



beepTM
brand guidelines

about beep™

beep™ is more than a stored-value smart card. Our solutions enable transport operators and other businesses to automate payments, generate reports for better decision making, and reduce expenses & risks related to cash handling. This results to more efficient operations, streamlined processes and higher revenue. Our goal is to provide our partners the tools to help them simplify their day-to-day operations and grow their business.

We specialize in Automated Fare Collection Systems that allow public transport operators to automate their payment processes and provide their customers with convenient ways to pay, to include:

- payment using **beep™**
- QR codes
- cash

about beep™

01 types of cards

- a) the standard **beep™** card
- b) non-rail **beep™** card
- c) co-branded advertising card
- d) co-branded multifunction card
- e) concessionary **beep™** card
- f) **beep™** discount card for Senior Citizens, PWDs and Students
- g) **beep™** student and employee IDs
- h) **beep™** limited edition cards

02 price

The standard **beep™** card is sold for PHP20 at rail stations.

The non-rail **beep™** card is sold outside the train stations for PHP50.

The co-branded advertising and multifunction **beep™** cards vary in price.

The concessionary **beep™** cards are sold for PHP20 at train stations.

beep™ discount and student cards can be purchased for PHP50 at select bus terminals.

03 balance

All **beep™** cards are reloadable up to PHP10,000.

Loading can be done at train stations, bus terminals, partner establishments (such as Bayad Center, FamilyMart, Ministop), via the Coins.ph app, using Chinabank ATMs or Over-The-Air (OTA) via EON by Unionbank, BPI, Akulaku and JustPayTo.

04 expiry

Most **beep™** cards are valid for a minimum of four years.

Student discount cards are valid only for 1 school year. Validity date of IDs are determined by the school or employer.

05 replacement

When replacing the **beep™** card, existing balance may be transferred under certain conditions.

- a) card malfunction (card replacement is free of charge)
- b) improper use by the cardholder (AF Payments Inc. will charge a fee to cover the card and a balance transfer fee, if this is requested.)
- c) loss or stolen policy applies to registered standard and registered co-branded cards. Please refer to the Cardholder Terms and Conditions for details.

tone of voice

The **beep**[™] card serves as a reliable companion around the city, so the brand's tone must be friendly and approachable.

Because the card is convenient and easy to use, the brand must communicate in a simple and straightforward manner.

the logo



the logo : elements

The **beep**TM logo is comprised of the icon and the wordmark. They must always be used together.

01 icon

The **beep**TM icon features a hand holding up a **beep**TM card.

Encircling the hand are three rings that convey a sense of sound and represent the growing network of AFCSI partners. The thickness of the rings decreases as you move away from the center.

02 wordmark

The brand name is spelled in lowercase to give it a sense of approachability.

The trademark symbol is placed to the right of the wordmark.

01



02

beepTM

the logo : elements

03 typeface

The rounded edges of the typeface Quicksand make the brand feel friendly and relatable. The boldface version is used to give it an element of stability.



Quicksand Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

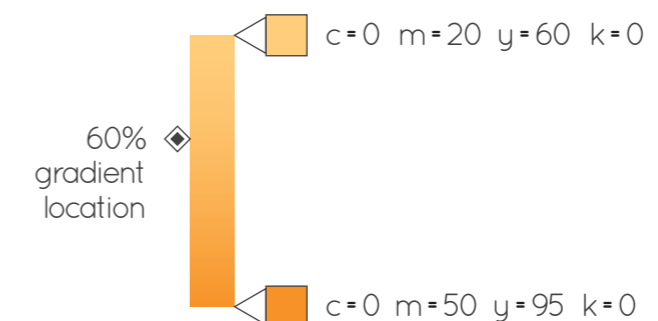
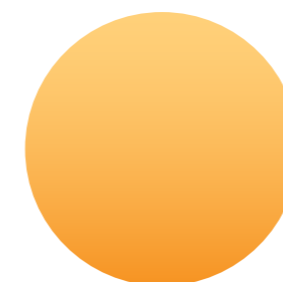
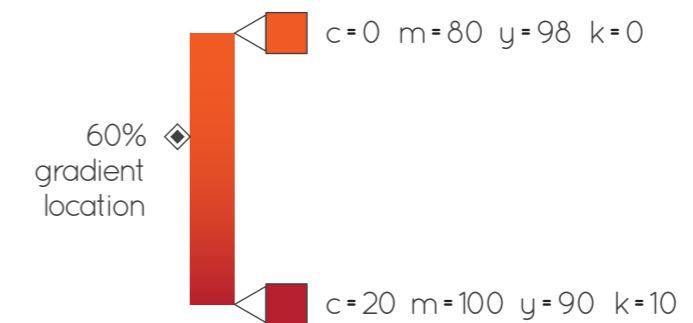
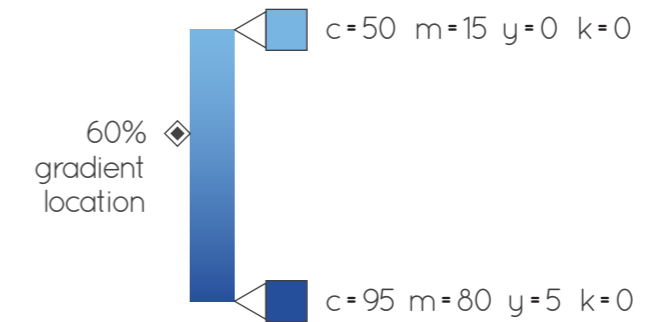
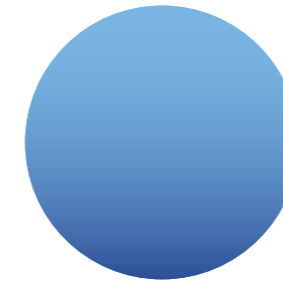
abcdefghijklmnopqrstuvwxyz

0123456789

the logo : colors

01 full color

The elements in the full color logo use gradients of blue, red, and yellow. These colors are softer and more approachable renditions of the colors on the Philippine flag.

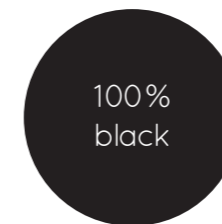
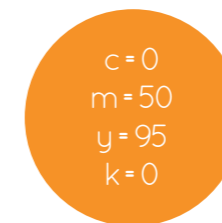
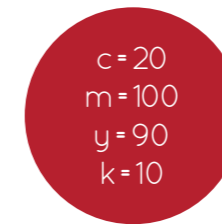
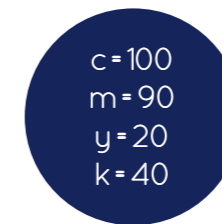


the logo : colors

02 single color

The logo may be rendered in a flat, single color (dark blue, red, yellow, or black).

