

Chip and PIN Identity Application Environments

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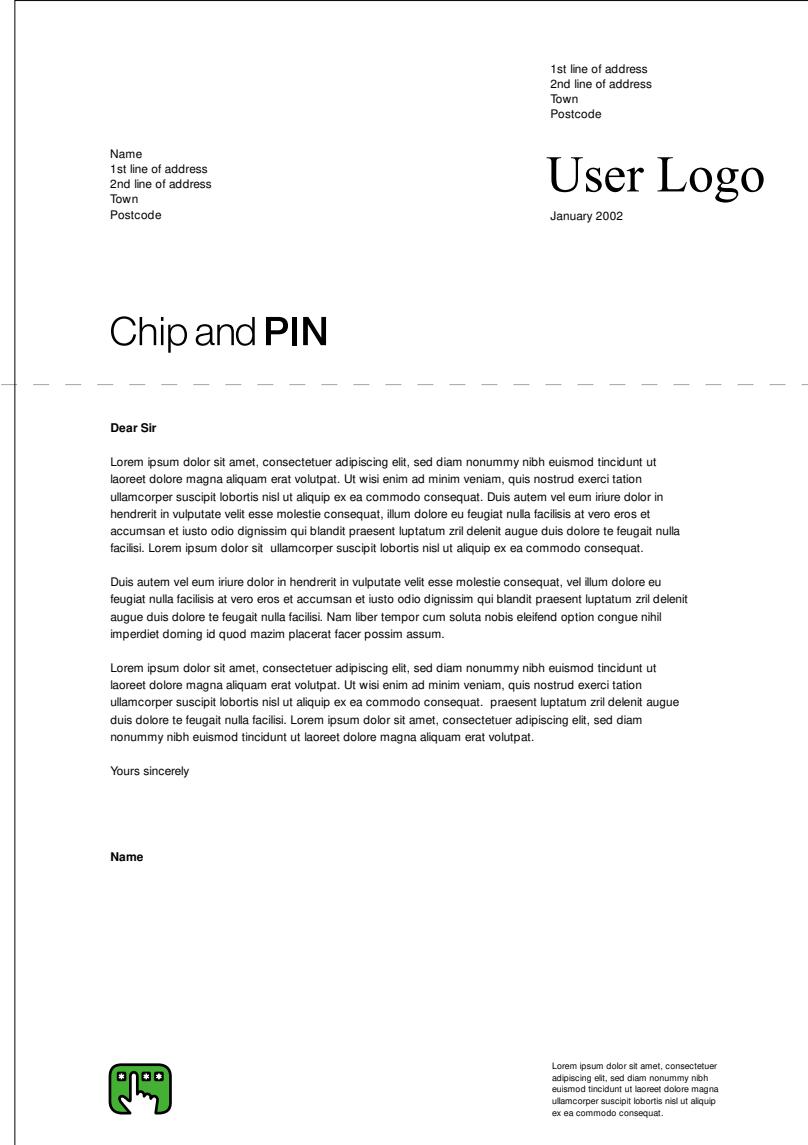
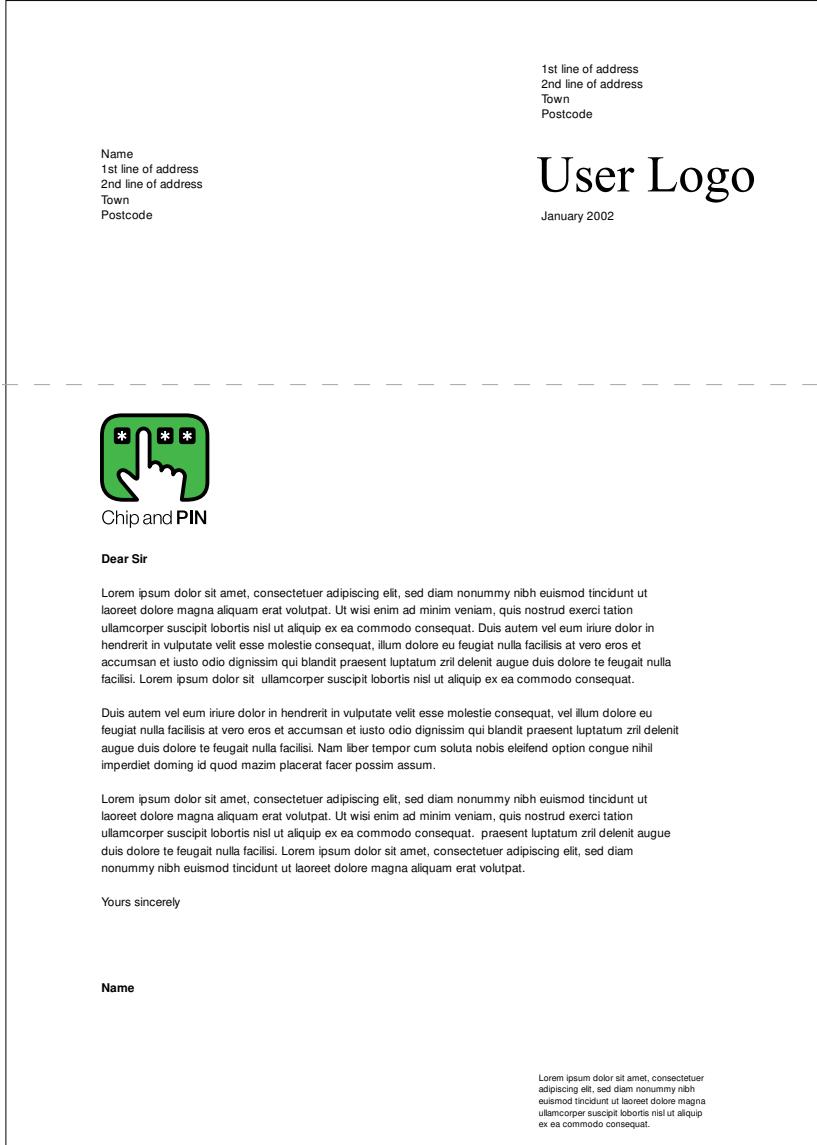
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Chip and PIN

