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INTRODUCTION

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

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.

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

Correct Application
FPX, FPX

Incorrect Application
Fpx, FP-X, fpx, FpX, FPX, FPX
LOGO

Logo Versions

Several versions of the FPX logo are available.
This provides flexibility to select the most suitable logo version to ensure maximum clarity and prominence.
The permitted versions for the FPX logo 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.
LOGO

Which Version to Use

Below are examples of the logo on different backgrounds.

When placing the 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.

Monochrome Reproduction
Use the monochrome version.

Mid Tone Background
Use the colour version.

Dark Tone Background
Use the white version.

Dark Tone or Cluttered Image Background
Use the box colour version.
LOGO

Minimum Size
To ensure clarity and impact, the logo’s minimum size should not be less than 23.9mm or 67.9px in width and 8mm or 22.6px height. Standards for minimum size must be followed carefully.

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:
• 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.

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

Colours

These standards should be used whenever possible for any reproduction of the FPX logo. Absolute care must be taken to ensure accurate color reproduction.
Common Mistakes

It is important that the logo should be used correctly at all times. Under no circumstance, should the logo be redrawn, reproduced, reproportioned 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 flip the colours of the Logo

- Do not stretch or distort the Logo
- Do not add effects to the Logo
- Do not tweak the Icon

- Do not change the font or attempt to recreate the Wordmark
Non Exclusive
The right to use the FPX wordmark and logo is granted to Financial Institutions, Third Party Acquirers and Merchants on a non-exclusive basis.

Correct Usage
The FPX wordmark and logo are valuable properties and must be used correctly in order to protect the rights of MyClear.

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 authorised participants in the FPX service are permitted to use the FPX wordmark and logo without further reference or approval from MyClear 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 MyClear.
**USAGE**

**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

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.

**Remediation**

MyClear 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, is misleading or is detrimental to the FPX service and the Financial Institution, Third Party Acquirer and/or Merchant (as applicable) shall promptly implement MyClear’s instructions.
**USAGE**

**Using the Logo with Other Brands**

In all communications where the FPX logo appears with one or more other brands, the 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.

![Payment Method](image-url)

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Placement on Merchant Website

Merchant websites are recommended to display the 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 words “Savings/Current Account” (preferred) or “Internet Banking” must appear. The Merchant is also recommended to display the FPX logo. Below is an example.
For more information, clarification or approval:

FPX Financial Institutions or Third Party Acquirers should contact the FPX Team at MyClear.
FPX Merchants should contact their Financial Institution or Third Party Acquirer.