

APPENDIX V

BRAND GUIDELINE

LOGO GUIDE FOR QR PAYMENT

One connection. All payment.



I. VIETQR LOGO IN DIFFERENT COLOR BACKGROUND

VietQR logo is the general brand identity for the payment services provided by NAPAS:

- Domestic and cross - border payments with QR code
- Fund transfer by QR code

HORIZONTAL **VIETQR** LOGO



QR CODE ILLUSTRATION



The logo of VIETQR or Bank logo is displayed at the center of the QR code

ILLUSTRATION ON DIFFERENT COLOR BACK GROUND



25/95/100/20

0/100/90/0

60/50/50/25

II. NAPAS QR LOGO IN DIFFERENT COLOR BACKGROUND

The **NAPAS QR** logo is the brand identity for QR payment services provided by NAPAS

Horizontal **NAPAS QR** LOGO



ILLUSTRATION ON DIFFERENT COLOR BACK GROUND



100/80/10/20

85/20/0/0

40/0/100/0

III. NAPAS 247 LOGO IN DIFFERENT COLOR BACKGROUND

The NAPAS 247 logo is the brand identity for the fund transfers via NAPAS 247 and via QR code provided by NAPAS

HORIZONTAL **NAPAS 247** LOGO



ILLUSTRATION ON DIFFERENT COLOR BACK GROUND



100/80/10/20

85/20/0/0

40/0/100/0

IV. VIETQR LOGO ON THE QR CODE PAYMENT APPLICATION PROVIDED BY THE ORIGINATOR

Scenario 1: VietQR logo is located under the camera scanning area of the application.



Scenario 2: VietQR logo is located over the camera scanning area of the application



Scenario 3: VietQR logo is located over the camera scanning area of the application, next to the Bank logo



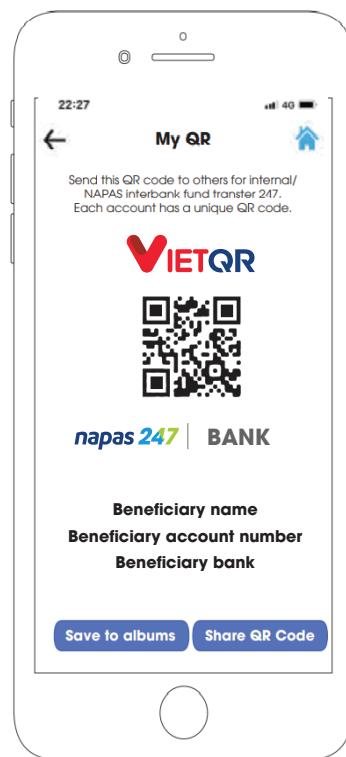
Note: Logo NAPAS 247 and/or logo NAPAS QR is a mandatory element displayed on the QR code scanning screen of the application. Depending on the scope of service deployment with NAPAS, member organizations can display these logos respectively on the QR code scanning screen of the application to perform fund transfer/payment transactions.

V. VIETQR LOGO ON THE QR CODE PAYMENT APPLICATION PROVIDED BY THE BENEFICIARY

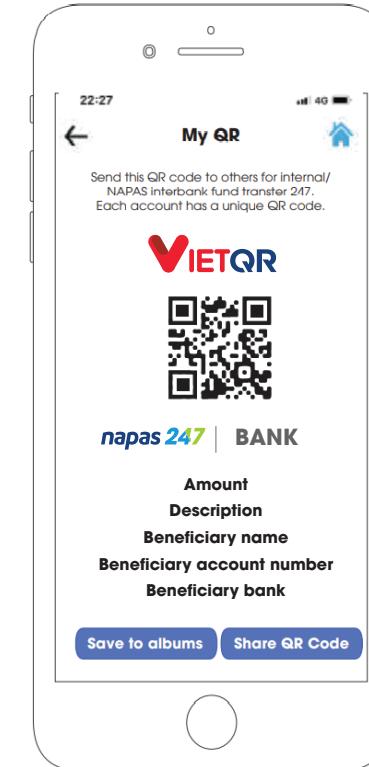
Function to present the QR code on beneficiary's application (MyQR).

The bank logo can be displaced under the QR code (as shown in the picture), or over the QR code of the beneficiary's application, next to the VietQR logo.

Scenario 1: Apply the logo on the payment application of the Merchants using static QR code



Scenario 2: Apply the logo on the payment application of the Merchants using dynamic QR code



Note: The bank can only choose to implement one of the two options above.

