Bluecode.

Our brand and how you use it.

bluecode®

Introduction.

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Introduction

Welcome to the Bluecode brand guidelines. We have designed these guidelines for everyone who is involved in building our brand and in creating material for communication purposes and projects. Our brand principles have been carefully developed and we prefer a consistent identity. However, there may be cases that require an individual solution. For specific questions please do not hesitate to contact us by e-mail: marketing@bluecode.com

What is Bluecode?

Bluecode is the first pan-European mobile payment solution for banks, acquirers, banking software providers, payment platforms and retailers. It enables cashless payments via Android smartphone, iPhone and Apple Watch combined with value-added services at cash registers, vending machines, with apps of banks and retailers as well as with loyalty card apps.

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Brand.

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Brand

At Bluecode we believe that great brands tell stories, and ours begins with the very first impression—our logo. Our logo was designed around the past, present, and future, and infused with various elements of our product and company.

The Blue Coda

A recognizible brand symbol to be used across all communications.

co • da
- NOUN

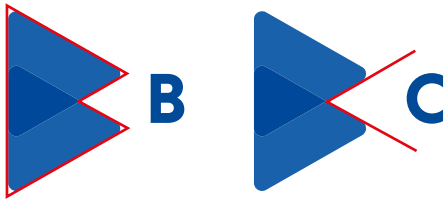
the concluding passage of a piece or movement, typically forming an addition to the basic structure.

Transparency

Unlike other Financial or Technology solutions, which may harbor and mine data, Bluecode is built around two key principles; anonymity and security. Our brand symbol reflects this value through the transparency visible within the symbols which overlap to complete the Blue Coda.

Speed and Movement

Inspired by one of Bluecode its key Unique Selling Propositions, the fastest way to pay and finalize a transaction, the logo encompasses the universal symbol of speed, the fast forward icon.



Hidden in plain sight

Look closely and you will see that there is more than meets the eye.

Logo.

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Variations

We are delighted that you would like to use the Bluecode logo in your communication. In general, the logo can be used in three different ways - horizontally, vertically and as a symbol. However, you should use the primary one at all times, as long as there are no exceptions.

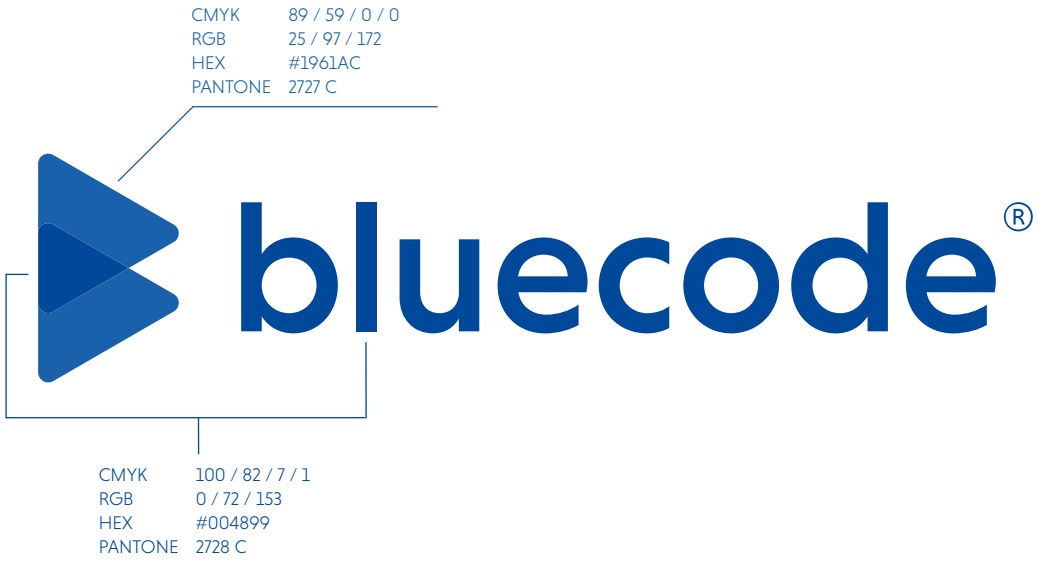
Primary logo (horizontally)

Secondary logo (vertically)

Symbol

Color Codes

If you've ever wondered what color codes you should use for Bluecode, read on. You should use CMYK for standard prints (e.g. flyers), RGB/HEX for on-screen (digital) and PANTONE for plastic prints, along with the codes listed below.



