



Brand manual iDEAL

2024



Overview

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Please note

All content (visuals, fonts, etc.) in this brand guide is available on SharePoint.
Additionally, all logos, buttons, and watermarks are available via the [iDEAL website](#).



Brand Identiy

Brand Identity

The authority in digital payments



> **Trusted**



Entrepreneurial <



> **Innovative**



Meaningful <



video

Get acquainted with iDEAL





Logo

Logo

Correct usage of the iDEAL & iDEAL in3 logo



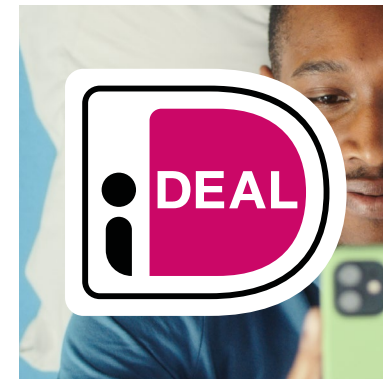
- > Preferably used with a white background
- > Required free space around the logo is the “i” from the logo
- > Don't crop, change colours, flip, deform or add elements to the logo
- > Please use the provided Adobe Illustrator files (.eps)



example of a button

Logo

Correct usage of the iDEAL & iDEAL in3 logo



> Preferably place the logo on a white background. The logo has a white outline that becomes visible on a coloured background. This white outline must be visible.

> The colours of the logo must never be adjusted.

> The logo must never be used transparently.

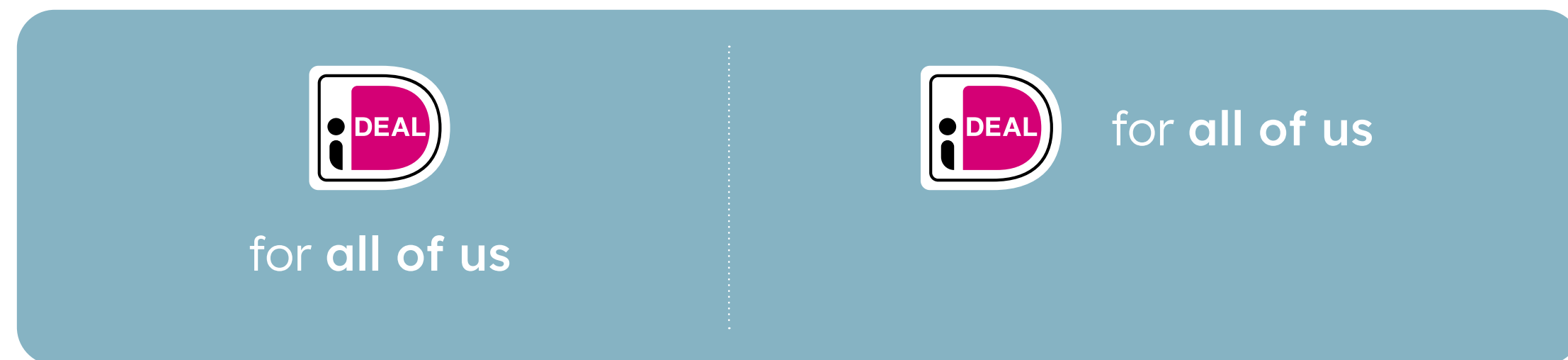
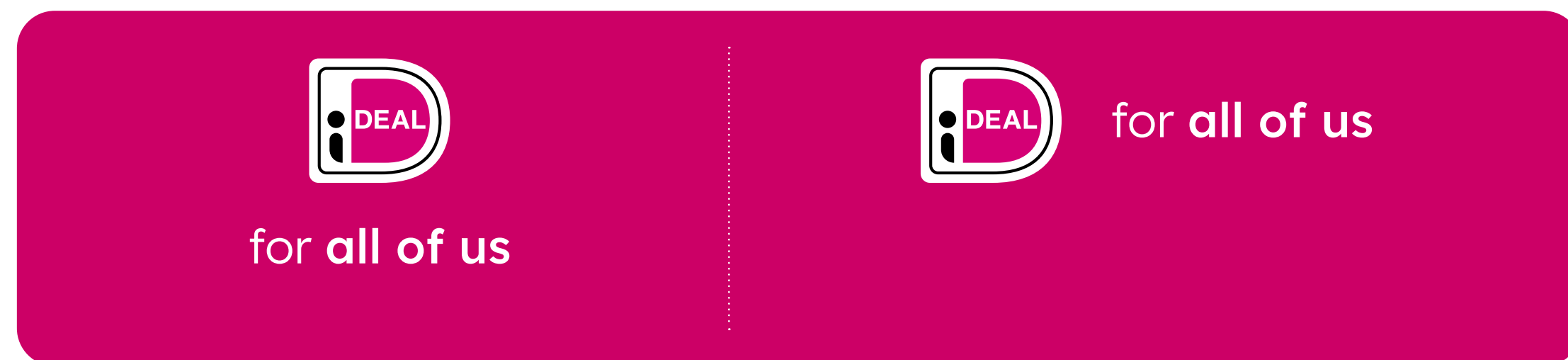
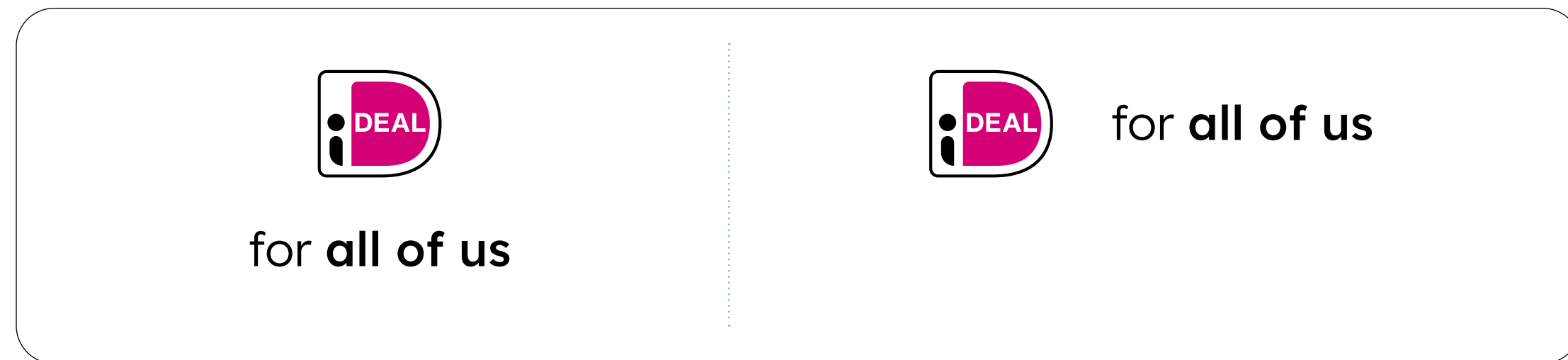
Payoff in Dutch



