

# Brand guidelines

October 2025

# Meet the NCR Atleos brand

The following pages outline the fundamentals of our brand and guide its expression. It is a source of information and inspiration. Use it to learn about and strengthen our brand presence.

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# Brand fundamentals

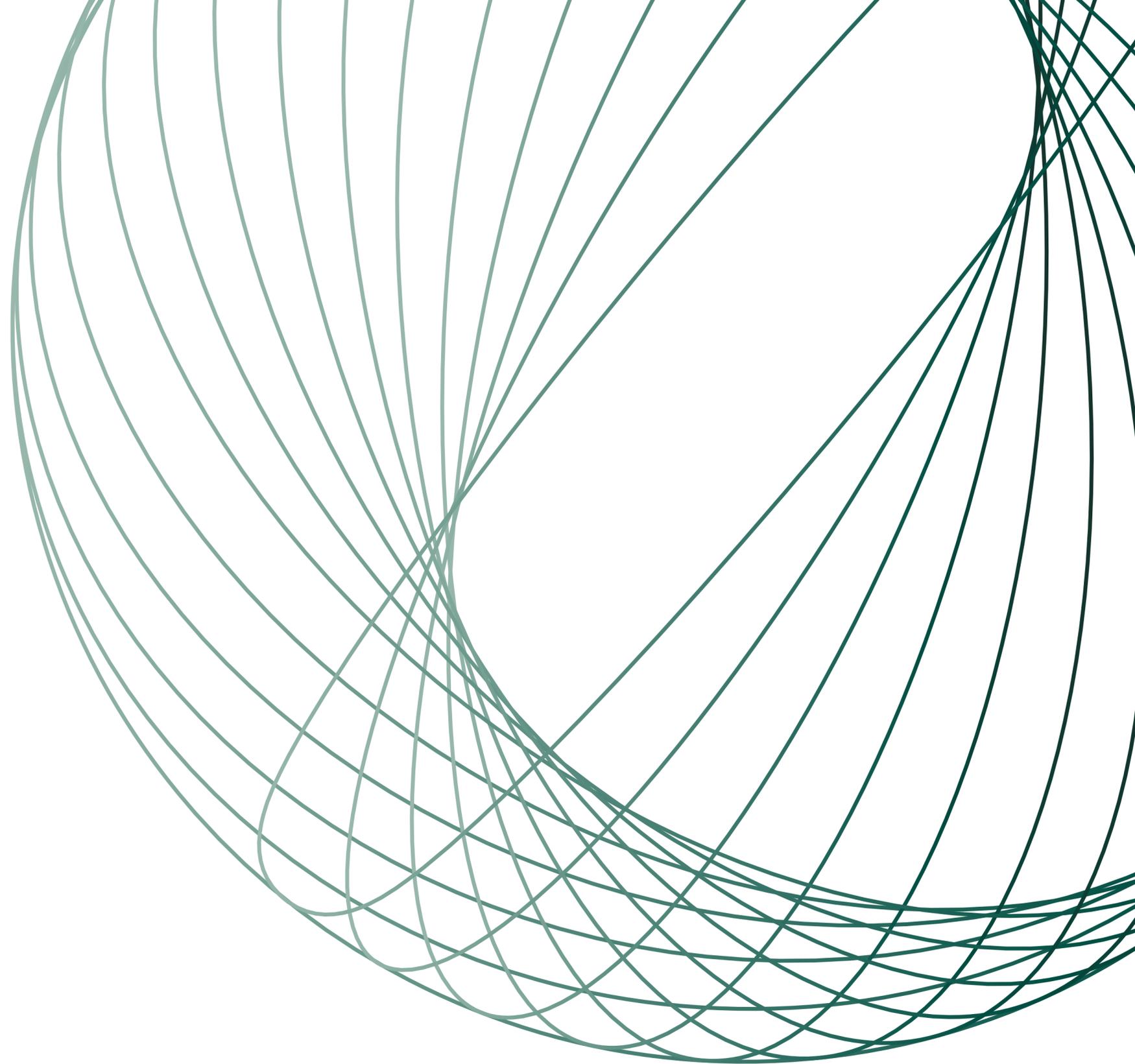
Name

Tagline

Personality

Value proposition

About us



## Brand fundamentals

### Name

Our name is our brand story in its shortest form.

“NCR” leads our name, as a proven marker of trust and excellence. “Atleos,” a reference to an atlas or map, speaks to our focus on financial access worldwide.

Together they tell the story of broad reach, scale and a relentless commitment to innovation that moves the world’s largest financial institutions and retailers into the future.

#### **Always spell out NCR Atleos.**

Use our full name every time. It should never be shortened to NCR, NCRA, NATL or any other variation. The only exception is when speaking to investors. Then we are Atleos.

#### **After first mention of NCR Atleos, use “we” as much as possible.**

Repetition gets clunky and speaking in first person feels more personal and engaging.

#### **Avoid using NCR Atleos as a possessive.**

When speaking in the possessive, use “our.” If absolutely necessary to use NCR Atleos, simply add an apostrophe with no extra “s.”



## Brand fundamentals

# Tagline

Our tagline is a concise, memorable and external expression of our value proposition. Together with our name, visual identity and voice, it helps communicate what we stand for and how we stand apart from the competition.

“**Access expanded**” speaks to the broadening of transactions and financial access enabled by our solutions, products and services across the world.

Use our tagline to express our brand in our website, marketing collateral, social media profiles, email signatures, video end cards, print and digital advertising, trade show booths, sales presentations, press releases, media kits, packaging and internal communications.

Tagline wording should remain in correct sequence. Do not modify words or word order when using our tagline (e.g., “Expanding access”).

The best way to showcase our tagline is as a visual element across our touchpoints, not as a headline within written copy.

### Do

Do use as a visual element.

Do use as Title Case or ALL CAPS.

### Do not

Do not use within body copy.

Do not use punctuation.



## Brand fundamentals

# Personality

Our personality traits guide the feeling of our brand and all our brand experiences—how we talk, how we look and where we show up.

These traits are important to keep in mind when creating brand collateral. And while together they form a complete picture of who we are, each trait can be dialed up or down depending on the intent and purpose.

# Worldly

Our language is that of a global citizen. Our messages reflect a deep understanding of the realities that connect our customers around the world. That means our word choice must be approachable and meaningful to all.

# Trusted

We take our reputation seriously and continuously seek out new ways to demonstrate our expertise—not by boasting, but by detailing the real impact we can make on our customers' ability to serve. We build trust through experience and results we can point to.

# Driven

We are laser-focused on addressing the needs of our customers. This comes to life through decisive, action-oriented language. Even when highlighting past successes, it's to prove what's possible in the future. We're always looking for the next opportunity.

## About us

We've prepared some succinct descriptions of our business for when you need them.

### **25 words** (25 words)

NCR Atleos expands self-service financial access for retailers and financial institutions who leverage our expertise, scale, global services and innovation to deliver convenient self-service banking.

