PAYBACK

Brand Guideline

December, 2025

PAYBACK

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 °Points.

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

Simple · **Relevant** · **Trustworthy** · **It´s fun**

PAYBACK

Our motivation is to make every interaction a rewarding experience!

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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

It's not just **what** you say and write that's important, but **how.**
The tone influences our brand profile as much as the brand image. The most important thing is: don't waffle. **Instead, get straight to the °Point.**

Tell it like this:

Simple and straight to the °**Point**

Making you smile

We are **"today"** – not "old school."
You also notice that when reading

Fun and trustworthiness are always in balance

Always authentic, honest, likeable

1. **Use formal or informal speech or avoid a direct address?**

   Informal speech "Du" is used in the PAYBACK brand marketing communication.

   PAYBACK uses formal speech "Sie" in all legal texts, e.g. General Terms and Conditions, the imprint, privacy policy and the customer service centre. Different approaches can be used for specific partners in the partner area.

   It is often a sensible **compromise** to **avoid** a direct address between more formal partners and PAYBACK.

2. **First name and/or last name?**
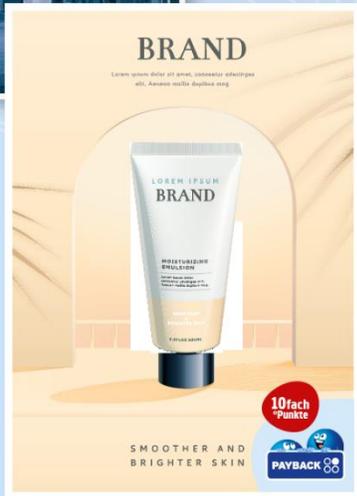
   It all depends on the context - you can do both!

   "It was wonderful, Peter Pan!" or "All the best, dear Lisa!"

e.g. co-branding pos –
main focus on PAYBACK

e.g. co-branding pos –
main focus on PAYBACK

e.g. co-branding print –
main focus on a partner

e.g. co-branding digital –
main focus on a partner

Consistent implementation of PAYBACK's corporate design helps customers to recognize the benefits of PAYBACK across all partners and channels at first glance.

Logo

Typography

Brand colors

Pointee

°Points eye-catcher

Stage

Where it says PAYBACK,
there is PAYBACK inside –
our corporate design
makes that instantly clear.

Logo

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"**

14 px

5 mm

Wordmark (special case)

- On small areas (e.g., coupons), the wordmark is sufficient
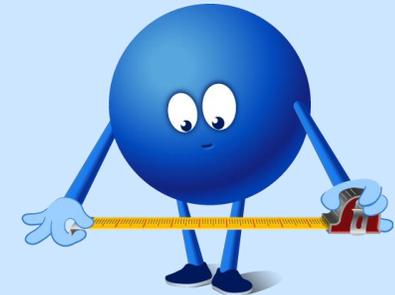
- The logo must always be clearly visible and readable

- Minimum image size is equal to logo height, i.e., 14 px/5 mm

= type area

**Margin: 1/3 logo height
on all sides**
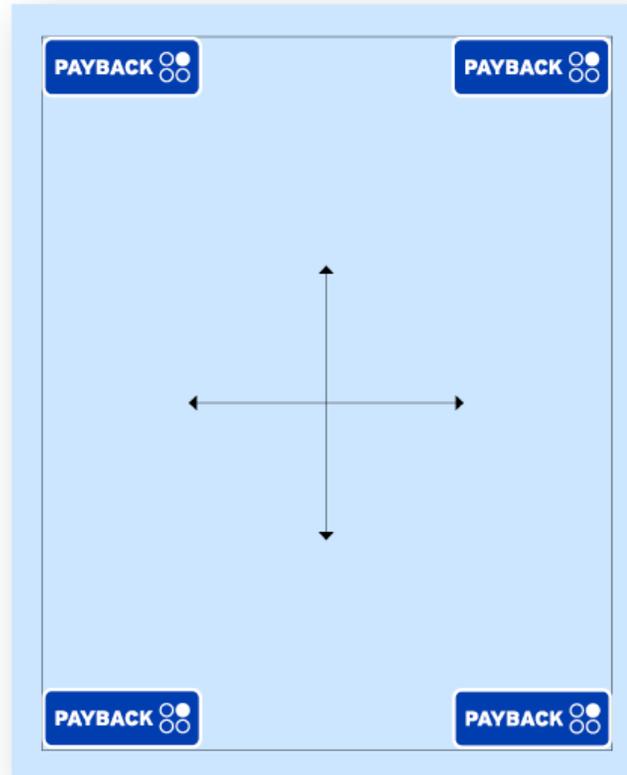
- **Each medium uses a print space**
- This forms the outer bounding box of the media and the design elements it contains

- 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**
- Minimum print area = protected logo margin

15

14 px
5 mm

Margin: 1/3 logo height
on all sides

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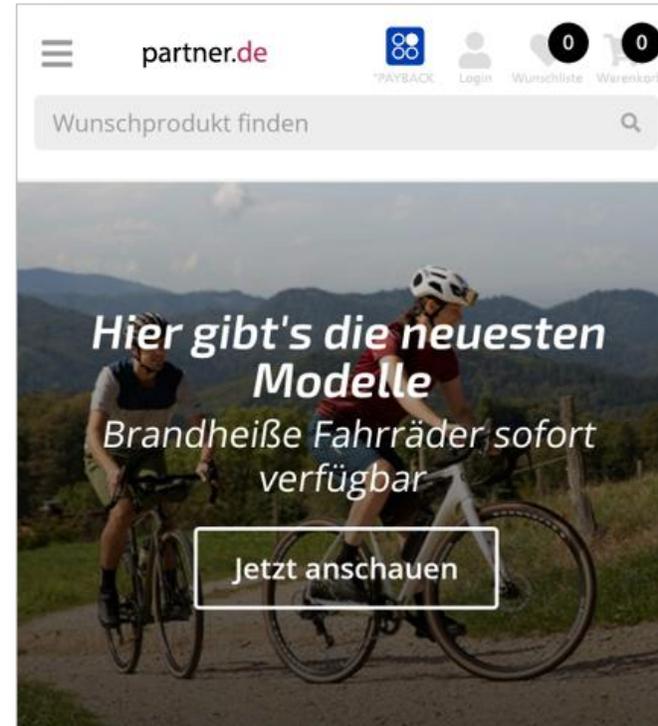
- The logo margin is around 1/3 of the logo height
- No graphic elements can be placed within the logo margin
- Minimum print area = logo margin app domino

→ Download App-Domino from the Brand Point

PAYBACK

°**PAYBACK**

°PAYBACK — 9 px / 3 mm

Partner-Logo | 7FACH °P | auf einen Einkauf im ABC-Shop | °PAYBACK | Gültig bis 31.12.2023 | PAPIER- ODER eCOUPON NUTZEN

°**PAYBACK**

Logo margin:

1/3 logo height on all sides

- 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**

- 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

→ Download Wordmark from Brand Point

→ PAYBACK Colors

PAYBACK

Variant extern

PAYBACK **PAY**	PAYBACK **PROSPEKTE**	PAYBACK **FUEL&GO**
PAYBACK **GUTSCHEINE**	PAYBACK **PRÄMIEN**	PAYBACK **PIA**
PAYBACK **PAY**	PAYBACK **PROSPEKTE**	PAYBACK **FUEL&GO**
PAYBACK **GUTSCHEINE**	PAYBACK **PRÄMIEN**	PAYBACK **PIA**

Variant intern

PAY	**PROSPEKTE**	**FUEL&GO**
GUTSCHEINE	**PRÄMIEN**	**PIA**
PAY	**PROSPEKTE**	**FUEL&GO**
GUTSCHEINE	**PRÄMIEN**	**PIA**

Vertical variant

PAYBACK **PROSPEKTE**	**PROSPEKTE**	PAYBACK **PROSPEKTE**	**PROSPEKTE**

→ Download product logo from the Brand Point

- 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

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PAYBACK

External advertising space

Internal advertising space

The minimum image size

Minimum image height of the external product logos is based on the app domino

PAYBACK PAY — 23 px
— 8 mm

Minimum image height of the internal product logos is based on the app domino

PAY — 14 px
5 mm

- **Outside PAYBACK channels,** the **external variant** of the respective product logo is used
- PAYBACK is always part of the wordmark

- In the **PAYBACK context,** the **internal variant** of the respective product logo is used
- Use the product logos

