



Verve Card Design Specifications & Visual Guidelines

RELEASE 4.0 | JAN. 2023

This document describes design specifications, visual element placement and sizes required on Verve Cards. To support a consistent brand image, the following visual guidelines must be adhered to





The Key to African Exchange...

As Africa's exchange solution, our heritage is that of a home grown card, but our future is about leading payments and beyond, to uplift all across Africa.



Visual Brand Elements

Logos & Color Codes

PRIMARY



Pantone® 485
Print
CO M95 Y94 K0
Digital
R238 G49 B42
#ee312a

SECONDARY



Pantone® 302
Print
C100 M70 Y40 K30
Digital
R0 G66 B95
#00425f

INTERSWITCH LOGO



PRIMARY



SECONDARY

Security Hologram

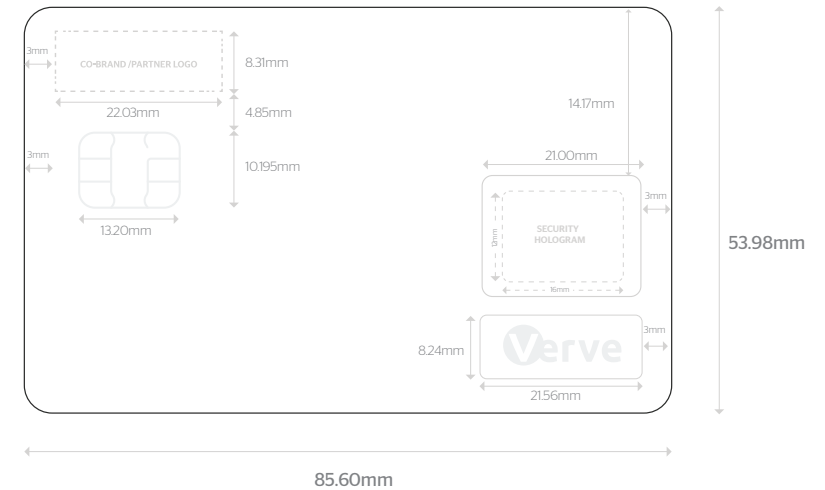


User Signature Panel



Design Specs

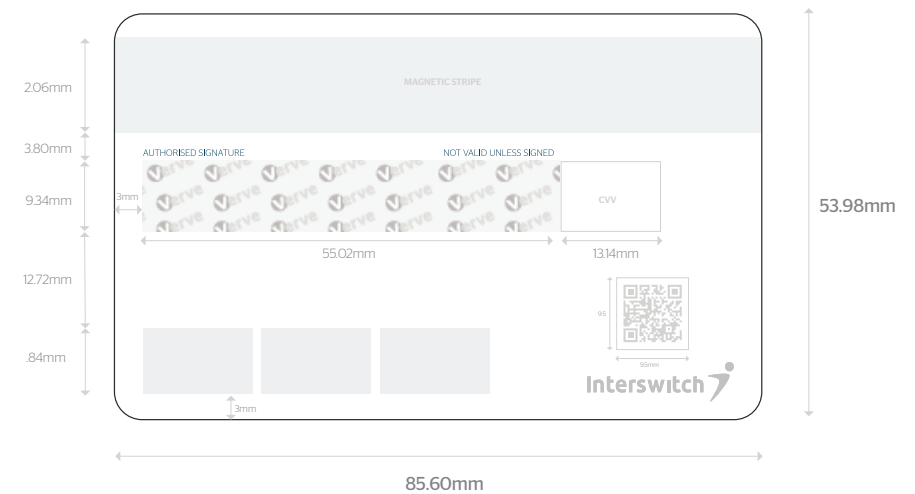
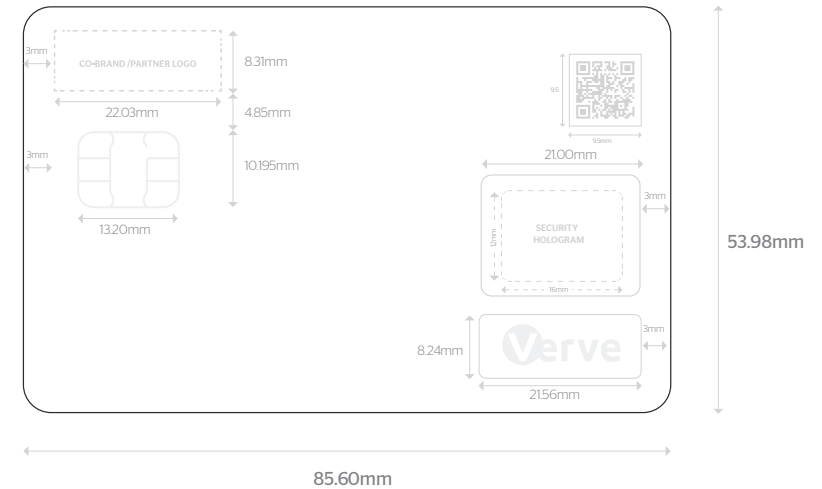
HORIZONTAL. MAGNETIC STRIPE. CHIP & PIN



“
Our future is about leading payments and beyond,
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”

Design Specs

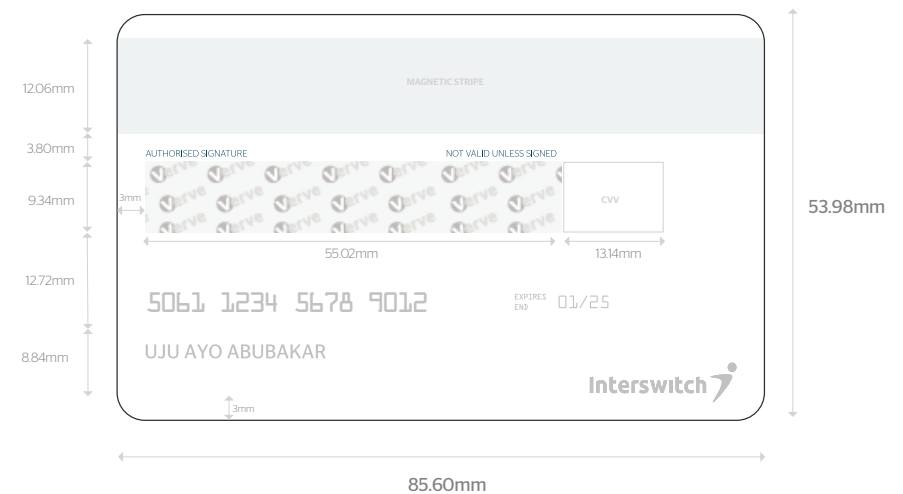
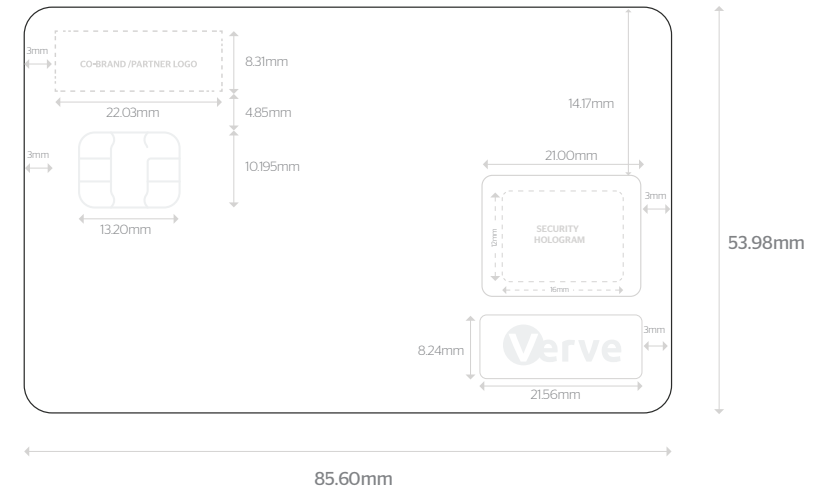
QR. HORIZONTAL. MAGNETIC STRIPE. CHIP & PIN



