



---

# Brand Identity Guidelines

For Organisations offering BPAY services  
and Member Financial Institutions

**This guide should be used in conjunction with the BPAY® Identity Standards Manual. Any use of the BPAY logo, BPAY View® logo, BPAY wordmark, or BPAY View wordmark should be submitted to your financial institution for approval.**

**BPAY is the leading electronic bill presentment and payment service in Australia. BPAY and BPAY View are registered to BPAY Pty Ltd. ABN 69 079 137 518.**

Since 1997 the BPAY logo has become a distinctive symbol that is recognised and remembered by bill payers. The health of the BPAY brand is largely a result of billers and financial institutions effectively and consistently communicating the brand across all mediums, both printed and electronic.

To protect the integrity of the brand it is important that billers and financial institutions adhere to all aspects of this document. It aims to provide guidance as to how the BPAY and BPAY View logos and wordmarks need to appear in various mediums.

In 2012 BPAY refreshed it's branding, this guide provides details on how the new logos should be applied on bills, within web and mobile sites as well as on collateral materials.



If you require further information, clarification or a copy of the BPAY Identity Standards Manual please contact your financial institution.

This is a marketing guide only and does not replace the BPAY Identity Standards Manual that forms part of the Biller Agreement signed with financial institutions or part of the Trade Mark Licence signed with BPAY. This guide should be used in conjunction with the BPAY Identity Standards Manual and in the event of any inconsistency between this guide and the Identity Standards Manual, the provisions of the Identity Standards Manual prevail.

## 04-09

### BPAY Blue Portrait Logo and Wordmarks

- 05 BPAY Blue & Mono Portrait Logo
- 06 BPAY Reversed Portrait Logo
- 07 Logo Isolation Guide & Minimum Size
- 08 BPAY Logo Do's and Don'ts
- 09 The BPAY Wordmark

## 20-21

### The BPAY Typeface

- 21 The BPAY Typeface

## 10-13

### BPAY Blue Landscape Logo

- 11 BPAY Blue & Mono Landscape Logo
- 12 BPAY Reversed Landscape Logo
- 13 Landscape Logo Isolation Guide & Minimum Size

## 22-24

### For Billers

- 23 BPAY Bill Configurations Requirements
- 24 BPAY View Bill Configuration Requirements

## 14-19

### The BPAY View Logo & Wordmarks

- 15 The BPAY View Blue & Mono Logo
- 16 BPAY View Reversed Logo
- 17 The BPAY View Logo Isolation Guide & Minimum Size
- 18 The BPAY View Wordmark
- 19 The BPAY View logo – with Marketing Tagline

## 25-27

### For Financial Institutions

- 26 Internet & Mobile Banking
- 28 Printed (Marketing Collateral)

# 04 - 09

## **BPAY Blue Portrait Logo and Wordmarks**

As part of the BPAY logo refresh wherever the existing logo currently appears will need to be updated with the new logo. Please note that the proportional sizes of the new BPAY logo are unchanged from the old version.

The following section provides guidelines on how the BPAY logo is to be used, including the minimum size and isolation guide.

The BPAY portrait logo is composed of the BPAY 'B' device and the word 'PAY'. The relationship between these elements is fixed and must not be altered.

**BPAY Blue Portrait Logo**

The BPAY blue portrait logo should be used whenever possible.

There is a white border around the BPAY portrait logo as a part of the design. It is preferred that the BPAY blue portrait logo is used on a white background. When the logo is on a white background this border is not visible (see Figure 1).

When the logo is used on any coloured background the white border becomes visible (see Figure 1.1).

The master BPAY blue is:

PMS 2768  
CMYK C100 M78 Y0 K44  
RGB R24 G49 B104  
WEB OF204B

**BPAY Mono Portrait Logo**

When the blue version cannot be used due to printing or media limitations, black is the only other colour to be used. For example, if printed on material with a limited number of spot colours or in black and white advertisements and in press.

As per the BPAY blue portrait logo there is also a border around the BPAY mono portrait logo which is only visible once on a black background (see Figure 1.3).



**Figure 1**  
The BPAY blue portrait logo.



**Figure 1.1**  
The BPAY blue portrait logo shown on a coloured background.



**Figure 1.2**  
The BPAY mono portrait logo.



**Figure 1.3**  
The BPAY mono portrait logo shown on a black background.

In rare circumstances due to colour or layout restrictions, the BPAY portrait logo in reverse may be used. This may only be applied to a one colour solid background (see Figure 1.4). All uses of this logo must be approved by BPAY Marketing prior to publication.



**Figure 1.4**  
The BPAY reversed portrait logo shown on a coloured background.

**Logo Isolation Guide**

The isolation area denotes the space around the logo in which no other type or graphic elements can encroach.