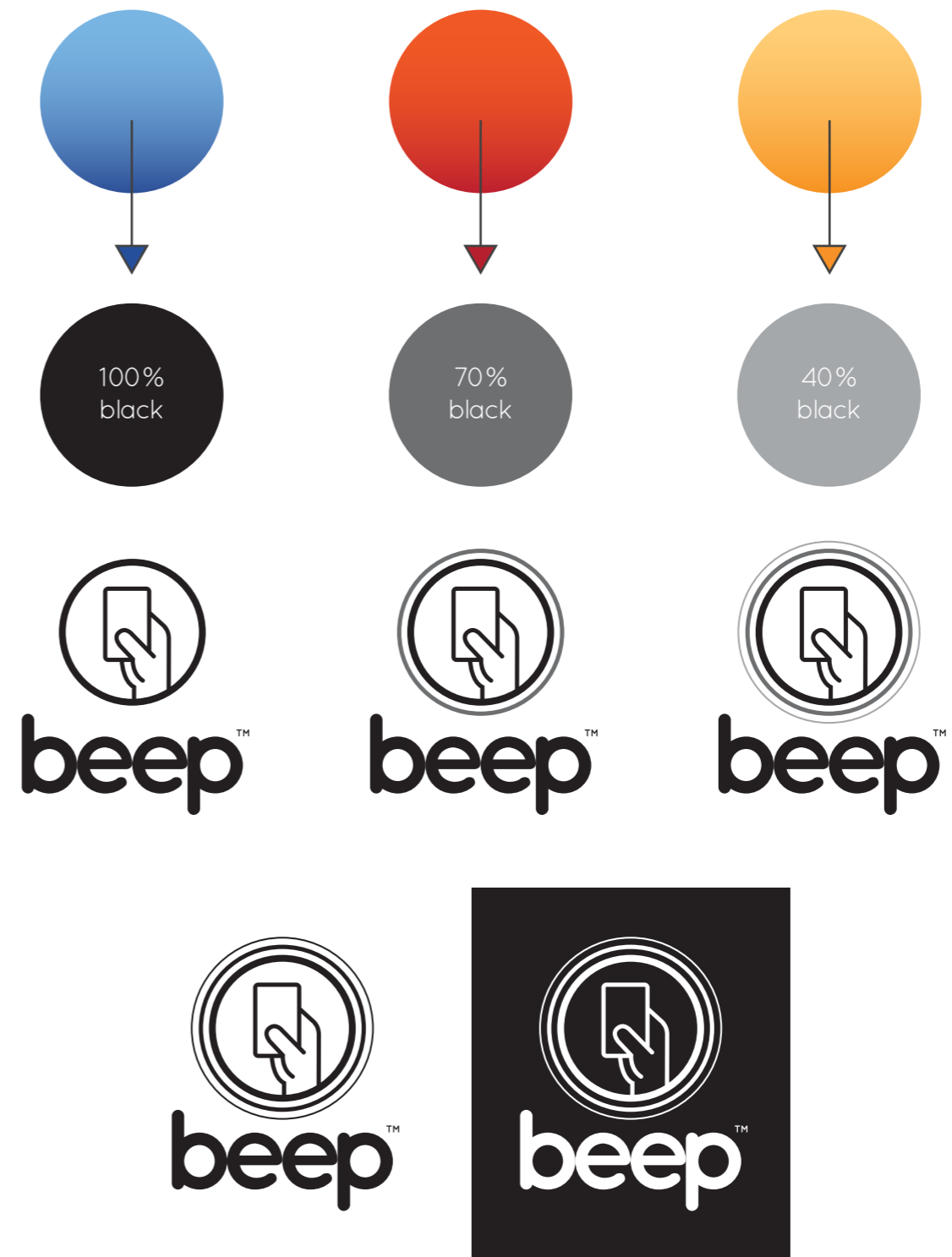
The Pantone equivalents are indicated for special printing purposes.



the logo : colors

03 grayscale

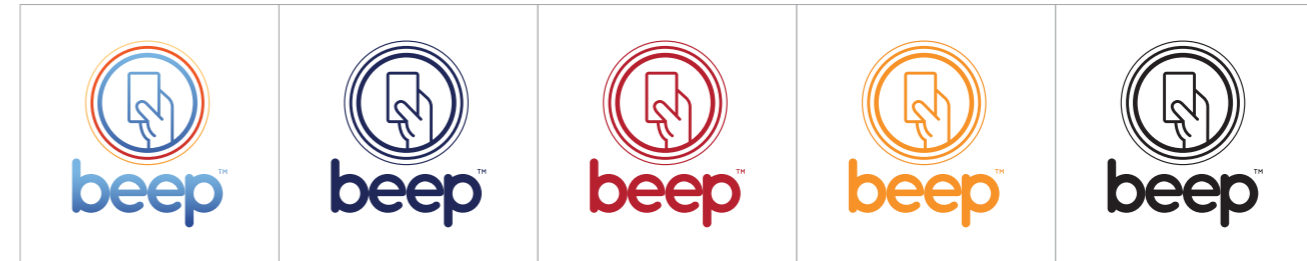
The grayscale logo may be rendered with a gradient or in flat black and white.



the logo : color usage

01 against white

Against white backgrounds, the full color logo or any of the single color logos may be used.



02 against color

Against colorful or busy backgrounds, a flat white version of the logo may be used.



The full color logo may be used against the dark blue background, but the gradient on the wordmark must be adjusted.



the logo : orientations

The vertical logo is the preferred variation, but when space is limited, the horizontal logo may be used.

01 vertical

The vertical logo places the icon on top of the wordmark. The trademark symbol is placed to the right of the wordmark.



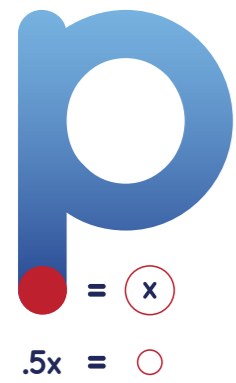
02 horizontal

The horizontal logo places the icon to the left of the wordmark. The trademark symbol is placed to the right of the wordmark.



the logo : clear space

The rounded edges of the typeface are used as reference for spacing.

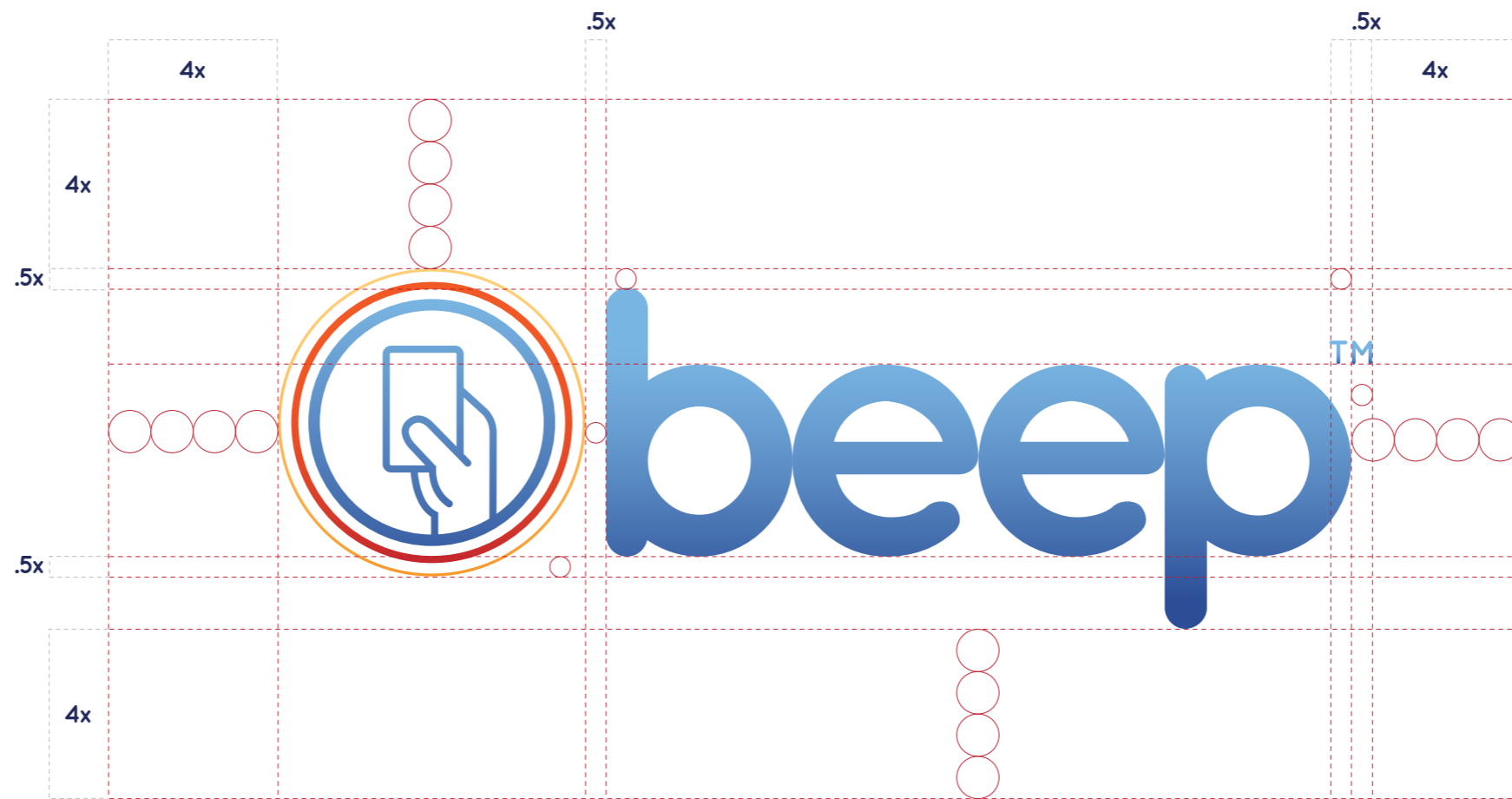


When using the logo, maintain the minimum clear space around it.