Chip and PIN Identity Application Environments

Letterhead



Dotted rule indicates where the fold would appear



Dotted rule indicates where the fold would appear

Letterheads

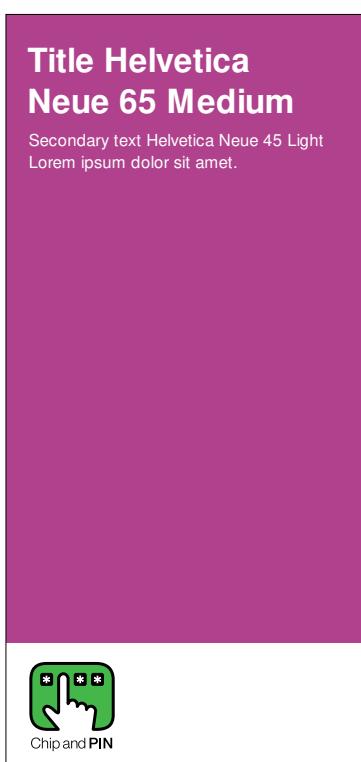
Letterheads
Any of these options shown above may be used

Chip and PIN Identity

Application Environments

Literature

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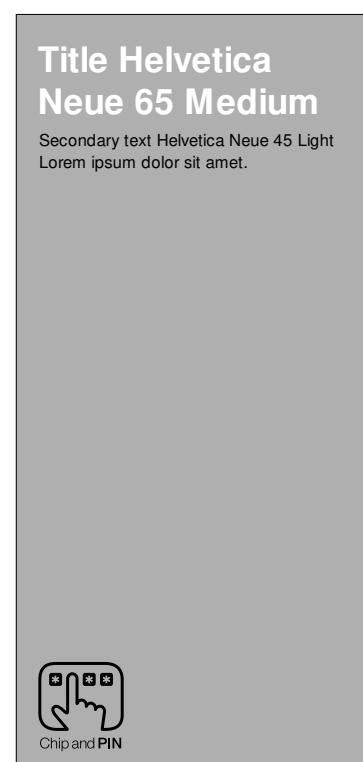
(1) Colour DL Leaflet
White strip across the bottom



