bluecode®

Brand Guidelines

THE BLUECODE BRAND AND HOW TO USE IN MARKETING & COMMUNICATIONS

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IN A NUTSHELL

About Bluecode

Bluecode is an resilient 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 COPY STYLE

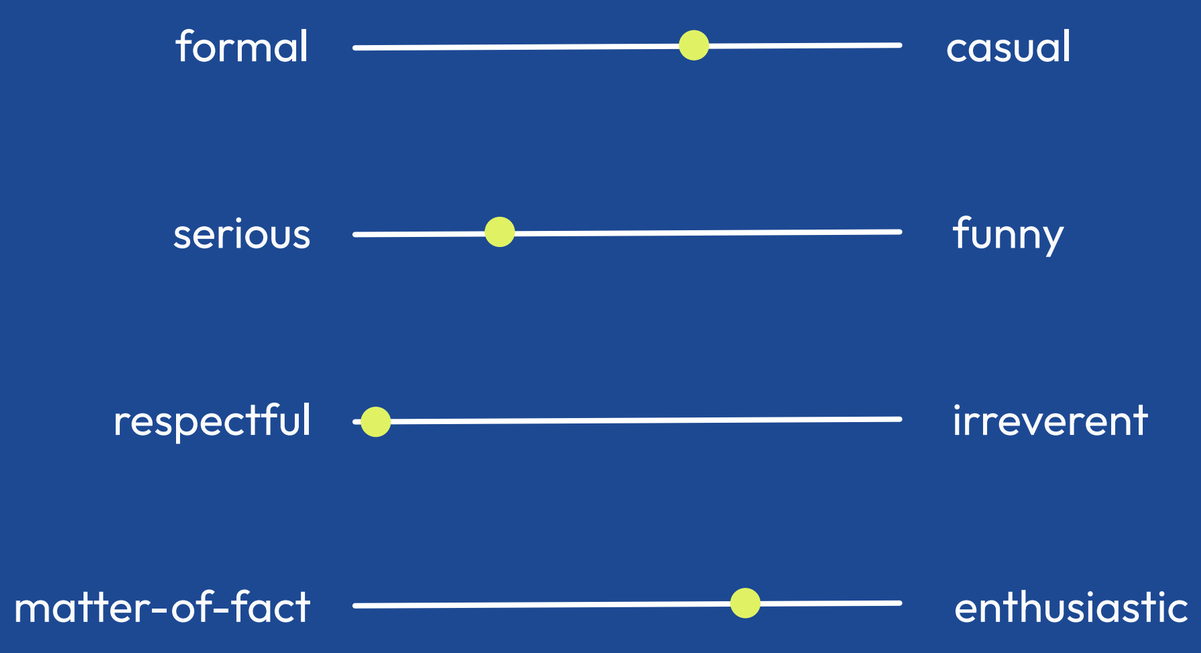
Tone of Voice

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.

