

CO-BRANDING

FIS will often undertake joint efforts with partners or other 3rd party organizations. These arrangements are effective in bringing the best in class organizations together to provide a stronger offering to the marketplace. The below rules apply to all FIS logos (FIS, Worldpay from FIS, Virtus from FIS etc.).

Visual parity between logos

- X-height of the FIS logotype must be an equivalent height of a partner logo.
- The FIS logo should always be reproduced in full-color using sizing guide below.



All cap partner logotype - 2x the size of type



Mixed case partner logo with symbol



Symbol only

Misuse

- Never place the partner logo closer to than the specified clear space.
- Do not lock up the FIS logo with another organization's logo— it suggests an equal partnership.

Materials originating from partners

- The look and feel is decided by the 3rd party organization
- FIS may suggest best practices for representing the FIS logo via coloration, size, placement, etc.
- FIS logo appears on the opposite corner, never as a lock up

YOUR [black circle] LOGO HERE

Welcome to Worldpay eCommerce, powered by BigCommerce

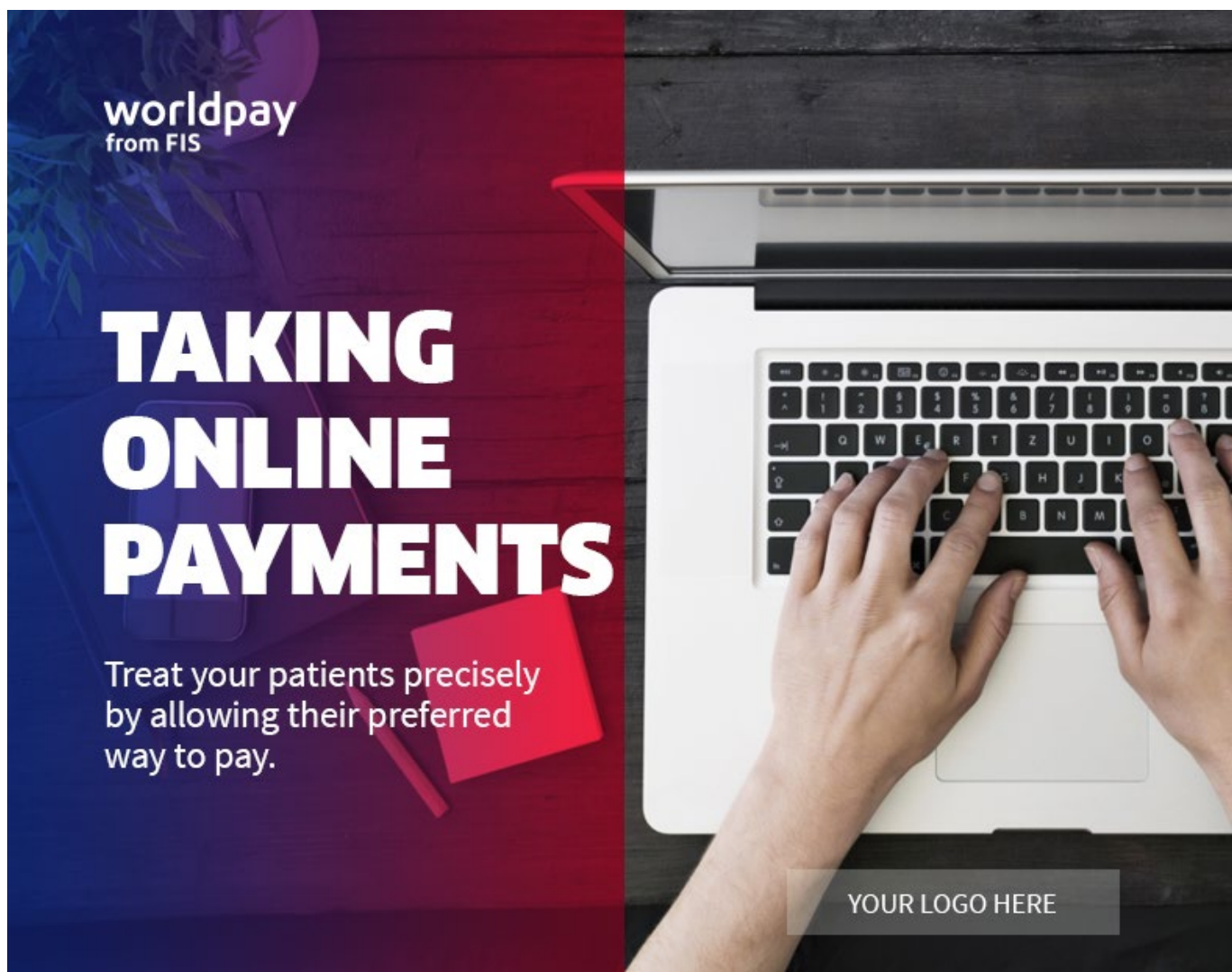
Your store is almost ready to
start selling online!

Add your products

FIS

Materials originating from FIS

- Should utilize the full FIS brand guidelines
- FIS logo must appear in the primary position – for example the upper left corner of a brochure or one sheet
- The logo for the supporting organization appears on the opposite position, preferably the bottom right of communications
- Supporting logo may be reproduced in white, reversed from a solid background of enough contrast from the FIS color palette, or full color.



Contact your partnership manager with any questions.