

Visual Identity Guidelines

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Logo

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- Usage
- Clear Space & Minimum Size
- Logo Misuse
- Partnership & Endorsement
- Logo with Label
- Logo Placement

LOGO

Overview

The DuitNow logo comprises of two elements, the logomark and logotype. The logomark is a simplified design of the letter D and a marker symbol. This combination represents instant access fund transfer and flexible payment service that are derived from innovation of human-centred technologies.

The dual solid colours symbolise innovation and simplicity of modern fintech, while the bold san-serif logotype Duit and Now reflects empowering, stability and our determination to enhance efficiency and productivity.



LOGO

Usage

The full-colour logo is the primary logo and the preferred use. This version should be placed on white colour, light tone background or on an uncluttered image.

The secondary logo is a one-colour version of the logo. This version should only be used when there are not enough colours to properly produce the primary logo or when technical limitation prohibits the use of full-colour.



LOGO

Clear Space & Minimum Size

Clear Space

The clear space is the area surrounding the entire logomark must be kept free of any visual elements. It is equal to 1.5X where X is the height of the letter “D” in the wordmark.

Minimum Size

The minimum size is determined by principles of legibility, rather than a spec. The wordmark should always be large enough such that it can be clearly seen and understood.



0.5” or 13mm minimum width suggested for print,
150 px minimum width suggested for digital

LOGO

Logo Misuse

Examples of improper usage are demonstrated to provide essential guidance. It is important that the logomark is never altered in any way and always presented consistently.

It is essential that it also appears in and on the approved colours with no visual effects applied.



DO NOT outline the logomark



DO NOT use shadows or other effects



DO NOT rotate the logomark



DO NOT change the colour of the logomark



DO NOT create unbranded holding shapes for the logomark



DO NOT stretch the logomark



DO NOT separate the wordmark from the logomark



DO NOT change the typeface used for the wordmark



DO NOT use colours that are not in the brand palette



LOGO

Partnership & Endorsement

Our partnership guide ensures the proper presentation of the DuitNow logo when aligned with our partners. Use your best judgement when selecting which format to implement.

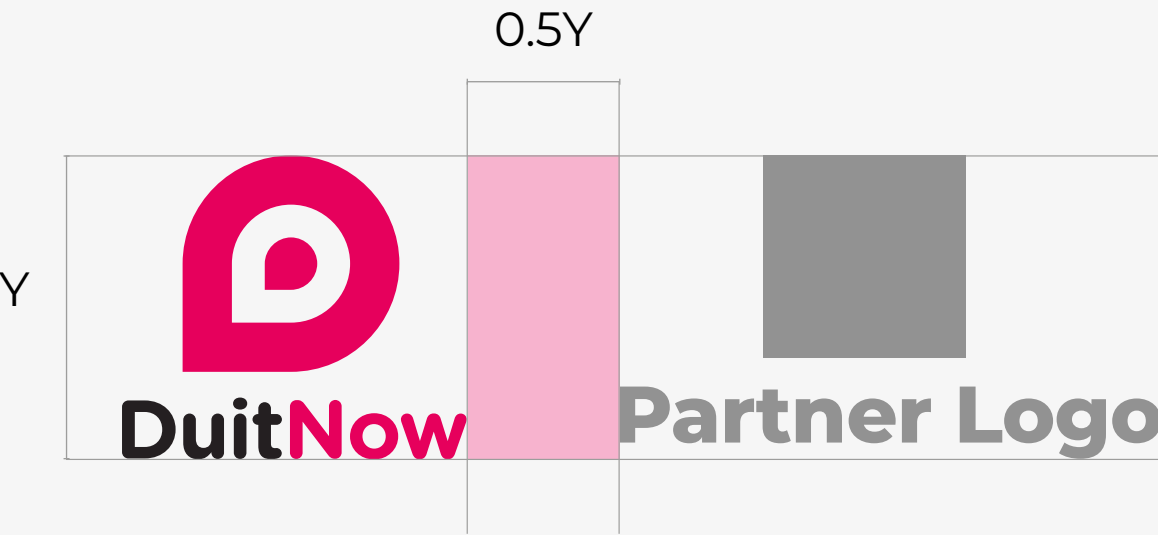
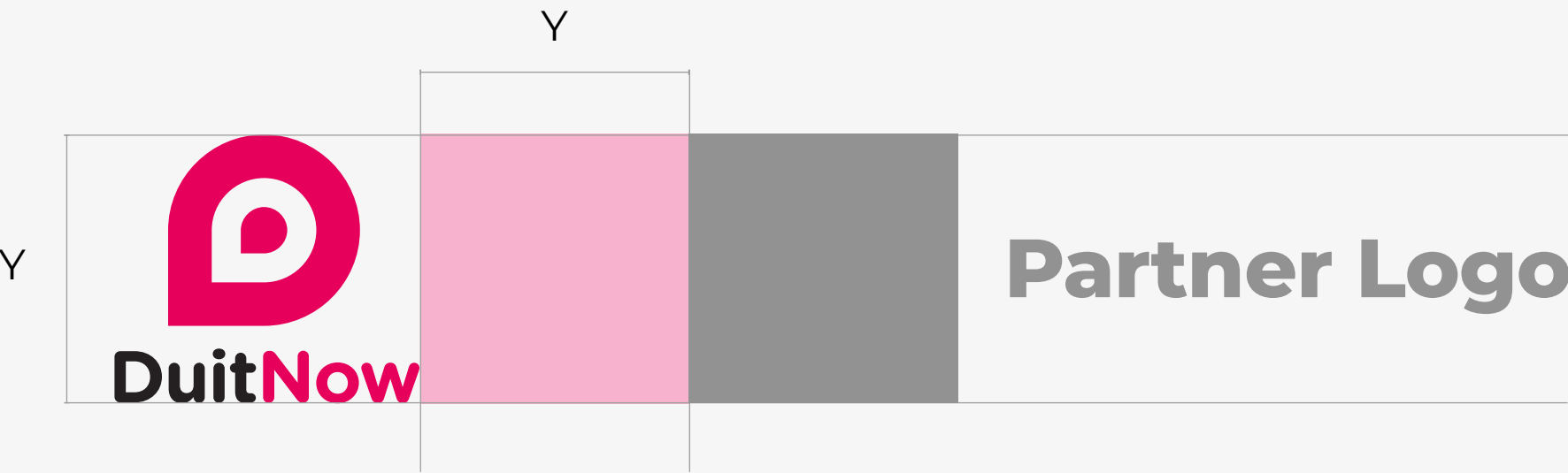
Horizontal Logo Relationships

For horizontal or type-based partner logos, use the Masterbrand logo, match heights, and separate with a clearspace equal to the height of the lockup.

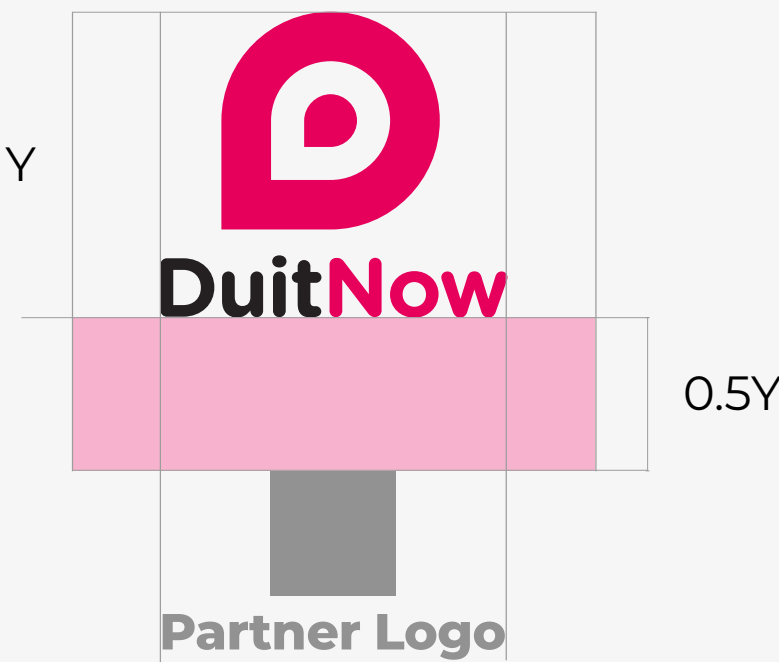
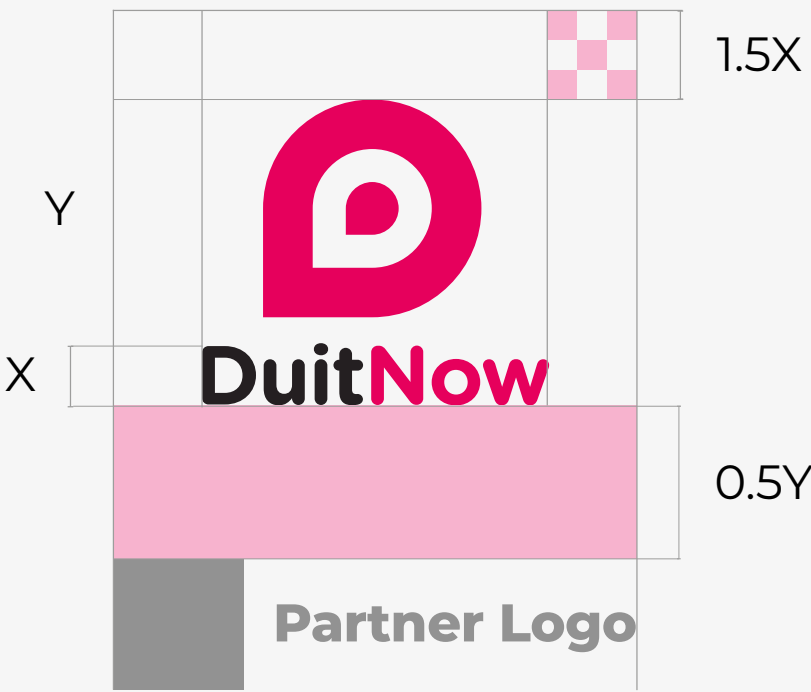
Vertical Logo Relationships

For vertical or graphic-based partner logos, use the Masterbrand logo, match heights and separate with a clearspace equal to half the height of the lockup.

Horizontal Format



Vertical Format



LOGO

Logo With Label

DuitNow is the umbrella brand of several individual products within the DuitNow ecosystem. These individual products are differentiated by the labels: “Transfer”, “QR”, “Request”, “Online Banking/ Wallets” and “AutoDebit”.

Labels should be in title case and placed either below the logo vertically or to its right horizontally. Participants or merchants may use fonts similar to their web or mobile interface and choose the logo and label size, ensuring legibility.

Product labels must not be altered or changed. The only exception is for “Online Banking/Wallets” – when in limited situation where special characters are not possible, “Online Banking or Wallets” is to be used.

Whenever the DuitNow logo cannot be displayed due to space limitation, replace the logo with text. Use DuitNow with <Label>, see example below.

