

ATH®
Brand Guidelines

This document sets forth the Branding Standards applicable to your use of the ATH®, ATH Móvil® and ATH Business™ brands.

All marketing initiatives and campaigns must comply with these Brand Guidelines.

Any graphic, screen, advertisement, voiceover or marketing initiative for this service must be submitted to Evertec for approval before its use. The layout, storyboard, text and / or creative must be sent 30 days before launch, giving a minimum of two working days for Marketing and Legal to review. If the work requires changes, you will NOT be able to publish until it is approved.

This product is subject to the current operational rules of the ATH® Brand Fund.

Exceptions and variations to these Brand Guidelines require the written approval of Evertec.

Evertec Group, LLC.

Carr. # 176 K.m. 1.3

Cupey Bajo, Río Piedras PR 00926

PO Box 364527, San Juan, PR 00936-4527

Tel. (787) 759-9999

Brand Values

Our brand is composed of a three duplex values.

Time & Safety

Our products are synonymous with peace of mind and convenience. These values have to reflect our Brand DNA and all the products that we develop.

Accessibility & Transparency

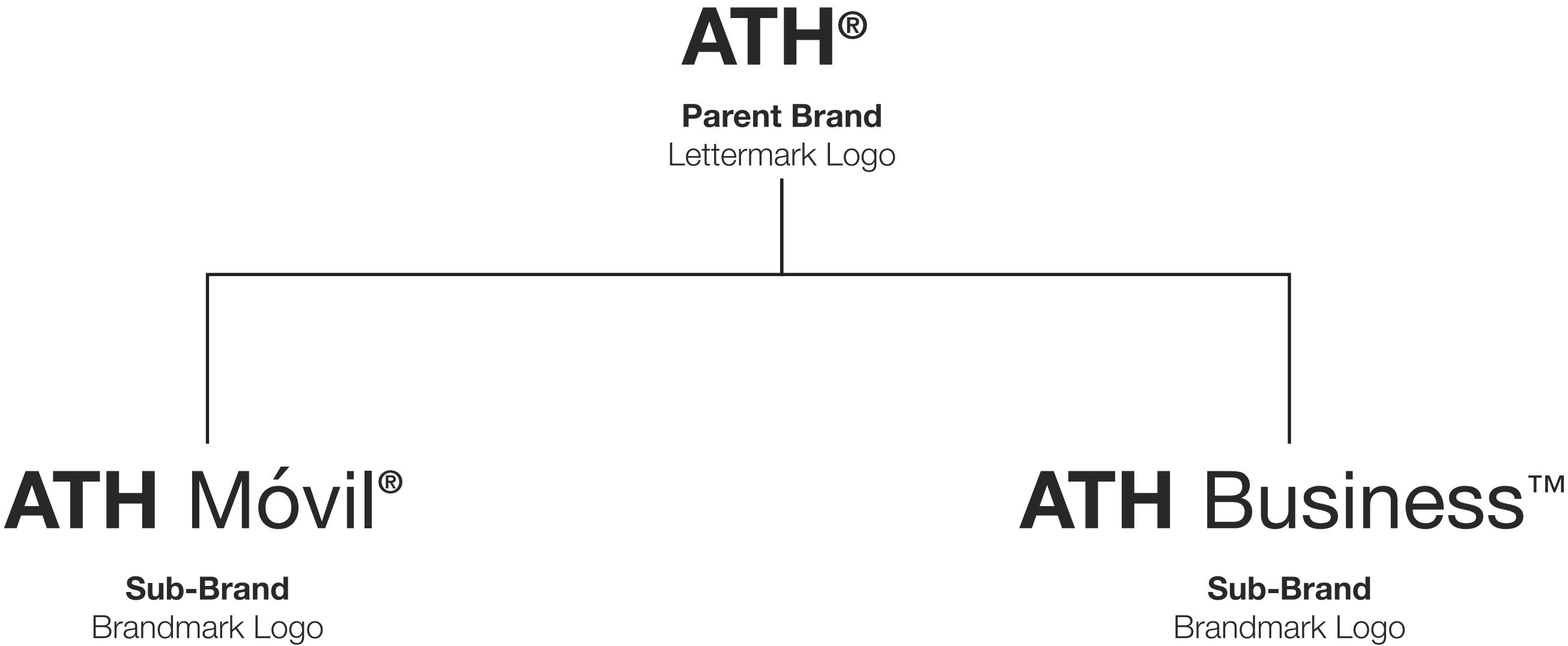
Besides our pragmatic values, we have abstract values that are a consequence of our Brand DNA. These abstract values make the brand more personal and human, creating a sense of authenticity.

