



# 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 consist 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 2× the middle circle of the Verifone symbol.





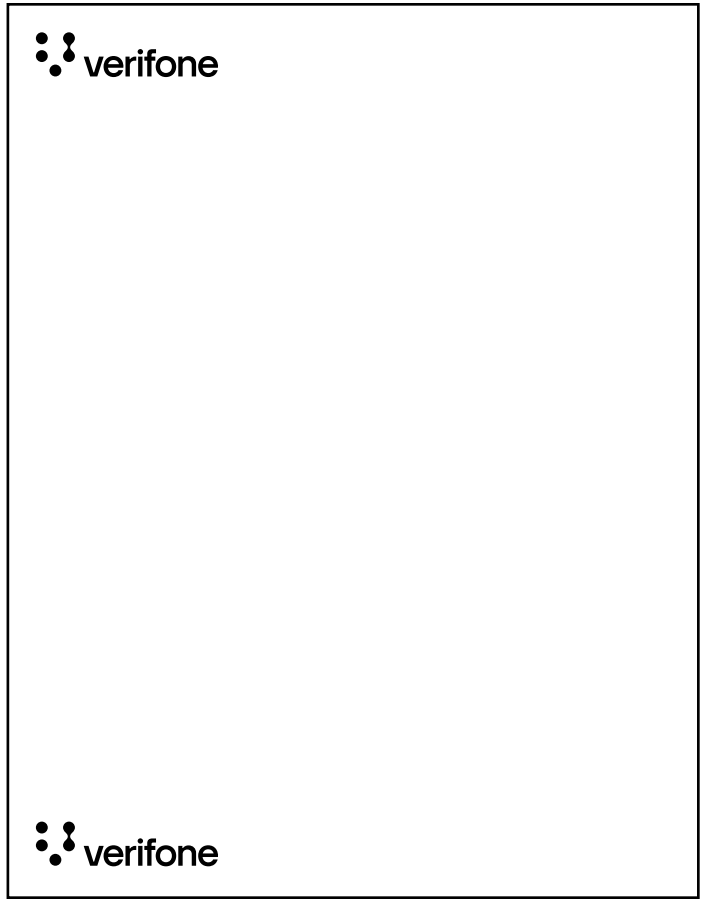
Placment of the logotype is an important part of our identity. To build a strong recognizable brand we need to be consistant in placement and use.

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

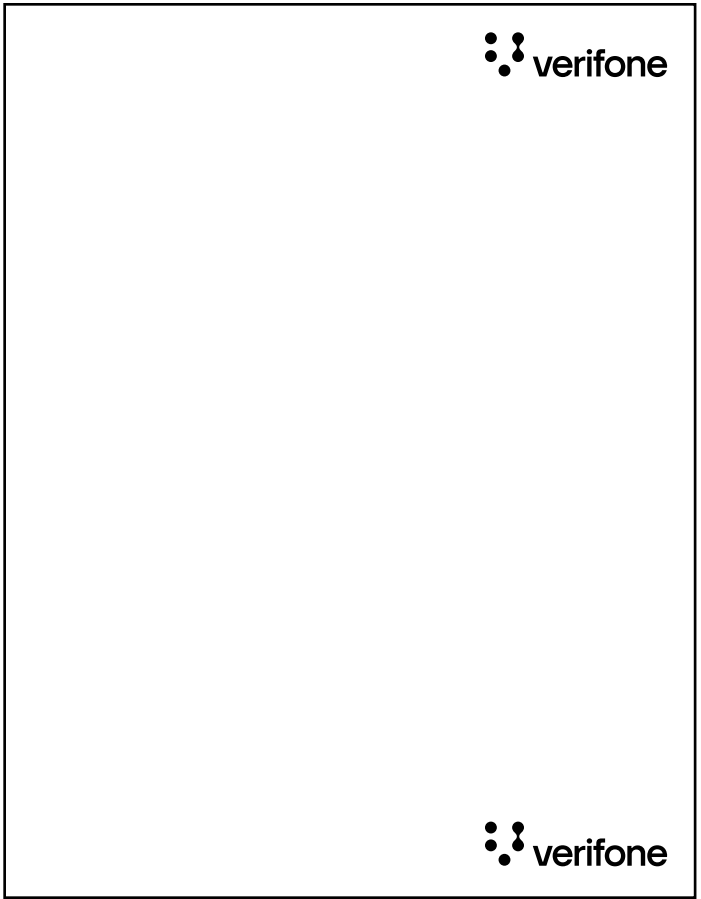
Our secondary option is placing the logotype right aligned — again, either top right or bottom right.

There is also an tertiary placement which is centered.

The same placement rules and logic applies in landscape format.



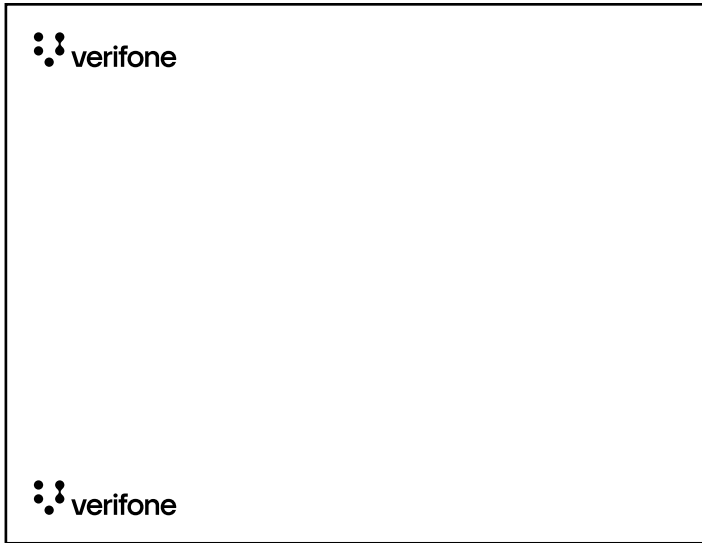
Left aligned logotype  
Primary option



Right aligned logotype  
Secondary option



Center aligned logotype  
Tertiary option





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.

The Verifone logo is displayed in its largest size. It consists of a stylized icon on the left, made of four black dots of varying sizes arranged in a cluster, followed by the word "verifone" in a bold, lowercase, sans-serif typeface.The Verifone logo is displayed in a medium size, maintaining the same proportions and components as the larger version.The Verifone logo is displayed in a small size, showing the icon and the word "verifone" in a smaller font weight.The Verifone logo is displayed in a small size, showing the icon and the word "verifone" in a smaller font weight.The Verifone logo is displayed in a small size, showing the icon and the word "verifone" in a smaller font weight.

