

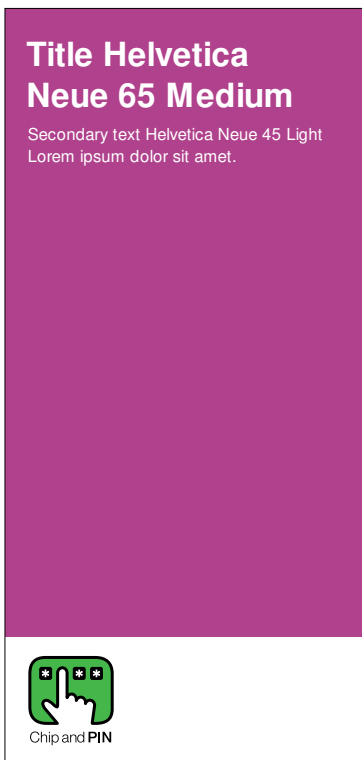
Chip and PIN Identity Application Environments

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Chip and PIN



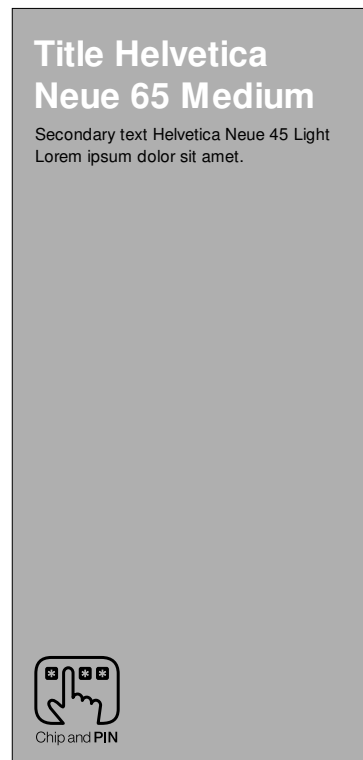
(1) **Colour DL Leaflet**
White strip across the bottom



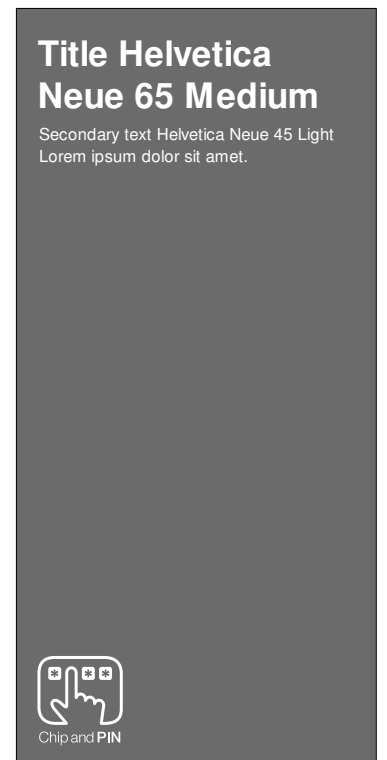
(1a) **Colour DL Leaflet**
Full Bleed Image or Colour



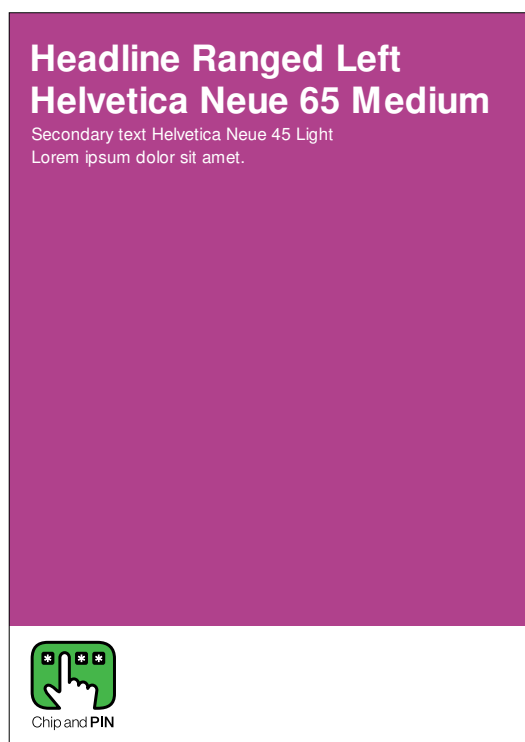
(2) **Black and White DL Leaflet**
White strip across the bottom



