

# Brandmark guide



# Brandmark

## Brand architecture

The Elavon brandmark is an important visual asset. It should always be a key element on any communication featuring Elavon products or services.

The horizontal brandmark is the only orientation option.

Never recreate the Elavon Brand Identity, if you need any files from Elavon please ask your Relationship Manager.



### Three color

The primary Elavon brandmark consists of three colors: black, Pantone® 2748 and Pantone 3005. This is our preferred brandmark and should be used when the medium allows. When the brandmark must be produced in one color, the next preferred version is black and then white reversed (see below).

**Note:** Although four-color process is typically used to create most colors, Elavon Blue is a very difficult color match to achieve in process.

In sales collateral, always use Elavon Blues (Pantone 2748 & Pantone 3005) to achieve the correct colors.

When using four-color process, always use the special process breakouts provided; **do not** use Pantone process equivalents.



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### One color

One-color executions may only appear in black or white reversed.



# Architecture and application

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## Brandmark over image

The Elavon brandmark may be used over images, but legibility must be maintained. Place the brandmark only over portions of photographs that are considered background. Do not place the brandmark over the visual subject of the image (e.g., the person/people in the image). The primary (three-color) brandmark is preferred. The one-color execution (black or white brandmark) is available as an alternative.

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## Correct usage



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## Incorrect usage



**Do not** place the brandmark over primary visual content.



**Do not** place the two-color brandmark on photography that is too dark.

## Architecture and application (continued)

The Elavon brandmark is an integrated unit. The Elavon bridge cannot be used on its own. **Do not** alter it in any way. The examples shown here illustrate a variety of incorrect uses.

### Incorrect usage



**Do not** change the placement of elements.



**Do not** skew, stretch or distort.



**Do not** change the proportions.



**Do not** change the colors.



**Do not** change the order of the colors.



**Do not** outline the brandmark (exception: kids' coloring page).



**Do not** place on solid colors other than Elavon Blue, black or white.

## Architecture and application (continued)

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### Clear space

A proper clear space — free of copy, graphic elements, inset imagery or color — must be maintained around the brandmark to protect legibility.

No visual elements other than the background may violate this clear space.

The clear space is determined by an area around the brandmark equal to the height or width of the “v” in the brandmark.



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### Sizing

To create a consistent brandmark impression across communication vehicles of similar dimension, the size of the brandmark should scale according to files created. The aspect ratio for the Elavon brandmark for an 8.5x11 document is 1.8" wide x 0.9057" high. The aspect ratio of the brandmark must remain proportionate. See page 38 for more information on how to size and place the Elavon brandmark appropriately.

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### Minimum size

The brandmark may be used as large as needed for communication materials. However, attempting to reproduce the brandmark at sizes that are too small may result in illegibility.

The minimum width at which the brandmark can be reproduced is 1"; the minimum pixel width is 72. There are exceptions to the minimum width of the brandmark on business cards and other formal brand produced material.

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### Placement

It is important to maintain consistent placement of the Elavon brandmark on most communication pieces. Further details on placement are also featured in this guide.

## Co-branding guidelines

### Co-brand partnerships

Partners wishing to co-brand with Elavon may do so in these environments:

1. Via webpages on partner websites.
2. Via collateral that leverages our solution.
3. Via business cards.

We are happy to share our content and templates for co-brand as well, but images must be changed by the partner who is distributing the content. Our image rights are specific to Elavon and U.S. Bank use only.

### White label

For our partners who wish to white label, we can share general content for repurposing in partner communications.

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### Co-branding examples

When the Elavon brandmark is visually linked to any other partner logo, the company/organisation/event or school logo must be similar in size and separated by a small rule. When co-branding, the Elavon logo should appear on the left, unless it is a U.S. Bank co-brand or unless the contract requires Elavon placement to appear on the right.

Elavon brand guidelines still apply to other elements of the design. The rule should be the same height as the left edge of the “E” when the logos are positioned horizontally. The rule should be the same length as the letters “lavo” in the logo when the logos are stacked. Note that the side-by-side lockup is the preferred treatment. The rule between the brandmark and the sponsorship logo should be a 70% screen value of Elavon Blue or black. The line may also be white when necessary. The stroke of the line should be 0.5. Note that the logos should be aligned based on the line and not necessarily the middle of the logo lockup.

To avoid over or under-sizing of the Elavon logo, the “E” in Elavon should be used to measure the height of the other logo.