### **50 words** (50 words)

NCR Atleos expands self-service financial access. Our innovative solutions enable financial institutions and retailers to shift more transactions to self-service and leverage our ATM network – the largest in the world. Through our digital-first tech, always-on services and operational scale we optimize the branch, improve efficiency and maximize access and availability.

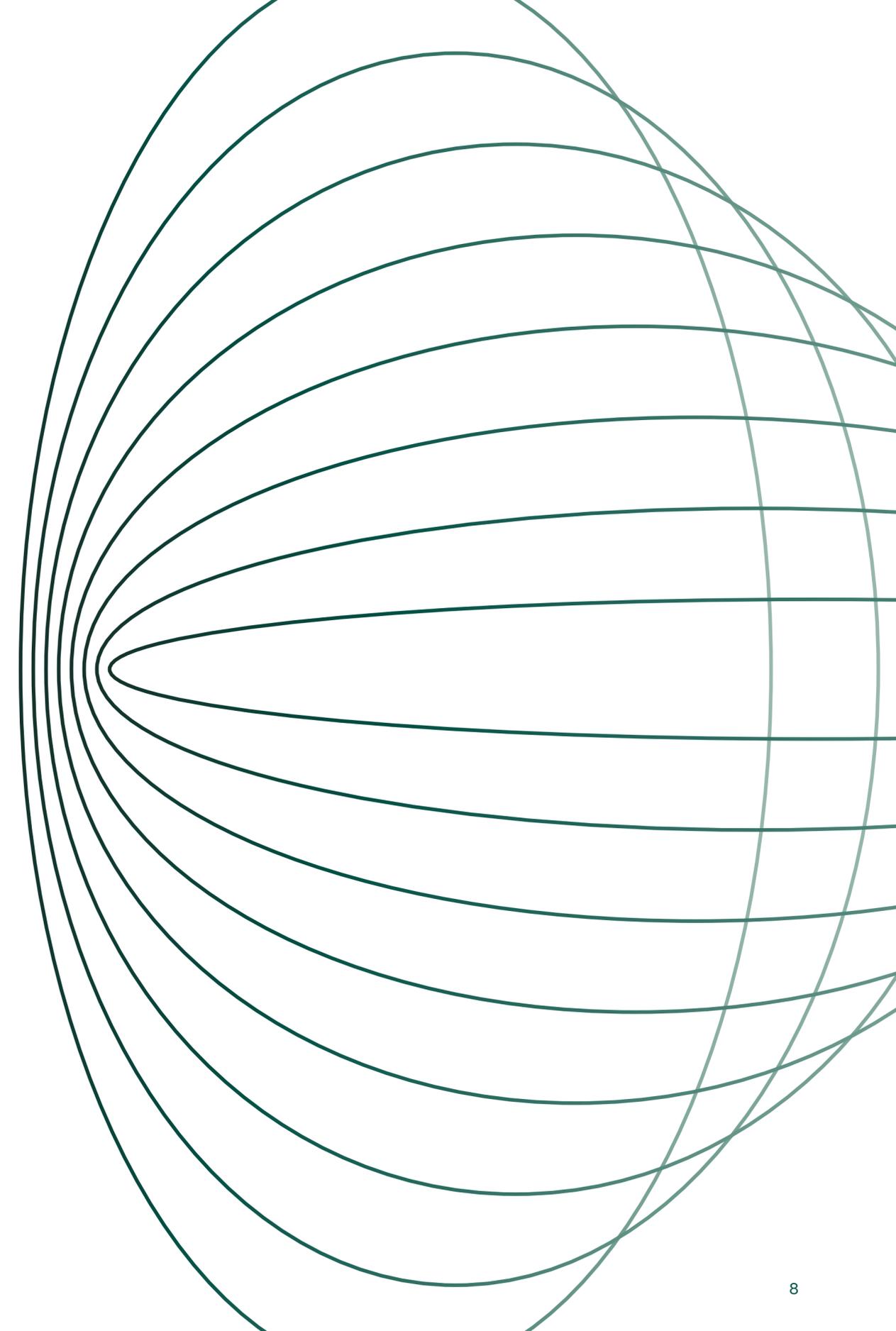
### **100 words** (94 words)

NCR Atleos expands self-service financial access for financial institutions and retailers. Using our innovative digital-first tech, they shift more transactions to self-service and leverage our own ATM network—the largest network in the world. Our singular focus, the unmatched breadth and scale of our global services operation and the experience that comes with operating our own, international ATM network mean our customers trust us to run their entire self-service network end-to-end. The result of what we do? Branch optimization, improved operational efficiency and maximized availability—ultimately creating exceptional banking experiences and convenient access for consumers.

# Language guidelines

Style guide

Brand guidelines



## Language guidelines

# Style guide

Whether your title reflects it or not, everyone at NCR Atleos is a communicator. From composing emails to creating presentations to captioning social posts, we all face daily questions around the written word. And with an organization the size of ours, it's inevitable we answer them differently.

Certain rules may be broken when a particular effect is warranted. Any variation must be approved by the brand team.

We have developed a separate language guidelines document to help you be consistent. These guidelines ensure we speak with one unified voice and follow the same set of rules, making it easier to write for NCR Atleos.

For comprehensive guidance on tone, terminology and messaging, please refer to the full language guidelines here: [Brand Language Guidelines](#)

## AP style

We follow writing rules as laid out by the Associated Press. The remainder of this section outlines some of the most common questions that arise when crafting copy. For all instances not covered in this guide, follow AP Style.

### When to use:

Consult the AP Style Guide in most cases, especially for long-form copy and when dealing with information like dates and times that need to be consistent. This includes but is not exclusive to:

- Press releases
- Newsletters
- Emails
- Articles
- Website page copy
- Annual reports
- Print body copy
- White papers
- Brochures and one-pagers
- Blog posts

### Exceptions:

There are, however, touch points that allow for more flexibility. These are mostly creative in nature, when deviating from AP style is necessary for punch and precision. Any application not listed here should remain consistent with AP style and any deviation from AP style should be agreed with the brand team.

### Graphics

Copy integrated into design should always prioritize visual impact. That includes both physical applications like trade shows and digital applications like website headers.

### Motion graphics

Copy in videos and animated banners should be short and quickly readable. That often means using incomplete sentences and breaking from AP style.

### Headlines

Headlines should grab attention and make readers want to know more. If AP style hinders the power of the message, it's ok to deviate.

### Social posts

Social media is less formal than other channels and should match the tone of the audience and drive engagement. AP style will rarely be adhered to. This applies to both the visuals and caption.

### Internal decks

AP style is not as critical to internal documents where the main goal is clear presentation of information.