The 'box' in the upper left hand corner of the logo is equal to 1 unit. The isolation area for the logo is 1 unit as specified around the edge of the entire logo (see Figure 1.5).

When using the logo on a coloured background and the border is visible, the isolation area should be applied from the edge of the white border.



**Figure 1.5**  
NB. 1 unit = 1/6th of width of logo.



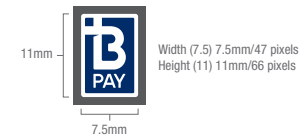
**Minimum Size**

The minimum size for the BPAY logo is 10mm high or 56 pixels in digital formats (see Figure 1.6).

If the BPAY portrait logo is used on a coloured background, a border will be visible on the logo increasing the minimum size to 11mm high or 66 pixels in digital formats (see Figure 1.7).



**Figure 1.6**



**Figure 1.7**

**Logo Do's**

BPAY's consistent level of service and quality is a mandate. With this in mind the new logo has the ability to maintain its form regardless of the environment.

BPAY strives to work seamlessly with its partners. To reflect this we have found a way our logo can adapt when necessary and still retain its features consistently (see Figures 1.8, 1.9 and 1.10).

While the logo is flexible enough to be applied to numerous backgrounds; the shape and proportions of the BPAY logo always belong to BPAY and must remain unaltered. This ensures consistency and confidence in a variety of scenarios, just like BPAY.

**Logo Don'ts**

Along with the minimum size and isolation rules that need to be followed, below is a list of incorrect logo applications that need to be avoided when creating artwork.

- Do not distort or change the BPAY logos in any way (see Figure 1.11).
- Do not alter the colour of the 'B' in the BPAY logo (see Figure 1.12). Permission is required from BPAY Marketing to use alternate colour versions of the logo (see page 6).
- Never full reverse the BPAY logo (see Figure 1.13).
- Never add additional text or graphic elements to the BPAY logos (see Figure 1.14).
- Never use the reversed BPAY logos on a patterned background (see Figure 1.15).
- Do not crop or use part of the BPAY logo (see Figure 1.16). Abide by isolation guides outlined in (Figure 1.5).

If you are unsure around the correct use of the BPAY logo, contact your financial institution or BPAY Marketing.



Figure 1.8



Figure 1.9



Figure 1.10



Figure 1.11  
Never distort or change the BPAY logo in any way.



Figure 1.12  
Never alter the colour of the BPAY logo.



Figure 1.13  
Never full reverse the logo.



Figure 1.14  
Never add additional text to the BPAY logo.



Figure 1.15  
Never use the reversed BPAY logo on a patterned background.



Figure 1.16  
Never crop the logo.



**BPAY Wordmark**

BPAY must be used as one term and never be abbreviated, hyphenated or used in the plural. Variations to the wordmark are prohibited.

**Uppercase**

BPAY is always upper case with no space between 'B' and 'PAY'.

When the wordmark is used in body copy, the 'PAY' is always 85% of the size of the 'B'. As a guide, if 'B' is 16 points, 'PAY' should be 13.6 points. If 'B' is 13 points, 'PAY' should be 11 points.

In digital mediums the wordmark BPAY can be used, where the first four letters are upper case and in the same point size.

**Helvetica font**

The Helvetica typeface to be used wherever possible.

**The ® symbol**

The trademark symbol ® must be shown with the FIRST mention of BPAY in body copy.

The footnote to the trademark is:

® Registered to BPAY Pty Ltd

ABN 69 079 137 518

**Correct:**

BPAY®    BPAY®    BPAY    BPAY

**Incorrect:**

Bpay    bpay    bPAY    B PAY    B-PAY

10-  
13

## **BPAY Blue Landscape Logo**

The BPAY landscape logo is composed of the BPAY 'B' device and the word 'PAY'. The relationship between these elements is fixed and must not be altered.

### BPAY Blue Landscape Logo

The BPAY landscape logo may be used only when, due to space or layout restrictions, the portrait logo cannot be applied. It is preferred that the BPAY blue landscape logo be used in colour.

There is a white border around the BPAY landscape logo as a part of the design. It is preferred that the BPAY blue landscape logo is used on a white background. When the logo is on a white background this border is not visible (see Figure 2).

When the logo is used on any coloured background, the white border becomes visible (see Figure 2.1).

The master BPAY blue is:

PMS 2768  
CMYK C100 M78 Y0 K44  
RGB R24 G49 B104  
WEB OF204B

### BPAY Mono Landscape Logo

When the blue version cannot be used due to printing or media limitations, black is the only other colour to be used. For example, if printed on material with a limited number of spot colours or in black and white advertisements and in press.

As per the BPAY blue landscape logo there is also a border around the BPAY mono landscape logo which is only visible once on a black background (see Figure 2.3).