> Please use the provided Abode Illustrator files (.eps)

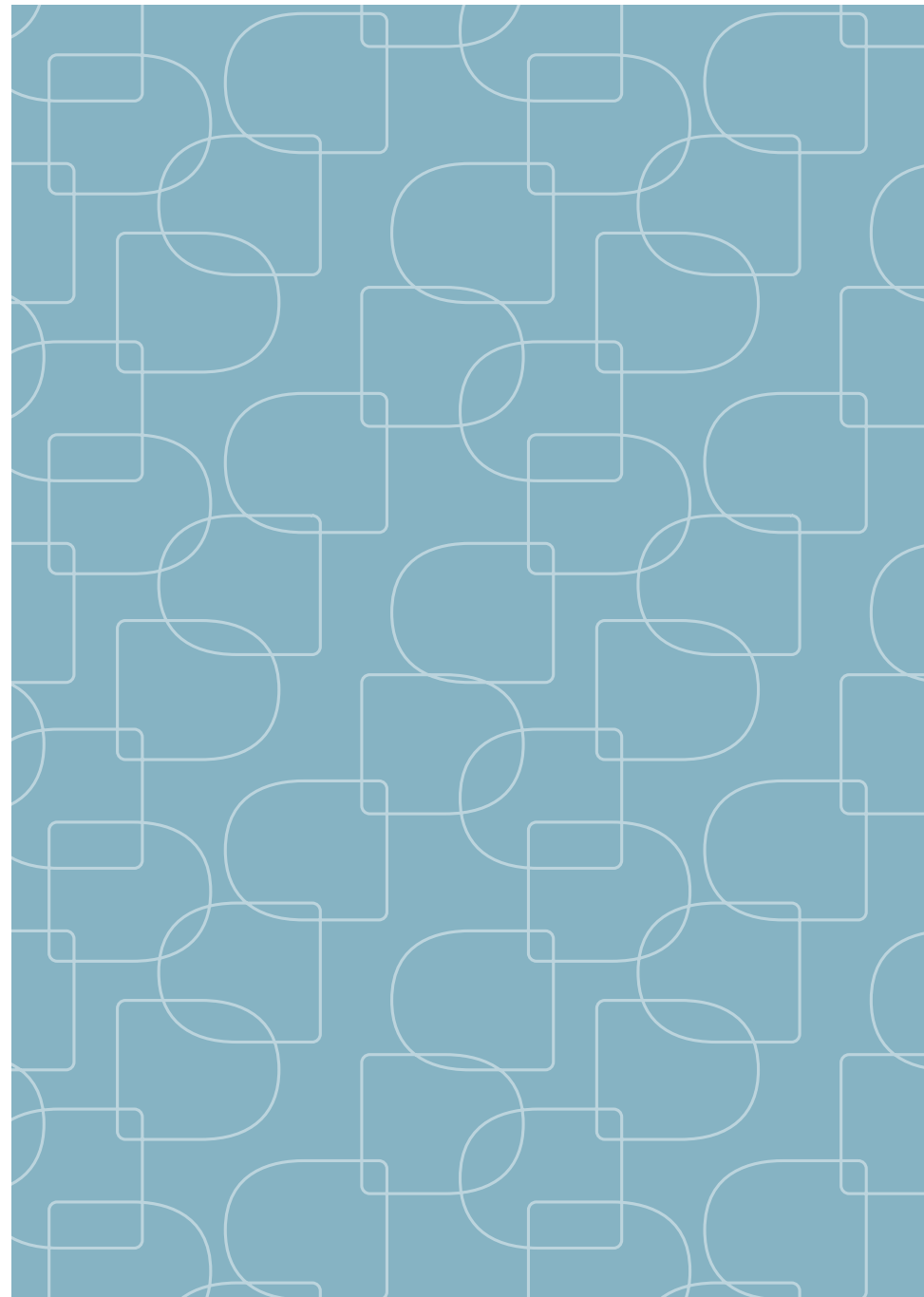


Payoff in English

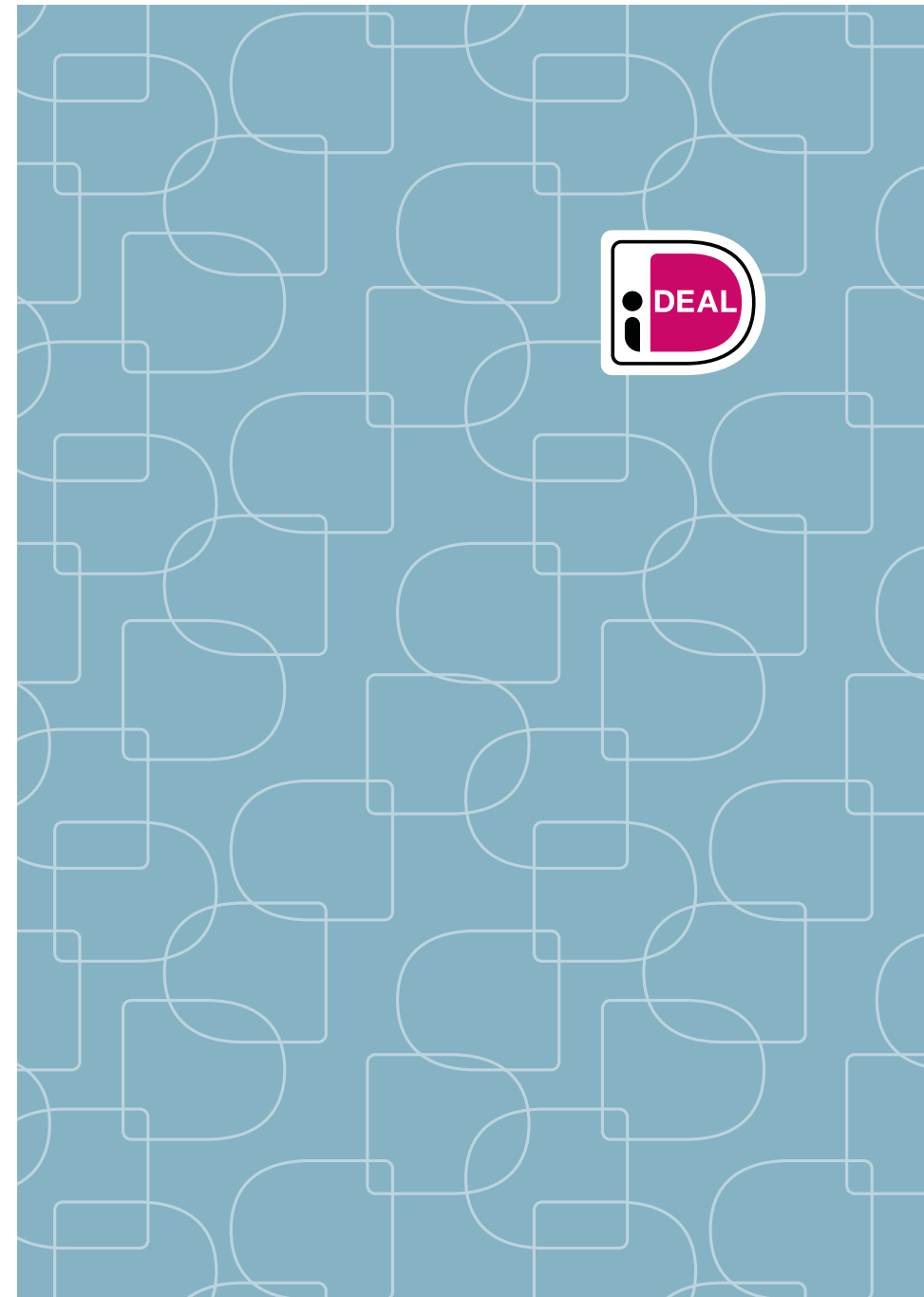


> Please use the provided Abode Illustrator files (.eps)