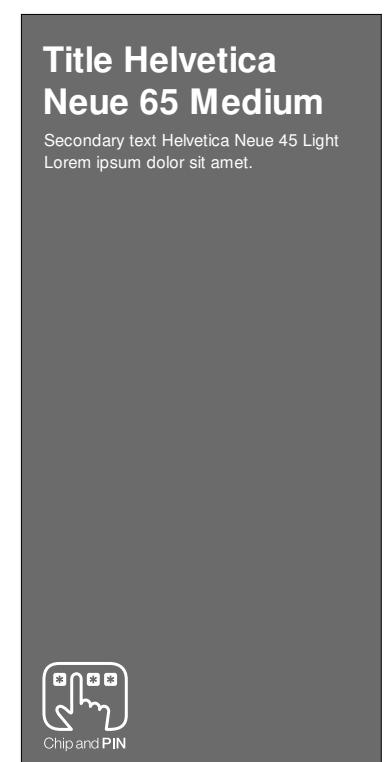
(1a) Colour DL Leaflet
Full Bleed Image or Colour



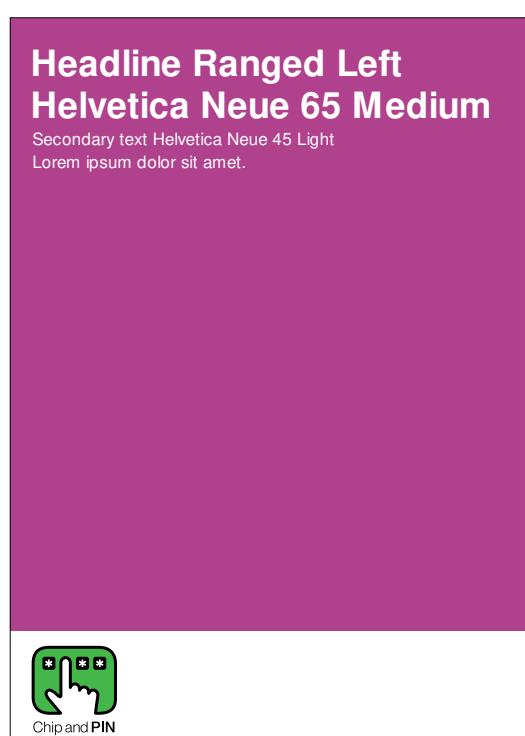
(2) Black and White DL Leaflet
White strip across the bottom



(2a) Black and White DL Leaflet
Full Bleed Image



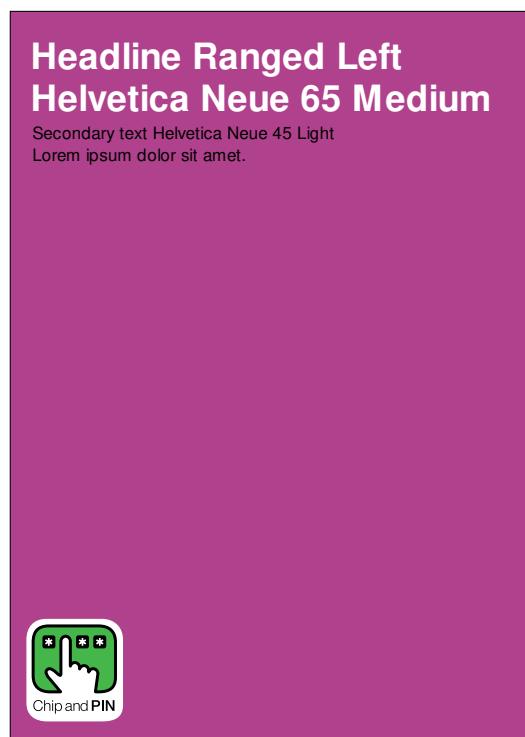
(2b) Black and White DL Leaflet
Full bleed image, when the background image is dark then the identifier reverses white out



