MEPS

Card Brand Guideline

Version 1.0
April 2015

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The MEPS logo is more than just a corporate identity, it is a service mark. It represents the brand by which the general public is commonly exposed to; and the service and excellence that the corporate entity wishes to be associated with. Therefore, the MEPS identity has the singular objective of representing a unique competency that is proprietary to Malaysian Electronic Payment System Sdn Bhd (MEPS). The design of the MEPS logo is governed by the strong visual impact of the octagon-shaped orange shield within which the name in blue capital letters sits to express a solid brand presence that speaks of the convenience and electronic evolution in financial services.

Description

"MEPS" is the only wordmark that is permitted. It is used in text to identify the MEPS service. Each letter of the MEPS wordmark must always appear in uppercase. The MEPS wordmark must be used as a standalone term and never be truncated, expanded or used in the plural. Variations to the wordmark are prohibited. It may be used in normal or bold style. Use of the wordmark in italics or underlined are prohibited.

Correct Application

MEPS, MEPS

Incorrect Application

Meps, meps, MEPs, *MEPS*, **MEPS**

Usage with other brand names

In instances where more than one brand is promoted in all communications, the MEPS wordmark must always be presented with equal distinction and frequency to that of all other brand names.

Wordmark translations

The MEPS wordmark shall neither be translated into any other language nor appear in another alphabet.

Who We Are

The logo is a stylised rendition of the circuit lines on a gold bar that has long been associated with MEPS.

Forming a complete shield, MEPS is an interbank network switch and a major player in the industry that connects all banks and provides convenience to the consumers to withdraw cash, make payments and/or transfer funds.

The shield denotes MEPS commitment to security in providing its services. The orange colour represents the energy and vibrancy to meet today's rapidly changing technical developments.

The logotype in all capital letters symbolises strength and dependability. In vibrant blue, it reflects the company's dynamism and attributes which are built on the pillars of accountability, transparency and trust.

The logo is the cornerstone of MEPS visual identity system and the essence of its brand. It visually describes the company and its nature of business. The complete logo is made up of both the shield and the logotype which sits within the shield. Do not, under any circumstances, separate the logotype and the shield.

The characteristics of the logo are the clarity of the logotype and the recognizable symbol of the shield. It is the consistent application of the logo that makes it immediately identifiable with the company. Together, they effectively differentiate the company from its competitors.

LOGO CONSTRUCTION GRID

The Grid
The construction grid is based on the height of the letters 'MEPS' in the logo, which is calculated as 4 'X' where 'X' is a fixed unit of measurement such as inches or cm. The height of the entire logo is subsequently calculated as 12 'X' and the width is 23K 'X'. The logo can be scaled up or down to suit each application but its proportions must always remain constant.

Minimum Size
The logo should not be less than the minimum width of 12 mm for impact and legibility. It should be in the exact proportions as set in the logo construction grid at all times.

23K X

X

X

4X

12X

MEPS

12 mm
Minimum logo size

An area of non-interference must always surround the entire MEPS logo when it is used together with its service or subsidiary. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. The area is equivalent to the height of the letters 'MEPS' as the diagram below illustrates.

Minimum Size
The minimum size of the area of non-interference should not be less than 4 mm.

An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. An area of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery, text, graphic elements etc. To maximize its impact and legibility, the logo requires the free space around it at all times. Anarea of non-interference must always surround the MEPS logo. The area indicates the space that must be free of imagery

4 mm

4mm

LOGO INTEGRITY

To ensure the integrity of the logo, it should never be used in any way that compromises its legal status. Under no circumstances should the logo be redrawn, reproduced, reproportioned or modified in any way. This page illustrates some examples of unacceptable usage of the logo.

When applying the MEPS logo on other non-paper materials such as leather, metal or glass, full colours of the logo may not be achievable. Other techniques such as embossing, debossing or sandblasting on such a material is, therefore, allowed. However, do ensure the proportion of the logo is correct when applied on such an item.

Do not compress the MEPS logo in any way.

Do not expand the MEPS logo in any way.

Do not curve/angle the MEPS logo in any way.

Do not use graduated tone in the MEPS logo or alter the colours of the MEPS logo.

Do not reproduce the MEPS brand name in any other typeface.

Do not alter/change the shape of MEPS logo in any way.

Do not add any shadow behind the MEPS logo.

Lorem Ipsum Dolo

Do not associate the MEPS logo with a tagline.