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

*Logo width

The old logo is no longer used

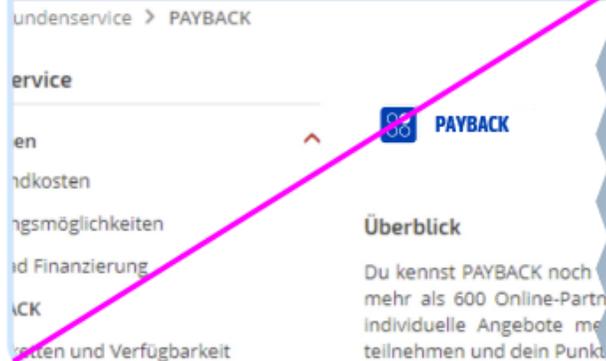**Do not recolor or replicate the logo**

Do not rotate the logo

Do not change proportions
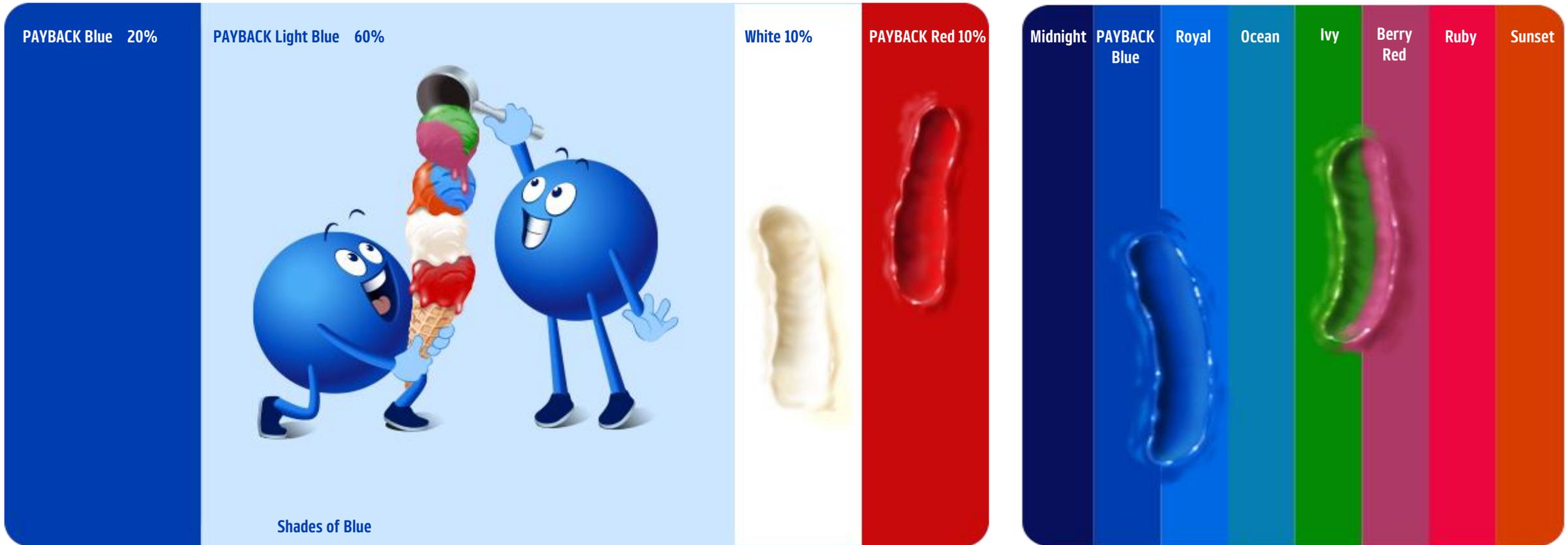
The app domino does not substitute the PAYBACK logo

Logo placed too small

Colors

PAYBACK Blue 20% | PAYBACK Light Blue 60% | White 10% | PAYBACK Red 10%

Shades of Blue

Midnight | PAYBACK Blue | Royal | Ocean | Ivy | Berry Red | Ruby | Sunset

- PAYBACK **primary colours** are PAYBACK Blue, PAYBACK Light Blue, PAYBACK Red and White.

- The typography is PAYBACK Blue, on accent colours White. Black can be used for a large volume of text.

- The Shades of Blue are exclusively reserved for the background illustrations.

- The **colour weighting** shown here illustrates the interaction of the colours.

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

- **Accent colours are tested** in accordance with the **BFSG** (European Accessibility Improvement Act) and recommended for use as colour accents along with the templates we provide.

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PAYBACK

The following must be observed pursuant to the Barrierefreiheitsstärkungsgesetz (Accessibility Improvement Act) (BFSG):

- **The eight defined accent colours** can **certainly** be used for stages and eyecatchers on which **white text** appears. These accent colours are tested pursuant to the BFSG and recommended for the use of colour accents to contrast with the white typography.

- If **other accent colours** are used on the stage, e.g. partner colours, partners and interfaces must perform their own **online contrast check.** The contrast must reach a **minimum value of 4.5:1.**
  Use this tool to perform the check:
  https://www.siteimprove.com/de/toolkit/color-contrast-checker/
  (Note: Please also test your required colour with **White** and **PAYBACK Light Blue**, as this may also be used as a font colour in headlines or sublines on White or Light Blue backgrounds.
  More information on font sizes and BFSG is available on page 42)

Exceptions:

The restriction applied to these eight accent colours does not apply to colours within illustrations (e.g., a yellow marker under premium images, which may remain provided it is not used as a text background).

Legal notice:

Partner companies are responsible for the correct implementation of the content they provide in accordance with the Accessibility Improvement Act (BFSG), insofar as PAYBACK has adopted this content unchanged. PAYBACK can assume no liability for this.

Note on video guidelines:

- Audiovisual media/videos must be designed to be accessible.

- Avoid rapid and repeated flashes of light or rapid changes between light and dark in the image, as they could trigger seizures in persons suffering from epilepsy.

- The duration and frequency of light flashes should be limited.

PAYBACK ◌◌

Primary Colors

PAYBACK Blue

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

PAYBACK Light 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 | 5
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	#ad3966
Pantone	215C
RAL 1*	4006
RAL 2*	010 40 50

Ruby

RGB	236 | 6 | 64
CMYK	0 | 100 | 65 | 0
Hex	#ec0640
Pantone	192C
RAL 1*	3028

Sunset

RGB	216 | 61 | 0
CMYK	10 | 85 | 100 | 0
Hex	#d83d00
Pantone	1665C
RAL 1*	3024

Ivy

RGB	4 | 138 | 4
CMYK	75 | 5 | 100 | 25
Hex	#048a04
Pantone	148-8C
RAL 1*	6037

Ocean

RGB	6 | 126 | 178
CMYK	85 | 40 | 15 | 0
Hex	#067eb2
Pantone	7690C
RAL 1*	5009

Royal

RGB	0 | 104 | 227
CMYK	83 | 60 | 0 | 0
Hex	#0068e3
Pantone	2131C
RAL 2*	280 40 35

Midnight

RGB	8 | 15 | 91
CMYK	100 | 100 | 5 | 35
Hex	#080f5b
Pantone	103-16C
RAL 1*	5013

PAYBACK Blue

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

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

- It is prohibited to convert colour values; the **RGB values are the master.**
- The CMYK values of all the colours can be individually optimised for specific large projects (e.g., large posters).

*RAL-1 values may not always come close to the required colour tone. The RAL-2 value should therefore always be used if it is specified. If no RAL-2 value is defined, the RAL-1 value will be sufficient.

Attention: This document was created in PowerPoint, please do not use the eyedropper tool to select colour values from the fields, as these may differ due to the conversion. Colour values should always be adjusted based on the colour values specified..

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PAYBACK Blue is the color of Pointees, PAYBACK logo, sublogos and the font.

PAYBACK Light Blue is the background of the communication – it ist the stage of the Pointees.

PAYBACK Red is only for °points eye-catchers.

White will be used only for the fonts on accent colors, area for partner logos and as a background color for long copy.

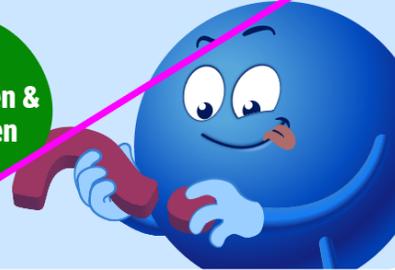**Accent colors for highlighting,** illustrations and accentuations.

