



# 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

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PO Box 364527, San Juan, PR 00936-4527

Tel. (787) 759-9999

# ATH Móvil®

Transfer money instantly. Send money to your friends and family using their phone number and transfer money between your registered cards. Money is instantly available. Paying businesses is easy and safe. The pATH is the unique name that identifies the business in ATH Móvil®. Send and receive money anytime, anywhere. No matter where you are, you can make transfers, payments and donations from your mobile device or tablet.

# ATH Business®

ATH Business® is an application that allows participating businesses to receive payments at any time or place through ATH Móvil®. Customers can make payments by scanning the business' unique QR code or by selecting the business' pATH username.

Brand Concept

Our brand mark is a reflection of our origins, our future and our values. The negative space created from the new arrows demonstrates what our core is about and what we do.

Card



Reference to our History

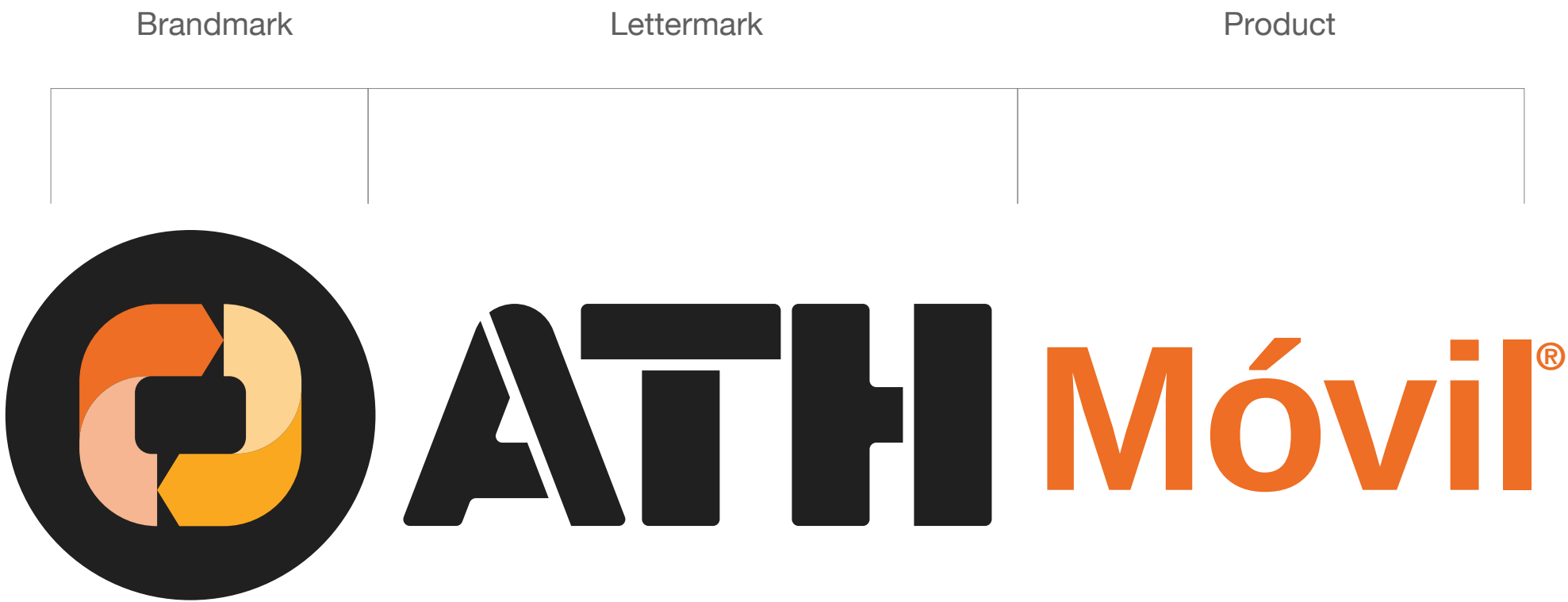
Connectivity



Reference to our Values

Full Identity | Brandmark & Lettermark

The ATH Móvil® logo is made of three elements: the brand mark, the ATH® letter mark, and the product. All are centralized horizontally while the height and position is determined by the brand mark.



Print or CMYK version will make the grey less darker.

Identity Application

When using the logo over a white background, keep the ATH® lettermark Dark Grey. When using over black or dark backgrounds, use the ATH® lettermark in white.



Full Identity | Brandmark & Lettermark - Vertical Version

Our identity will sometimes require a vertical or stacked version when space is limited. In such cases it's important to maintain the spacing and relationship between the word mark and the brand mark icon. The vertical logo should not use the slogan.





Brand Colors

Orange 800 is our secondary brand color and gives us light for dark mode environments.

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

Yellow 800 is our secondary brand color and gives us light for dark mode environments.

Pantone 1375 C  
CMYK : 0 / 40 / 100 / 0  
RGB : 249 / 168 / 34  
Hex : F9A822

50% of Orange 800 as our shadow color.

Pantone 7410 C  
CMYK : 0 / 35 / 50 / 0  
RGB : 246 / 177 / 131  
Hex : F6B183

50% Yellow 800 as our other shadow color.

Pantone 7507 C  
CMYK : 0 / 20 / 50 / 0  
RGB : 249 / 168 / 34  
Hex : FED190

Grey 900 as our dark mode color & our background.

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

Black & White | Single Color

This version of the logo is for specific applications when we need to ensure our brand works in grayscale mode.



Brandmark

Our brand mark is our most visible and important element in our identity. It serves as our symbol to our clients. The icon in the brandmark should be 60% in size relative to the circle container.

