

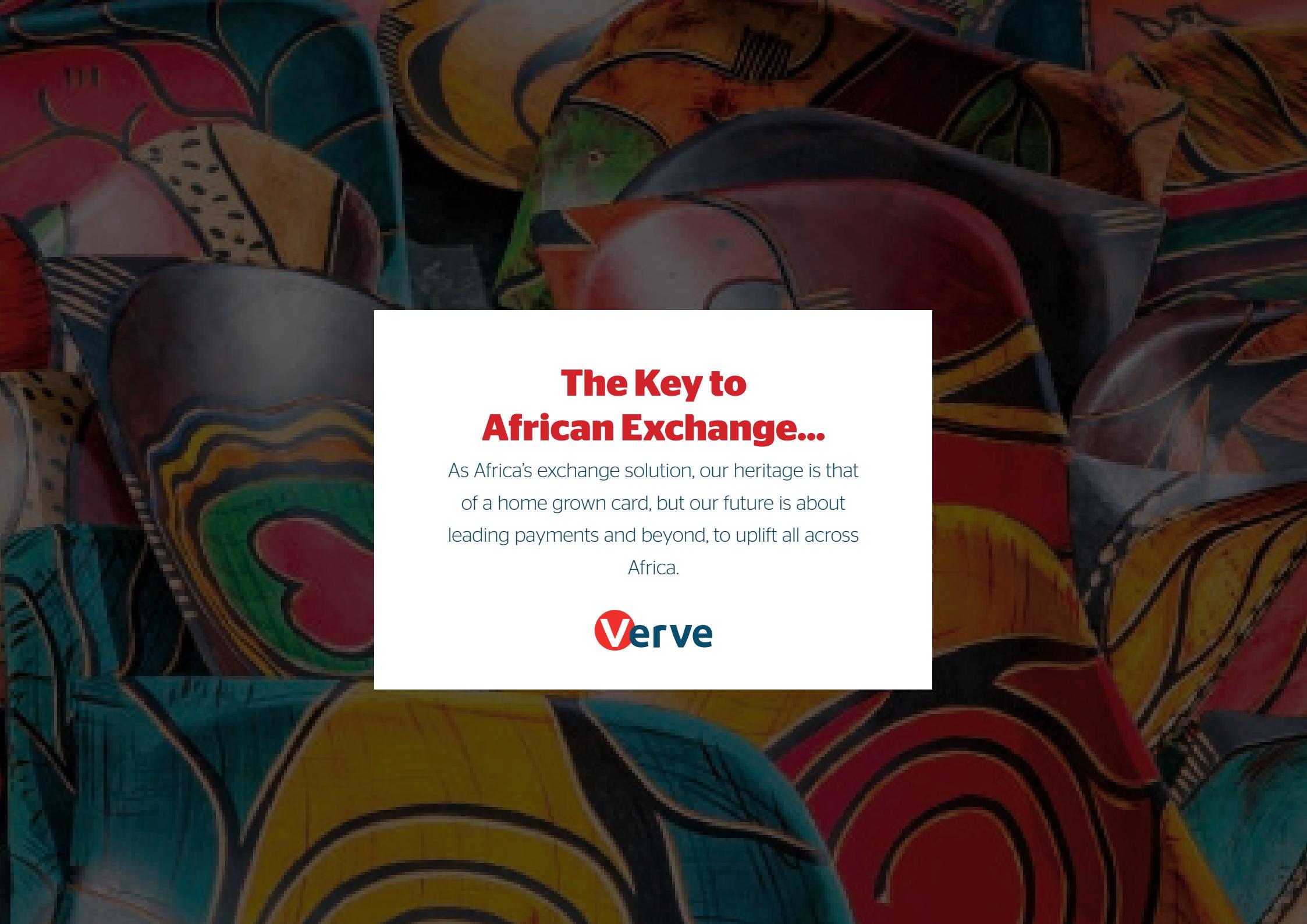


# Verve Card Design Specifications & Visual Guidelines

RELEASE 4.0 | JAN. 2023

This document describes design specifications, visual element placement and sizes required on Verve Cards. To support a consistent brand image, the following visual guidelines must be adhered to





## The Key to African Exchange...

As Africa's exchange solution, our heritage is that of a home grown card, but our future is about leading payments and beyond, to uplift all across Africa.



