



Identity Guidelines 2021 - Business

How to use the PayID wordmark

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Intellectual Property

These PayID Identity Guidelines for Business set out the way that PayID logos and key messages can be used by businesses who have a registered and active PayID, subject to the licence granted below.

Grant of Licence - Limited Use

NPP Australia owns PayID intellectual property, including the trade and service marks made available in [PayID Logo Suite](#). NPP Australia grants individuals, businesses and government agencies who have a validly registered and active PayID (the 'Licensee' or 'you') a non exclusive, revokable licence to use the PayID Marks on the following terms:

- you can only use PayID Marks for the purpose of indicating that you have a PayID as a payment option. The PayID Marks cannot be used for any commercial purposes or in any way that creates an impression that your goods or services are sponsored, produced, offered or sold by NPP Australia;
- the PayID Marks can only be used in Australia and in accordance with the standards, and on the terms, set out in these PayID Identity Guidelines - Business; and
- if requested to do so by NPP Australia at any time, you agree to amend, remove or discontinue use immediately at your cost. You agree to release NPP Australia from all liability, including for any direct or indirect loss or expense you incur as a result of your use of the PayID Marks.

About PayID



PayID is an initiative from the New Payments Platform (NPP); infrastructure built by the Australian financial services sector and the Reserve Bank of Australia, powering fast payments between bank accounts 24/7/365.

PayID is an addressing capability that removes the need to enter bank account details by linking financial accounts to recognisable and memorable pieces of information such as phone numbers, email addresses and ABNs.

More information about PayID, including who offers PayID, can be found at payid.com.au

Wordmark

The PayID wordmark is designed to be clear and intuitive, helping to reflect the service provided and guide users on its purpose.

Designed with flexibility and function in mind, the wordmark can work across multiple channels and applications. Importantly, PayID has been designed to complement, rather than compete, with the brands that use the service.

The PayID mark can be used in one of three ways. The wordmark, shown here, is the preferred application.



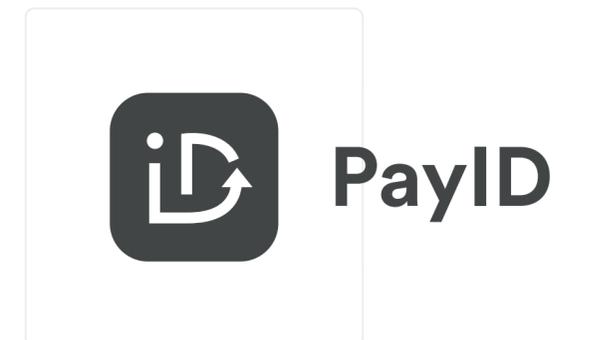
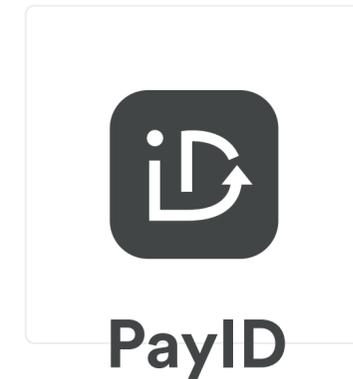
Symbol

For clarity and consistency, it is recommended that the full name (PayID) should still appear near the standalone symbol, for example, in a sentence.

The symbol should only ever be used in the following situations:

- As an icon on a merchant's payment screen
- As an app icon
- In small spaces, such as mobile, where the full version of the wordmark has already appeared earlier in the customer journey

Please see pages 11 through to 13 for examples of the symbol in action.



Text-only mark

Finally, there is the PayID text-only mark. This option can be used when use of the wordmark or symbol are not feasible and when there is already established familiarity with the PayID identity.

When using the text-only mark, PayID should always appear as one word with a capital 'P' and 'ID'. The text-only mark should never appear in all capitals.

Situations where you might need to use the text-only mark include:

- Text-only displays
- On an invoice or a merchant's website as a payment option
- When writing copy

PayID

Primary colour palette

The reproduction of colour is a key factor in ensuring consistency of the identity. Please ensure the correct colours are used for the relevant application. For example CMYK and Pantone are used for Print. HEX and RGB are used for digital applications.

Legibility and accessibility are key to ensuring that wordmark is visible at all times. Please consider the colour of the background before selecting the appropriate wordmark or symbol colour.



Black

C0 M0 Y0 K100
Pantone Black C
R0 G0 B0
HEX #000000



Dark Grey

C62 M53 Y52 K50
Pantone Cool Grey 11C
R74 G74 B73
HEX #4A4A49



Light Grey

C17 M12 Y13 K0
Pantone Cool Grey 1C
R218 G218 B218
HEX #DADADA



White

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

Legibility

To ensure the wordmark maintains its legibility, there is a clear space rule and a minimum size rule.