# Visual identity

Introduction

Logo

Colors

Typography

Graphic elements

Layout

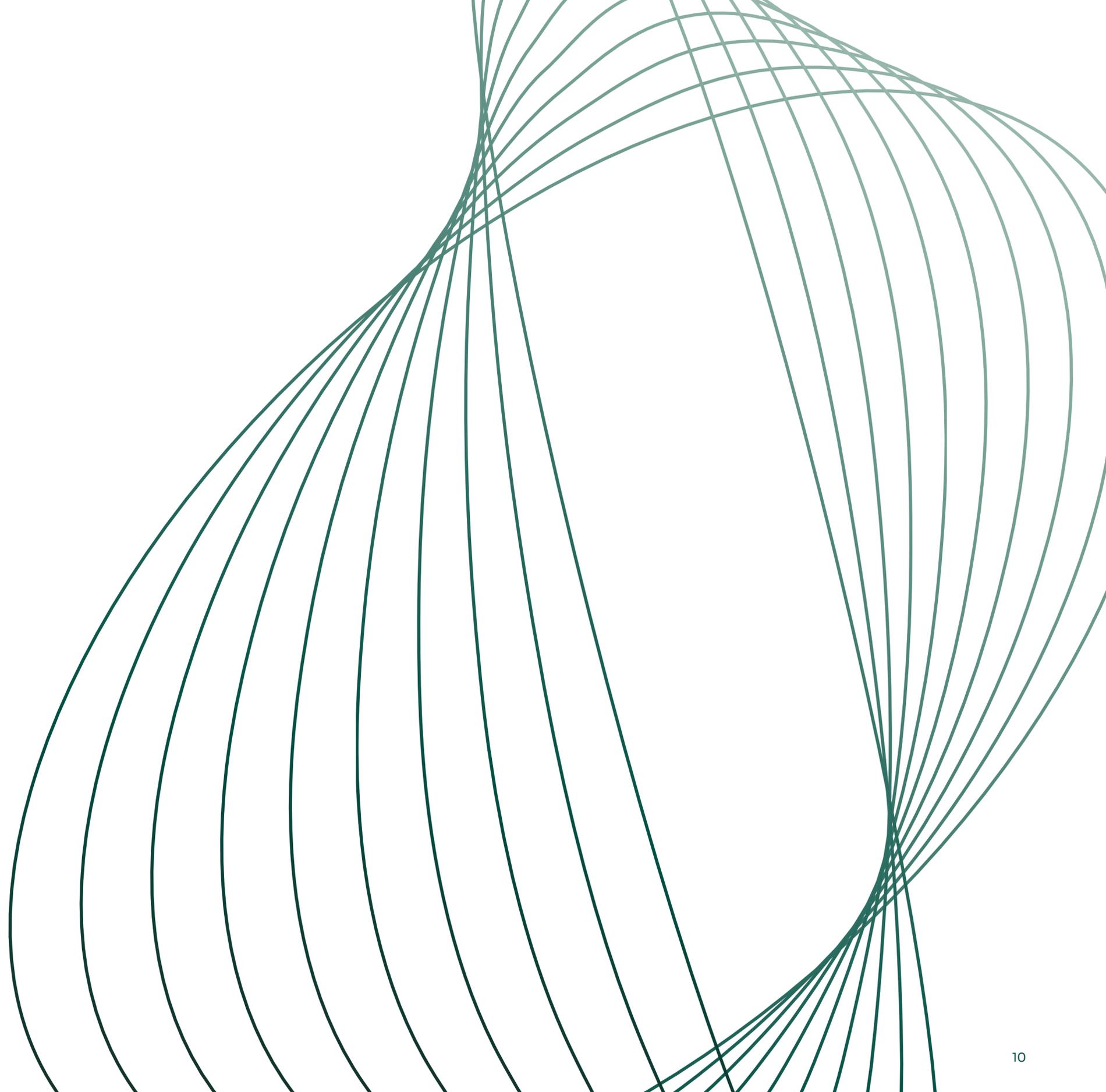
Photography

Graphic styles

Digital

Stationary

Brand guidelines



## Visual identity

# Introduction

Our visual identity is the distinctive look of our brand.

### What role does it play?

Visual identity helps us express our value proposition and personality through a unique visual storytelling style defined by a visual identity system.

### How do we use it?

By following the visual identity system guidelines, our brand consistently uses its suite of assets to create a cohesive yet flexible look and feel across all brand experiences.

### Alignment with our brand attributes

Our visual identity is rooted in our brand attributes. Each of our visual assets plays a unique role in communicating elements of these attributes.

**\* All creative assets, including both digital and print materials, must be reviewed and approved by the Creative team. This includes any proofs or drafts before they are finalized or sent to print or published online.**

## Worldly

We operate everywhere. Our global presence provides broad perspectives and deep understandings of our customers' opportunities.

Our logomark reflects our global reach and connections.

Our photography offers expansive viewpoints.

## Trusted

We are proven. We serve financial institutions of all sizes, leading them with experience and evoking steady confidence.

Our green color palette hints to our heritage and experience in the banking industry.

Our font is structured and balanced.

## Driven

We are future focused. We continually explore new ways to expand financial access.

Our graphic device and abstract imagery reflects our dynamic and ever-changing approach.

# Logo

## Logo

# Introduction

Our logo consists of our logomark and logotype.

Our logomark consists of one thick circle and three thinner circles. The thick circle represents access. The thinner circles represent how NCR Atleos transforms and innovates access and expands it into new spaces, locations and formats. The resulting form creates a globe connected to the word “Atlas” contained in our name. It represents our worldly personality and global presence.

Our logotype uses a humanist typeface with horizontal features at the cap height and baseline of letter forms (visible in letters “A” and “N”), as well as in counters (visible in letters “C”, “O” and “S.”) These features create a look that is stable, grounded and trustworthy.

The overall look of our logo reflects our position as trusted authority and leader in our field of business.

**To maintain the integrity and visibility of the NCR Atleos brand, all created assets must prominently feature the NCR Atleos logo.**

**No materials—whether digital or printed—should be produced or displayed without the logo. Please ensure the logo is placed in a visible and appropriate location on every asset to uphold brand consistency and recognition.**

## Do not

Do not recreate or alter the logo in any way. Only use approved logo art files.



Logomark



NCR ATLEOS

Logotype

## Logo Formats

### Our primary logo

The primary logo is the preferred configuration and is used in the majority of applications. It has a horizontal configuration with the logomark to the left of the logotype.

### Our stacked logo

The stacked logo is used in small spaces where the horizontal logo would be smaller than the allowed minimum size and in approved lock-ups. It has a horizontal configuration with our logotype stacked in two lines. The stacked logo may be used in instances like promotional items where the primary logo is too long to fit.

### Our stand-alone logomark

**Any use of the stand-alone logo mark must be approved by the Brand team.**

Contact [brand.marketing@ncratleos.com](mailto:brand.marketing@ncratleos.com) for approval to use the stacked logo and the stand-alone logomark.

Download NCR Atleos logo art files at <https://assets.ncratleos.com/by/ncr-atleos-logos>

### Do not

Do not recreate or alter the logos in any way. Only use approved logo art files.

Do not separate the logotype and use on its own.

### Our primary logo



### Our stacked logo (limited use)



### Our stand-alone logomark (limited use)



## Logo

# Clear space and minimum size

### Clear space

Clear space is the area surrounding a logo that is kept free of other graphics and typography. It plays an essential role in ensuring our logo is easy to recognize across all of our communications.

The minimum clear space surrounding the primary logo, stacked logo and stand-alone logomark is equal to half of the height of the logomark.

