



FPX BRAND GUIDELINE

Doc. Ref. No.: 500-30/1/0000745

Version 1.2

For FPX Merchant
Reference Only

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Document Details

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Effective Date	: 03 March 2020

Review & Approval

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Revision History

Version No.	Date of Update	Summary of Change	Updated By
1.0	Sep 2014	Initial creation	MarComm
1.1	Nov 2014	Updated guideline	MarComm
1.2	27/12/2019	<ul style="list-style-type: none"> Updated guideline on the new FPX logo with a tagline. Change of document reference number from 300-20/1/0000745 to 500-30/1/0000745 	Mohd Syazani

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1.0 Introduction

1.1 What is FPX

The FPX service allows consumers and businesses to make payments online at Merchant websites directly from their Internet banking accounts.

1.2 Brand Guideline

The FPX wordmark and logo are important brand marks used to identify and promote the FPX service to external audiences.

This brand guideline sets out the minimum standards and requirements for the use of the FPX wordmark and logo.

1.3 Audience

Authorised participants of the FPX service – Financial Institutions, Third Party Acquirers and Merchants.

1.4 Objective

The document is intended to provide a guideline to FPX merchants on the mandatory and recommended approach to implement FPX brand/logo at the Merchants' check-out page. This document shall be applied in conjunction with the FPX Merchant User Interface document and any other supporting document provided in the FPX Exchange Portal.

1.5 Definition

Term	Definition
Merchant	A business, government agency or organization that offers goods and/or services via a website and accepts FPX as one of the mode of payment on the website. Also termed as Merchant.
Third Party Acquirer (TPA)	Non-Financial Institution that is approved by, or registered with BNM to act as an Acquirer in accordance with the FSA and authorized by PayNet to acquire Sellers for FPX.
Financial Institution (FI)	A licensed bank, licensed investment bank, licensed Islamic bank or prescribed development financial institution under the Financial Services Act 2013 (FSA), Islamic Financial Services Act 2013 (IFSA) or Development Financial Institution Act 2002 (DFIA).

Table 1: Definition

2.0 WORDMARK

2.1 Description

“FPX” is the only wordmark that is permitted. It is used in text to identify the FPX service. It may be used in normal or bold style. Use of the wordmark in italics or underlined is not recommended.

Originally, the service was known as the “Financial Process Exchange”, however this wordmark has been discontinued and is not to be used.

The current FPX Tagline to be used is “FPX Pay with Online Banking”

Correct Application

- FPX, **FPX**
- FPX Pay With Online Banking

Incorrect Application

- Fpx, FP-X, fpx, FpX, *FPX*, FPX
- FPX pay with online banking
- FPX “Pay With Online Banking”

For FPX Merchant
Reference Only

3.0 LOGO

3.1 Full Logo

The full logo is to be used for all marketing collateral. Several versions of the full logo are available. This provides flexibility to select the most suitable logo version to ensure maximum clarity and prominence. The permitted versions are



Colour Version

The colour version is the preferred way of using the logo and should be used whenever possible.

This version should be used on a white, light or mid tone background.



White Version

The white version is an alternative way of using the logo.

This version is to be used only on a dark background.



Monochrome Version

The monochrome version is to be used only when printing has to be done in black and white.

3.2 Standard Logo

The standard logo is to be used for most online materials. Several versions of the standard logo are available. This provides flexibility to select the most suitable logo version to ensure maximum clarity and prominence. The permitted versions are



Colour Version

The colour version is the preferred way of using the logo and should be used whenever possible.

This version should be used on a white, light or mid tone background.



White Version

The white version is an alternative way of using the logo.

This version is to be used only on a dark background.



Monochrome Version

The monochrome version is to be used only when printing has to be done in black and white.

We do not encourage having the logo entirely in black and prefer the use of the monochrome version.



Box Colour Version

The box color version is an alternative to the White version.

This version is to be used only on a dark background or on a cluttered image.

3.3 Which Version to Use

Below are examples of the logo on different backgrounds.

