



# Design Manual for BankAxept instruments

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bank  
axept

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# Introduction

BankAxept is one of three brands under Vipps AS. This design manual outlines the requirements for the use of the BankAxept brand on physical bank cards, wearables (passive), mobile apps, as well as requirements for application on marketing materials and other communication surfaces.

# Use of the brand

## General

BankAxept's instrument must be equipped with BankAxept's logo and the issuer's name or commonly used business names.

If the BankAxept logo is presented together with other brands/logos from other payment solutions, the BankAxept logo must appear in a similar size to the accompanying brands/logos. However, the logo should never appear in sizes smaller than stated in this design manual.

## Logo use on physical bank cards

BankAxept cards issued together with another brand (ie 'co-badged' cards) the BankAxept logo should appear on the same side of the card as the other brand (non-discriminatory).

If the card includes the functionality for contactless payment the contactless indicator may appear on the front or back of the card. The contactless indicator should be placed separately from other brands.

In the case of BankAxept cards that do not include another brand, the BankAxept logo should be placed on the front of the card.

## Logo use on wearables

On passive wearables, the logo must appear on at least the chip and the card on which the chip is delivered. In addition, the BankAxept logo should be embossed or printed on straps if the logo for another brand is placed there.

## Logo use on minibanks

The BankAxept logo must be visible on all ATM's where participants have an agreement and clearly show the instrument holder that the BankAxept instrument can be used.

**Logo use on marketing materials**

All participants and user sites that have an agreement to use BankAxept instruments can use the BankAxept logo.

The logo should always be presented in a manner that avoids interference from other design elements and must be clearly separated from text.

**Logo use on communication surfaces**

BankAxept's information must be shown on communication surfaces where the card issuer refers to payment cards. Information about BankAxept includes functionality, cost and security.

This information should be shown in the same way as other information about any other trademarks offered by the card issuer.

Communication surfaces can include, for e.g. card issuers' websites where information is displayed about cards offered, as well as letters regarding how cards are dispatched to consumers.

**Change of requirements**

Vipps (BankAxept) can adopt changes regarding these requirements. Changes must take effect within 3 months after the participants have been notified of the change in writing. Vipps (BankAxept) may stipulate a shorter timeframe if the change does not have technical or commercial significance for the participants.

# Logo

The BankAxept logo is purely typographical. The preferred variant of the logo is purple on a white or calm, light background.

When the background is darker than approximately 30% grey or a comparable colour, the white version of the logo should be used.

The logo is also available in dark grey.

[Download logo](#)

**BankAxept Purple**  
PMS 2597  
C80 M100 Y0 K0  
R86 G20 B126  
HEX 561488



**BankAxept White**  
PMS None  
C0 M0 Y0 K0  
R255 G255 B255  
HEX FFFFFFFF



**BankAxept Grey**  
PMS Cool Gray 11  
C0 M0 Y0 K88  
R66 G66 B65  
HEX 424241



# Logo on physical cards

<b>Dimensions</b>	Card height	53,98 mm
	Card width	85,60 mm
	Card depth	0,76 mm +/- 0,076 mm
	Radius (all corners)	3,175 mm +/- 0,125 mm
<b>Materials</b>	PVC (polyvinyl chloride) and/or PVCA (polyvinyl chloride acetate) laminated plastic or material that has similar or better properties for embossing and print according to ISO 7810 specifications. The use of recycled materials of PVC and PLA (Polylactic acid) in card manufacture may also be used.	
<b>Density (opacity)</b>	No less than 70%.	
<b>Visual Identification</b>	BankAxept cards issued as debit cards should have the text 'Debit' written on the card. Similarly, BankAxept cards issued as credit cards should have the text 'Credit' written on the card. VIPPS (BankAxept) recommends that 'Debit' and 'Credit' be positioned in a neutral place that is not associate with a brand.	
<b>Approval of card design</b>	To ensure proper use of the BankAxept profile, all BankAxept card designs must be approved. Documentation on the card's design with name of bank, contact person and mobile number must be sent to Vipps (BankAxept) ( <a href="mailto:kort@vipps.no">kort@vipps.no</a> ) for approval.	



# Representation

## BankAxept Purple

The BankAxept logo in purple should be used on calm, light backgrounds.



