

Brand Guidelines



Content

Download

Denmark
All Elements



Finland
All Elements



Story

&

Elements

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Let's
share life
through
joyful
exchanges

Introduction



MobilePay was created in 2013 to address people's need for very simple money transfers, making transferring money to friends and businesses as easy as it is to send a text message.

Today MobilePay has raised the ambition. We are now offering a whole solutions suite to empower people through joyful exchanges – enabling people, business owners and partners across the Nordics to grow better and stronger relations, enjoy effortless and joyful exchanges and reach their aspirations.

To reflect that we have redefined our brand →

At MobilePay people come first.

We want to empower everyone by providing and facilitating better exchanges.

Our aim is to enable good relations and social interactions and to inspire people to live joyful lives.



We empower people through joyful exchanges...

This is what drives the MobilePay brand. To build a strong and trustworthy brand, it should be reflected in every brand-led choice and activity throughout the organization.

Through an inspiring platform, we empower people, businesses and partners to connect and enjoy easy everyday payments.

Brand Guidelines
& Corporate Visual Identity
for MobilePay





... to enable good relations and easy interactions

The essence of the purpose should be the guiding line for all external communication – both implicit and explicit. This means focusing on:

Exchanges between people

The joy of effortless interaction between people and objects

The joyfull moments of life

The purpose and the essence form the conceptual core of the brand.





The brand values are ground pillars for the communication - this is how we want to be perceived.

Human
Effortless
Skillful
Joyful
Social

Brand



Actionable corporate values.

Corporate values

We simplify life

We remove complexity to make life simpler and add value to everyday interactions.

Effortless, Human

We join forces

Collaboration has made us what we are today. By keeping our minds and platform open, we will achieve more – for all.

Human, Social

We drive change

Designing for the future is all about navigating in a changing landscape. With open minds, we explore new ground where we can shape the future.

Skillful, Joyful

We make things happen

We strive to be the champions of making things happen. We turn obstacles into opportunities and execute with speed, agility and effectiveness.

Effortless, Joyful

We take responsibility

We want to do it right. We build and strengthen our position in society by respecting our stakeholders and taking care of our customers.

Skillful, Social

Brand values →



**We do it for
the people**



We are meant to serve the people who get in touch with our services, communication or brand...

Empowering people across the nordics means putting people first ...



People



Merchants & integrators



&

Partner Banks



Other Stakeholders +Internal



... and by delivering a good service, we hopefully get something back.

... and enable them to engage in joyful exchanges.





MobilePay

Logo



Our logo acts as a unique signature - a symbol and identifier for MobilePay. It's a constant reminder of the joyful exchanges and wonders we are offering.

The new logo builds on the legacy that was established in 2013.

The logo has been gently redesigned to communicate a more current and playful look, that constitutes a natural and minimal expression of the new visual identity. At the same time, the redesigned logo intuitively connects to the renewed brand story of small wonders, that makes everyday life easier.

As a natural consequence of MobilePays development, the banknotes have been replaced with more generic notes, symbolizing that MobilePay today offers much more than just money transactions. We offer exchanges.

Logo Description

A consistent use of our logo helps build trust and recognition across markets, and in all situations. Use it with care. And respect.

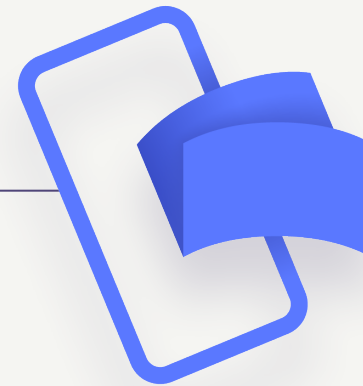
Always strive for a coherent look across all touchpoints.

Heritage



New Logo

From phone to multiple devices



From money, to more open interpretations ...

MobilePay

Logotype is written in Paytype
- Our own new font

New Logo

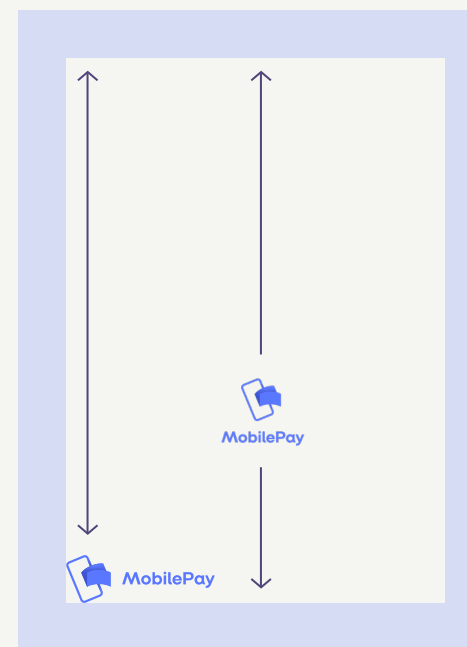
Use the size of the logo shape to measure the minimal distance between the logo constellation and any other objects



In Layout

Horizontal logo is left-aligned with the layout

Vertical logo is aligned to center



Center around "l"



Focus on the stem of the "l" when centering the logo in layout.

Brand Guidelines
& Corporate Visual Identity
for MobilePay



Main logos:

Applies to beige and dark blue background colors.

MP Logo +Type
Horizontal Blue



MP Logo +Type
Vertical Blue



MP NoTM Logo +Type
Horizontal Blue



MP NoTM Logo +Type
Vertical Blue



Secondary Logos:

Mainly used on dark back-grounds, images and for co-branding situations.

MP Logo +Type
Horizontal White



MP Logo +Type
Vertical White



MP NoTM Logo +Type
Horizontal White



MP NoTM Logo +Type
Vertical White



Logo



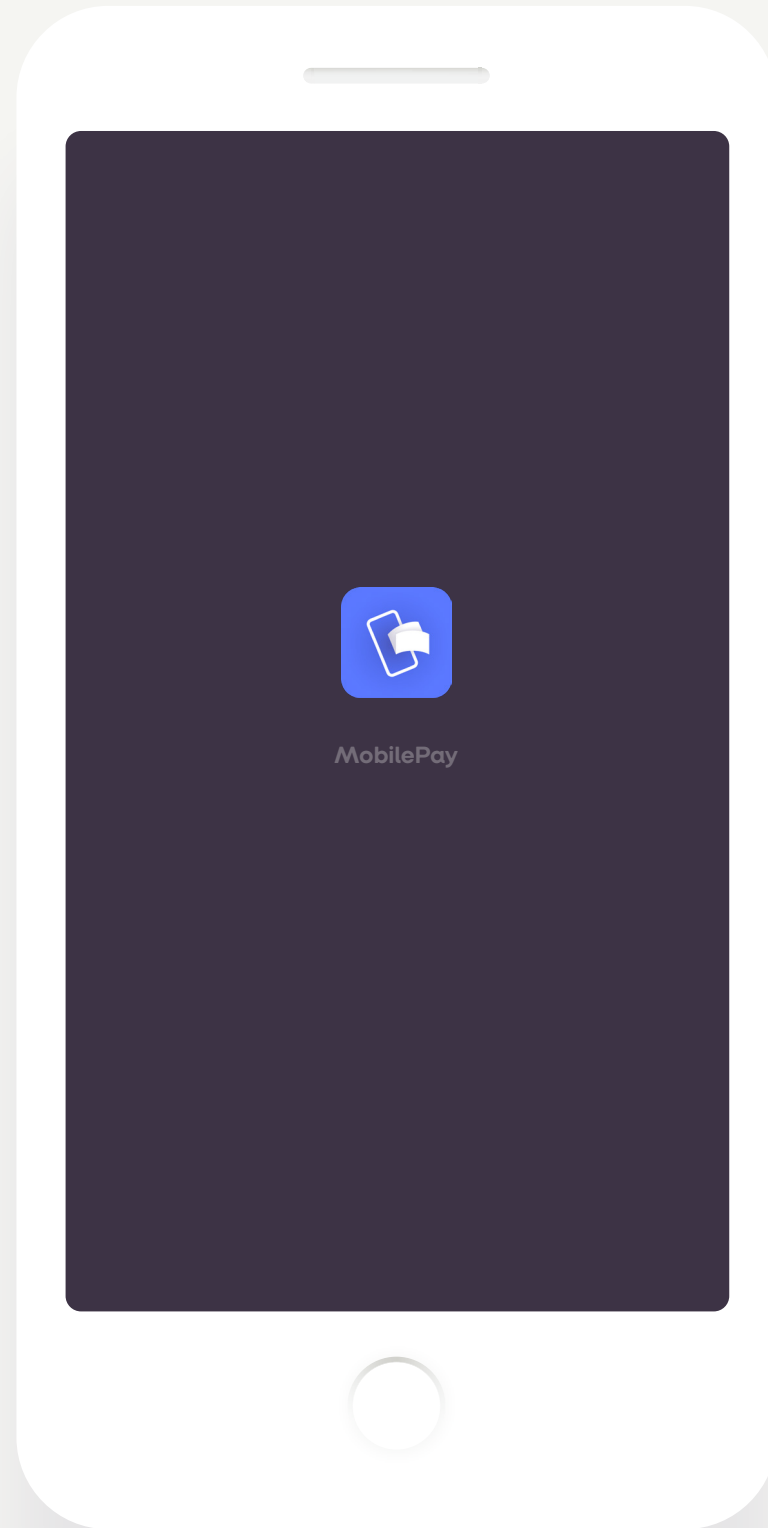
For MobilePay

MobilePay App icon



Used for MobilePay

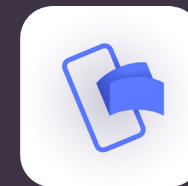
App Logos



Brand Guidelines
& Corporate Visual Identity
for MobilePay

For other services connected
to MobilePay, such as
MobilePay MyShop etc.

MobilePay MyShop App icon



Used for MobilePay
MyShop

Logo



Use white version of logos when co-branding, to avoid clash of colors.

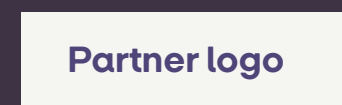
It is important never to attempt to mix the MobilePay CVI and the Partner CVI.