1. DuitNow Transfer
2. DuitNow QR
3. DuitNow Request
4. DuitNow Online Banking/Wallets
5. DuitNow AutoDebit



Light Background



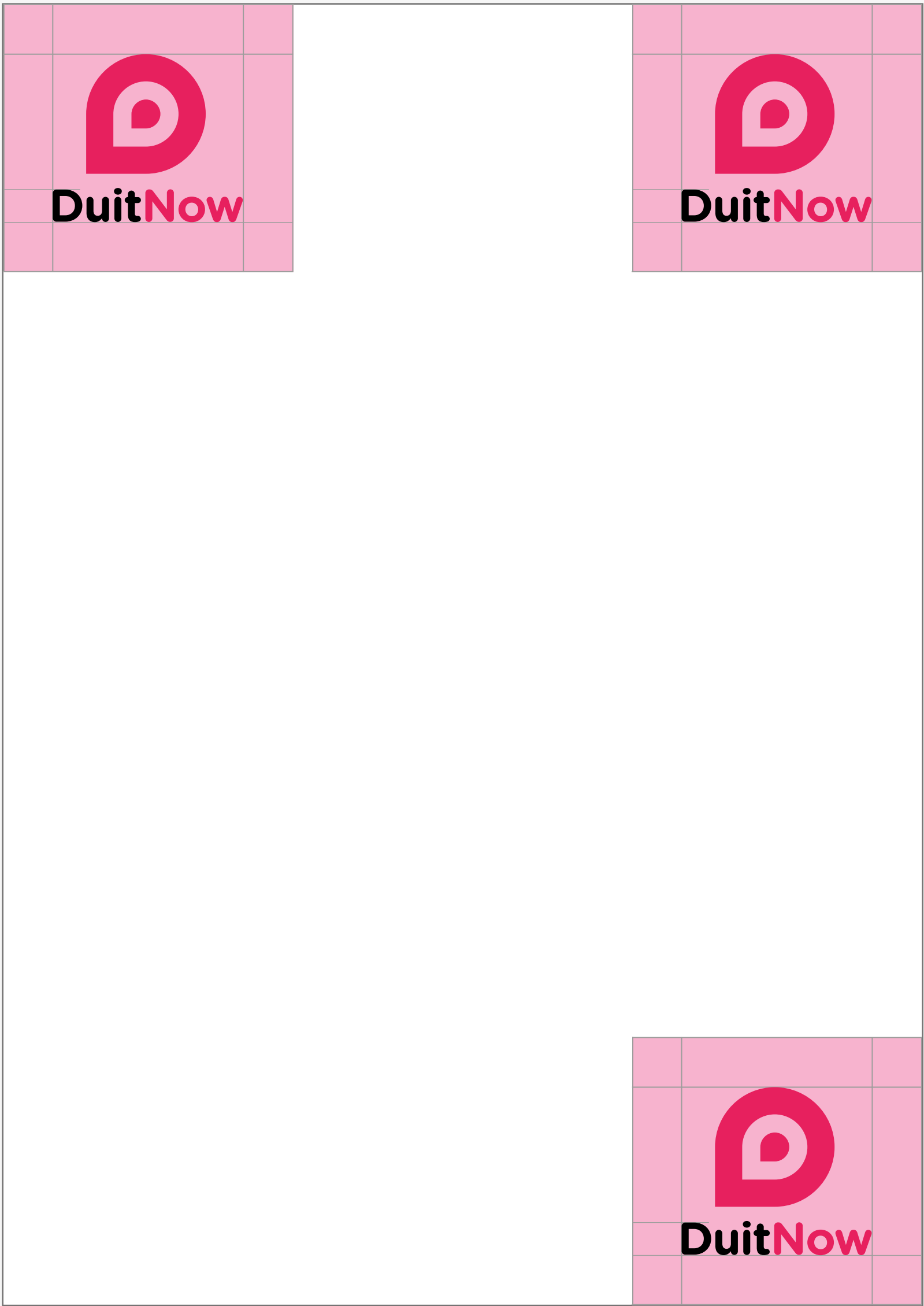
Dark Background



LOGO

Logo Placement

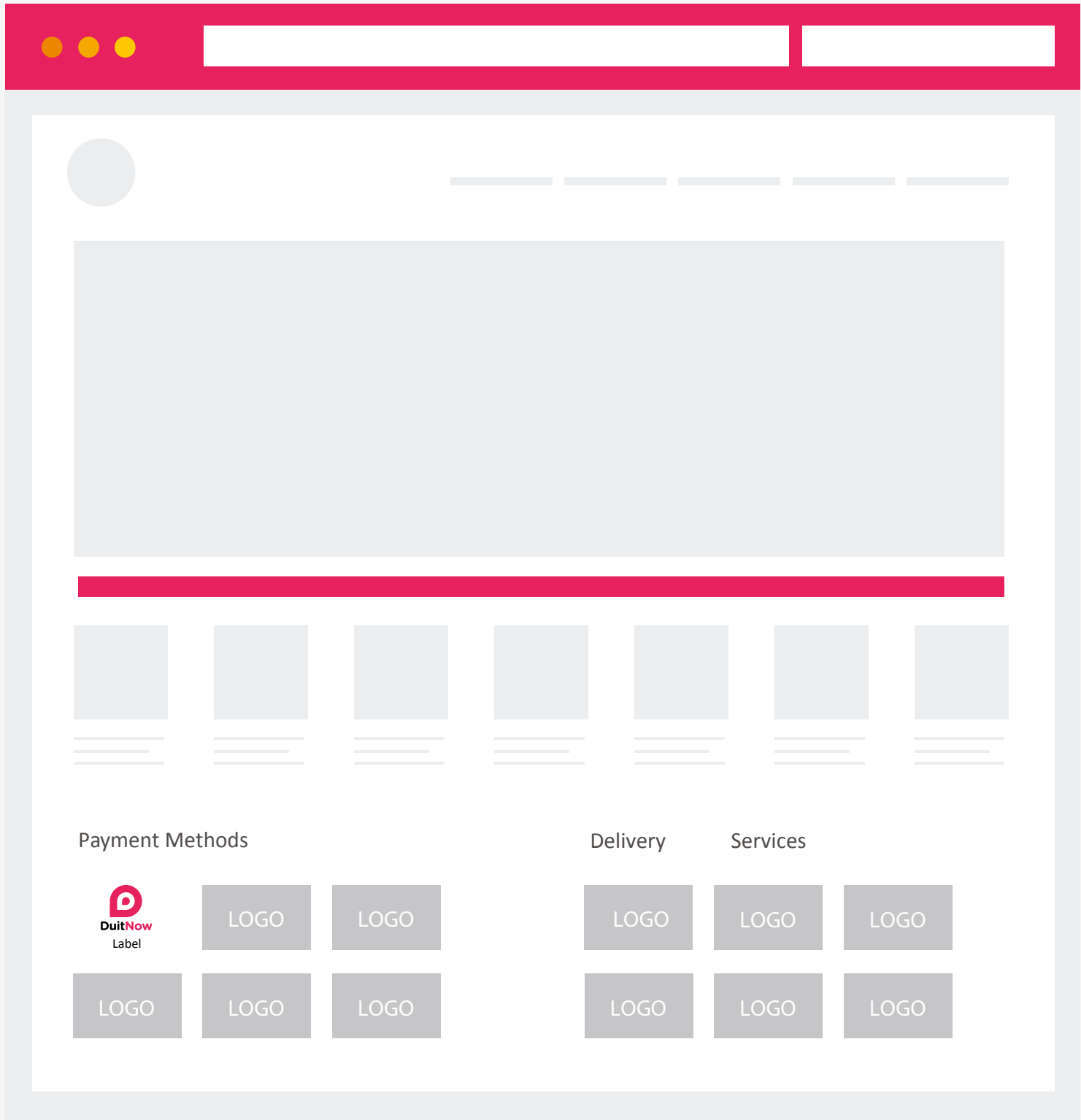
The DuitNow logo must be displayed consistently in either the top left, top right or bottom right corner of the layout. The logo's size should be proportional to the overall layout, ensuring it remains legible, recognizable and consistent across all materials.



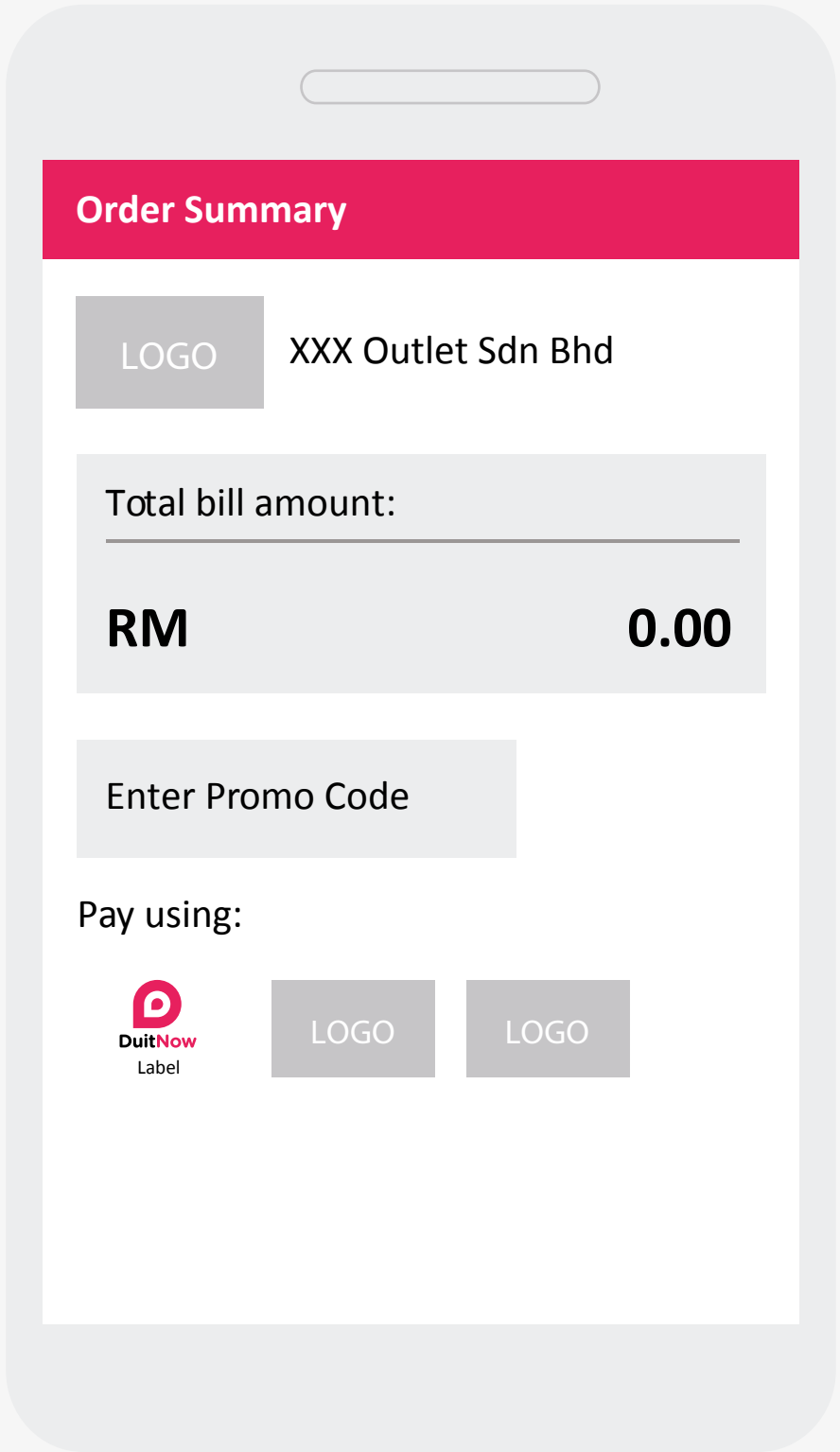
LOGO

Logo Placement

The DuitNow logo must be displayed in any digital environment including website, wallets, apps, and other forms of e-commerce wherever payment options are presented. Use the product label together with the DuitNow logo whenever necessary, to indicate a specific product under the payment options.



Participant's Website



Paticipant's Mobile App

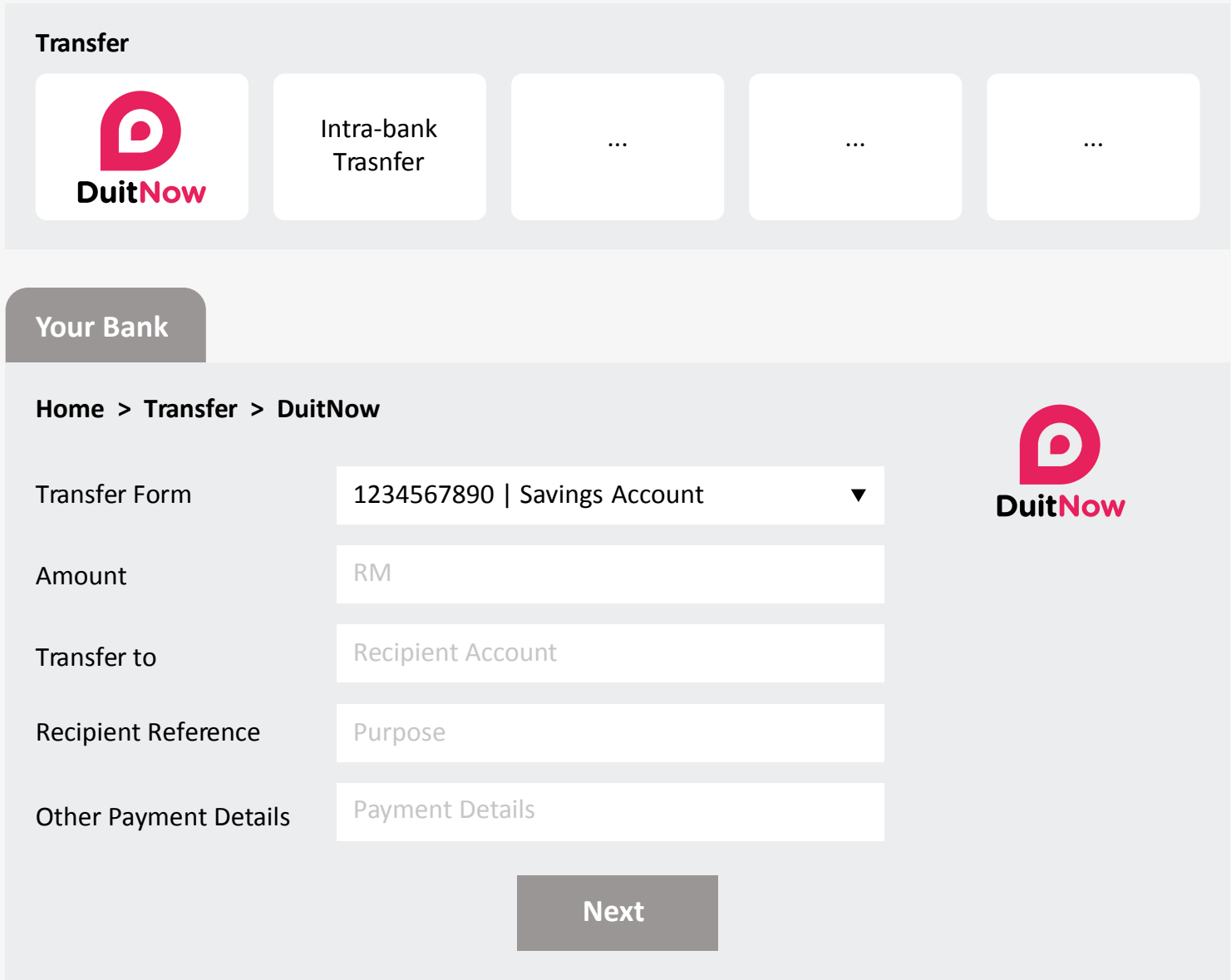
LOGO

Logo Placement

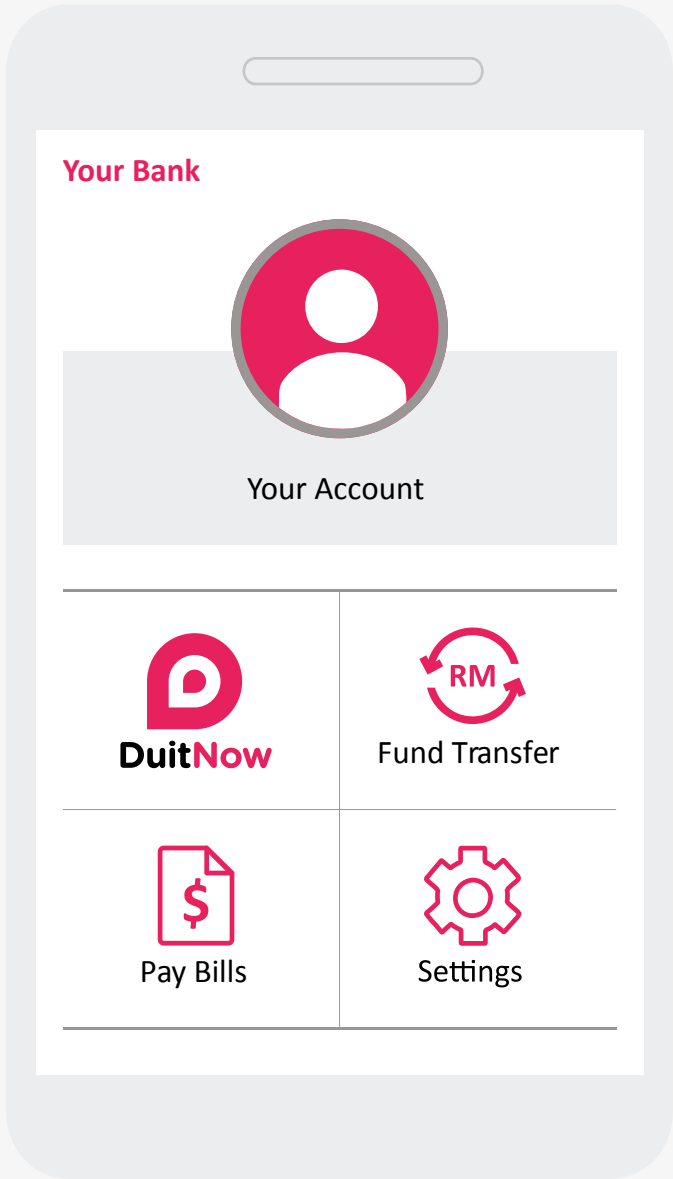
In accordance to DuitNow Rules and Operating Procedures, DuitNow service must occupy a prominent position within the pages or menu of a financial institution’s Internet or Mobile Banking services.

The following are examples of the placement of DuitNow logo within a website or mobile site.

DuitNow respects that every financial institution has a different approach to the design of their Internet and Mobile Banking services. To promote standardization across all banks, the DuitNow logo should be placed in the main menu for visibility of the brand and to encourage utilization of the service among bank customers.



Internet Banking Payment Initiation



Mobile Banking Menu



Colour

Colour Values
Suggested Pairings

COLOUR

Colour Values

The DuitNow color palette is used in all branded materials.

Specific Pantone® numbers are provided for color matching and spot color ink for print applications. Process color (CMYK) values are provided for 4-color print needs. RGB color values have also been provided for digital applications.

DuitNow Ruby

#E5005B
C1 M92 Y4 K0
R299 G0 B91
PMS 219C

Black

#000000
C0 M0 Y0 K100
R0 G0 B0
PMS BLACK 6C

White

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255
11-0601 TCX Bright White

COLOUR

Suggested Pairings

The color pairings on this page show a set of color combinations that should be used for text and background colors.

Usage of colours for text on background should adhere to the examples here.

Hello!

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255
11-0601 TCX Bright White

Hello!

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255
11-0601 TCX Bright White

Hello!

#000000
C0 M0 Y0 K100
R0 G0 B0
PMS BLACK 6C

Hello!

#E5005B
C1 M92 Y4 K0
R299 G0 B91
PMS 219C
DuitNow Ruby

Hello!

#E5005B
C1 M92 Y4 K0
R299 G0 B91
PMS 219C
DuitNow Ruby

Typography

Brand Typeface
Typography Hierarchy

TYPOGRAPHY

Brand
Typeface

Our primary typeface is Montserrat, a modern and highly functional sans serif typeface that comes in various weights and widths that allow for design flexibility.

Montserrat works well for all levels and sizes of type from headlines to bodycopy, both in print and on screen.

The three main cuts used for this brand are Extra Bold, Semi Bold and Regular.

Montserrat Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY

Hierarchy & Usage

The brand typeface comes in various versatile weights, although only three select ones are used. Setting type with a mindful hierarchy helps make copy easy to read and navigate. It helps our main messages stand out and creates an attractively designed page.

We create hierarchy through variations in type position, weight, size, capitalization and colour.

MONTERRAT EXTRA BOLD
FONT SIZE 160 PT LEADING 160PT

This is a Headline

MONTERRAT SEMI BOLD
FONT SIZE 47 PT

Your trust, our commitment.

MONTERRAT REGULAR
FONT SIZE 47 PT LEADING 56.4PT

This is an example of a body copy
with 1.2 line height which means 1.2
times the type size.