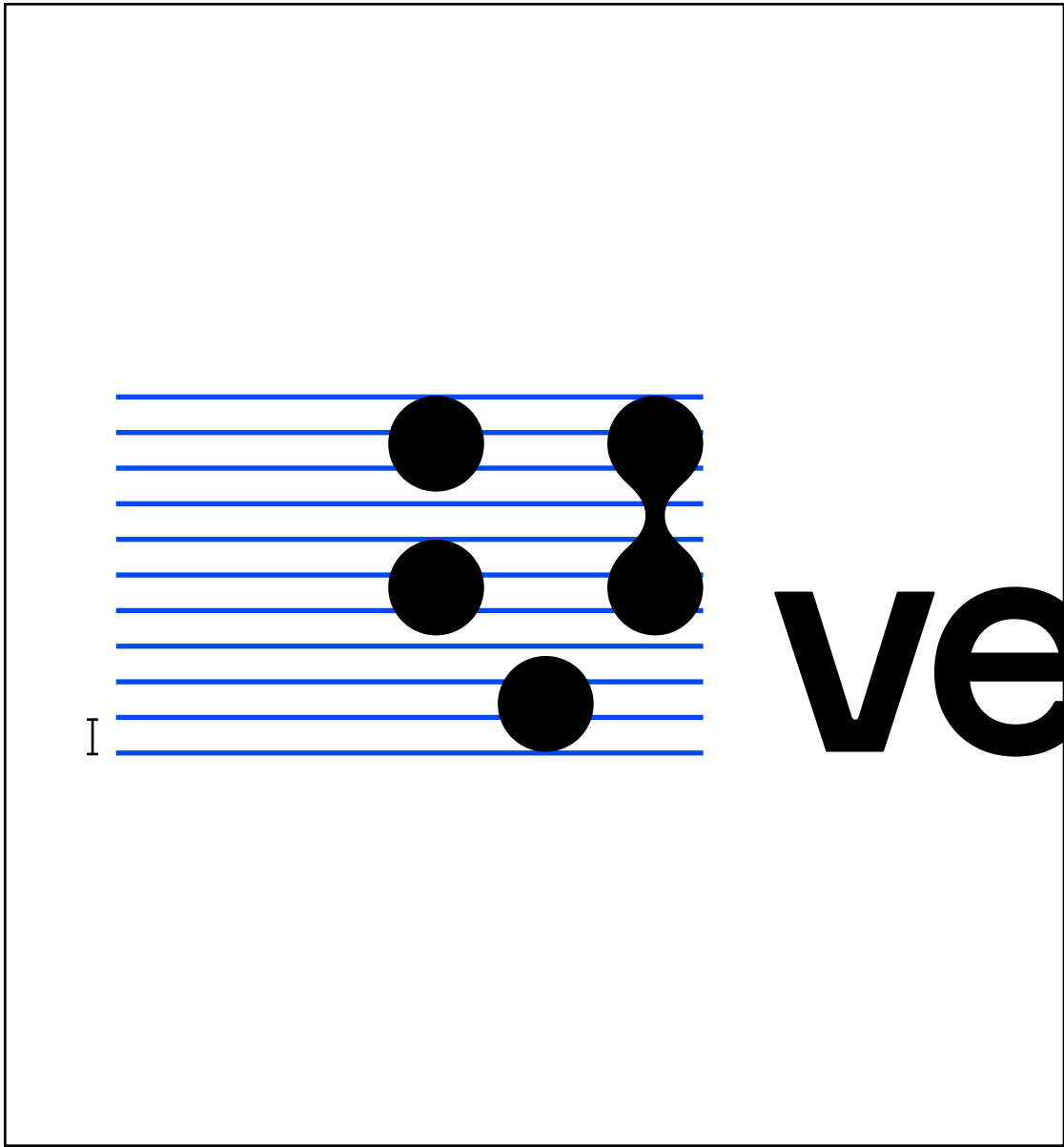


When the logotype is centered on an area, we need to move it up for optical centering.

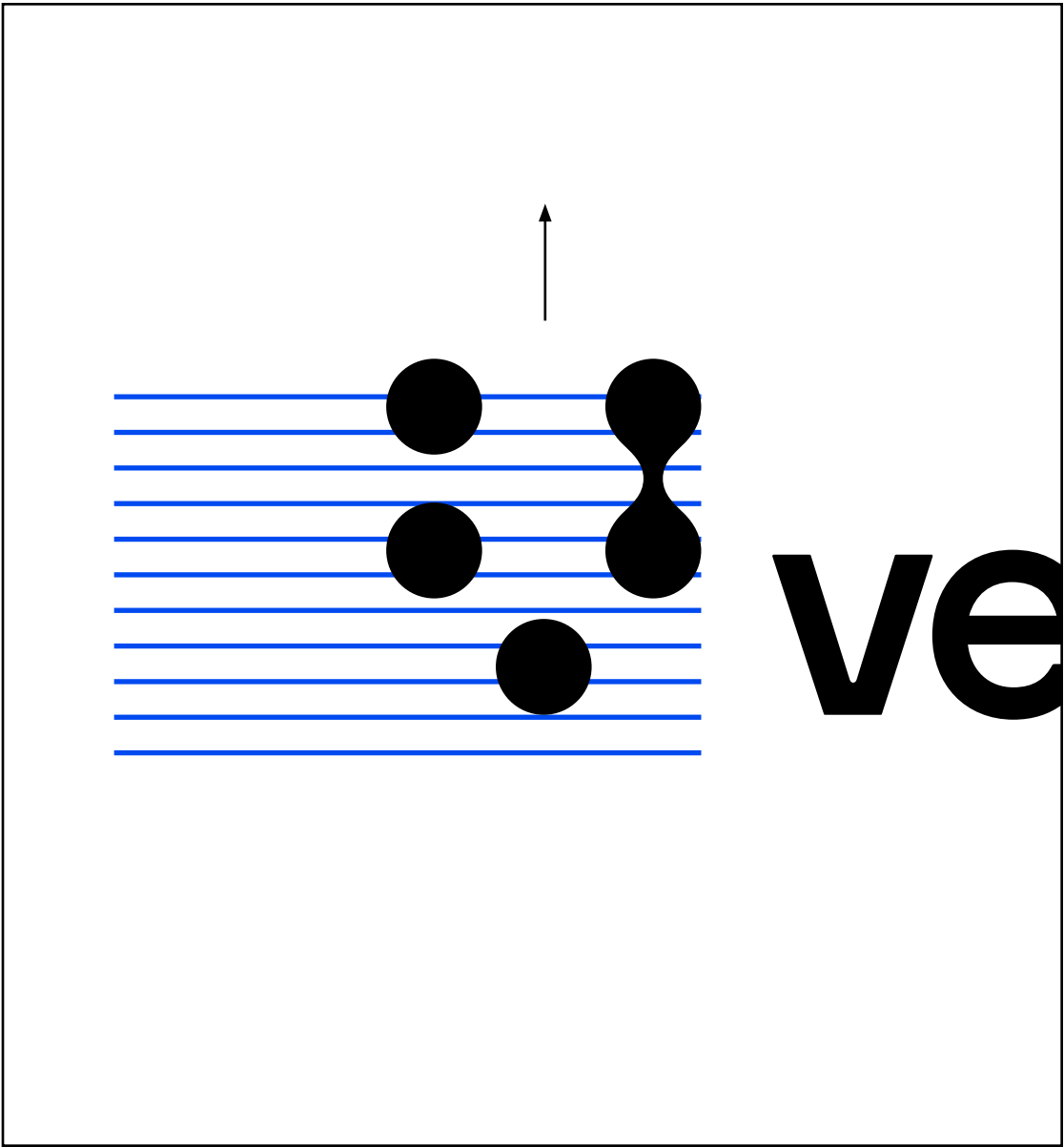
Start by dividing the symbol height in 10, which then equals X. Then move the logotype up 1X.



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.