When placing the full logo or standard logo on imagery, ensure it is placed within an uncluttered area of the image, to ensure maximum clarity and prominence

White Background

Use the colour version.



Light Tone Background

Use the colour version.



Mid Tone Background

Use the colour version.



Dark Tone Background

Use the white version.



Monochrome Reproduction

Use the monochrome version.



Dark Tone or Cluttered Image Background

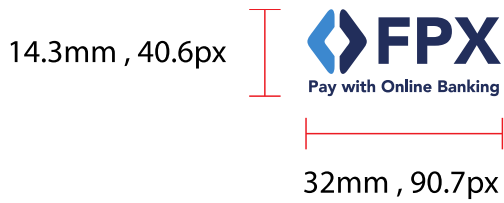
Use the box colour version.



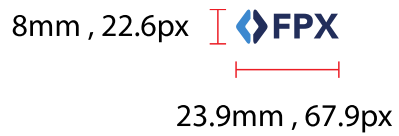
3.4 Minimum Size

To ensure clarity and impact, the logo minimum size to be reproduced should follow the standard measurements below.

Full Logo



Standard Logo



3.5 Clear Space

Always maintain the required clear space around the logo. No text, image, taglines, logotypes or strong background patterns should ever interfere with the logo's clear space.

The height of the "X" in accordance to the size of the logo is the benchmark for the required clear space.



The clear space should be measured from:



Full Logo

Horizontal – the left tip of the icon to the right tip of the "X"

Vertical – the upper tip of icon and the bottom of the tagline



Standard Logo

Horizontal – the left tip of the icon to the right tip of the "X"

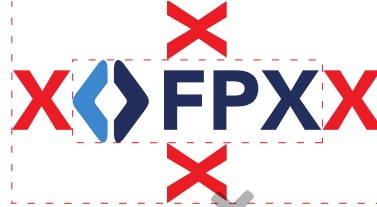
Vertical – the upper tip of icon and the bottom of the icon

Minimum clear space around the logo is correct when the “X” in accordance to the size of the logo is placed on all four sides of the logo.

Full Logo



Standard Logo

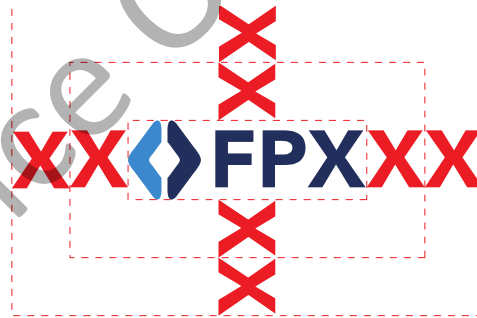


When the logo is placed next to another logo, additional clear space is required.

Full Logo



Standard Logo



3.6 Common Mistakes

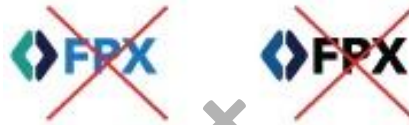
It is important that the logo should be used correctly at all times. Under no circumstance, should the logo should be redrawn, reproduced, proportioned or modified in any way.

Illustrated on this page are some examples of unacceptable applications of the logo.

Do not separate the Wordmark From the Icon



Do not change the colour balance



Do not stretch or distort the Logo



Do not add effects to the Logo



Do not change the font or attempt to recreate the Wordmark



Do not flip the colours of the Logo



Do not tweak the Icon



4.0 USAGE

4.1 Financial Institutions and Third Party Acquirers

Provided the standards and requirements detailed in this Brand Guideline are followed, Financial Institutions and Third Party Acquirers who are authorized participants in the FPX service are permitted to use the FPX wordmark and logo without further reference or approval from PayNet for the following applications:

- Websites or product literature, which describes the FPX service or aids in its operation
- Internet Banking or Mobile Banking services of Financial Institutions, where the FPX service is supported

All other use or application of the FPX wordmark or logo shall require prior approval from PayNet.