TYPOGRAPHY

QR POSM Typeface

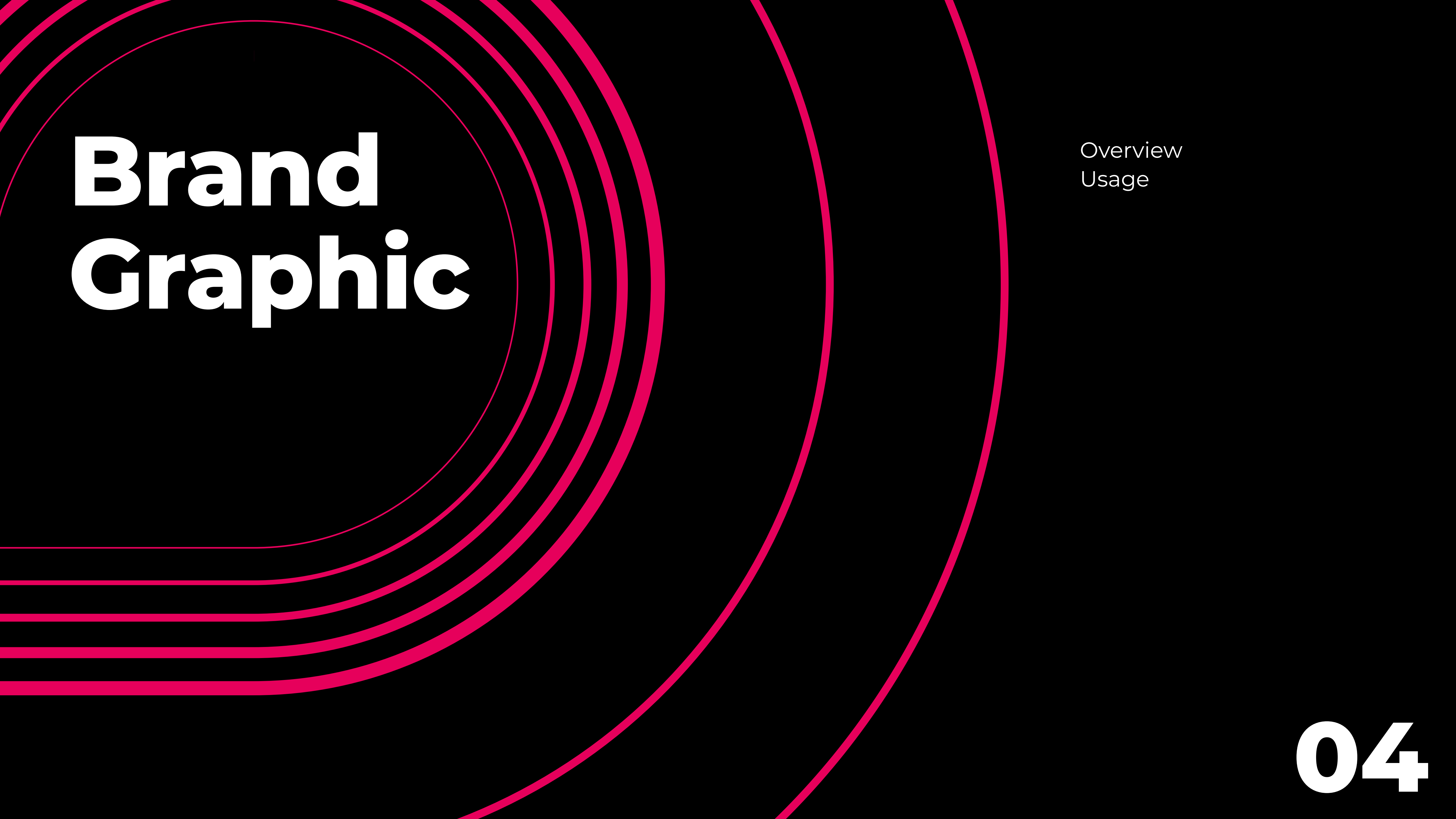
We use Nunito on QR POSM items as it's a versatile and friendly typeface ideal for designs that prioritises readability without sacrificing character.

Nunito Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Nunito Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Brand Graphic

Overview
Usage

BRAND GRAPHIC

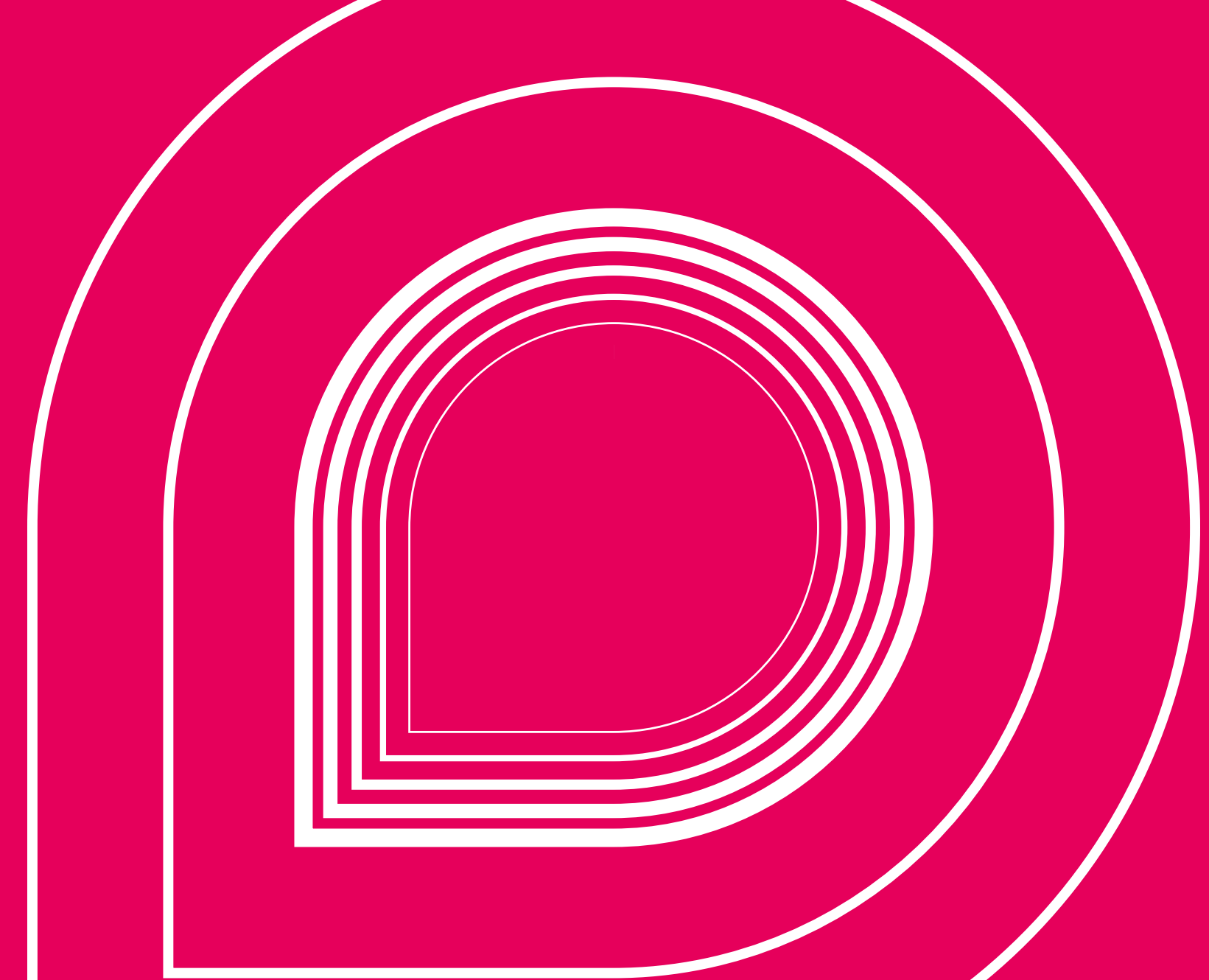
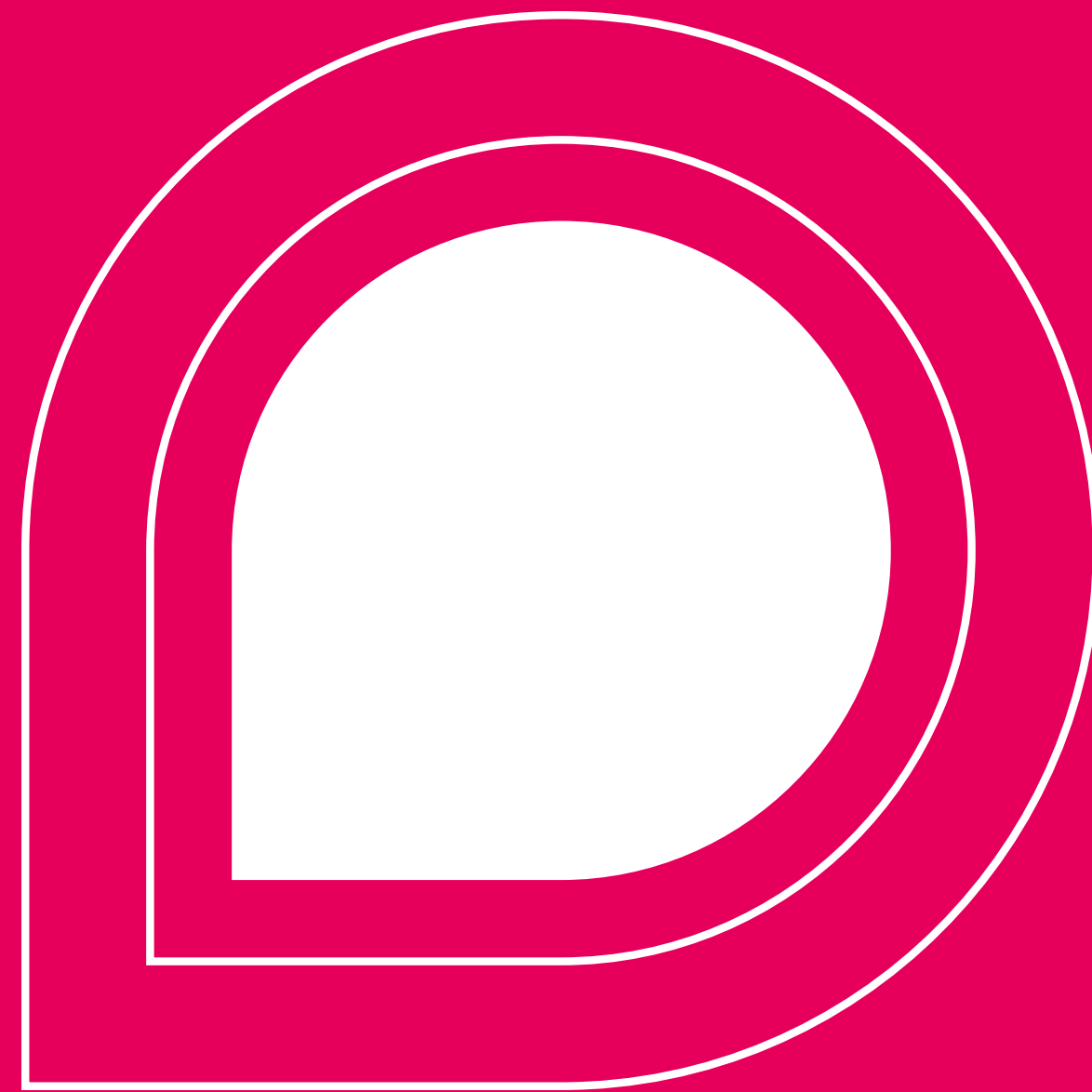
Overview

The brand graphic is derived from the brand logo, a simplified design of the letter D. The impact and dynamism of the brand is amplified and expressed through the radiating lines that emerge from this distinctive shape.

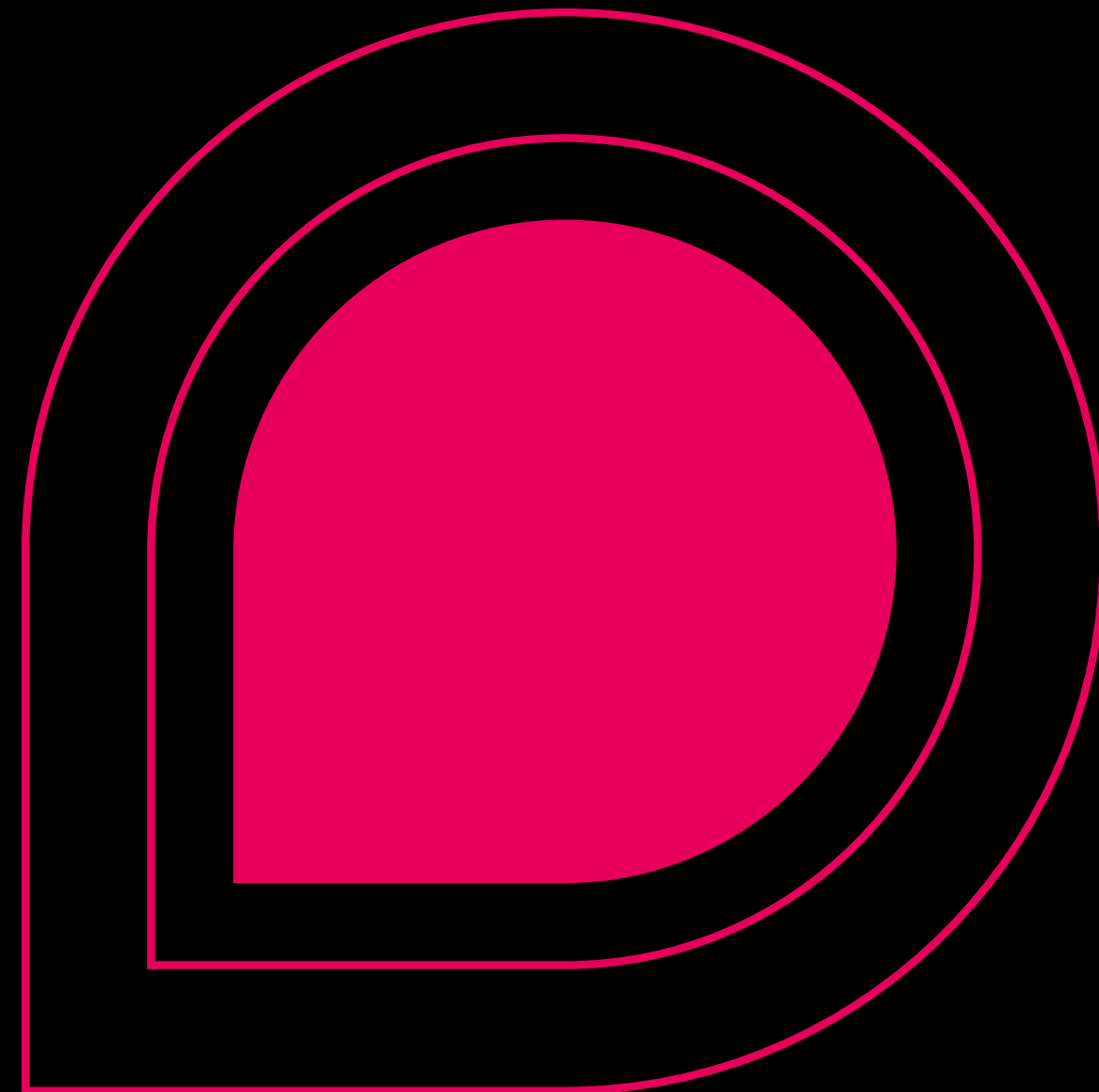
This shape is used flexibly within the brand as a supergraphic, to hold content and body copy, or with photography.