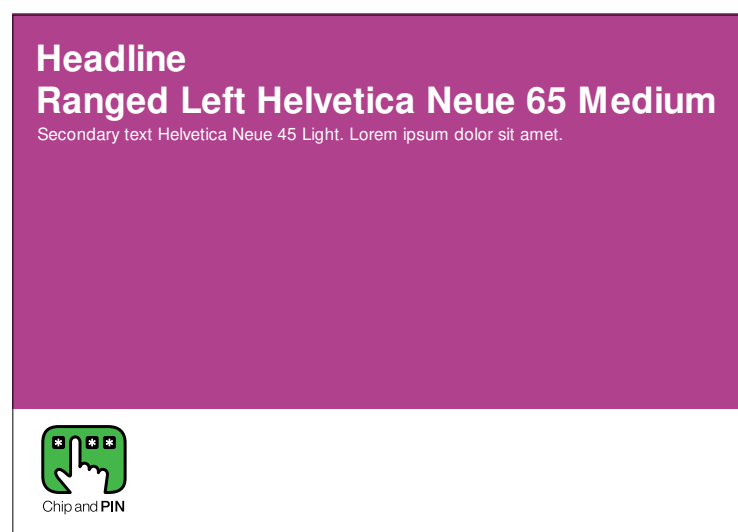
(2a) **Black and White DL Leaflet**
Full Bleed Image



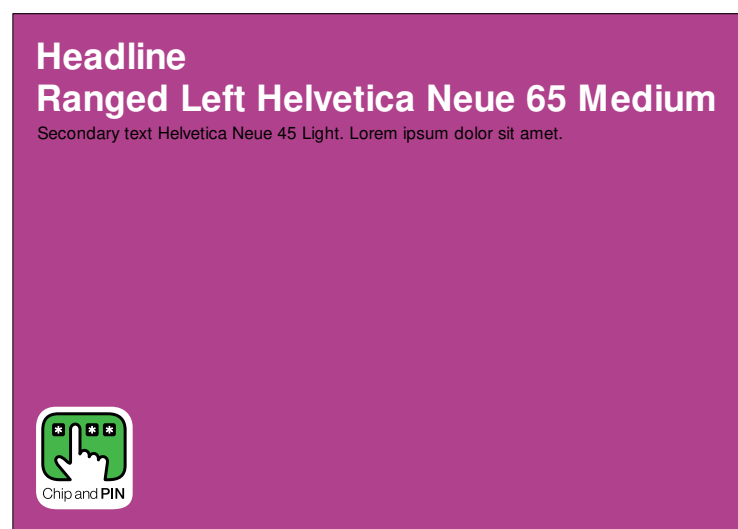
(2b) **Black and White DL Leaflet**
Full bleed image, when the background image is dark then the identifier reverses white out