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Color contrast needs to be sufficient

Lorem
Ipsum dolor sit

Text- and accent color: white

Das große **PAYBACK Spiel!**

Jetzt mitmachen & gewinnen

°Points eye-catcher is always PAYBACK Red

Jetzt PAYBACK PAY sichern und °punkten

PAY

555 Extra °Punkte

Punkten?
Bezahlen?
Beides!
Mobiles Bezahlen möglich

PAYBACK Light Blue is always monochrome

Jetzt PAYBACK PAY sichern und °punkten

PAY

555 Extra °Punkte

Punkten?
Bezahlen?
Beides!
Mobiles Bezahlen möglich

Important notice:
The **contrast** between **text and background**
must meet a **minimum ratio of 4.5:1.**
You can check the contrast value
independently using this tool:

www.siteimprove.com/de/toolkit/color-contrast-checker/

The Pointees are PAYBACK's brand ambassadors:

They appear as small and round. Their strong personalities embody the °Points that customers collect and spread good cheer. They tell entertaining stories and are roughly the size of a PAYBACK card!
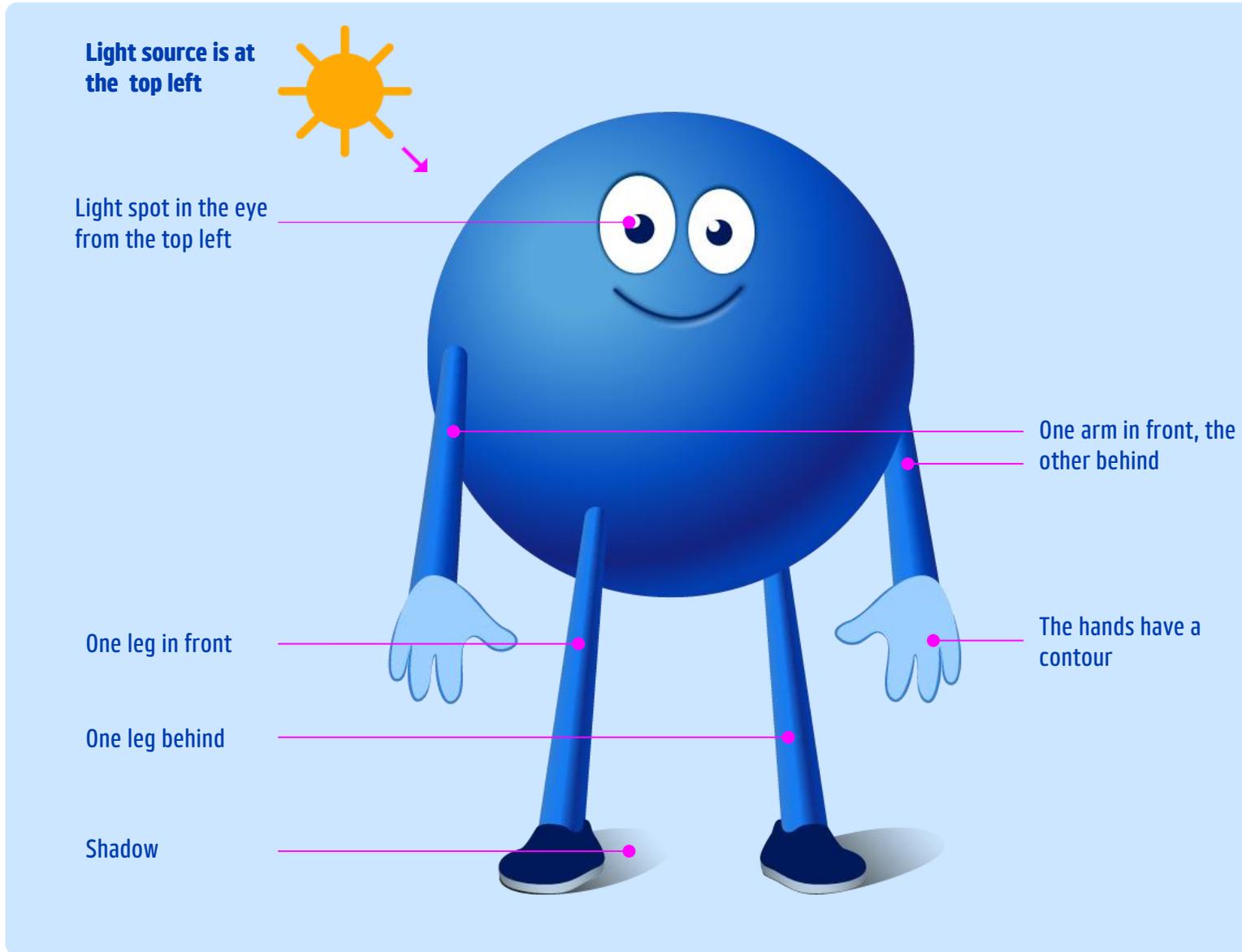

Enthusiastic, happy, bright, laughing

Cheeky, funny, friendly, knowledgeable

Upbeat, content, friendly, open-minded, interested

Contrite, sceptical, prescient, cautious

Grumpy, sour, fierce, stubborn

PAYBACK

Light source is at the top left

Light spot in the eye from the top left

One arm in front, the other behind

One leg in front

The hands have a contour

One leg behind

Shadow

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).
- Pointees are the size of a PAYBACK card. When shown together with large objects (e.g., a car or a bicycle), these objects are scaled appropriately so the Pointees remain clearly visible. Nevertheless, pointees always stay small characters.
- **Permitted:** The spherical shape of Pointees may change if external influences demand it.

PAYBACK

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.
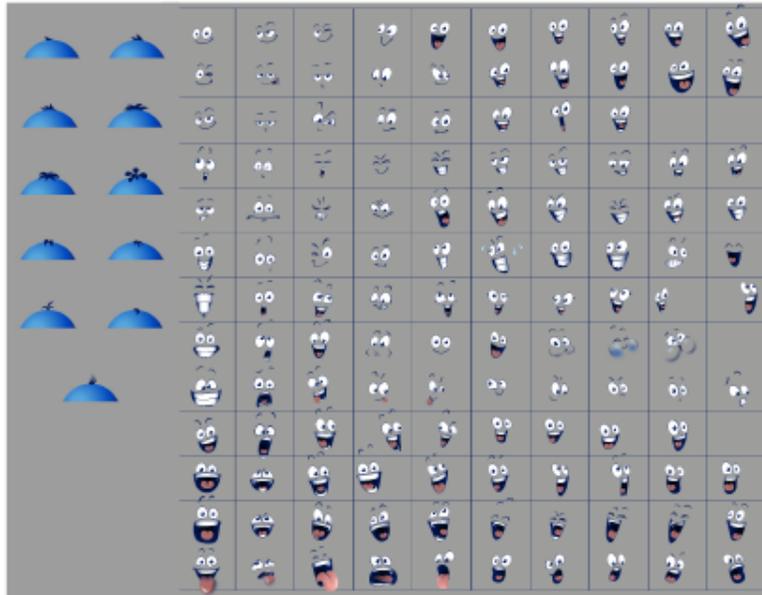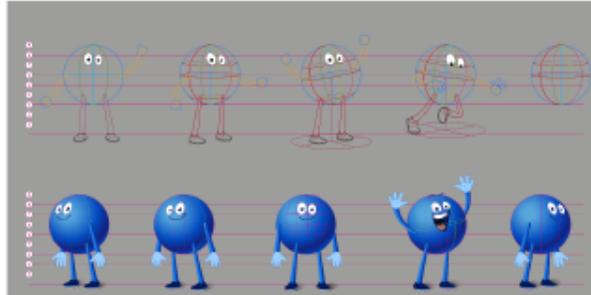
Design your Pointee!

1:1 representation of the Pointee template

Attention:
Always design Pointees using RGB and Adobe Illustrator!

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.

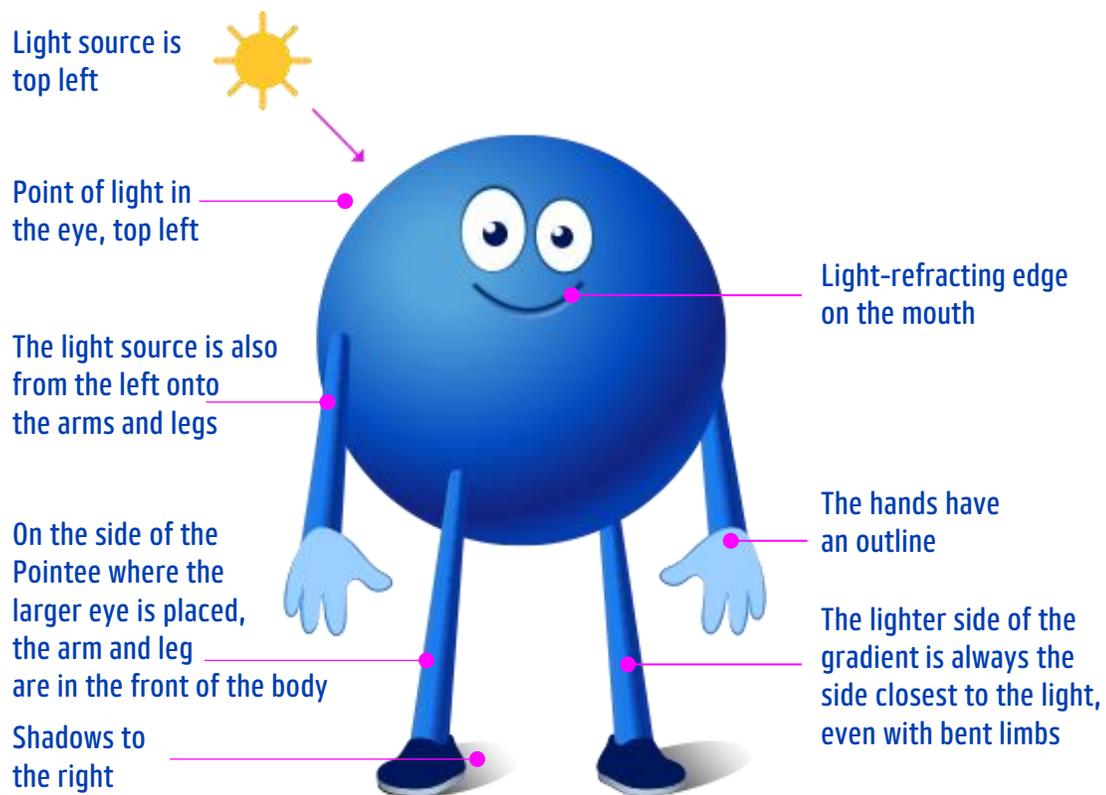**Note on print advertising materials:**
Only Pointees/Pointee visuals are created in RGB and embedded into the layout as such. All other print layout elements — such as stages, bursts, and Shades of Blue backgrounds — must be created in CMYK as usual.