**Figure 2**  
The BPAY blue landscape logo.



**Figure 2.1**  
The BPAY blue landscape logo shown on a coloured background.



**Figure 2.2**  
The BPAY mono landscape logo.



**Figure 2.3**  
The BPAY mono landscape logo shown on a black background.

In rare circumstances due to colour or layout restrictions, the BPAY landscape logo in reverse may be used. This may only be applied to a one colour solid background (see Figure 2.4). All uses of this logo must be approved by BPAY Marketing prior to publication.



**Figure 2.4**  
The BPAY reversed landscape logo shown on a coloured background.

### Logo Isolation Guide

The isolation area denotes the space around the logo in which no other type or graphic elements can encroach.

The 'box' in the upper left hand corner of the logo is equal to 1 unit. The isolation area for the logo is 1 unit as specified around the edge of the entire logo (see Figure 2.5).

When using the logo on a coloured background and the border is visible, the isolation area should be applied from the edge of the white border.



Figure 2.5

NB. 1 unit = 1/16th of width of logo.



### Minimum Logo Size

The minimum size for the BPAY logo is 18mm wide or 73 pixels in digital formats (see Figure 2.6).

If the BPAY landscape logo is used on a coloured background, a border will be visible on the logo increasing the minimum size to 20mm wide or 80 pixels in digital formats (see Figure 2.7).



Figure 2.6



Figure 2.7

# 18- 24

## **The BPAY View Logo & Wordmarks**

This section provides guidelines on how the BPAY View logo is to be used, including the minimum size and isolation guide.

**BPAY View Logo**

The BPAY View logo should not be used on bills. Refer to page 24 of this guide. The BPAY View logo can be used within websites, promotional marketing and collateral materials.

There is a white border around the BPAY View blue logo as a part of the design. It is preferred that the BPAY View blue logo is used on a white background. When the logo is on a white background this box is not visible (see Figure 3).

When the logo is used on any coloured background the white border becomes visible (see Figure 3.1).

If the logo is used on a different background, please note the change to the minimum logo size (see Figure 3.6).

The master BPAY blue is:

PMS 2768  
CMYK C100 M78 Y0 K44  
RGB R24 G49 B104  
WEB OF204B

**BPAY View Mono Logo**

When the blue version cannot be used due to printing or media limitations, black is the only other colour to be used (see Figure 3.2). For example, if printed on material with a limited number of spot colours or in black and white advertisements and in press.

As per the BPAY View blue logo there is also a box around the BPAY View mono logo which is only visible once on a black background (see Figure 3.3).



