



Visual Identity Guideline for the Overseas Communication of UnionPay Specifications for Online Acceptance Mark

(August 2019 Version)

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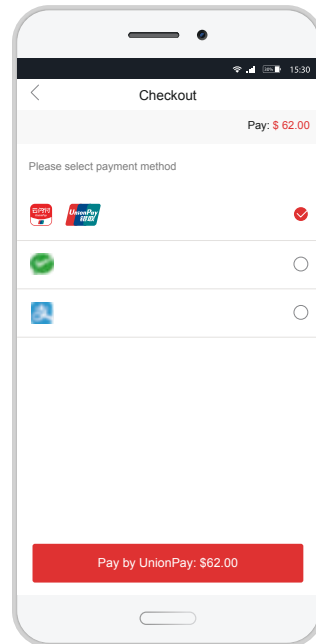
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01 Specifications for Online Merchant Side Payment Interface (UnionPay APP)

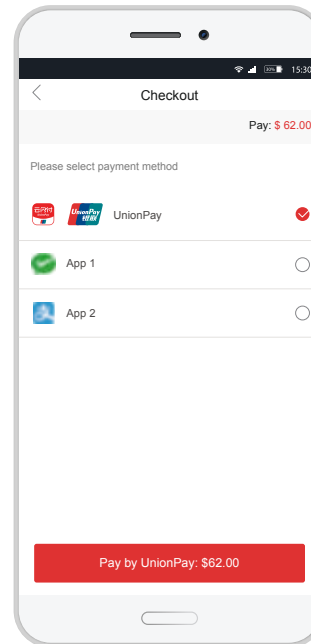
This page shows the specifications and examples for presenting UnionPay logo combination on the online merchant side payment interface.

On the payment interface, we recommend the usage of UnionPay APP and UnionPay logo combination. To ensure the integrity of UnionPay logo combination, there shall be certain space between the logo combination and the margin of the mobile phone interface as well as other functional icons. Different forms of the UnionPay logo shall be used according to different design requirements of the functional interface. The logo shall be striking and readable in the design.

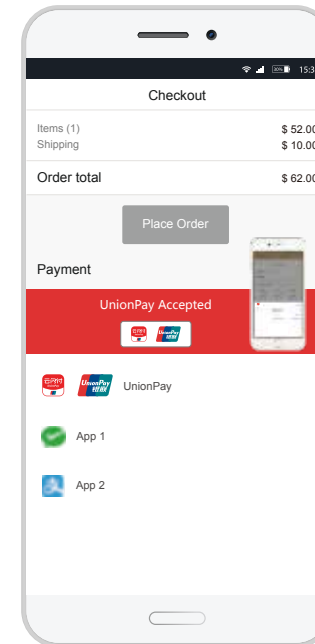
Payment selection interface 1



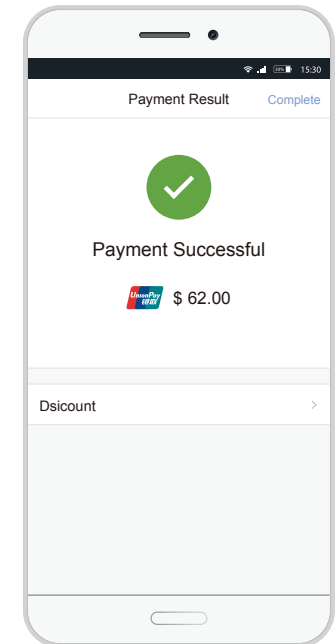
Payment selection interface 2



Payment selection interface 3



Payment success interface



02 Specifications for Mobile Payment Interface

This page shows the specifications and examples on the mobile payment interface.

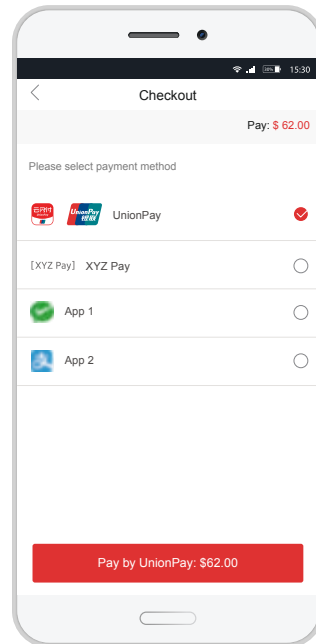
To ensure the integrity, there shall be certain space between the logo combination and the margin of the mobile phone interface as well as other functional icons. Different forms of the combination shall be used according to different design requirements of the functional interface. The logo shall be striking and readable in the design.