Clarity & Authenticity

This is our brand experience. This is what our client will experience once they have used our products and services. Every decision in terms of user experience should aim for a clear and authentic solution.

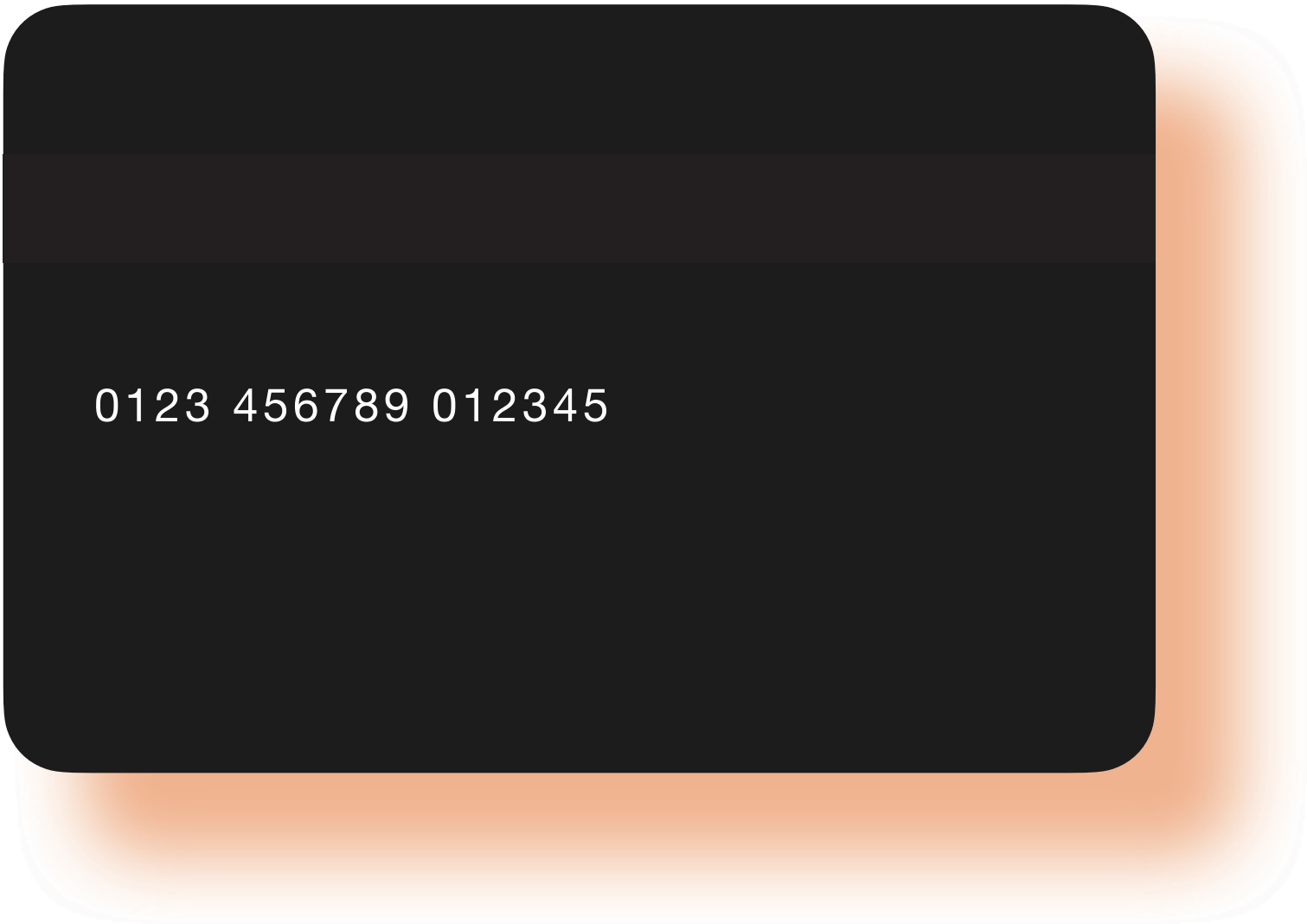
Brand Architecture

We have an Endorsed Brand Architecture which consists of the creation of sub-brands with their own identity for certain business units under a parent brand, which are grouped together adding prestige and credibility.

