

PAYBACK 

Brand Guideline

January, 2023



Brand Point [3](#)

PAYBACK – the brand [4](#)

The PAYBACK principle..... [6](#)

PAYBACK fun..... [7](#)

Tone of voice..... [9](#)

Brand identity [11](#)

Examples of use..... [12](#)

Logo..... [13](#)

PAYBACK logo [14](#)

App-Domino [17](#)

Wordmark [18](#)

Product logo [19](#)

PAYBACK logo size chart [21](#)

Don'ts [22](#)

Colors [23](#)

Overview & weighting [24](#)

Primary colors & accent colors..... [25](#)

Don'ts [26](#)

Pointees [27](#)

Character [28](#)

Body [29](#)

Size ratio [30](#)

Characters & roles [31](#)

Template [32](#)

Female Pointee..... [33](#)

Backgrounds [34](#)

Checklist [37](#)

Don'ts [38](#)

Typography [39](#)

Overview [40](#)

Specifications [41](#)

Spelling rules [42](#)

Highlighting [44](#)

Overview & hierarchy [45](#)

°Points eye-catcher [46](#)

Info eye-catcher..... [47](#)

Highlight stage..... [48](#)

Don'ts [49](#)

Co-Branding [50](#)

Overview [51](#)

Focus partner topics [52](#)

Don'ts [55](#)

Checklist [56](#)

Contact..... [57](#)



Brand Point

The **PAYBACK Brand Point** is our central database for all PAYBACK brand assets. There you can find everything you need to create layouts and advertising materials: Pointees, fonts, templates, and much more.

brandpoint.PAYBACK.net

Don't have a user account yet? Partners and their agencies can apply for one via partner management. PAYBACK agencies contact the Brand Support.

Brand Support

Consistent communication is crucial to ensure that customers recognize PAYBACK also in different partner contexts. Therefore, our standard colors, layouts, and fonts must be used. All advertising materials, and deviations, such as special accent colors, must always be aligned with the **PAYBACK brand team**:

Brand-Support_INT@PAYBACK.net



PAYBACK – the brand



We at PAYBACK are very proud of our loyalty program.

What makes us special?

PAYBACK is a brand that unites all partners.

Sounds simple?

We have a large number of partners, and each one is different—that's multi-partner!

Bringing all this together under one PAYBACK brand is our mission. When someone sees PAYBACK, they should immediately understand: Here can I collect PAYBACK ^oPoints.

And how do we do that? It's all in here!

Our key brand elements:

- The logo
- The Pointees
- The Light Blue background
- The stage
- The typography



The PAYBACK Principle

PAYBACK is simple.

Because we get to the °Point.

- By communicating clear messages & eliminating the unnecessary
- By providing an easy-to-use program
- By uniting many partners in one program via PAYBACK °Points

PAYBACK is fun.

Because we score with smiles.

- By creating entertaining communication
- By making collecting °Points rewarding
- By not taking ourselves too seriously



PAYBACK is relevant.

Because every single person can benefit.

- From an attractive & diverse partner portfolio – there's a partner for everyone
- From °Points that are worth collecting
- From individualized benefits that fit

PAYBACK is trustworthy.

Because we keep our promises.

- With comprehensive data protection
- With strong partner brands
- With open & transparent communication





PAYBACK 

Abgefahren [°]punkten bei ABC Shop



3fach [°]punkten



PAYBACK 

ABC Shop ist jetzt auch PAYBACK Partner



3fach [°]punkten

PAYBACK is fun – that's anchored in the PAYBACK philosophy. Puns, situational comedy, irony, and little Pointees make the viewer smile. The Pointees are not just funny peripheral characters but expressive protagonists.

We are telling stories and adding fun by using the Pointees, with the help of accessories, the size relationship between the Pointee and human products, or interactions between the Pointees.

The Pointees can show a range of emotions - they are not only happy, but they can also be angry, anxious, strained, skeptical, or silly, for example.



PAYBACK 

Spar nicht beim Frisör, spar beim Einkauf!



Viele Extra [°]Punkte



PAYBACK 

Spar nicht beim Tanzlehrer, spar beim Einkauf!



Viele Extra [°]Punkte



PAYBACK 

[°]Punkte-Tipp

Punkte mit der PAYBACK App vor Ort einlösen und sich selbst eine Freude machen.



Viele Extra [°]Punkte



PAYBACK 

Unser Programm: maximale °Punkte!

Als PAYBACK Kunde °punktest du mit jedem Einkauf von Elektroartikeln und Zubehör bei unseren vielen Partnern. Jetzt anmelden!



Viele Extra °Punkte



PAYBACK 

ABC Shop ist jetzt auch PAYBACK Partner

Als PAYBACK Kunde °punktest du mit jedem Einkauf bei unseren vielen Partnern. Jetzt anmelden und 100 °Punkte geschenkt bekommen.




PAYBACK 

1.500 °P

auf den Einkauf bei ABC-Shop




PAYBACK 

Der große PAYBACK Adventskalender

Ab 1. 12. jeden Tag 4 neue Angebote




PAYBACK 

Der große PAYBACK Adventskalender

Ab 1.12. jeden Tag 4 neue Angebote




PAYBACK 

Zum Valentinstag Rosen schenken



... und mit jedem Strauß zweifach °punkten

It's not just **what** you say and write that's important, but **how**.
 Our tone of voice determines our brand appearance just as much as our brand image.
 The most important is not to beat around the bush. **It's better to get straight to the °Point.**

And here's how to say it:



1. **Directly or indirectly – both are allowed!**
 "It's great that we know each other!" or
 "Sign up now and collect your points!"
2. **Formal or informal – depends on the environment & local specifics**
 - In which channel do we address how?
 In digital communication channels, a friendly informal tone is allowed, e.g., in the app, newsletter, or on the PAYBACK website
 - In print media, we address customers more formally, e.g., on posters, flyers, and mailings
 - In legal texts, whether digital or print, there are no compromises – keep the formality!
3. **Language culture**
 The tone of voice is specific in every language.
 Please consider the aspects on the left when implementing it in your language.

Logo



Typography

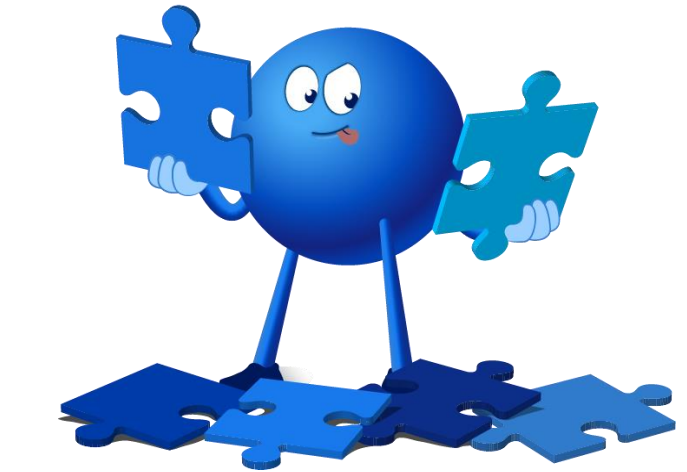
**Joker ziehen – wie verrückt
°punkten und gewinnen!**

Gleich **Couponheft** mit Gewinncode **mitnehmen.**

Brand colors

**3fach
°Punkte**

Pointee



°Points eye-catcher

Stage

PAYBACK.de/joker

PAYBACK

Joker ziehen – wie verrückt °punkten und gewinnen!

Gleich **Couponheft** mit Gewinncode **mitnehmen**.



**3fach
°Punkte**

Gewinncode in
der App eingeben.

**Joker
Coupon-
heft**

PAYBACK.de/joker

PAYBACK

3 Jahre ABC Shop bei PAYBACK



**10fach
°Punkte**

**10x
3.333 °Punkte
gewinnen!**

PAYBACK


°Punkte! Preise! Party!



Gewinne
100.000 °P
oder einen Gutschein!

11FACH °P
Jetzt aktivieren

QR Code **Coupon in der
App aktivieren**



Noch mehr Online-Shops?

Entdecke bei über 600 Partnern
einzigartige Prämien!

Geschenk to go: Sandwichbox

zu jeder Aktionsprämienbestellung!*

*Nur solange der Vorrat reicht.



Gratis!



13:54 **PAYBACK** 9.999 °P

°Punkte sammeln

Hallo App. Hallo PAYBACK GO

**33 Extra
°Punkte** Auf den
nächsten
Checkin!

Jetzt PAYBACK PAY sichern und °punkten

PROSPEKTE

**100
Extra
°Punkte**
Jeder 100.
gewinnt!

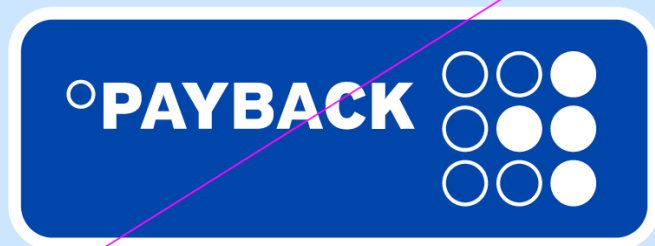
°Punkte sammeln und gewinnen

Kreditkarte?
Mobiles Bezahlen?
Beides!

Alle Shops entdecken

Logo





Back then

Bye, bye logo: We no longer use the old PAYBACK logo.



Today

Clear the stage for the new logo!

With this evolution, the logo is more striking and easier to scale. And the best is: It's easy to read on smartphones and smaller displays.



PAYBACK 

PAYBACK standard logo

The logo with a white outline is placed on images or colored backgrounds.