Note that the clearance space for the vertical logo differs from the clearance space of the horizontal logo.



the logo : clear space



the logo : minimum size

When using the logo in a digital or print medium, never decrease the size beyond the specified minimum.

Note that the minimum size of the vertical logo differs from the minimum size of the horizontal logo.

01



a0
1.5" wide

02



a1
1.25" wide

03



a2
1" wide

04



a3
.75" wide

05



a4 or smaller
.5" wide

06



web
39.6px wide

the logo : minimum size

07



a0
2.5" wide

08



a1
2.25" wide

09



a2
2" wide

10



a3
1.75" wide

11



a4 or smaller
1.5" wide

12



web
108px wide

the logo :text rendering

When mentioning the brand in a body of text, use small caps for all the letters and render it in boldface.

Sample Text

Card readers will be placed at every turnstile and checkout counter. To pay, simply tap the **beep**[™] card on the reader and wait for the beep. The sound will serve as a confirmation that your payment has been approved. Once the balance in your **beep**[™] card is consumed, you can always top it up.

the logo : incorrect usage

The following alterations to the logo are prohibited:

01

distorting the logo



02

using other colors



03

changing the font



04

adding a stroke



05

adding a bevel & emboss effect



06

placing the logo in a box



07

rendering the logo in outlines



08

changing the angle



09

adding glow and dropshadow



10

changing proportions



11

twisting the perspective



12

rearranging the elements



13

rearranging the elements



14

using the icon without the wordmark



the beep™ card : standard card

The standard **beep™** card is issued directly by the AFCSI and distributed in the three rail lines: LRT1, LRT2, and MRT3

01 front

The front of the **beep™** card prominently features the wordmark together with the icon. Refer to the previous chapter's section on horizontal logo orientation (p.11) and clear space (p.12).



Our 2019 **beep™** card is inspired by local weaving patterns from the Philippines.



2015 **beep™** card design

the beep™ card : standard card

02 back

The back of the beep™ card should feature the 16-digit card number prominently.

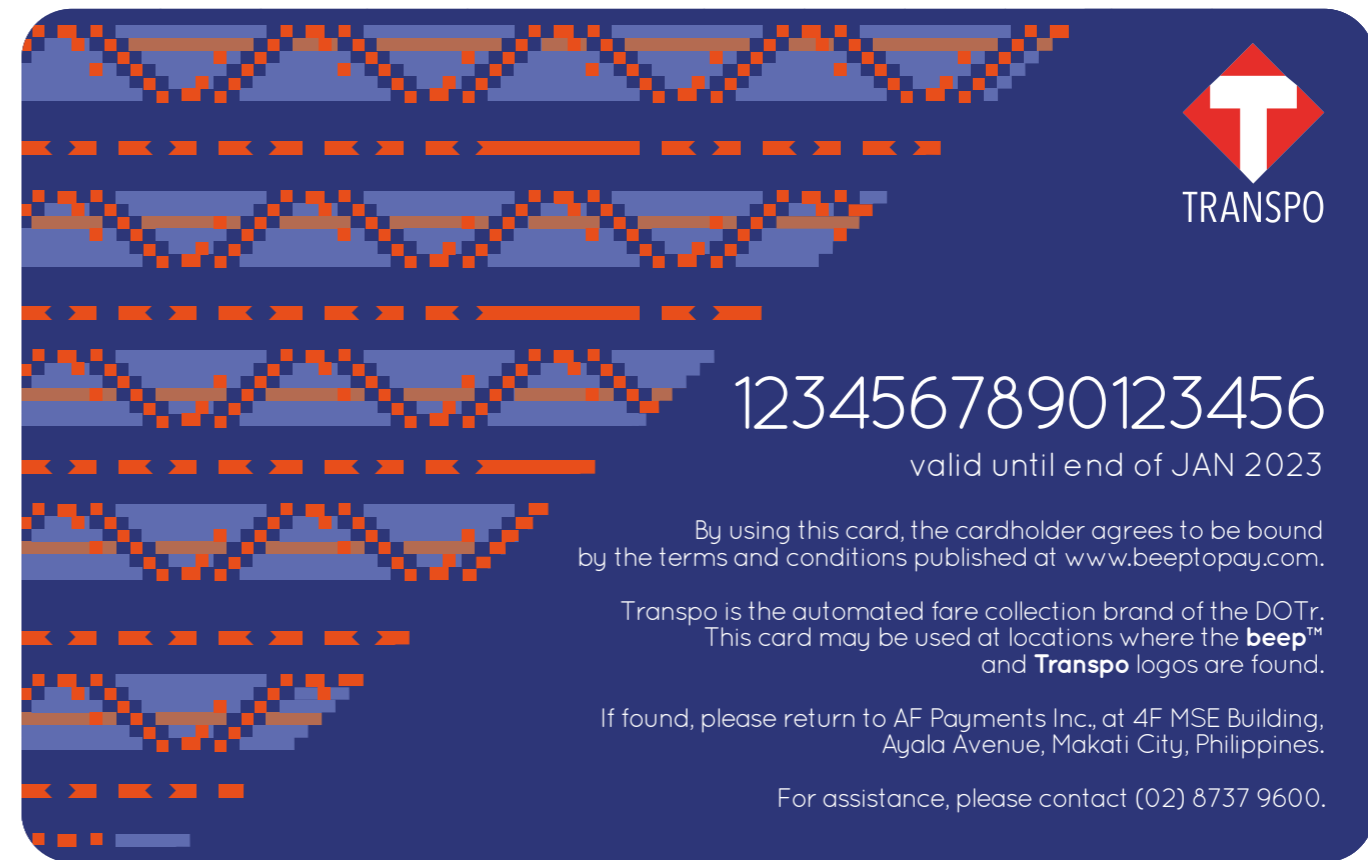
It should also indicate the date of validity, Transpo logo and mandatory legal information.

03 colors

The card design uses the following Pantone colors:

- | | |
|---|---|
|  Pantone 7687C |  Pantone 7456C |
|  Pantone 1655C |  Pantone 7522C |

Text and digits are printed in white.



2019 beep™ card design



2015 beep™ card design

the beep™ card : standard card

05 size

The card measures 54mm (height) by 85.6mm (width). Its rounded corners have a radius of 3.18mm. The thickness of the card is 0.80mm.

06 clear space

The card's layout follows the logo's clear space guidelines.



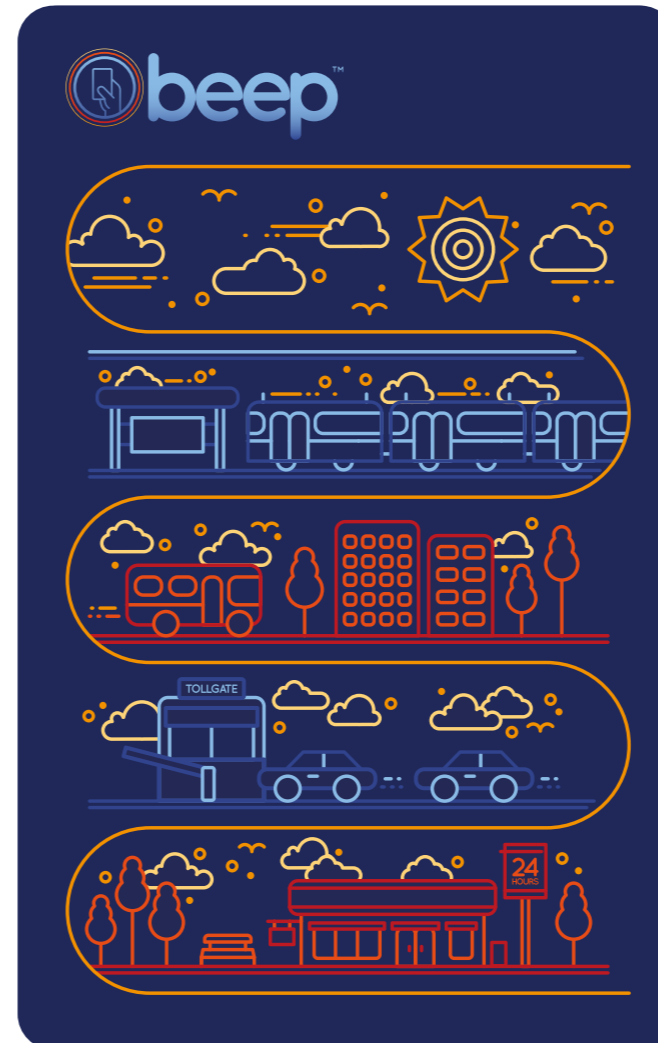
-  size
-  clear space

the beep™ card : non-rail card

The non-rail **beep™** cards feature a vertical design. They can be used in all places with **beep™** acceptance and are sold in all beep™ partner establishments outside the rail environment.

