

Verifone Brand Guidelines

External June 2023

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We are Verifone

The payments architects who
truly understand commerce

WHO WE ARE

We are the payments architects
who truly understand commerce

OUR BRAND ROLE

Simply shaping reliable payment ecosystems
for an ever evolving world of commerce

OUR BRAND PROMISE

Omni-commerce solutions that simply shape
powerful customer experiences

01 Logotype

The logotype is our most important asset. The logotype consists of our symbol and wordmark. The logotype should always be treated with respect and placed prominently in communication and on products.



The logotype is available in two versions, one is the linear logotype — which is the primary version — and the other is the stacked logotype.



Linear logotype
Primary



Stacked logotype
Secondary

Our logotype is available in black and white (positive and negative). The black logotype on Verifone Brand Green is our primary application.



Black logotype on Verifone Brand Green
Primary option



Black logotype on white



White logotype on black

The clearspace around the logotype is equal to 2x the middle circle of the Verifone symbol.



Placement of the logotype is an important part of our identity. To build a strong recognizable brand we need to be consistent in placement and use.

Our primary option of placing the logotype is left aligned. Either top left or bottom left.

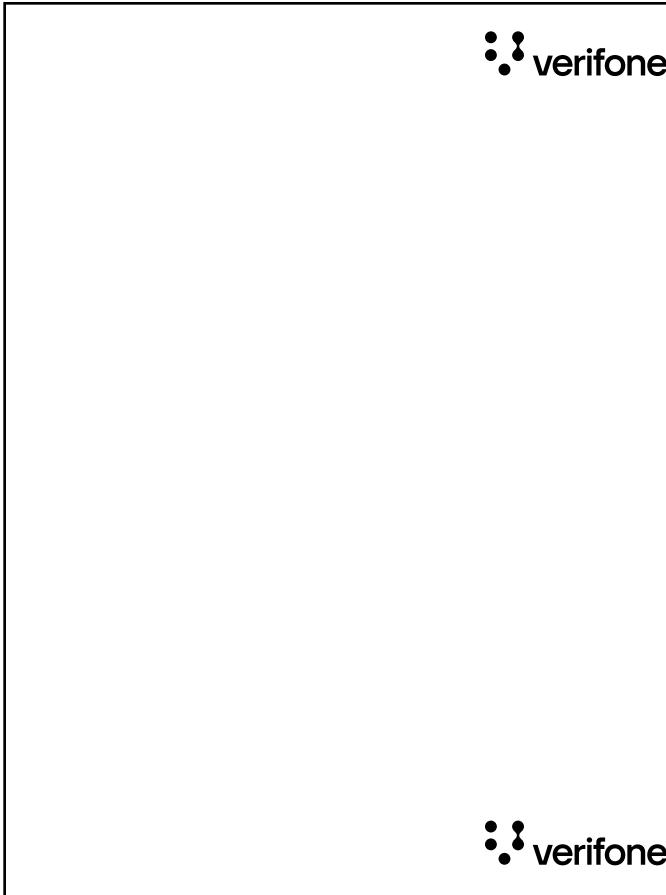
Our secondary option is placing the logotype right aligned — again, either top right or bottom right.

There is also an tertiary placement which is centered.

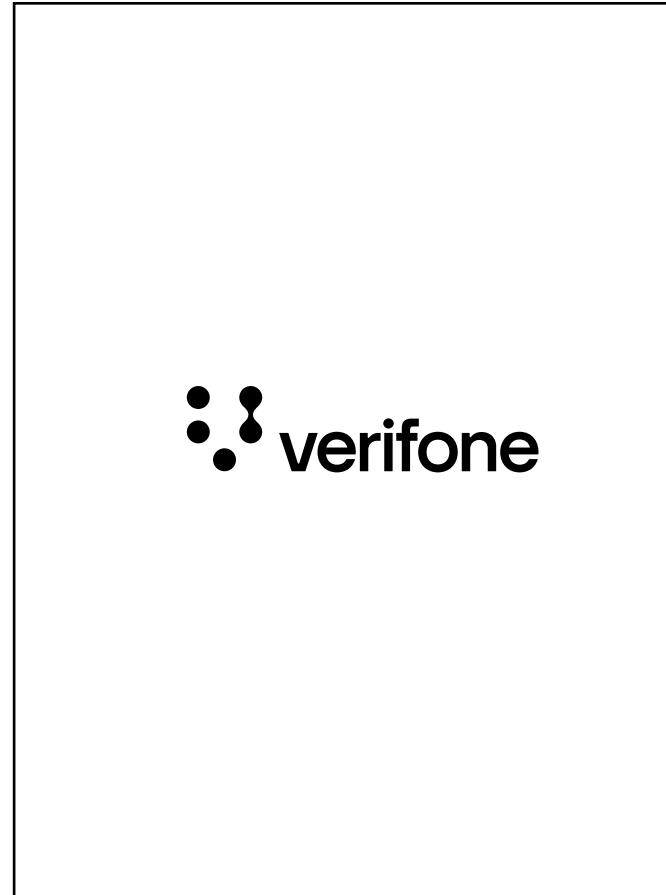
The same placement rules and logic applies in landscape format.



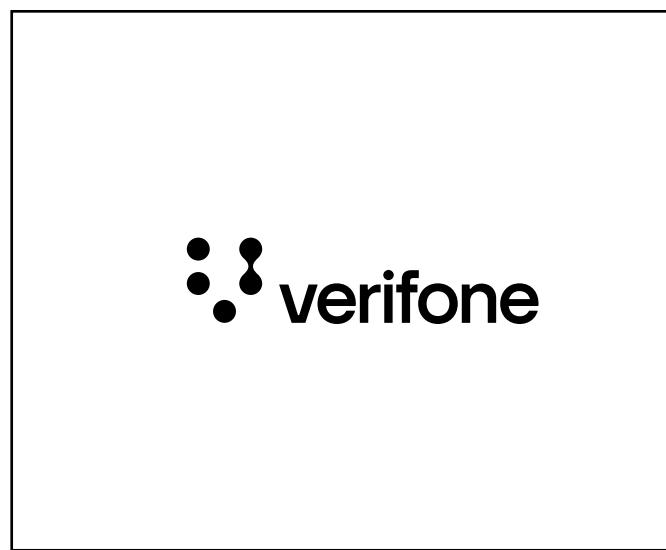
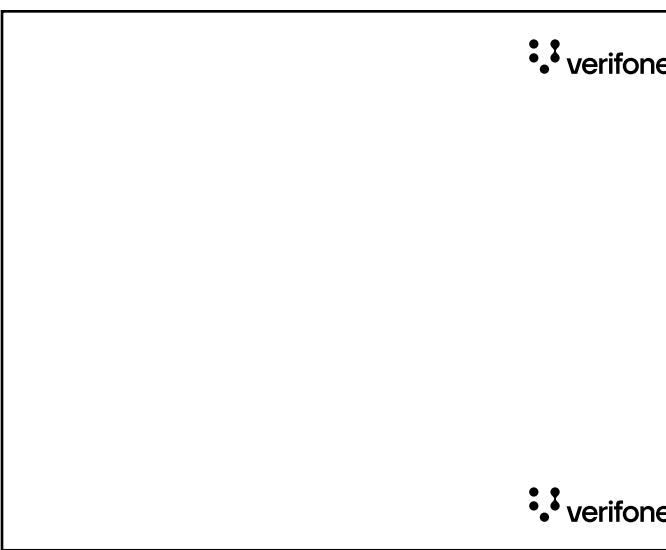
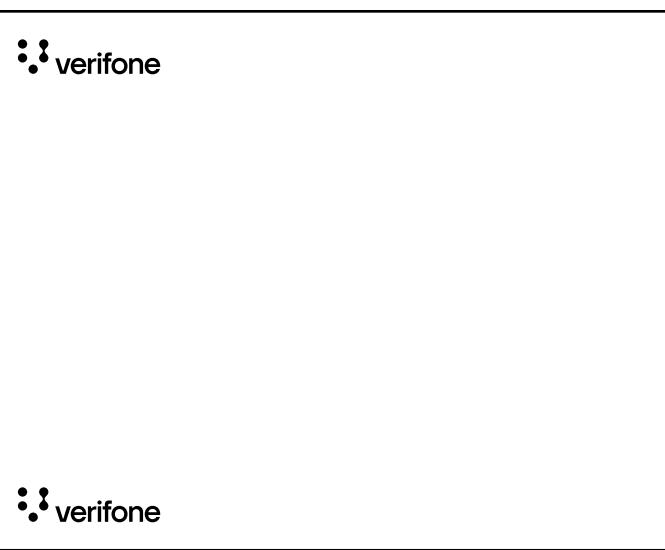
Left aligned logotype
Primary option



Right aligned logotype
Secondary option



Center aligned logotype
Tertiary option



Logotype

Size

The minimum size of the logotype is set by measuring the width of the logotype.