x

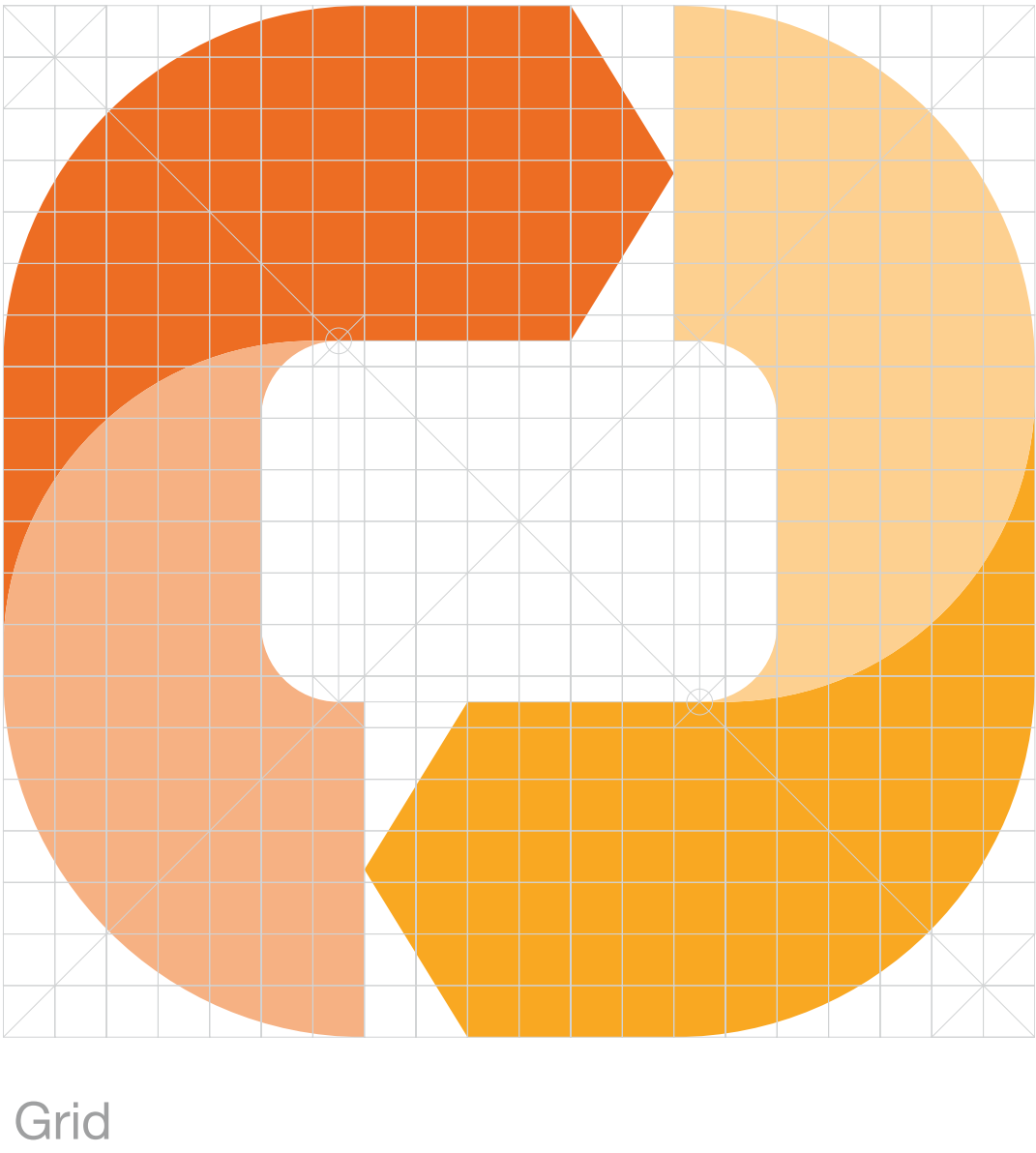
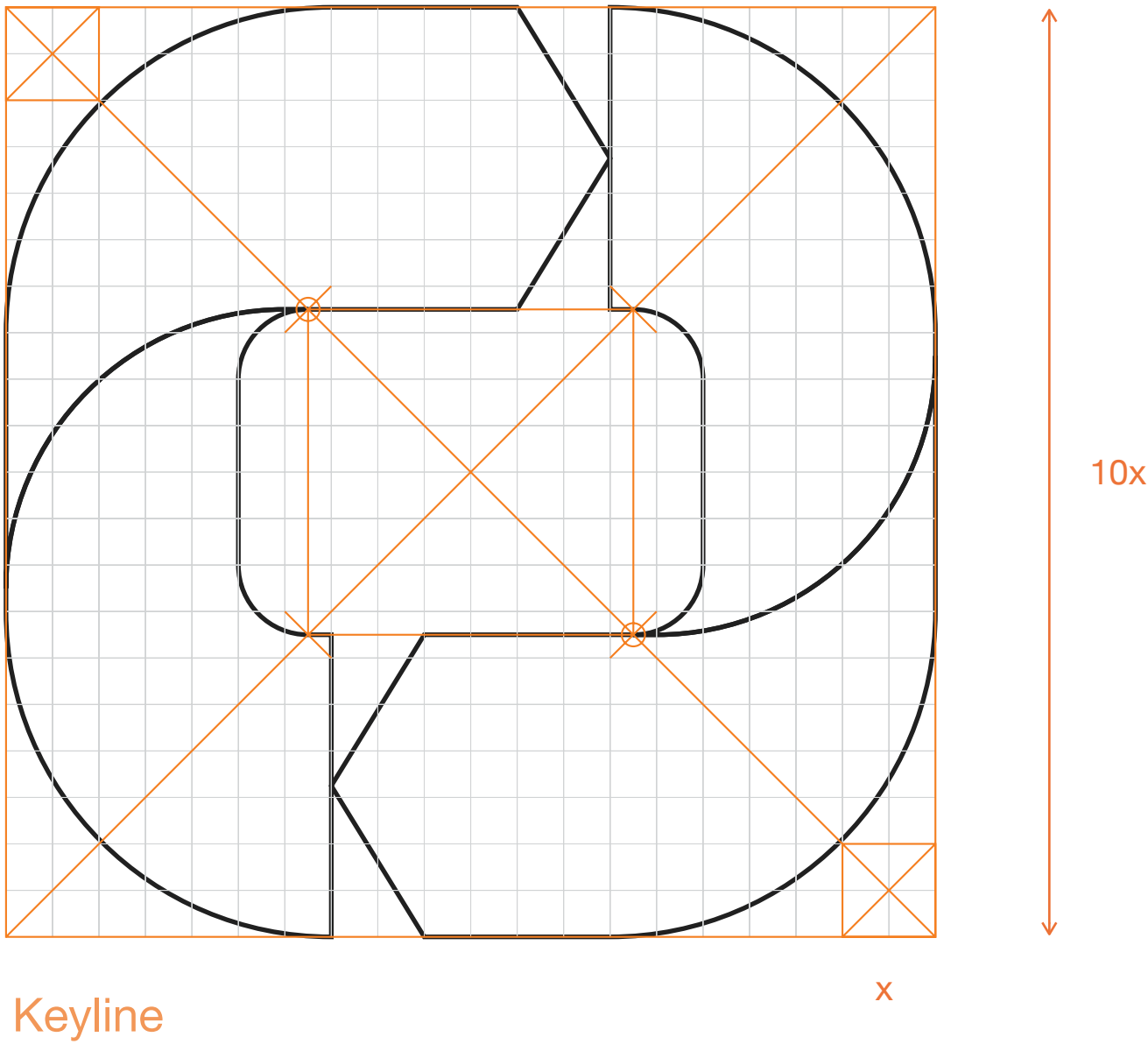


