Mission Statement
To empower and protect merchants accepting electronic payments by providing the fastest, most efficient, reliable and secure payment gateway in the marketplace along with the world’s most powerful and flexible electronic payment accounting application. We accomplish this through constant innovation and resolute independence.
Welcome
Shift4 provides merchant-centric software and services in the electronic payments industry. Secure connections are made from the point-of-sale or property management system (POS/PMS) to the merchant’s bank or credit card processor, generally over the internet, for authorization and settlement. The industries that we serve include retail, food & beverage, hospitality, mail order/telephone order, e-commerce, and more.

Our software-as-a-service DOLLARS ON THE NET® payment gateway provides merchants with secure, real-time authorizations and access to their credit, debit, and gift card transactions. Our customers can easily audit, edit, settle, retrieve, and report on up to 24 months of transaction data from anywhere in the world. These services are available for single or multiple locations or merchant types. DOLLARS ON THE NET is the best solution for all credit, debit, and gift card requirements.

Additionally, our VT4® mobile point-of-sale solution gives merchants the freedom to securely accept payments wherever their guests may be with any internet-connected device, including smartphones, tablets, and laptops. VT4 comes with Shift4’s unmatched security and industry-leading features like enterprise management controls, offline mode, and complete bank/processor/device neutrality, allowing businesses in all industries to easily add mobile revenue centers to their payment processing environment.

We are dedicated to protecting cardholder data and upholding the Payment Card Industry Data Security Standard (PCI DSS). We provide world-class security technology that eliminates the risk of credit card data theft or loss from the merchant’s system. Using our full suite of our technologies Shift4 merchant customers never store, process, or transmit payment card information within their point-of-sale (POS) system, thus reducing their PCI scope.

Through 20+ years of constant innovation and resolute independence, we have become a recognized advocate for merchants throughout the world.

What is a Brand?
The Shift4 brand is more than a name. It’s a set of values, attributes, and artwork that reflects the spirit of our company.

This book is an overview of our identity guidelines, illustrating how to apply the visual components of our brand, once your request has been received and approved from Shift4 Corporation. It includes directions on how to use our logos, colors, and product names.

Contact
For further information or to request artwork, contact our Marketing team at 702.597.2480 or info@shift4.com.
**Logo Elements and Clear Space**

**Preferred Lockup**

The Shift4 preferred lockup logo is comprised of the mark, logotype, and tagline.

Logotype font: **Humanist 521 Bold**

Tagline font: **Humanist 521 Bold**

The Shift4 preferred lockup logo must have a clear space area equal to the height of the logotype and tagline around it at all times. This area will scale proportionately as logo size increases or decrease.

Note: The Shift4 preferred lockup logo should only be used with Shift4’s permission and may not be used in a way that may be perceived as disparaging and outline other stipulations (written consent partnerships, endorsement, websites, etc.)
Logo Elements and Clear Space
Alternate Lockup

The Shift4 alternate lockup logo is comprised of the mark, logotype, and tagline.

Logotype font:
Humanist 521 Bold

Tagline font:
Humanist 521 Bold

The Shift4 alternate lockup logo must have a clear space area equal to the height of the logotype and tagline around it at all times. This area will scale proportionately as logo size increases or decreases.

Note: The Shift4 alternate lockup logo should only be used with Shift4’s permission and may not be used in a way that may be perceived as disparaging and outline other stipulations (written consent partnerships, endorsement, websites, etc.)
Logo Sizing

To ensure legibility, the Shift4 logos may not be reproduced below 1” in width (mark and logotype). We recommend 2” in width overall. You should not attempt to recreate or use the Shift4 logo at any size smaller than this in print.

Add minimum pixel width for digital use.

Do not move the ® mark from indicated positions in the logo.

Do not alter or move the logotype or tagline in any way.
Logo Color

Color helps define the logo. It sets tone and sends a message. Our colors are synonymous with our brand. The use of color in all applications must appear consistent throughout production and fabrication media. Outlined is the Pantone Matching System® (PMS) color palette for the Shift4 logo. It should be used as a reference when choosing colors for printed media, online usage, and signage.

The logo is a two-color mark. Print vendors should match color chips from the most recent Pantone® Color Specifier. Paper type and finish should be consistent throughout all printed materials to support corporate colors. A bright white stock is preferred.

The Shift4 logo color is Pantone 2603c and must match when using in different medias. Equivalent color palettes have also been approximated to differing media and executions. These values are subject to approval for all executions. The logo must always appear in color applications as represented.

The values are suggestions for matching the corporate color, but to ensure the best match, always base color choice on a visual match from the Pantone Matching System.