01 front

The design in front of the non-rail **beep™** cards represents the expanding **beep™** network. Illustrated are different usage occasions from morning until night, showing how **beep™** is the ideal ally of every city dweller who lives life on the go.



the beep™ card : non-rail card

02 back

The back of the non-rail **beep**™ card shows the 16-digit card number and the expiry date.

It also shows the Transpo logo as well as the mandatory information.

03 colors

The card comes in two color variants:

- Dark blue (Pantone 2756C)
- Light Yellow (Pantone P 10-5U)



the beep™ card : concessionary cards

Concessionary **beep™** cards are for PWDs and senior citizens. These cards give holders discounts on train and bus fares (where **beep™** is accepted).

01 front

The front of the concessionary **beep™** card should feature the cardholder's name. It should appear with the wordmark together with the icon.

Refer to the previous chapter's section on horizontal logo orientation (p.11) and clear space (p.12).

The cardholder's name is printed on the lower left hand side of the card.



2019 concessionary **beep™** card design



2015 **beep™** card design

the beep™ card : concessionary cards

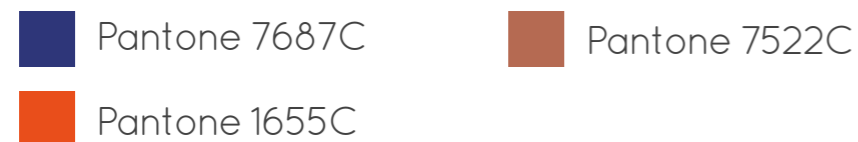
02 back

Like the standard beep™ card, the back of the concessionary card should feature the 16-digit card number prominently.

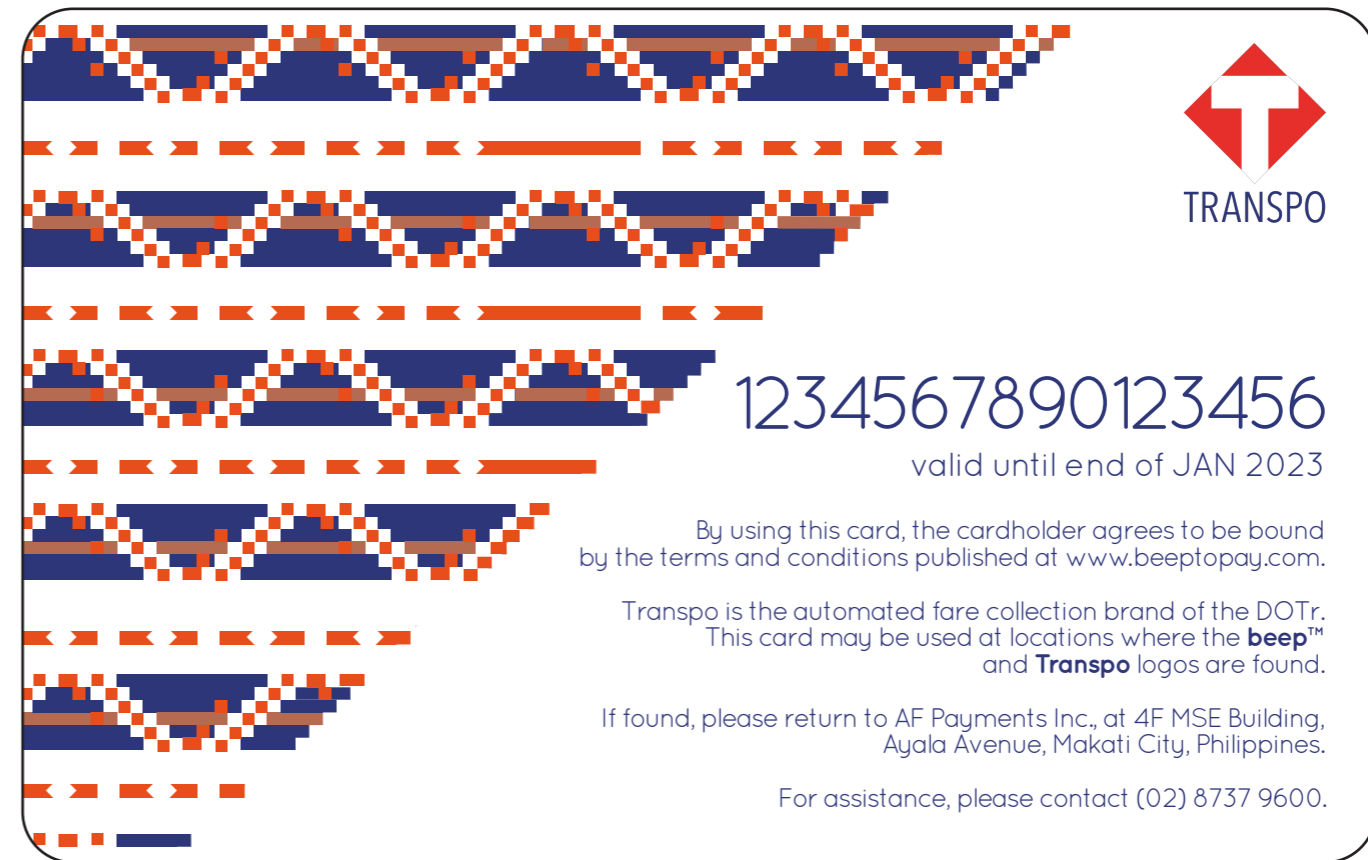
It should also indicate the date of validity, Transpo logo and mandatory legal information.

03 colors

The card design uses the following Pantone colors:



Text and digits are printed in Pantone 7687C.



2019 concessionary beep™ card design



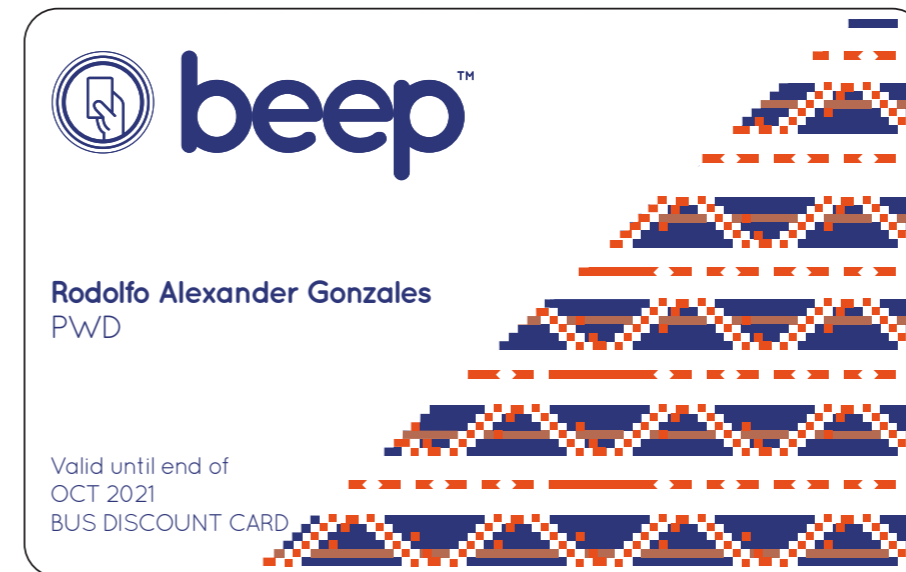
2015 beep™ card design

the beep™ card : discount card

The **beep™** discount cards are for senior citizens, persons with disability (PWD), and students. Holders of this card can automatically avail of the 20% government-mandated discount for the rails (not applicable for student cards) and buses with **beep™** acceptance. These cards are available in terminals of buses with **beep™** acceptance.

