



# Visual Identity Guideline for the Global Brand Communication Logo/Mark/Icon and Basic Visual Element (Volume A)

(July 2020)

# Instructions

This manual is formulated to meet the requirements of UnionPay brand communication in overseas markets, to further clarify the specifications of UnionPay brand when using in overseas, and to make the brand image more unified and prominent.

This manual follows the principle of concise and practical, succinct and to the point, in plain language and easy to understand, aiming to be an efficient tool and practical assistant for market side to know and use the brand standard well.

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\*Note: This manual only provides the basic visual specification for the business mark or icon. For their applications and guidelines in details, please see corresponding separate manuals or contact the business department.

## 01 Visual Element Overview

All the brand visual design elements constitute the visual identity system of UnionPay brand, which plays an important role in presenting the brand function and intensifying the brand visual impression.

Brand logo



Brand logo and theme lock-up



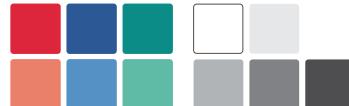
Corporate logo



Business mark/icon



Brand color



Brand font

FONT FOR ENGLISH WORD: FOUNDER HEITI SC OF UNIONPAY

Font for English word: Founder Heiti SC of UnionPay

The Chinese font is Founder Heiti SC of UnionPay

## 02-1 Brand Logo

### Scope of use of brand logo

As the standard brand logo, the UnionPay primary English and Chinese logo is widely used in product advertising, marketing activities, card face, acceptance environment, etc., representing the UnionPay brand and UnionPay products. Other logos are designed on this basis, and if used, please refer to the corresponding specifications. The UnionPay primary English logo is mainly used in the market issuing UnionPay card bearing UnionPay primary English logo, and for the environments such as issuance and acceptance.

### Using requirement for brand logo

The UnionPay brand logo is specifically designed. Its electronic file shall be directly used and is prohibited from redrawing or modifying at will.

### Union Pay primary English and Chinese logo (standard brand logo)



### UnionPay primary English logo



## 02-2 Standard Proportion, Safety Space and Minimum Size of Brand Logo

The brand logo is strictly and specifically designed in proportion of each element. Its electronic file shall be directly used and is prohibited from redrawing or modifying at will.

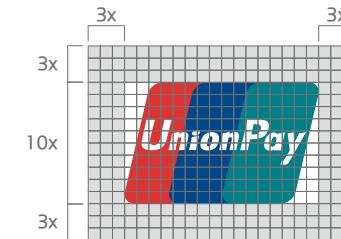
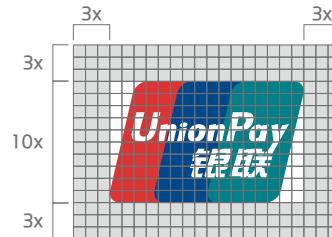
### Safety space

A certain safety space around the logo is required to ensure the integrity and identification of the brand logo. No words, symbols or other graphic elements are allowed in the safety space. Suppose the height of the brand logo is 10X, then the width and height of the safety space are 3x.

### Minimum size

The minimum size of brand logo for printing is 11mm, and the minimum size for screen is 33px. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

### Correct proportion and safety space



### Minimum size



## 02-3 Color Specification for Brand Logo

### Full-color version (spot or four color)

The spot-color version and the four-color version of brand logo are widely used in offline advertising, derivatives and various printing materials.

### Multimedia version

It is used in electronic media for screen display, such as TV advertisement, TV film, slides, networks, etc.

### Single color version

It may be used if it is constrained by the process or cost, or if some special effect is required in some circumstances such as fax, stamp, bronzing and hot silver, etc.

### Four-color version



- C0 M91 Y76 K6
- C100 M56 Y0 K34
- C100 M0 Y38 K30

### Spot-color version



- PANTONE 186C/U
- PANTONE 295C/U
- PANTONE 322C/U



### Multimedia version



- R237 G23 B31  
HEX/Web: FF0033
- R8 G47 B103  
HEX/Web: 003366
- R0 G106 B101  
HEX/Web: 006666



### Single color version



- C0 M0 Y0 K100



## 02-4 Background Color Control for Brand Logo

This page introduces the application of brand logo on the background with standard color, with different lightness and with different pictures. In order to ensure the brand logo is clear and distinguishable, it is necessary to strictly control the application of background and avoid using colors that conflict with the logo color or are not properly compared.

When the background color lightness is light ( $k < 40\%$ ), the regular version of brand logo should be used. When the background color lightness is dark ( $K \geq 40\%$ ), the reverse to white version of brand logo should be used.

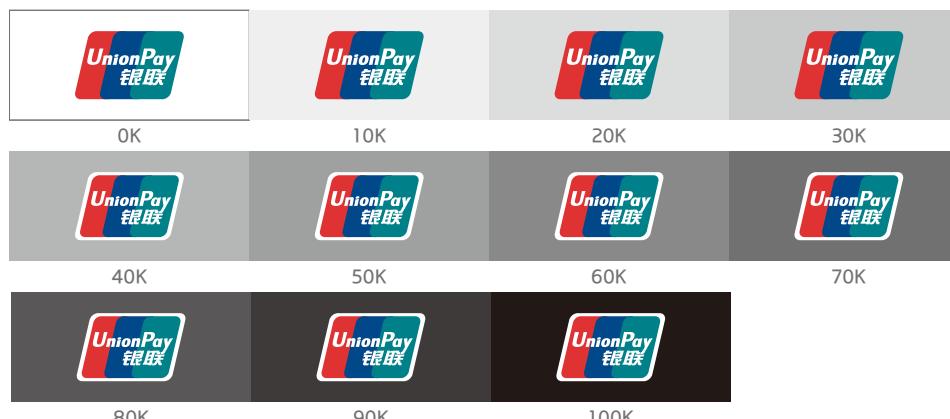
When using picture as the background, the picture with simple content and obvious color contrast and brightness contrast should be used to ensure the identifiability of the logo.

Please refer to the artwork for the background color control for UnionPay primary English logo.

Background with standard color



Background with different lightness



Background with picture



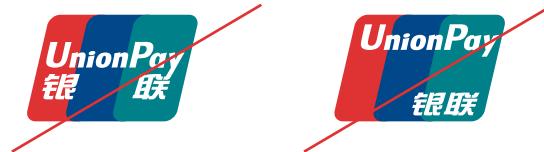
## 02-5 Improper Use of Brand Logo

In the application of brand logo, improper use may occur as influenced by habitual behavior or subjective opinions, which will definitely affect the consistency of the external image of brand and weaken brand value.

