



Consumer Use Brand Standards 2018 V.1

About New Payments Platform (NPP)

The New Payments Platform (**NPP**) enables individuals, businesses and government agencies nationwide to send and receive payments faster than ever before, 24/7. Essential to its success is PayID, the centralised addressing service that will enable direct funds transfer in an unprecedentedly personal, secure and convenient way.

About PayID

PayID was developed by NPP Australia Limited (**NPPA**) as part of the New Payments Platform. PayID is the name of the addressing capability of the NPP, a function that eliminates 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 ABN/ACNs. Making and receiving payments has never been so simple.

Intellectual Property

These PayID Consumer Use Brand Standards set out the way that PayID logos and keys messages can be used by individuals, businesses and government agencies who have a registered and active PayID, subject to the licence detailed below.

Grant of Licence – Limited Use

NPPA owns PayID intellectual property, including the trade and service marks made available in PayID Logo Suite (<https://payid.com.au/payid-for-business/>) (**'PayID Marks'**). NPPA 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 NPPA;
- the PayID Marks can only be used in Australia and in accordance with the standards, and on the terms, set out in these PayID Consumer Use Brand Standards; and
- if requested to do so by NPPA at any time, you agree to amend, remove or discontinue use immediately at your cost. You agree to release NPPA from all liability, including for any direct or indirect loss or expense you incur as a result of your use of the PayID Marks.

PayID wordmark

The PayID wordmark is designed to be clear and intuitive, helping to reflect the PayID service.

Where it is not practical to do so due to space limitations or technological constraints, plain text can be used: PayID.

There are no spaces in PayID.



PayID wordmark

It is available in four colourways; Black (most commonly used), White (for use on dark backgrounds), Dark Grey (for use when Black is too dark) and Light Grey (for when we want to be less visible).

You may use any of these versions, but pay careful consideration to the following things before selecting your chosen colourway; the legibility and readability of the logo and the relationship with any other visual elements such as partner logos, imagery and colour.

Only use the provided versions and **do not** alter the colour or design of the wordmark in any way



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



White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF



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

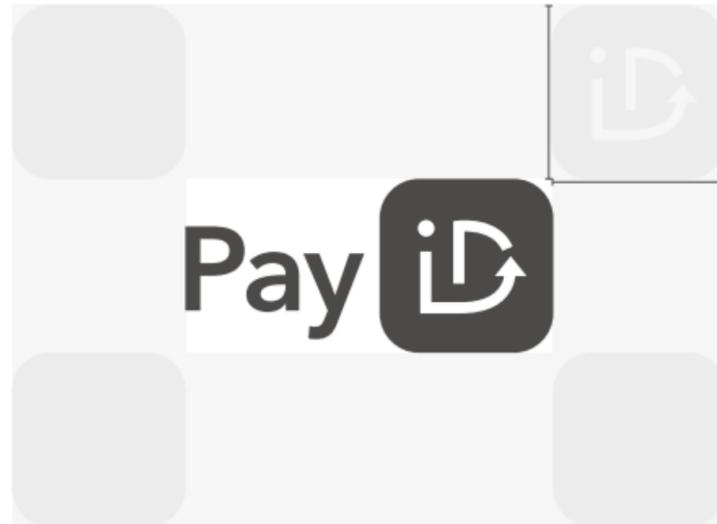
Legibility

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

For the minimum clear space, simply take the cube shape from our wordmark and add its dimensions around all edges. This is the minimum amount of space that you should give the wordmark, but where possible it's better to have a little more.

The minimum size that the wordmark should be seen at is 10mm in width in print or 40px on-screen. This is to ensure that it is legible and clear for people to see.

Use the cube element of the PayID wordmark to calculate the minimum clear space.

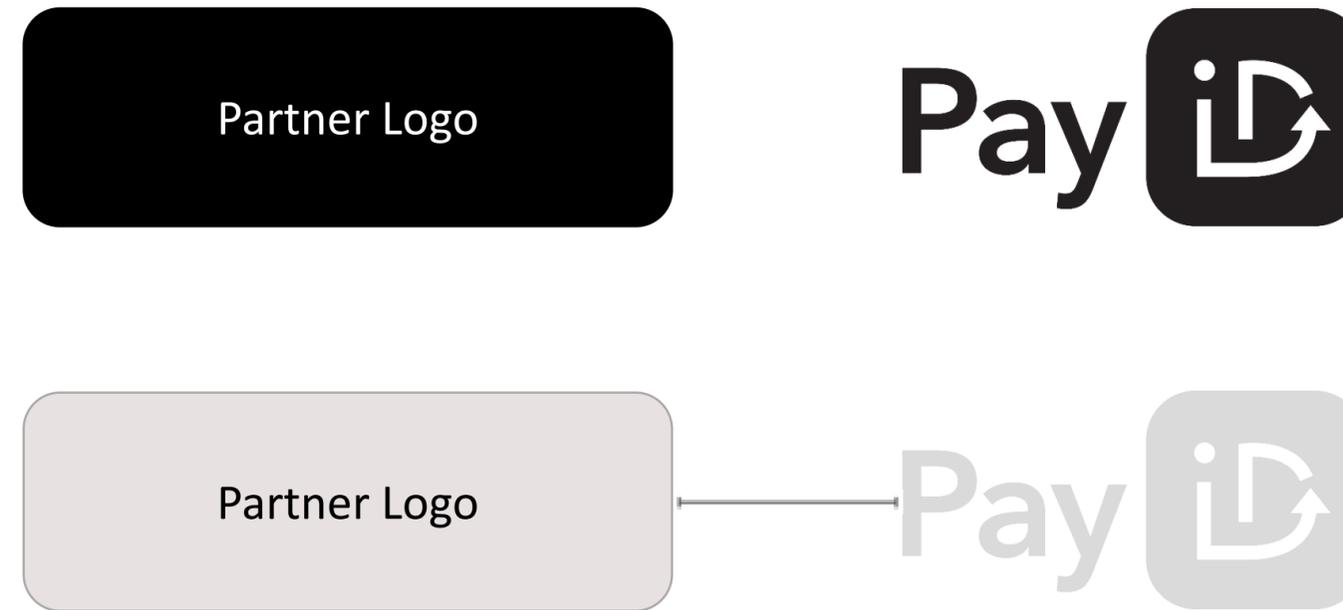


The minimum size of the PayID wordmark should be no less than 40px on-screen wide (or 10mm in print).

Positioning

The PayID wordmark can be positioned next to or above a partner logo.

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.



Here, we have adhered to the minimum clear space rule.

Improper use

This page shows examples of the PayID wordmark being misused.

Always use the wordmark as per the supplied artwork and do not alter its appearance in any way



Do not apply effects such as drop shadows or glows.



Do not create linework versions or use a stroke around the wordmark edges.



Do not use colour fill effects such as gradients or place images inside the wordmark.



Do not distort the wordmark in any way, apply it as supplied.



Do not rotate the wordmark.



Only use the colourways provided.

Key Message

The following message may be used to describe receiving a payment to your PayID:

“

PayID: *[Insert]*

PayID Name: *[Insert]*

Making payments to our PayID

On your financial institution’s app or portal, simply enter our PayID, the amount you want to send and *[Insert information that you would like included in payment description]* as a description of what you are purchasing.

Upon entering this information, a PayID enabled service may display our PayID Name (“*[Insert PayID Name]*”) as an additional confirmation that you are sending money to us.

Making payments has never been so simple.

[end]”