Partner logos are encouraged to take up the same amount of space as the MobilePay logo constellation.

To accommodate different logo proportions, the Partner logos should be horizontally aligned with the top of the MobilePay logo.

$$(X_1 \times X_2 = Y_1 \times Y_2)$$

General



Logos & Co-branding

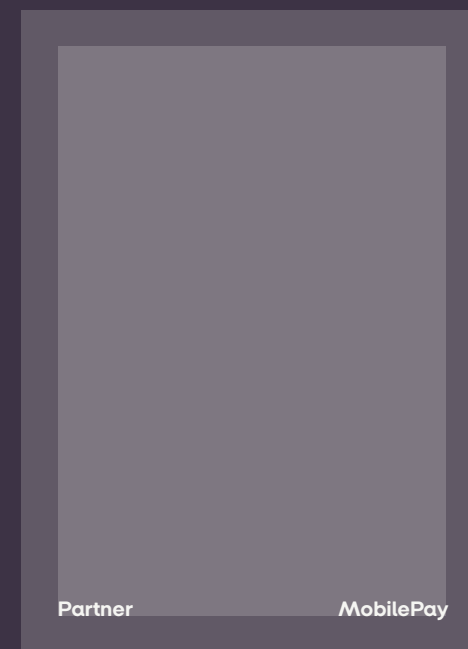
When applying both MobilePay and partner logos on media, they should be placed in the bottom of the layout and aligned respectively left and right.

MobilePay logo always in the bottom right corner. Partner logo in the bottom left corner.

Proportions



In Layout





Colorful
is joyful

Colors



The basic color system consists of three sets of colors

- Corporate colors (18)
- Secondary colors (19)
- Contrast colors (20)

The brand colors are friendly and express high quality.

Definition of corporate colors

The design of the corporate color structure is based on the following principles:

- To function as the overall color scheme across services/brands
- To have a joyful expression
- To signal quality and recognition to heritage through the overall use of the blue color
- To stand out from other banks or financial institutions

See how the colors are used according to the respective layers in the layout in [Use of Colors](#) or [Use of Colors in layout](#)

Brand Guidelines
& Corporate Visual Identity
for MobilePay

Corporate

MP Blue

Type Blue

Violet

Dark Blue

Beige

White

Secondary

Dusty violet

Violet

Light Blue

Turquoise

Contrast

Blue Palette

Pink Palette

Green Palette

Colors



The Corporate color palette acts as the superior color system across the Mobile-Pay Brand.

Corporate Colors

MP Blue

#5A78FF
RGB
90, 120, 255
CMYK
70, 55, 0, 0
PANTONE
2130 C

Type Blue

#504678
RGB
80, 70, 120
CMYK
70, 80, 25, 10
PANTONE
668 C

Gradient

TypeBlue 25%
↓
TypeBlue 0%

Violet

#897AFF
RGB
137, 122, 255
CMYK
65, 70, 00, 00
PANTONE
2101 C

Dark Blue

Background Color

#3C3246
RGB
60, 50, 70
CMYK
65, 75, 00, 70
PANTONE
669 C

Beige

Background Color

#F5F5F2
RGB
245, 245, 242
CMYK
0, 0, 1, 4
PANTONE
Cool Gray 1 C

White

Background Color
(Office)

80%

60%

40%

20%

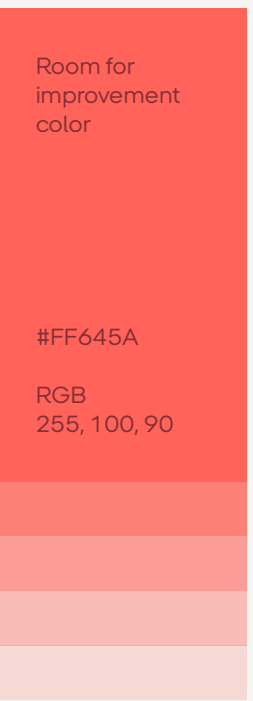
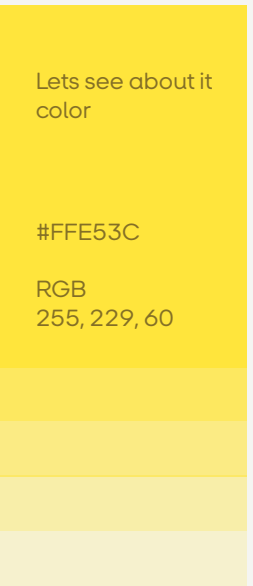
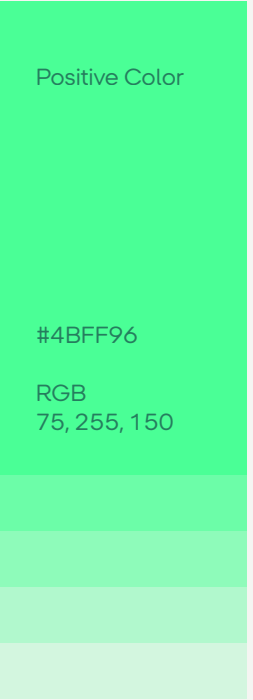


Secondary Colors

The Secondary color palette is a joyful supplement to the corporate color palette. It is used for expressive graphics – such as the **Papers** and **information design**.



Dusty Violet	Violet	Light Blue	Turquoise
#6158A4	#897AFF	#32E6FF	#00FFD7
RGB 97, 88, 164	RGB 137, 122, 255	RGB 50, 230, 255	RGB 0, 255, 215
CMYK 70,65,00,00	CMYK 65,70,00,00	CMYK 70,00,05,00	CMYK 60,00,40,00
PANTONE 7669 C	PANTONE 2101 C	PANTONE 311 C	PANTONE 3385 C
80%			
60%			
40%			
20%			



Colors



Yes Color is meant for displaying positive numbers in balances, etc.

Lets see about it color is meant for displaying numbers to be decided, etc.



No Color is meant for displaying negative numbers in balances, etc.

Contrast Colors

Contrast Colors serves as a further extension to the secondary color palette and is designed to cover every imaginable need.

In order to keep control of the overall alignment of the CVI, **the Contrast Colors should only be used to the smallest extent** and with respect to the overall expression

Absorbed Palette

In addition to the predefined palettes - Blue, Pink and Green - it is possible to absorb color from central elements in a given context, in order to match up with other strong brands and purposes.



Brand Guidelines & Corporate Visual Identity for MobilePay

Blue Palette				Pink Palette			
#6158A4	#8696FF	#78D3FF	#CBD8FF	#FF81FF	#DD9CFF	#FFB4DC	#FFC9FF
RGB 97, 88, 164	RGB 134, 150, 255	RGB 120, 211, 255	RGB 203, 216, 255	RGB 255, 129, 255	RGB 221, 156, 255	RGB 255, 180, 220	RGB 255, 201, 255
Absorbed Palette				Green Palette			
				#75D9C2	#61FFBF	#00FF77	#6AFFB6
				RGB 117, 217, 194	RGB 97, 255, 191	RGB 0, 255, 119	RGB 106, 255, 182

Colors



The colors are chosen to fit the purpose of the layout.

They are categorized across palettes to their respective usage within the layouts.

Type

The top layer in any given layout. This is where we put our typographic elements.

Papers

The middle layer in any given layout. It contains the **Papers** and other expressive elements – such as **information design**, etc.

Images/Background

Images and backgrounds are the bottom layer of any layout.

See how the colors are used specifically in the section about **layout**.

Use of Colors



Type
Top



Papers
Middle



Images/Background
Bottom

MP Blue

Type Blue

Beige

Violet

MP Blue

Dusty Violet

Violet

Light Blue

Turquoise

Contrast Colors
& Absorbed Palettes

Dark Blue

Beige



Twist n' float

Papers



The Papers applies a floating and minimalistic feel to the visual identity – a joyful depth.

The Papers always appear in a cluster or swarm on top of the other visual elements.

The interconnected and joyful character of the living identity elements makes them a central and strong bearer of the brand concept, 'Empowering people through joyful exchanges. This makes them an important part of the identity and the unified brand experience – with a strong reference to the logo.

