



Divisional Brand Standards

FOR INTERNAL
USE ONLY

📞 800.774.6462
✉️ info@openedgepay.com
🌐 openedgepayment.com
💻 blog.openedgepayment.com
🔗 [Twitter](#) [Facebook](#) [LinkedIn](#) [Google+](#) [YouTube](#)

Purpose

Implementing unified branding, guidelines and templates creates a cohesive “look and feel” to all of OpenEdge’s assets, including but not limited to: websites, flyers, brochures, stationary, business cards, tradeshows, PowerPoint presentations, videos and demos.

Our brand should be recognizable not just by the logo, but by the overall colors and design used to create a sense of mood and feeling around our image.

Contents

Logo usage and clear space	3
Merchant-facing product logos	4
Developer-facing product logos	5
Vertical logos	6
Color palette and usage	7
Fonts	8
Collateral	
Graphic elements	9
Corporate marketing templates	
Divisional, developer- and merchant-facing brochures	10
Press release, pocket folder and PowerPoint template	11
Business cards, letterhead and envelopes	12
OpenEdge Website	13
Social media	14
Payments blog	15
Microsites	15
The legal stuff	16

Contact

Tracey Neikirk, Corporate Graphic Designer

 **919.335.0092 or 800.774.6462 ext. 6072**

 **tracey.neikirk@openedgepay.com**

Logo Usage and Clear Space

A library of OpenEdge logos can be found at: openedgepay.com/marketing/logos/index.html

No changes should be made to the OpenEdge logo. Clear space around the OpenEdge logo should be a minimum of $0.5x$, where x is the height of the OpenEdge logo mark.



Logo Variations and Usage

Logo over White Background



A division of **globalpayments**

Logo over Dark Background



Logo for Grayscale Printing



A division of **globalpayments**

Minimum Logo Size

The minimum size of the OpenEdge logo mark should be 0.4 inches, or 10mm. This is to ensure overall legibility and visibility of the logo mark and logotype.



Merchant-Facing Product Logos

Below each merchant-facing product logo is the correct way to portray the name in text. While the logo may appear as one word, the correct way in text may be 2 words.

Activate Plus

In text: Activate Plus

OpenEdge IQ

In text: OpenEdge IQ

OpenEdge Care

In text: OpenEdge Care

Decline Minimizer

In text: Decline Minimizer

OpenEdge Check

In text: OpenEdge Check

OpenEdge Gift

In text: OpenEdge Gift

Offline Processing

In text: Offline Processing

OpenEdge Pay

In text: OpenEdge Pay

OpenEdge PC

In text: OpenEdge PC

Rapid Activation

Rapid Activation

In text: Rapid Activation

OpenEdge View

In text: OpenEdge View

Portal logo:



OpenEdge Mobile

In text: OpenEdge Mobile

iPhone/Android icons:



PCIASSURE®

A Service of  **openedge**
 A division of globalpayments

In text: PCI ASSURE®

EdgeShield™ Security Bundle



EdgeShield™ Security Bundle

In text: EdgeShield™

Developer-Facing Product Logos

Below each developer-facing product logo is the correct way to portray the name in text. While the logo may appear as one word, the correct way in text may be 2 words.