- The standard logo, in PAYBACK Blue, generally represents PAYBACK in **all media and applications**
- It is characterized by a white contour
- The PAYBACK logo must not be reproduced and is available **for download at Brand Point**
- If the logo cannot be used in color because of technical reasons, use the **special variant in black (1K)**



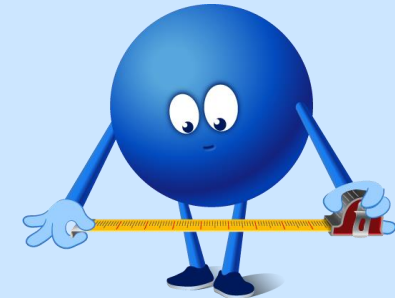
App domino (special case)

- Small but mighty! The app domino is mainly used **in very small areas** where there is no room for the standard PAYBACK logo, e.g., on the web and in the app
- But, very important: Only use it in combination with the word "PAYBACK"

°PAYBACK

Wordmark (special case)

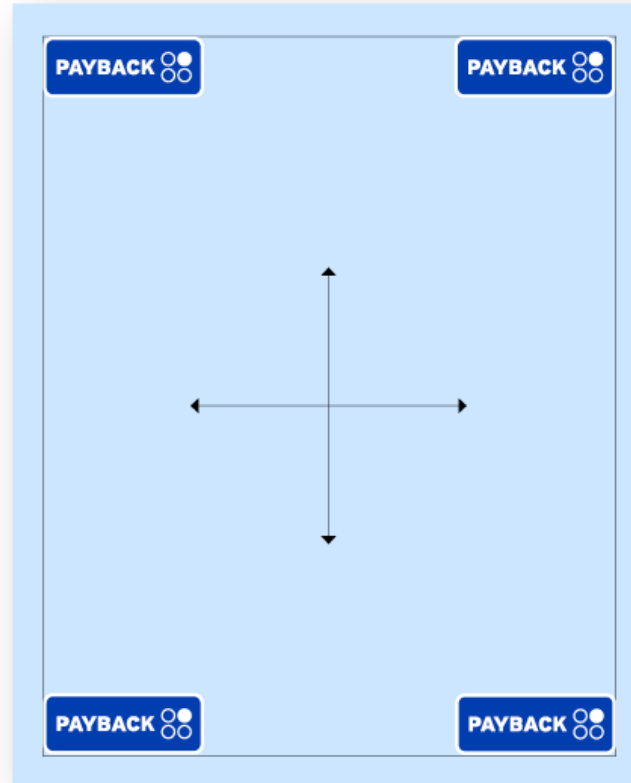
- On small areas (e.g., coupons), the wordmark is sufficient



14 px

5 mm

- The logo must always be clearly visible and readable
- Minimum image size is equal to logo height, i.e., 14 px/5 mm

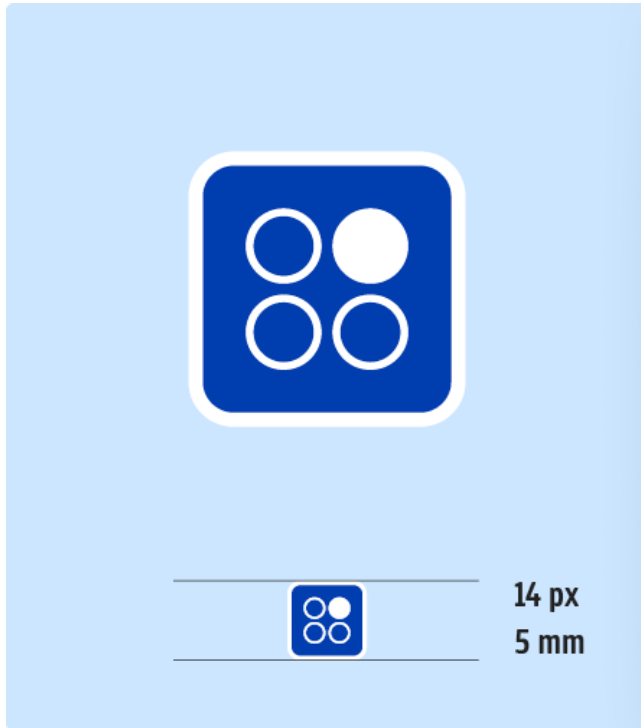


————— = type area

- Each medium uses a print space
- This forms the outer bounding box of the media and the design elements it contains

- The PAYBACK logo is placed in the print area
- The logo can be placed in all four corners
- If a product logo is used, the PAYBACK logo may be omitted

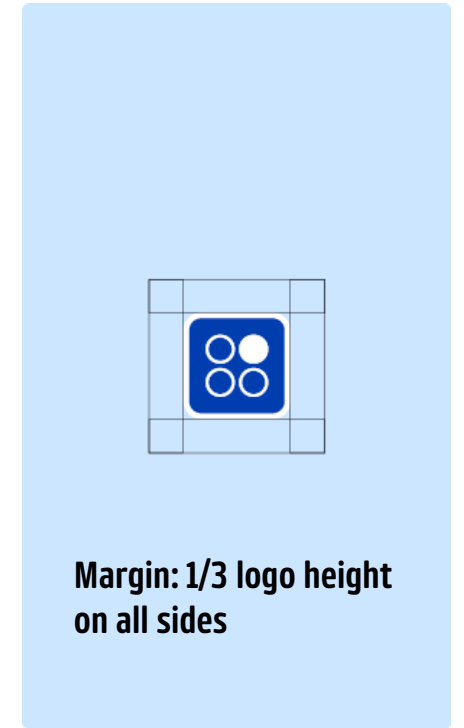
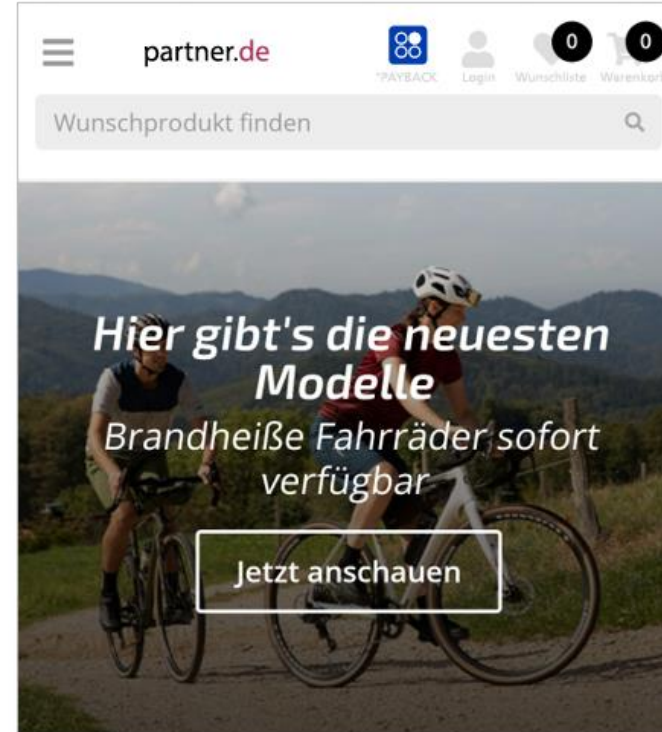
- The protected logo margin is 1/3 of the logo height on all sides
- No graphic elements can be placed in the protected margin
- Exceptions include our Pointees, the little rascals that appear in the co-branding logo directly with the logo
- Minimum print area = protected logo margin



- If the app domino cannot be used in color, use the **special variant in black**
- The minimum size is 14 px / 5 mm
- The app domino must not be replicated and is available for download at Brand Point



- Only use the **app domino** if the **PAYBACK logo cannot be used** (e.g., in very small applications, like on smartphones)
- Always use the app domino in combination with PAYBACK as a text or as a wordmark
- In exceptional cases, use the app domino on its own



- The logo margin is around 1/3 of the logo height
- No graphic elements can be placed within the logo margin
- Minimum print area = logo margin app domino

°PAYBACK

°PAYBACK 9 px
3 mm

- The **standard version** of the wordmark is **PAYBACK Blue**
- If the wordmark **cannot be used in color**, it is also available as a special variant in black (1K)
- The minimum size of the standard variant is 9 px/3 mm
- The wordmark must not be reproduced and is available for download at Brand Point



- The **wordmark** is used only **in exceptional cases**
- We use the wordmark **mainly on PAYBACK coupons**



Logo margin:
 1/3 logo height on all sides

- The protected wordmark margin is 1x wordmark on all sides
- No graphic elements may be placed in the logo margin
- Minimum type area = logo margin wordmark

Variant extern



Variant intern



- The **standard color** of the product logos is PAYBACK Blue, which is used on PAYBACK Light Blue and light backgrounds
- Product logos with white wordmarks are used on **dark backgrounds**
- Regardless of the background, the app domino of the product logos is always PAYBACK Blue with a white outline
- Product logos with the PAYBACK brand name are used for **external advertising space**. For **internal advertising space**, we use variants without the PAYBACK brand name
- **Vertical variants** are for when horizontal product logos cannot be used for space reasons

Logo sizes and type areas for standard formats in print and digital:

Logo width* in mm		Type area on all 4 sides		Logo width* in px		Type area on all 4 sides	
DIN A6	25 mm	DIN A6	5.2 mm	160 x 160 px	115 px	160 x 160 px	15 px
DIN A5	35 mm	DIN A5	7 mm	300 x 50 px	75 px	300 x 50 px	10 px
DIN A4	50 mm	DIN A4	10 mm	300 x 250 px	90 px	300 x 250 px	11 px
DIN A3	70 mm	DIN A3	14 mm	737 x 415 px	140 px	737 x 415 px	26 px
DIN A2	100 mm	DIN A2	19.5 mm	1,080 x 1,080 px	220 px	1,080 x 1,080 px	42 px
DIN A1	140 mm	DIN A1	27.5 mm				

- Generally, the standard logo is used
- For **special formats**, the logo will be scaled on the above basis or based on the format that is closest to it
- Minimum type area = logo protection zone (1/3 of the height of the logo)
- Otherwise, the type area can be selected



