

Manual iDEAL logo

Guidelines and instructions for
using the iDEAL logo

June 2018 | Version 1.2



iDEAL logo

iDEAL is a registered trademark owned by the Dutch Payments Association. It is not permitted to change or to deform the logo of iDEAL without written permission of the copyright holder. For more information or questions regarding the use of the iDEAL logo please contact the Information & Communications department of Currence.



Use of the logo

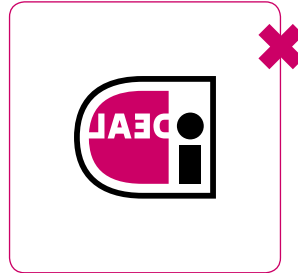
The logo may only be used in the provided form and colour. You can download it [here](#).



Correct shape of the logo



Never scale components of the logo independently of each other



Never mirror the logo



Never deform the logo



Do not add elements to the logo



Never change the logo to one colour



Do not fill the logo with a colour



Never crop the logo



Do not give the logo any shadow



Do not give the logo any effect

Use of the logo in colour

In most situations the logo is used in colour.



Logo in colour on a white background



Logo in colour on a coloured background



Logo in kleur op gekleurde achtergrond



Logo in colour on a coloured background



Logo in colour on a background with an image



Never remove the white outline of the logo



Never remove the white outline of the logo



Never change the colour of the logo



Do not fill the logo with an image



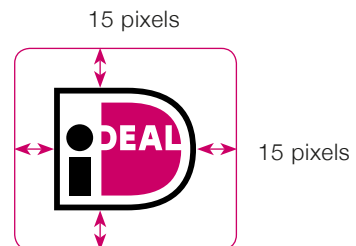
Do not make the logo transparent

The position of the logo

Free space around the logo


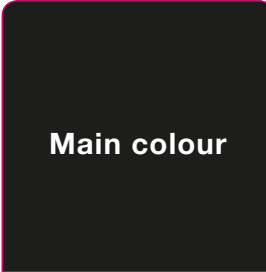
Within the prescribed area it is not allowed to place other elements.

The required free space around the logo is 15 pixels.



Use of colour

The logo consists of magenta (#cc0066) and black (#000000). The use of other colours is not permitted.

 Main colour	 Main colour
Pink	Black
#cc0066	#000000
sRGB r:204 g:0 b:102	sRGB r:0 g:0 b:0
Lab l:45 a:71 b:4	Lab l:0 a:0 b:0
pms 226	pms black
cmyk c:0 m:100 y:0 k:10	cmyk c:0 m:0 y:0 k:100