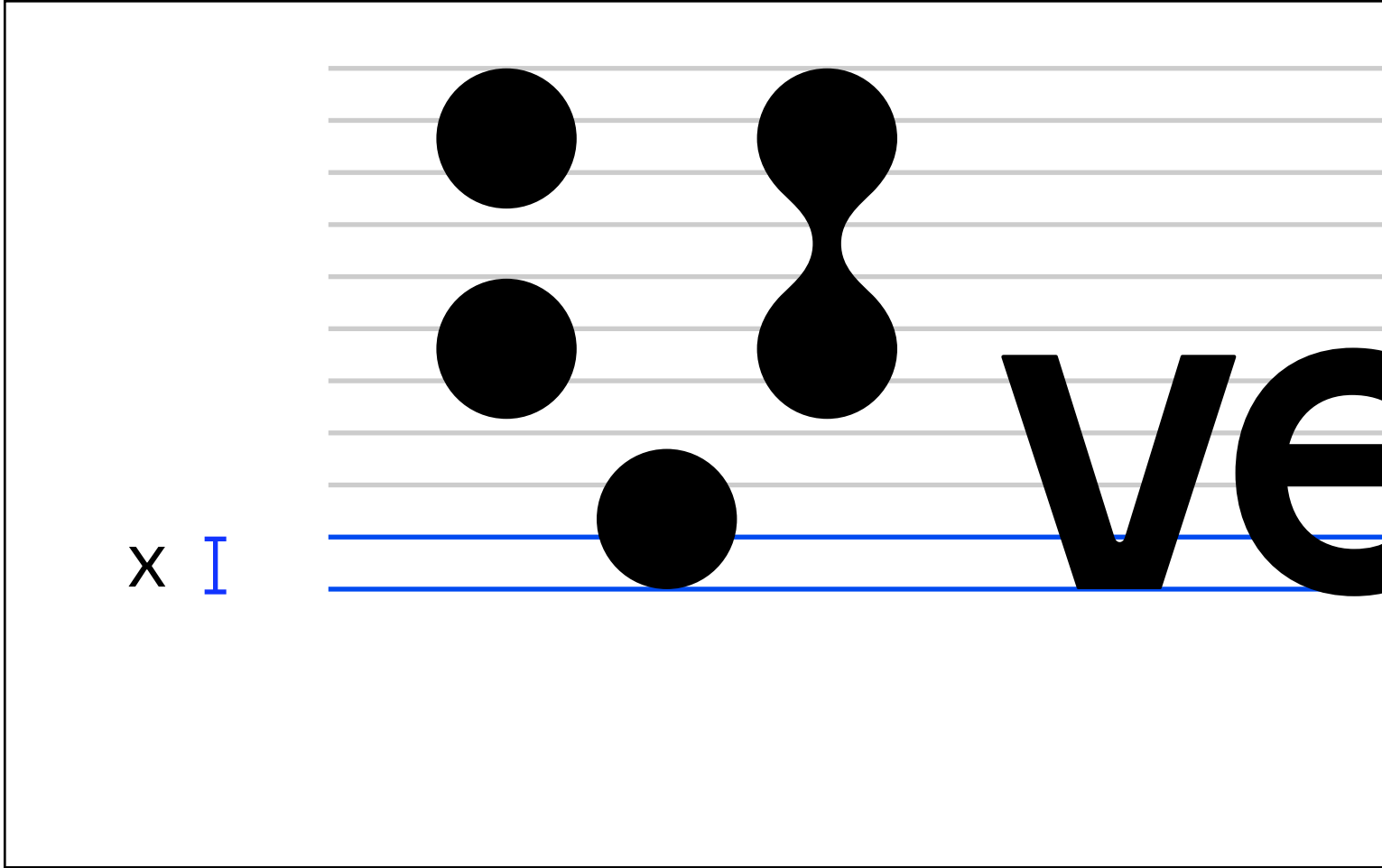
Heritage logotype with line over the logotype.



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.



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





In total we have 3 heritage logotypes.