### Minimum size

Minimum sizes are specified to ensure the legibility of the logos in both print and digital applications, and that the details in the logos are maintained and easily read. The logos work best when used above the recommended minimum size.

The minimum size for the primary logo, stacked logo and stand-alone logomark is equal to 25 px for digital or 0.35 in for print applications. The art file size should be doubled to achieve this minimum size as it includes the clear space.

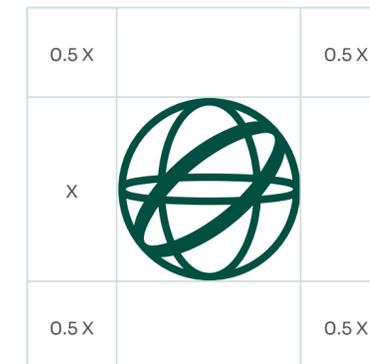
There is no maximum size. The logo should be prominent but not overbearing, and maintain the specified clear space.

### Do not

Do not use text and graphics in the clear space.

Do not use the logo below the minimum size.

### Clear space



### Minimum size



## Logo

# Hardware logos

Special versions of the logo have been developed for the particular requirements of reproducing the logo on hardware. These have been optimized to ensure the logos reproduce properly at small sizes using specialized techniques such as pad and foil printing or embossing.

These versions of the logo are regulated in their use and should only be used on hardware applications.

### Clear space

Because the hardware logos often need to fit in spaces that are quite limited, the clear space around the logo is reduced to 0.25X. This smaller clear space should never be used outside hardware applications.

### Minimum size

The minimum size for the hardware logo is 11 mm in height for the logomark. The logos are only used in print and never for on-screen applications.

### Do not

Do not use hardware logos outside of hardware applications.

Do not use the clear space for hardware with other versions of the logo.

Do not use the logo below the minimum size.

### Stacked hardware logo



### Clear space



### Minimum size



### Horizontal hardware logo



### Clear space



### Minimum size



## Logo

# Logo lock-ups

We use two configurations for logo lock-ups. The primary lock-up is the preferred configuration and should be used in the majority of applications. It uses the stacked configuration of our logo to the left of the lock-up.

The secondary logo lock-up is used in small spaces where there is a limited horizontal space. It has the stacked configuration of our logo on the top of the lock-up.

Logo lock-ups should be approved by the NCR Atleos Marketing team.

Looking for our NCR Atleos Business Resource Group logos?

**Black Professional Forum:**

<https://assets.ncratleos.com/by/black-professional-forum>

**Disability Alliance:**

<https://assets.ncratleos.com/by/disability-alliance>

**NCR Atleos Conexión:**

<https://assets.ncratleos.com/by/ncr-atleos-conexion>

**United:** <https://assets.ncratleos.com/by/united>

**Valor:** <https://assets.ncratleos.com/by/valor>

**WIN at NCR Atleos:**

<https://assets.ncratleos.com/by/win-at-ncr-atleos>

## Do not

Do not create logo lock-ups with other configurations.

Do not create logo lock-ups without the approval of the NCR Atleos Marketing team.

Primary (horizontal)



Partner Network

Secondary (vertical)



Partner Network

BRG logo



Black  
Professionals  
Forum



NCR Atleos  
Conexión

# Logo Colors

## Color variations

Our logos come in three variations: dark teal, white and black. Dark teal and white are the main colors in which our logos appear. Black is used for limited-color applications only.

## Use on background colors

For the most part, the dark teal logos are placed on a white or light teal colored background. Dark teal logos may be used on light areas of photographs if they provide sufficient contrast for good legibility. Conversely, the white logos are placed on dark teal or teal tint backgrounds. White logos can be knocked out of dark photographic backgrounds.

Contact NCR Atleos Marketing for further information and guidance.

## Do not

Do not use our logos outside of the background and logo color combinations outlined on this page.

Do not change the logo colors in any way.



On dark teal  
our logo is white



On light teal  
our logo is dark teal



On white  
our logo is dark teal

On light backgrounds  
our logo is dark teal



On dark photography  
our logo is white



On limited-color applications our  
logo is black



## Logo Usage

### Alignment

The NCR Atleos logo should be either left-aligned or center-aligned with accompanying text or layout elements, depending on the design context.

### Placement

Place the logo at the edge of the layout margin. The logo should touch the margin line.

### Sizing

When used with text, the height of the logo art file should be equal to the point size of the big headline or four times (4X) the size of the body copy.

If the logo is used on its own, the logo art file can be sized to fit inside the margin.