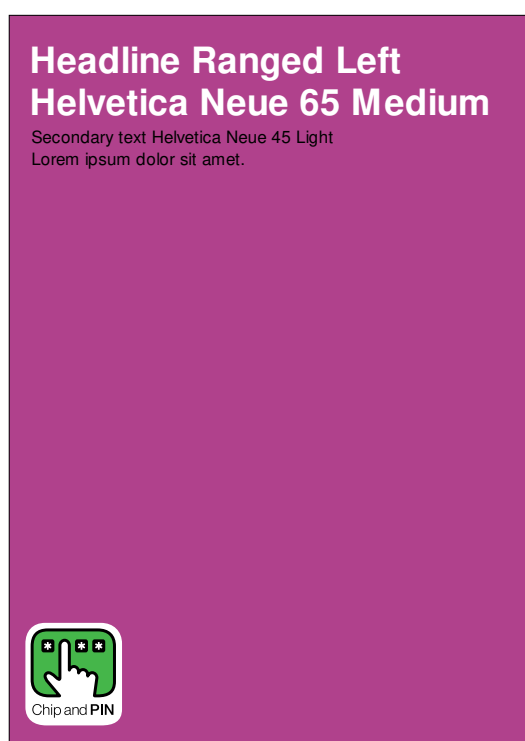
Portrait
White strip across the bottom



Landscape
White strip across the bottom



Landscape
Full bleed image or colour



Portrait
Full bleed image or colour

General Rule

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

Website address

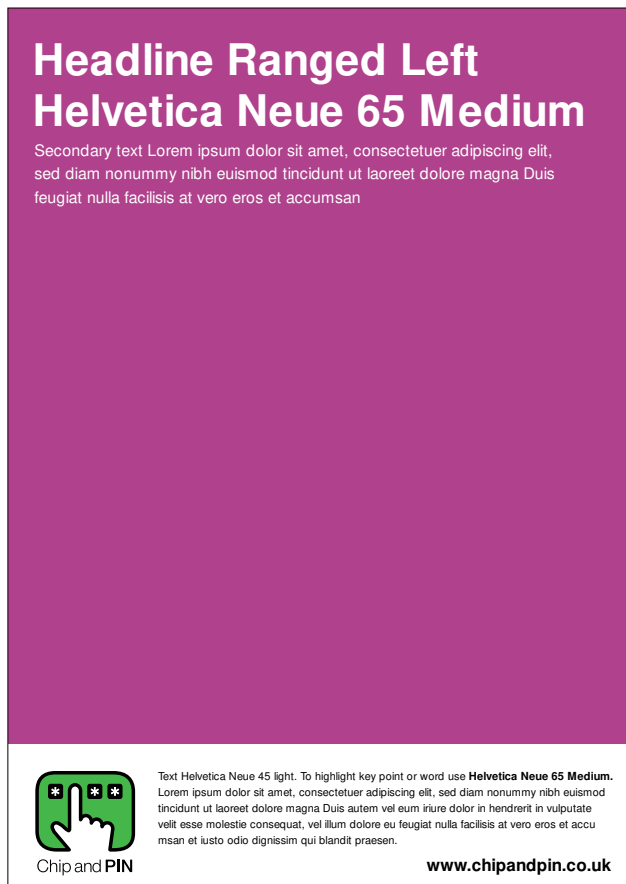
Always appears on the back cover or bottom right in **Helvetica Neue 65 Medium** and ranges right. (see advertising/posters)

Title

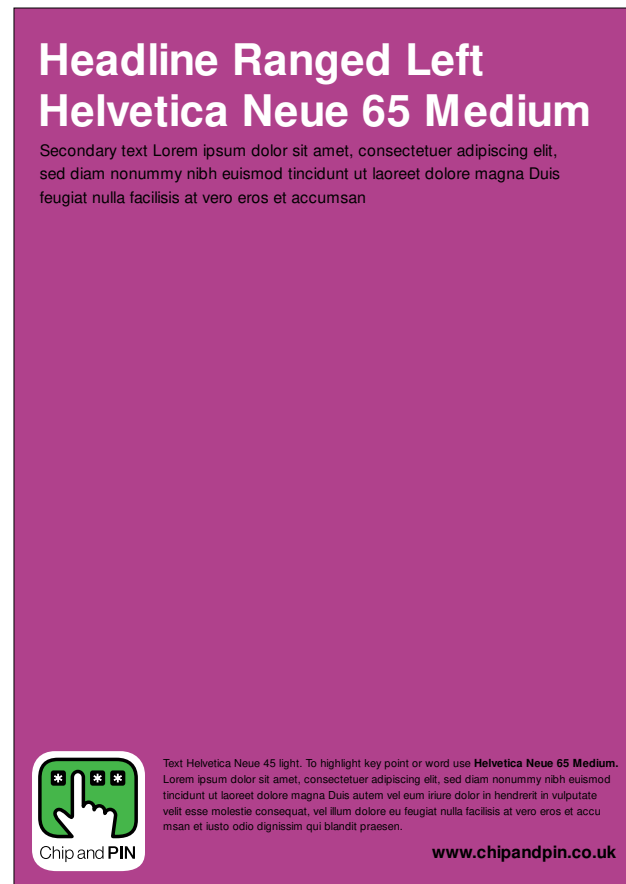
Helvetica Neue 65 Medium
Upper and Lower case, Ranged left