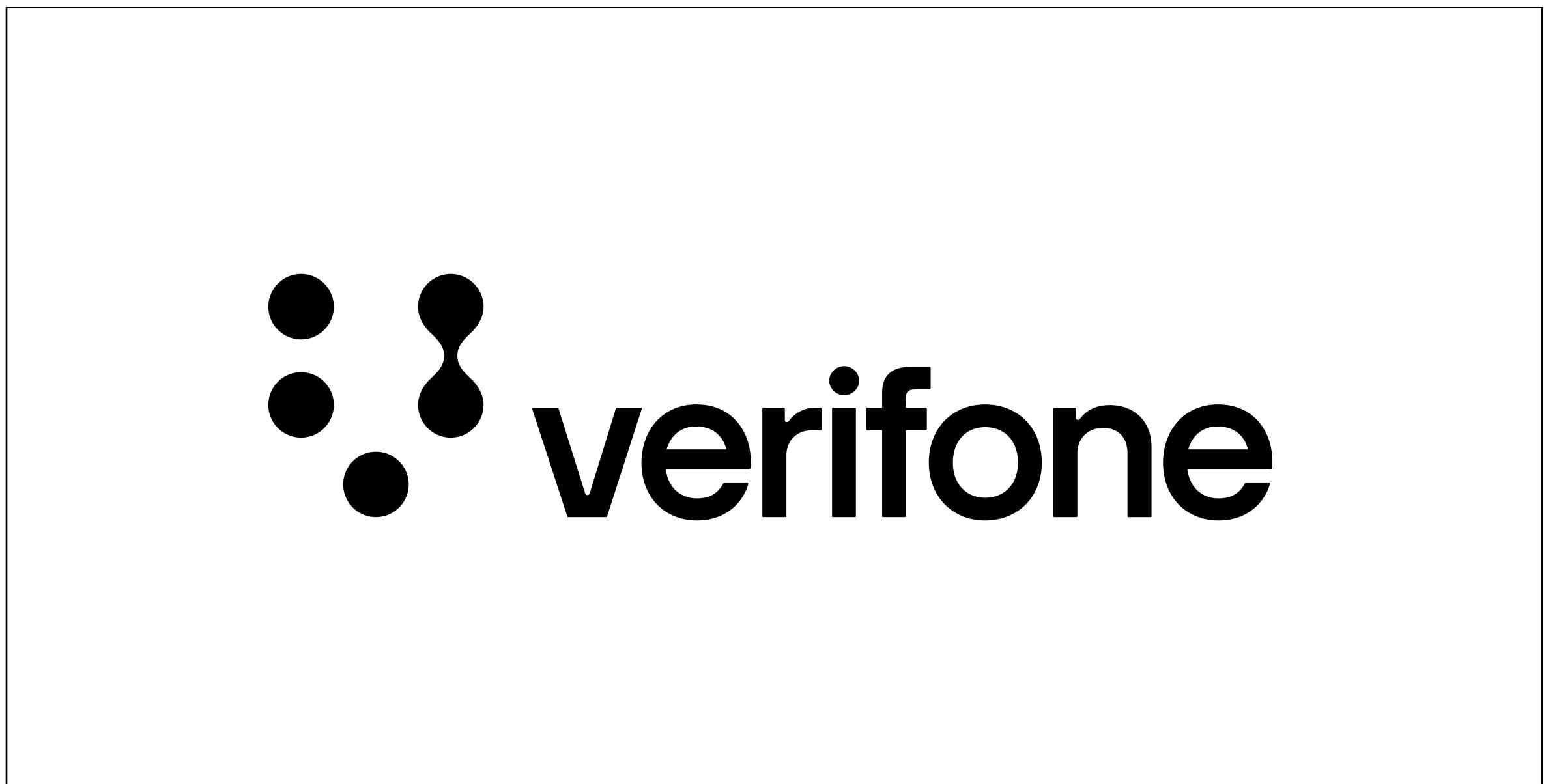
The minimum size in print is 20mm / 0.8 inches

The minimum size in digital is 100px.

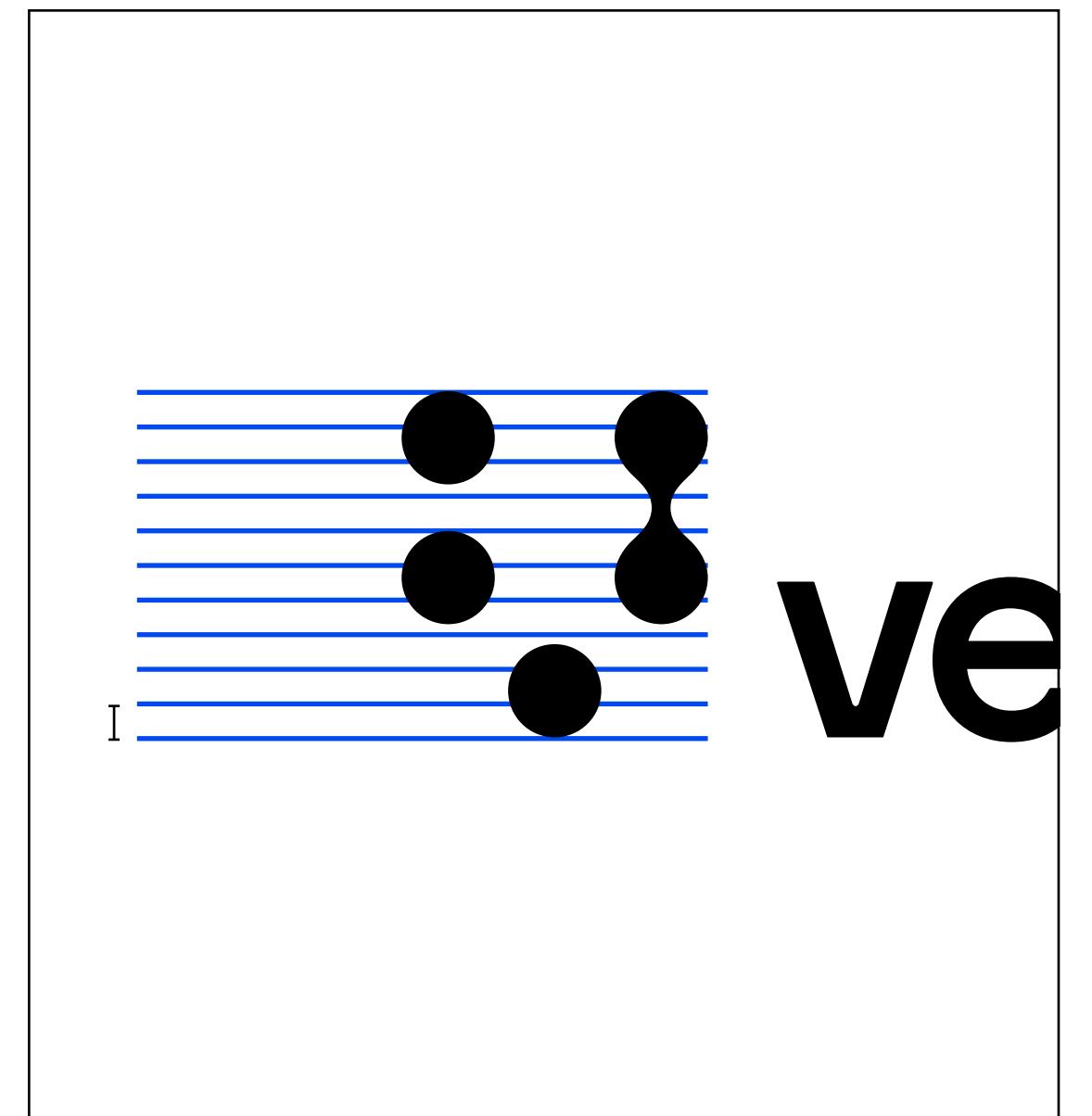


When the logotype is centered on an area, we need to move it up for optical centering.