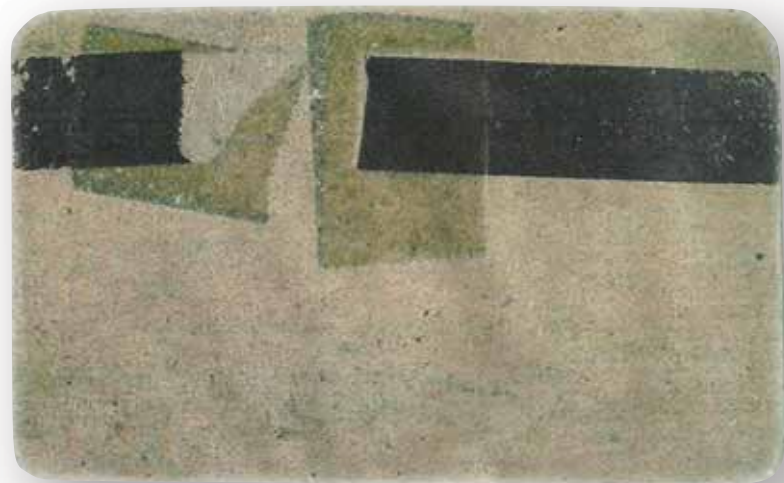


Swipe & Stripe.

Our lettermark is inspired and references two important manifestation of what we do: the Card (with its magnetic stripe) and the App which permits access to our digital products. The past and the future embedded in a single outcome.



Round corners and straight edges are found in both the cards and app icons.



First prototype for the magnetic stripe by IBM in 1960.

Lettermark Logo

Our identity is a reflection of our origins and our future. It is also our most important asset. It will become one of the most used and recognized logos in the Caribbean. Referencing the swipe and the magnetic stripe which served as our starting point the new round corners found cards and digital products as an homage to the future.



Each letter has been custom designed for Evertec® and ATH® brand in order to achieve originality and at the same time an expression of “good design”.

Lettermark | Inverse & White Version

The logotype has been tailored to work in reverse conditions since the majority of the times it will be used over dark backgrounds.



Sizes

Our lettermark has a minimum size limitation to ensure legibility and functionality when using the brand in print applications and implementations.



