



# BPAY

Brand Identity Guidelines

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This is a marketing guide only and does not replace the BPAY Identity Standards Manual that forms part of the Biller Agreement signed with Financial Institutions or part of the Trade Mark Licence signed with BPAY. This guide should be used in conjunction with the BPAY Identity Standards Manual and in the event of any inconsistency between this guide and the Identity Standards Manual, the provisions of the Identity Standards Manual prevail.

## The BPAY brand

BPAY® is the leading electronic bill presentment and payment service in Australia. Both BPAY and BPAY View® are registered to BPAY Pty Ltd. ABN 69 079 137 518.

Since 1997 the BPAY logo has become a distinctive symbol that is recognized and remembered by bill payers. The health of the BPAY brand is largely a result of billers and financial institutions effectively and consistently communicating the brand across all mediums, both printed and electronic.

To protect the integrity of the brand it is important that billers and financial institutions adhere to all aspects of this document. It aims to provide guidance as to how the BPAY and BPAY View logos and wordmarks need to appear in various mediums.

This guide should be used in conjunction with the BPAY Identity Standards Manual. Any use of the BPAY logo, BPAY View logo, BPAY wordmark or BPAY View wordmark should be submitted to your financial institution for approval.

If you require further information, clarification or a copy of the BPAY Identity Standards Manual please contact your financial institution.

## The BPAY logo

The logo is composed of the BPAY 'B' device reversed out of the background colour with 'PAY' attached to it within a keyline. The relationship between these elements is fixed and must not be altered.



### Logo colour

The BPAY colour using Pantone® Colour Matching System is **PMS 2768c**:

**Cyan: 100%**

**Magenta: 78%**

**Yellow: 0%**

**Black: 44%**

All elements of the logo must always appear in one colour.

When the full colour version cannot be used, due to printing or media limitations, black is the preferred single colour.

### Logo in reverse

Where it is necessary to reproduce the logo on a dark background, the standard as shown is to apply.



### Printed logo size

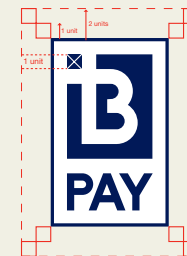
The minimum vertical standard for the logo is 11mm.



### Isolation guide

The isolation area denotes the space around the logo in which no other type or graphic elements can encroach. It does not refer to the background colour when the logo is reversed.

The "box" in the upper left hand corner of the logo is equal to one unit. The isolation area for the logo is 2 units (as specified) around the entire logo.



### Stand alone logo in body copy

Copy type may run around the logo, but must not encroach on the isolation area of the logo as shown below. Refer to the Isolation Guide for measurements.



BPAY® is the nationwide electronic bill payment service that has changed the way bills are paid. You simply log online or call your bank or financial institution instead of dealing with many companies to pay bills. No more standing in queues or writing cheque after cheque. You have a choice of paying from cheque, savings, debit, credit card or transaction account. When you see the logo you simply call your bank to make your payment. BPAY is the easier way to pay. Registered to BPAY Pty Ltd ABN 69 079 137 518

## The BPAY wordmark

The following guidelines must be adhered to when the BPAY wordmark appears in both headlines and body copy. These guidelines apply to printed and electronic mediums.

### A proper noun

BPAY must be used as one term and never be abbreviated or used in the plural. Variations to the wordmark are prohibited.

### Uppercase

BPAY is always upper case. No space between 'B' and 'PAY', and never hyphenated.

When the word mark is used in body copy, the 'PAY' is always 85% of the size of the 'B'. As a guide, if 'B' is 16 points, 'PAY' should be 13.6 points. If 'B' is 13 points, 'PAY' should be 11 points.

Where there are layout restrictions the wordmark BPAY can be used, where all letters are upper case and in the same point size.

**BPAY**<sup>®</sup>

#### Correct:

BPAY<sup>®</sup>, BPAY<sup>®</sup>, BPAY, BPAY

#### Incorrect:

B PAY, Bpay, BPay, B-pay, b-pay, bpay

### Helvetica font

Helvetica typeface to be used wherever possible.

### The ® symbol

The trademark symbol ® must be shown with the FIRST mention of BPAY in body copy.

The footnote to the trademark is:

© Registered to BPAY Pty Ltd

ABN 69 079 137 518

## The BPAY View logo

### Usage

There will be occasions where the BPAY View logo may be used, generally on websites. Permission must be sought from the BPAY scheme office to use this logo.

The BPAY View logo is not to be displayed on the payment advice section of bills.



### Printed logo size

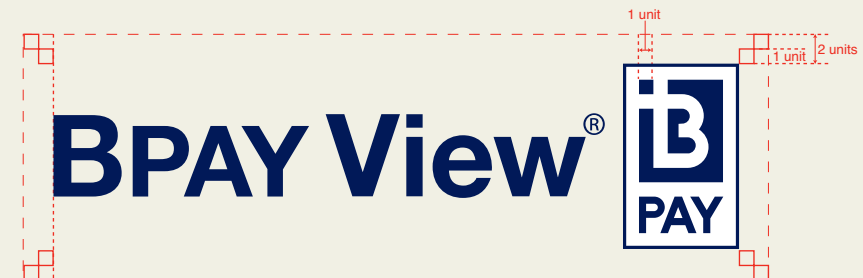
The Minimum Vertical Standard for the logo is 11mm.