When using a co-brand lockup and deciding on which logo appears on the left, foremost consideration for the master brand should be taken. Secondary consideration about the placement, channel and audience should determine which logo appears on the left.

Example: If marketing material links to an Elavon.com domain, Elavon should appear on the left.

## Co-branding guidelines (continued)

The Elavon brandmark is only allowed to be “locked up” with brands that we have a contract with for partnership. Please liaise with your Relationship Manager for specific requests related to usage of the Elavon logo and approval needed on your item/project.

Additionally, we will consult and seek sign off from yourselves before any use of a partner logo by Elavon.

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### Co-branding with U.S. Bank

If both brandmarks need to be represented, they should be aligned side by side with the U.S. Bank logo appearing on the left in the predominant position. The rule between the brandmark and the logo should be a 70% screen value of Elavon Blue or black. The line may also be white when necessary. The stroke of the line should be 0.5.



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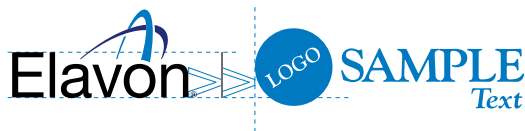
### Co-branding

If both brandmarks need to be represented, they should be aligned side by side or stacked. Side by side is the preferred layout. If stacking vertically, the logos and rule are to be center-aligned. Place partner logos equal distance from the rule. In select instances ascending elements may be allowed. The rule between the brandmark and the logo should be a 70% screen value of Elavon Blue or black. The line may also be white when necessary. When placed on a standard page, the stroke of the line should be 0.5 pt.



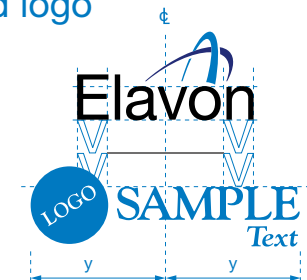
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### Spacing the logo



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### Stacked logo





## Co-branding guidelines (continued)

### Sizing the logo

To determine logo height, observing the type case in the logo being paired will help guide which method to use:

**1) Wordmark portion of the logo is in all caps.**

Height of the all caps type = lowercase “x”-height of Elavon (eg. letter “v”).



**2) Wordmark portion of the logo is in sentence case.**

Height of capital letters = uppercase “x”-height of Elavon (eg. letter “E”).



**3) Vertically stacked logos.** Mirror the Elavon logo vertically then use the distance between the tops of the dark blue arches to determine overall partner logo height.



### Aligning the logo

How to vertically align the logos varies. In the scenario where the partner logo is using sentence case like the Elavon logo, align the baselines of the type. In all other instances, use the horizontal centre line of the Elavon logo to align vertically.



# Brandmark placement and size

# Brandmark

The Elavon brandmark is our most important visual asset. However, on certain social media platforms such as Instagram, a logo on top of an image can undermine the authenticity of the social platform and should be avoided. The brandmark should instead be incorporated naturally into the photography.

**Note:** A logo should be used on social post visuals if any of the following applies:

- Elavon-hosted event.
- An event we are promoting our attendance of (e.g., Visit Elavon at booth #123).
- Elavon sales and marketing content (e.g., article, whitepaper, webinar).

**Do not** use the logo for non-Elavon owned content (e.g. a statistic from a third-party study).

## Correct usage

The primary Elavon brandmark consists of three colors: black, Pantone 2748 and Pantone 3005. This is our preferred brandmark and should be used when the medium allows. When the brandmark must be produced in one color, the next preferred version is black and then white reversed.

In situations where it's necessary to include a logo on an image, the brandmark should be consistent in its placement over photography. It should always be placed in the bottom-right corner using a 1/4" margin from the outside edges and should always be placed only over lighter parts of images. It must be legible.

Minimum size (when primary end-use device is tablet or desktop): 1" or 72 pixels in length.

Minimum size (when primary end-use device is mobile): 1.5" or 108 pixels in length.