Definition of Papers

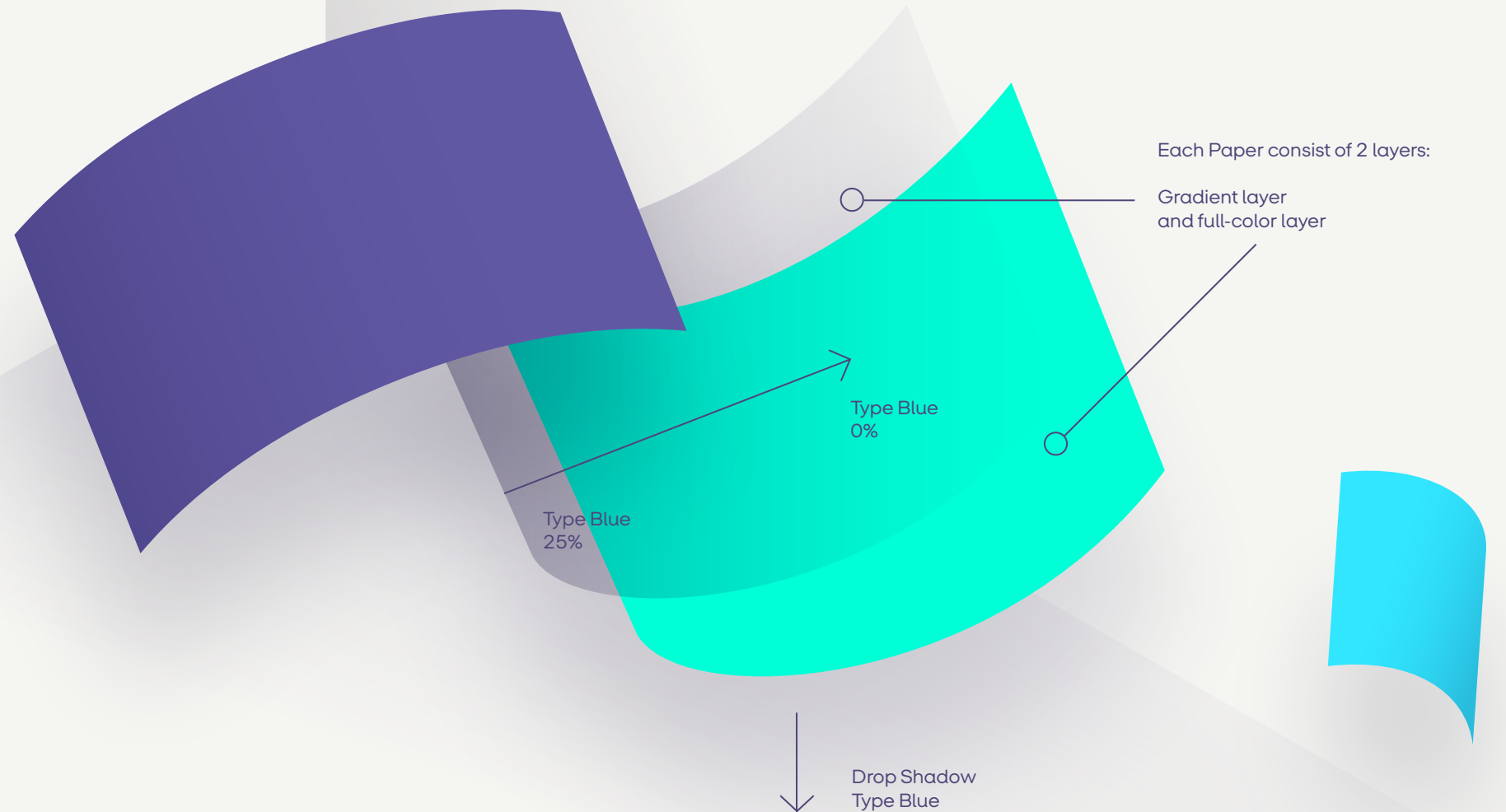
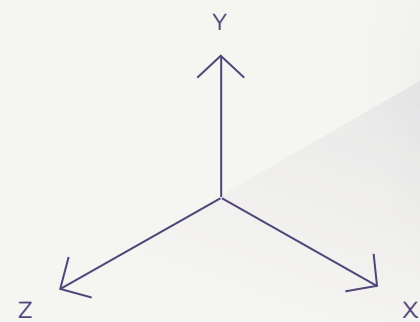
If new Papers are created, they should be kept in the stiff look as displayed.

Papers are displayed in the **Secondary colors** + the main corporate color **MP Blue**.

The shadow gradient on top of each paper is created from a Type Blue going from 25% to 0%.

Each paper is provided with a drop shadow set in a very diffuse and levitated manner.

See the **How-to guide** for further instructions on usage.





Build your own constellations from these standard shapes.

See the [How-to guide](#) for further instructions on usage.

Standard Paper shapes

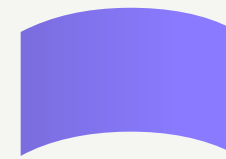
MP Blue



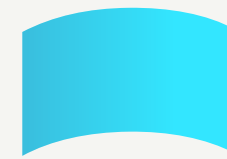
Dusty Violet



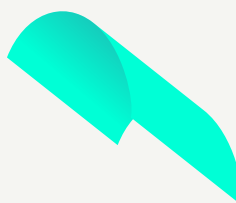
Violet



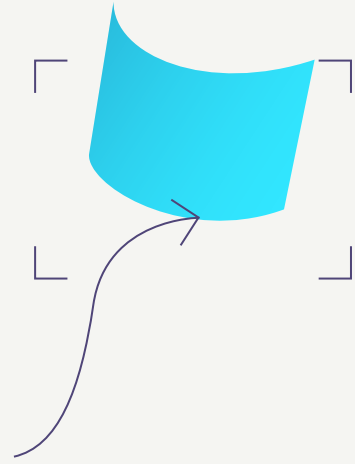
Light Blue



Turquoise

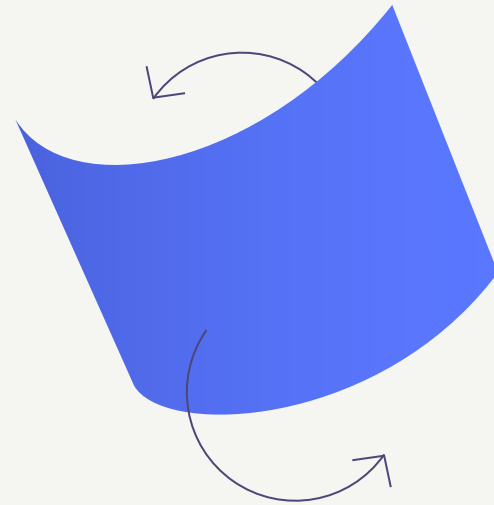


How-to Guide



Step 1 Position & size

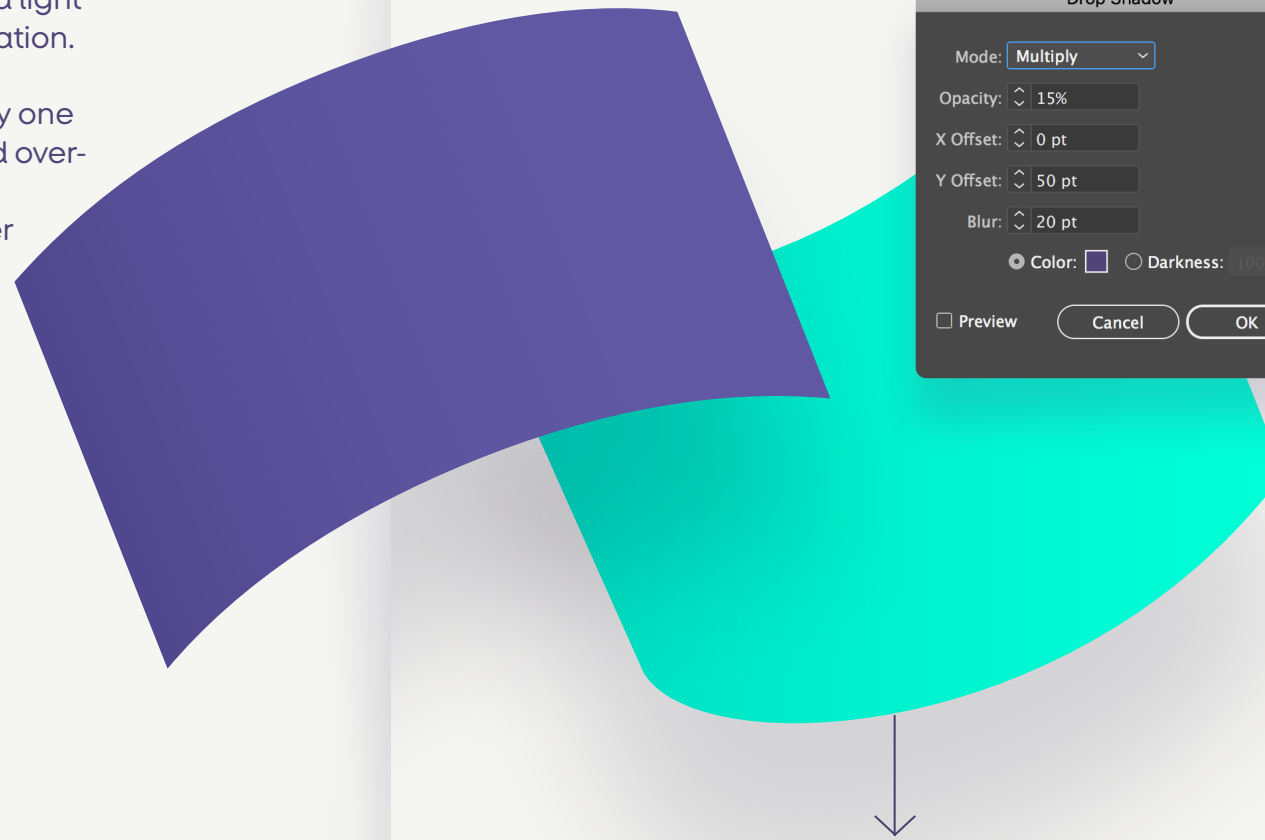
Import the chosen Paper, place it and scale it .



Step 2 Twist n' Turn

Then turn it to the desired position. Do this with every paper, and strive for a light and floating combination.

As a ground rule, only one pair of Papers should overlap, expressing Exchanges. The other Papers shouldn't touch each other.



Step 2 Drop the Shadow

The drop shadow is the magic trick, as Papers are placed in-between background/images and the informing graphic elements. This makes everything floating and playful.

The shadows should be very light, very diffuse and set with Type Blue. The box to the left exemplifies Drop Shadow on an A3 format.



Premade constellations



Paper Constellation 1



Paper Constellation 2



Paper Constellation 3





Papers as illustration

Papers as illustrations is a very powerful CVI driver and any media is encouraged to use it when applicable.

Context-related elements such as these are effective in communicating a narrative with the overall main elements.

When creating context-related illustrations, they should be kept in the same style as the **Papers**.