The conversion of Pointees to CMYK is carried out exclusively during **lithography/final artwork production.**

A short guide on this process is available on the Brand Point. You can find the link at the bottom left of this page.

➜ Download the template from the Brand Point

- When creating Pointees in Adobe Illustrator, it is important to ensure that they are created in **RGB and without a profile in the template.**

- When converting for printing to CMYK, it is necessary to convert to the ISO-Coated_V2 profile to achieve consistent and optimal results.

- The raster effects in the document must be set to **300 dpi** to ensure the correct display of elements and gradients.

Shape check:

Light source is
top left

Point of light in
the eye, top left

The light source is also
from the left onto
the arms and legs

On the side of the
Pointee where the
larger eye is placed,
the arm and leg
are in the front of the body

Shadows to
the right

Light-refracting edge
on the mouth

The hands have
an outline

The lighter side of the
gradient is always the
side closest to the light,
even with bent limbs

Don'ts

**Facial expressions remain
within the grid.**

**One leg must be placed
behind the Pointee.**

**Proportions must be
aligned to the grid.**

PAYBACK

Pointee size

- **Pointees** are the °Points that customers collect. They **assume the role of neither customers nor employees.**
- All the Pointees are **always the same size** on the same plane, although size differences may occur due to the perspective.
- A °Point is a °Point. To avoid confusion, there are no developmental stages among Pointees; i.e. **no baby or pensioner Pointees, etc.**

Size and number of accessories

- **Pointees** can wear **accessories** such as glasses, helmets, etc. in their own world. However,
  a **maximum of 2** and the accessories must comply with the Pointee scale.
- The stories are generally **more effective** when they interact with **human accessories** that are **much larger** than them.
- This scale is increased for very large objects to achieve a balanced weighting.
- There is a clear boundary between the world of the Pointee and the human world. **There are no partner products in the Pointee world in Pointee size.**

Female Pointee

Accessories

Do

Don't

Animal clothing

Do

Don't

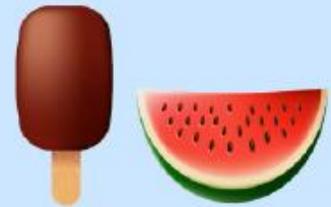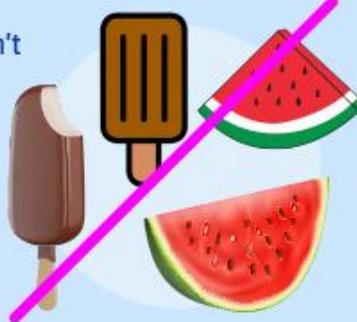Do

Don't

Clothing

Do

Don't

Do

Don't

Style of accessories

Do

Don't

Please note the following:

Female Pointees:

- They differ from "standard Pointees" in that they have a maximum of 2 lashes per eye.
- All hairstyles are depicted in one colour (dark blue).
- Avoid stereotypes: no bows, high heels or feminine poses.

Clothing:

- Pointees **never wear clothes** due to their body type.

Animal clothing:

- **Pointees** remain true to their bodies and do **not transform into animals,** but may dress up as animals.

Accessories:

- Reduced, but with meaningful details
- Soft, matte texture (similar to the Pointee)
- The light source is also the top left (similar to the Pointee)

PAYBACK

Drinks
Do

Don't

Accessories
Don't

Number of accessories
Do

Don't

Salespersons / Employees

Pointees are
neither salespersons
nor employees

Don't

Customers / Bags / Packages
Do

Don't

Do

Don't

Do

Don't

Drinks:
- Pointees must not be represented **with alcoholic drinks** or in a drunken state.
- Pointees can give a toast/celebrate with obviously non-alcoholic drinks.
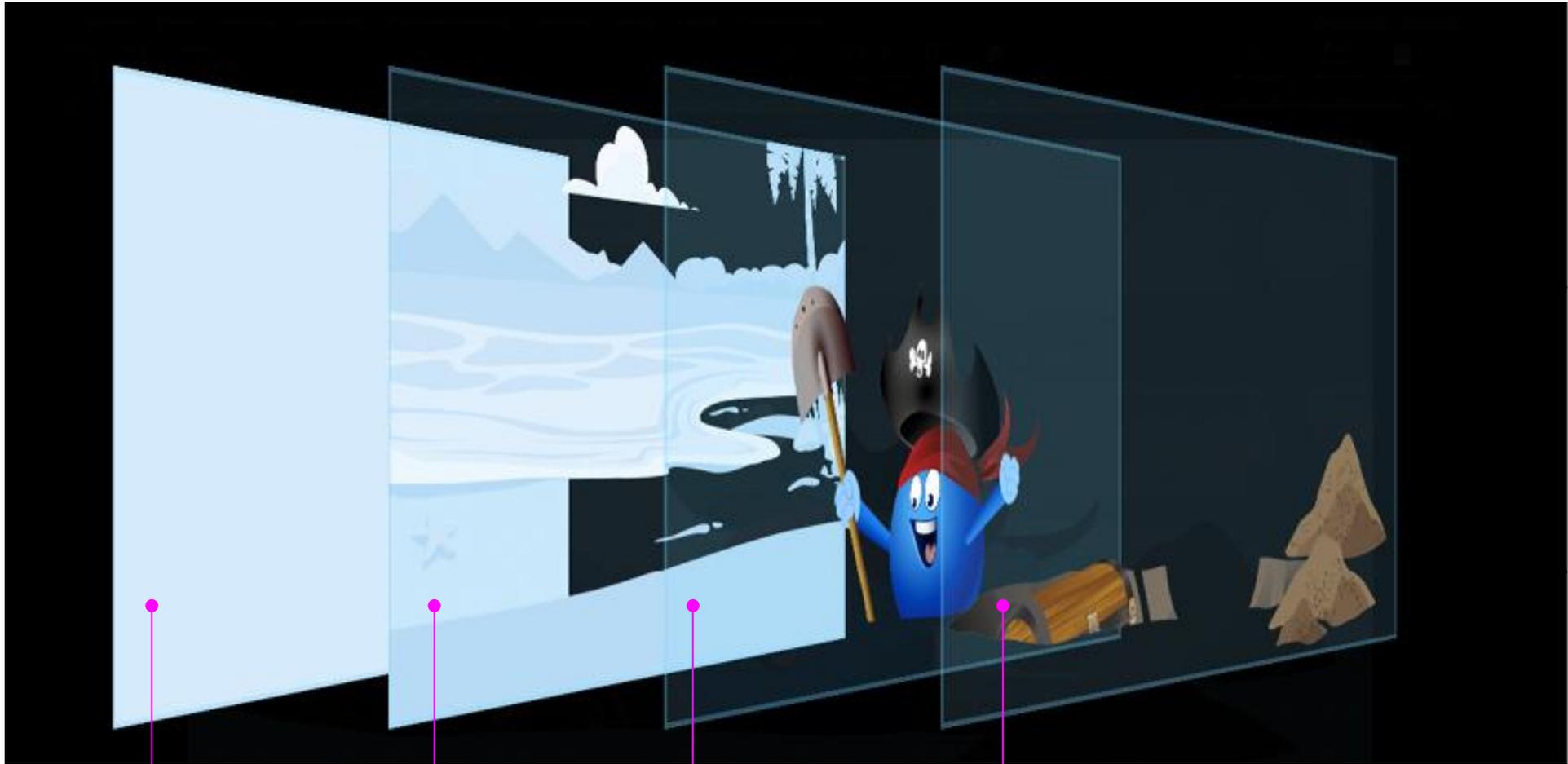
Number of accessories and how to depict them:
- Use max. **2 accessories per Pointee.**
- The **size ratio** compared to the accessory must clearly indicate whether the accessory belongs to the person or to the Pointee.

Salespersons / Employees:
- Pointees **do not adopt the role of salespersons/ employees.** They are the °Points that customers collect.

Customers / Bags / Packages
- Do **not show** Pointees **with small** bags, boxes / packages / shopping carts, partner products, etc.
  These **accessories** are from the **human world** and should therefore be shown **significantly larger** than the Pointee.

