

**Interac Association**



**Protect your PIN**

**Specific Reproduction And Usage Requirements for Printing**

## **A. PROTECT YOUR PIN ICON - CONTROL**

These are the requirements for using and reproducing the *Interac* Protect your PIN icon.

Through an agreement between Interac Association and Interac Inc., Members are permitted to use these icons provided they comply with the requirements set out in this document.

A Member is responsible for the proper use of the icon both by itself and its merchants/Card Acceptors.

The Association will require any Member to remove and cease to use any icon inconsistent with these requirements. Costs associated with removal and correction is entirely the responsibility of the Member.

## B. PROTECT YOUR PIN ICON - VERSIONS

### I. Primary Protect your PIN/ Protégez votre NIP Icons — Two-Colour Version

The **Primary** version of the icon is the two-colour version with the tagline, Protect your PIN or Protégez votre NIP (in upper and lower case letters). This is the version that must be used by Members in all signage, displays and promotional pieces. It is designed to complement the existing *Interac* logo: the two can both appear in the same piece of communication.



The icon **MUST** include either the TM or MC notation and the appropriate explanatory footnote (**please refer to page 7 for usage rules**) as well as the tagline, “Protect your PIN” or Protégez votre NIP (or both in a bilingual version). The use of the icon without a tagline is prohibited.

#### Icon Colours

- The hands and text should always be “Process Black”.
- The keys should always be “Process White”.
- The caution diamond is the same colour ochre as the *Interac* logo:  
Pantone PMS 124 or  
CMYK: 5% Cyan, 30% Magenta, 100% Yellow, 0% Black.

When printing the two-colour icon on white stock, you may save money and print using Black + 1C rather than a four colour process.

**B. PROTECT YOUR PIN ICON – VERSIONS (continued...)**

**II. Protect your PIN/ Protégez votre NIP Icons – One-Colour**

If the **Primary** icon cannot be used because colour is unavailable, the One-Colour versions of the icon are for use in these situations.

English Protect your PIN  
Primary icon — One-Colour



French Protégez votre NIP  
Primary icon — One-Colour



If available, "Process Black" must be used

Members may reverse the icon (i.e. knock it out of white) when printing on a dark background (entire page must be dark). When doing so, the caution diamond outline, the keys, the text and the hands should all appear as white.

When using the icon in an application where only one colour is being used, and that colour is not black, it is permissible to print the icon in that colour. For instance, the icon may appear as purple on a Transaction Record if said Record only uses purple ink on white paper stock.

**B. PROTECT YOUR PIN ICON – VERSIONS (continued...)**

**III. Small Protect your PIN/ Protégez votre NIP Icons**

If the **Primary** icon cannot be used because space is limited, Members may use the small version of the icon. This small version features stacked all-uppercase text, along with darkened PINpad keys. They are available in both Two-Colour and One-Colour versions.

We recommend using the small version of the icon when working with a size less than 26 mm x 30 mm.

**Members should be cautioned that the icon SHOULD NOT be printed at a size smaller than 13.7 mm wide x 15.2 mm high (as shown).**

