



MobilePay Button

Brand Guidelines

Logo & Icon

The MobilePay logo or icon can be used when you already have a list of payment options and would like to add MobilePay as an option.

It can also be used on websites, emails and online display ads to let your customers know that you accept MobilePay.

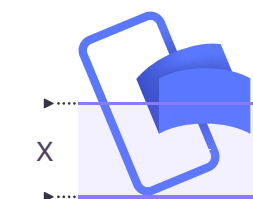
The Logo

The MobilePay logo is made up of a wordmark with an icon. Depending on the needs you can use either the logo or the icon. You can't never use just the wordmark alone.



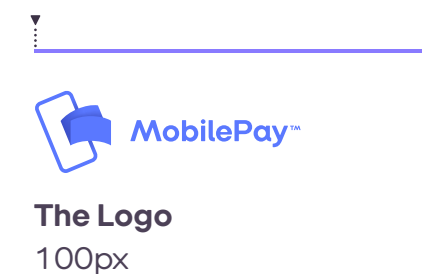
Clear space

In order to ensure the legibility and impact of the logo it is important to give room to let it breath so it doesn't compete with other visual elements such as text and support graphics. The minimum clear space around the logo should be equal to half the height of the icon (marked as x in the diagram).



Minimum size

The minimum size (measure by width) for the logo is 100px and 30px for the icon. Below that, the gradient becomes too weak and the papers too indistinguishable.



Selecting logo version

The colour version of the logo should always be used primarily. In cases where the logo has to be used in smaller sizes, it is necessary to switch to the monochrome version, in order for the papers to remain distinct.

Below 100px the gradient is no longer visible, which makes this the breaking point for switching to the monochrome version. The logo can still be shown in primary blue, but that generally works best when presented in a certain size.



MobilePay

∞px



MobilePay

150px



MobilePay

100px

Full colour version



MobilePay

99px

Monochrome versions



MobilePay

75px



MobilePay

50px



25px

Colours

When you're using the MobilePay logo or icon please make sure to follow the below set of guidelines:

MP blue

HEX
#5A78FF

RGB
(90, 120, 255)

Primary

The primary colour is MP blue. It must be used whenever possible.

Dark blue

HEX
#3C3246

RGB
(60, 70, 100)

Secondary

The secondary button colour is to be used, whenever the primary colour; MP blue, doesn't fit in context.

Do's & Don'ts

When you're using the MobilePay logo or icon please make sure to follow the below set of guidelines:

- Do not change the color or alter the artwork in any way. The logo and icon is only available in blue.
- Do not add a message or text to the logo.
- Do not crop, stretch, modify or change the orientation of the logo or the icon.


Examples

Examples showing how to implement the logo or icon in a list of payment options.


Choose payment method

<input type="radio"/>		Dankort
<input type="radio"/>		Visa
<input checked="" type="radio"/>		MobilePay

Choose payment method

<input type="radio"/>	  	
<input checked="" type="radio"/>	 MobilePay	

Choose payment method

<input type="radio"/>		
<input type="radio"/>		
<input checked="" type="radio"/>	MobilePay	

Buttons

Add a MobilePay-button to allow your customers to use their MobilePay account to either pay or subscribe to your service/ product.

We provide the button in blue, dark blue and white, for use on dark/ coloured backgrounds.

Blue

For use on white or light-colored backgrounds that provide sufficient contrast. Do not place a black button on a black or very dark background; instead, select the white button option shown below.

Dark blue

An alternative to the blue version. Can be used for websites with an already heavy use of blue.

White

The white button is for use on colored and dark backgrounds, where the blue is ill fitting.