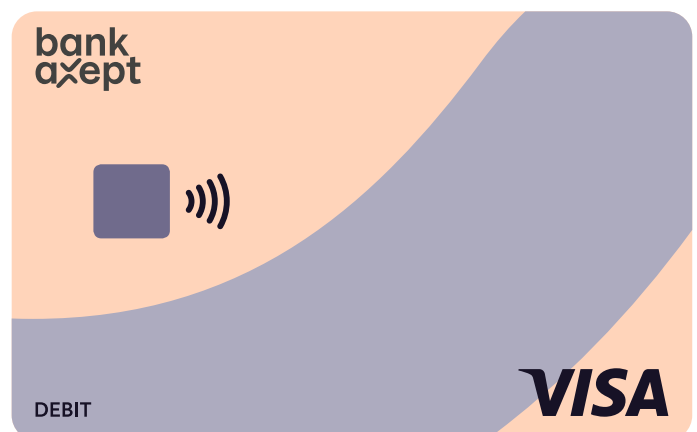
## BankAxept White

When the background is darker than approximately 30% grey, the white version of the logo should be used. The same principle applies on image backgrounds, graphics and comparable colour backgrounds.



## BankAxept Grey

If the purple version of the BankAxept logo is too prominent, the grey variant of the logo may be used.



# Logo placement

For cards that are designed in landscape format, the BankAxept logo must be placed on the front of the card in the lower right corner, upper right corner or upper left corner with a minimum height of 8 mm. The BankAxept logo should have a clear space of 2 mm from the top/bottom of the card and 3mm from the side.

For cards that are designed in portrait format, the BankAxept logo must be placed on the front of the card in the upper left corner, bottom right corner or bottom left corner with a minimum height of 8 mm. The BankAxept logo should have a clear space of 2 mm from the top/bottom of the card and 3 mm from the side.

The BankAxept logo should be equally weighted in comparison to, for example, Visa/Mastercard logos. In exceptional circumstances the bank may apply for an exemption from this general rule.



**Primary**

The primary placement of the BankAxept logo is in one of the card's allowed corners with a clear space of 2mm from the top/bottom of the card and 3 mm from the sides.

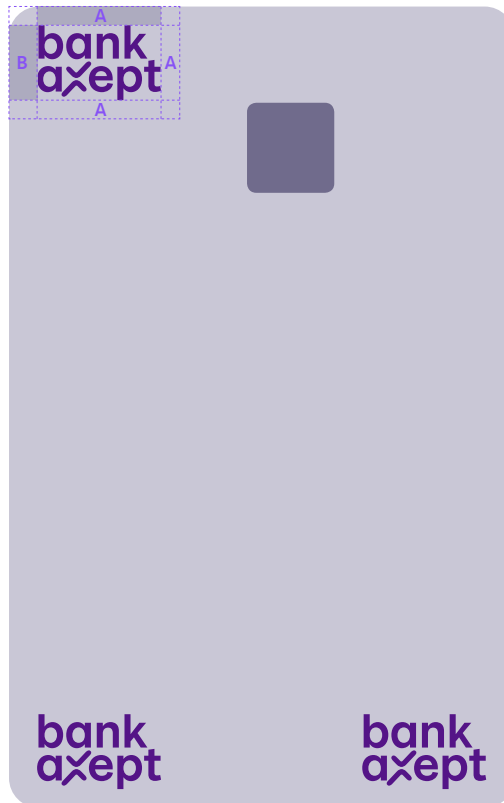
**Landscape**

A. 2 mm  
B. 3 mm



**Portrait**

A. 2 mm  
B. 3 mm



## Secondary

Secondary placement of the BankAxept logo is either to the left or right of the Visa/Mastercard logo. Alternatively, on portrait card designs, it can be placed above the Visa/Mastercard logo.

If the BankAxept logo is placed together with the VISA logo, either to the left or right, the BankAxept logo may appear at a height of 7,648 mm to ensure the x-height of “bank” and the height of “VISA” are aligned and “axept” and “VISA” share the same baseline if the 6,085 mm minimum-sized version of the Visa logo is used.