This page shows some common improper uses of brand logo, which should be avoided in practice.

Please refer to the artwork for the improper use case of UnionPay primary English logo.

Do not change the position and proportion of each logo element at will



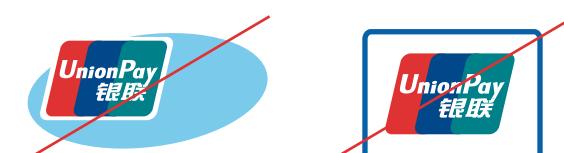
Do not change the logo color at will



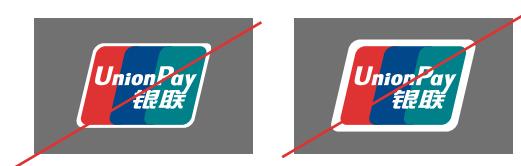
Do not use the logo or any part of it out of shape



Do not use the logo in a specific profile shape



Do not draw the white border of the logo by self



Do not use the logo on the background with disordered color or content



## 02-6 Correct Proportion, Safety Space, Minimum Size and Color Value of the Brand Logo and Theme Lock-up

### Correct proportion and safe space

In most cases, the UnionPay brand theme appears in combination with brand logo. Through the brand logo and theme lock-up, the core concept of brand can be clearly delivered and expressed.

This page shows the size, position and proportion relationship of the brand logo and the brand theme.

### Minimum size

The minimum width of the brand logo and theme lock-up for printing is 26mm. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

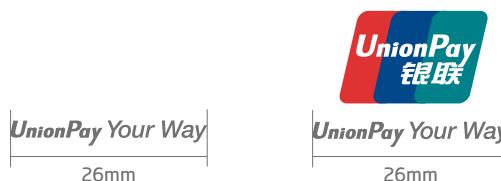
### Correct proportion and safety space of the brand theme



### Correct proportion and safety space of the brand logo and theme lock-up



### Minimum size



Color value of the brand theme Monochrome grey 70K

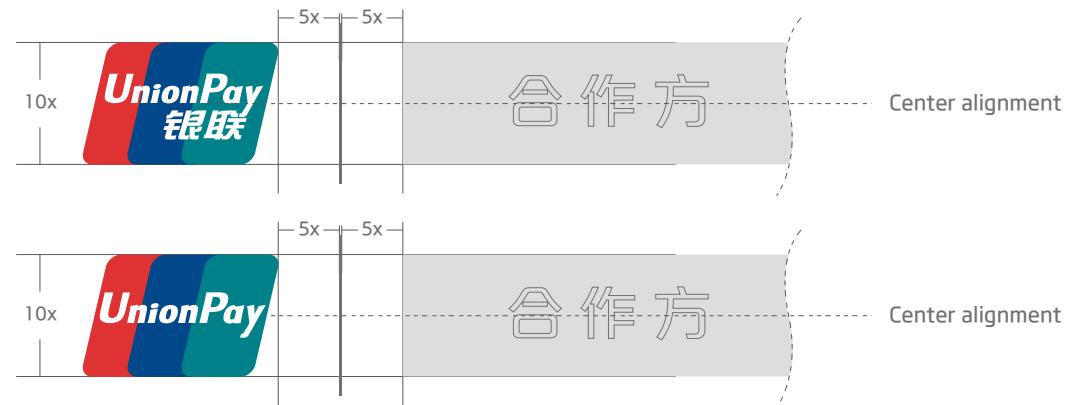
**UnionPay Your Way**

## 02-7 Logo Combination Specification

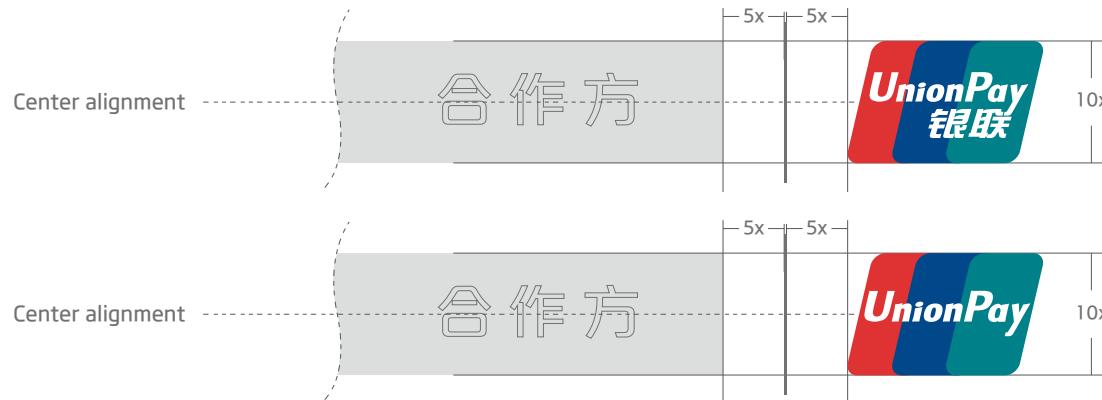
UnionPay logo is often used with logo of other organization or corporation in the brand communication. In this case, in principle, it is required to be of equal height for the logo of other organization or corporation and the UnionPay brand logo. If the equal height is very incongruous visually, the logo of other organization or corporation may be adjusted to appropriate size.

Note: When UnionPay and its partner carry out publicity and promotion, it is recommended to use the logo combination in which the UnionPay brand logo is in the front followed by the partner logo.

Recommended



Alternative



## 03-1 Corporate Logo

Corporate logo of UnionPay International  
The corporate logo of UnionPay International is in the form of horizontal version, which is composed of UnionPay brand logo and "UnionPay international" English font. The English font is specially designed and cannot be changed or replaced at will.

The corporate logo is the only logo representing UnionPay International Co., Ltd. It should only be used for the activities in which UnionPay International directly participates. It is not communicated as a business symbol and, generally, is not directly communicated to the consumer.

In this manual, the corporate logo of UnionPay International is collectively referred to as "corporate logo". Its electronic file shall be directly used and is prohibited from redrawing or modifying at will.