**Figure 3**  
The BPAY View blue logo.



**Figure 3.1**  
The BPAY View blue logo shown on a coloured background.

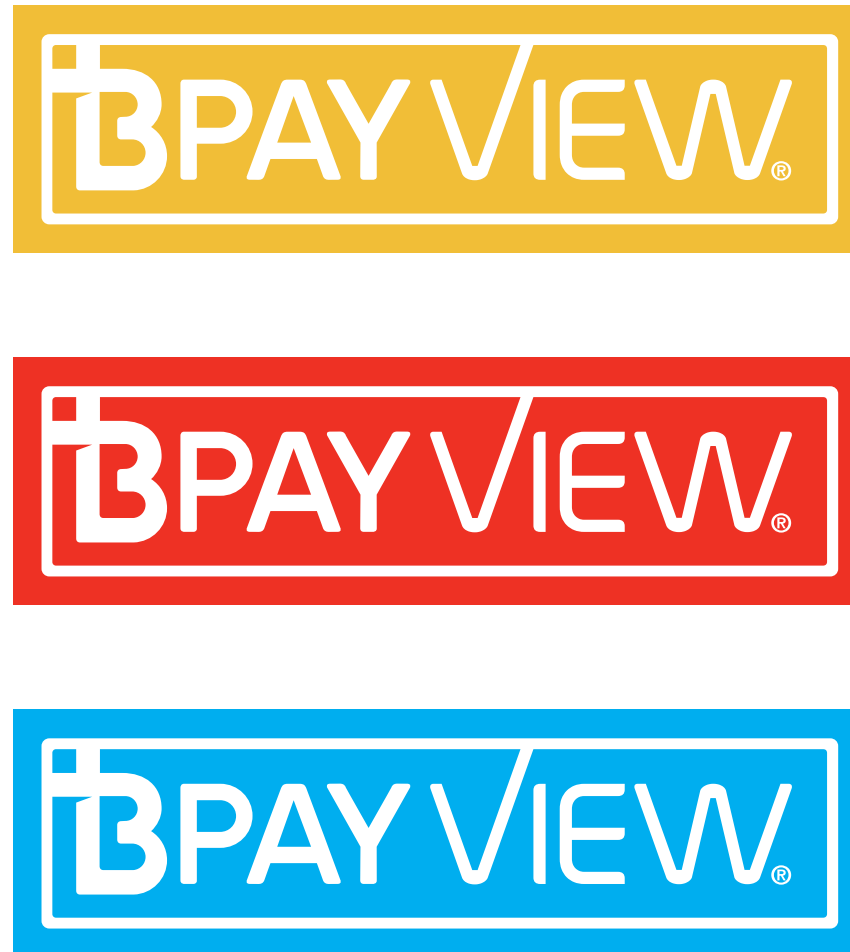


**Figure 3.2**  
The BPAY View mono logo.



**Figure 3.4**  
The BPAY View mono logo shown on a black background.

In rare circumstances due to colour or layout restrictions, the BPAY landscape logo in reverse may be used. This may only be applied to a one colour solid background (see Figure 3.5). All uses of this logo must be approved by BPAY Marketing prior to publication.



**Figure 3.5**  
The BPAY View reversed logo shown on a coloured background.



**Logo Isolation Guide**

The isolation area denotes the space around the logo in which no other type or graphic elements can encroach.

The 'box' in the upper left hand corner of the logo is equal to 1 unit. The isolation area for the logo is 1 unit as specified around the edge of the entire logo (see Figure 3.6).

When using the logo on a coloured background and the box is visible, the isolation area should be applied from the edge of the white border.



**Figure 3.6**  
NB. 1 unit = 1/32nd of width of logo.

**Minimum Logo Size**

The minimum size for the BPAY View logo is 37.5mm wide or 142 pixels in digital formats (see Figure 3.7).

If the BPAY View logo is used on a coloured background, a border will be visible on the logo increasing the minimum size to 40mm wide or 150 pixels in digital formats (see Figure 3.8).



**Figure 3.7**



**Figure 3.8**

**BPAY View Wordmark**

BPAY View must be used as one term and never be abbreviated or used in the plural. Variations to the wordmark are prohibited.

**Capitalisation**

BPAY is always upper case. No space between 'B' and 'PAY'. In View, the 'V' in 'View' is always uppercase and the 'iew' is always lowercase.

When the word mark is used in body copy, the 'PAY' is always 85% of the size of the 'B'. As a guide, if 'B' is 16 points, 'PAY' should be 13.6 points. If 'B' is 13 points, 'PAY' should be 11 points.

'View' is the same point size as 'B'.

In digital mediums the wordmark BPAY View can be used where the first four letters of BPAY are upper case and in the same point size.

**Helvetica font**

The Helvetica typeface to be used wherever possible.

The BPAY View wordmark should ideally be the same size as the body copy. But at a minimum, it should be no less than 7pt.

**The ® symbol**

The trademark symbol ® must be shown with the FIRST mention of BPAY View in body copy.

The footnote to the trademark is:

® Registered to BPAY Pty Ltd  
ABN 69 079 137 518

**Correct:**

BPAY View®    BPAY View®    BPAY View    BPAY View

**Incorrect:**

BPAY VIEW    BPAY view    bpay view    BPAY-View

BPAY has developed a version of the logo for use of promotional marketing materials.

Permission must be sought from BPAY Marketing to use this version of the logo.

### The Logo

There is a white border around the BPAY View blue logo as a part of the design. It is preferred that the BPAY View blue logo with tagline is used on a white background. When the logo is on a white background this border is not visible.

When the logo is used on any coloured background the white border becomes visible (see Figure 3.10).

The master BPAY blue is:

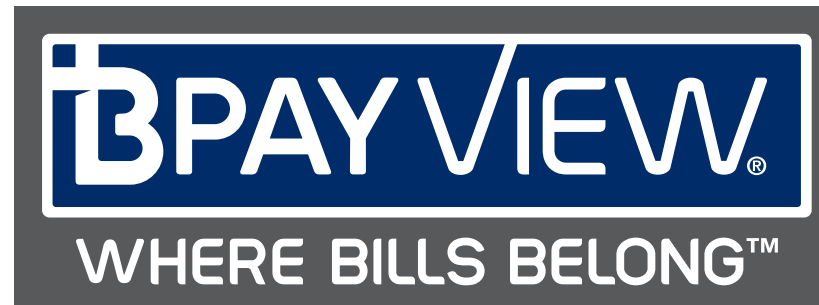
PMS 2768  
CMYK C100 M78 Y0 K44  
RGB R24 G49 B104  
WEB OF204B

All of rules that apply to the standard BPAY View logo apply to the BPAY View logo – with tagline.

The logo is available by contacting BPAY Marketing.



**Figure 3.9**  
The BPAY View blue logo – with tagline.



**Figure 3.10**  
The BPAY View blue logo – with tagline shown on a coloured background. Note: In this instance use the reversed tagline version.