Base

Optional: Illustration

Pointee
Optional: accessories

Optional: Props, which are in
interaction with the Pointee.
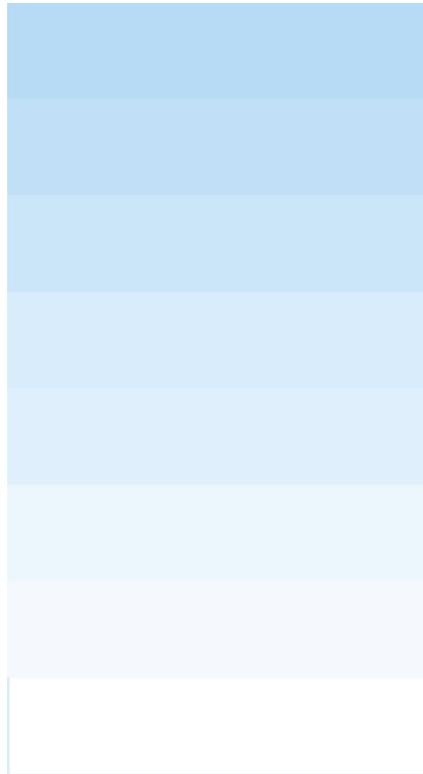(Style: accessories, natural
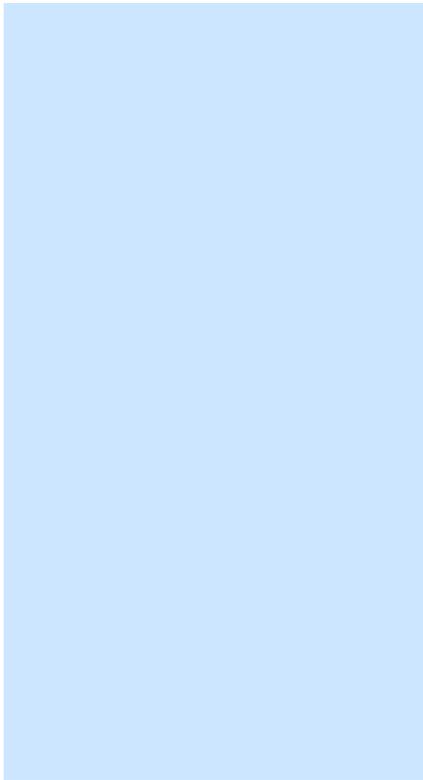color scheme)

Background

Interaction

Backgrounds can be designed
using a layering approach to
suppot the story:

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

PAYBACK

Color	Abstract	Ambient	Metaphorical	Scenography
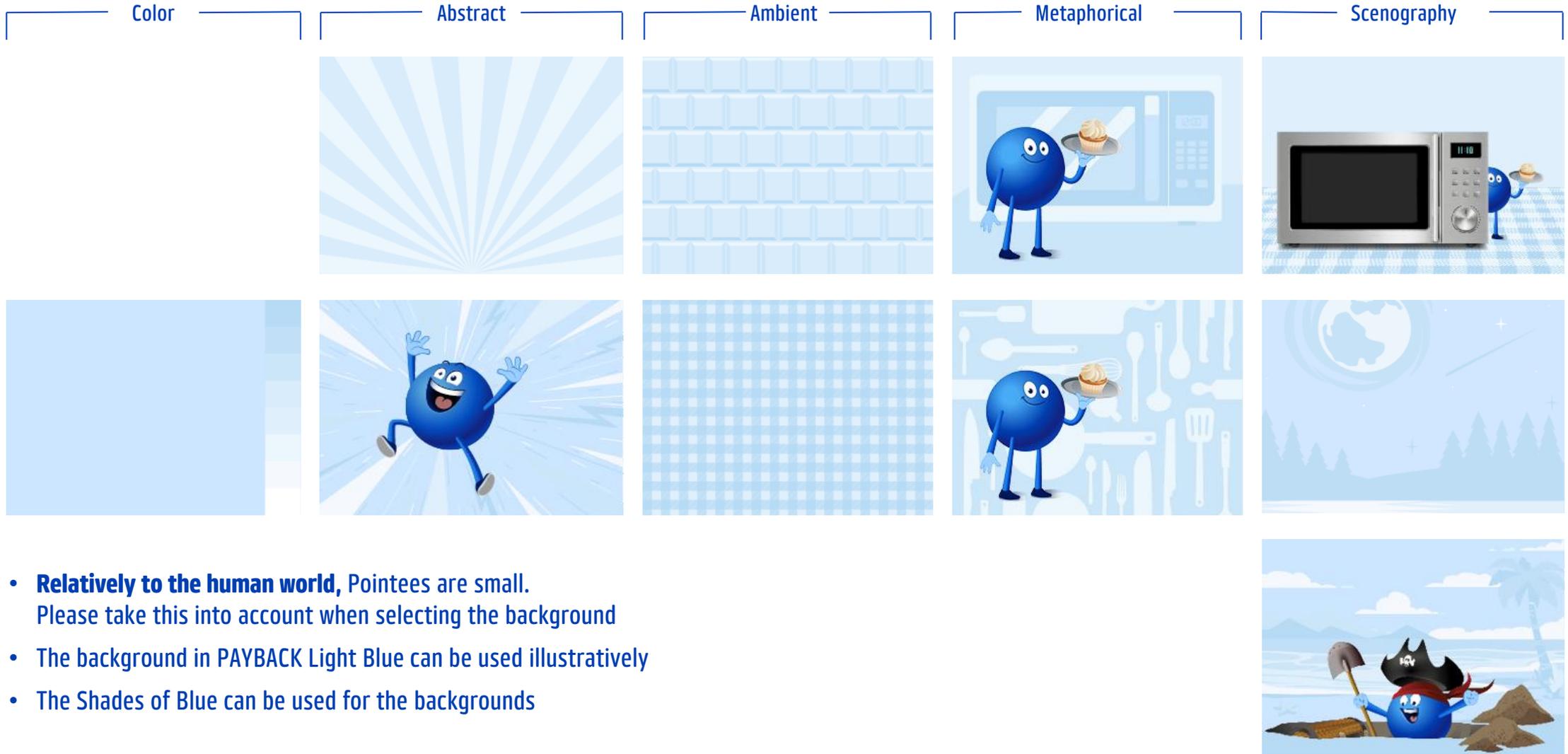
- **Relatively to the human world,** Pointees are small.
  Please take this into account when selecting the background

- The background in PAYBACK Light Blue can be used illustratively

- The Shades of Blue can be used for the backgrounds

Neutral ←——————————————————————→ Theme

PAYBACK

Background color

Shades of Blue (for illustrative backgrounds)

Shade 1

RGB 255 | 255 | 255
CMYK 0 | 0 | 0 | 0
Hex #fffff

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 use of additional colors is only allowed in the direct Pointee environment:
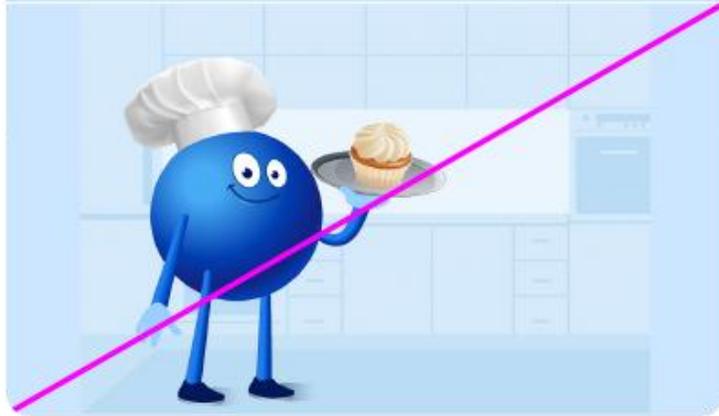- **Accent colors**
- **Colors that create a natural color pattern**

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

PAYBACK

Pointees do not interact with the illustrated background in Shades of Blue.
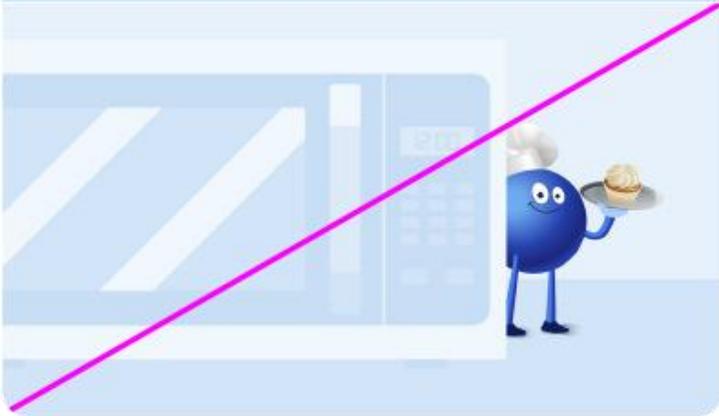
In this context, the Pointee is too big.

Do not use a background that makes Pointees appearing like customers.

Dont use accent colors in the Shades of Blue background

Do not use a background that makes Pointees appearing like customers or staff.