Do not reproduce the MEPS logo in outline.

The visual strength of the MEPS logo is maximised when it is used in its full corporate colours. The colours can be achieved using the standards suggested in the next page but be aware that the colours might vary when you convert from a source, such as from a soft copy, to an application. For the most accurate colours of the logo, always try to match the colours as close as possible.

MEPS Colour

Two vibrant colours have been selected to represent the corporate colours of MEPS. The symbol of the shield is in orange and the logotype is blue against a white background within the shield. No other colour is allowed to be used.

The two corporate colours can be derived from the colour guides illustrated in this page. The internationally recognised Pantone standards are used as well as CMYK (processed colour), RGB (screen) and HEX (web).

Ensure that the space within the shield is white for maximum legibility of the logotype.

12 mm
Minimum logo size

MEPS Colour	Pantone ©	CMYK	RGB	HEX
MEPS Orange	Pantone Orange 021C	C0 M55 Y100 K0	R245 G138 B31	#F58A1F
MEPS Blue	Pantone 2935C	C100 M46 Y0 K0	R0 G118 B192	#0076C0

LOGO COLOURS APPLICATION

Whenever possible, use the logo in its full corporate colours on a white background adhering to the 'area of non-interference' rule (see section 2.3). However, if it is necessary for the logo to appear on a colour background, for aesthetic reasons, the logo may be used in the manner shown below without requiring an 'area of non-interference'. Be aware that if the background colour is orange, then a black and white logo version must be used (see pages 14-19).

Preferred colours of backgrounds

Corporate colours on white background

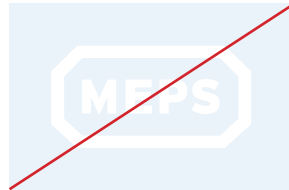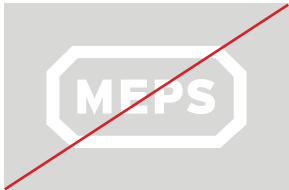Corporate colours on black background

Acceptable colours of backgrounds
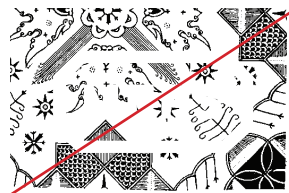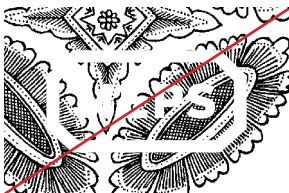
Unacceptable colours of backgrounds

Unacceptable use of images as backgrounds

Unacceptable use of texture backgrounds

MEPS Colour
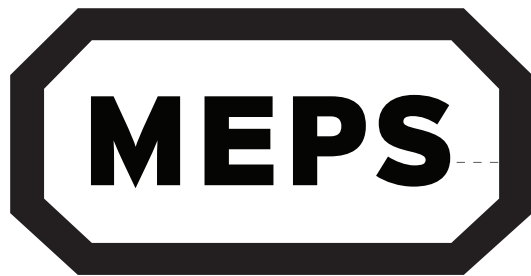# (White)

In instances when full colour cannot be used, the logo can be represented by percentages of white as illustrated in this page. The symbol of the shield and the logotype is in MEPS White against a transparent background within the shield. No other colour is allowed to be used.

In other instances where special finishes such as embossing, debossing and foil stamping are to be used, please use the black master logo to represent the finishing areas. Do not use more than one type of finishing on one logo.

Ensure that the space within the shield is transparent for maximum legibility of the logotype.

12 mm
Minimum logo size

MEPS Colour	CMYK	RGB	HEX
MEPS White	C0 M0 Y0 K60	R102 G102 B102	#666666

LOGO COLOURS APPLICATION

Whenever possible, use the logo in its full corporate colours on a black background adhering to the 'area of non-interference' rule . However, if it is necessary for the logo to appear on a colour background, for aesthetic reasons, the logo may be used in the manner shown below without requiring an 'area of non-interference'. Be aware that if the background colour is orange, then a black and white logo version must be used.

Preferred colours of backgrounds

Corporate colour on black background

Corporate colour on orange background

Acceptable colours of backgrounds

Acceptable use of images as backgrounds

Unacceptable colours of backgrounds

Unacceptable use of images as backgrounds

Unacceptable use of texture backgrounds

MEPS Colour (Black)

In instances when full colour cannot be used, the logo can be represented by percentages of black as illustrated in this page. The symbol of the shield and the logotype is in MEPS Black against a transparent background within the shield. No other colour is allowed to be used.