# Visual Brand Elements

## Logos & Color Codes

### PRIMARY



Pantone® 485  
Print  
C0 M95 Y94 K0  
Digital  
R238 G49 B42  
#ee312a

### SECONDARY



Pantone® 302  
Print  
C100 M70 Y40 K30  
Digital  
R0 G66 B95  
#00425f

### INTERSWITCH LOGO



PRIMARY



SECONDARY

## Security Hologram

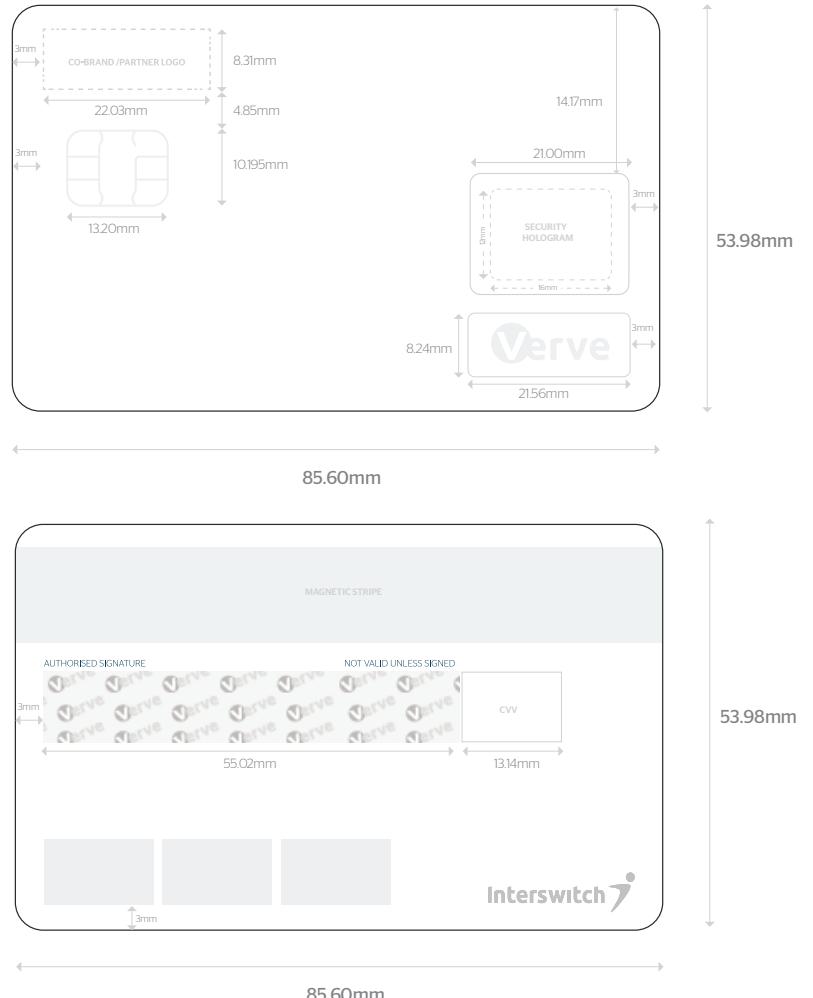


## User Signature Panel



# Design Specs

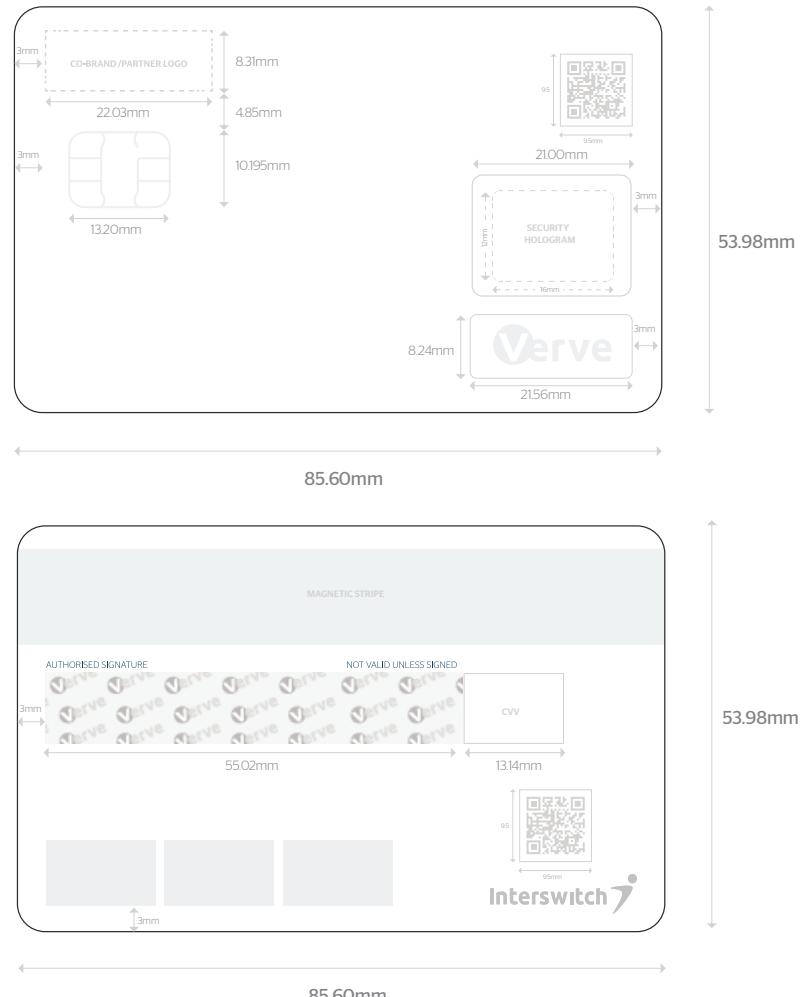
HORIZONTAL. MAGNETIC STRIPE. CHIP & PIN



“  
Our future is about leading payments and beyond,  
to uplift all across Africa.  
”

# Design Specs

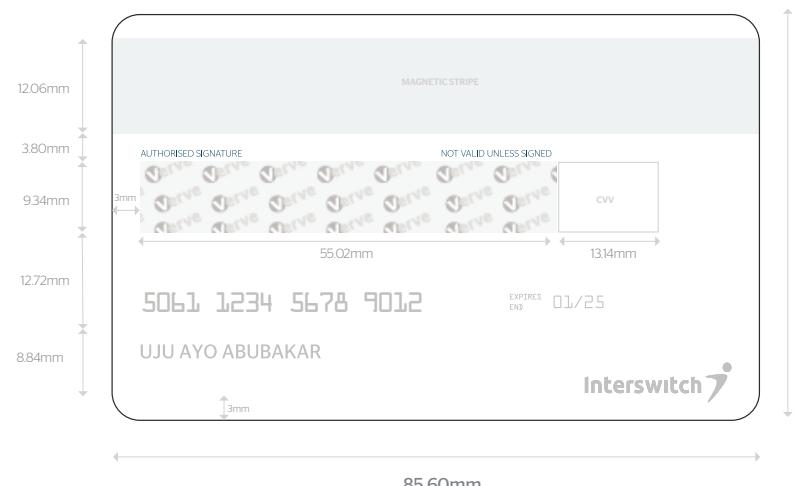
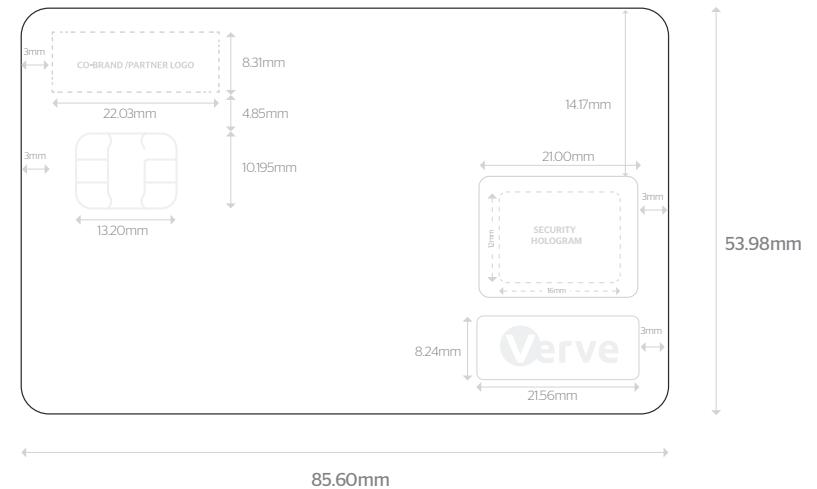
QR. HORIZONTAL. MAGNETIC STRIPE. CHIP & PIN



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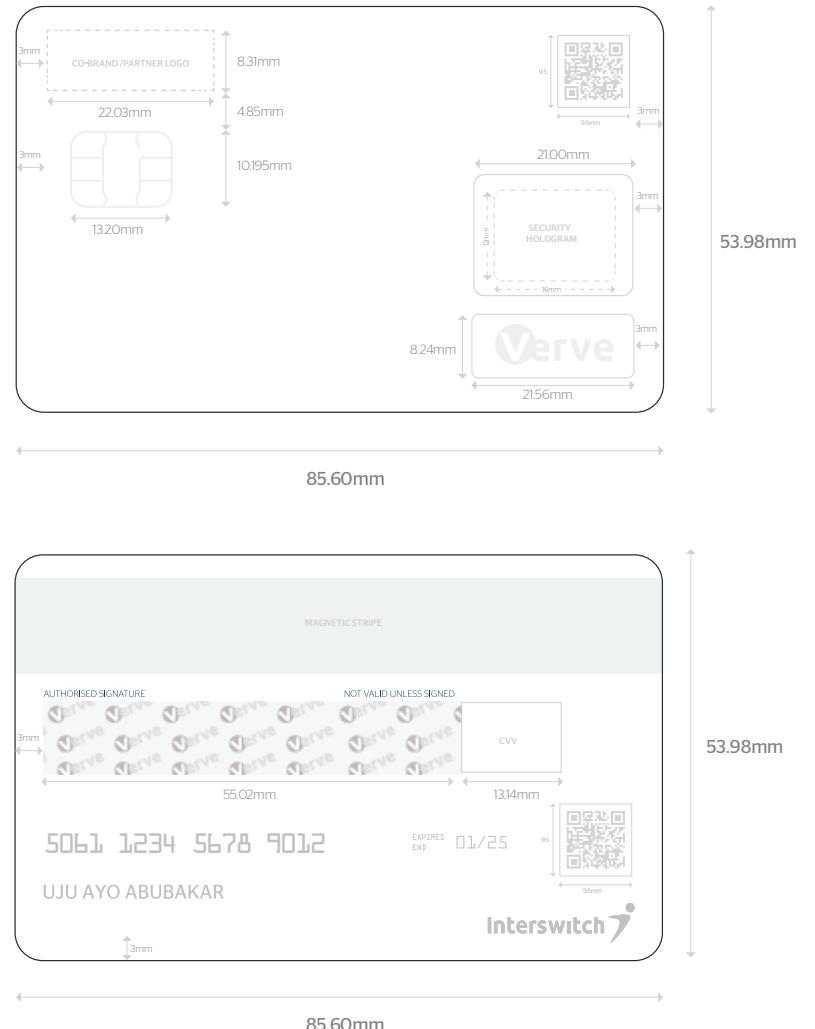
PANLESS HORIZONTAL. MAGNETIC STRIPE. CHIP & PIN