Supporting Text

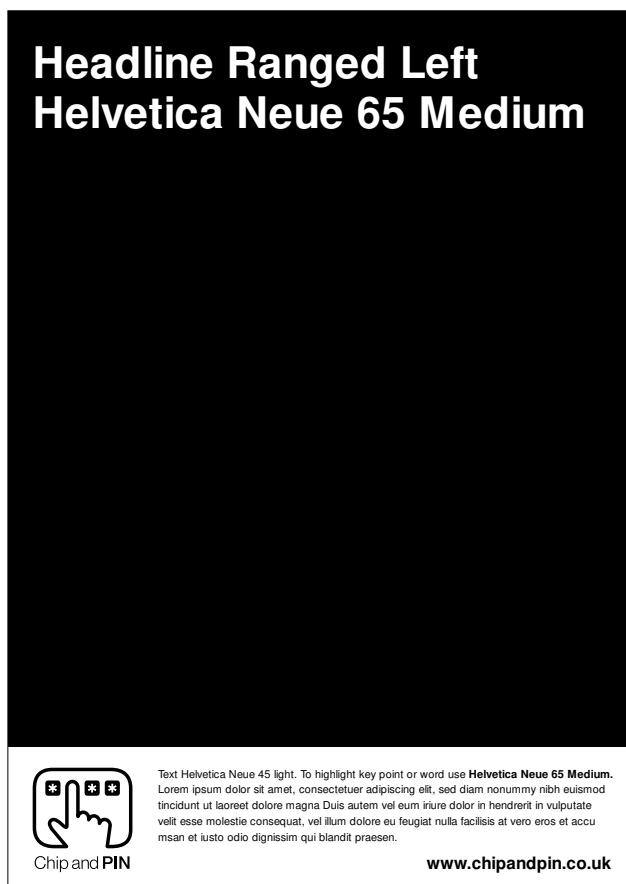
Text in Helvetica Neue 45 light and always smaller than the title. To highlight a key point or word use **Helvetica Neue 65 Medium**



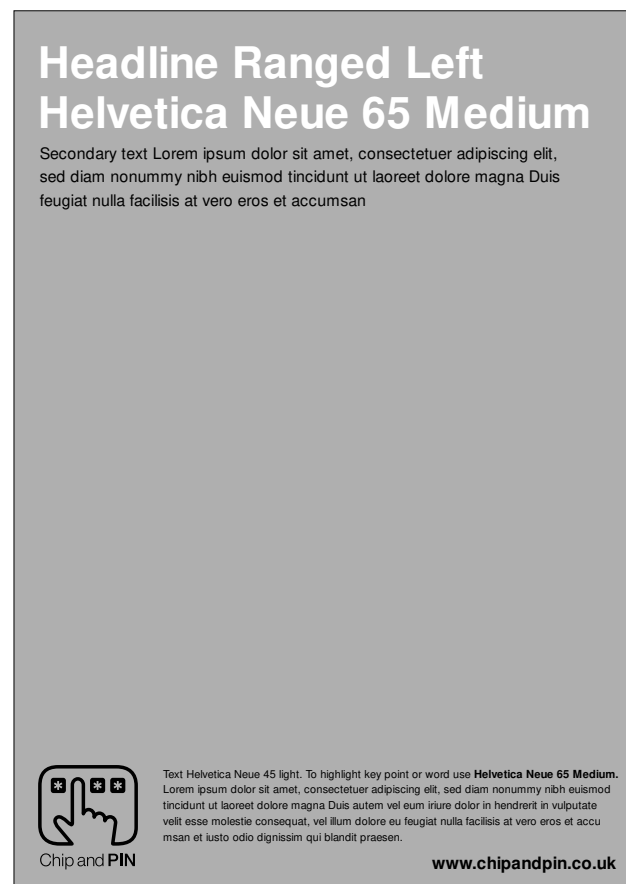
(1) **Colour Ad**
White strip across the bottom



