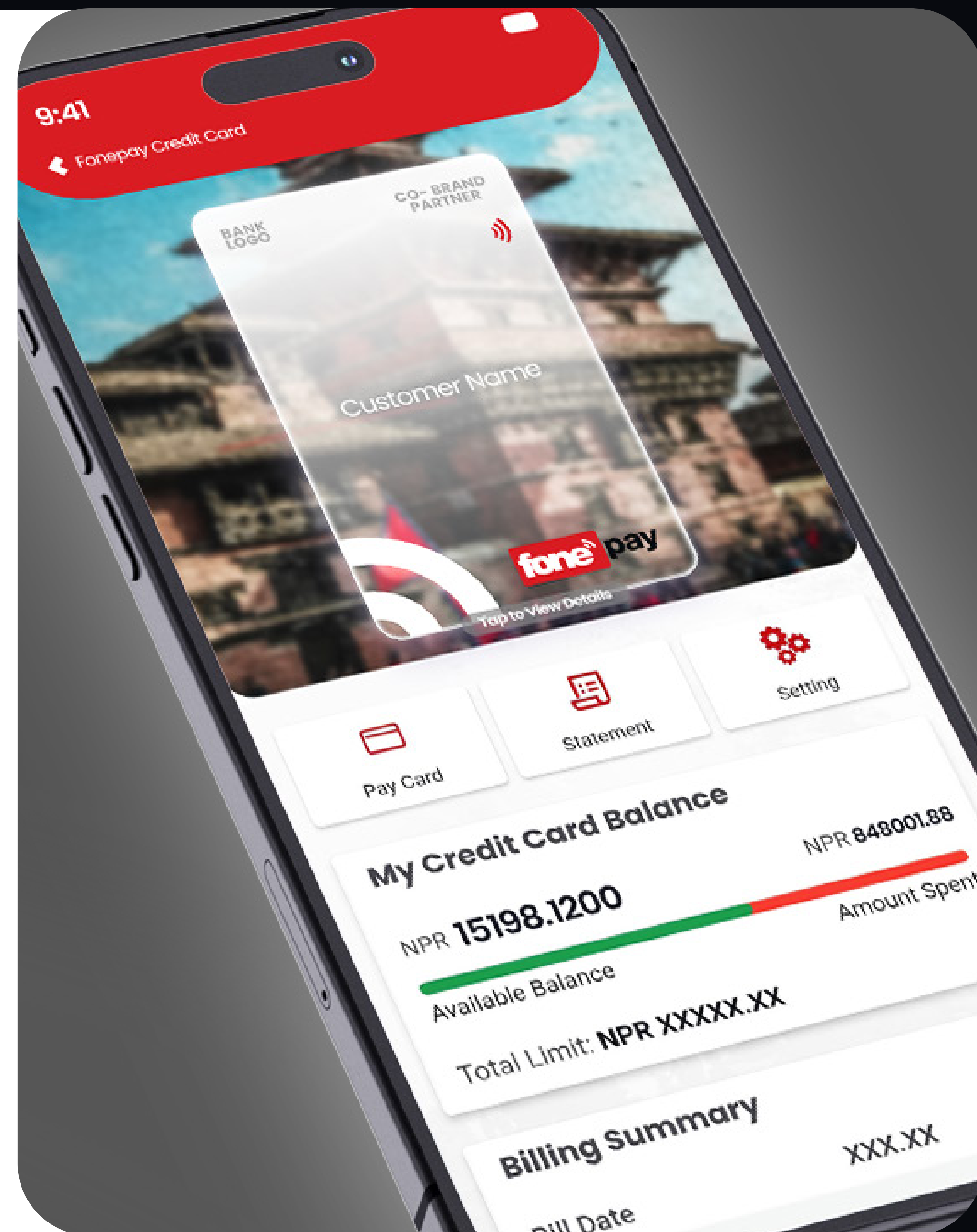


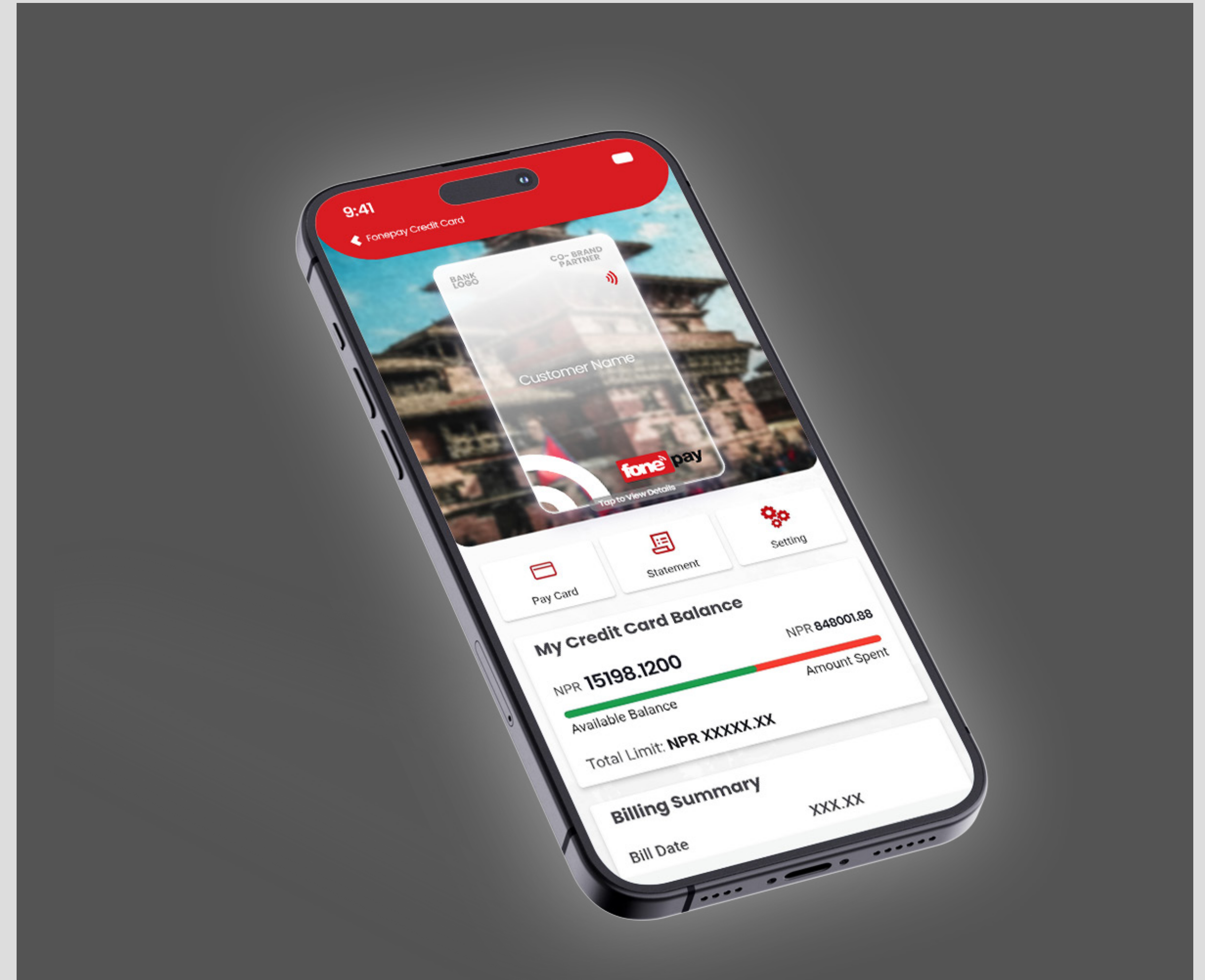


Guidelines



Fonepay Credit Card

Fonepay Credit Card is a fully functional digital/virtual card solution which empowers card holders with unparalleled convenience, flexibility, and control over their credit card functionality. This card allows users to scan and pay at any Fonepay QR merchant across the country.





Fonepay Card Icon Usage

The icon on the presented Fonepay credit card is designed to be adapted to various platforms such as websites, print and etc. This design leads the icon to look like an official representation of Fonepay card.

In this manner, for simplicity, the icon can be represented in different colors or horizontal configurations, among them, however, presence is given to the circle outline of the card appear in the same manner as in a handling app or etc.