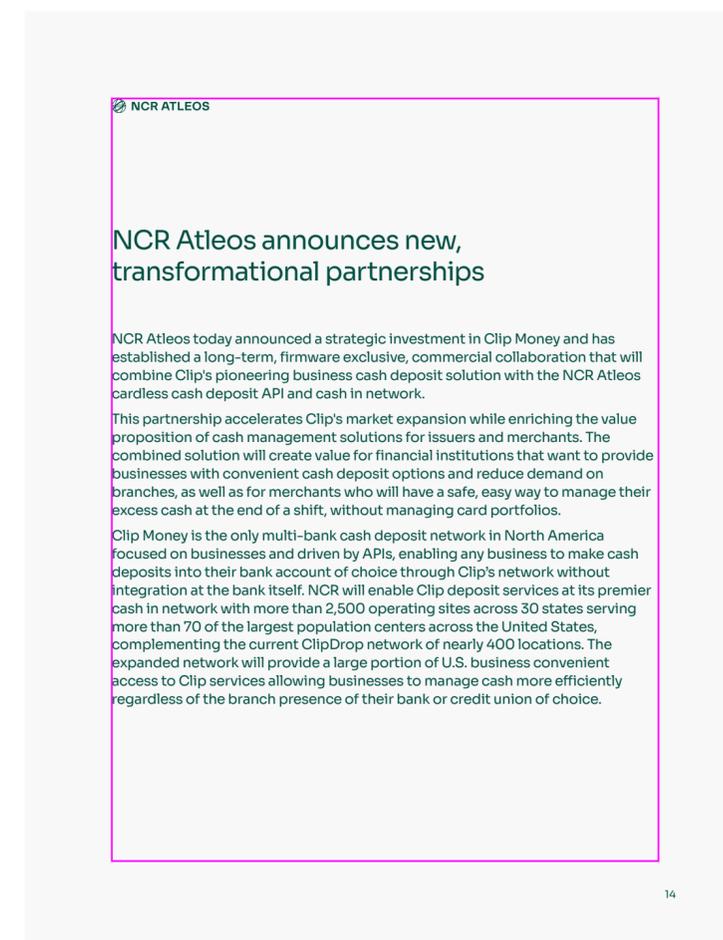
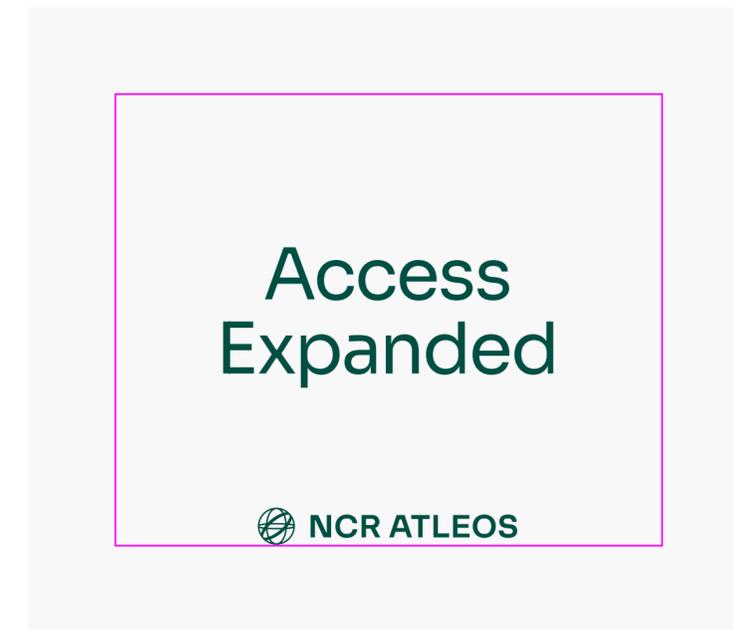
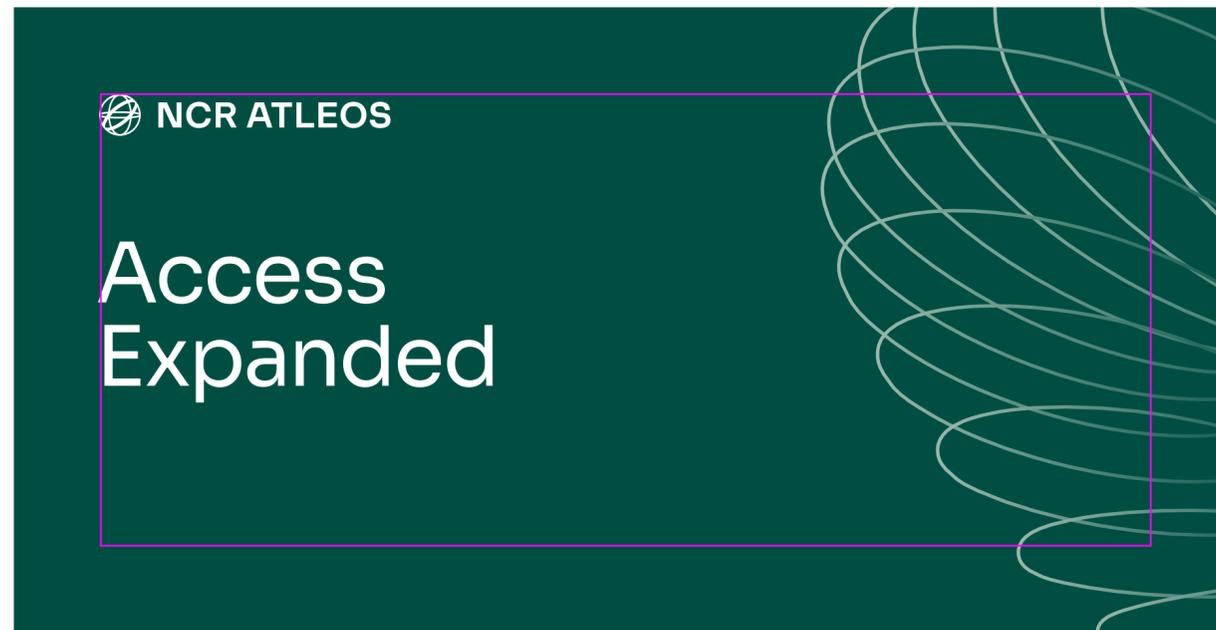
**To maintain the integrity and visibility of the NCR Atleos brand, all created assets must prominently feature the NCR Atleos logo.**

**No materials—whether digital or printed—should be produced or displayed without the logo. Please ensure the logo is placed in a visible and appropriate location on every asset to uphold brand consistency and recognition.**

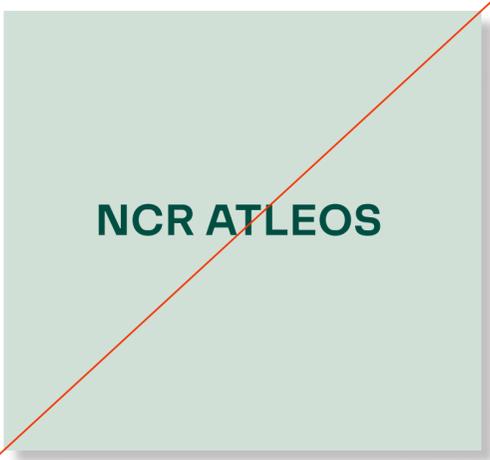
### Do not

Do not position the logo in the right-hand corners of the page.

Do not place the logos in a random position in the page format.



Logo  
**Guardrails**



Don't use the logotype on its own.



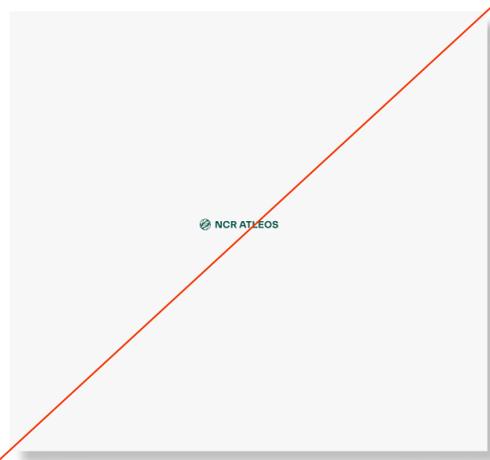
Don't use the stacked logo configuration in formats that can accommodate the primary logo.



Don't recreate or alter the design of the logomark or logotype in any way.



Don't use text and graphics in the clear space.



Don't use the logo below the minimum size.



Don't change the logo colors in any way.



Don't attempt to recreate or create special use case logos and lock-ups.



Don't add special effects such as drop shadows to the logo.



Don't place the logo in an enclosing box or other holding shape.



Don't use our logos on busy backgrounds that impair readability.

# Colors

## Colors

# Brand colors

Color plays a critical role in how we express our brand. Using a consistent color palette creates brand recognition and builds lasting emotional connections with our customers, partners and employees.

### Primary color palette

Our primary color palette reflects the essence of our brand—modern, grounded and approachable. It consists of dark teal, light teal, sand and white. These colors work together to create a clean, confident and cohesive visual identity.

### Usage guidance

- Use dark teal for primary brand elements such as headers, key icons and call-to-action (CTA) buttons
- Light teal is used as a background color and in our linear pattern graphics
- Sand works well as a background or secondary element to add warmth and contrast
- White should be used generously to maintain a clean, open and accessible design

Together, these colors create a flexible and distinctive system that supports both expressive and functional design across all brand touchpoints.

### Do not

Do not use light teal or sand in our logo or typography.