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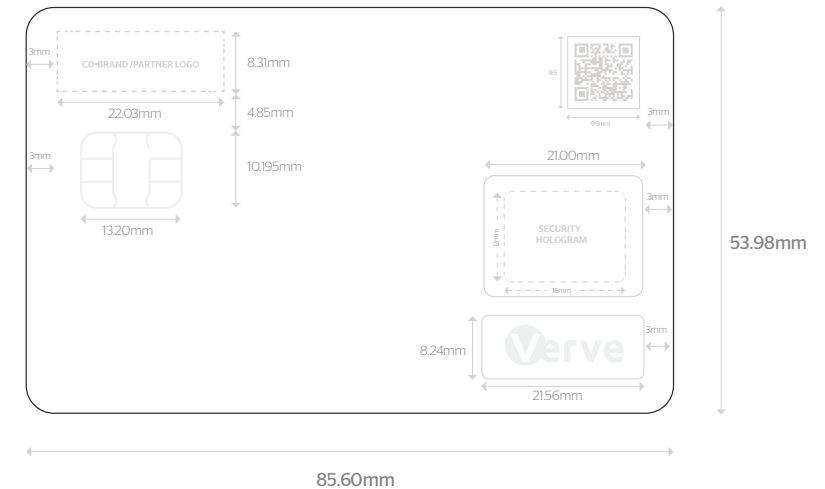
PANLESS HORIZONTAL. MAGNETIC STRIPE. CHIP & PIN



