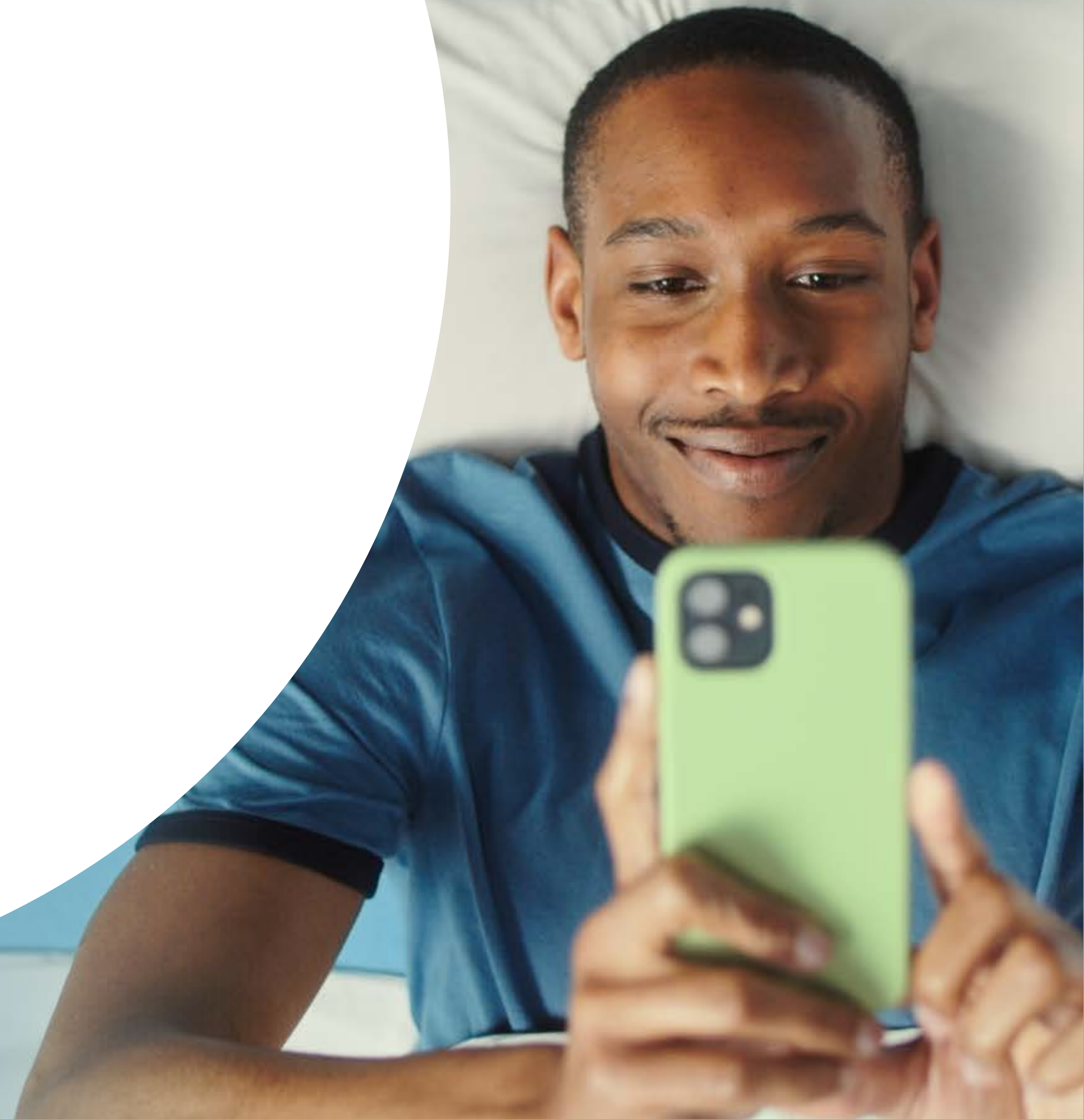




# Brand manual iDEAL | Wero

2026





# Co-branding Wero

# iDEAL | Wero

Welcome to the updated iDEAL | Wero Brand Manual



From **22 January 2026**, the iDEAL brand enters a new chapter as part of a broader European transition. From that date, all references to iDEAL in communication, documentation and user interfaces must be updated to iDEAL | Wero, without exception, across all channels and formats.