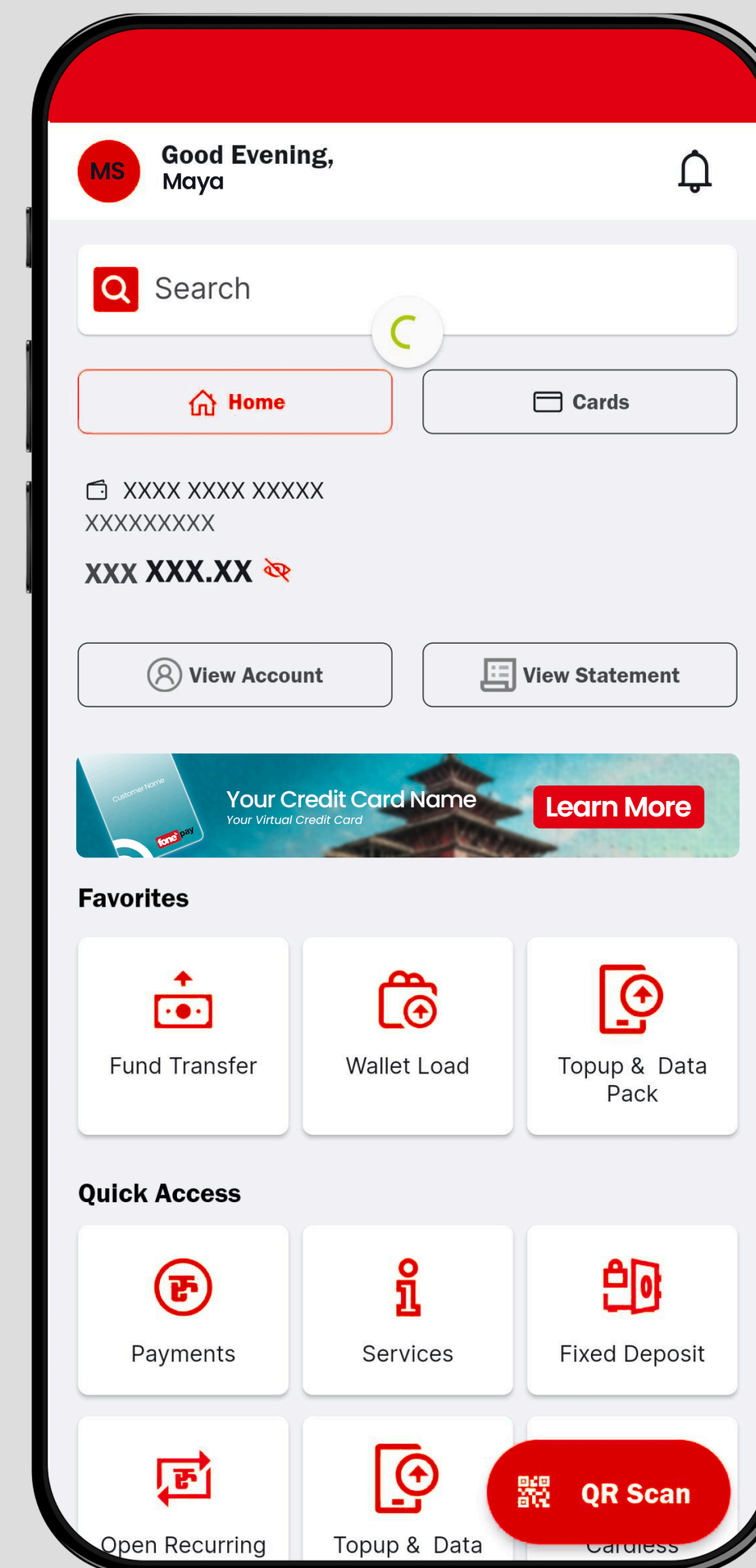


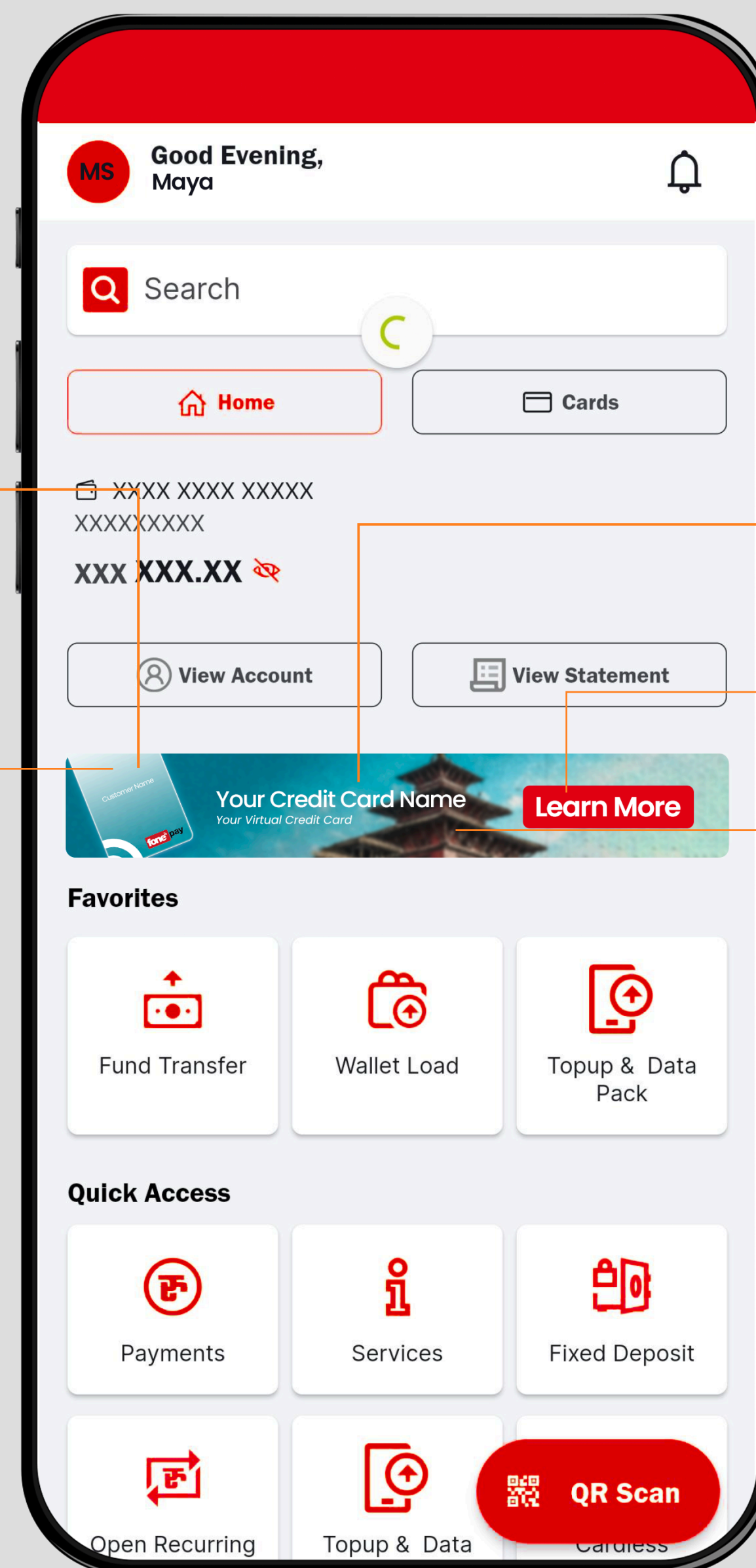
White background
version



Red background
version

Homepage **Full Banner** for all Mobile Banking Users





The graphic elements are designated and hence shall not be moved.

Replace the placeholder text "Your Credit Card Name" with your bank's official virtual credit card name.

CTA Button ("Get it Now")
Color: can be modified by the Partner Banks to maintain brand consistency.

CTA button must be on right side & Maintain 140 px from right side of CTA bottom.

When using images, ensure they provide sufficient contrast to make the information clearly visible. The image should also be slightly blurred to enhance text readability, and the font color must contrast well with the background. Additionally, it is important to use images that are properly sourced and comply with copyright regulations.

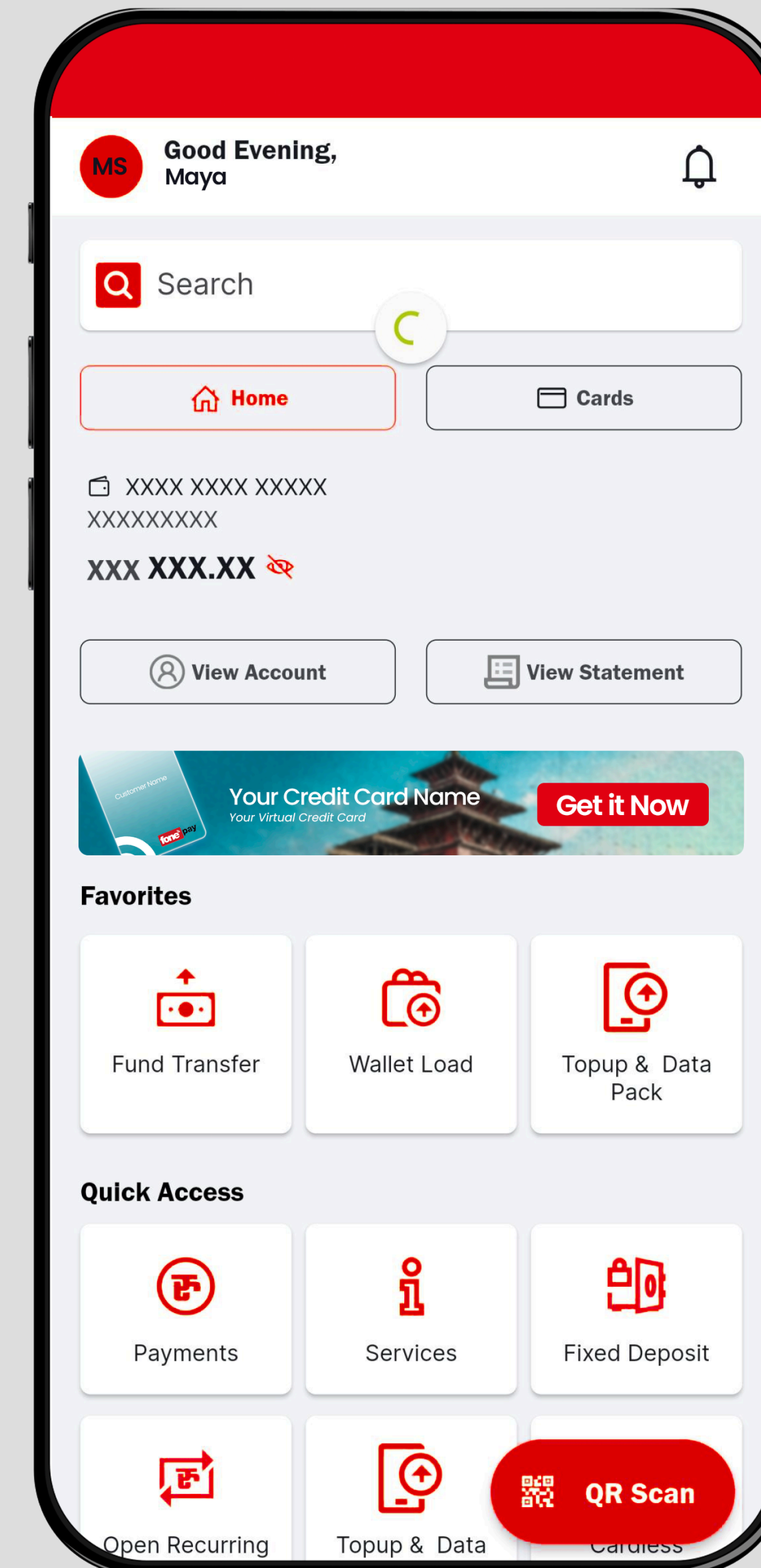
The size the virtual credit card should be W-400px* H- 633px and the elements on the card shall not be moved and be sure to Scaled proportionally (keep aspect ratio).