4.2 Merchants

Provided the standards and requirements detailed in this Brand Guideline are followed, authorised FPX Merchants are permitted to use the FPX wordmark or logo in the following applications:

- Websites which support the use of the FPX service, to explain its use or operation
- Payment page, where FPX is provided as a payment option – this is a mandatory requirement
-

Merchants must seek their Financial Institution or Third Party Acquirer's review and approval of the above applications prior to use. Financial Institutions or Third Party Acquirers are responsible to ensure the Merchant's use or application of the FPX wordmark or logo adheres to this Brand Guideline.

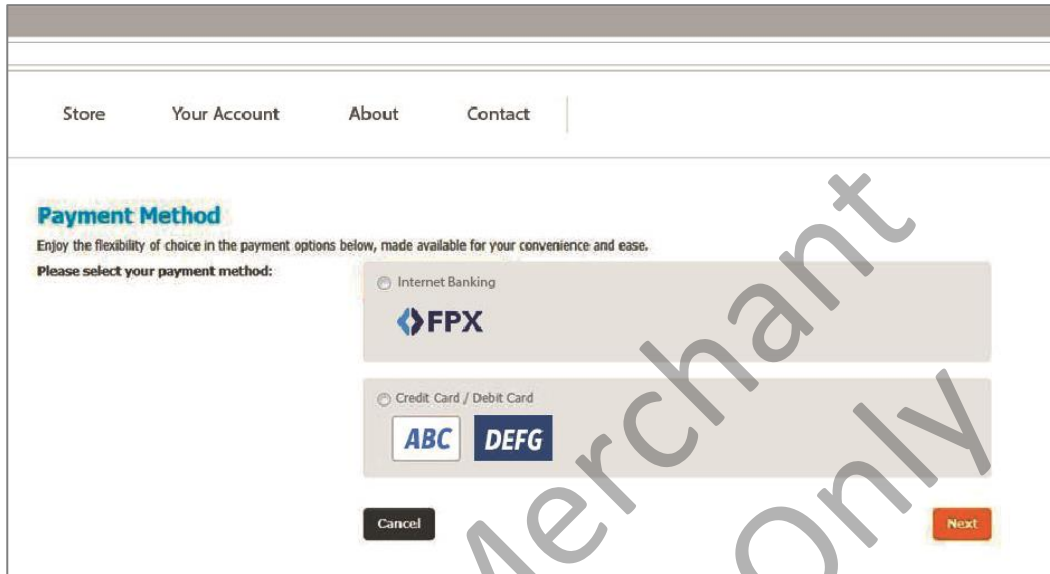
4.3 Remediation

PayNet reserves the right to require the correction or removal of a wordmark or logo application that it deems, in its sole judgment, does not adhere to this Brand Guideline or is detrimental to the FPX service and the Financial Institution, Third Party Acquirer and/or Merchant (as applicable) shall promptly implement PayNet's instructions.

4.4 Using the Logo with Other Brands

In all communications where the FPX logo appears with one or more other brands, the standard FPX logo must be presented with equal prominence and frequency to that of the other brands – this applies to Financial Institutions, Third Party Acquirers and Merchants.

An example is provided below, for a merchant’s payment page.



4.5 Placement on Merchant Website

Merchant websites are recommended to display the full FPX logo wherever payment options are presented, especially at the “check-out” page or an area where the customer selects a payment method.

Where FPX is shown as a payment option, the Merchant is recommended to display the full FPX logo example below:

Merchant’s Check-out Page

Payment option page:

By clicking on the “Proceed” button, you hereby agree with [FPX’s Terms & Conditions](#)

Powered by FPX

- Merchant is recommended to display Online Banking as the first tab
- Merchant must display the following as a header:
Pay with (FPX Logo)
(Current and Savings Account)
- FPX logo:
- Merchant must display all FPX Banks' list;
- Merchant must implement “BE” message in order to display all FPX banks list and their current status (Online or Offline);
- Merchant must display Banks' list in alphabetical order;
- Merchant must refer to SMI document - List of FPX Financial Institution Code from Exchange

-----End-----