Do not rotate the logo



Do not recolor or replicate the logo



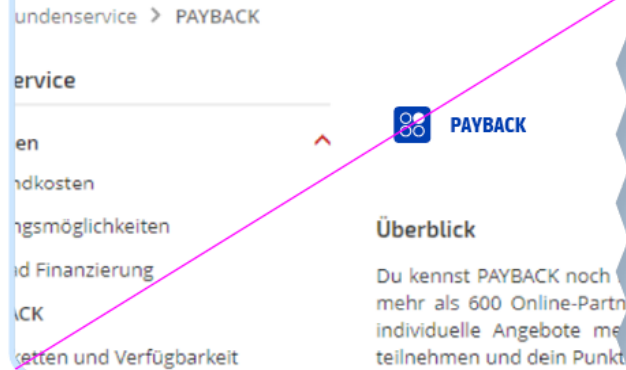
The old logo is no longer used



Do not change proportions



The app domino does not substitute the PAYBACK logo

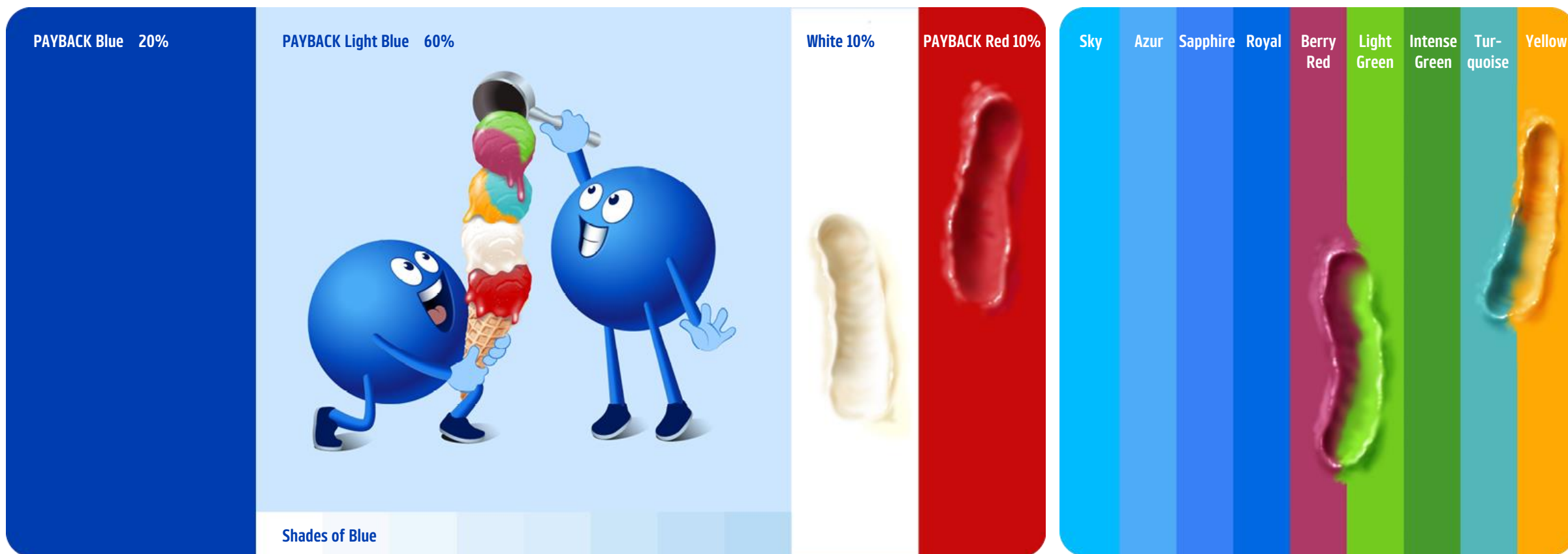


Logo placed too small



Colors





- The PAYBACK **primary colors** are PAYBACK Blue, PAYBACK Light Blue, PAYBACK Red, and white
- Typography is PAYBACK Blue, on eye-catchers white. With a lot of text, we use Black
- The Shades of Blue are exclusive to Pointee background illustrations
- The **color weighting** shown here illustrates the interaction of the colors

- Nine PAYBACK **accent colors** offer the possibility to **highlight** content

Primary Colors

PAYBACK Blue

RGB	0 62 176
CMYK	100 83 0 0
Hex	#003eb0
Pantone	REFLEX BLUE C
RAL 1*	5002

PAYBACK Blue

RGB	204 230 255
CMYK	20 2 0 0
Hex	#cce6ff
Pantone	277C
RAL 2*	250 80 15

PAYBACK Red

RGB	200 10 10
CMYK	13 100 100 0
Hex	#c80a0a
Pantone	1797C
RAL 1*	3000
RAL 2*	040 40 67

White

RGB	255 255 255
CMYK	0 0 0 0
Hex	#ffffff
Pantone	Bright White
RAL 1*	9010

Exception color for typography

Black

RGB	0 0 0
CMYK	0 0 0 100
Hex	#000000

Accent Colors

Berry Red

RGB	173 57 102
CMYK	20 92 29 8
Hex	#943c65
Pantone	215C
RAL 1*	4006
RAL 2*	010 40 50

Intense Green

RGB	69 154 43
CMYK	82 2 100 0
Hex	#459a2b
Pantone	7739C
RAL 1*	6029
RAL 2*	140 50 60

Light Green

RGB	115 203 31
CMYK	50 0 100 0
Hex	#73cb1f
Pantone	2292C
RAL 1*	6018
RAL 2*	110 70 70

Turquoise

RGB	83 183 186
CMYK	72 0 33 0
Hex	#53b7ba
Pantone	2233C
RAL 1*	6034
RAL 2*	200 70 35

Yellow

RGB	255 169 5
CMYK	0 39 94 0
Hex	#f5bf47
Pantone	124C
RAL 1*	1003

Sky

RGB	0 187 253
CMYK	69 0 0 0
Hex	#00bbfd
Pantone	298C
RAL 1*	5012
RAL 2*	240 70 30

Azur

RGB	77 171 248
CMYK	69 19 0 0
Hex	#4dabf8
Pantone	284C
RAL 1*	5015
RAL 2*	250 60 30

Sapphire

RGB	56 128 246
CMYK	76 49 0 0
Hex	#0082ff
Pantone	7456C
RAL 1*	5023
RAL 2*	270 50 40

Royal

RGB	0 104 227
CMYK	83 62 0 0
Hex	#0068e3
Pantone	2131C
RAL 2*	280 40 35

Shades of Blue

Shade 1

RGB	255 255 255
CMYK	0 0 0 0
Hex	#ffffff

Shade 2

RGB	245 249 254
CMYK	5 1 0 0
Hex	#f5f9fe

Shade 3

RGB	236 246 253
CMYK	9 1 0 0
Hex	#ecf6fd

Shade 4

RGB	223 240 252
CMYK	15 1 0 0
Hex	#dff0fc

Shade 5

RGB	216 236 251
CMYK	18 2 0 0
Hex	#d8ecfb

Shade 6

RGB	203 229 249
CMYK	24 3 0 0
Hex	#cbe5f9

Shade 7

RGB	193 224 247
CMYK	28 4 0 0
Hex	#c1e0f7

Shade 8

RGB	183 219 245
CMYK	32 5 0 0
Hex	#b7dbf5

- The conversion of the color values does not work. Therefore, the **RGB values are considered the master.**
- For certain large projects (e.g., large posters), the CMYK values of all colors can become optimized individually.

** RAL-1 values sometimes do not come close to the required color value. Therefore, always use the RAL-2 value when it is specified. If no RAL-2 value is defined, the RAL-1 value is already sufficient.

Attention: This document was created with PowerPoint. Please do not use these color boxes as a reference, as they might slightly change. Please, always work with the color codes.

Color contrast needs to be sufficient

Lorem
Ipsum dolor sit

Text- and accent color: white



°Points eye-catcher is always PAYBACK Red



PAYBACK Light Blue is always monochrome





The Pointees are PAYBACK's brand ambassadors:

They are small and round. Strong in character, they embody the essence of °Points and spread a good mood. They tell stories that are fun!



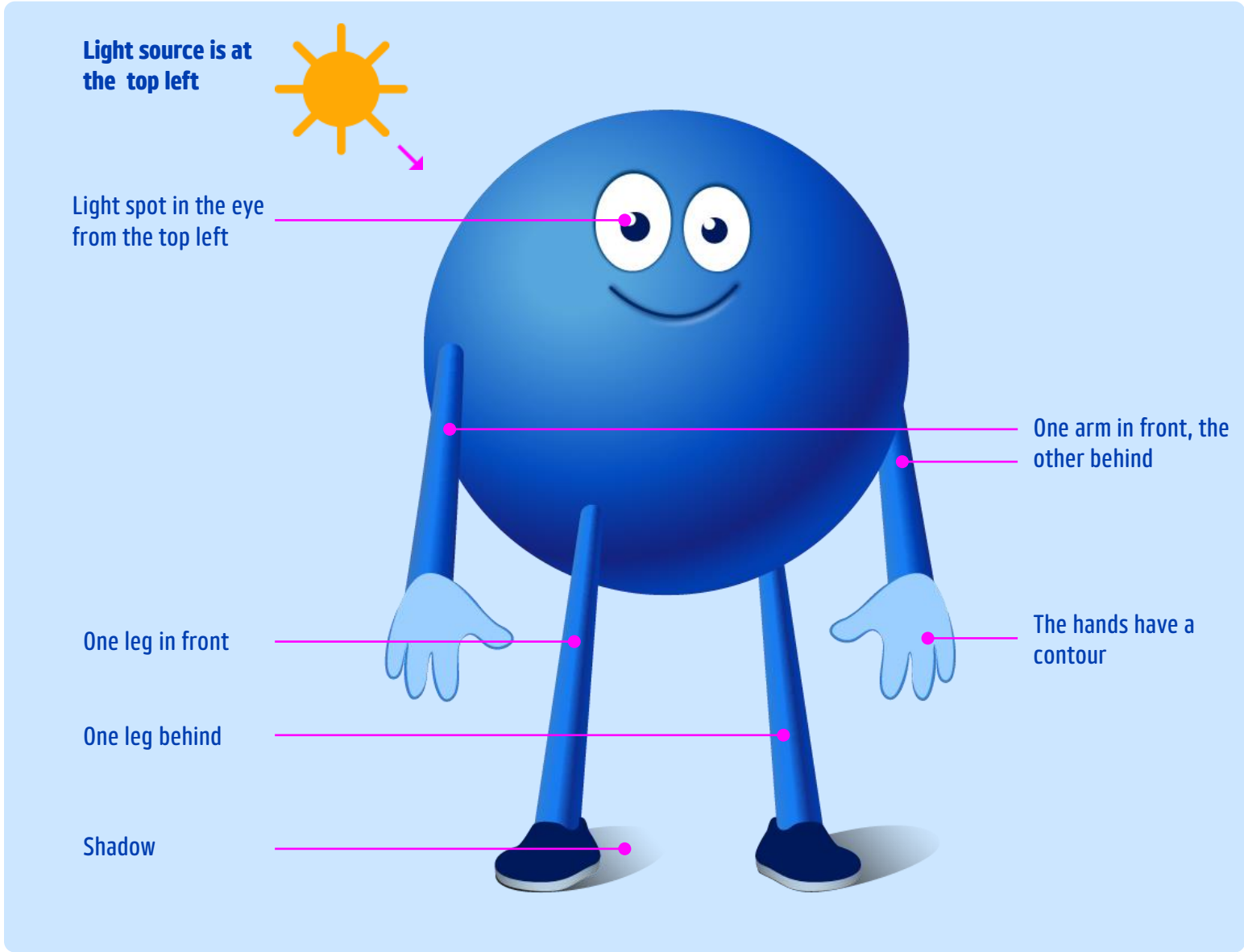
Enthusiastic, happy,
bright, laughing

Cheeky, funny, chummy,
knowledgeable

Content, open-minded,
interested, in a good mood

Contrite, skeptical,
anticipating, cautious

Grumpy, angry, grim,
petulant



Important to keep in mind:

- Their facial expression can be changed depending on the content. The use of hair is an exception and can be adapted given the context
- Pointees are in PAYBACK Blue
- Pointees may be rotated and flipped but must always remain recognizable as Pointees
- The Pointee template is available for download from the Brand Point (see page 2 for the link)



- **Permitted:** The spherical shape of Pointees may change if external influences demand it



Pointee size

- Pointees are not people/customers
- Pointees on the same layer always have the same size; however, size differences are possible to create perspective



Accessory size

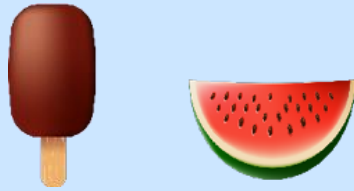
- Pointees may wear accessories such as glasses, helmets, etc.
- However, each Pointee is allowed to wear a maximum of 2 accessories, and the size is measured on the Pointee scale
- Stories are usually better when Pointees interact with human accessories that are much larger than themselves
- For very large items, the scale increases to achieve a balanced weighting ratio



Fictional character



Accessories



Generic Pointees/presenter Pointees



Cheering Pointee



Vacation Pointee

Sports/hobbies/activities



Presenter Pointee



Sitting Pointee

Seasonal characters



Animal costumes

Do



Don't



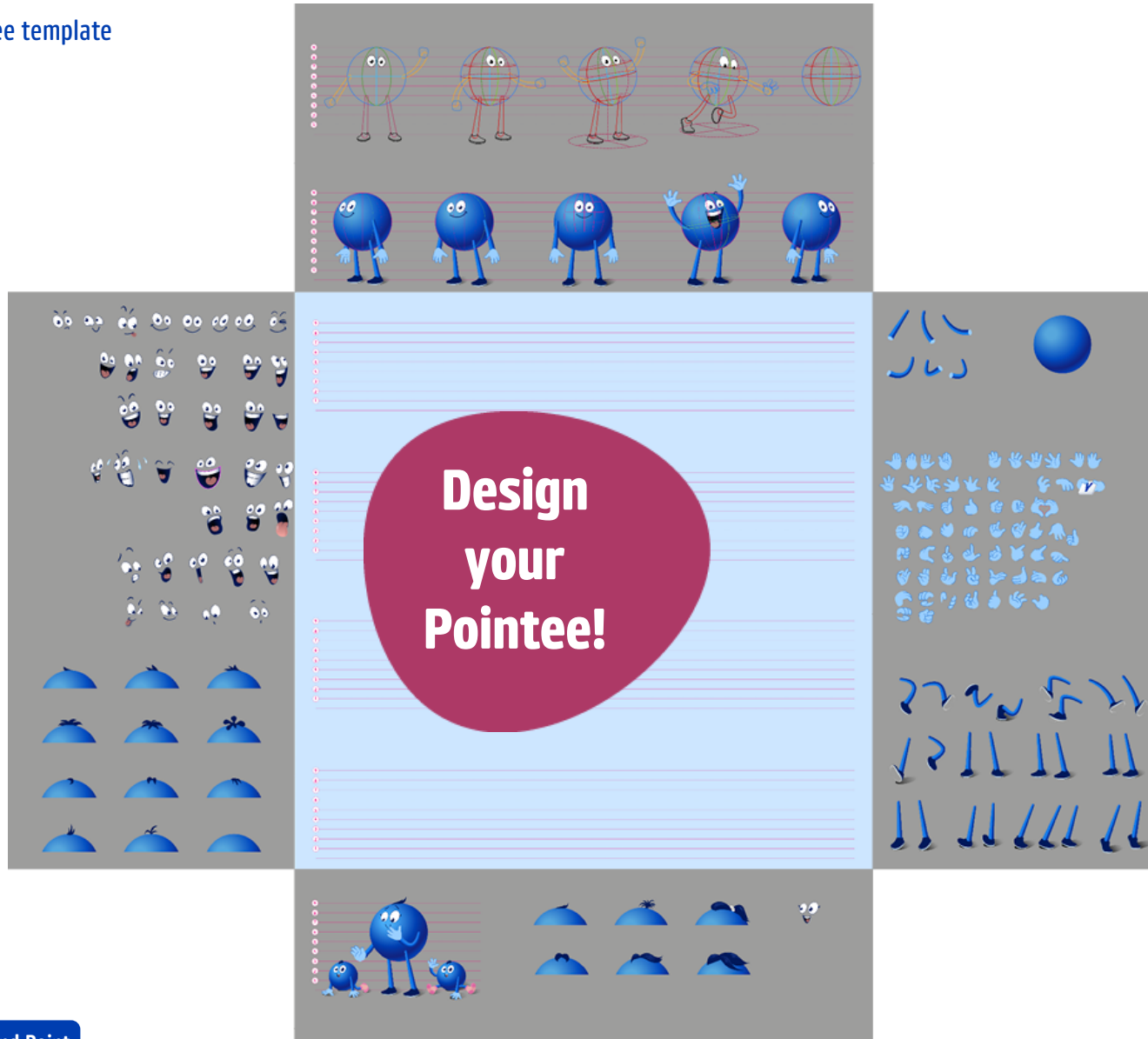
Pointees and their facets:

- Given the **proportion** of the Pointee to accessory, it must become clear whether accessories belong to the human or Pointee
- Accessories must not overlay Pointees
- Present Pointees and accessories as minimalistic as possible
- Use colors **modestly**
- Very colorful images should be avoided
- Because of their body, Pointees usually do not wear clothes
- Pointees' base body remains unchanged, and they do not transform into animals, but Pointees can dress up as animals

Accessories:

- Minimalized but with meaningful details
- Soft and matte texture (like the Pointee)
- Light source from the top left (same as for the Pointee)

1:1 representation of the Pointee template



The template and a large selection of Pointees can be downloaded from the **PAYBACK Brand Point** to design individual Pointees. The link can be found at the bottom left of this page.

Templates are available in RGB (digital advertising media) and CMYK (print advertising media). These can only be **converted from RGB to CMYK** so that the concise color of the Pointee is preserved.

Tip: Always design Pointees using RGB!

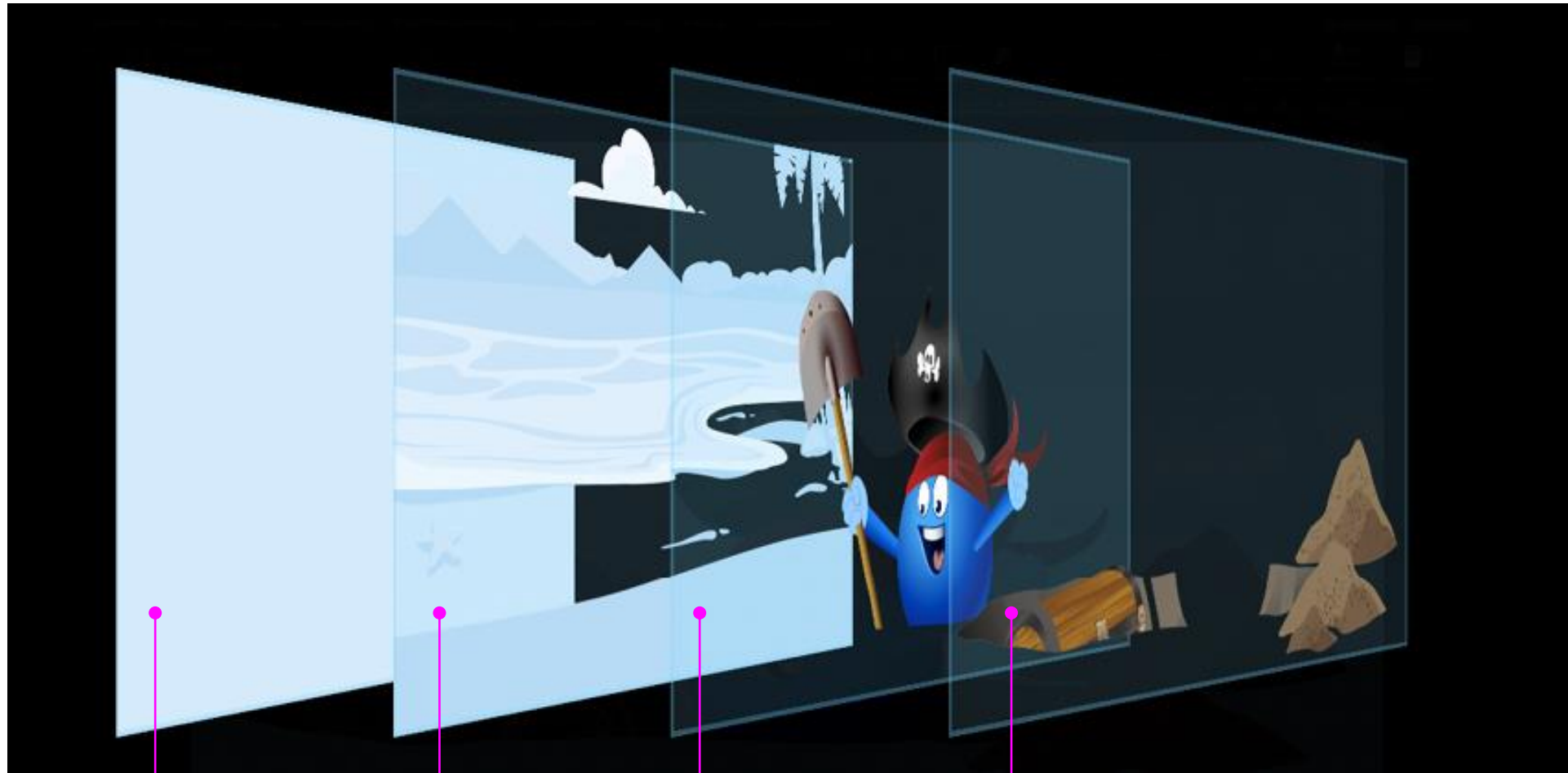
Advice for color profiles:

When creating Pointees in **Adobe Illustrator**, make sure to design Pointees using the **template, in RGB and without a profile**. When **changing to CMYK for printing**, convert to the **ISO-Coated_V2 profile** to achieve the most consistent and best results.



Female Pointee

- They do not have too many details and do not look too human (max. 2 eyelashes per eye)
- All hairstyles are in one color (dark blue)
- Do not use stereotypes: no bowties, pumps, or girly poses



Base

Optional: Illustration

Pointee
Optional: accessories

Optional: Props
(Style: accessories, natural
color scheme)

Background

Interaction

Backgrounds can be designed using a layering approach:

Pointees only interact with the accessories and props, not with the background in Shades of Blue.

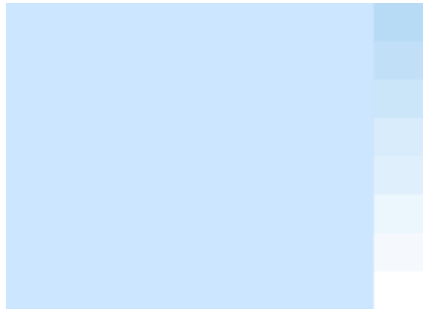
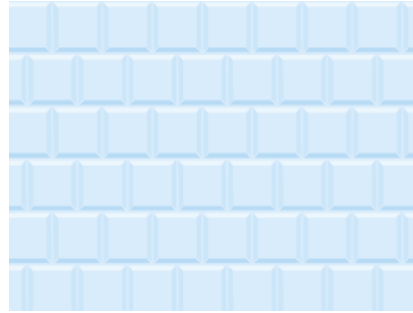
Color

Abstract

Ambient

Metaphorical

Scenography

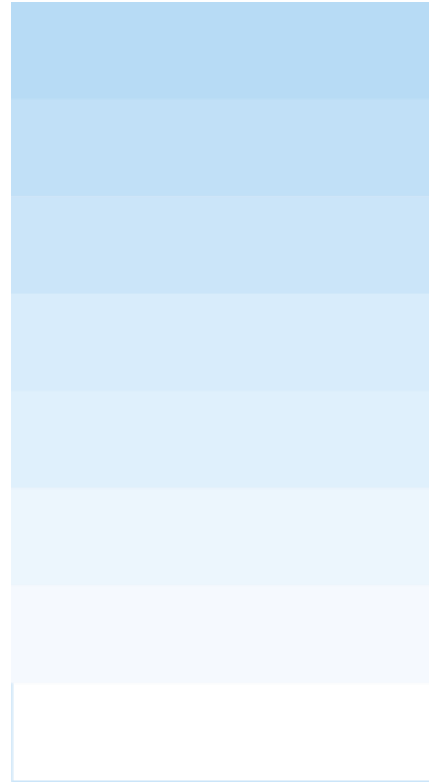
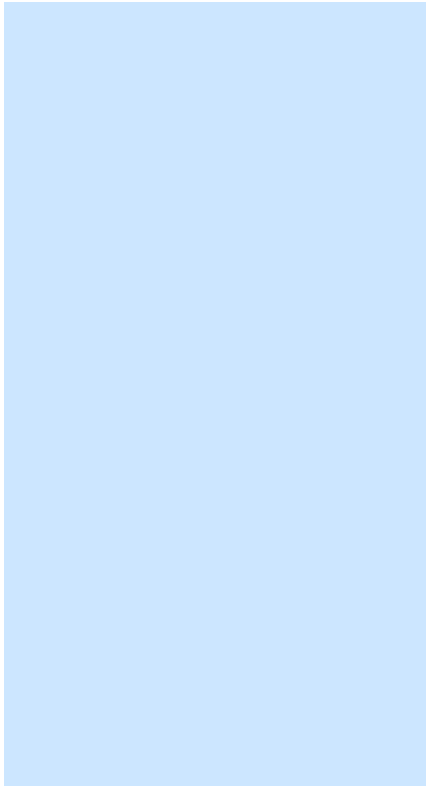


- **Relatively to the human world, Pointees are small.**
Please take this into account when selecting the background
- The background in PAYBACK Light Blue can be used illustratively
- The Shades of Blue can be used for the backgrounds

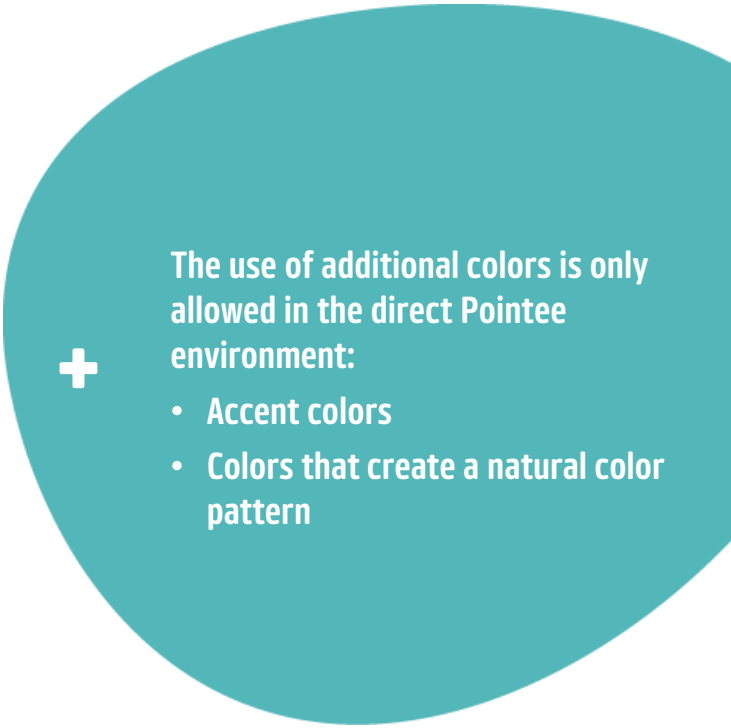


Background color

Shades of Blue (for illustrative backgrounds)



<p>Shade 1</p> <p>RGB 255 255 255 CMYK 0 0 0 0 Hex #ffff</p>	<p>Shade 2</p> <p>RGB 245 249 254 CMYK 5 1 0 0 Hex #f5f9fe</p>	<p>Shade 3</p> <p>RGB 236 246 253 CMYK 9 1 0 0 Hex #ecf6fd</p>
<p>Shade 4</p> <p>RGB 223 240 252 CMYK 15 1 0 0 Hex #dff0fc</p>	<p>Shade 5</p> <p>RGB 216 236 251 CMYK 18 2 0 0 Hex #d8ecfb</p>	<p>Shade 6</p> <p>RGB 203 229 249 CMYK 24 3 0 0 Hex #cbe5f9</p>
<p>Shade 7</p> <p>RGB 193 224 247 CMYK 28 4 0 0 Hex #c1e0f7</p>	<p>Shade 8</p> <p>RGB 183 219 245 CMYK 32 5 0 0 Hex #b7dbf5</p>	



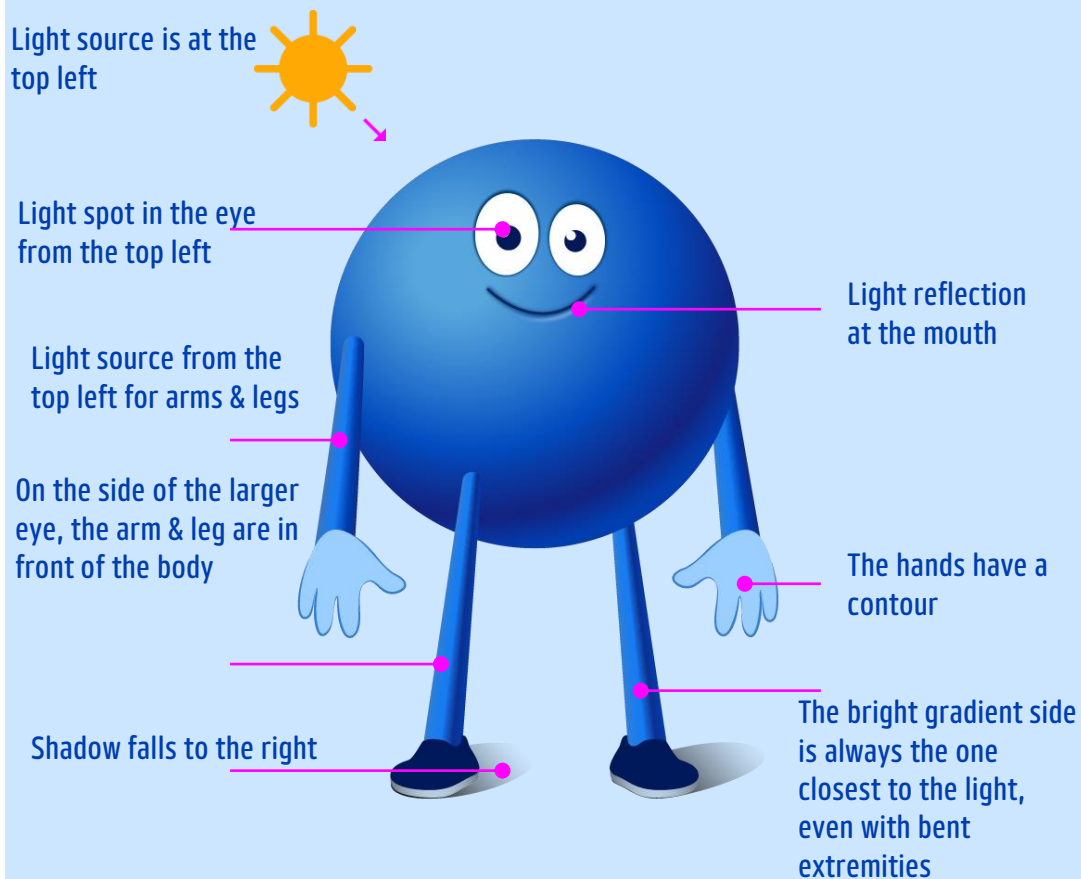
The use of additional colors is only allowed in the direct Pointee environment:

- Accent colors
- Colors that create a natural color pattern

- **Background colors** are PAYBACK Light Blue and the Shades of Blue
- A natural color pattern is only allowed for accessories and props
- Exception: gaming

When creating Pointees in Adobe Illustrator, make sure to design Pointees using the **template, in RGB and without a profile**. When changing to CMYK for printing, convert to the **ISO-Coated_V2 profile** to achieve the most consistent and best results.

Shape check

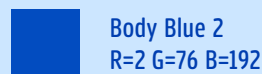


Color check RGB

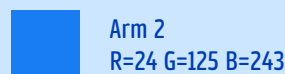
Shoes and pupils



Gradient composition body



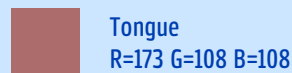
Gradient composition arms



Hands



Tongue



Color check CMYK

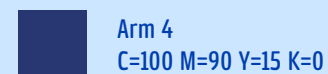
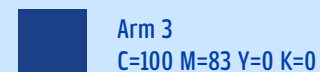
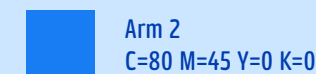
Shoes and pupils



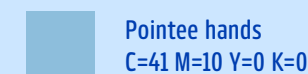
Gradient composition body



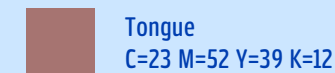
Gradient composition arms



Hands

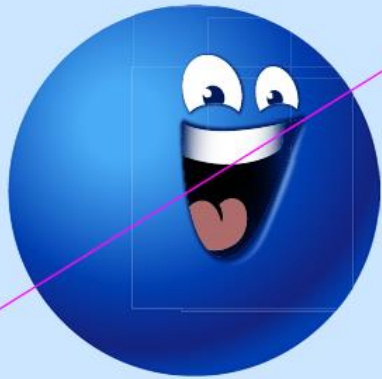


Tongue

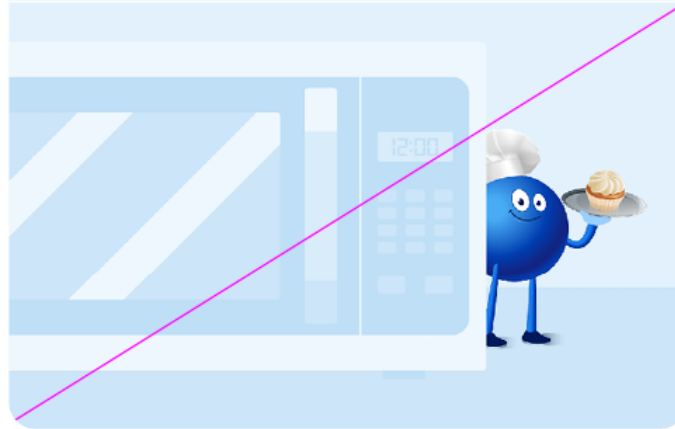


Attention: This document was created in PowerPoint. Please do not take the color values via the eyedropper, as colors might differ due to conversion. Color values always follow the specified color value.

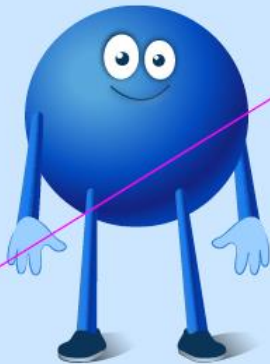
Facial expression is too exaggerated



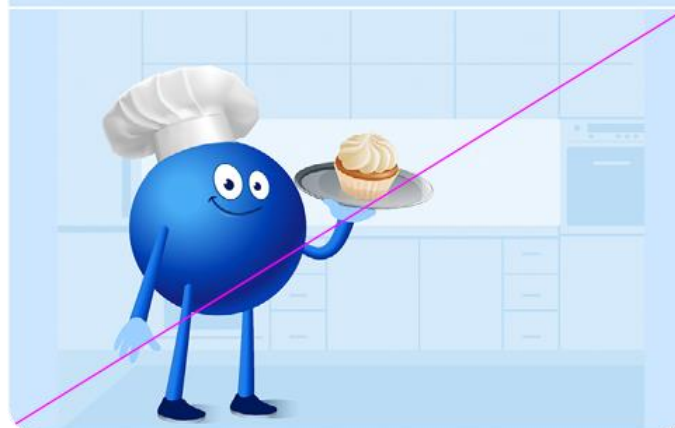
Pointees do not interact with the background in Shades of Blue



One leg must be behind



Pointee is too big in context



Typography



Meaningful and witty headlines to make you smile!

Offbeat subline.

And informative continuous texts.

PAYBACK Bold

- Mixed spelling, max. 2 lines
- Line spacing 110%, also for stages and eye-catchers
- PAYBACK Blue
- Headlines conclude with an exclamation mark or a question mark, but not a period. Exceptions are puns

PAYBACK Regular

- Mixed spelling, max. 2 lines
- Line spacing 125%
- Spacing to headline min. ½ line spacing of the headline
- Font size = 50–75% of the headline font size
- PAYBACK Blue
- Sublines always end with a period or another punctuation mark
- The headline and subline of one advertising medium should never both end with an exclamation mark

PAYBACK Light

- Mixed spelling
- Line spacing 125%
- Spacing to headline/subline min. ½ line spacing of the headline
- PAYBACK Blue

Head- and Subline not longer than 2 lines

- **System fonts** complement the PAYBACK brand font in channels such as app, website, or newsletter
- **Textual highlighting**, like typography in **bold** or **accent colors** can be used
- Pointees can replace a letter or number:



Spacing when using the “°P”

After a period:

If the °P is after a period, the spacing between the period and the °P is an eight-quad space.

I am a headline! °Points

I am a subline. °Points



= Eight-quad*

*Typographic unit of measurement

At the beginning of each line:

If the headline starts with a °P, the following lines, including the subline, are indented.

°Points are fun!

I am a subline. °Points



- **PAYBACK** and the **PAYBACK URL** are always written in capital letters and **never linked to other words by a hyphen**
- PAYBACK is never separated or abbreviated
- The **°Points character °P** is used only for coupons and in the case of lacking space for the °Points eye-catcher. Otherwise, the word °Points is always written-out
- °Points are always marked with a **prominent “°”**
- The circle “°” replaces a hyphen in word combinations or can be placed in front of word combinations where “Point” comes first, e.g., PAYBACK °Points
- The circle “°” never replaces a blank; exception: Quantity or number-currency combination (e.g., 4,999 °P)
- We never say “pay with °Points”, instead we say “redeem °Points”
- **We avoid** mentioning the term currency or showing money in association with PAYBACK or °Points
- For technical reasons, we write “FOLD” in capital letters and the subline in black on coupons and eCoupons
- If you are unsure, please contact the **Brand Support**



**High-
lighting**

Graphic highlighting

The graphic markup elements **highlight content in a prominent way**. The °Points eye-catcher and the stage can be used in combination or stand alone. However, the info eye-catcher cannot be combined with the °Points eye-catcher. The °Points eye-catcher is used for communicating benefits.

°Points eye-catcher



Standard
°Points eye-catcher



°Points eye-catcher
exception

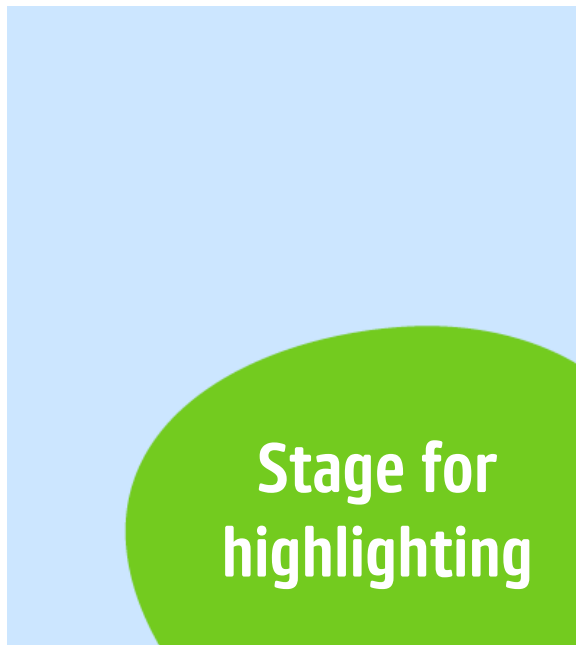
- °Points eye-catchers are always PAYBACK Red, and the font is always white
- They usually communicate °Points
- Exception: Percentages (e.g., Rewards sales) or keywords regarding benefits (e.g., "Free"), if there is no °Points offer

Info eye-catcher



- Info eye-catchers are always in an accent color, and the font is white
- They can be used to communicate percentages and benefits (e.g., "Free", "Only until 31.12")
- A max. of one °Points- or info eye-catcher is used per area

Highlight stages



Highlight stages and info eye-catchers are highlighting content prominently

Textual highlighting

- Bold or **colorize** important information
- Pointees can replace letters
- Stage, highlight eye-catcher and textual color highlighting have the same accent color in an advertising space



Construction °Points eye-catcher:



Alignment of typography: centered

Font: PAYBACK Bold

Font size:

Max. 2 font sizes can be used (exception: XFOLD=> "FOLD" 20% smaller than X)
Single words/numbers can be displayed larger.

