

Brand Guidelines

Version 01 - 2023

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The purpose of this brand guideline is to offer clear guidance regarding the appropriate use of the Jaywan brand. It is a comprehensive document that thoroughly explains how the brand should be implemented in various aspects of the brand experience. It is essential to refer to this guideline consistently when creating communications.

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01 Introduction

This section of the brand guidelines explicitly outlines the brand's purpose and positioning. The statements are designed to align with the organization's objectives and contribute to its overall success.

1.1

Our Mission

To empower
payments
within the UAE

1.2

Our Brand

Jaywan stands as a dynamic payment service, poised to propel personal, commercial, and economic growth within the United Arab Emirates.

1.3

Our Purpose

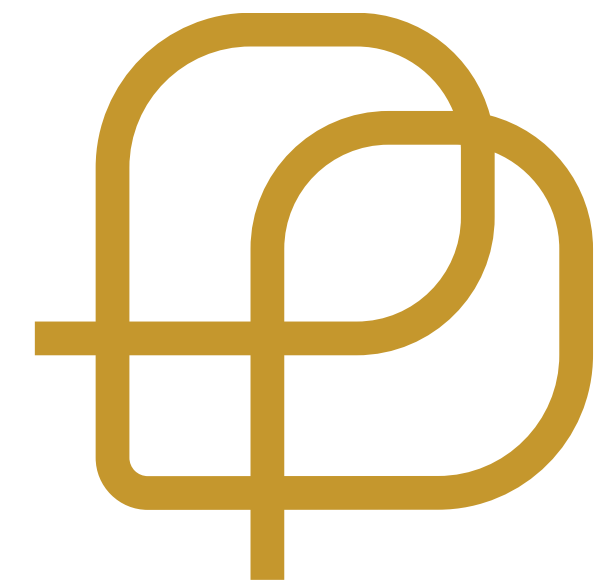
To be provided in the next stage.

1.4

Brand Architecture

The Jaywan brand sits under the parent brand of Al Etihad Payments (AEP) with equal prominence as the payment platform Aani.

Parent Brand



الاتحاد للمدفوعات
Al Etihad Payments

Payment Platform



آني
Aani

Domestic Card

جيوون
Jaywan

1.5

Our Name

جَيَّوْن
Jaywan

جَيَّوْن، هي كلمة عربية إماراتية تعني اللؤلؤة الثمينة، وللؤلؤ ما له من ارتباط وثيق بالثقافة والتراث الإماراتيين. تتميز بندرتها وارتفاع قيمتها، وبلونها الأبيض الأخاذ المشرب بحمرة خفيفة، بالإضافة إلى صفائها ونقاؤها واستدارتها المكتملة. استخدمت الجَيَّوْن قديماً في دولة الإمارات في عمليات التبادل التجاري.

"Jaywan" is an Emirati Arabic word that means precious pearl. Pearls have a close association with the culture and heritage of the United Arab Emirates. They hold a special place in the hearts of Emiratis, characterized by their rarity, high value, and a distinctive white colour with a subtle hint of red. Additionally, their clarity, purity, and perfect roundness make them unique. Pearls play a significant role in trade operations in the United Arab Emirates.

02 Brand Mark

Within this section, we delve into the significance behind our brand mark's creation and the established principles set forth to ensure consistency and legibility across all of our communications.

We explore the chosen colour palette and typography and how they play a pivotal role in expressing our brand identity. By utilizing these brand elements, we strive to create visual harmony across all of our brand communications.

جیوون
Jaywan

2.1

Brand Mark

Jaywan's brand mark consists of a symbol and a bilingual wordmark.

The relative sizes and positions of the elements within the brand mark are fixed. The brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way.

The format shown here is the primary version, and should be the variation used on all of our collaterals unless otherwise specified in the pages below.

The brand mark features the Arabic word 'جايوان' (Jaywan) in a dark teal, bold, sans-serif font. The letter 'و' (waw) is highlighted in a golden-yellow color. Below the Arabic text, the English word 'Jaywan' is written in the same dark teal, bold, sans-serif font. The dots under the Arabic letters are also in dark teal.

جايوان
Jaywan

2.1

Brand Mark

Jaywan's brand mark consists of a symbol and a bilingual wordmark.

The relative sizes and positions of the elements within the brand mark are fixed. The brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way.

The format shown here is the primary version, and should be the variation used on all of our collaterals unless otherwise specified in the pages below.

The brand mark consists of two lines of text. The top line is the Arabic word 'جايوان' (Jaywan) in a bold, black, sans-serif font. The bottom line is the English word 'Jaywan' in a bold, black, sans-serif font. The Arabic word is positioned above the English word, and the two are centered relative to each other. The English word is slightly larger than the Arabic word.

2.1

Brand Mark

Jaywan's brand mark consists of a symbol and a bilingual wordmark.

The relative sizes and positions of the elements within the brand mark are fixed. The brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way.

The format shown here is the primary version, and should be the variation used on all of our collaterals unless otherwise specified in the pages below.

This 'reversed' colourway is to be used on dark colours or images where our main colourway is not legible.

The image displays the Jaywan brand mark in a reversed colorway. The top part features the Arabic word 'جايوان' (Jaywan) in white, with the central 'و' (waw) character rendered in a bold, stylized gold color. Below the Arabic text, the English word 'Jaywan' is written in a clean, white, sans-serif font. The entire brand mark is set against a dark teal background.

2.2

Brand Symbol

Our brand growth symbol, serves as an upwards arrow, symbolizing the future of banking within the UAE and the personal, commercial, and economic growth it promises.

The journey that the line follows depicts a transaction's path, mirroring the arrow's upward direction. Furthermore, the line maintaining the arrow's appearance aligns with the overall brand identity shared with the parent brand and the suite of brands under Al Etihad Payments. This continuous line evokes reliability and underscores our commitment to providing consistent and trusted services.



2.3

Clear Space & Minimum Sizes

To ensure prominence and legibility, the brand mark should always be surrounded by an area of clear space. Nothing should ever encroach into this area.

However in instances where substantial space is not possible we have established a clear space zone. The clear space is an invisible barrier around our brand mark and no other elements should enter the clear space zone at any time.

Defining the Clear Space

The construction of the clear space of the brand mark is based on the symbol within our brand mark.

Defining the Minimum Size

In print communications, the minimum width size of the brand mark should be no less than 0.8cm. As for digital communications, the minimum width size should be no less than 50 pixels.



جيوون
Jaywan

0.8cm / 50 pixels

جيوون
Jaywan

1.6cm / 50 pixels

2.4

Logo Misuse

Consistency is a key element for creating a strong and recognisable brand. Therefore, it is of utmost importance that the brand mark artwork remains inviolate and unaltered. Any deviation from the variations outlined on the preceding pages should be strictly avoided at all times.

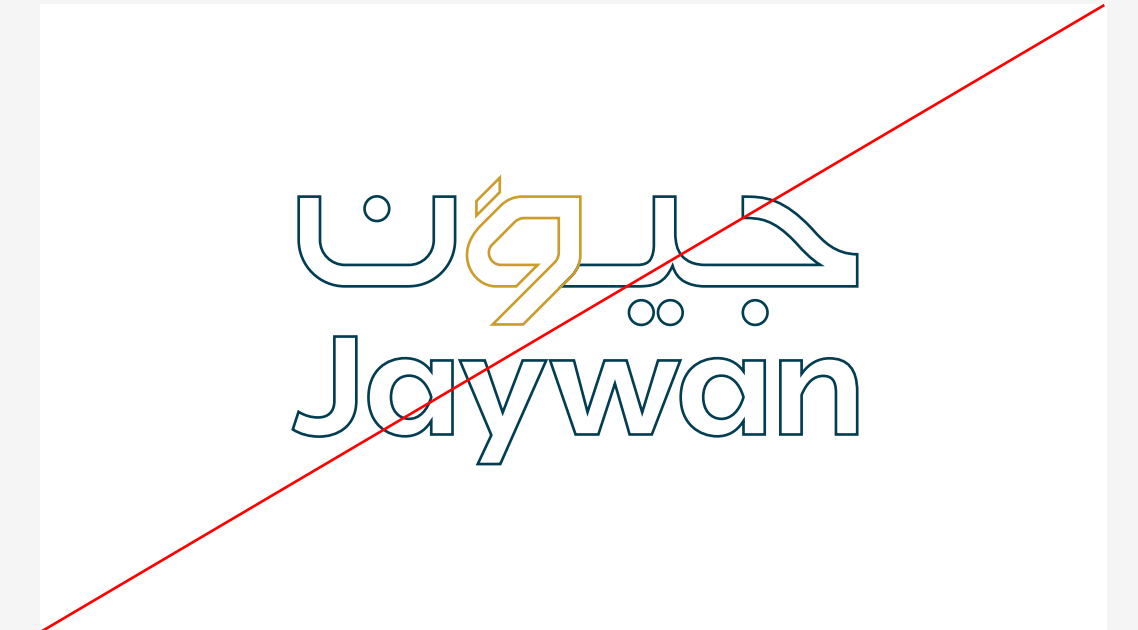
Here, we've provided some specific examples of alterations that must never be applied to any of the brand elements. These serve as a clear reference point, emphasizing the need to maintain the integrity of the brand mark to ensure its enduring impact and recognition in the market.



Do not distort or warp the brand mark or icon in any way.



Do not use blurred or low definition logo.



Do not outline the brand mark or icon.



Do not apply a gradient to the brand mark or icon.



Do not flip individual elements.



Do not change the positioning of the brand elements.



Do not change the colour of the brand mark.



Do not compromise the legibility of the brand mark.



Do not change the scale of individual elements.

2.5

Logo Placement

Our logo is flexible and can sit in any corner of the collateral where it features, as long as it adheres to our exclusion zone and minimum size rules.



جيوون
Jaywan



جيوون
Jaywan



جيوون
Jaywan



جيوون
Jaywan

2.6

Logo Colour Variants

The Jaywan Brand Mark should always be used in our main brand colours of Deep Teal and Soft Gold.

Where this is not possible, we use our alternative colour versions shown on the bottom of this page.



جيوان
Jaywan



جيوان
Jaywan



جيوان
Jaywan



جيوان
Jaywan



جيوان
Jaywan

2.7

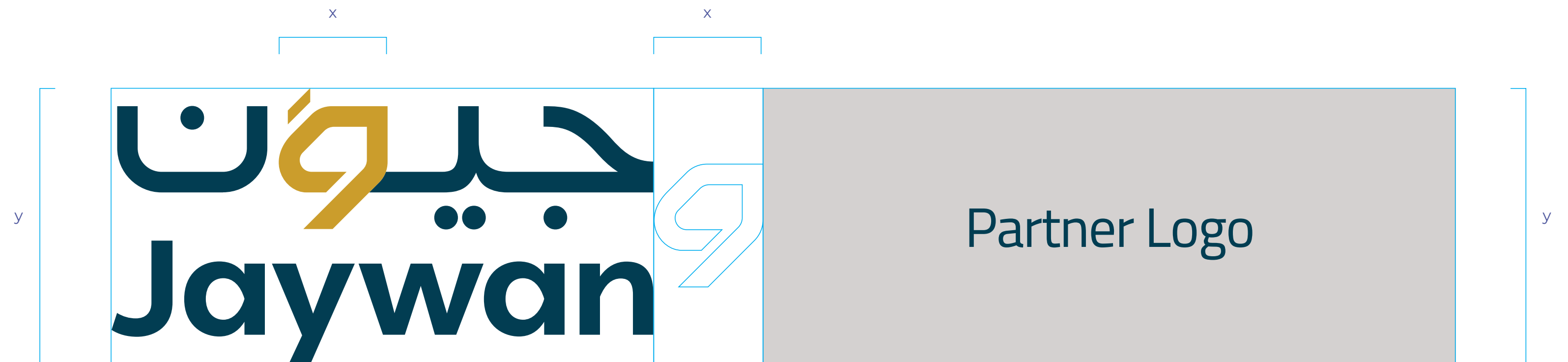
Co-branding

When the need arises for the brand mark to be used as part of a co-branded lock-up, please refer to the minimum space guidelines shown here. This placement must not be altered.

When using the horizontal lock-up, the unit of space between the two brand marks should be equal or greater than the size of the symbol found within the brand mark. The height of the partner logo should be the height (y) of the Jaywan Brand Mark.

When locking up Jaywan's brand mark with a partner logo, please use the master logo files provided.

Horizontal Lock-up



02 Brand Categories

Please note that the following pages are to be used for visual reference only as the categories have not yet been created or launched.



2.8

Product Categories

The Jaywan consolidated logo unit comprises of 2 key elements. The Jaywan trademark logo and a representation of the Jaywan product variants i.e "Credit | Debit | Prepaid". Placement and measurements are shown here.



2.9

Card Categories

When the Jaywan card launches its variants, the variant name should compliment the Jaywan logo and not overpower it.

The size and position of the card variant name should be positioned as the example shows.

جَيوَان
Jaywan
PLATINUM



2.9

Card Categories

The examples on the right illustrate the complete range of variants and how they should all be created consistently to ensure maximum brand recognition.

These names are currently for illustrative purposes only and should Jaywan launch a variant, all parties will be notified.

جيوون
Jaywan
SILVER

جيوون
Jaywan
GOLD

جيوون
Jaywan
PLATINUM

جيوون
Jaywan
TITANIUM

03 Brand Colours

3.1

Primary Palette

Jaywan’s primary colours form a consistent colour scheme, ensuring a cohesive and visually engaging brand identity.

The striking combination of deep teal and soft gold serves as the foundation for our brand’s colour palette. The Jaywan brand fosters a sense of trust and loyalty among our users, reinforcing our credibility as a premium domestic payment network.

Included on this page are the different required colour breakdowns for each of Jaywan’s primary colours.

Please choose the correct breakdown for the correct medium:

- RGB: digital/screen/video.
- CMYK: offset printing where Pantone colour printing is not available.
- Pantone Colours: these are the preferred inks to be used in offset printing.

Transformative Teal	Desert Gold
Transformative Teal Pantone: 3035C/3035U CMYK: 97/68/47/38 RGB: 0/61/82 HEX: #003d52	Desert Gold Pantone: 117C/110U CMYK: 21/37/100/1 RGB: 204/158/43 HEX: #cc9e2b
80%	80%
60%	60%
40%	40%
20%	20%

It is important to follow all the appropriate colour values in order to keep all brand communications visually coherent and consistent.

3.1

Brand Colours

Hero Colour

Transformative Teal is Aani's hero colour and should be the main focus when creating communications. It is a clear and bold representation of the brand and helps to further communicate our goals and objectives.

The other colours (both primary, secondary, and gradients) are to be used to support the brand colour but should never compete with the Transformative Teal or draw focus away from it.

Pantone: 3035C

CMYK: 90/100/0/2

RGB: 105/48/242

HEX: #6930f2

Transformative Teal
represents Jaywan as
a solid colour and a
representation of security,
stability, and reliability.

3.2

Primary Colour Combinations

Primary Combinations

The examples on the right explain how to use colour for type on different coloured backgrounds.

On a white background a teal or gold headline colour can be used. The body copy should be set in teal or 80% black to retain legibility.

On dark backgrounds such as the teal as shown in the middle example, the headlines can be in gold or white. The body copy should be set in white to retain legibility.

In particular cases where we are using gold as a background, the headlines can be in teal or white. The body copy should be set in white to retain legibility.

Headline Option 1

**AaBbCc
Headline**

Headline Option 2

**AaBbCc
Headline**

Quia nulla volupta temque dolum ut optat vent autament que volores totate plature ptaessu stiorroid quatur as solorem. Nequos reium iunte voloreriatet voluptium quos eture, que core conem fugitasperro estibus re se nus.

Headline Option 1

**AaBbCc
Headline**

Headline Option 2

**AaBbCc
Headline**

Quia nulla volupta temque dolum ut optat vent autament que volores totate plature ptaessu stiorroid quatur as solorem. Nequos reium iunte voloreriatet voluptium quos eture, que core conem fugitasperro estibus re se nus.

Headline Option 1

**AaBbCc
Headline**

Headline Option 2

**AaBbCc
Headline**

Quia nulla volupta temque dolum ut optat vent autament que volores totate plature ptaessu stiorroid quatur as solorem. Nequos reium iunte voloreriatet voluptium quos eture, que core conem fugitasperro estibus re se nus.

04

Brand Typography

4.1

Primary Brand Typeface (English)

Jaywan's brand typeface, Cairo, is meticulously chosen to embody the brand's essence of modernity, clarity, and professionalism. This typeface strikes a harmonious balance between tradition and innovation, mirroring the UAE's rich cultural heritage while adapting seamlessly to the digital age. Its clean lines and readability make it an ideal choice for both print and digital applications, ensuring that our brand message is effectively communicated.

If you would like to download the "Cairo" font to maintain consistency with the Jaywan brand, you can find it on

<https://fonts.google.com/specimen/Cairo?query=cairo>

Cairo

Our brand font that we use for
English and Arabic communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()<>.,[]?

4.2

System Typeface (English)

Jaywan's system typeface, "Arial," offers a versatile and highly legible font choice suitable for various applications, including programs like Microsoft Word, PowerPoint, and more.