**OpenEdge
Experts**

In text: EdgeExperts

**EdgeLink
SDKs**

In text: EdgeLink SDKs

**EdgeLink
Cloud**

In text: EdgeLink Cloud

**EdgeLink
PC**

In text: EdgeLink PC

**EdgeLink
Mobile**

In text: EdgeLink Mobile

**EdgeLink
Gateway**

In text: EdgeLink Gateway

**OpenEdge
Host Pay**

In text: OpenEdge Host Pay

**OpenEdge
Platform**

In text: OpenEdge Platform

**EdgeExpress
PC**

In text: EdgeExpress PC

**EdgeExpress
Mobile**

In text: EdgeExpress Mobile

**EdgeExpress
Cloud**

In text: EdgeExpress Cloud

Vertical Logos

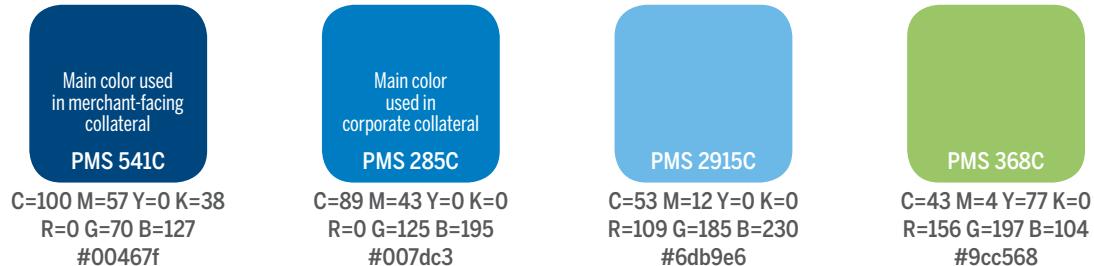
As OpenEdge's Sales and Marketing efforts expand into new verticals, we find it a competitive benefit to position ourselves within that industry. Creating a vertical-space appropriate logo and becoming experts on that verticals' payment needs is crucial to securing partners. Below are the logos we have created to date:



Color Palette and Usage

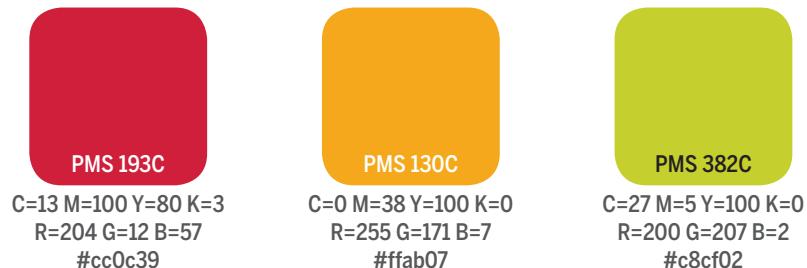
Primary Palette

The following colors and all shades of black are the main colors to be used in OpenEdge's collateral. Varying tints and opacity may also be used.



Secondary Palette

The following colors are to be used as needed in headings, subheadings, graphic elements, charts, infographics, etc. when more colors are needed to enhance the design of the collateral. However, these should not be used as a main color.



Accent Palette

The following colors can be used for additional graphic elements, but are less prominent than the secondary palette.



Fonts

OpenEdge has chosen Benton Sans Open Type Face as its typeface for design applications. Design consistency is key in creating OpenEdge visuals and building brand equity.

In cases where Benton Sans is not available, such as PowerPoint® and Microsoft® Word documents, Calibri may be used as a substitute.

Benton Sans

Benton Sans Thin
Benton Sans Thin Italic
Benton Sans Extra Light
Benton Sans Book Extra Light Italic
Benton Sans Light
Benton Sans Light Italic
Benton Sans Book
Benton Sans Regular

Benton Sans Regular Italic
Benton Sans Medium
Benton Sans Medium Italic
Benton Sans Bold
Benton Sans Bold Italic
Benton Sans Black
Benton Sans Black Italic

Benton Sans Condensed

Benton Sans Condensed Light
Benton Sans Condensed Light Italic
Benton Sans Condensed Book Italic
Benton Sans Condensed Regular Italic
Benton Sans Condensed Medium

Benton Sans Condensed Medium Italic
Benton Sans Condensed Bold
Benton Sans Condensed Bold Italic
Benton Sans Condensed Black
Benton Sans Condensed Black Italic

Benton Sans Compressed

Benton Sans Compressed Light
Benton Sans Compressed Light Italic
Benton Sans Compressed Book
Benton Sans Compressed Regular
Benton Sans Compressed Book Italic
Benton Sans Compressed Medium

Benton Sans Compressed Medium Italic
Benton Sans Compressed Bold
Benton Sans Compressed Bold Italic
Benton Sans Compressed Black
Benton Sans Compressed Black Italic

Graphic Elements

Payments III Tagline Logo

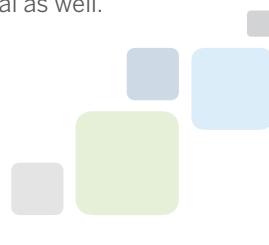
The *Payments Integrated. Innovative. Intelligent.* logo should be used as a standard tagline. This is an Illustrator file and should be placed in a letter sized document at 44% scale. It is available in horizontal and vertical formats.

