



DuitNow

Brand Guidelines

July 2018

www.duitnow.my

DRAFT

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DRAFT

HELLO

There are many reasons why consumers and businesses prefer to deal with cash, and e-Payment is currently an imperfect match for it. Addressing the issue, **DuitNow**, a national initiative to modernise Malaysia's retail payments is introduced to facilitate and drive innovation in e-Payments.

Aiming to meet the needs of consumers and businesses who increasingly expect payments on-demand where funds are available to the recipient immediately, **DuitNow** is offering the addressing payments that is beyond the traditional address of a banking account number.

DuitNow lets you send and receive funds almost instantly from one participant to another – just by using the most remembered number – mobile, NRIC, passport or business registration number (BRN). Everyone can now experience the instant exchange of value, with frictionless transaction process, certainty and finality settlement.

This guidelines gives key information on **DuitNow** brand standards and how the brand is to be used for communication across all mediums.

Anyone who is working with, developing, or producing shall follow the guidelines closely as you create marketing materials for both internal and external communications.

OUR IDENTITY

DuitNow icon is a simplified design combination of letter D and marker mark. It represents instant access fund transfer and flexible payment service that are derived from innovation of human-centred technologies.

The icon is in line with our commitment to deliver service excellence and efficiency, fueled by our company collaborative role as central payments network infrastructure in Malaysia.

The solid colours symbolise innovation and simplicity of modern fintech and thinking, while the bold san-serif typeface reflects empowering, stability and our determination to enhance efficiency and productivity.



DuitNow

LOGO FORMAT

The **DuitNow** logo is available in full-color and monochromatic versions, for both positive and reverse treatments.

The DuitNow logo can be applied to any type of communications as long as it is not obscured or distorted.

PRIMARY LOGOTYPE

The full-colour version of DuitNow's logo is the primary logotype and the most preferred way of using the logo. This version should be placed on white, light or mid tone color background or on an uncluttered image.

The **DuitNow** primary logotype is consist of a simplified icon and typeface of Duit and Now in black and ruby tone on a white background.

SECONDARY LOGOTYPE

The secondary logotype of the **DuitNow** is in monochromatic white. The monochromatic white should only be used when there are not enough colors to properly produce the primary logotype or when technical limitation prohibits the use of full-color.

THE WORDMARK

The **DuitNow** wordmark must be in bold and used as one term and never be abbreviated, hyphenated or used in the plural. Variations to the wordmark is prohibited

When referencing the **DuitNow** name in text, use an uppercase "D" and lower case "uit" followed by uppercase "N" and lower case "ow" with no space between 'Duit' and "Now".

Primary Logotype
Full-color



Secondary Logotype
Monochromatic White



DuitNow

Wordmark

MINIMUM LOGO AND ICON SIZE

Minimum logo size specifications ensure that the logo remains legible in both digital and print applications. The logo should never be reproduced smaller than the indicated minimum sizes:

- Do not make the logo smaller than 35px in height in digital executions. (Figure 1.1)
- For print use, the logo should never be reduce below the minimum size of 14mm x 15.8mm (Figure 1.2)

Figure 1.1



Figure 1.2



WHICH LOGO OPTION TO USE ON DIFFERENT BACKGROUND

Below are examples of the logo on different backgrounds. When placing the logo on imagery, please ensure it is placed within an uncluttered image area to allow for maximum legibility & visibility.



MONOCHROME BLACK ON WHITE BACKGROUND



LIGHT TONE BACKGROUND



MID TONE BACKGROUND



DARK TONE BACKGROUND



MONOCHROME WHITE ON BLACK BACKGROUND



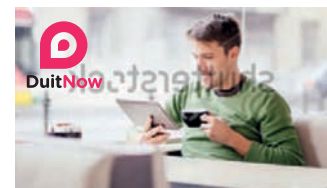
BLACK BACKGROUND



BLACK & WHITE COLOUR IMAGE



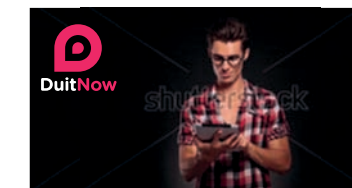
LIGHT COLOUR IMAGE



UNCLUTTERED IMAGE



CLUTTERED IMAGE



DARK COLOR IMAGE

CLEARSPACE

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype shall be equivalent to the height of “o” in the logotype.

