

The new Bancontact logo: Same colours, sleeker look

Bancontact starts 2021 with a new logo. The familiar blue and yellow colours remain, while the payment icon has been given a sleeker, more contemporary look. This way the new logo ties in even better with Bancontact Payconiq Company's mission: to bring innovative payment solutions to the market, with the Bancontact card and the Payconiq by Bancontact app.

Paying with Bancontact. In 2021 you'll do so even more easily and securely than before. The only thing that changes slightly is the way your bankcard or payment app looks. The well-known blue and yellow logo became a flowing line symbolising the **ease of payment** – something that Bancontact Payconiq Company continues to focus on, with recent (r)evolutions such as **contactless and mobile payments**.

"Our Bancontact logo was in need of a revamp after the slight refresh of five years ago," says **Nathalie Vandepuete, CEO of Bancontact Payconiq Company**. "It may seem a bit soon to be changing it again, but in the fast-moving payment world, five years is an eternity. The old logo depicted a handshake as a symbol of a trustworthy transaction. The new logo translates trust as well as smoothness. And this is precisely what consumers and merchants expect from Bancontact."

RECOGNISABILITY

The redesigned logo has been visually stripped down to the essentials and is now sleek and clear. Yet there has been **no break in style** with the past: the old Bancontact symbol has been modernised. The striking colour combination of **blue and yellow**, so characteristic of Bancontact, has been retained. "You can still pick out the new logo immediately," continues Mrs Vandepuete, "as has been shown by trials with a test panel. Which can only be a good thing. **Recognisability** is very important for a payment provider, because it inspires confidence."

LAUNCH

The new logo will be rolled out systematically from the 1st of February across **all of the different channels** where Bancontact can be used to pay: from the payment terminal in-store to the symbol used in a webshop, and from your own bankcards to your banking and payment apps. The Bancontact icon in the Payconiq by Bancontact app will also be adjusted. There will be a **transition period** during which the old and the new logos will continue to co-exist.

The fact that the Bancontact look has been given a facelift after five years demonstrates that Bancontact Payconiq Company is not resting on its laurels. "After more than thirty years, our **urge to innovate** is greater than ever," explains company CEO, Nathalie Vandepuete. "We are proud to be the driving force behind the **widespread acceptance of mobile payments** in Belgium, with the successful Payconiq by Bancontact app. We take our **role as a pioneer** very seriously. Innovations with regards to payments enhance the customer's shopping experience and it helps our companies grow. The new Bancontact logo invigorates this idea."

Important notice for the press:

Since the merger in 2018, the company's name is Bancontact Payconiq Company; the payment app is called Payconiq by Bancontact.

For more information

About Bancontact Payconiq Company: bancontactpayconiq.com

About the Bancontact card: bancontact.com

About the Payconiq by Bancontact app: payconiq.be

About Bancontact Payconiq Company

In 2018, Bancontact Company and Payconiq Belgium joined forces and merged to become Bancontact Payconiq Company. The company is an initiative by AXA Bank, Belfius, BNP Paribas Fortis, ING and KBC. The Payconiq by Bancontact payment app combines the best of both worlds. It makes mobile payment easy and safe in physical shops, webshops, peer to peer and also to pay invoices or bills. The app is targeted at all Belgians and operates on both iOS and Android smartphones. It is accessible to clients of 20 banks. You can use it to make mobile payments in the same places as you could before with Bancontact or Payconiq – i.e. in retail stores and webshops, as well as between friends and even to pay invoices and bills. The Bancontact card remains the reference for electronic payments, with more than 1.43 billion transactions in Belgium in 2019. The app and payment card complement each other perfectly, enabling users to pay wherever they are, in an instant. As a local player, Bancontact Payconiq Company offers payment solutions, secure and tailored to each merchant, whether it is Payconiq or Bancontact. The company's main challenge is to continue developing cashless payment solutions and to make them increasingly

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