



Bluecode.

Our brand and
how you use it.



Logo.

Variations

We are delighted that you would like to use the Bluecode logo in your communication. In general, the logo can be used in three different ways - horizontally, vertically and as a symbol. However, you should use the primary one at all times, as long as there are no exceptions.

Primary logo (horizontally)



Secondary logo (vertically)

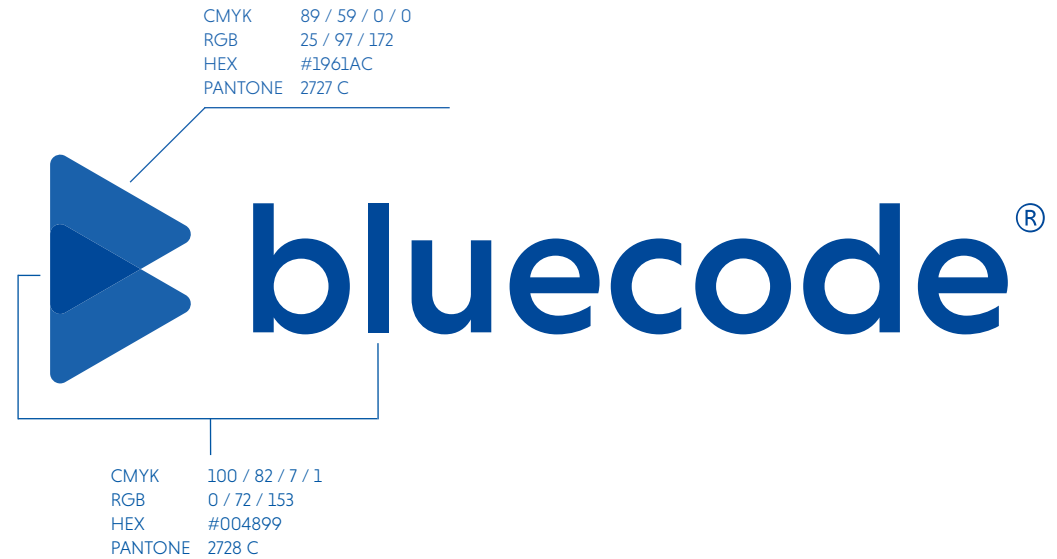


Symbol



Color Codes

If you've ever wondered what color codes you should use for Bluecode, read on. You should use CMYK for standard prints (e.g. flyers), RGB/HEX for on-screen (digital) and PANTONE for plastic prints, along with the codes listed below.



Background Variations

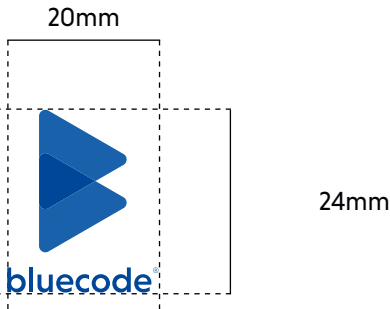
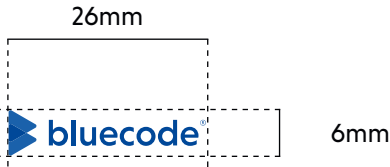
Please try to use the blue logo whenever possible and display it on a white background. In exceptional cases, use the other options that are shown on this page.



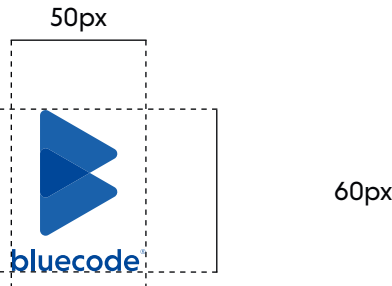
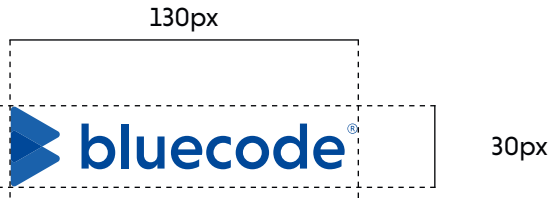
Minimum Size

This page shows you the minimum size of the primary and the secondary Bluecode logo. Please note that there is a difference here if you use it on print material or on the website.