01 front

The front of the **beep™** discount cards have three variants: senior, PWD, and student. They have the same design as the white concessionary cards, except discount cards indicate the type of card, and where it was issued.




the beep™ card : discount card

02 back

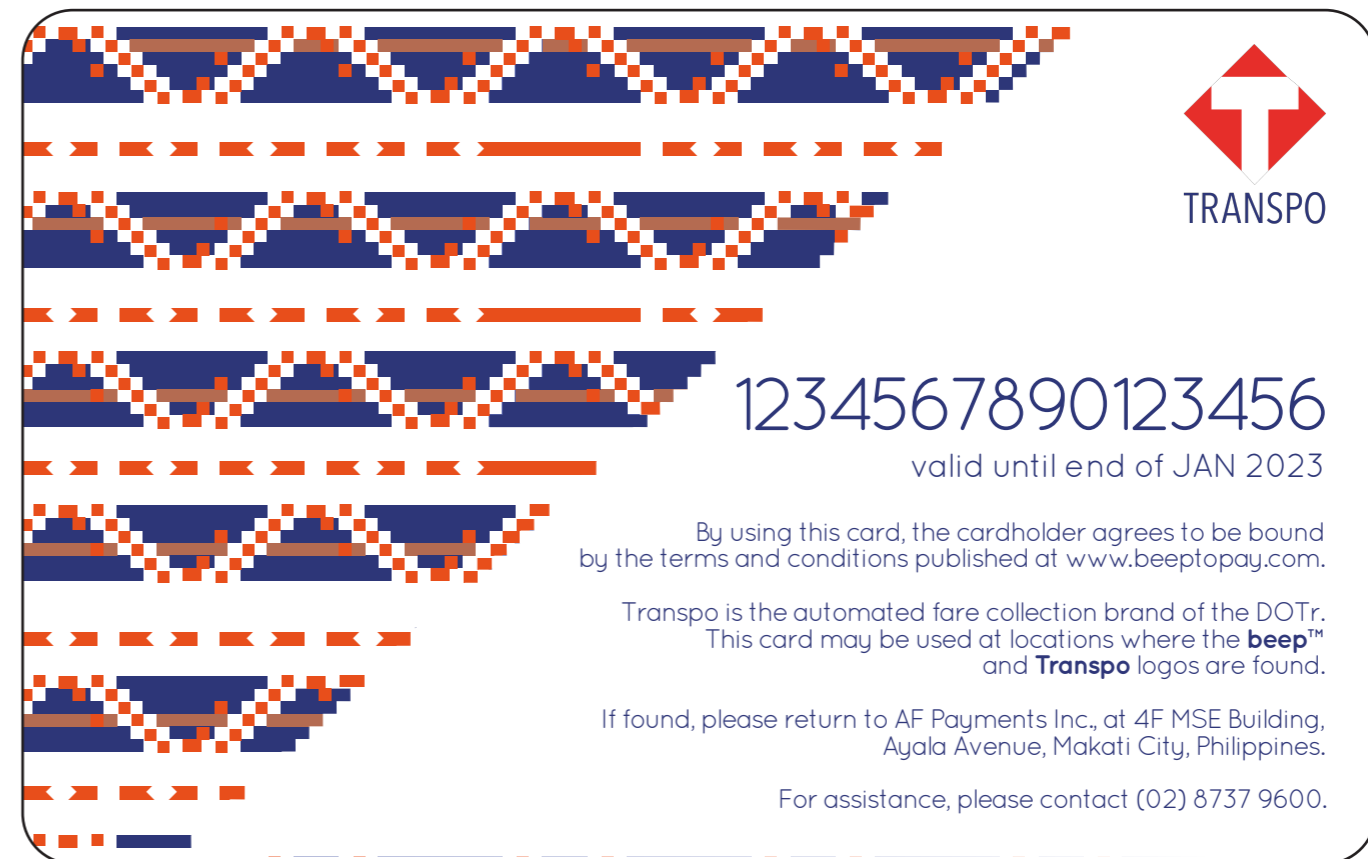
The back of the discount cards show the 16-digit card number, the Transpo logo, and the mandatory information..

03 colors

The card design uses the following Pantone colors:

-  Pantone 7687C
-  Pantone 7522C
-  Pantone 1655C

Text and digits are printed in Pantone 7687C.

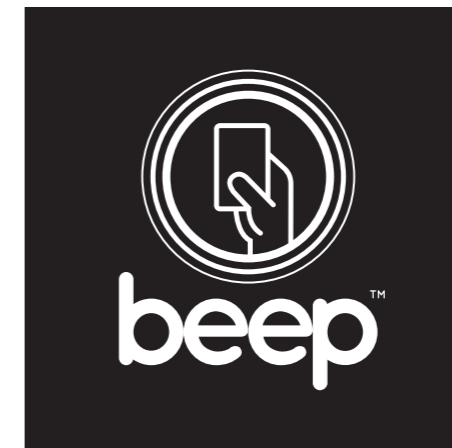


partner applications

01 color renditions of the beep™ logo

For white or light backgrounds, any of the three single color logos or the flat black logo may be used.

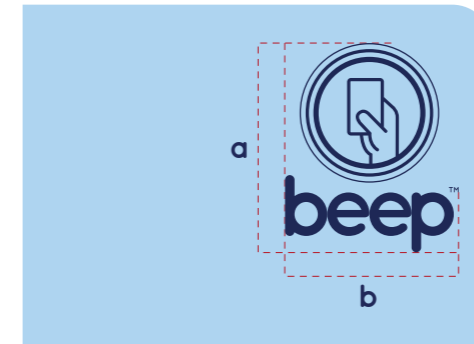
For darker backgrounds, the flat white logo is used.



partner applications

02 size of the beep™ logo

The required size of the beep™ logo is specified in the diagram.



a = 21.105mm
b = 17.500mm

03 clear space around the beep™ logo

Maintain the required clear space from the logo to the edge of the card.