Heritage logotype  
Verifone payments



Heritage logotype  
2Checkout is now Verifone



Heritage logotype  
InterCard powered by Verifone

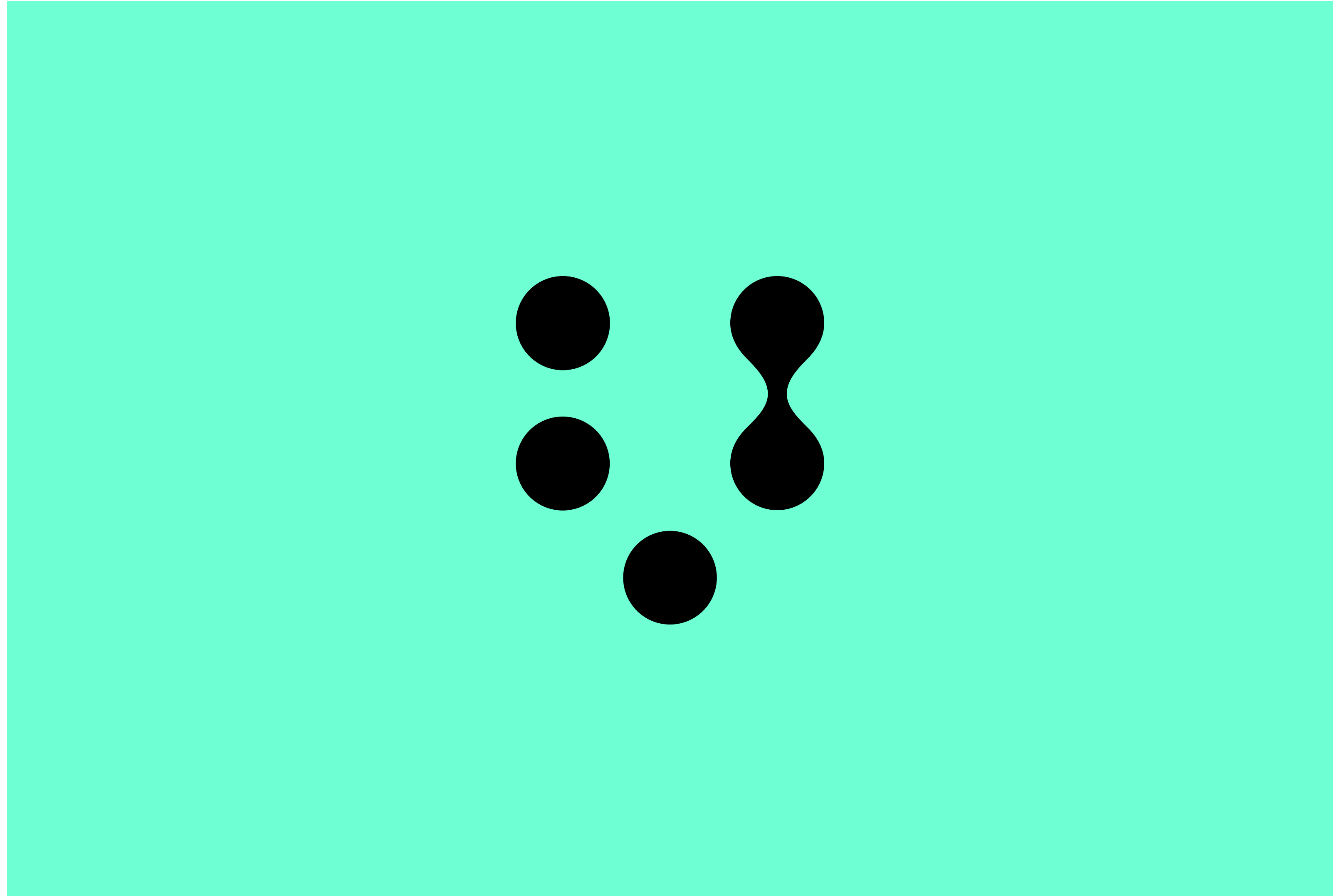


# 02 Symbol



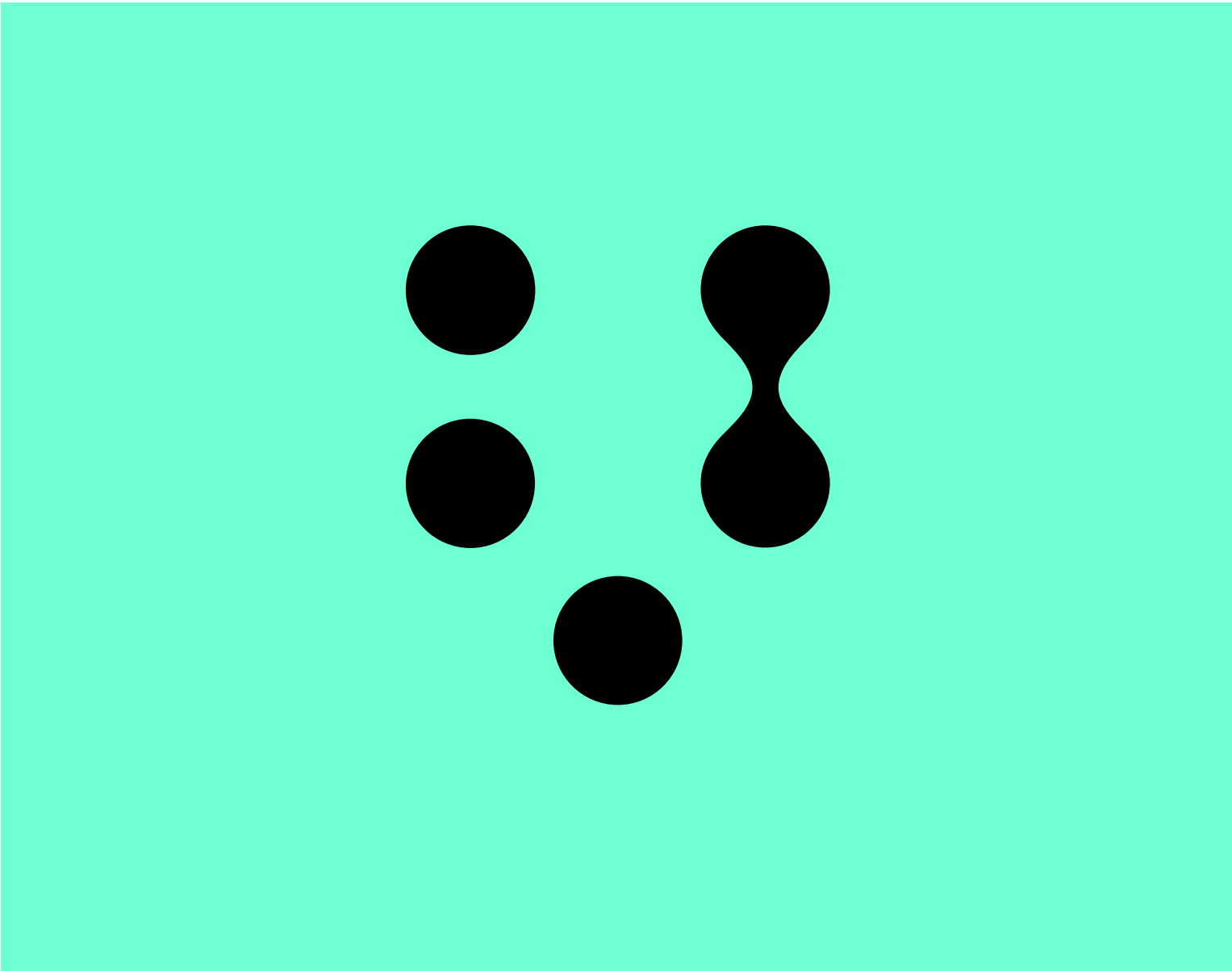
The Verifone “V” is a new symbol that captures the omni-commerce space, and our ability to build ecosystems across channels and platforms.

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.