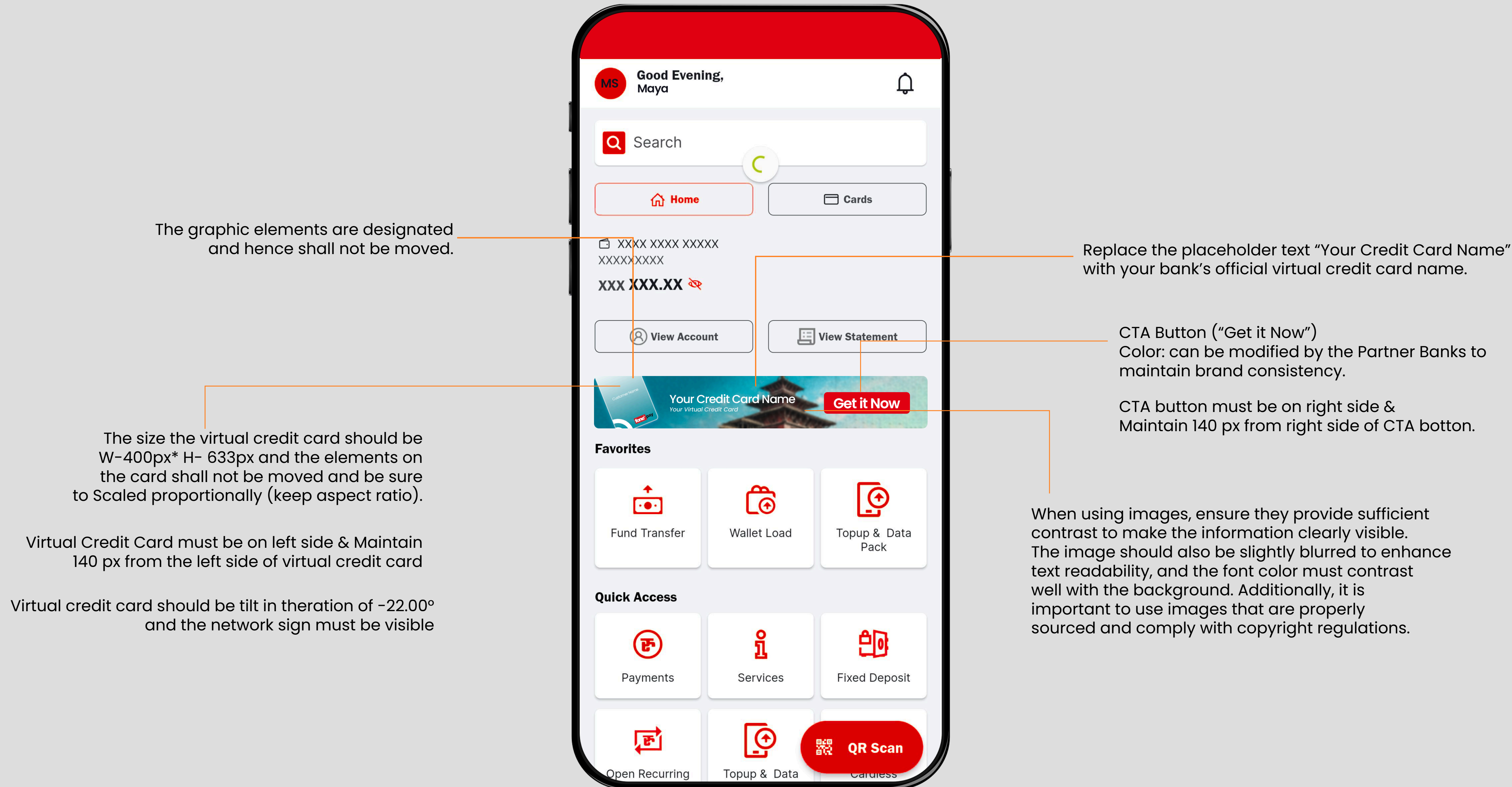
Virtual Credit Card must be on left side & Maintain 140 px from the left side of virtual credit card

Virtual credit card should be tilt in theration of -22.00° and the network sign must be visible