In other instances where special finishes such as embossing, debossing and foil stamping are to be used, please use the black master logo to represent the finishing areas. Do not use more than one type of finishing on one logo.

Ensure that the space within the shield is transparent for maximum legibility of the logotype.

12 mm
Minimum logo size

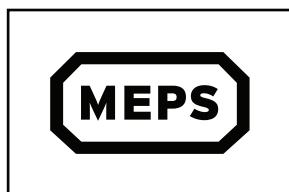| MEPS Colour	CMYK	RGB	HEX
MEPS Black	C75 M68 Y67 K90	R0 G0 B0	#000000

LOGO COLOURS APPLICATION

Whenever possible, use the logo in its full corporate
colours on a black background adhering to the 'area of
non-interference' rule . However, if it is necessary
for the logo to appear on a black and white background,
for aesthetic reasons, the logo may be used in the
manner shown below without requiring an 'area of non-
interference'. Be aware that if the background colour is
white, then a black logo version must be used.

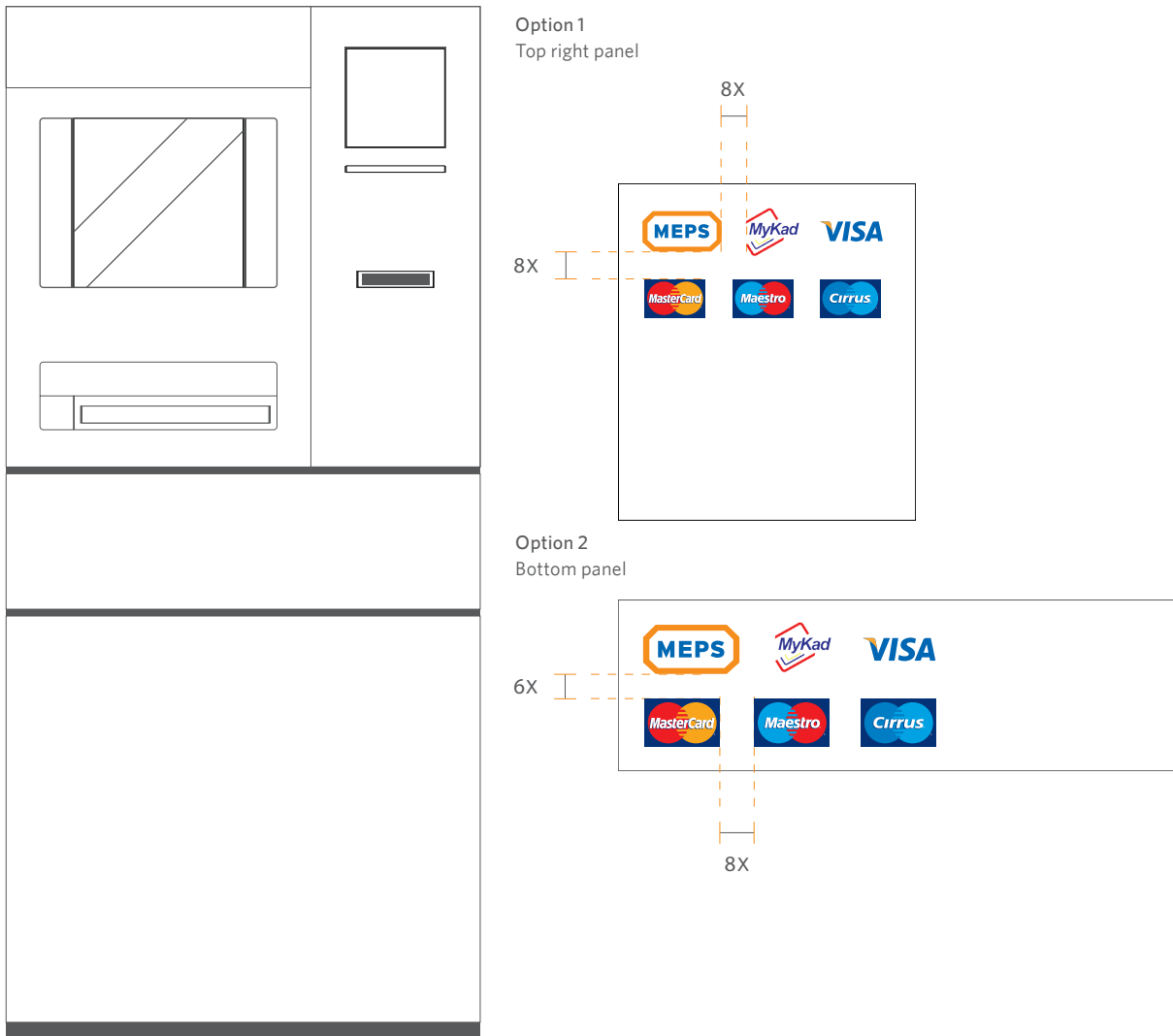### Preferred colours of backgrounds

Corporate colour on white background

When applied on ATM-related items, the distinctive design of the MEPS logo is to denote that the electronic convenience in financial services is made available. Consistent application of the logo is, therefore, imperative to generate instant recognition and optimum impact for the end users. This section illustrates how the MEPS logo is to be applied to create instant recognition and establish a consistent identity.

ATM SIGNAGES