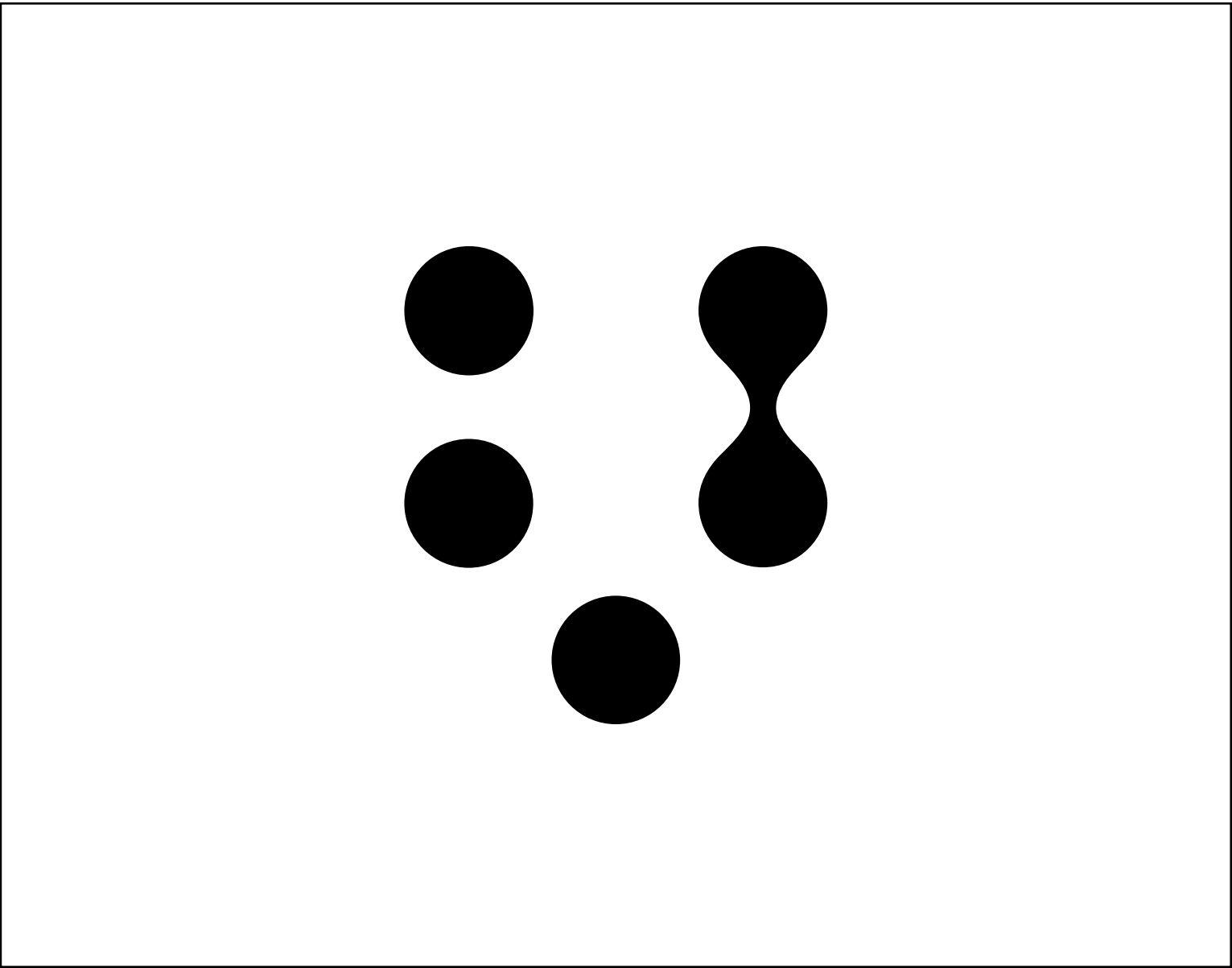




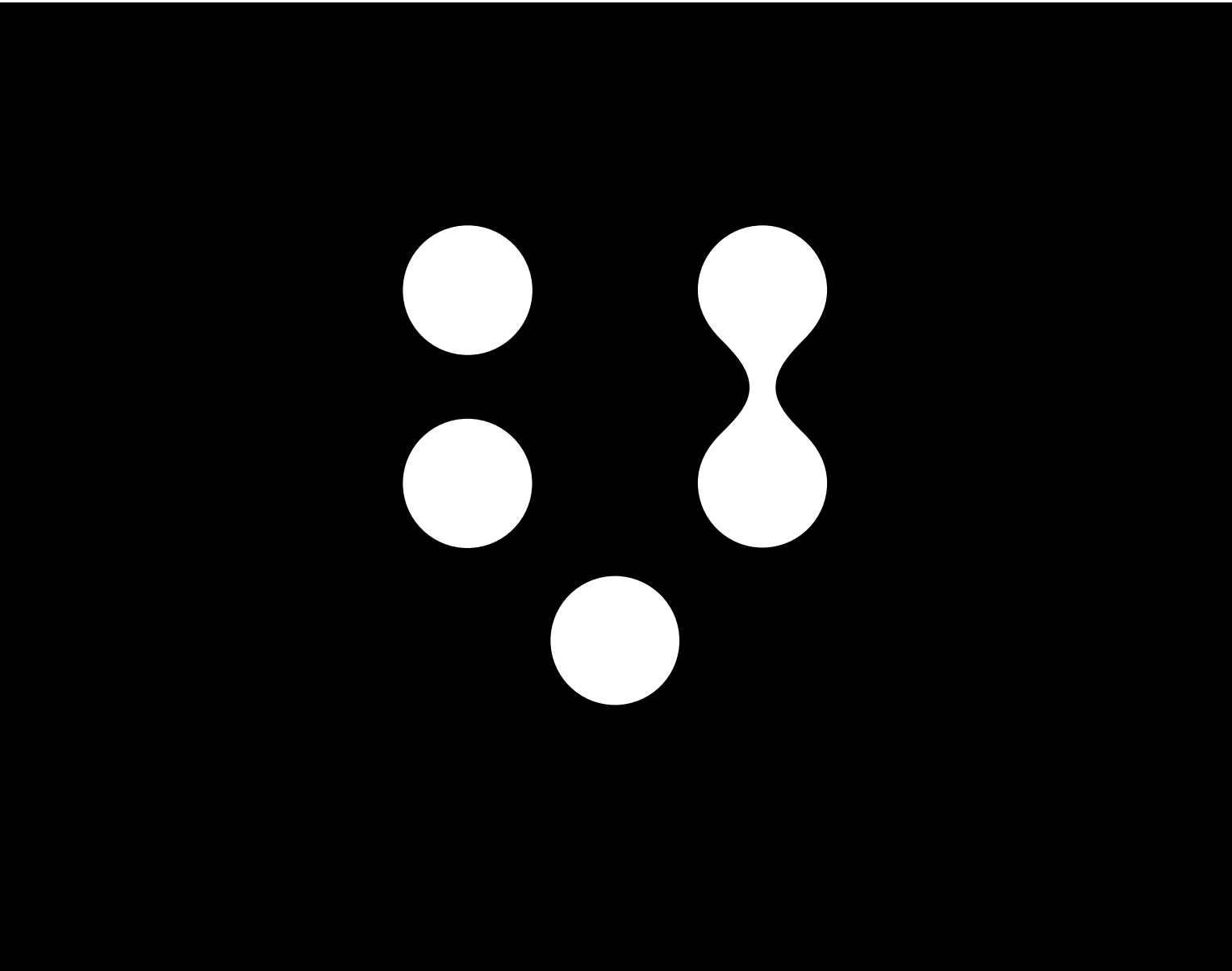
Our symbol is available in black and white (positive and negative). The black symbol on Verifone Brand Green is our primary application.



