ENGLISH Language
Update. 2023.05

LINE Pay
Logo Guidelines

Designed by Design Team (LINE Pay Thailand)

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LINE Pay
Logo Guidelines

Overview

About Brand

LINE Pay is a mobile easy payment service that allows users of the LINE global mobile platform to easily transfer funds and make payments. The ultimate focus of the LINE Pay payment platform is to open up an era in which people all over the world go walletless and cashless.

Brand Guidelines

LINE Pay Brand Standard Guidelines is a brand asset of LINE that visually defines the message of LINE for users to identify with the value and experience pursued by the service. External distribution or use of this document is forbidden, and its use for any communication—internal or external—must be in strict accordance with the regulations.

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LINE Pay
Logo Guidelines

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LINE Pay
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Brand Foundation

1.1.1 Symbol

The LINE Pay symbol is an important element for brand identification, and as such implies the core value of the service as “the next payment platform.” The symbol may not be arbitrarily adjusted or modified at one's own accord, and may not be used independently except in special cases.

* Contact the related department for other uses of the symbol.



1.1.2 Logo (horizontal)

The logo displays the identity of the brand, and is the core element of the visual communication system in facilitating brand identification. It is used as a marketing element representing the service in diverse online and offline media, and thus the specified regulations must be strictly observed.

* The logo has two forms—horizontal and vertical—and the use of the horizontal form is generally recommended.



1.1.2 Logo (vertical)

The logo displays the identity of the brand, and is the core element of the visual communication system in facilitating brand identification. It is used as a marketing element representing the service in diverse online and offline media, and thus the specified regulations must be strictly observed.

* The logo has two forms—horizontal and vertical—and the use of the horizontal form is generally recommended.

Examples of Vertical Logo Use

- Where the logo cannot secure visual dominance in a small area
- Where it has to be arranged to balance with another company's logo



1.1.3 Sizing

The logo must be given a size that makes it distinguishable, and the shape and aspect ratio must be maintained even with size adjustments. Verify the minimum size according to the medium of application.

* Apply 2x or 3x for Retina Display.



FOR PRINT
Standard : height (mm)



FOR SCREEN
Standard : height (pixel)



FOR PRINT
Standard : width (mm)



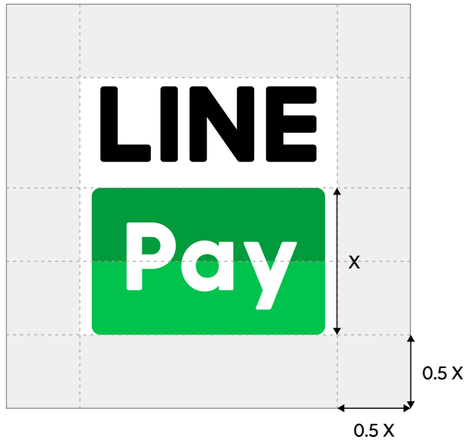
FOR SCREEN
Standard : width (pixel)

1.1.4 Exclusion Zone

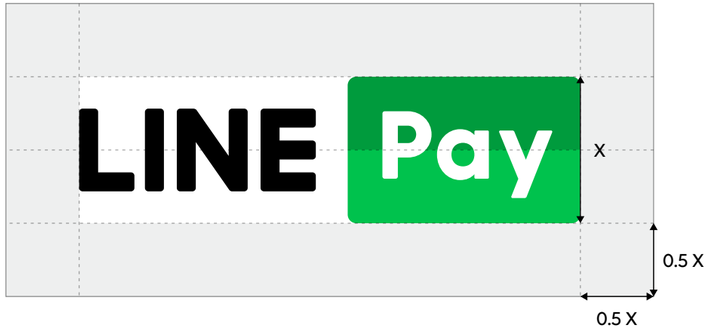
The minimum clear space must be secured for the preservation of the logo's integrity and assurance of its visibility. The logo must not appear subordinate to adjacent elements, and must be distinguished from visual elements such as photos, illustrations, or other brands' logos, using clear space to reduce confusion and to protect the brand asset.

* The clear space must be kept at the same ratio even when expanding by a fixed aspect ratio.

MINIMUM CLEAR SPACE (VERTICAL)



MINIMUM CLEAR SPACE (HORIZONTAL)



1.2.1 Placement

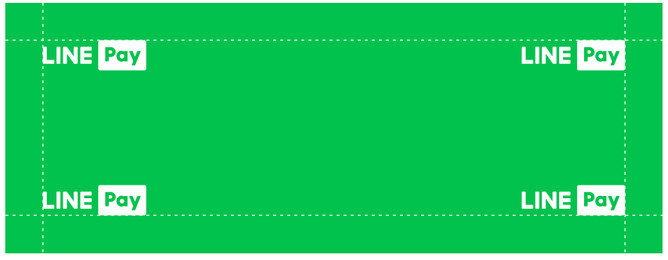
This is the logo placement standard used in various online and offline media. The logo must always be placed in a highly visible position, and must be kept independent. When placing the logo, be careful with the clear space and artboard margin values.



PAPER
A4 (1 : 1.414)



SCREEN
HD Video format (16 : 9)



BANNER
Social Media cover image (820 x 312)

1.2.2 Logo Regulation

These are the logo regulations for consistent management of the brand asset. The shape and aspect ratio of the LINE Pay logo may not be modified, rotated, or decorated, and the minimum clear space must be maintained even when adjusting with the same aspect ratio. Arbitrary changes in color scheme or the addition of effects are not permitted, and no other elements may be used concurrently with the logo.

* The specified examples must be kept as-is, without exception.



○ Always use the latest version of the logo.



✕ Do not distort the logo aspect ratio.



✕ Do not rotate the logo.



✕ Do not add effects.



✕ Do not add effects.



✕ Do not add effects.



✕ Do not add effects.



✕ Do not add effects.



✕ Gradient colors may not be used in the logo.



✕ Do not change the color arbitrarily.



