

## **Annex no.3 Terms and conditions of the PayU System**

### **- trademark guidelines**

#### **1 Basic form of PayU logotype**

The basic form of the logo is constructed from a individually designed typeface constituting a graphical representation of the brand name.



Image 1  
Basic Logotype

#### **2 Complementary forms of PayU logotype**

Achromatic and monochromatic variants of the logotype can be used in those communication areas where it is impossible to apply basic colours due to technological reasons (e.g. printing, engraving, one-colour print, etc.). For the purposes of the visual identification system of the brand, we have designed a special logotype form - a badge. It may be used if it is necessary to apply the logotype on heterogeneous backgrounds (difficult in colours), but we still want to preserve the basic brand colours. It is allowed to use the transparency effect in a positive mould.



Image2

PayU Mono Logo(PayU Lime)



Image 3

PayU Mono Logo



Image 4

PayU Basic Logo (PayU Lime and PayU Green) + PayU Reverse Logo



Image 5

PayU Lime version

This lime version should only be used on our lime green background in design instances where space is limited and the full logo is not feasible.

Note: This must only be device. The keyline must be removed.



Image 6

Reverse white version

The reversed white version was originally created for the PayU mobile experience. This is the preferred version

Note: This must only be used when housed in the device.

### 3 Colours of PayU logotype

NOTE! Colours presented in this document are only simulation of the target ones (a print out-from laser printer) and may be slightly different from the values presented in the table. PANTONE is a preferable print technique. The rectangular forms describing brand logotypes are not their integral parts, but only simulate material a relief was made in.

#### Kolory główne

PayU lime	PayU Green	Rich Black	White
C. 35 M. 0 Y. 100 K. 0 R. 166 G. 195 B. 7 HEX: A6C307	C. 70 M. 0 Y. 100 K. 25 R. 67 G. 143 B. 41 HEX: 438F29	C. 30 M. 30 Y. 30 K. 100 R. 19 G. 16 B. 13 HEX: 13100D	C. 0 M. 0 Y. 0 K. 0 R. 255 G. 255 B. 255 HEX: FFFFFF

#### Kolory pomocnicze

PayU Blue	PayU Pink	PayU Yellow	PayU Purple	PayU Aqua
C. 80 M. 0 Y. 30 K. 0 R. 0 G. 173 B. 186 HEX: 00A0BA	C. 10 M. 100 Y. 0 K. 0 R. 215 G. 0 B. 127 HEX: D7007F	C. 0 M. 10 Y. 100 K. 0 R. 255 G. 221 B. 0 HEX: FFDD00	C. 60 M. 100 Y. 0 K. 0 R. 131 G. 31 B. 130 HEX: 831F82	C. 65 M. 0 Y. 40 K. 0 R. 84 G. 187 B. 171 HEX: 54BBAB
<b>Blue Pairing</b>	<b>Pink Pairing</b>	<b>Yellow Pairing</b>	<b>Purple Pairing</b>	<b>Aqua Pairing</b>
Pantone 316C	Pantone 1955C	Pantone 166C	Pantone 2627C	Pantone 335C
C. 100 M. 45 Y. 50 K. 45 R. 0 G. 72 B. 82 HEX: 004852	C. 25 M. 100 Y. 40 K. 30 R. 149 G. 18 B. 71 HEX: 951247	C. 0 M. 60 Y. 100 K. 0 R. 239 G. 125 B. 0 HEX: EF7D00	C. 70 M. 100 Y. 0 K. 50 R. 71 G. 15 B. 81 HEX: 470F51	C. 100 M. 15 Y. 80 K. 5 R. 0 G. 133 B. 88 HEX: 008558

#### Kolory neutralne

Cool Gray 7C	Cool Gray 2C	Warm Gray 2C	Warm Gray 5C
C. 20 M. 15 Y. 10 K. 40 R. 148 G. 150 B. 155 HEX: 94969B	C. 10 M. 5 Y. 3 K. 5 R. 227 G. 228 B. 226 HEX: E3E4E2	C. 15 M. 5 Y. 25 K. 5 R. 225 G. 220 B. 216 HEX: e1dcd8	C. 10 M. 15 Y. 15 K. 30 R. 181 G. 171 B. 168 HEX: 85A8A8

#### Image 4

Tables of colours for printing techniques and other reproduction techniques

## 4 Trademarks of intermediate bodies

It is possible to use the acceptance symbol found at:

<https://www.payu.pl/pliki-graficzne>

If you implement trademarks of intermediate bodies yourself, you need to follow guidelines below::

### 4.1 Visa

Visa logotype:



In case of resizing a logo, it required to ensure relevant proportions (min. height 26mm).

The logotype should be shown in full colours:

Visa Blue: Pantone 286, CMYK C100M65 Y0 K10;

Visa Gold: Pantone 1375, CMYK C0 M40 Y100 K0)

### 4.2 MasterCard



- The logo should be shown in such place on the site that a card used could easily identify a possibility to pay by MasterCard and/or Maestro card for shopping (e.g. on the shop's homepage or at a page where an item is bought). It is obligatory to show MasterCard and/or Maestro logo in the place where the buyer chooses a payment method.
- It is possible to place a link to MasterCard site for its logo: <https://www.mastercard.com> and to Maestro site for its logo <https://www.maestrocard.com/internetpurch>

- MasterCard and/or Maestro symbols have to be of the same height, size and viewing frequency as other acceptance symbols;
- MasterCard and/or Maestro logotypes can be downloaded from: <https://www.mastercardbrandcenter.com/us/getourbrand/index.shtml>. On the site it is required to place a relevant logotype- symbols in GIF format cannot be enlarged or reduced.
- The minimum size of MasterCard and/or Maestro symbol is 23 pixels.
- Colours have to meet the following requirements:



#### Maestro® Acceptance Mark






Element	Color	Match	Process	RGB	Hexadecimal
Acceptance Rectangle	MasterCard Dark Blue	2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
Left circle	Maestro Blue	299C	C100/M9/Y0/K0	R0/G102/B204	#0066CC
Right circle	Maestro Red	485C	C0/M100/Y100/K0	R204/G0/B0	#CC0000
Maestro name	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
Maestro Drop Shadow	MasterCard Dark Blue	2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
⊗ inside circles	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
⊗ outside circles	Maestro Red	485C	C0/M100/Y100/K0	R204/G0/B0	#CC0000



#### MasterCard® Acceptance Mark

Element	Color	Match	Process	RGB	Hexadecimal
Acceptance Rectangle	MasterCard Dark Blue	2758C	C100/M80/Y0/K035	R0/G0/B102	#000066
Left circle	MasterCard Red	485C	C0/M100/Y100/K0	R204/G0/B0	#CC0000
Right circle	MasterCard Yellow	137C	C0/M40/Y100/K0	R255/G153/B0	#FF9900
MasterCard name	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
MasterCard Drop Shadow	MasterCard Dark Blue	2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
⊗ inside circles	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
⊗ outside circles	MasterCard Yellow	137C	C0/M40/Y100/K0	R255/G153/B0	#FF9900

### 4.3 Logotypes of cooperating banks

Bank	Bank's logo	Service's logo
Crédit Agricole		
ING Bank Śląski		
Inteligo		
iPKO (PKO BP)		
Pekao S.A.	