20-  
21

## The BPAY Typeface

**Type on bills**

When setting type on bills, it is preferred that Helvetica font is used.

Where the Helvetica font cannot be used, please substitute with the Arial font. The typeface used by the biller is also acceptable only if it is clear and legible.

**BPAY brand and preferred typeface**

All headings should be set in Helvetica Bold. It is used in upper and lower case (see Figure 4).

Sub headings, body copy and terms and conditions should be set in Helvetica. It is used in upper and lower case (see Figure 4.1).

**BPAY substitute typeface**

For PC documents when Helvetica is unable to be used you may use Arial as a substitute (see Figure 4.2).

**Helvetica – Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Figure 4**  
Heading typeface.

**Helvetica**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Figure 4.1**  
Body copy typeface.

**Arial**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Figure 4.2**  
Substitute typeface.

# 22- 24

## For Billers

BPAY billers must display the following information on the payment advice section of their bills. These requirements apply to all forms of bills – electronic, paper or otherwise.

Alternative bill configurations can be used when there are space or layout restrictions. These must be approved by your financial institution.

**Bill Configurations**

The vertical logo format, customer reference box and payment method advice should be used for all applications. This must be located in a prominent position on the bill, to be clearly visible and easily located.

The payment method advice must be co-located with the logo and customer reference box.

The horizontal logo format may be used only when, due to space or layout restrictions, the vertical format cannot be applied.

The Minimum Vertical Standard for the logo is 10 mm high (see page 7).

The Minimum Horizontal Standard for the logo is 8mm high (see page 13).

If billers do not accept all payment methods, they must modify the payment method advice to reflect only those offered.

Alternative copy for the payment method advice may be submitted to your financial institution for approval.

**Aligning Logo and Customer Reference Box**

Align the customer reference box to the depth of the total BPAY logo. Allow sufficient space between the two boxes, by measuring from the minimum encroachment area and extend to the width of the paragraph.

Vertically centre the biller code and customer reference number within the customer reference box.

Type is to be bold and set Helvetica or in the style of the bill’s general text.

Type size must be maximised to the allocated area of the customer reference box; no smaller than the surrounding text.

The preferred bill configurations are shown as in figure 5.

When QR codes are used, the QR code must appear to the right of the customer reference box.

For iCRN or fixed payment billers one of the following applicable statements must accompany the customer reference box and payment method advice:

- (a) “Any payment must be for the exact amount of this invoice and be made by the due date. Otherwise, any amount paid will not be accepted and will be returned.”
- (b) “Any payment must be for the exact amount of this invoice. Otherwise, any amount paid will not be accepted and will be returned.”
- (c) “Any payment of this invoice must be made by the due date. Otherwise, any amount paid will not be accepted and will be returned.”

Figure 5.3 shows the preferred layout.

**Approval of Bill Layout**

Final bill layout must be approved by your financial institution before going to print.

**Preferred paper and electronic bill configuration**



Figure 5

**To be used where there are layout or space restrictions**



Figure 5.1

**To be used when QR codes are utilised**



Figure 5.2

To use QR codes billers need to sign up through their financial institution, who will provide the specifications for generating BPAY QR codes.

**To be used by iCRN or Fixed payment billers**

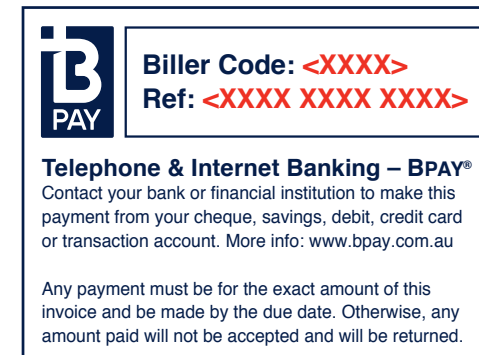


Figure 5.3

**BPAY View Bill Configurations**

BPAY View is an internet banking feature that will enable customers to view their bills online and pay them using BPAY or any other payment method accepted by the Biller.

In addition to the standards set out above, BPAY View Billers are required to comply with the following:

Bill configurations for BPAY View Billers differ from the BPAY Payment scheme as follows:

- The payment method advice must be prefaced with the word mark BPAY View
- The payment method advice copy must be amended to refer to BPAY View, preferably as set in figure 5.4.

The vertical logo format, customer reference box and payment method advice should be used for all applications. This must be located in a prominent position on the bill, to be clearly visible and easily located.

The payment method advice must be co-located with the logo and customer reference box.

The horizontal logo format may be used only when, due to space or layout restrictions, the vertical format cannot be applied (see Figure 5.5).

The minimum Height Standard for the vertical logo is 10mm (56 pixels) see page 7.