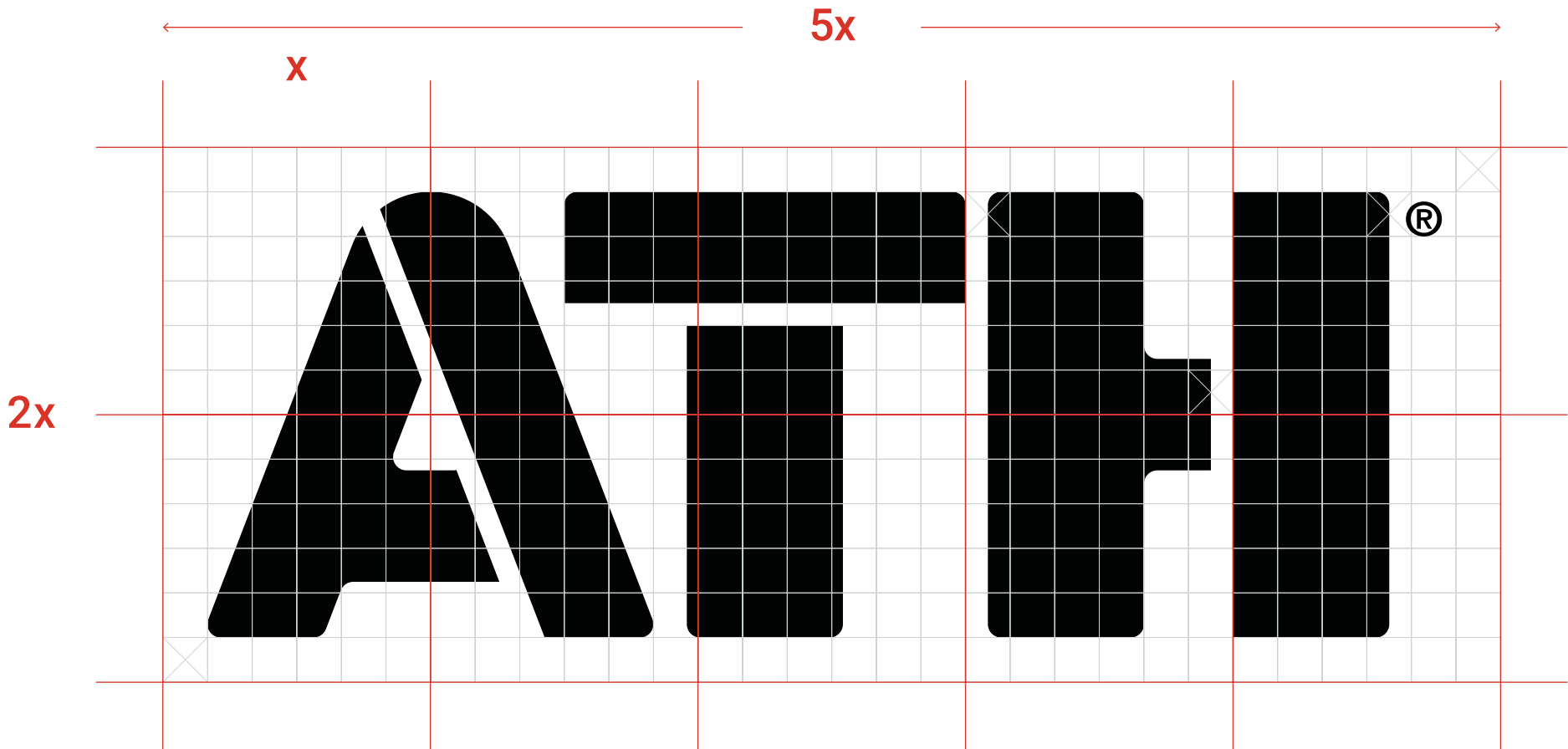
Minimum Height Size = .25"
For Cards & Print



Minimum Height Size = .375"
For Cards & Print

Grid & Design Ratio

Our logo has a ratio of 2:5 which maximizes the width to height relation in small applications with limited height.



Clear Space

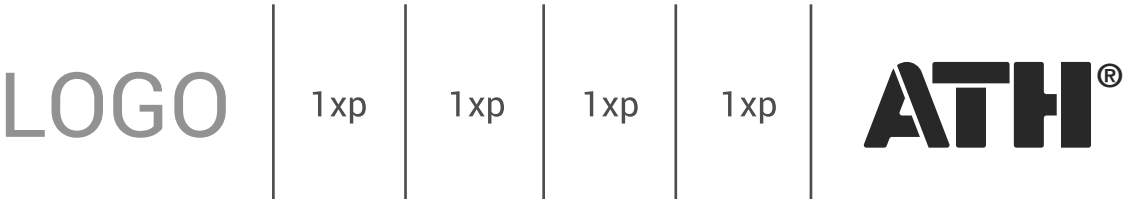
To enhance the presentation of the ATH® logo, you must leave sufficient clear space around it. The minimum amount of clear space is equal to 25% of the width of the ATH® Logo.



Co-branding

In co-branding applications, the ATH® logo's size should not be less than 13/4” wide and must always be positioned on the bottom right side of the artwork with your logo to the left.

A clear space of at least 4xP must be maintained between the ATH® logo and any other trademarks, symbols, logos, etc.



Regardless of the application, the ATH® logo must be displayed in equal size, prominence, and frequency with the logos of any other shared networks being displayed.



Grey 900 as our dark mode color & lettermark color.