Black symbol on Verifone Brand Green  
Primary option



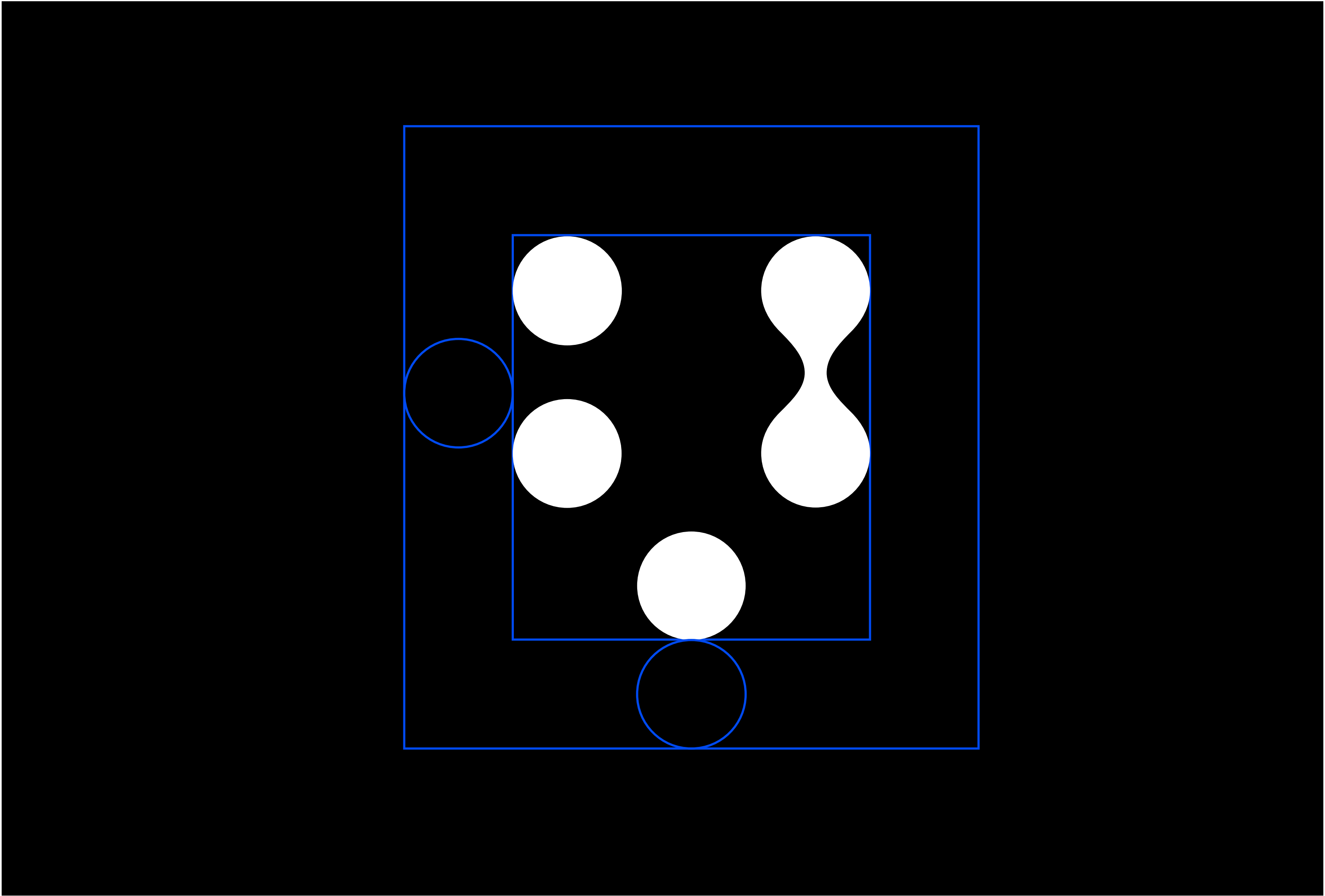
Black symbol on white



White symbol on black



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





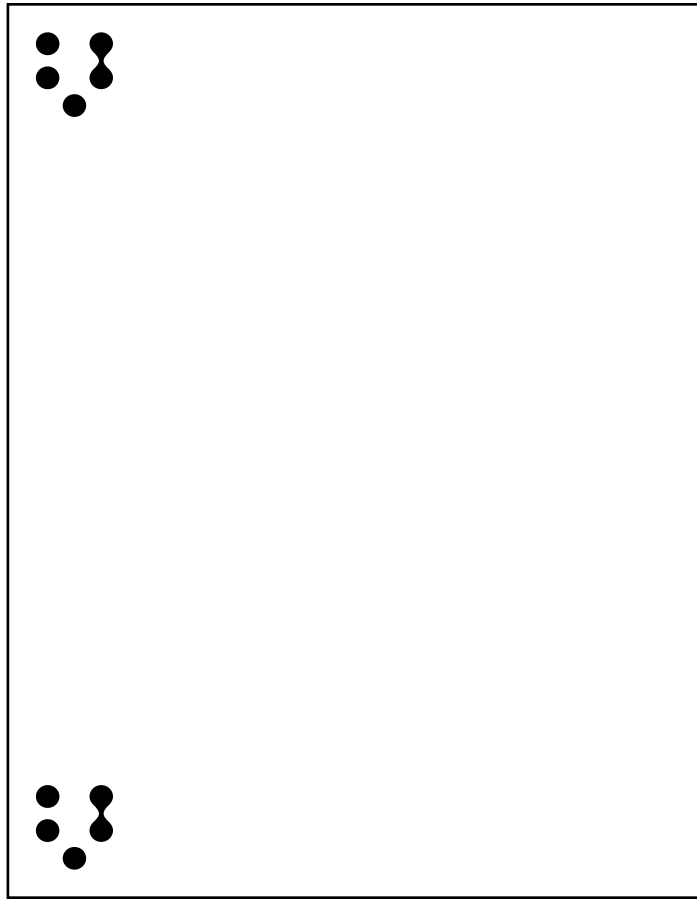
Placment of the symbol is an important part of our identity. To build a strong recognizable brand we need to be consistant in placement and use. The placement of the symbol follows the same rules as the logotype when placed on its own.

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

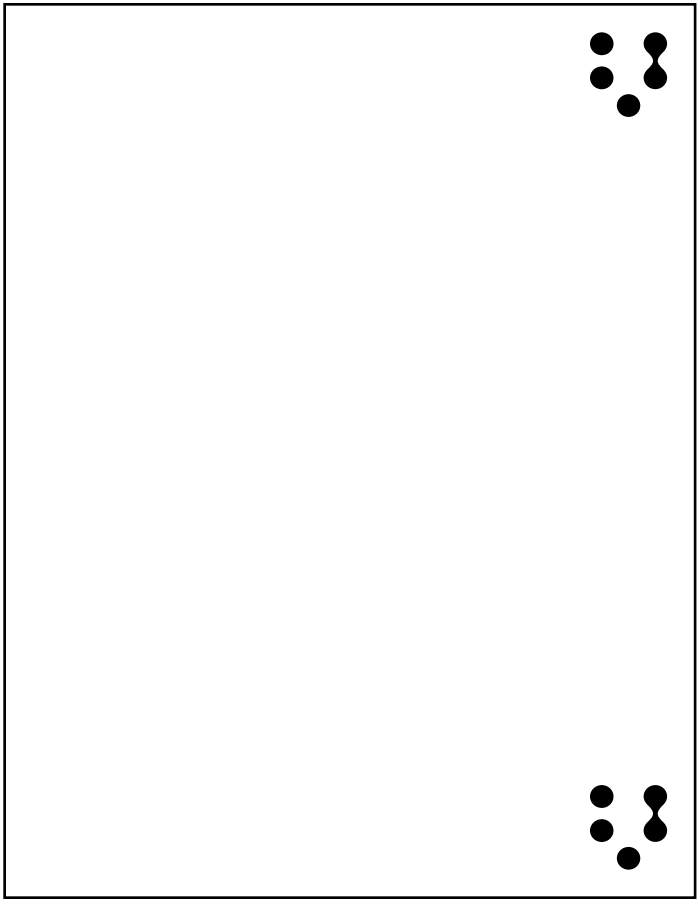
Our secondary option is placing the symbol right aligned — again, either top right or bottom right.

There is also an tertiary placement which is centered.

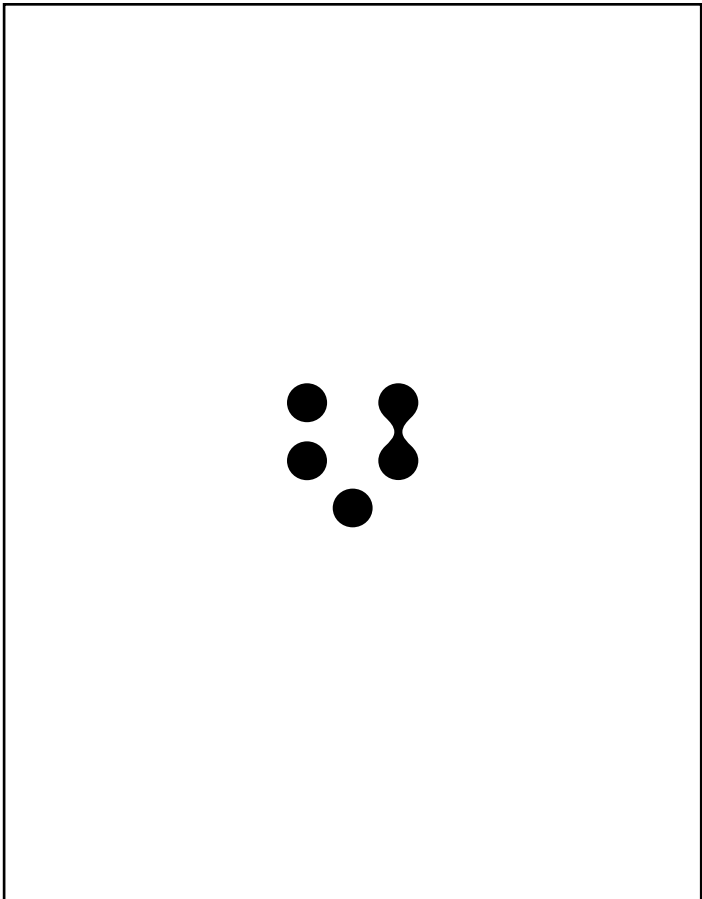
The same placement rules and logic applies in landscape format.