PayType
is our type
of font

Definition of Paytype



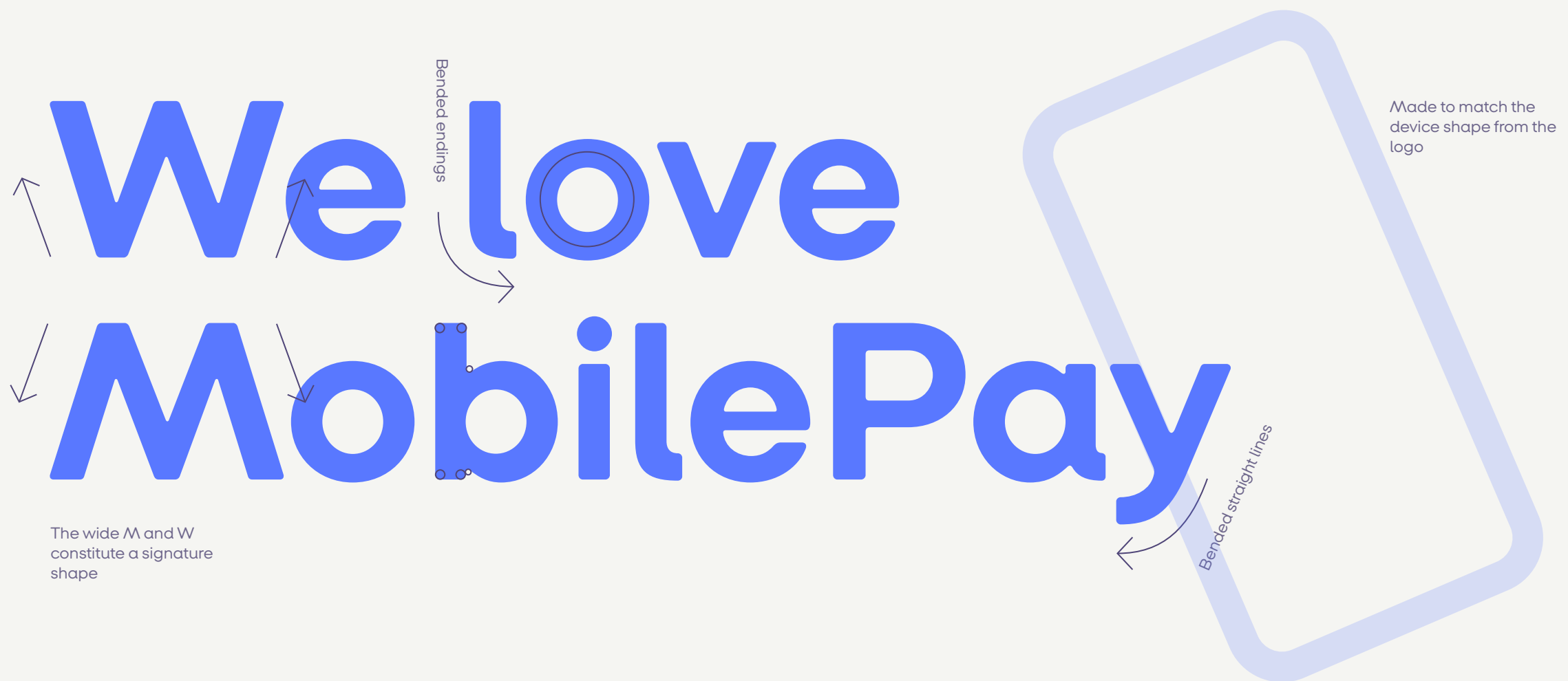
Paytype is created as a significant Brand Marker, connecting all written text to the logotype.

With a wide and friendly, but also geometric and clean, expression it generates an understanding of a friendly and trustworthy brand.

The W and M are displayed surprisingly open and wide, and constitute significant visual differentiators. At the same time, they bear a reference to the angled device in the logo. The W and M are also the two frontletters of MobilePay and WeShare.

Paytype has rounded curves on the more traditionally sharp end-points of letters. This connects Paytype, the **logo** and the **icons** visually.

Paytype is a trademark of MobilePay. Use Open-type (OTF) for professional use. Use Truetype (TTF) for Office.



The wide M and W constitute a signature shape

Paytype Bold



Paytype Bold is created for headlines and large text.

Paytype Bold is to be set tight – with low kerning and low leading.

Line-height decreases as type gets bigger.

And line-height increases as type gets smaller.

Or you can use Paytype Bold as Highlight or Link text.



**Paytype
Bold**

Headlines are tight and boldly put.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789 !"#\$%&/'()=?
0123456789**

Paytype Regular



Paytype Regular is created mainly for body text and smaller sentences.

Paytype has a significant range of features. You are encouraged to explore them all, specifically the set of proportional lined and the set of tabular lined numbers.

This feature is controllable within the OpenType version of the font. Proportional lined numbers are used in sentences and by individual display. The tabular lined numbers are suitable for tabled numbers – such as the display of balances and transfers.

+45 2415 5679

21345 kr.

In text and headlines it is recommended to use proportional lining.

For tables and the like it is beneficial to use tabular lining.

Paytype Regular

Curious about seeing the level of Paytype Regular as a body text? Take a look around this guide :)

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789 !" # € % & / () = ?
0123456789



**That
rounded
feeling**



Definition of Shape



The icons are a strong visual element within the CVI. Besides displaying a clean and inviting expression, they represent a visual alignment with the **logo** and **Paytype**.

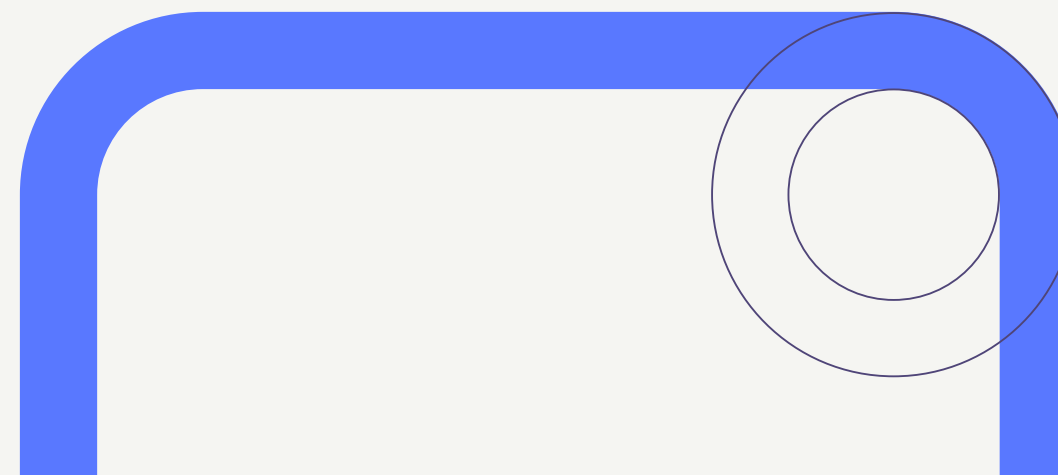
The icons' main color is set in **Type Blue**, but can be altered to suit specific needs.

Creating new icons

When creating new icons it is important to get the shape just right.

There is a set of rounded curves to keep in mind: Corner curves, line ending curves and outer curves. See illustration for definition.

All lines have the same thickness.