Pantone Neutral Black C
CMYK : 72 / 66 / 65 / 73
RGB : 33 / 33 / 33
Hex : 212121

Grey 300 is our secondary brand color and gives us light for dark mode environments.

Pantone 663 C
CMYK : 11 / 8 / 9 / 0
RGB : 224 / 224 / 224
Hex : E0E0E0

Grey 50 is our off-white color. We sometimes use white but this is our version of white.

Pantone 663 C
CMYK : 2 / 1 / 1 / 0
RGB : 248 / 248 / 248
Hex : F8F8F8

Orange 800 is our secondary brand color and echos a similar color to our parent company.

Pantone 158 C
CMYK : 2 / 70 / 100 / 0
RGB : 237 / 109 / 35
Hex : ED6D23







Color Application

PANTONE 7412 C
CMYK : 72 / 66 / 65 / 73
RGB : 214 / 123 / 39
Hex : D67B27

PANTONE 7563 C
CMYK : 8 / 35 / 90 / 0
RGB : 233 / 170 / 56
Hex : 292828

Pantone 7683 C
CMYK : 83 / 55 / 0 / 0
RGB : 49 / 112 / 183
Hex : 3170B7

Pantone 2758 C
CMYK : 100 / 90 / 30 / 23
RGB : 25 / 29 / 99
Hex : 191D63

ATH®

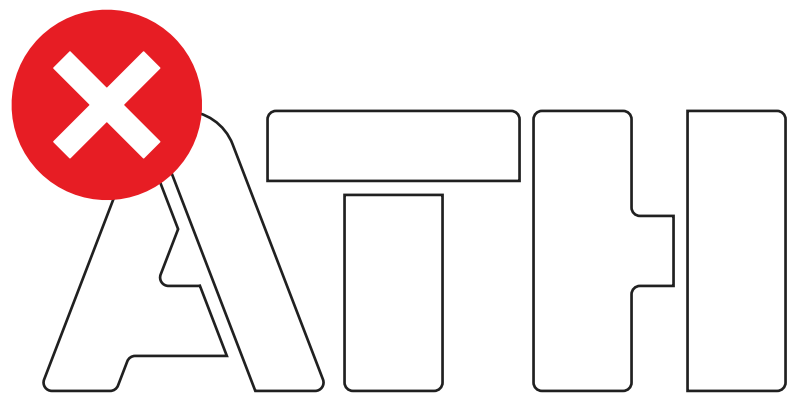
ATH®

ATH®

ATH®

Things to Avoid

The ATH® lettermark should not be altered or embellished in shape or form. It can't be used in italic or any typeface style.



Don't use in outline



Don't fill with pattern or hatch



Don't fill letters in different colors



Don't add or use drop shadows



Don't underline



Don't fill letters in gradient



Don't join or overlap letters



Don't use stroke over a fill color



Don't stack letters

Unacceptable/prohibited reproductions

This page shows examples of the ATH® logo that do not comply with these Branding Standards. Any use of the following examples should be discontinued immediately.



Distortion of original dimensions



Horizontal or vertical stretching



Applying non-standard colors



Graphical modificatios to original artwork



Substitute of original art type with non-standard font



On top of a busy graphical background



Incorrect usage of drop shadows or outlines



Overlay transparency



Non-standard positioning of master brand endorsement



Non approved co-branding effort



Non approved brand-merge logo design effort

Positioning

The ATH® logo has both horizontal and vertical relationships. The height of the lettermark determines the position and relationship to the space.



ATH[®] word mark

The ATH[®] word mark consists of writing the letters “ATH” in all caps.

You should always use the ATH[®] word mark in the color and type style of the adjoining text. A contrasting color or type style may not be used. Furthermore, the ATH[®] word mark must always modify a product or object. In other words, you should always use the ATH[®] word mark as an adjective, such as: ATH[®] debit cards.