Typography

PAYBACK

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

Head- and Subline not longer than 2 lines

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

➔ Download PAYBACK Font from Brand Point   ➔ Primary colors, accent colors | Color values

PAYBACK

General

- **System fonts** complement the PAYBACK brand font in various channels such as the app, website or newsletter.
- **Text emphasis** like typography in **Bold** or accent colors may be used
- Pointees may replace a letter or number:

2025

*Legal notice:
Partners are solely responsible for complying with the legal requirements of the Accessibility Improvement Act (BFSG) for all content and materials they provide (e.g. images, text, logos, design specifications, etc.). PAYBACK does not review the delivered materials for compliance with the BFSG and assumes no liability for the compliance of such with the respective legal requirements.

Spacing when using the °Points symbol

After a full stop:
If the °Points symbol is followed by a full stop, the distance between the full stop and the °Points symbol is an eighth of an em space.

I am a headline. °Points

= eighth of an em
(Typographic unit of measurement: em)

At the beginning of a line:
If the headline starts with a °Points symbol, the following lines, including the subline, will be indented.

°Points are fun!

I am a subline. °Point.

Typographical specifications with respect to BSFG*

- **Text with an asterisk** on PAYBACK Shades of Blue may **only** appear in **PAYBACK Blue or Black** owing to their font size.
- Text that uses **accent colors** must appear in **White.**
- All text in **Shades of Blue** must fulfil the requirements of **large text:**
  - Either **font size 18 pt or larger** with **PAYBACK Light**
    or
  - 14 pt or larger if the text is written in PAYBACK Regular or Bold.
- **Relevant text / content** should **not be distorted,** unless it is further elaborated elsewhere.

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PAYBACK

- **PAYBACK** and the **PAYBACK URL** are always written in capital letters and **never hyphenated with other words.**
- PAYBACK is never separated or abbreviated.
- The **°Points symbol °P** only appears on coupons and, in cases of insufficient space, on °Points eyecatchers.
- °Points are always marked with a clear **"°" in front of the word.** Exceptions are legal texts and text set in a font size of less than 7 pt.

- The small circle "°" replaces a hyphen in word combinations and is placed in front of word combinations where "°" comes first.
- The small circle "°" never replaces a space and may only be omitted if it is technically impossible (e.g. URL).
- We never say, "pay with °Points", but use "redeem °Points" instead.
- We avoid **stating a specific currency** or depicting money in connection with PAYBACK and the °Points. Our brand portal: **PAYBACK Brand Portal** contains the most important rules on the use of PAYBACK °Points as a currency.
- We consistently place the € symbol after the amount, not in front of it.
- For technical reasons, on coupons and eCoupons we write "X" in capital letters and the subline in black. This also applies to visual representations of coupons.
- If in doubt, please contact **Brand Support.**

Dos	Don'ts
PAYBACK	Payback/payback
PAYBACK.de Now on PAYBACK.de	www.payback.de
PAYBACK °Points	PAYBACK-°Points
10x °Points 10x °Points coupon	10X °Points 10 x °Points coupon
Double °Points 2x °Points	DOUBLE °P Double °Points
2,000 °Points	2000 °Points 2^{000} Extra-°Points
Redeem 10 °P	10 € = 10 °P
Extra°Points	Extra °Points

PAYBACK

Correct writing means **quick and easy recognition**. Some terms are inextricably linked to PAYBACK.
Which makes it all the more important to always use the correct spelling.

Important terms

Coupon Center	Customer	PAYBACK App	Earns points	PAYBACK Donation World
Coupon Mail	Main card holder	PAYBACK Coupon	Basis°P	PAYBACK FUEL&GO
eCoupon	Main collector	PAYBACK.de	°Points eyecatchers	PAYBACK PAY
Paper Coupon	Co-collector	PAYBACK Extra°Points	PAYBACK Rewards	PAYBACK VOUCHERS
Extra°Points	°Points account	PAYBACK Card	PAYBACK REWARDS	
Mobile Card	PAYBACK.de	PAYBACK Partner	PAYBACK Program	
Online Shop	Basis°Points	Earn extra °Points	PAYBACK °Point	
Redeem °Points	Collect°Points	Extra°P		

Highlighting

Graphic highlighting

The graphic highlighting of elements **emphasises content in a striking way.** The °Points eyecatchers and stages may be combined or used as standalone elements. Highlight eyecatchers cannot be combined with °Points eyecatchers. °Points eyecatchers are used to communicate advantages.

°Points eyecatchers

500
°Points

Standard °Points eyecatchers

Free!

°Points eyecatchers – exceptions

Highlight eyecatchers

New!

Free!
Only until 31/12

Stages

Stages
For emphasis and highlights

Stages and **highlight eyecatchers** emphasise content in a striking way

Text emphasis

- Display important information in Bold or in a specific colour.
- Pointees may replace letters or numbers.
- Stage, highlight eyecatchers and coloured text emphasis all share the same accent colour in an advertising space.

PAYBACK

Become a customer now!

As a PAYBACK customer, you earn °Points with every purchase from our many partners. You can exchange the °Points you have collected for great rewards. Register now and receive a free gift of 100 °Points!

Valid until XX.XX.20XX

- **°Points eyecatchers** are always in PAYBACK Red, the text is always White.
- They generally communicate °Points.
- Exceptions: percentages (e.g. reward sale) or keyword regarding the best advantage (e.g. "WMF knife as a gift" or "Free!"), if no °Points offer is available.
- °Points eyecatchers may be rotated to suit the content – the text is always displayed horizontally.

- **Highlight eyecatchers** always appear in an accent colour, the font colour is White.
- They communicate percentages and advantages (e.g. "Free! Only until 31/12").
- A maximum of one °Points or Highlight eyecatcher is used per area.

PAYBACK

Composition of °Points eyecatchers:

85%

100%

500
Extra°Points

Alignment of typography: centred

Font type: PAYBACK Bold

Font size:
A maximum of 2 font sizes may be used (exception: XXx => "x" 20% smaller than XX)
Individual words/numbers may be displayed in a larger font.

A maximum of 85% of the eyecatcher area may be covered with text.
**The coloured border remains the same size throughout.**

Text:

500 °Points

500 Extra°Points

Up to 5x °Points

- °Points eyecatchers are always in **PAYBACK Red,** the text colour is always **White.**
- They are available in 3 basic shapes, which may be compressed depending on the content.
- Circular shapes are not permitted.
- The text comprises a maximum of 3 lines.
- When writing "XXx", the "XX" is 20% larger than the "x".

→ Download Basic shape from Brand Point

Shape:

360°   360°   360°
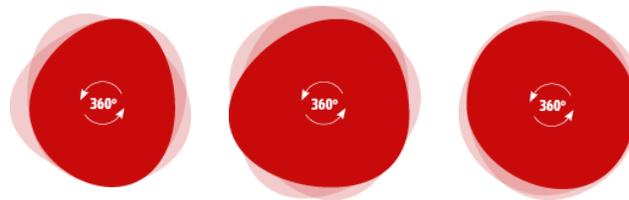
°Points eye-catchers can be compressed up to 70% in width and height

Placement:

10fach °Punkte

3fach °Punkte

Viele Extra °Punkte

Free-standing   In front of object   Behind Pointee

- °Points eyecatchers are placed **in front of objects and Pointees,** behind Pointees or standalone.
- They are **not placed behind objects.**
- **Inverted °Points eyecatchers may** be used against low-contrast backgrounds.

Please observe the font size specifications pursuant to BSFG

- °Points eyecatchers must not be placed in the bleed.
- All °Points eyecatchers are displayed in the **same size** within an advertising space.
- Max. 1 stage + 1 eyecatcher per area
- In small formats (e.g., apps), °Points eyecatchers occupy a maximum of 1/3 of the layout area.
- °Points eyecatchers are **White for partners** who use a similar shade of Red as a primary/background colour.

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PAYBACK

Construction info eye-catcher:

Single words/numbers can be displayed larger

85%
100%

Only until
31/12
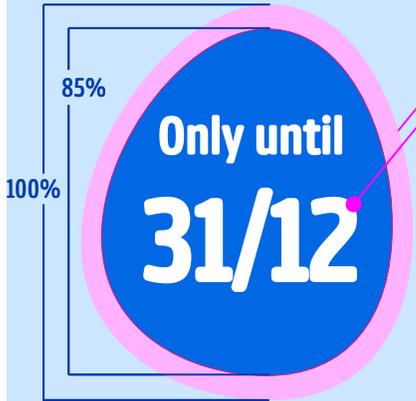
Alignment of typography: centered

Typography: PAYBACK Bold

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

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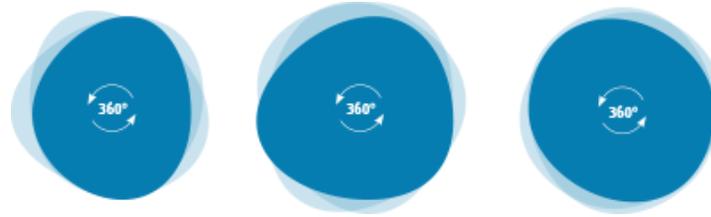The color-contrasting shape outline always remains the same size.**

New!

Join
now!