## 03-2 Standard Proportion, Safety Space and Minimum Size of Corporate Logo

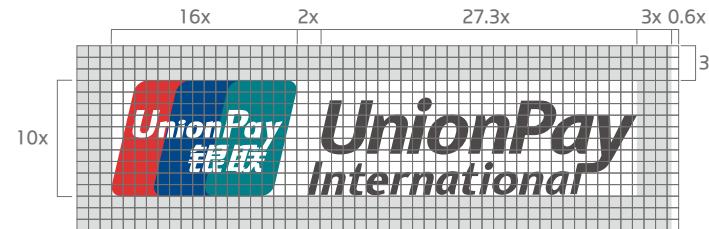
### Correct proportion and safe space

The corporate logo is a balanced whole. If the height of the logo is divided to ten equal parts, the scale size of cell X is determined, as shown in the right graphic. The structure and proportion of corporate logo shall not be changed when used. A certain safety space around the logo is required to ensure the integrity and identification of the corporate logo. No words, symbols or other graphic elements are allowed in the safety space. Suppose the height of the corporate logo is 10X, then the width and height of the safety space are 3x.

### Minimum size

The minimum width of corporate logo for printing is 30mm. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

### Correct proportion and safety space of the horizontal version



### Minimum size



## 03-3 Color Specification for Corporate Logo

### Full-color version (spot or four color)

The spot-color version and the four-color version of brand logo are widely used in offline advertising, derivatives and various printing materials.

### Multimedia version

It is used in electronic media for screen display, such as TV advertisement, TV film, slides, networks, etc.

### Single color version

It may be used if it is constrained by the process or cost, or if some special effect is required in some circumstances such as fax, stamp, bronzing and hot silver, etc.

### Four-color version



- CO M91 Y76 K6
- C100 M56 Y0 K34
- C100 M0 Y38 K30
- CO M0 Y0 K85

### Spot-color version



- PANTONE 186C/U
- PANTONE 295C/U
- PANTONE 322C/U
- PANTONE Cool Gray 10C/U

### Multimedia version



- R237 G23 B31  
HEX/Web: FF0033
- R8 G47 B103  
HEX/Web: 003366
- R0 G106 B101  
HEX/Web: 006666
- R37 G37 B37  
HEX/Web: 333333

### Single color version



- CO M0 Y0 K100

## 03-4 Background Color Control for Corporate Logo

This page introduces the application of corporate logo on the background with standard color, with different lightness and with different pictures. In order to ensure the corporate logo is clear and distinguishable, it is necessary to strictly control the application of background and avoid using colors that conflict with the logo color or are not properly compared.

When the background color lightness is light ( $k < 40\%$ ), the regular version of corporate logo should be used. When the background color lightness is dark ( $K \geq 40\%$ ), the reverse to white version of corporate logo should be used.

When using picture as the background, the picture with simple content and obvious color contrast and brightness contrast should be used with to ensure the identifiability of the logo.

Background with standard color



Background with different lightness



Background with picture



## 03-5 Improper Use of Corporate Logo

In the process of the application of corporate logo, improper use may occur as influenced by habitual behavior or subjective opinions, which will definitely affect the consistency of the external image of brand and weaken brand value.

This page shows some common improper uses of corporate logo, which should be avoided in practice.

Do not change the position and proportion of each logo element at will



Do not change the logo color at will



Do not use the logo or any part of it out of shape



Do not use the logo in a specific profile shape



Do not use the logo on the background with disordered color or content



## 04-1 QuickPass (Contactless) Icon

The QuickPass (contactless) icon is specifically designed in proportion of each element. Its electronic file shall be directly used and is prohibited from redrawing or modifying at will.

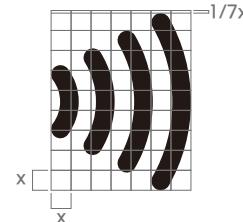
### Safety space

A certain safety space around the icon is required to ensure the integrity and identification of the QuickPass (contactless) icon. No words, symbols or other graphic elements are allowed in the safety space. Suppose the height of the second arc in the icon is  $10X$ , then the width and height of the safety space are  $3x$ .

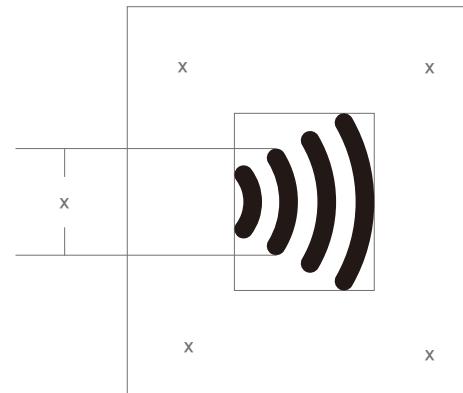
### Minimum size

The minimum height of QuickPass (contactless) icon on standard carrier is 7mm, and the minimum height on extra small carrier is 5mm.

### Correct proportion



### Safety space



### Minimum size

标准载体 7mm 20px

超小载体 5mm

## 04-2 Color Specification for QuickPass (Contactless) Icon

The color of QuickPass (contactless) icon shall follow the following principles:

The icon color shall not use any diaphaneity and shall be in sharp contrast with the background. Only black, white, gray and the neutral colors may be used for the icon to ensure the icon is clearly presented.

When the background color lightness is light ( $k < 40\%$ ), the standard version of QuickPass (contactless) icon is recommended. When the background color lightness is dark ( $K \geq 40\%$ ), the reverse to white version of QuickPass (contactless) icon is recommended.

Note: please refer to the right graphic for the background color control.

Standard version



C0 M0 Y0 K100  
R0 G0 B0  
PANTONE BLACK C

Reverse to white version



C0 M0 Y0 K0  
R255 G255 B255

Background color control



10%

20%

30%

40%

50%



60%

70%

80%

90%

100%

## 04-3 Brand Logo and QuickPass (Contactless) Icon Lock-up

The brand logo and QuickPass (contactless) icon lock-up is specifically designed in proportion of each element. The correct proportion is illustrated by the grid lines as showed in the right graphic. The electronic file of the logo lock-up shall be directly used.

### Safety space

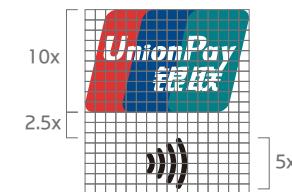
A certain safety space around the logo lock-up is required to ensure its integrity and identification. No words, symbols or other graphic elements are allowed in the safety space. Suppose the height of UnionPay brand logo is 10X, then the width and height of the safety space of the logo lock-up are 3x.

### Minimum size

The minimum height of the brand logo and QuickPass (contactless) icon lock-up is 11mm for horizontal layout and 19.25mm for vertical layout. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

Please refer to the artwork for the UnionPay primary English logo and QuickPass (contactless) icon lock-up.