60%



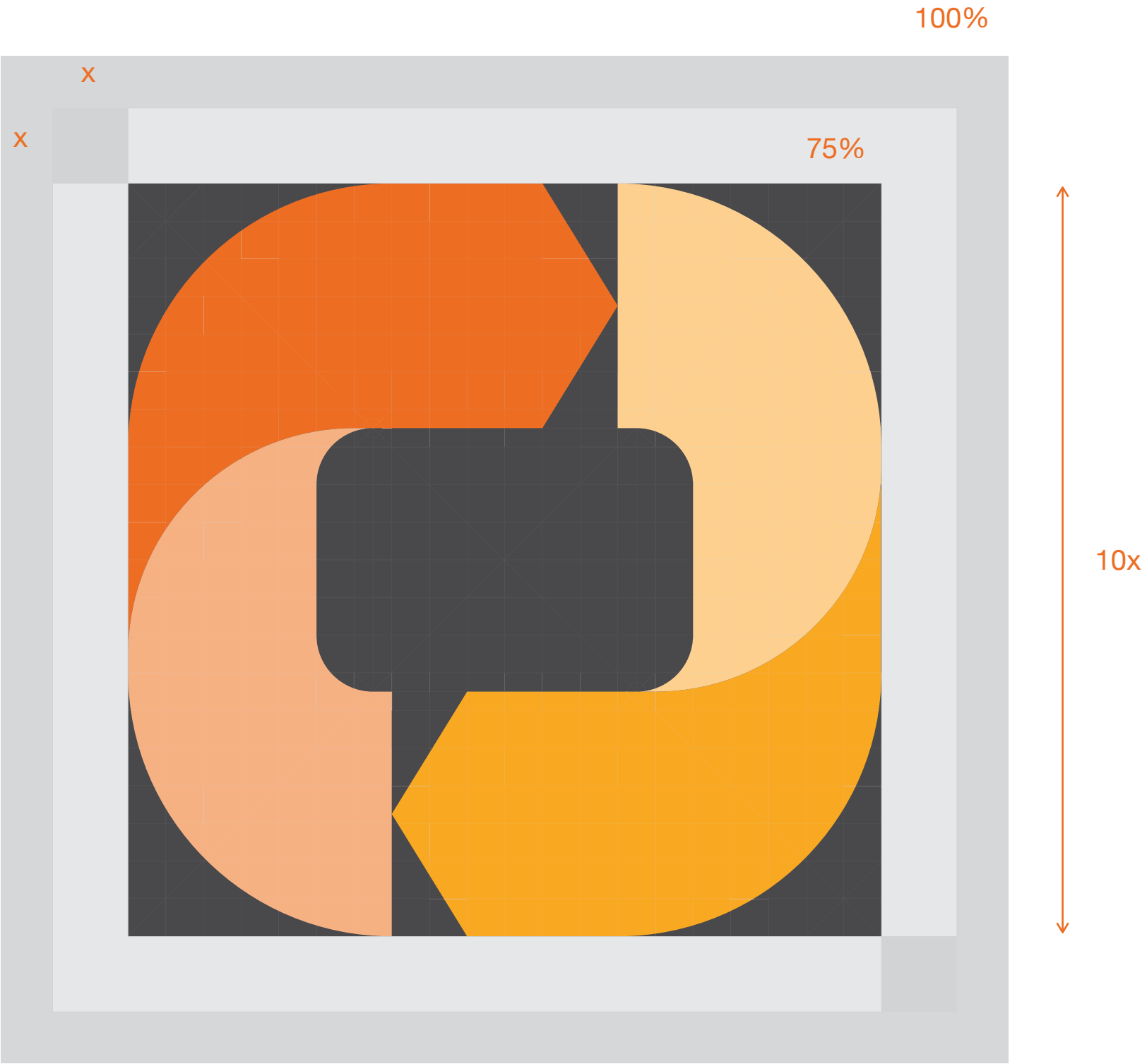
Grid & Keyline

Our brand mark has been designed to work in print and digital use. The ATH Movil® brand is a digital first brand which will then affect the other areas of the brand collateral. Keylines are an important aspect for UI and digital products guidelines.



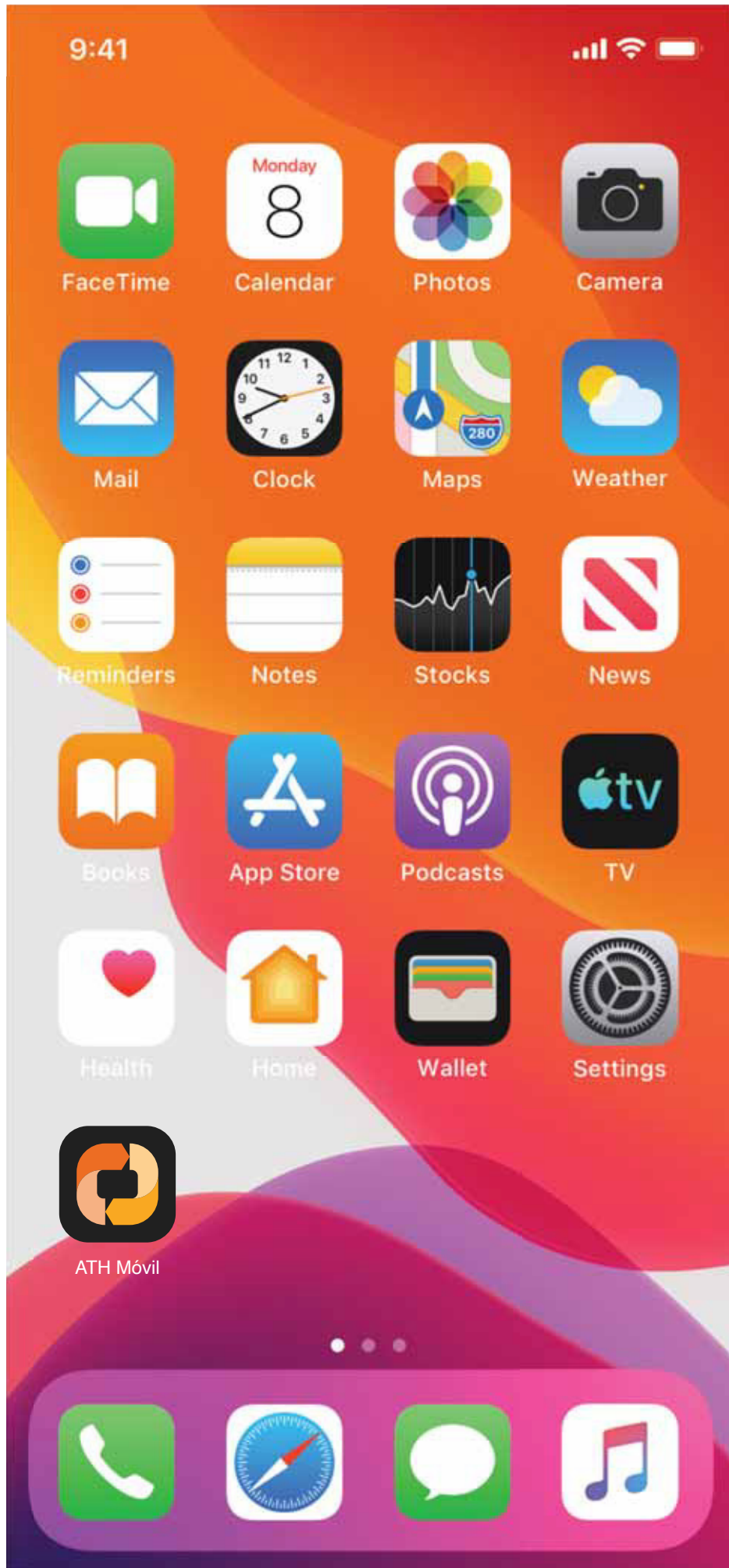
Clearspace

Our brandmark should always be visible and clear from other visual elements. This distance is the minimum space surrounding the lettermark.