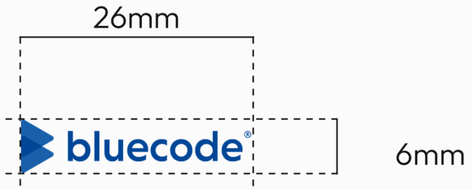


OUR LOGO

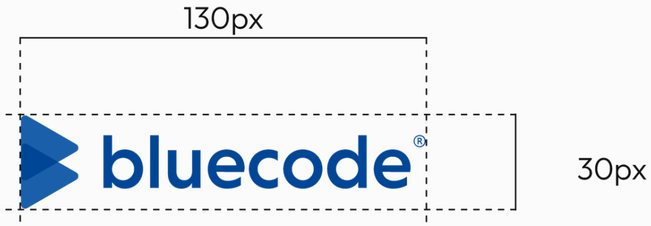
Size

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

Print



Web

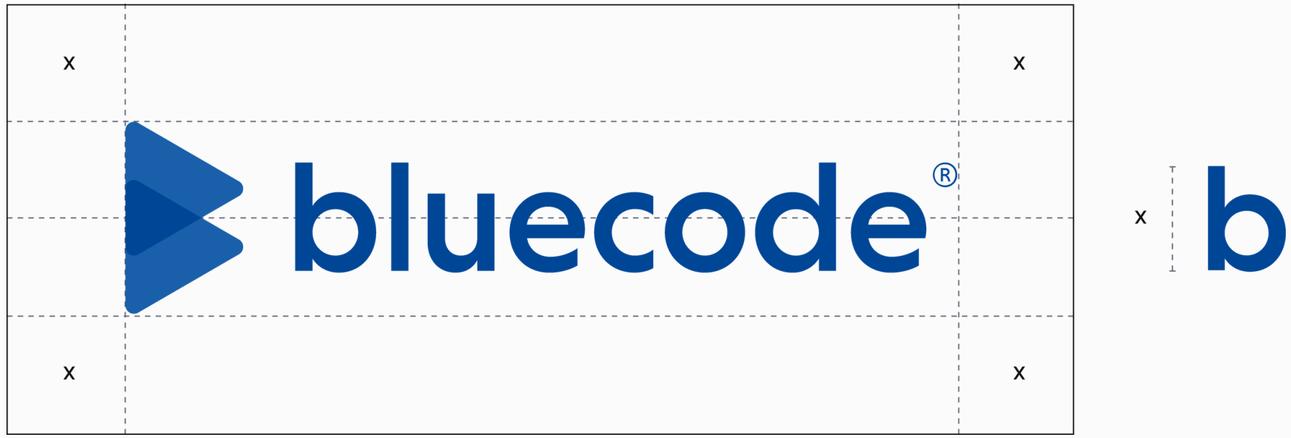


OUR LOGO

Area of Isolation

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

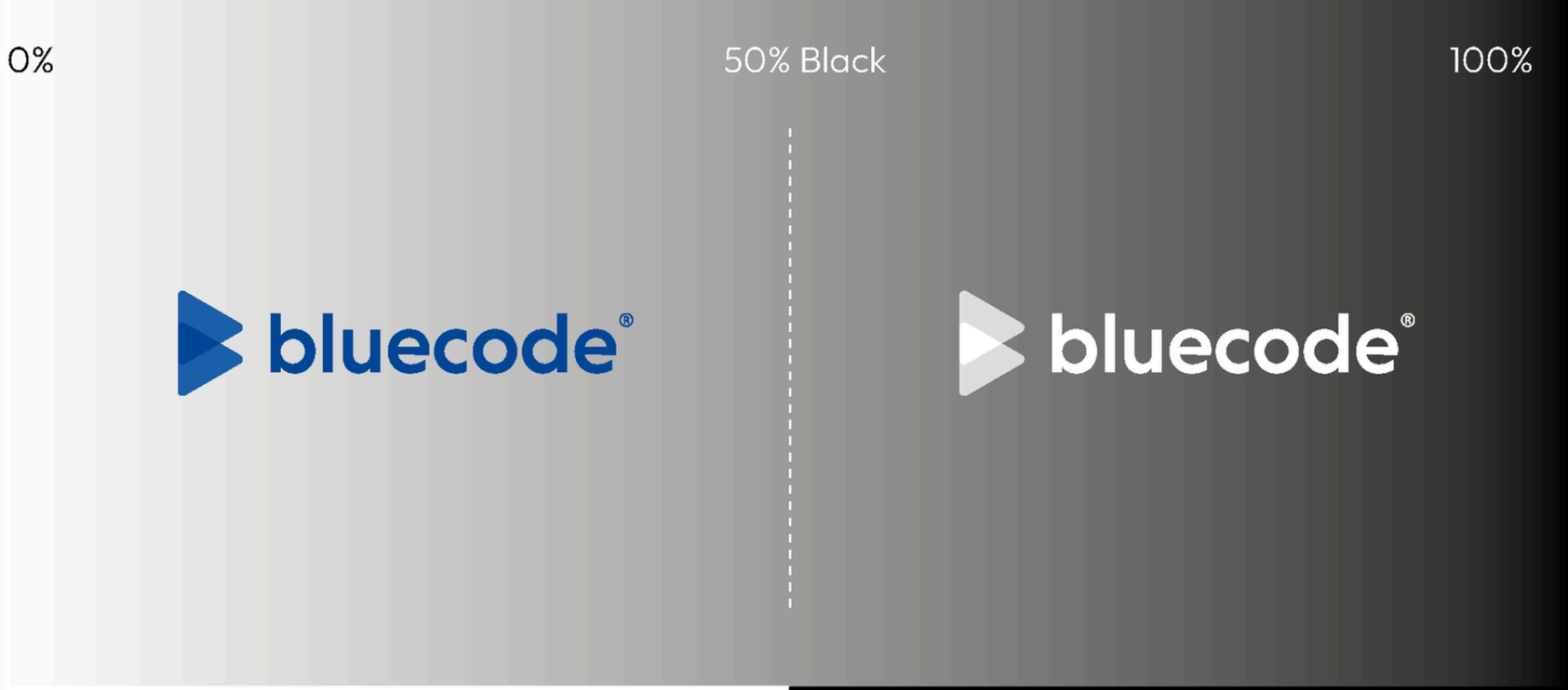
More space between the objects is accepted.