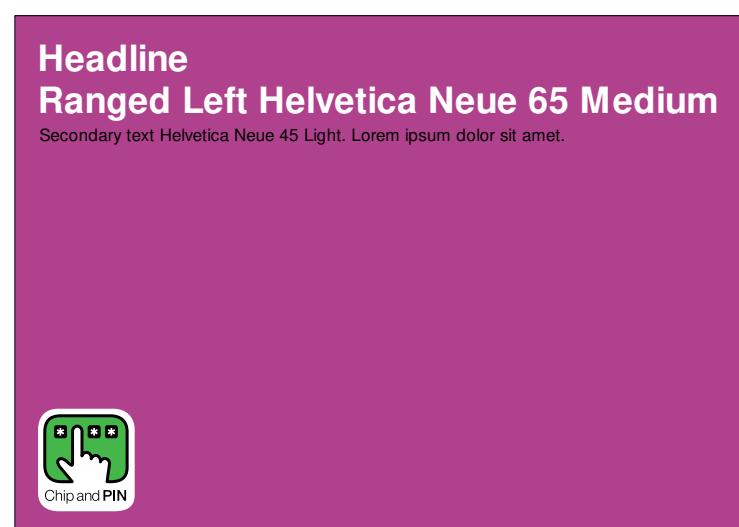
Portrait
White strip across the bottom



Landscape
White strip across the bottom



Portrait
Full bleed image or colour



Landscape
Full bleed image or colour

General Rule

Identifier always appears bottom left hand corner, and aligns with text

Website address

Always appears on the back cover or bottom right in **Helvetica Neue 65 Medium** and ranges right. (see advertising/posters)

Title

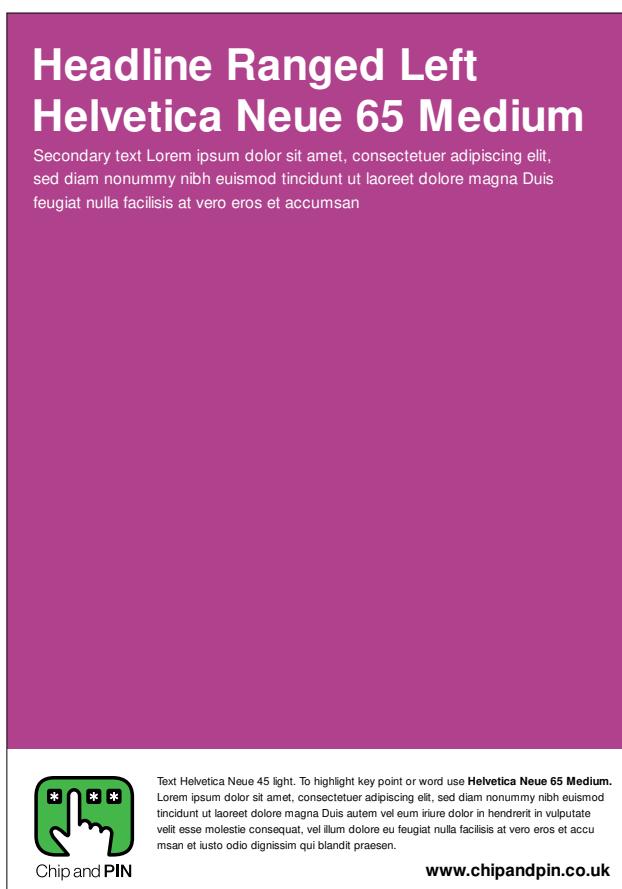
Helvetica Neue 65 Medium
Upper and Lower case, Ranged left

