



The point of difference
Brand identity guidelines

Logo variations

To display the PayPoint logo to the best advantage across a varied range of applications, we have created four 'lock-ups' of the brand mark and logotype.

Each lock-up should be used for the applications listed. This list is not comprehensive, so if a particular application is not listed, use the version of the logo that best suits that specific purpose.



Left aligned logo

- Printed publications
- Advertising
- Posters
- Leaflets
- Stationery



Horizontal logo

- Digital applications
- Email signatures
- Applications with limited space
- PowerPoint



Centred logo

- Signage
- Parking machines
- Environmental branding

Left aligned logo

The left aligned PayPoint logo should be used across all printed publications, advertising, billboards, posters and leaflets.

It consists of the brand mark and the PayPoint logotype in the fixed relationship shown.

Never alter the relationship between the brand mark and the logotype.

Always adhere to the exclusion zone to ensure that the logo is given prominence and room to breathe. No other graphic elements should encroach on the exclusion zone.

Single colour and reversed out versions of the left aligned logo are also available, as shown.



Left aligned logo

The spacing has been determined using the yellow counter in the centre of the P. Do not alter the spacing.



Exclusion zone

An exclusion zone around the logo gives it space to breathe. It is determined by the size of the blue keyline counter in the centre of the P.



Left aligned logo – Mono



Left aligned logo – Reversed

Horizontal logo

The horizontal logo is to be used on all digital applications such as websites, email signatures, online advertising, moving image etc.... and in circumstances where space is at a premium.

It consists of the brand mark and the PayPoint logotype in the fixed relationship shown.

Never alter the relationship between the brand mark and the logotype.

Always adhere to the exclusion zone to ensure that the logo is given prominence and room to breathe. No other graphic elements should encroach on the exclusion zone.

Single colour and reversed out versions of the horizontal logo are also available, as shown.



Horizontal logo

The spacing has been determined using the yellow counter in the centre of the P. Do not alter the spacing.



Exclusion zone

An exclusion zone around the logo gives it space to breathe. It is determined by the size of the blue keyline counter in the centre of the P.



Horizontal logo – Mono



Horizontal logo – Reversed

Centred logo

The centred logo can be used on signs, parking machines and other environmental branding.

It consists of the brand mark and the PayPoint logotype in the fixed relationship shown.

Never alter the relationship between the brand mark and the logotype.

Always adhere to the exclusion zone to ensure that the logo is given prominence and room to breathe. No other graphic elements should encroach on the exclusion zone.

Single colour and reversed out versions of the centred logo are also available, as shown.



Centred logo

The spacing has been determined using the yellow counter in the centre of the P. Do not alter the spacing.

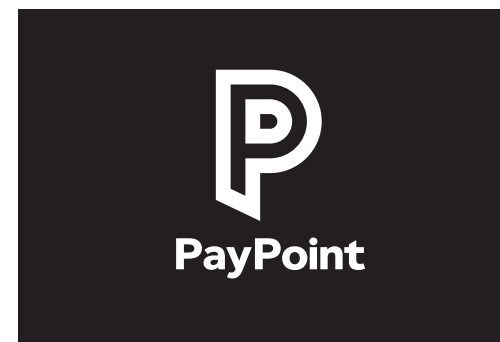


Exclusion zone

An exclusion zone around the logo gives it space to breathe. It is determined by the size of the blue keyline counter in the centre of the P.



Centred logo – Mono



Centred logo – Reversed

Small use logo

We have created a dedicated small use version of the PayPoint logo for applications where space is limited – for example as an endorsement on third-party or partner websites, or on merchandising. The proportional relationship between the brand mark and logotype has been adjusted to maintain legibility at smaller sizes. This version of the logo is reserved for exceptional circumstances where legibility would otherwise be compromised.



The proportional relationship between the brand mark and logotype has been adjusted to develop a version of the logo for use at very small sizes while maintaining legibility.



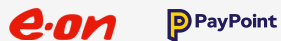
Print – minimum size

The small use version of the logo should not be used any smaller than 5mm high in print.

Screen – minimum size

The small use version of the logo should not be used any smaller than 30px high on screen.

Working in partnership



Example use

The small use version of the logo should be used where maximum readability is required at small sizes, for example as an endorsement.

Partner logos

When displaying the PayPoint logo alongside the logo of one of our partners always endeavour to show the two logos so that they are visually equivalent to each other.

Partner logos come in a multitude of different shapes and proportions so it is difficult to be prescriptive about the relationship between the two. As a general rule, look for natural relationships between the logos (as shown), ensuring that each are given equal prominence and relevant exclusion zones are adhered to.

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top-up **PayPoint**

Look for a natural relationship with partner logos – giving the logos equal prominence.



Logo misuse

Never recreate the PayPoint logo in any way. Always use the supplied artwork files.



Change the logotype



Change the colourways



Create new lock-up versions



Alter the relationship between the 'P' mark and the logotype



Stretch or distort the logo



Add effects to the logo



Use on a complex background



Use background with insufficient contrast