Card Application

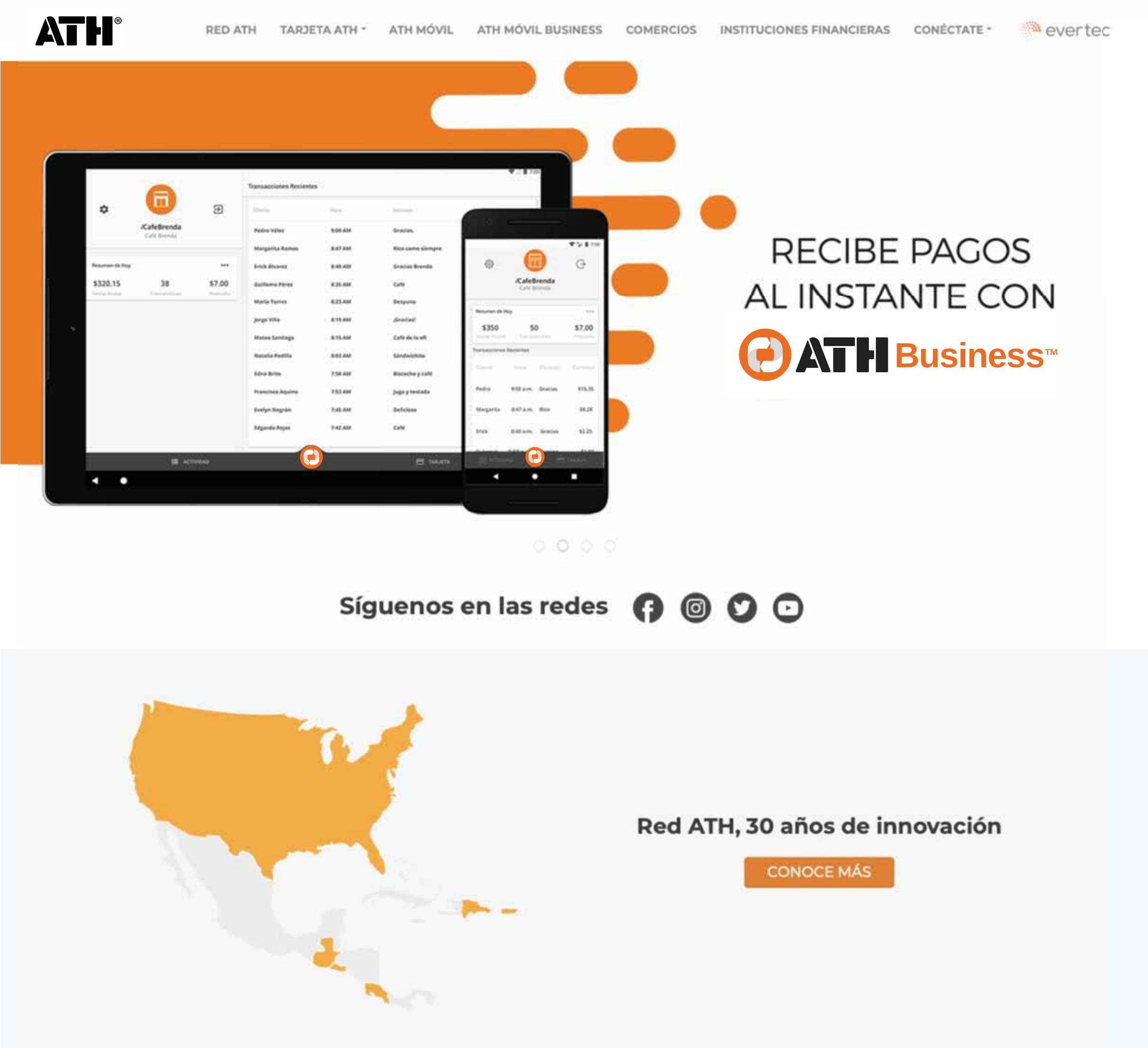
In card applications, the ATH® logo must be displayed in the front of the card and in equal size, and prominence with the logos of any other shared networks. Because of legibility constraints, the ATH® logo can be used without the registered trademark (®) only for card applications.