Payments**Integrated.** **Innovative.** **Intelligent.**

Payments**Integrated.**
 Payments**Innovative.**
 Payments**Intelligent.**

Squares Graphic

The “Squares Graphic” element was first introduced in OpenEdge’s letterhead and envelope design. It may be used in other collateral as well.



Color Blocks and Photos

The OpenEdge “style” includes the use of color blocks overlapping photos. In InDesign, in the Effects window, select transparency blend mode: multiply at 100% opacity.



Call to Action

OpenEdge has created a distinct call to action design that should be placed on corporate collateral when appropriate. Specific content will vary by audience and should be linked within the document. This is an Illustrator file and can be edited and should be placed in a file at 30% scale.

855.443.8377

developers@openedgepay.com

openedgepayment.com

blog.openedgepayment.com



Iconography

Icons can be an important part of OpenEdge’s design elements. Used to draw attention in a simplified, but bold manner.



Automotive



Self-Storage



Medical



Dental



Veterinary



Field Services



Legal



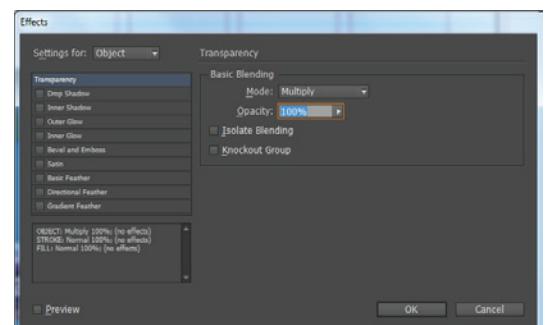
Retail



Restaurant



Salon/Spa



Corporate Marketing Templates

Divisional Brochure pgs. 1-2



Payments. Integrated. Innovative. Intelligent.

Technology Integration. Payments Innovation.



TECHNOLOGY INTEGRATION PAYMENT INNOVATION







Highlights

OpenEdge is the integrated payments division of Global Payments (NYSE: GPN)

A payment pioneer, Global Payments and its division have been on the forefront of payment processing technologies for more than 6 decades.

OpenEdge is the result of Global Payments' merger and acquisition of industry leaders, Accelerated Payment Technologies and PayPros, forming a single operating entity.

Processes through the innovative, secure OpenEdge Platform

Processing solutions for: Credit, Debit, Check, Mobile, Gift, EBT/Food, EMV/NFC, Apple Pay®, Android Pay®.

OpenEdge Platform

The OpenEdge Platform is the backbone of OpenEdge's innovation strategy, delivering payment applications to support new technologies and allow for custom software solutions. The new platform is the result of merging the best features of PayPro/Innos platform and Charge from APT for highly scalable, secure and business-specific payments functionality. The OpenEdge Platform supports card-not-present, card-on-file, mobile payments, encryption/integration, EMV, and is adaptable for today's dynamic security environment.

Key Verticals

OpenEdge delivers advanced payment solutions to more than 60 industries. While not limited to these verticals, OpenEdge has deep experience developing payment solutions for:











































800.774.6462

info@openedgepay.com

openedgepayment.com

blog.openedgepayment.com

OpenEdge helps software developers and businesses deliver secure and personalized payment integrated payments division of Global Payments a Fortune 1000 company, OpenEdge is driving services and cross-platform software applications, simplifying how payments are processed. Open 2,000 technology partners across 60 industry United States and Canada.

By the Numbers



Developer-Facing Corporate Brochure

Payments. Integrated. Innovative. Intelligent.

