



Brand Guidelines

THE **BLUECODE** BRAND AND HOW TO USE IT

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MOBILE PAYMENTS,
FINALLY EUROPEAN

About Bluecode

Bluecode is an independent European payment system. Developed according to European values and the highest standards of security and data protection.

The Bluecode app allows users to pay worldwide - easily, securely, and always European.

OUR BRAND

Wordmark

Whenever you mention our brand in a text, make sure to stick to the guideline on this page.

Correct Usage

Bluecode

BLUECODE

Incorrect Usage

Blue Code

bluecode

BlueCode

Blue Code AG

B l u e Code

HOW WE SPEAK

Corporate Language

In this chapter, we define how we speak and write as a brand.

Since users are at the center, the foundation of our language is **user communication**. The principles developed here also apply to **B2B communication**.

WHAT WE WANT TO EXPRESS

Communication Goals

We aim to create a brand experience that feels both **human** and **reliable**.

Every word should build **trustworthiness**, making users feel safe when handling payments. At the same time, our tone remains **approachable** – **clear, friendly, and easy to understand**. We communicate in a **visionary** way, highlighting innovation and the future of digital payments in Europe. Finally, our language reflects **competence**, showing expertise and professionalism without ever sounding distant or complicated.

Trustworthy

Approachable

Visionary

Competent

OUR COPYWRITING STYLE

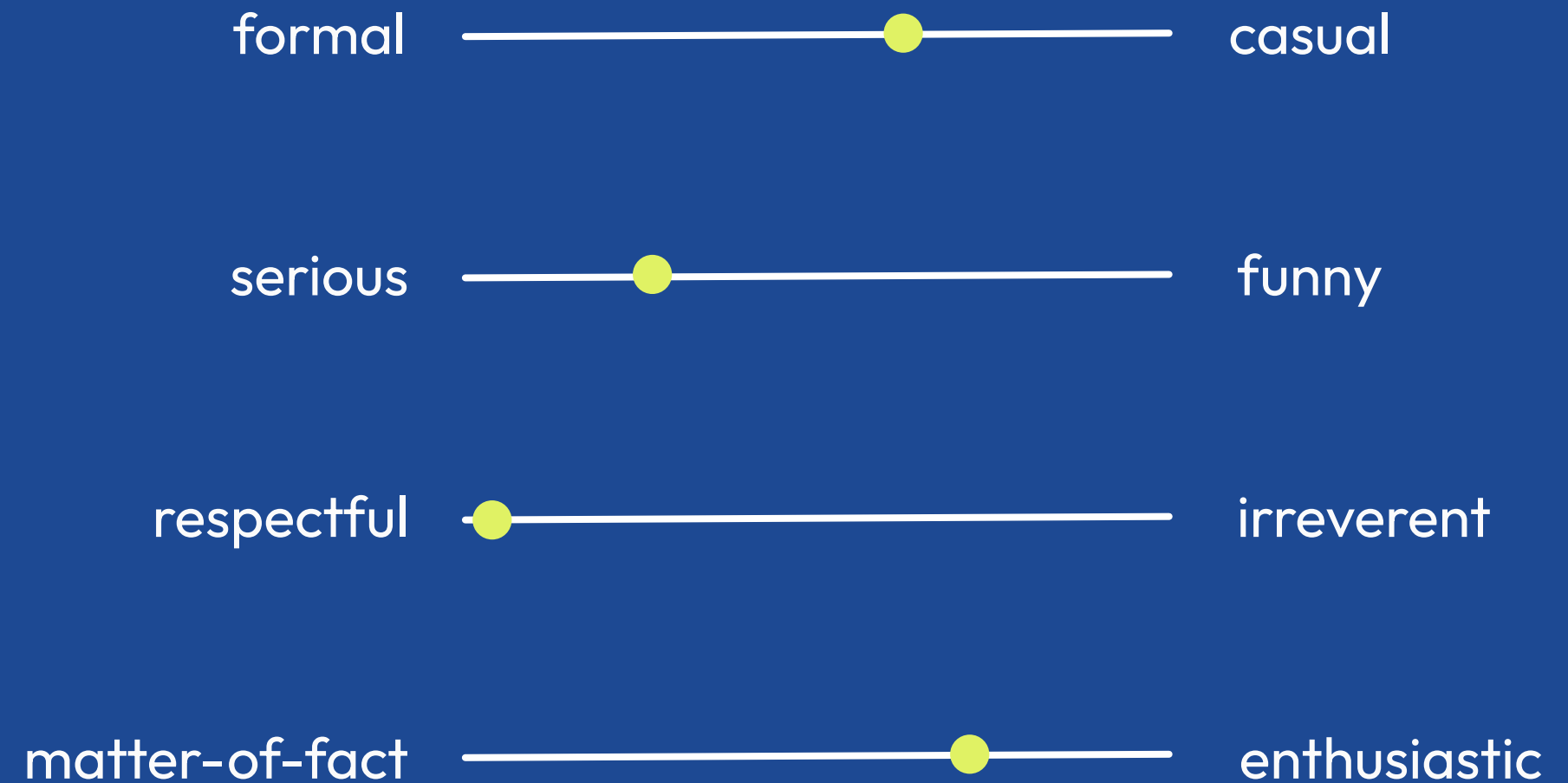
Tone of Voice

Our language is **clear, direct, and sometimes carries a touch of wit**. Even in the serious world of finance, lightness and humanity should not be missing.

