SP□⊃

BRANDBOOK

Design Guidelines v. 0.2 - 04/2013

INTRODUCTION

SPiD is a common solution for login and payment for the Schibsted Media Group. With SPiD the end-users only needs one profile to login to the different services offered by the different clients, and only need one stored payment method to pay "one-click" cross service.

Our branding is essential for the SPiD experience. The focus of our identity is to make users feel safe when they login and pay, simultaneously as they recognize and understand the SPiD network. The company offering the SPiD service is Schibsted Payment AS, a subsidiary of Schibsted ASA.

We created this document to help communicate our branding guidelines to partners and merchants. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards.

7 FACTS ABOUT SPID

SPiD is short for Schibsted Payment ID

SPiD is a common platform for the Schibsted Media Group

SPiD is a platform for easy login and secure payments

SPiD can be used in all digital channels

SPiD is pronounced SPEED

SPiD is always written with capital S, capital P, small i, and capital D

SPiD is offered by Schibsted Payment AS

Our logo

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the SPiD logo is over a white/light background or on Schibsted Payment blue.

If it the must be placed on a dark background the logo can be used as BW negative.

Please have clear space around the logo to maximize visual effectivenes.

The SPiD Original

RGB 0, 79, 145
CMYK 98, 70, 13, 2
HEX #004f91

The SPiD Monochrome

RGB 144, 144, 144
CMYK 44, 35, 35, 14
HEX #909090

Incorrect logo usage

Do not...

…change the logo´s orientation

…change the logo color

…scale the logo unproportionately

…use parts of the logo / attemt to recreate the logo

…place the logo on busy photography

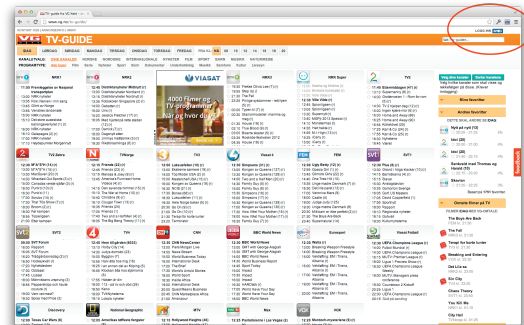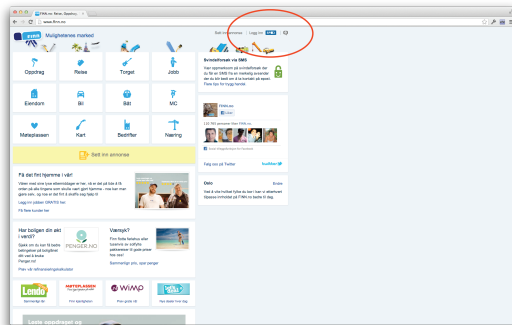# Placement of logo

Login   **SP⬚⊃**

Register   **SP⬚⊃**

Keep logo on right side of text, and a space between
text and logo that is **40%** of the logo width.

Examples

OUR TYPEFACE

Primary

Helvetica
RGB 51, 51, 51
CMYK 69, 60, 56, 66
HEX #333333

Helvetica Bold
RGB 51, 51, 51
CMYK 69, 60, 56, 66
HEX #333333

Aa

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuv
(.,:;?!£$&@*) 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuv
(.,:;?!£$&@*) 0123456789

Helvetica

Helvetica is one of the most popular typefaces in the world. It is safe, neutral and designed for simplicity.

Helvetica, by contrast, remain bold and obvious also in point sizes below 12.

In other words, it's bold and easy to read for a real, physical reason, not just because it's trendy.

SP

Secondary

Arial
RGB 51, 51, 51
CMYK 69, 60, 56, 66
HEX #333333

Aa
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuv
(.,:;?!£$&@*) 0123456789

Arial Bold
RGB 51, 51, 51
CMYK 69, 60, 56, 66
HEX #333333

Aa
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuv
(.,:;?!£$&@*) 0123456789

Arial

Arial is everywhere, and is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.

Arial contains humanist characteristics, and the overall treatment of curves is softer and fuller than in most industrial style sans serif faces.