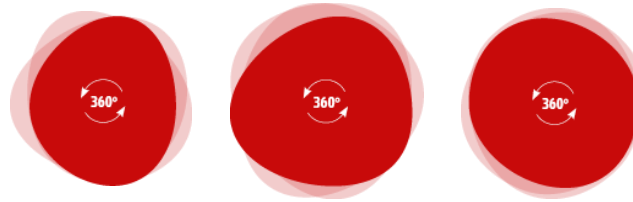
Max. 85% of the °Points eye-catcher can contain text. The color-contrasting shape outline always remains the same size.

Amount of text:



- °Points eye-catchers are always **PAYBACK Red**, and the font color is always **white**
- There are 3 basic shapes that can be compressed depending on the content
- Circular shapes are not allowed
- The text has max. 3 lines
- For "XFOLD", the "X" is written 20% larger than the "FOLD"

Shape:



°Points eye-catchers can be compressed up to 70% in width and height

Placement:



Free-standing

In front of object

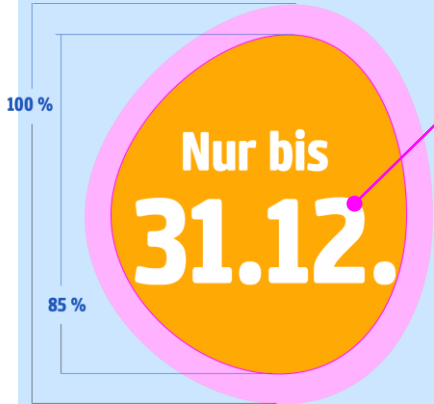
Behind Pointee

- °Points eye-catchers can be placed **in front of objects and Pointees**, behind Pointees, or are free-standing
- They **are not placed behind objects**



- °Points eye-catchers cannot be placed on the bleed
- Within an ad space, all °Points eye-catchers **are the same size**
- Per area max. 1 stage + 1 eye-catcher
- With small formats (e.g., app), °Points eye-catchers take up max. 1/3 of the layout area
- Certain partners**, who use a similar red as the primary/background color, °Points eye-catchers are **white**

Construction info eye-catcher:



Single words/numbers can be displayed larger

Alignment of typography: centered

Typography: PAYBACK Bold

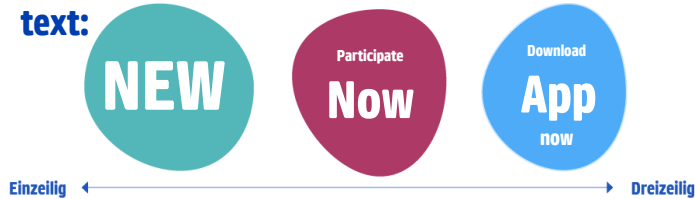
Textual content

"New", "Free", "Only available until 12.10."

Max. 85 % of the info eye-catcher can contain text.

The color-contrasting shape outline always remains the same size.

Amount of text:

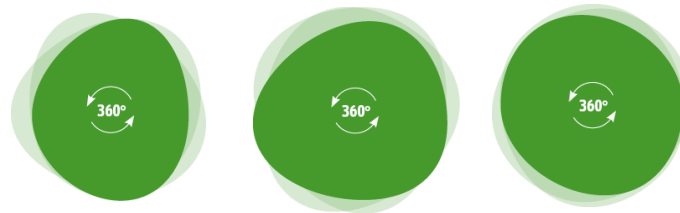


- **Info eye-catchers** are used in accent colors with white lettering or in white with accent color lettering
- The text cannot exceed 3 lines
- Always center the font
- Use max. 2 different font sizes

→ Download basic shape from Brand Point

→ Primary, accent colors | Color values

Shape:



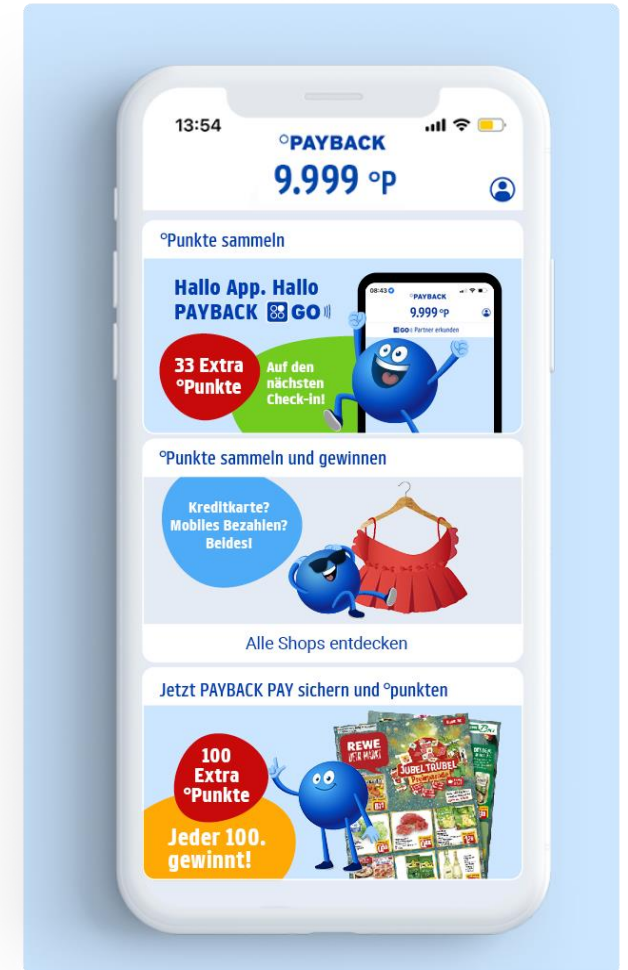
Info eye-catchers can be compressed up to 70%

Use:



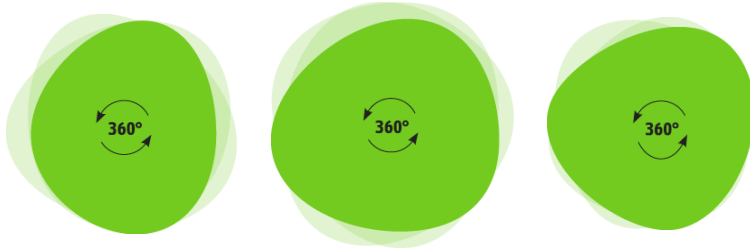
- Info eye-catchers can be rotated and scaled as desired
- They can be placed free-standing, in front of objects and Pointees, behind objects and Pointees, or on the stage
- Info eye-catchers are **significantly smaller than highlight stages**
- **If the highlight stage and info eye-catcher are combined**, they must be displayed in the same accent color.
- When using different colors, the stage is PAYBACK Blue or white

→ Typography | Overview



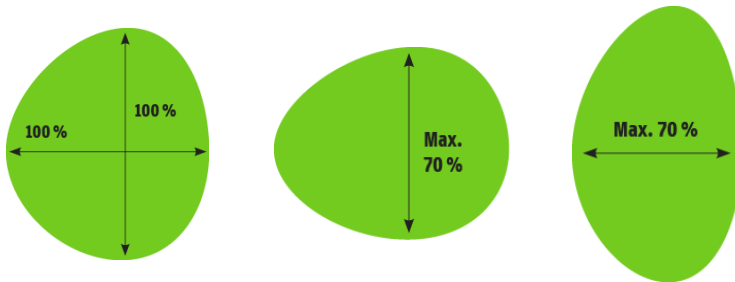
- Info eye-catchers are used separately or in combination with highlight stages
- **They are never used in combination with °Points eye-catchers**

3 basic shapes:



- Highlight stages come in **three basic shapes** that can be rotated as desired
- Their shape must continue to look organic on the stage and can never become circular – only our Pointees are spherical

Scaling and color:



- The highlight stage can be **compressed by 70% in height and width** and can be used in PAYBACK Blue, accent colors, or white
- **1 accent color** can be used per campaign or activity

Use:



Maximum size



Small stage at the top right



Standard-sized stage at the bottom left



Standard-sized stage at the bottom right

- The **highlight stage is always placed in the bleed**
- It takes up max. 50% of the layout and can be placed in any position

- The highlight stage communicates a message and can be used with text
- The text can be placed freely on the stage
- The font color on the accent color is white or PAYBACK Blue

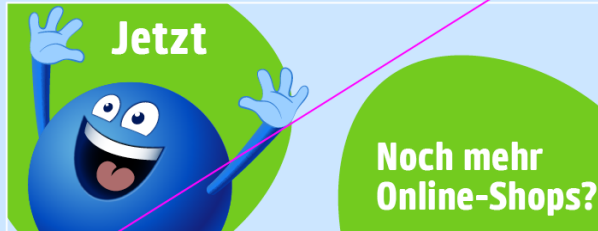


Examples of use

Highlight stages: max. 50% of the color weight



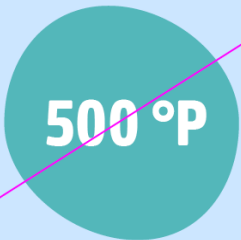
Only one highlight stage per ad space



Never combine °Points- and info eye-catcher



°Points eye-catcher always in PAYBACK Red



Ink the text only, not backgrounds, etc.

Jetzt Kunde werden!

Als PAYBACK Kunde °punktest du mit jedem Einkauf bei unseren vielen Partnern. Die von Dir gesammelten °Punkte kannst du gegen tolle Prämien eintauschen. Jetzt anmelden und 100 °Punkte geschenkt bekommen!