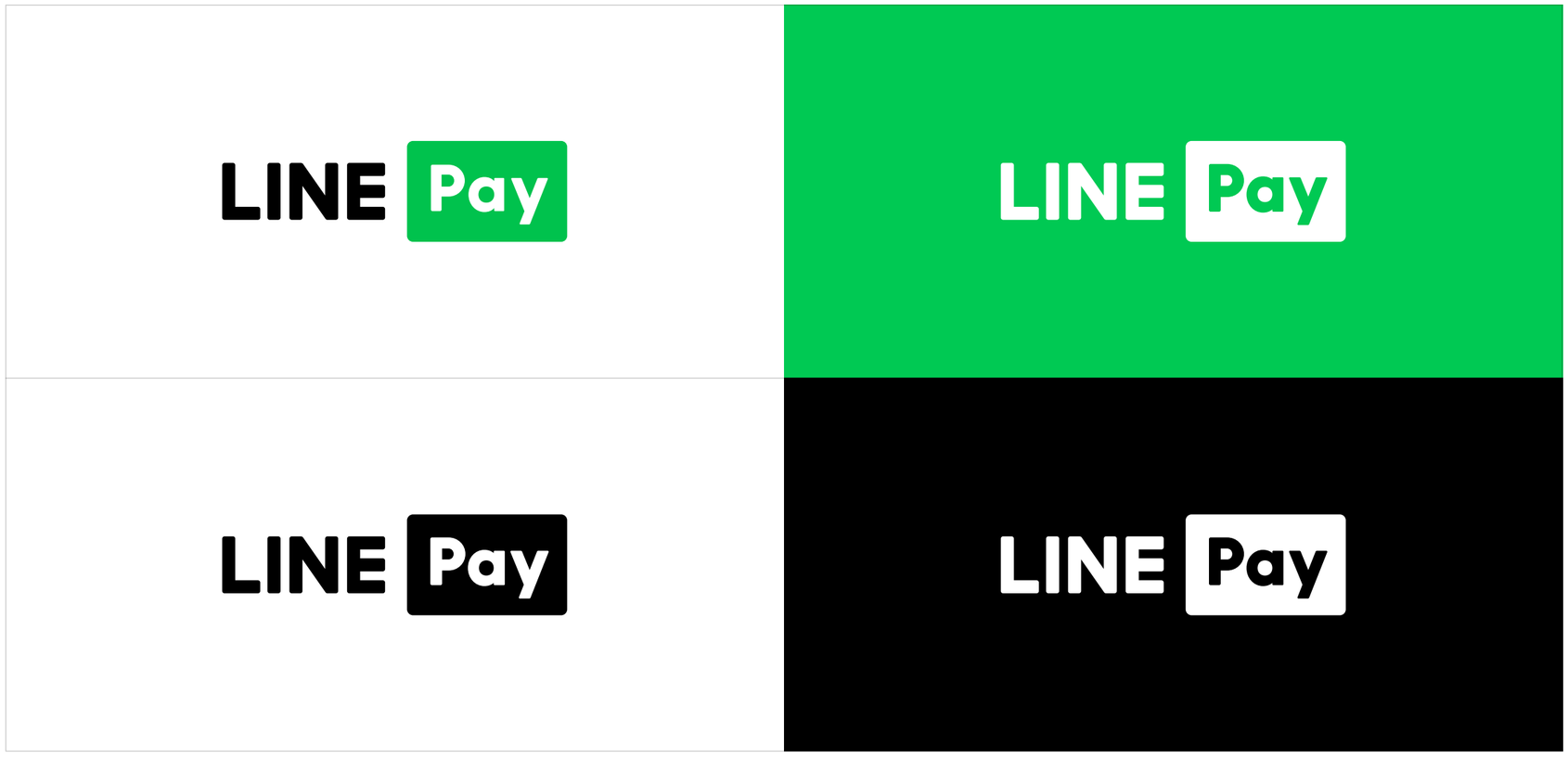
✕ Do not change the color arbitrarily.



✕ Do not place a character with the logo.

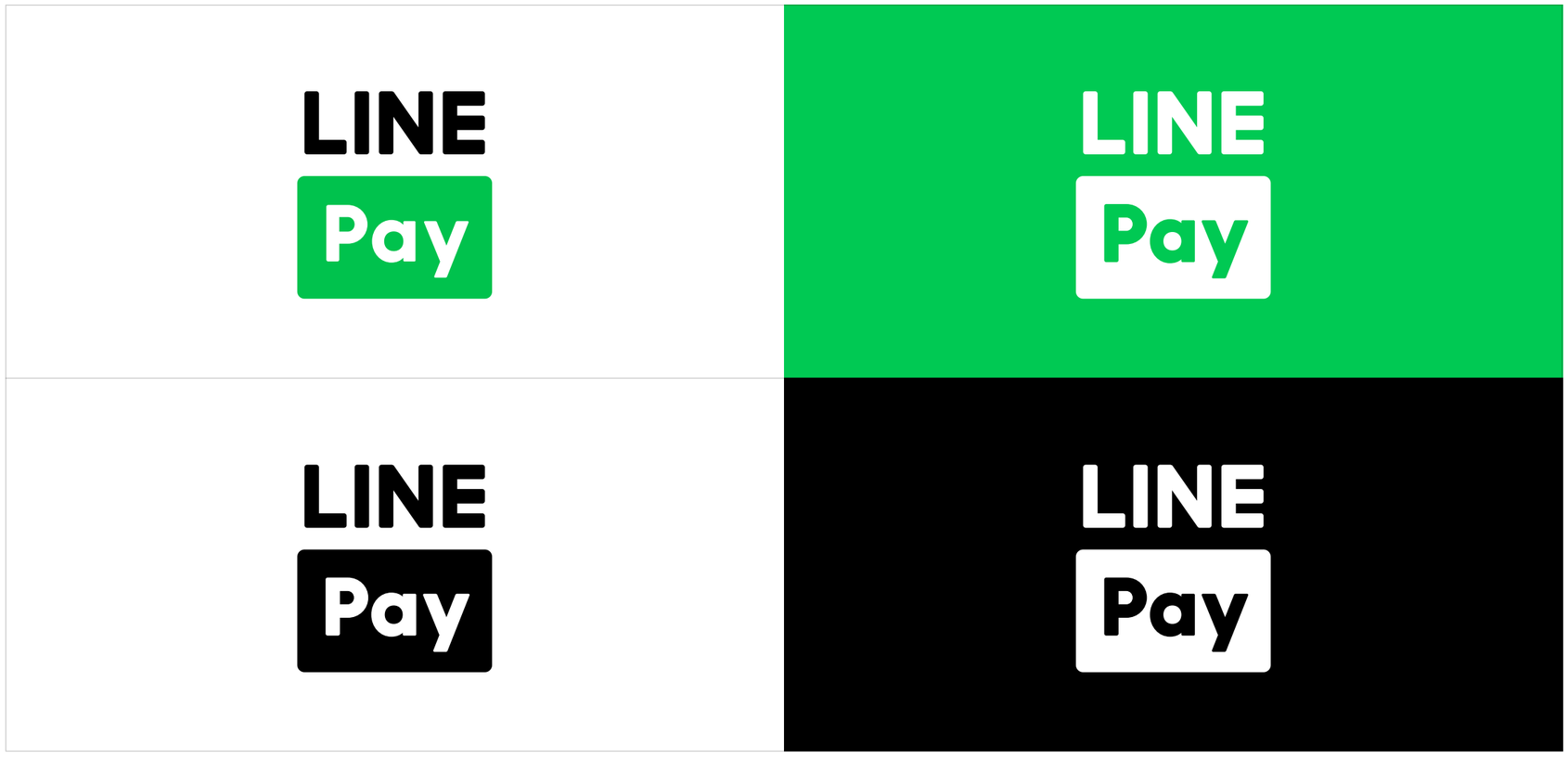
1.2.3 Logo Variations (horizontal)