The clear space should be measured from:

- horizontal: the left tip of the icon and the right tip of the icon (Figure 2.1)
- vertical: the upper tip of icon and the bottom of the wordmark (Figure 2.1)

The minimum clear space around the entire logo is correct when the “o” in accordance to the size of the logo is placed on all four sides of the logo. (Figure 2.2)

When the logo is placed next to another logo, additional clear space is require. (Figure 2.3)

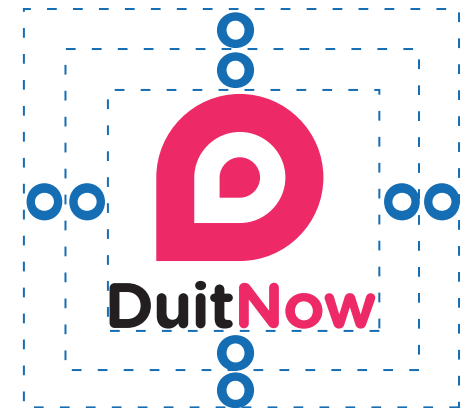
Figure 2.1



Figure 2.2



Figure 2.3



OUR COLOR

The **DuitNow** colour palette comprises of two primary brand colours. The following are the specific breakdowns of each of our colours:

Color 01



4 COLOUR PROCESS:

0% CYAN
94% MAGENTA
40% YELLOW
0% BLACK

RGB:

237% RED
46% GREEN
103% BLUE

HEX:

ED2E67

Color 02



4 COLOUR PROCESS:

75% CYAN
68% MAGENTA
67% YELLOW
90% BLACK

RGB:

0% RED
0% GREEN
0% BLUE

HEX:

000000

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LOGO MISUSE

Design and usage standards ensure that the **DuitNow** logo is instantly recognisable whenever it is used. The **DuitNow** logo should not be altered. These logo standards apply to all content that is owned and controlled by DuitNow, including co-branding and partnership content.

These examples illustrate misuses of the logo that should be avoided.



Do not place the logo over a pattern of any kind



Do not distort the logo



Do not skew the logo



Do not change the proportions of the Duit to the Now or vice versa



Do not reverse the color order



Do not alter the colors



Do not stretch the logo



Do not rotate the logo



Do not flip the logo



Do not add effects to the logo



Do not crop the logo



Do not add mirror effect



Do not place the logo horizontally



Do not add any graphic to the logo

OUR TYPEFACE

DuitNow typeface is Gotham Rounded Bold, a clean, smooth and contemporary font type to provide the brand with progressive yet empowering feel. The Gotham Rounded Bold typeface is to be used wherever possible.

For documents, such as PowerPoint presentation, Words document and email, the Calibri Bold may be substitute for Gotham Rounded. The Calibri typeface was chosen based on the stable outlook which resonates closely to the personality of DuitNow.

DuitNow

Gotham Rounded Bold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

Gotham Rounded Bold Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

Gotham Rounded Medium
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

Gotham Rounded Medium Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

Gotham Rounded Book
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

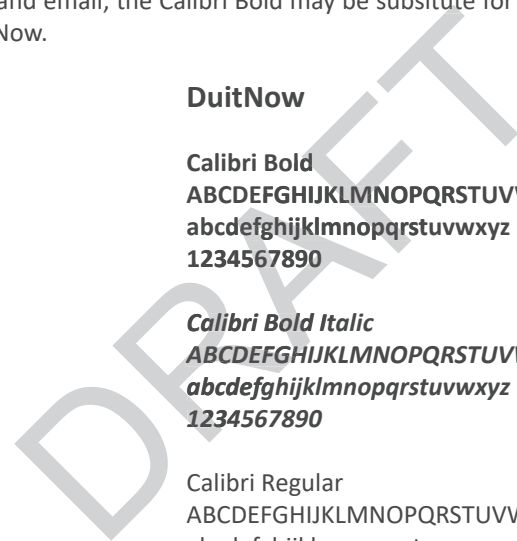
DuitNow

Calibri Bold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

Calibri Bold Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

Calibri Regular
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

Calibri Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

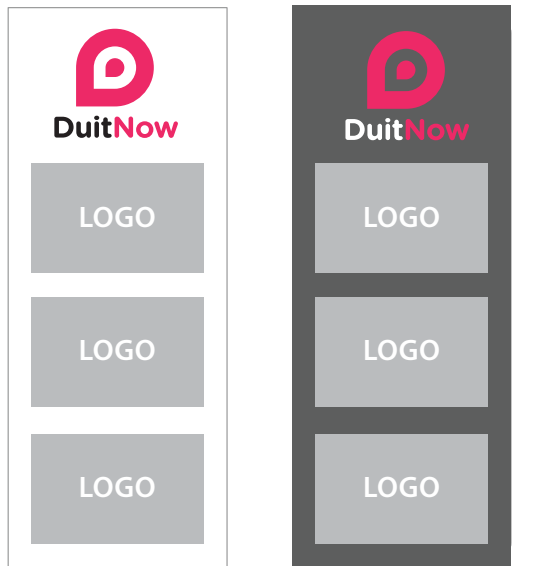


WITH OTHER MARKS

The **DuitNow** logo must be displayed at same size and frequency with all comparable product logo, with DuitNow preferably in the first position.