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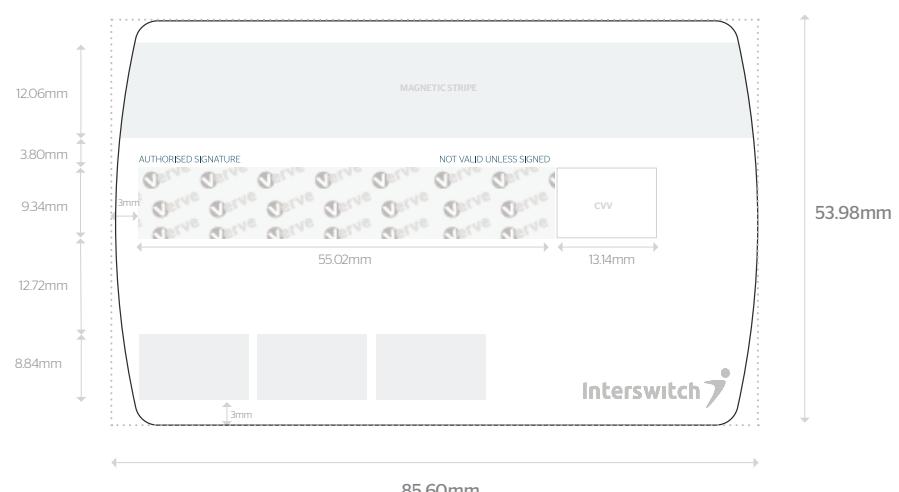
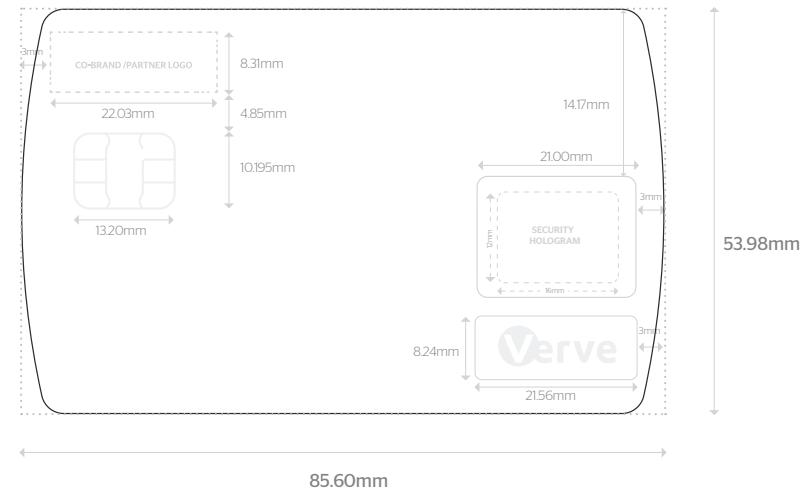
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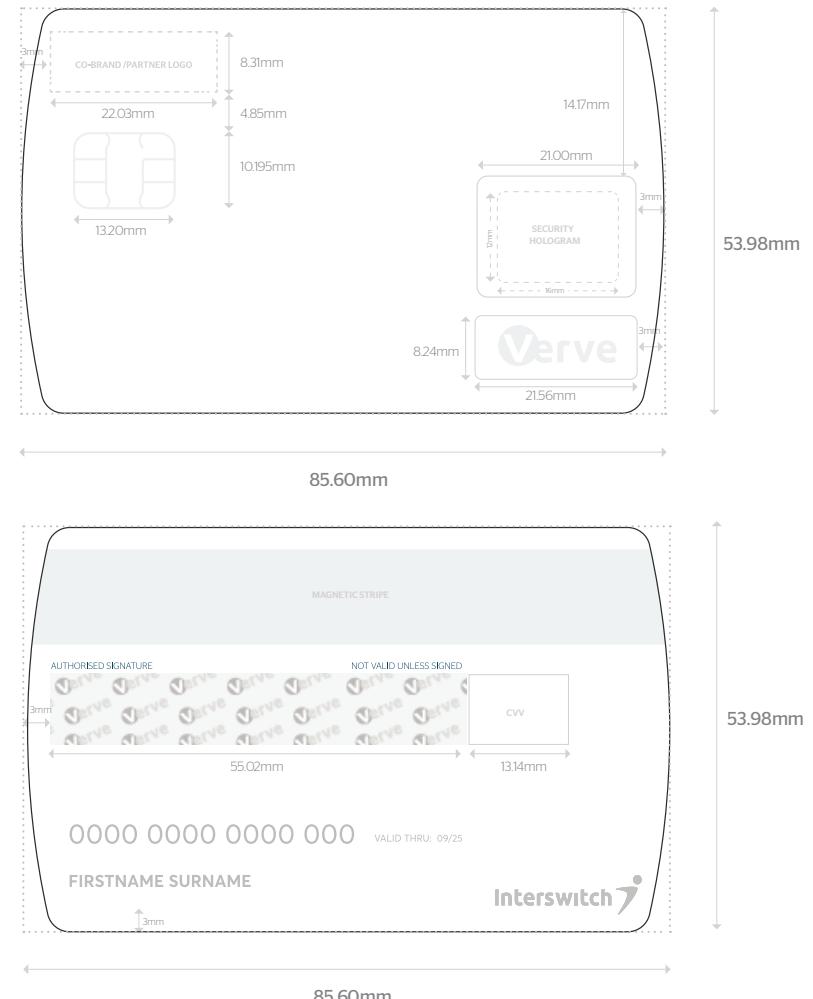
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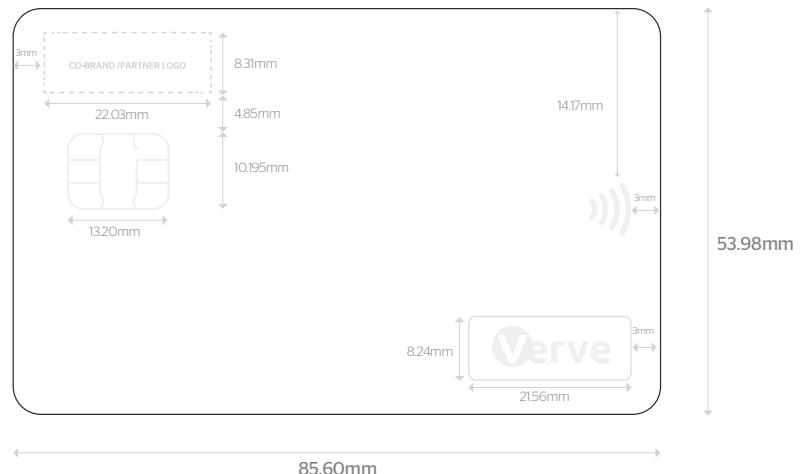
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# Design Specs

HORIZONTAL. MAGNETIC STRIPE. CONTACTLESS



“  
 We see an Africa where payment is a  
 seamless part of everyday life  
 ”