Its clarity and simplicity make it an excellent option for creating professional documents, presentations, and digital materials. Arial's readability ensures that our brand message is consistently well-communicated across all platforms, be it in reports, slideshows, or other textual content. Its compatibility with a wide range of software and platforms ensures that Jaywan's visual identity remains consistent and recognizable, making it a practical choice for all our communication needs in the digital landscape.

Arial

Our system font that we use for
English and Arabic communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()<>,.[]?

4.3

Type Usage (English)

Font Weight Hierarchy

Headlines: Cairo Bold
 Sub-Headline: Cairo Semi Bold/Bold
 Body Copy: Cairo Regular/Light
 Details/Disclaimers: Cairo Light

Kerning

In order to ensure legibility, please ensure the typeface is kerned to a minimum of 0%, not exceeding 20% as the maximum.

Alignment

As a standard, all communications should ensure text is arranged ragged left for English and ragged right for Arabic. A central alignment should be reserved only for headlines and never used for any further supporting or body copy.

Case Use

Headlines should always use upper case.
 Sub-Headlines and Body copy can use upper and lower case appropriately to increase legibility.

Headline
 H1 = 100%
 H1 = 80 to 110 pts

Domestic Payment Scheme

Sub Headline
 S1 = 25-45 pts
 50% of H1

Poised to propel economic growth in the UAE

Body Copy
 B1 = 9-18 pts
 40% of S1

Jaywan exists with a clear purpose - to be the driving force behind personal, commercial, and economic advancement within the United Arab Emirates. We aim to simplify financial transactions, making them effortless and accessible to everyone, thus promoting financial inclusivity and steering the UAE towards a more cashless future.

4.4

Primary Brand Typeface (Arabic)

Jaywan's brand typeface, Cairo, is meticulously chosen to embody the brand's essence of modernity, clarity, and professionalism. This typeface strikes a harmonious balance between tradition and innovation, mirroring the UAE's rich cultural heritage while adapting seamlessly to the digital age. Its clean lines and readability make it an ideal choice for both print and digital applications, ensuring that our brand message is effectively communicated.

If you would like to download the "Cairo" font to maintain consistency with the Jaywan brand, you can find it on

<https://fonts.google.com/specimen/Cairo?query=cairo>

كايرو

خط علامتنا التجارية الذي نستخدمه
للاتصالات باللغتين الإنجليزية والعربية.

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
٠١٢٣٤٥٦٧٨٩
!@#\$%^&*(){}:"\/?<>.,

4.5

System Typeface (Arabic)

Jaywan's system typeface, "Arial," offers a versatile and highly legible font choice suitable for various applications, including programs like Microsoft Word, PowerPoint, and more.

Its clarity and simplicity make it an excellent option for creating professional documents, presentations, and digital materials. Arial's readability ensures that our brand message is consistently well-communicated across all platforms, be it in reports, slideshows, or other textual content. Its compatibility with a wide range of software and platforms ensures that Jaywan's visual identity remains consistent and recognizable, making it a practical choice for all our communication needs in the digital landscape.

الريان

خط علامتنا التجارية الذي نستخدمه للاتصالات
باللغتين الإنجليزية والعربية.

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

! @ # \$ % ^ & * () { } : " \ / ? < > ، .

4.6

Type Usage (Arabic)

Font Weight Hierarchy

Headlines: Cairo Bold

Sub-Headline: Cairo Semi Bold/Bold

Body Copy: Cairo Regular/Light

Details/Disclaimers: Cairo Light

Kerning

In order to ensure legibility, please ensure the typeface is kerned to a minimum of 0%, not exceeding 20% as the maximum.

Alignment

As a standard, all communications should ensure text is arranged ragged left for English and ragged right for Arabic. A central alignment should be reserved only for headlines and never used for any further supporting or body copy.

Case Use

Headlines should always use upper case.

Sub-Headlines and Body copy can use upper and lower case appropriately to increase legibility.

نظام الدفع المحلي

Headline
H1 = 100%
H1 = 80 to 110 pts

يستعد لدفع النمو الاقتصادي في دولة الإمارات العربية المتحدة

Sub Headline
S1 = 25-45 pts
50% of H1

جيّون موجود لغرض واضح - أن يكون القوة الدافعة وراء التقدم الشخصي والتجاري والاقتصادي داخل دولة الإمارات العربية المتحدة. نحن نهدف إلى تبسيط المعاملات المالية، وجعلها سهلة ومتاحة للجميع، وبالتالي تعزيز الشمولية المالية وتوجيه دولة الإمارات العربية المتحدة نحو مستقبل أكثر غير نقدي.

Body Copy
B1 = 9-18 pts
40% of S1

05 Visual System

Our visual language and expression helps to further communicate Jaywan' promise of powering payments to help the UAE thrive.

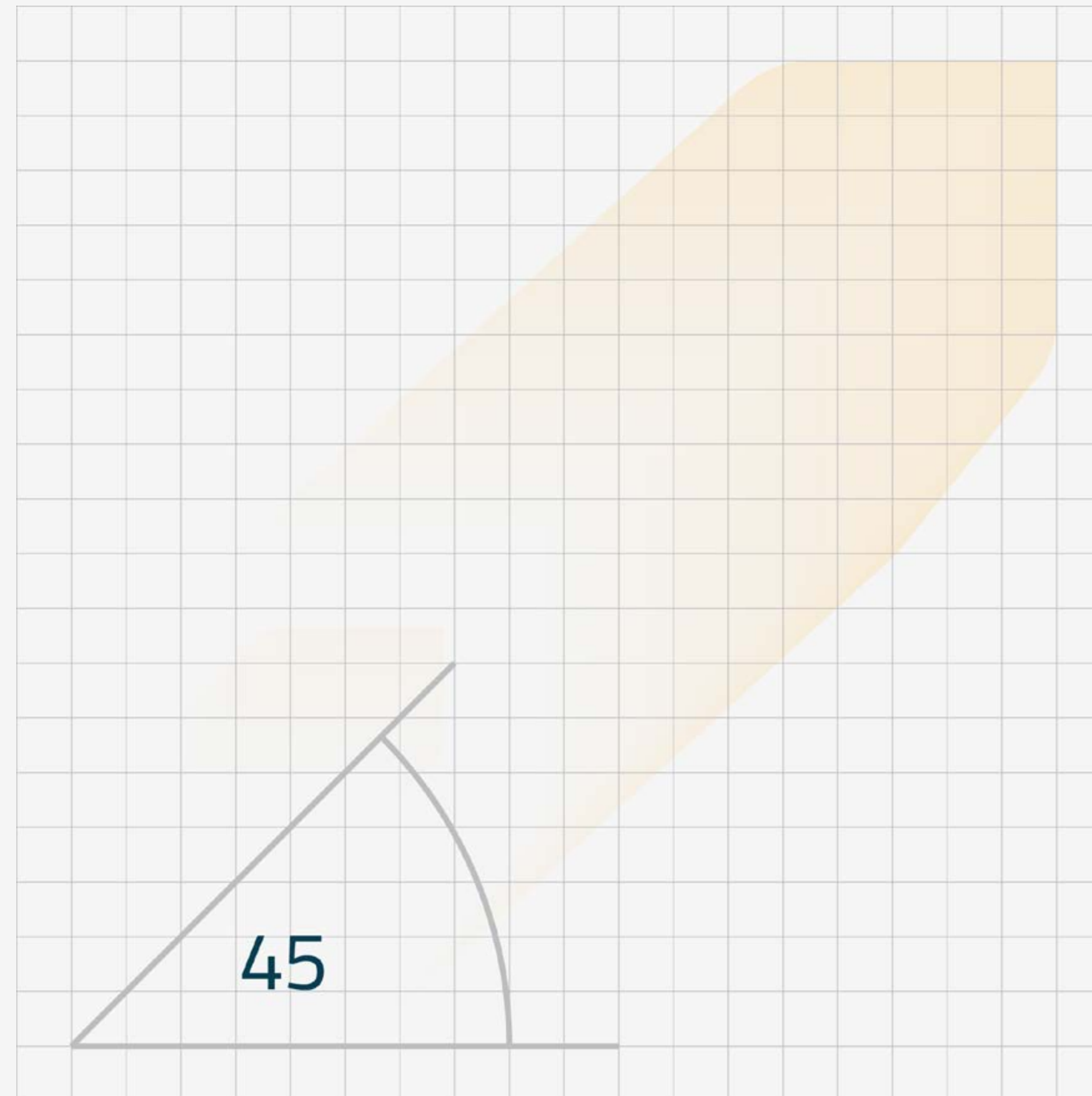
5.1

Primary Device

The Device

The device is created by expanding a brand symbol, where the upward movement signifies economic advancement.

The device depicts a dynamic domestic payment service, poised to propel personal, commercial, and economic growth within the United Arab Emirates.



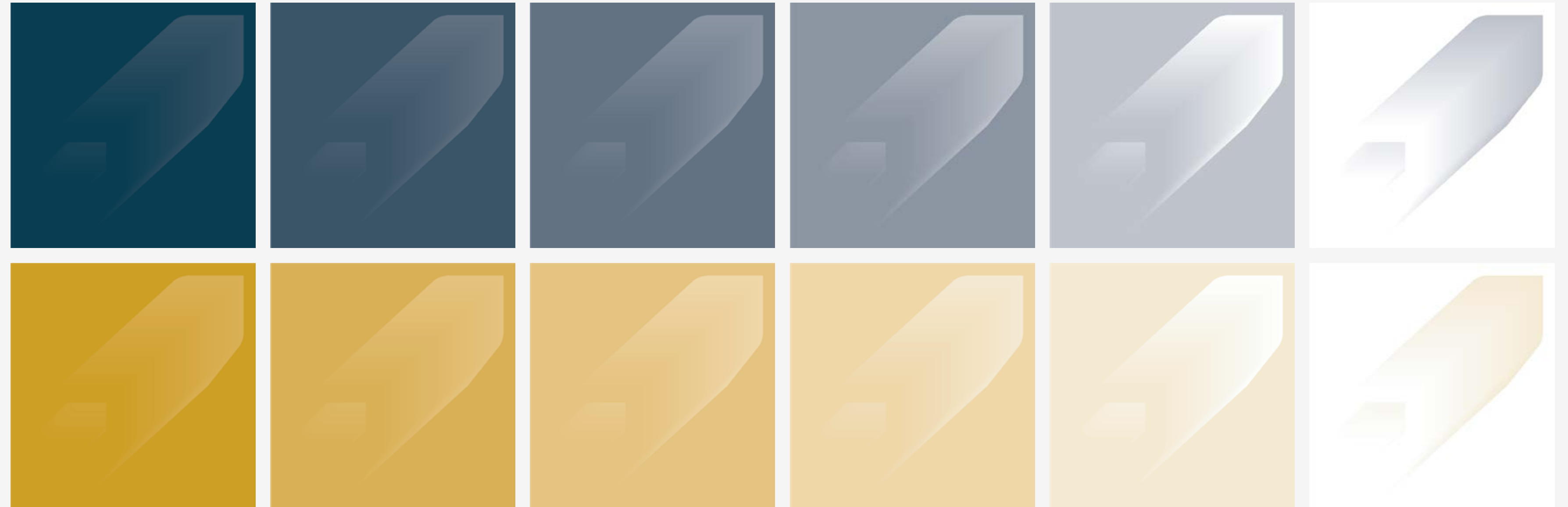
5.2

Primary Device Colours

The Device

The device is created by expanding a brand symbol, where the upward movement signifies economic advancement.

The device depicts a dynamic domestic payment service, poised to propel personal, commercial, and economic growth within the United Arab Emirates.



5.3

Primary Device Usage

The Device Usage

To the right are some examples of how the Device can be used within layouts to help boost brand impact and visual expression for our brand.

While the device is flexible and allows for a variety of uses, if you are unsure about the usage please reach out to a member of the brand team for further clarification.



Jaywan stands as
a dynamic domestic
payment service,
within the UAE.

جيوون
Jaywan

5.4

Secondary Device

The Device

The device is crafted by cropping and zooming in on the brand symbol.



5.5

Secondary Device Usage

The Device Usage

To the right are some examples of how the Device can be used within layouts to help boost brand impact and visual expression for our brand.

While the device is flexible and allows for a variety of uses, if you are unsure about the usage please reach out to a member of the brand team for further clarification.

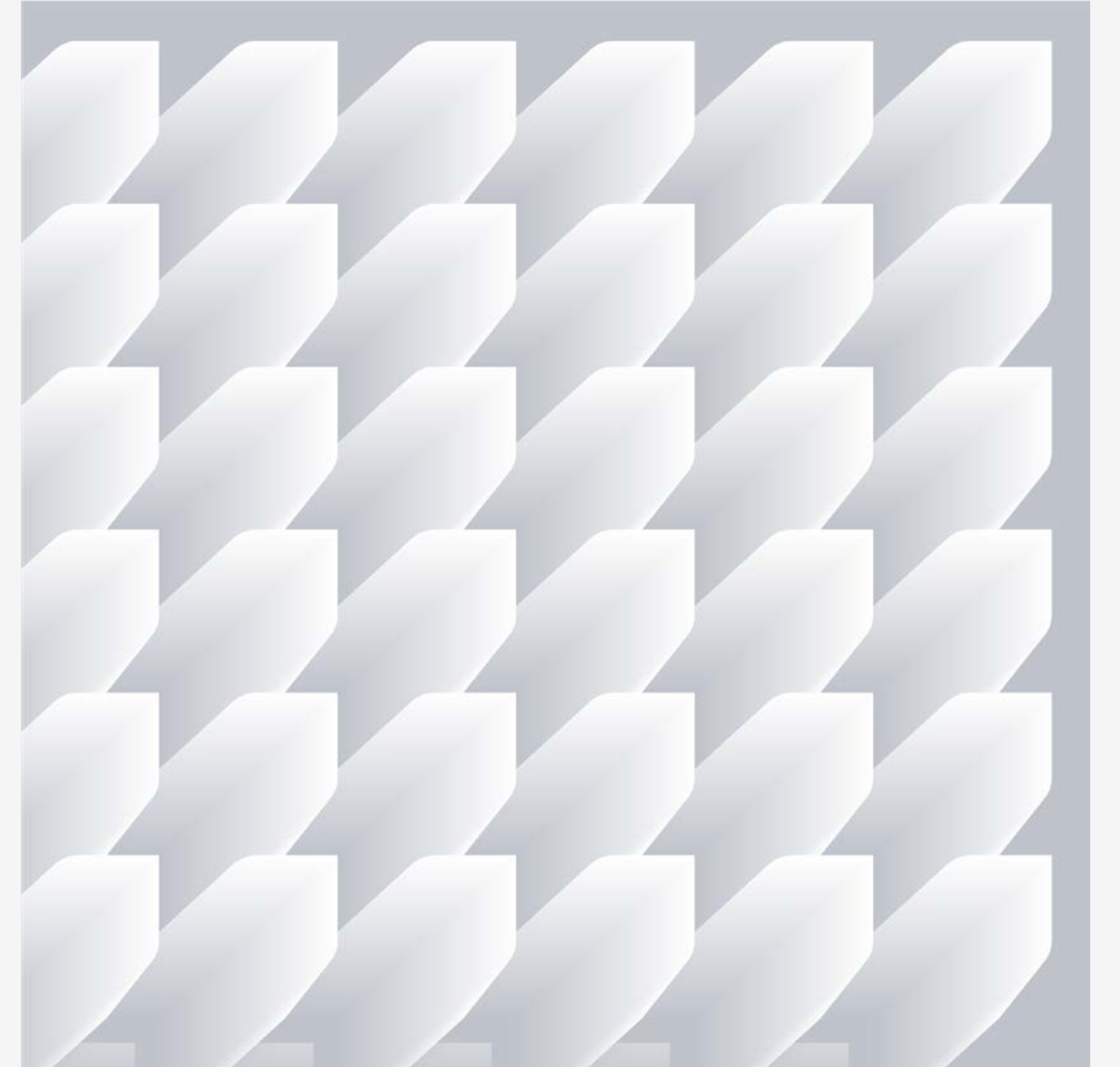
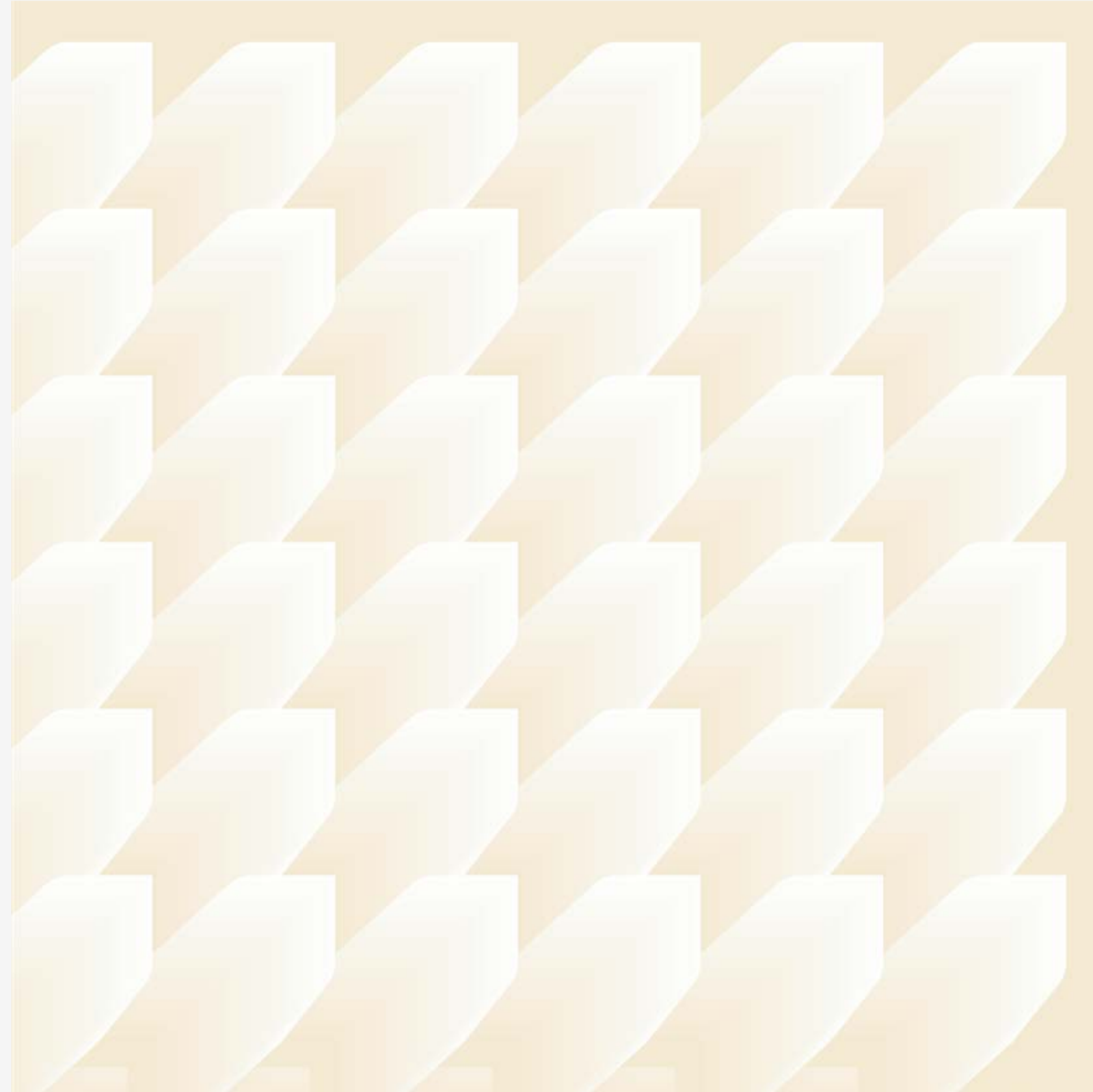