Although use of the full color logo is generally recommended, the solid color logo may be used depending on the application environment. As an exception, the solid black logo cannot be used on a color background.



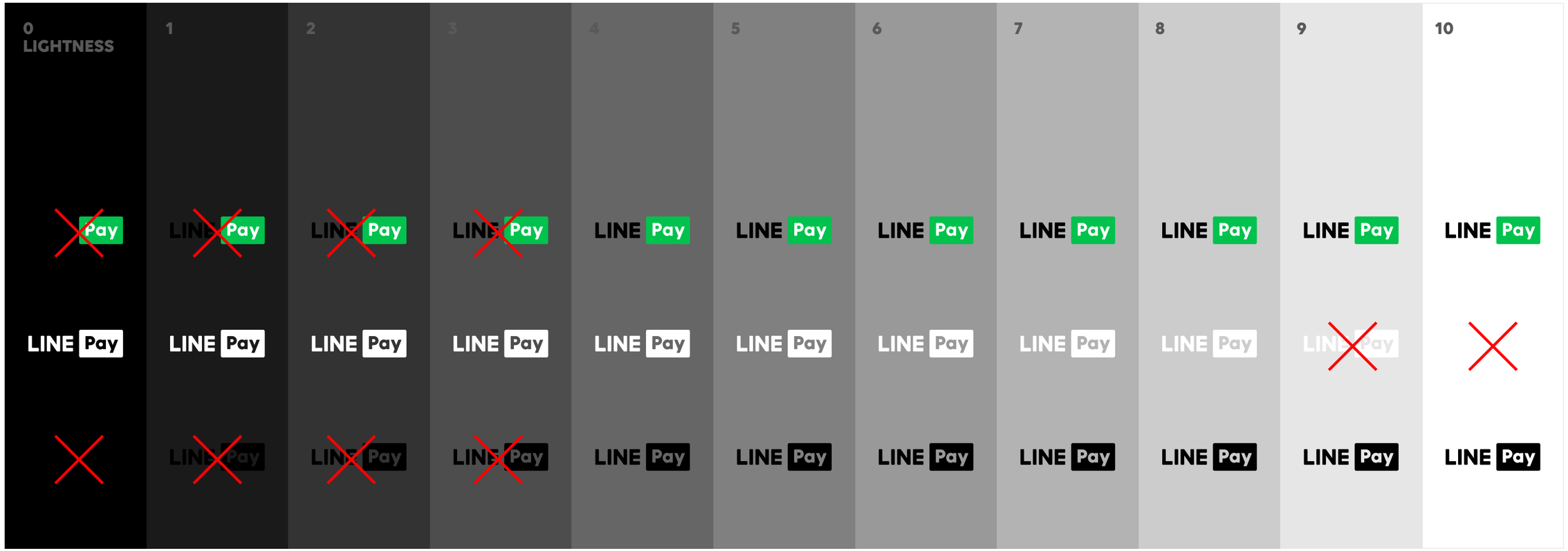
1.2.3 Logo Variations (vertical)

Although use of the full color logo is generally recommended, the solid color logo may be used depending on the application environment. As an exception, the solid black logo cannot be used on a color background.



1.2.4 Background Usage

These are the brightness regulations for the logo background used in various marketing applications.
A background color with brightness that does not ensure the logo's visibility may not be used.



1.2.5 Background Regulation

These are the regulations for background use for consistent management of the brand asset. The full color, solid black or solid white logo may be used depending on the environment of application. The logo's distinguishability must never be compromised.

* The specified examples must be kept as-is, without exception.



○ A white or off-white background may be used.



○ A white or off-white background may be used.



○ The solid logo can be used on a black background.



○ The solid logo can be used on a monotone background.



✕ Do not use a background color similar to the logo color.



✕ Do not use a background color similar to the logo color.



✕ Do not use a background color similar to the logo color.



✕ Do not use the black logo on a color background.



✕ Do not use the solid logo on a gradient background.



✕ Do not use the color logo on a gradient background.



✕ Do not use complex backgrounds.



✕ Do not use the solid logo on a complex background.



✕ The logo's visibility must be ensured even with a photo background.

1.2.6 Brand Mark Treatment

These are the regulations for brand marking in headlines and main text. “LINE Pay” must be used as a combination of uppercase and lowercase letters, and may not be used alongside the content.

* The specified examples must be kept as-is, without exception.

LINE Pay, THE NEXT PAYMENT PLATFORM.

Anyone who is a LINE user can use the bank account to charge the balance. Chargeable at bank account, convenience store, etc.

○ “LINE Pay” may be typed.

~~LINE~~ PAY, THE NEXT PAYMENT PLATFORM.

Anyone who is a LINE user can use the bank account to charge the balance. Chargeable at bank account, convenience store, etc.

✕ Do not use only uppercase or only lowercase letters.

~~LINE~~ Pay THE NEXT PAYMENT PLATFORM.