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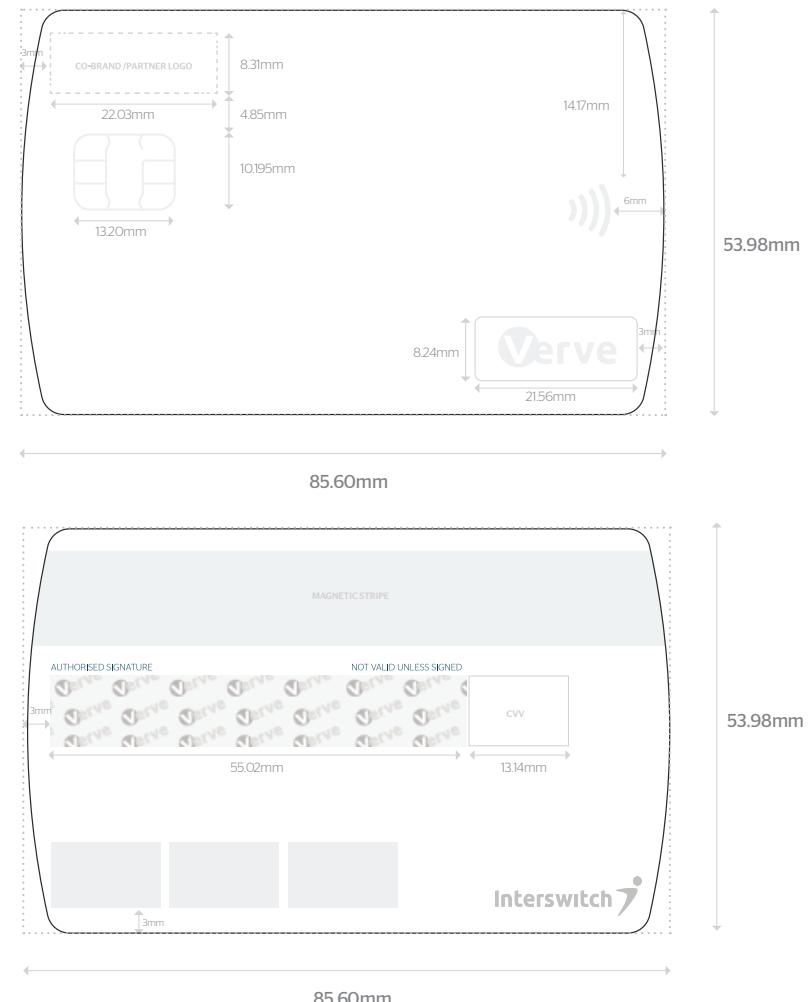
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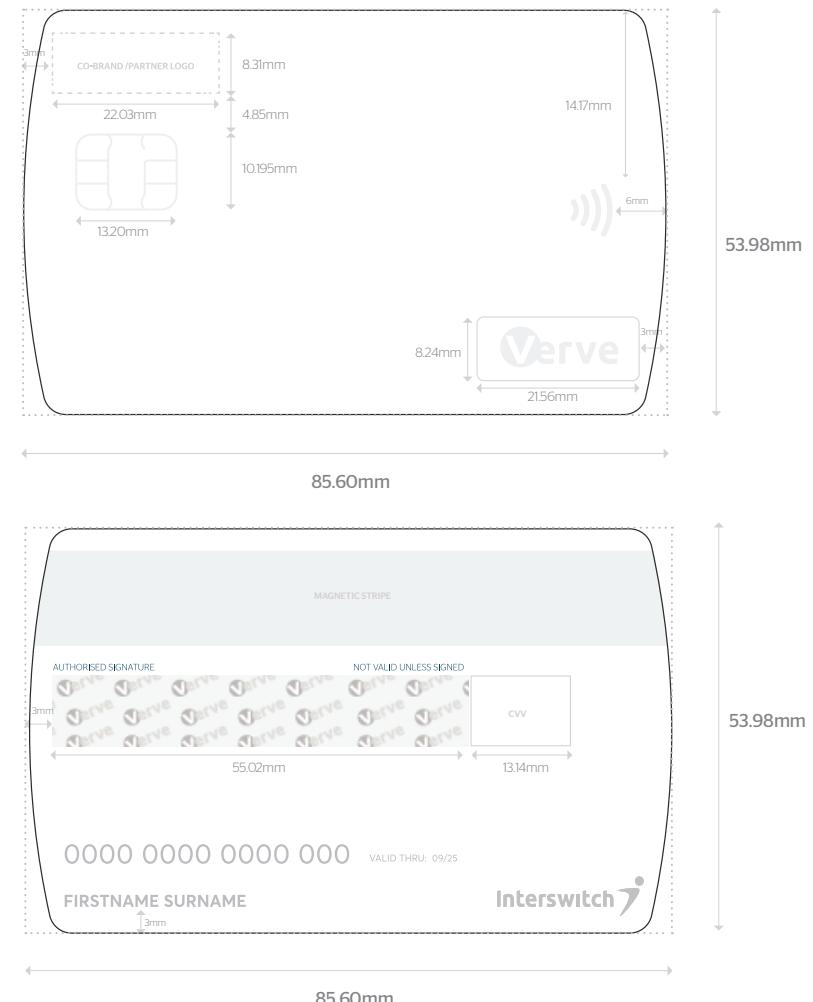
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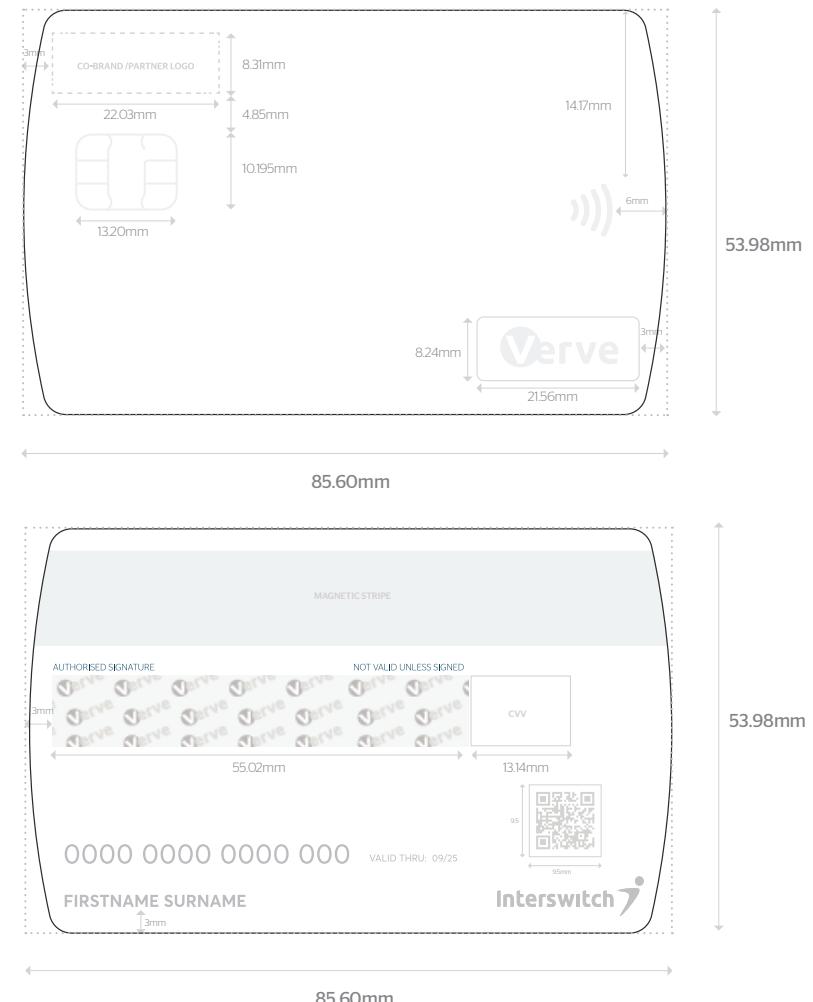