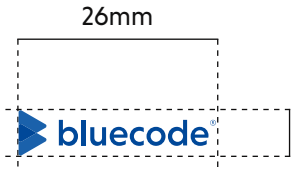
Background Variations

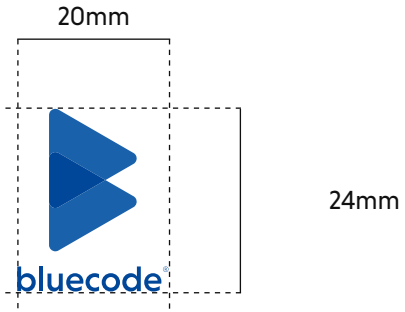
Please try to use the blue logo whenever possible and display it on a white background. In exceptional cases, use the other options that are shown on this page.

Minimum Size

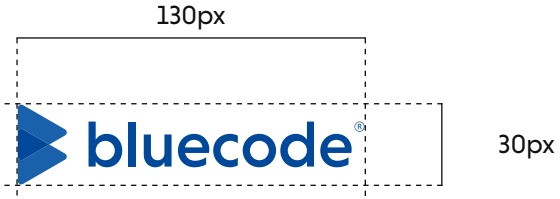
This page shows you the minimum size of the primary and the secondary Bluecode logo. Please note that there is a difference here if you use it on print material or on the website.