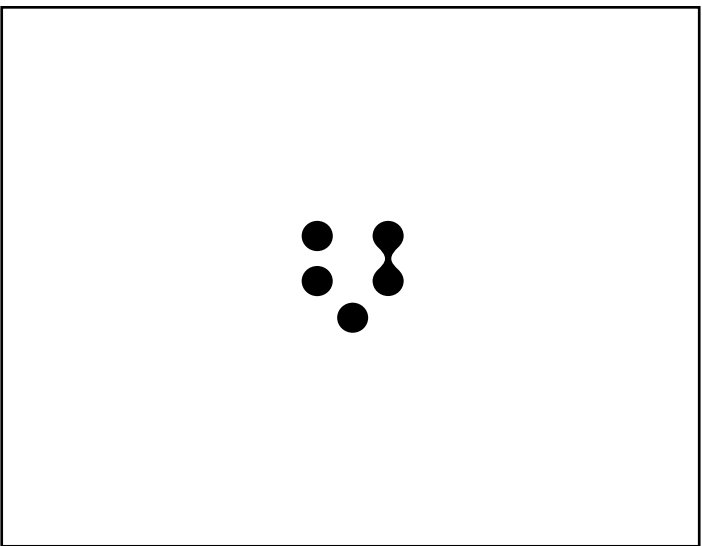
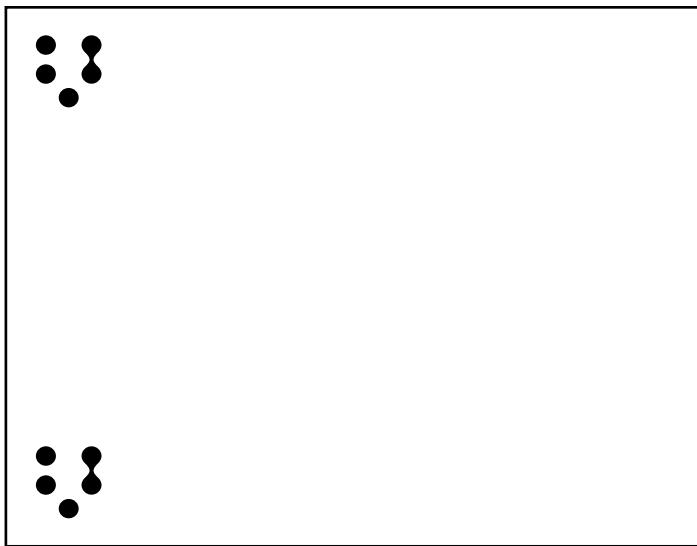
Left aligned symbol  
Primary option



Right aligned symbol  
Secondary option



Center aligned symbol  
Tertiary option

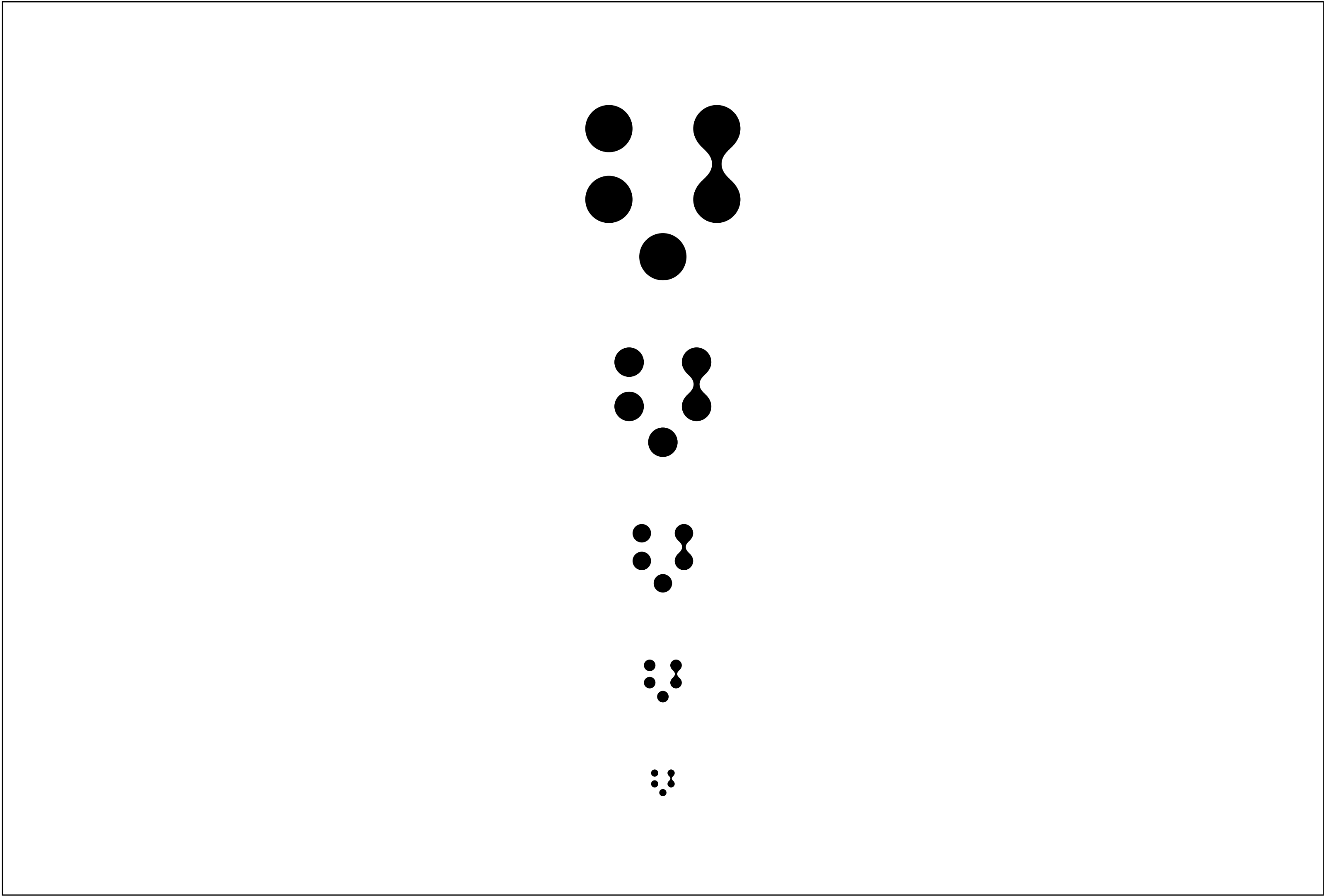




The minimum size of the symbol is set by measuring the width of the logotype.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

Verifone Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

Verifone Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

Verifone Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

Verifone Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890



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.