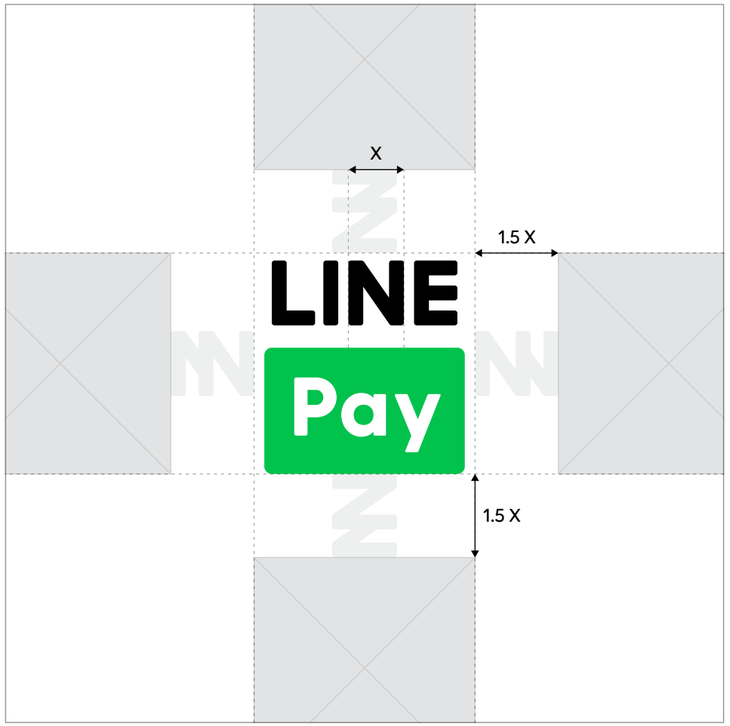
Anyone who is a LINE user can use the bank account to charge the balance. Chargeable at bank account, convenience store, etc.

✕ It may not be used alongside content.

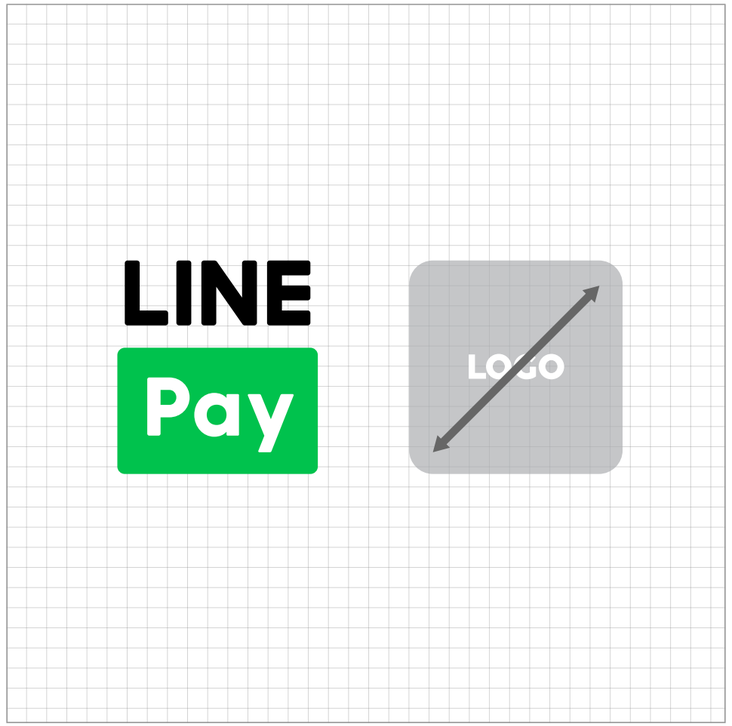
1.3.1 Interval & Volume

Due to the nature of the LINE Pay service, there are various situations where the logo is placed alongside a partner company's logo or a competitor's logo. Even when placed next to diverse brand logos, the clear space and perceived volume must be adjusted to ensure the logo's visibility and integrity.

* When placed next to multiple logos, the vertical logo is recommended in consideration of securing visual dominance.



○ When placing alongside logos of other companies, the minimum clear space (1.5x) must be ensured at the top, bottom, left and right.



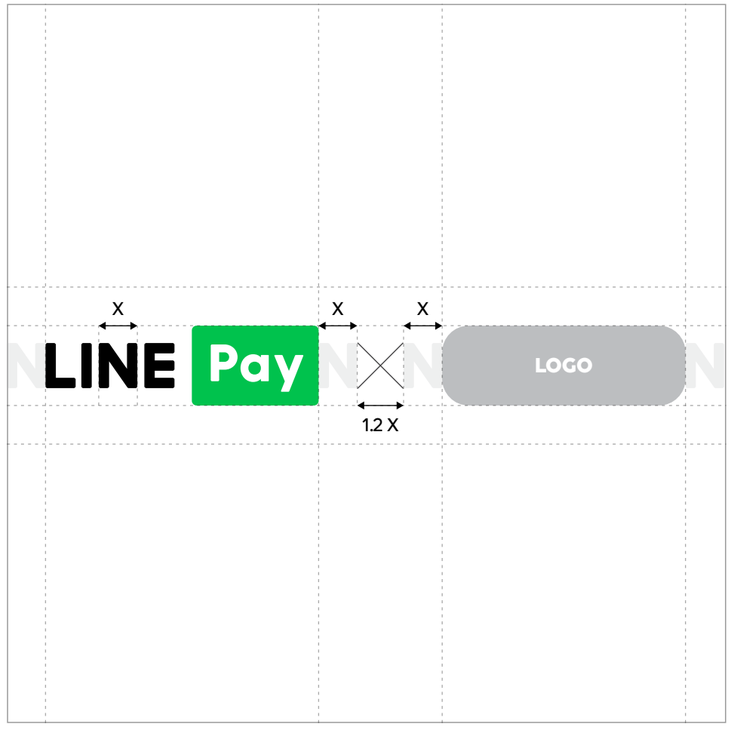
○ Logos placed together must be adjusted to have the same perceived volume as the LINE Pay logo.



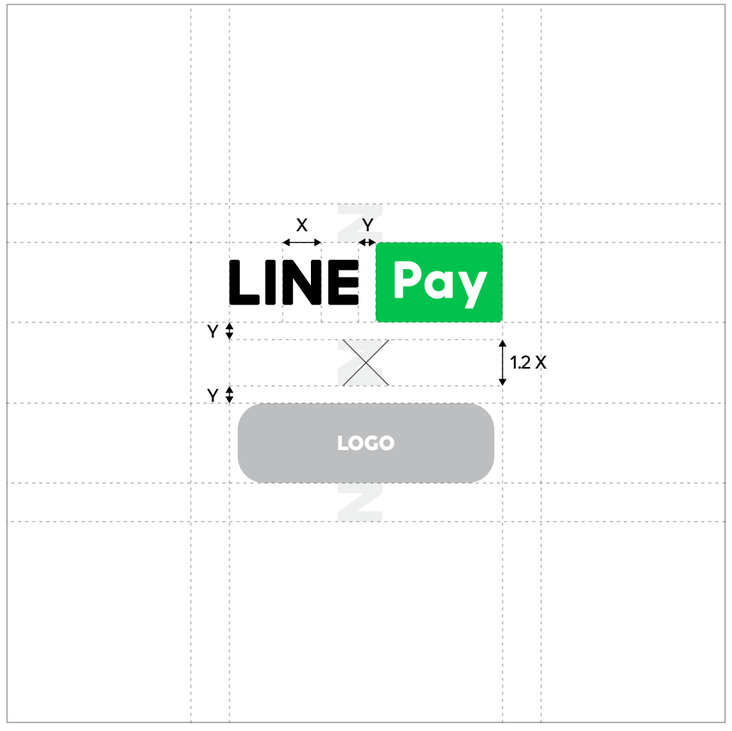
✕ Logos of other companies may not appear larger than the LINE Pay logo.