The logo may be configured vertically or horizontally and may be placed on light or dark backgrounds.

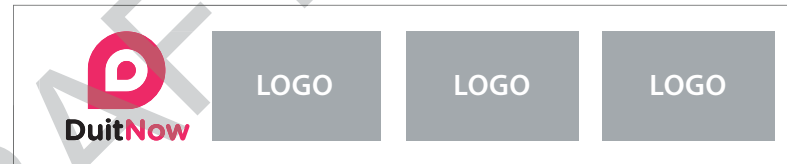
Preferred Vertical Configuration



Light Tone Background

Dark Tone Background

Preferred Horizontal Configuration



Light Tone Background



Dark Tone Background

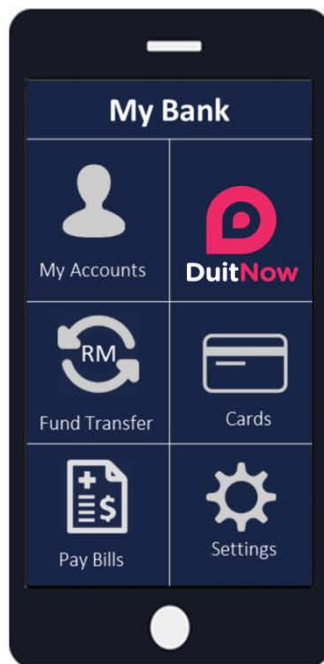
LOGO PLACEMENT

ONLINE AND DIGITAL ACCEPTANCE

In accordance to **DuitNow** Rules and Operating Procedures, DuitNow service must occupy a prominent position within the pages or menu within a financial institution's Internet or Mobile Banking services.

For Internet Banking navigation, DuitNow should be placed in the first menu of Fund Transfer group where customer may have the option to make a DuitNow fund transfer. This is to promote standardization across all banks with good visibility and encourage utilization among bank customers

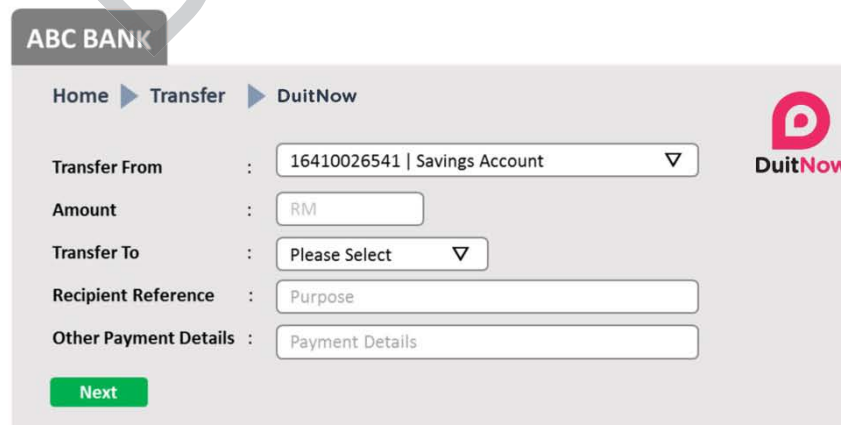
DuitNow respects that every financial institution has a different approach to the design of their Internet and Mobile Banking services. Following are samples on the logo placement for the DuitNow logo within a website and mobile site platform.