5.6

Pattern

Dynamic pattern

We can also use a step-and-repeat pattern for the Device to create a dynamic pattern that can be used to add further visual depth to our communications and collaterals.



06 Card Design

Within this section, we show how the Jaywan Brand Mark should appear on physical and virtual cards.

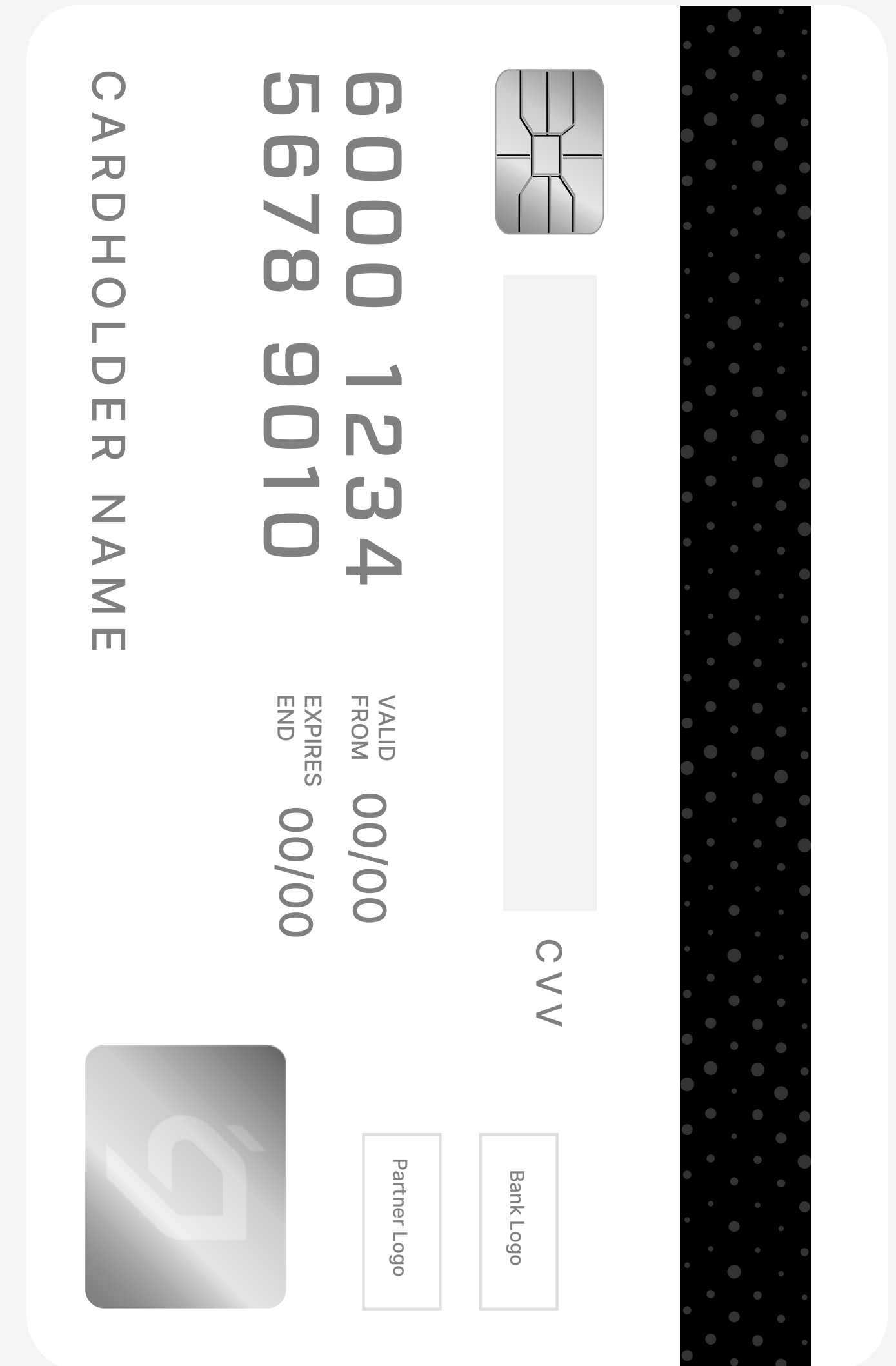
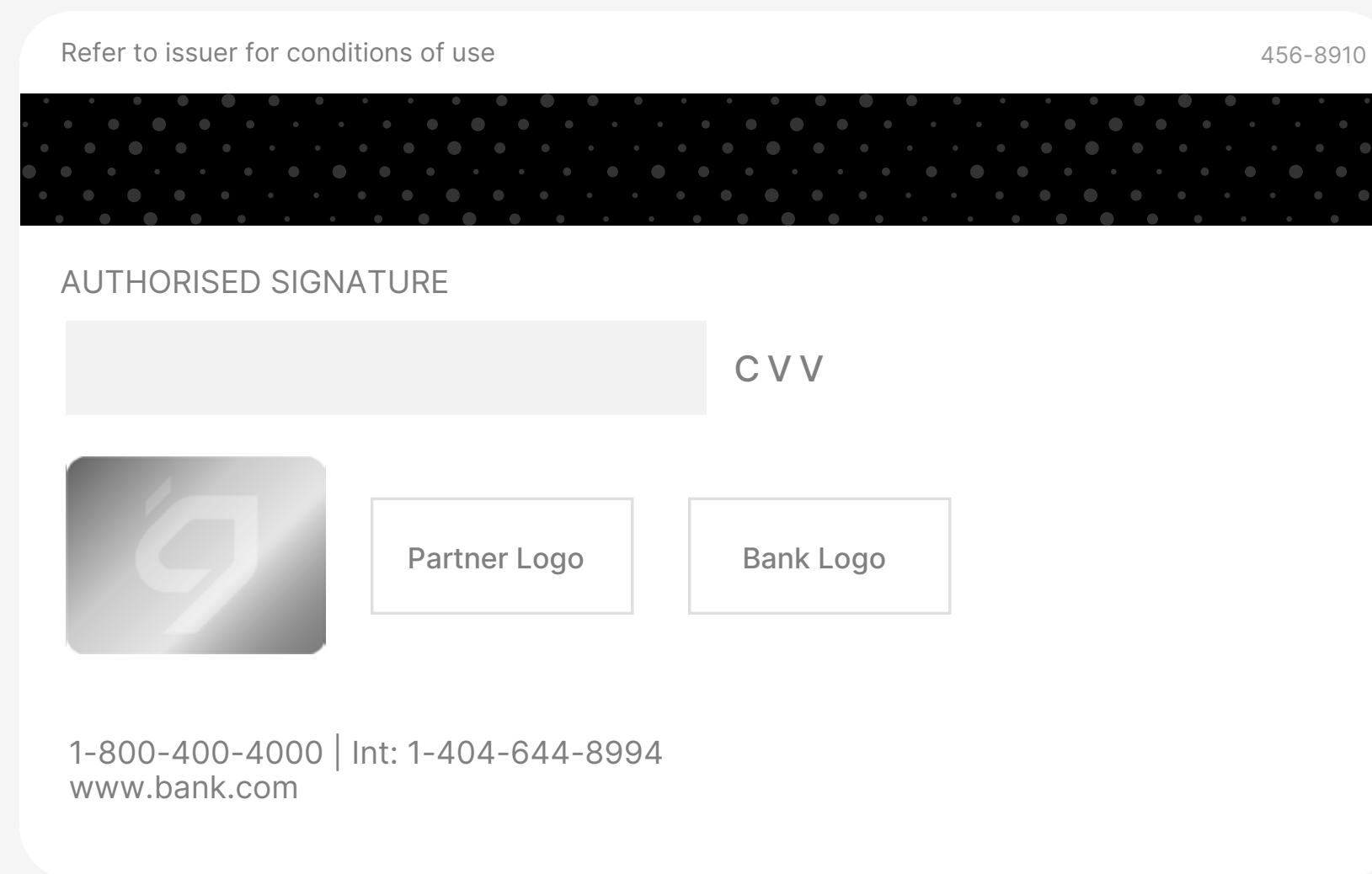


6.1

Hologram Design & Placement

For our hologram design we use the brand symbol from the Jaywan Brand Mark.

This hologram is positioned on the back of both horizontal and vertical cards and should sit in a discreet place that doesn't overpower the other elements.



06 Mono-badging

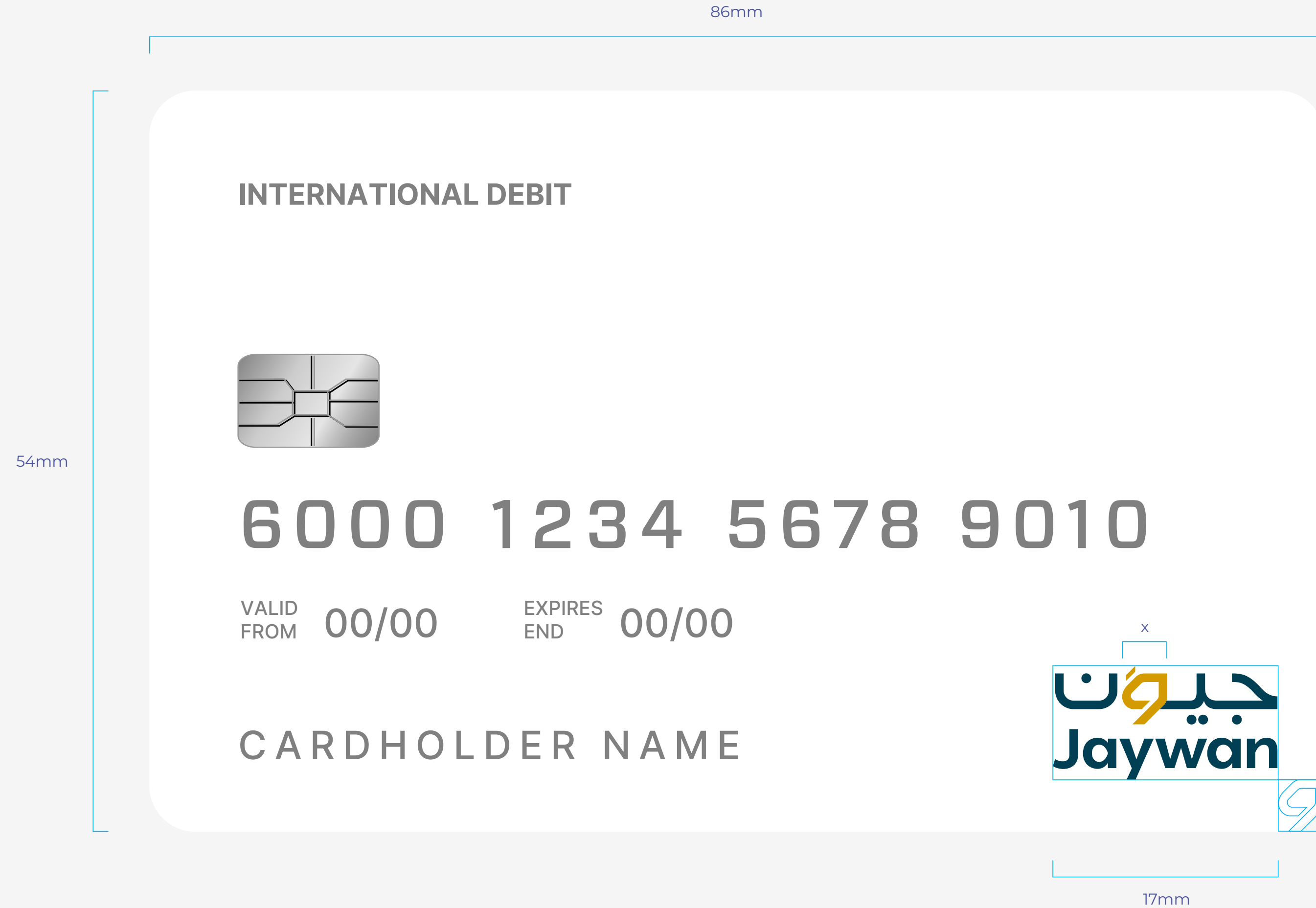




6.2

Mono-badge Card Specifications

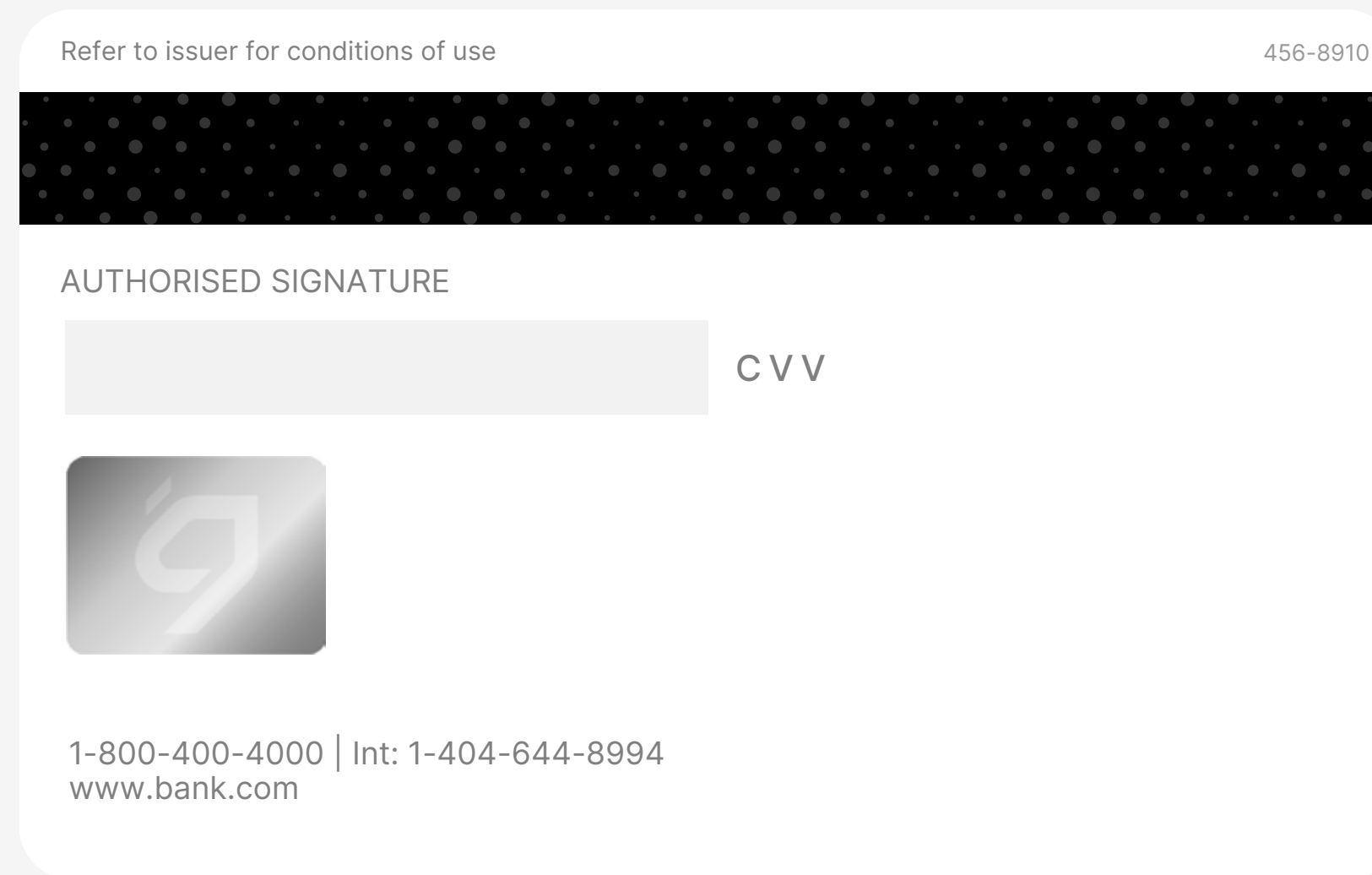
The cardholder's name and details can be positioned on the front of the card. As for the Jaywan Brand Mark, this should always be positioned in the bottom right corner of the card and follow our exclusion zone guidance to enhance brand consistency.