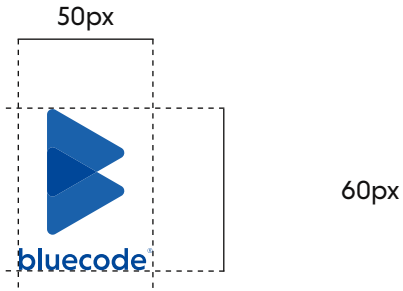
Print





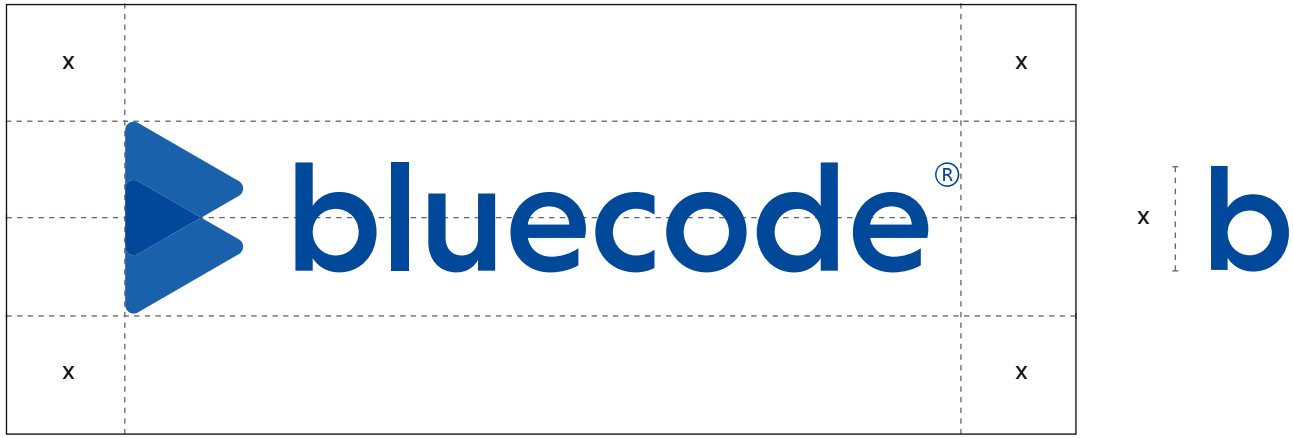
Web

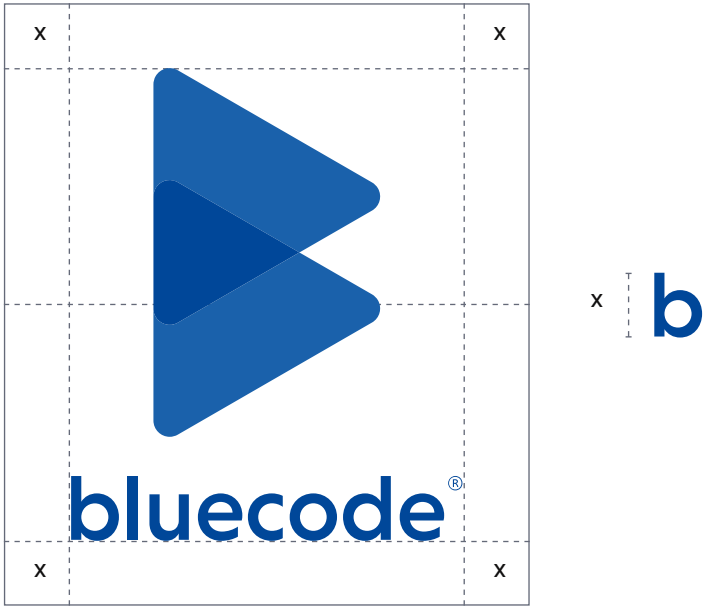




Area of Isolation

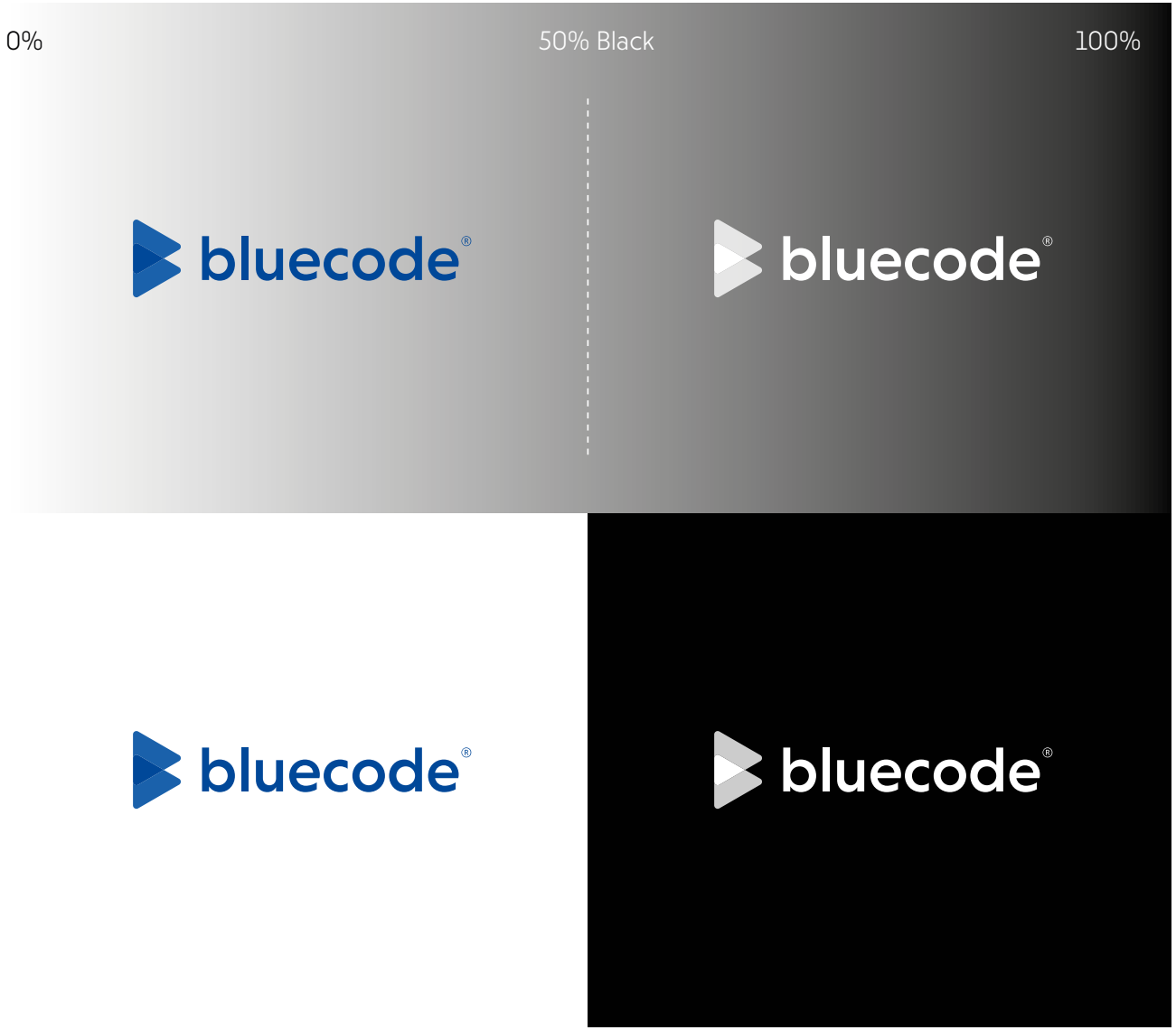
On this page you can find the minimum space, which we allow between the logo and another object. More space between the objects is accepted.





