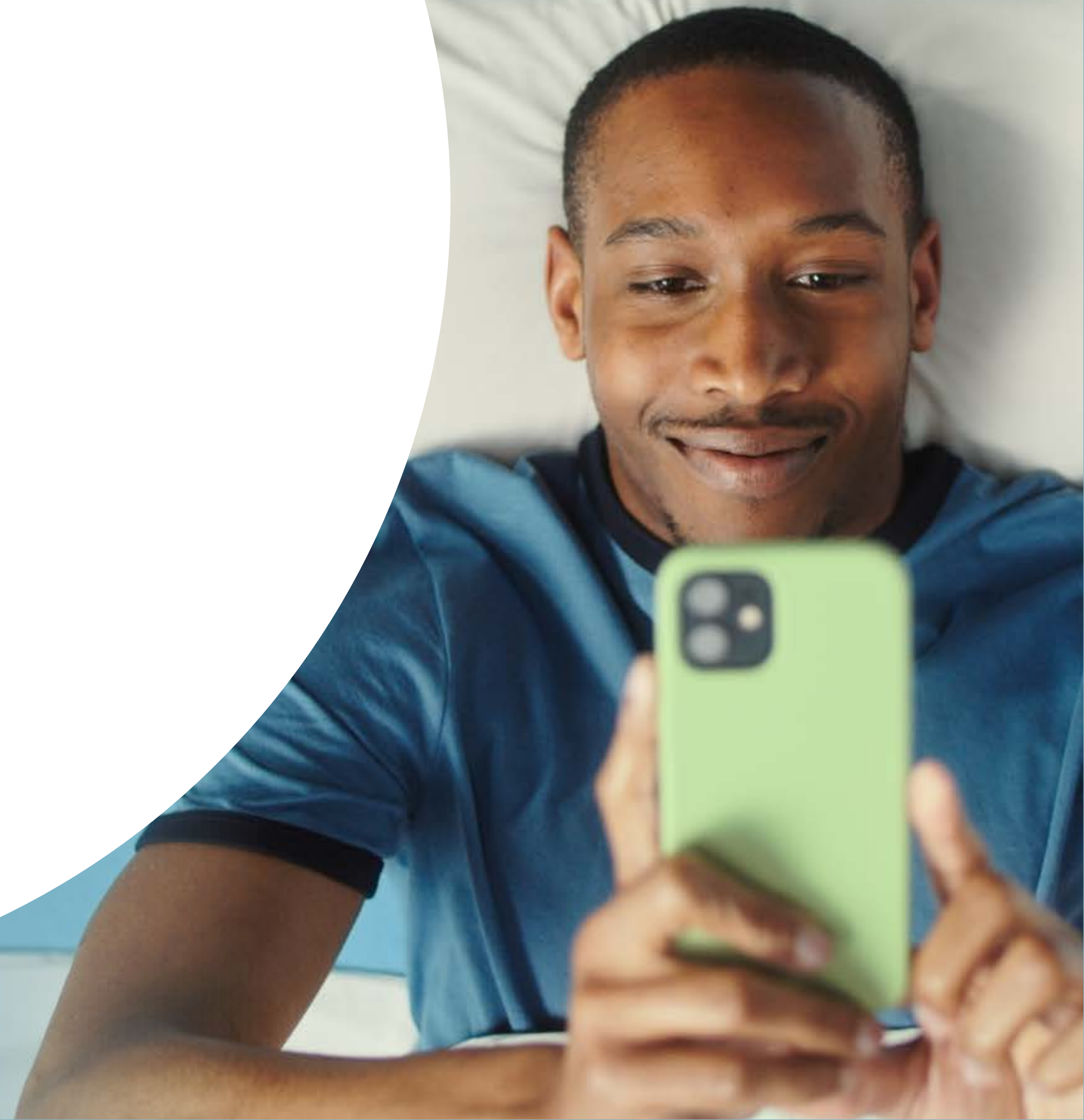




Brand manual iDEAL | Wero

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

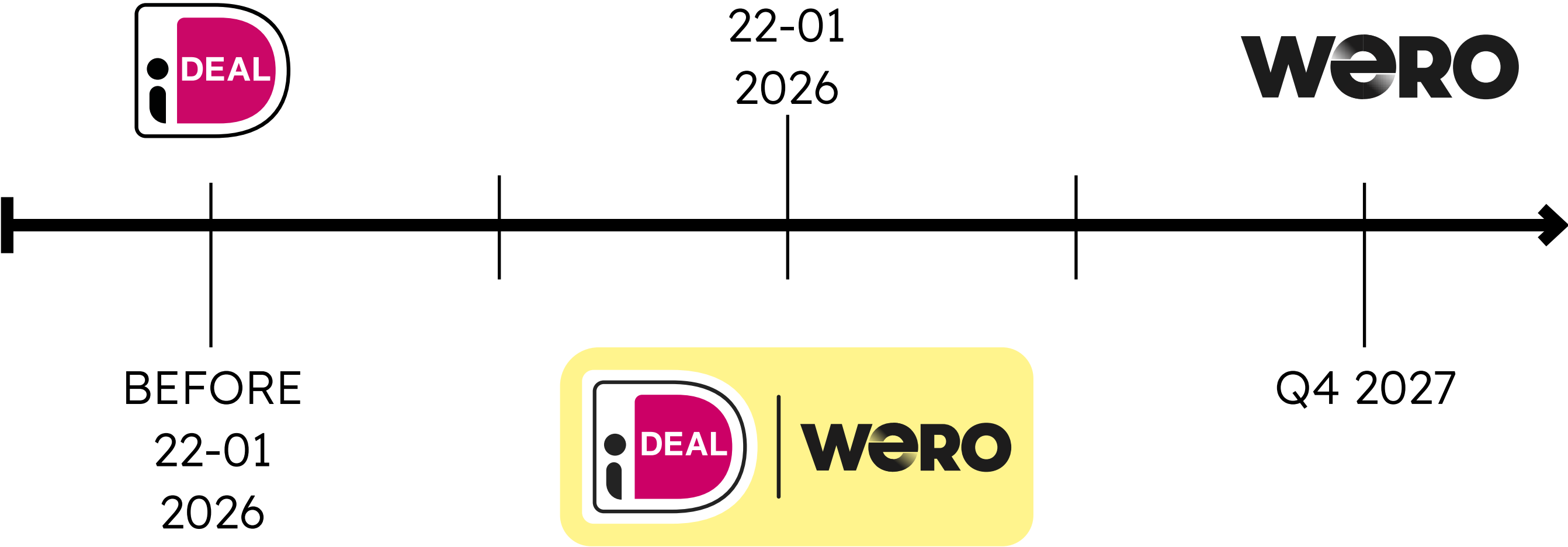


- > Required free space around the logo is the “o” from the logo
- > Don't crop, change colours, flip, deform or add elements to the logo
- > Preferably place the logo on a white background.
- > The logo must never be used transparently.
- > Please use the provided Adobe Illustrator files (.eps)