### Dark teal

PMS	3305 C
CMYK	93 13 61 62
RGB	0 78 66
HEX	004E42

### Light teal

PMS	621 C
CMYK	13 00 09 00
RGB	209 224 215
HEX	D1E0D7

### Sand

CMYK	11 03 13 00
RGB	227 232 220
HEX	E3E8DC

### White

CMYK	00 00 00 00
RGB	255 255 255
HEX	FFFFFF

## Colors

# Brand colors

### Secondary color palette

Our secondary palette complements the primary with five tints of teal and five shades of black, adding depth and flexibility.

### Accent colors

Gold and peach serve as accent colors, used selectively to highlight key moments and introduce warmth. When applied sparingly, these supporting colors enhance our brand’s visual expression by accentuating important information, differentiating content and adding visual interest and variety.

### Usage guidance

- Secondary colors should always be used in combination with the primary palette—they’re not intended to stand alone
- Ensure sufficient contrast is maintained to support readability and accessibility
- Accent colors are for highlights, icons and CTAs only, and should be used sparingly

### Do not

Do not use any color or color combinations not shown on this page.

Do not use accent colors as backgrounds or large layout areas.

### Secondary color palette

### Accent colors

<b>Teal tint 1</b> CMYK 89 28 66 83 RGB 00 51 41 HEX 003329	<b>Black 90</b> CMYK 00 00 00 87 RGB 33 33 33 HEX 212121	<b>Gold</b> CMYK 00 24 91 18 RGB 200 164 57 HEX C8A439
<b>Teal tint 2</b> CMYK 80 21 60 48 RGB 40 92 77 HEX 285C4D	<b>Black 70</b> CMYK 00 00 00 62 RGB 97 97 97 HEX 61 61 61	<b>Peach</b> CMYK 00 17 25 00 RGB 243 215 187 HEX F3D7BB
<b>Teal tint 3</b> CMYK 66 21 49 22 RGB 80 127 112 HEX 507F70	<b>Black 50</b> CMYK 00 00 00 38 RGB 158 158 158 HEX 9E9E9E	
<b>Teal tint 4</b> CMYK 53 16 38 07 RGB 120 159 144 HEX 789F90	<b>Black 40</b> CMYK 00 00 00 26 RGB 189 189 189 HEX BDBDBD	
<b>Teal tint 5</b> CMYK 40 10 27 01 RGB 154 185 173 HEX 9AB9AD	<b>Black 30</b> CMYK 00 00 00 12 RGB 224 224 224 HEX E0E0E0	

## Colors

# Color ratios (gold accents)

### Color palette use ratios

When using our palette, it is important to apply colors in a planned and consistent manner. To ensure they complement rather than clash, we've established clear color ratios.

### Suggested color ratio

- **Primary colors: 70%:** Used for backgrounds, large shapes or dominant brand elements. It sets the overall tone and reinforces brand identity.
- **Secondary colors: 25%:** Supports the primary color by adding contrast and variety. Ideal for subheadings, secondary buttons or background sections.
- **Accent colors: 5%:** Used sparingly to draw attention to key elements like CTAs, icons, highlights or important data points.

### Do not

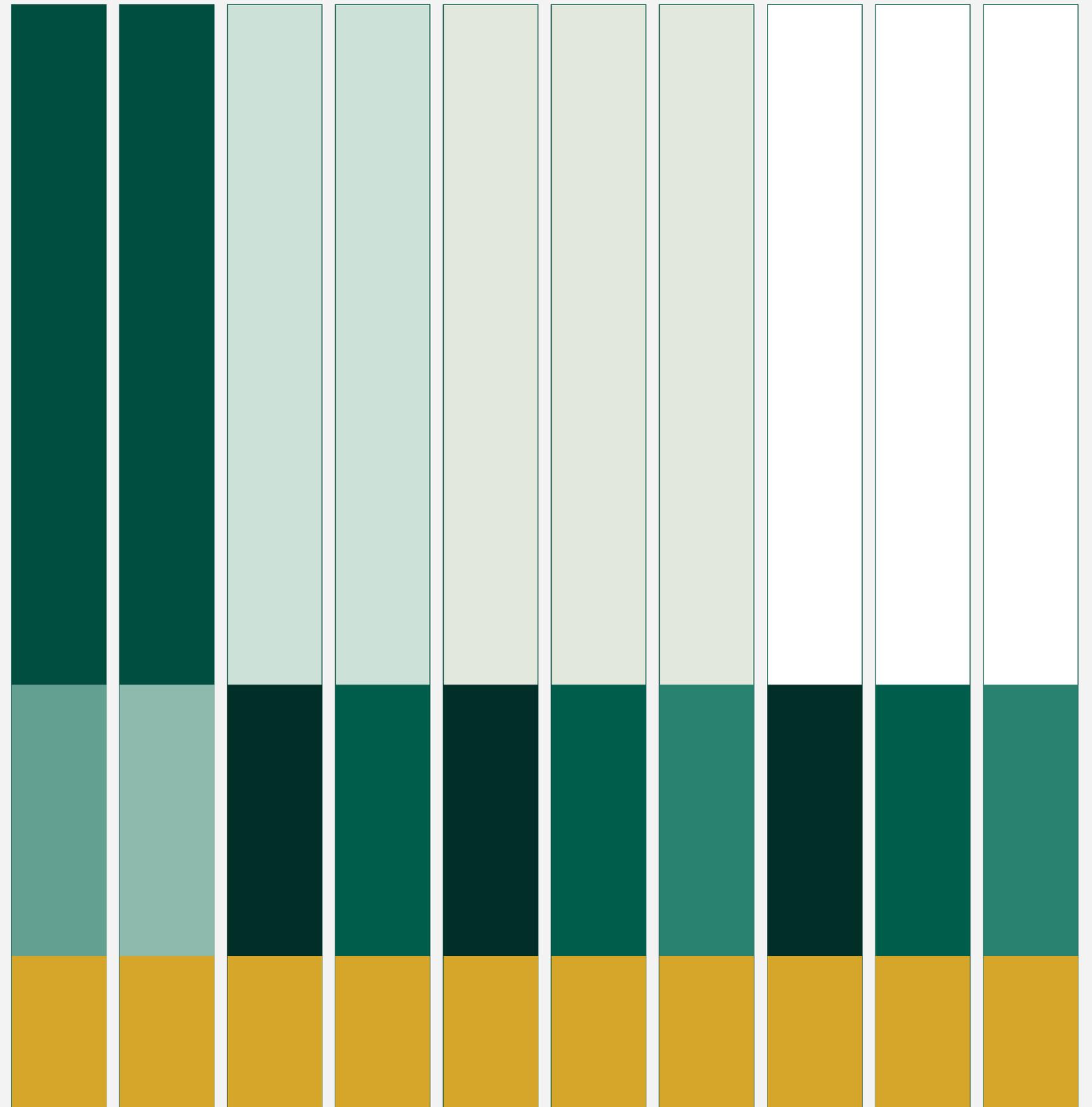
Do not use too many colors—stick to a focused palette.

Do not ignore accessibility—ensure sufficient contrast between text and background.