1.3.2 Collaboration

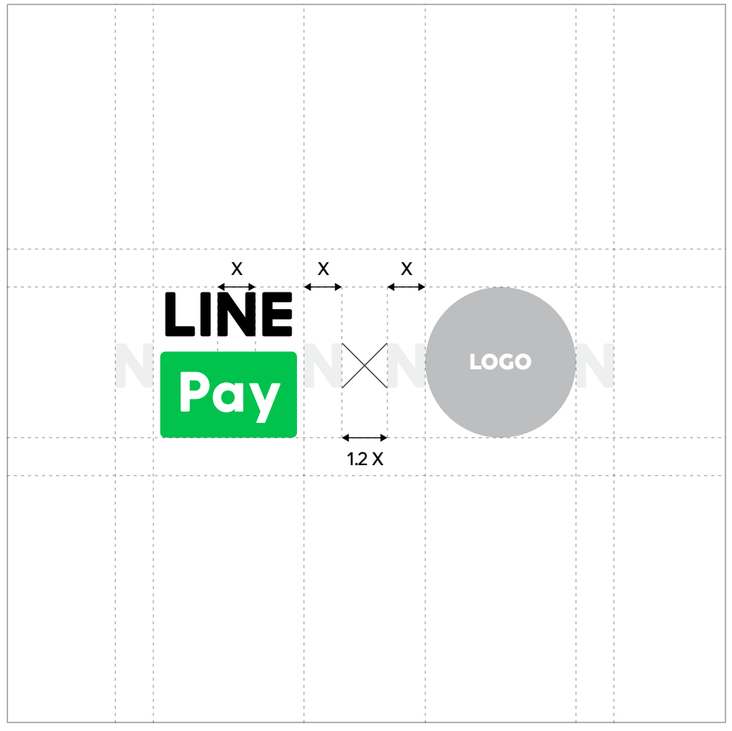
The "collaboration" combination format may be applied when collaborating with another company's brand via marketing activities such as promotions or events. Either the horizontal or vertical logo placement may be used to align with the collaborating brand's logo format, and the appointed spacing must be preserved with the same volume for the placement of the two logos.