Decline Minimizer from OpenEdge

Decline Solutions

**Totally Automatic
Updates Card Information
Decreases Card Declines**

A Recurring Payments Solution to Set your Software Apart

Decline Minimizer from OpenEdge is an automatic card reading service that updates card information. Decline Minimizer is completely automated and requires minimal additional development work. A merchant simply requests the service and OpenEdge handles the rest. Decline Minimizer automatically updates card data and outdated card numbers, so cardholders can use their card again. The process is virtually invisible to merchants, yet they'll notice the impact Decline Minimizer has on their businesses — fewer card declines and more approvals.

OpenEdge Technology Behind the Scenes

Decline Minimizer from OpenEdge is hard at work behind the scenes, ensuring your customers see fewer declines and more approved transactions.

1. Your customer can log in to OpenEdge's Decline Minimizer.
2. OpenEdge automatically updates all card stored in their Vault.
3. OpenEdge processes transactions with the updated card data.
4. Customer's software is updated with new card data.

This Simple Process = Fewer Declines + More Approved Transactions

Learn How Decline Minimizer Can Impact Your Business Today.

- ✉ 855.443.8377
- ✉ developers@openedgepayment.com
- ✉ openedgepayment.com
- ✉ blog.openedgepayment.com

Merchant-Facing Corporate Brochure




Merchant Solutions

Offline Processing
from
OpenEdge

PAGE NOT FOUND

Accept Credit Card Payments.
Even When The Network's Down

There are a few reasons illustrating the both merchant and consumer) that need being able to process credit card payments even during a network outage. Offline Processing from OpenEdge ensures your customers continue accepting payments, even when the network goes down. Offline Processing is a secure way to store payment card information. When a failure, transactions are stored securely, then submitted once the system comes back on. This occurs behind the scenes with no effort on the part of the merchant. Full reporting is available for reconciliations and management, and there is no cost for the service.

Learn More About
Offline Processing.

[800.774.4452](tel:8007744452)
solutions@globalpayments.com
openedgepayment.com
blog.globalpayments.com

	OpenEdge Offline Processing
Merchant Application	\$ \$ \$ \$
Network	\$ \$ \$ \$
Authorization	✓

Transactions processed
when the network
is down
Offline Processing
is securely stored

	OpenEdge Offline Processing
Network instead	\$ \$ \$ \$
Authorization	✓

OpenEdge is a trademark of Global Payments, Inc. and its subsidiaries. © 2014 Global Payments, Inc. All rights reserved. Global Payments, Inc. is not affiliated with the U.S. Olympic Committee. The U.S. Olympic Committee is a registered trademark of the U.S. Olympic Committee, Inc. All rights reserved. The U.S. Olympic Committee is not affiliated with Global Payments, Inc.

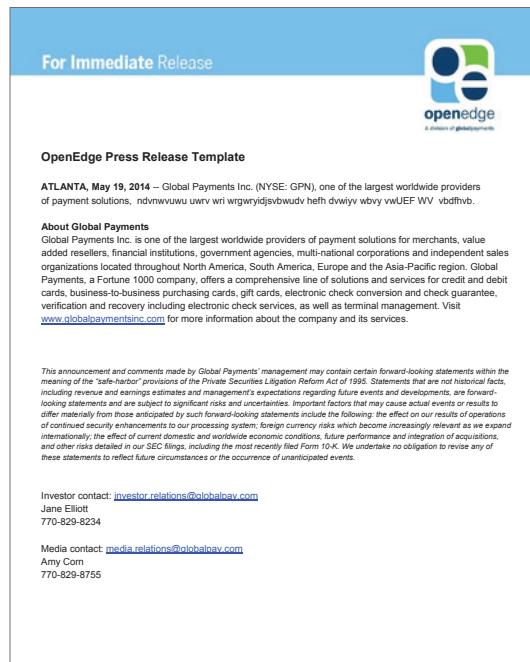
Global Payments, Inc. is not affiliated with the U.S. Olympic Committee. The U.S. Olympic Committee is a registered trademark of the U.S. Olympic Committee, Inc. All rights reserved. The U.S. Olympic Committee is not affiliated with Global Payments, Inc.