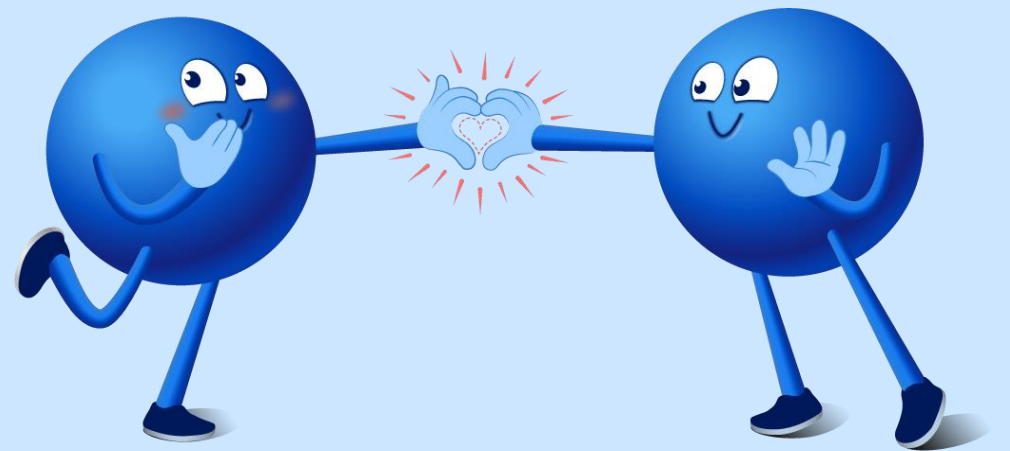
Gültig bis XX.XX.20XX



Combining multiple accent colors is not allowed



Co-Branding



Together we are strong!

Depending on the content, the PAYBACK corporate design or the PAYBACK partner area is used.

Focus on PAYBACK topics

If the content is purely focused on PAYBACK, the PAYBACK corporate design is used because it clearly communicates to customers:

“This is about PAYBACK °Points.”

Examples: Cross-partner campaigns, new customer acquisition, PAYBACK partner anniversaries, and PAYBACK partner campaigns.



Focus on partner topics

A partner topic is the focus but is complemented by PAYBACK (°Points) benefit.



- Customer notices immediately: “Here I can collect PAYBACK °Points.”



- Now, a concrete °Points offer is added and communicated, which cannot be missed due to the °Points eye-catcher



- **Clear message:** PAYBACK focus – in terms of content and visual
- **When?** If PAYBACK plays a major role
- **Common for** flyers, partner anniversary, private label advertising, and services, complemented by a PAYBACK benefit



Mandatory components

Pointee: At least one gets featured on the stage, and additional Pointees may be included in the partner area

Stages: always in PAYBACK Light Blue

Logo

Optional components

Partner area



°Points eye-catcher: for PAYBACK °Points incentive

PAYBACK Font: texts are optional, but the PAYBACK font is always mandatory

Jetzt anmelden und
°Punkte sammeln

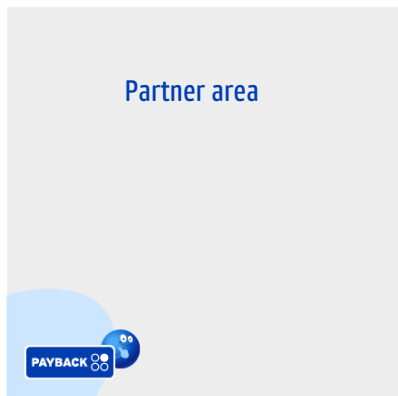
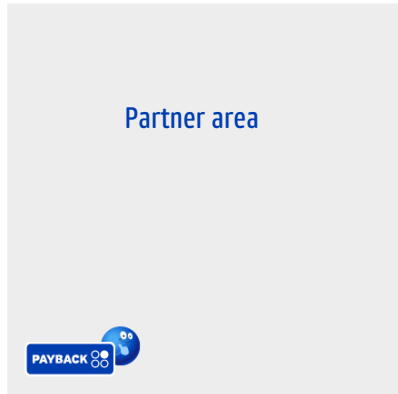


Minimum branding



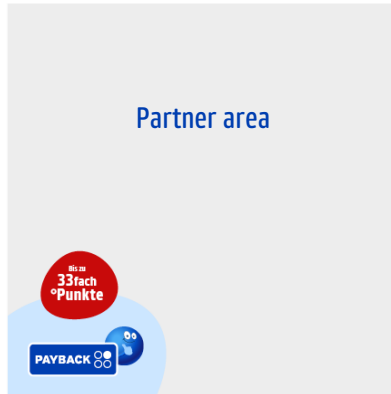
As a minimum, the co-branding logo must be included in the partner area (cf. size XS).

XS



Program affiliation

S



*Points offer only

M



L



Content beyond *Points eye-catcher

XL



- Depending on the content, the size of the stage is progressively scalable, and the design is based on the brand elements
- The co-branding stage must always be displayed in **PAYBACK Light Blue** on the partner area

- The shape corresponds to the shape concept of the highlight stages
- A free-standing stage is possible
- PAYBACK content must always be placed on the stage. The Pointee connects to the **partner area**

- At least one Pointee must be placed on the PAYBACK stage. Additional Pointees can be placed in the partner area.

→ Logo

→ Primary, accent colors

→ Typography



PAYBACK 

°Punkte! Preise! Party!

Gewinne
100.000 °P
oder einen Gutschein!

Partner-Logo
11FACH °P
Jetzt aktivieren

 Coupon in der App aktivieren



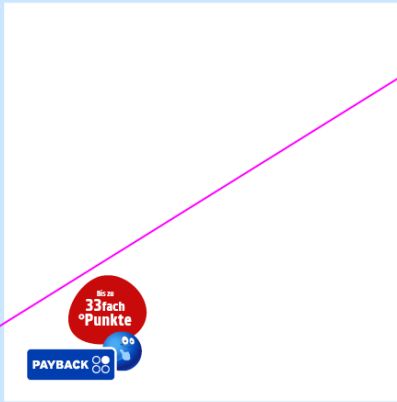
PAYBACK 

3 Jahre ABC Shop bei PAYBACK

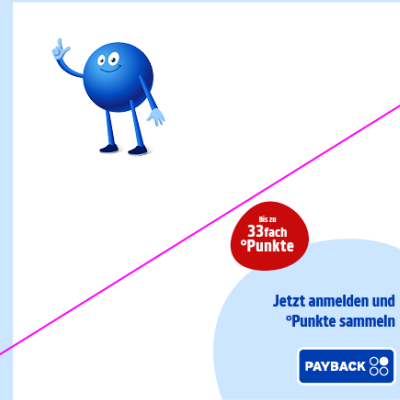
10fach °Punkte

**10x
3.333 °Punkte
gewinnen!**

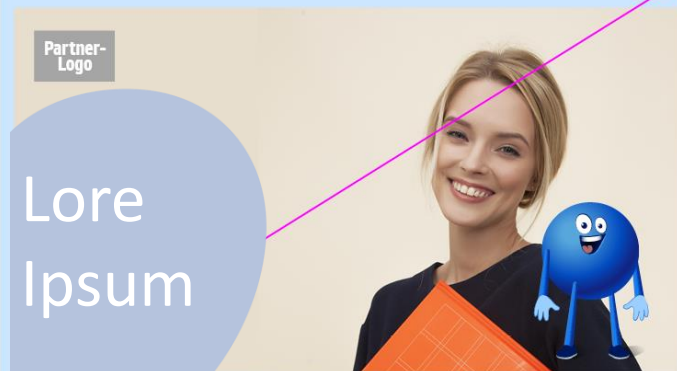
°Points eye-catcher always on a Light Blue stage



At least 1 Pointee must be placed on the PAYBACK stage



Co-branding elements in the defined brand colors



Mandatory components logo and stage missing



1. PAYBACK Principle

Each advertising material should be:

- simple ✓
- relevant ✓
- trustworthy ✓
- fun! ✓

2. The PAYBACK logo

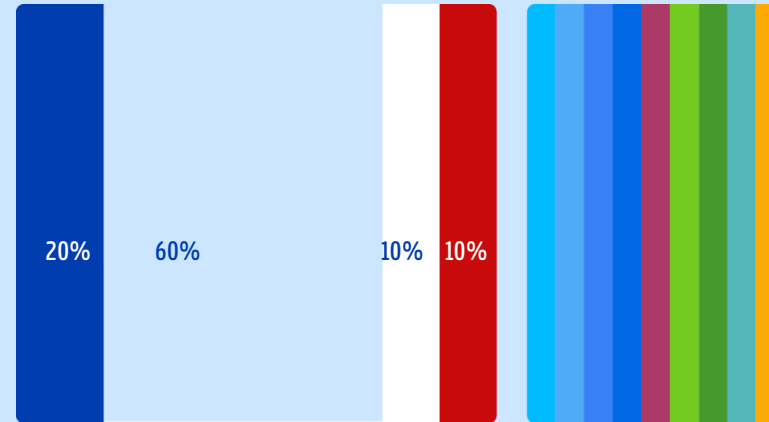


3. Pointees



- Spherical shape and PAYBACK Blue
- Same size per advertising medium
- Pointees tell fun stories
- Light source from top left
- Light spot in the eye top left

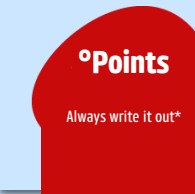
4. Primary and accent colors



5. Typography

Headlines do not exceed two lines!

Sublines do not exceed two lines.



* °P only allowed on coupons & eye-catchers when space is lacking.

Headline

Font: PAYBACK Bold
Line spacing: 110%

Subline

Font: PAYBACK Regular
Spacing to headline:
½ line spacing of headline

Font size = 50–75%
of the headline font size

Line spacing 125%,
digital teaser 125%

Continuous text:

Font: PAYBACK Light

PAYBACK is always written
in capital letters

6. Eye-catchers and stages

Highlight stage

It highlights content clearly & simply



°Points eye-catcher

- Always PAYBACK Red
- Communicates specifically °Points



Info eye-catcher

- Always accent colors
- Communicates percentages and benefits

7. Co-Branding

Focus partner topics



Focus PAYBACK content



Contact information:

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PAYBACK.net

<https://brandpoint.PAYBACK.net>