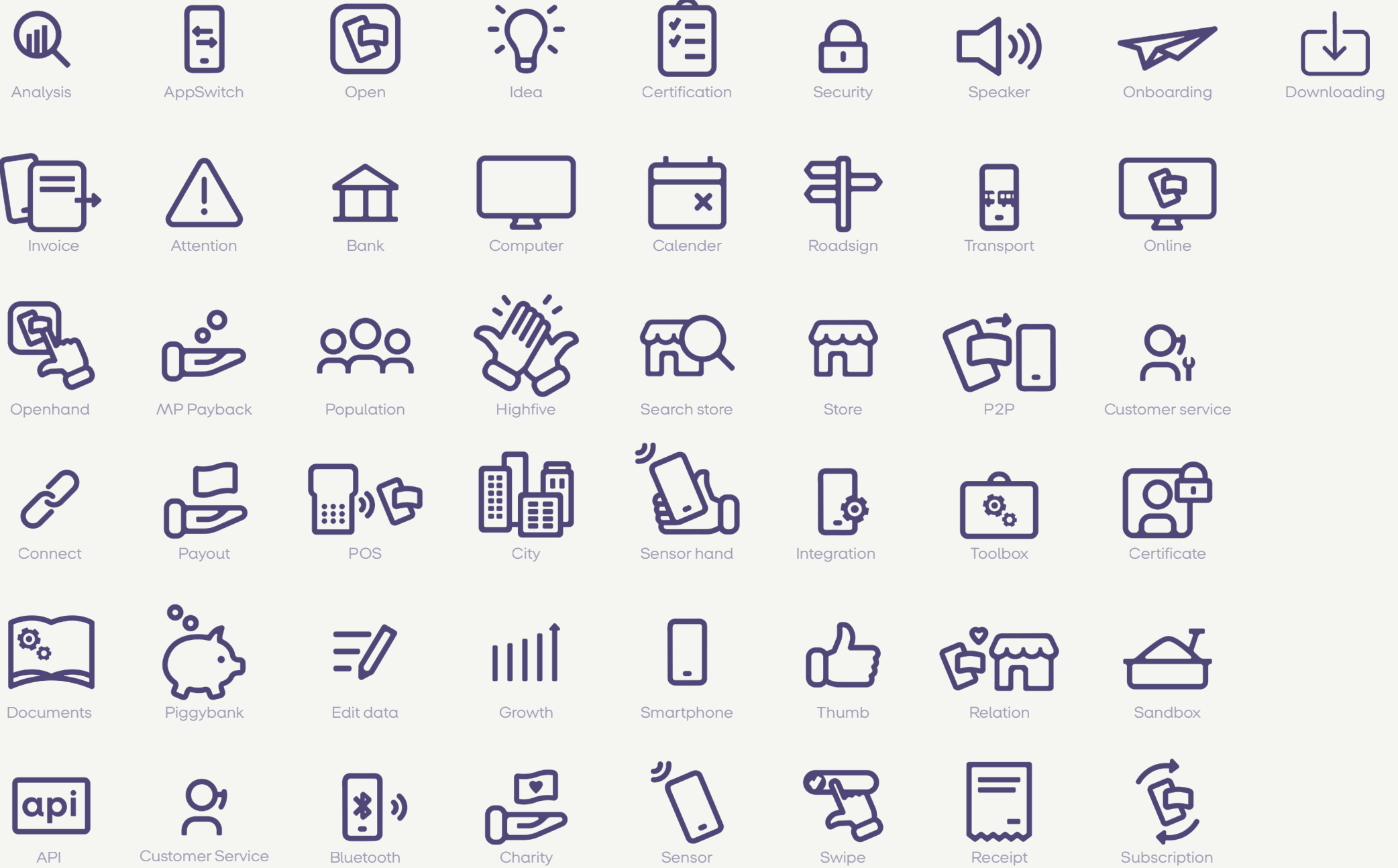
Icons Overview



Number icons



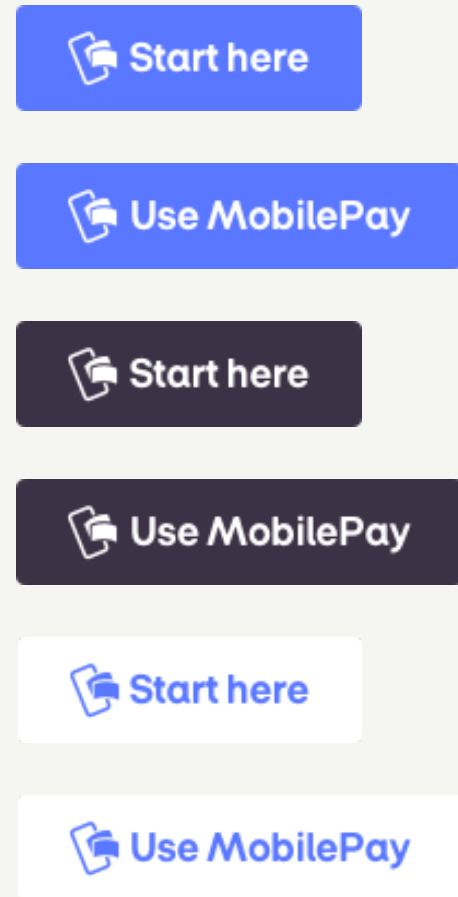
Other icons



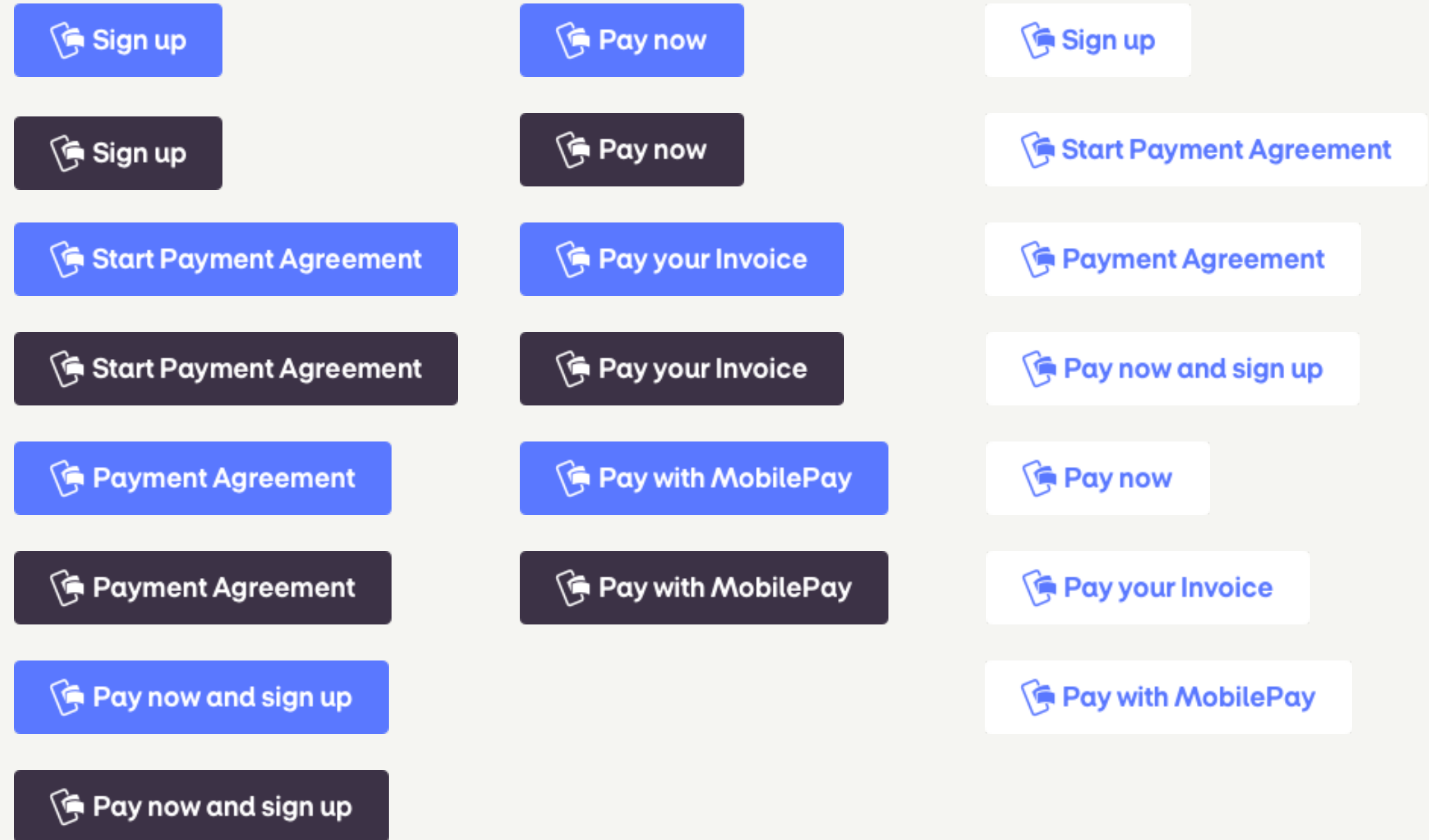
Buttons overview



For integrators



For merchants





Pie charts
have
feelings
too

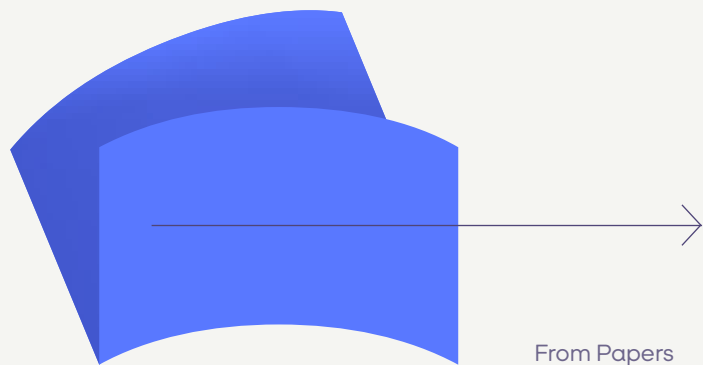
Information Design



Informational design, such as graphs and pie charts, can be made with the distinct look of the **Papers**.

They should look simple and minimal.

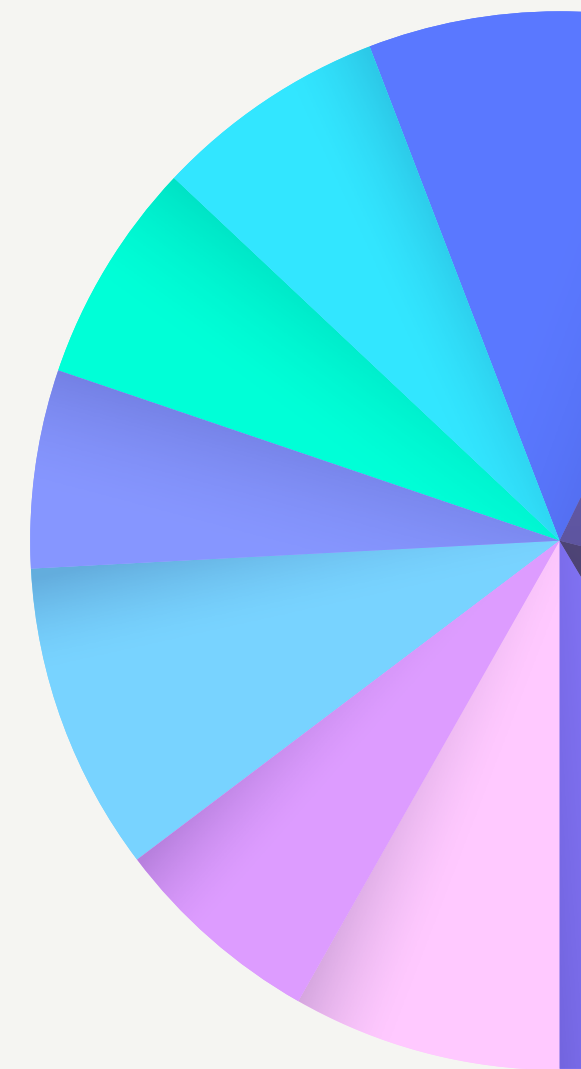
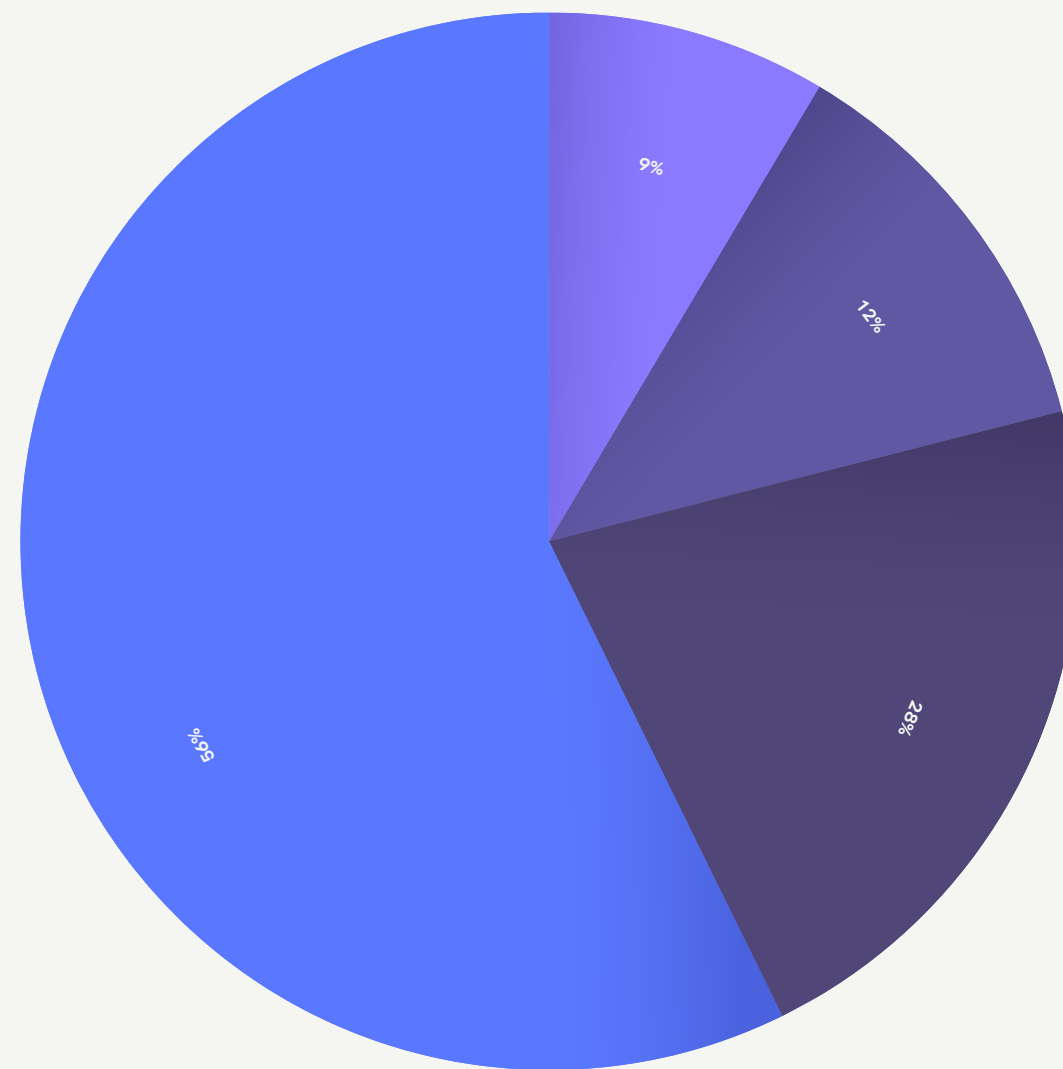
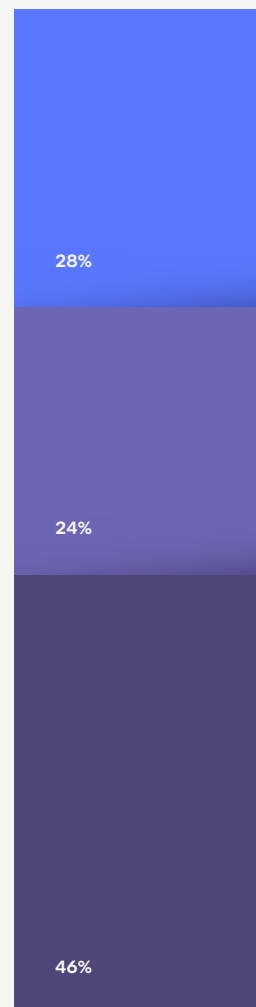
In general, the colors of the **Corporate** and the **secondary** palette are to be used. If needed, **contrast** colors can be added.



