



**ADVANCING THE WAY THE WORLD
PAYS, BANKS AND INVESTS™**

QUICK REFERENCE: VISUAL IDENTITY

Our visual identity consist of our logo, color palette, typography, photography, graphic elements, iconography and illustration.

Our logo

The logo has been refreshed with a new FIS green to be a bit more modern and fresh. The Worldpay logo remains the same, but now has an attribution line that reads “from FIS”. Over photography both logos may reverse to white. The “from FIS” attribution line can reverse to white even if “Worldpay” stays in red.



Full color logo



Black logo



White logo



Full color logo



Black logo



White logo

The FIS green logo should never be on a red background, and the Worldpay Red logo should never appear on a green background.

Color palette

The core color in our palette is the FIS Green. Supporting it are Dark Green and White. We lead with FIS green in our logo and hero gradients. The dark Green should only be used as a background. Use White for backgrounds or content. Use the hero gradients for lead-in content. They may be used in smaller amounts for secondary elements, like illustrations, but typically, these gradients should be used minimally for secondary content. Our accent colors come into play for infographics where we need different colors to represent different data segments. We also use accents in illustrations and icons. Our neutral colors may be used as a background, similar to dark green or white.

Supporting core colors

FIS Green #4BCD3E RGB 75, 205, 62 CMYK 62, 0, 100, 0 PMS 2421 C	#012834 RGB 1, 40, 52 CMYK 94, 69, 55, 61 PMS 5463 C	#FFFFFF
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Color families and accents

#4BCD3E RGB 75, 205, 62 CMYK 62, 0, 100, 0 PMS 2421 C	#009775 RGB 0 151 117 CMYK 100 0 70 0 PMS 334 C	#015B7E RGB 1, 91, 126 CMYK 98, 38, 32, 40 PMS 3165 C	#012834 RGB 1, 40, 52 CMYK 94, 69, 55, 61 PMS 5463 C
#3BCFF0 RGB 59, 207, 240 CMYK 56, 0, 7, 0 PMS 3115 C	#285BC5 RGB 40, 91, 197 CMYK 90, 68, 0, 0 PMS 2728 C	#1B1B6F RGB 27, 27, 111 CMYK 100, 100, 23, 17 PMS 2755 C	
#A18CDE RGB 161, 140, 222 CMYK 38, 46, 0, 0 PMS 2101 C	#4C12A1 RGB 76, 18, 161 CMYK 85, 100, 0, 0 PMS 2091 C		
#FD8D62 RGB 253, 141, 98 CMYK 0, 56, 52, 0 PMS 2345 C	#FF1F3E RGB 255, 31, 62 CMYK 0, 90, 70, 0 PMS Red 032 C	Hero gradients #015B7E RGB 1, 91, 126 CMYK 98, 38, 32, 40 #50FF48 RGB 80 255 72 CMYK 51, 4, 97, 4	
#FFC845 RGB 255, 200, 69 CMYK 0, 22, 83, 0 PMS 1225 C	#CC9E00 RGB 204, 158, 0 CMYK 21, 36, 100, 0 PMS 110 C	#50FF48 RGB 80 255 72 CMYK 51, 4, 97, 4 #285BC5 RGB 40, 91, 197 CMYK 90, 68, 4, 0	
#F95F1 RGB 249, 245, 241 CMYK 2, 2, 4, 0 PMS 7506 C 50%	#E8DBC RGB 232, 219, 203 CMYK 8, 12, 19, 0 PMS 7506 C	#285BC5 RGB 40, 91, 197 CMYK 90, 68, 4, 0 #FF1F3E RGB 255, 31, 62 CMYK 4, 88, 68, 0	

Typography

The primary typeface is Clan. We use Clan Ultra, all uppercase, for headlines. Subheads also use Clan Ultra, but in sentence case. For all body copy we use Source Sans Pro (Light, Regular, Semibold and Bold) are all acceptable weights to use. In desktop applications, like PowerPoint, we substitute Clan in headlines with Arial Black. Arial Regular and Bold should then be used for body copy in place of Source Sans Pro.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Clan Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

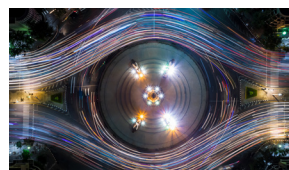
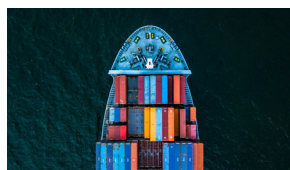
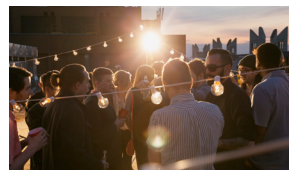
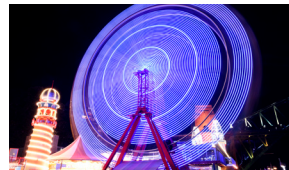
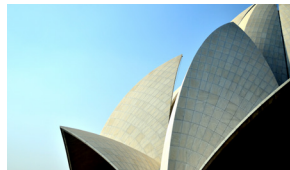
Source Sans Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Source Sans Pro Bold

Photography

The images we use evoke a sense of storytelling you might expect to find in a “National Geographic” magazine. They are vibrant in color and focused in composition (though this doesn’t always mean a close crop, our images can depict larger scenes too). Subjects in photos should always be active and unposed, captured in the moment. This quality of documentation speaks to our agility and how we’re always moving forward. Images may be used with or without a hero gradient overlay. The hero gradient overlay should be reserved for primary use cases (website hero panels, brochure covers, presentation covers, etc.).





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Graphic elements

We have two graphic elements: the balance line with hero gradient overlay and the white content box. You'll notice on the right this Balance Line bisects the hero panel right in the middle. The balance line should always be a 50/50 split of any given layout, and may run horizontally or vertically. The Balance Line symbolizes the harmony we bring to humanity and technology, big ideas against facts and figures, the joining of two companies. We use the hero gradient overlay on top of images to give ourselves a unique and proprietary look. The white content box expands the metaphor, acting as an engaging and dynamic tool to help us place content over our secondary images.



Driving Growth

FIS is making banking easier for banks around the world. Now more than ever banks are finding technology is key

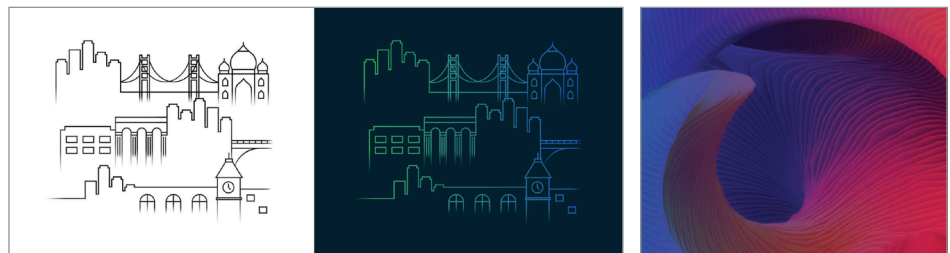
Iconography

The purpose of icons are to reinforce and clearly communicate when its more elegant to show a picture than to use words. Icons are single line weight, with no shading or shadows. They maybe used over white or dark, for wayfinding, navigation or visual enhancement/reinforcement of a message. Icons should be obvious in what they are trying to communicate, avoid using them in large menu or control panel situations.



Illustration

We have two styles of illustration: linear and abstract pattern. We use the linear style to depict places, people, and objects in an iconographic level of detail. They may be used over white or dark background in any of the hero gradients. We use the abstract pattern style to express concepts that can't be express any other way.





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Branding examples