White with stroke



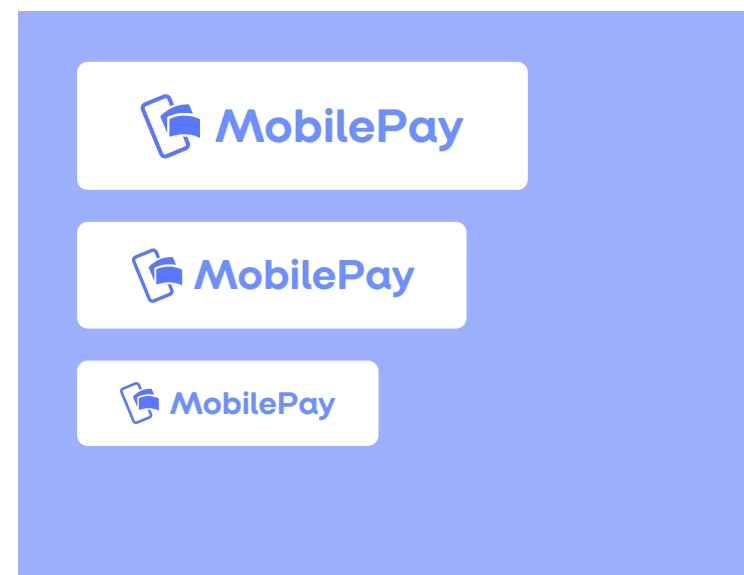
MP Blue



Dark Blue



White on colour



Alternative Buttons - DK

Button variations for unaccompanied use, or where the button simply needs to have more context.

Blue

For use on white or light-colored backgrounds that provide sufficient contrast. Do not place a black button on a black or very dark background; instead, select the white button option shown below.

Dark blue

An alternative to the blue version. Can be used for websites with an already heavy use of blue.

White

The white button is for use on colored and dark backgrounds, where the blue is ill fitting.

White with stroke



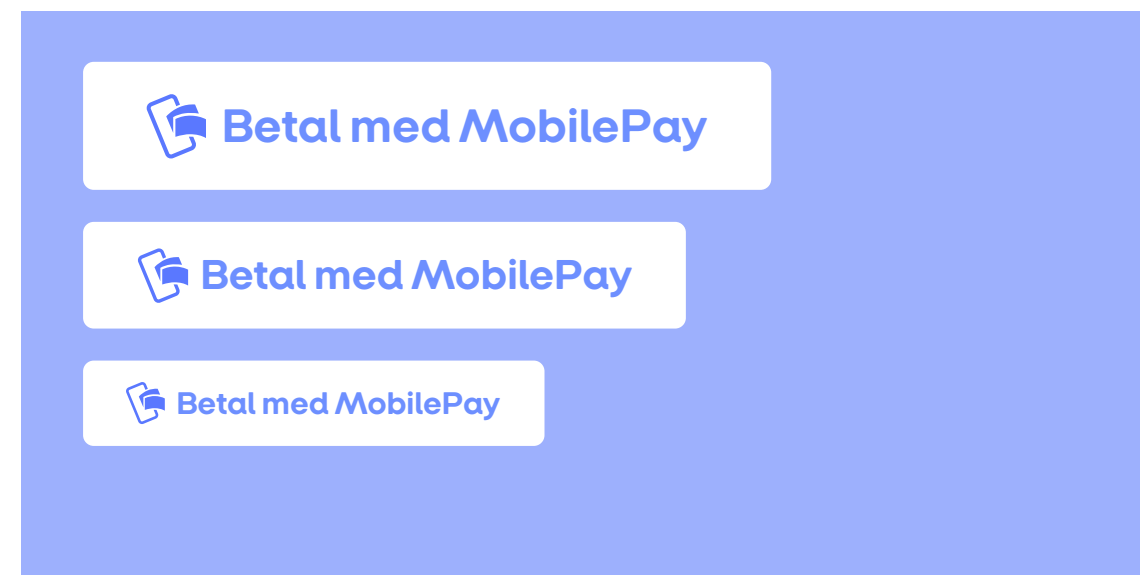
MP Blue



Dark Blue



White on colour



Alternative Buttons - FI

Button variations for unaccompanied use, or where the button simply needs to have more context.

Blue

For use on white or light-colored backgrounds that provide sufficient contrast. Do not place a black button on a black or very dark background; instead, select the white button option shown below.