We speak in a **straightforward and approachable** way, always at eye level – without ever compromising on seriousness.

Our words convey **trust and competence**, making complex topics easy to grasp.

And our forward-looking, purpose-driven, and **visionary** motivation comes to life through the enthusiasm in our language, which makes us appear open, human, and approachable.



HOW WE LOOK

Corporate Design

Just like in our language, we want our design to embody the core communication values. The design supports, extends, and visually conveys these values – ensuring a seamless and consistent brand experience.

The following chapter is a guideline on **how to use our logo, font, and colours.**

OUR LOGO

Variations

The Bluecode logo should be used in the primary version whenever possible.

Depending on the available space, the variations 2 and 3 can serve as backup options.

1
Primary logo



2



3



OUR LOGO

Background Variations

Whenever possible, our logo is displayed on a white background. In exceptional cases, the other options shown on this page can be used.

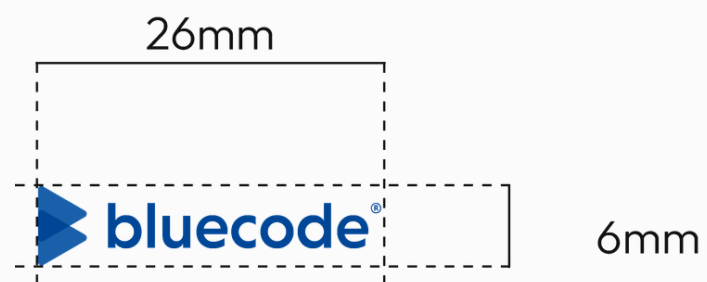


OUR LOGO

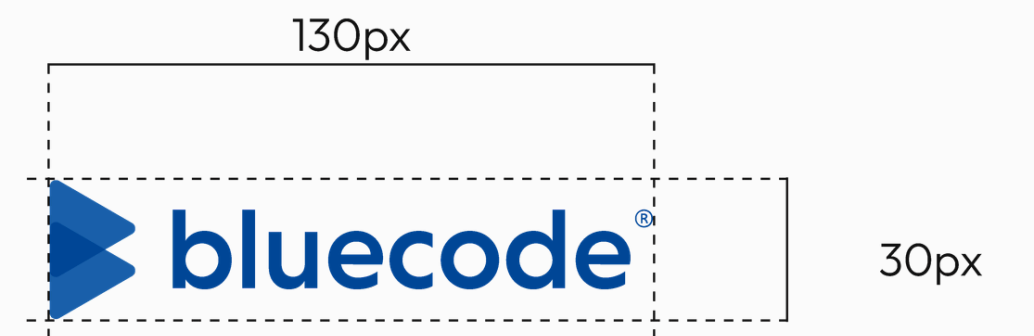
Size

These are the minimum sizes, the logo needs to have when displayed in Print and Web.

Print



Web



OUR LOGO

Area of Isolation

This is the minimum space, which is allowed between the logo and another object.

More space between the objects is accepted.



OUR LOGO

Correct Usage

How to combine the brand colors and the background correctly.

0%

50% Black

100%



OUR LOGO

Incorrect Usage

These are examples of using the Bluecode logo, that are not allowed.