## Landscape

- A. 2 mm
- B. 3 mm



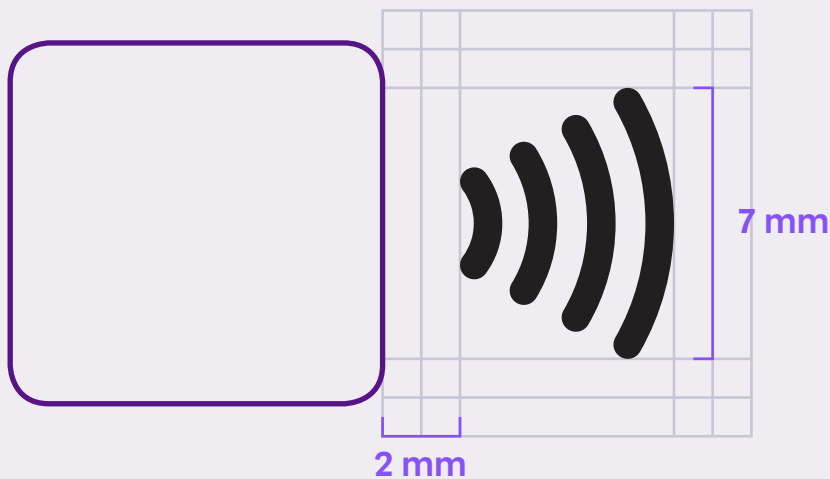
## Portrait

- A. 2 mm
- B. 3 mm



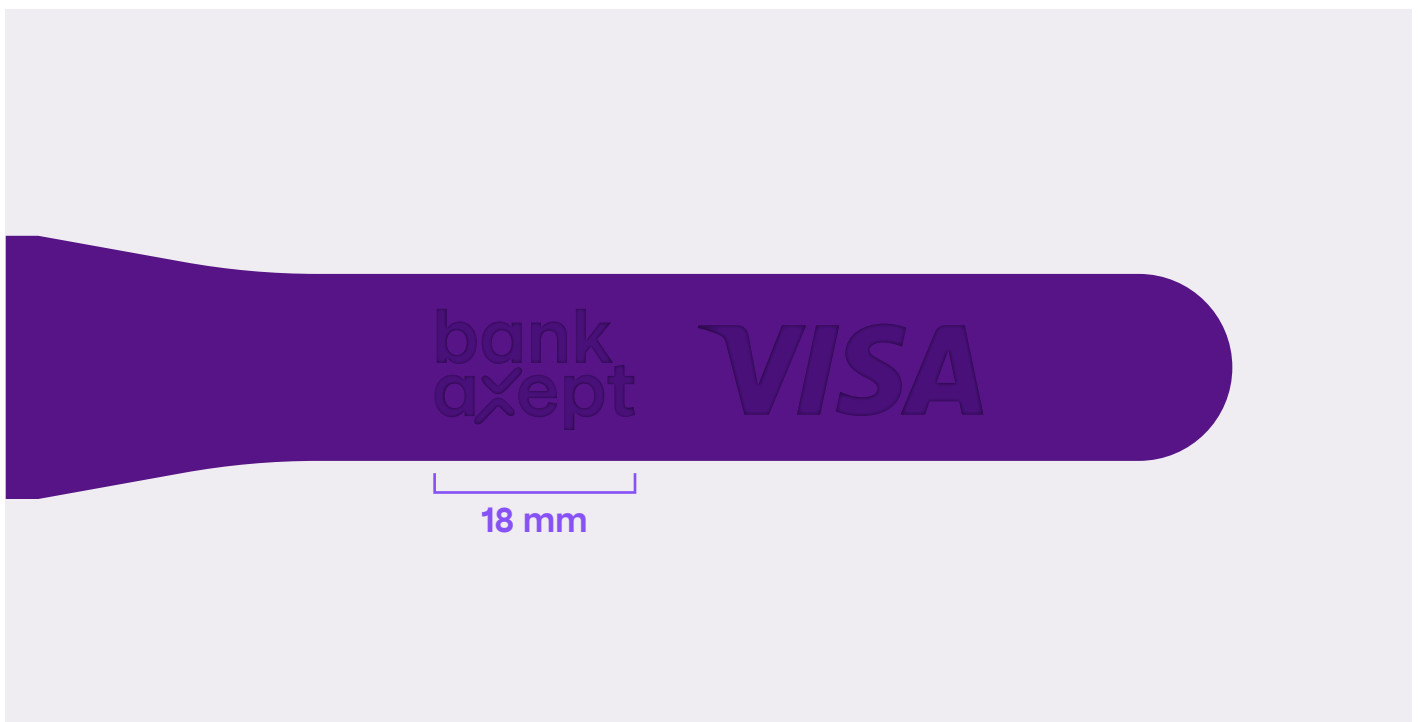
# Contactless indicator

Vipps (BankAxept) recommends placing the contactless indicator on the front of the card, centered to the right of the chip. The contactless indicator should have a surrounding clear space of 2 mm. The contactless indicator should always appear in a solid colour with a good contrast against the background. The recommended colours are black, white, grey or other neutral colours. For additional requirements regarding the contactless indicator please refer to Contactless Indicator Reproduction Requirements at [emvco.com](https://emvco.com).