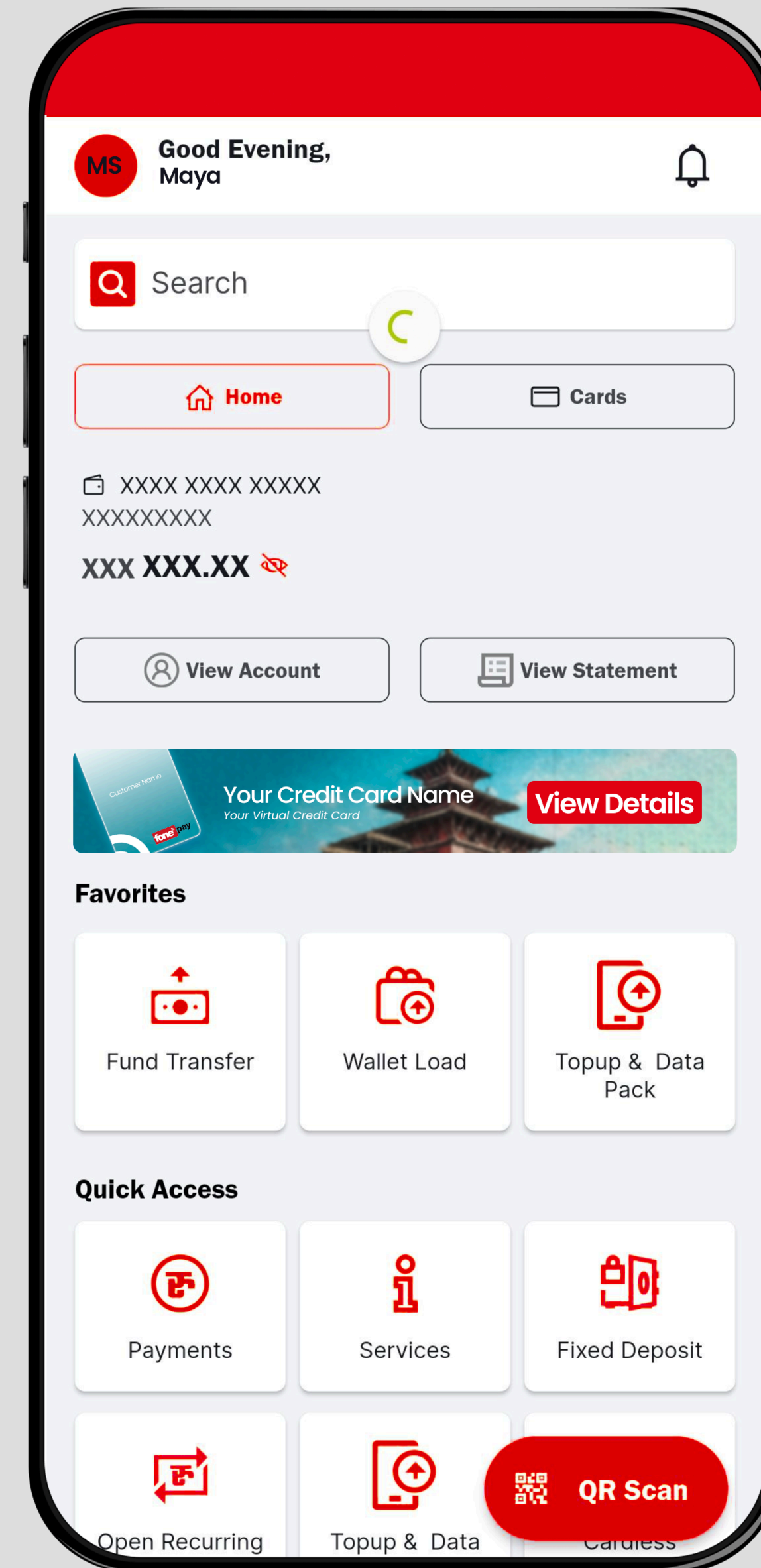
Homepage

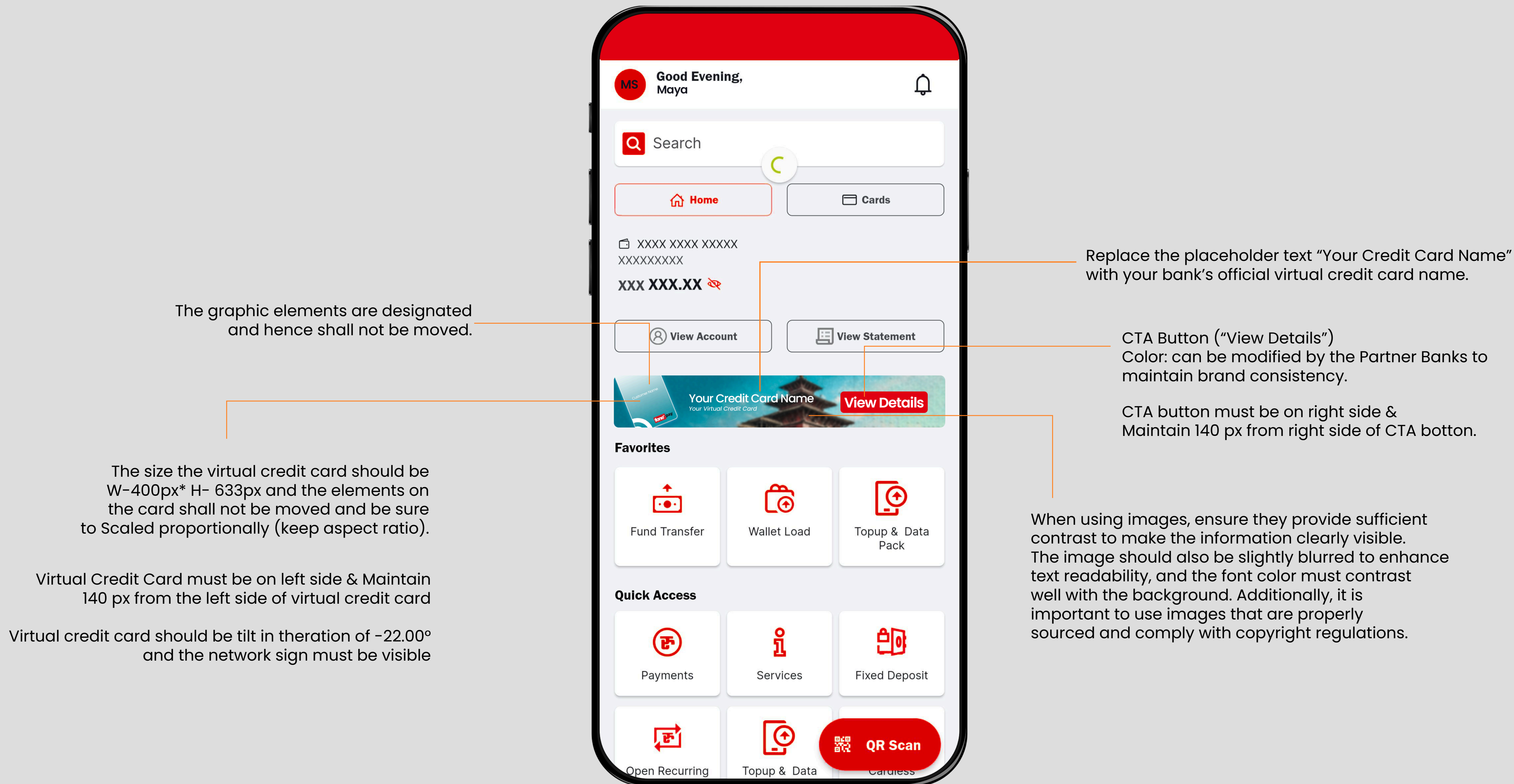
Full Banner for Eligible Users



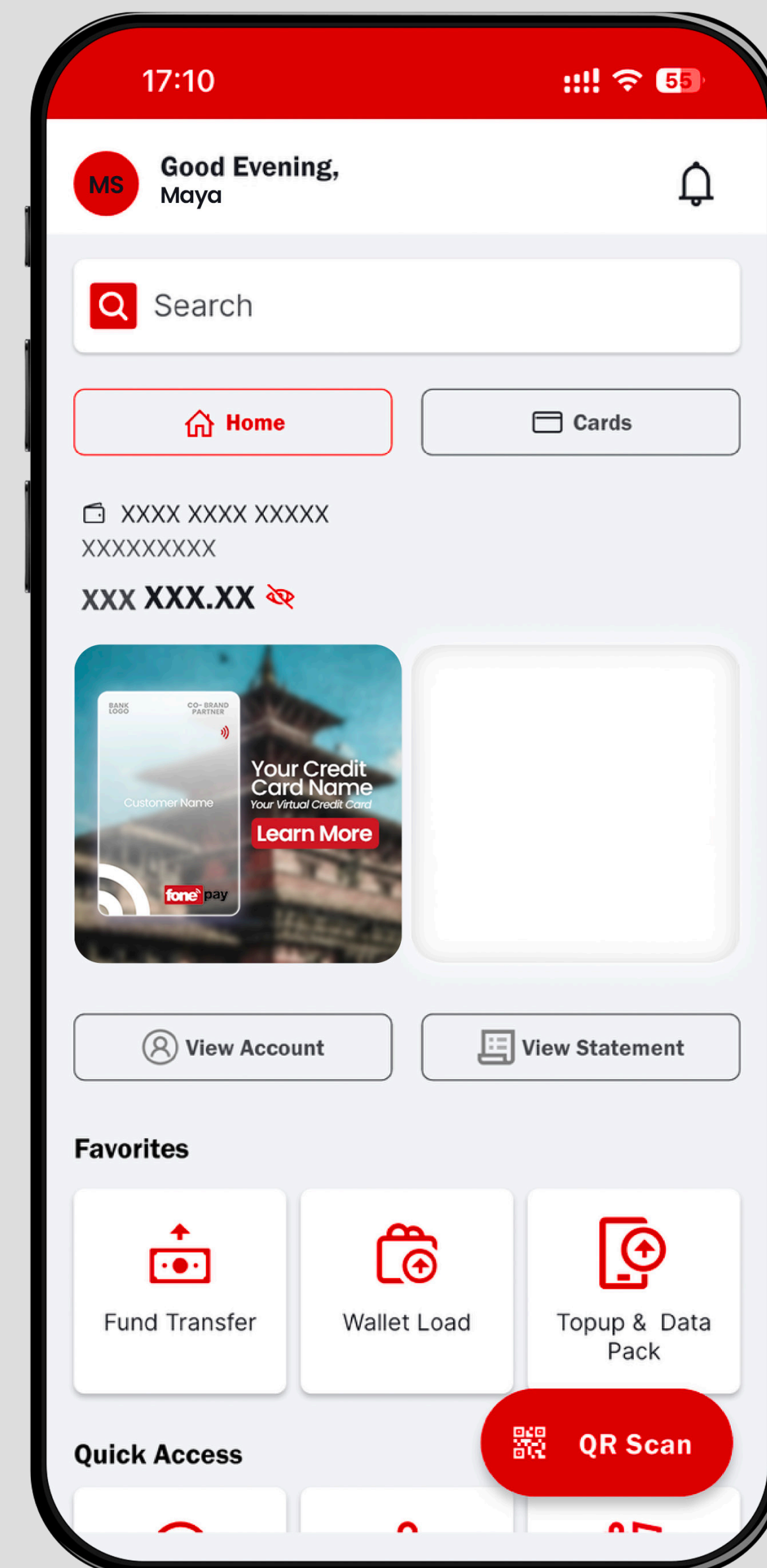


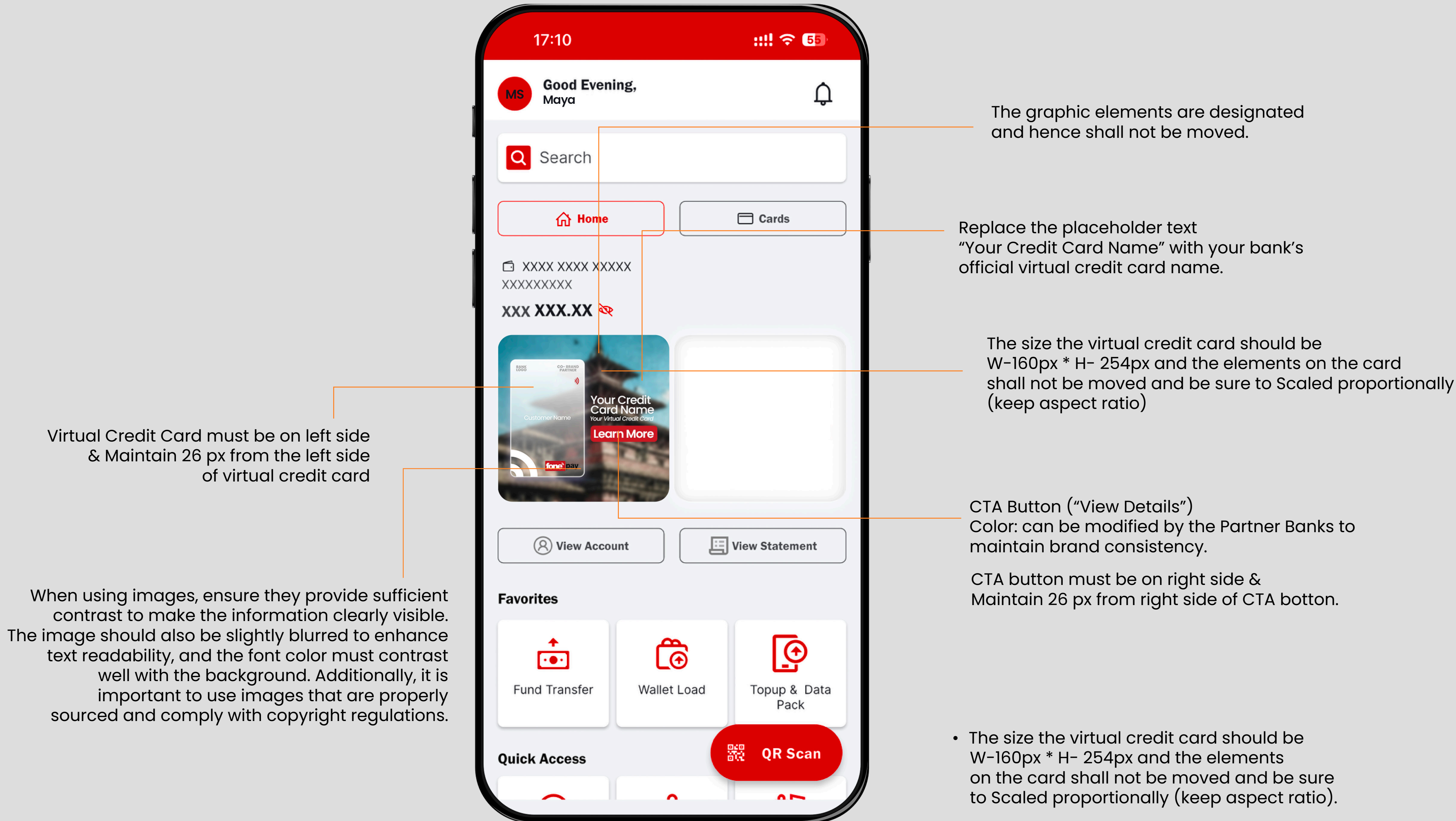
Homepage **Full Baner** after applying for the Credit Card