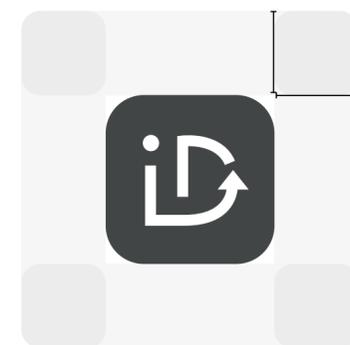
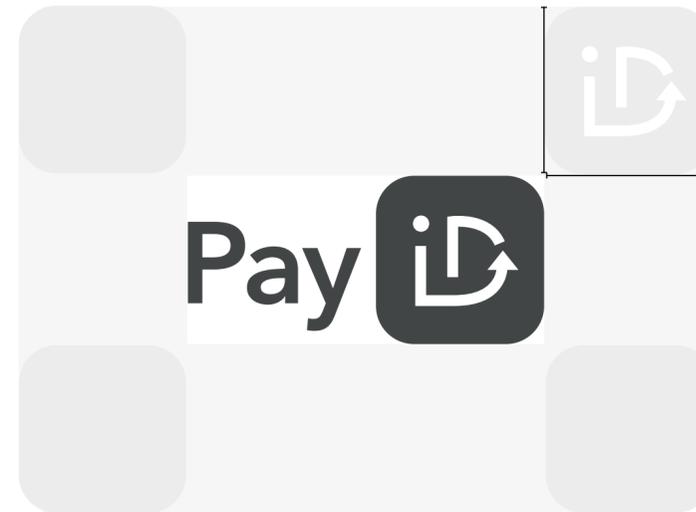
For the minimum clear space, simply take the cube shape from the wordmark and add its dimensions around all edges. This is the minimum amount of space that you should give the wordmark.

The minimum size that the wordmark should be seen at is 20mm in print or 60px in digital environments. This is to ensure that it is legible and clear for people to see.

For digital environments, as the space available differs vastly between desktop and mobile, it may not always be feasible to use the full PayID wordmark. In these situations, the symbol or text-only mark can be applied.

Clear space

Use the square device from the PayID wordmark to calculate the minimum space for the wordmark. For the symbol, use half the height of the square device.



Minimum size

The minimum size of the PayID wordmark should be no less than 60px wide in digital environments (or 20mm in print) and the symbol should be no less than 25px wide (or 10mm in print).

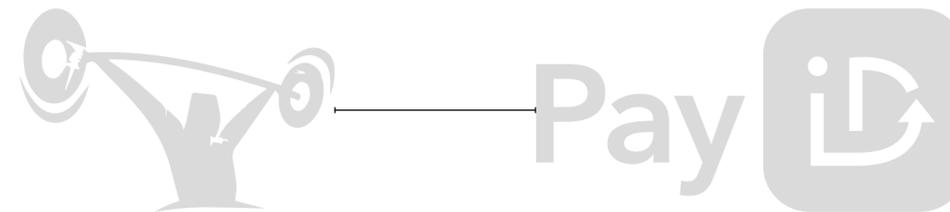


Co-branding

The co-branding principles should be used in situations where both wordmarks need to have equal prominence and maintain their own unique identities. The PayID wordmark can be positioned next to or above a partner brandmark.

Ensure you adhere to the clear space rule and try to match either the height or width of a partner logo depending on which measurement provides the most appropriate balance.

There should also be a relationship between either the width or the height of the two logos so there is an equal relationship between the two wordmarks. One shouldn't feel more important or larger than the other.



Misuse

This page demonstrates examples of the PayID wordmark being misused. Please use the wordmark as per the supplied artwork and do not alter its appearance in any way.



Do not shear, rotate or distort the wordmark.



Do not apply effects to the wordmark.



Do not apply gradients or images to the wordmark.



Do not apply a stroke to the wordmark.

PAYID
PayiD
payid
payId

Do not write PayID outside of the specified way



Do not use the ID mark separately from the holding shape.

INVOICE



Customer number: 4605
Mr John Smith
101 Collins St
Melbourne VIC 3000

John's Gym
Cnr Lonsdale &, Russell St,
Melbourne VIC 3000

4 X PT session	\$200.00
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	Subtotal	\$200.00
	GST 10%	\$20.00
TOTAL		\$220.00



0400 000 000

Use my PayID (same as my mobile number) to pay this invoice direct from your bank account.

