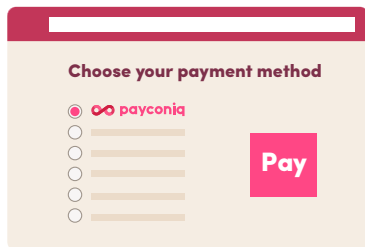


Branding guidelines for online payments

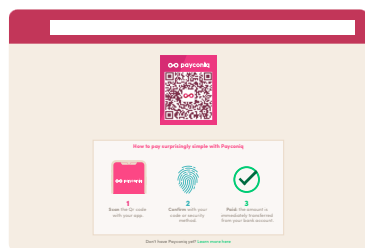
Welcome to our partner guidelines for displaying Payconiq online payments. We want to provide you with assets that will make it easy for you to integrate Payconiq in your website while respecting our brand and it's restrictions.

Payconiq online payment flow



1

The consumer selects Payconiq as payment method.



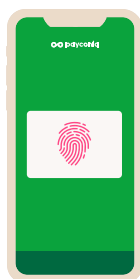
2

The QR code is displayed in the payment page together with an image showing the steps to perform a payment



1

The consumer scans the QR code



2

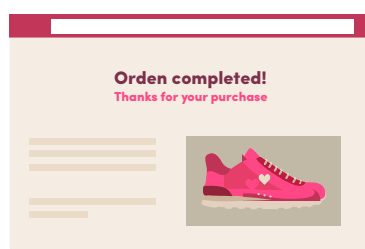
The consumer confirms the payment with a password or fingerprint



3

The order is paid!

The consumer performs the payment using the Payconiq App.



3

The order is completed, website redirects to the order confirmation page.

Logo

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks it's best. Our logo is the combination of a simple and modern wordmark with the brand mark.



Brand mark

When the Payconiq brand has already been established, the brand mark can exist without the wordmark. In special cases where the full Payconiq logo cannot be used due to space limitations (i.e payment method list), we can also use the Payconiq brand mark by itself as long as it's clear it belongs to Payconiq.



Exclusion zone

The logo and the brand mark's exclusion zone is equal to half the width of the brand mark.



Minimum size

For optimal display, we set a minimum dimension of 18 pixel height for both the logo and brand mark. (4mm)

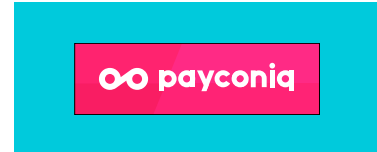


Logo misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document.



DON'T stack the brand mark over the wordmark.



DON'T display the brand as the logo enclosed by a magenta rectangle.



DON'T display the brand as the mark enclosed by a magenta square.



DON'T use the wordmark without the brand mark.



DON'T change the color of the brand mark or wordmark. Usage of white logo listed below.



Logo and color



DON'T use the logo over a color background that doesn't have enough contrast.



DO use the white logo over a color background that has enough contrast.



DON'T Use the logo over a photo that doesn't have enough contrast.



DO use the white logo over a photo with enough contrast.





Implementation of the brand


Step 1. Payment method selection


The following are examples of how our brand might be implemented in a payment method list inside an online shop.

Select a payment method

☐ Payconiq 
No added fees.

☐ Visa 

☐ Mastercard 

☐ PayPal 

This is an example of our brand being incorrectly implemented:





The logo is used in a wrong way.




There is no description of what Payconiq is or how it works.

Select a payment method

☐ Payconiq 
Download the Payconiq app and connect your bank account.
You pay easily with your mobile, without hassle with passes.
Scan the QR code, confirm and you've paid! Don't have Payconiq yet?
[Learn more here](#)

☐ Visa 

☐ Mastercard 

This is an example of our brand being correctly implemented:





The logos are used in the correct way and display.




A description about Payconiq is included in the list details.

Select a payment method

☐ Payconiq 
Download the Payconiq app and connect your bank account.
You pay easily with your mobile, without hassle with passes.
Scan the QR code, confirm and you've paid! Don't have Payconiq yet?
[Learn more here](#)

☐ Visa 

☐ Mastercard 

Explanatory text for description:





English:

"Download the Payconiq app and connect your bank account. You pay easily with your mobile, without hassle with passes. Scan the QR code, confirm and you've paid! Don't have Payconiq yet? [Learn more here](#)"

Dutch:

"Download de Payconiq app of gebruik je bank app en koppel je bankrekening. Betaal eenvoudig met je mobiel, zonder gedoe met pasjes. Scan de QR code, bevestig en je hebt betaald! Heb je nog geen Payconiq? [Meer weten](#)"

Select a payment method





<input type="radio"/>	 Payconiq
<input type="radio"/>	 Visa
<input type="radio"/>	 Mastercard
<input type="radio"/>	 PayPal

This is an example of our brand being incorrectly implemented:



The space designated for the logo is too small so the brand is unrecognizable and unreadable.

Select a payment method

<input type="radio"/>	 Payconiq
<input type="radio"/>	 Visa
<input type="radio"/>	 Mastercard
<input type="radio"/>	 PayPal

This is an example of our brand being correctly implemented:









The mark fits in the designated space and is recognizable.



Eventhough the mark sits by itself, it is clear that it belongs to Payconiq.

Select a payment method







	
	
	

This is an example of our brand being incorrectly implemented:



The brand is unrecognizable because the mark stands by itself and the "Payconiq" name stands nowhere near.

Select a payment method

 payconiq	
	
	

This is an example of our brand being correctly implemented:



The logo fits in the designated space and the Payconiq brand is recognizable.

Payconiq QR code

The Payconiq QR code is branded with our mark. The branding gives trust and makes it easy for our users to see where they can pay with Payconiq. Instead of black we use our darkest shade of magenta for the QR-code to match our primary colour but still keeping the contrast.

The Payconiq QR code can be rendered in a web view container for quick scanning. A link is returned anytime a payment is created and can be easily rendered in a web view. This url makes use of Payconiq's QR code generation service. By default, the Payconiq QR code is returned as a PNG with a small (S) size.

For web payments, Payconiq recommends to display the Payconiq QR Code size 180x180 pixels (small size) pixels that has a scanning distance of 15 cm.



Sample QR code

The Payconiq Frame

To display our QR codes, we provide a branded frame consisting of a magenta background and the logo. The Payconiq QR code should be embedded in this frame and presented to the customer when scanning a Payconiq QR code on a website.



An example frame before QR code is overlaid for consumer scanning.

Payconiq QR code



This is an example of how the Payconiq QR code should be displayed:

- ✓ The QR code sits inside the branded frame provided by Payconiq.
- ✓ The space between the QR code and the edge of the frame is 10% the width of the frame. By the sides and the bottom.

Payconiq QR misuse



DON'T show the QR code without the Payconiq Frame



DON'T use a border smaller than 10% frame width around the QR code.



DON'T use a non-branded QR code



DON'T place the QR code in the middle of the Payconiq frame



Step 2. Visualization of an online payment

A graphic explains our payment process in 3 simple steps helps to describe and visualize the smoothness of Payconiq's payment process. This needs to be displayed below the Payconiq QR code.



Don't have Payconiq yet? [Learn more here](#)

Under the image, a link to our website (www.payconiq.nl) needs to be place with the text:
" Don't have Payconiq yet? [Learn more here](#)"

The size of the graphic is 28% of the full screen size, with a minimum size of 717 px width. this means that if the total screen size is smaller than 2.560 pixels, the explanation graphic should not respect the rule of the 28% and just have a size of 717 pixels width.