Primary color  
70%

Secondary colors  
25%

Accent colors  
5%



## Colors

# Color ratios (peach accents)

### Color palette use ratios

When using our palette, it is important to apply colors in a planned and consistent manner. To ensure they complement rather than clash, we've established clear color ratios .

### Suggested color ratio

- **Primary colors: 70%:** Used for backgrounds, large shapes or dominant brand elements. It sets the overall tone and reinforces brand identity.
- **Secondary colors: 25%:** Supports the primary color by adding contrast and variety. Ideal for subheadings, secondary buttons or background sections.
- **Accent colors: 5%:** Used sparingly to draw attention to key elements like CTAs, icons, highlights or important data points.

### Do not

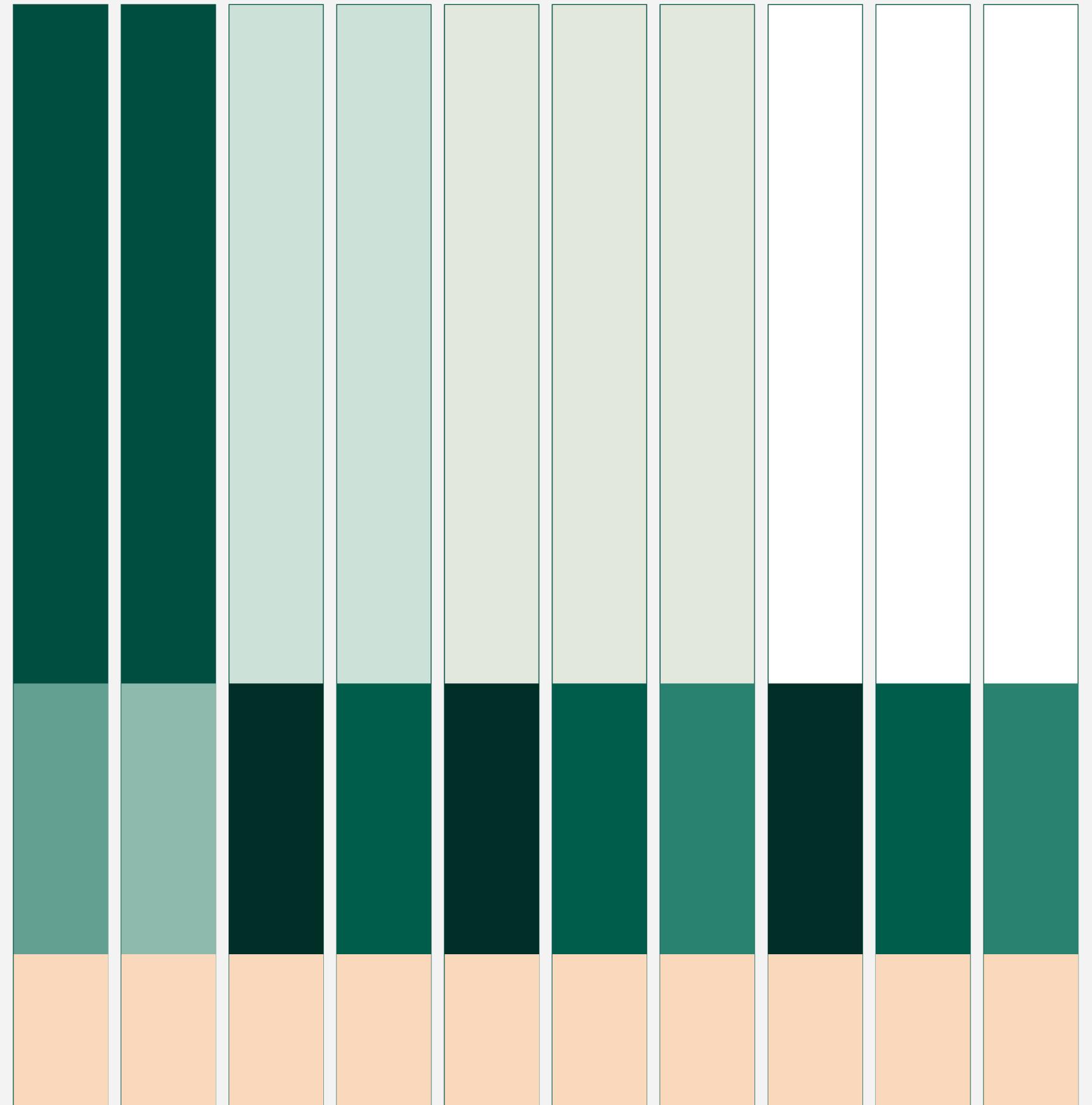
Do not use too many colors—stick to a focused palette.

Do not ignore accessibility—ensure sufficient contrast between text and background.

Primary color  
70%

Secondary colors  
25%

Accent colors  
5%



## Colors

# Brand colors

### Digital color palette

Our digital color palette is designed specifically for on-screen experiences, ensuring accessibility, clarity and consistency across all digital platforms. It includes six colors that support interactive design, enhance usability and maintain brand integrity in digital environments.

These colors are optimized for:

- Web and mobile interfaces
- Interactive elements like buttons, links and hover states
- Data visualizations and infographics

### Usage guidance

- Use digital colors to support UI components, highlight actions and guide user behavior
- Maintain sufficient contrast between background and text to ensure accessibility
- Pair digital colors with the primary and secondary palettes to maintain a cohesive brand experience across all touch points
- Avoid overuse—digital colors should enhance functionality, not overwhelm the design

### Do not

Do not use any color or color combinations not shown on this page.

#### Light orange

RGB 251 171 105

HEX FBAB69

#### Bright orange

RGB 211 57 16

HEX D33910

#### Light blue

RGB 145 207 234

HEX 91CFEB

#### Bright blue

RGB 33 137 232

HEX 2189E8

#### Light gold

RGB 253 220 148

HEX FDDC94

#### Bright gold

RGB 251 171 0

HEX FBAB00

## Colors

# Brand colors

### Digital color palette

Our digital color palette is designed specifically for on-screen experiences, ensuring accessibility, clarity and consistency across all digital platforms. It includes six colors that support interactive design, enhance usability and maintain brand integrity in digital environments.