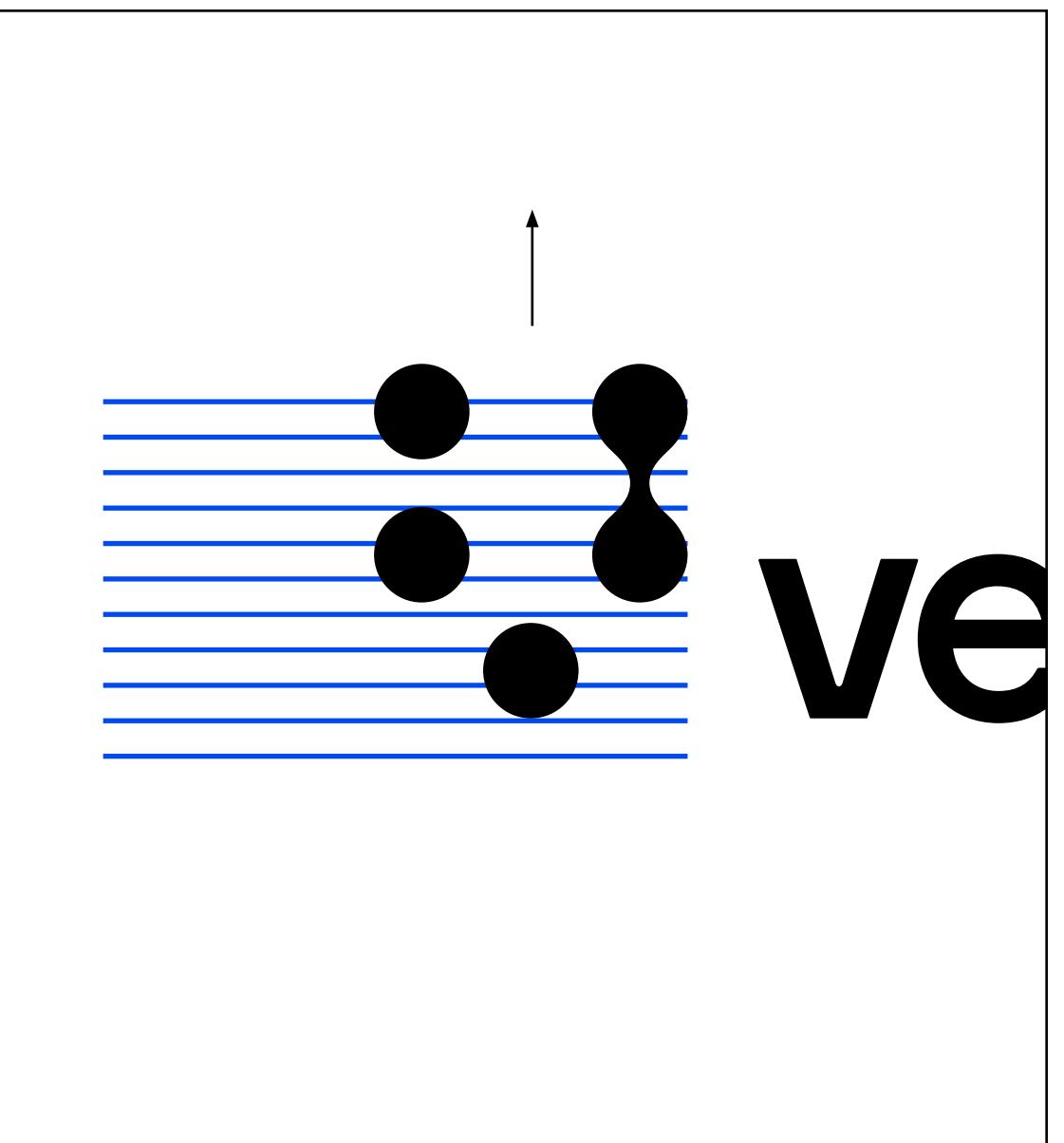
Start by dividing the symbol height in 10, which then equals X. Then move the logotype up 1X.



When the logotype is centered vertically and horizontally it will need to be optically adjusted vertically — this is because the wordmark is bottom aligned against the symbol.



Start by dividing the height by 10, you will then have the value of 1X.



Then move the logotype up 1X to optically center logotype correctly.

We have a heritage logotypes that consists of our logotype with an additional line. The line can be placed either above the logotype or below.



Heritage logotype with line under the logotype.

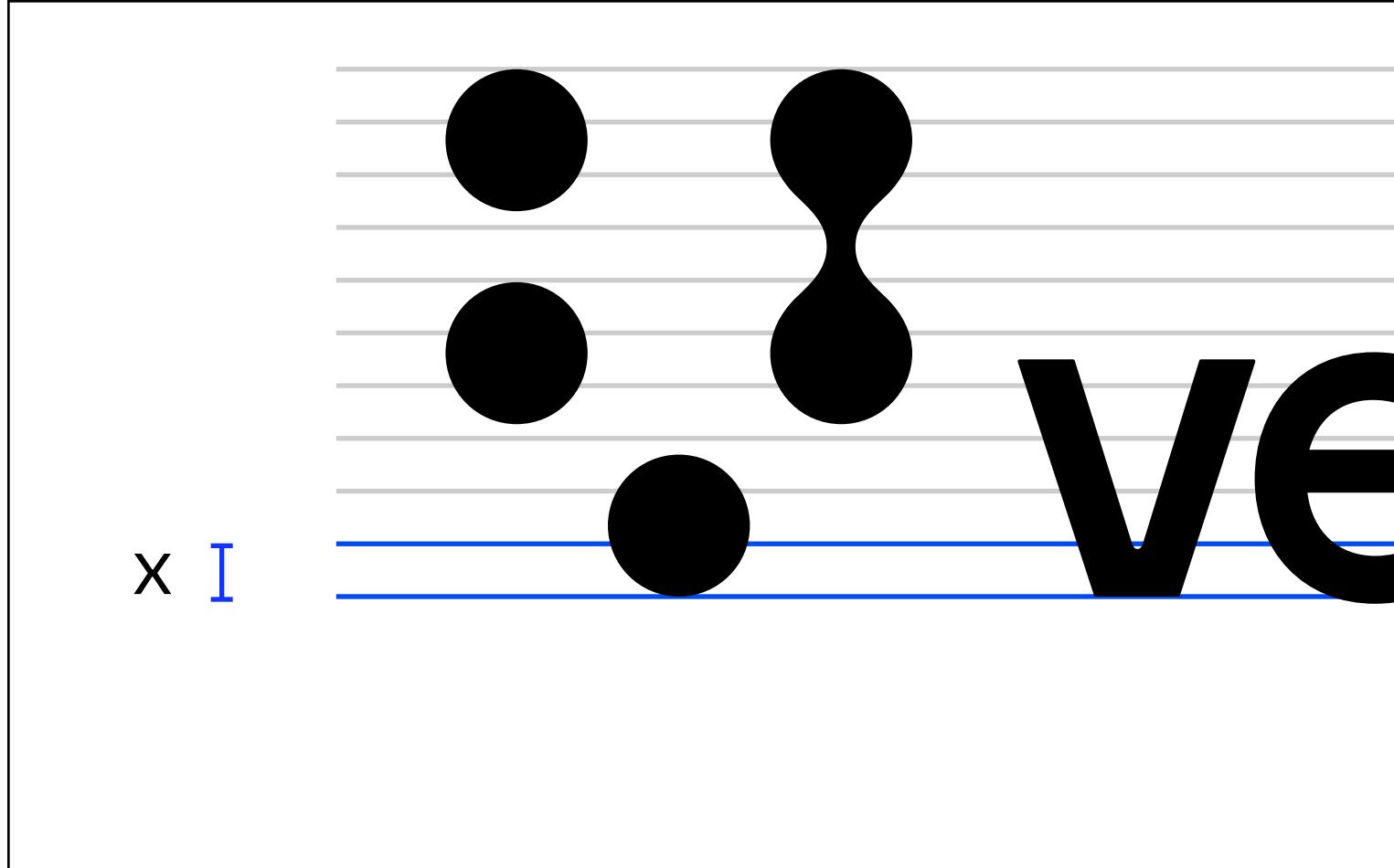


Heritage logotype with line over the logotype.

To construct the heritage logotypes, we use the following construction system.

The base is define by dividing the logotype height by 10, we then get the value for X.

Depending on where the line is placed we use different distances.



The construction grid is calculated by dividing the logotype height by 10. That value is defined as X.



When the line is placed under the logotype, the distance is 2X and the text is aligned using the x-height of the line.



When the line is placed above the logotype, the distance is 3,5X calculated from the logotype wordmark x-height to the baseline of the line.

Logotype

Heritage logotypes

The line size is defined as 1,5X and measured by the lines x-height.



Logotype

Heritage logotypes

In total we have 3 heritage logotypes.