From Papers
to Information
Design

Shape derived from Papers

Download example for professional use





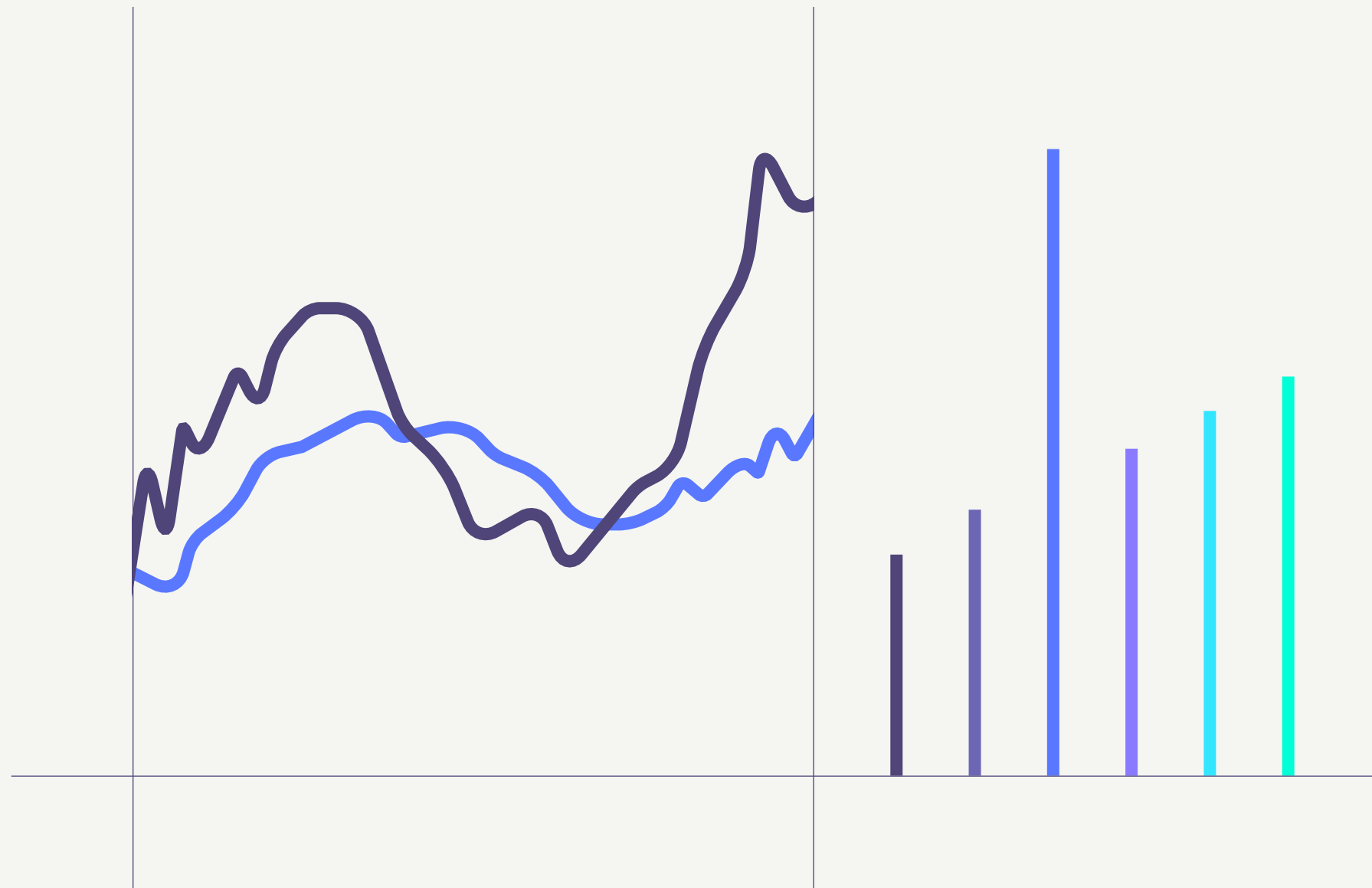
Shape derived from Icons

Informational design can also be created with the distinct look of the **icons**.

It's rarely possible to create rounded endings in the corner of lines. If you have bending lines, assign them with that rounded feeling (1st example).



From the rounded shape of the device to Information Design





Aligned & Playful



Playful Float

The layout is kept in a tight and simple grid.

The most significant visual differentiator of the brand expression is the floating of elements. This is why the elements of the layout are set up in layers:



Top layer
Type



Middle layer
Papers



Background
Images/Background

See how the colors are used according to the respective layers in the layout in [Use of Colors](#) or [Use of Colors in layout](#).



Papers
Middle



Type
Top

Playful

Floating text



The rounded corners on images are approximately 2 mm on an A3 format



Images/Background
Back

Layout



We stick to a simple 4-column grid. In the layout, the use of the grid is important, but creating living open space is equally important. See some [Swiss Graphics](#) for inspiration.

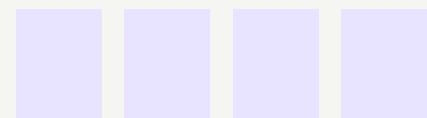
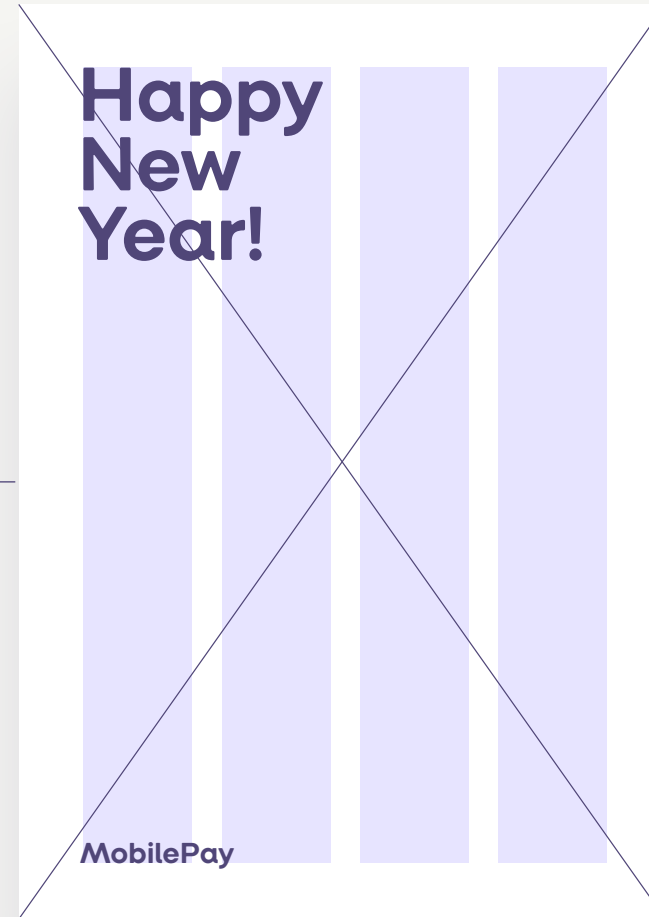
For further information on logo placement, see the section about [logo description](#).

It is recommended to use coated paper, for print production.