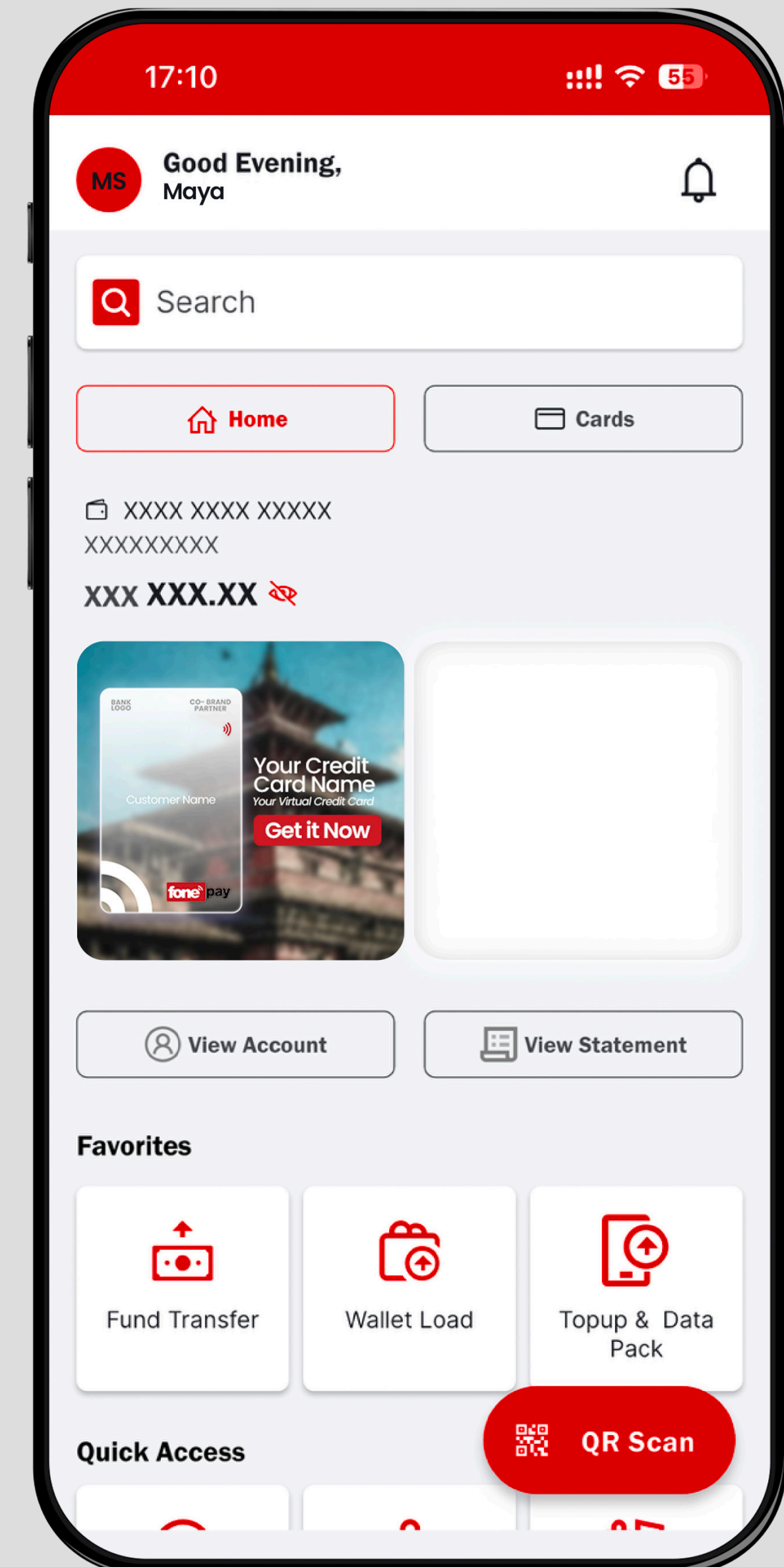


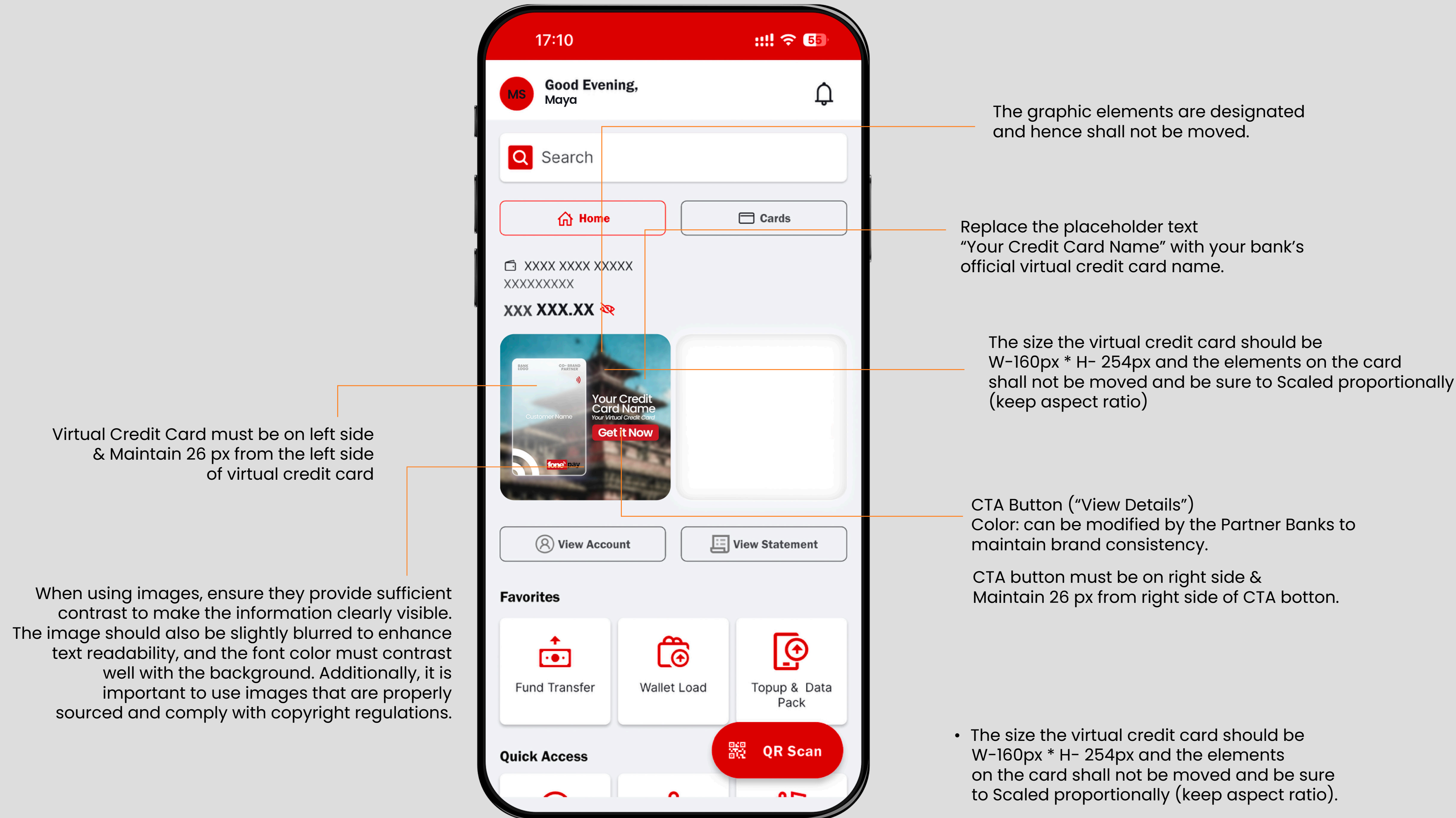
Shared Space Homepage for Eligible Users