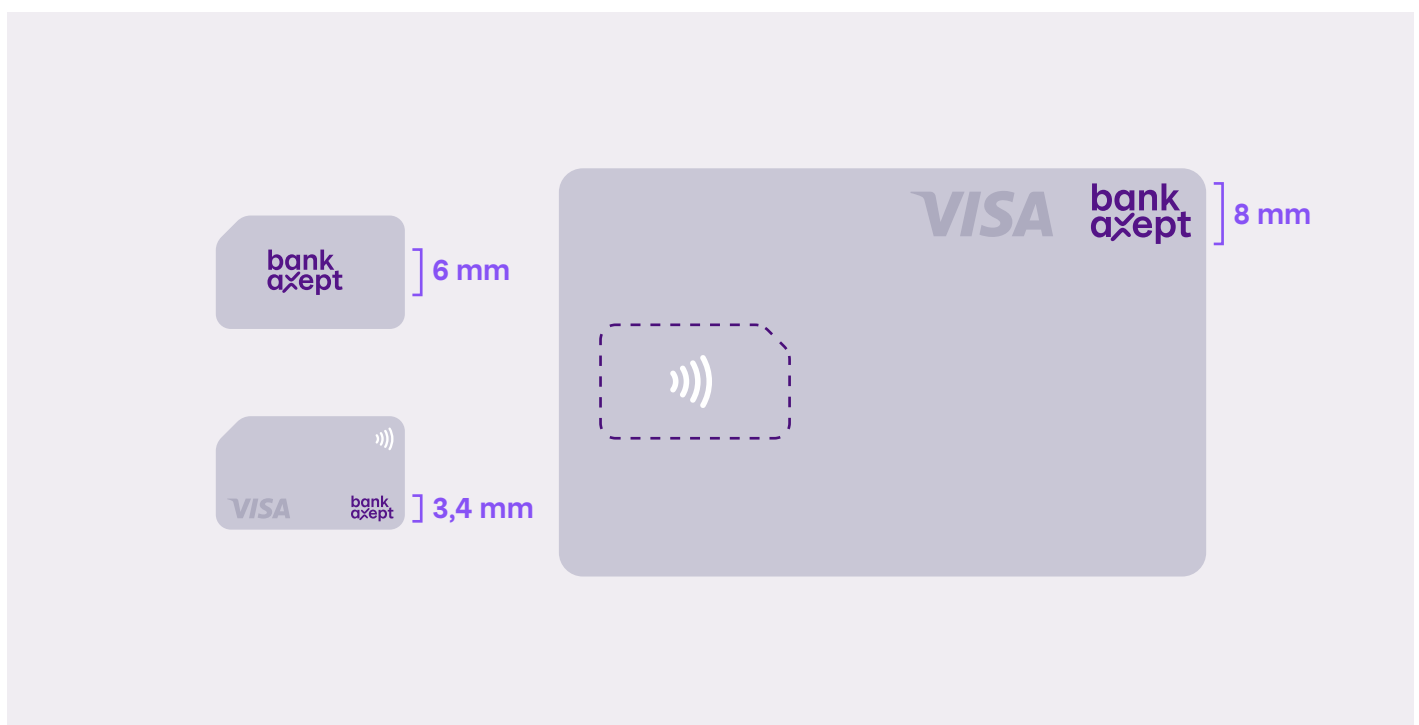


# Logo use on wearables

<b>Requirement</b>	EMVCo's contactless indicator must be displayed on wearables. See requirement for contactless indicator at <a href="https://www.emvco.com">emvco.com</a>
<b>Colour use</b>	Use of colours for the BankAxept logo (see page 7).
<b>Placement</b>	The BankAxept logo should be embossed/printed on the actual wearables, if this is done for other brands. The logo can be printed both on the front and the back of the actual wearables (see below) but should be printed on the same side as any other brands.
<b>Size</b>	The BankAxept logo on wearables should be a minimum of 18 mm and should not be smaller than the logo of another brand when co-badging (see below).



<b>Placement</b>	The BankAxept logo should be printed on both the chip that goes inside the wearable, as well as the card that holds the chip (see below).
<b>Size</b>	The BankAxept logo on the chip must be at least 3,4 mm in height, and no smaller than the logo of another co-badging logo. The BankAxept logo height must be at least 6 mm when it appears alone on the chip. The BankAxept logo on the card itself should be the same size and location as on a physical card, see pages 10-12 for physical card requirements.
<b>Approval</b>	The design of the BankAxept logo on wearables must be approved by Vipps (BankAxept) before use.



# Logo use in apps

These requirements apply to the use of the BankAxept logo in mobile apps.

<b>Colour use</b>	Use of colours for the BankAxept logo (see page 7).
<b>Size</b>	The BankAxept logo should have a minimum height of 2,5 mm, and should not be smaller than the logo of another brand.
<b>Approval</b>	The design of the BankAxept logo in apps must be approved by Vipps (BankAxept) before use.



13:12



## Kontoer og kort

### Kontoer

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Bruksen bank  
accept ] 2,5 mm



Sparekonto



Vis saldo