Watermark



Watermark pattern



Watermark pattern with logo

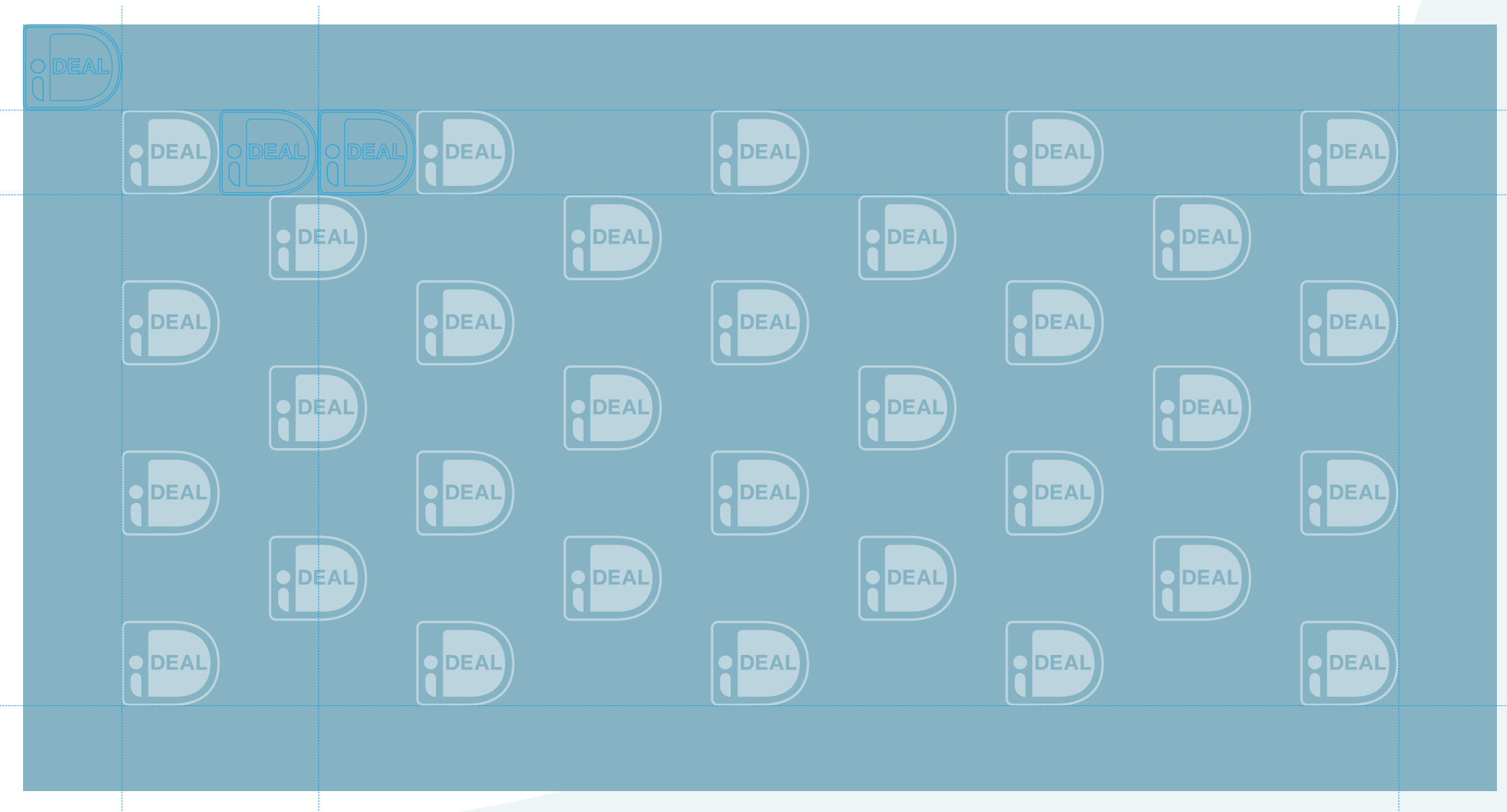
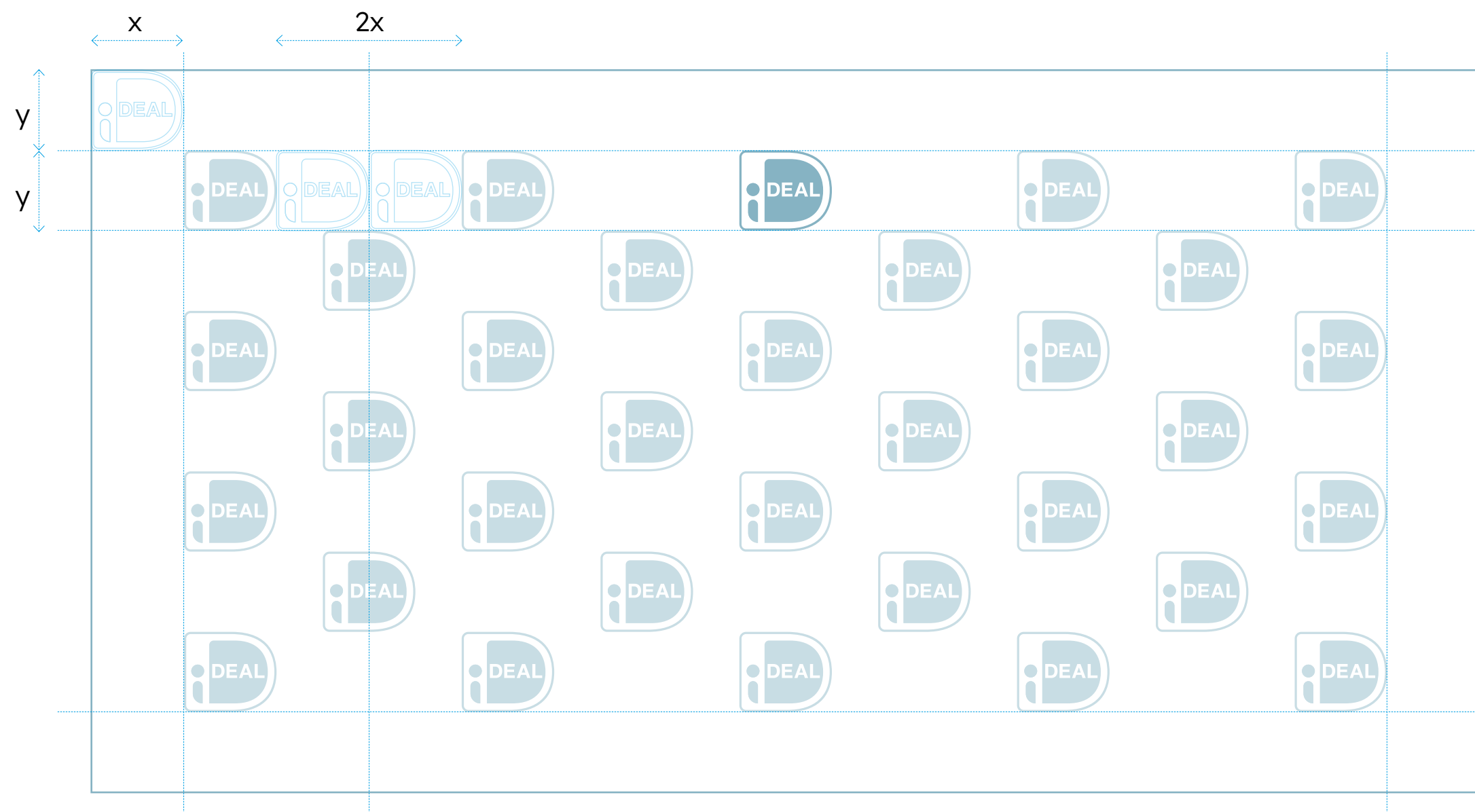


- > The watermark can be used as a pattern on background screens.
- > Use the provided pattern with a transparency of 45%.