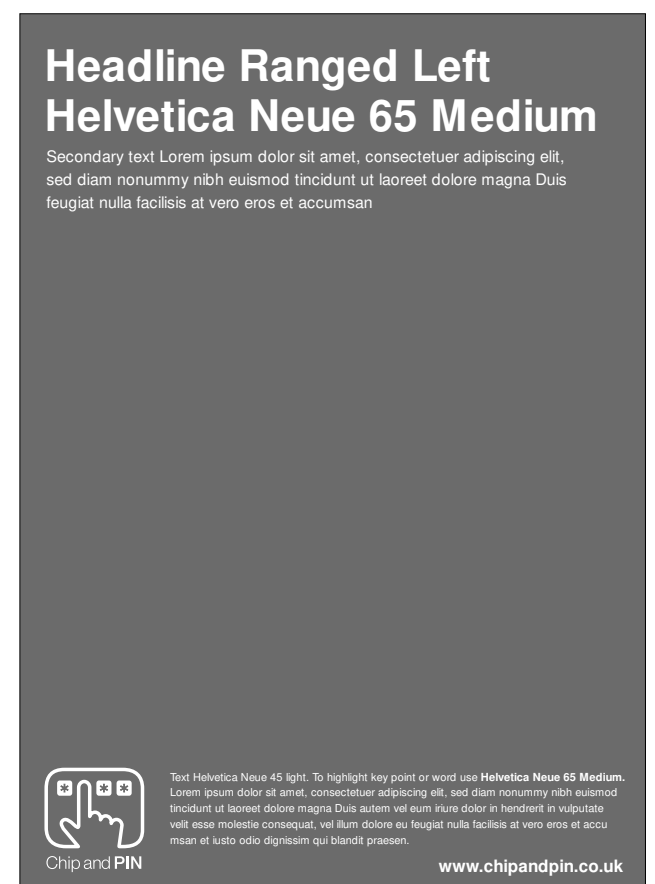
(1a) **Colour Ad**
Full Bleed Image or Colour