Reference

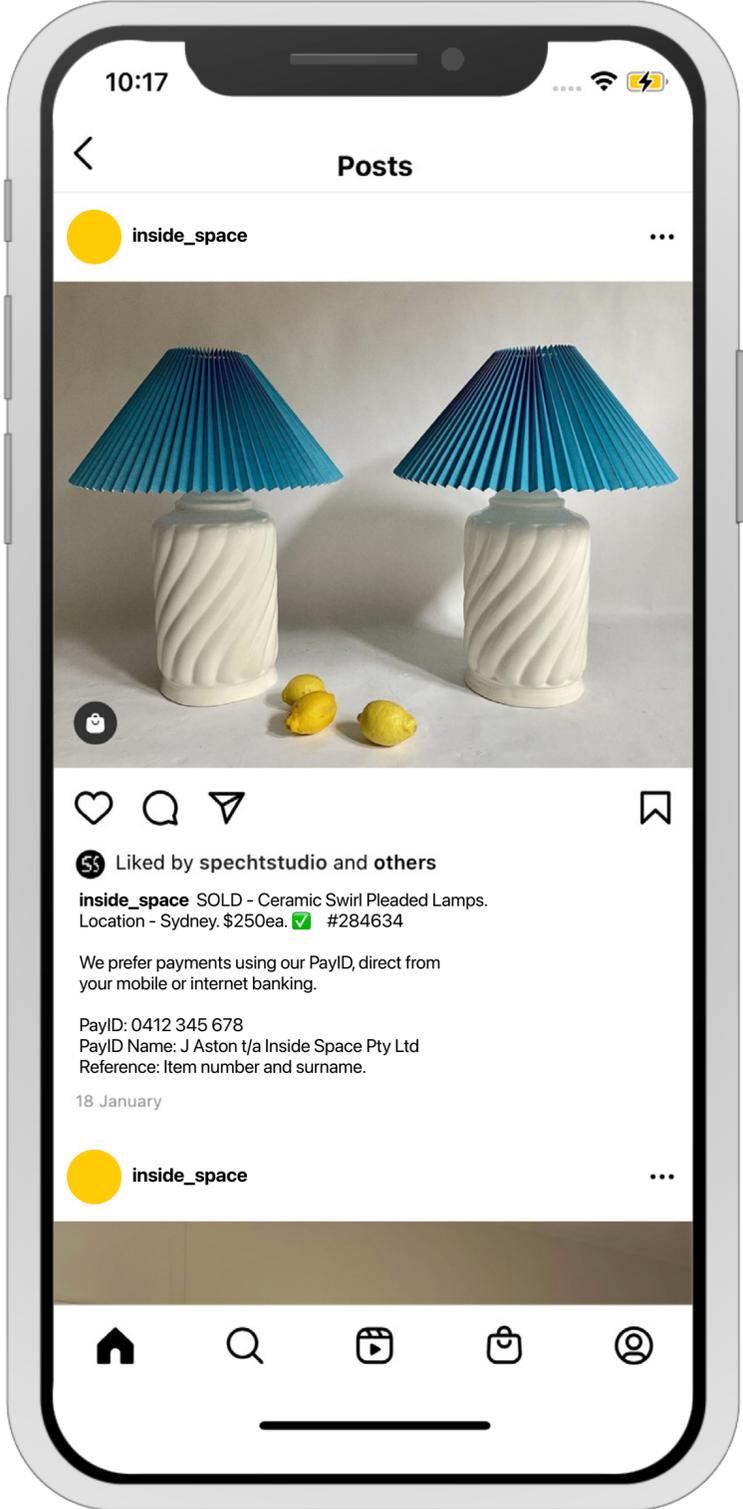
Customer number: 4605

Identity in action Point-of-service



Identity in action

Digital - Social media



Key Message

The following message may be used to describe how your customers can make a payment to your PayID.

Template

PayID: **[Insert]**

PayID Name: **[Insert]**

Reference: **[Insert information you would like your customers to use when making their payment]**

Making payments to our PayID

Log in to your internet or mobile banking and make your payment by selecting the PayID option instead of using a BSB and account number.

Once you have typed in our PayID, you will be shown the name **[insert the name you chose to have displayed with your PayID when you first created it]**.

With PayID you'll have more room to include a reference or invoice number so we know who the payment is from.

Confirm the payment and it will be made instantly.

You can visit payid.com.au or contact your bank for more information about PayID.

Making payments has never been so simple.

Messaging in action

You may choose to show your PayID Name that your customers will see when using your PayID to make a payment. This confirms that they are paying the right person or organisation.

PayID: **0412 345 678**

PayID Name: **John's Garden Care**

Reference: **Use the customer code we give you.**

Making payments to our PayID

You may choose to include some additional information for your customers explaining how to make a payment using PayID.

Log in to your internet or mobile banking and make your payment by selecting the PayID option instead of using a BSB and account number.

Once you have typed in our PayID, you will be shown the name **Ben's Garden Care**.

With PayID you'll have more room to include a reference or invoice number so we know who the payment is from.

Confirm the payment and it will be made instantly.

You can visit payid.com.au or contact your bank for more information about PayID.

Making payments has never been so simple.



For more information on these guidelines please contact info@nppa.com.au

For more information about PayID, please contact your bank.