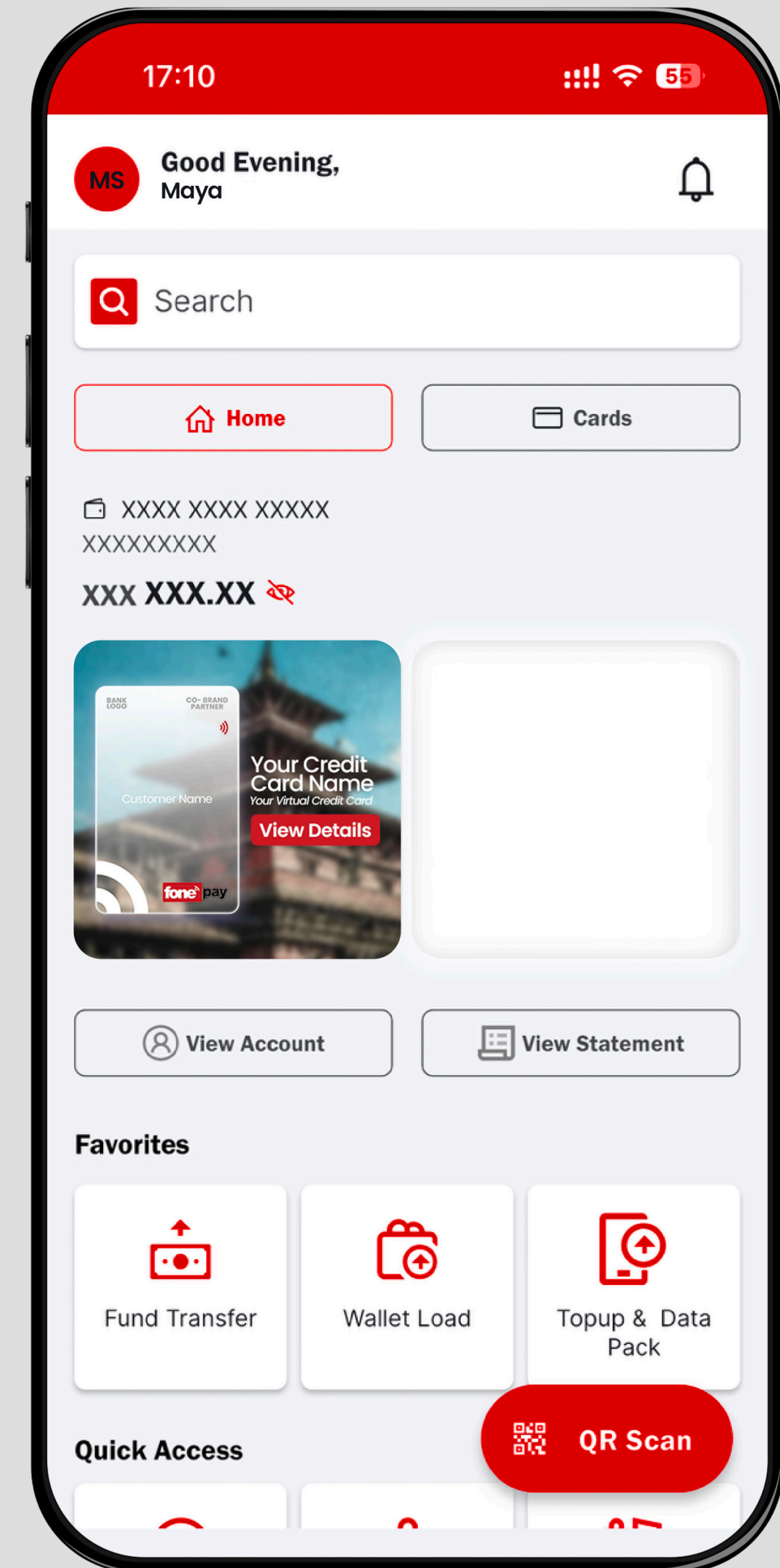


Shared Space Homepage for Eligible Users



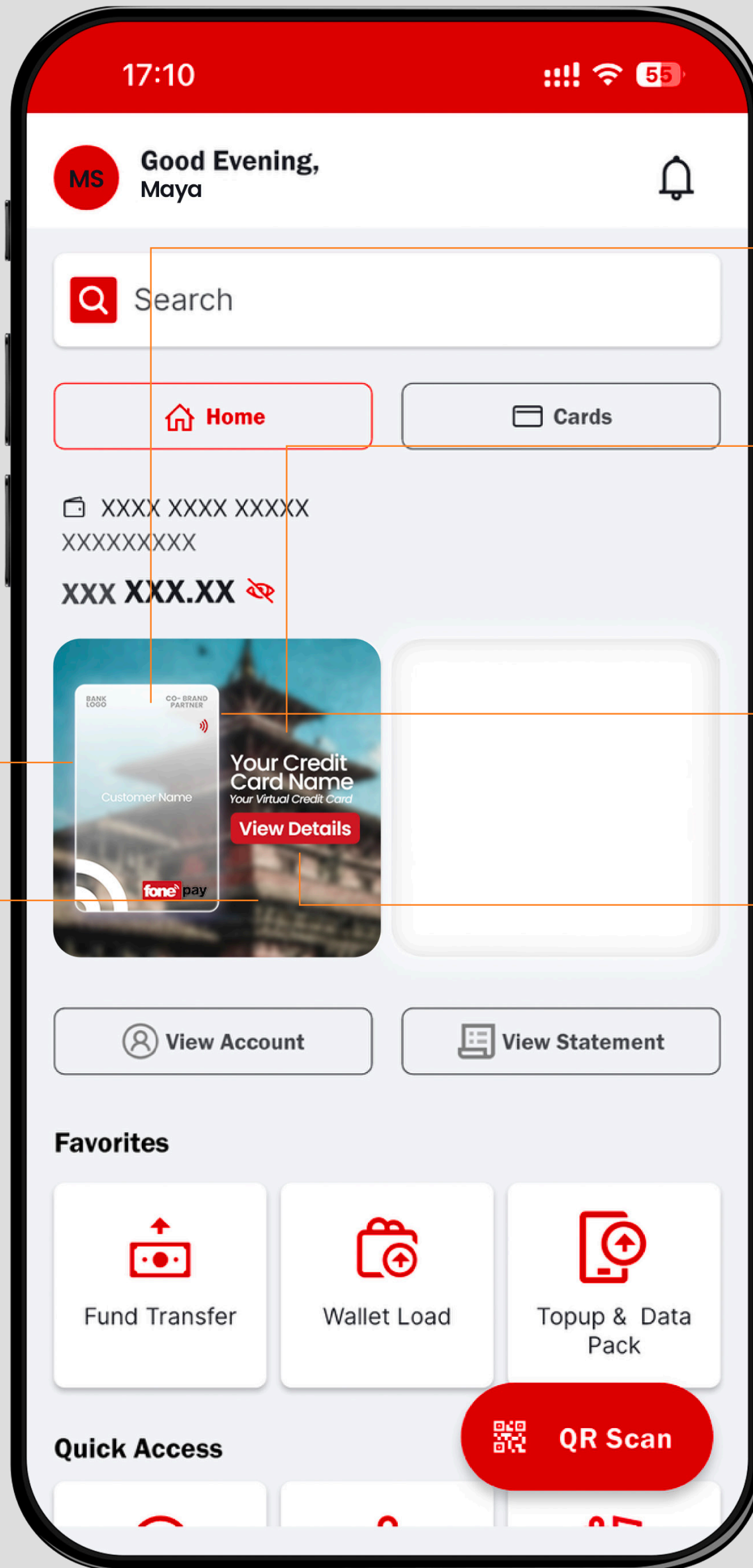


Shared Space Homepage after applying for the Credit Card



Virtual Credit Card must be on left side & Maintain 26 px from the left side of virtual credit card

When using images, ensure they provide sufficient contrast to make the information clearly visible. The image should also be slightly blurred to enhance text readability, and the font color must contrast well with the background. Additionally, it is important to use images that are properly sourced and comply with copyright regulations.



The graphic elements are designated and hence shall not be moved.

Replace the placeholder text “Your Credit Card Name” with your bank’s official virtual credit card name.

The size the virtual credit card should be W-160px * H- 254px and the elements on the card shall not be moved and be sure to Scaled proportionally (keep aspect ratio)

CTA Button (“View Details”)
Color: can be modified by the Partner Banks to maintain brand consistency.

CTA button must be on right side & Maintain 26 px from right side of CTA botton.

- The size the virtual credit card should be W-160px * H- 254px and the elements on the card shall not be moved and be sure to Scaled proportionally (keep aspect ratio).

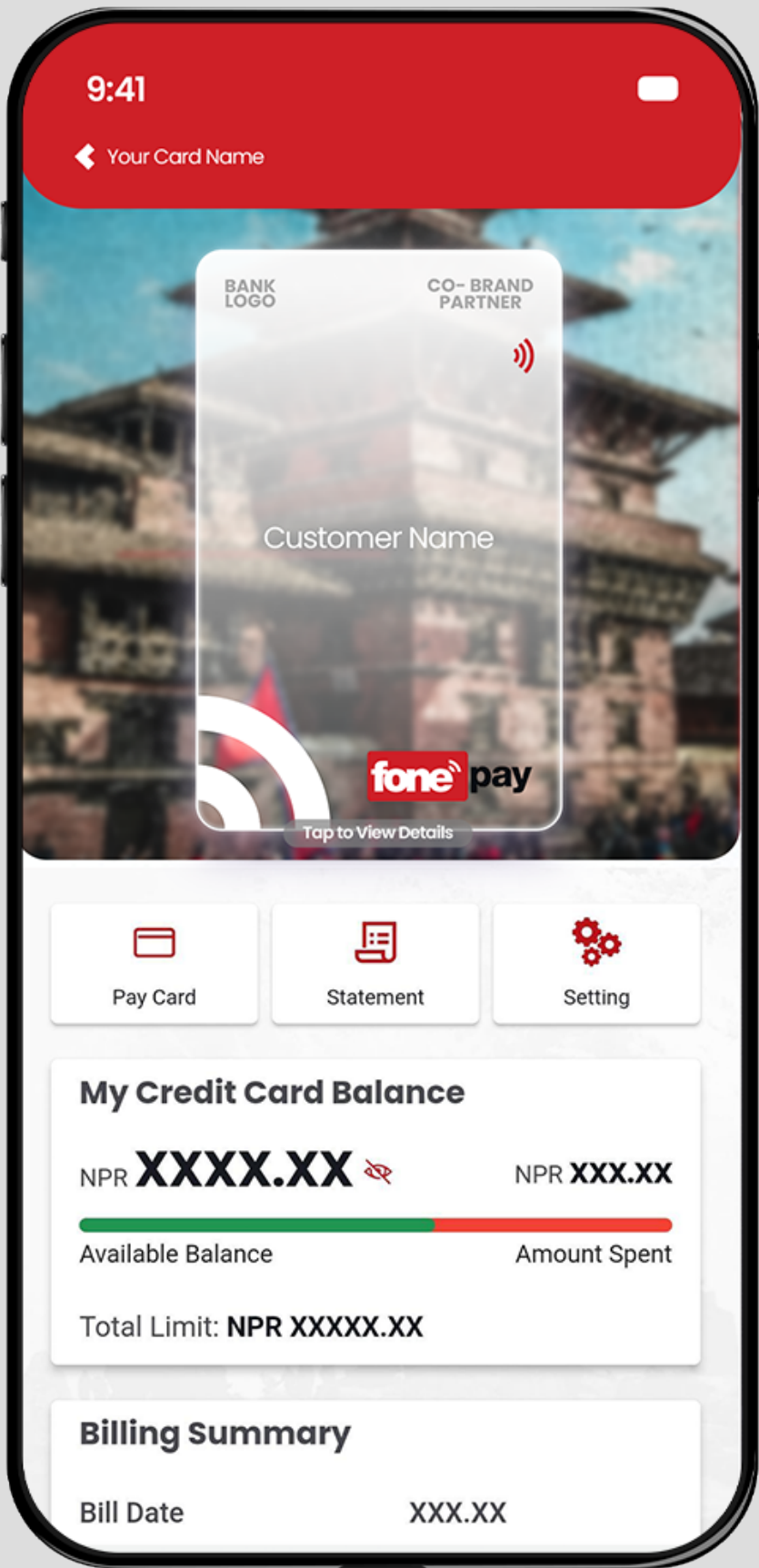
Fonepay Credit Card in Mobile Banking App

Within a banking app, Fonepay Credit Card has a designated page as a feature within the app itself.

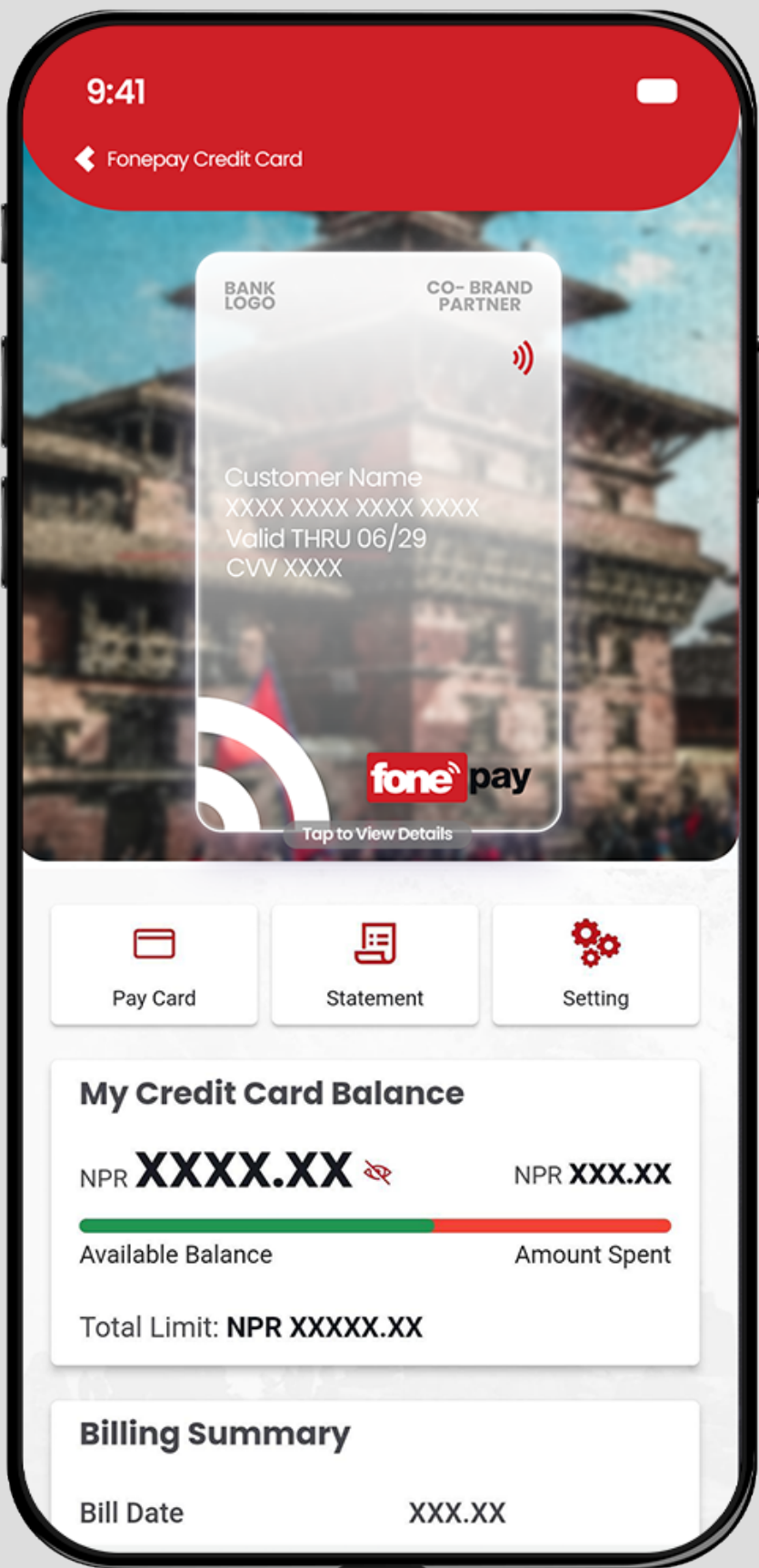
The card appear in it's verticle configuration while showing it's front face. It contains primary details such as the name of the holder, the bank partner's logo, the logo of a co-brand partner and an icon representative of contactless payments,

Essential and sensative details are on the reverse of the card and can be accessed by clicking" Tap to View Details". Here, the card number and the security code can be found, along with the expiration date.