The proportion of various elements of the logo combination shall not be changed at will. The space between the UnionPay APP logo and UnionPay brand logo can be adjusted properly according to actual conditions.

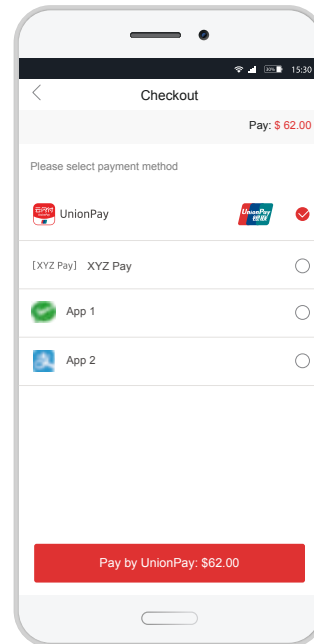
When the UnionPay APP is launched in overseas markets and the merchant's APP supports calling, the payment interface shall display the UnionPay APP logo and the UnionPay brand logo simultaneously (see Payment selection interface 1 and Payment selection interface 2); only the UnionPay brand logo will be displayed if the above conditions are not met (see Payment selection interface 3).

XYZ Pay is a payment logo of the mobile phone manufacturer. Please refer to 04 Schematic Diagrams for Mobile Phone Manufacturer's Payment Logo for related illustrations.