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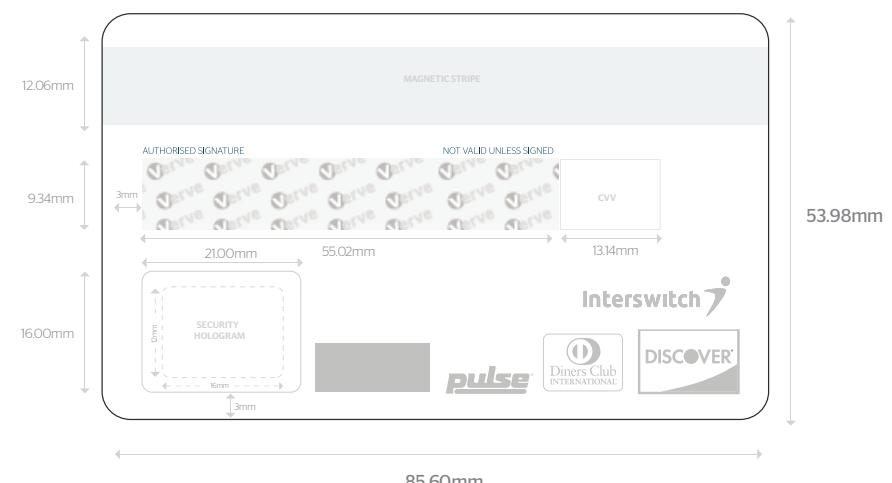
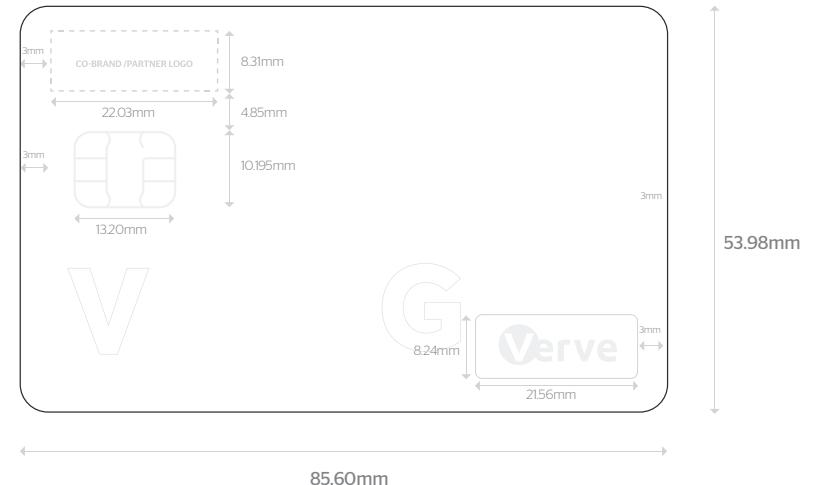
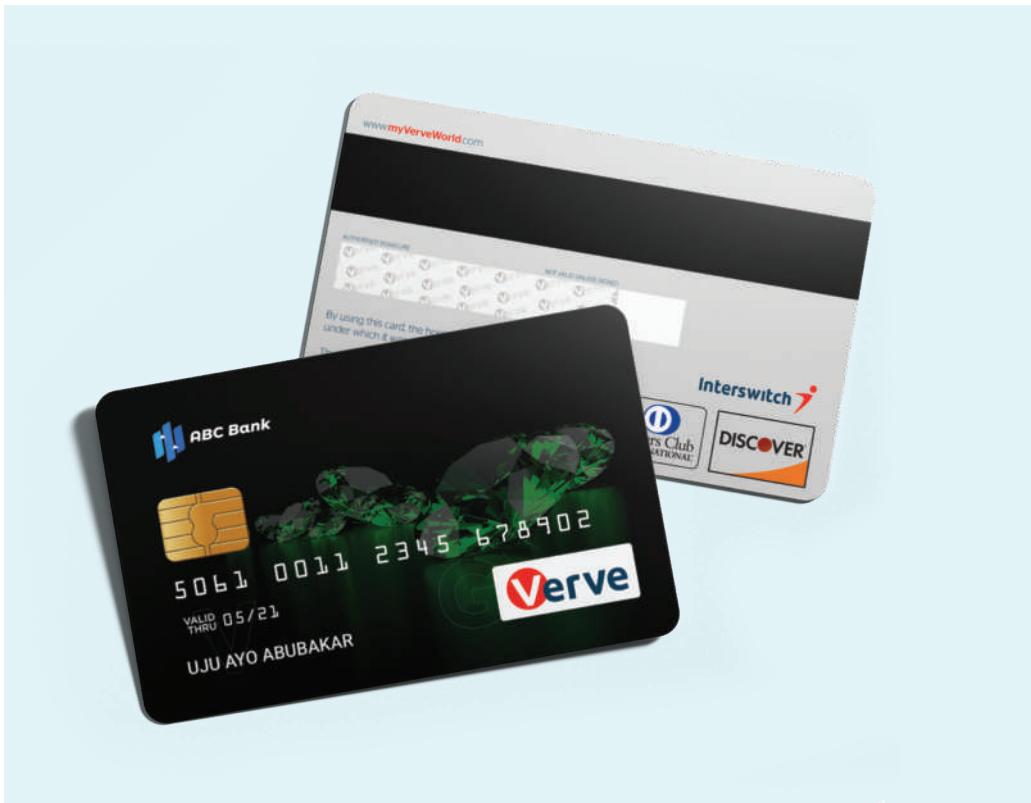
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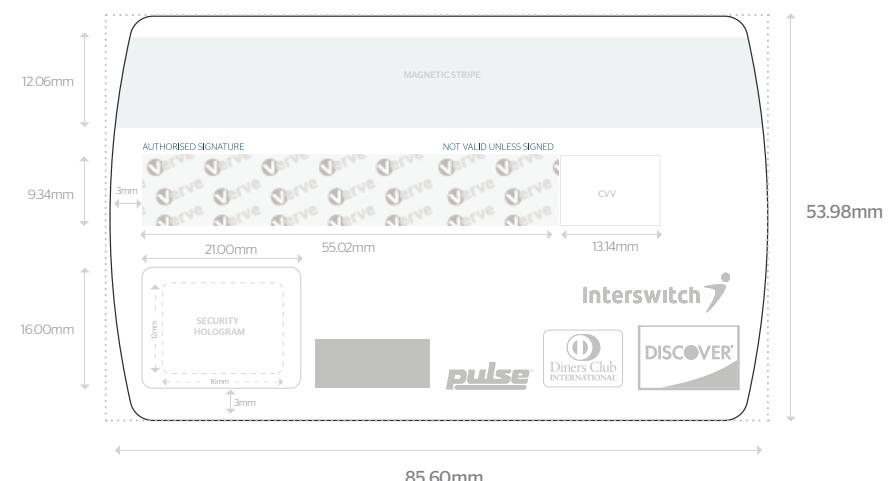
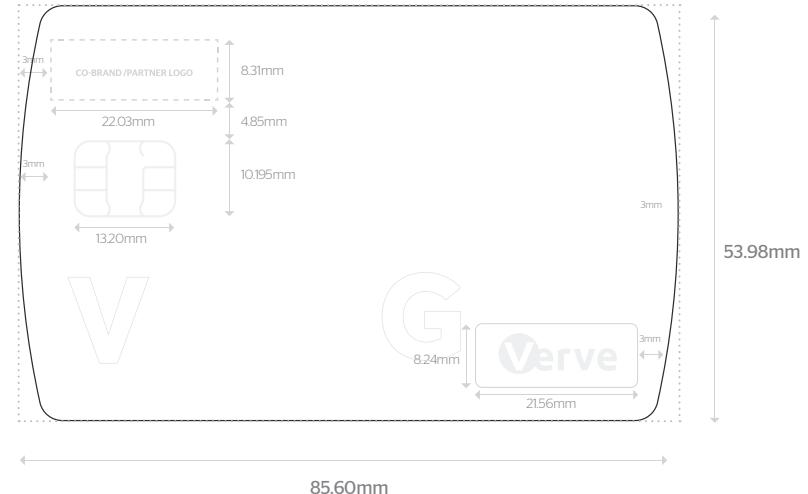
VERVE GLOBAL. MAGNETIC STRIPE. CHIP & PIN