Mobile Banking Menu Navigation



Internet Banking Menu Navigation



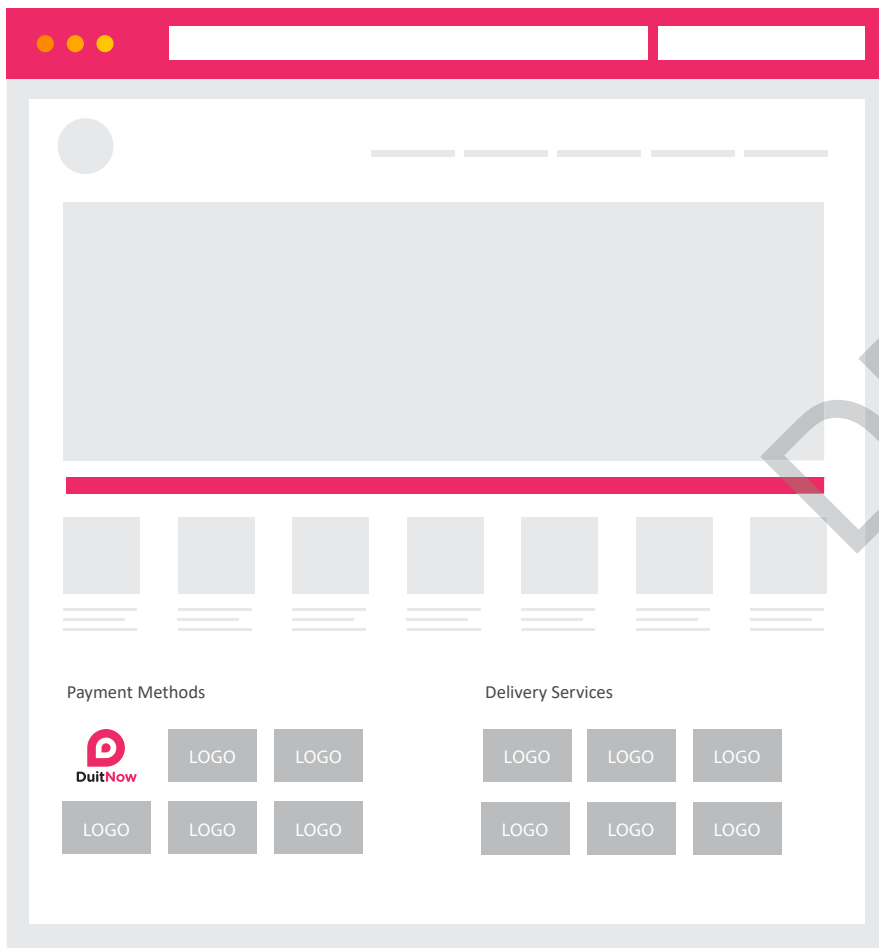
Internet Banking Payment Initiation

ONLINE AND DIGITAL ACCEPTANCE

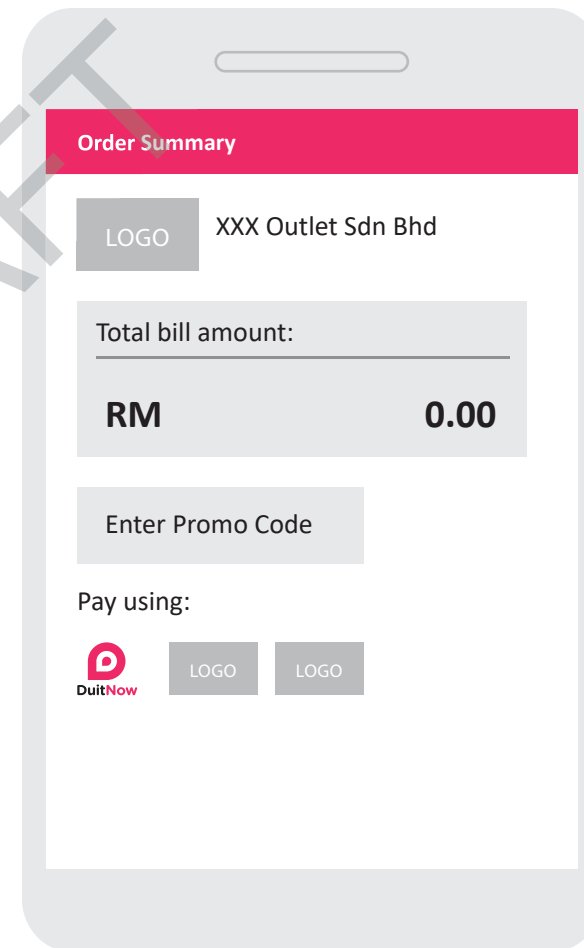
The **DuitNow** logo must be displayed in any digital environment wherever payment options are presented including website, wallets, apps, and other forms of e-commerce.

The **DuitNow** logo must be at least as prominent as, and appear in at least the same size, level of color reproduction, and frequency as all other equivalent brand logo appearing in the same medium in order to provide clear brand identification.