x = 5mm

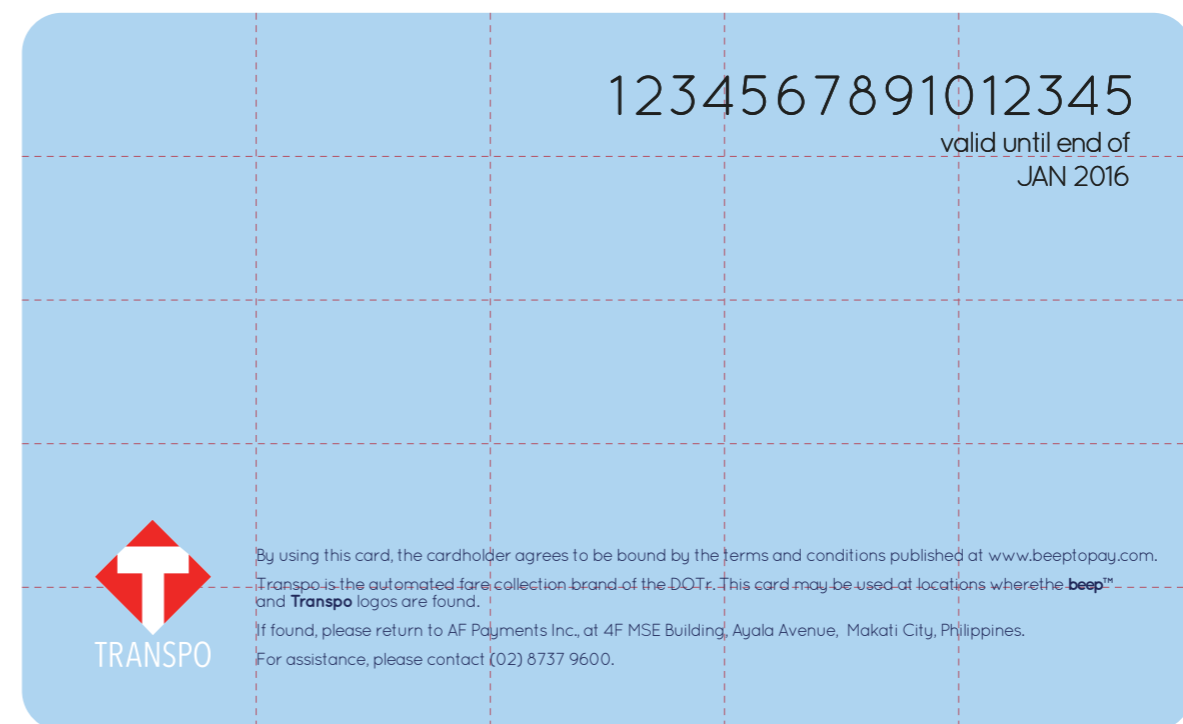
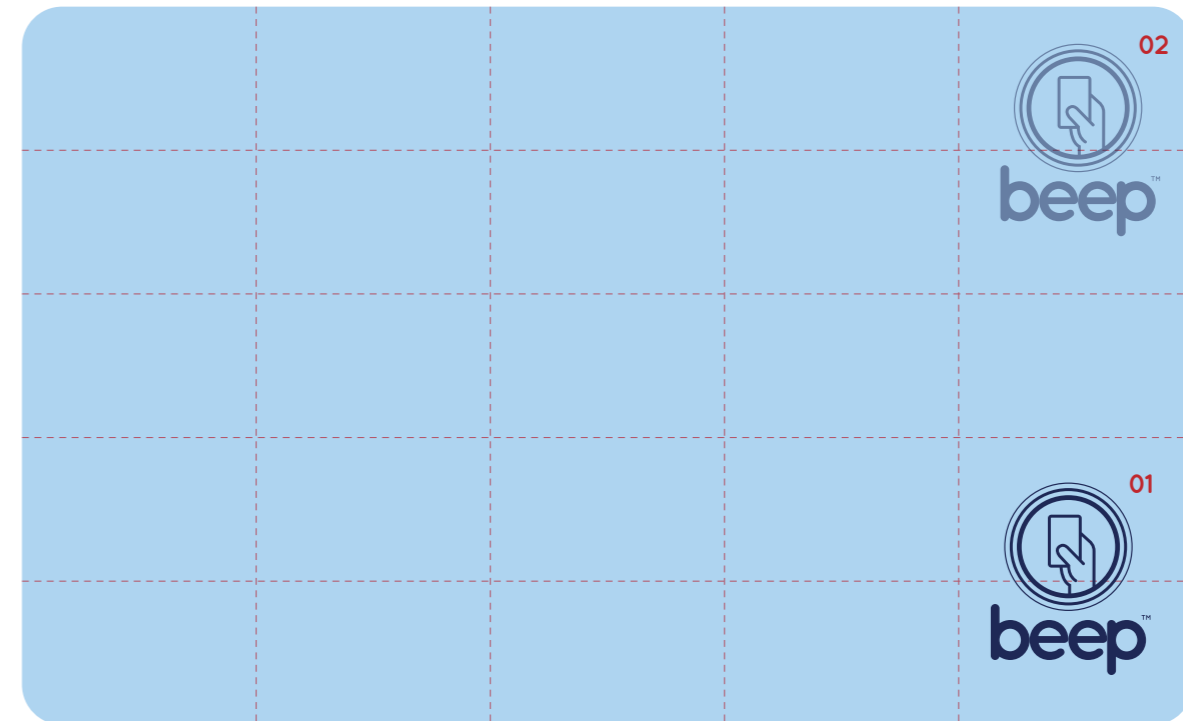
partner applications : co-branded advertising card

Co-branded advertising cards are stored value smart cards issued by AF Payments Inc., with the **beep**[™] and a partner brand on the card. The card does not possess any additional functionality other than the **beep**[™] purse. The co-branded partner uses the card primarily for advertising purposes.

01 placement of logos for co-branded advertising cards

The primary placement for the **beep**[™] logo is the lower right hand corner at the front of the card. If this space is not available, the logo may be placed on the upper right hand corner.

At the back of the card, the Transpo logo is placed on the bottom left hand corner. To its right are mandatory legal information, aligned flush left.



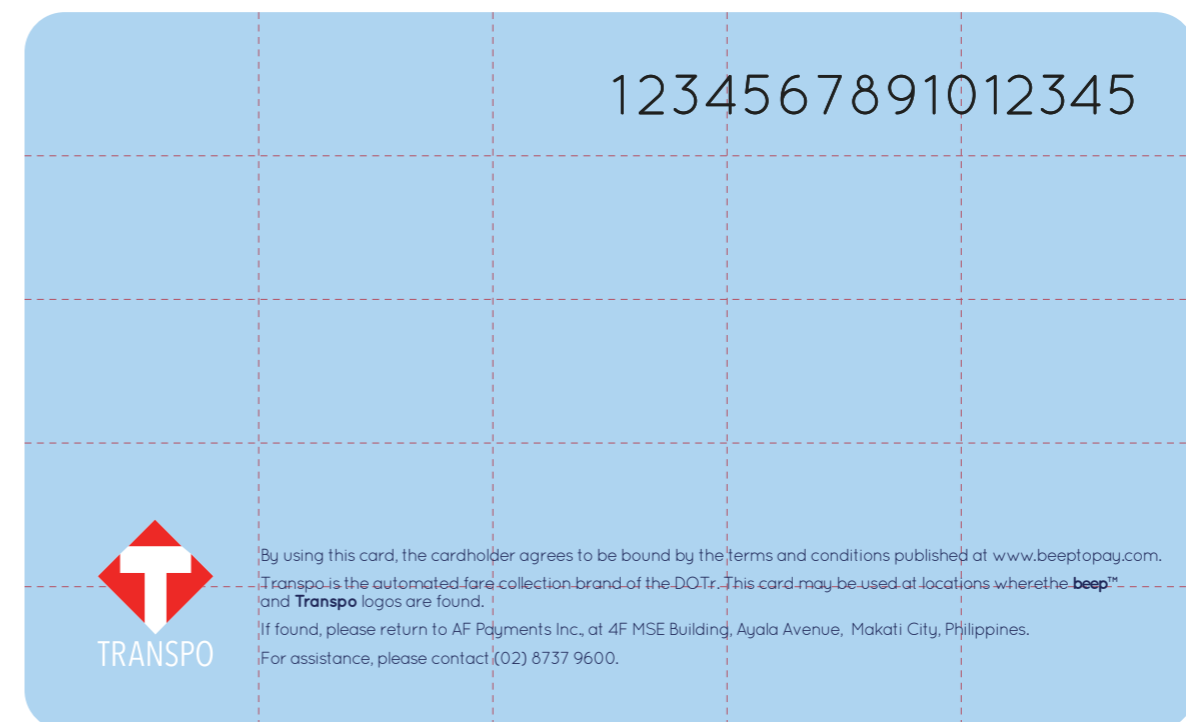
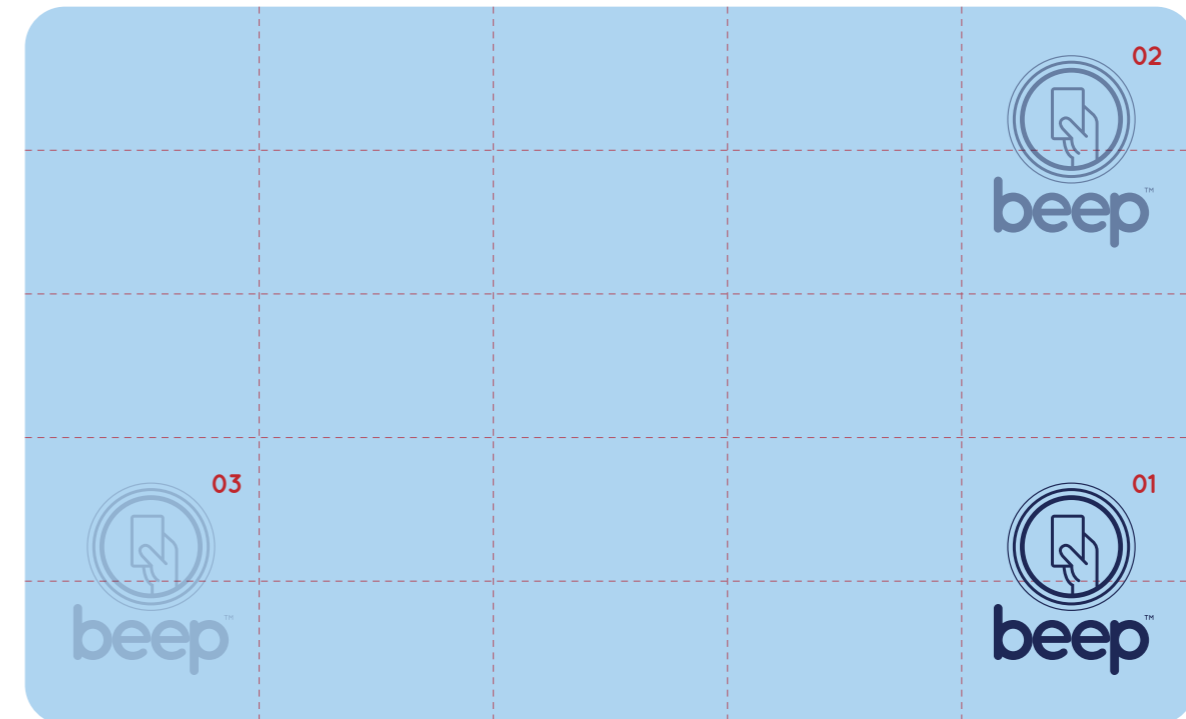
partner applications : co-branded multifunction card