App Icons

Our brand mark is designed to work in app icon conditions. But please be on the lookout for app icons guides and rules since they are constantly updated.



Android | Implementation

When implementing into digital products always use scale relationships instead of specific sizes. This way we keep a “relative” factor which is responsive and at the same time user friendly for developers.



Google Play  
Original icon format  
(not a launcher icon)



Google Play  
New uniformed icon format  
Asset concept



Google Play  
Legacy Mode  
(If no new asset is uploaded,  
original icon is scaled to 75%)

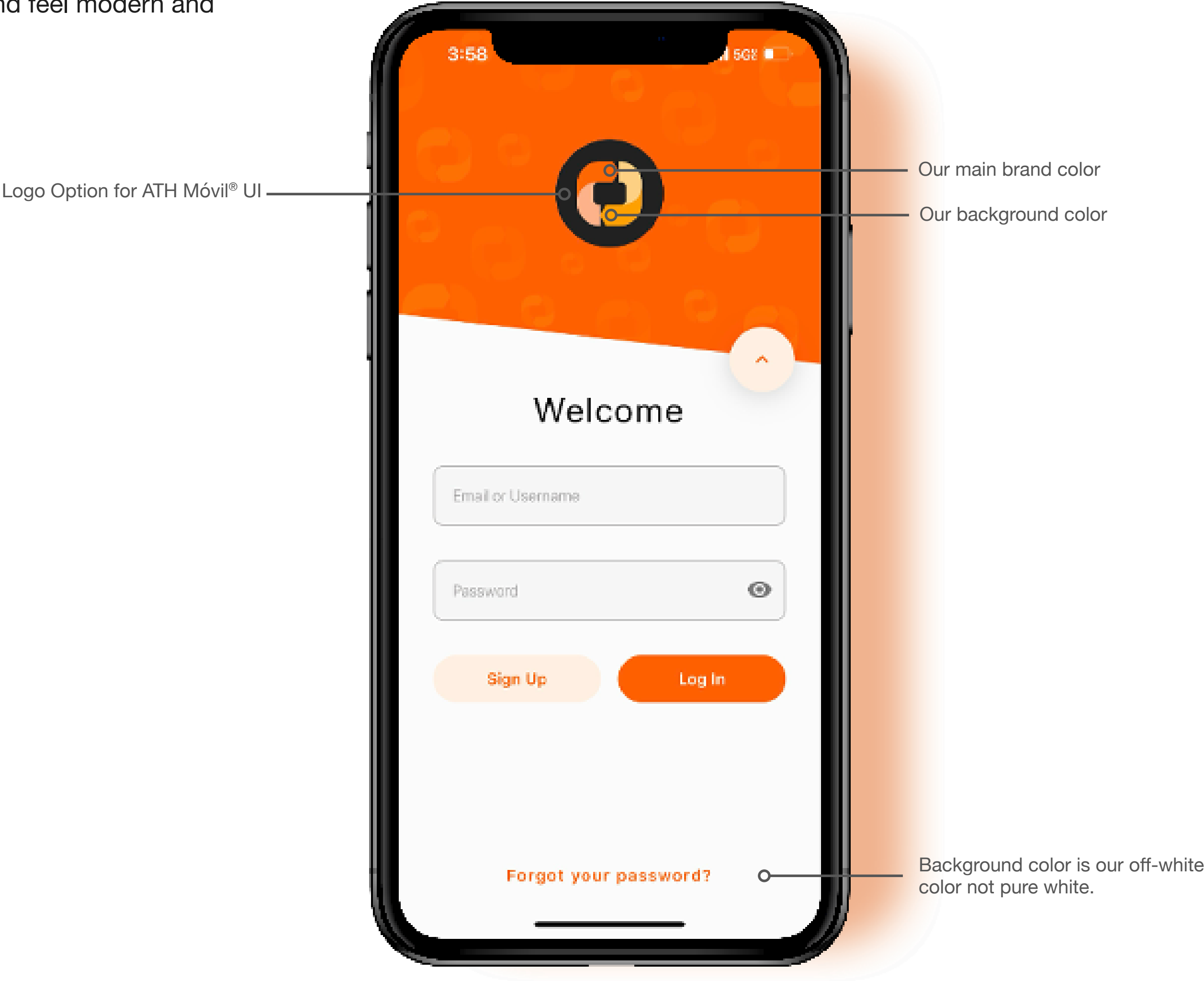


Existing launcher icon  
Adaptive Icon asset format  
(round - pixel default)



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 Móvil

Individuos ▾Negocios ▾

English

Actualizamos Nuestros Términos y Condiciones. [Haz clic aquí.](#)

ATH Móvil

Como **Puerto Rico** paga, envía,  
transfiere y dona al instante

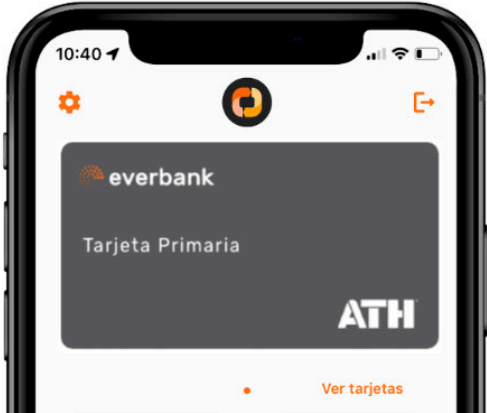


Mi Wallet es ATH Móvil

Envía dinero al instante

Solo usando su número de teléfono o  
Código QR. ¡Rápido, fácil y seguro!

Paga a negocios



Transfiere entre tarjetas

Mueve dinero entre cuentas, aunque sean

Things to Avoid

The ATH Móvil® logo should not be altered or embellished in shape or form.



Don't use in single color



Don't use same color for tagline and lettermark



Don't grays and outline



Don't add or use drop shadows



Don't use in italics



Don't fill letters in gradient



Don't join or overlap letters



Don't stack words



Don't switch position of words



# Brand Guidelines

Full Identity | Brandmark & Lettermark

The ATH Business® logo is made of three elements: our brand mark, ATH® lettermark, and our product. All are centralized horizontally while the height and position is determined by our brandmark.



Identity Application

When using the logo over a white background, keep the ATH® lettermark Dark Grey. When using over black or dark backgrounds, use the ATH® lettermark in white.





Full Identity | Brandmark & Lettermark - Vertical Version

Our identity will sometimes require a vertical or stacked version when space is limited.  
In such cases it's important to maintain the spacing and relationship between the word mark and the brand mark icon.



Brand Colors

Orange 800 is our secondary brand color and gives us light for dark mode environments.

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

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

Grey 400 is our arrow shadow.