(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



(1) **Colour Billboard** White strip across the bottom



(1b) **Colour Billboard** Full Bleed Image or Colour



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



(2b) **Black and White Billboard** Full Bleed Image



(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

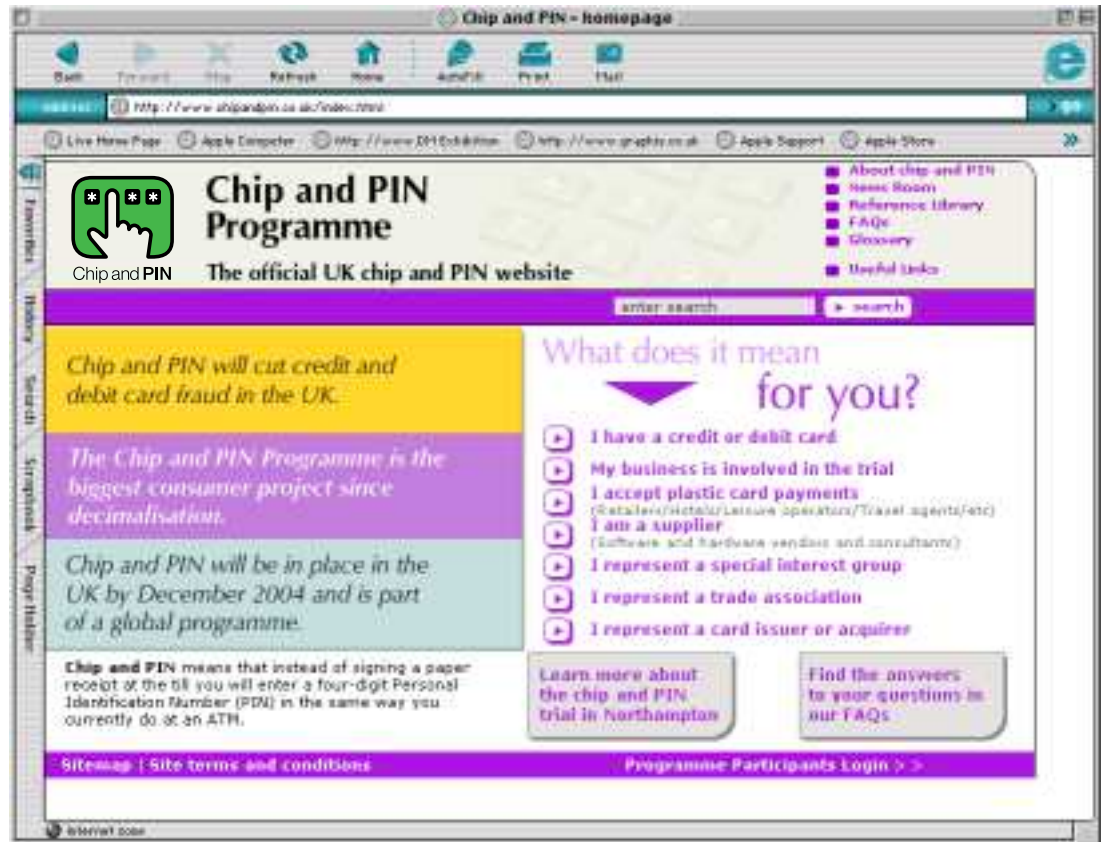
Main Text

Text in Helvetica Neue 45 light

To highlight a key point or word use

Helvetica Neue 65 Medium

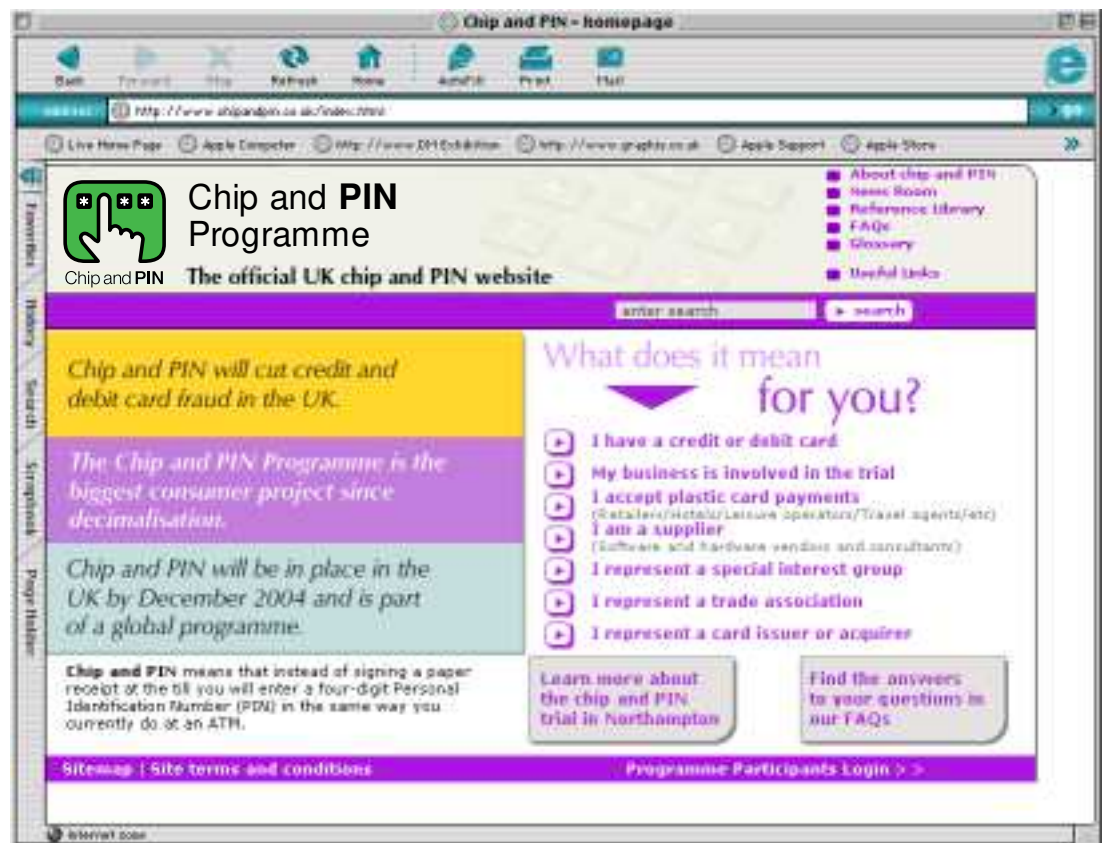
Chip and PIN Identity Application Environments Web Site