6.2

Mono-badge Card Specifications

The Jaywan Brand Mark should stay in the same position across all card types as shown here.



6.3

Mono-badge Vertical Card

The Jaywan Brand Mark should stay in the same position across all card types as shown here.

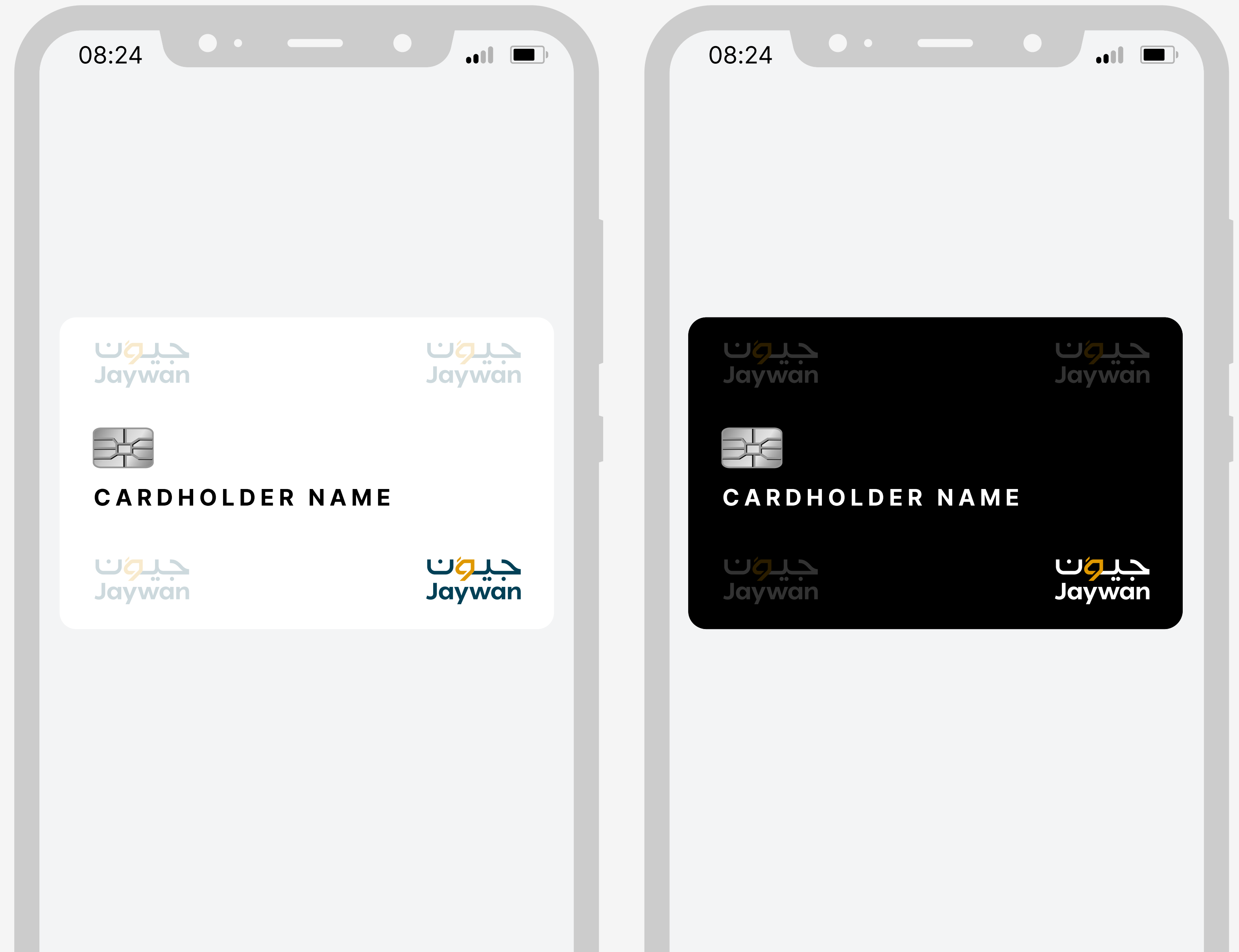


6.4

Mono-badge Virtual Card

In case of virtual devices where Jaywan card can be provisioned/ tokenised, Jaywan branding must be present as mentioned below.

Unlike the physical card, the Jaywan Brand Mark is versatile in its placement on the virtual card. Without the need for card number, expiry date etc, this allows the logo to be positioned in any corner of the card.



06 Co-badging





6.5

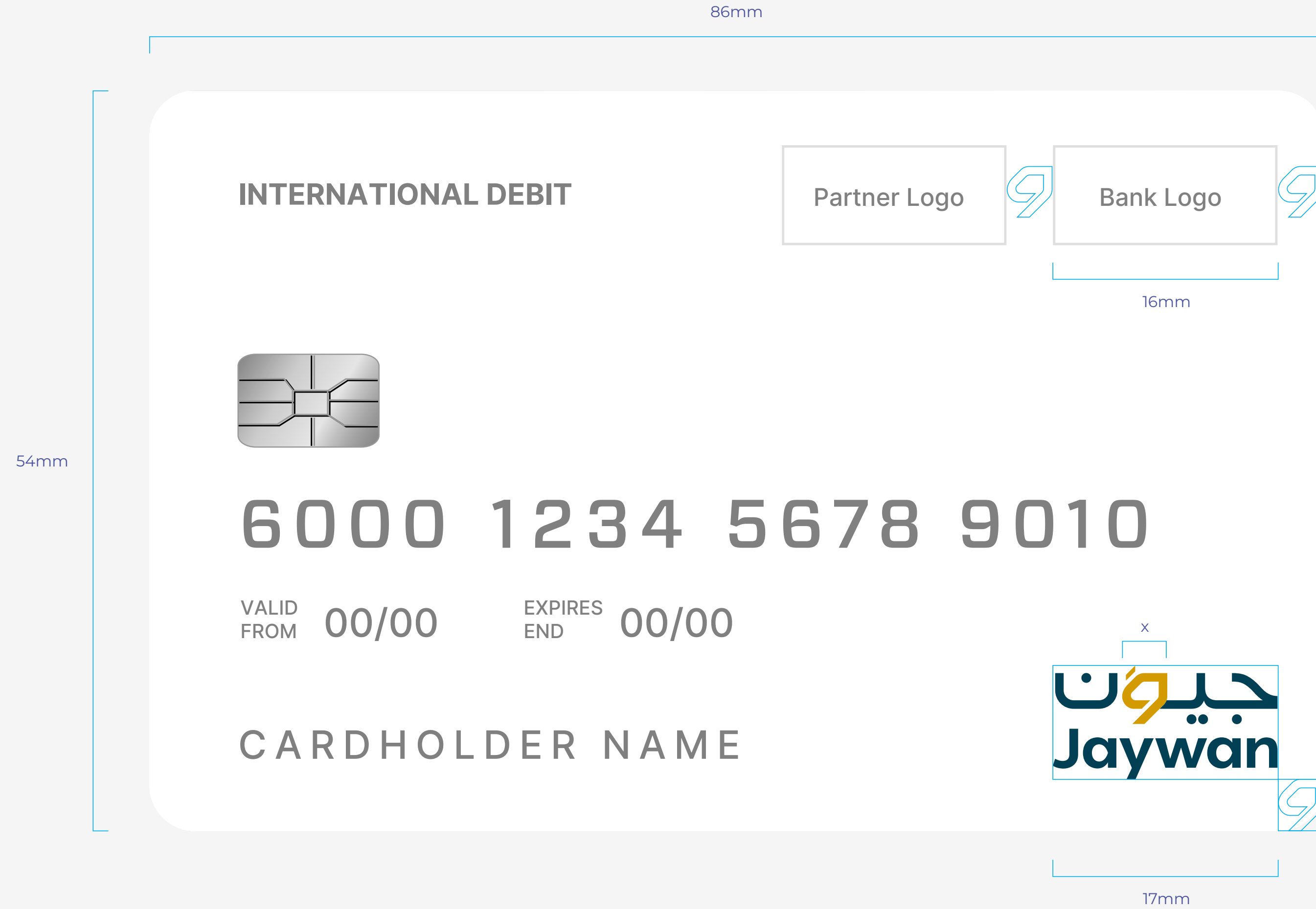
Co-badge Card Specifications

The cardholder's name and details can be positioned on the front of the card. As for the Jaywan Brand Mark, this should always be positioned in the bottom right corner of the card and follow our exclusion zone guidance to enhance brand consistency.

The card can be featured with the accompanying bank and/or partner logo as shown here. Accompanying logos should be the same width as the Jaywan logo and follow the same exclusion zone rules.

The preferred placement is for the Jaywan logo to appear in the bottom right and bank/partner logo to appear in the top right of the card. In instances where this is not possible, the location of the Jaywan logo can be flexible.

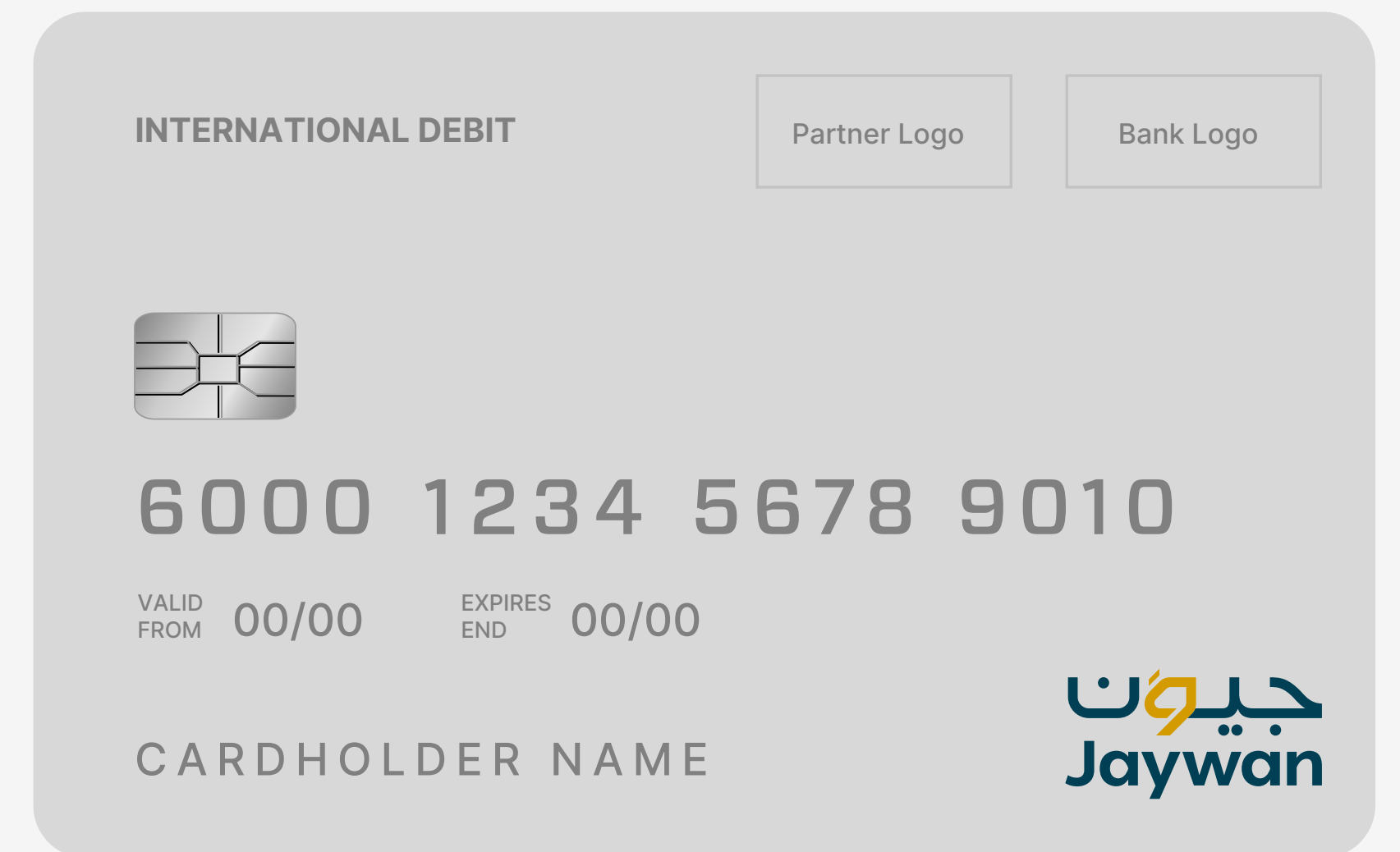
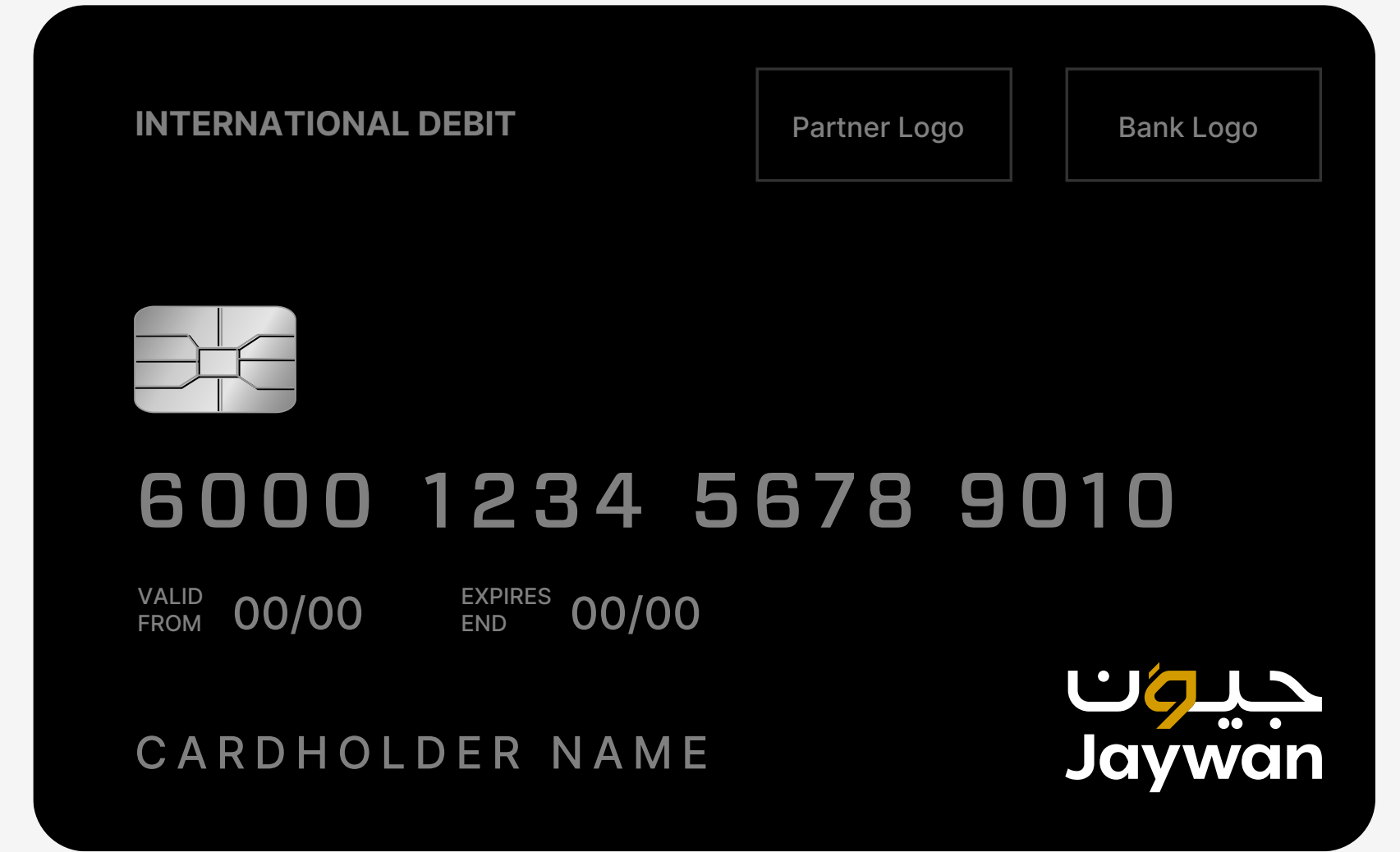
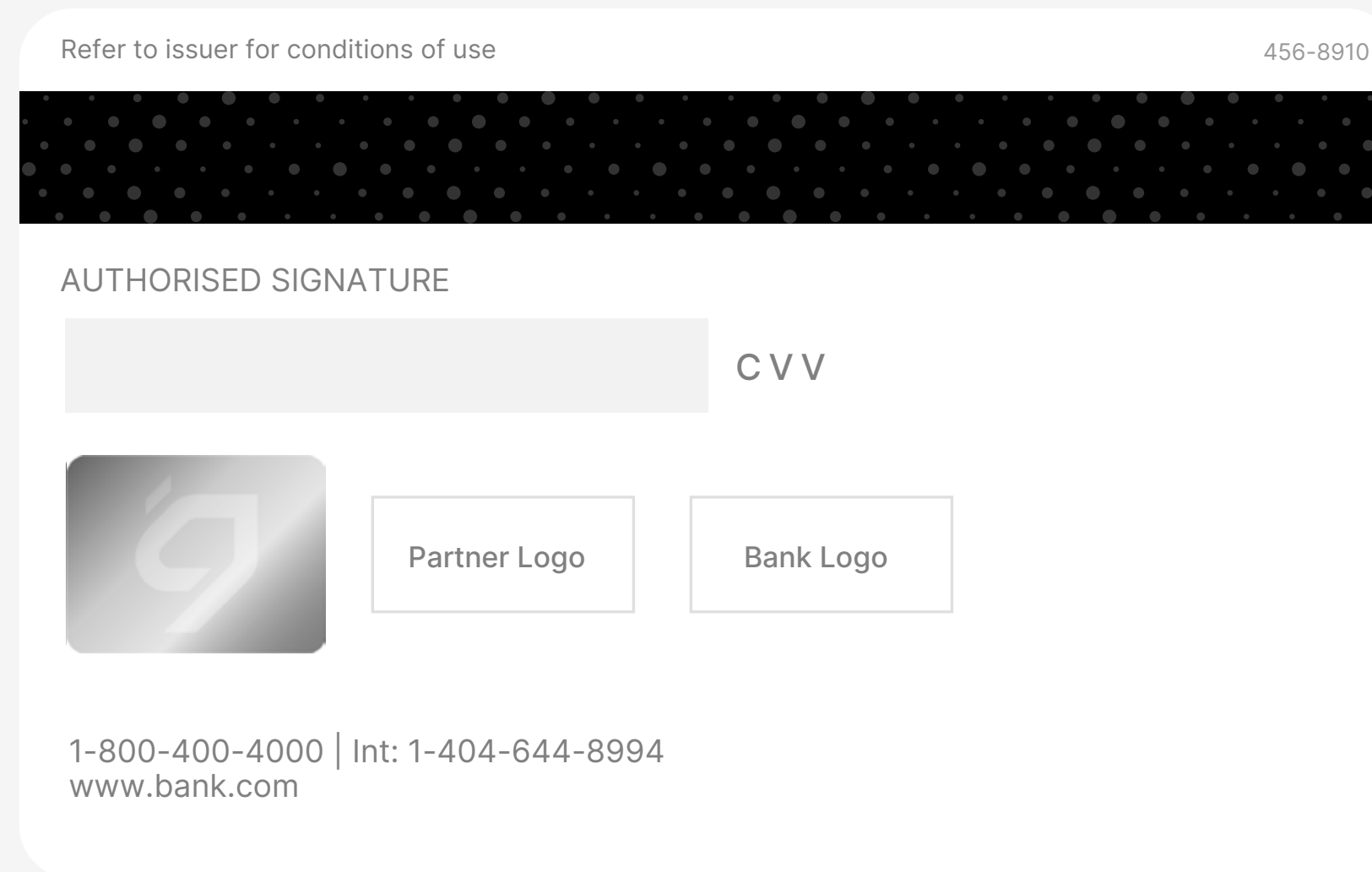
More details on Co-Badging guidelines will be provided in subsequent versions.