This co-branded phase reflects the migration of iDEAL into Wero, the new European payment solution developed under the European Payments Initiative (EPI). It combines iDEAL's trusted features with a broader European reach.

This manual provides the tools and guidance needed to support a consistent and professional rollout. From PSPs and banks to merchants and integrators, every stakeholder plays a role.

The iDEAL | Wero logo may be used by merchants for customer communication prior to 29 Januari 2026. Use in the checkout environment is permitted from **29 January 2026**. Only the two standard formats, rectangular and square, may be used. For special applications, please contact the scheme manager for approval.

Correct use of the brand ensures a seamless customer experience and reinforces trust in the ecosystem. Your cooperation is essential in making this transition a success.

# Logo transition

Correct usage of the iDEAL | Wero logo



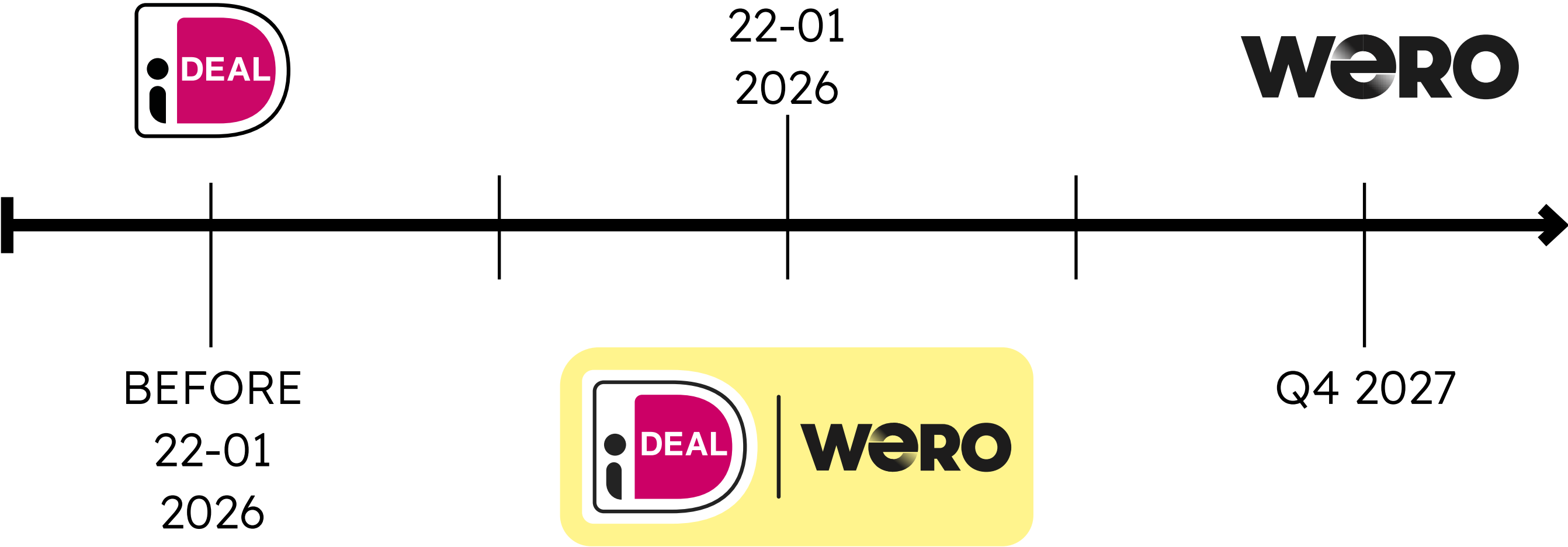
- > Required free space around the logo is the “o” from the logo
- > Don't crop, change colours, flip, deform or add elements to the logo
- > Preferably place the logo on a white background.
- > The logo must never be used transparently.
- > Please use the provided Adobe Illustrator files (.eps)





