



DuitNow
QR

Brand Guidelines

2021

www.duitnow.my

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DuitNow QR

DuitNow QR is Malaysia's National QR Standard established by PayNet under BNM's Interoperable Credit Transfer Framework. Through DuitNow QR's interoperability, any compliant QR Code can take payments from any participating Banks and e-Wallets.

This document presents the design specification and usage guidelines of the DuitNow QR logo. Follow the guidelines closely to avoid production issues.

Logo Introduction

THE LOGO

The DuitNow QR logo is an extension of the DuitNow logo that is fixed. The label “QR” is configured vertically below the DuitNow logo. The DuitNow QR logo is mandatory for all marketing collateral including print, digital, and video. There are, however, limited exceptions to the logo placement for financial institution’s website, wallets, apps, and other forms of e-commerce platform (see page 13).

To maintain legibility, it is important that the DuitNow QR logo is always placed at a prominent area of an artwork or display. The logo is to be applied consistently without being obscured or distorted. Never modify the logo in any way and do not separate or re-size its elements.



Logo Version

PRIMARY LOGO

The full-colour logo is to be used whenever possible. This version should always be applied on white colour, light or mid tone background or on an uncluttered image.

> FULL-COLOUR



> FULL-COLOUR REVERSED



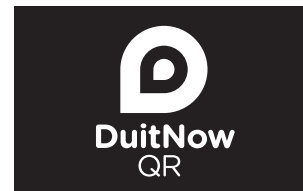
SECONDARY LOGO

The secondary logo is in monochromatic black or monochromatic white. This logo should only be used when there are not enough colours to properly produce the primary logo or when technical limitation prohibits the use of full-colour.

> MONOCHROMATIC BLACK



> MONOCHROMATIC WHITE



Logo Standard

MINIMUM LOGO SIZE

To maintain clarity and visual integrity of the logo, it has to follow the minimum logo size specifications in both digital and print applications. For digital use, the logo should not be smaller than 42px in height and for print, the logo should not be smaller than 17mm in height.

> DIGITAL USE



> PRINT USE



Special case exceptions can be considered, contact the team at duitnow@paynet.my.

Our Colour

The DuitNow QR logo adopts the colour palette of DuitNow which comprises of two primary colours. The following are the specific breakdowns of each colours:



4 COLOUR PROCESS:

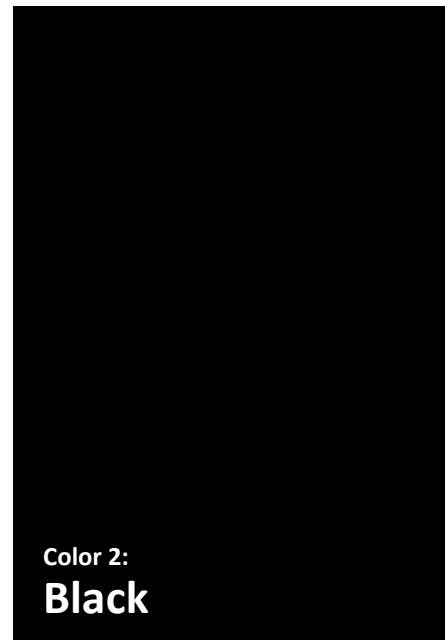
0% CYAN
94% MAGENTA
40% YELLOW
0% BLACK

RGB:

237% RED
46% GREEN
103% BLUE

HEX:

ED2E67



4 COLOUR PROCESS:

75% CYAN
68% MAGENTA
67% YELLOW
90% BLACK

RGB:

0% RED
0% GREEN
0% BLUE

HEX:

000000

Logo Misuse

The logo usage standards ensure that the DuitNow QR logo is instantly recognisable whenever it is used. Apply the following usage standard and avoid any logo misuses on all content owned and controlled by DuitNow, including co-branding and partnership content.

> UNACCEPTABLE USES



Never place the logo over a pattern of any kind



Never distort the logo



Never crop the logo



Never rotate the logo



Never flip the logo



Never change the proportions of the Duit to the Now or vice versa



Never place the logo horizontally



Never alter the colors



Never add effects to the logo



Never add graphics to the logo

Background Colours

To achieve good definition, the DuitNow QR logo should contrast with any background colour. When placing the logo on imagery, please ensure it is placed within an uncluttered area to allow maximum legibility and visibility.

EXAMPLES



White background



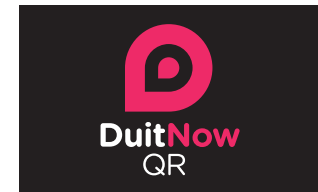
Light tone background



Mid tone background



Dark tone background



Black background



Black and white background



Light color image



Uncluttered image



Cluttered image



Dark color image

Thank You

CONTACT

DuitNow Team
Payments Network Malaysia Sdn Bhd (PayNet)
Tower 2A Avenue 5, Bangsar South,
No. 8 Jalan Kerinchi, 59200 Kuala Lumpur

E : duitnow@paynet.my
W : duitnow.my