6.5 Co-badge Card Specifications

The Jaywan Brand Mark and accompanying logos should stay in the same position across all card types as shown here.

More details on Co-Badging guidelines will be provided in subsequent versions.



6.6

Co-badge Vertical Card

The Jaywan Brand Mark and accompanying logos should stay in the same position across all card types as shown here.

More details on Co-Badging guidelines will be provided in subsequent versions.



6.7

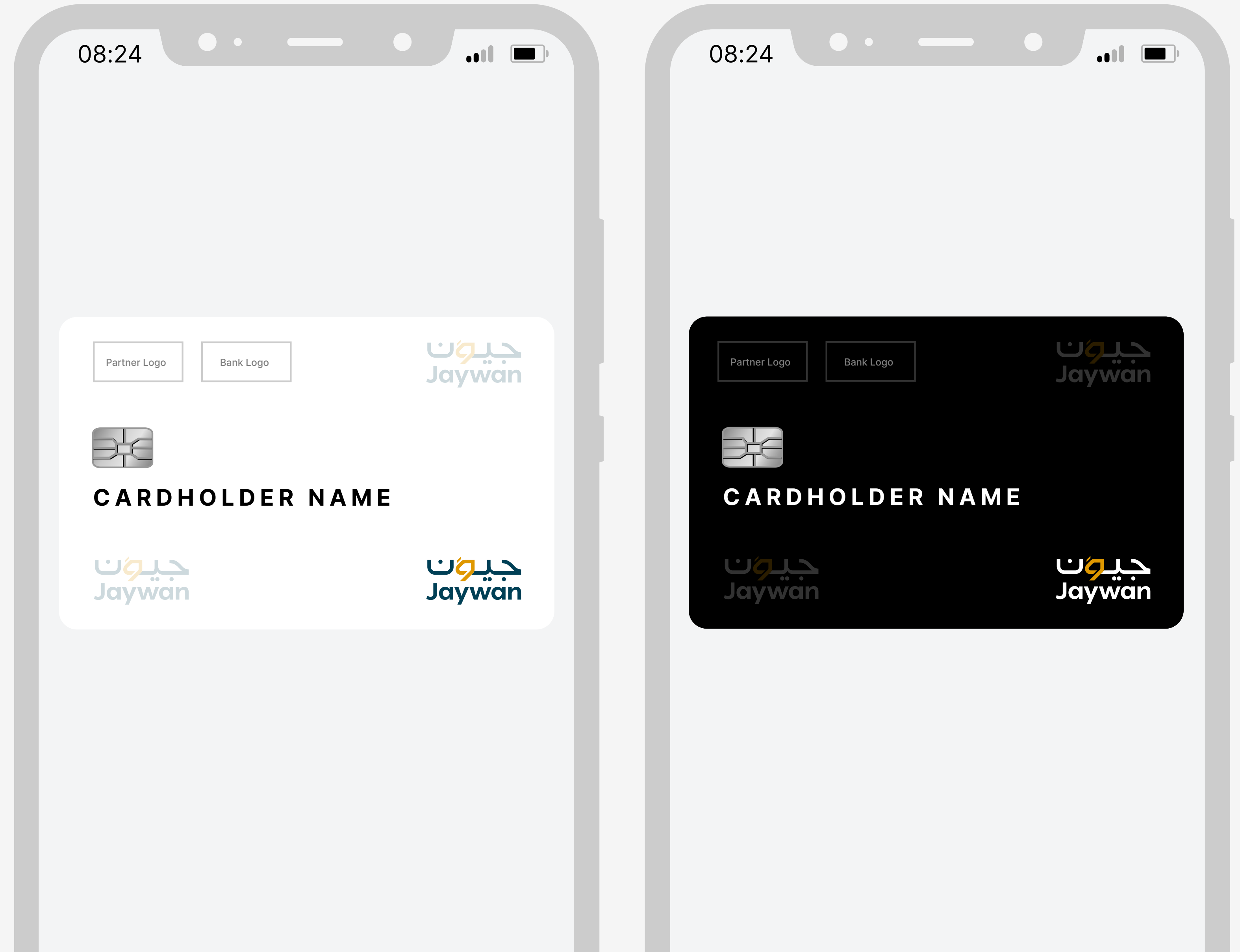
Co-badge Virtual Card

In case of virtual devices where Jaywan card can be provisioned/ tokenised, Jaywan branding must be present as mentioned below.

Unlike the physical card, the Jaywan Brand Mark is versatile in its placement on the virtual card. Without the need for card number, expiry date etc, this allows the logo to be positioned in any corner of the card.

When featuring additional logos, these will always sit in the top left corner of the virtual card, each being the same height of the Jaywan logo.

More details on Co-Badging guidelines will be provided in subsequent versions.



07 Digital Brand Requirements

In this section we cover how our brand is shown across all digital instances where it may appear.

7.1

Virtual Card Tokenisation

In case of virtual devices where Jaywan card can be provisioned/ tokenised, Jaywan branding must be present as mentioned below.

In case of any device similar to a wrist band, the contactless symbol accompanied by the Jaywan logo must be present on the screen during the transaction.

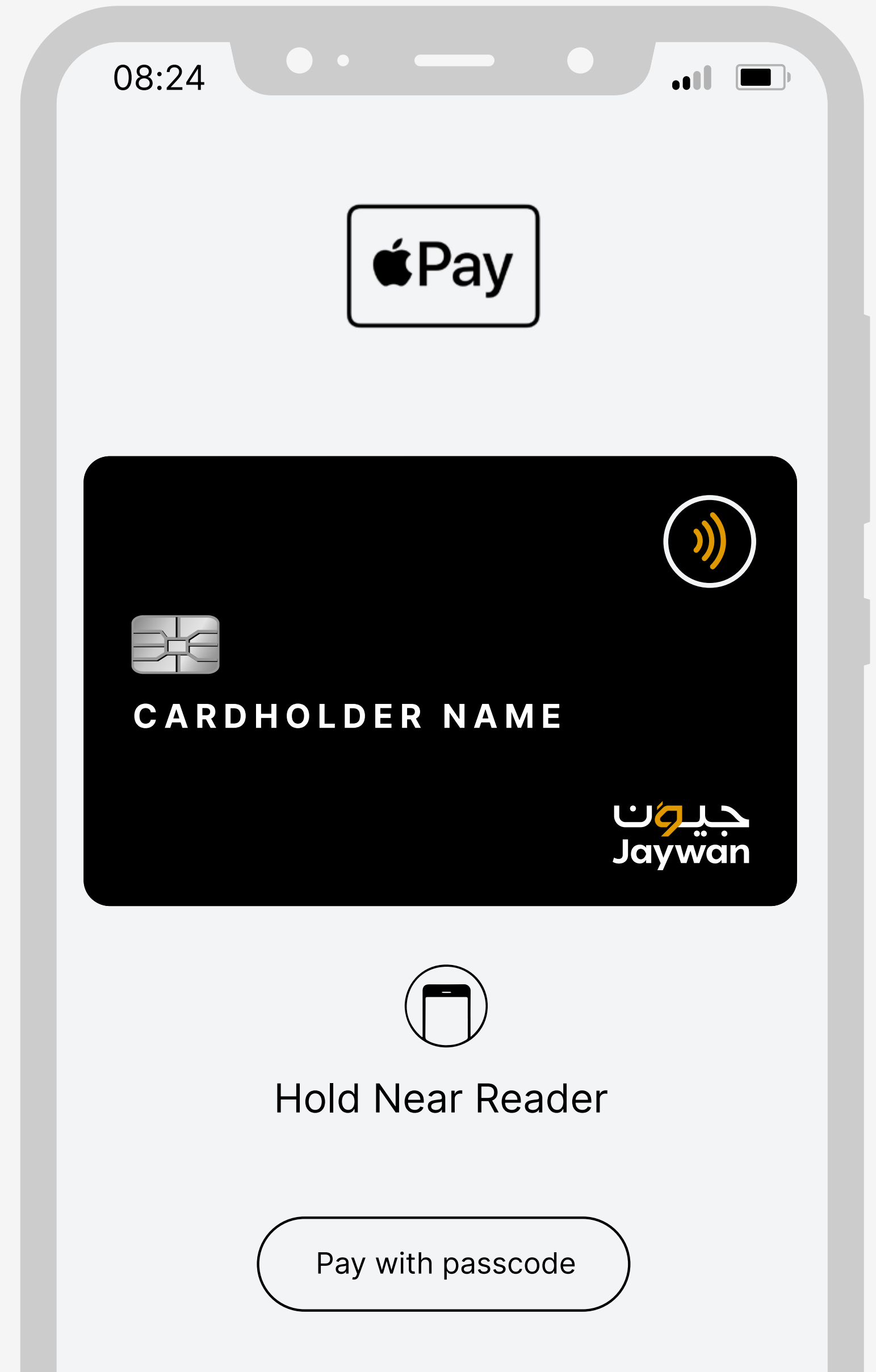
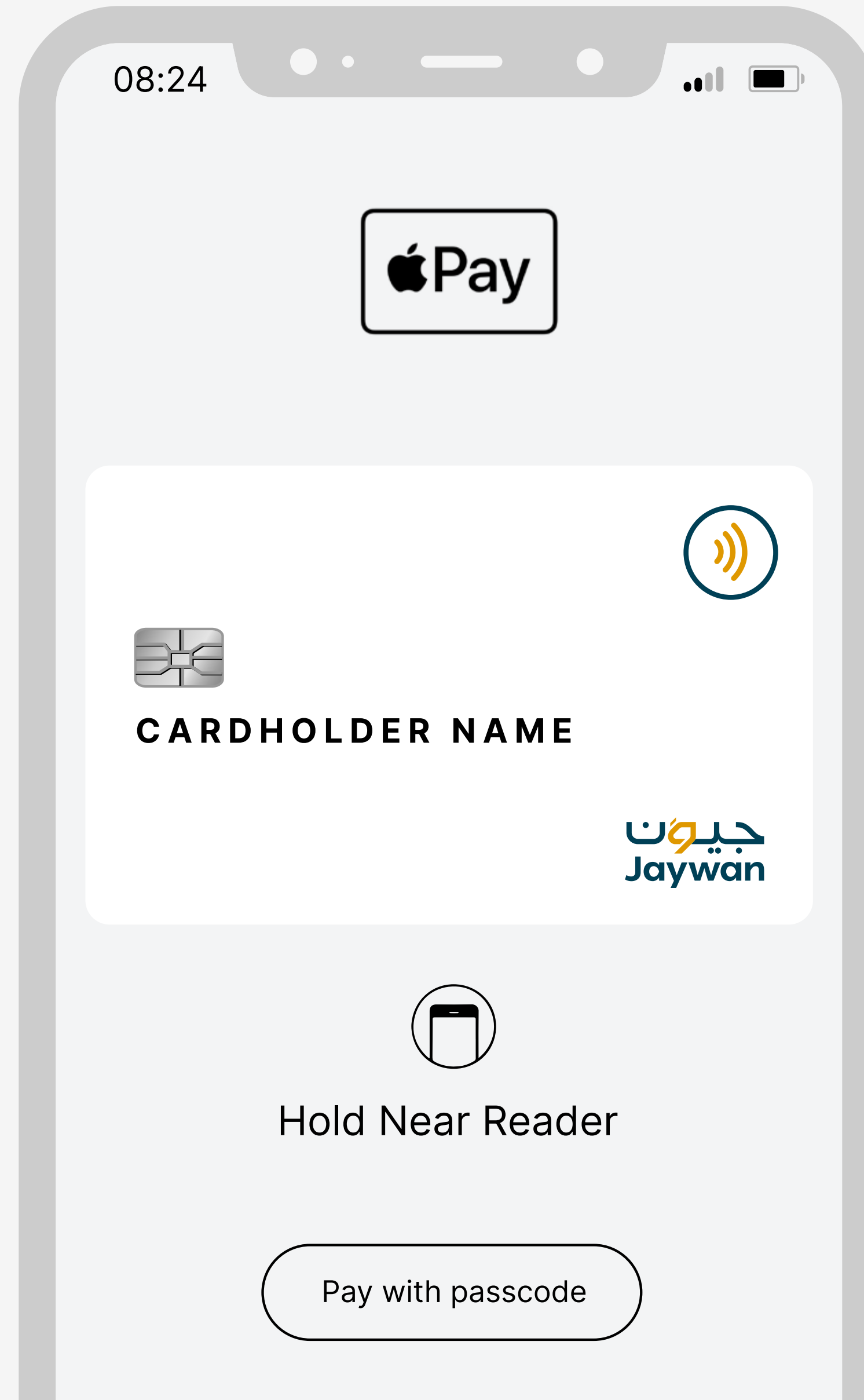


7.2

Digital Card OEM Pay

In case of virtual devices where Jaywan card can be provisioned/ tokenised, Jaywan branding must be present as mentioned below.