Brand Implementation

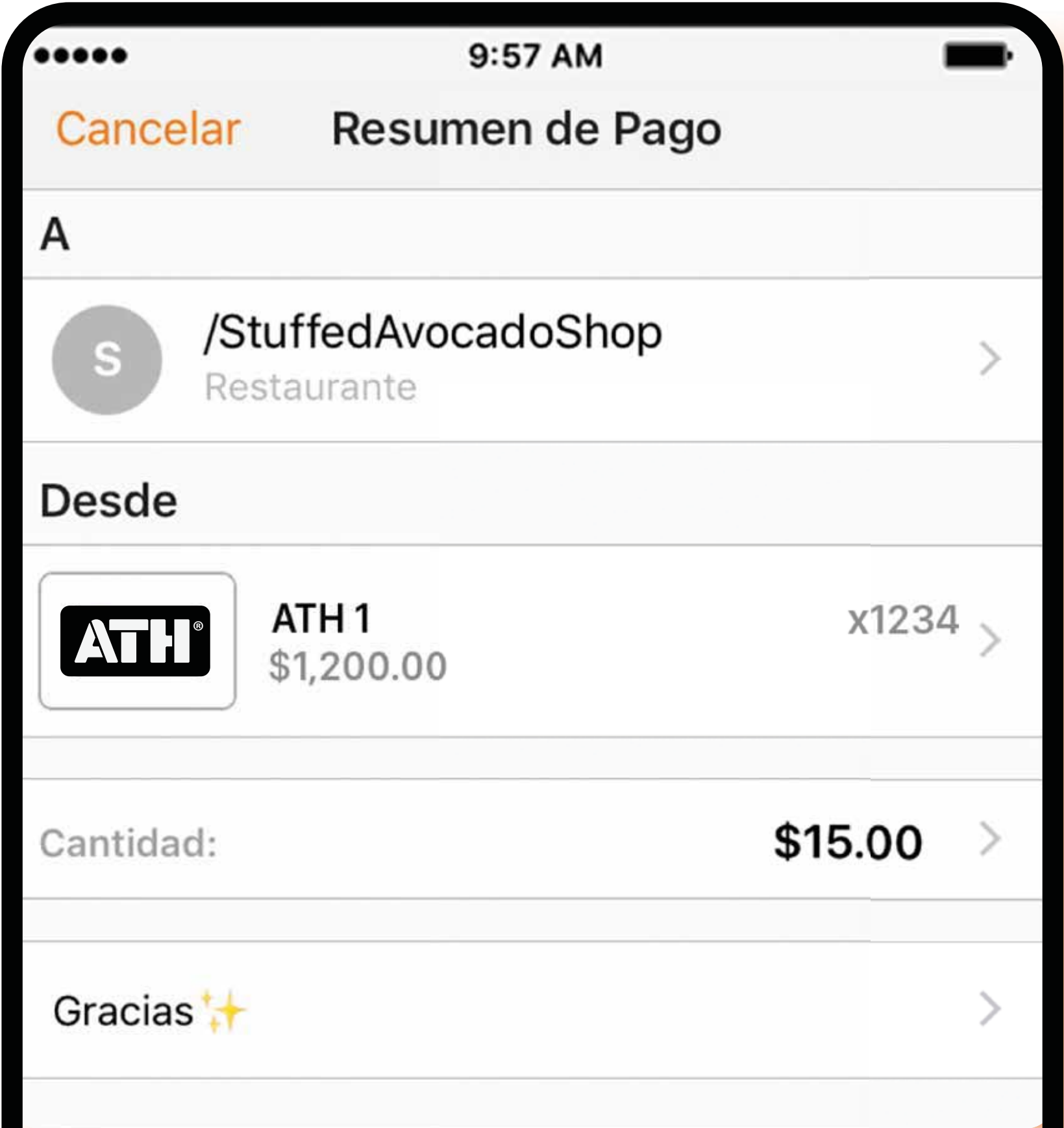
The ATH® logo when presented over physical applications should always use the rectangle version of the logo.





Brand Implementation | UI Example

Our brand experience is clear and clean. We don't over clutter any interface, we keep it simple and functional. "White space" helps our brand feel modern and designed.



ATH®

Brand Guidelines

Mara Rivera Marketing Lead Marketing & Communications	787.759.9999 - Ext. 6025 787.316.5190 Mara.Rivera@evertecinc.com
Alexandra López-Soler Senior Vice President Marketing & Communications	787.759.9999 - Ext. 6240 939.400.6497 Alexandra.Lopez@evertecinc.com