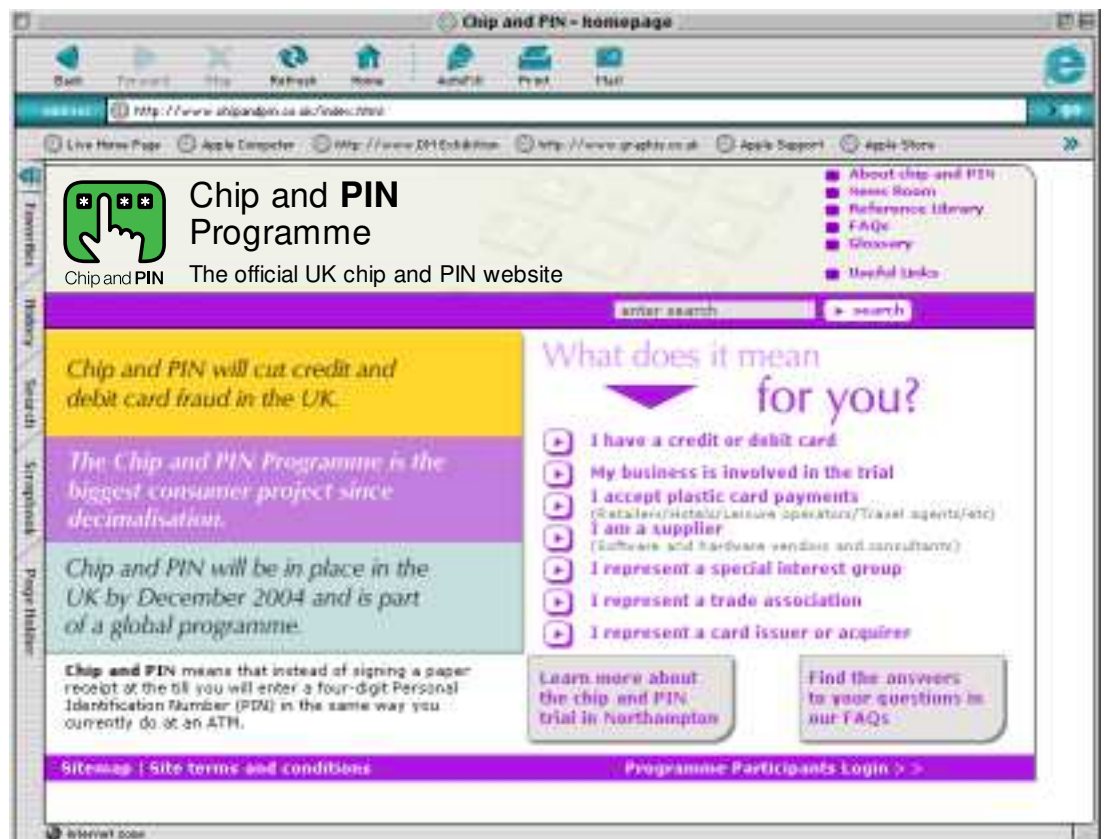
(1) Identifier working with existing typography