Save up to
70%

Single line ⟷ Three lines

- **Highlight eyecatchers** are used in accent colours with white text or in white with accent-coloured text.
- The text should be a maximum of 3 lines.
- The text is always centred.
- Use a maximum of 2 different font sizes.

Shape:

360° 360° 360°

Highlight eyecatchers may be compressed by up to 70%.

Use:

**Advantages**
For customers

Over
800,000
prizes

- Highlight eyecatchers can be rotated and scaled as required.
- They can be placed standalone, in front of objects and Pointees, behind objects and Pointees, or in the bleed.
- Highlight eyecatchers are **significantly smaller than stages.**
- **If stages and highlight eyecatchers are combined,** they should be displayed in the same accent colour. When using different colours, the stage is shown in PAYBACK Blue or White.
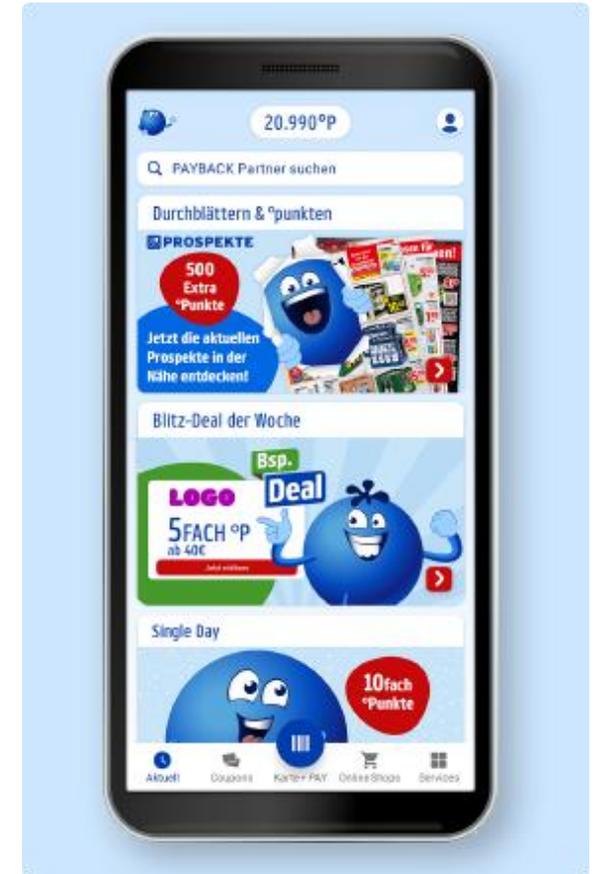
- Highlight eyecatchers can be used standalone or in combination with stages.
- **They are never used in combination with °Points eyecatchers.**
- **Please observe the font size specifications pursuant to BFSG** (see page 42)

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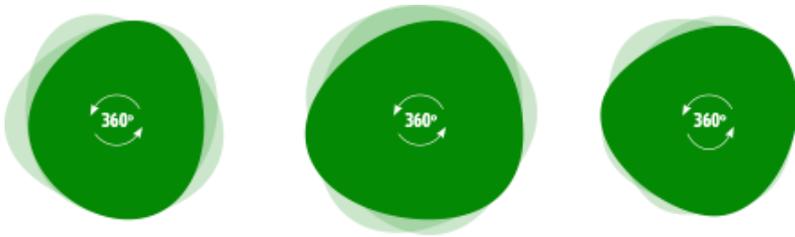
3 basic shapes:

- Stages come in **three basic shapes** which can be rotated as required.
- The shape must appear organic in the cross-section and must not be circular – only our Pointees are perfectly round.
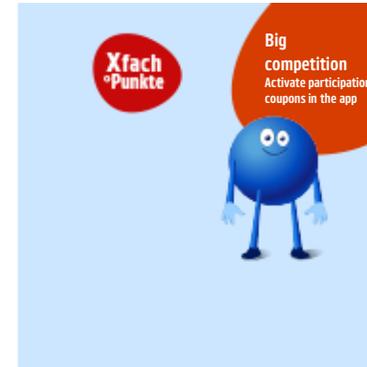
Scaling and color:
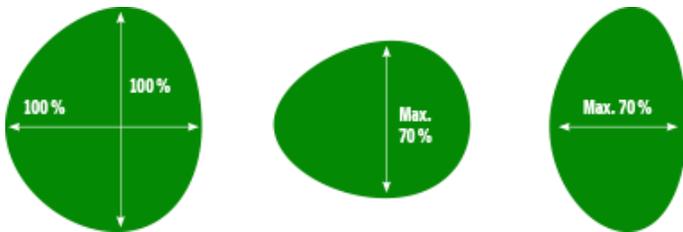
- The stage may be **compressed by 70% in height and width** and used in PAYBACK Blue, the accent colours or White.
- One **accent color or real image** may be used per action or campaign (please refer to the style guide, see link below).

Use:

Maximum size

Small stage top right

Stage in standard size bottom left

Stage in standard size bottom right

- The **stage is always in the bleed.**
- It occupies a maximum of 50% of the layout and can be placed in any position.

- The stage carries a message and may contain text.
- The text can be placed on the stage.
- **The text color and accent color is White.**

Please observe the font size specifications pursuant to BFSG (see page 42)

Example of use

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Stages: max. 50% of the color weight

Only one highlight stage per ad space

Never combine °Points- and info eye-catcher
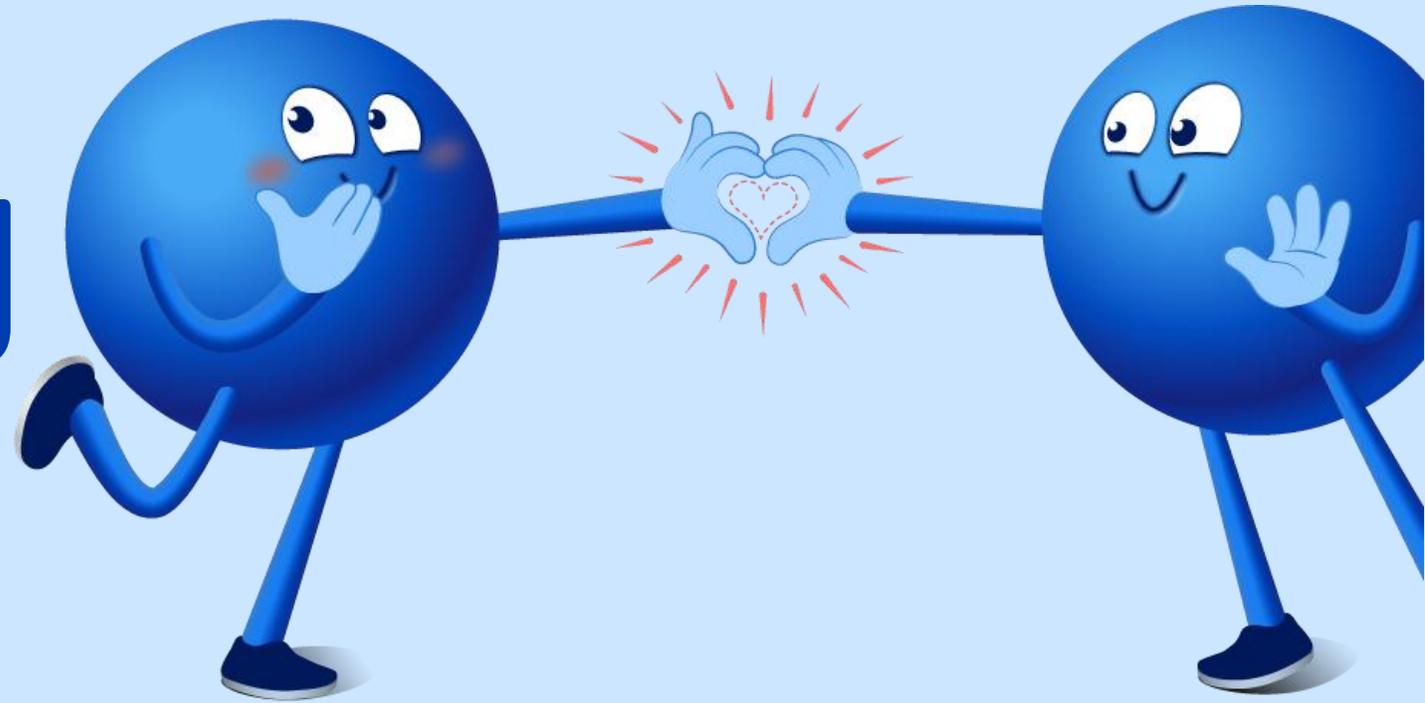
°Points eye-catcher always in PAYBACK Red

Ink the text only, not backgrounds, etc.

Combining multiple accent colors is not allowed

Co-Branding

PAYBACK

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.

Mit jedem Einkaufen °punkten!
Jetzt anmelden und °Punkte sammeln
1.000 PAYBACK °Punkte
Wer sammelt, der spart: In unserem Shop warten tolle Prämien!