Please ensure that the MEPS logo is equal in size with other logos and the spaces between them are adhered to as illustrated in the diagram below.
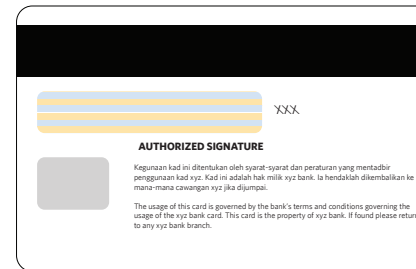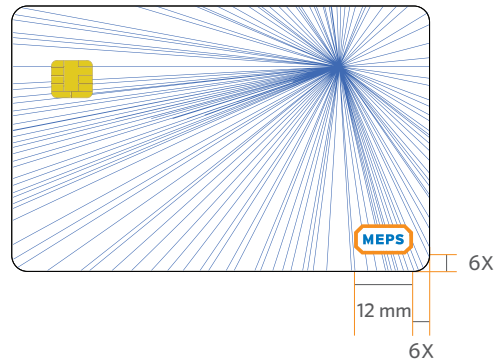

ATM machine

Option 1
Top right panel

8X

8X
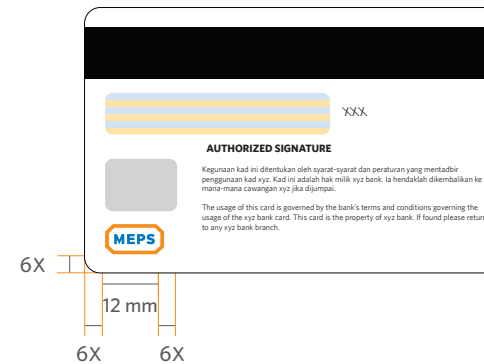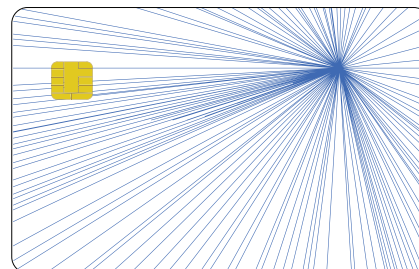
Option 2
Bottom panel

6X

8X

ATM CARD

In applying the MEPS logo to ATM cards, there are two available designs. Design 1 is the option for a non-co-branded card only (stand alone card with ATM and MyDebit functions) while design 2 is the alternative option for a co-branded card.

Non-co-branded card
(Stand alone card with ATM and MyDebit functions)
Design 1
Full colour logo at the bottom right infront of card

MEPS

6X

12 mm

6X

AUTHORIZED SIGNATURE

Kegunaan kad ini ditentukan oleh syarat-syarat dan peraturan yang mentadbir penggunaan kad xyz. Kad ini adalah hak milik xyz bank. Ia hendaklah dikembalikan ke mana-mana cawangan xyz jika dijumpai.

The usage of this card is governed by the bank's terms and conditions governing the usage of the xyz bank card. This card is the property of xyz bank. If found please return to any xyz bank branch.

Co-branded card
Design 2
Full-colour logo at the back

AUTHORIZED SIGNATURE

Kegunaan kad ini ditentukan oleh syarat-syarat dan peraturan yang mentadbir penggunaan kad xyz. Kad ini adalah hak milik xyz bank. Ia hendaklah dikembalikan ke mana-mana cawangan xyz jika dijumpai.

