



Commerce Platform (CP) Co-Branding Guidelines

October 2016

Logo Placements

- 1. The placement of logos communicates brand dominance.
- 2. The dominant brand is always on the left, or on the top. Subordinate/partner logo is always on the right, or on the bottom.
- 3. Maintain the proper clear space around each logo.
- 4. Verifone dominance is when Verifone most heavily influences the communications.
- 5. This is when Verifone is driving the customer experience or if our resources are most depended upon.

Horizontal lock up



Vertical lock up



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Logo Placements Rules

1. The default is to use the reverse 2-Color logo on a Black (**#272527**) background whenever possible. If the partner logo should be placed on the black background, a white color logo (Reverse Color) is Preferred.

2. If the logo is on a white background, use the positive 2 -Color (full color) logo.

Reverse 2-Color Logo



Positive 2-Color Logo



Partner Logo (CP preferred)



3. The two logos should be of the same visual size and vertically middle aligned.



4. If a logo has a descriptor / product name right align with the logo (not including any R). The descriptor text should be the same height as the Verifone descriptor. Recommended Descriptor font size : 10px, font color : #939598. Logos should be vertically middle aligned.



5. When the logos are locked up, separate them by the distance of “1e” as shown in the example bottom.

Horizontal Lock Up



X = Width x Height of "e"

Vertical Lock Up



Logo Don'ts

1. **DO NOT** use any visual divider (the gray vertical divider) between the logos or any extraneous design elements.



2. **DO NOT** change the color of Verifone logo to match the partner's visual system.



3. **DO NOT** make the partner logo bigger than the Verifone logo.



4. **DO NOT** place a logo with white background on the black background.



In this circumstance, make the logo with transparent background or make the logo with the same dominant brand system background color.



5. **DO NOT** place a full color (Positive 2-Color Logo or Reverse 2-Color Logo) Verifone logo on a colored or textured background.



In this circumstance, only use the black or white logo option.

Positive Black Logo



Reverse White Logo



Endorsements (Internal Partners)

Endorsement lines are used to clarify VeriFone's involvement in a particular relationship.

These situations are when our role is secondary, but essential to the partner relationship, or when Verifone is involved in the delivery of products or services.

The endorsement lock up should have the descriptor right aligned with the Verifone in type rather than using Verifone's logo.

The descriptor text should be Open Sans Regular #4a4a4a.

Endorsement lines must be approved by the [Verifone Product Team](#).

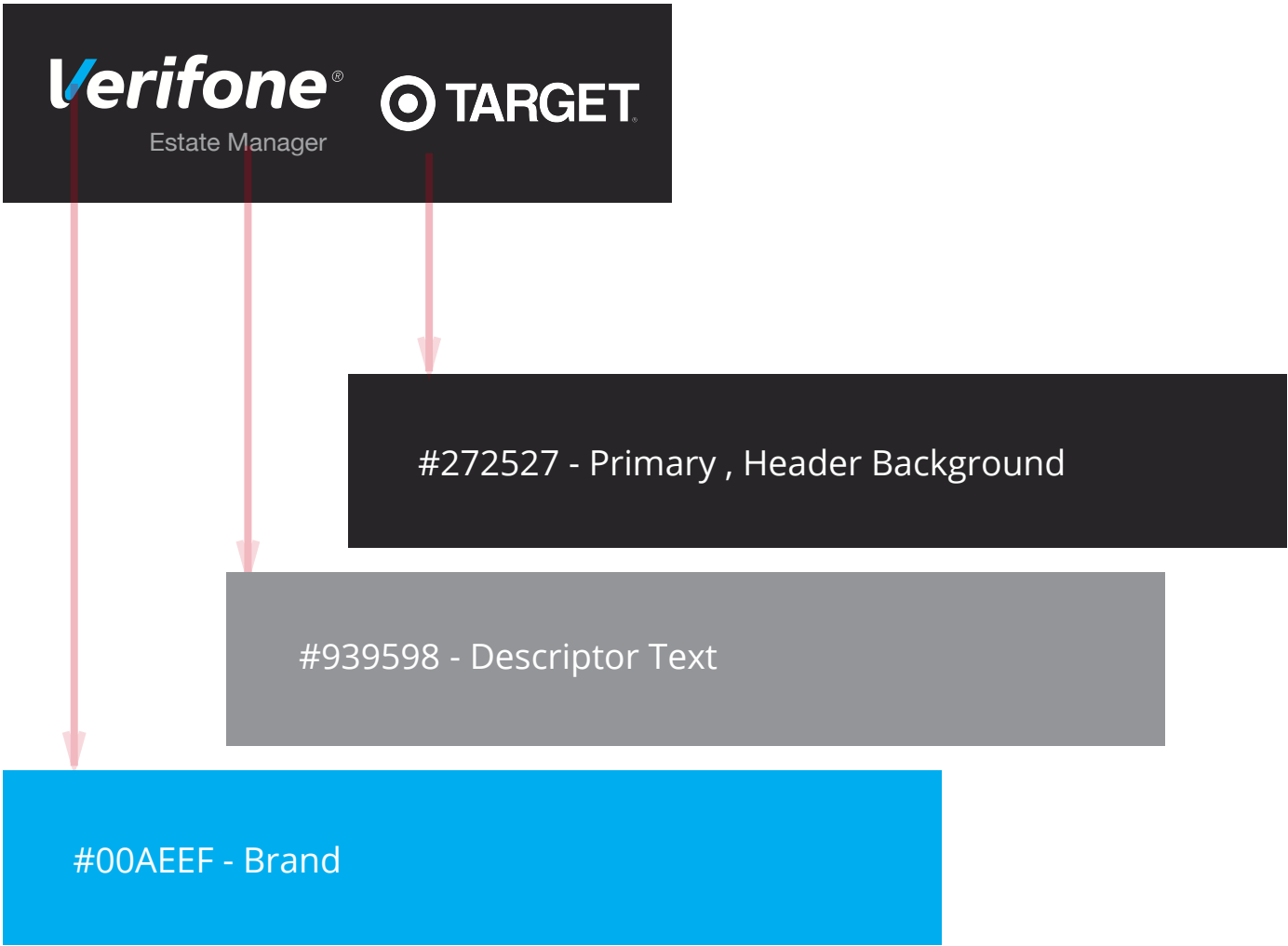
Do



Don't



Color Palette



Brand Checklist

The following is a short checklist of the cobranding essentials to make sure you are using the PayPal brand correctly with a partner brand.

If you have any challenges beyond those listed below, please contact the [Verifone Product Team](#) for approval.

Co-Branding Considerations

- Can you clearly determine which brand is the dominant brand?
- Is the dominant brand's visual system being properly leveraged?

Logo

- Are you using the correct logo?
- Is the logo look people-focused and recognizable?
- Are the logos visible on a black background (#272527) or white background?
- Are you placing the dominant and support logos in the correct locations?
- Are you following the clear space regulations?
- Are you following the guidelines around the logo don'ts?

Color Palette

- Can you clearly determine which brand is the dominant brand?
- Is the dominant brand's visual system being properly leveraged?