### Correct proportion



### Correct proportion (single color version)



### Safety space



### Safety space (single color version)



### Minimum size



### Minimum size (single color version)



## 04-4 Brand Logo and QuickPass (Contactless) Icon Lock-up (Reverse to White Version)

The brand logo and QuickPass (contactless) icon lock-up (reverse to white version) is specifically designed in proportion of each element. The correct proportion is illustrated by the grid lines as showed in the right graphic. The electronic file of the logo lock-up shall be directly used.

### Safety space

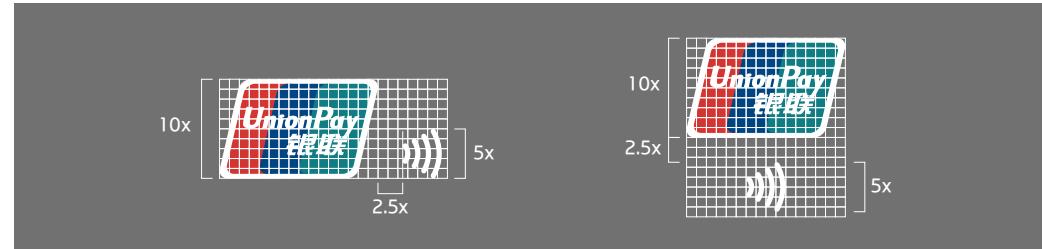
A certain safety space around the logo lock-up is required to ensure its integrity and identification. No words, symbols or other graphic elements are allowed in the safety space. Suppose the height of UnionPay brand logo is 10X, then the width and height of the safety space of the logo lock-up (reverse to white version) are 3x.

### Minimum size

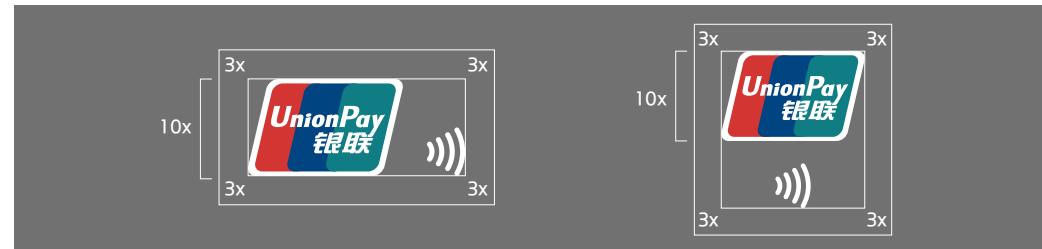
The minimum height of the brand logo and QuickPass (contactless) icon lock-up (reverse to white version) is 11mm for horizontal layout and 19.25mm for vertical layout. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

Please refer to the artwork for the UnionPay primary English logo and QuickPass (contactless) icon lock-up (reverse to white version).

### Correct proportion (reverse to white version)



### Safety space (reverse to white version)



### Minimum size (reverse to white version)



## 04-5 QR Code Acceptance Icon

The QR code acceptance icon is specifically designed in proportion of each element. The correct proportion is illustrated by the grid lines as showed in the right graphic. The electronic file of the icon shall be directly used.

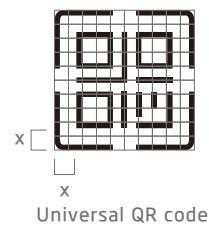
### Safety space

A certain safety space around the icon is required to ensure the integrity and identification of the QR code acceptance icon. No words, symbols or other graphic elements are allowed in the safety space. Suppose the height of the icon is 10X, then the width and height of the safety space are 3x.

### Minimum size

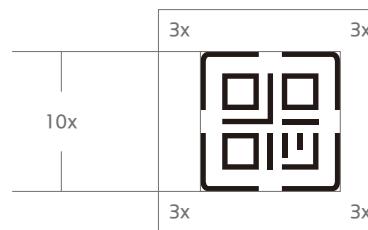
The minimum height of the QR code acceptance icon on standard carrier is 7mm, and the minimum height on extra small carrier is 5mm.

### Correct proportion



Universal QR code

### Safety space



### Minimum size

Icon on standard carrier		7mm 20px
Icon on extra small carrier		5mm

## 04-6 Color Specification for QR Code Icon

The color of QR code icon shall follow the following principles:

The icon color shall not use any diaphaneity and shall be in sharp contrast with the background. Only black, white, gray and the neutral colors may be used for the icon to ensure the icon is clearly presented.

When the background color lightness is light ( $k < 40\%$ ), the standard version of QR code icon is recommended. When the background color lightness is dark ( $K \geq 40\%$ ), the reverse to white version of QR code icon is recommended.

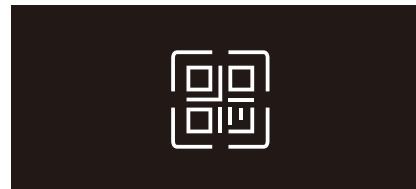
Note: please refer to the right graphic for the background color control.

Standard version



C0 M0 Y0 K100  
R0 G0 B0  
PANTONE BLACK C

Reverse to white version



C0 M0 Y0 K0  
R255 G255 B255

Background color control



## 04-7 Brand Logo and QR Code Icon Lock-up

The brand logo and QR code icon lock-up is specifically designed in proportion of each element. The correct proportion is illustrated by the grid lines as showed in the right graphic. The electronic file of the logo lock-up shall be directly used.

### Safety space

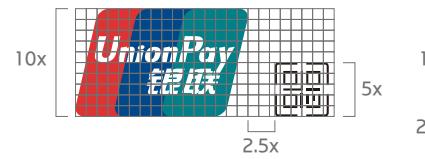
A certain safety space around the logo lock-up is required to ensure its integrity and identification. No words, symbols or other graphic elements are allowed in the safety space. Suppose the height of UnionPay brand logo is 10X, then the width and height of the safety space of the logo lock-up are 3x.

### Minimum size

The minimum height of the brand logo and QR code icon lock-up is 11mm for horizontal layout and 19.25mm for vertical layout. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

Please refer to the artwork for the UnionPay primary English logo and QR code icon lock-up.