Heritage logotype
Verifone payments



Heritage logotype
2Checkout is now Verifone

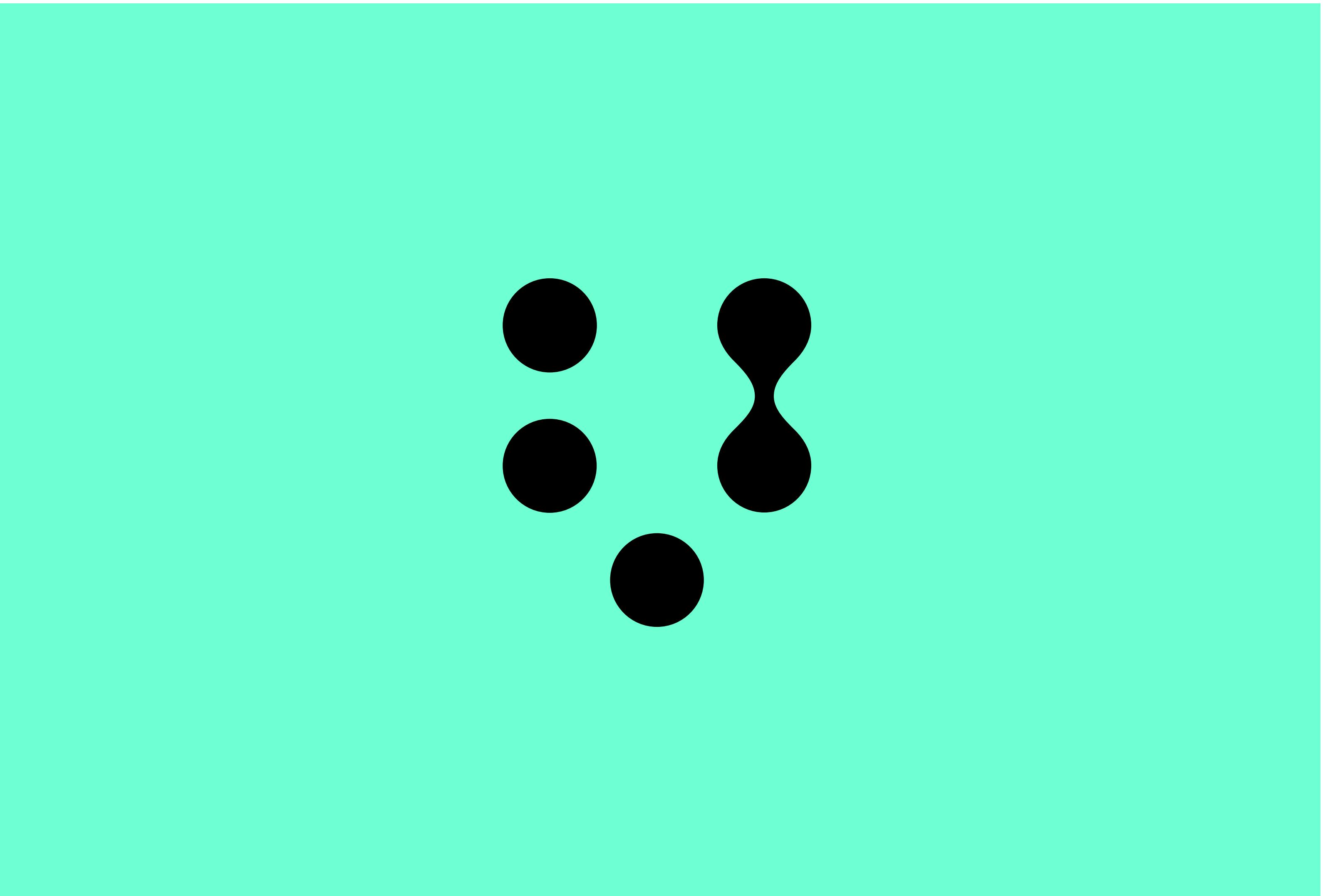


Heritage logotype
Intercard powered by Verifone

02 Symbol

The Verifone “V” is a new symbol that captures the omni-commerce space, and our ability to build ecosystems across channels and platforms.

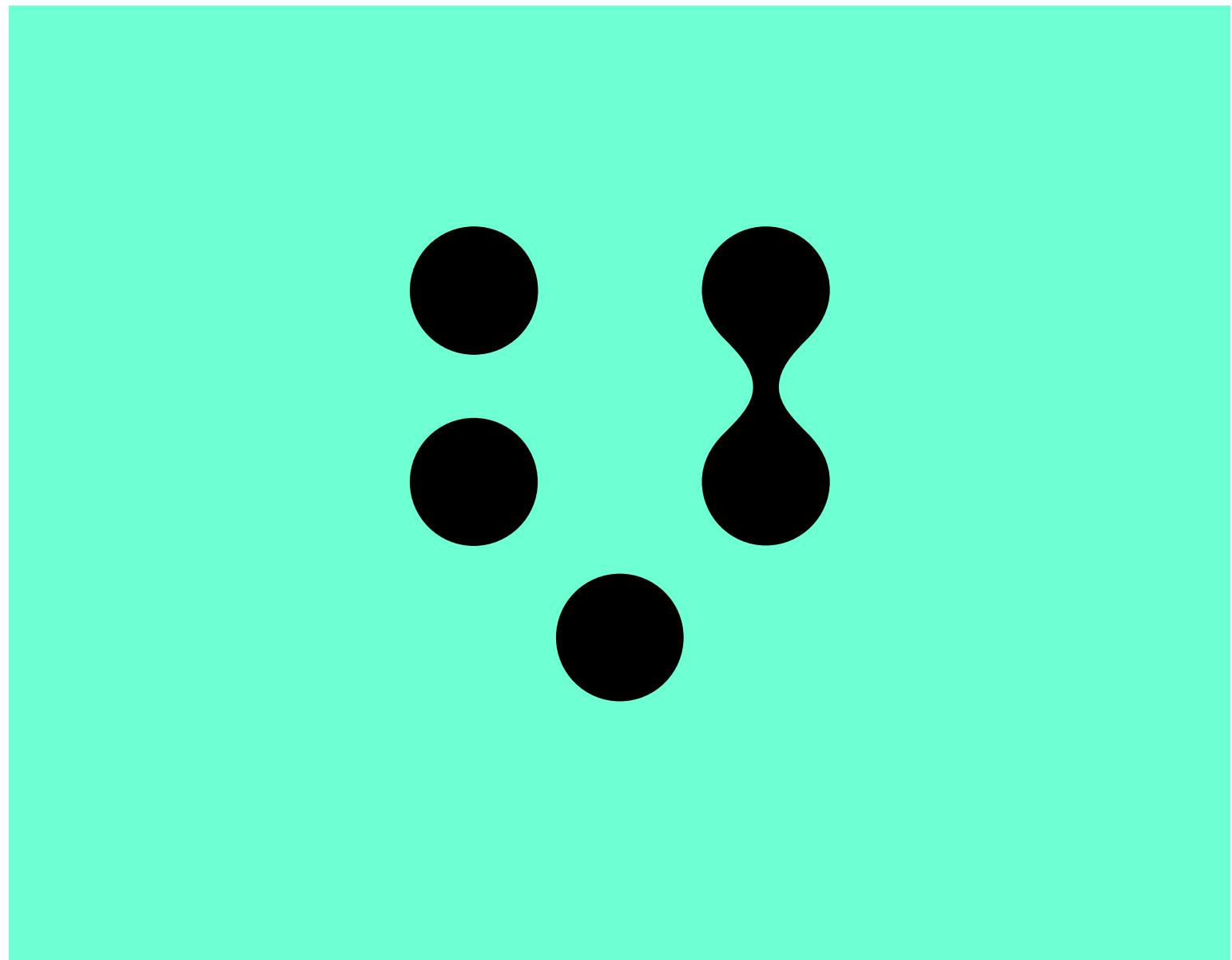
In still it only has one expression, trademark registered, with the “connector” (the two connected dots) at the top right of the V. But in motion, it moves seamlessly between the dots - showing connected ecosystems and transactions.