OUR LOGO

Our logo with yours

How the Bluecode logo should be displayed along with yours. Please follow them in order to present both logos correctly.



50% width of „B“



BLUECODE BADGE

Acceptance Stickers

Use these badges on logowalls, if you accept Bluecode payments.

Please contact marketing@bluecode.com in case the given version does not fit on your logowall.



0%

50% Black



100%

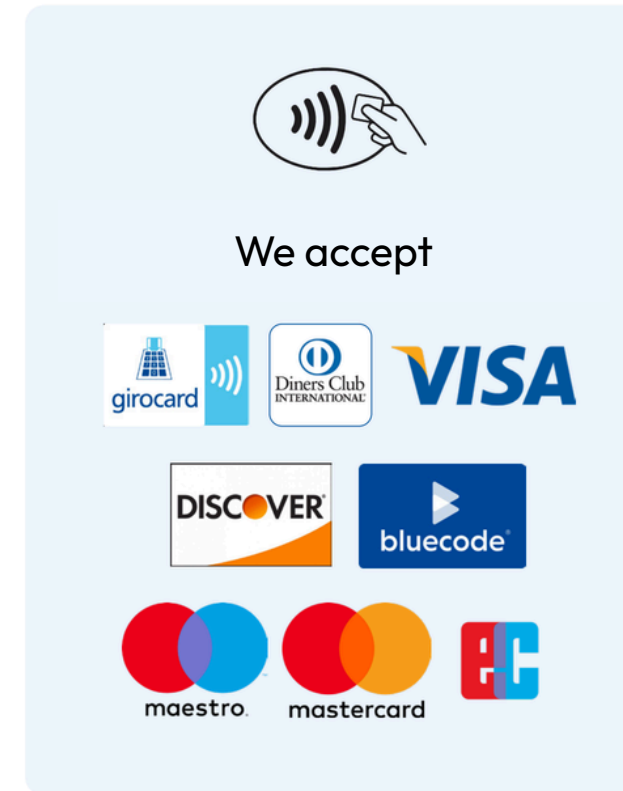
BLUECODE BADGE

Logowall

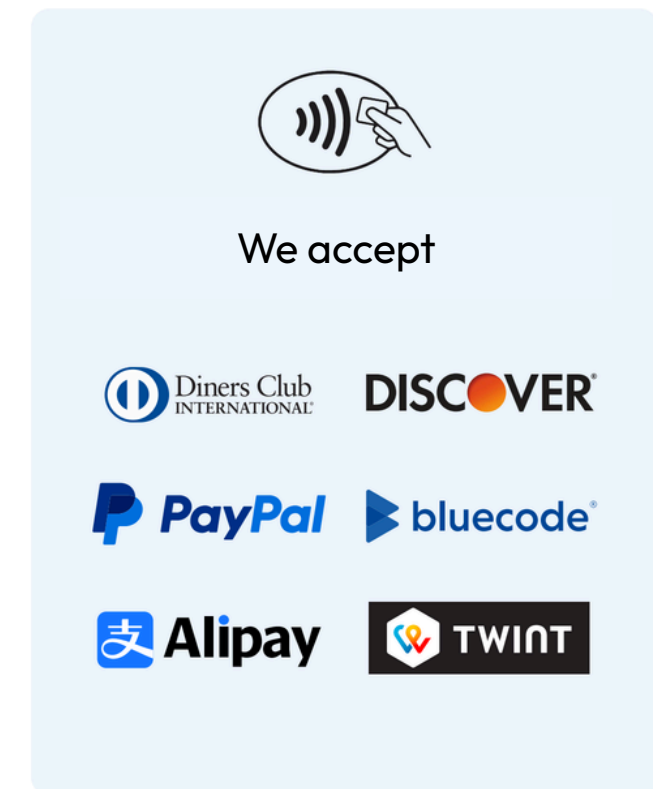
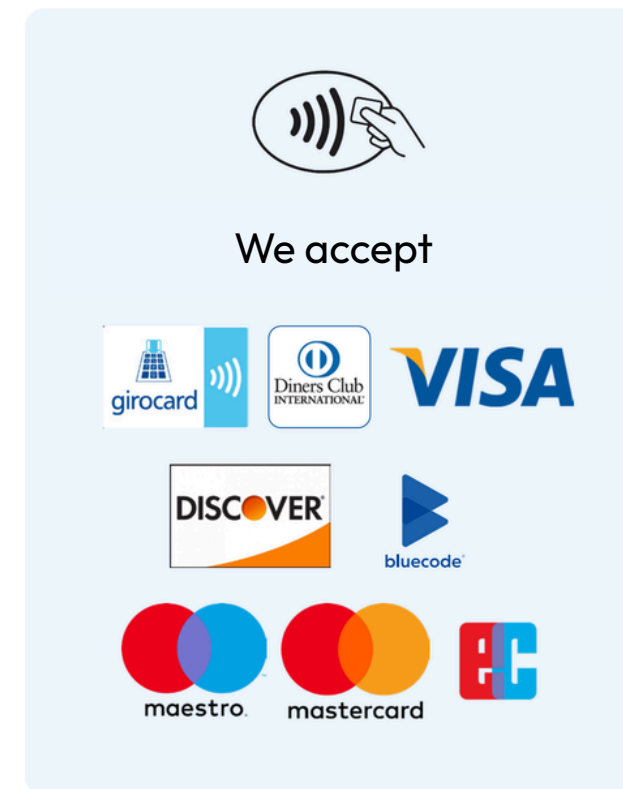
Please make sure the word “Bluecode” is always about the same size as the other logos.