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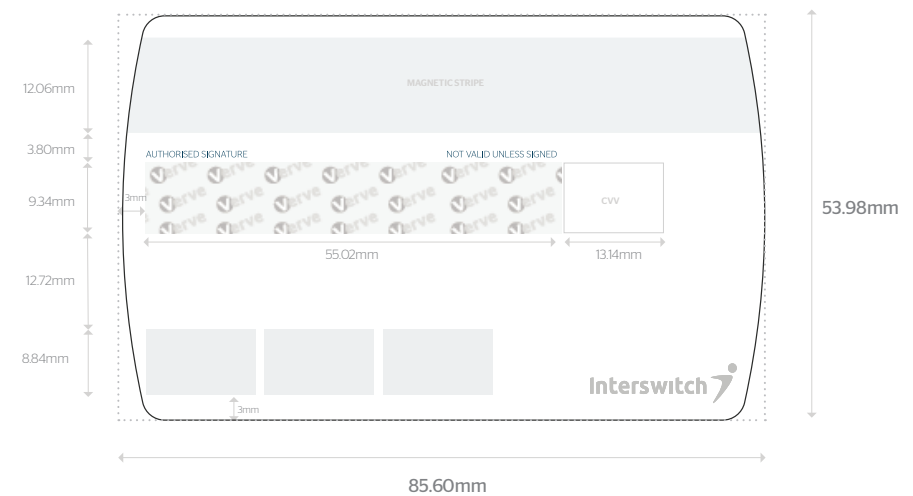
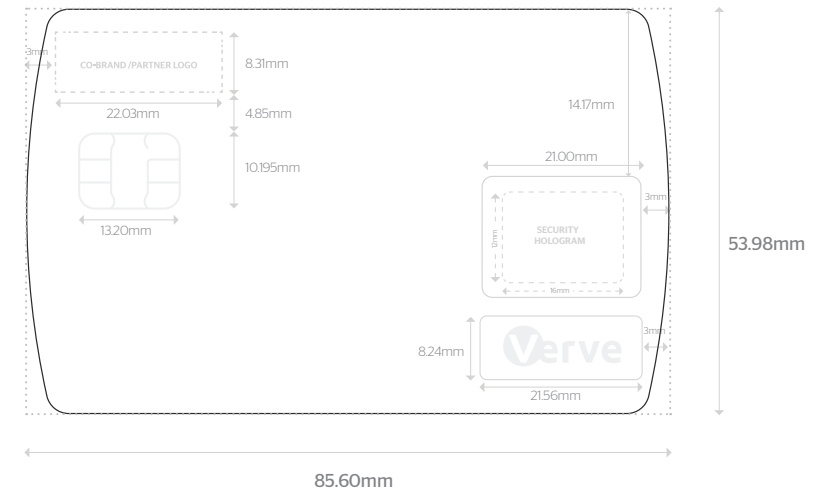
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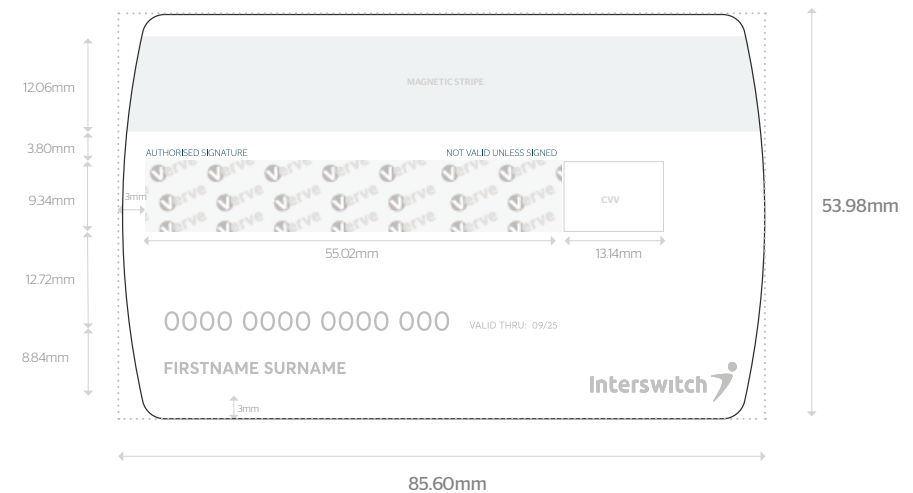
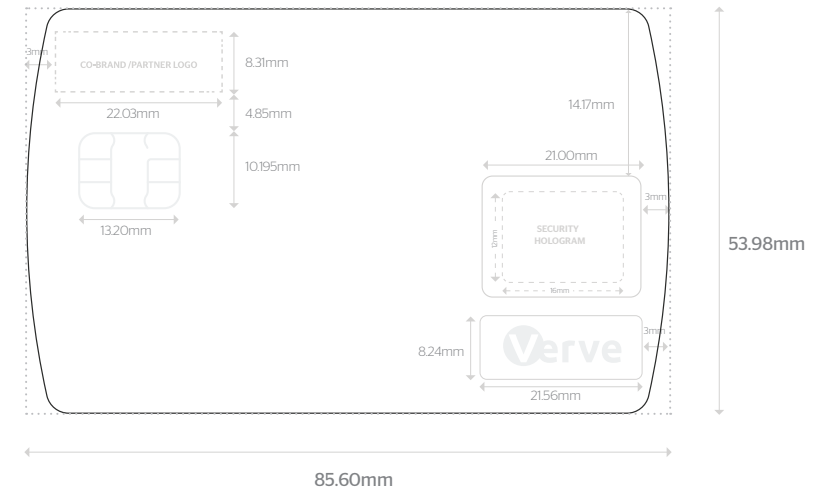
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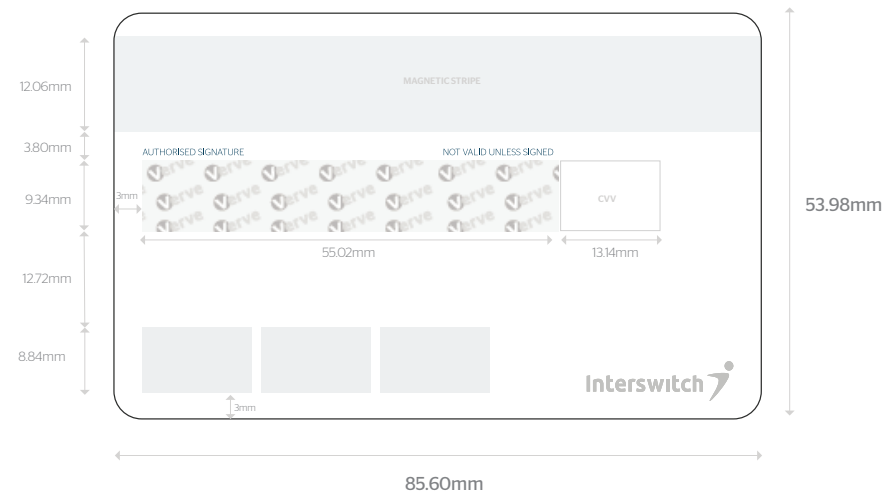
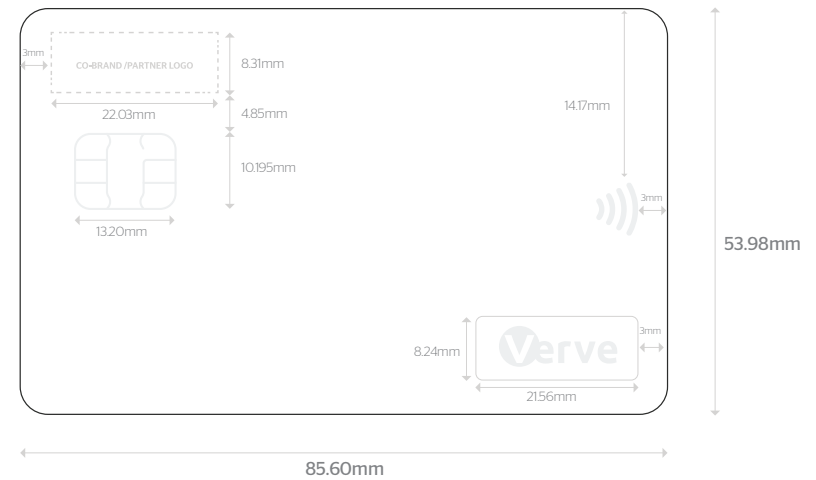
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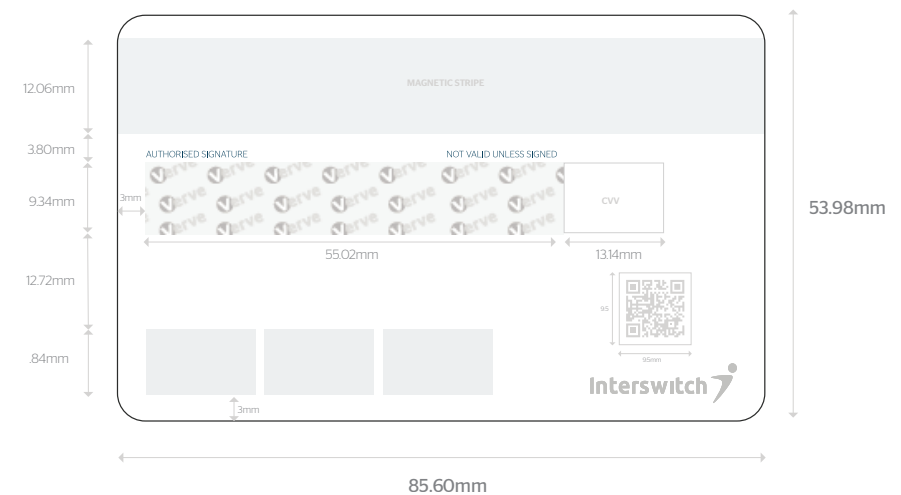
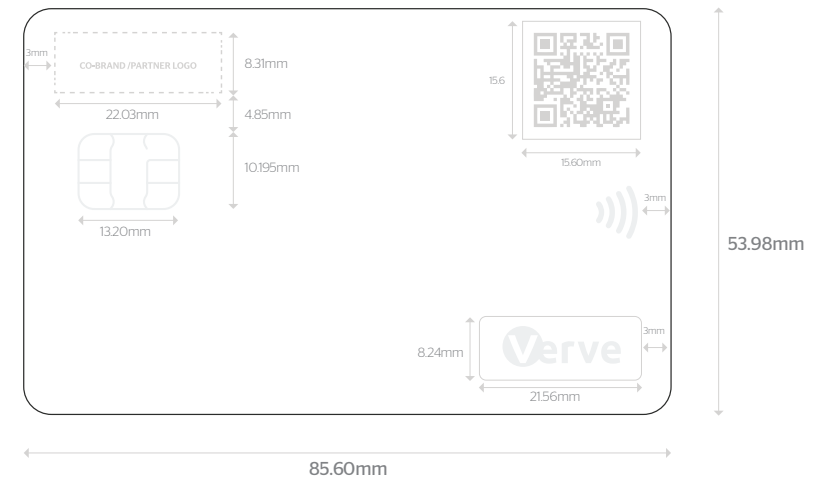
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We see an Africa where payment is a seamless part of everyday life