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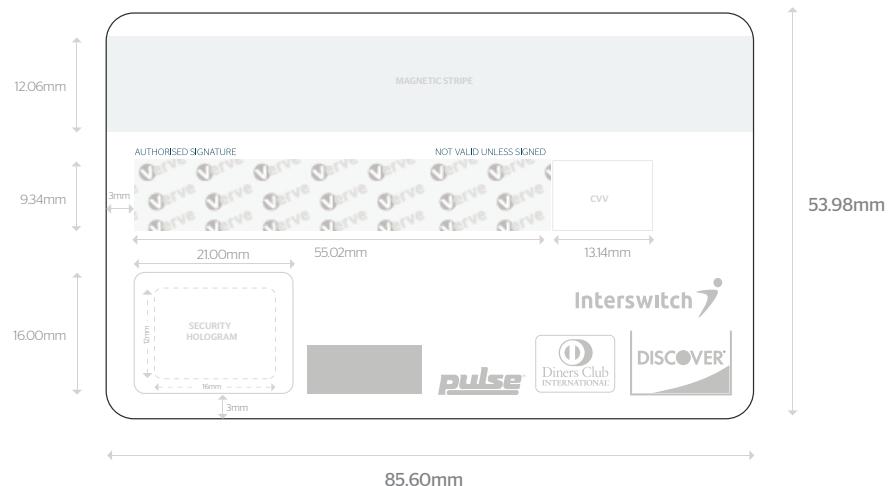
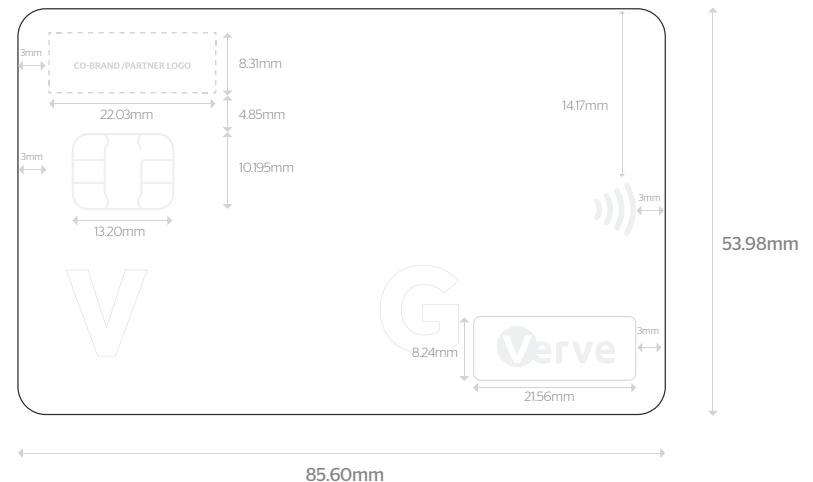
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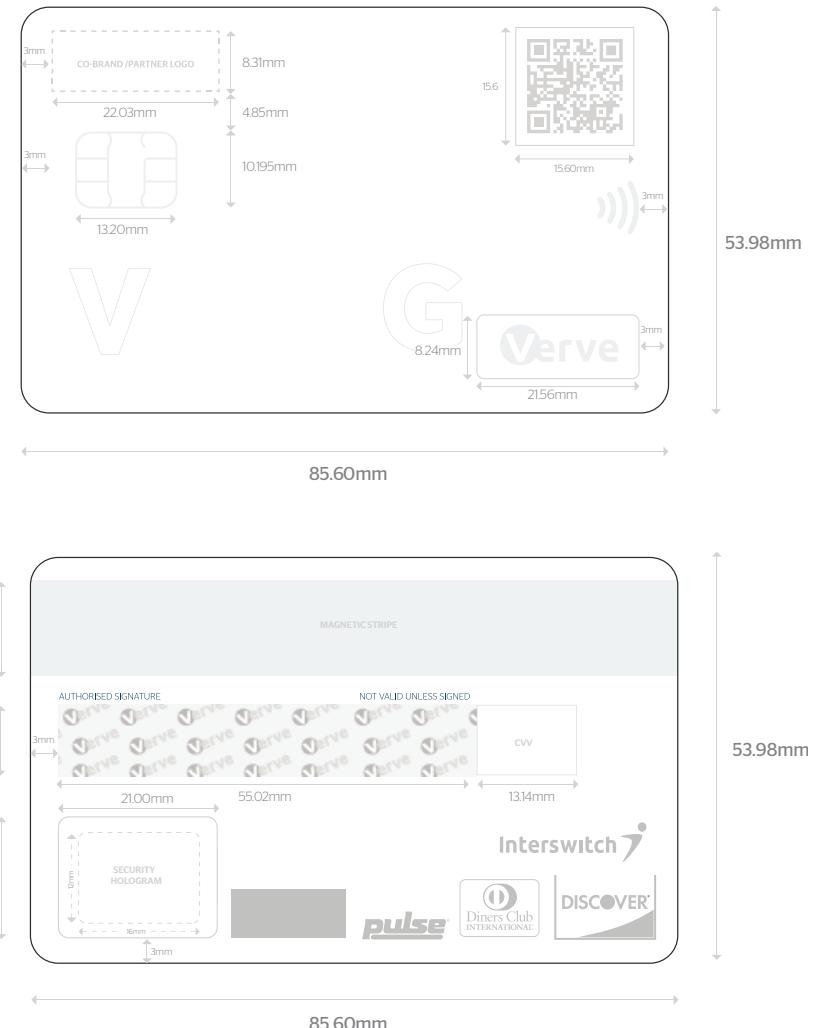
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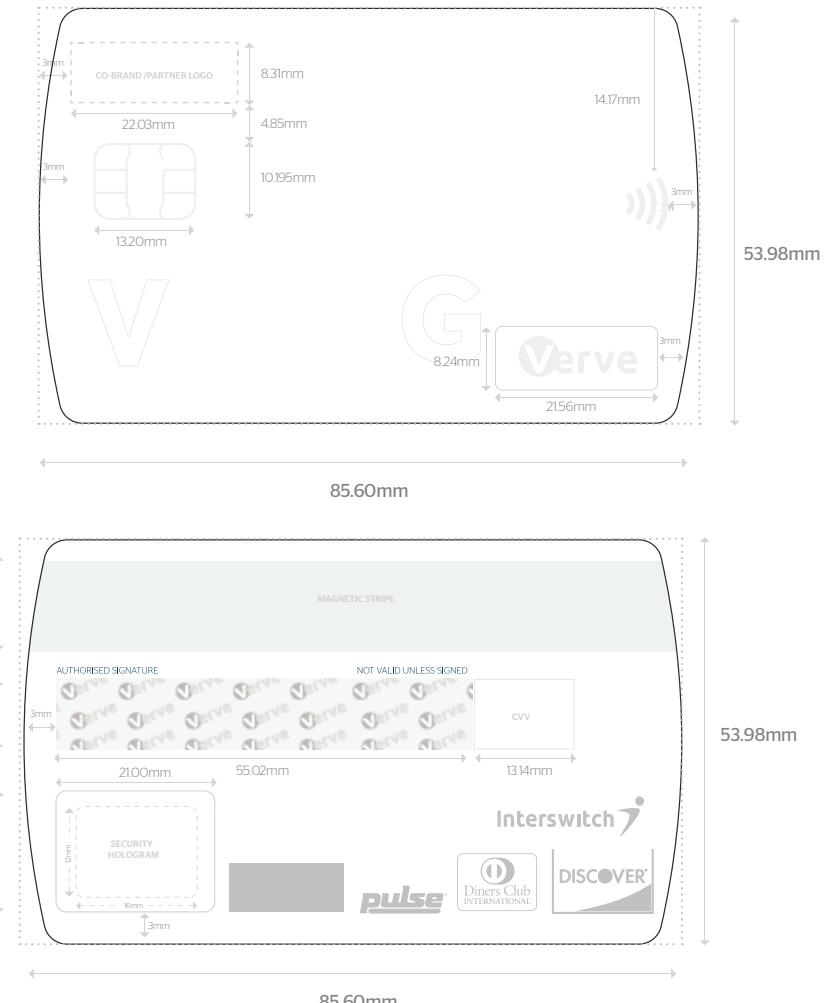