Watermark



- > Use the provided pattern with a transparency of 45%.
- > The watermark can be used in both positive and negative forms.
- > There must be at least one logo's worth of white space (x y) around the pattern.
- > The space between the logos should be the equivalent of 2 logos (2x); vertically, all logos should be aligned one below the other (see example).
- > All logos must appear in full.



Colour



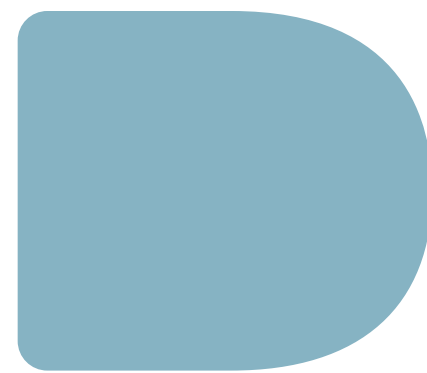
Colour

Colourpalette & correct usage



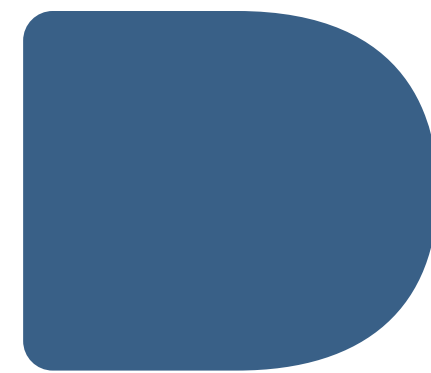
Baseline | **background**
> #EEF5F7
> r00 / g00 / b00

> pms 000
> c00 / m00 / y00 / k0



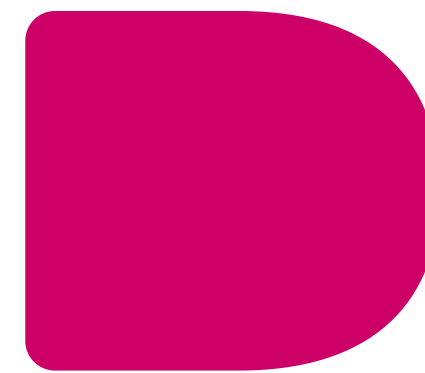
Baseline | **background**
> #86B3C3
> r105 / g163 / b185

> pms 549
> c52 / m18 / y20 / k0



Baseline | **accent 1**
> #396087
> r57 / g96 / b135

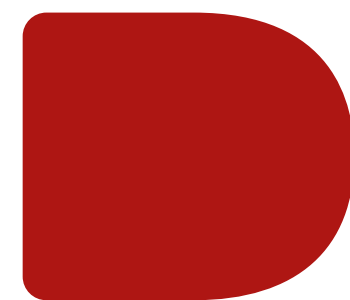
> pms 000
> c85 / m55 / y25 / k10



Brand | **accent 2**
> #EEF5F7
> r204 / g0 / b102

> pms 226
> c0 / m100 / y00 / k10

- > There are 2 blue background colours that characterise the brand. The accent colours are used to highlight details.
- > The grey colours are used to provide support in illustrations.
- > The splash colours should never be used for more than 5%.



Splash | **negative**
> ##862145
> r104 / g33 / b69

> pms 229
> c47 / m93 / y36 / k44



Splash | **positive**
> #B5BE00
> r18 / g190 / b0

> pms 390
> c37 / m10 / y100 / k0

Use these splash colours sparingly.
Never use them for more than 5% of the total design.



Typeface

iDEAL fonts

Two fonts are used in all iDEAL communication



Roboto slab semi bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-=_+

Lexend deca extra light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-=_+

Imagery



Image library

Campaign images



> These images can be used in the iDEAL campaign and also on the website.



Image library

Atmospheric images



> These are atmospheric images. They illustrate the working environment at iDEAL.



Image library

Guidelines for illustrations



- > iDEAL Magenta (#cc0066) is used to identify iDEAL (services).
- > It is not allowed to adjust or edit images, meaning:
 - > Colours should not be changed.
 - > Images cannot be cropped – they should always be displayed in full (original).

Image library

Illustrations



Image library

Illustrations





























Icons

Icons



 Pay fast (customer recognition)	 Recurring payments
 iDEAL Checkout / Order fast	 Scheduled payments / Pay later
 Age check	 One Click payments
 Loyalty	 Pay in parts

 Pay fast (customer recognition)	 Recurring payments
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 Pay fast (customer recognition)	 Recurring payments
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Please note!

These icons are used to visualize a new service or payment option, not as payment button. Separate payment buttons will be available for new services and payment options where this is applicable.



Buttons

Image library

Buttons



Logo

The logo can be used on a white or a brand colour background. There are two different logos for this purpose. NOTE: the white space between iDEAL and in3 in the _oncolour logo is double that of the _onwhite version. Therefore, always use the correct logo for a white or coloured background.