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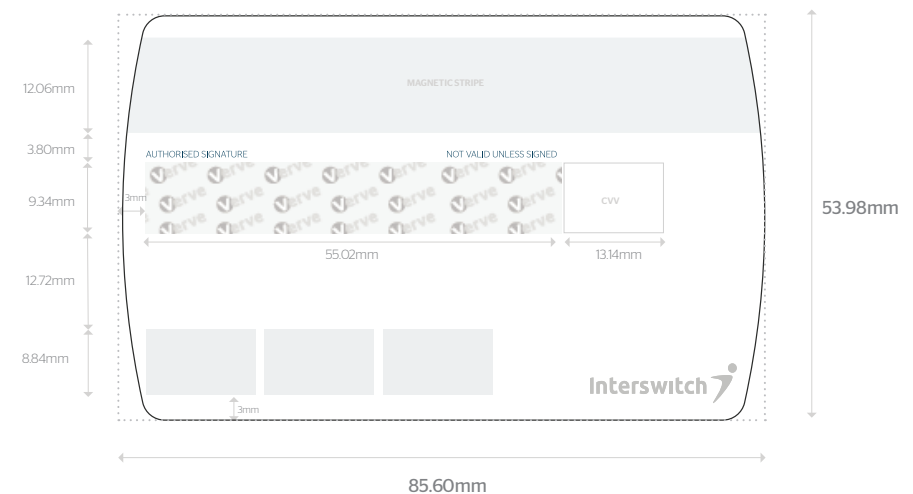
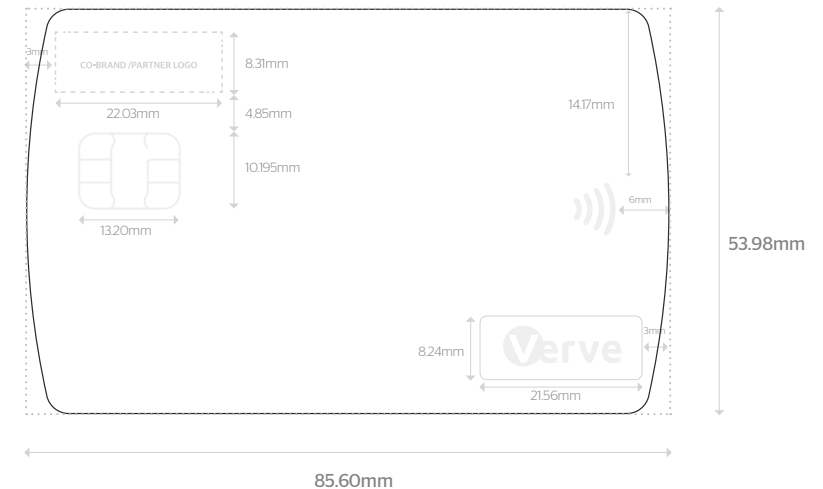
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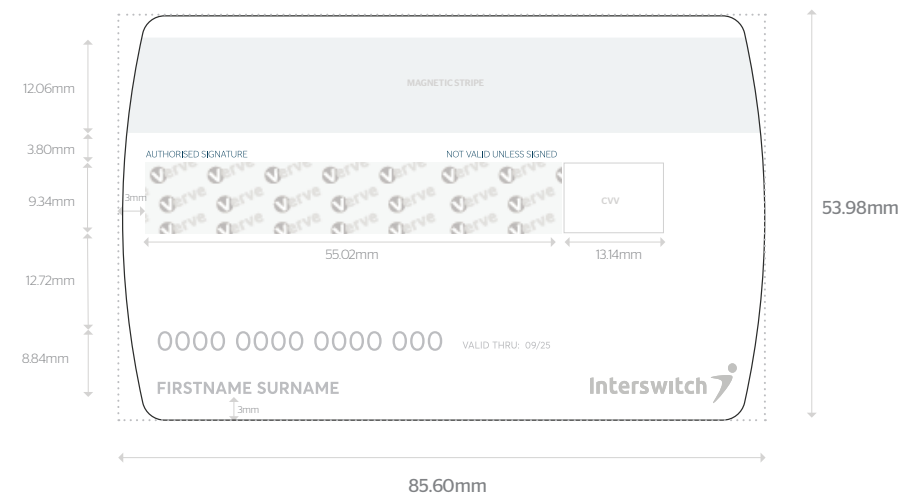
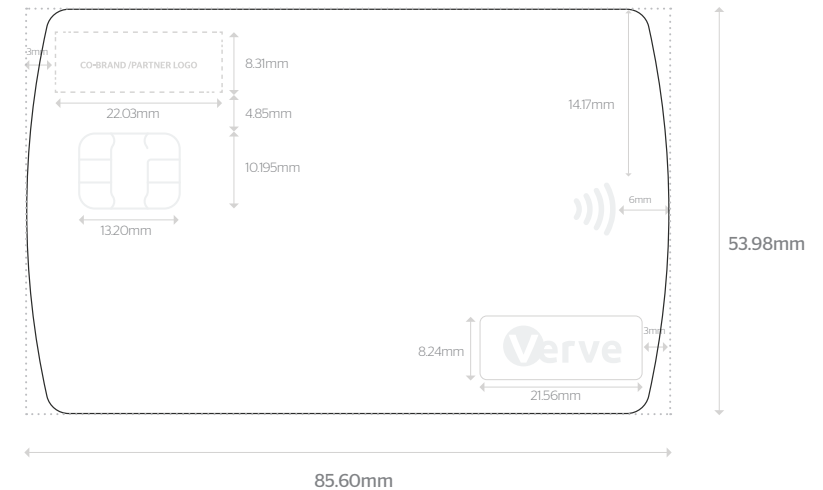
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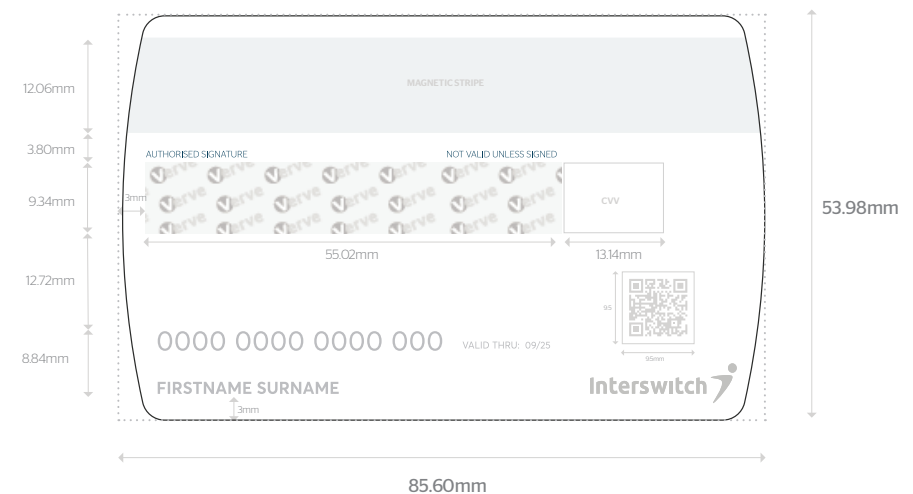
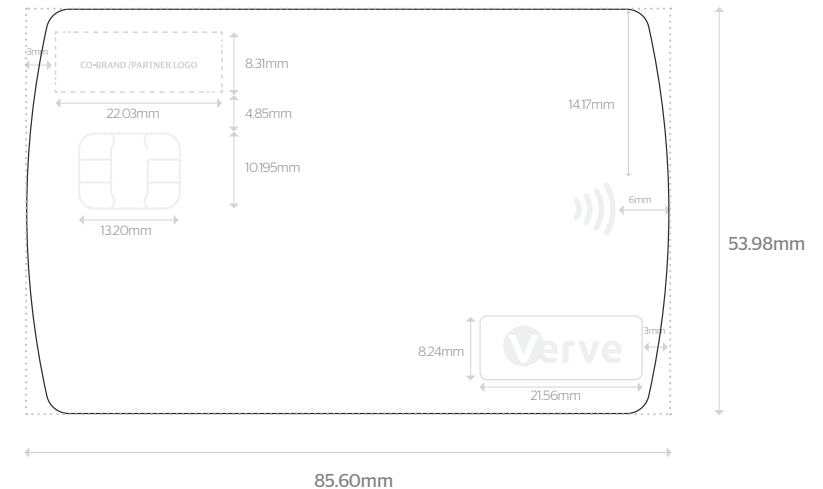
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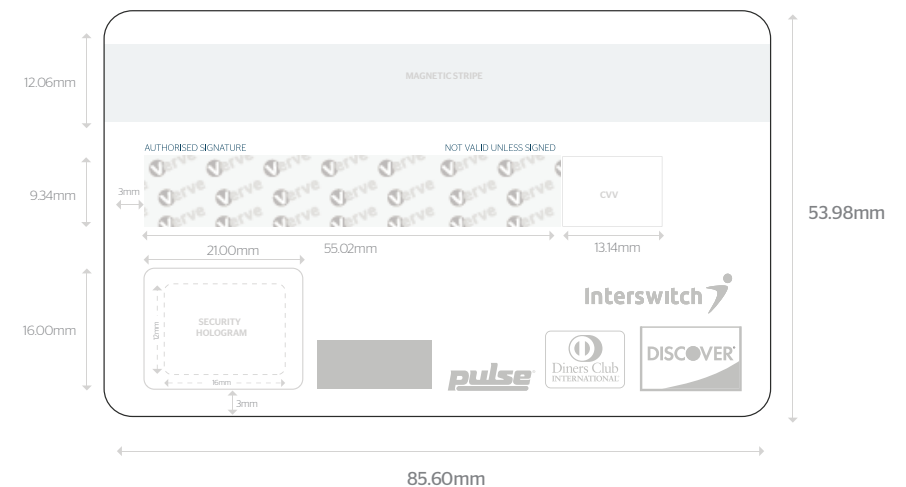
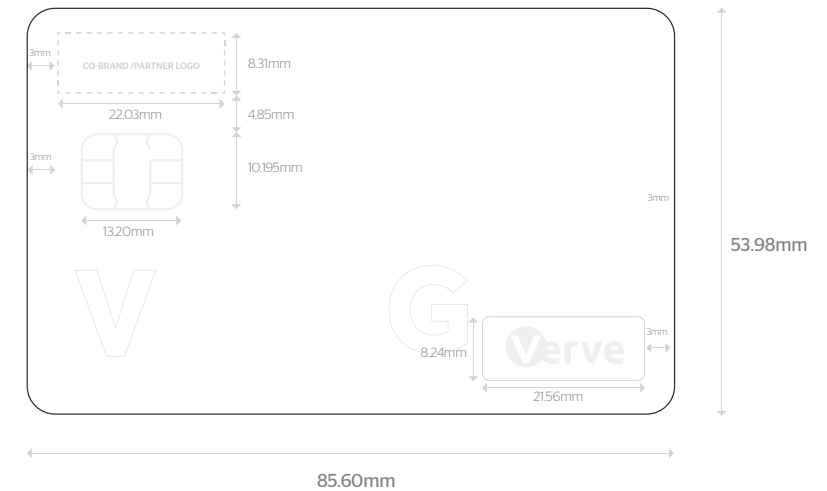
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Design Specs