Supporting Text

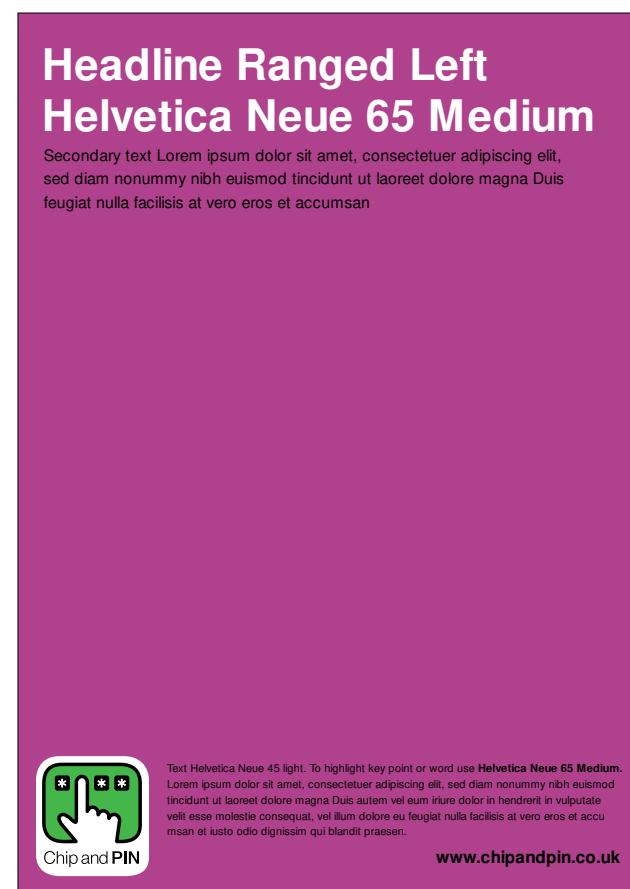
Text in Helvetica Neue 45 light and always smaller than the title.
To highlight a key point or word use **Helvetica Neue 65 Medium**

Chip and PIN Identity Application Environments Advertising/Posters

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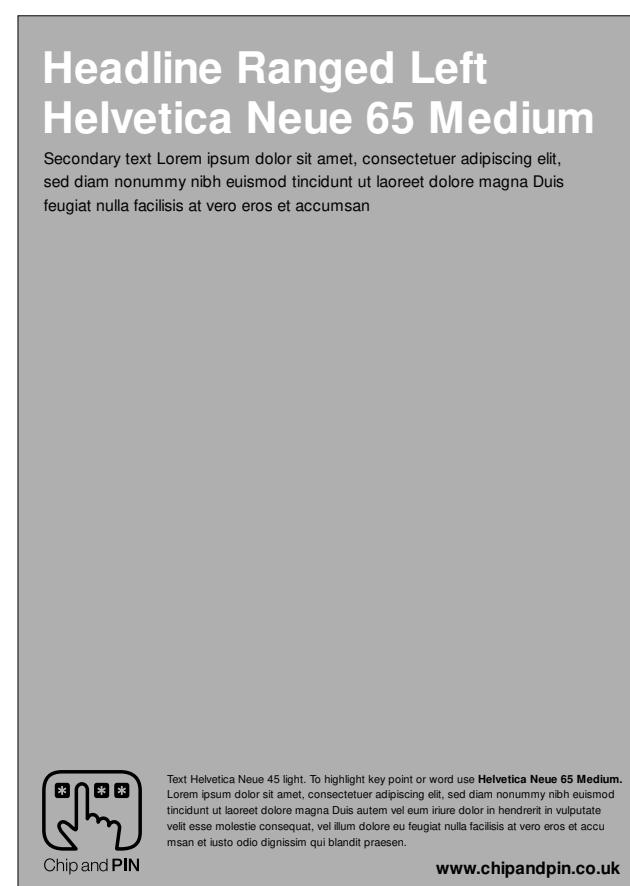
(1) Colour Ad
White strip across the bottom