Logo

For limited space, there are also compact logos.

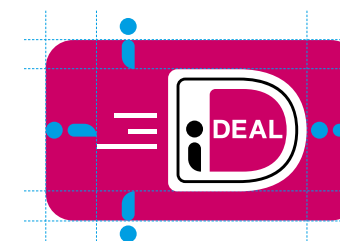
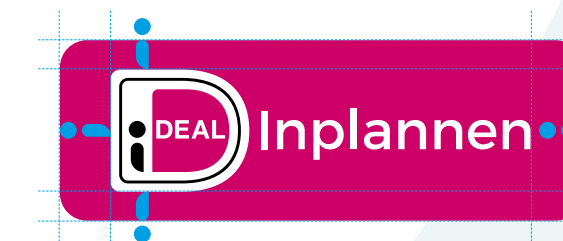
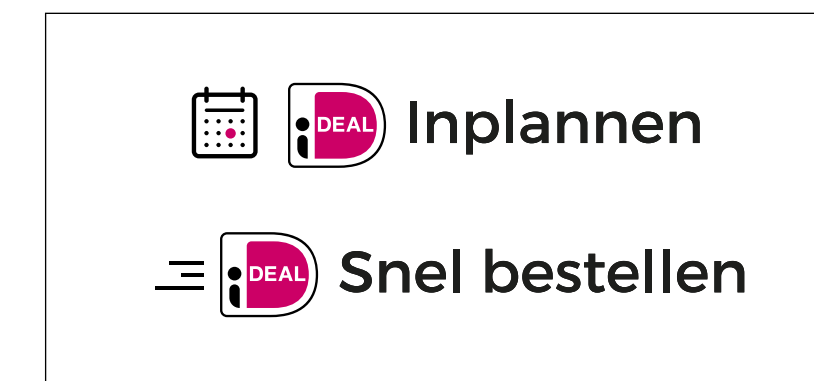


Button

For buttons, it is desirable to place the logo as legibly as possible.

Logo family

There is also a 'Scheduling (Inplannen)' and 'Checkout (Snel bestellen)' logo. The rules for the 'iDEAL in3' logo are the same for these logos from the iDEAL family.