There are 2 versions of the brand graphics:

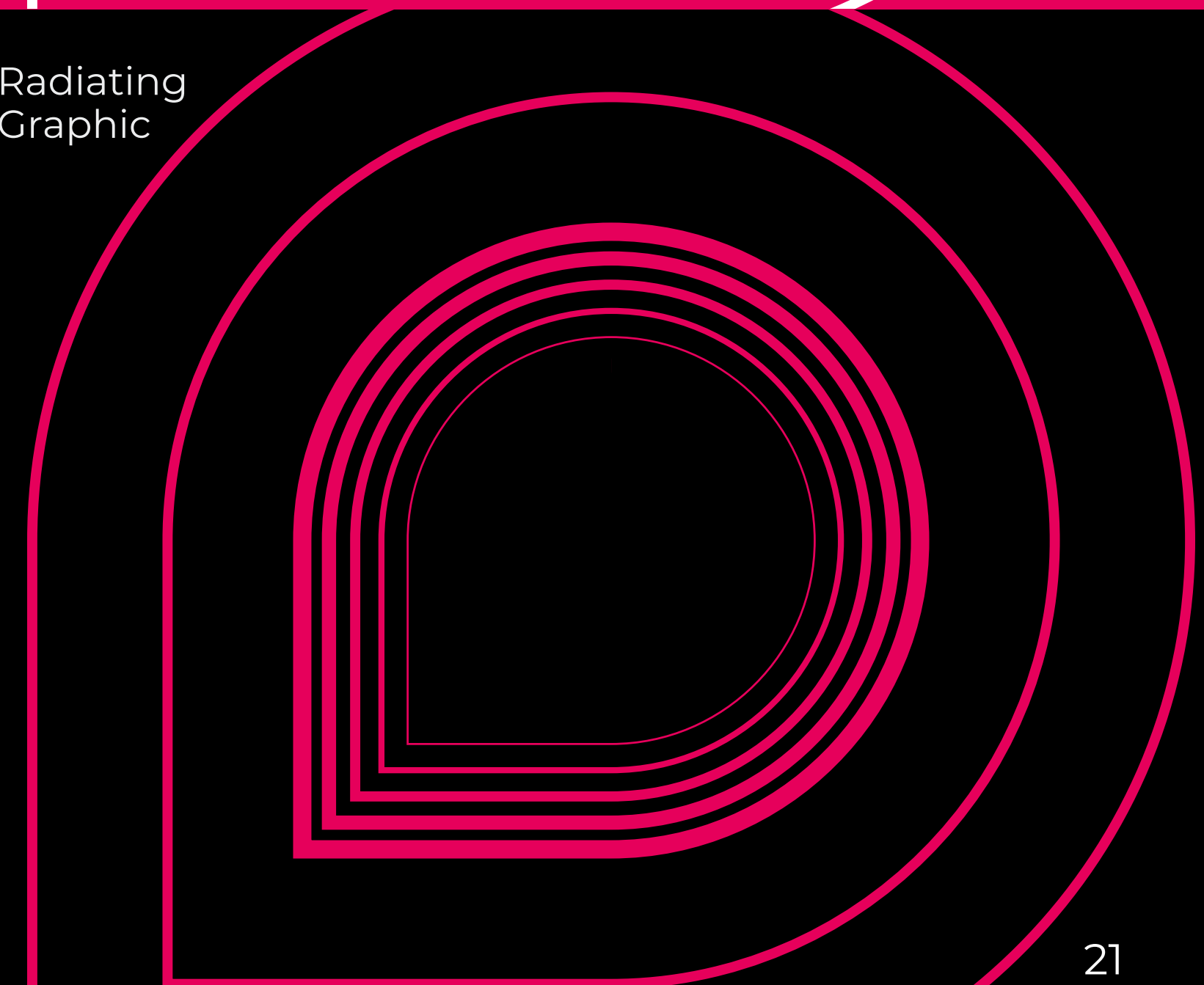
1. Simple graphic: 2 broad radiating lines from the center.
2. Radiating graphic: a section of 5 inner radiating lines, followed by a section of 2 broader radiating lines.



Simple
Graphic



Radiating
Graphic



BRAND GRAPHIC

Usage With Logo

When used as a container for the DuitNow logo, the proportions of the logo to that of the brand graphic should be observed as shown. The placement and size of the brand logo follows a grid based on the x-height of the wordmark.

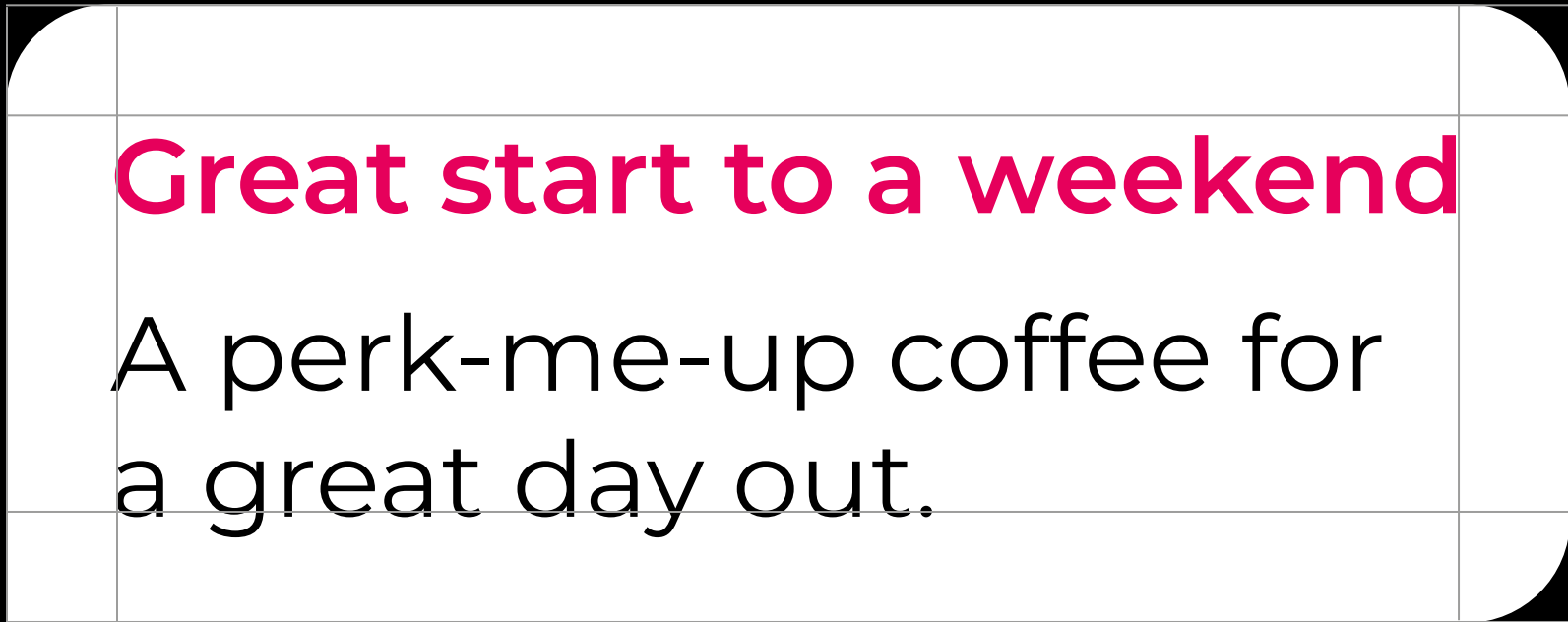


BRAND GRAPHIC

Usage With Text

When used as a container for copy, typographic rules outlined for the DuitNow brand should be observed.

As a general rule, an inset of 40px should be applied to the text frame to avoid positioning text too closely to the brand graphic when used as a container for copy.



BRAND GRAPHIC

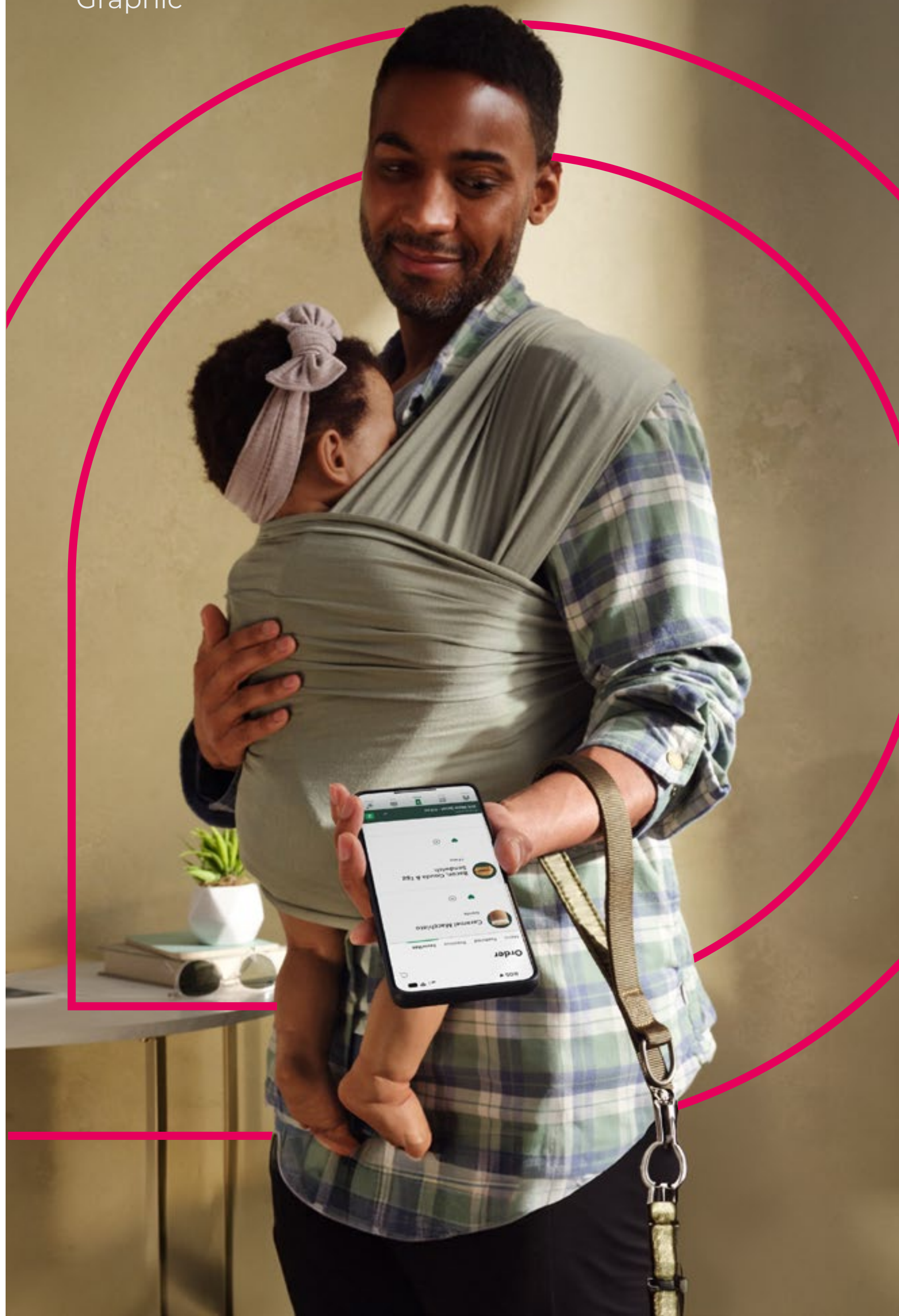
Usage With Imagery

When used with imagery, the DuitNow graphic can do either of the following:

1. Using the simple graphic to frame a subject within a photograph.
2. Using the radiating graphic as a holding shape for photography.

This application is usually used in print ads or marketing materials where a more lifestyle-led look and feel is required.

Simple
Graphic



Radiating
Graphic



Iconography

Overview
Usage
Icon Creation

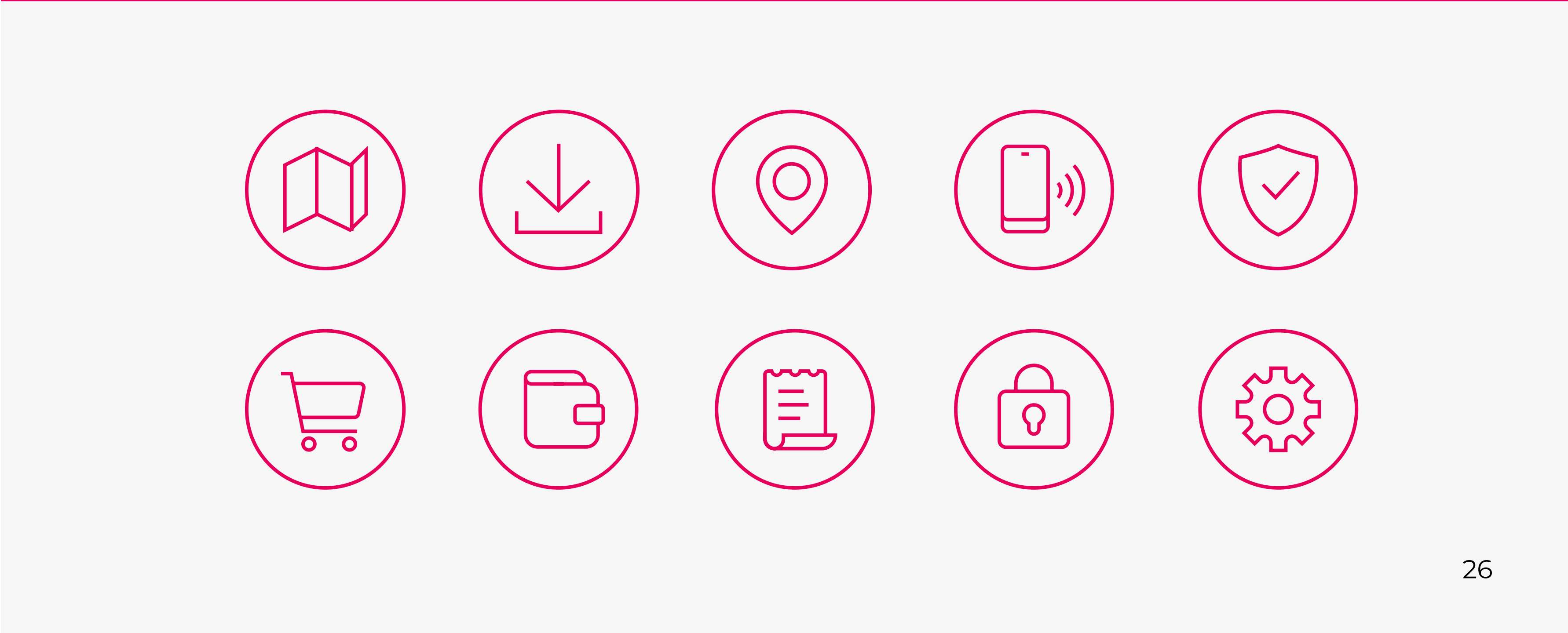
ICONOGRAPHY

Overview

Iconography can help simplify complex ideas or translate messages quickly.

Every icon should share a similar style and structure to unify our communications and contribute to a consistent brand experience that is unique to DuitNow.

Our icons are built with a consistent line weight to unify our family of icons. Icons can be used in two colourways as shown.



ICONOGRAPHY

Usage

Examples of improper usage are demonstrated to provide essential guidance. It is important that the icons is are presented consistently and follow the same stylistic principles.

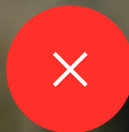
It is essential that it also appears in and on the approved colours with no visual effects applied.