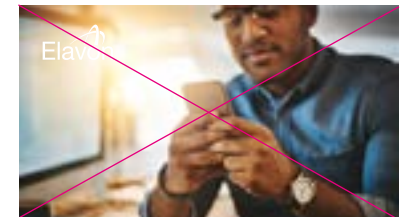
## Incorrect usage



**Do not** place the brandmark over primary visual content.



**Do not** place the two-color brandmark on photography that is too dark.



**Do not** place the white or transparent brandmark on photography that is too light.

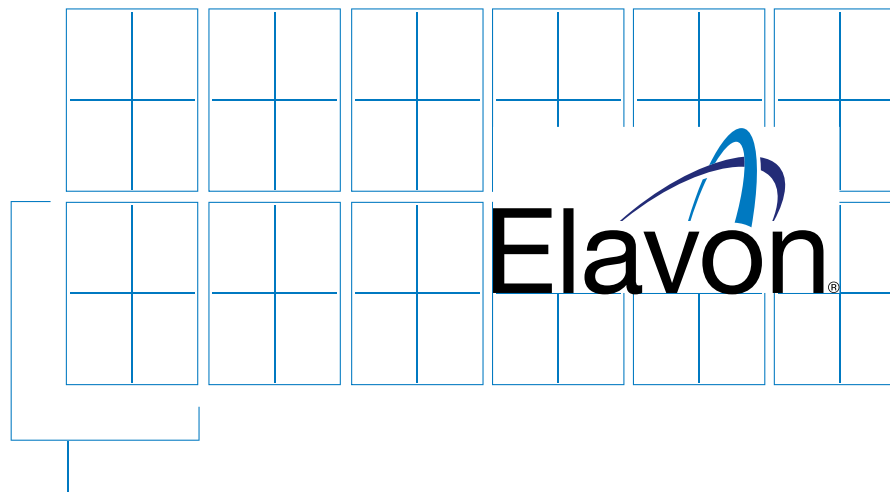
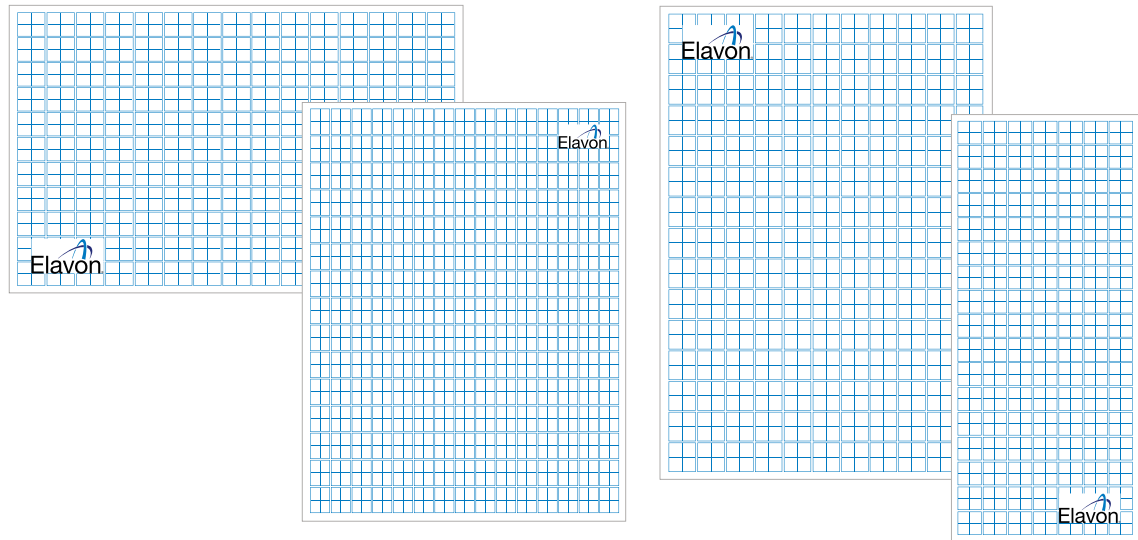
## Brandmark placement and size

The preferred placement of the brandmark is in the outer portions of the page. The corners of documents are great areas to ground the brandmark. However, when the layout requires another solution, center the brandmark vertically on the page.

On documents with two pages or more, include the logo on the front and back pages. In the event that space is limited, the logo should be placed on the last page.

An underlying grid is used to maintain consistent brandmark size across pieces of similar dimensions. The grid determines which size to make the brandmark.

The Elavon brandmark will always be 2.5 blocks (squares) wide of the grid.



Quadrant represents one block of the grid for brandmark placement reference.

## Determining brandmark size

The grid system provides a tool to ensure consistent application of the Elavon visual assets, and to aid in maintaining a consistent brandmark presence across a variety of sizes and formats.