OUR LOGO

Correct Usage

How to combine the brand colors and the background correctly.





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“







OUR LOGO

Acceptance Stickers

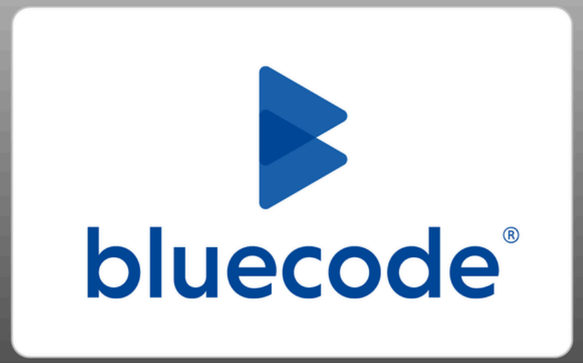
Use these badges on logowalls, if you accept Bluecode payments.

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

0%



50% Black



100%

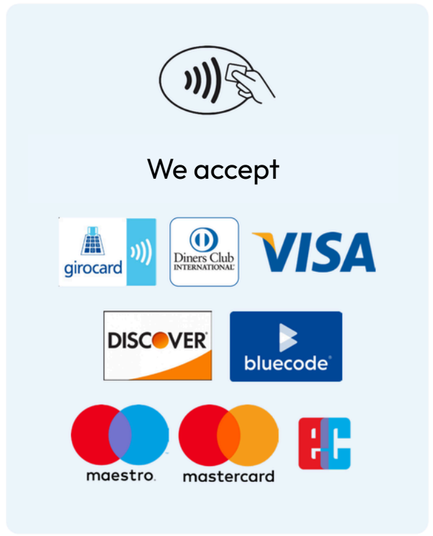
BLUECODE LOGO

Logowall

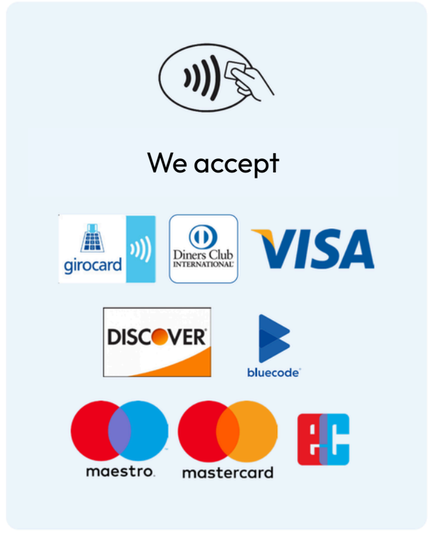
Please make sure the word “Bluecode” is always about the same size as the other logos.

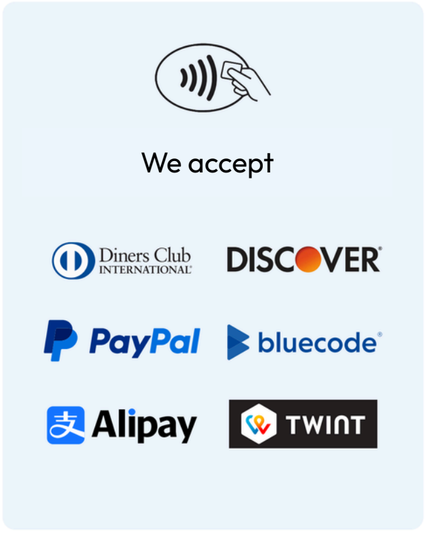
The logowall on top is an example how it should be displayed.