Rest of the UI is concerned with card controls and balance information.



Credit Card's Front in a Banking App



Credit Card's Back in a Banking App

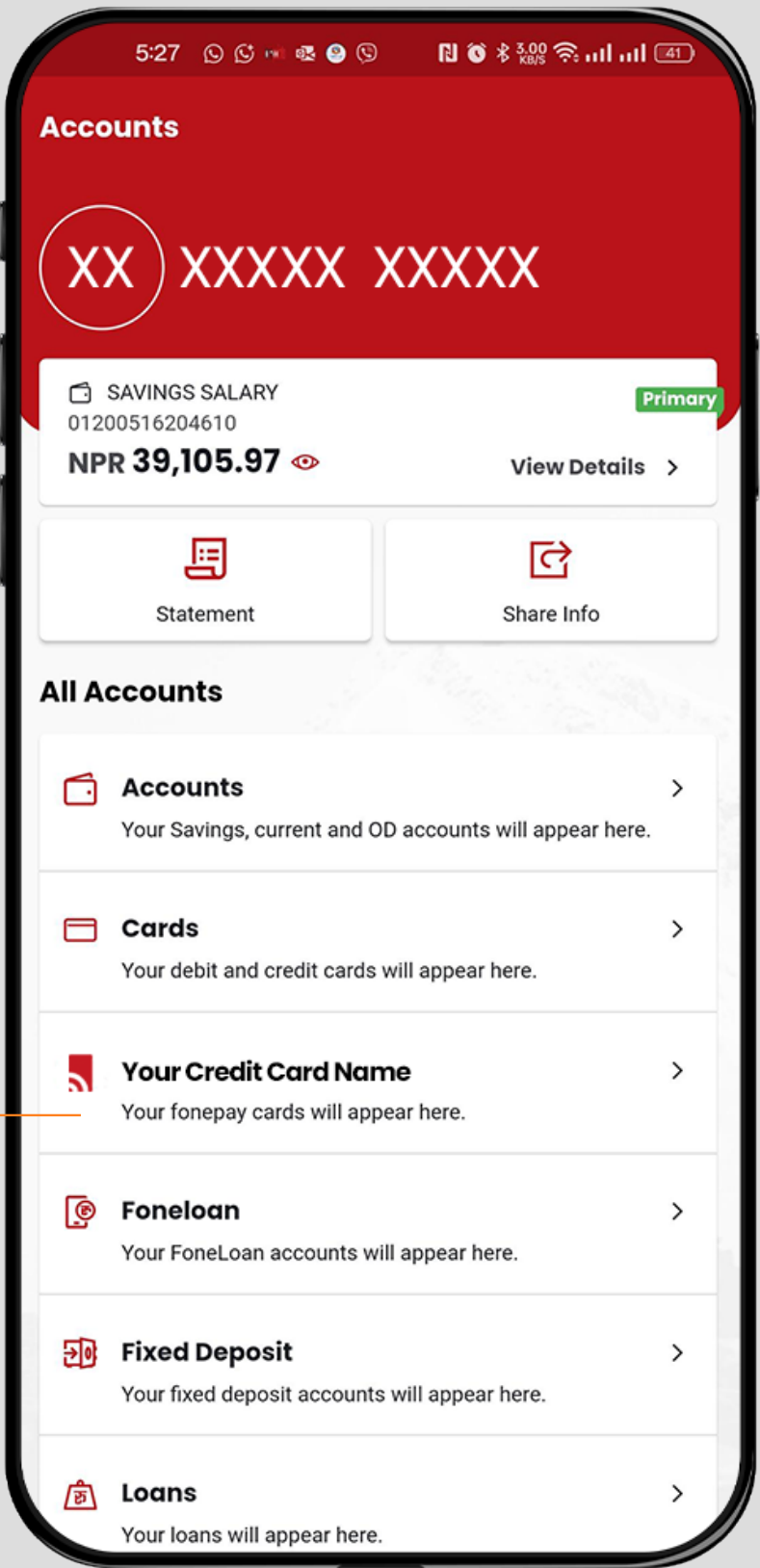
Icon Usage

Elsewhere within a banking app, the icon for Fonepay Card must be carried to represent the product. Examples are the homepage and payment page, as illustrated. Preference is to have the icon in it's verticle Position.

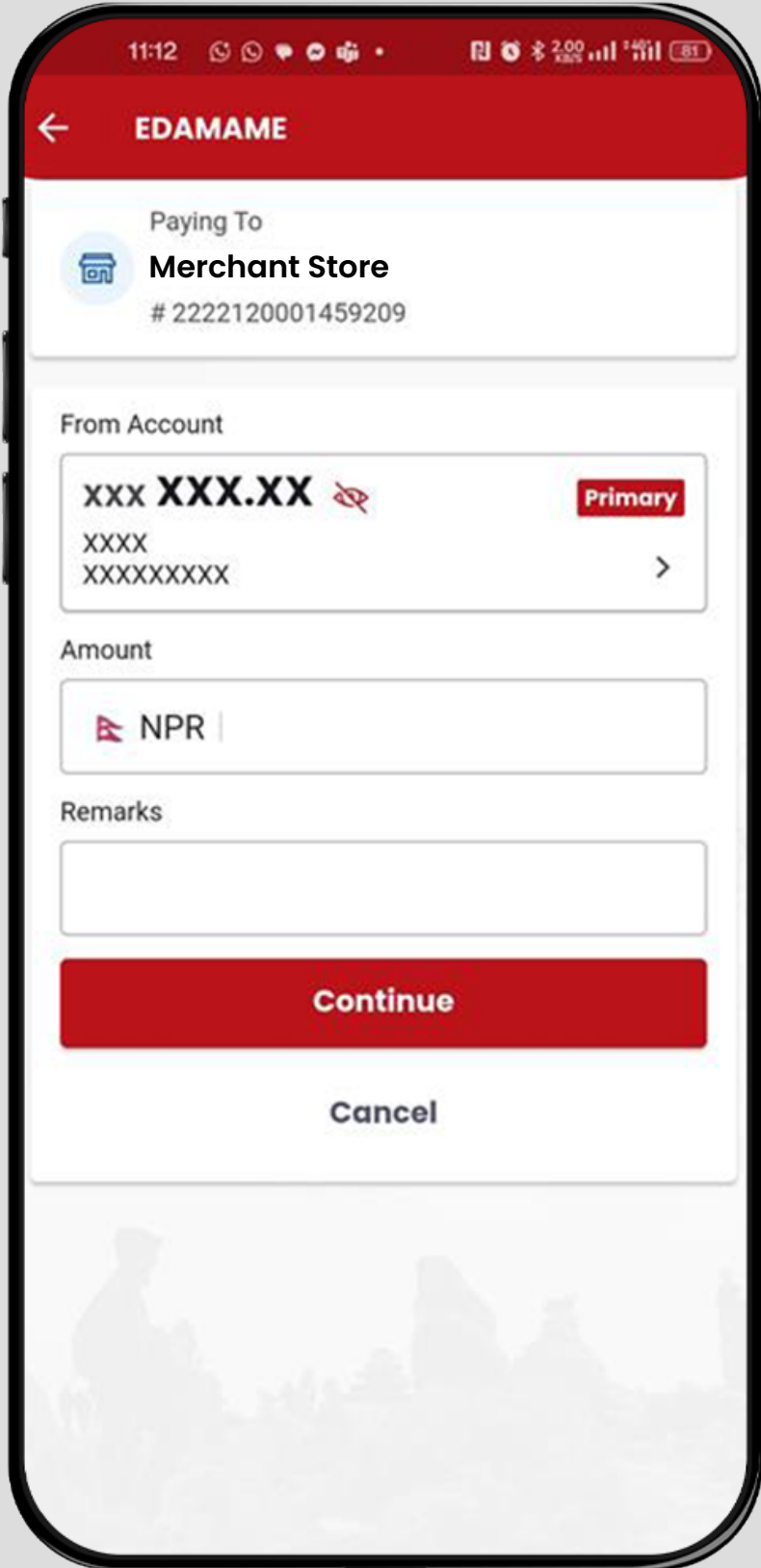
The color for the icon should match the theme of the app's UI.

In instances of payment pages for e-commerce sites or any othe payment portals, the icons must be in its verticle configuration with the brand's accurate color.

Put "Your Credit Card Name" with your bank's official virtual credit card name.



Icon in Banking App Homepage in UI's color



Icon in Banking App Page in UI's color

Virtual Credit Card Dimensions

Co-Brand Partner Logo may appear depending the type of card issued to the user

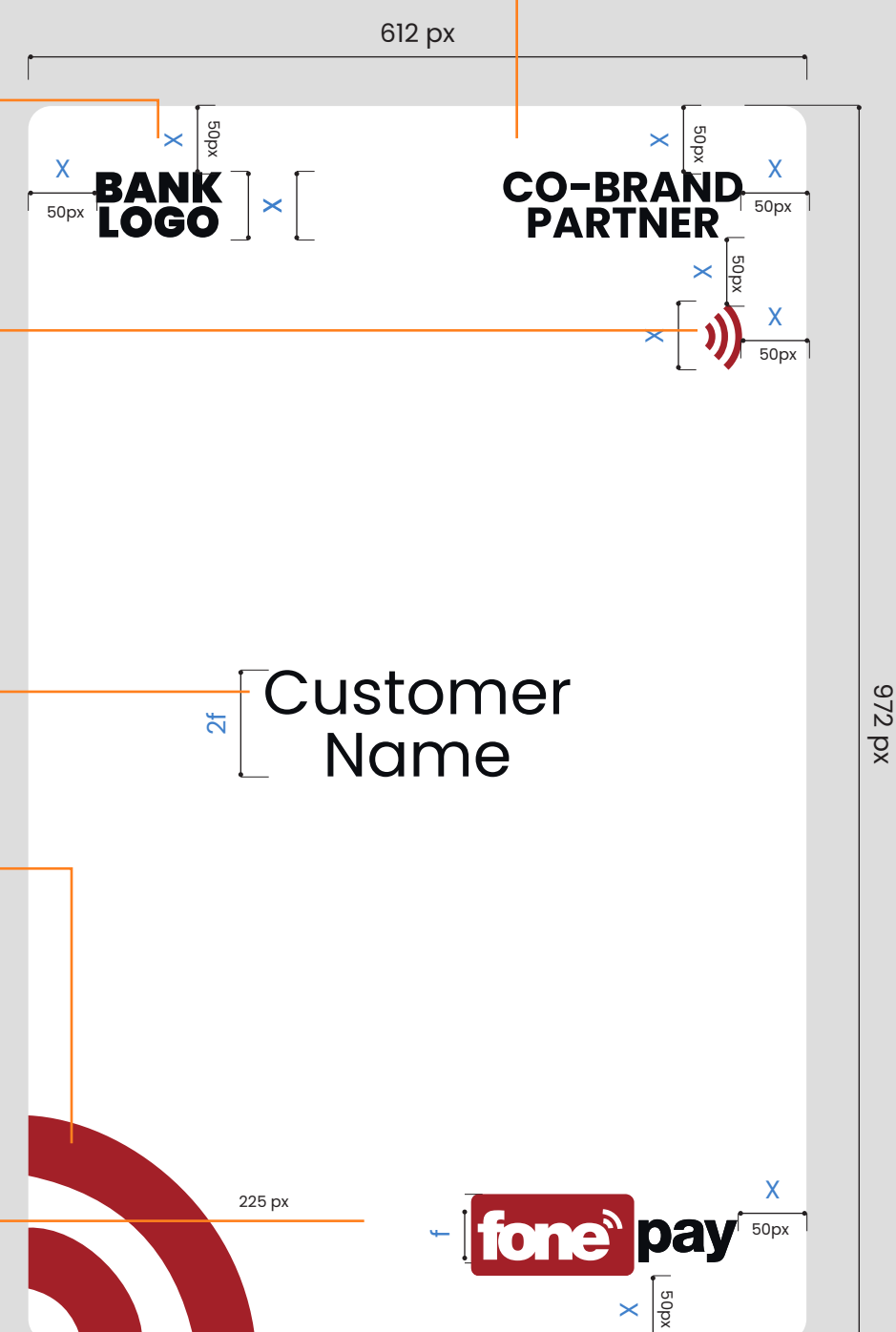
The top left is reserved for the Partner Bank Logo