- **Mark PMS 2603c**
- **Logotype PMS Black**
- **Tagline**

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMS</strong>:</td>
<td>2603c</td>
</tr>
<tr>
<td><strong>CMYK</strong>:</td>
<td>73, 100, 3, 0</td>
</tr>
<tr>
<td><strong>RGB</strong>:</td>
<td>110, 41, 141</td>
</tr>
<tr>
<td><strong>WEB RGB</strong>:</td>
<td>#6E298D</td>
</tr>
</tbody>
</table>
Incorrect Logo Usage

The Shift4 logo must be used in the color as specified whenever color print is available. For black and white print or if the background does not lend itself to the two-color rendition, there is a one-color version of the logo in black or white.

- Do not tilt or transform the Shift4 logo in any way.
- Do not reproduce the logo in other colors.
- Do not reorganize or extract any elements of the logo.
- Do not apply a drop shadow.
- Do not reproduce the logo at a width smaller than 1 inch or 72 pixels.
- Do not enclose the logo identity within boxes or shapes defined by white or any other background color, in effect creating a new lockup.
- Do not add any modifiers to the logo.
- Do not alter the composition of the logo.
- Do not set the logo on a competitive background that will detract from its readability.

The Shift4 logo is the visual expression of Shift4 in an external-facing document. To clearly and effectively communicate the goals and vision of Shift4, it is imperative that the identity is preserved.

Do not encircle the mark with any graphical devices under any circumstance.

Do not change the logo type or typefaces under any circumstance.

Do not change the mark color under any circumstance.

Do not distort or angle the logo or any type elements under any circumstance.
Product Logos and Name Usage

The Shift4 product family is represented by the various product logos depicted here. They are available upon request from Shift4 Corporation for use by authorized partners and media only. They are provided in all graphic formats including EPS, JPG, PNG, and PDF. They are not to be altered in any way. The Shift4 product family can also be referred to by name only (as shown in the manner below) and are not to be altered in any way:

- i4Go®
- 4Go®
- 4Res®
- 4tify®
- 4Word®
- 4tress®
- DOLLARS ON THE NET®
- Fraud Sentry®
- IT'S YOUR CARD®
- MetaToken™
- Secure Offline Stand-In®
- TokenShare®
- TokenStore®
- True P2PE®
- TrueTokenization®
- Universal Transaction Gateway®
- UTG®
- UTG4Cloud®
- VT4®
- veri4®

Universal Transaction Gateway® (UTG®), 4Go®, 4Word®, and i4Go® are covered by one or more of the following U.S. Pat. Nos.: 7770769; 7841523; 7891563; 8328095; 8688589; 8690056; 9082120; 9256874; 9495680.
Additional Logos and Name Usage

Additional Shift4 logos are depicted here.
They are available upon request from Shift4 Corporation for use by authorized partners and media only.
They are provided in all graphic formats including EPS, JPG, PNG, and PDF.
They are not to be altered in any way.
The additional logos can also be referred to by name (as shown in the manner below) and are not to be altered in any way:

4Sight®
4titude®
### Corporate Typefaces

**Font Example**

<table>
<thead>
<tr>
<th>Font Name</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franklin Gothic Book</td>
<td>Franklin Gothic is the font family used in Shift4 print collateral. Book and Demi are the Primary weights, Gothic Medium, and Heavy are used where necessary.</td>
</tr>
<tr>
<td>Franklin Gothic Demi</td>
<td>Franklin Gothic condensed versions are used only if there are spacing issues that cannot be resolved alternatively.</td>
</tr>
<tr>
<td>Franklin Gothic Heavy</td>
<td>Century Gothic is used Headline, advertising space and for Web graphics.</td>
</tr>
<tr>
<td>Franklin Condensed</td>
<td>Adobe Garamond Pro is used for the number 4 product logotypes only.</td>
</tr>
<tr>
<td>Franklin Condensed</td>
<td>Adobe Caslon Pro is used for the letters of our product logotypes only.</td>
</tr>
<tr>
<td>Century Gothic</td>
<td>Arial is used by default in desktop applications such as PowerPoint, Word, Excel, and Outlook.</td>
</tr>
<tr>
<td>Adobe Garamond Pro</td>
<td>The Shift4 corporate Web site uses the default set provided by most WYSIWYG HTML editors.</td>
</tr>
</tbody>
</table>

### WEBSITE FONTS

**Font Example**

Verdana, Geneva, Arial, Helvetica, Century Gothic
In summary, for all internal instances, the Shift4 logo must be used in the two colors (purple PMS 2603c and black) for color print or one color (100% black as specified) for black and white print only.

PMS: 2603c
CMYK: 73, 100, 3, 0
RGB: 110, 41, 141
WEB RGB: #6E298D

This can be used when applying a gradient, or when the need for a variation of color is required.

PMS: Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
WEB RGB: #000000