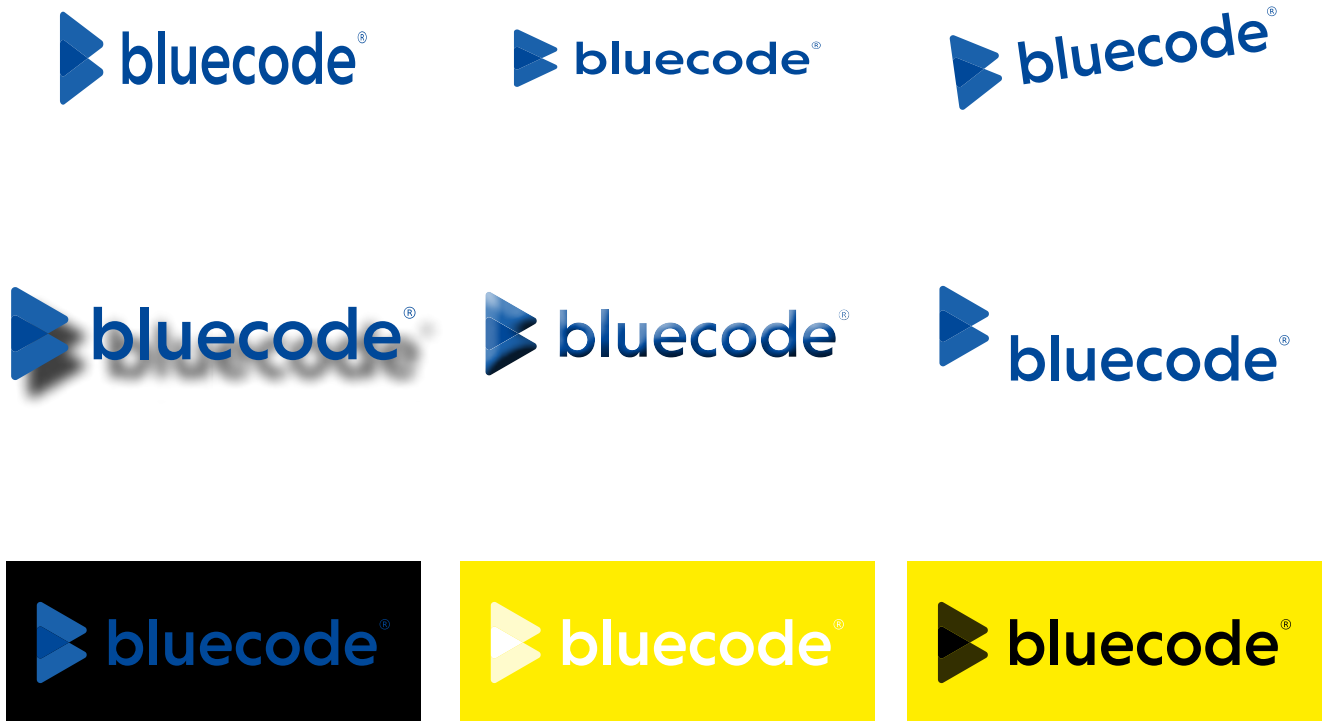
Correct Usage

This page shows you how to combine the brand colors and the background correctly when using our logo.



Incorrect Usage

In order to lean how not to combine colors and background when using our logo, read on. Please make us happy and follow the guidelines.