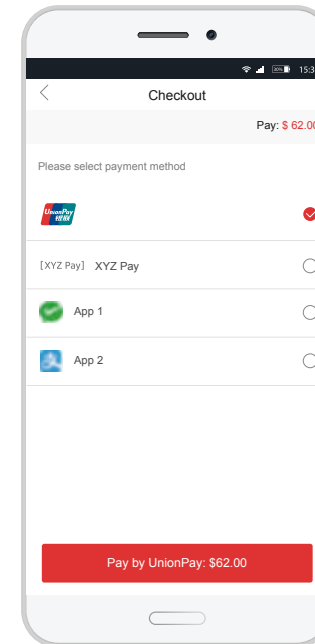
Payment selection interface 1



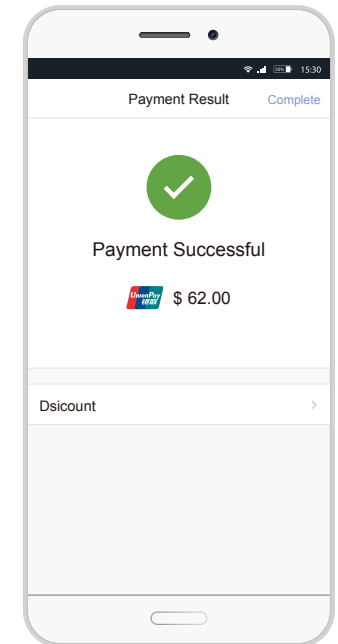
Payment selection interface 2



Payment selection interface 3



Payment success interface



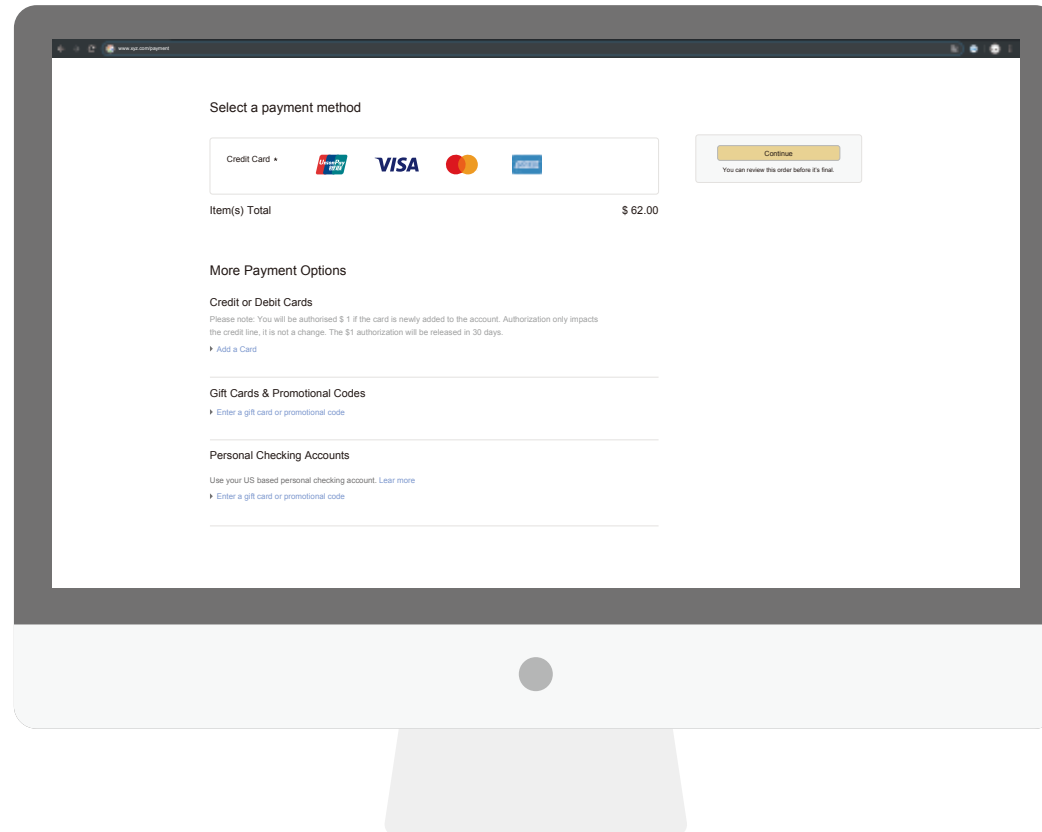
03 Specifications for PC Payment Interface

This page shows the specifications and examples on the PC payment interface.

On the payment interface, there shall be certain space between the logo combination and the margin of the PC interface as well as other functional icons to ensure the integrity. The UnionPay brand logo shall be placed in the front place as near as possible.

* The actual type of card of acceptance is subject to the local acceptance situation.

Payment selection interface on PC



04 Schematic Diagrams for Mobile Phone Manufacturer's Payment Logo

This page shows the latest payment logos of mobile phone manufacturers by July 31, 2019. In practical usage, these logos are subject to relevant specifications and may not be changed at will. The specifications for marketing and promotion shall be subject to the commercial agreement of both parties, and the specifications for UnionPay's overseas communication can be used as reference. In principle, the mobile phone manufacturers using QuickPass are ranked in the order of Huawei, Xiaomi, OPPO, Apple, Samsung, Meizu, and others.



05 Deployment Specifications for Online QR Code In-app Icon

This page shows the deployment specifications for the online QR code In-app icon.

There shall be certain space interval between the QR code and other elements. Different forms of the icon shall be used according to different design requirements of the functional interface. The icon shall be striking and readable in the design.

When the background or pattern has a light color ($K \leq 40\%$), the standard version is recommended.

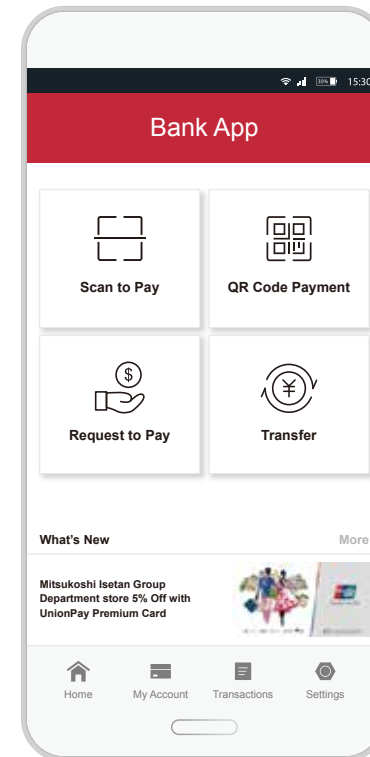
When the background or pattern has a dark color ($K > 40\%$), the Reverse version is recommended.