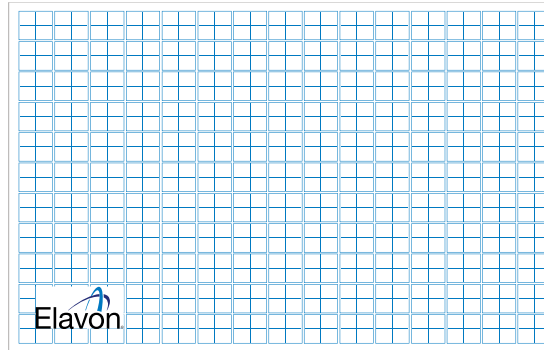
Standardized grids have been created for the most common dimensions. When using the brandmark on larger-format materials, please use the examples shown here as a visual reference to determine the size and proportion of the brandmark relative to the materials being created, or create a grid for the size as outlined on the next page.

Contact the Elavon Brand Strategy team for standardised grid files.

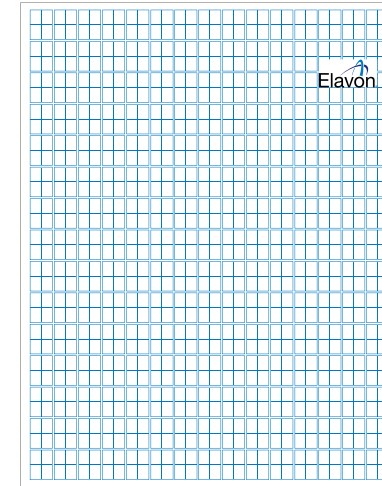
### Brandmark placement

- Always place the brandmark 0.5 blocks from the left or right edge of the document.
- When placing on the top half of a document, the brandmark may be placed anywhere between 0.5 blocks to 2.5 blocks from the upper edge.
- When placing on the bottom half of a document, align the bottom of the brandmark type 0.5 blocks from the lower edge.

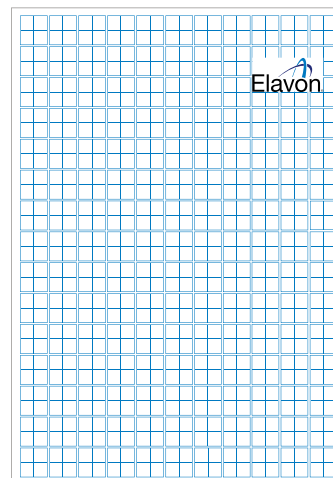
8.5" x 5.5" or two up horizontal



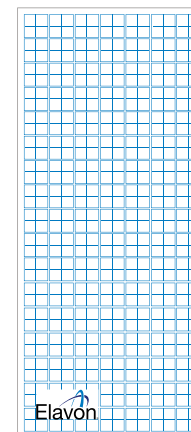
8.5" x 11"



5.5" x 8.5" or two up vertical



3.75" x 8.5"



## Determining brandmark size (continued)

For custom-sized pieces, cross-reference the standardized grids for a similar size and use the same principles.

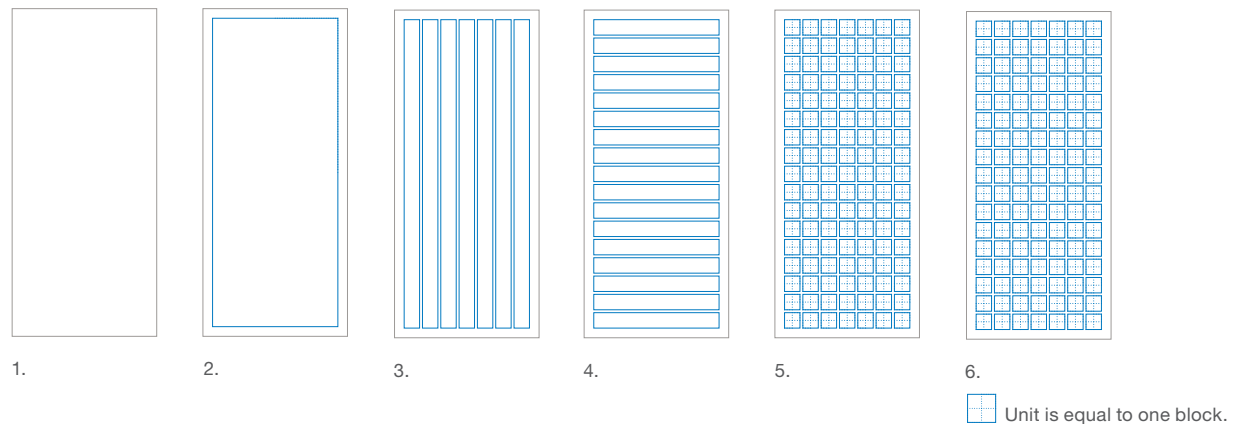
When a standard grid is not available for the size needed, a grid may need to be created.