### Correct proportion



### Safety space



### Minimum size



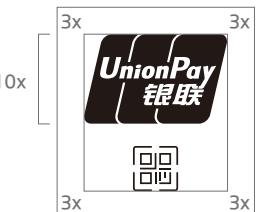
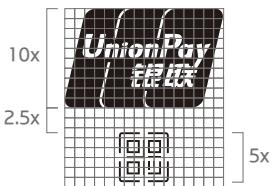
### Correct proportion (single color version)



### Safety space (single color version)



### Minimum size (single color version)



## 04-8 Brand Logo and QR Code Icon Lock-up (Reverse to White Version)

The brand logo and QR code icon lock-up (reverse to white version) is specifically designed in proportion of each element. The correct proportion is illustrated by the grid lines as showed in the right graphic. The electronic file of the logo lock-up shall be directly used.

### Safety space

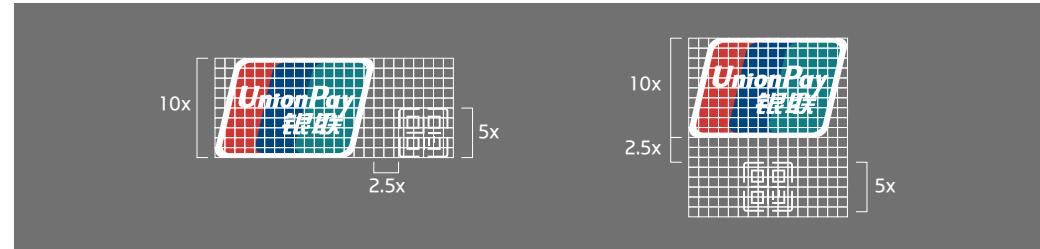
A certain safety space around the logo lock-up is required to ensure its integrity and identification. No words, symbols or other graphic elements are allowed in the safety space. Suppose the height of UnionPay brand logo is 10X, then the width and height of the safety space of the logo lock-up (reverse to white version) are 3x.

### Minimum size

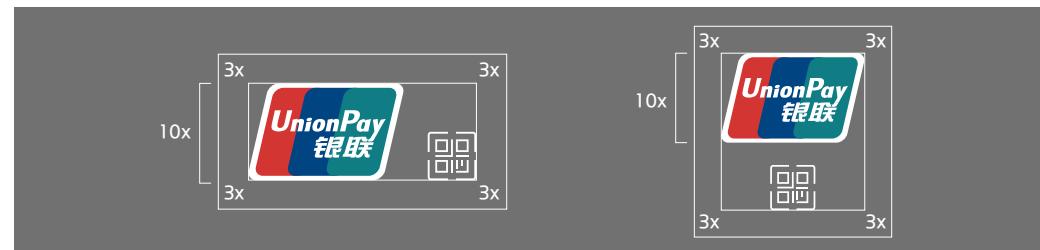
The minimum height of the brand logo and QR code icon lock-up (reverse to white version) is 11mm for horizontal layout and 19.25mm for vertical layout. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

Please refer to the artwork for the UnionPay primary English logo and QR code icon lock-up (reverse to white version).

Correct proportion (reverse to white version)



Safety space (reverse to white version)



Minimum size (reverse to white version)



## 04-9 Standard Proportion, Safety Space and Minimum Size of Tax Refund Mark

The UnionPay tax refund mark is composed of UnionPay brand logo and the customized Chinese and English font of UnionPay, which shall not be split when used. It may be used at various medias. Its electronic file shall be directly used and is prohibited from redrawing or modifying at will.

### Safety space

A certain safety space around the mark is required to ensure the integrity and identification of the tax refund mark. No words, symbols or other graphic elements are allowed in the safety space. The width and height of the safety space are 3/8 of the height of UnionPay brand logo in the mark.

### Minimum size

The minimum width of the tax refund mark for printing is 11mm, and the minimum width for screen is 80px. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

Please refer to the artwork for the specification for the English tax refund mark.

Standard mark



Standard proportion and safety space



Minimum size



## 04-10 Color Specification for Tax Refund Mark

### Four-color version

It is mainly used in offline traditional print advertisements.

### Spot-color version

It is mainly used for silkscreen printing, such as offline publications, derivatives etc.

### Multimedia version

It is used in electronic media for screen display, such as TV advertisement, TV film, slides etc.

### Reverse to white version

It is used when the background color is dark.

### Single color version

It may be used if it is constrained by the process or cost, or if some special effect is required in some circumstances such as fax, stamp, bronzing and hot silver, etc.

### Four-color version



- C0 M91 Y76 K6
- C100 M56 Y0 K34
- C100 M0 Y38 K30

### Spot-color version



- PANTONE 186C/U
- PANTONE 295C/U
- PANTONE 322C/U

### Multimedia version



- R237 G23 B31  
HEX/Web: FF0033
- R8 G47 B103  
HEX/Web: 003366
- R0 G106 B101  
HEX/Web: 006666

### Reverse to white version



- C0 M91 Y76 K6
- C100 M56 Y0 K34
- C100 M0 Y38 K30

### Single color version



- C0 M0 Y0 K100

## 04-11 Standard Proportion, Safety Space and Minimum Size of “Shop The World” Mark

The UnionPay “Shop The World” mark is composed of UnionPay brand logo and the customized Chinese and English font of UnionPay, which shall not be split when used. It may be used at various medias. Its electronic file shall be directly used and is prohibited from redrawing or modifying at will.

### Safety space

A certain safety space around the mark is required to ensure the integrity and identification of the “Shop The World” mark. No words, symbols or other graphic elements are allowed in the safety space. The width and height of the safety space are 1/4 of the height of UnionPay brand logo in the mark.

### Minimum size

The minimum height of the “Shop The World” mark for printing is 11mm, the minimum height for Web is 33px, and the minimum height for App is 9px. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

Please refer to the artwork for the specification for the English “Shop The World” mark.

Standard mark



Standard proportion and safety space



Minimum size



For printing



For Web



For App

## 04-12 Color Specification for “Shop The World” Mark

### Four-color version

It is mainly used in offline traditional print advertisements.

### Spot-color version

It is mainly used for silkscreen printing, such as offline publications, derivatives etc.

### Multimedia version

It is used in electronic media for screen display, such as TV advertisement, TV film, slides etc.

### Reverse to white version

It is used when the background color is dark.

### Single color version

It may be used if it is constrained by the process or cost, or if some special effect is required in some circumstances such as fax, stamp, bronzing and hot silver, etc.