Colors.

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Corporate Colors

These are the primary corporate colors of bluecode. You should use CMYK for standard prints (e.g. flyers), RGB/HEX for on screen (digital) and PANTONE for plastic prints, along with the codes listed below.

CMYK	100 / 82 / 7 / 1
RGB	0 / 72 / 153
HEX	#004899
PANTONE	2728 C

75% 50% 25%

CMYK	89 / 59 / 0 / 0
RGB	25 / 97 / 172
HEX	#1961AC
PANTONE	2727 C

75% 50% 25%

Secondary Colors

These are the secondary corporate colors of bluecode. You should use CMYK for standard prints (e.g. flyers), RGB/HEX for on-screen (digital) and PANTONE for plastic prints, along with the codes listed below.

CMYK 79 / 70 / 62 / 89
RGB 16 / 16 / 16
HEX #101010

75% 50% 25%

CMYK 3 / 8 / 3 / 0
RGB 247 / 239 / 243
HEX #F7EFF3

75% 50% 25%

CMYK 9 / 2 / 0 / 0
RGB 237 / 245 / 252
HEX #EDF5FC

75% 50% 25%

CMYK 61 / 0 / 47 / 0
RGB 98 / 194 / 161
HEX #62C2A1

75% 50% 25%

Font.

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Corporate Type

The main corporate font is Niveau Grotesk, a beautiful versatile font which is used on all corporate communication, such as our stationery, advertising, website, and even the logo.

AaBbCcDd

Niveau Grotesk Light	**Niveau Grotesk Medium**	**Niveau Grotesk Bold**
ABCDEFGHIJKL MNOPQRSTUVWXYZ	**ABCDEFGHIJKL** **MNOPQRSTUVWXYZ**	**ABCDEFGHIJKL** **MNOPQRSTUVWXYZ**
abcdefghijkl mnopqrstuvwxyz	**abcdefghijkl** **mnopqrstuvwxyz**	**abcdefghijkl** **mnopqrstuvwxyz**
0123456789	**0123456789**	**0123456789**

Für Designer, Schriftsetzer, Layouter, und alle anderen.

At vero eos et accusamus et iusto odio dignissimos ducimus qui voluptatum

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et et justo duo.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et et justo duo.

Tüpfelhyänenöhrchen, Übergrößenträger & überdrüßig ! ? $ (Österreich)

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Icons.

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Value Proposition Icons

Stempelpass

Bluecode Rewards

Gutschein

Kundenkarte

Gesicherter Login

Datensicherheit

Bank

easy usage

Simplicity

Growth

Transparency

Fun

Smartcode scannen

Download App

fast checkout

Print Templates.