The usage of this card is governed by the bank's terms and conditions governing the usage of the xyz bank card. This card is the property of xyz bank. If found please return to any xyz bank branch.

MEPS

6X

12 mm

6X   6X

In applying the MEPS logo to ATM cards, there are
two available designs. Design 1 is the option for a
non-co-branded card only (stand alone card with ATM
functions) while design 2 is the alternative
option for a co-branded card.

Non-co-branded card
(Stand alone card with ATM and MyDebit functions)
Design 1
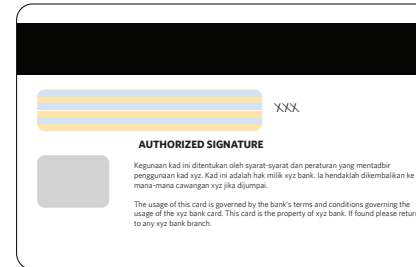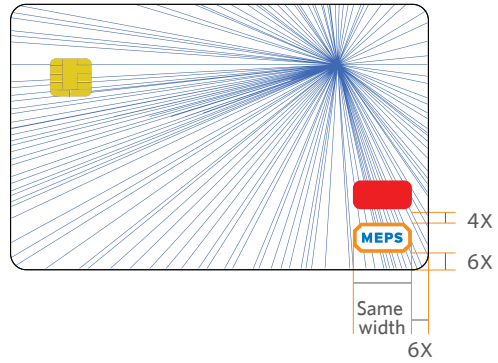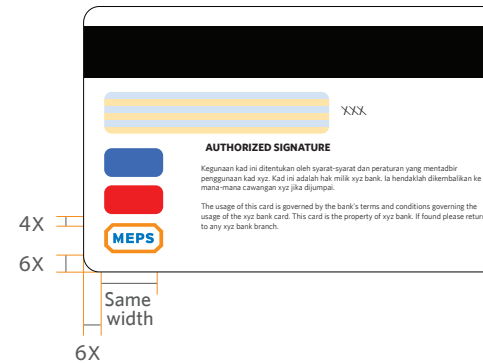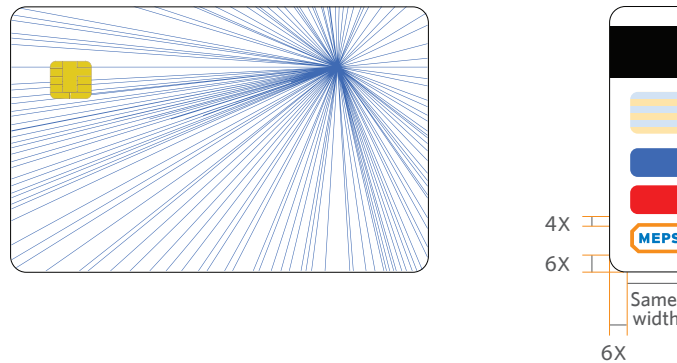Full colour logo at the bottom right infront of card

MEPS

4X

6X

Same
width

6X

AUTHORIZED SIGNATURE

Kegunaan kad ini ditentukan oleh syarat-syarat dan peraturan yang mentadbir
penggunaan kad xyz. Kad ini adalah hak milik xyz bank. Ia hendaklah dikembalikan ke
mana-mana cawangan xyz jika dijumpai.

The usage of this card is governed by the bank's terms and conditions governing the
usage of the xyz bank card. This card is the property of xyz bank. If found please return
to any xyz bank branch.

Co-branded card
Design 2
Full-colour logo at the back

AUTHORIZED SIGNATURE

Kegunaan kad ini ditentukan oleh syarat-syarat dan peraturan yang mentadbir
penggunaan kad xyz. Kad ini adalah hak milik xyz bank. Ia hendaklah dikembalikan ke
mana-mana cawangan xyz jika dijumpai.

The usage of this card is governed by the bank's terms and conditions governing the
usage of the xyz bank card. This card is the property of xyz bank. If found please return
to any xyz bank branch.

4X

6X

MEPS

Same
width

6X

ATM CARD

In applying the MEPS logo to vertical ATM cards, there
are two available designs. Design 1 is the option for a
non-co-branded card only (stand alone card with ATM
functions) while design 2 is the alternative
option for a co-branded card.

