



ingenico

Our visual identity

October 2022



Logotype

The logotype features the word 'ingenico' in a dark grey, lowercase, sans-serif font. Above the 'i' and 'n' are two dots, and a thick horizontal bar connects them, creating a stylized 'in'.

- Its straight shape and the grey color reflects our historical leadership and technological know-how.
- The bar between the two dots illustrates our capability to go onward to build the future of payments.

GREY

Pantone: 7540C

HEX: **#4A4F55**

C: **13%** R: 74

M: 7% G: 79

Y: 0% B: 85

K: 67%

Endorsement rules

To calculate the endorsement size, take 1/4th of the height of the tallest letter in the logo.

Please note that the endorsement should be always aligned to the right of the logo.



3 color versions available

Choose the best option to guarantee the best visibility for our logo, according to the chosen background.

In some specific cases, it is authorized to use the black or white version.

Please contact the Marketing Communication Group to get approval.



Background examples

It is authorized to insert our logo in a monochrome background or any background with an environment visual.



Do's & Don'ts

DO'S

Keep the same sizing ratio,
according to the original picture

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Refer to the authorized colours.



Keep the horizontal position

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DON'TS

Don't distort our logo.

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Don't alter its colour.
Don't apply any transparency effect.

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Don't apply any rotation effect.

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Do's & Don'ts

DO'S

Insert our logo in a monochrome background or any background with an environment visual.

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Refer to the endorsement rules



DON'TS

Don't use a background with gradient or texture

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Don't add text next to the logo

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text

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Primary colors



TURQUOISE BLUE

Pantone: 306C
HEX: **#19b6dd**

C: 80% R: 25
M: 0% G: 182
Y: 10% B: 221
K: 0%

50%

25%



DARK BLUE

Pantone: 2758C
HEX: **#0c1e58**

C: 100% R: 12
M: 94% G: 30
Y: 32% B: 88
K: 31%

50%

25%



GREY

Pantone: 445C
HEX: **#4A4F55**

C: 67% R: 74
M: 54% G: 79
Y: 47% B: 85
K: 43%

50%

25%



WHITE

Pantone: -
HEX: **#ffffff**

C: 7% R: 255
M: 7% G: 255
Y: 0% B: 255
K: 67%



Secondary colors



TURQUOISE BLUE

Pantone: 376C
HEX: **#76b82a**


C: 67% R: 118
M: 0% G: 184
Y: 100% B: 42
K: 0%

BLACK

Pantone: 419C
HEX: **#231f20**

C: 0% R: 35
M: 0% G: 31
Y: 0% B: 32
K: 100%









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For more information related to the use of Ingenico's identity in the media, please contact Katuscia.benloukil@ingenico.com