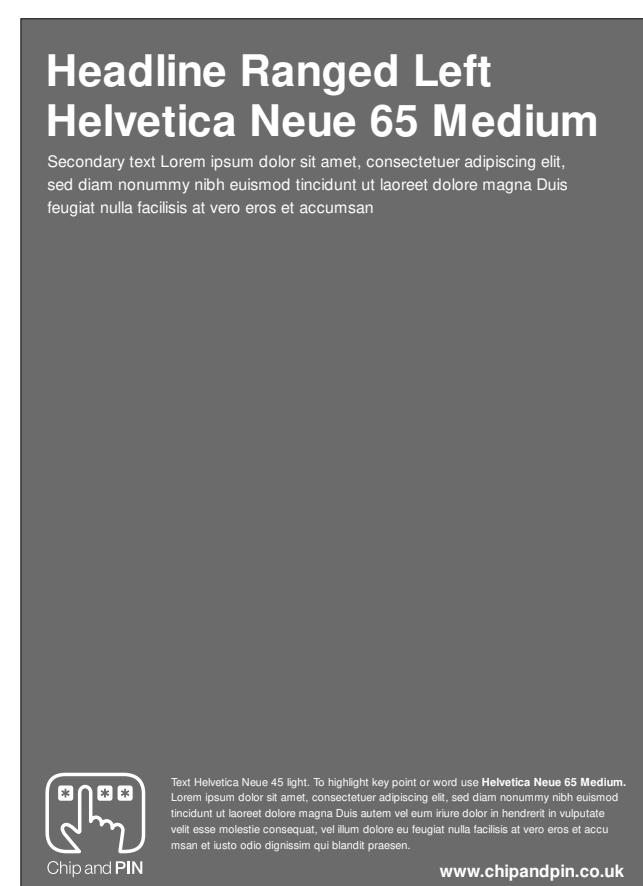
(1a) Colour Ad
Full Bleed Image or Colour



(2) Black and White Ad
White strip across the bottom



(2a) Black and White Ad
Full Bleed Image



(2b) Black and White Ad
Full bleed image, when the background image
is dark then the identifier reverses white out

Identifier

Always appears bottom left hand corner,
and aligns with text

Website address

Always appears bottom right in
Helvetica Neue 65 Medium
and ranges right. The website address
is always slightly larger than the main
text in order to stand out.

Headline

Helvetica Neue 65 Medium

Upper and Lower case, Ranged left

Main Text

Text in Helvetica Neue 45 light
To highlight a key point or word use
Helvetica Neue 65 Medium

Chip and PIN Identity

Application Environments

Billboards

Headline Ranged Left Helvetica Neue 65 Medium

Text Helvetica Neue 45 light. To highlight key point or word use **Helvetica Neue 65 Medium**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.

www.chipandpin.co.uk



(1) Colour Billboard White strip across the bottom

Headline Ranged Left Helvetica Neue 65 Medium

Text Helvetica Neue 45 light. To highlight key point or word use **Helvetica Neue 65 Medium**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.

www.chipandpin.co.uk



(1b) Colour Billboard Full Bleed Image or Colour

Headline Ranged Left Helvetica Neue 65 Medium

Text Helvetica Neue 45 light. To highlight key point or word use **Helvetica Neue 65 Medium**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.

www.chipandpin.co.uk



(2) Black and White Billboard White strip across the bottom

Headline Ranged Left Helvetica Neue 65 Medium

Text Helvetica Neue 45 light. To highlight key point or word use **Helvetica Neue 65 Medium**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.

www.chipandpin.co.uk



(2b) Black and White Billboard Full Bleed Image

Headline Ranged Left Helvetica Neue 65 Medium

Text Helvetica Neue 45 light. To highlight key point or word use **Helvetica Neue 65 Medium**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.

www.chipandpin.co.uk



(2b) Black and White Billboard Full Bleed Image. When the background image is dark then the identifier reverses white out

Identifier

Always appears bottom right hand corner

Website address

Always appears bottom left in font

Helvetica Neue 65 Medium and ranges left, aligning with text. The website address is always larger than the main text in order to stand out. The base of the website address should align with the base of the identifier.