The logowall on top is an example how it should be displayed.

Correct Usage



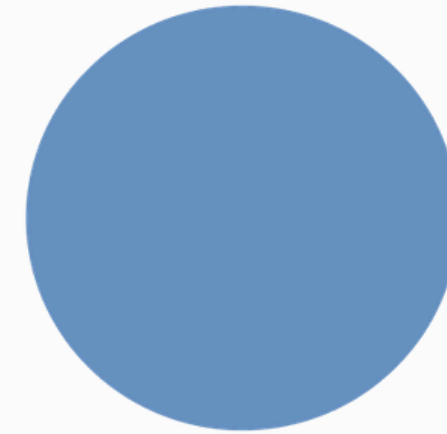
Incorrect Usage



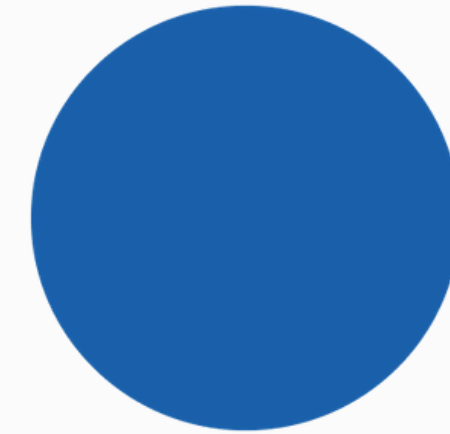
BLUECODE COLOURS

Primary Colours

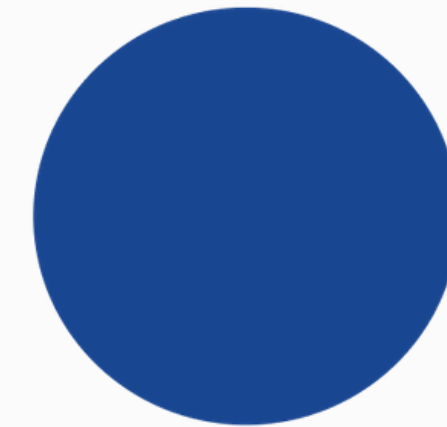
Our colour palette is designed to bring the Bluecode brand to life. The name Bluecode reflects both our identity and our European origin – with blue as the absolute primary colour. To ensure flexibility and depth, we use different shades of blue, allowing a dynamic yet consistent brand presence.



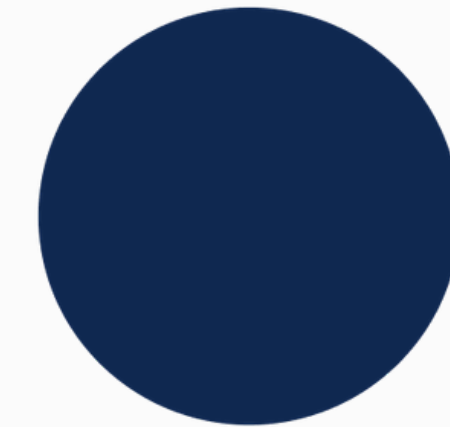
600 #6691C2



700 #1961AC



800 #1D4993



900 #112953

BLUECODE COLOURS

Highlight Colours

As a strong contrast, we add a distinctive lime tone. This highlight colour brings energy, freshness, and a visionary spirit to our visual language – making Bluecode feel both living and forward-looking.