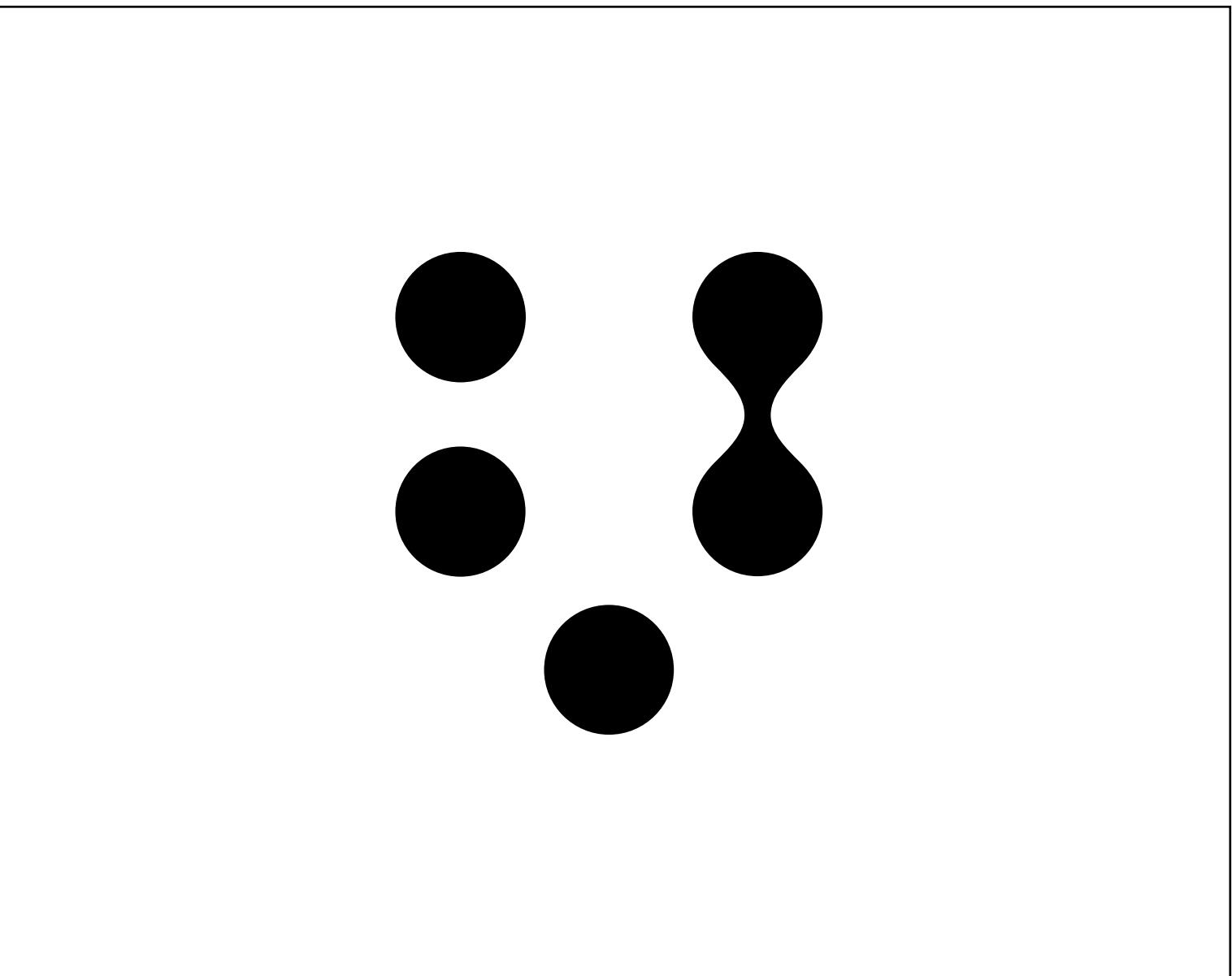
Symbol

Color

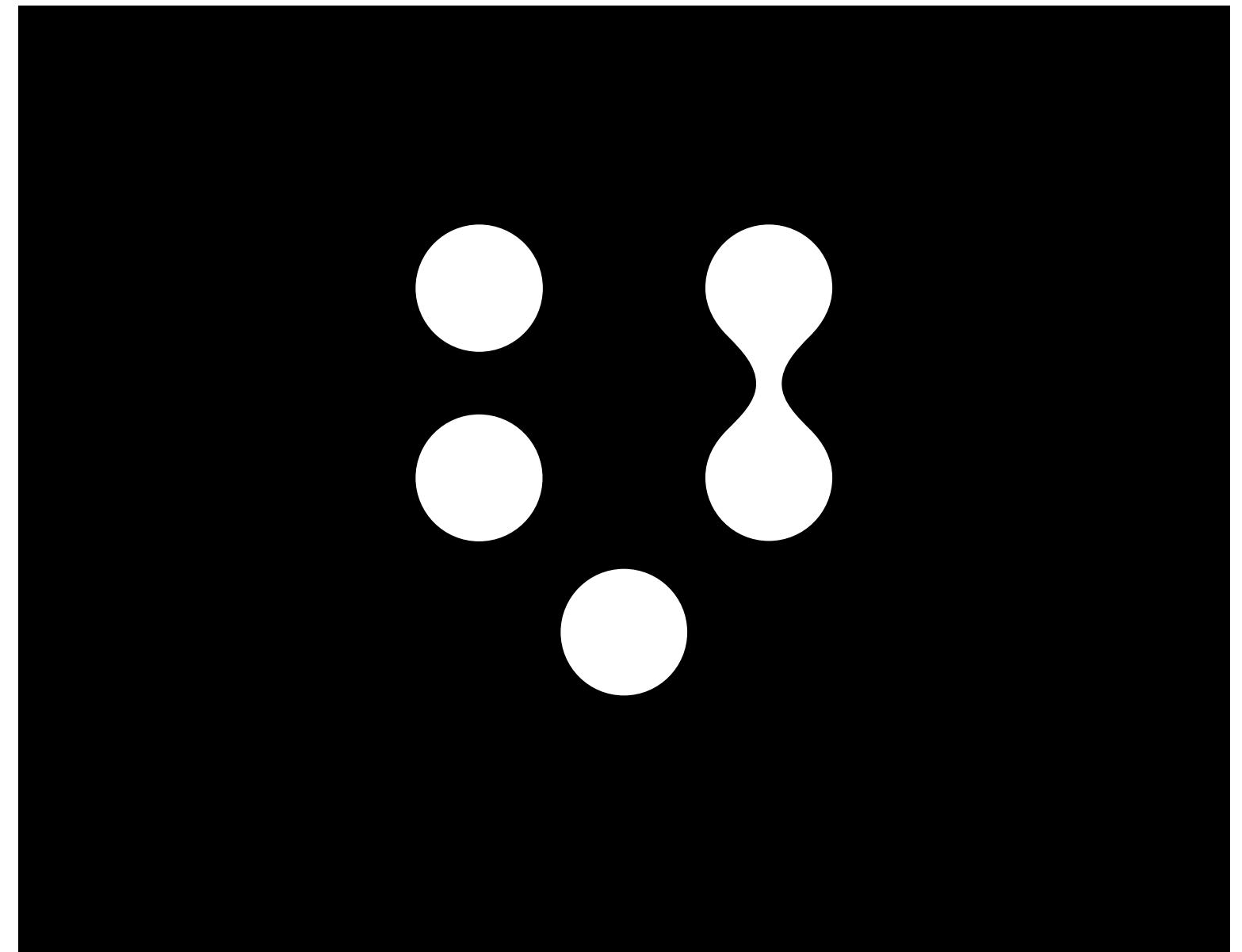
Our symbol is available in black and white (positive and negative). The black symbol on Verifone Brand Green is our primary application.



Black symbol on Verifone Brand Green
Primary option

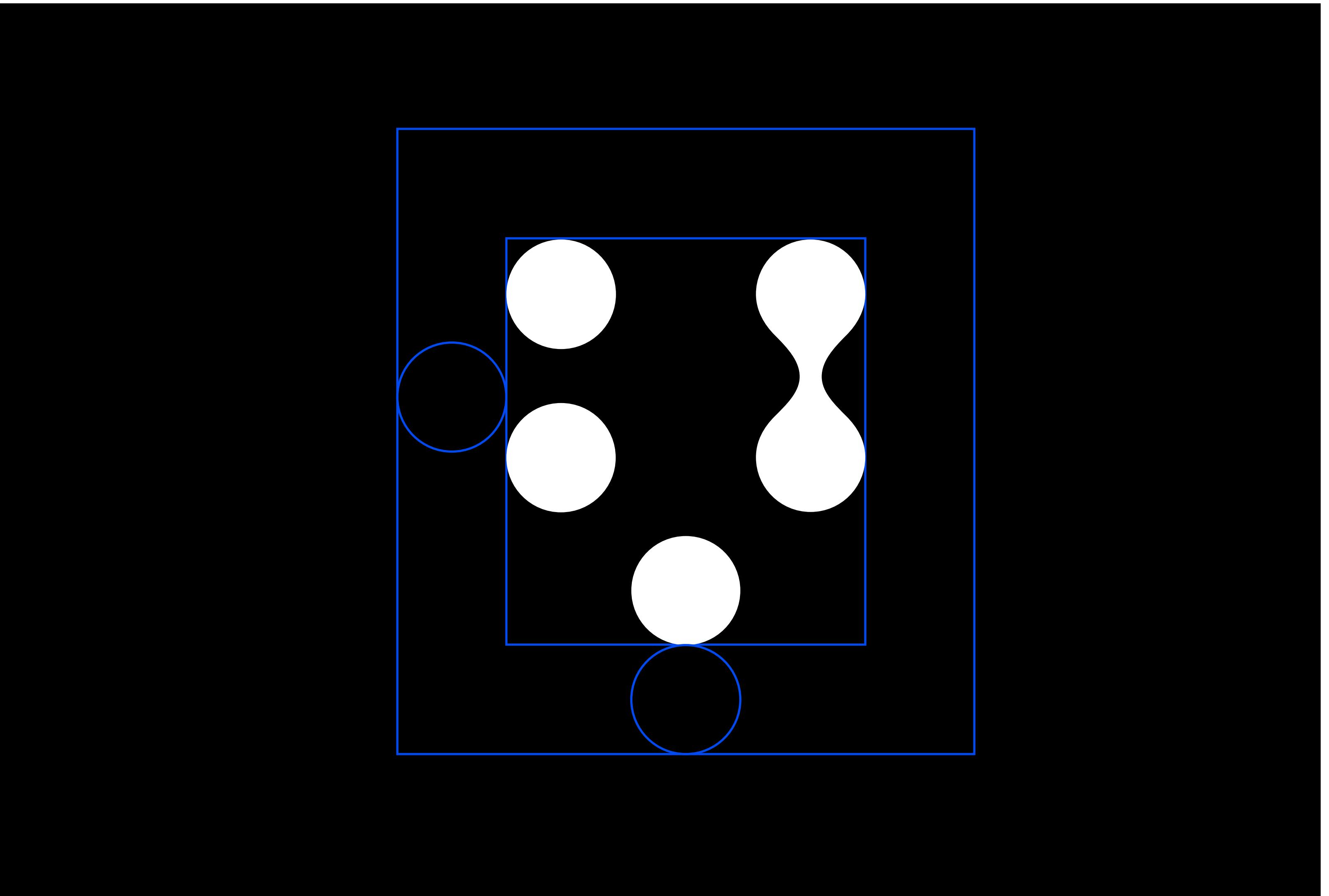


Black symbol on white



White symbol on black

The clearspace around the symbol is equal to the middle circle of the symbol.



