



Usage Guidelines for chip & PIN Point of Sale Material

This material has been created for use in store to promote the fact that you now accept chip and PIN transactions, and encourage your customers to pay using PIN.

These guidelines set out conditions of use and have been created to provide consistency and to help customers recognise chip and PIN information wherever they come across it.

How to Download

- Log on to www.chipandpin.co.uk and follow the instructions.
- The promotional material is available in two formats, with either five or four scheme logos, giving you the choice depending on the cards you accept.

Maintain Quality & Consistency

- The visual should be displayed in colour with the main text in black, on a white background. If this is not possible, dark backgrounds should be avoided.
- The chip and Pin identifier must always be represented in the shown colour. (75% cyan and 95% yellow).
- The Visa, Switch, MasterCard and Amex logos must always be represented in the colours described in the document, "Card Scheme Logos".
- The material must not be altered in any way including the adding or removing of scheme logos or changing of text.
- The printed material must retain the same dimensions and type style as shown on the website.
- Printing should be done at 600 d.p.i

Maximise Impact

- The point of sale (POS material) should, where possible, be displayed on its own.
- No other messages should be overlaid on the material.
- All POS material must be removed by 30th June 2005.

Should you have any questions regarding these guidelines please contact the Chip and PIN PMO on 0207 960 6428