Our Buttons

Submit Button

Background	Linear gradient rgb(230, 10, 0) to rgb(179, 8, 0)
Border	1px solid rgb(153, 7, 0), radius 3px
Shadow	inset 0px 1px 2px 2px rgba(255, 255, 255, 0.1) outset 0px 1px 2px 2px rgba(0, 0, 0, 0.1)
Text	16px rgb(255, 255, 255)
Text shadow	-1px -1px 1px rgb(0, 0, 0)

Cancel Button

Background	Linear gradient rgb(255, 255, 255) to rgb(232, 232, 232)
Border	1px solid rgb(220, 220, 220), radius 3px
Shadow	inset 0px 1px 2px 2px rgba(255, 255, 255, 0.1)
Text	16px rgb(9, 79, 145)

Link Button

|	
Background	Linear gradient rgb(238, 238, 238) to rgb(212, 212, 212)
Border	1px solid rgb(200, 200, 200), radius 3px
Shadow	inset 0px 1px 2px 2px rgba(255, 255, 255, 0.1) outset 0px 1px 2px 2px rgba(0, 0, 0, 0.1)
Text	16px rgb(66, 66, 66)
Text shadow	1px 1px 1px rgb(255, 255, 255)

SP⬛D

OUR COLORS. PLAIN

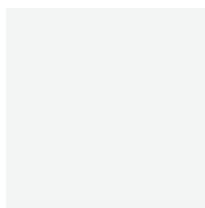RGB 9, 79, 145
CMYK 98, 70, 13, 2
HEX #004f91

RGB 51, 51, 51
CMYK 69, 60, 56, 66
HEX #333333

RGB 144, 144, 144
CMYK 44, 35, 35, 14
HEX #909090
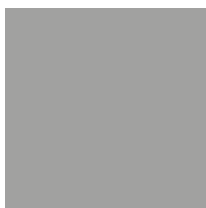
RGB 238, 238, 238
CMYK 8, 5, 7, 0
HEX #eeeeee

RGB 204, 9, 0
CMYK 12, 100, 100, 4
HEX #cc0900
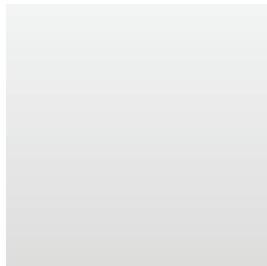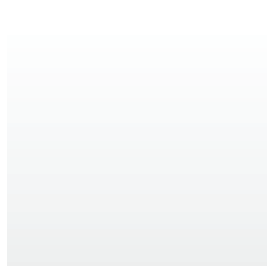
OUR COLORS. GRADIENTS

rgb(9, 82, 150) 0%,
rgb(9, 79, 145) 20%,
rgb(8, 71, 131) 50%,
rgb(7, 61, 111) 100%

rgb(238, 238, 238) 0%,
rgb(212, 212, 212) 100%

rgb(255, 255, 255) 0%,
rgb(232, 232, 232) 100%

rgb(230, 10, 0) 0%,
rgb(179, 8, 0) 100%

SP

OUR PAYOFF

Our Payoff, is a slogan that emphasize our delivery to our customers.

ENGLISH
SPiD – easy login, secure payments

NORWEGIAN
SPiD – enkel innlogging, sikker betaling

SWEDISH
SPiD – enkel inloggning, säker betalning

COMMUNICATING SPID EXTERNALLY

End user communication

SPiD is "Schibsted Payment ID" and your online account for login and payment at different media sites within the Schibsted Media Group. With your SPiD account you only need one set of credentials (email and password), to access a large portion of sites and services, like VG, FINN, Aftenposten.

Your SPiD also enables you to store your preferred payment method, giving you an easy and secure payment process for content, goods and services. With SPiD you get easy login and secure payments!

General communication

SPiD (Schibsted Payment ID) is a common single sign-on and payment platform for the Schibsted Media Group. The single sign-on service allow users to use their SPiD account to login and make purchases on eventually all online services provided by Schibsted, like FINN.no, VG and Aftenposten and more.

The SPiD platform also allow users to store their preferred payment method, enabling easy and secure one-click-payments for content, services, subscriptions and goods. With SPiD users get easy login and secure payment to many of the leading media and classified sites in Norway and Sweden.

COPY & TONE

SPiD communicate with a informal and direct tone of voice.

We use few words to communicate directly and personal to the user, giving just enough information the user situation requires.