HORIZONTAL X HORIZONTAL



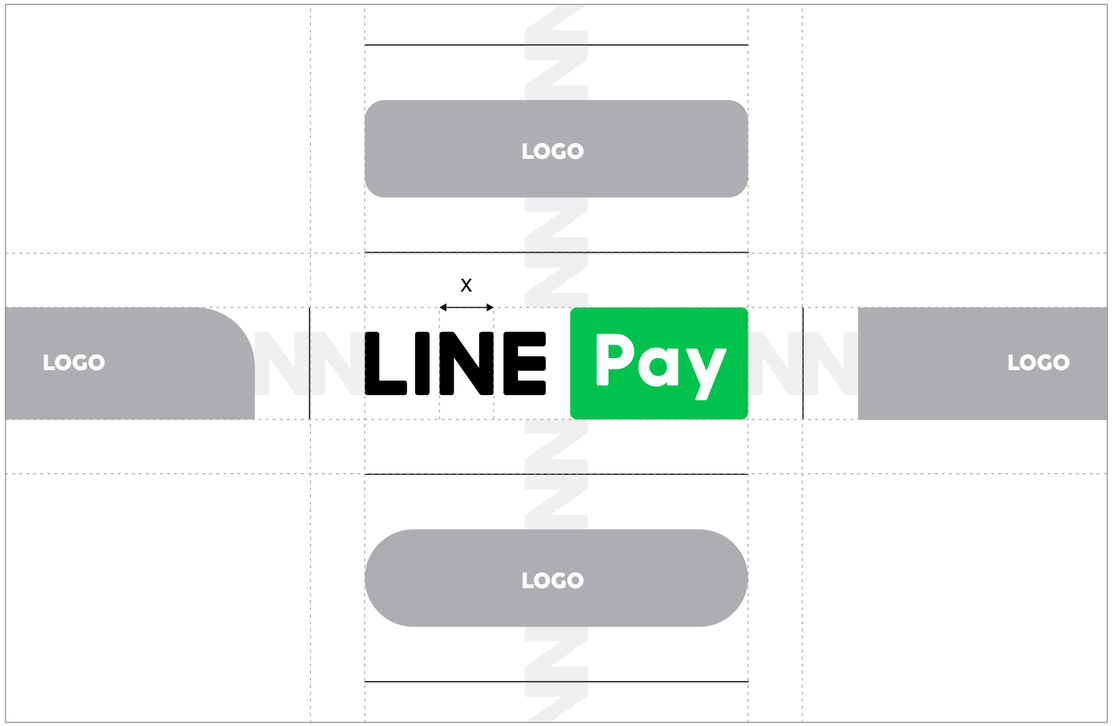
HORIZONTAL X HORIZONTAL



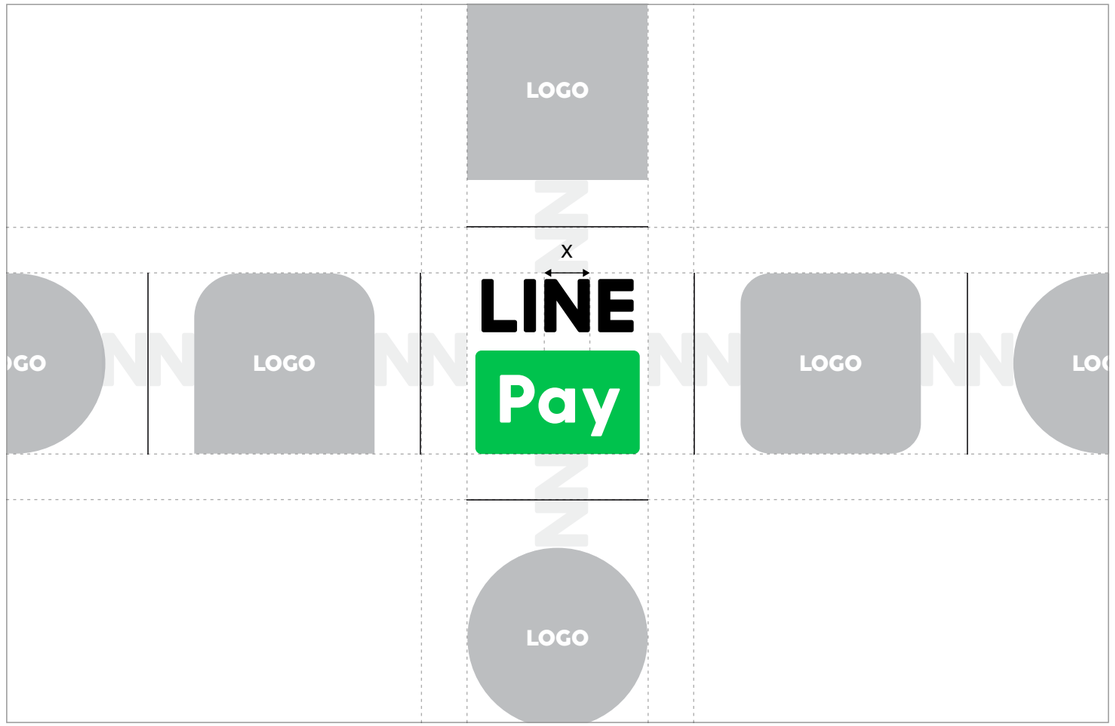
VERTICAL X VERTICAL

1.3.3 Alliance

The "alliance" combination format may be used when placing alongside a service logo with which a strategic alliance has been formed. Either the horizontal or vertical logo placement may be used to enable response to diverse situations, and the placement may differ depending on the business structure (Ex. equality, hierarchy). Multiple logos must be placed with matching volume, and each logo must have a protective area to secure its visibility.



HORIZONTAL LOGO



VERTICAL LOGO

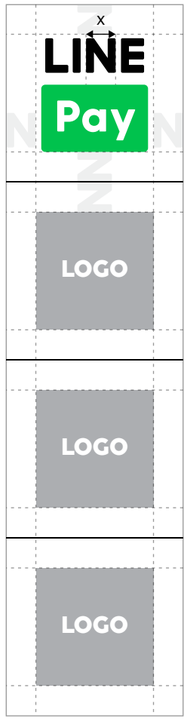
1.3.4 Alliance Applications (equality)

Here is an example of LINE Pay placement alongside an affiliate company on a POS. Multiple logos can be arranged either vertically or horizontally, and the vertical logo is recommended to secure visibility. The LINE Pay logo must be located in the very first slot.

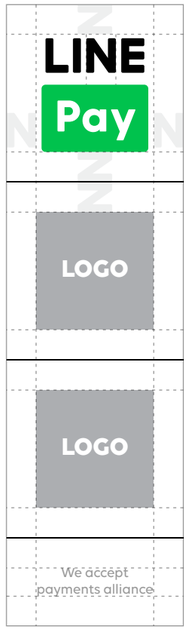
Application Example

A. Horizontal Configuration (maximum)
B. Horizontal Configuration (with copy)
C. Horizontal Configuration (with copy)
D. Vertical Configuration
E. Vertical Configuration (maximum)

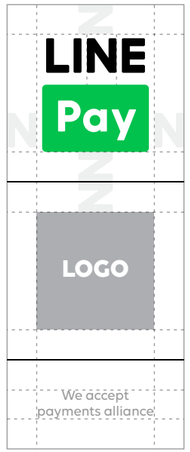
A.



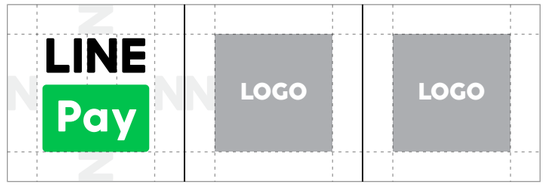
B.



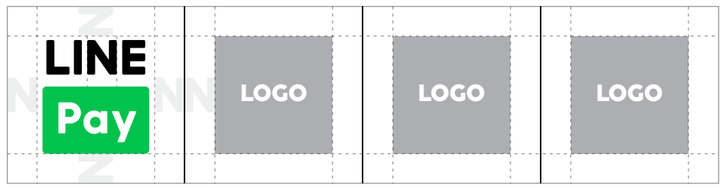
C.



D.



E.



1.3.4 Alliance Applications (hierachy)

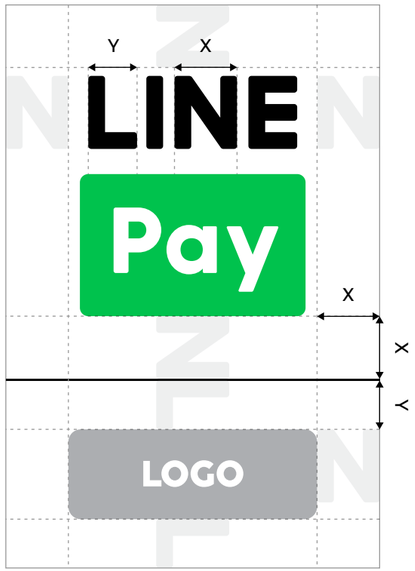
Although in principle the logo must generally be placed with matching volume, when there is a hierarchy between affiliate services this must be shown visually. Affiliated payment services must use a horizontal logo and be arranged to result in a difference in volume.

Application Example

A. Vertical Logo Combination

B. Horizontal Logo Combination

A.



B.



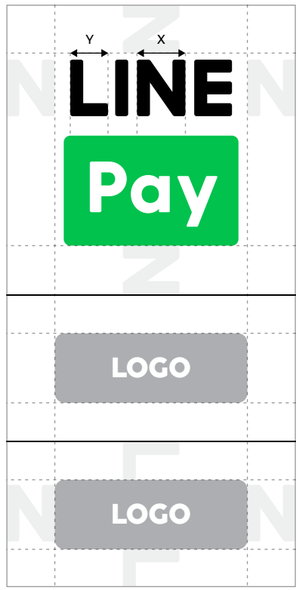
1.3.4 Alliance Applications (hierachy_multiple logos)

These are the arrangement regulations for when there is a hierarchy between affiliated payment services and there are numerous affiliate logos.
They may be combined according to the number of logos or their format.