Dark blue

An alternative to the blue version. Can be used for websites with an already heavy use of blue.

White

The white button is for use on colored and dark backgrounds, where the blue is ill fitting.

White with stroke



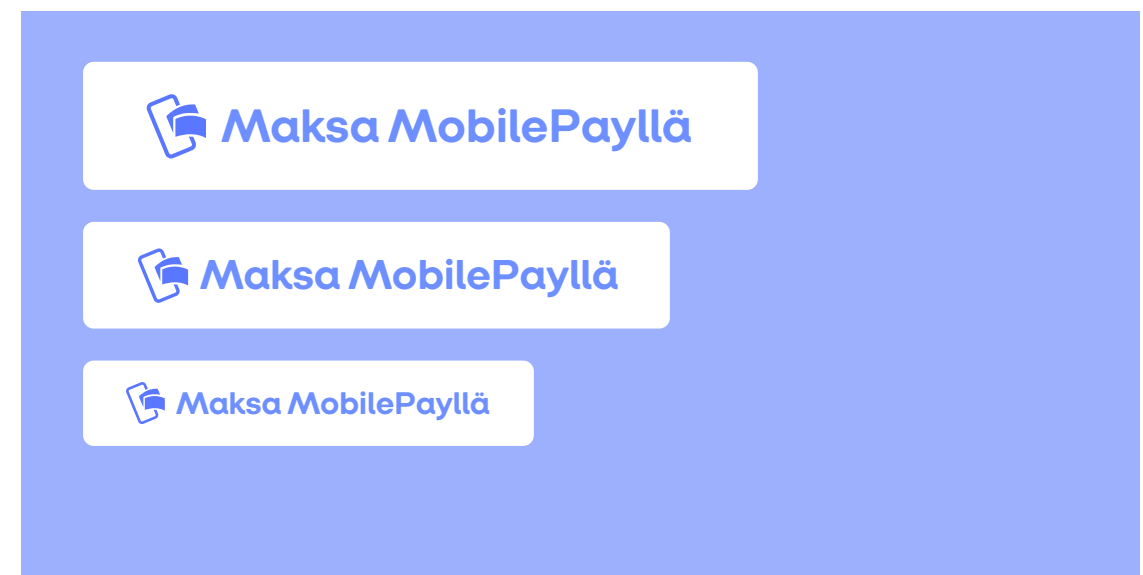
MP Blue



Dark Blue



White on colour



Size & Space

The button is provided in different sizes and formats so you can pick the one that accomodates your needs the best. The button has been designed to work with almost any design.

Please respect the sizes provided and remember to always add clear space in order ensure legibility and discoverabilty of the button.

Button sizes

The button should be the same size or larger than other buttons on the page.

LARGE
169x48 - PNG - SVG



DEFAULT
146x40 - PNG - SVG

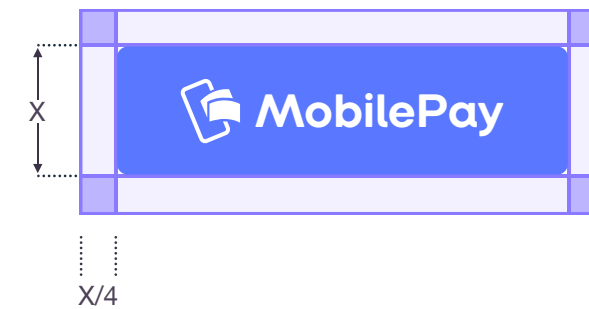


SMALL
113x32 - PNG - SVG



Clear space

In order to preserve the legibility and discoverability of the button, it is important that no other buttons, type or other graphic elements infringe on its space. The minimum clear space around the button should be equivalent to 1/4 of the height of the button (marked x in the diagram).