The minimum Height Standard for the horizontal logo is 8mm (31 pixels) see page 13.

**Aligning Logo and Customer Reference Box**

Align the customer reference box to the depth of the total BPAY logo. Allow sufficient space between the two boxes, by measuring from the minimum encroachment area and extend to the width of the paragraph.

Vertically centre the biller code and customer reference number within the customer reference box.

When QR codes are used, the QR code must appear to the right of the customer reference box.

For iCRN or fixed payment billers one of the following applicable statements must accompany the customer reference box and payment method advice:

- (a) "Any payment must be for the exact amount of this invoice and be made by the due date. Otherwise, any amount paid will not be accepted and will be returned."
- (b) "Any payment must be for the exact amount of this invoice. Otherwise, any amount paid will not be accepted and will be returned."
- (c) "Any payment of this invoice must be made by the due date. Otherwise, any amount paid will not be accepted and will be returned."

Figure 5.7 shows the preferred layout.

**Approval of Bill Layout**

Final bill layout must be approved by your financial institution before going to print or goes live. For electronic bills, bill layouts will also be reviewed as part of the BPAY View technical certification process where appropriateness of bill content and bill format are assessed.

**Preferred paper and electronic configuration**

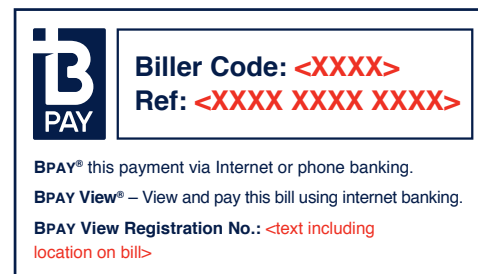


Figure 5.4

**To be used where there are layout space restrictions**

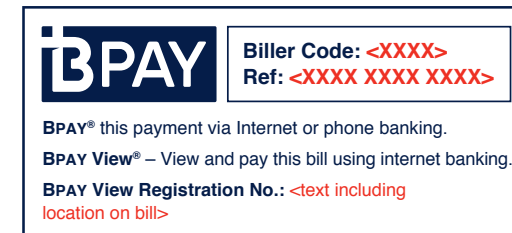


Figure 5.5

**To be used when QR codes are utilised**

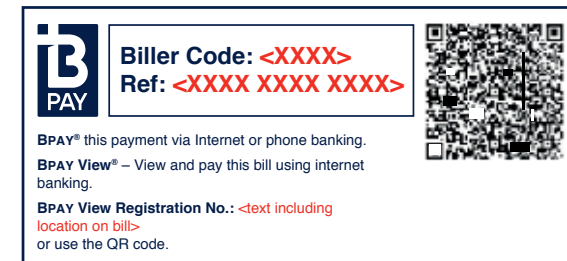


Figure 5.6

To use QR codes for BPAY View registrations, billers need to sign up through their financial institution, who will provide the specifications for generating BPAY QR codes.

**To be used by iCRN or Fixed payment billers**

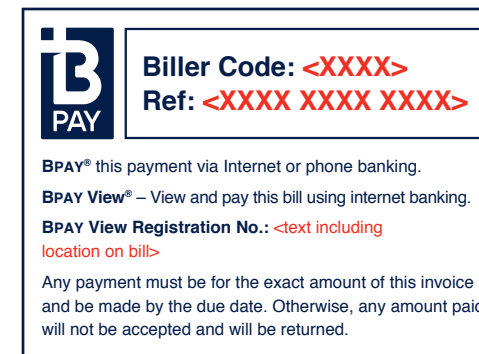


Figure 5.7



**25-**  
**27**

**For Financial Institutions**

As outlined in the BPAY Rules and Operating Procedures the Marks, including the BPAY logo (or BPAY View logo) must occupy a prominent position within the payment instruction pages or menu within a financial institution's internet or mobile banking pages.

BPAY respects that every financial institution has a different approach to the design of their internet and mobile banking sites. Following are suggestions on the logo placements for the BPAY and BPAY View logos within a website and mobile site platform.

Refer to 7 page for minimum logo size requirements and see Figure 1.6.