Application Example

A. Horizontal Logos Configuration (1 column / maximum 3ea)
B. Horizontal Logos Configuration (2 column / maximum 6ea)
C. Horizontal Logos Configuration (3 column / maximum 15ea)
D. Vertical Logos Configuration (3 column / maximum 9ea)
E. Vertical Logos Configuration (4 column / maximum 16ea)

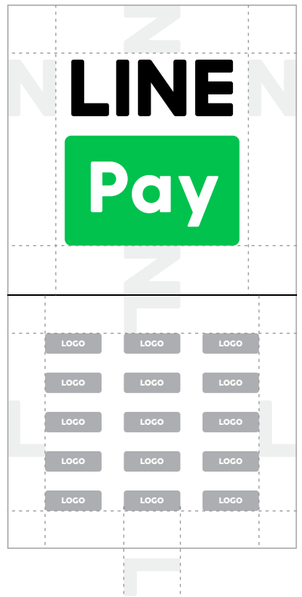
A.



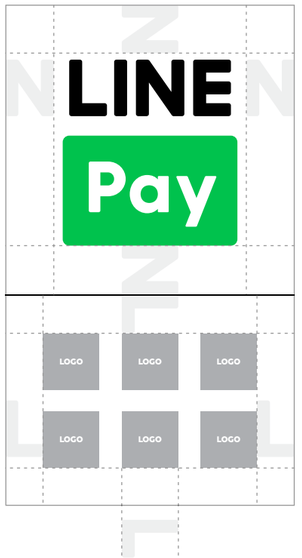
B.



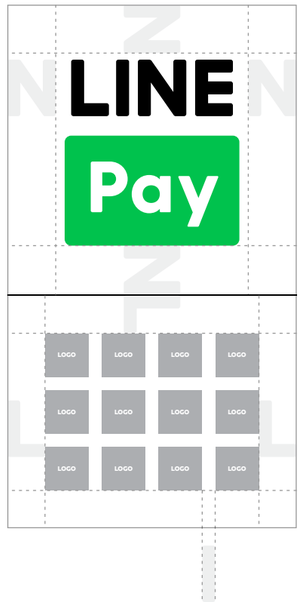
C.



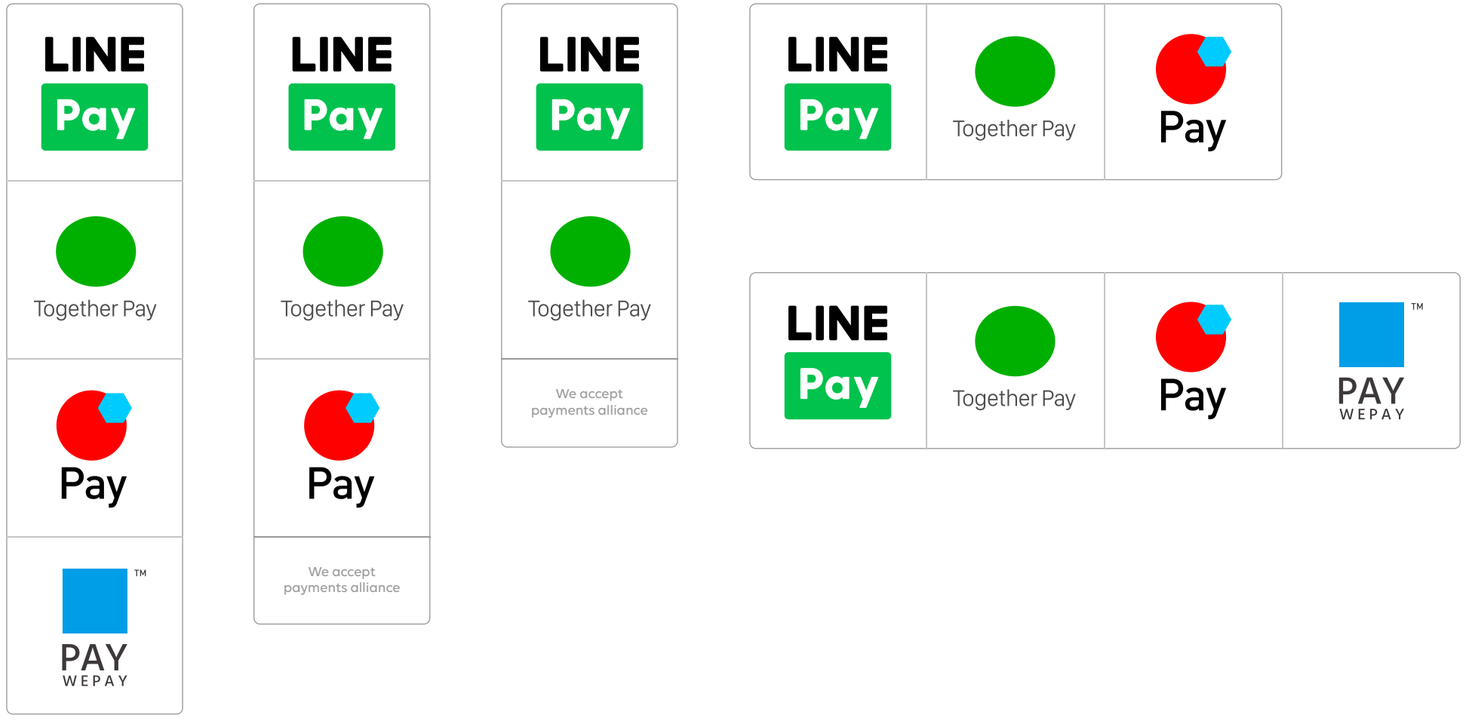
D.