800 #E0F264

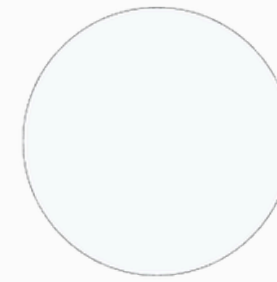


900 #1D6DE4

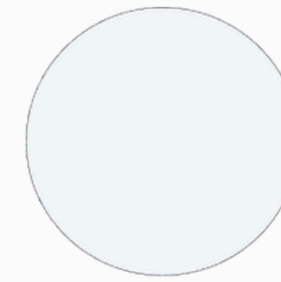
BLUECODE COLOURS

Generic Colours

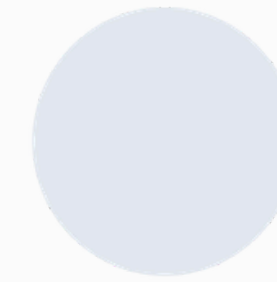
The generic colours complete Bluecode's colour palette. Grays are mostly used for borders or shadows. Beige, white and black serve as generic alternatives for text, background or similar elements.



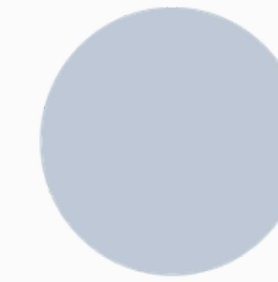
50 #F8FAFC



100 #F1F5F9



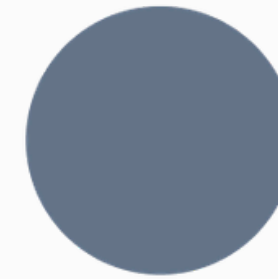
200 #E2E8F0



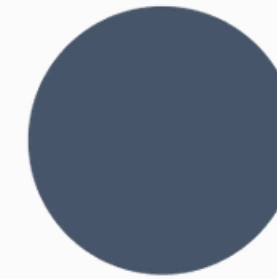
300 #C0CAD7



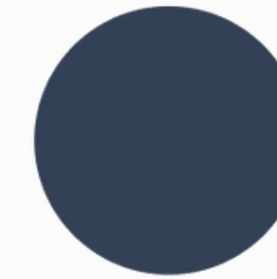
400 #94A3B8



500 #64748B



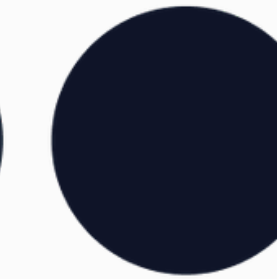
600 #475569



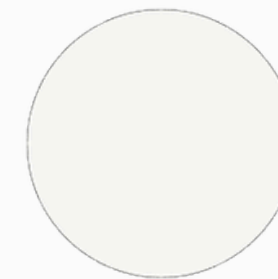
700 #334155



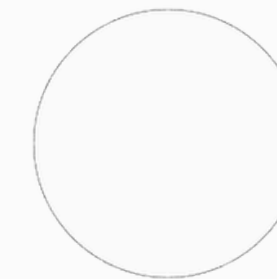
800 #1E293B



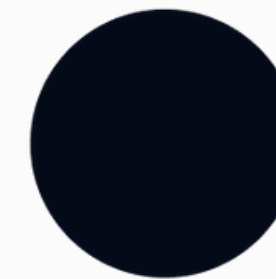
900 #0F172A



900 #F7F7F3



00 #FBFBFB



100 #050B19

BLUECODE FONTS

Fonts

We are using the font “Outfit” in our external communication and in the app.

It reflects our modern, clear, and visionary identity.

This

is an example text. This text demonstrates the font „Outfit“

123456789 ! ? . & % „ “ ß () / € \$

BLUECODE ICONS

Icons

We are using the library “Lordicon Lineal” as basis for our Icons.