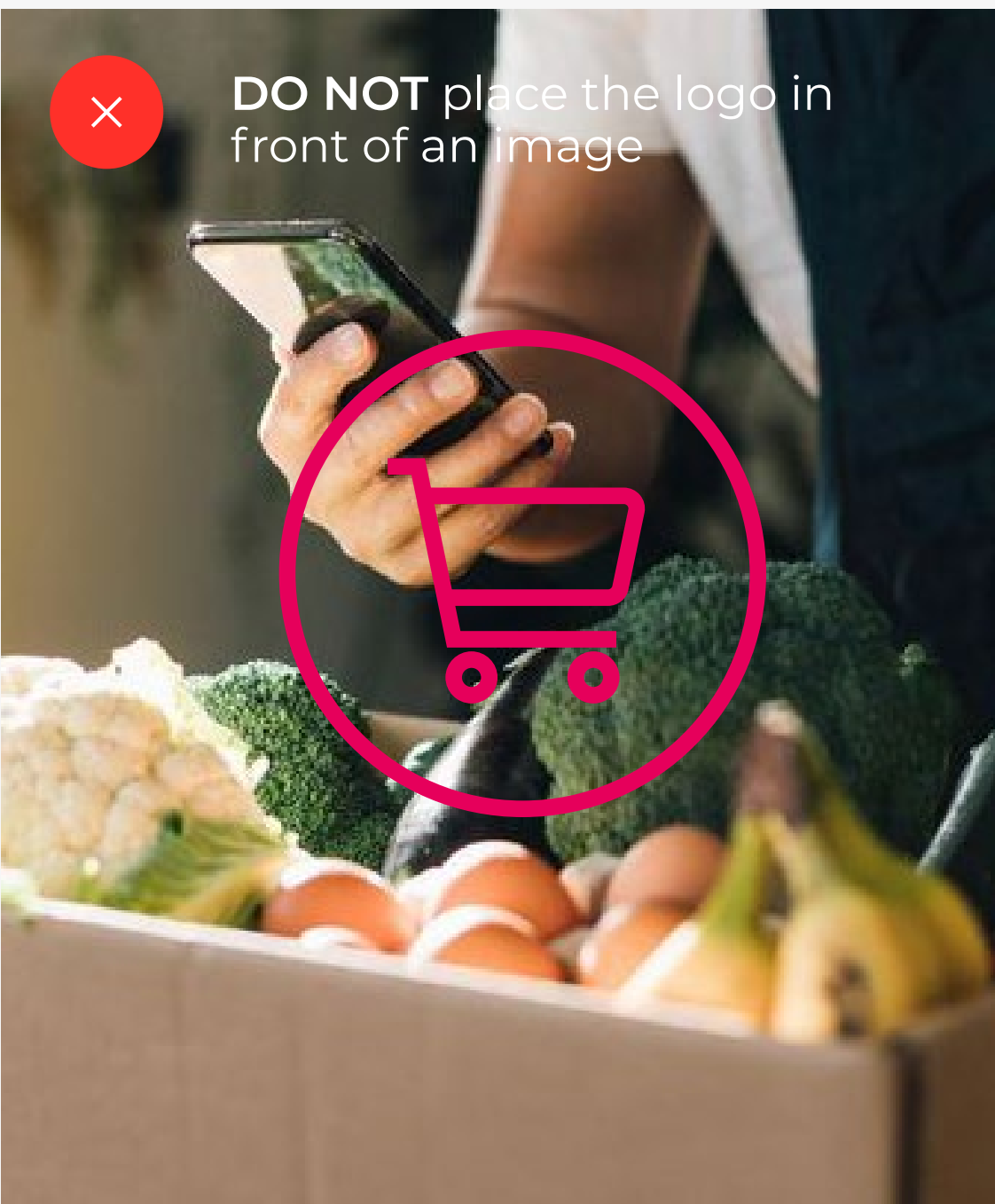
DO NOT change the style of the icon



DO NOT use a colour outside of the brand palette



DO NOT place the logo in front of an image



DO NOT use inconsistent line weights



DO NOT omit the circular holding shape



DO NOT add details or overcomplicate the design

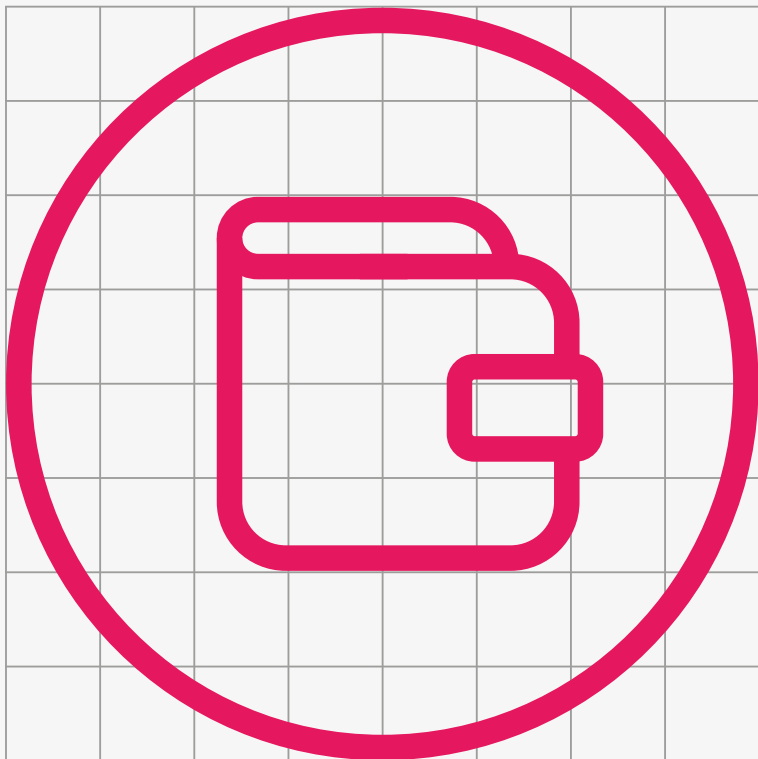
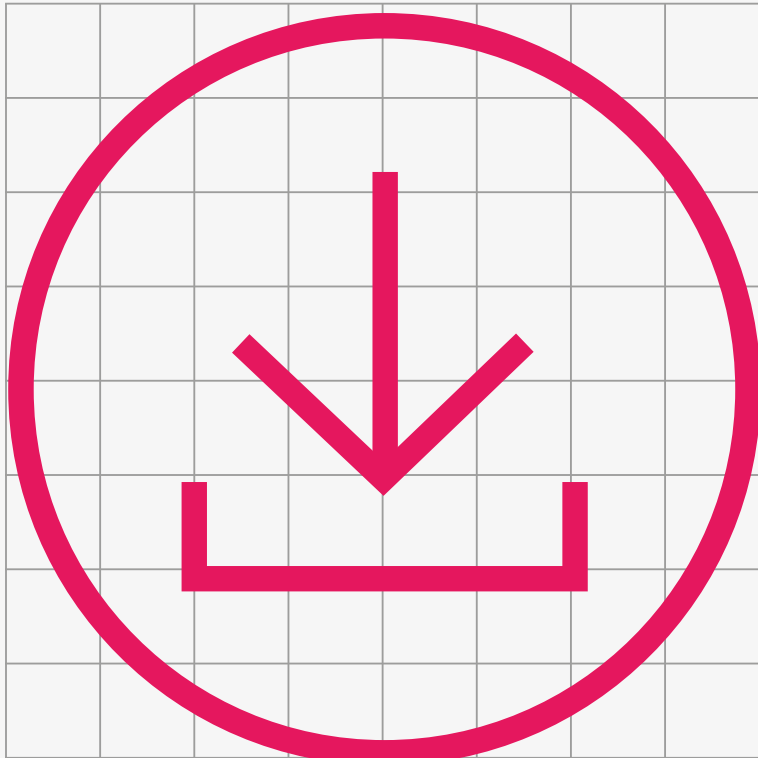
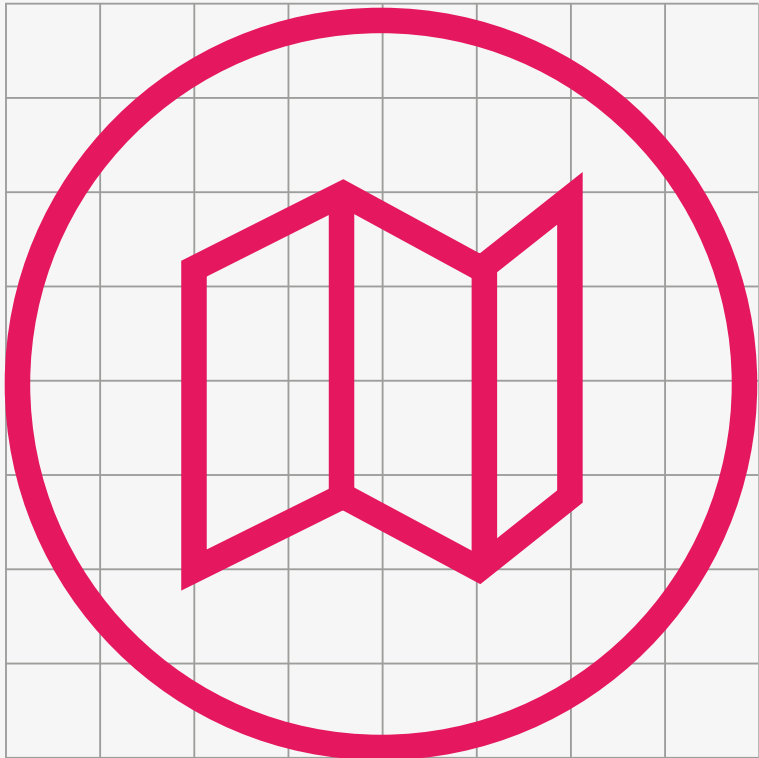


ICONOGRAPHY

Icon Creation

All DuitNow icons should be based on a foundational grid of 90 x 90 pixels. Whether you are reformatting past icons or creating new icons, scale to this grid to establish consistency in size.

The primary purpose of following a 90 x 90 pixel grid is to establish universal consistency in scale and line weight. Once you have scaled an icon consistently within this grid, set all line weights to 3 pt.



Brand Application

Bunting
Awareness Poster
Digital Banner Ads
Campaign Poster

BRAND APPLICATION

Door Decal (International)

Dimensions: 100mm x 150mm

- Display in a prominent and visible area.
- Tell customers that QR payments/
International QR payments are
accepted by the merchant.



BRAND APPLICATION

Bunting

Dimensions: 800mmx2010mm

- Display in prominent, high-traffic areas for maximum visibility.
- Maintain consistent spacing between buntings and align multiple buntings neatly for a professional display.
- Ensure bunting remains taut and properly supported. Use durable fastenings to prevent sagging or movement due to wind or external factors.



BRAND APPLICATION

Awareness Poster

- Ensure visibility from wider distance and in various lighting conditions.
- Place OOH/ posters in high-traffic areas.



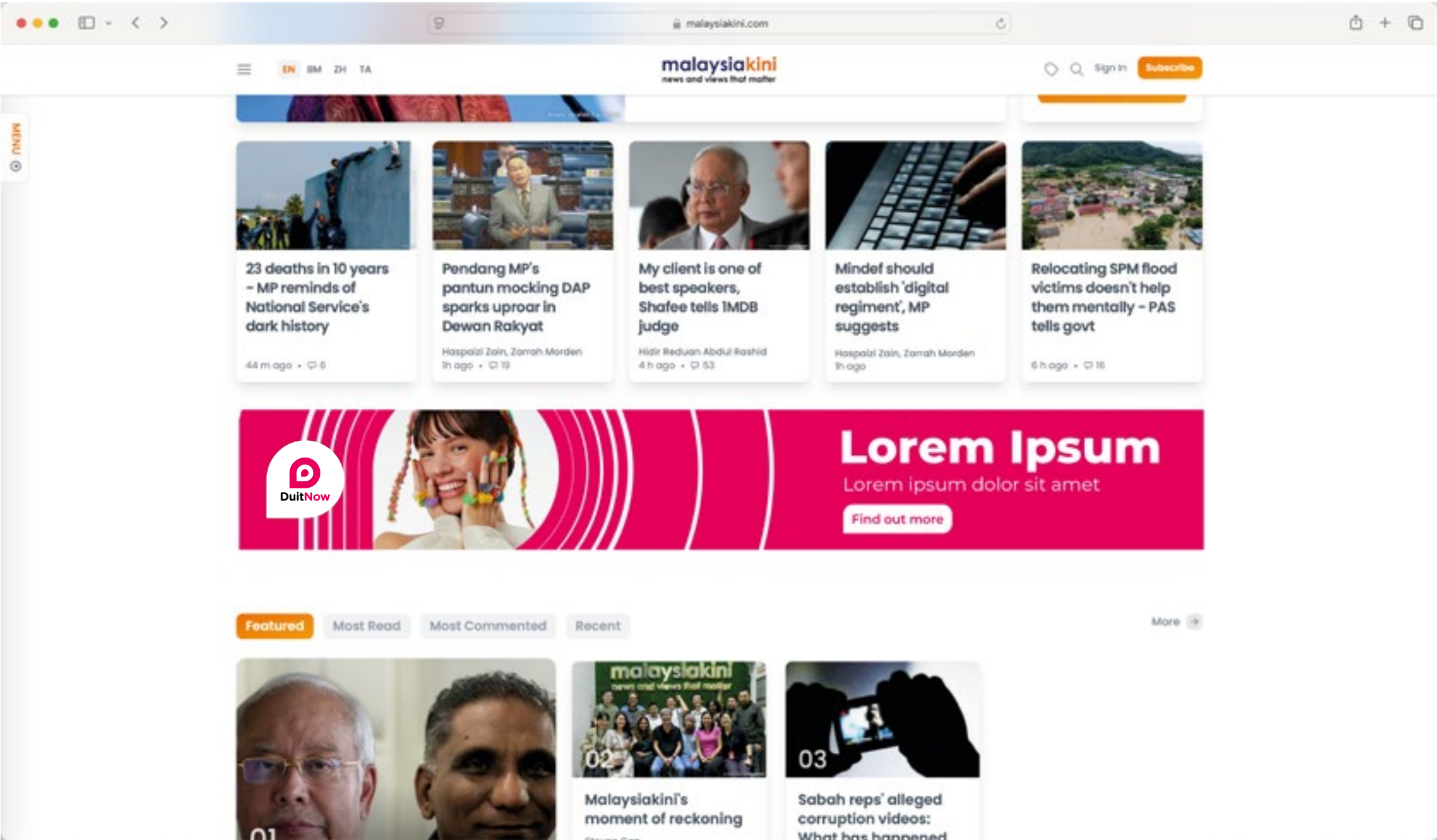
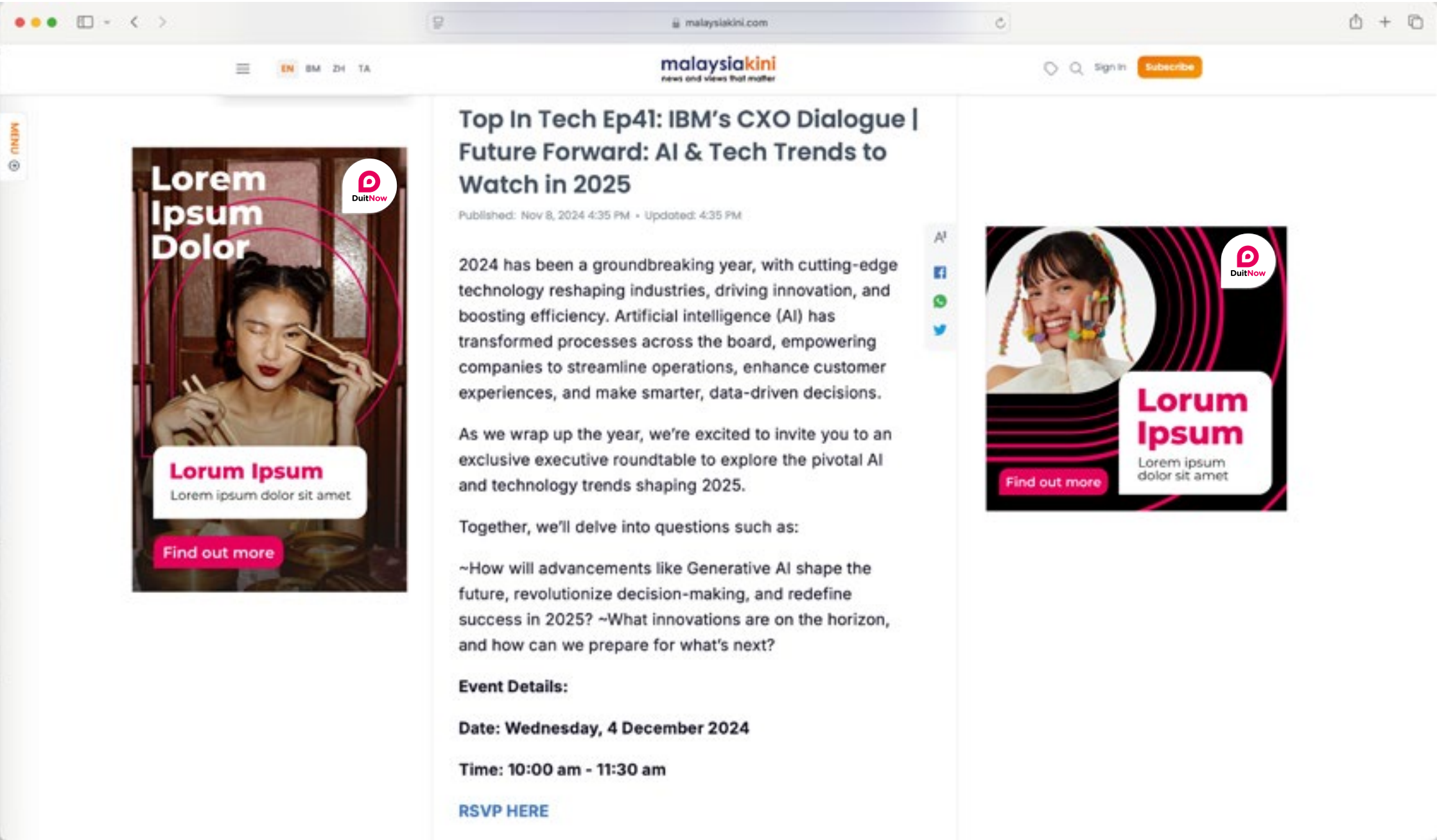
BRAND APPLICATION

Awareness Poster

- Ensure visibility from wider distance and in various lighting conditions.
- Place OOH/ posters in high-traffic areas.