VERVE GLOBAL. MAGNETIC STRIPE. CHIP & PIN



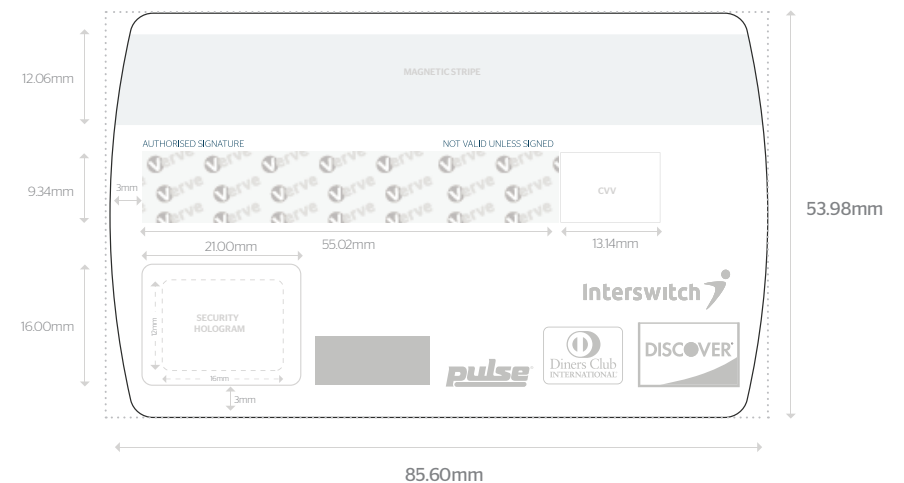
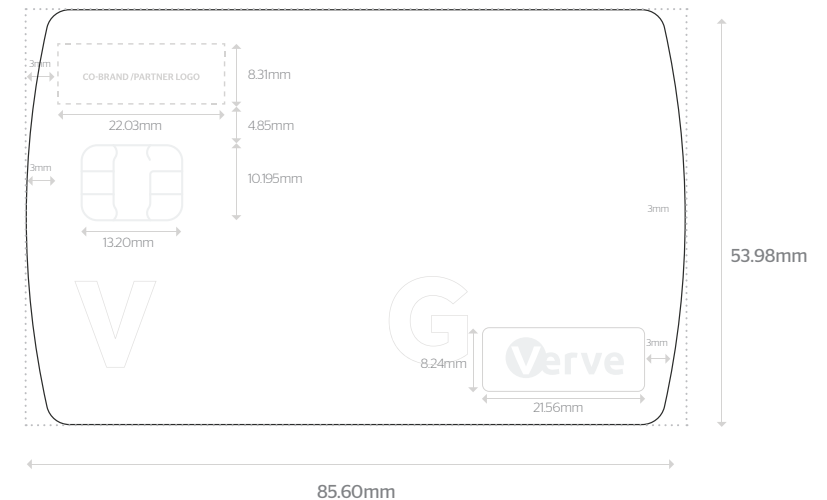
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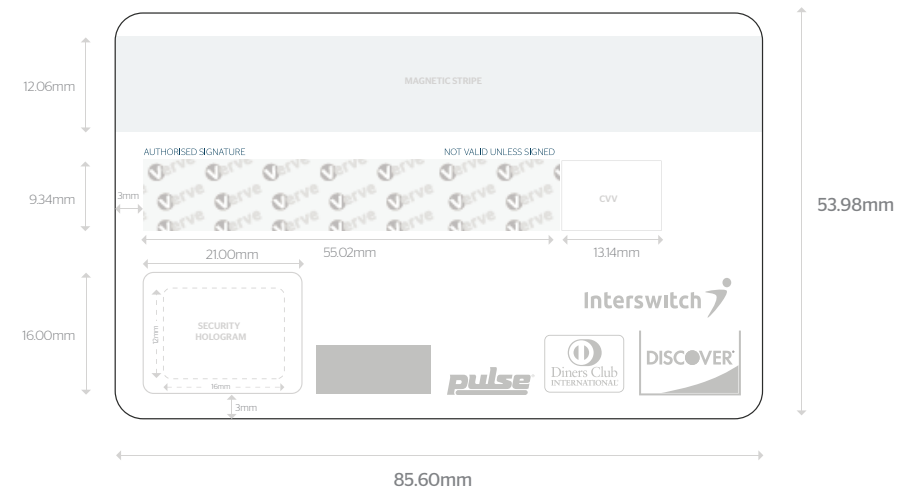
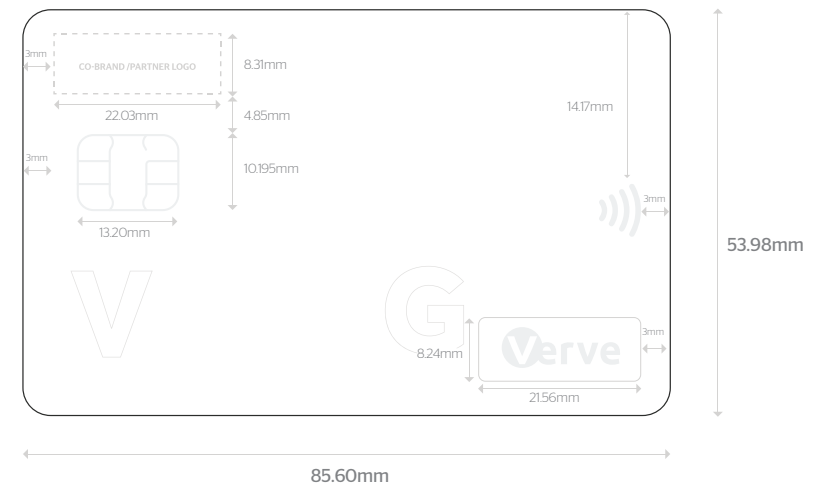