Global Payments, Inc. is not affiliated with the U.S. Olympic Committee. The U.S. Olympic Committee is a registered trademark of the U.S. Olympic Committee, Inc. All rights reserved. The U.S. Olympic Committee is not affiliated with Global Payments, Inc.

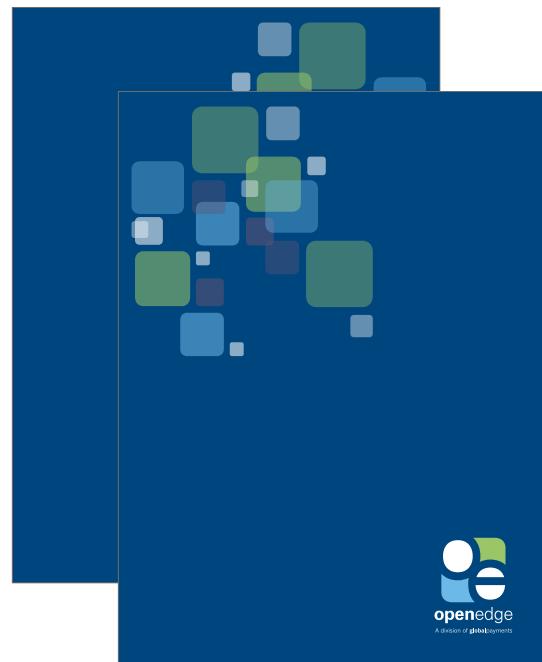
Global Payments, Inc. is not affiliated with the U.S. Olympic Committee. The U.S. Olympic Committee is a registered trademark of the U.S. Olympic Committee, Inc. All rights reserved. The U.S. Olympic Committee is not affiliated with Global Payments, Inc.

Corporate Marketing Templates (cont.)

Press Release Template



Pocket Folder



PowerPoint Presentations



Corporate Marketing Templates (cont.)

