vip preferred
e-check

BRANDING & CORPORATE IDENTITY GUIDELINES

globalpayments

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VIP Preferred Branding

" There must be consistency in direction. "

Dr. W. Edwards Deming

The purpose of this manual is to protect the VIP Preferred brand and to keep the usage of VIP Preferred's logo consistent no matter where or who uses it. The same care that Global Payments takes to create quality products should also apply to the brand that has taken years to build.

VIP Preferred Logo

MAIN LOGO WITH TAGLINE

VIP LOGO DOT

PRODUCT

VIP Preferred's logo consists of two elements: type and color
These elements should not be altered in any way.

FILE FORMAT

When your vendors request a logo file, they should specify a file format – no single file format will work in all cases. Below is a list of common file formats.

EPS (postscript) is the format compatible with all of the professional graphics/layout programs and is also supported by a limited number of office programs. But not all EPS files are the same: there are both vector AND raster versions. A vendor usually specifies that they need an Illustrator EPS (or a vector EPS). A 4-color EPS logo should be used for printing purposes.

GIF and JPEG (JPG) are both raster-based formats that take advantage of compression technology to reduce file sizes and were originally developed for use on the Web. GIFs and JPGs can be imported by the widest variety of programs but are not scalable and can't be merged with other backgrounds. A logo format is best used in a Word document or for digital/ Web usages.

PNG is used for compression and supports background transparency. While first developed for use on the Web, not all Web browsers support PNG images, but it can be used in other applications, such as Flash and PowerPoint.

NOTE: Use the 1-color logo only when absolutely necessary and the primary logo cannot be used such as flash drives or giveaways.

Minimum Clear
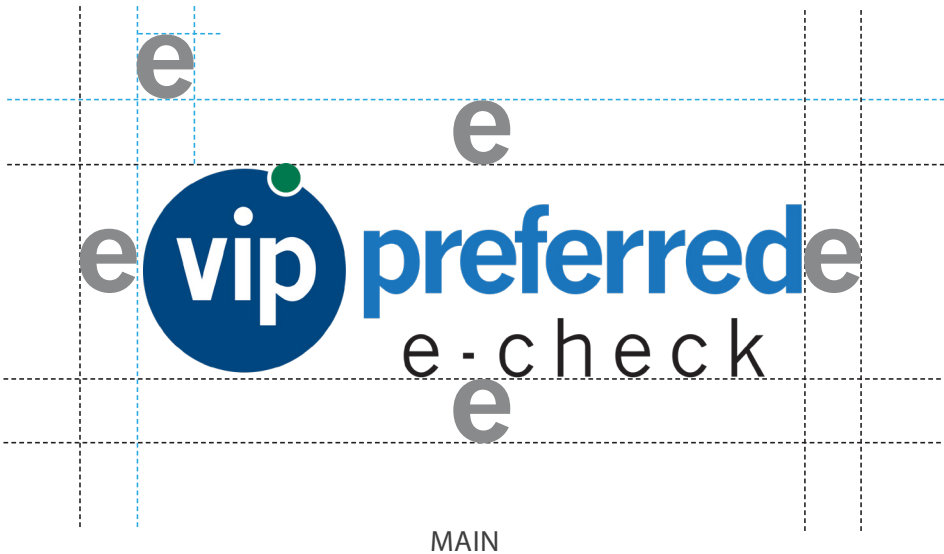
MAIN

Always maintain at least the minimum amount of clear space around the logo. The clear-space ensures optimum staging and visibility of the branding elements.

The grey "e" is the minimum amount of clear space required around all sides of the brandmark. This is determined by the blue x at the top. The square the blue x is located in is created using lowercase letter "e".

No other graphic elements or type should appear within this area, unless it is the tag line or another element specifically configured with the brandmark as shown in these standards.

Logo Application

FULL COLOR APPLICATION

Whenever possible, the main logo should be used and appear in full color format.

ONE COLOR APPLICATION

In one color applications, the logo can be reproduced in black.

REVERSED LOGO APPLICATION

The logo can be reversed out white on a dark, simple background.

Do not reverse out the logo over a strong pattern or high contrast area that interferes with legibility.

Incorrect Application

DO NOT change colors used in logo.

DO NOT use logo on unapproved color background.

DO NOT stretch, compress or distort the logo in any way.

DO NOT rotate the logo.

DO NOT use logo on unapproved photo backgrounds.

VIP Preferred Color System

Color is a fundamental element of VIP Preferred's logo and of it's identity as a whole. Therefore, maintaining color standards is of vital importance to reinforce the brand's visibility and integrity.