Timeline

when to use the which logo



Colour



Colour

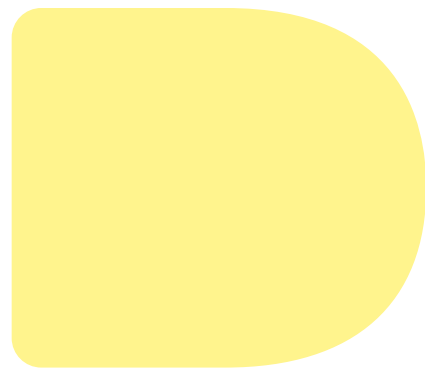
Colourpalette & correct usage



Baseline | **background**

> #EEF5F7
> r00 / g00 / b00

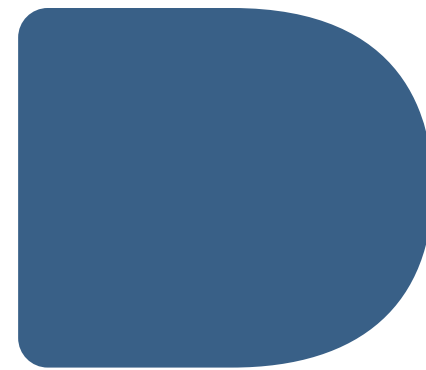
> pms 000
> c00 / m00 / y00 / k0



Baseline | **background**

> #fff48d
> r255 / g244 / b141

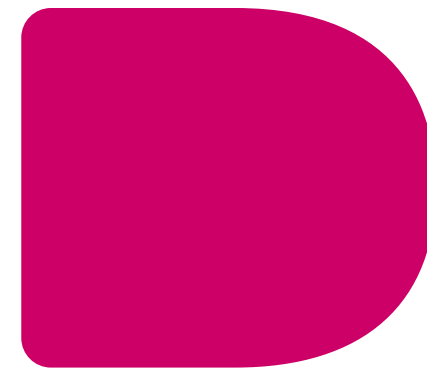
> pms 600
> c0 / m4 / y45 / k0



Baseline | **accent 1**

> #396087
> r57 / g96 / b135

> pms 000
> c85 / m55 / y25 / k10

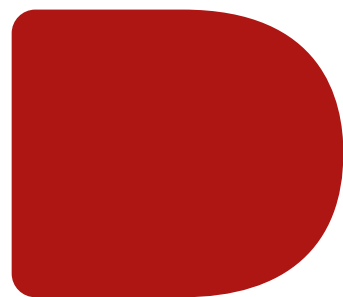


Brand | **accent 2**

> #EEF5F7
> r204 / g0 / b102

> pms 226
> c0 / m100 / y00 / k10

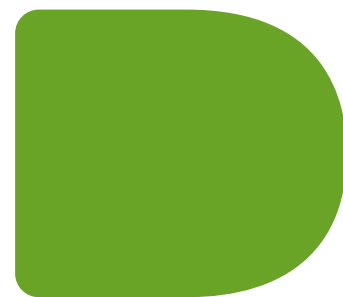
- > There are 2 background colours that characterise the brand. The accent colours are used to highlight details.
- > The grey colours are used to provide support in illustrations.
- > The splash colours should never be used for more than 5%.



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

Guideline iDEAL | Wero – Name and Logo Usage

Version 2.1 (November 2025)

Summary

This guideline supports organisations and merchants in applying the transition from ‘iDEAL’ to ‘iDEAL | Wero’ in a consistent and comprehensible manner. It provides clear, practical direction for the use of the name and logo across different communication channels and outlines when adjustments are required, optional or not recommended. It also refers to the Brand Manual for correct logo application and sets out procedures for exceptions and monitoring, enabling all parties to act swiftly without unnecessary complexity.

Principles and Focus

A pragmatic 80–20 approach has been adopted: prioritise the most critical customer touchpoints such as the website, checkout and payment screens. Consistent and clear naming at these high-impact touchpoints is essential for customer understanding, conversion and reputation. Not every element needs to be updated immediately; some items, including archives or legally historical documents, will remain unchanged.

When and Where to Update?

Always update:

- Public facing materials
- Critical steps in the customer journey such as the website homepage, checkout and payment pages

Update at the next scheduled release:

- When there is no immediate need, but a planned release or maintenance cycle is upcoming

Do not update:

- Legal or historical documents
- Technically sensitive systems
- Low-visibility areas with no customer impact

Important: Later in this document each touchpoint will be detailed with specific expectations. Certain elements, such as archived materials and already executed contracts, do not require modification.

Consistent Use of the Name

- When referenced on any page, screen or piece of text, always use “iDEAL | Wero”.
- Within a single text or webpage, maintain strict consistency. If the name can be updated, ensure it is applied across the full page or text.

Logo Usage

For correct use of the “iDEAL | Wero” logo, always refer to the Brand Manual. It contains the visual guidelines, colour specifications, formats and placement rules. This document governs name usage; the Brand Manual is authoritative for all visual applications.

Detailed Touchpoints

For each type of channel, the definition and expected adjustments are set out below.

- **Website pages and landing pages**

Public facing pages, particularly main menus, product pages and high-traffic information or campaign pages.

Always use “iDEAL | Wero”.

- **App stores and welcome screens**

Texts and screenshots in app stores, along with welcome flows inside apps.

Update the name in every visible text and screenshot.

- **Checkout and payment process**

Labels and texts related to payment method selection, checkout screens and confirmations.

Always use “iDEAL | Wero” as the descriptor.

- **Payment button and badges**

Buttons (“Pay with...”), icons and badges across checkout and payment screens.