BPAY payments internet banking example

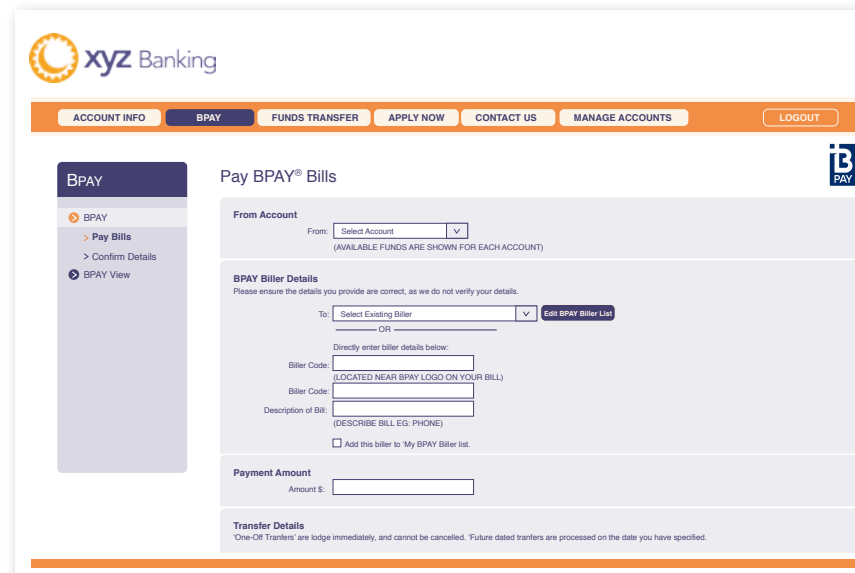


Figure 6

BPAY View Biller list internet banking example

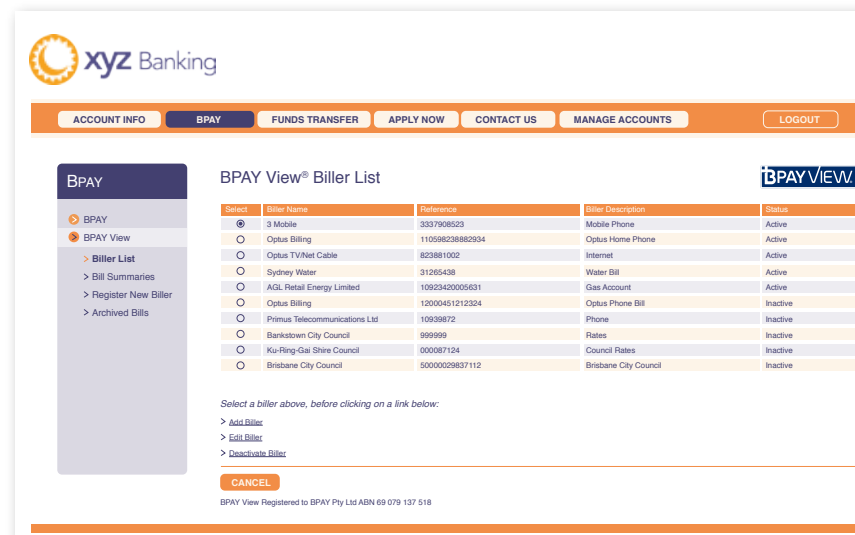


Figure 6.1

**BPAY payments mobile banking examples**

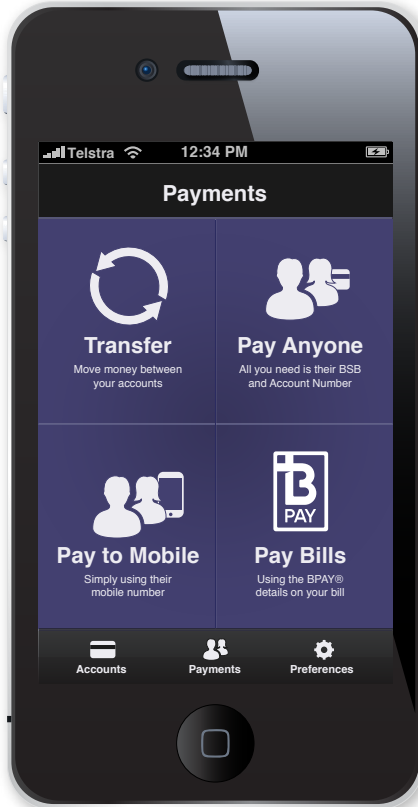


Figure 6.2

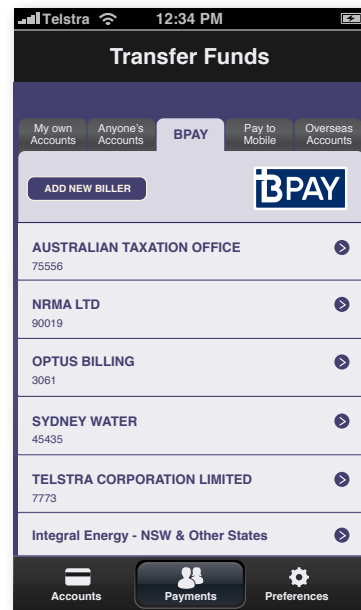


Figure 6.3

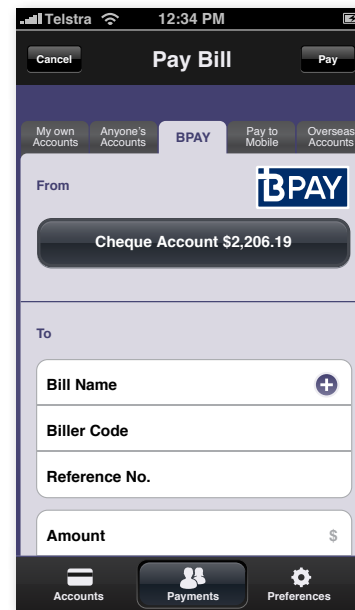


Figure 6.4

**BPAY View mobile banking example**

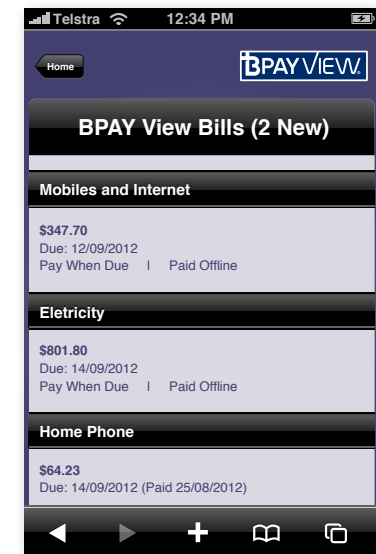


Figure 6.5

BPAY actively supports joint marketing initiatives with both billing organisations and financial institutions. The attached example (figure 6.6) shows how dual branding can be used within a flyer. BPAY Marketing can assist in the production of flyers, banners, web pages and other marketing requests as required.

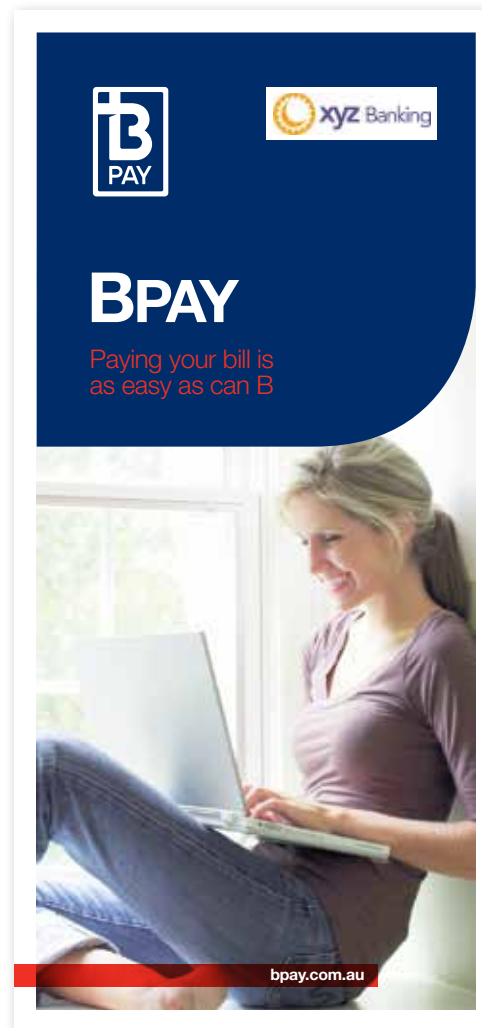


Figure 6.6

**Stay in control with BPAY**

With BPAY® it's easy to stay in control of your bills. Through your internet banking site you simply choose what account you want to pay from\*, when you want to pay and how much you pay. With the scheduled payment option for example, you can set your bill payment date and forget about it. And if you change your mind, you can easily change your payment instructions. With your account balance updated instantly, you always know exactly where you stand.

**Quick, convenient, secure**

With BPAY, you'll be able to pay your bills quickly and securely, 24/7. What's more, you can pay multiple bills at the same time, all from one place. So it's no surprise that 320 million bills were paid the easy way last year in Australia. And with over 22,000 billers on board, you can BPAY virtually anything. Do things the easy way – with BPAY.

**To pay with BPAY:**

- 1 Register for internet or phone banking with your financial institution, if you haven't already.
- 2 Look for the distinctive BPAY logo on your bills.
- 3 Log on to your internet banking site or call your phone banking service.
- 4 Select the BPAY or bill payment option and follow the simple instructions.
- 5 Wait for and record your receipt number.



\*Availability of payments from a credit card account depends on your financial institution and whether the Biller accepts these payments.  
BPAY is offered by 150 financial institutions. Contact your financial institution to see if it offers BPAY and to get the terms and conditions or product disclosure statement (PDS). This is general advice. Before using BPAY please review the PDS and consider whether BPAY is suitable for you. BPAY® and BPAY View® are trademarks of BPAY Pty Ltd ABN 69 079 137 518.