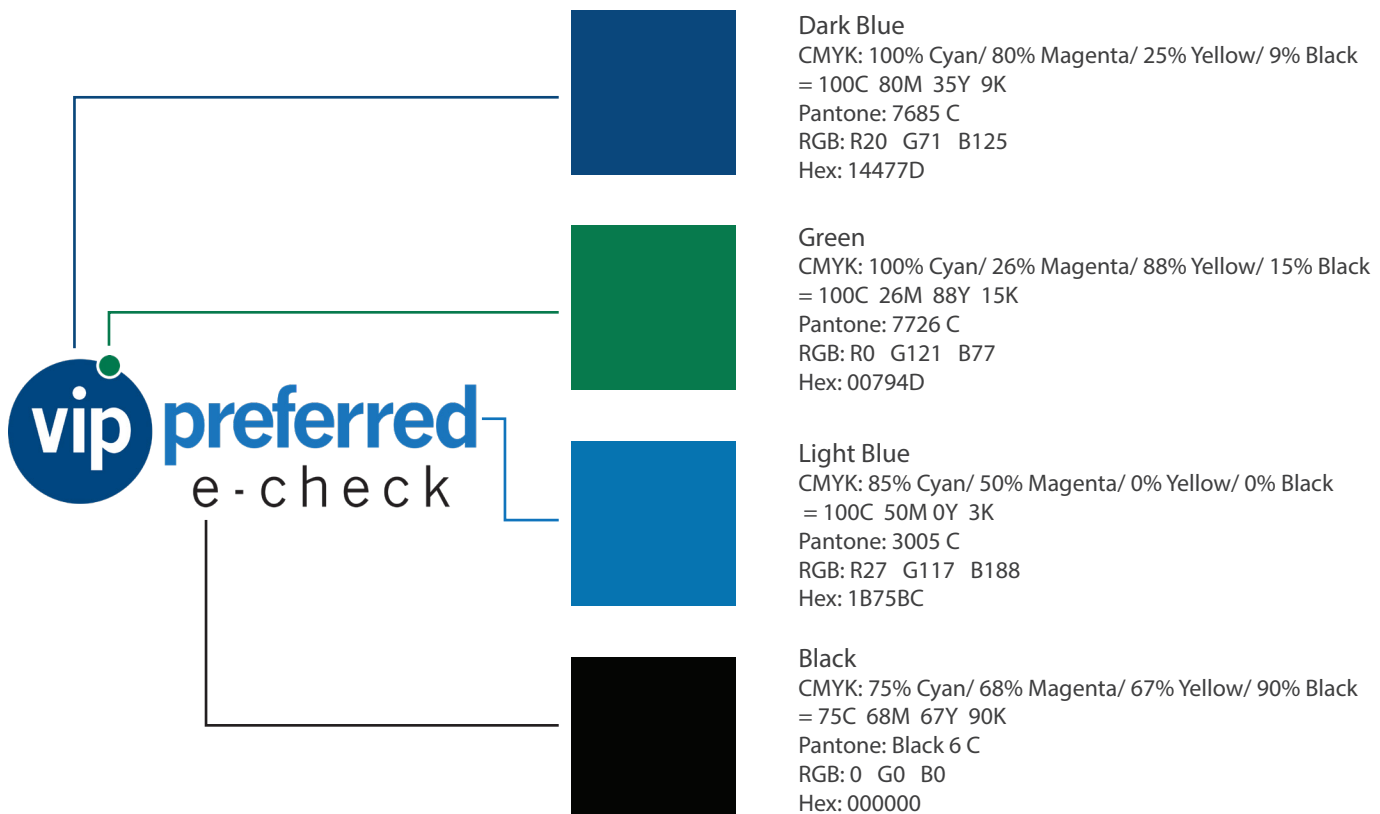BE SURE TO USE THE COLOR FORMULA APPROPRIATE FOR THE MEDIUM:

CMYK: Four Color Process (4CP) is one type of creating colors for printing that is built out of the 4 colors, CMYK or Cyan, Magenta, Yellow and Black. By various degrees of each of the 4 colors, thousands of colors can be achieved, and is the most common type of printing.

PANTONE: There are times when a flat printing color will need to be used in one or two color printing and four color is not available. Flat color printing uses a color matching system called Pantone Matching System or PMS. Pantone divides its colors into 2 categories; colors used on coated paper and uncoated paper. This is marked in the PMS system as a "C" or a "U" after the PMS number.

RGB: A third color system exists for online website usage as well as TV called RGB. RGB or Red, Green, Blue is NOT used for printing and the above CMYK or PMS color systems should be used instead when printing is involved. RGB does not use a % scale as CMYK but instead uses numbers ranging from 0 to 256.

HEX: A fourth color system for online usage is the "hex" color system.
Hexadecimal numbers or "hex" numbers are a base-16 numbering system used to define colors on Web pages. A hex number is written from 0-9 and then A-F.

Dark Blue
CMYK: 100% Cyan/ 80% Magenta/ 25% Yellow/ 9% Black
= 100C 80M 35Y 9K
Pantone: 7685 C
RGB: R20   G71   B125
Hex: 14477D

Green
CMYK: 100% Cyan/ 26% Magenta/ 88% Yellow/ 15% Black
= 100C 26M 88Y 15K
Pantone: 7726 C
RGB: R0   G121   B77
Hex: 00794D

Light Blue
CMYK: 85% Cyan/ 50% Magenta/ 0% Yellow/ 0% Black
 = 100C 50M 0Y 3K
Pantone: 3005 C
RGB: R27   G117   B188
Hex: 1B75BC

Black
CMYK: 75% Cyan/ 68% Magenta/ 67% Yellow/ 90% Black
= 75C 68M 67Y 90K
Pantone: Black 6 C
RGB: 0   G0   B0
Hex: 000000

VIP Preferred Typographic Style

PRIMARY TYPEFACES

VIP Preferred's primary font is News Gothic MT Bold. News Gothic MT Bold should be used for headline or section header use. It should also be used for all internal and external print documents (quarterly review, weekly reports, competitive analysis, resume sheets, meeting agenda, project sheets, etc.). Associates should use 11 or 12 pt. font size for all correspondence when using News Gothic MT Bold.

Arial is for all e-mail and digital documents (news releases, media advisories, etc.).

News Gothic BT

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

BOLD

Favicons

FAVICONS

Favicons are used online and are very small files and depictions of a company's logo. Most often the logo needs to be simplified greatly to fit the extremely small and limited sizing requirements. These logos will be used in the menu bars at the top of a website.

The VIP Preferred favicon uses just the "logo dot" and not the word "preferred" in order to meet the small size requirements.

There are three (3) sizes needed for favicons:

16 pixels x 16 pixels   32 pixels x 32 pixels   48 pixels x 48 pixels