



## Acceptgiro Corporate Identity Manual

22 December 2005

## **Introduction**

This manual provides guidelines for ensuring the consistent use of the Acceptgiro logo. It is intended for anyone with responsibility for incorporating the logo in a variety of graphic communication items.

The manual covers a number of basic principles, such as the way in which the logo is composed, enlarged and reduced sizes of logo and use of colour.

Acceptgiro is a registered trademark of Acceptgiro B.V.

Acceptgiro B.V. is a subsidiary of Currence Holding B.V. Alteration or distortion of the Acceptgiro logo is not permitted without the prior written consent of the owners.

For more information or questions concerning the use of the Acceptgiro logo, please contact:  
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#### Logo in colour

PMS           Blue    5405C  
                  Yellow 396C

CMYK          Blue    60, 35, 22, 8  
                  Yellow 14, 4, 95, 0

Web            Blue    60, 75, 8A  
                  Yellow DB, E3, 15

#### Application

The aspect ratio of the logo should not change if enlarged or reduced.



### **Logo in black**

In cases where only one colour can be used, only one possibility is permitted, viz. black outline. The translation of the coloured logo into the monochrome form is given by percentage of black.

Monochrome	Blue	100% black
	Yellow	100% black

### **Application**

On a dark background, the logo is always reversed out and, in that way, will always stand out from its background. Again, the aspect ratio of the logo should not change if enlarged or reduced.



**Scaling (enlarging or reducing)**

The logo may be enlarged without restriction.

In the case of reductions, the reproduction method should be taken into account. From the point of view of communication, 20 mm wide by 10 mm high is the smallest size recommended.



**Space around the logo**

If placed in a corner, the space around the Acceptgiro logo should be at least 8 mm.