Digital Banner Ads



BRAND APPLICATION

Campaign Poster

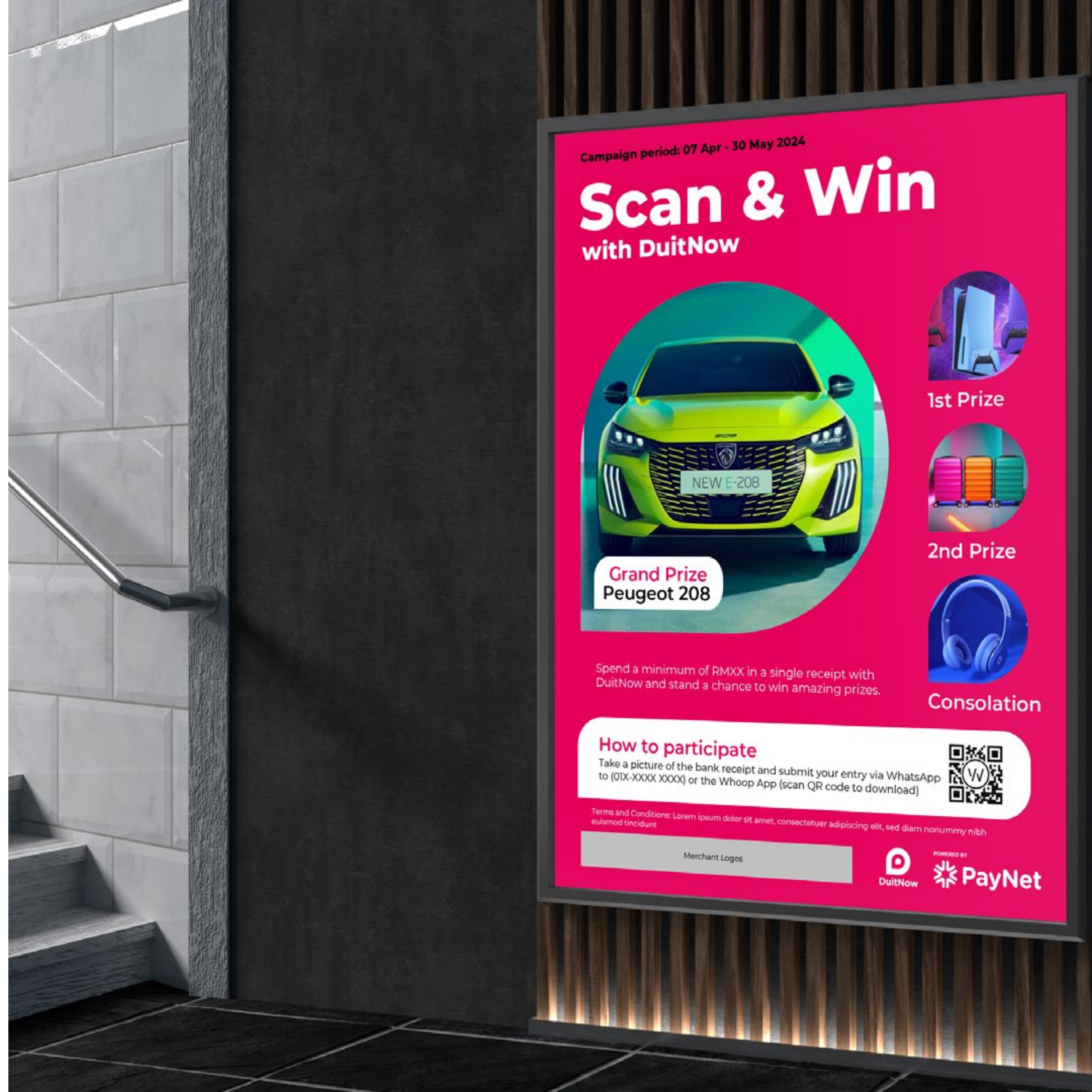
- Ensure visibility from wider distance and in various lighting conditions.
- Place OOH/ posters in high-traffic areas.



BRAND APPLICATION

Campaign Poster

- Ensure visibility from wider distance and in various lighting conditions.
- Place OOH/ posters in high-traffic areas.



QR Payment Display

Business/Merchant QR

- Printed Display
- Digital Display
- Soundbox

Personal (P2P) QR

- Printed Display
- Digital Display

QR Payment Display Guide

QR PAYMENT DISPLAY

Business/ Merchant QR

This section outlines the standards and specifications for QR payment displays used by businesses and merchants within the DuitNow ecosystem. It covers both printed and digital formats, including branding requirements and presentation across various use cases.

The merchant-presented QR codes are used by businesses to receive interoperable payments across banks and eWallets.

They may be static or dynamic and must be clearly displayed, easily scannable, and aligned with brand guidelines.

QR PAYMENT DISPLAY

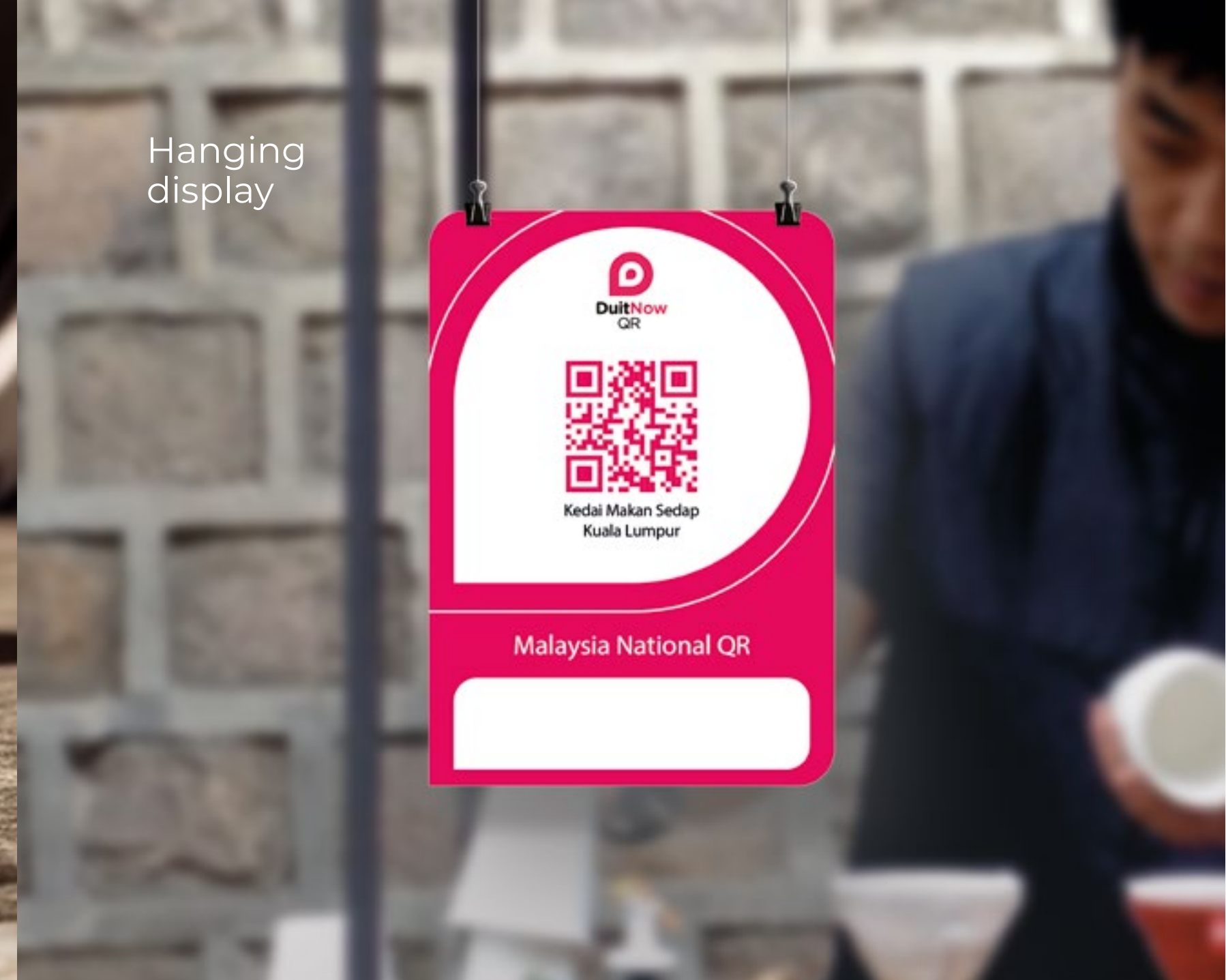
Printed Display

The QR payment display is available in 4 printed formats:

1. Counter top standee
2. Hanging display
3. Sticker
4. Lanyard

Each format is designed for distinct Point of Sale (POS) environments. Editable templates are provided to simplify customisation and ensure brand alignment.

Please refer to the following pages for detailed formatting and customisation specification to ensure proper deployment.



PRINTED DISPLAY

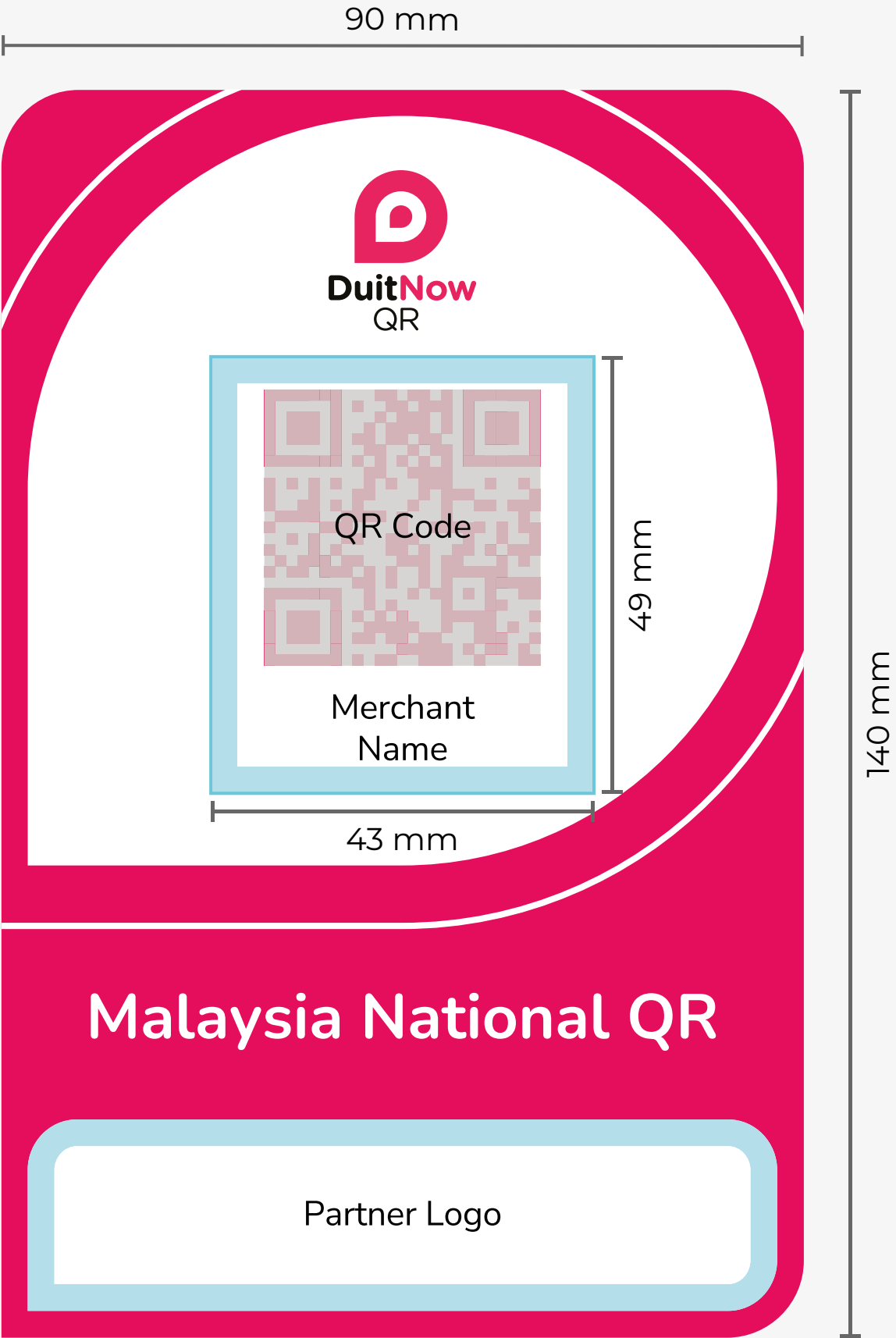
Counter Top Standee

Dimensions: 90mm x 140mm
Cutout: 43mm x 49mm
QR code: 31mm x 31mm

Customisation specification:

- The cutout area is outlined in blue, and the blue fill is the margin.
- Place the QR code within the grey square.
- Use the Nunito Sans Regular typeface, size 11pt, for the merchant name.
- Insert partner logo* in the indicated area, centered horizontally. The logo should be scaled to fit within the white space and must not extend into the blue margin area.

*Restricted to direct acquirers only. Third-party agents must not be featured.



PRINTED DISPLAY

Hanging Display

Dimensions: 148mm x 210mm

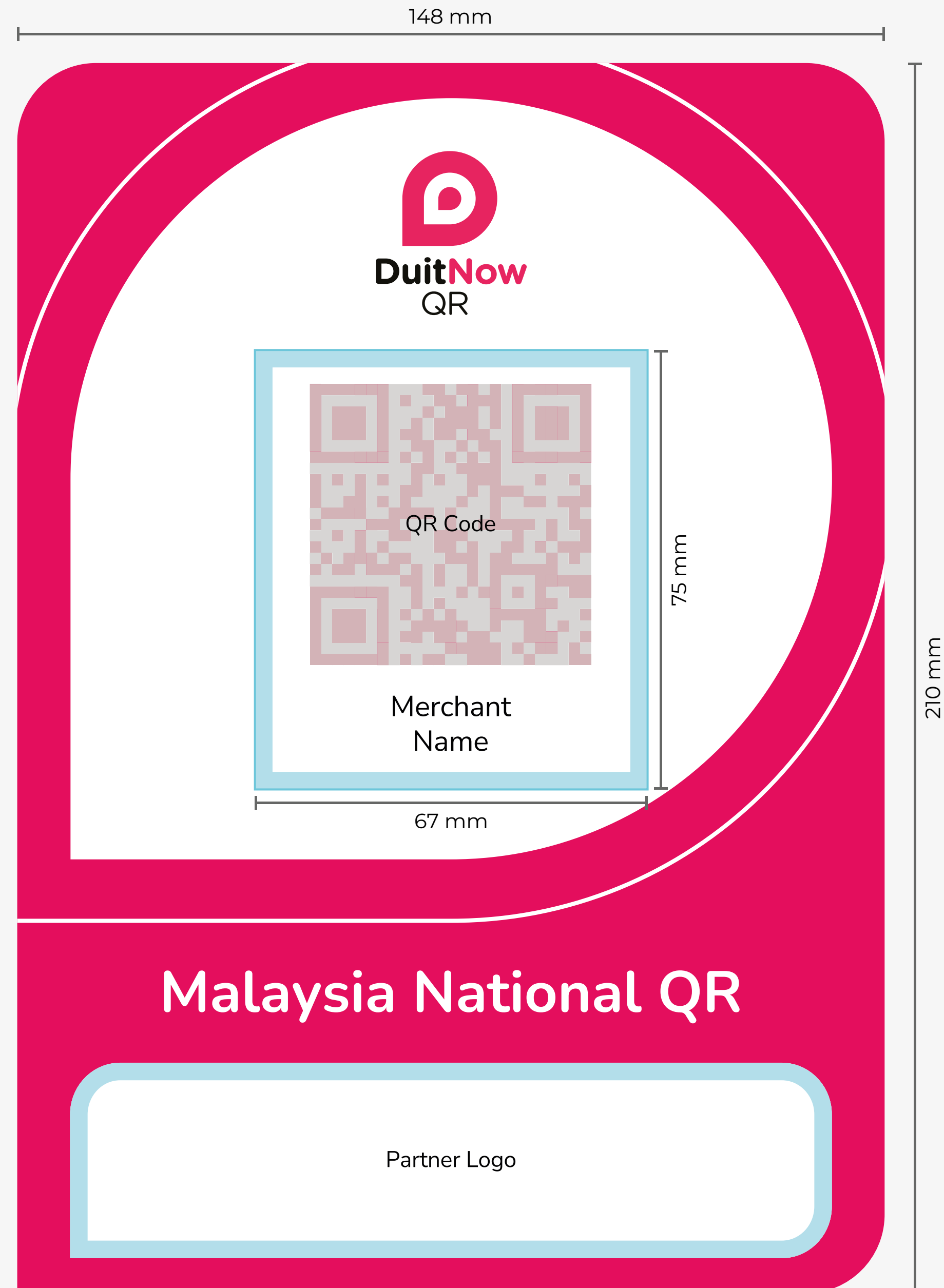
Cutout: 67mm x 75mm

QR code: 48mm x 48mm

Customisation specification:

- The cutout area is outlined in blue, and the blue fill is the margin.
- Place the QR code within the grey square.
- Use the Nunito Sans Regular typeface, size 14pt, for the merchant name.
- Insert partner logo* in the indicated area, centered horizontally. The logo should be scaled to fit within the white space and must not extend into the blue margin area.