Business Cards

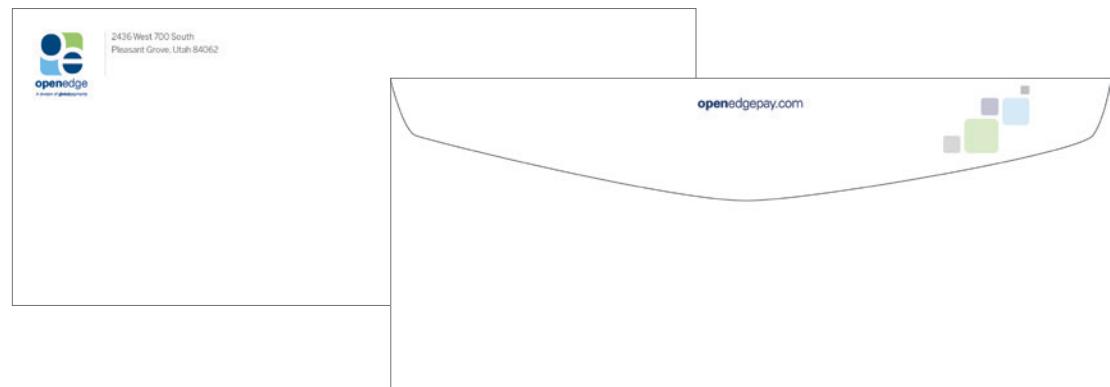


Letterhead



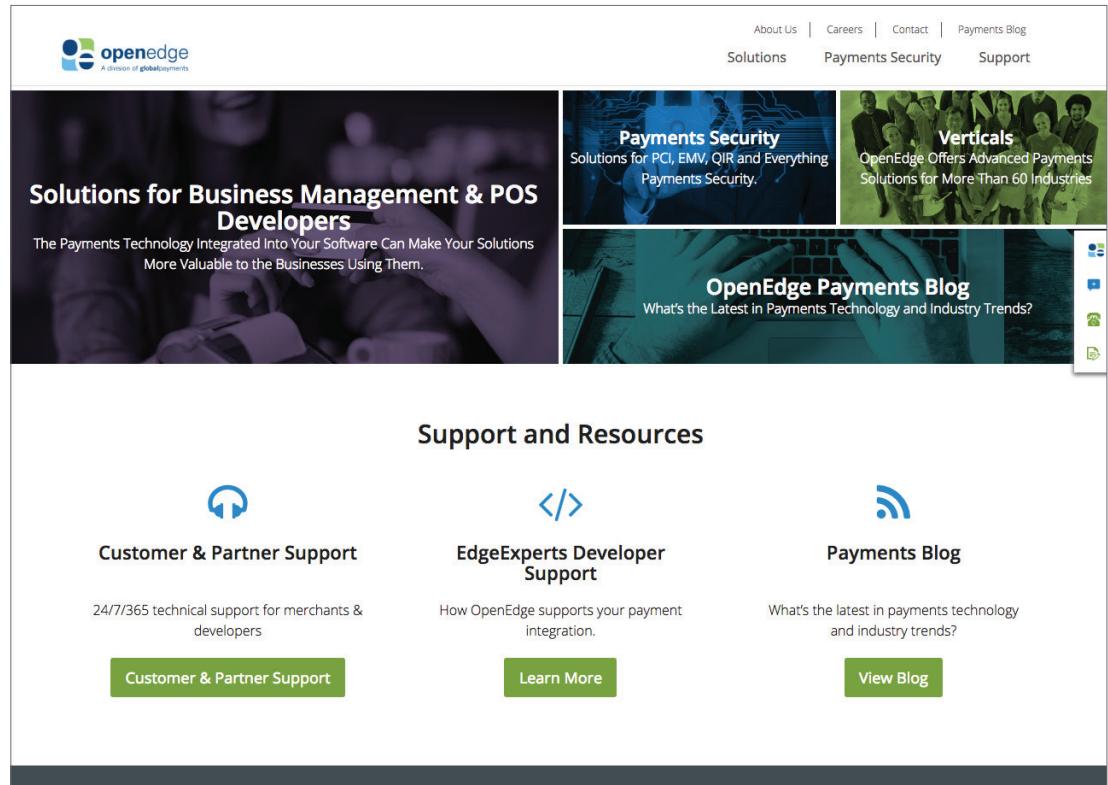
Letterhead is supplied at all office locations. When printing letterhead, use the preprinted supply. Electronic letterhead should be used only for electronic correspondence and is not to be printed as this will result in a substandard graphic printout.

Envelopes



The OpenEdge Website

The main OpenEdge website can be accessed through this URL: www.openedgepayment.com. It is updated on an as needed basis.



The screenshot shows the homepage of www.openedgepayment.com. The top navigation bar includes links for About Us, Careers, Contact, Payments Blog, Solutions, Payments Security, and Support. The main content area features several sections: 'Solutions for Business Management & POS Developers' (with a sub-copy about payments technology integration), 'Payments Security' (with a sub-copy about PCI, EMV, QI, and payments security), 'Verticals' (with a sub-copy about advanced payments solutions for over 60 industries), and 'OpenEdge Payments Blog' (with a sub-copy about the latest in payments technology and industry trends). Below these are sections for 'Customer & Partner Support', 'EdgeExperts Developer Support', and 'Payments Blog', each with a brief description and a 'View Blog' button. The footer contains social media icons and a copyright notice.

About Us | Careers | Contact | Payments Blog

Solutions | Payments Security | Support

Solutions for Business Management & POS Developers
The Payments Technology Integrated Into Your Software Can Make Your Solutions More Valuable to the Businesses Using Them.

Payments Security
Solutions for PCI, EMV, QI and Everything Payments Security.

Verticals
OpenEdge Offers Advanced Payments Solutions for More Than 60 Industries

OpenEdge Payments Blog
What's the Latest in Payments Technology and Industry Trends?

Customer & Partner Support
24/7/365 technical support for merchants & developers

EdgeExperts Developer Support
How OpenEdge supports your payment integration.

Payments Blog
What's the latest in payments technology and industry trends?