Follow the steps outlined here to create a grid for a customized piece to ensure consistent application of the Elavon visual assets, and to aid in maintaining a consistent brandmark presence across all collateral. We suggest the grids be created in InDesign or Illustrator.

## Building a grid

To build a grid for a dimension that does not exist in the templates, follow these simple instructions:

- Determine the size you will need.
- Determine the live area. Your grid will fall within this area.
- Create your columns. Each piece will have an odd number of columns: either 5, 7, 9 or 11. There is a .075" gap between each column. (For large items, such as posters, the gap may be increased to give proper gaps between the units.)
- Next build your rows. To achieve the proper number of rows, create an odd number of rows that creates a unit that is as close to a square as possible. There is a .075" gap between each row. (For large items, such as posters, the gap may be increased to give proper gaps between the units.)
- Combine the columns and rows to complete your grid. Each individual unit may be subdivided into quarters to aid in design flexibility.



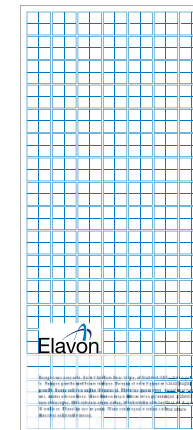
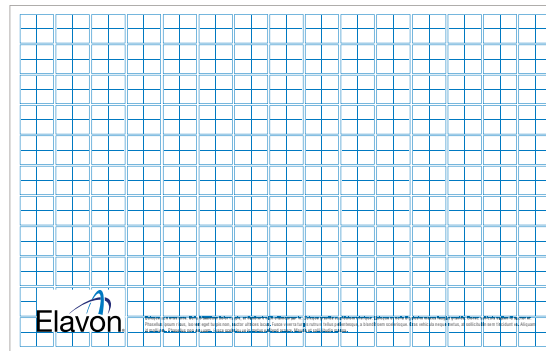
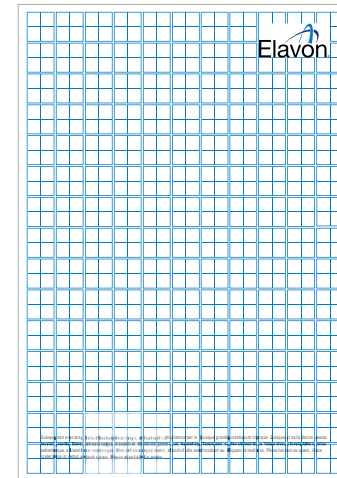
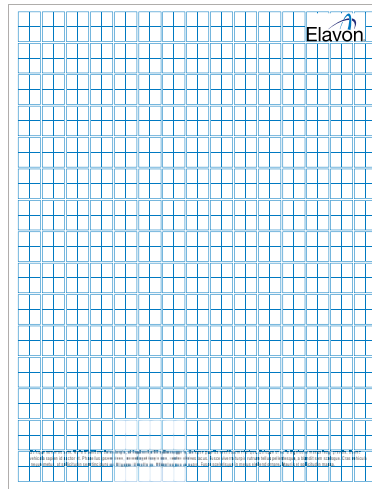
## Disclosures

Maintain a consistent placement of Elavon disclosures across a variety of documents.

Disclosures should maintain a size and treatment that aligns with current compliance rules.

### Disclosure placement

- When the brandmark is positioned on the bottom of a document, the bottom of the disclosure should align with the bottom of the brandmark type and be placed at least the width of the “v” in the brandmark away from the brandmark and the opposite edge of the document.
- When the brandmark is positioned on the top of a document, the disclosure should be placed on the bottom with a margin on the left, right and bottom sides.
- When space is an issue, allow the disclosure to run the full width of the document, keeping a margin on the left, right and bottom sides. As needed, the brandmark may shift up to accommodate this adjustment.



For questions

## Contact your Relationship Manager

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