Correct Usage



Incorrect Usage

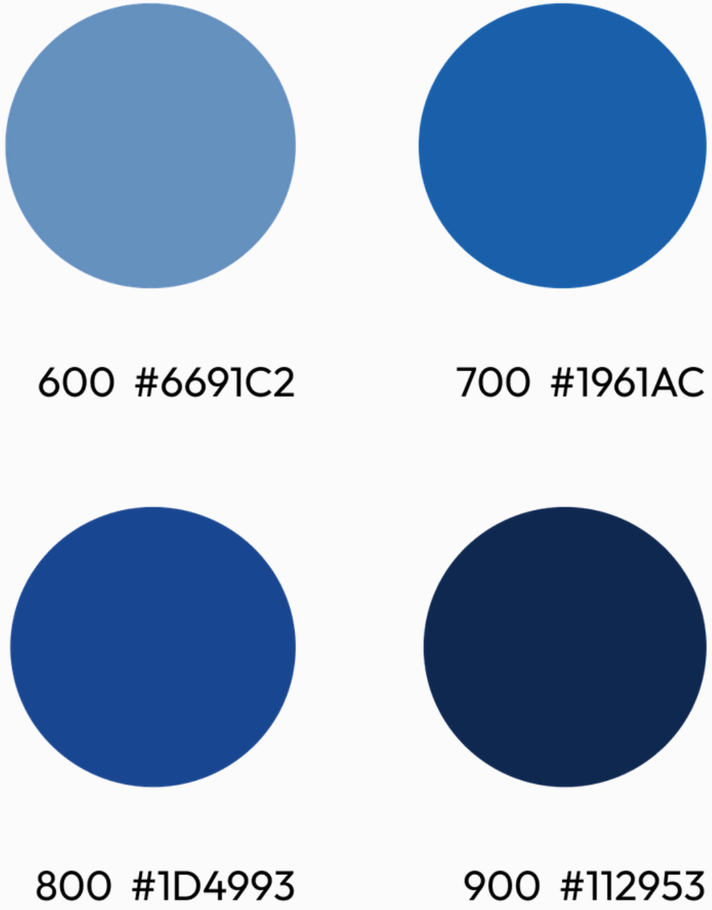




BRAND COLOURS

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.



BRAND 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

BRAND 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.



BLUECODE FONT

Fonts

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

It reflects our modern, clear, and visionary identity.

This

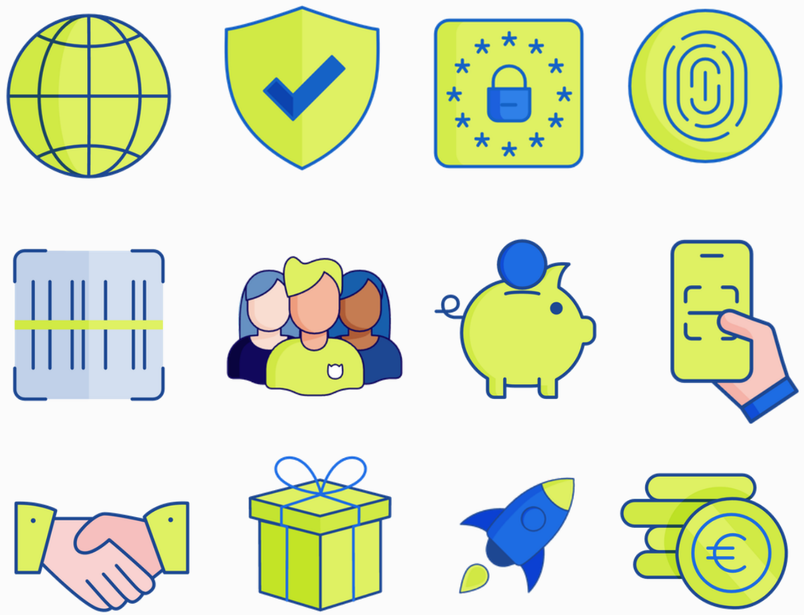
is an example text. This text demonstrates the font „Outfit“

123456789 ! ? . & % „“ ß () / € $

BLUECODE ICONS

Icons

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



Questions? Contact us.

marketing@bluecode.com