounds and readability**

On different backgrounds, the colours of the headline alternate, depending on the backgrounds.

To keep the beep highlight alive on a 'positive' pink background, the yellow and pink will alternate. This is often the case on standees, stickering and other POS materials relying heavily on the recognisable pink background.

On white backgrounds (online or on paper communications) the beep highlight remains unchanged, but the large white headline text alternates to pink. All other copy texts become dark grey.

ON PHOTOGRAPHY



**Tecta post, cuptasp erferfe raturepe evelendias se nisit.**

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Standard and preferred option: White text, with the Beep highlighted Yellow on pink.

POSITIVE

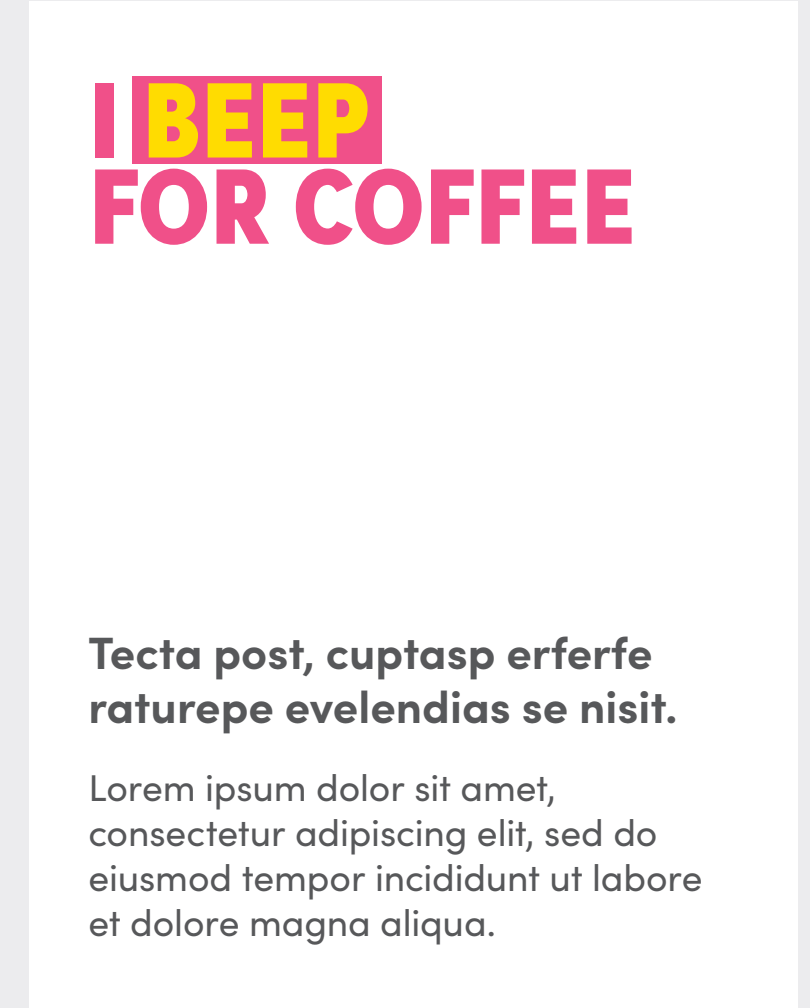


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The highlight on Beep alternates to pink text on a yellow block.

NEGATIVE



**Tecta post, cuptasp erferfe raturepe evelendias se nisit.**

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On a white background, the headline text alternates to pink. Bodycopy is dark grey on white.



**NOTE ON COLOUR CONTRASTS REGARDING THE PINK AND YELLOW**

The pink/yellow combination must only be used in the dedicated large headlines, using het large capital Sofia Black Condensed. Don't apply it to smaller taglines or copy-lines for this may result in illegibility.



**Leading**

The line spacing or leading of the headline is quite small.

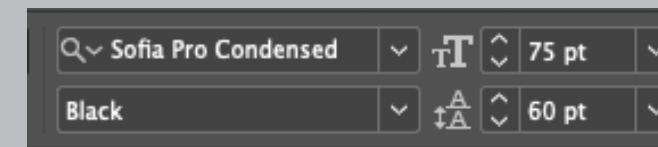
Its proportion to a 75pt font size has a leading of 60pt.

The pink block needs to be nicely centered between the typos next to it.

Headline specific line spacing (Leading).

IK LOS HET  
OP MET  
EEN **BIEP**

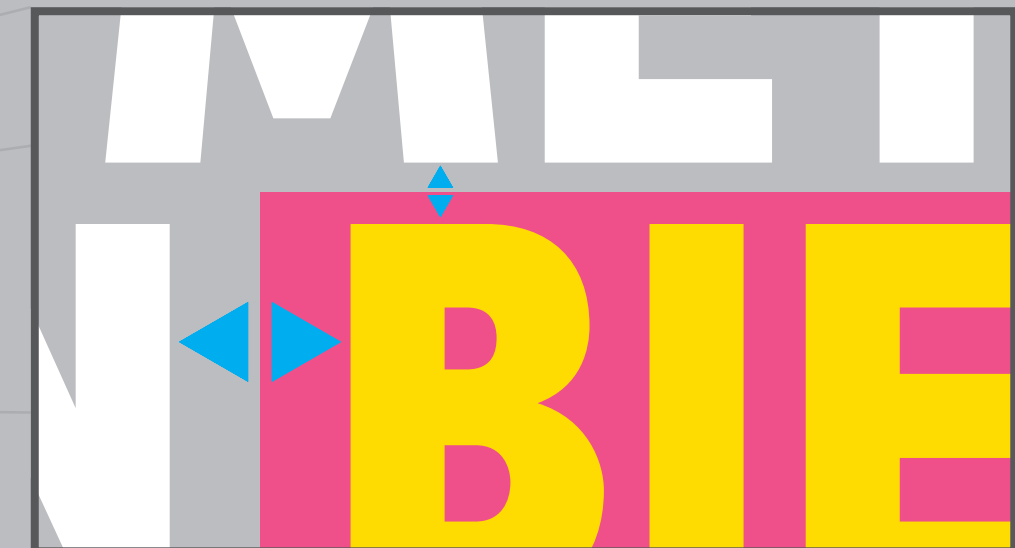
$$\frac{\text{A}}{\text{A}} = \frac{150}{120} \text{ OR } \frac{75}{60} \text{ OR } \frac{15}{12}$$



Example:  
75pt. font size has  
60pt. line spacing

Centered positioning of the pink block

IK LOS HET  
OP MET  
EEN **BIEP**





## Photography

Our main photography style is lifestyle with a spontaneous reality and above all: human.

Colourful imagery showing cool candid photography, moments that were captured. They're quirky with a relateable side.

If needed, add or adjust certain colors to increase the Payconiq by Bancontact look and feel.



**THANK YOU**