Customer & Partner Support

Learn More

View Blog

Social Media

OpenEdge is able to keep our customers informed in a timely manner by having a presence on social media. We currently maintain active accounts on LinkedIn, Facebook, Twitter, Twitter, Google+ and YouTube. Regular updates keep our followers entertained with informative, educational and fun content. Below are screenshots of our active accounts:



URLs

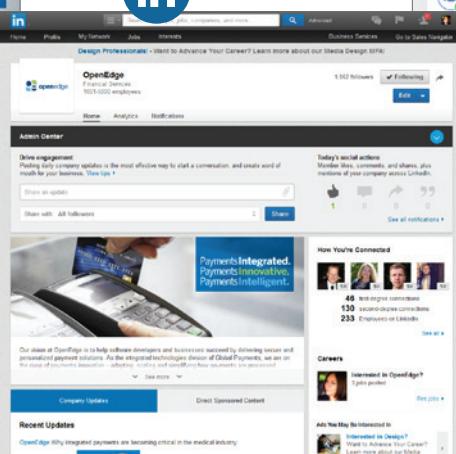
Twitter: <https://twitter.com/OpenEdgePay>

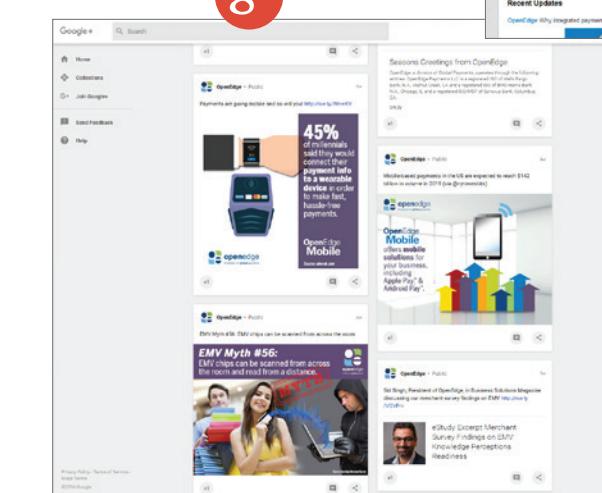
Facebook: <https://www.facebook.com/OpenEdgePay>

LinkedIn: <https://www.linkedin.com/company/openedge>

Google+: <https://plus.google.com/+Openedgepay>

YouTube: <http://www.youtube.com/c/Openededgepay>




Payments Blog

The OpenEdge Payments Blog can be accessed through our website or this URL:

blog.openedgepayment.com.

It is constantly updated with informative, educational content relating to the payments industry.



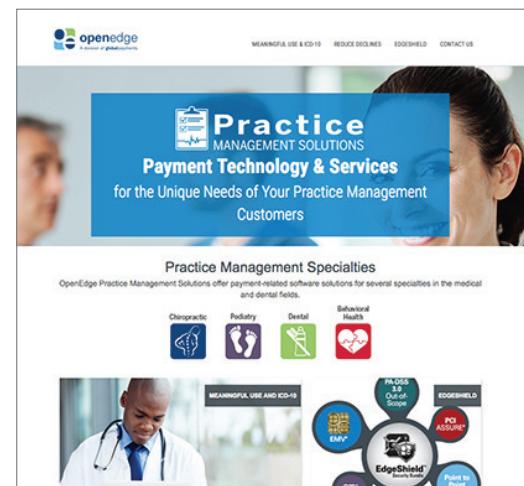
Microsites

We currently have two live microsites for the verticals we serve:

Pharmacy Solutions: openedgepayment.com/pharmacy

Practice Management Solutions: openedgepayment.com/practice-management

These microsites contain informative content regarding our product offerings for their respective industries.



The Legal Stuff

OptBlue® Program

Any materials, advertising, promotions or rules that promote the OptBlue® program need to post the following disclaimer in a clear and conspicuous place:

“American Express® is not a sponsor or administrator of this marketing program.”

