GSMA Mobile Money API
Compliance Logo Usage Guidelines

The GSMA Mobile Money API initiative aims to increase adoption of the mobile money API through dedicated engagement with mobile money providers and support for ecosystem vendors.

The compliance logo is a symbol of trust, to indicate a harmonised interface for integration with other mobile money providers and organisations.

Version 1, February 2021

The GSMA Mobile Money API Compliance logo

These guidelines apply to all organisations who qualify for the use of the GSMA Mobile Money API. Please adhere to them whenever you are incorporating the Mobile Money API Compliant logo into your designs.

The GSMA Mobile Money API Compliant logo has been designed to sit comfortably against third party brand identities. It comprises the GSMA Mobile Money API Compliant logotype and Mobile Money API tick graphic device.

The relationship between the various elements is fixed and should not be changed. The typeface used within the logo is specific to this signature and no other type should be substituted.

The logo is designed to be used in both print and digital media. Always use the digital master artwork of the logo. Never reproduce it from any other printed or digital source.

No additional words or graphics should be added to the mark. Phrases such as 'Mobile Money compliant' or 'Mobile Money approved' should not be used in written copy.

The GSMA Mobile Money API Compliant logo is a trademark owned by the GSMA and cannot be altered in any way.



Versions of the logo

There are two versions of the logo - black and white.
The logo should never appear in any other colour.

Use the version of the logo that most suits where it is being placed. Be guided by its legibility on any given background.

Black version



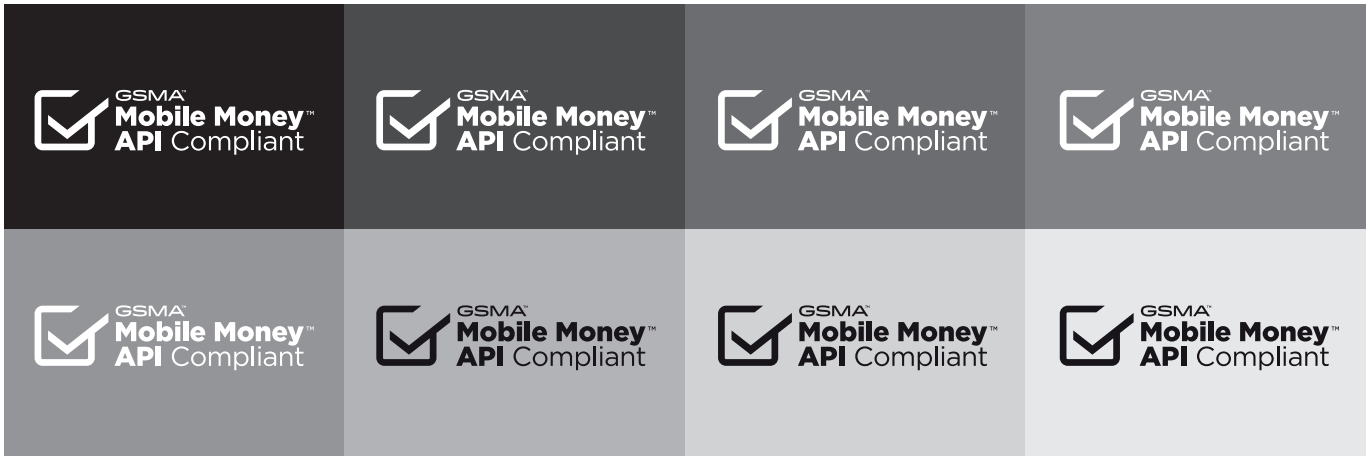
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

White version



C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

Maintain the legibility of the logo



Clear space and minimum size

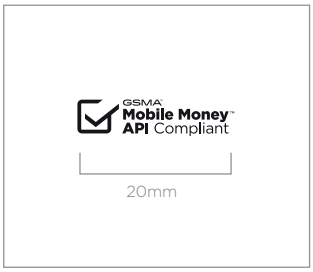
So that the logo stands out, always keep a clear space around it as shown below. This is the minimum clear space around the logo that cannot contain any type or graphic devices.

The minimum amount of clear space around the logo is equal to 50% of the height of the logo.

The minimum size of the logo is 20mm wide. The smallest the logo can appear online is 150 pixels wide.

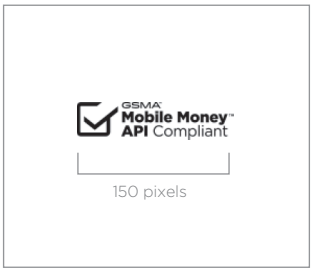


Minimum size for print



20mm wide X 5mm high

Minimum size for online



150 pixels wide X 36 pixels high

Module compliance identifiers

The Mobile Money API Compliant logo can be combined with an identifier that describes the specific scope of compliance. The way that these identifiers are combined with the logo are outlined below.

The compliance identifiers are set in Gotham Medium in capitals and the comparative position and sizing is outlined on the next page.

In some instances there may be more than one compliance identifier applicable to any specific provider. When multiple module identifiers are applicable they are stacked as per the example below.

GSMA Mobile Money API Compliant

MERCHANT PAYMENTS

GSMA Mobile Money API Compliant

INTERNATIONAL TRANSFERS

GSMA Mobile Money API Compliant

P2P TRANSFERS

GSMA Mobile Money API Compliant

DISBURSEMENTS

GSMA Mobile Money API Compliant

RECURRING PAYMENTS

GSMA Mobile Money API Compliant

BILL PAYMENTS

GSMA Mobile Money API Compliant

ACCOUNT LINKING

GSMA Mobile Money API Compliant

AGENT SERVICES

GSMA Mobile Money API Compliant

DISBURSEMENTS

INTERNATIONAL REMITTANCES

MERCHANT PAYMENTS

Multiple module compliance identifiers

Module compliance identifiers construct

The combination of the logo with compliance identifiers is outlined below.

If more than one compliance identifier is applicable then they should be stacked in alphabetical order.



Please refrain from the following

The Mobile Money API Compliant logo must never be adapted or amended in any way and you should not attempt to modify or change any of the digital files.

Always use the logo as it is supplied. Don't recreate or redraw the logo, always use the correct digital master reference and appropriate file format.



Don't re-colour the logo elements



Don't rotate the logo



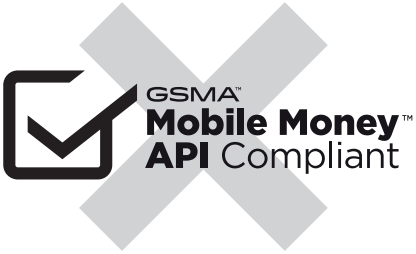
Don't distort the logo



Don't add effects



Don't develop new versions of the logo



Don't change the proportions of the individual elements

Help and assistance

Please contact the Mobile Money team at the details below for more information on the content covered in this guidelines document.

Email: **support.mmapi@gsma.com**
Telephone: **+44 (0)207 356 0600**