Headline

Helvetica Neue 65 Medium

Upper and Lower case, Ranged left

Main Text

Text in Helvetica Neue 45 light

To highlight a key point or word use **Helvetica Neue 65 Medium**

Chip and PIN Identity Application Environments Web Site

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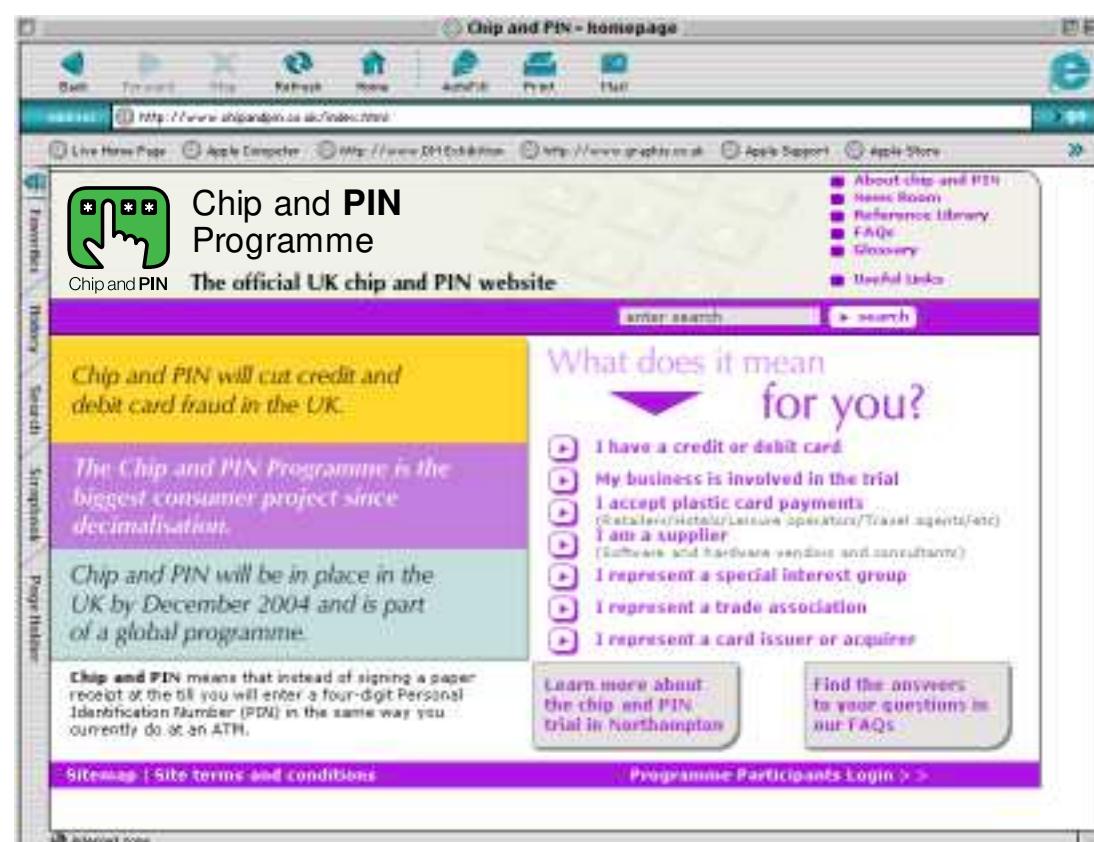


(1) Identifier working with existing typography

New typography style

Helvetica Neue 45 light

Helvetica Neue 65 Medium



(2) Identifier working with new typography as title and supporting text in existing typography