### Four-color version



- C0 M91 Y76 K6
- C100 M56 Y0 K34
- C100 M0 Y38 K30

### Spot-color version



- PANTONE 186C/U
- PANTONE 295C/U
- PANTONE 322C/U

### Multimedia version



- R237 G23 B31  
HEX/Web: FF0033
- R8 G47 B103  
HEX/Web: 003366
- R0 G106 B101  
HEX/Web: 006666

### Reverse to white version



- C0 M91 Y76 K6
- C100 M56 Y0 K34
- C100 M0 Y38 K30

### Single color version



- C0 M0 Y0 K100

## 04-13 Standard UnionPay APP Mark

The UnionPay APP mark is composed of four parts including the core visual element “UnionPay APP” in Chinese, the smile curve, the English font of UnionPay brand logo and the visual endorsement for UnionPay brand.

### Multimedia version

The multimedia version of UnionPay APP mark is with the gradual change effect. Its red background is made of two kinds of red, A and B, changing from top left to bottom right with a linear gradient of 45 degree. The color value of B is the same as that of the red in the visual endorsement for UnionPay brand.

The UnionPay APP mark is specifically designed with fixed proportion of each element. Its electronic file shall be directly used without any modification. The UnionPay APP mark shall be placed on a correct, clear and orderly background, and shall be clear and distinguishable when being placed on a background color.

### Safety space

A certain safety space between UnionPay APP mark and other elements is required to ensure the integrity of UnionPay APP mark. The space range around UnionPay APP mark is called safety space, which is the minimum space required around the mark. As shown in the right graphic, the safety space of UnionPay APP mark is 1/3 of the overall height of UnionPay APP mark.

### Minimum size

The minimum size of UnionPay APP mark for printing is 12mm, and the minimum size for screen is 36px. If it is smaller than this size, it will be difficult to be recognized or output of graphic.

Standard UnionPay APP mark



A	C0 M95 Y85 K0
B	C0 M91 Y76 K6
	C100 M56 Y0 K34
	C100 M0 Y38 K30

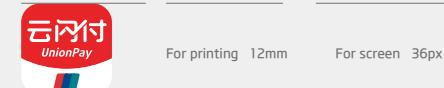
A	PANTONE 185 C/U
B	PANTONE 186 C/U
	PANTONE 295 C/U
	PANTONE 322 C/U

A	R255 G50 B30 HEX/Web:FF321E
B	R237 G23 B31 HEX/Web:FF0033
	R8 G47 B103 HEX/Web:003366
	RO G106 B101 HEX/Web:006666

Safety space



Minimum size



## 04-14 Color Specification for UnionPay APP Mark

In order to adapt to different backgrounds and ensure the integrity of the UnionPay APP mark, the red outline and the white outline of color version are required to be 0.028 of the overall height of the UnionPay APP mark.

### Four-color version

The four-color version of UnionPay APP mark is flat. As shown in the right graphic, the red background in the mark is specified as A.

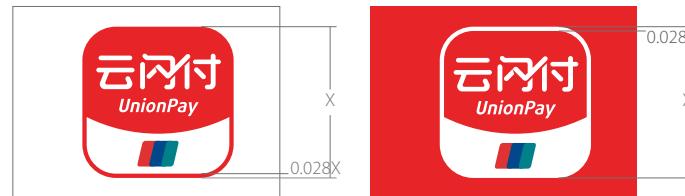
### Spot-color version

The spot-color version of UnionPay APP mark is flat. As shown in the right graphic, the red background in the mark is specified as A.

### Multimedia version

The multimedia version of UnionPay APP mark is with the gradual change effect. As shown in the right graphic, the red background is made of two kinds of red, A and B, changing from top left to bottom right with a linear gradient of 45 degree. The color value of B is the same as that of the red in the visual endorsement for UnionPay brand.

The four-color and spot-color version are used for offline advertising prints. The multimedia version is used for online display, such as TV, digital and Internet.



Four-color version



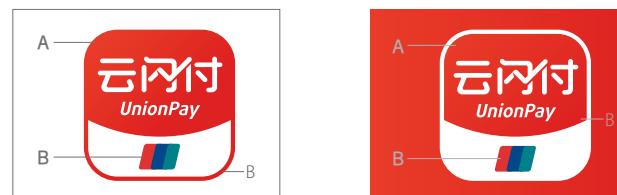
A	C0 M95 Y85 K0
B	C0 M91 Y76 K6
	C100 M56 Y0 K34
	C100 M0 Y38 K30

Spot-color version



A	PANTONE 185 C/U
B	PANTONE 186 C/U
	PANTONE 295 C/U
	PANTONE 322 C/U

Multimedia version



A	R255 G50 B30 HEX/Web:FF321E
B	R237 G23 B31 HEX/Web:FF0033
	R8 G47 B103 HEX/Web:003366
	R0 G106 B101 HEX/Web:006666

## 04-15 Single Color Version of UnionPay APP Mark

Single color version of UnionPay APP mark may be used if it is constrained by the process or cost, or if some special effect is required in some circumstances such as newspaper, fax, stamp, bronzing, hot silver and theme activity, etc. (It is very special when the logo color is required to change in a theme activity, which shall be reported to the brand department of UnionPay for approval before implementation.)

In order to ensure the integrity of the UnionPay APP mark, the single color version should have outline whose height is required to be 0.028 of the overall height of the UnionPay APP mark. In practice, the identification of UnionPay should be guaranteed according to the actual situation of printing process and carrier.

The electronic file of the single color version shall be directly used and is prohibited from redrawing or modifying at will.

Application examples



Monochrome  
C0 M95 Y85 K0  
PANTONE 185 C/U  
R237 G23 B31  
HEX/Web:FF0033



Ink manuscript  
C0 M0 Y0 K100



Grey manuscript  
C0 M0 Y0 K70  
PANTONE Cool Gray 9 C  
R113 G113 B113  
HEX/Web:717171



Reverse to white manuscript  
C0 M0 Y0 K0



Bronzing  
PANTONE=873 C



Hot silver  
PANTONE=877 C



Special case  
(environmental protection and other theme activities)

## 04-16 Line Version of UnionPay APP Mark

A uniform overall style should be kept when the UnionPay APP mark is used with other application icon. For this purpose, the line version of UnionPay APP mark should be standardized.

The line version is concise. Thus, the part of English font is removed, and only the “UnionPay APP” in Chinese and UnionPay logo are used as the main identification.

The right graphic shows examples of the combination of the line version of UnionPay APP mark and other icons.