Print

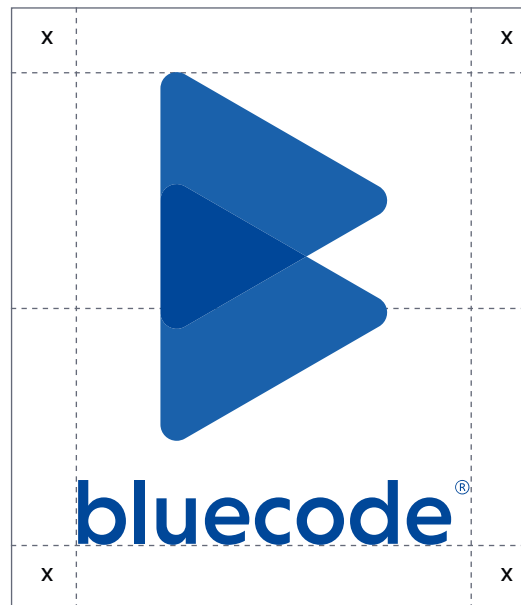


Web



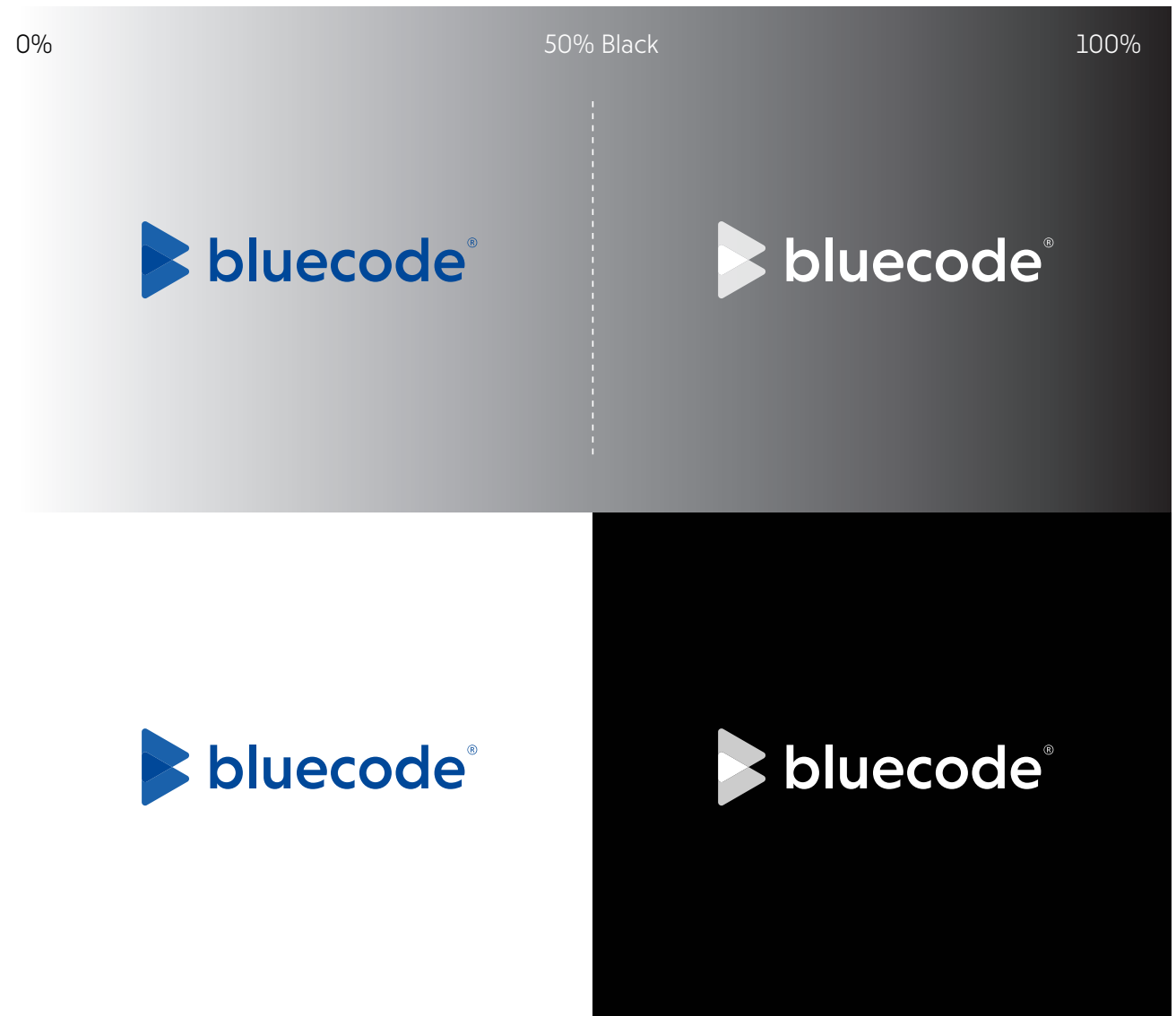
Area of Isolation

On this page you can find the minimum space, which we allow between the logo and another object. More space between the objects is accepted.



Correct Usage

This page shows you how to combine the brand colors and the background correctly when using our logo.



Incorrect Usage

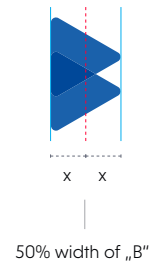
In order to learn how not to combine colors and background when using our logo, read on. Please make us happy and follow the guidelines.



**Our logo
with yours.**

Our logo with yours

The coming guidelines explain how the Bluecode logo should be displayed along with yours. Please follow them in order to present both logos correctly.