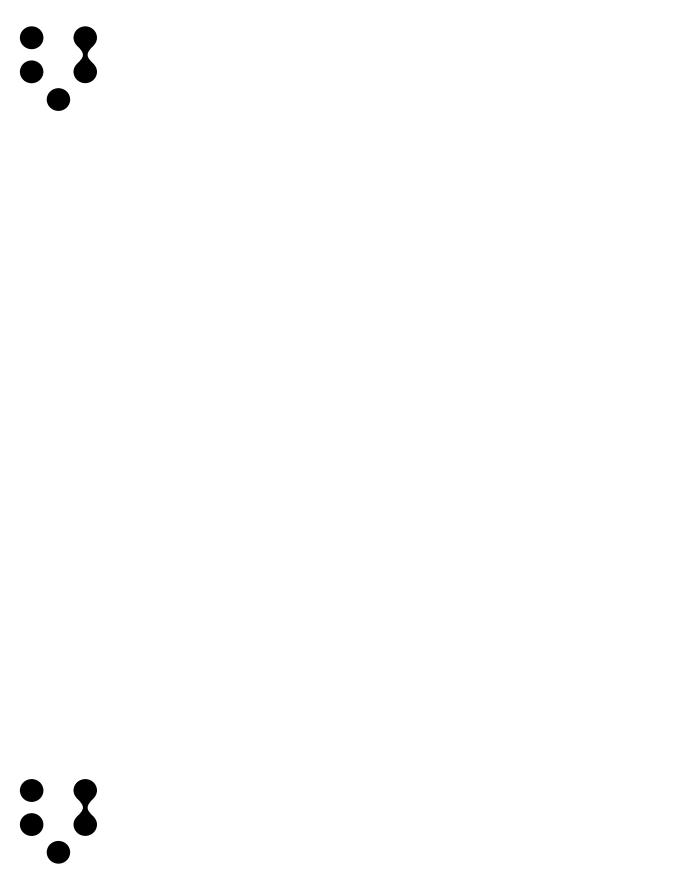
Placement of the symbol is an important part of our identity. To build a strong recognizable brand we need to be consistent in placement and use. The placement of the symbol follows the same rules as the logotype when placed on its own.

Our primary option of placing the symbol is left aligned. Either top left of the area or bottom left.

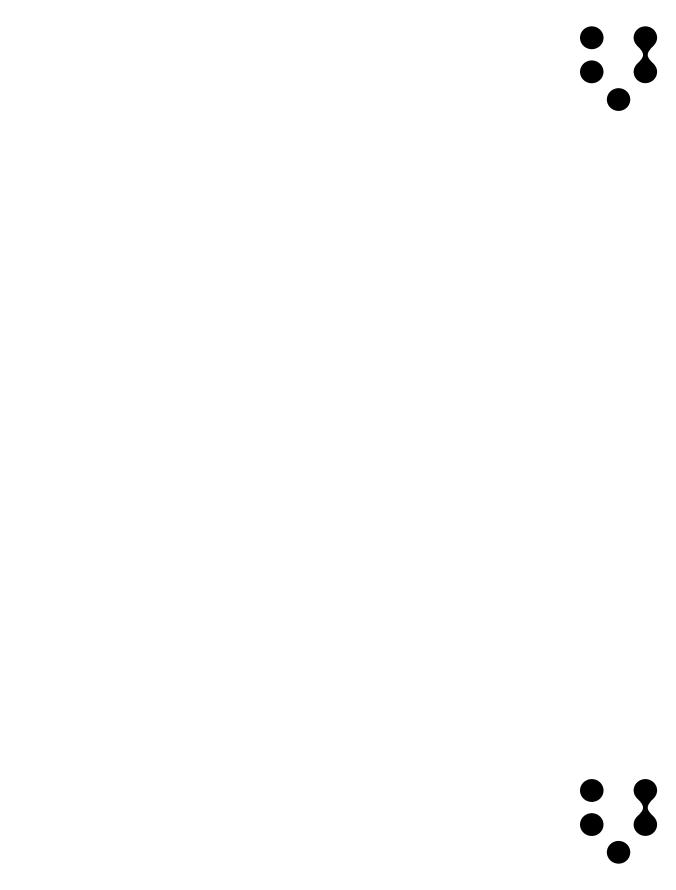
Our secondary option is placing the symbol right aligned — again, either top right or bottom right.

There is also an tertiary placement which is centered.

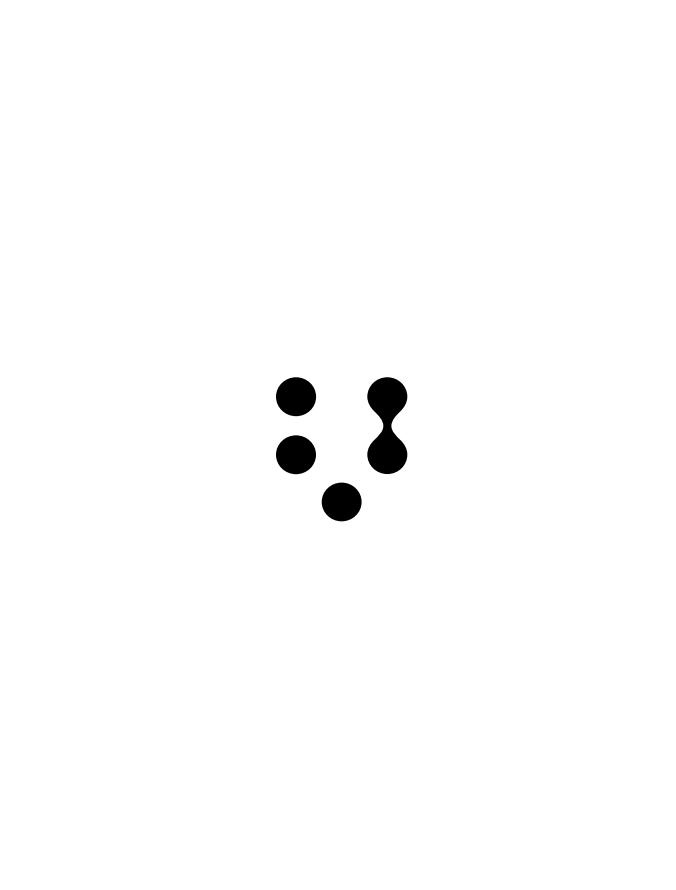
The same placement rules and logic applies in landscape format.



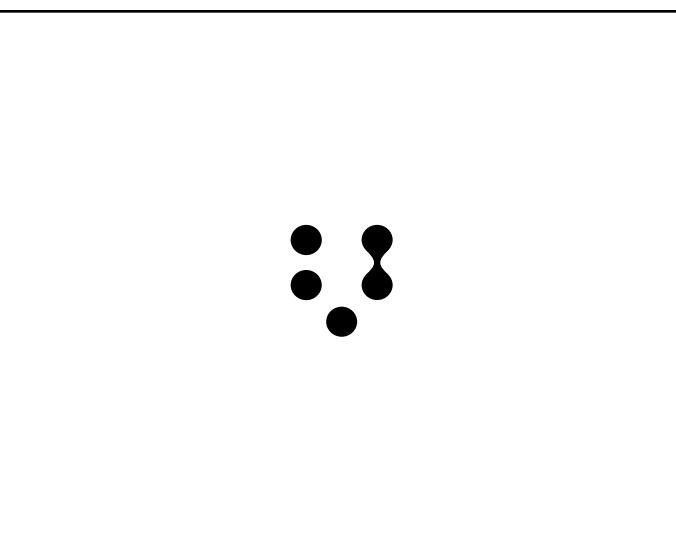
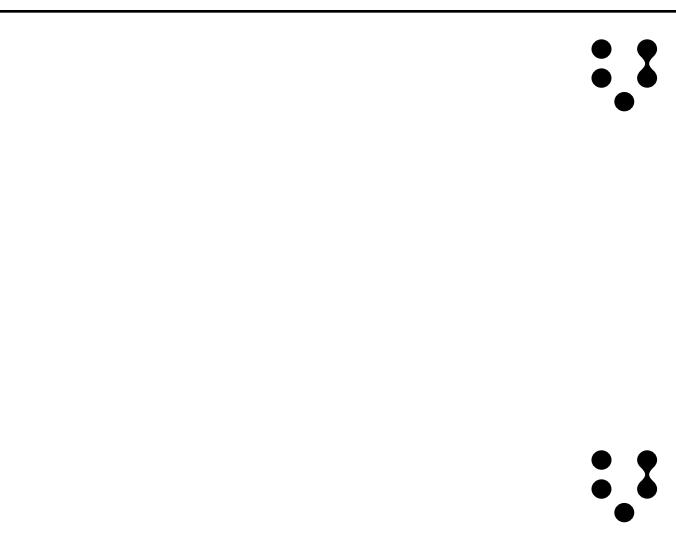
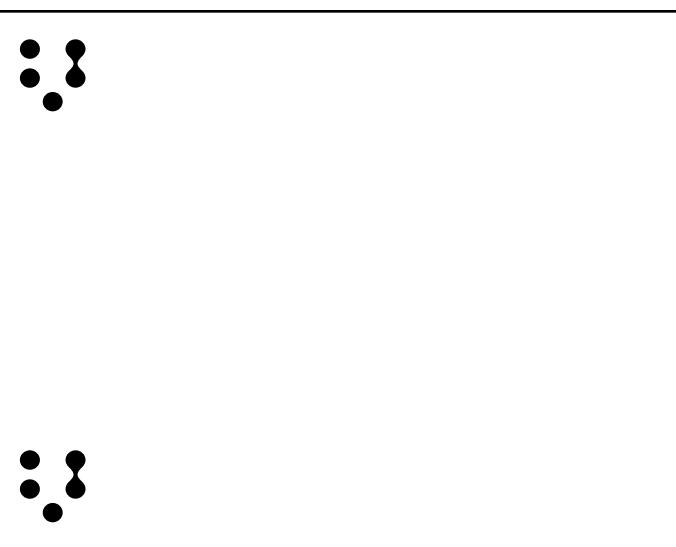
Left aligned symbol
Primary option