Long headline  
on two lines

x

x

115% of X

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**.

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

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

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans Cyrillic

Беручи до уваги, що визнання  
гідності, яка

Noto Sans Traditional Chinese

人皆生而

Open Sans Hebrew

כל בני אדם נולדו בני חורין ושווים בערכם  
ובזכויותיהם

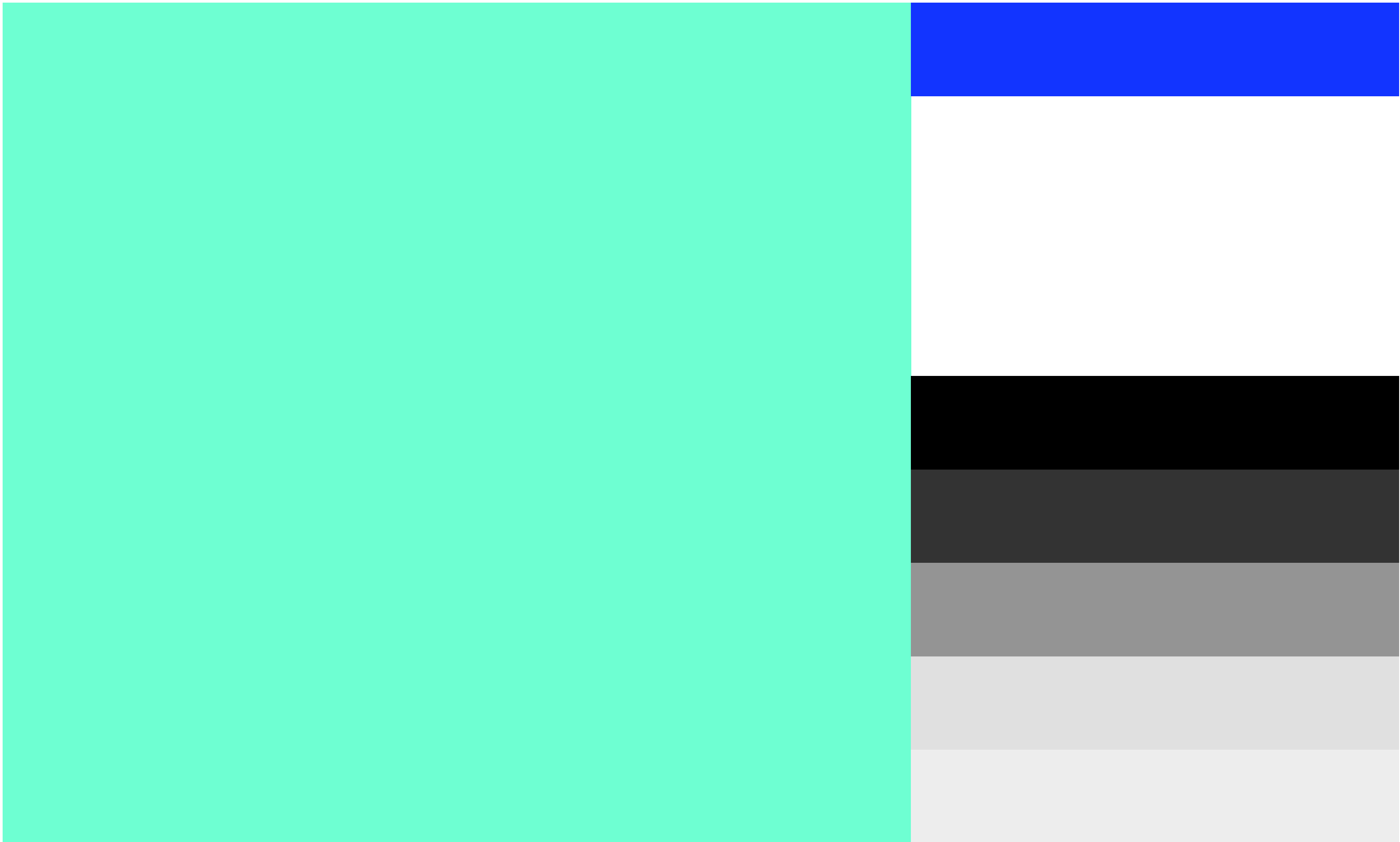


# 04 Color

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

Verifone Blue is our primary highlight color. White and black is 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.



Support colors

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



Function colors

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



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 hierachy 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

RGB

Pantone

Pantone

CMYK C

CMYK U

#6EFFD2

110/255/210

332 C

331 U

35/0/23/0

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



<div>Verifone Function Purple</div> <div>HEX#7225D6</div> <div>RGB114/37/214</div> <div>Pantone2665 C</div> <div>PantoneViolet U</div> <div>CMYK C62/63/0/0</div> <div>CMYK U70/74/0/0</div>	<div>Verifone Function Green</div> <div>HEX#05C98C</div> <div>RGB5/201/140</div> <div>Pantone3385 C</div> <div>Pantone3385 U</div> <div>CMYK C45/0/42/0</div> <div>CMYK U45/0/33/0</div>	<div>Verifone Function Yellow</div> <div>HEX#FCE544</div> <div>RGB252/229/68</div> <div>Pantone603 C</div> <div>Pantone604 U</div> <div>CMYK C3/3/73/0</div> <div>CMYK U3/3/73/0</div>	<div>Verifone Function Orange</div> <div>HEX#FC704F</div> <div>RGB252/112/79</div> <div>Pantone2023 C</div> <div>Pantone2023 U</div> <div>CMYK C0/43/53/0</div> <div>CMYK U0/38/52/0</div>	<div>Verifone Function Red</div> <div>HEX#D3135D</div> <div>RGB211/19/93</div> <div>Pantone233 C</div> <div>Pantone233 U</div> <div>CMYK C12/100/0/0</div> <div>CMYK U15/100/0/0</div>
<div>Verifone Function Dark Purple</div> <div>HEX#4C1C99</div> <div>RGB76/28/153</div> <div>Pantone2091 C</div> <div>Pantone2098 U</div> <div>CMYK C90/98/0/0</div> <div>CMYK U96/100/0/0</div>	<div>Verifone Function Dark Green</div> <div>HEX#006F3D</div> <div>RGB0/111/61</div> <div>Pantone2417 C</div> <div>Pantone347 U</div> <div>CMYK C75/0/68/8</div> <div>CMYK U80/0/75/9</div>	<div>Verifone Function Dark Yellow</div> <div>HEX#E0C10D</div> <div>RGB224/193/13</div> <div>Pantone7759 C</div> <div>Pantone7759 U</div> <div>CMYK C5/6/90/22</div> <div>CMYK U5/5/86/19</div>	<div>Verifone Function Dark Orange</div> <div>HEX#D54701</div> <div>RGB213/71/1</div> <div>Pantone1595 C</div> <div>Pantone4010 U</div> <div>CMYK C0/67/86/8</div> <div>CMYK U0/62/84/2</div>	<div>Verifone Function Dark Red</div> <div>HEX#AD0042</div> <div>RGB173/0/66</div> <div>Pantone234 C</div> <div>Pantone234 U</div> <div>CMYK C18/100/5/15</div> <div>CMYK U15/100/0/15</div>

Do you have questions?  
Please contact us via  
[www.verifone.com](http://www.verifone.com)