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Print Template Portrait

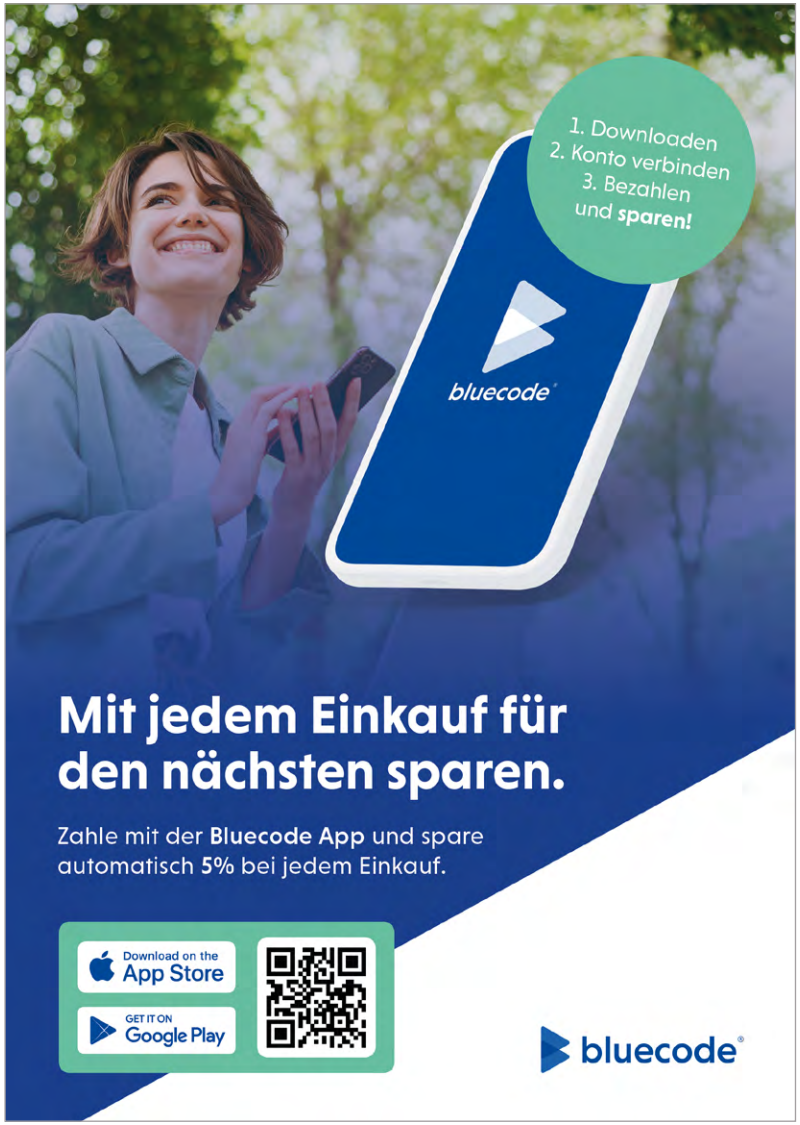
Print Template Portrait

Headline
Niveau Grotesk Bold

Subheadline
Niveau Grotesk Bold

Floating Text
Niveau Grotesk Light

Print Template Portrait



Headline
Niveau Grotesk Bold

Floating Text
Niveau Grotesk Light or highlight with Niveau Grotesk Bold

Print Template
Portrait - CTA

Call to Action - Section background-color should be a different corporate color

Print Template & Partner Logo

Headline
Niveau Grotesk Bold

Subheadline
Niveau Grotesk Bold

the background-color of disturber should be the color of partner

see next page for partner logo guidelines

Our logo with yours.

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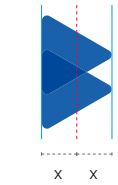
Our logo with yours

The coming guidelines explain how the Bluecode logo should be displayed along with yours. Please follow them in order to present both logos correctly.



Sticker.