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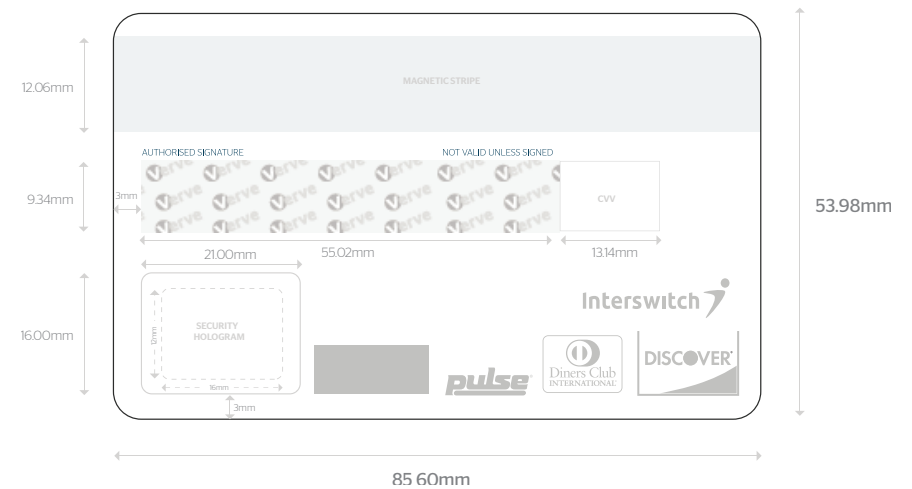
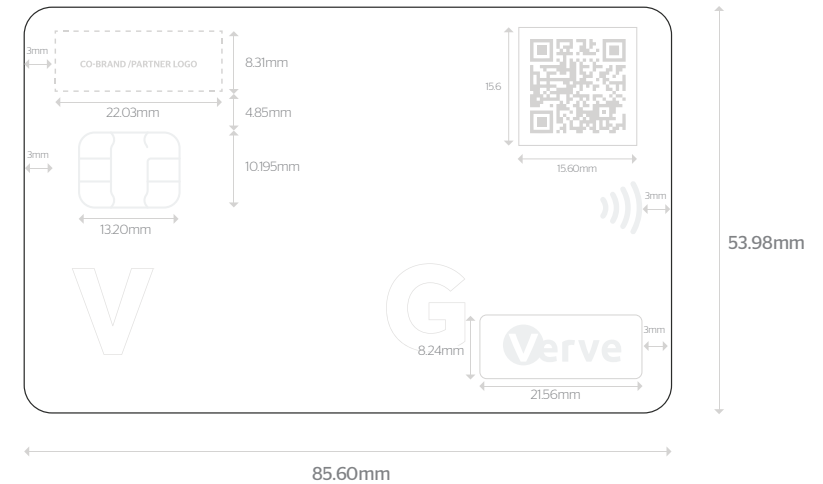
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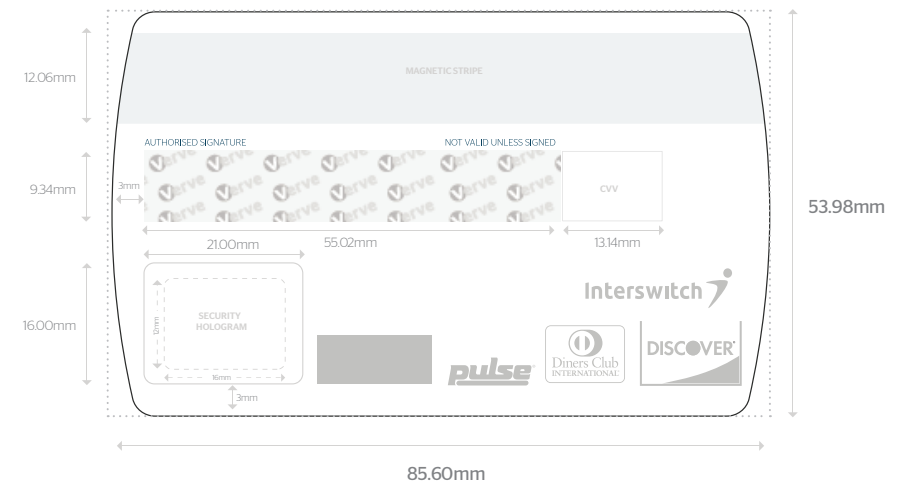
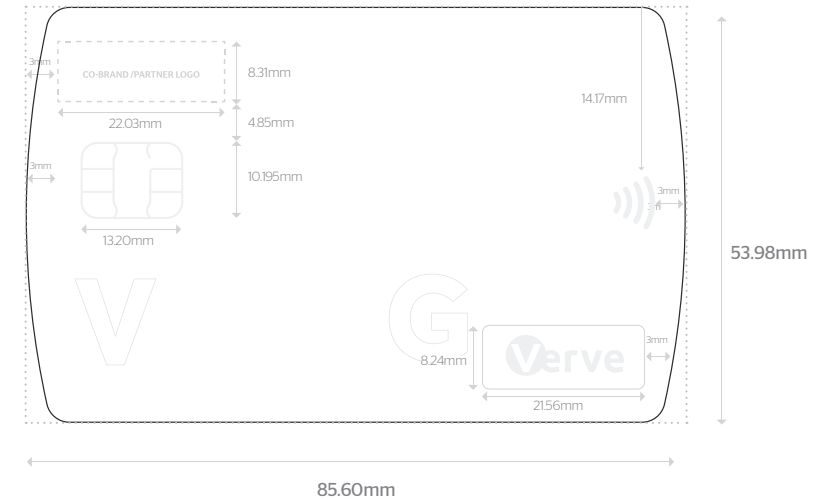
VERVE QR GLOBAL. MAGNETIC STRIPE. CONTACTLESS