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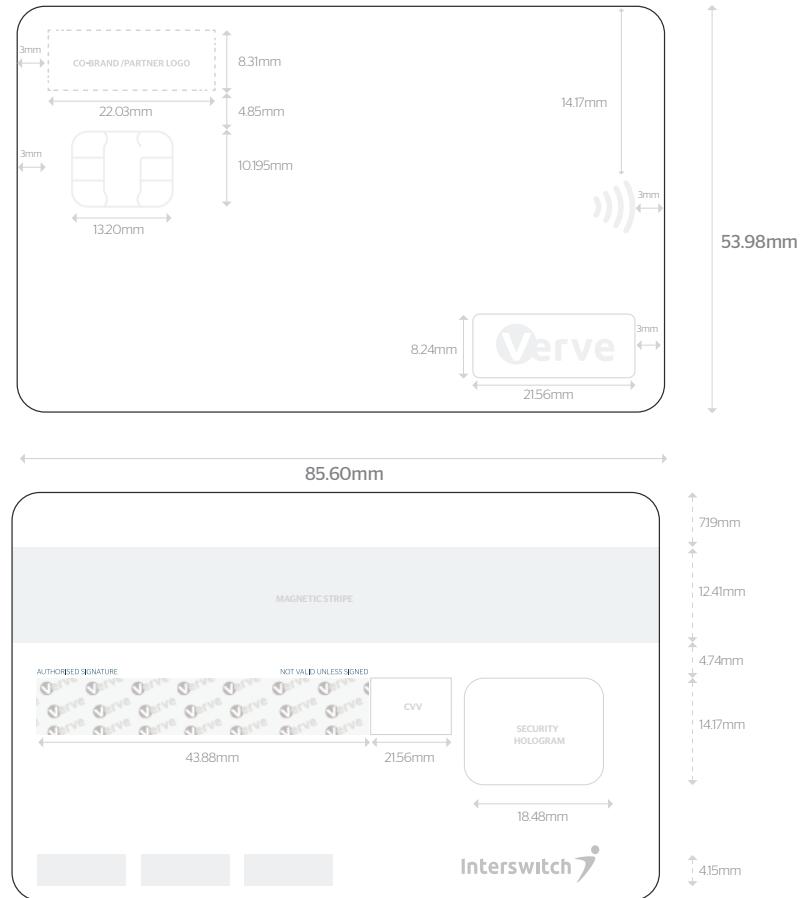
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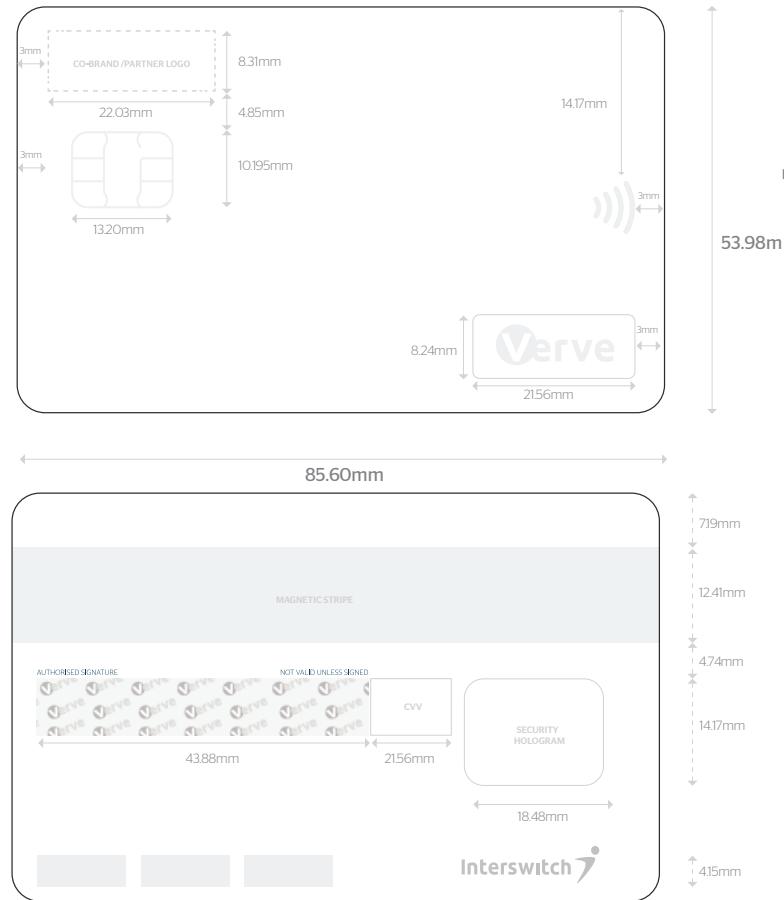
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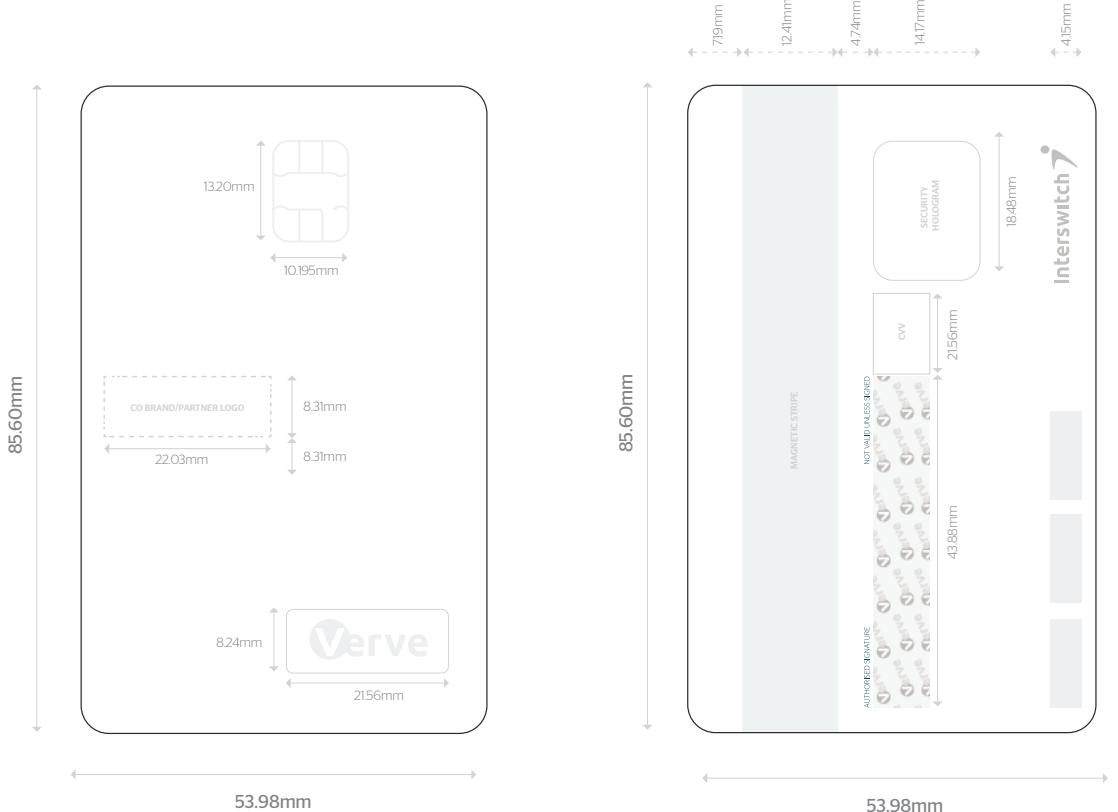
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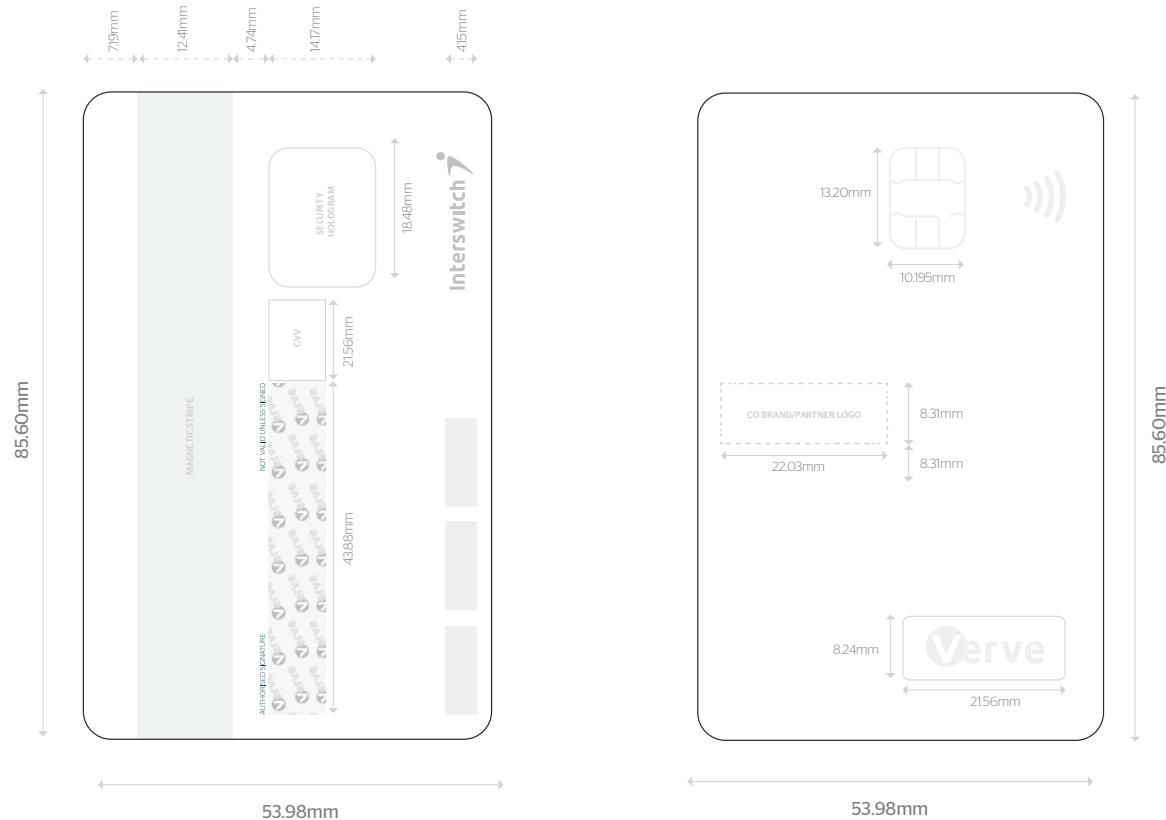
VERTICAL MAGNETIC STRIPE. CHIP & PIN