Co-branded multifunction cards are stored value smart cards with the **beep**[™] and a partner brand on the card. In addition to the **beep**[™] stored value facility, the card may contain any of the following functionalities provided by the partner: loyalty, access control (ID), payments (i.e., MasterCard, Visa, etc.). The **beep**[™] stored value facility is issued and governed by AF Payments Inc., an accepted fare media issuer. The additional functionality is issued and governed by the co-branded partner; however, a co-branded partner is not considered a fare media issuer.

01 placement of logos for co-branded multifunction cards

The primary placement for the **beep**[™] logo is the lower right hand corner. The secondary placement is the upper right hand corner. If both placements are not available, the logo may be placed on the lower left hand corner.

At the back of the card, the Transpo logo is placed on the bottom left hand corner. To its right are mandatory legal information, aligned flush left.



partner applications : co-branded multifunction card with EMV chip and 2 CANs

There are co-branded multifunction cards with the **beep**[™] functionality that have an EMV chip and require two Card Account numbers (CANs) to be printed on the card. The CAN or Primary Account Number (PAN) of the partner/co-issuer will be printed at the front of the card according to the rules of the respective payment scheme card design. The **beep**[™] CAN can be placed at the back of the card (but it has to be clear that it is the **beep**[™] CAN).

In terms of validity dates, it is ideal that only one validity date is printed, preferably that of the partner/co-issuer but the **beep**[™] validity must be at least four (4) years from issuance. In case there is a difference between the partner/co-issuer and **beep**[™] card validity dates, the validity date for **beep**[™] can be indicated at the back of the card under the **beep**[™] CAN.

01 placement of logos for horizontal co-branded multifunction cards with EMV chip and 2 CANs

The primary placement for the **beep**[™] logo is the upper right hand corner. The secondary placement is the lower right hand corner.



partner applications : co-branded multifunction card with EMV chip and 2 CANs

There are co-branded multifunction cards with the **beep**[™] functionality that have an EMV chip and require two Card Account numbers (CANs) to be printed on the card. The CAN or Primary Account Number (PAN) of the partner/co-issuer will be printed at the front of the card according to the rules of the respective payment scheme card design. The **beep**[™] CAN can be placed at the back of the card (but it has to be clear that it is the **beep**[™] CAN).

In terms of validity dates, it is ideal that only one validity date is printed, preferably that of the partner/co-issuer but the **beep**[™] validity must be at least four (4) years from issuance. In case there is a difference between the partner/co-issuer and **beep**[™] card validity dates, the validity date for **beep**[™] can be indicated at the back of the card under the **beep**[™] CAN.

01 placement of logos for vertical co-branded multifunction cards with EMV chip and 2 CANs

The primary placement for the **beep**[™] logo is the lower right hand corner. The secondary placement is the lower left hand corner.



partner applications : co-branded multifunction card with EMV chip and 2 CANs

At the back of the card, the Transpo logo is placed on the bottom left hand corner. To its right are mandatory legal information, aligned flush left.

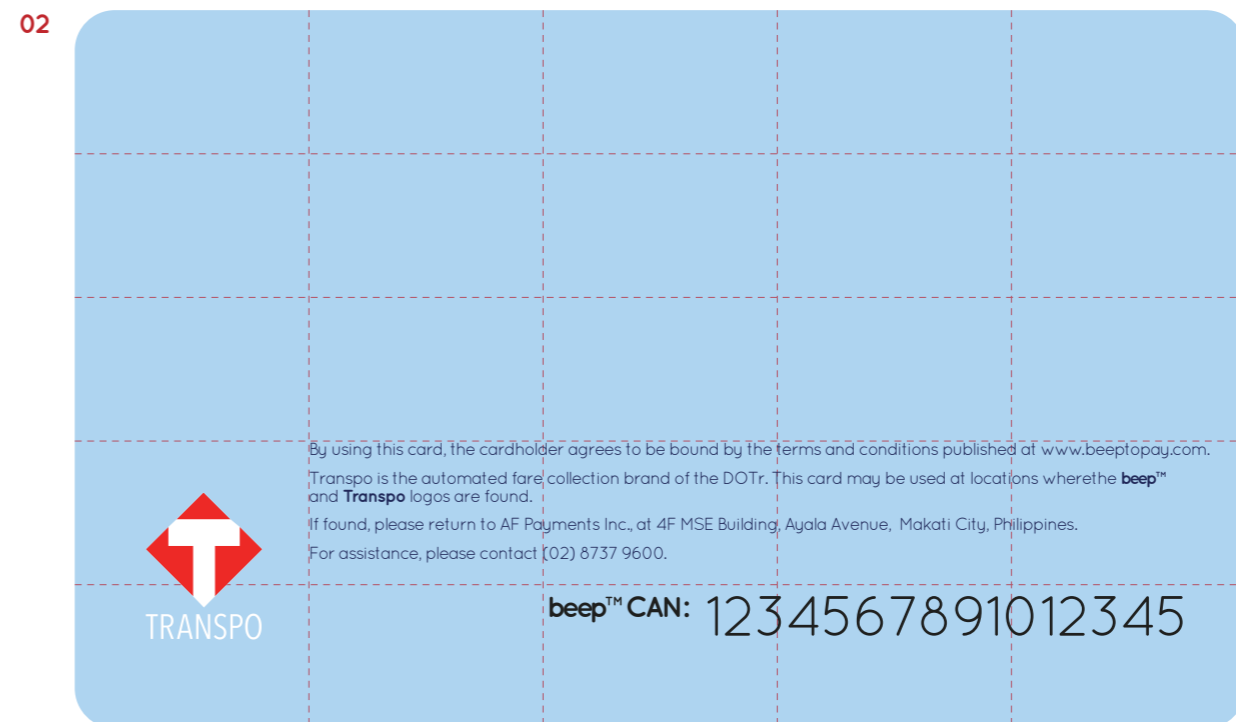
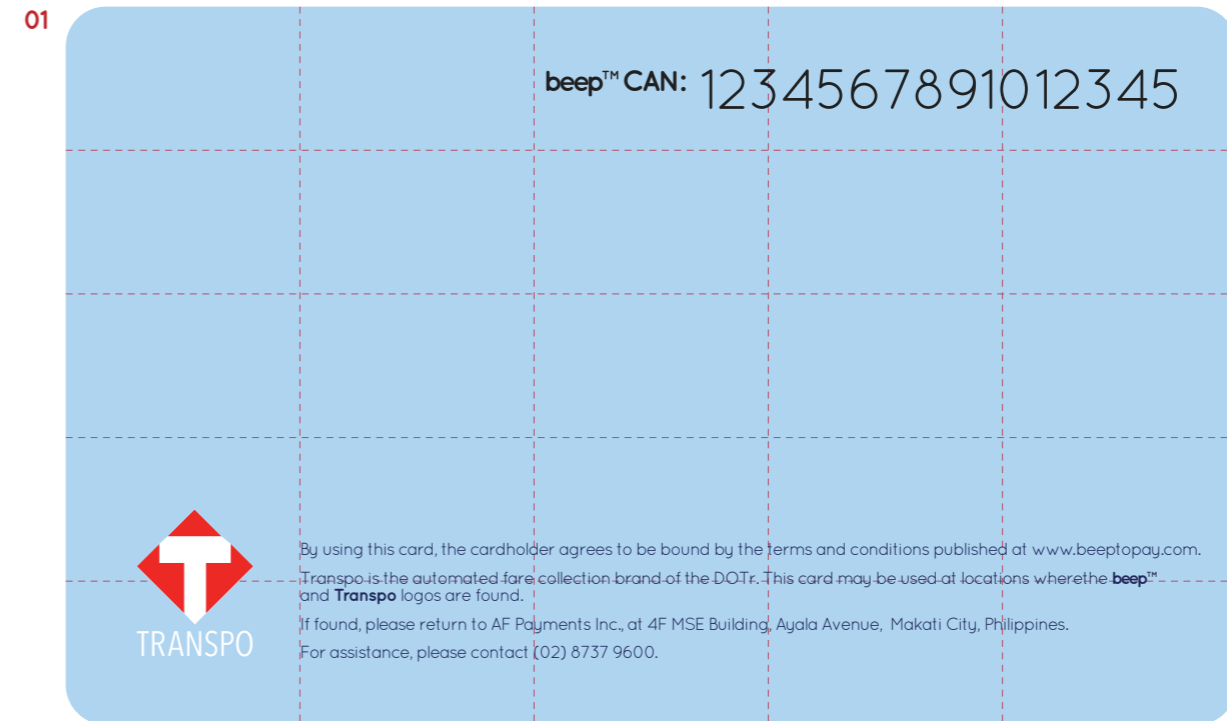
02 placement options for the beep™ card numbers