### Examples



Color value  
C0 M95 Y85 K0  
PANTONE 185 C/U  
R237 G23 B31  
HEX/Web:FF0033



The line version of UnionPay APP mark shall be consistent with the style of other icon, and its line thickness shall be equal. If there are style restrictions in the application scenario, the color can be adjusted accordingly provided it follows the overall brand tone.

## 04-17 UnionPay APP Mark and Chinese/English Font Lock-up in Horizontal and Vertical Layout

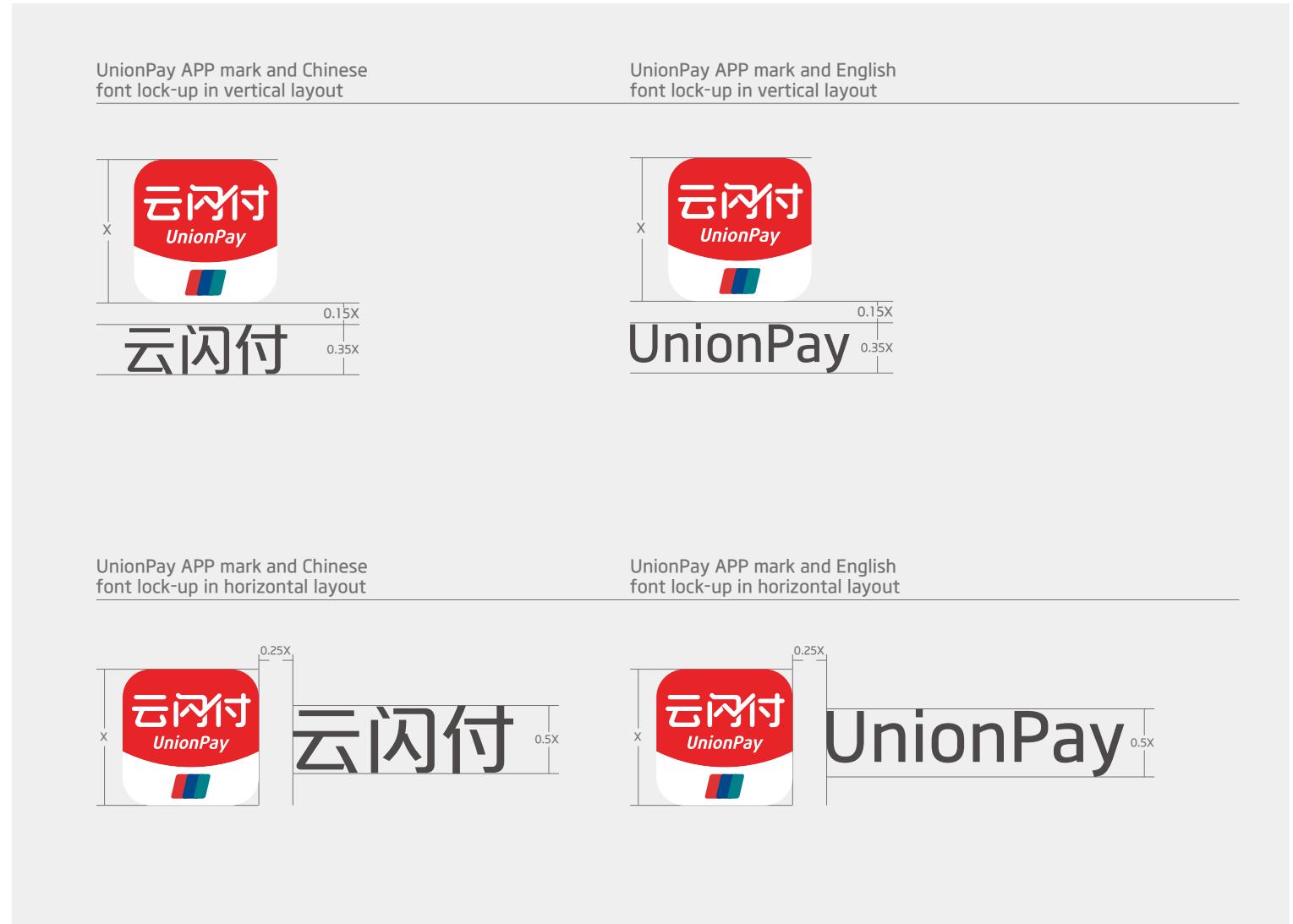
The UnionPay APP mark and Chinese/English font lock-up may be used for various scenarios and environments. The lock-up should be standardized to ensure the clear and accurate delivery of information and to present a uniform brand image for different situation.

The right graphic shows the proportion of each element of the lock-up. Its electronic file shall be directly used without any modification.

The font of Chinese/English font is Founder Heiti SC of UnionPay.

Color of Chinese/English font:

CO MO YO K85  
PANTONE Cool Gray 10C/U  
R75 G75 B75  
HEX/Web: 4B4B4B



## 04-18 Brand Logo and UnionPay APP Mark Lock-up

When the lock-up of the UnionPay brand logo and the UnionPay APP mark is used, the UnionPay brand logo is on the left and the UnionPay APP mark is on the right. The red outline version of UnionPay APP mark should be used in white background, and the white outline version should be used in red background.

The electronic file of the lock-up shall be directly used and is prohibited from redrawing or modifying at will.

### Examples



## 04-19 UnionPay APP Mark and Partner Logo Lock-up

UnionPay APP mark dominated  
When the UnionPay APP mark is dominated in the lock-up of UnionPay APP mark and partner logo, a 70% gray line is used to separate in the middle. The left part is UnionPay APP mark, and the right is partner logo. They are aligned in the middle. The width of the line is 1/100 of the overall width of UnionPay APP mark. The height of the line is consistent with the height of UnionPay APP mark. The distance between the line and UnionPay APP mark is half of the overall height of UnionPay APP mark.

In practice, the size ratio and distance between UnionPay APP mark and partner logo should keep the visual balance. Partner logo shall not be larger than UnionPay APP mark.

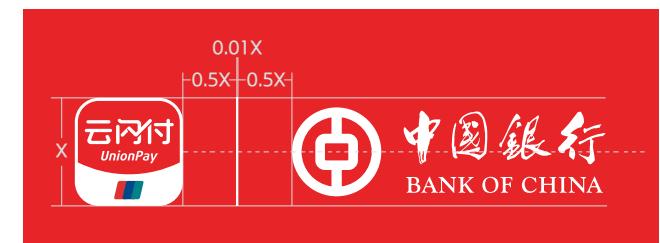
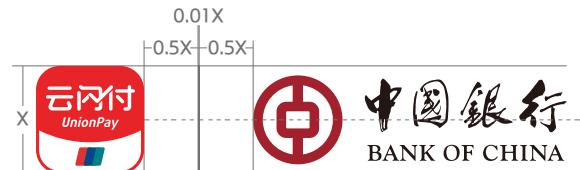
When the lock-up is placed on white background, the UnionPay APP mark with red outline should be used. When the lock-up is placed on red background, the UnionPay APP mark with white outline should be used.