Right aligned symbol
Secondary option



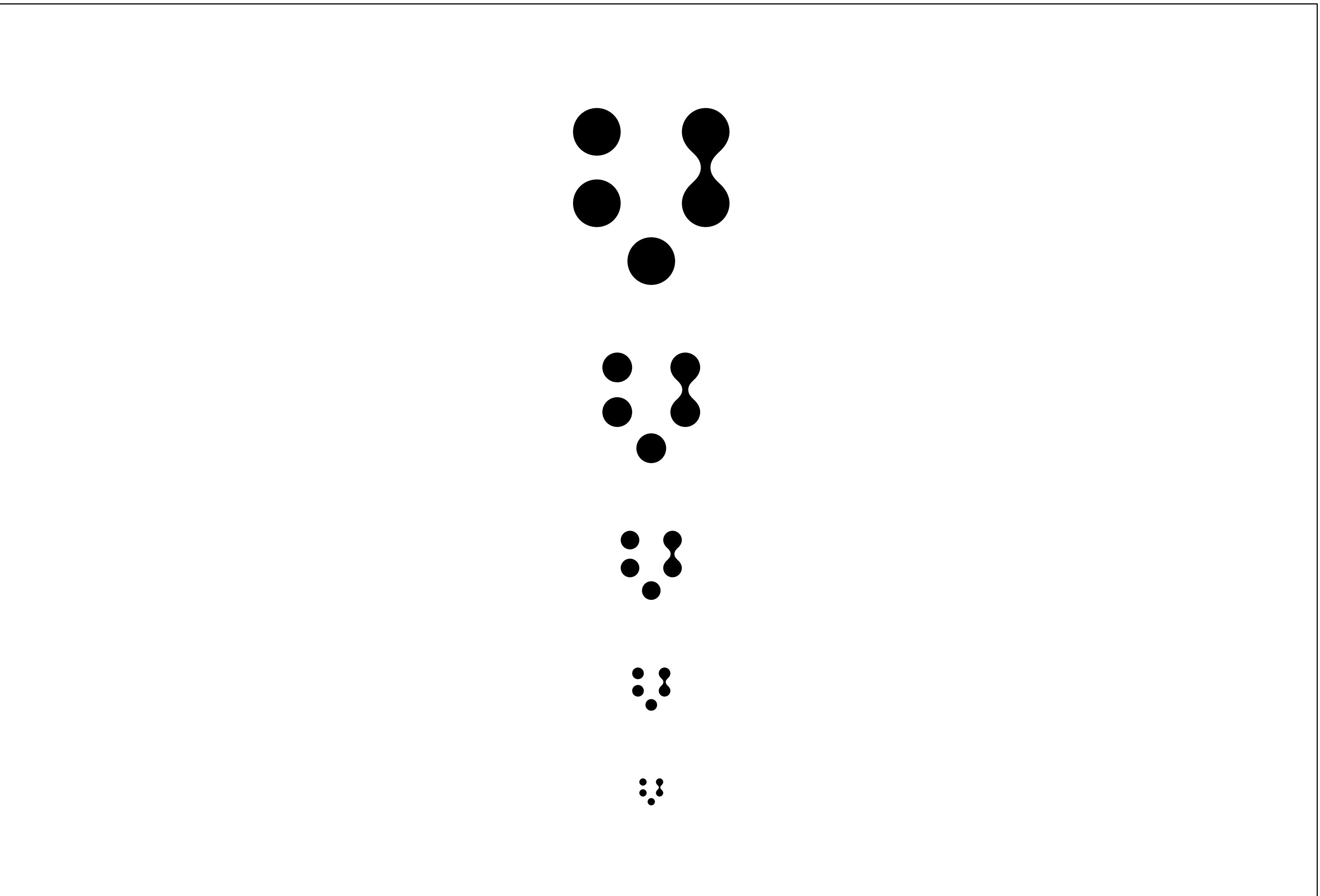
Center aligned symbol
Tertiary option



The minimum size of the symbol is set by measuring the width of the logotype.

The minimum size in print is 6mm / 0.2 inches

The minimum size in digital is 20px.



03 Typography

We have a custom corporate typeface called Verifone Sans. It should be used in all applications whenever possible. It has been carefully designed to complement the rest of the identity and to give Verifone recognizability in the smallest of touch points.

The letterforms have small rounded corners and rounded tittles and punctuation to visually tie it together with the Verifone symbol.



Verifone Sans is available in 5 weights. The font files have opentype functions available such as tabular numbers.

Verifone Sans Light

ABCDEFGHIJKLM NOPQR
STUVWXYZ abcdefghijklmn
opqrstuvwxyz1234567890

Verifone Sans Semibold

ABCDEFGHIJKLM NOPQR
STUVWXYZ abcdefghijklmn
opqrstuvwxyz1234567890

Verifone Sans Regular

ABCDEFGHIJKLM NOPQR
STUVWXYZ abcdefghijklmn
opqrstuvwxyz1234567890

Verifone Sans Medium

ABCDEFGHIJKLM NOPQR
STUVWXYZ abcdefghijklmn
opqrstuvwxyz1234567890

Verifone Sans Bold

ABCDEFGHIJKLM NOPQR
STUVWXYZ abcdefghijklm
nopqrstuvwxyz1234567890

When we work with type our default is left aligned text. We also use right aligned text as a secondary option, and centered text as a tertiary option.

Left aligned headline in 70pt

Left aligned headline
Primary option

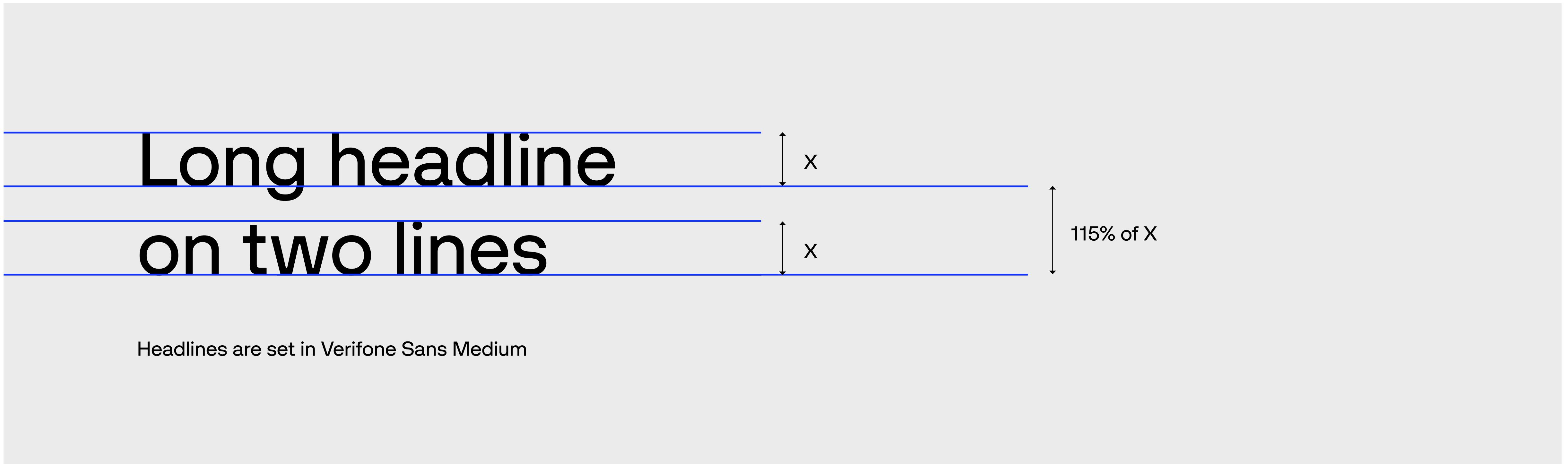
Right aligned headline in 70pt

Right aligned headline
Secondary option

Center aligned headline in 70pt

Center aligned headline
Tertiary option

We set our headlines in Verifone Sans Medium, and use a leading of 115% of the text point size.



Headlines are set in Verifone Sans Medium

We set our body text in Verifone Sans Regular, and use a leading of 130% of the text point size.

Beyond great customer experiences, the foundations of a successful commercial, customer relationship relies on an omnipresent payments ecosystem built on a true sense for the business. Systems and solutions that are constantly envisioned, adapted and built for the ever-changing customer needs and spaces. Always there, but never in the way.

