

BankID Brand Manual

Basic rules and guidelines for communication targeted to BankID users. Prepared for BankID service providers and partners.

Basic concepts and definitions.

We recommend that the following text be used in places where customers first encounter the BankID service. Other important terms, frequently asked questions and answers can be found on the bankid.cz. This link should be placed on your website.

What is BankID?

BankID is a method of **digital verification** of your identity. Thanks to it, you can **securely** log in to the portals of various companies and state administration, as **easily** as in internet banking.

Easy to use. Convenient, quick and easy online login, personal data verification, form filling, document signing.

Maximum security. This completely secure service is provided by the banks themselves.

Free services. There is no charge for using BankID.

Anytime and from anywhere. You will use the login details you already have as if you were logging in to your online banking. You just select your bank and verify yourself in their environment.

How to write BankID in text.

In the text, the word "BankID" is spelled together without exception, with an initial capital "B" and an uppercase "ID".

There is a space between "Bank" and "ID" **in the logo** though.

Logomanual.

The basic version of the logo is in black. The white version of the logo can be used for very dark background where the black version would not be sufficiently legible. You can download BankID logo on the bankid.cz.

Black logo.

Bank iD

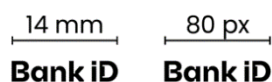
Negative design.



Protection zone.



Minimum size.



BankID co-branding.

1. BankID logo

- **Primary co-branding:** placing a white or black version of the BankID logo on inverted background, i.e. black logo on white background and white logo on black background.
- **Secondary co-branding:** placing a white logo on a sufficiently dark background or a black logo on a sufficiently light solid colour background.

The secondary option cannot be applied in the following two cases:

- Patterned background (stripes, polka dots, squares, etc.)
- Photo background, animation or any multi-coloured background.

In these cases it is necessary to place a white background, a black background or a solid colour background under the BankID logo.

Examples of appropriate use of the BankID logo



Examples of unacceptable use of the BankID logo

The illegible white BankID logo is incorrectly used on a background that is too light:



The BankID logo is used on a multi-coloured background:



The BankID logo in the colour version cannot be used. The BankID logo can only be used in black or white:



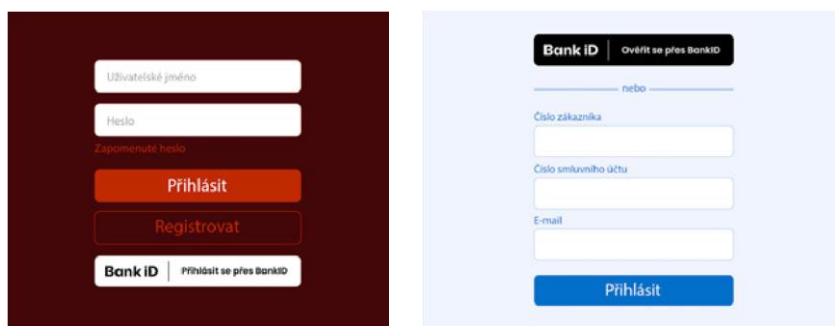
2. BankID buttons

The buttons are available for download at developer.bankid.cz. The **following rules** must **be observed** for their use:

- Two colour variants: a black button with white text and an inverse variant of the white button with black text for use on very dark backgrounds.
- The BankID logo on the button must be retained.
- The text on the button is always in **Poppins** font and the text can be adapted to the service according to the following options: "Přihlásit se přes BankID", "Podepsat s BankID", "Ověřit se přes BankID", "Sjednat s BankID", "Pokračovat s BankID", "Sjednat", "Přihlásit se", "Podepsat", "Ověřit se", "Pokračovat".
- The next version is a button with only the BankID logo.

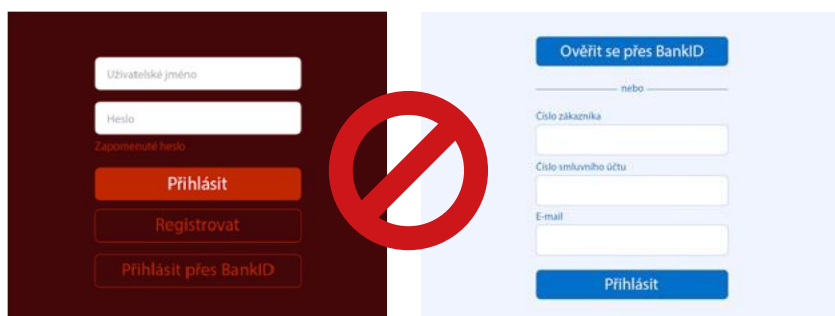
The size of the button can be adapted to the user interface. It is **not possible to use** buttons in a format other than the above.

Examples of appropriate use of the BankID buttons:



Examples of unacceptable use of the buttons:

The BankID button is incorrectly used in a font other than the prescribed Poppins and is also used in the wrong colour scheme. Only the black or white variant of the button is prescribed:



Complete documents in Czech language are available on the developer.bankid.cz.