Pantone Cool Gray 4 C  
CMYK : 26 / 20 / 21 / 0  
RGB : 189 / 189 / 189  
Hex : BDBDBD

Black & White | Single Color

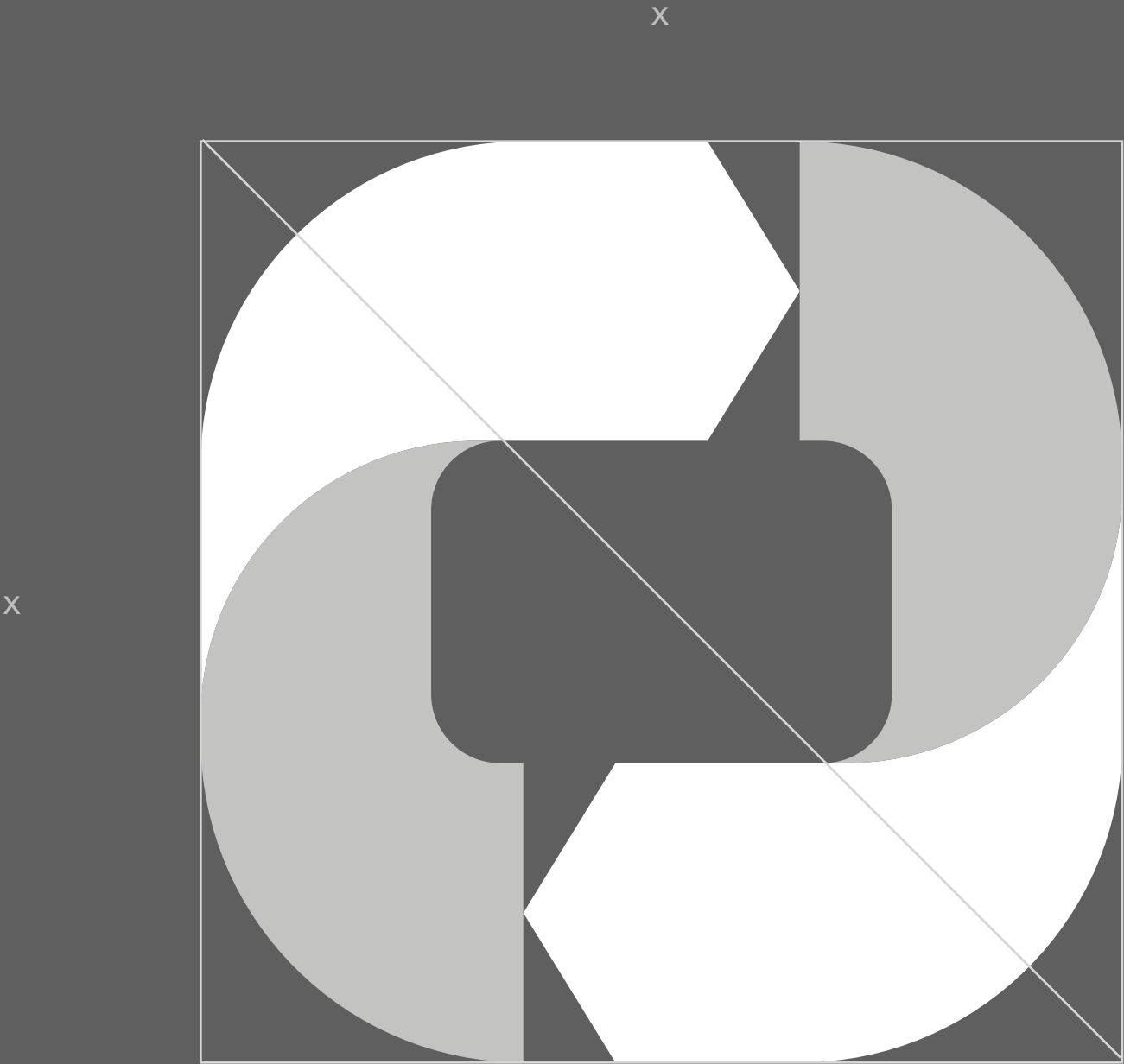
This version of the logo is for specific applications when we need to ensure our brand works in grayscale mode.