In case of any device similar to a wrist band, the contactless symbol accompanied by the Jaywan logo must be present on the screen during the transaction.

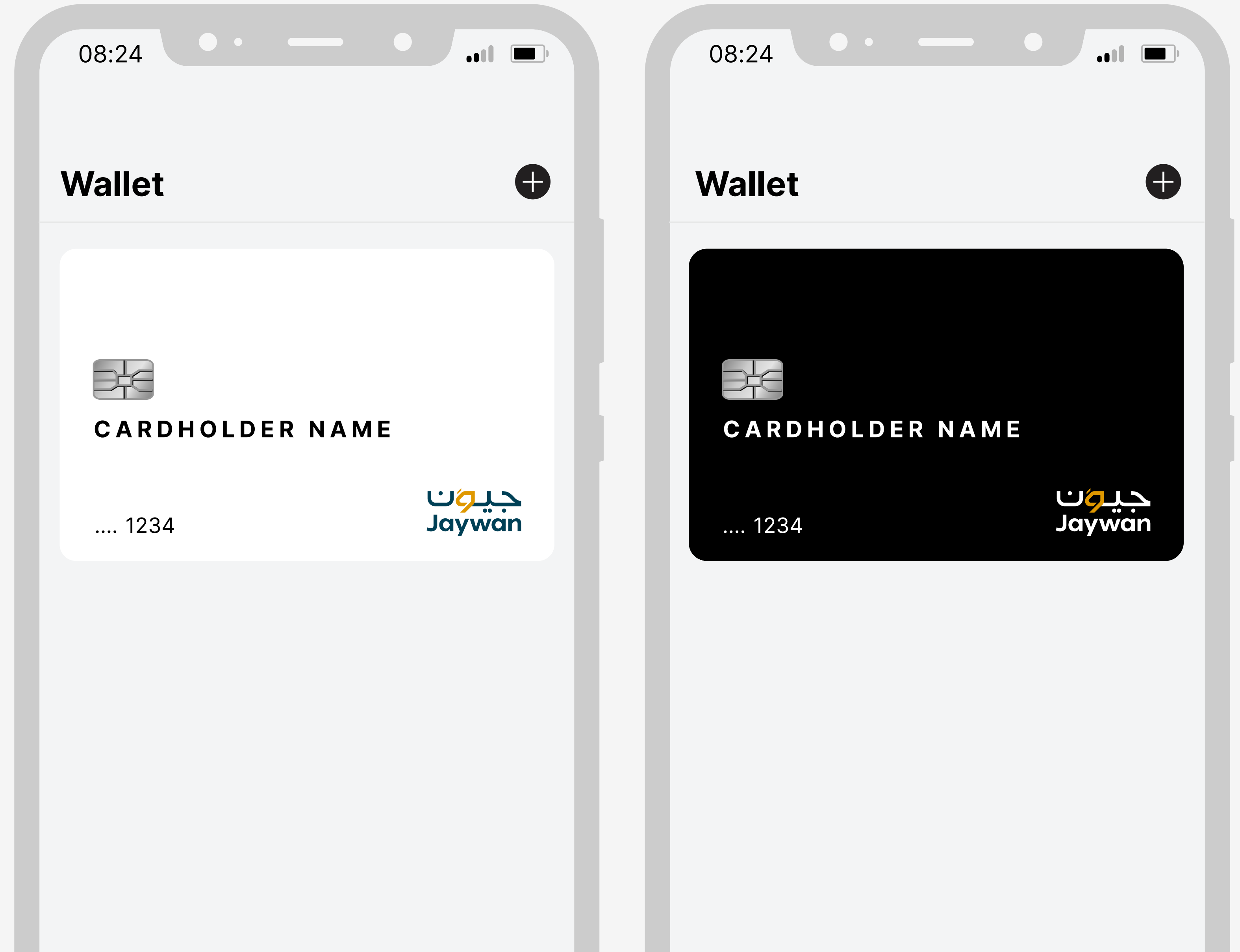


7.3

Digital Card Issuer Wallet

In case of virtual devices where Jaywan card can be provisioned/ tokenised, Jaywan branding must be present as mentioned below.

In case of any device similar to a wrist band, the contactless symbol accompanied by the Jaywan logo must be present on the screen during the transaction.



07 Digital Use of Brand Mark



7.4

Online Merchant Branding

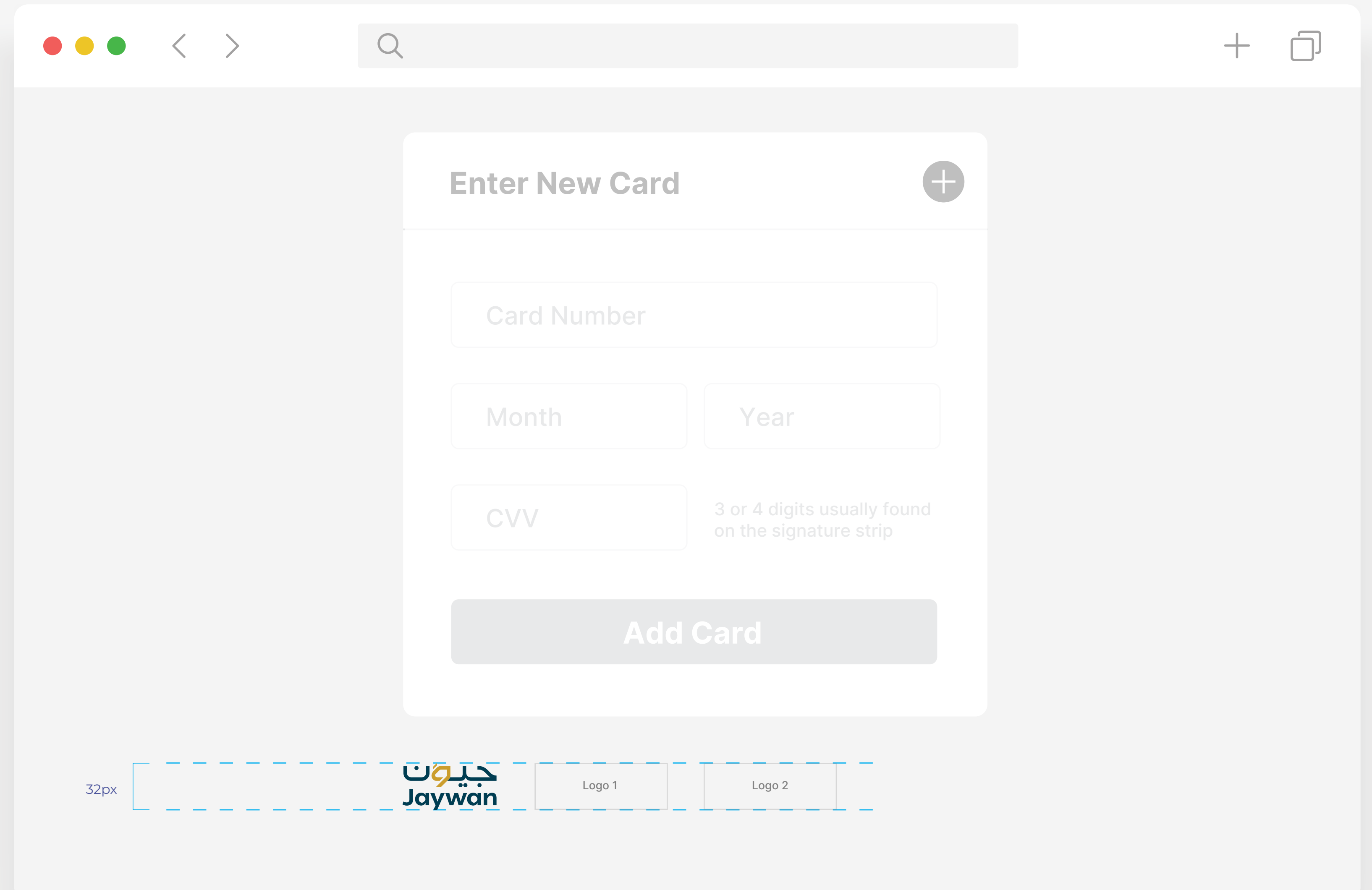
Proper branding of the Jaywan Brand Mark across various digital media like devices, mobile applications, websites, payment pages, wallets or any other form of digital etc is required as per the guidelines.

The Jaywan acceptance logo must be displayed on the merchant's websites to indicate enhanced security and seamless experience while shopping online.

The height of the Jaywan logo must not be less than 32 pixels in height. At the same time, the height of the Jaywan logo must be the same as the height of all the partner and merchant logos, matched by height only as shown here. Arrangement of multiple logo displays must follow the alphabetical order.

Jaywan must appear within the user interface (UI) when,

- Activating an account
- Selecting credentials / account / mode of payments
- Viewing the account details
- Completing the transaction using the account/credentials.



7.5

Online Merchant Payment

The Jaywan acceptance logo must be displayed on the digital media wherever the payment option is available.

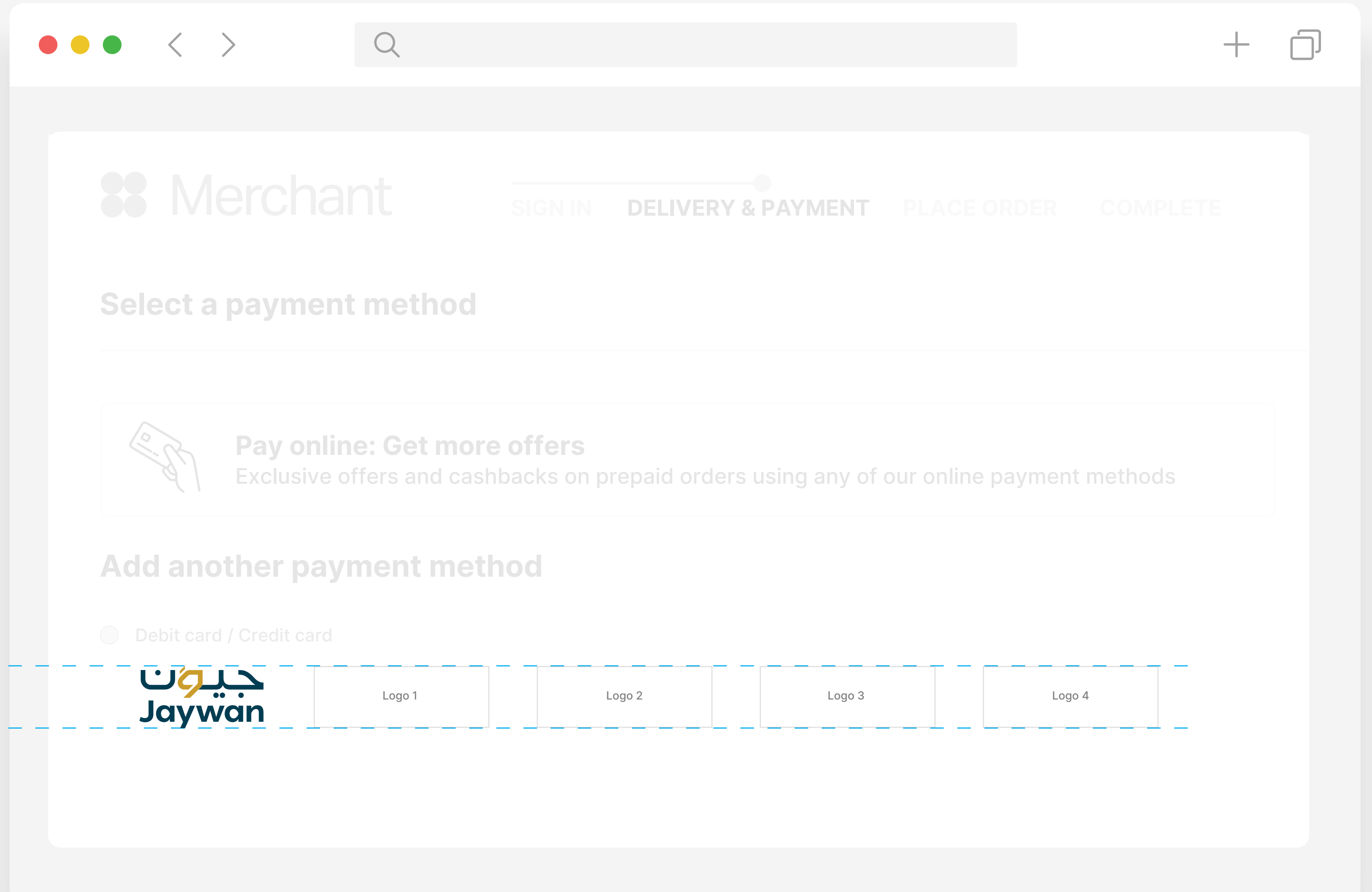
The payment page must display the Jaywan acceptance logo at uniformity with all other brand logos/symbols displayed.

The size and colour uniformity should match with all the other acceptance marks/logos displayed.

The Jaywan logo cannot be less than 50 pixels in height on the aggregator page on a laptop/desktop and 32 pixel in height on a mobile.

The height of the Jaywan logo must be the same as the height of all the partner and merchant logos, matched by height only.

50px

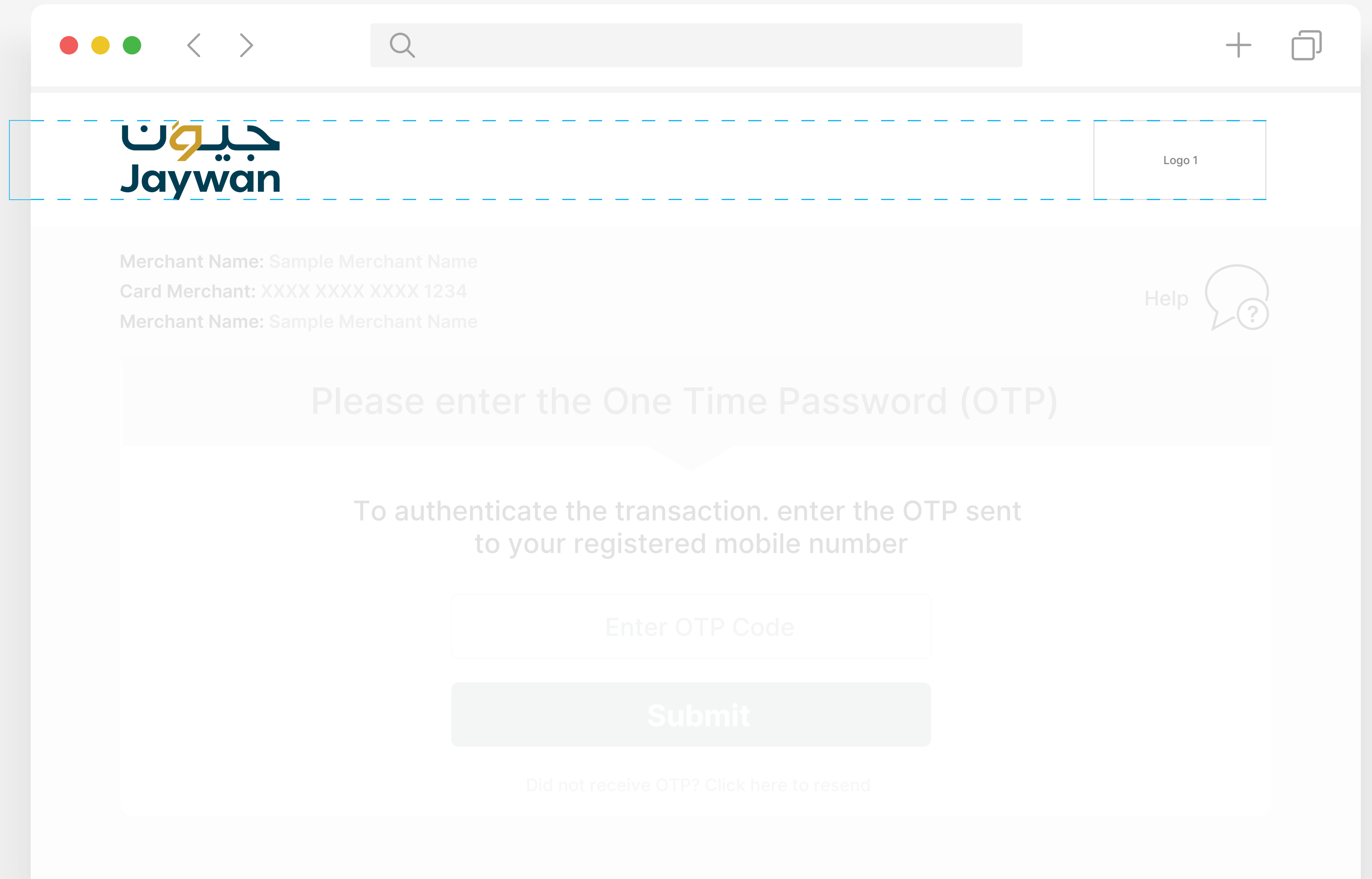


7.5

Online Merchant Payment

The Jaywan logo cannot be less than 70 pixels in height on the issuing page as shown here. The height of the Jaywan logo must be the same as the height of all the partner and merchant logos, matched by height only.