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

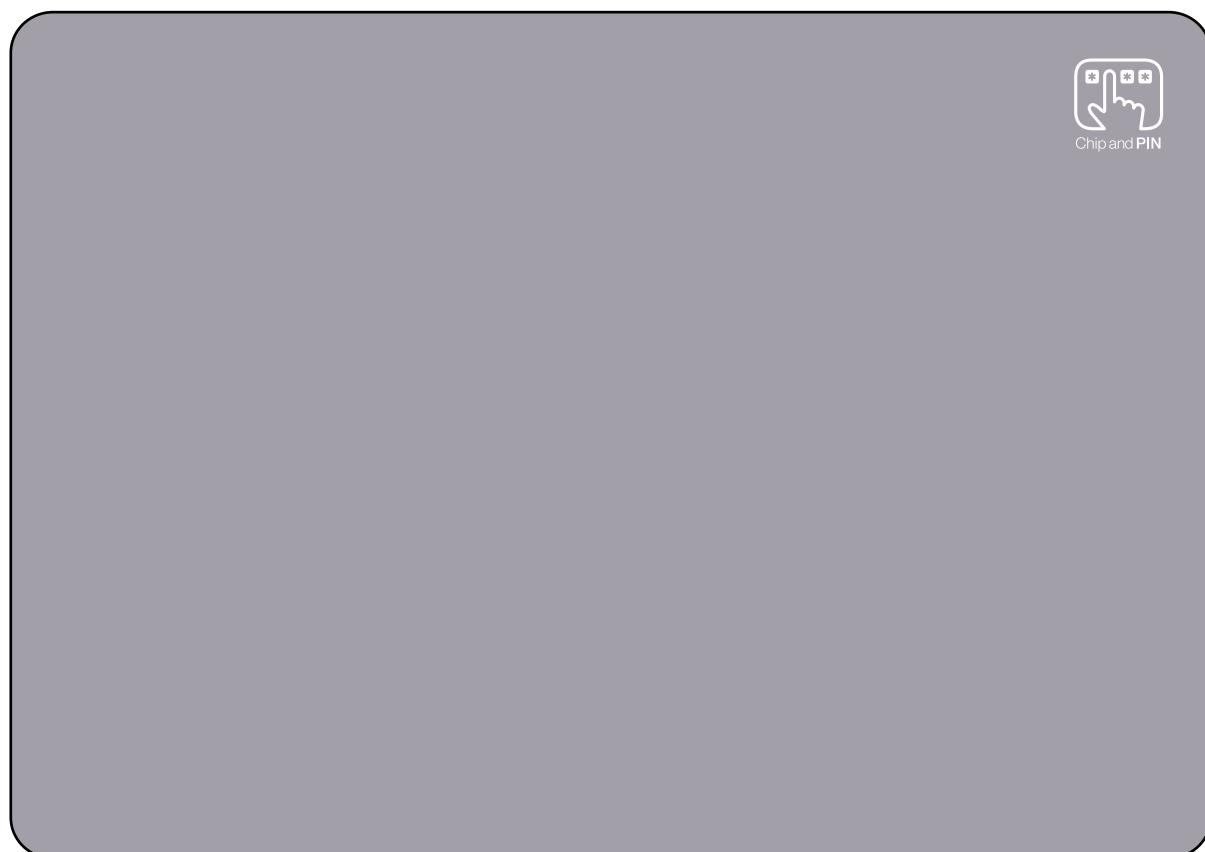


- (1) **Television**
Identifier in colour and centered - possibly used with web address. This could be used as an end title

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



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