“  
Built on trust.  
Bold enough to navigate uncharted waters.  
”

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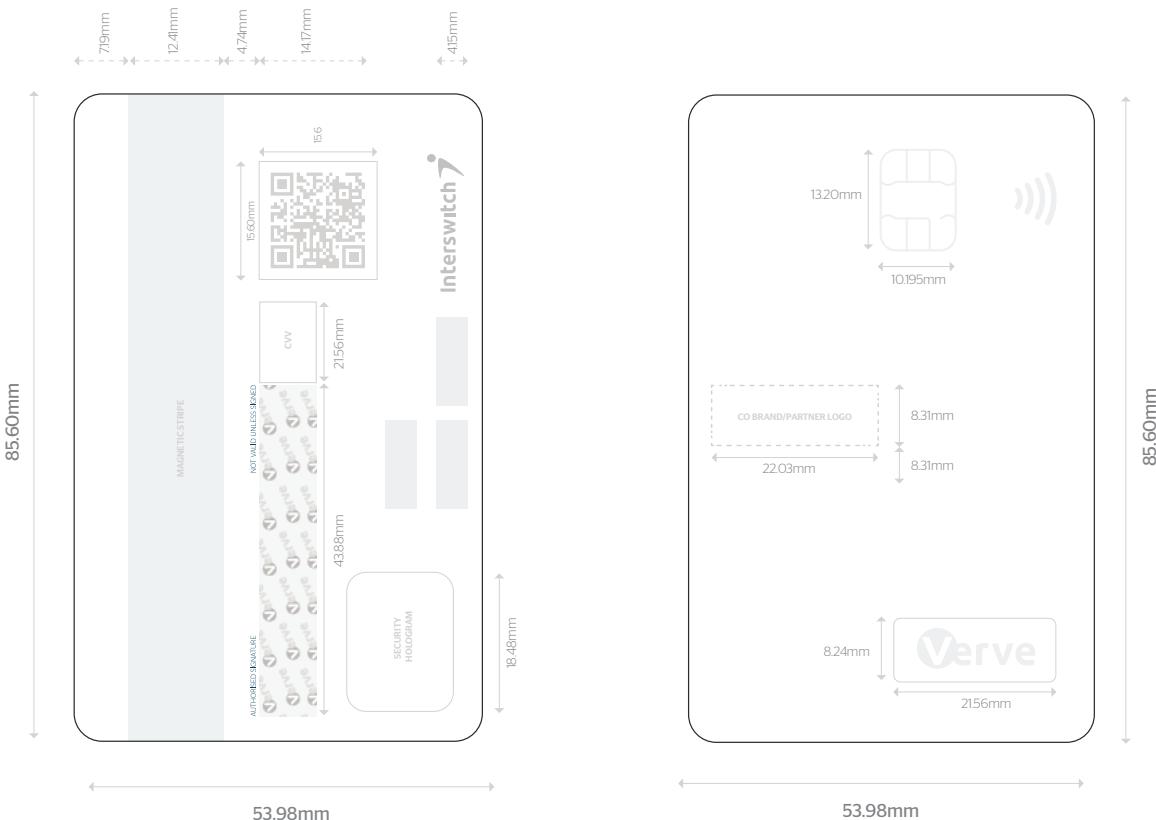
VERTICAL. MAGNETIC STRIPE. CONTACTLESS



“  
Constantly evolving.  
Making the most of opportunities  
”

# Design Specs

QR. VERTICAL. MAGNETIC STRIPE. CONTACTLESS



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Information & Enquiries  
[schememanagement@verveinternational.com](mailto:schememanagement@verveinternational.com)