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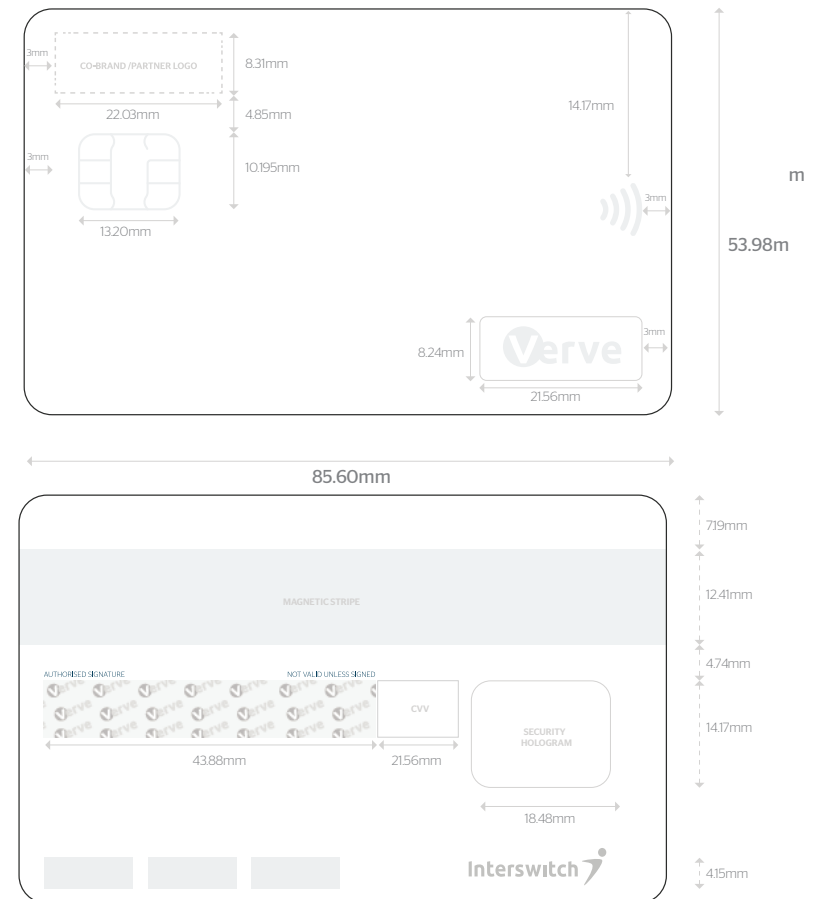
HORIZONTAL. PANLESS. MAGNETIC STRIPE. CHIP & PIN



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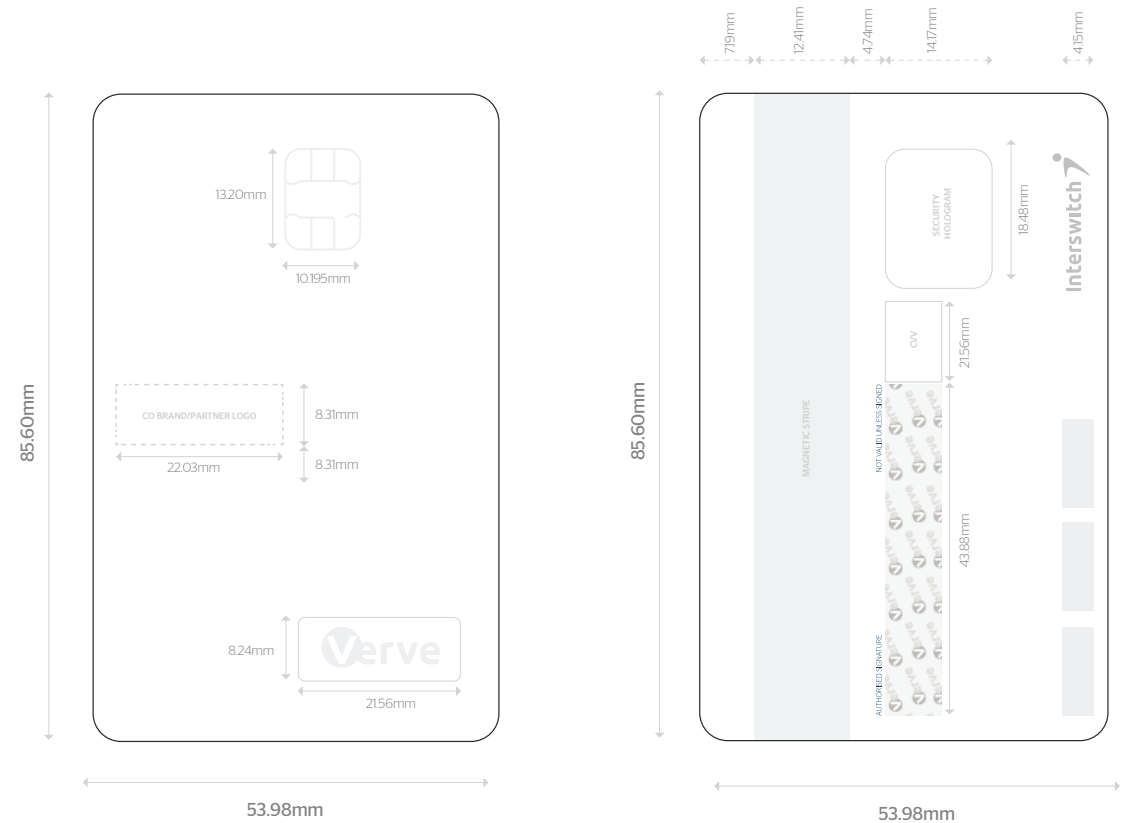
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Design Specs