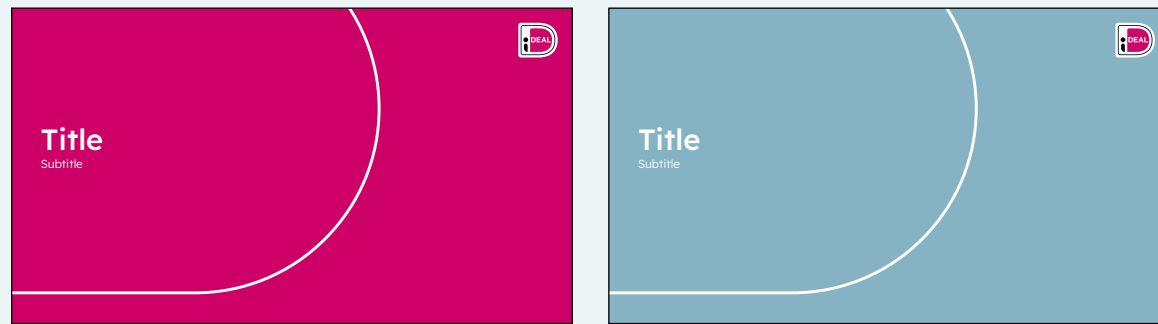




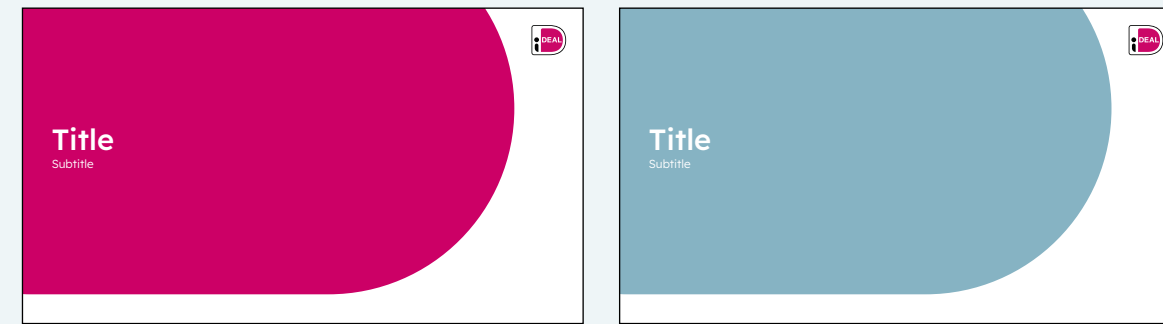
Templates

Templates

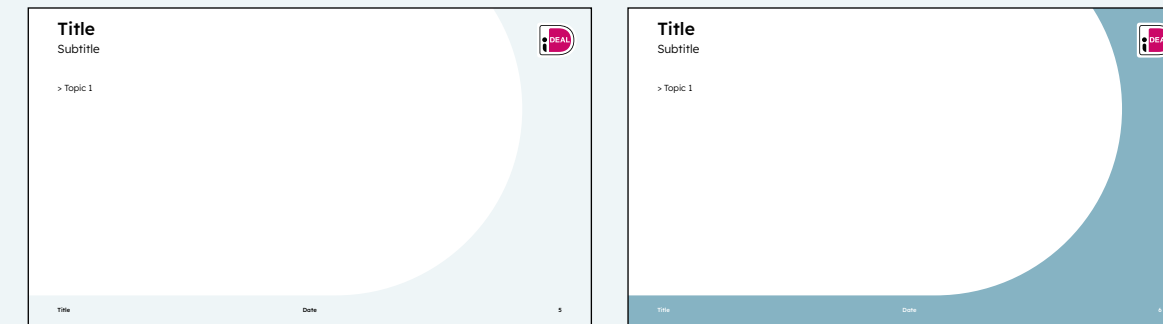
Powerpoint



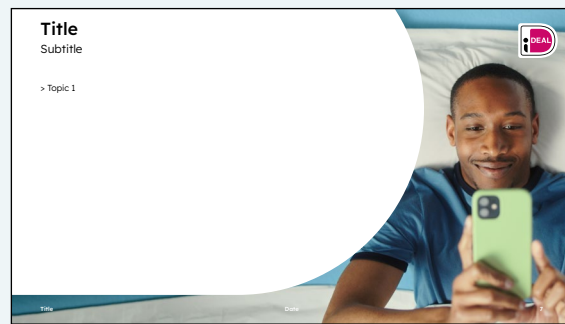
Title Page Slides



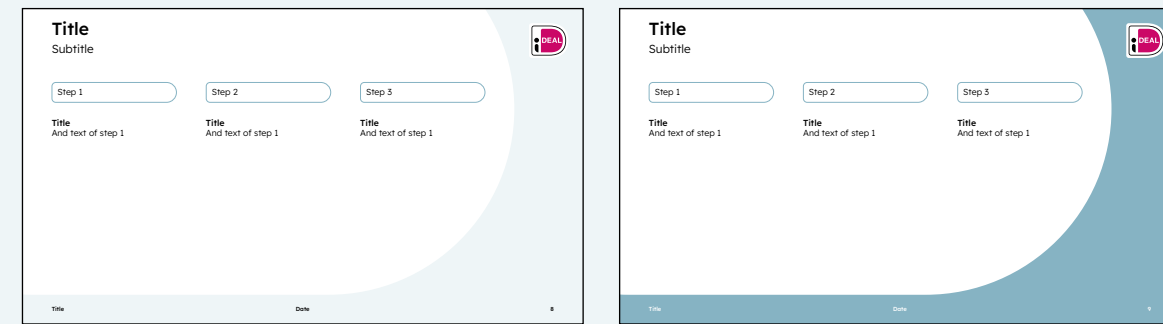
Title Page Slides



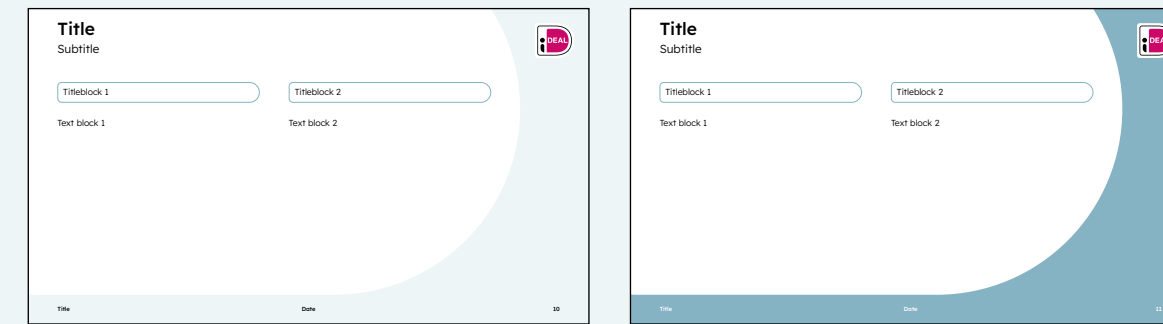
Standard Slides



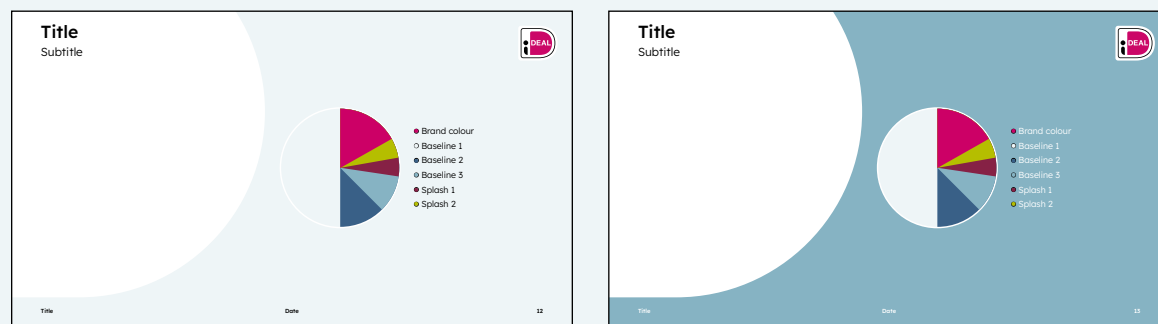
With Visual Slides



3 Columns Slides



2 Columns Slides



Pie Chart Slides

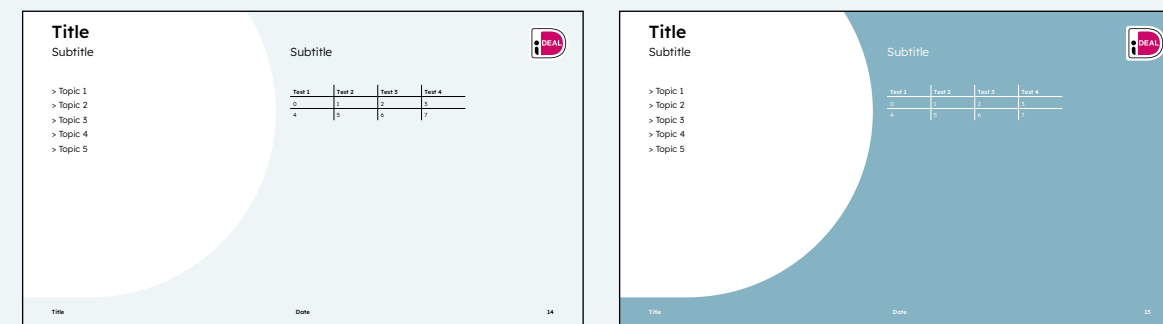
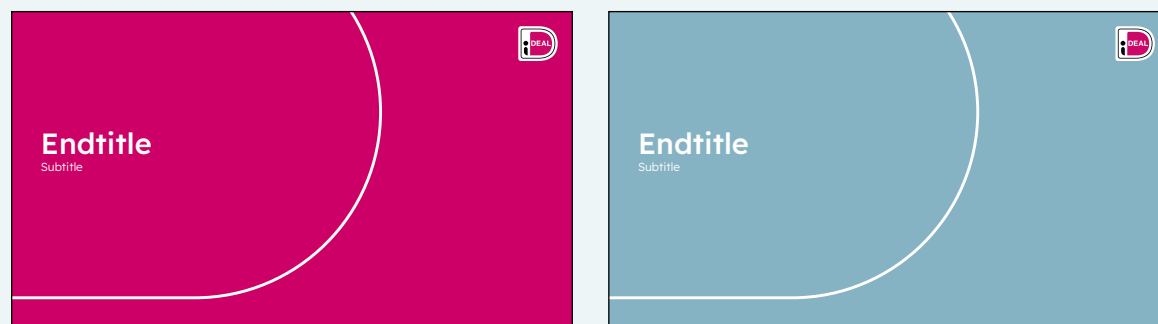
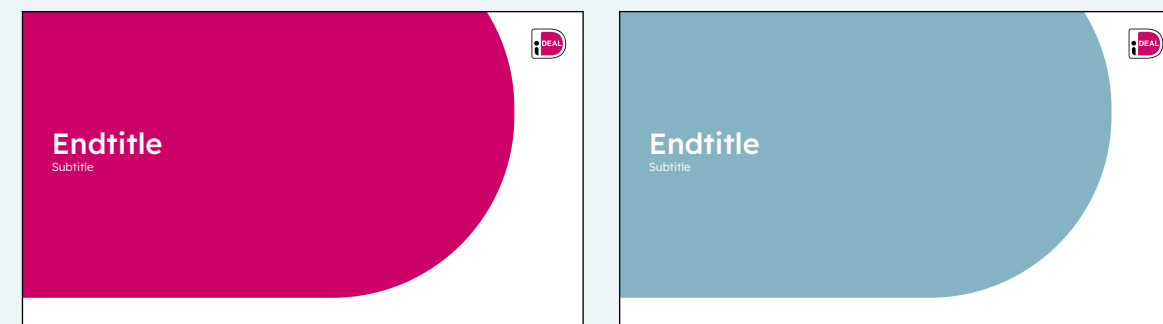


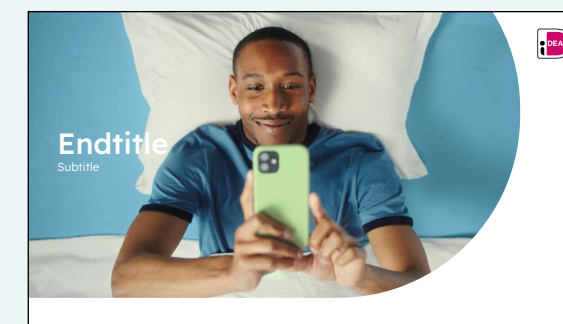
Table Slides



Closing Slide Slides



Closing Slide Slides



Closing Slide Slides - with visual

These templates are available for colleagues to use via: PowerPoint > File > New from Template

Templates

Word



Action list

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

No.	Date	Action	By	Priority
-----	------	--------	----	----------

Action list

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

No.	Date	Action	By	Priority
-----	------	--------	----	----------

Agenda

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

No.	Agenda item	Discussion	Action
-----	-------------	------------	--------

Agenda

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

No.	Agenda item	Discussion	Action
-----	-------------	------------	--------

Memo

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Start your writing here.

Memo

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Start your writing here.

Memo

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Start your writing here.

Memo

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Start your writing here.

Minutes

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Date of the meeting: [Date]
Time: [Time]

Present: [List]
Absent: [List]

Minutes

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Date of the meeting: [Date]
Time: [Time]

Present: [List]
Absent: [List]

Persbericht

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Date: [Date]
Time: [Time]

Persbericht

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Date: [Date]
Time: [Time]

<Report name>
<Short report name>

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

<Report name>
<Short report name>

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

<Report name>
<Short report name>

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

<Report name>
<Short report name>

To: [Name]
From: [Name]
Classification: [Classification]

Reference: [Reference]
Subject: [Subject]

Index

1.	
2.	

Index

1.	
2.	

Index

1.	
2.	

These templates are available for colleagues to use via: Word > File > New from Template



Questions?

marcom@currence.nl