We exist to shape omni-commerce solutions for an ever evolving world of commerce. Through which companies are empowered to deliver great customer experiences. And where consumers feel enabled, recognized and well taken care of beyond their expectations. We succeed because we can shape any or all parts of the interwoven omni-connected

payments ecosystem. Where sales securely turn into transactions and processing in all and any directions. In any space, on any platform or device. End-to-end, all-in-one or modularly implemented. Always present and connected. Verifone. Creating Omni-commerce solutions that simply shape powerful customer experiences and relationships.

Leading/
line-spacing is
130% of text
point size

We have a fallback typeface for applications when it is not possible to use Verifone Sans. The fallback typeface is **Arial**.

Arial

ABCDEFGHIJKLMNOPQR
STUVWXYZabcdefghijklmnopqrstuvwxyz
opqrstuvwxyz1234567890

For Cyrillic and Hebrew the fallback we use is [Open Sans](#).

Open Sans Cyrillic

Беручи до уваги, що визнання
гідності, яка

For Chinese the fallback we use is [Noto Sans Traditional Chinese](#).

Noto Sans Traditional Chinese

人皆生而

Open Sans Hebrew

כל בני אדם נולדו בני חורין ושוים בראם
ובזכיותיהם

04 Color

Verifone's brand color is Verifone Brand Green. It's the color that is most closely connected to the brand's core.

Verifone Blue is our primary highlight color. White and black are also important components of the brand identity.

There is also a gray scale available for type and background use.



Brand color

The brand color is our most important color, and is at the core of our brand and should always be present in all applications.

Verifone Brand Green

**Support colors**

Support colors used for call to actions, and basic typography and layout such as boxes and for information graphics.

Verifone Blue

Verifone White

Verifone Fog White

Verifone Dim White

Verifone Light Grey

Verifone Grey

Verifone Dark Grey

Verifone Black

Function colors

Used to denote actions, functions and other information. They are also used in information graphics.

Verifone Function Purple

Verifone Function Green

Verifone Function Yellow

Verifone Function Orange

Verifone Function Red

Verifone Function Dark Purple

Verifone Function Dark Green

Verifone Function Dark Yellow

Verifone Function Dark Orange

Verifone Function Dark Red

We have a strict color system for how colors should be used. This needs to be taken into account on every application.

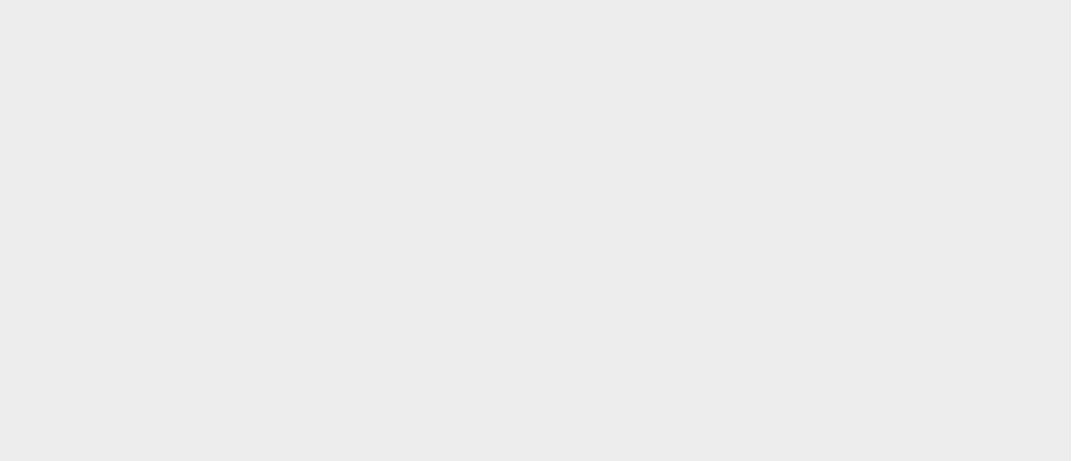
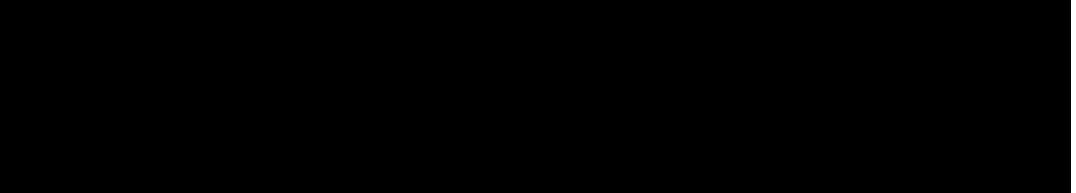
In short, **Verifone Green** is our brand color. It should be present and is highest up in the hierarchy and the system.

Verifone White is our standard background color, and should have a prominent presence in all applications.

Verifone Dim White is our default for boxes, cards and background that needs to contrast against the white.

Verifone Blue is our highlight color. If you need to make a box or area or background stand out against others, you should use Verifone Blue. It is also our primary call to action color.

Verifone Black is our focus color. We use black to create a focus area, section or box when we want to create a point of special focus.

Verifone Brand	Brand color Ensures brand presence	
Verifone White	Background color Standard default background	
Verifone Dim White	Box background color Default color for boxes, card etc	
Verifone Blue	Highlight color Used for call to action and highlight areas	
Verifone Black	Focus color Used for focus areas and sections	

Verifone Brand Green

HEX	#6EFFD2
RGB	110/255/210
Pantone	332 C
Pantone	331 U
CMYK C	35/0/23/0
CMYK U	35/0/23/0

Verifone Blue	
HEX	#004AEF
RGB	0/74/239
Pantone	2175 C
Pantone	3005 U
CMYK C	100/55/0/0
CMYK U	100/55/0/0

Verifone White	HEX RGB CMYK C CMYK U	#FFFFFF 255/255/255 0/0/0/0 0/0/0/0	Pantone Pantone	649 C 649 U	CMYK C CMYK U	0/0/0/10 0/0/0/7
Verifone Fog White	HEX RGB	#F5F5F5 245/245/245	Pantone Pantone	649 C 649 U	CMYK C CMYK U	0/0/0/10 0/0/0/7
Verifone Dim White	HEX RGB	#ECECEC 236/236/236	Pantone Pantone	427 C 4275 U	CMYK C CMYK U	0/0/0/20 0/0/0/20
Verifone Light Grey	HEX RGB	#E0E0E0 224/224/224	Pantone Pantone	429 C 4275 U	CMYK C CMYK U	0/0/0/43 0/0/0/40
Verifone Grey	HEX RGB	#939393 147/147/147	Pantone Pantone	430 C 430 U	CMYK C CMYK U	0/0/0/60 0/0/0/60
Verifone Dark Grey	HEX RGB	#333333 51/51/51	Pantone Pantone	Cool Gray 11 C 419 U	CMYK C CMYK U	0/0/0/80 0/0/0/90
Verifone Black	HEX RGB	#000000 0/0/0	Pantone Pantone	Black C Black 6 U	CMYK C CMYK U	0/0/0/100 0/0/0/100

Verifone Function Purple		Verifone Function Green		Verifone Function Yellow		Verifone Function Orange		Verifone Function Red	
HEX	#7225D6	HEX	#05C98C	HEX	#FCE544	HEX	#FC704F	HEX	#D3135D
RGB	114/37/214	RGB	5/201/140	RGB	252/229/68	RGB	252/112/79	RGB	211/19/93
Pantone	2665 C	Pantone	3385 C	Pantone	603 C	Pantone	2023 C	Pantone	233 C
Pantone	Violet U	Pantone	3385 U	Pantone	604 U	Pantone	2023 U	Pantone	233 U
CMYK C	62/63/0/0	CMYK C	45/0/42/0	CMYK C	3/3/73/0	CMYK C	0/43/53/0	CMYK C	12/100/0/0
CMYK U	70/74/0/0	CMYK U	45/0/33/0	CMYK U	3/3/73/0	CMYK U	0/38/52/0	CMYK U	15/100/0/0
Verifone Function Dark Purple		Verifone Function Dark Green		Verifone Function Dark Yellow		Verifone Function Dark Orange		Verifone Function Dark Red	
HEX	#4C1C99	HEX	#006F3D	HEX	#E0C10D	HEX	#D54701	HEX	#AD0042
RGB	76/28/153	RGB	0/111/61	RGB	224/193/13	RGB	213/71/1	RGB	173/0/66
Pantone	2091 C	Pantone	2417 C	Pantone	7759 C	Pantone	1595 C	Pantone	234 C
Pantone	2098 U	Pantone	347 U	Pantone	7759 U	Pantone	4010 U	Pantone	234 U
CMYK C	90/98/0/0	CMYK C	75/0/68/8	CMYK C	5/6/90/22	CMYK C	0/67/86/8	CMYK C	18/100/5/15
CMYK U	96/100/0/0	CMYK U	80/0/75/9	CMYK U	5/5/86/19	CMYK U	0/62/84/2	CMYK U	15/100/0/15

Do you have questions?
Please contact us via
www.verifone.com