VERTICAL. MAGNETIC STRIPE. CHIP & PIN



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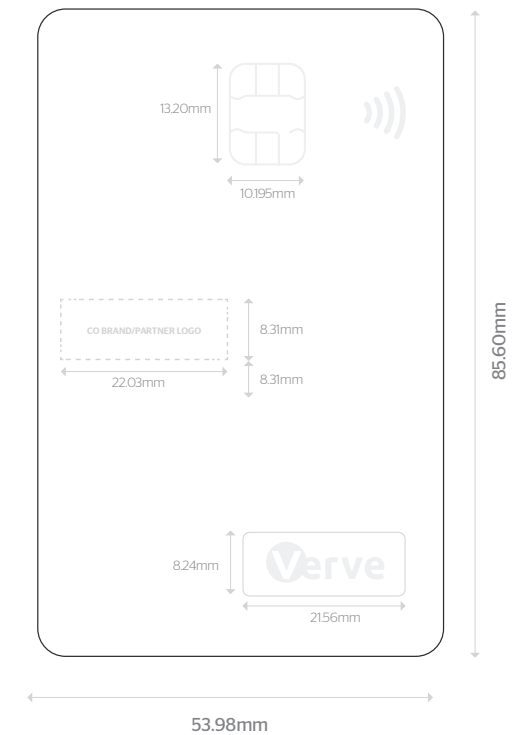
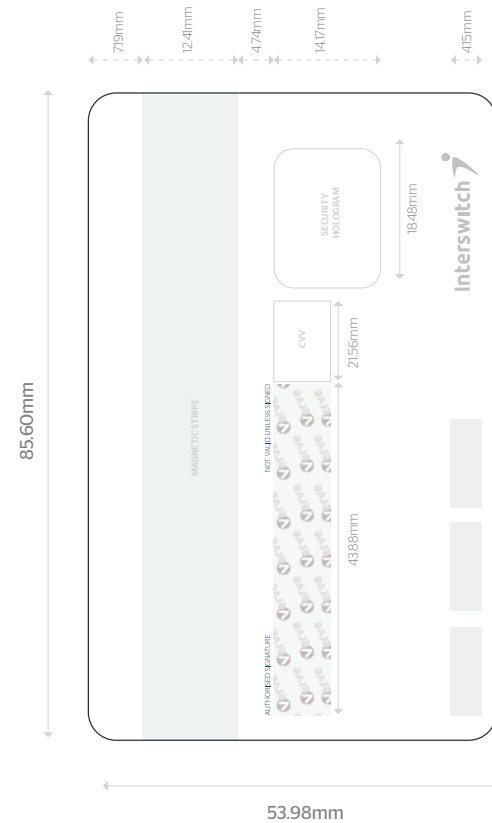
Built on trust.

Bold enough to navigate uncharted waters.

”

Design Specs

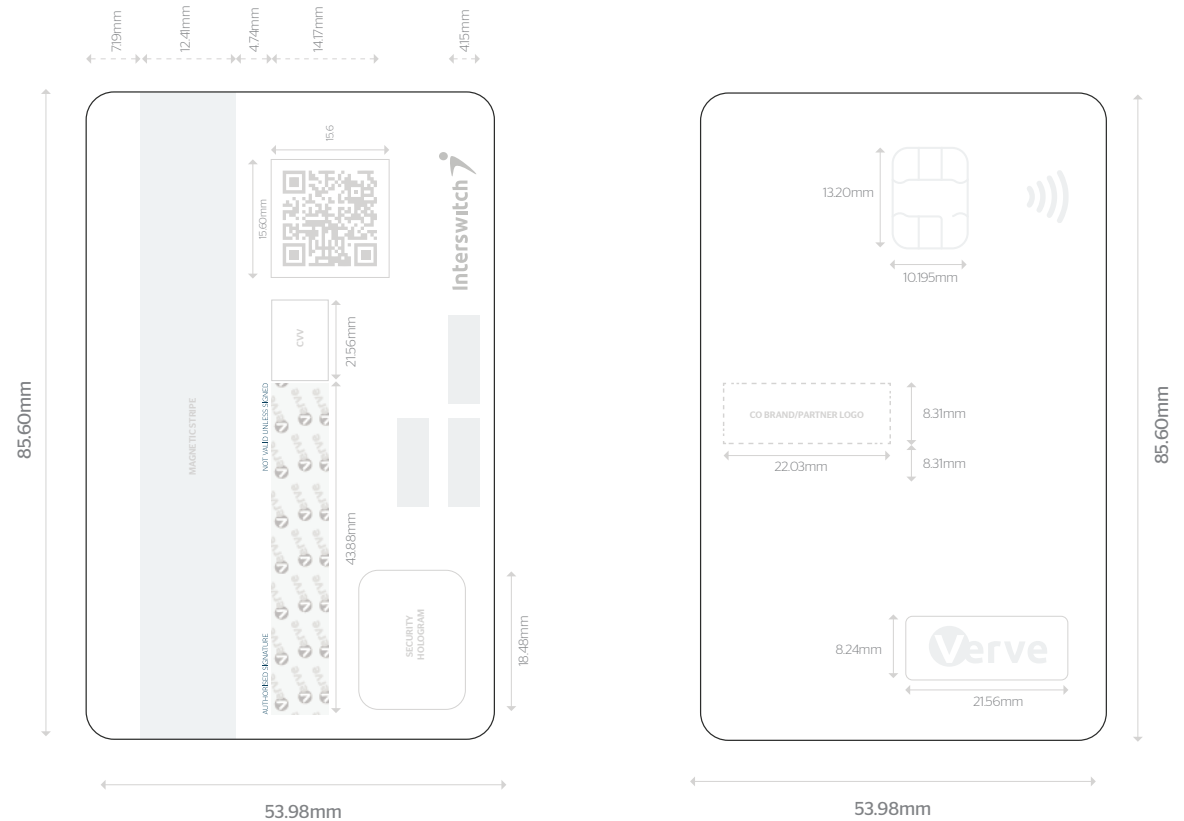
VERTICAL. MAGNETIC STRIPE. CONTACTLESS



“
Constantly evolving.
Making the most of opportunities
”

Design Specs

QR. VERTICAL. MAGNETIC STRIPE. CONTACTLESS



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Information & Enquiries

schememanagement@verveinternational.com