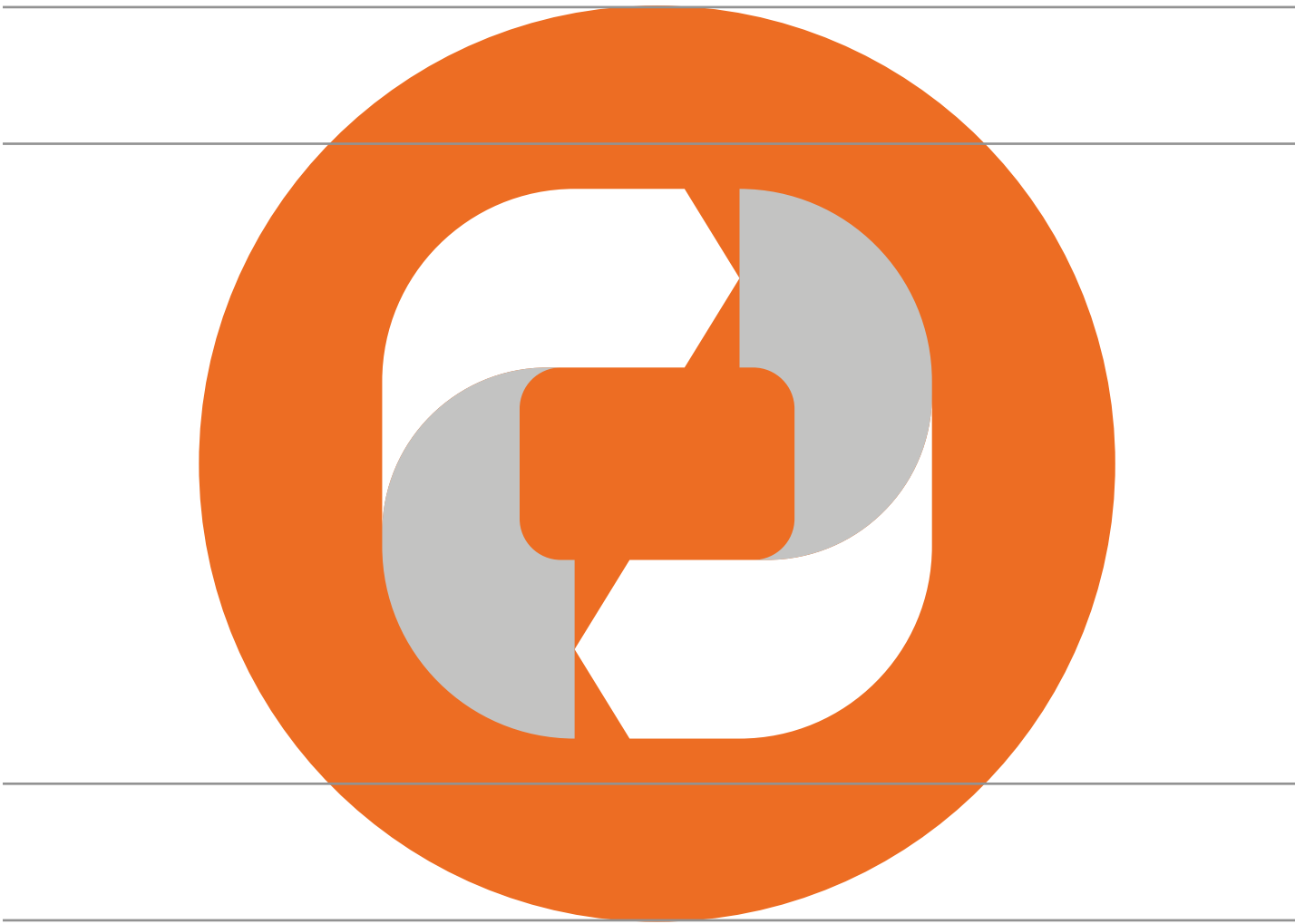


Brandmark

Our brand mark is our most visible and important element in our identity. It serves as our symbol to our clients. The icon in the brandmark should be 60% in size relative to the circle container.