OpenEdge Disclaimer and Literature Code

To be added to the end of each document in the “Disclaimer” Paragraph Style: Benton Sans Comp Light, 5.5/6.5, 85% Black:

Our legal team came up with the beautiful and eloquent statement below (in blue) as a way to “bundle together” a collection of trademarks in one statement. Instead of listing the Apple Pay statement, Ingenico statement, Android statement, etc.

separately, we can use a blanket statement. See the blue text below that is to go after the EMV representation.

A literature code with document name-audience-date-author should be added to each document.

OE BrandStandards-Corp-102917-TN

© 2018 OpenEdge, a division of Global Payments, operates through the following entities:

OpenEdge Payments LLC is a registered ISO of Wells Fargo Bank, N.A., Concord, CA and a registered ISO of BMO Harris Bank N.A., Chicago, IL and a registered ISO/MSP of Synovus Bank, Columbus, GA.

EMV® is a registered trademark owned by EMVCo LLC.

All other trademarks, logos and service marks (collectively, the “Trademarks”) are the property of their respective owners. Nothing contained herein should be construed as granting, by implication, estoppel, or otherwise, any license or right to use any Trademark without the written permission of its respective owner.

Registrations and Trademarks

Why must we reference trademarks that are owned by OpenEdge and/or other companies in our documents?

Trademarks and service marks (“mark” or “marks”) are important and valuable assets for both businesses and consumers. A distinctive mark allows a business to build public goodwill and brand reputation in the goods or services it sells. Marks also help consumers identify the source of goods and services and make informed choices based on their experiences.

Generally, demarcation is not necessary for every occurrence of a trademark or service mark in an article, press release, advertisement or on a website, etc; however, at a minimum, this identification should occur at least once in each piece, either the first time the mark is used or with the most prominent use of the mark. When in doubt, err on the side of “over-marking.”¹

Company™ Goods® Services™

(Continued on next page.)

As a general rule, when any trademarks are needed, OpenEdge has chosen to place the mark on the first occurrence in a headline and in body copy. For a total of 2 marks. There are times when the mark may not look appropriate when following this rule, therefore, choose the next best occurrence. There may also be times when it is appropriate to add the mark to an image.

¹ A Guide To Proper Trademark Use (http://INTA.org/Media/Documents/2012_TMUseMediaInternetPublishing.pdf), International Trademark Association, 655 Third Avenue, 10th Floor, New York, NY 10017-5646, USA, 212-768-9887; inta.org, info@inta.org.

The Legal Stuff (cont.)

The following are companies and/or products that we reference frequently in our collateral:

Android™, Android Pay™, the Android Logo and Google Play™ are trademarks of Google™ Inc.

Apple®, Apple Pay™, iPad®, iPhone®, iTunes®, Mac OS™ and Touch ID™ are trademarks of Apple Inc., registered in the U.S. and other countries.

The Bluetooth® word mark and logos are registered trademarks owned by the Bluetooth SIG, Inc.

EdgeShield®, PCI ASSURE® and Submerged Payment™ are service marks, trademarks, or registered trademarks of OpenEdge, a division of Global Payments.

EMV® is a registered trademark owned by EMVCo LLC.

Linux® is the registered trademark of Linus Torvalds in the U.S. and other countries.

Windows® is a registered trademark of Microsoft Corporation in the United States and/or other countries.

Ingenico® Inc., the Ingenico Group logos, and service marks displayed here are registered and unregistered trademarks of Ingenico Group, S.A. or its affiliates and are their property.

American Express® and OptBlue® are registered trademarks of American Express Company, its subsidiaries and/or affiliates.

Discover® belongs to Discover Financial Services and its affiliates.

Linux® is the registered trademark of Linus Torvalds in the U.S. and other countries.

MasterCard® is a registered trademark of MasterCard Worldwide or its subsidiaries in the United States.

PAX® is a registered trademark of PAX Technology Limited in China and/or other countries.

QIR™ is a trademark owned by PCI Security Standards Council, LLC.

Samsung™ is a trademark of Samsung in the United States or other countries.

VISA® is a registered trademark of Visa in the United States and other countries.