# Timeline

when to use the which logo



# Colour



# Colour

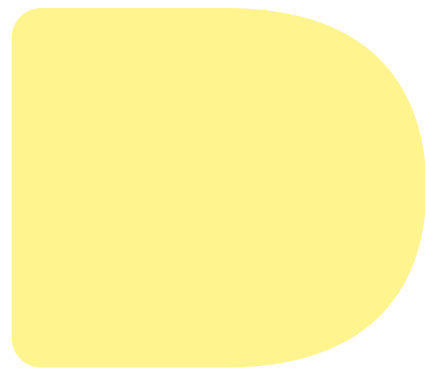
## Colourpalette & correct usage



Baseline | **background**

> #EEF5F7  
> r00 / g00 / b00

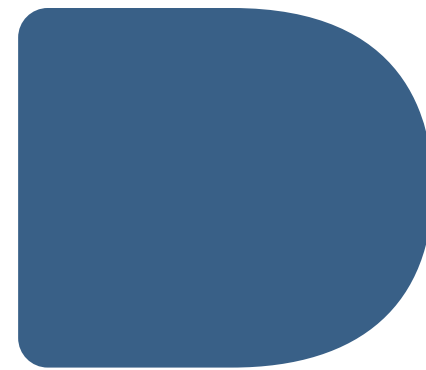
> pms 000  
> c00 / m00 / y00 / k0



Baseline | **background**

> #fff48d  
> r255 / g244 / b141

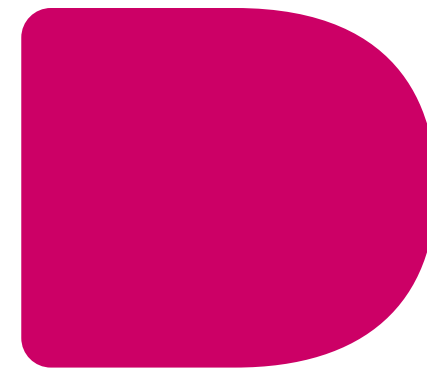
> pms 600  
> c0 / m4 / y45 / k0



Baseline | **accent 1**

> #396087  
> r57 / g96 / b135

> pms 000  
> c85 / m55 / y25 / k10

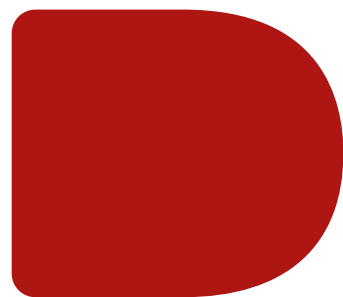


Brand | **accent 2**

> #EEF5F7  
> r204 / g0 / b102

> pms 226  
> c0 / m100 / y00 / k10

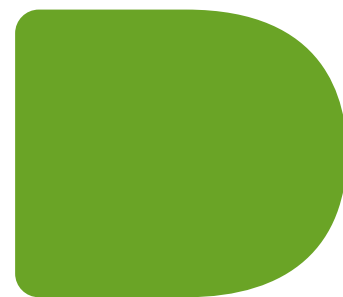
- > There are 2 background colours that characterise the brand. The accent colours are used to highlight details.
- > The grey colours are used to provide support in illustrations.
- > The splash colours should never be used for more than 5%.



Splash | **negative**

> ##862145  
> r104 / g33 / b69

> pms 229  
> c47 / m93 / y36 / k44



Splash | **positive**

> #B5BE00  
> r18 / g190 / b0

> pms 390  
> c37 / m10 / y100 / k0

Use these splash colours sparingly.  
Never use them for more than 5% of the total design.

# Typeface





# iDEAL | Wero fonts

Two fonts are used in all iDEAL communication



Roboto slab semi bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()-=\_+

Lexend deca light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()-=\_+



# Questions?

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