Non-co-branded card
(Stand alone card with ATM and MyDebit functions)
Design 1
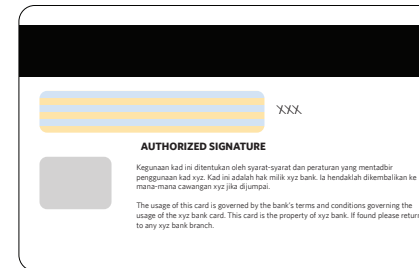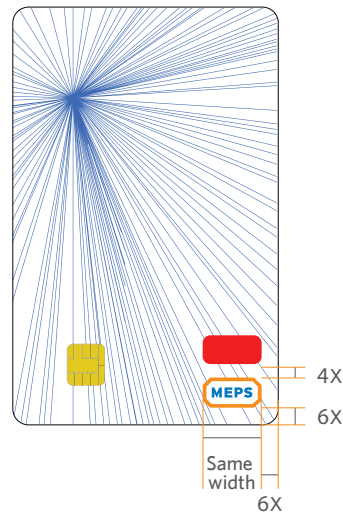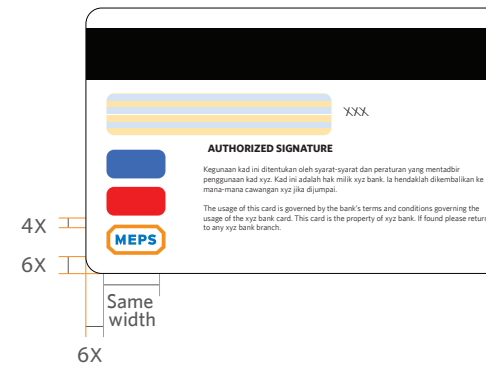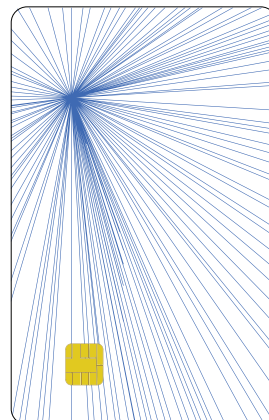Full colour logo at the bottom right infront of card

MEPS

4X

6X

Same
width

6X

AUTHORIZED SIGNATURE

xxx

Kegunaan kad ini ditentukan oleh syarat-syarat dan peraturan yang mentadbir
penggunaan kad xyz. Kad ini adalah hak milik xyz bank. Ia hendaklah dikembalikan ke
mana-mana cawangan xyz jika dijumpai.

The usage of this card is governed by the bank's terms and conditions governing the
usage of the xyz bank card. This card is the property of xyz bank. If found please return
to any xyz bank branch.

Co-branded card
Design 2
Full-colour logo at the back

4X

6X

Same
width

6X

MEPS

AUTHORIZED SIGNATURE

xxx

Kegunaan kad ini ditentukan oleh syarat-syarat dan peraturan yang mentadbir
penggunaan kad xyz. Kad ini adalah hak milik xyz bank. Ia hendaklah dikembalikan ke
mana-mana cawangan xyz jika dijumpai.

The usage of this card is governed by the bank's terms and conditions governing the
usage of the xyz bank card. This card is the property of xyz bank. If found please return
to any xyz bank branch.

Non Exclusive

Financial Institution members within the MEPS Shared ATM Network have the right to use the MEPS wordmark and logo is

granted to all, on a non-exclusive basis.

Correct Usage

The MEPS wordmark and logo are intellectual properties and must be used correctly in order to observe and preserve the rights of MEPS.

Using the logo with other brands

In instances where the MEPS wordmark or logo appears with one or more other brands, the MEPS wordmark and/or logo (as applicable) must be

presented with equal distinction and frequency to that of the other brands also.

Financial Institutions

The standards and requirements detailed in this Brand Guideline must be adhered to by Financial Institutions under the MEPS Shared ATM Network

who are authorised participants in the MEPS service, who are permitted to use the MEPS wordmark and logo without further

reference or approval from MEPS for the following applications:

- Auto-Teller machines (ATMs) that provides MEPS service
- Websites or product literature, which describes the MEPS service or aids in its operation or use
- Locations that accept MEPS as a switch payment provider

All other use or application of the MEPS wordmark or logo besides the above shall require prior approval from MEPS.

MEPS

For more information, clarification or approval contact MEPS Certification Body Services (CBS)

Tel: +603 27810 - 586 / 584 / 573
Email: mccscb@meps.com.my