Participant's website



Participant's Mobile App



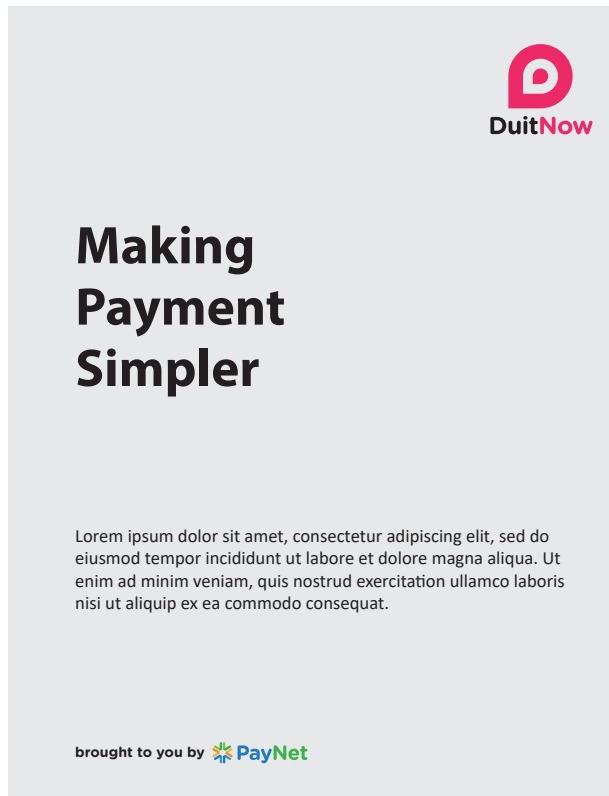
PUBLICATION AND PROMOTION MATERIALS

Design and usage standards of the **DuitNow** logo is essential to ensure appropriate representation of the DuitNow and to maintain absolute consistency and visibility across all publication and promotional materials. The **DuitNow** logo should be placed at prominent area of an artwork or display, depending on creative direction.


PayNet reserves the right to request for removal or replacement of any postings that may not be appropriate or offensive.

All publication and promotion materials intended for an external audience shall be submitted and consulted with the **DuitNow** team for guidance and assistance to ensure compliance with DuitNow Brand Guidelines.

Newspaper Ad




The newspaper ad mockup features a vertical layout. At the top right is the DuitNow logo. The main headline on the left reads "Making Payment Simpler". Below the headline is a block of placeholder text. At the bottom left, it says "brought to you by" followed by the PayNet logo.


DuitNow

Making Payment Simpler

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

brought to you by  PayNet

Leaderboard Ad Banner



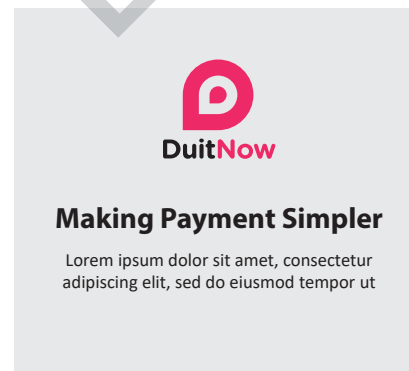
The leaderboard ad banner is a horizontal rectangle. It features the DuitNow logo at the top right. The headline "Making Payment Simpler" is centered. Below the headline is a block of placeholder text. A large "DRAFT" watermark is overlaid diagonally across the center.


DuitNow


Making Payment Simpler

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

Participant's promotion post



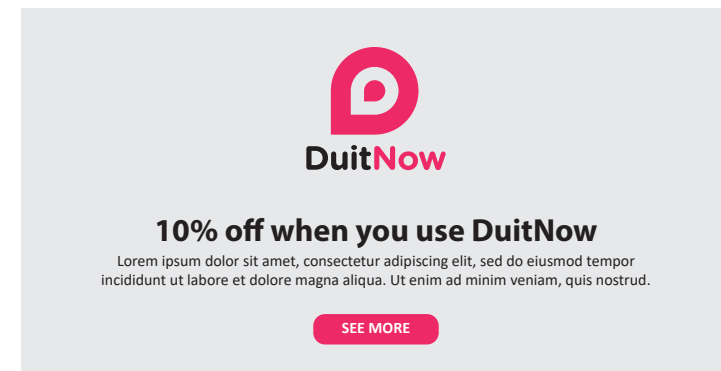
The participant's promotion post is a vertical rectangle. It features the DuitNow logo at the top. Below the logo is the headline "Making Payment Simpler" and a block of placeholder text.


DuitNow


Making Payment Simpler

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut

Promotion post in App



The promotion post in app is a vertical rectangle. It features the DuitNow logo at the top. Below the logo is the headline "10% off when you use DuitNow" and a block of placeholder text. At the bottom right is a red button with the text "SEE MORE".


DuitNow

10% off when you use DuitNow

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

[SEE MORE](#)



DuitNow

Brand Guidelines

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