*Restricted to direct acquirers only. Third-party agents must not be featured.



PRINTED DISPLAY

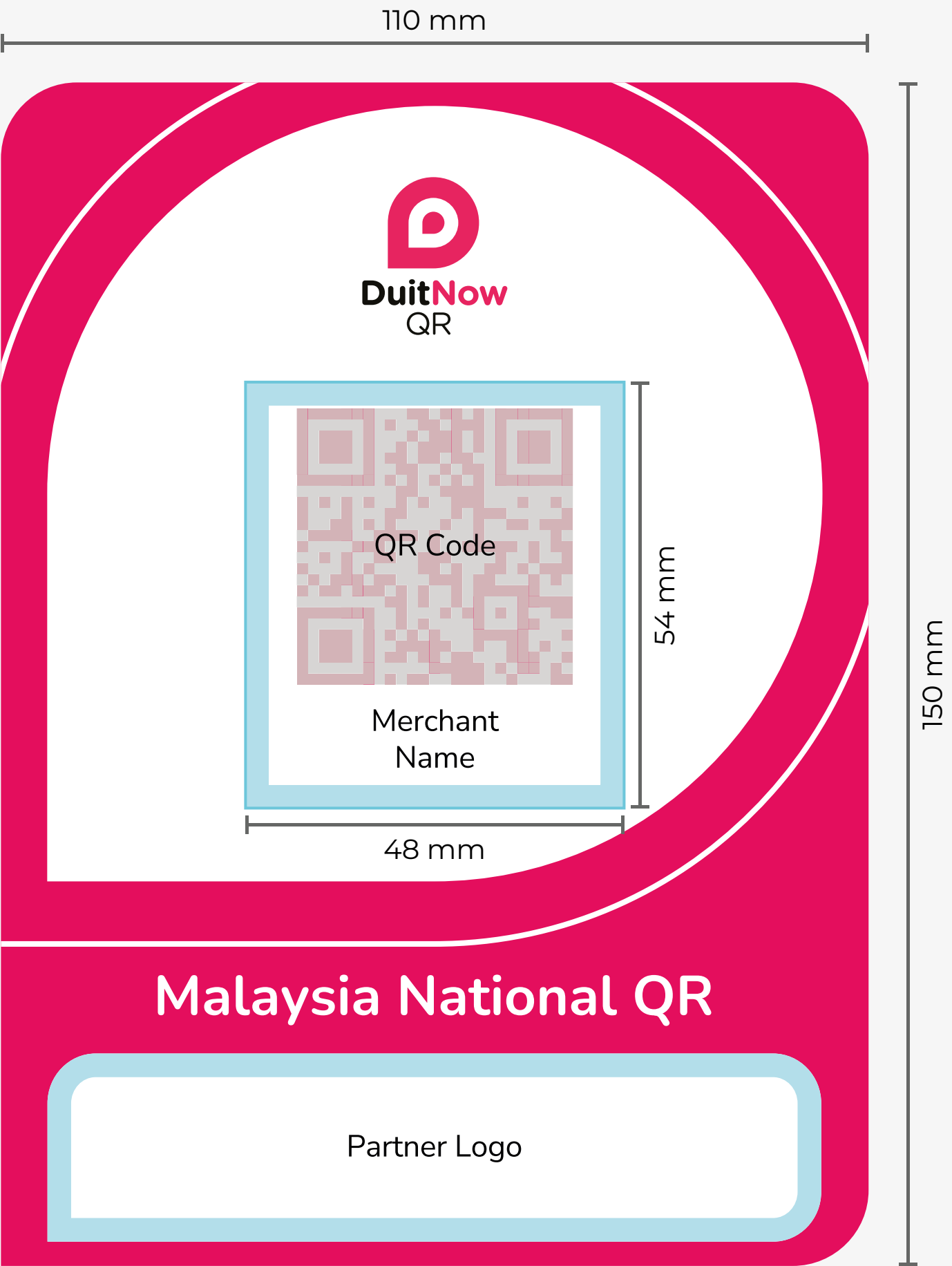
Sticker

Dimensions: 110mm x 150mm
Cutout: 48mm x 54mm
QR code: 35mm x 35mm

Customisation specification:

- The cutout area is outlined in blue, and the blue fill is the margin.
- Place the QR code within the grey square.
- Use the Nunito Sans Regular typeface, size 11pt, for the merchant name.
- Insert partner logo* in the indicated area, centered horizontally. The logo should be scaled to fit within the white space and must not extend into the blue margin area.

*Restricted to direct acquirers only. Third-party agents must not be featured.



PRINTED DISPLAY

Lanyard

Dimensions: 80mmx120mm

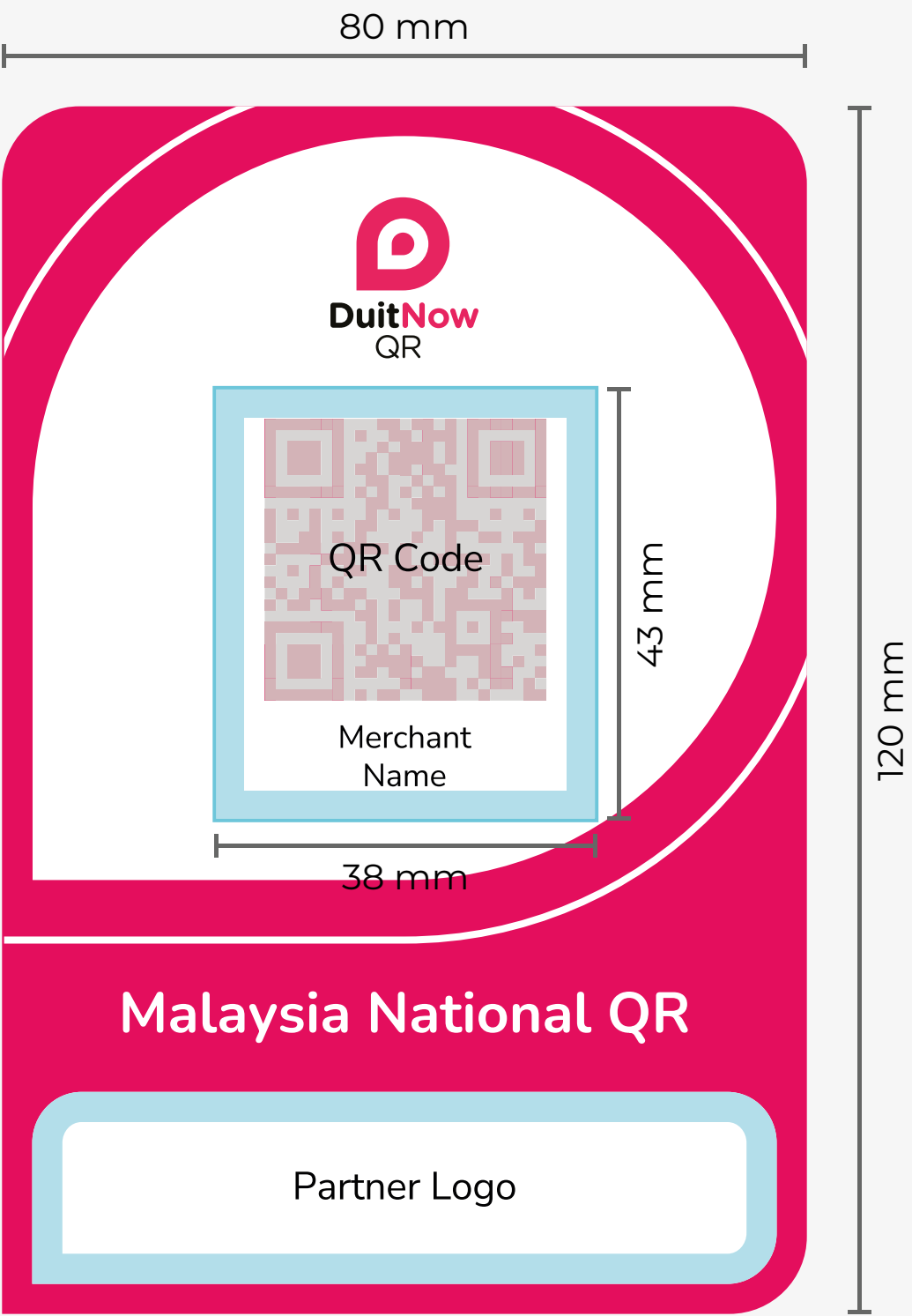
Cutout: 38mm x 43mm

QR code: 28mm x 28mm

Customisation specification:

- The cutout area is outlined in blue, and the blue fill is the margin.
- Place the QR code within the grey square.
- Use the Nunito Sans Regular typeface, size 9pt, for the merchant name.
- Insert partner logo* in the indicated area, centered horizontally. The logo should be scaled to fit within the white space and must not extend into the blue margin area.

*Restricted to direct acquirers only. Third-party agents must not be featured.



QR PAYMENT DISPLAY

Digital Display

The QR payment display is available in 4 digital formats:

1. Merchant app & E-commerce
2. Mobile Terminal
3. Tablet Terminal
4. Kiosk Terminal

Each format is optimised for specific POS terminals. They ensure consistent branding and seamless usability across screen-based environments:

Please refer to the following pages for detailed formatting and use cases to support accurate implementation.

Merchant app
& E-commerce



Mobile
Terminal



Tablet
Terminal



Kiosk
Terminal



DIGITAL DISPLAY

Merchant App & E-commerce

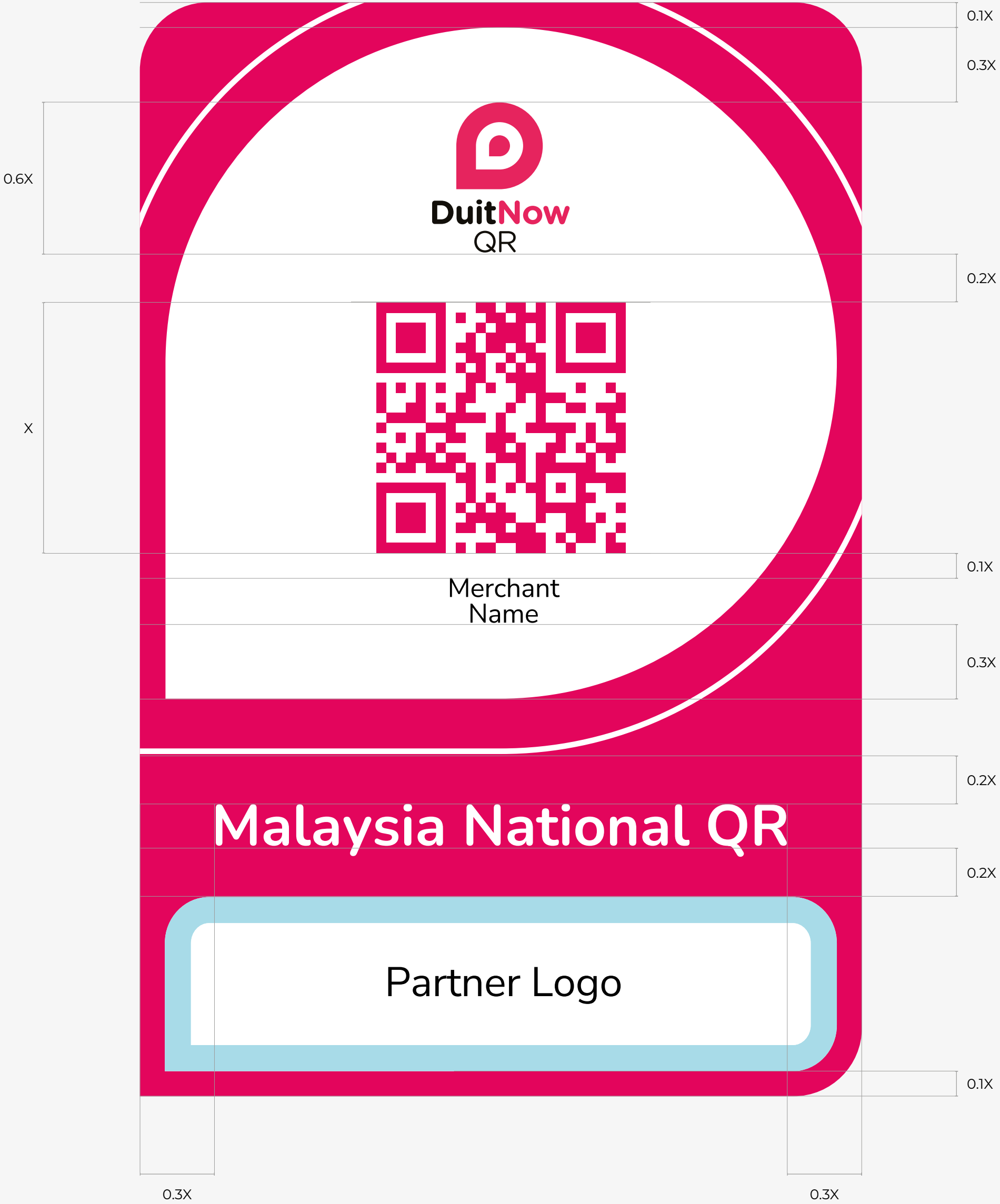
Detailed formatting:

- Scale the template proportionately to fit the designated screen.
- Use the height of the QR code as a reference to proportionally adjust the spacing between components.
- Use the Nunito Sans Regular typeface for the merchant name.
- Insert partner logo* in the indicated area, centered horizontally. The logo should be scaled to fit within the white space and must not extend into the blue margin area.

Use case:

- POS system from the merchant app on mobile phone or desktop.

*Restricted to direct acquirers only. Third-party agents must not be featured.



DIGITAL DISPLAY

Mobile Terminal

Detailed formatting:

- Scale the QR code to a size no smaller than the recommended minimum of 76 x 76 pixels (2 x 2 cm).
- Use the height and width of the QR code as a reference to proportionally consturct the surrounding frame.
- Use the Nunito Sans Regular typeface for the merchant name and Nunito Sans Bold for 'Malaysia National QR'.
- If system limitations prevents this, a default system font may be used as a substitute.

Use case:

- POS system on handheld POS terminal and mobile phone terminals.



DIGITAL DISPLAY

Tablet Terminal

Detailed formatting:

- Scale the QR code to a size no smaller than the recommended minimum of 76 x 76 pixels (2 x 2 cm).
- Use the height and width of the QR code as a reference to proportionally consturct the surrounding frame.
- The DuitNow QR logo must be in full color and scaled to no more than 25% of the QR code's size.
- Use the Nunito Sans Regular typeface for the merchant name and Nunito Sans Bold for 'Malaysia National QR'.
- If system limitations prevents this, a default system font may be used as a substitute.