Aim for “Pay with iDEAL | Wero”; where interface limitations or technical constraints apply, an exception may be requested (for instance without the vertical bar).

- **Social media and PR**

Bios, posts, press releases, fact sheets – applicable only for new communications, not retrospectively.

From now on, always use “iDEAL | Wero”.

- **Partner Portals and Onboarding**

Guides, portals, SDKs and plug-ins for partners and developers.

Update immediately when relevant releases or new documents are published.

- **Support and Developer Documentation**

FAQs, help centre content, technical documentation and developer landing pages.

Start with the highest impact pages, then roll out progressively during scheduled updates.

- **Contracts and Commercial Documents**

New contracts, proposals and product descriptions issued upon renewal.

Leave product names (“iDEAL Business” etc.) unchanged to avoid confusion.

- **Email Templates and Notifications**

Transaction and service emails relating to the payment option.

Always apply “iDEAL | Wero” consistently.

- **Legal and Historical Documents**

Signed contracts, audit trails, archives and past press releases.

Do not update these materials; they must remain original for reliability and legal validity.

- **Technical Systems and Code**

Field names, API endpoints, keys and embedded firmware.

Only update where part of a major technical revision.

Examples and Copy Guidelines

First mention:

- “Pay with iDEAL | Wero.”
- “Select iDEAL | Wero as your payment method.”

(Optional) “iDEAL | Wero is the new name during the transition to Wero.”

Subsequent mentions:

- “With iDEAL | Wero you pay directly from your bank account.”
- “With Wero you pay directly from your bank account.”

Space Limitations and Technical Constraints

- Standard: “iDEAL | Wero”
- Alternative (only with UX approval): “iDEAL·Wero”
- If this still does not fit, an exception must be requested

Do’s and Don’ts

Do’s:

- Always use “iDEAL | Wero” at first mention
- Keep copy concise, factual and consistent within a single page
- Provide explanatory context only when truly necessary, not on every subpage

Don’ts:

- Do not use creative variations such as “iDEAL x Wero” or “Wero by iDEAL”
- Do not retroactively update historical or legal documents
- Do not introduce marketing language in critical UI flows
- Do not mix “iDEAL” and “iDEAL | Wero” within the same text

RACI and Process

When do procedures and exception routes apply?

- **Requester:** channel owner (bank, PSP, merchant) or product or UX lead
- **Review:** MarCom iDEAL | Wero co-branding team, with Legal or Compliance involvement if required
- **Decision:** for brand wide assets, Currence iDEAL holds final authority; for partner channels, decisions follow joint alignment, with Currence retaining final approval

Indicative Timelines:

- Minor, copy only: 5 working days
- UI or visual plus release cycle: 10 working days

Exceptions: Criteria and Request Process

Criteria for an Exception:

- Legally or historically required
- Technically high risk or disproportionate in terms of effort
- Very low visibility with no customer impact

Request Process:

1. **Is the situation not covered by the guideline?**
Notify the iDEAL provider (PSP or Acquirer), who will contact Currence.
2. **Submit the request form or ticket:** include owner, location, text fragment, justification per criterion, analysis of reach, risk and effort, maintenance window, desired duration and proposed review date.
3. **Assessment by MarCom and Legal or Compliance** within 10 working days. The decision will be recorded with an end date.
4. **Validity is always temporary** and subject to re-evaluation upon any change or after a maximum of six months.

Monitoring and Evaluation

Roles and Responsibilities:

Monitoring is carried out by MarCom Currence iDEAL, in collaboration with partners (banks and PSPs) for shared assets.

What Is Measured (KPIs):

1. Coverage of high-impact touchpoints
2. Number and turnaround time of exceptions
3. Customer understanding (FAQ visits, support tickets, satisfaction scores)

How It Works:

- **Pre-launch checks:** planned review before launch of any new website, app or campaign
- **Periodic evaluation:** quarterly review of the top 100 pages or journeys
- **Partner QA:** joint review of co-branding assets

Not Included:

- No micromanagement
- No line-by-line audits

Questions?

If you are uncertain or dealing with an exceptional case, please contact your iDEAL provider (PSP or Acquirer) or reach out directly to the MarCom team at Currence iDEAL.



Questions?

marcom@currence.nl