Matched by Height only



08 Physical Brand Requirements

In this section we cover how our brand is shown across all physical instances where it may appear.

8.1

Acceptance Terminal Branding

Uptam et faccum ipsa dita cus, nonsequas con nus doloresequas es eos essum faccaborit, anderio endipsa erchillaut eatur, cumquia debit eum ut quias seque volupti atiunt. Et aut magnis acides dem con net inctatur minctib usameni tatus, ex eiustibusae et ut fugia dendeli gnimincte sum ius que ent.

8.2 ATM Branding

All ATM location must display the appropriate Push/ Pull stickers with Jaywan branding, on or near the main entrance. Jaywan logo should also appear on the ATM screen to indicate acceptance.

The Jaywan logo would be 44x22mm on a 3x5inch sticker design



8.2 ATM Branding

All ATM location must display the appropriate Push/ Pull stickers with Jaywan branding, on or near the main entrance. Jaywan logo should also appear on the ATM screen to indicate acceptance.

The Jaywan logo would be a minimum of 200px wide on any ATM screen



09 Communication Guidelines

9.1

Tent Card

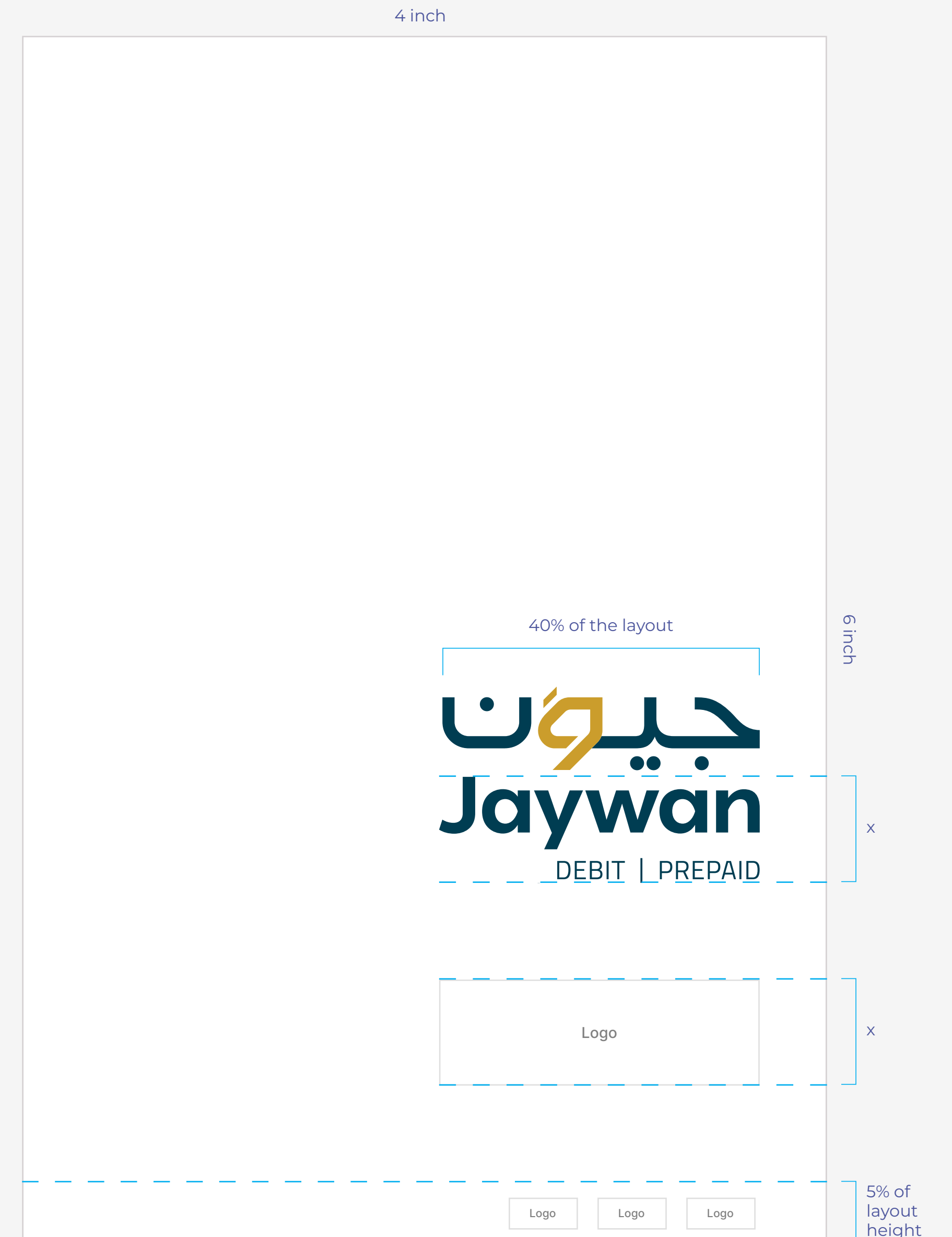
In case of a Tent card designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the height of the Jaywan logo, matched by height only.

Additional partner logos should be placed below the Jaywan logo in a panel which should be 5% of the height of the tent card.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the Jaywan logo must not be less than 40% of the total width of the layout.

Images are only for illustrative representation purposes only.



9.2

Standee

In case of a Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the height of the Jaywan logo, matched by height only.

Additional partner logos should be placed below the Jaywan logo in a panel which should be 5% of the height of the tent card.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the Jaywan logo must not be less than 40% of the total width of the layout.

Images are only for illustrative representation purposes only.



9.3

Poster

In case of a Poster designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the height of the Jaywan logo, matched by height only.

Additional partner logos should be placed below the Jaywan logo in a panel which should be 5% of the height of the tent card.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the Jaywan logo must not be less than 40% of the total width of the layout.

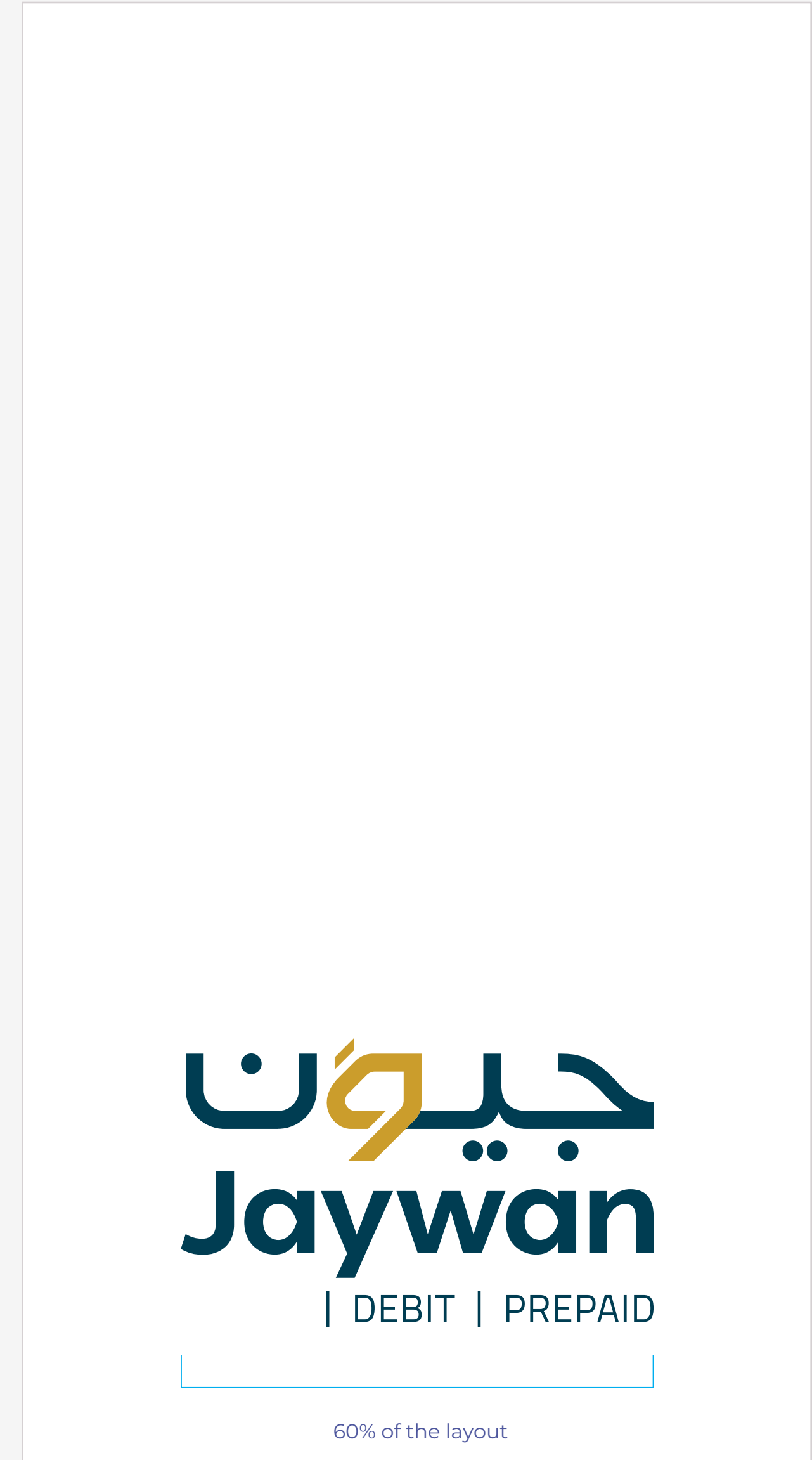


9.4

Bill Folder

In case of a Bill Folder, the Jaywan logo should be 60% of the total width of the folder.

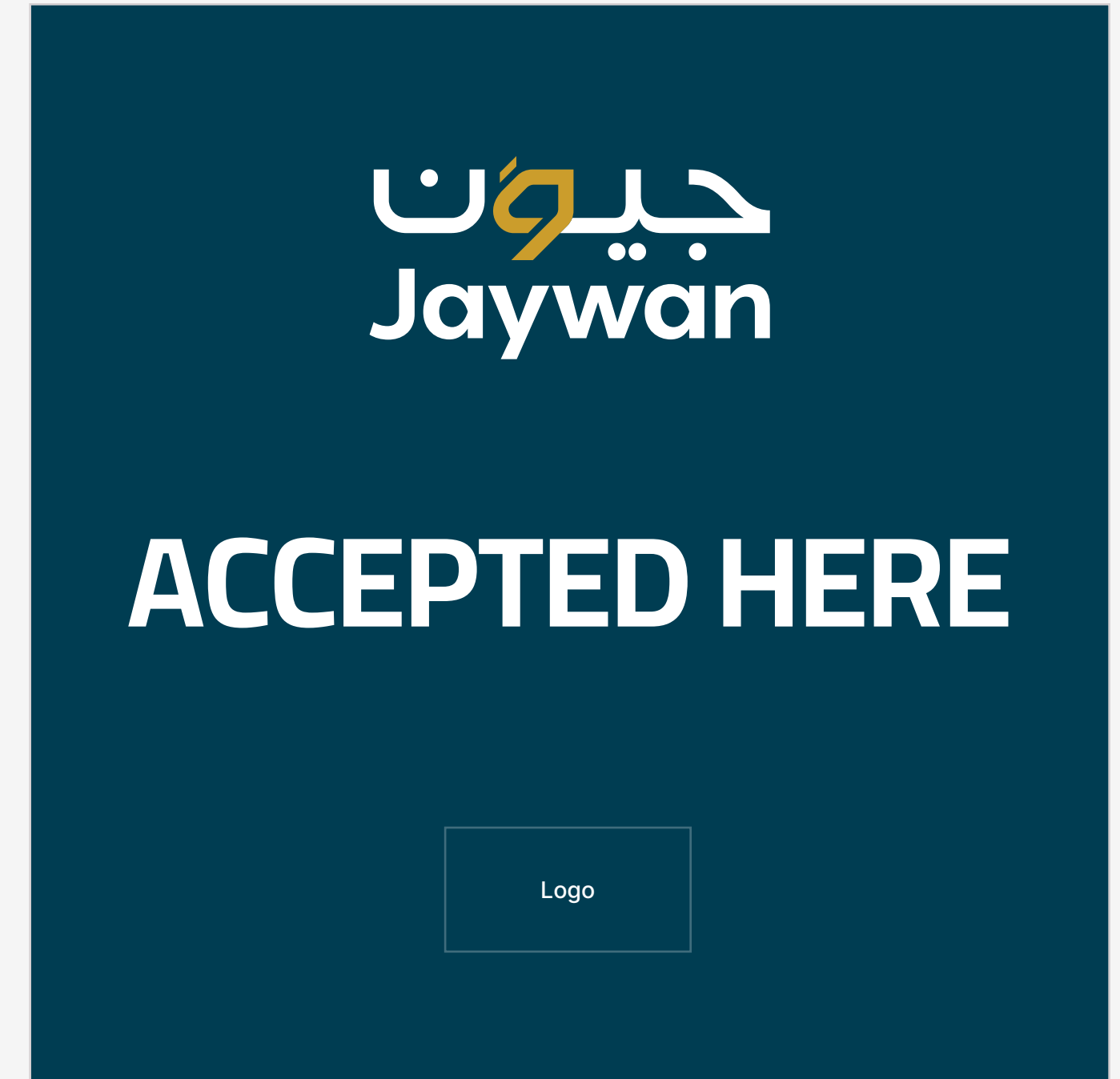
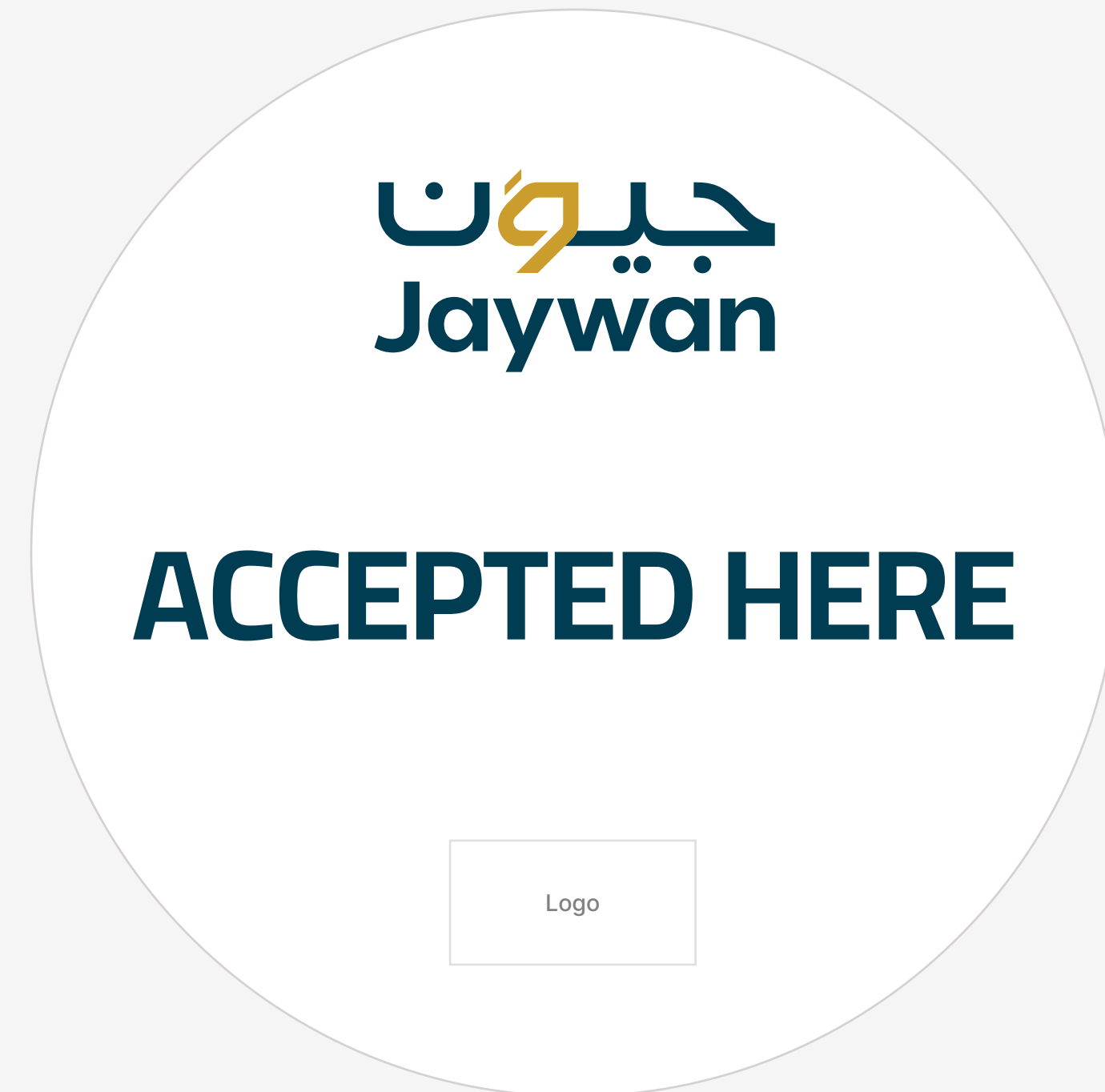
Printing treatment can differ depending on colour and material used for the Bill Folder.