The size of the VietQR/NAPAS 247 logo will be equivalent to the size of the Bank logo.

Images when saved to the device or printed out must comply with the regulations on this logo.

VI. APPLY THE VIETQR/ NAPASQR/ NAPAS247 LOGO AT THE MERCHANTS

The Bank logo is displayed in the position shown as the illustration or next to the **VietQR** logo
For QR Code payment service (**NAPAS QR**)

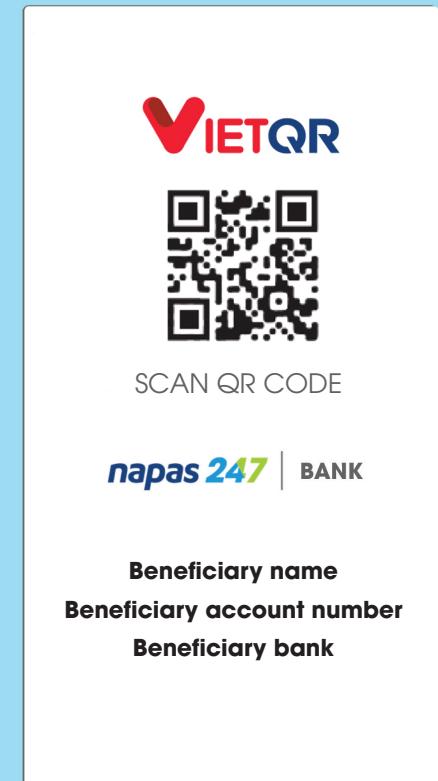
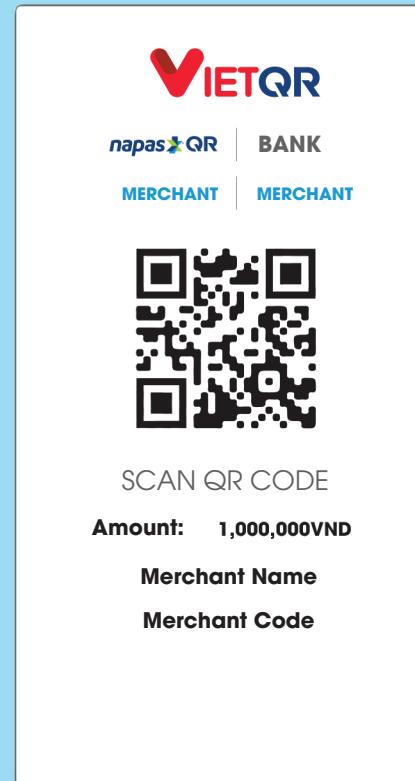
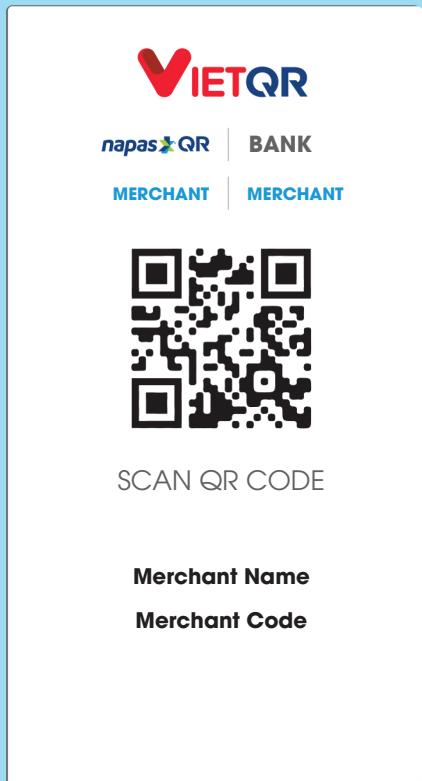
The merchant name is the QR code registration name of the Merchant

For **Scenario 3**, it is possible to add the amount and content of the transfer
to apply in the case of having a specific payment value

Scenario 1: Apply logo on the payment application of Merchant using QR code

Scenario 2: Apply logo on the payment application of Merchant using QR code (with specific payment value)

Scenario 3: Apply logo at the Merchant of Beneficiary bank.



VII. LOGO VIETQR/ NAPAS 247/ NAPAS QR



17 & 18th floor, Pacific Place Building,
83B Ly Thuong Kiet Str, Hoan Kiem Dist, Hanoi
www.napas.com.vn