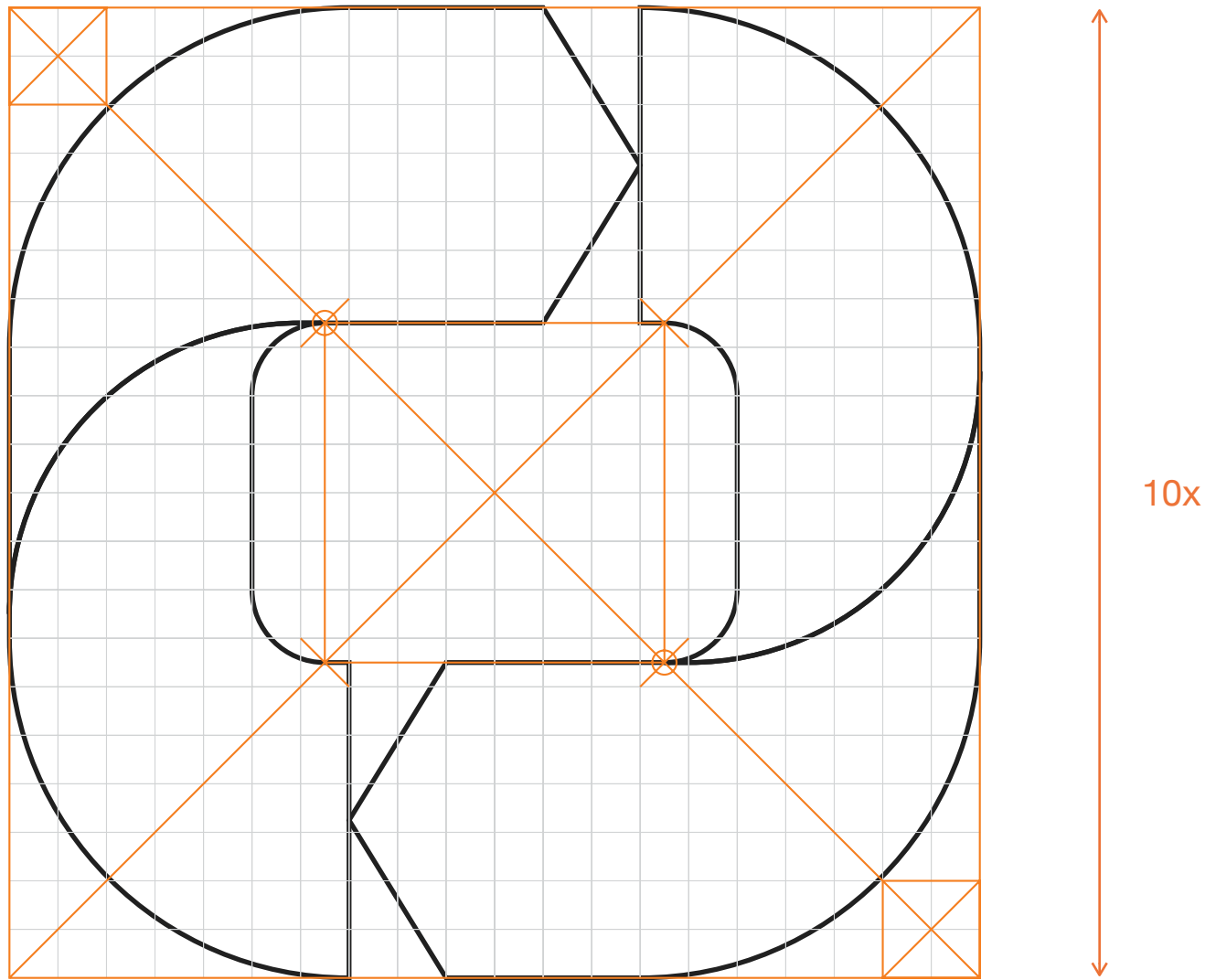
60%



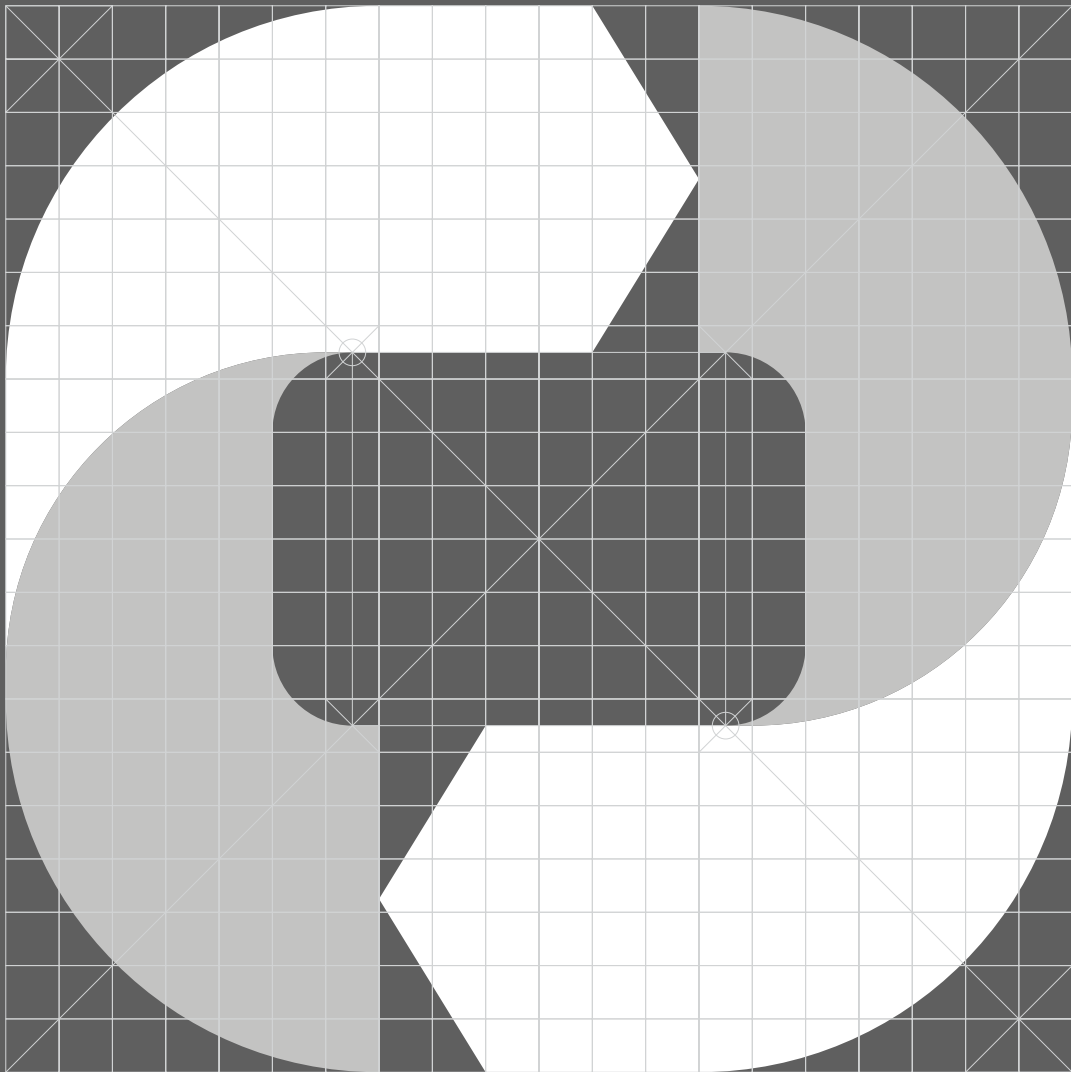
Circle  
Version

Grid & Keyline

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Keyline



Grid

Clearspace

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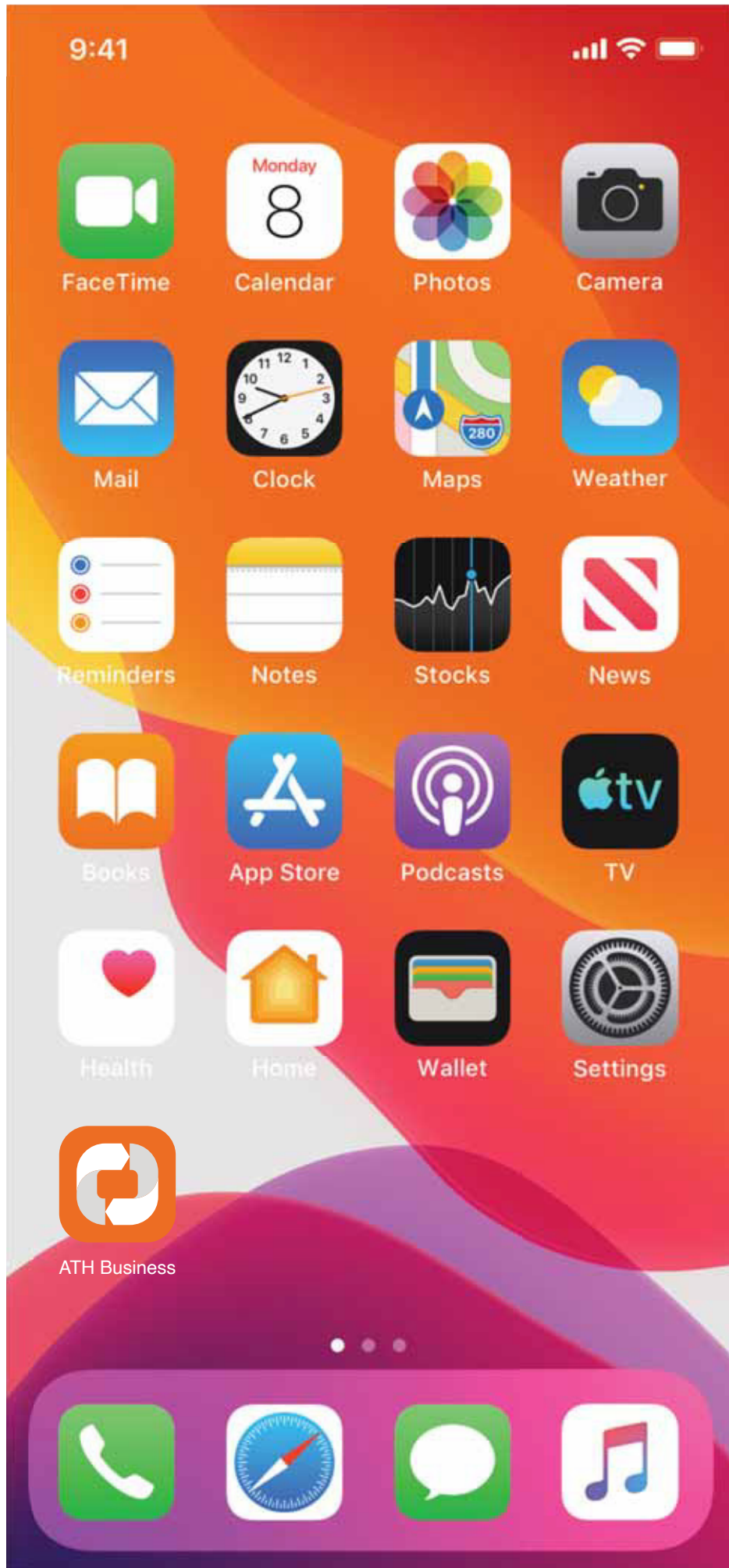
100%