9.5

Acceptance Sticker

The size of the Jaywan logo must be a minimum of 30mm in width. In case of a sticker design, size of the Jaywan logo must be adjusted according to the layout ensuring sufficient visibility.



10 Digital Communication Guidelines



10.1

Profile Photo

Profile Photo

We use our symbol for digital profile photos such as Instagram, Facebook, LinkedIn, X profile photo or fav icon for the web browser.

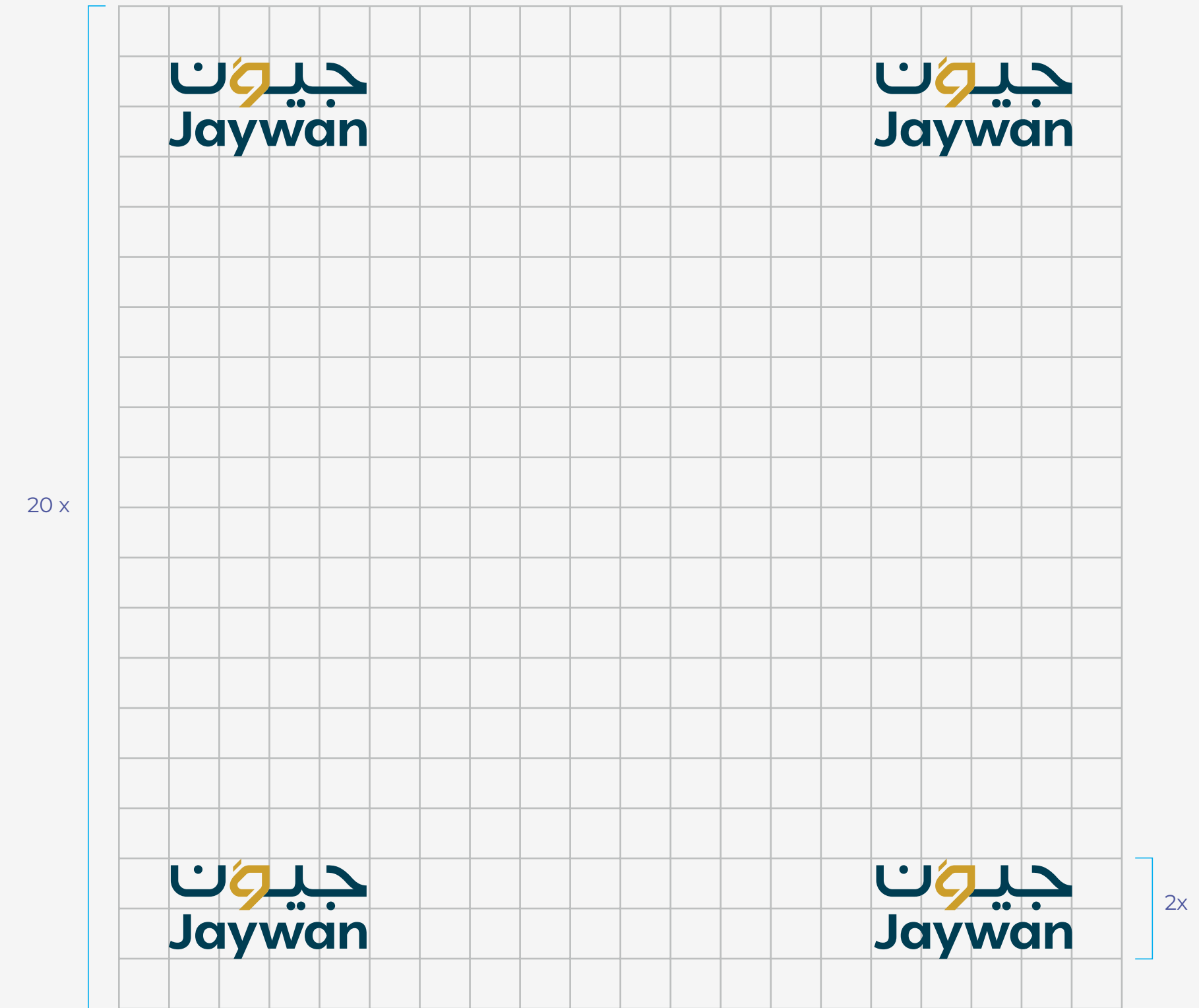


10.2

Social Media Post

Square Posts

Our logo is flexible and can sit in any corner of the post where it features, as long as it adheres to our exclusion zone and minimum size rules. The height of the logo is 10% of the page.

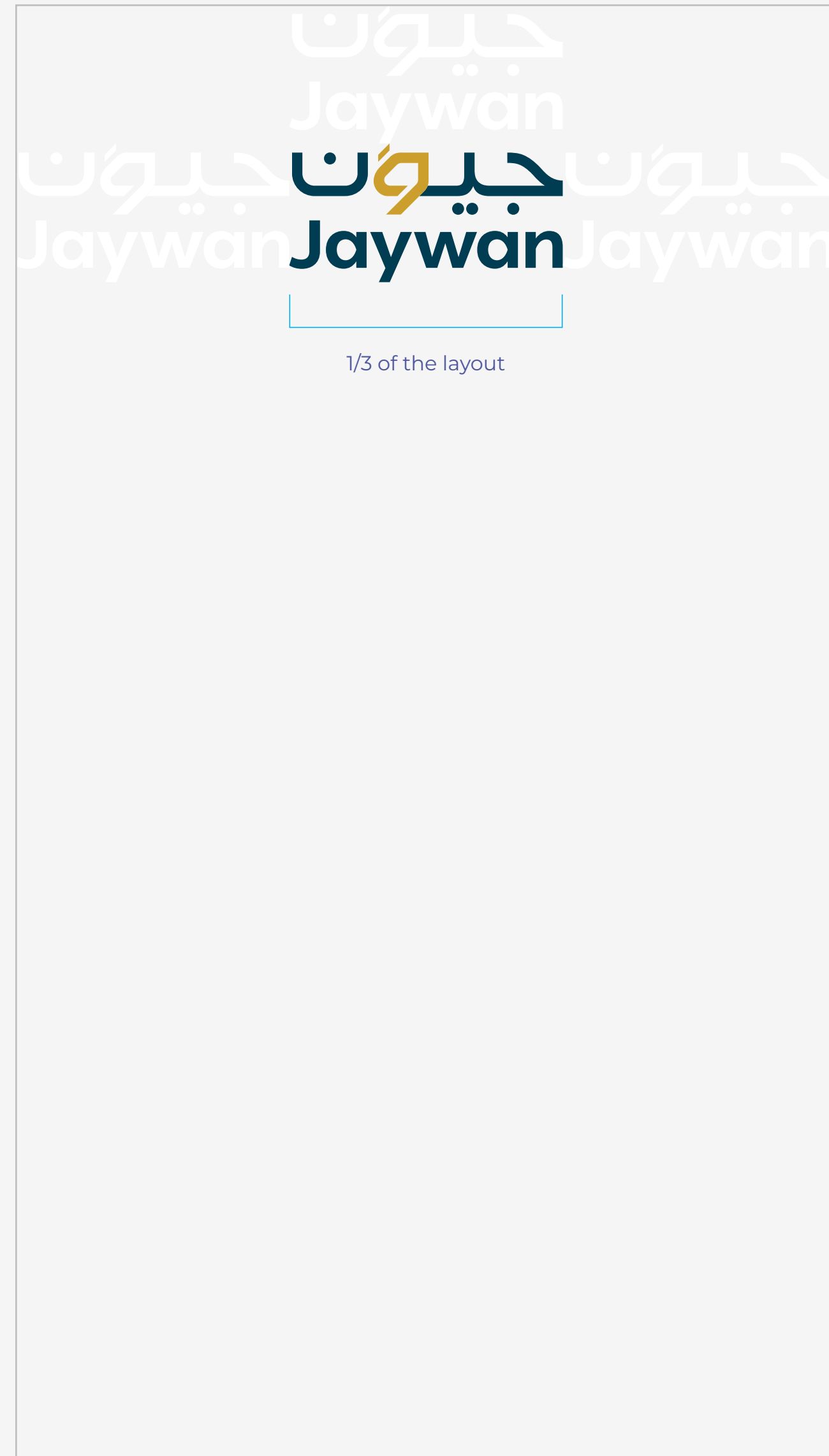


10.3

Social Media Story

Story

The logo should be placed as per example always keeping size 1/3 of the width.



11 Applications

11.1

Business Cards

Dual-language business card

Dual-language business card design featuring Jaywan's and Al Etihad Payments' brand marks on one side, with the employee details in Arabic/English overleaf.



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11.2

Letterhead

Branded letterhead

Office letterhead featuring Jaywan's and AI Etihad Payments' brand marks and address details.

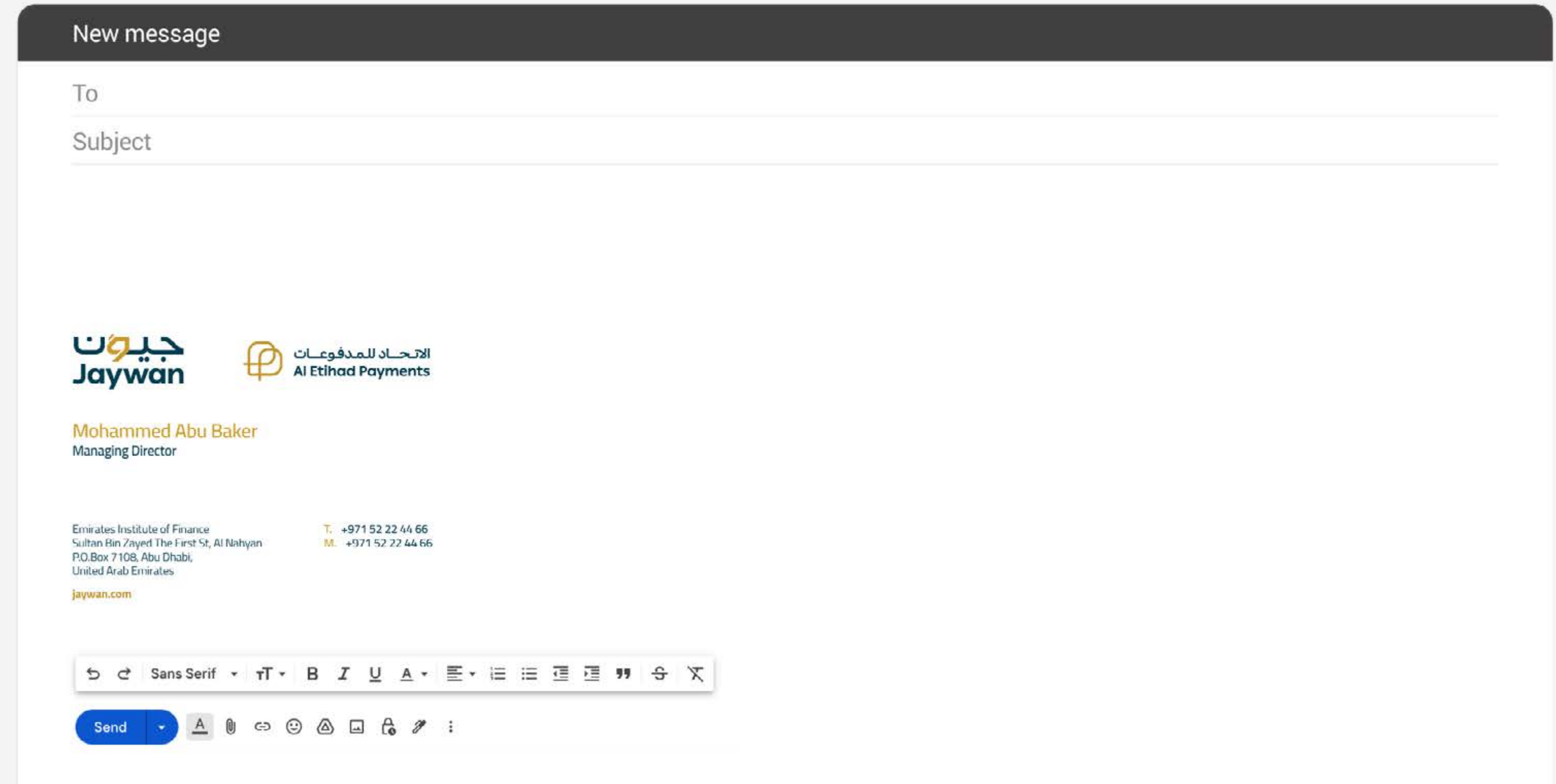


11.3

E-mail Signature

E-mail signature

To be used by internal employees as an embedded signature within their e-mail clients.



11.4

Envelopes

DL Envelopes

Branded DL envelopes to be used for internal/external communications.



11.4

Envelopes

A5 Envelopes

Branded A5 envelopes to be used for internal/external communications.

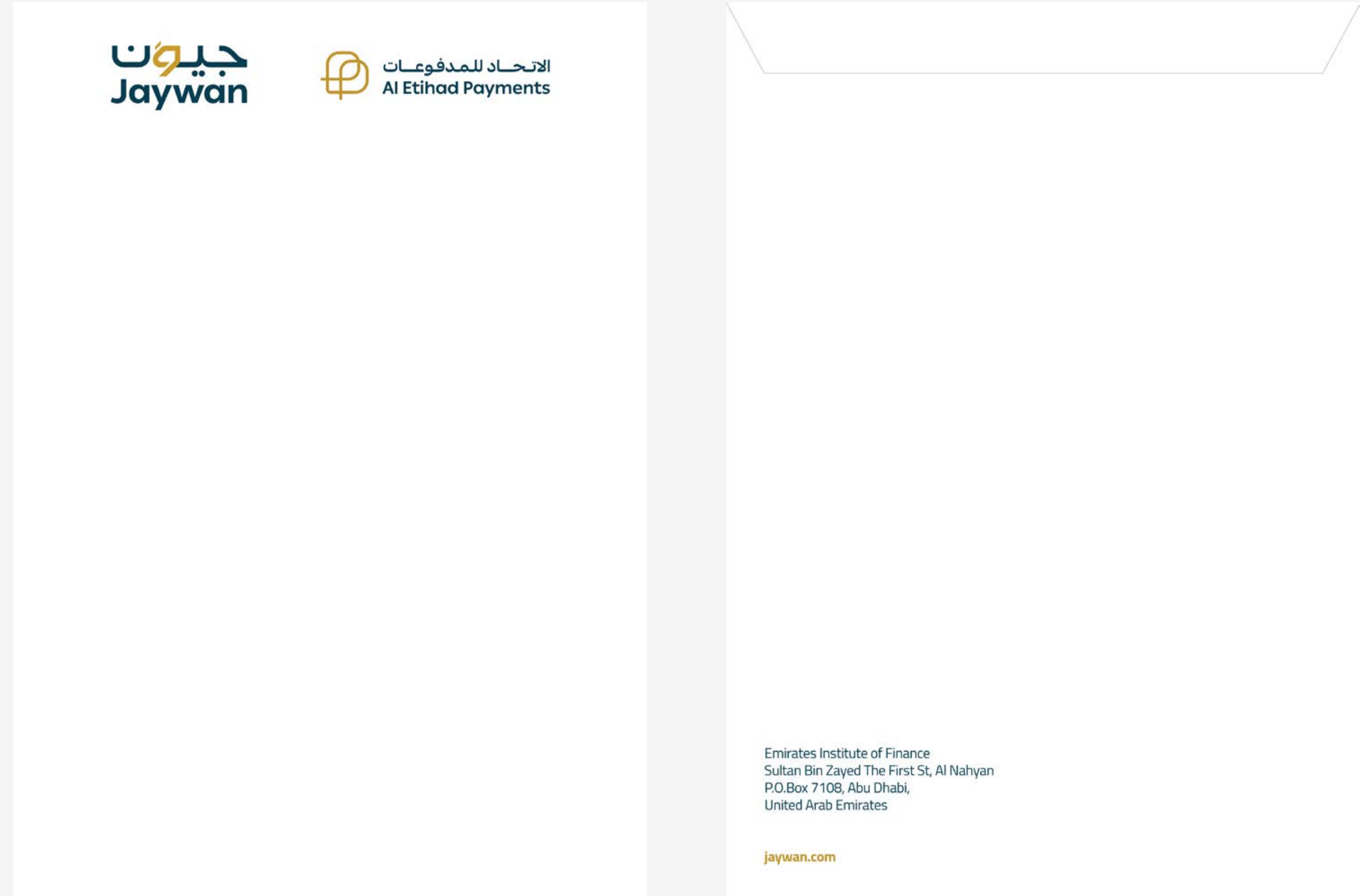


11.4

Envelopes

A4 Envelopes

Branded A4 envelopes to be used for internal/external communications.



11.5 Notebooks

A5 Notebook

Branded A5 notebook for internal employee use..