Usage:

- POS system on Tablet POS terminal.



DIGITAL DISPLAY

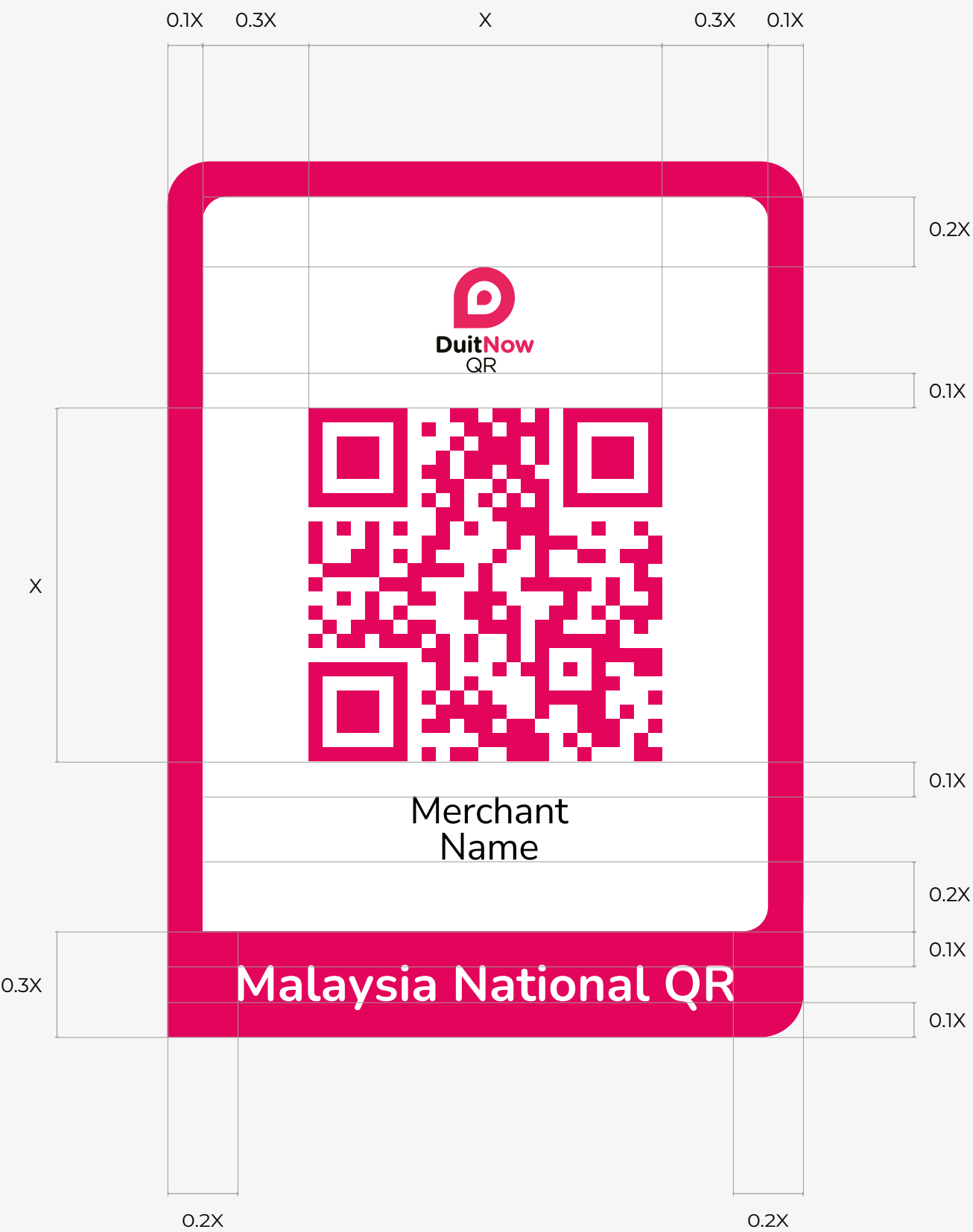
Kiosk Terminal

Detailed formatting:

- Scale the QR code to a size no smaller than the recommended minimum of 76 x 76 pixels (2 x 2 cm).
- Use the height and width of the QR code as a reference to proportionally consturct the surrounding frame.
- The DuitNow QR logo must be in full colour and placed centered above the QR code.
- Use the Nunito Sans Regular typeface for the merchant name and Nunito Sans Bold for 'Malaysia National QR'.
- If system limitations prevents this, a default system font may be used as a substitute.

Use case:

- POS system on the self-service kiosks.



QR PAYMENT DISPLAY

Soundbox

There are 3 approved display formats for soundbox devices:

- 1. Printed display
- 2. Digital display
- 3. Mixed display

Each format is designed to support consistent brand presentation across different devices.

Please refer to the following pages for the detailed formatting to ensure proper implementation.

Printed display



Digital display



Mixed display



SOUNDBOX

Printed Display

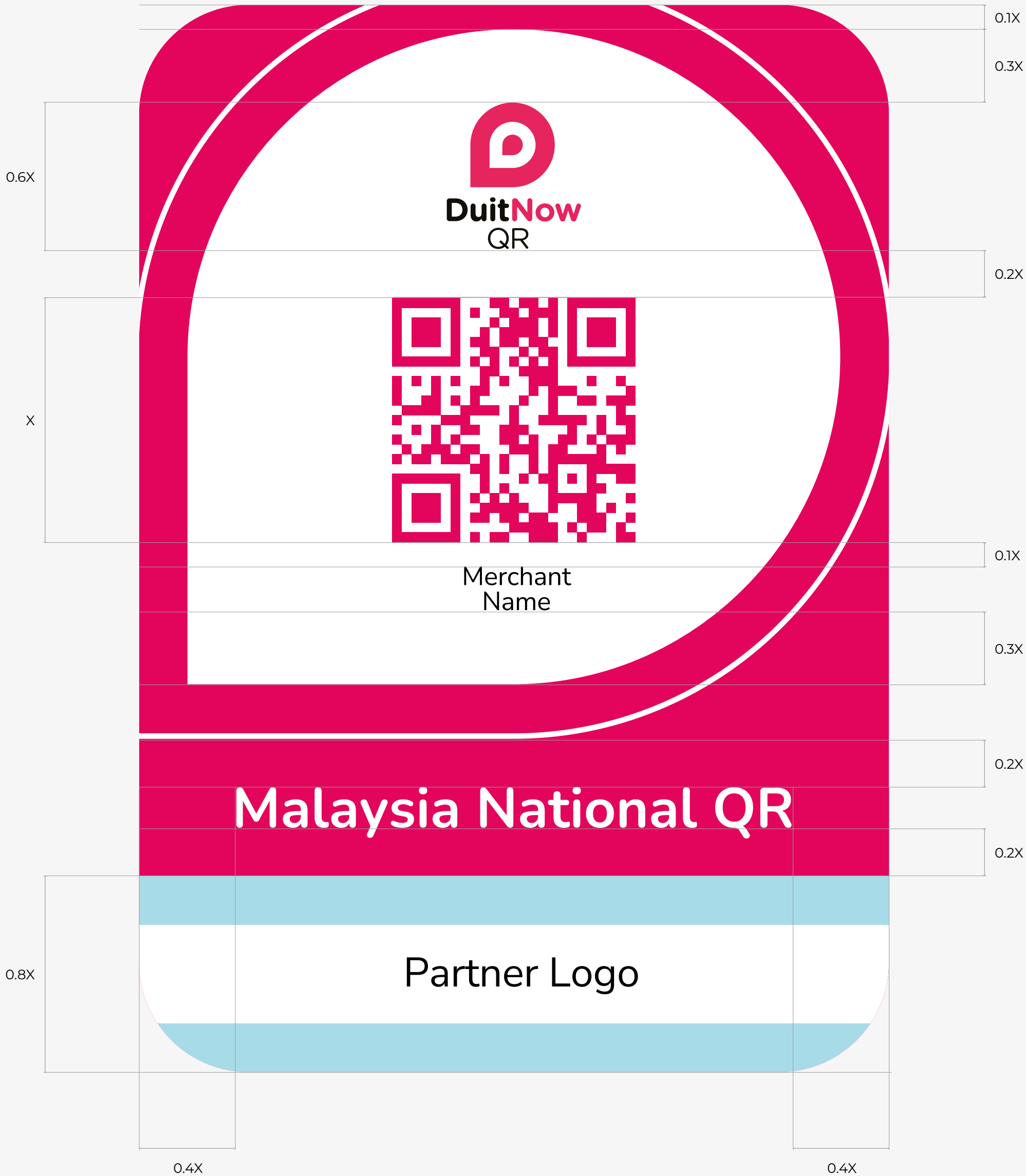
Detailed formatting:

- Scale the template proportionately to fit the soundbox's physical dimensions.
- Use the height and width of the QR code as a reference to proportionally adjust the space between the components.
- Use the Nunito Sans Regular typeface for the merchant name.
- Insert partner logo* in the indicated area, centered horizontally. The logo should be scaled to fit within the white space and must not extend into the blue margin area.

Use case:

- Soundbox without built-in screen.

*Restricted to direct acquirers only. Third-party agents must not be featured.



Digital Display

Detailed formatting:

- Scale the QR code to a size no smaller than the recommended minimum of 76 x 76 pixels (2 x 2 cm).
- Use the height and width of the QR code as a reference to proportionally consturct the surrounding frame.
- The DuitNow QR logo must be in full color and scaled to no more than 25% of the QR code's size.
- Use the Nunito Sans Regular typeface for the merchant name and Nunito Sans Bold for 'Malaysia National QR'.
- If system limitations prevents this, a default system font may be used as a substitute.

Use case:

- Soundbox with a large built-in screen.



SOUNDBOX

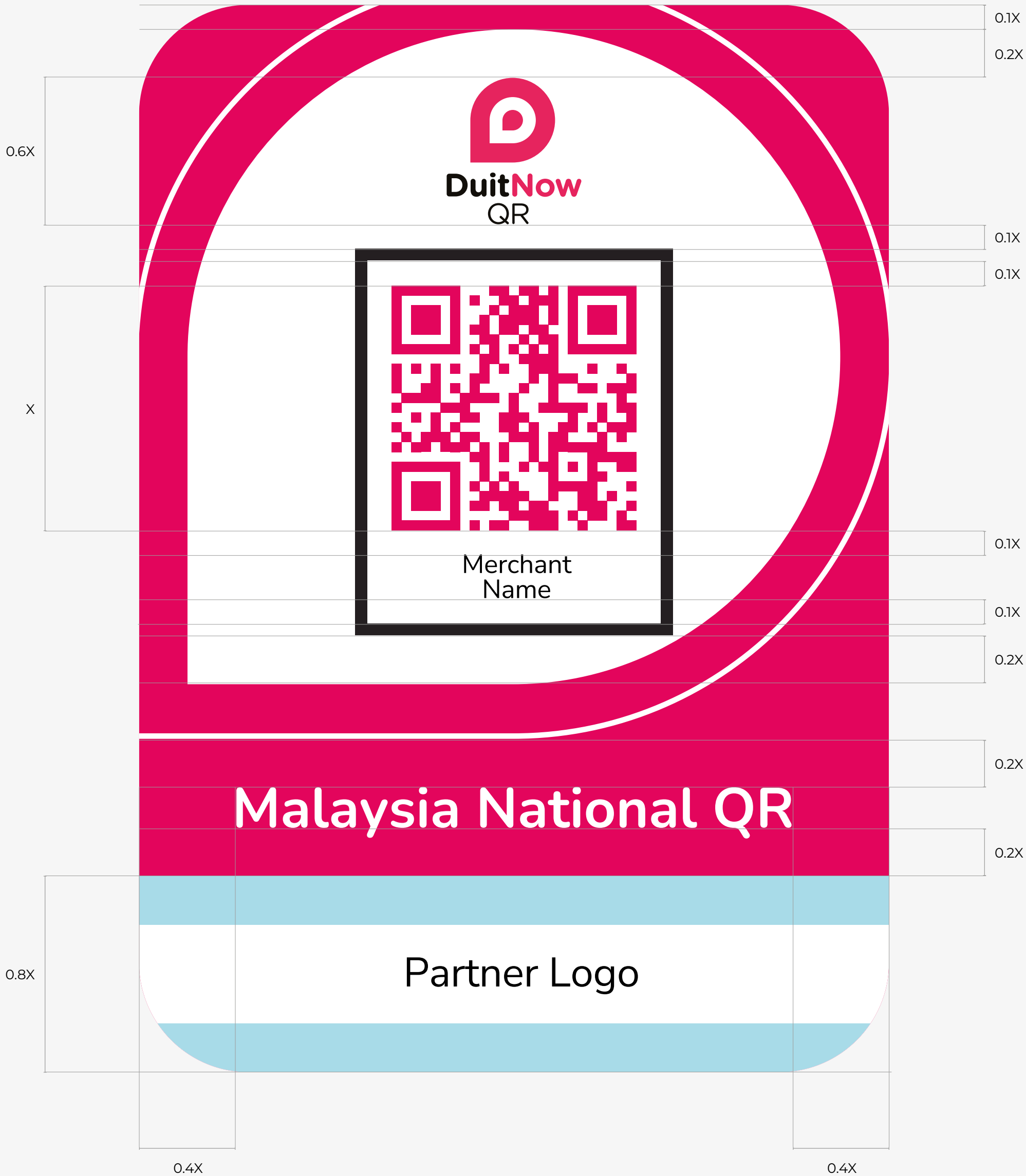
Mixed Display

Detailed formatting:

- Scale the display template proportionately to match the physical dimensions of the soundbox.
- Use the height and width of the QR code as a reference to proportionally adjust the space between the components.
- Position the built-in screen directly below the DuitNow QR logo and ensure it remains within the white frame area.
- Insert partner logo* in the indicated area, centered horizontally. The logo should be scaled to fit within the white space and must not extend into the blue margin area.
- The digitally generated QR code must be displayed in ruby colour.
- The merchant name must be displayed in black.

Use case:

- Soundbox that combines a printed wrapper with a small built-in screen.



Personal (P2P) QR

This section outlines the standards and branding requirements for P2P QR codes under the DuitNow ecosystem.

The personal QR codes are generated by individuals to receive interoperable credit transfers between one another.

They must be displayed in compliance with DuitNow guidelines to avoid any misuse.

QR PAYMENT DISPLAY

Printed Display

Detailed formatting:

- Scale the QR code to a size no smaller than the recommended minimum of 76 x 76 pixels (2 x 2 cm).
- Use the dimension of the QR code as a reference to proportionally construct the surrounding frame.
- The DuitNow QR logo must be in full color and scaled to no more than 25% of the QR code's size.
- Use the Nunito Sans Regular typeface for the registered user name and Nunito Sans Bold for 'Malaysia National QR'.
- If system limitations prevents this, a default system font may be used as a substitute.

Use case:

- Print out of QR code generated via mobile banking app or eWallet for peer-to-peer transactions.



QR PAYMENT DISPLAY

Digital Display

Detailed formatting:

- Scale the QR code to a size no smaller than the recommended minimum of 76 x 76 pixels (2 x 2 cm).
- Use the height and width of the QR code as a reference to proportionally construct the surrounding frame.
- Use the Nunito Sans Bold for 'Malaysia National QR'.
- If system limitations prevents this, a default system font may be used as a substitute.

Use case:

- Mobile banking and eWallet apps featuring P2P QR code.



QR Payment Display Guide

Dos

- Always display the QR POSM prominently and in a clearly visible location.
- Ensure it faces the buyer and is placed where payments typically occur.
- Keep QR code functional by testing it regularly.
- Position any marketing materials near the QR POSM, without covering it.
- The QR code should be printed in full colour. If technical limitations arise, display it in line with brand guidelines on a best-effort basis.

Don'ts

- Do not hide or cover the QR POSM.
- Do not refuse QR payments when the QR POSM is displayed.
- Do not modify or alter the POSM design or the QR code in any way.
- Do not place unrelated stickers, notes, or branding on or near the POSM.
- Do not use printed QR codes that are damaged, faded or worn-out.
- Do not use P2P QR codes for POS transactions.

Contact

For further information, please contact the Brand Management team for assistance.

If you have questions about these guidelines or need any brand elements, please contact **brandcomm@paynet.my**