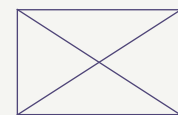
Simple Principles

A simple grid layed out for grid-tight design

Posters, etc has either a left-aligned or center-aligned layout



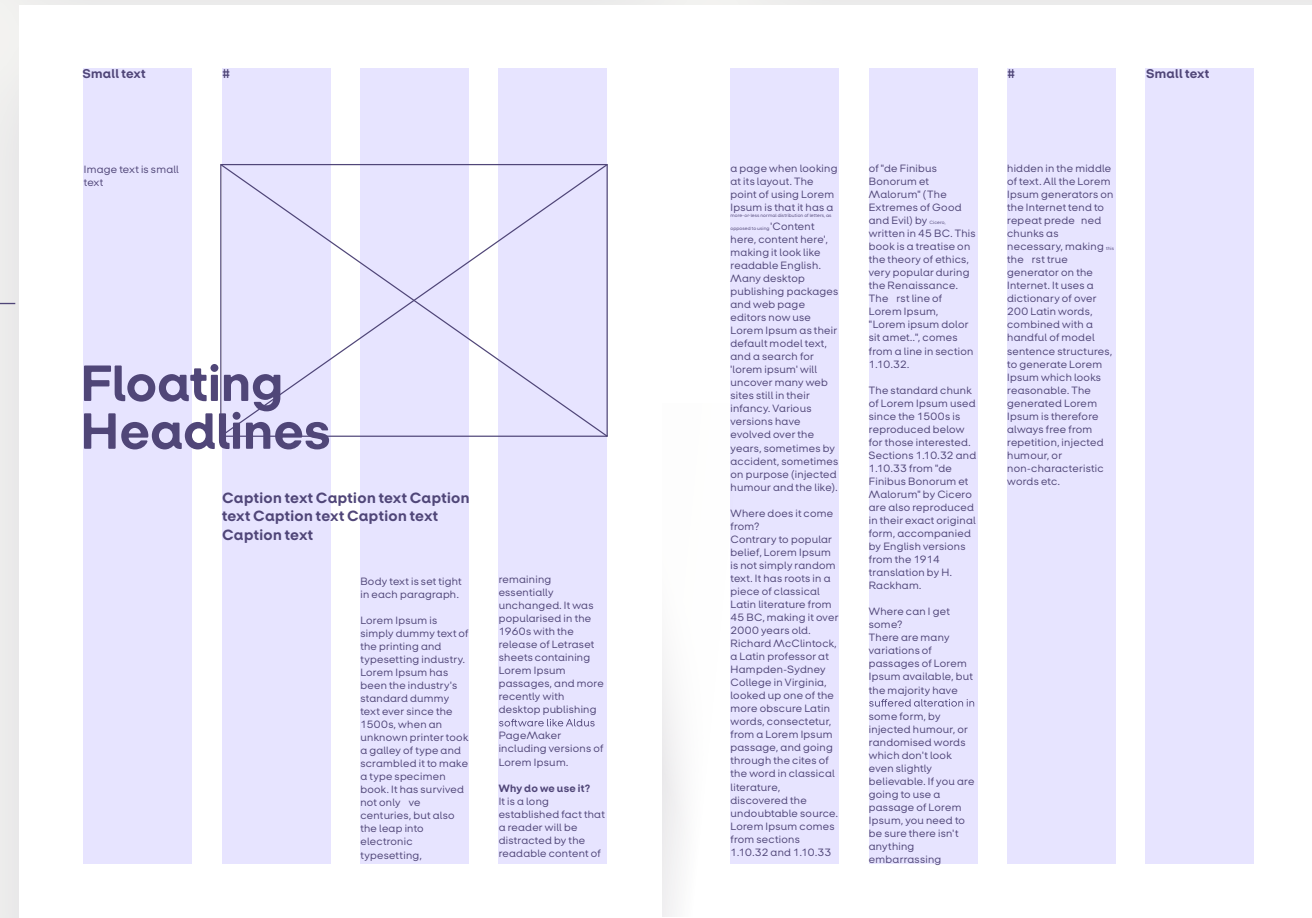
Gridlines



Images

Front page: Make good use of the grids' open opportunities

In editorial layout, the use open space is important.



Layout

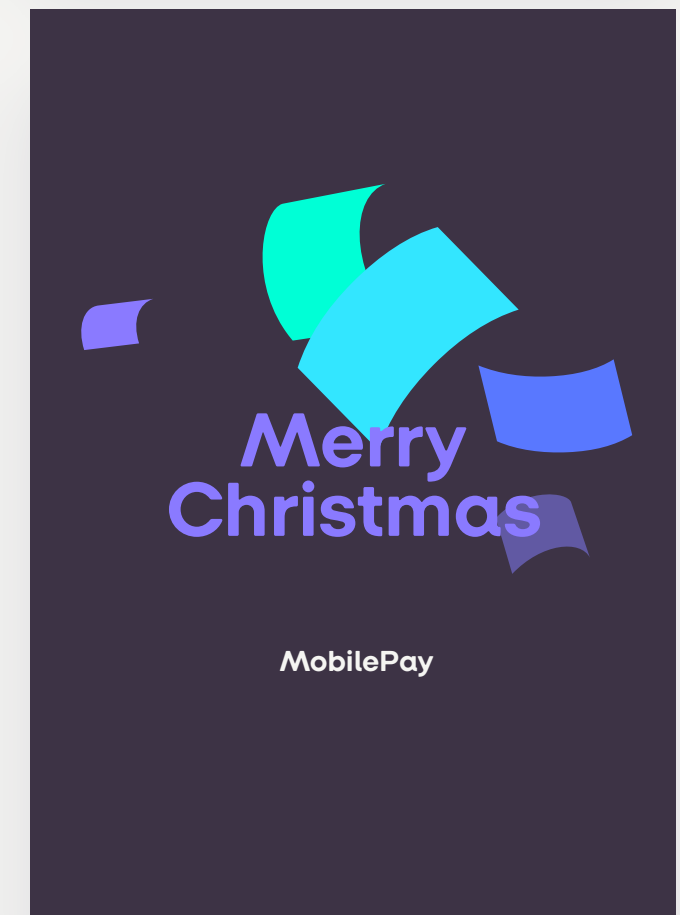
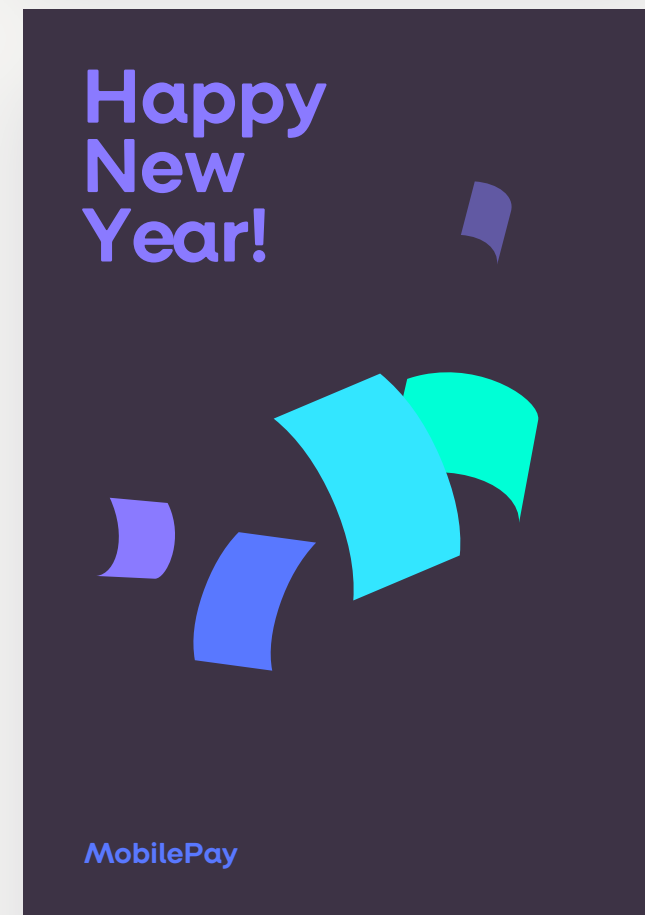
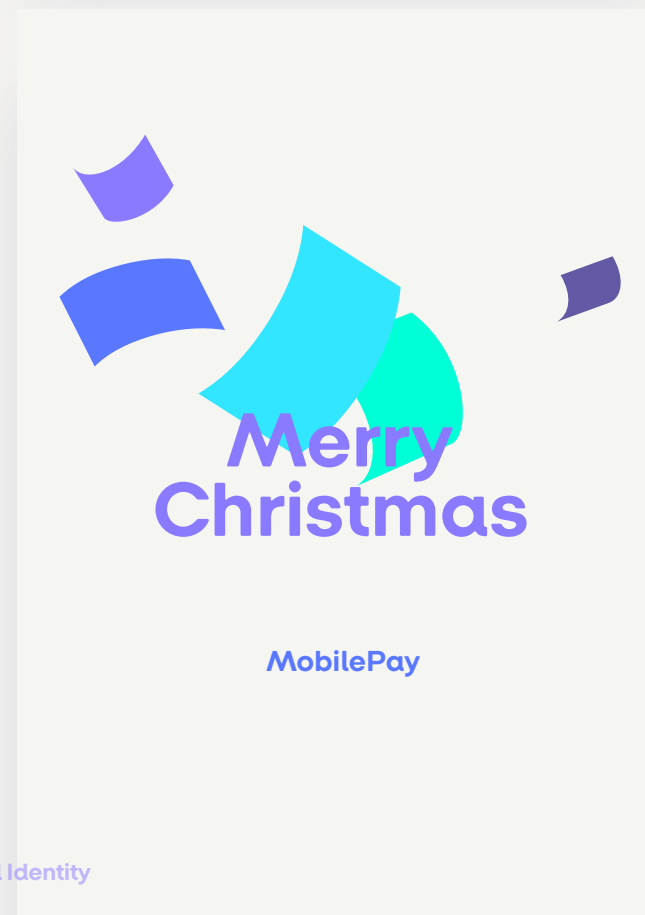
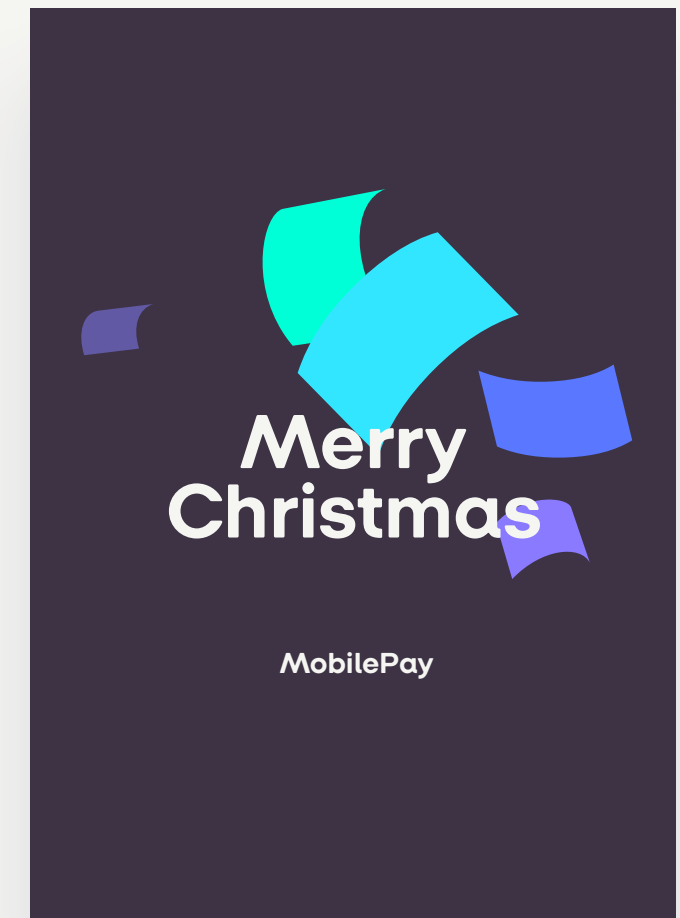
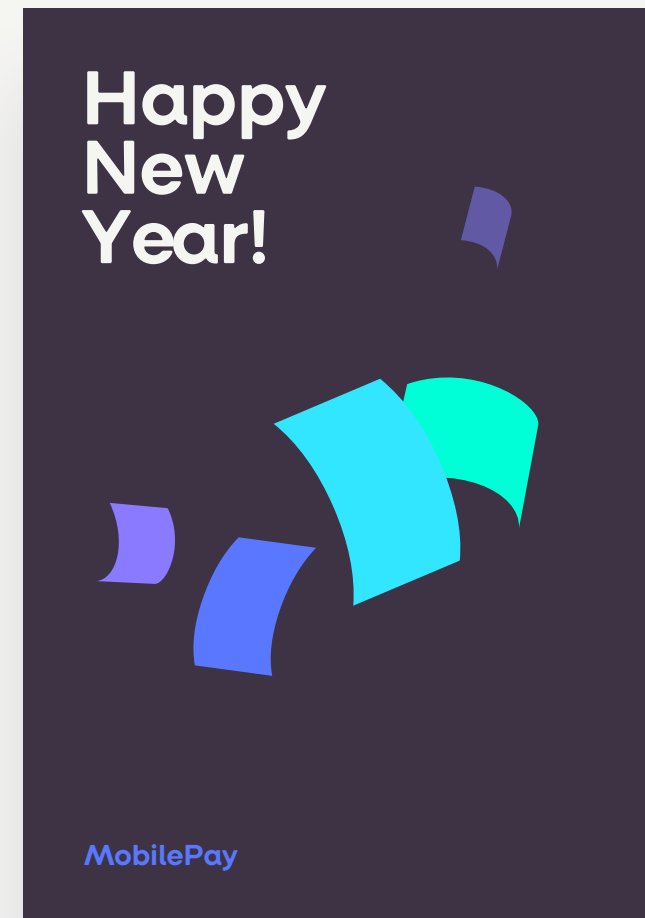
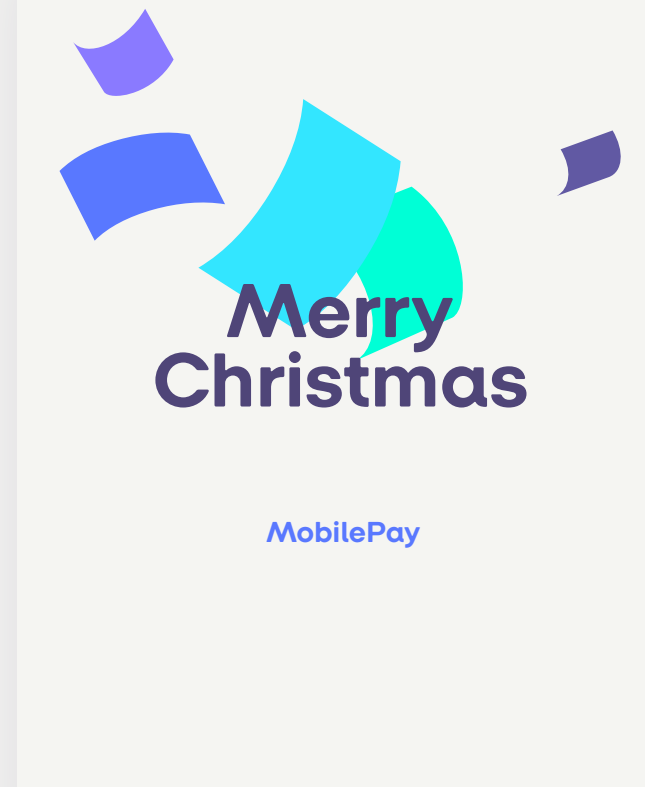