option 1

The beep™ card number can be placed on the upper right hand corner as in the standard beep card. The validity date will be printed at the back of the card.

option 2

The beep™ card number can be placed under the Transpo logo and mandatory copy. The validity date will be printed at the front of the card.



partner applications : co-branded multifunction card with EMV chip and 2 CANs

At the back of the card, the Transpo logo is placed on the bottom left hand corner. To its right are mandatory legal information, aligned flush left.

02 placement options for the beep™ card numbers

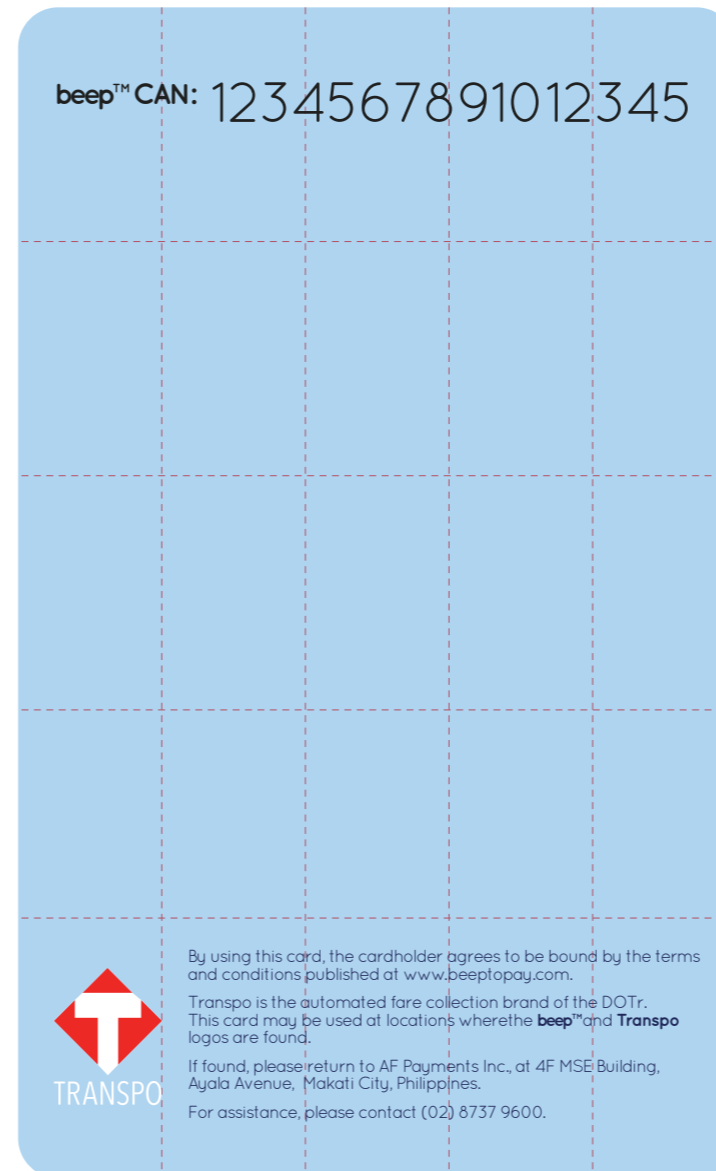
option 1

The beep™ card number can be placed on the upper right hand corner as in the standard beep card. The validity date will be printed at the back of the card.

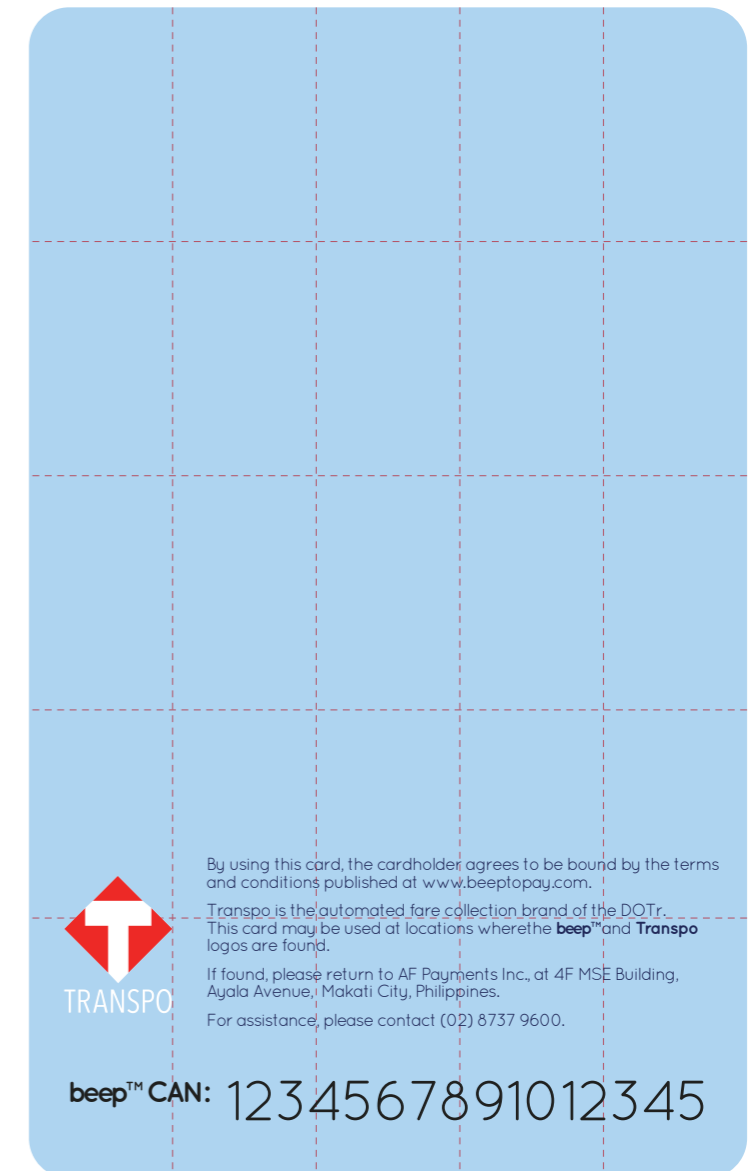
option 2

The beep™ card number can be placed under the Transpo logo and mandatory copy. The validity date will be printed at the front of the card.

01



02



partner applications : id card

06 placement of logos for partner ID cards

The front of ID cards is reserved for employee and company information. The **beep™** logo, the Transpo logo, and mandatory legal information are placed at the back.

For horizontal ID cards, the **beep™** logo is placed on the lower left hand corner. The Transpo logo is placed on the opposite side. Mandatory legal information is placed in between the **beep™** and Transpo logos, aligned flush left.

For vertical ID cards, the **beep™** logo is placed on the upper left hand corner. The Transpo logo is placed on the opposite of the **beep™** logo. Mandatory legal information is placed at the bottom, aligned flush left.