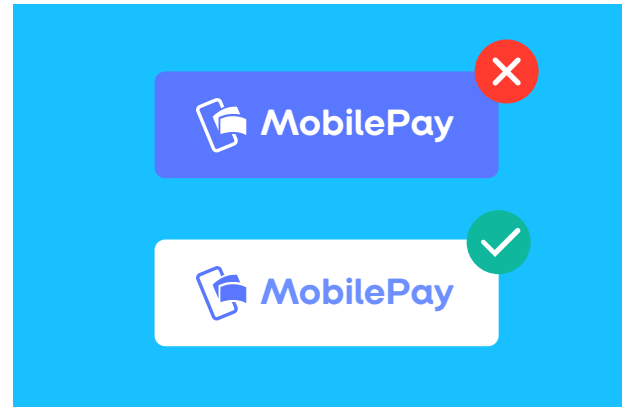


Do's & Don'ts

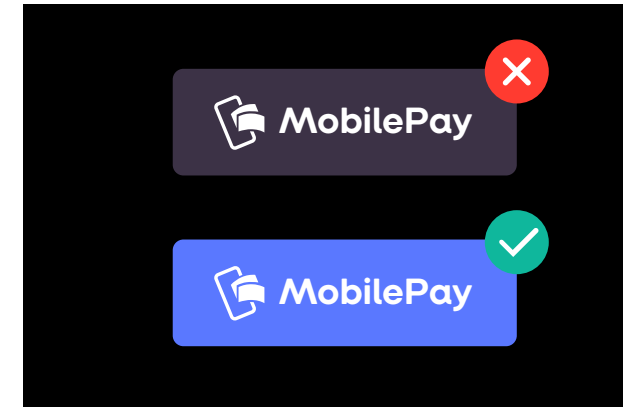
When you're using the MobilePay button or logo please make sure to follow the below set of guidelines:

- Do not change the color, or add additional colors
- Do not add other elements to the button
- Do not crop, stretch, modify or change the orientation of the button

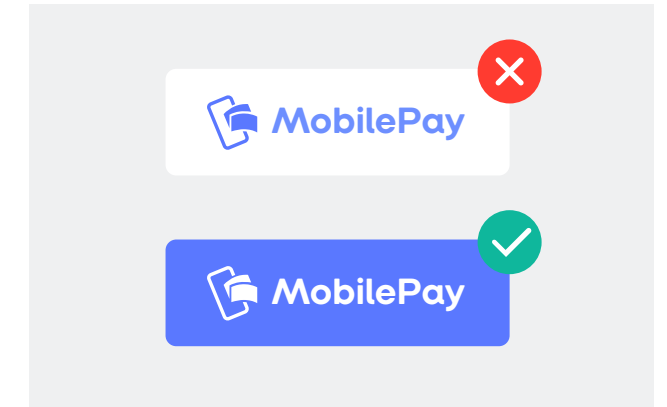
Backgrounds



On a saturated background color, use the white button without the outline rule.



On a black or very dark background, use the blue button.



When placing a white payment button on a white or very light background, select the white button with the outline rule.

Effects

Don't add effects to the button.



Color

Don't change the color of the button.





Leica M-A (Typ 127), Silver
Chrome Finish

£195⁰⁰

Leica M6 Battery Cover -
Slotted

£50⁰⁰

Leica M6 Battery Cover -
Standard

£38⁰⁰

Leica M7 - Black (0.72)

£4,395⁰⁰

Examples

example of use monochrome use. This version is in use, both because of the small size, but also because the colour needs to differentiate from MP blue / dark blue.

TOUCH

Text to share information about your brand with your customers.

NEWSLETTER

by Shopify



Examples

Example in a web shop context.
The dark version is used because
the blue would not fit in company
with the other check out button.

appear here

Subtotal: **\$3,299.00**

Shipping *starting from* \$82.51

Duties & Tax [?] \$1,206.83

You Pay **\$4,588.34**



Begin Checkout

or

 **MobilePay**

Helpful Links

[Shipping Information](#)

[Our Return Policy](#)

[Your Privacy and Security](#)

CUSTOMER SERVICE

Examples

The button needs to function as a donate-button on a blog. The full "pay with MobilePay" version is used, because the button is standing alone.

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