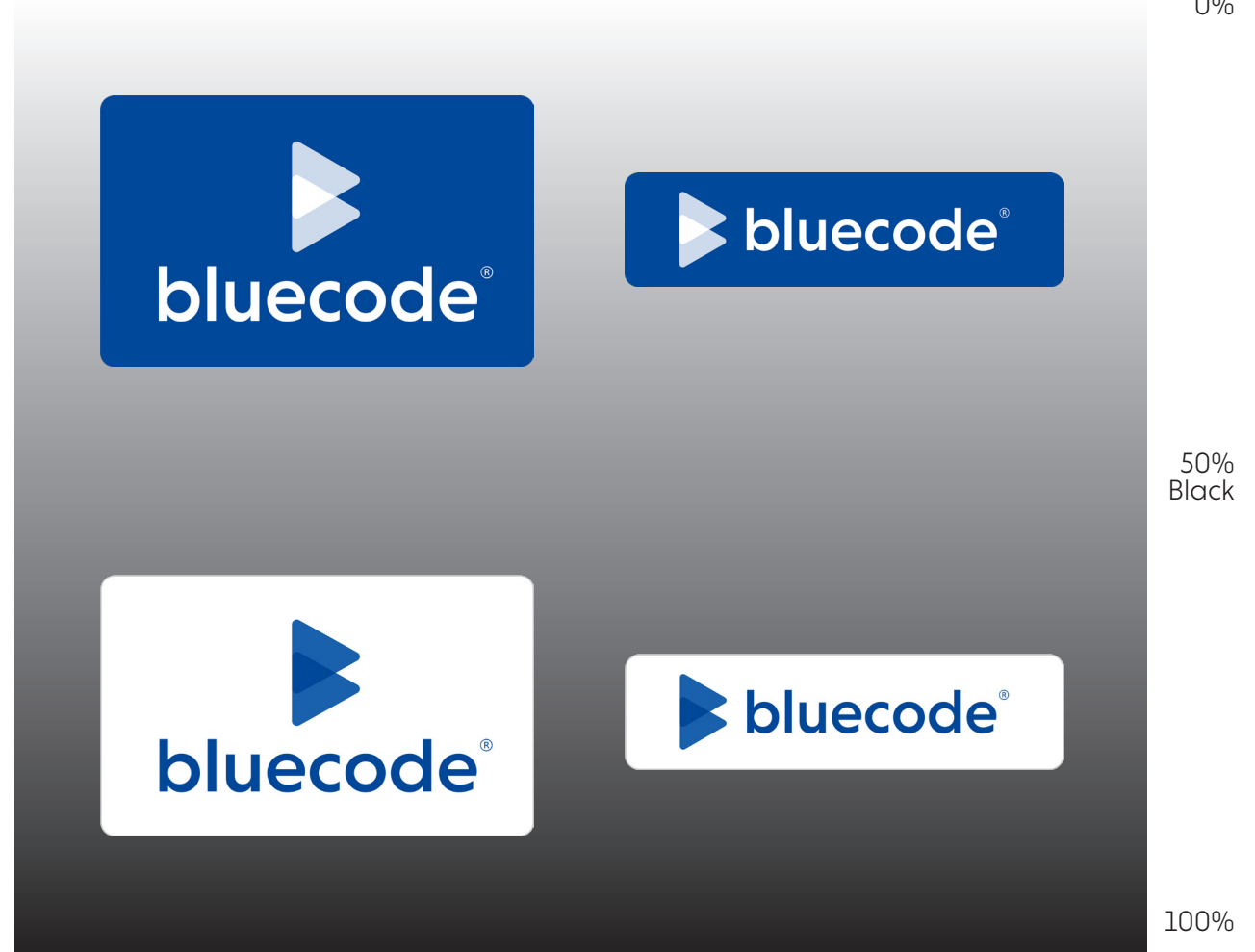


Sticker.

Sticker

Are you already a Bluecode Acceptance Partner? Welcome on board! Please use the Bluecode logo in the displayed format when you are presenting your payment options to your customers.