### Isolation guide

The isolation area denotes the space around the logo in which no other type or graphic elements can encroach. It does not refer to the background colour when the logo is reversed.

The "box" in the upper left hand corner of the logo is equal to one unit. The isolation area for the logo is 2 units (as specified) around the entire logo.



## The BPAY View wordmark

The following guidelines must be adhered to when the BPAY View wordmark appears in both headlines and body copy. These guidelines apply to printed and electronic mediums.

### A proper noun

BPAY View must be used as one term and never be abbreviated or used in the plural. Variations to the wordmark are prohibited.

### Uppercase

BPAY is always upper case. No space between 'B' and 'PAY'. In View, the 'V' is always uppercase and 'iew' is always lowercase.

When the word mark is used in body copy, the 'PAY' is always 85% of the size of the 'B'. As a guide, if 'B' is 16 points, 'PAY' should be 13.6 points. If 'B' is 13 points, 'PAY' should be 11 points.

'View' is the same point size as 'B'.

Where there are layout restrictions the word mark BPAY View can be used, where the first four letters are upper case and in the same point size.

# BPAY View®

### Correct:

BPAY View®, BPAY View®, BPAY View, BPAY View

### Incorrect:

BPAY VIEW, Bpay View, bpay view, Bpay-View

### Helvetica font

Helvetica typeface to be used wherever possible.

### The ® symbol

The trademark symbol ® must be shown with the FIRST mention of BPAY View in body copy.

The footnote to the trademark is:

© Registered to BPAY Pty Ltd  
ABN 69 079 137 518

## BPAY billers – payment advice section on bills

BPAY Billers must display the following information on the payment advice section of their bills. These requirements apply to all forms of bills, electronic, paper or otherwise.

Alternative bill configurations can be used when there are space or layout restrictions, these must be approved by your financial institution.

### What billers must display

**BPAY Billers must display on the bill:**

- The vertical logo format
- Customer reference box and
- Payment method advice

This must be located in a prominent position on the bill, to be clearly visible and easily located.

Note: These requirements also apply to electronic bills.



### Logo on the bill

The minimum horizontal standard for the logo is 11mm (or 34 pixels).



The horizontal logo format may be used only when, due to space or layout restrictions, the vertical format cannot be applied.

The minimum horizontal standard for the logo is 7mm (or 20 pixels).



Detailed specifications for use of the BPAY logo can be found on page 5.

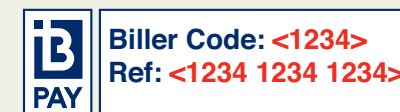
### Logo & customer reference box alignment

Align the customer reference box to the depth of the total BPAY logo. Allow sufficient space between the two boxes, by measuring from the minimum encroachment area, and extend to the width of the paragraph.

Vertically centre the biller code and customer reference number within the customer reference box.

Type is to be bold and set in the style of the bill's general text.

Type size must be maximised to the allocated area of the customer reference box; no smaller than the surrounding text.

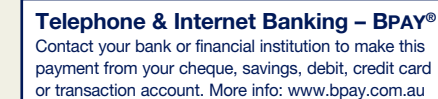


### BPAY payment method advice

The payment method advice must be co-located with the logo and customer reference box. The advice must appear as per the example below.

If billers do not accept all payment methods, they must modify the payment method advice to reflect only those offered.

Alternative copy for the payment method advice may be submitted to your financial institution for approval.



### Approval

Final bill layout must be approved by your financial institution before going to print.

**Payment advice section on paper bills**

BPAY View billers must abide by the guidelines outlined on page 9. The only difference is the payment advice section.

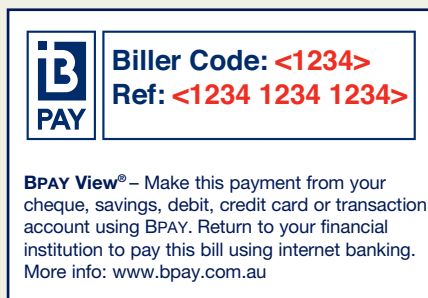
BPAY View billers must make reference to BPAY View and must explain what number to use as the BPAY View Registration Number.



**Payment advice section on electronic bills (the 'detailed' bill)**

BPAY View Electronic Bill requirements differ from the paper requirements as follows:

- The bill detail must include a payment methods section
- The payment method advice copy must refer to BPAY and BPAY View and be prefaced with the word mark BPAY View Registration Number



In addition to promoting to your customers that BPAY is a payment option when paying their bill, BPAY also encourages and supports billers who wish to promote BPAY in other mediums including:

- Brochures
- Posters
- Letters
- Websites
- Web Advertisements
- Other Printed Material

All marketing material produced needs to adhere to the brand guidelines contained in this document. Approval should be obtained from your financial institution before producing any materials.

If you require further assistance or clarification when applying these guidelines please contact your financial institution or the BPAY scheme office directly.

**Co-branding of marketing materials**

The BPAY logo can be used on materials that are also branded by other organisations. In these instances the branding guidelines of the other organisation(s) are able to apply as long as these do not contravene the guidelines outlined in this document.

**Areas to be aware of**

The isolation area around the BPAY logo applies to all marketing materials. The isolation area denotes the space around the logo in which no other type or graphic elements can encroach. It does not refer to the background colour when the logo is reversed.

Wherever the BPAY logo appears on a background colour or image, the visibility of the logo must be guaranteed.