Here is an overview of the different possible color combination for the layouts.

Logo is always displayed in either **MP Blue** or **White**.

For further instructions on how the colors are used according to the respective layers in the layout, see **Use of Colors**.

Use of Colors in layout



A large, light blue speech bubble graphic that frames the central text. It has a rounded top and a tail pointing towards the bottom left.

Our
tone of joy

Tone of Voice



The tone of voice is essential in communicating the brand position and central in creating a coherent brand experience.

The tone is centred around the brand tone dogmas and the formula value proposition 'enabling good realtions and easy interactions'. Both are based on the brand qualities - what we want to be known for.

The brand tone dogmas apply to all communicative scenarios. They are called dogmas because they always should be taken into consideration.

The brand Tone Dogma

The value proposition helps create a strong identification point in various marketing situations. It follows the brand tone dogmas, but has a heightened emphasis on the brand quality 'social'.

The tone should be adjusted to the relevant context, media and, if necessary, difference in market conventions. Find the right balance, but stay within the scope of the brand qualities, to secure a consistent brand voice across touchpoints.

"Find the right balance and use the brand qualities to secure a consistent brand voice across channels."



The tone of the Brand Values

Human

- We speak to real people, and we act like a real person.
- We speak in a personal way. We are honest and real.
- We talk around the end-users' pains and gains – not product features.
- We are chatty and avoid corporate jargon.

Effortless

- The product is easy to use, likewise our language is simple and straightforward.
- We use words that everyone understands.
- Having a convenient, intuitive and easy to use service constitute our most unique selling points – we repeat those qualities over and over again.
- We bring meaning to words and avoid clichés and generic use of words and phrases.

Skillful

- We are sincere and confident in the presentation of our services. We use action words to emphasize empowerment.
- We avoid technical jargon – the services relate to very basic and familiar human needs.

Joyful

- We make the conversation joyful and light. We talk to the user's imagination and creates a happy and easy going ambiance.
- We like to tell small stories about the product (and even give the product a personality) rather than talking about technical features in an impersonal way.
- We have a happy tone and talk in a contemporary way. Sometimes we use slang and puns if suitable.

Social

- We enable people in their everyday lives and social interactions.
- The tone is social. Welcoming and inclusive.
- We talk directly to the reader and make the conversation about them, not us (more 'you' and 'yours', less 'our customers' and 'we').
- We avoid distance and inside-out communication.

Our tone of voice adapts



The everyday, light and joyful language is guideline for b2b as well as b2c texts

Business to business

- We talk human to human.
- We talk with expertise and professionalism.
- We talk directly to the user.
- We use emojis but choose them with care.
- We have a happy tone and if a pun fits in we use it.



Business to consumer

- We talk human to human.
- We always talk directly to the user.
- We are welcoming and inclusive.
- We are chatty and ping-ponging, and we mirror the people we speak.
- We have a happy tone and are young-minded.
- We use emojis to emphasize the joyful tone.





Say hello
to my little
friend

Image Brief



The photo look-and-feel refers to the concept, 'Exchanges with a touch of wonder' with an emphasis on joyful exchanges between people.

The photos show real life situations in real life settings where people are engaged in joyful activities, together with friends or family. The styling and the overall look & feel is natural and the atmosphere is cheerful, friendly and authentic.

The paying situation is left out of the image on purpose. It lies implicit behind the activities enabling the individuals to enjoy life and engage in social activities.

Images are shot in Oslo, Helsinki and Copenhagen to depict the capital cities of the three Nordic countries. The activities and locations show locally popular and enjoyable situations and places.

The imagery for the Mobile-Pay Brand consists of two different types of Images:

→ General Brand Images

→ Poster Images

As an extension to our Brand values, we have sought to capture:

Exchanges
Joyful
Catch a moment
Lightness
&
Depth



General Brand Images

The general brand images are to be used throughout the CVI. They mainly work as content in different layouts.

These contemporary images can be cropped in almost any way, to fit the purpose of the media.

See how images are used under the [layout](#) section.

Crop images to desired proportions



Images



Here is an overview of the full collection of general brand images.

General Brand Images





Poster Images

Poster images are intended for more expressive layouts, where it should be possible to fit **typography** and **logos** on to the images. Media such as posters and banners will benefit from these images.

Poster images can easily be used as content images.

As a general rule, we recommend using white typography and white logo on top of images. This is to ensure a certain layer effect.

Using multiple color graphics on top of images can easily lead to a very unprofessional look.



Crop images to desired proportions.

Preferably white graphics on poster images.

Images



Here is an overview of the full collection of poster images.

Poster Images



Our way