75%



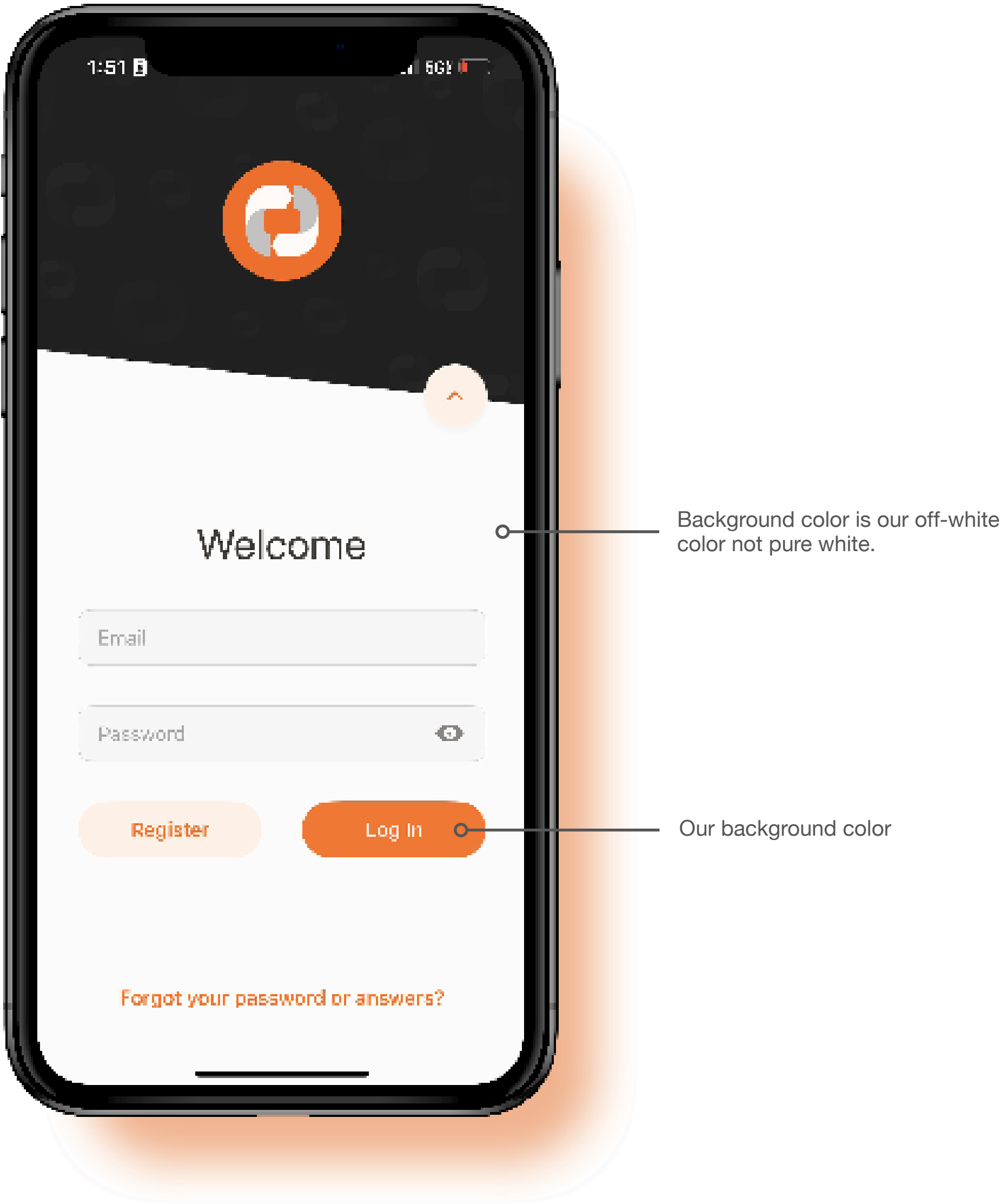
App Icons

Our brand mark is designed to work in app icon conditions. But please be on the lookout for app icons guides and rules since they are constantly updated.



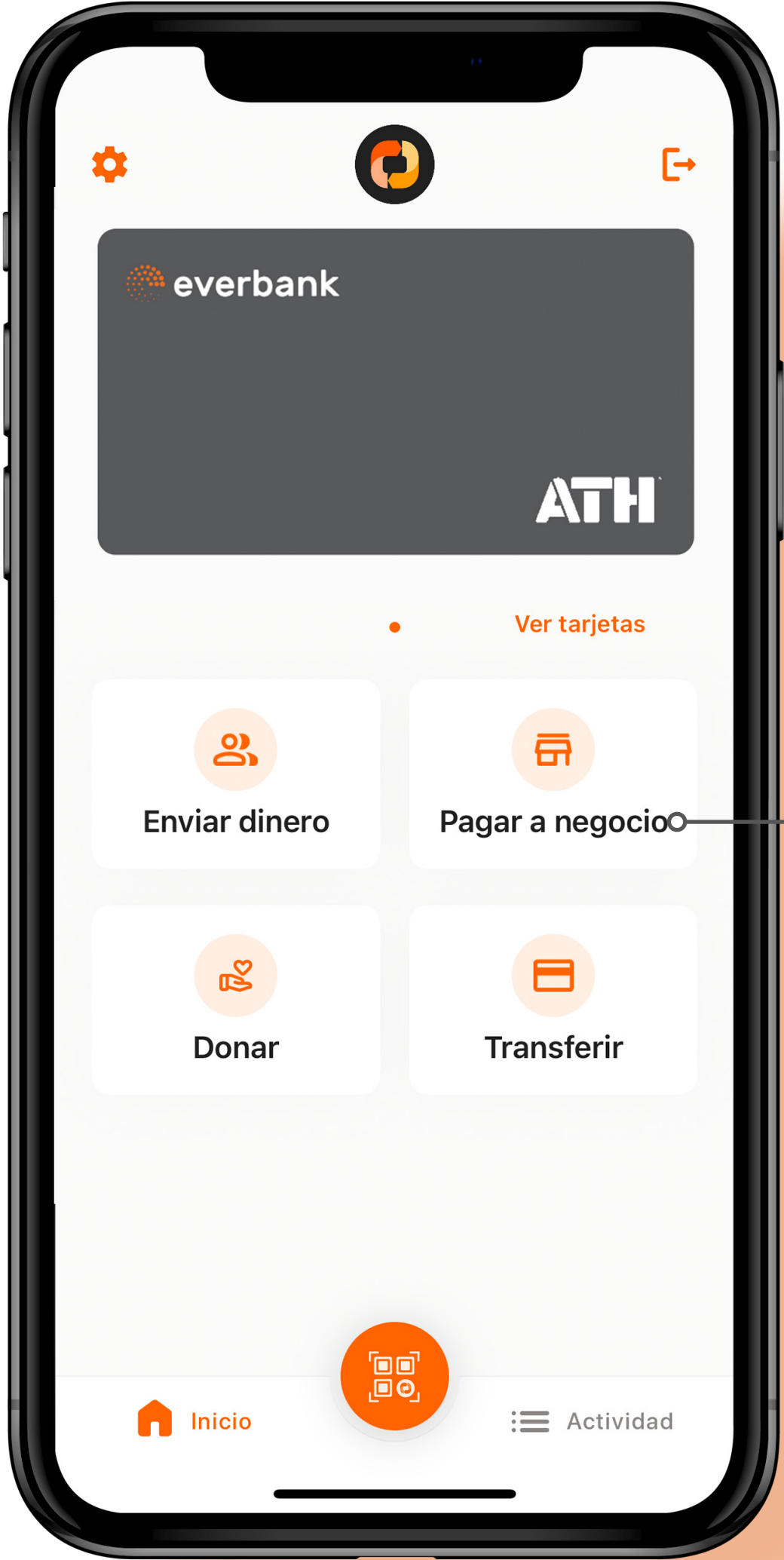
Brand Implementation | UI Example

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.



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.



Background color is our off-white color not pure white.



Things to Avoid

The ATH Business® logo should not be altered or embellished in shape or form.



Don't use in outline



Don't fill with pattern or hatch



Don't mix grayscale and color



Don't add or use drop shadows



Don't underline



Don't fill letters in gradient



Don't join or overlap or switch letters



Don't use a single fill color for tagline and lettermark



Don't stack letters



# Brand Guidelines

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