

## Branding & Guidelines

The FPX wordmark and logo are important brand marks used to identify and promote the FPX service to external audiences. This brand guideline sets out the minimum standards and requirements for the use of the FPX wordmark and logo.

### **FPX Brand Guidelines**

The document is intended to provide a guideline to FPX merchants on the mandatory and recommended approach to implement FPX brand/logo at the Merchants' check-out page.

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### **FPX Logo**

FPX Logo to be used for all marketing collateral.

 **Download resources**

### **Merchant User Interface Guideline**

A guideline to FPX merchants on the mandatory and recommended approach to implement FPX payment options at the Merchant's check-out page.

 **Download resources**