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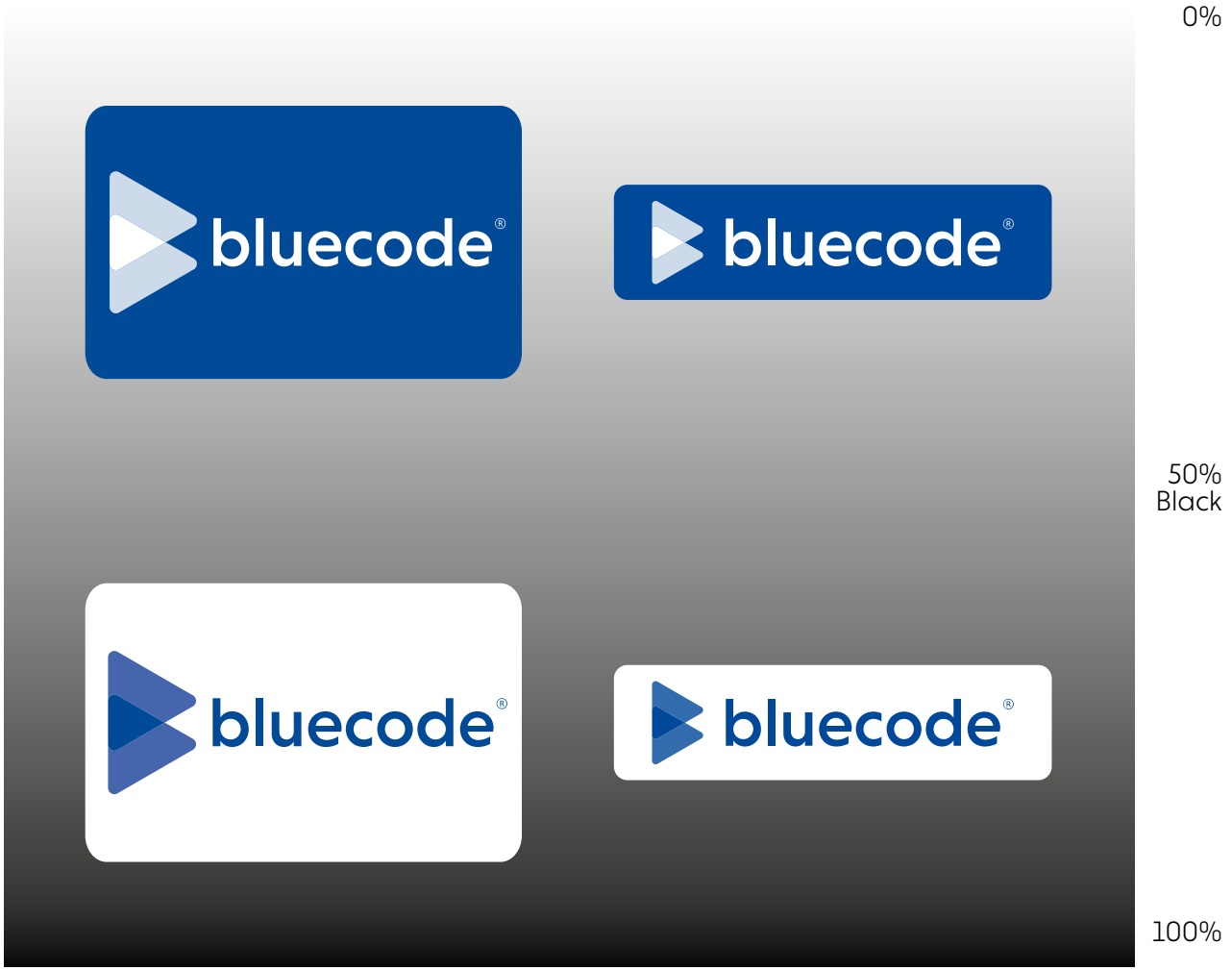
Sticker

Are you already a Bluecode Acceptance Partner? Welcome on board! Please use the Bluecode logo in the displayed format when you are presenting your payment options to your customers.

Bluecode - Sticker



Logowall

You can also use the logo in a logowall like these. Please make sure the word "Bluecode" is always about the same size as the other logos. To ensure this, you can choose between the two given formats of the Bluecode logo.

Correct Usage

Incorrect Usage

Legal.

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Legal

The **Bluecode Corporate Identity**, which includes both the Bluecode Corporate Design and the Bluecode Logo, is to be applied uniformly by everyone and cannot be changed individually. Exclusively Bluecode (Blue Code International AG) has the right to change the Bluecode corporate design and/or the Bluecode logo from time to time. In this case contractual partners of Bluecode will be informed of the changes in good time. The Brand Manual is valid in the respective latest version.

Style of the word mark:
The term "Bluecode" or "BLUECODE" must always be used in one of the styles portrayed in the brand manual. Spaces may not be added to or subtracted from the term „Bluecode" (such as "B l u e Code" or "BlueCode", etc.). Any other use is subject to the scheme owner's prior written approval.

Use in conjunction with the word or graphic signs:
Any use of the "Bluecode" terminology which might negatively impact the differentiability of the trademark must be avoided. This especially applies to the use of the term "Bluecode" when this is used before or after other terms and/or the connection of the term. "Bluecode" by means of a dash or slash to:

- If a wrong company designation, such as Blue Code AG, or
- another brand name, such as Blue Code/XY method, or
- another bank and/or financial service, such as Blue Code checking account, or
- another product similar to bank or financial service.

The word marks of Bluecode must not be used in conjunction with a possessive pronoun (such as "Our Bluecode method offers you ..."), but may only be used as a fixed term (for example "Pay easily, quickly, and securely with Bluecode").

For use of the word/figurative mark on the internet:
In case of the linking of the Bluecode logo only the website of the scheme owner may be linked and not a subpage or another website.

Use in conjunction with other payment variants:

- If a trademark is offered in addition to other payment and verification variants, the spacing rule must be complied with.
- In order to equally portray the Trademarks with the other payment variants, the Bluecode mark must be used in the same size, frequency, and level of color as the references to the other payment variants.

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