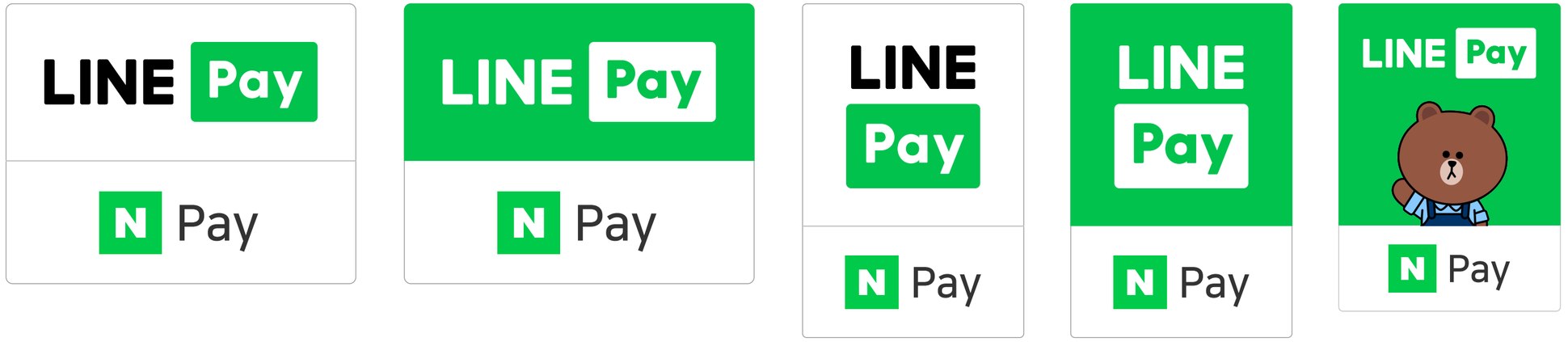
E.



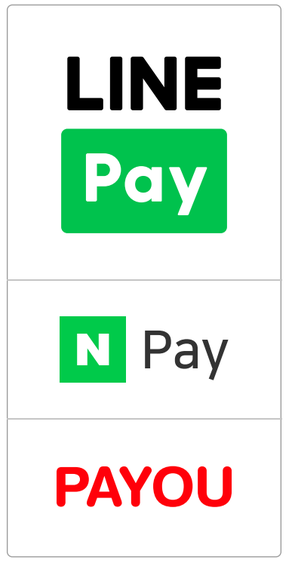
1.3.5 Example of Alliance (equality)

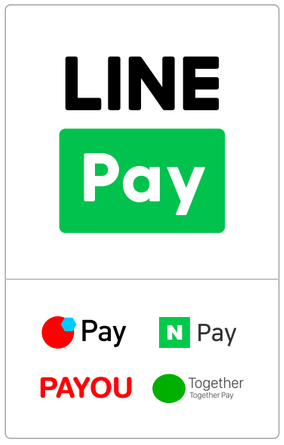


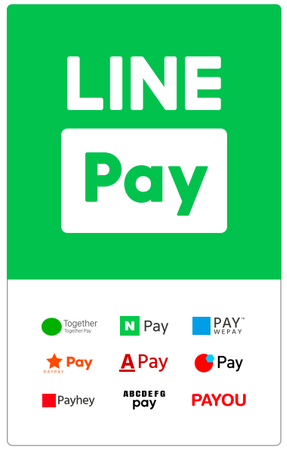
1.3.5 Example of Alliance (hierachy)

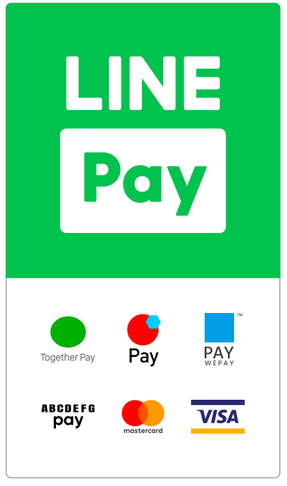


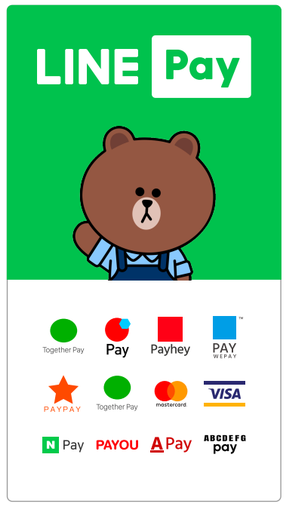
1.3.5 Example of Alliance (hierachy_multiple logos)











1.3.6 Co-Group Specifications

Although in general the logo cannot be used alongside other elements, an exception is that it may be used by combining text for distinguishability of the related LINE Pay organization or service. Only the horizontal full color logo may be combined, and it must be aligned in one row. Only the permitted font style may be applied, and spacing and placement must be preserved without exception.

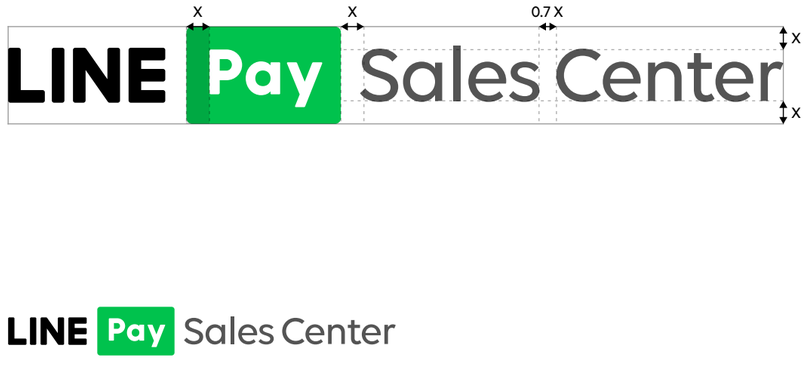
* The LINE Pay logo must keep its visual dominance even in the text combination format.

Character Style

Font-family : Volte Medium
(Combination of uppercase and lowercase)
Font-color : # 555555
Align : Left
letter-spacing : -35



LINE Pay Developers



LINE Pay Sales Center

1.4.1 Primary Color Palette

The color is an important element constituting the brand system, and as such assists the distinguishability of the service through symbolism and sentiment. Communication must generally be conducted using primary colors, and must be used even more actively at consumer points of contact.

* The color scheme cannot be changed arbitrarily at one's own accord, and the set RGB/CMYK values must be kept.
* There may be differences in the color scheme according to the monitor's gamma value settings (for iOS, set with monitor RGB).

LINE Pay GREEN

CMYK 75/0/80/0
PANTONE 7480 C
RGB 8/191/91
HEX # 08bf5b

LINE Pay BLACK

CMYK 0/0/0/98
PANTONE Black 3 C
RGB 0/0/0
HEX # 000000

LINE Pay WHITE

CMYK 0/0/0/0
PANTONE none
RGB 255/255/255
HEX # ffffff

LINE Pay
Logo Guidelines
Version EN

These guidelines explain the use of brand assets and
the rules that must be generally observed.

© LINE