English Protect your PIN  
Small icon – Two-Colour



French Protégez votre NIP  
Small icon – Two-Colour



English Protect your PIN  
Small icon – One-Colour



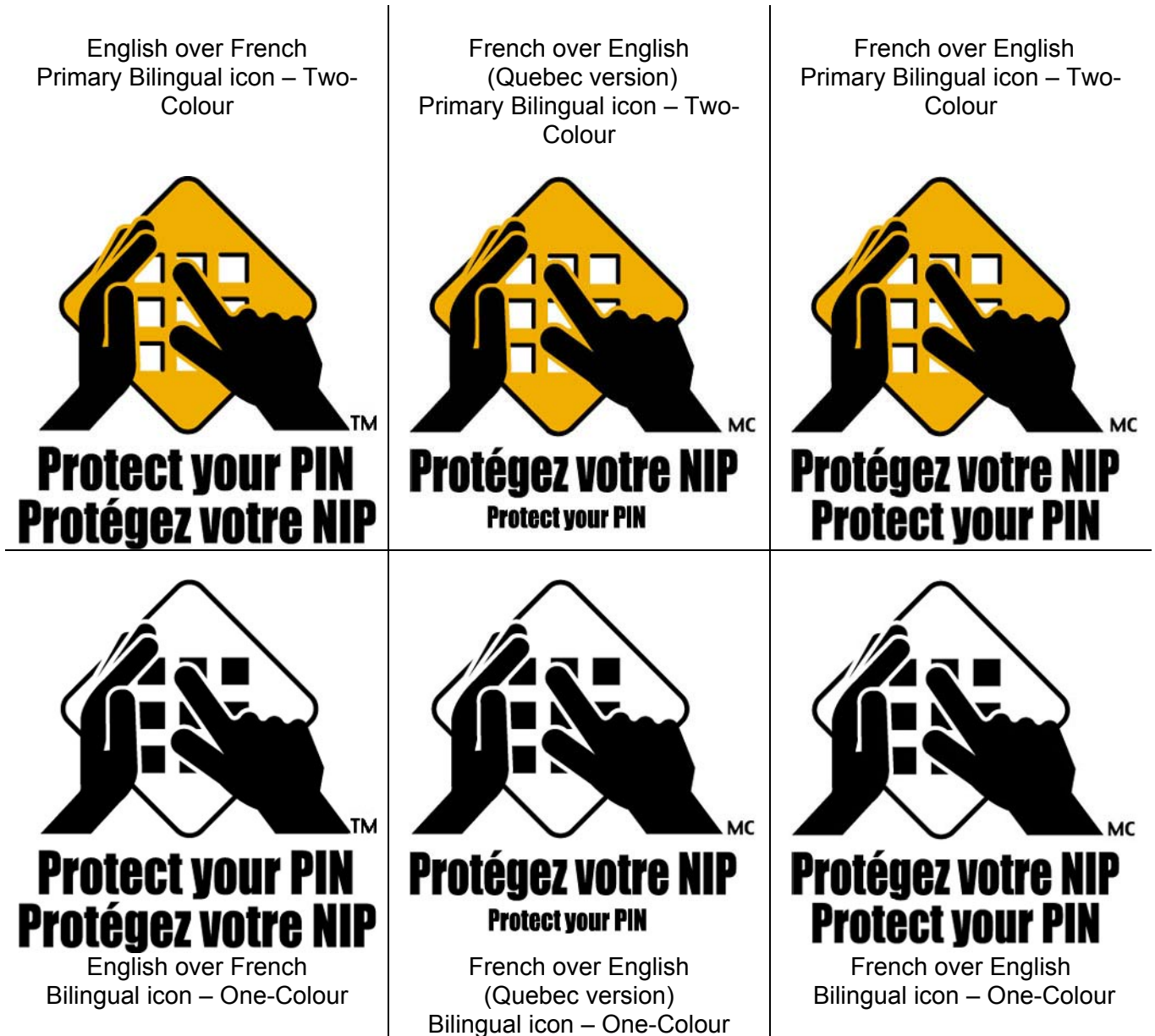
French Protégez votre NIP  
Small icon – One-Colour

**B. PROTECT YOUR PIN ICON – VERSIONS (continued...)**

**IV. Bilingual Icons**

Bilingual icons exist for applications that require the icon in both official languages. In regions where English is predominant, use the versions with the English type atop the French. In Quebec, when a bilingual version is warranted, use the Quebec versions. In other regions where French is predominant, use the versions with French atop the English.

Special small versions of these icons **do not** exist. When using a bilingual icon in a small space, Members should enlarge the trademark symbol to ensure legibility. The bilingual icon should not be reproduced at a size smaller than 30 mm x 34 mm.



## C. PROTECT YOUR PIN ICON - USAGE RULES

### Using The Icon or TM/MC Symbols

In English, the *Interac* Protect your PIN icon must incorporate the “TM” large enough to be legible. In French, the *Interac* Protégez votre NIP icon must incorporate the “MC” large enough to be legible. In the bilingual versions, the *Interac* Protect your PIN/ Protégez votre NIP icon must incorporate the “TM” where English is the primary language, or “MC” where French is the primary language.

The icon must be accompanied by an explanatory footnote as follows:

#### In English:

TM Trade-mark of Interac Inc. Used under licence.

#### In French:

MC marque de commerce d’Interac Inc. Utilisée sous licence.

Where the icon is used in conjunction with other licensed trade-marks and space is limited, a Member may under these exceptional circumstances, use an asterisk located at the bottom right corner of the icon to replace the TM/MC notation. An explanatory footnote, which relates to all of the licensed marks must appear as follows:

#### In English:

TM Trade-Mark of Interac Inc. Used under licence.

#### In French:

MC marque de commerce d’Interac Inc. Utilisée sous licence.

## D. PROTECT YOUR PIN ICON – ELECTRONIC FORMATS

### Summary of Formats (Available for Use In the “Documents Collection” on the *Interac Insider Extranet*) And Format Suitability

An *Interac* Protect your PIN icon must be reproduced from an approved electronic version available on the *Interac Insider Extranet*. Photocopies or existing printed materials shall not be used in place of reproduction-quality documents. Please contact the *Interac Association Member* to obtain approved electronic art.

- GIF Format – High Resolution**
- For office use only in Microsoft Word and Power Point because of its high quality image output
  - Each icon file is quite large because of the high resolution level
  - Not recommended for professional printing purposes

- EPS Format – MAC Computers**
- Best suited for printing purposes only
  - Not suitable for office use in Microsoft Word and Power Point
  - High quality printing
  - This particular EPS format is made specifically for MAC computer users

- EPS Format – PC’s Only**
- Best suited for high quality printing purposes only. Not suitable for office use in Microsoft Word and Power Point
  - High quality printing
  - Not designed for MAC computers
  - This particular EPS format is made specifically for PC users