NFC symbol to indicate the Virtual Credit Card's contactless payment capabilities

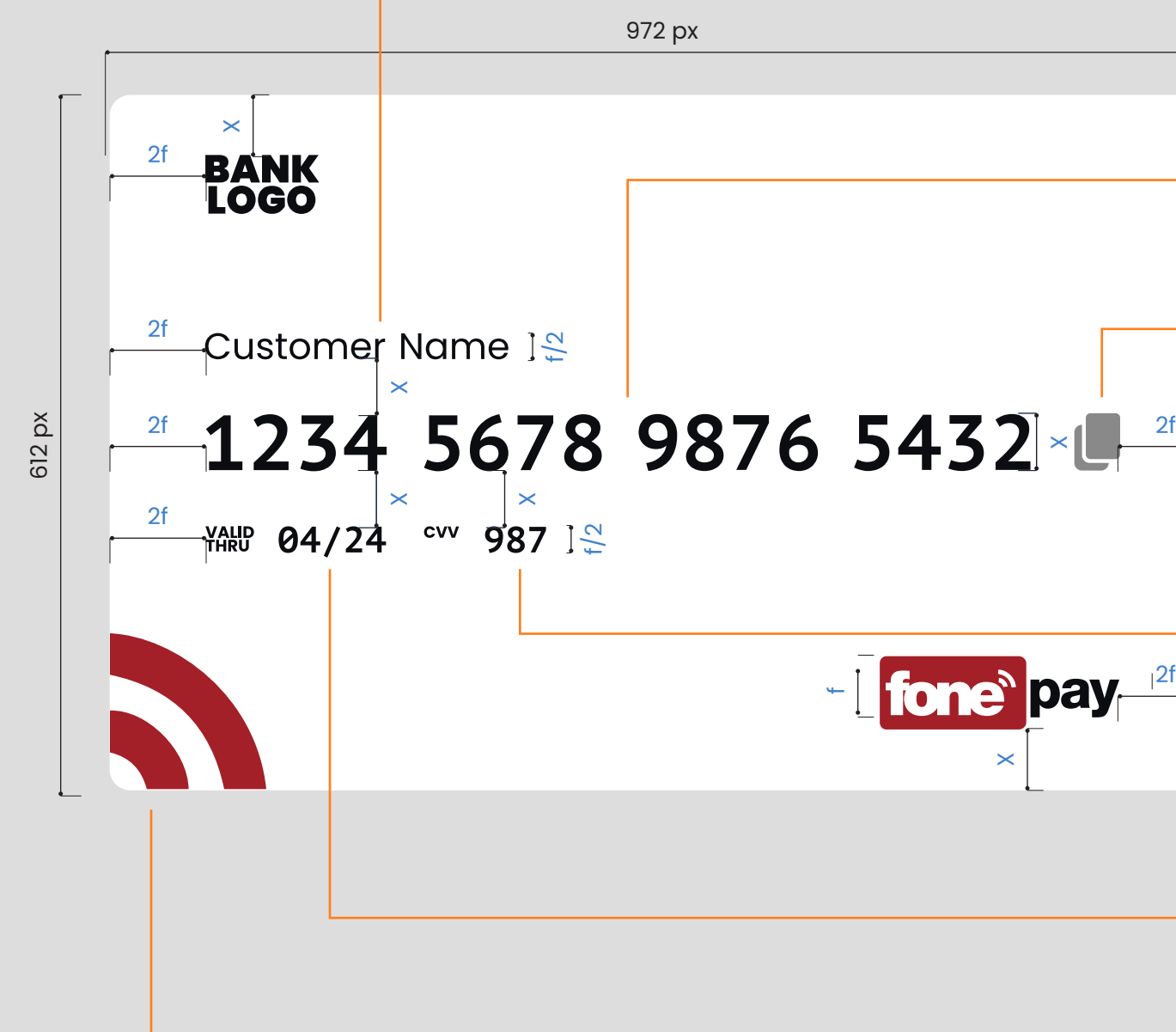
Customer Name in the center

The Brand's Network symbol is designated towards the lower left to be consistent with rest of Fonepay's products

The Brand Mark is designated towards the lower right and may differ in its variants depending on the overall design



Standard VCC Front



Standard VCC Back

Customer's Name on top of the card number as the first bit of information

Card number as the largest visual element

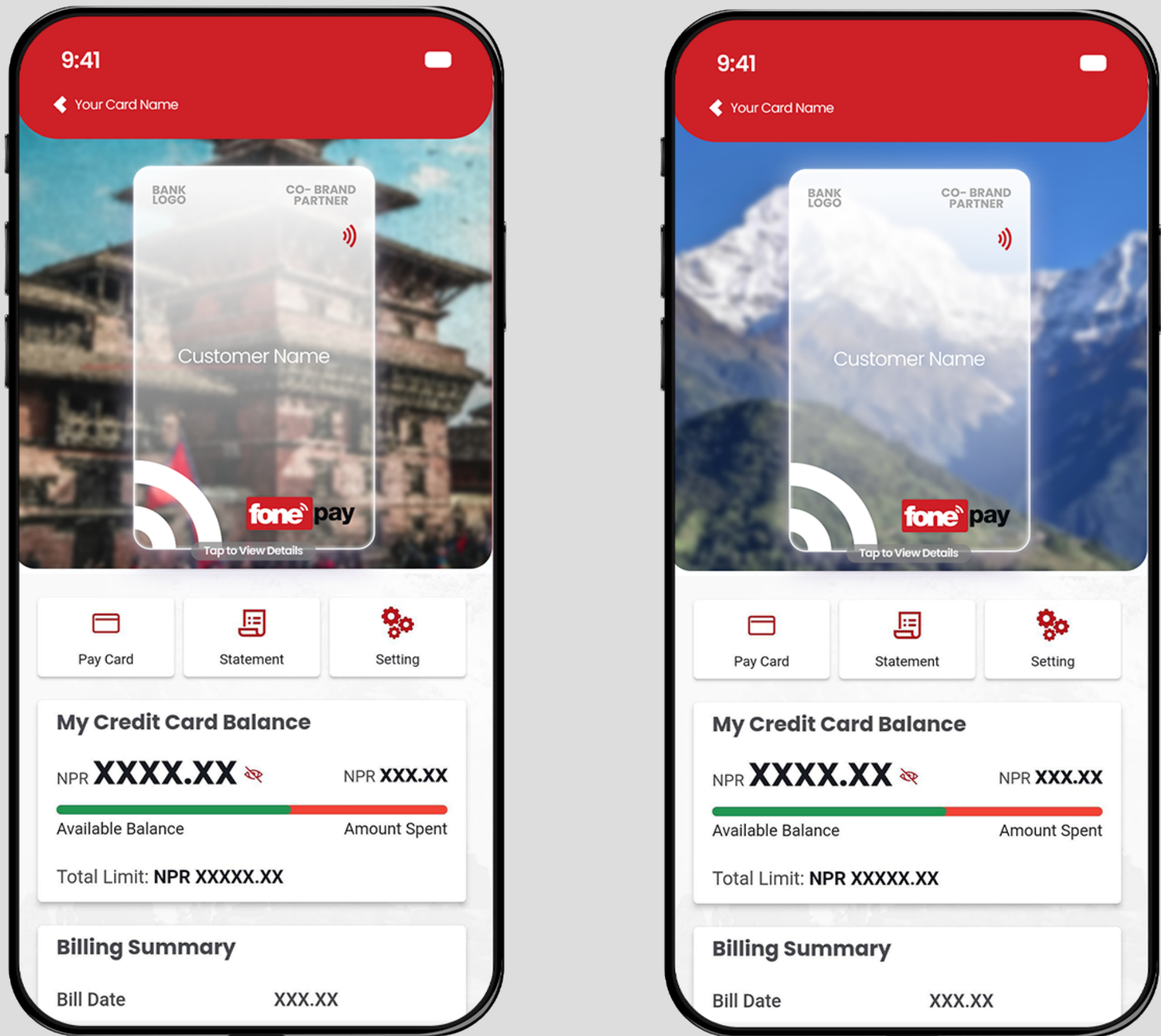
Copy to Clipboard feature to copy card details
- 50% transparency
- 50% grey

3-Digit Card Verification Value appears below the card number as the last detail of the card information

Expiry date below the card number

Fonepay's Network Brandmark must appear on the bottom left corner

Virtual Credit Card Mockups



When using images, ensure they provide sufficient contrast to make the information clearly visible. The image should also be slightly blurred to enhance text readability, and the font color must contrast well with the background. Additionally, it is important to use images that are properly sourced & comply with copyright regulations.

VCC Mock Examples showcasing situational adaptation – Front

અગાદ એકી
fione એકી
પરિગટી

સુધી સુધી સુધી
સુધી સુધી સુધી સુધી સુધી
સુધી સુધી સુધી સુધી
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