(3) Identifier working with new typography as title and supporting text



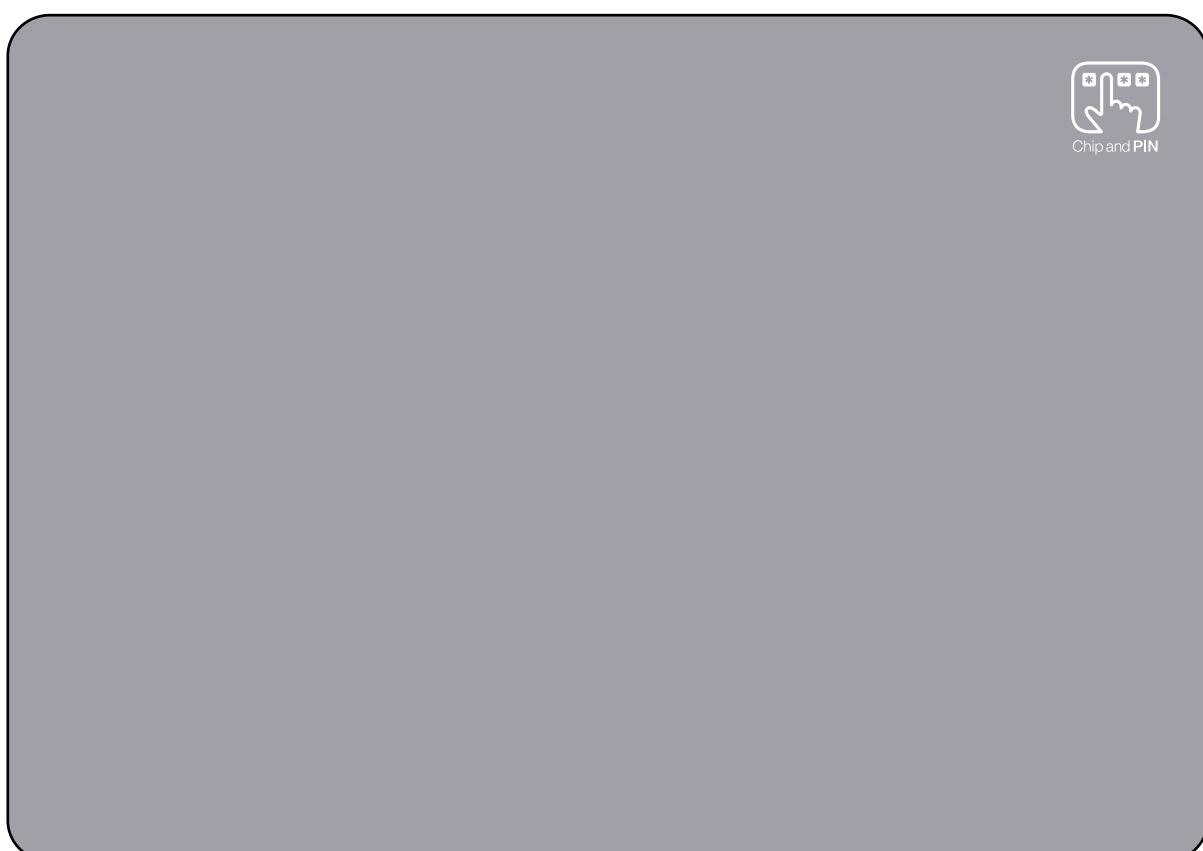
Identifier

When used on Television the Identifier can be used in two ways.

(1) Large in Colour - Centred
This could be used as an end title

(2) Small in white (slightly transparent) - Top Right
This could be used when advert is in progress

- (1) **Television**
Identifier in colour and centered - possibly used with web address. This could be used as an end title



- (2) **Television**
Identifier would be white and slightly transparent over background image
(e.g. like channel 5 logo) This could be used when advert is in progress.