Partner logo dominated

Please refer to partner's VI specification when partner logo is dominated in the lock-up of UnionPay APP mark and partner logo. The right graphic is for an example only.

When the lock-up is placed on white background, the UnionPay APP mark with red outline should be used. When the lock-up is placed on red background, the UnionPay APP mark with white outline should be used.

UnionPay APP mark dominated



Partner logo dominated



## 04-20 Use of UnionPay APP Mark in QR Code

When the UnionPay APP mark is placed in QR code, it is preferred to use the black QR code and the UnionPay APP mark with red outline. In special cases, the red QR code and the UnionPay APP mark with red or white outline may also be used.

The text below the QR code, which is "download UnionPay APP and enjoy massive discounts", is 85% gray and, in special cases, can also be red.

The right graphic shows the proportion of each element. It is the general layout. In case of special layout, the arrangement of text and QR code can be adjusted.

Example



## 04-21 Standard U-Plan Icon

### Standard Icon

The U-Plan icon is specifically designed in proportion of each element. The other icons displayed in the right graphic are designed on the basis of the standard one.

The electronic file of the icons shall be directly used and is prohibited from redrawing or modifying at will.

### Standard English word

As the non-major element in communication, the English word in icon aims mainly to meet the communication requirements outside Mainland of China. In practice, it should be clear and distinguishable. There are three kinds of applications, as shown in the right graphic, which may be selected as appropriate.

### Standard Chinese word

As the non-major element in communication, the Chinese word in icon aims mainly to meet the communication requirements inside Mainland of China. In practice, it should be clear and distinguishable. There are three kinds of applications, as shown in the right graphic, which may be selected as appropriate.

### Standard icon



### Standard word

1. The word is separated from the standard icon and used independently. It is preferred in communication and may appear in the title or text.

### Standard English word

u·plan

2. The word is parallelly combined with the standard icon. It is not the major application and may be selected as appropriate.

 u·plan

3. The standard icon and word is combined where the standard icon is as superscript. It is not the major application and may be selected as appropriate. The color of standard word may be reverse white or brand gray.

 u·plan<sup>®</sup>

### Standard Chinese word

优计划

 优计划

优计划<sup>®</sup>

## 04-22 Color Specification for U-Plan Icon

### Four-color version

It is mainly used in offline traditional print advertisements.

### Spot-color version

It is mainly used for silkscreen printing, such as offline publications, derivatives etc.

### Multimedia version

It is used in electronic media for screen display, such as TV advertisement, TV film, slides etc.

### Reverse to white version

It is used when the background color is dark.

### Single color version

It may be used if it is constrained by the process or cost, or if some special effect is required in some circumstances such as fax, stamp, bronzing and hot silver, etc.

### Four-color version



- C0 M100 Y100 K0
- C15 M40 Y60 K0

### Spot-color version



- PANTONE 727C
- PANTONE 871C GOLD

### Multimedia version



- R230 G0 B20  
HEX/Web: E60014
- R200 G155 B100  
HEX/Web: C89B64

### Reverse to white version



### Single color version

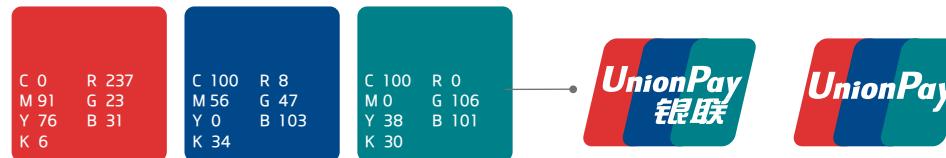


- C0 M0 Y0 K100

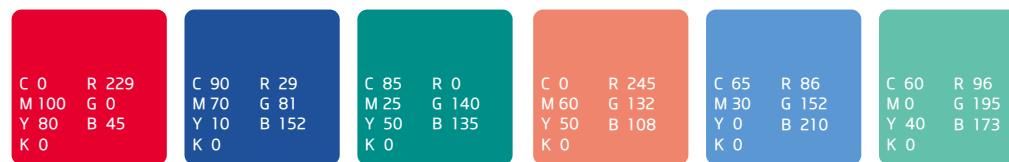
## 05 Color Specification

Brand color is an important visual element in the visual identity system. Using a unified brand color can enhance the visual presentation of the brand.

The color used for logo is the three colors used for the brand logo and is only used for brand logo.



The system color and the system auxiliary color are the color after the brightness of the color used for logo is improved.



From small to large in color value, the gray color is respectively applied to the background color, supplementary area, silver gray bar, brand theme, customer service hotline and website, text content.



## 06 Font Specification

Brand font is an important visual element in the visual identity system. Using a unified brand font can enhance the brand presentation of UnionPay. Therefore, the UnionPay specific font, i.e., Founder Heiti SC of UnionPay, is the first priority in communication.

Note: For the use of font in other language, please consult the Brand and Marketing Department. It should be used after confirmation.

Font for Chinese word: Founder Heiti SC of UnionPay

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银联字体是方正银联专用字体

Font for English word: Founder Heiti SC of UnionPay

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@\$!%\*

## 07 Picture Style

### Photograph

It is better to use the figure or scenery in natural state and avoid the over exaggerated composition or too dark tone. The three colors of UnionPay should be naturally displayed in the picture by mixing color.

### Composite picture

It is recommended to use the top view composition method to clearly show the product features. The color should be bright. The UnionPay card should be displayed in the picture as possible.

### Hand-drawn illustration

This style requires a high level of illustration drawing and should be created by a professional illustrator. The hand painting style should be fresh and natural, full of color, avoid using too naive and bizarre style.

### Use of picture

There are legal risks in using pictures without copyright or with unknown copyright source. In the design, the picture library of headquarter is the first choice for pictures, but the restrictions on the time, area and media of use of picture should also be considered.

If commercial picture needs to be used, it is required to ask the cooperative agencies or third-party agencies, such as advertising companies, to confirm the legality of the copyright, or to consult the headquarter.

### Photograph



### Composite picture



### Hand-drawn illustration



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Password: w2n42s