Focus on partner topics

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

XS — Partner area

S — Partner area

M — Partner area — Jetzt anmelden und °Punkte sammeln

L — Partner area — Jetzt anmelden und °Punkte sammeln

XL — Partner area — Frische deinen PAYBACK °Punktestand auf!

- 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

→ Logo   → Primary, accent colors   → Typography   → Highlighting

PAYBACK

Mandatory components

Optional components

If the partner site mentions PAYBACK °Points, use "°".

Partner area

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

Bis zu
33fach
°Punkte

°Points eye-catcher: for PAYBACK °Points incentive

Minimum branding

PAYBACK

Stages: always in PAYBACK Light Blue

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

Jetzt anmelden und °Punkte sammeln

Logo

PAYBACK

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

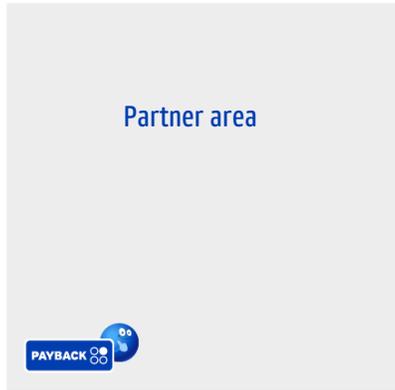➔ Download Co-Branding-Logos from Brand Point

XS | S | M | L | XL

Partner area
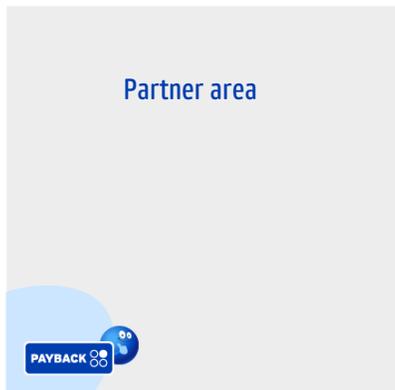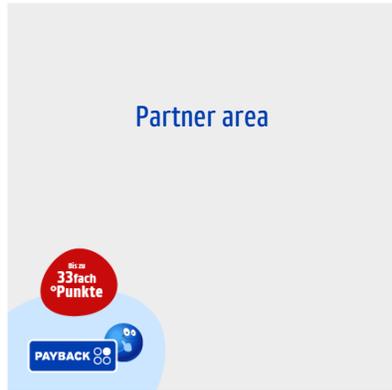
Program affiliation

°Points offer only

Content beyond °Points eye-catcher

- The size of the stage is **infinitely scalable depending on the content** and the design is based on the brand elements.
- The co-branding stage is always shown in **PAYBACK Light Blue** in the partner area.
- The shape corresponds to the form principle for stages.

- A standalone stage is permitted.
- PAYBACK content should always be placed on the stage; the Pointee represents the **link to the partner area.**
- The use of the °Points symbol "°" in the partner areas is voluntary.
- At least one Pointee should appear on the PAYBACK stage. Additional Pointees may also appear in the partner area.

- If **standalone Pointees** are used in the partner area, the smallest **XS/S co-branding logo will be insufficient.** In this case, a **stage must be added,** and the Pointee should be the same size as the Pointees in the partner area. **All the Pointees in an area should be displayed in the same size.**
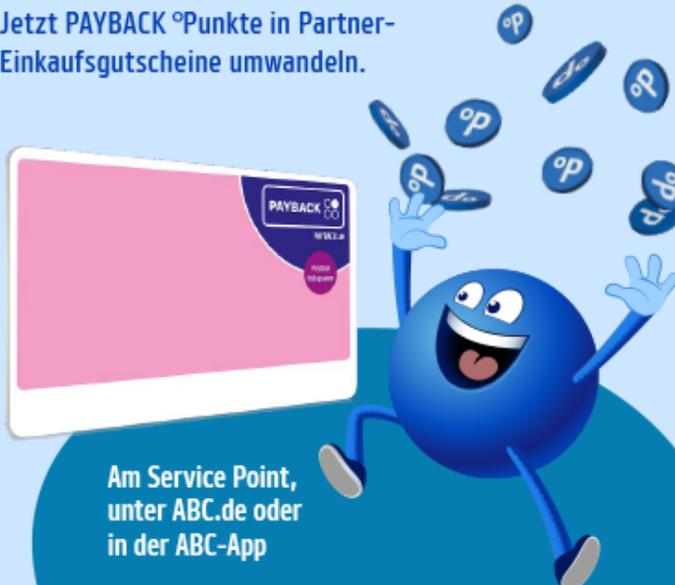
→ Logo   → Primary, accent colors   → Typography

Integration of Partner Logos on PAYBACK Assets:

- When the primary focus is on the PAYBACK theme, the integration of partner logos is generally only permitted in a reduced form.

- If necessary, the partner logo can be placed on the visual using a white tag. This tag is positioned full-bleed with rounded corners.

- This rule does not apply if the partner logo is already included as part of existing assets (e.g., the PAYBACK partner card) within the visual.
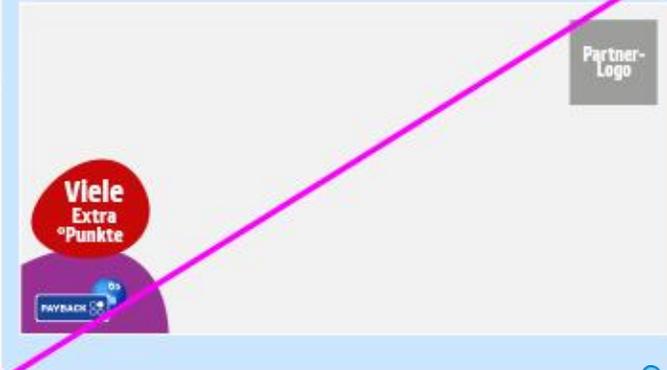
PAYBACK

**°Points eye-catcher always on a
Light Blue stage**

**At least 1 Pointee must be placed
on the PAYBACK stage**

**Co_Branding elements only in the defined
brand colors**

**In copys the PAYBACK logo does not
replace the word PAYBACK**

**Mandatory components logo and
stage missing**

Do not mix corporate designs.

PAYBACK

1. PAYBACK Principle

Each advertising material should be:

simple ✓
relevant ✓
trustworthy ✓
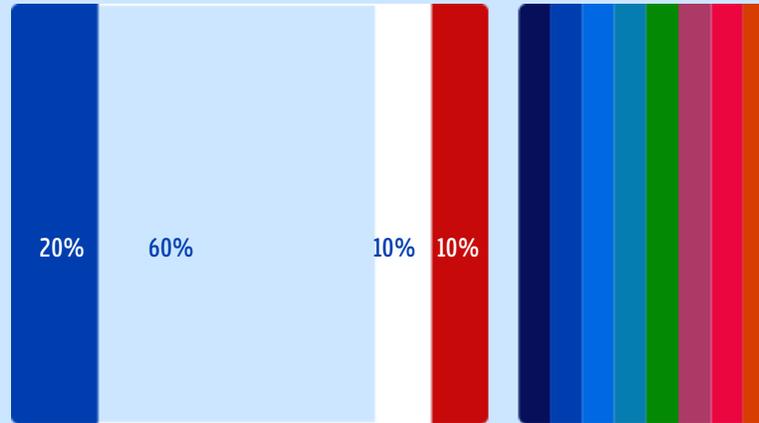**fun!** ✓

2. The PAYBACK logo
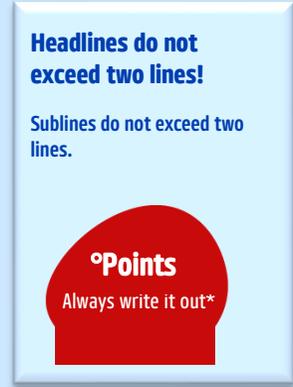
PAYBACK

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

20%   60%   10%   10%

Always check any new colors with respect to the BSFG contrast specifications:
https://www.siteimprove.com/de/toolkit/color-contrast-checker/

5. Typography

Headlines do not exceed two lines!

Sublines do not exceed two lines.

°Points
Always write it out*

* °P is only permitted on coupons and in cases of insufficient space on eyecatchers.

Headline
Line spacing 110%

Subline

Distance to the headline: ½ line spacing of the headline

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

Line spacing 125%, digital teaser 125%

PAYBACK should always be written in capital letters

6. Eye-catchers and stages

Highlight stage
It highlights content clearly & simply

Raffle with over 400,000 prizes

100 °Points

New!

°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

XS
Partner area

XL
Partner area

33fach °Punkte
Frische deinen PAYBACK °Punktestand auf!

Mit jedem Einkauf °punkten!
Jetzt anmelden und °Punkte sammeln

1.000 PAYBACK °Punkte
Wer sammelt, der spart: In unserem Shop warten tolle Prämien!

**Promotional materials must always be sent to Brand-Support_DE@PAYBACK.net for approval.
Thank you!**

Contact information:
PAYBACK GmbH
Brand Management
Theresienhöhe 12
80339 München
Brand-Support_INT@PAYBACK.net
PAYBACK.net
https://brandpoint.PAYBACK.net