C0 M0 Y0 K100
R0 G0 B0
PANTONE BLACK C



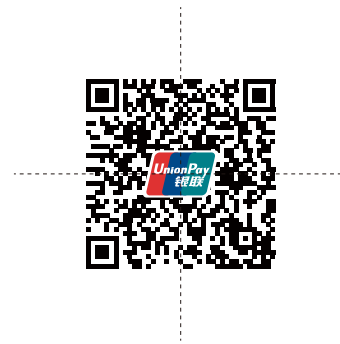
C0 M0 Y0 K0
R255 G255 B255



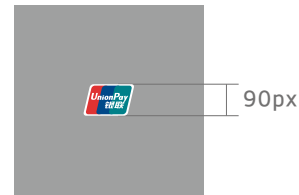
06 Size Specifications for Generated Electronic QR Code

The UnionPay brand logo shall be always at the center of a QR code generated in the payment process by the merchant side or the card holder side, which shall not be changed at will. To ensure that the logo is clear and distinct, the minimum and maximum size limit of the logo must be always observed.

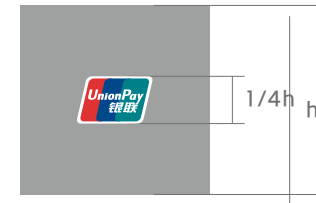
By taking the height of the QR code as h , the minimum size of the UnionPay brand logo in the QR code shall be $1/6h$ (about 90px), the maximum size $1/3h$, and the recommended size $1/4h$ (as shown on the right).



Dominated by UnionPay brand logo



Minimum size



Recommended size

07 APP-generated QR code (Recommended Scheme and Optional Scheme)

When the card issuing bank permits the use of UnionPay brand logo and payment port, the interface is as shown in Fig.1.

When a merchant emphasizes promoting its own brand, it can replace the UnionPay brand logo in the QR code with its own brand logo, which shall be illustrated on the interface. This is applicable to the merchant who accepts the UnionPay brand logo in the QR code, as shown in Fig.2.



Fig. 1 Recommended scheme



Fig. 2 Optional scheme

08 Online Extended Usage of Brand Logo

Since the logo space on mobile app is limited, and the UnionPay brand logo cannot be clearly displayed, it is permitted that the three main colors of the brand logo be displayed if the brand logo needs to be displayed on the mobile app of a partner. Specifications for the extended usage are as follows:

Four-color version



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

Pantone 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 version



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

Minimum size

Minimum size (Full-color version and Multimedia version)



Minimum size (Reverse version)



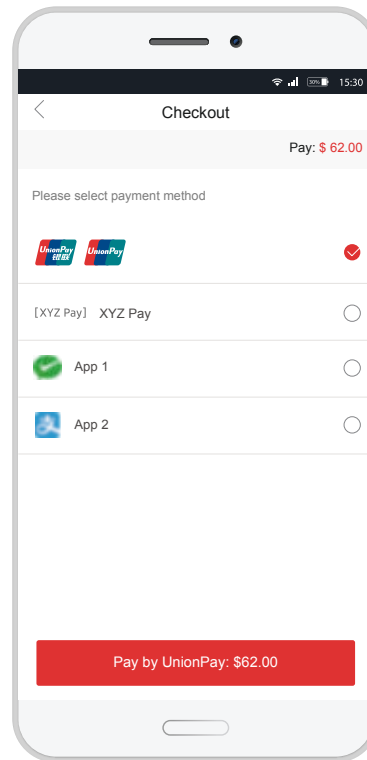
Example



09 Related Illustrations of UnionPay Primary English Logo

In countries and regions where a card with UnionPay primary English logo has been issued, the UnionPay primary English logo can be selected to be placed if the acquirer has special requirements. (Note: The UnionPay primary English and Chinese logo must be placed simultaneously.)

Payment selection interface in merchant's APP



Payment success interface