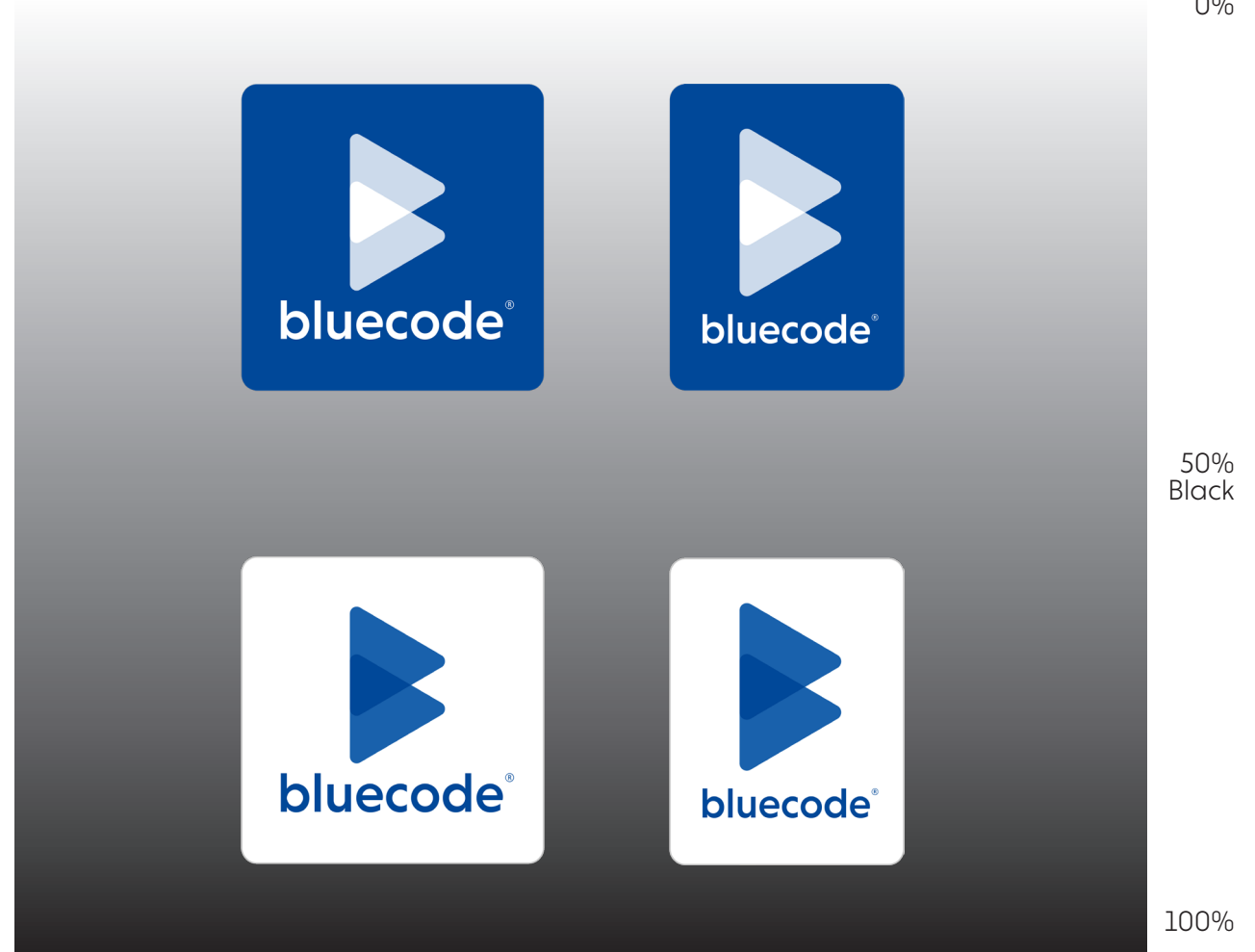
Bluecode - Sticker



Secondary Stickers

If the sticker formats on the previous page do not fit on your logowalls, you can also use these ones as back-ups. If possible, always use the ones on the previous page.

Bluecode - Sticker



Logowall

You can also use the logo in a logowall like these. Please make sure the word "Bluecode" is always about the same size as the other logos. To ensure this, you can choose between the two given formats of the Bluecode logo.

Correct Usage



Bei uns kannst du auch kontaktlos
oder mobil bezahlen.



Bei uns kannst du auch kontaktlos
oder mobil bezahlen.



Incorrect Usage



Bei uns kannst du auch kontaktlos
oder mobil bezahlen.



Bei uns kannst du auch kontaktlos
oder mobil bezahlen.





Legal.

Legal

The **Bluecode Corporate Identity**, which includes both the Bluecode Corporate Design and the Bluecode Logo, is to be applied uniformly by everyone and cannot be changed individually. Exclusively Bluecode (Blue Code International AG) has the right to change the Bluecode corporate design and/or the Bluecode logo from time to time. In this case contractual partners of Bluecode will be informed of the changes in good time. The Brand Manual is valid in the respective latest version.

Style of the word mark:

The term "Bluecode" or "BLUECODE" must always be used in one of the styles portrayed in the brand manual. Spaces may not be added to or subtracted from the term „Bluecode" (such as "B l u e Code" or "BlueCode", etc.). Any other use is subject to the scheme owner's prior written approval.

Use in conjunction with the word or graphic signs:

Any use of the "Bluecode" terminology which might negatively impact the differentiability of the trademark must be avoided. This especially applies to the use of the term "Bluecode" when this is used before or after other terms and/or the connection of the term. "Bluecode" by means of a dash or slash to:

- If a wrong company designation, such as Blue Code AG, or
- another brand name, such as Blue Code/XY method, or
- another bank and/or financial service, such as Blue Code checking account, or
- another product similar to bank or financial service.

The word marks of Bluecode must not be used in conjunction with a possessive pronoun (such as "Our Bluecode method offers you ..."), but may only be used as a fixed term (for example "Pay easily, quickly, and securely with Bluecode").

For use of the word/figurative mark on the internet:

In case of the linking of the Bluecode logo only the website of the scheme owner may be linked and not a subpage or another website.

Use in conjunction with other payment variants:

- If a trademark is offered in addition to other payment and verification variants, the spacing rule must be complied with.
- In order to equally portray the Trademarks with the other payment variants, the Bluecode mark must be used in the same size, frequency, and level of color as the references to the other payment variants.



bluecode[®]