These colors are optimized for:

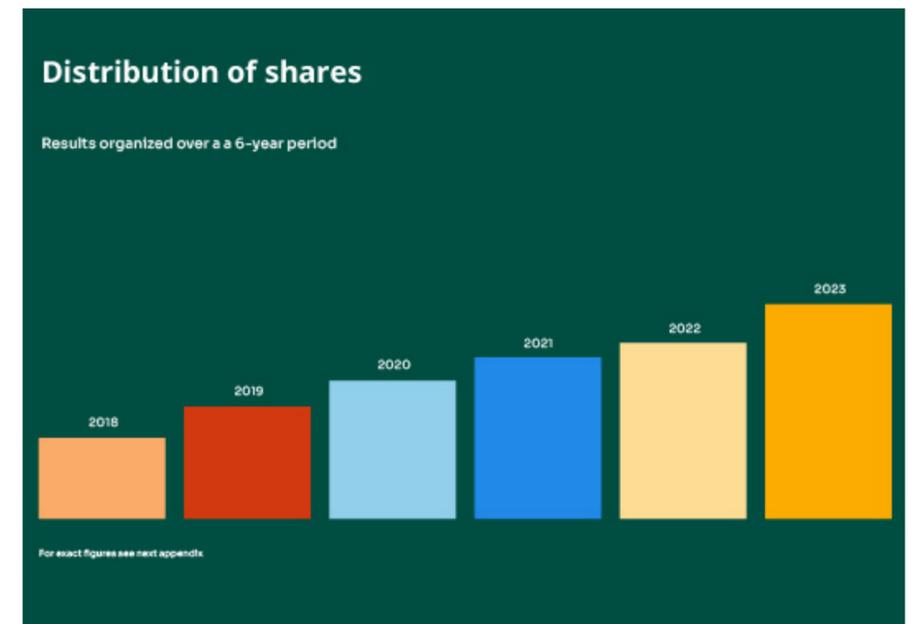
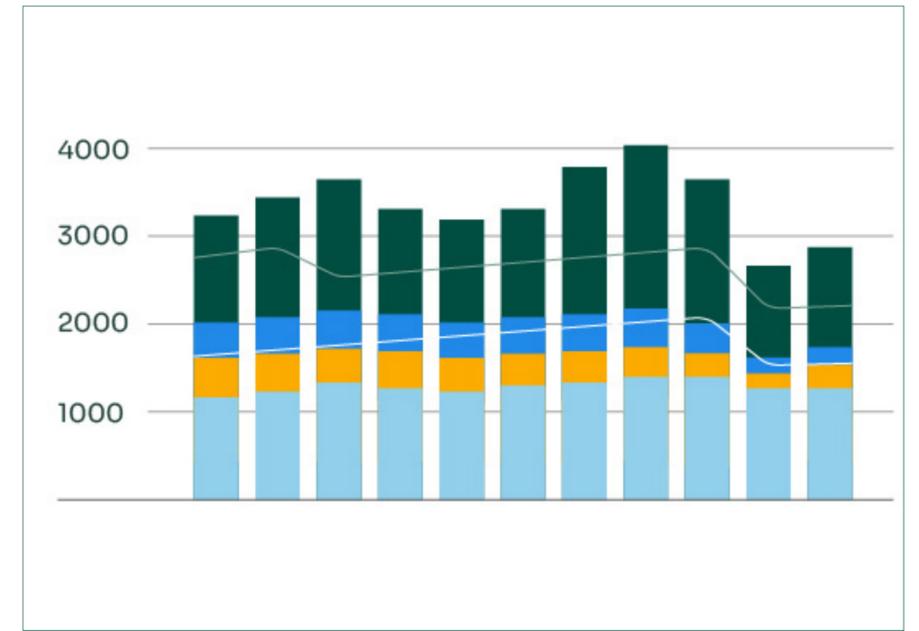
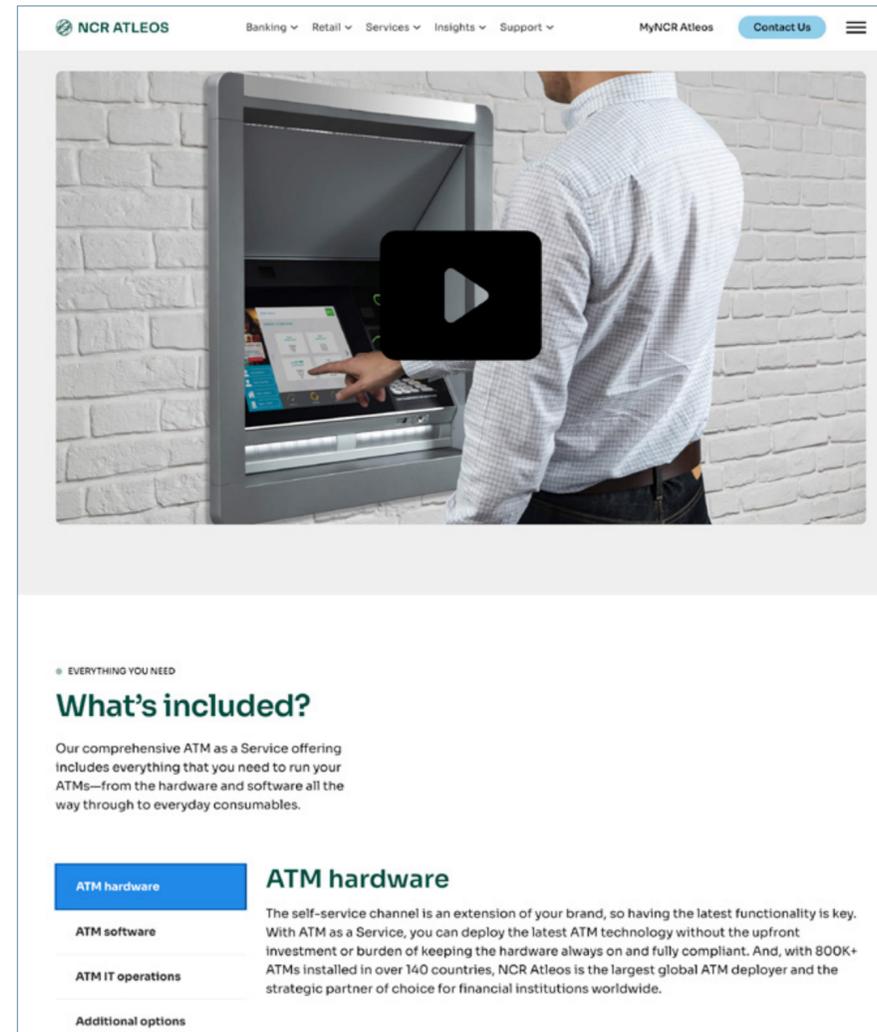
- Web and mobile interfaces
- Interactive elements like buttons, links and hover states
- Data visualizations and infographics

### Usage guidance

- Use digital colors to support UI components, highlight actions and guide user behavior
- Maintain sufficient contrast between background and text to ensure accessibility
- Pair digital colors with the primary and secondary palettes to maintain a cohesive brand experience across all touch points
- Avoid overuse—digital colors should enhance functionality, not overwhelm the design

### Do not

Do not use any color or color combinations not shown on this page.



# Colors Accessibility

## Visual accessibility

To ensure our brand is inclusive and accessible to all users, including those with visual impairments or color vision deficiencies, we follow best practices for color usage.

## Contrast

Text and interactive elements must meet WCAG 2.1 AA contrast standards:

- Text smaller than 18 pt (regular) or 14 pt (bold) must have at least a 4.5:1 contrast ratio with its background
- Text that is 18 pt (regular) or 14 pt (bold) or larger must have at least a 3:1 contrast ratio with its background

## Contrast checker

<https://webaim.org/resources/contrastchecker/>

Text Color: #D1E0D7  
Background Color: #004E42  
Contrast Ratio: 7.08 : 1 ✓

Preview: Regular Text, Large Text, Graphic Components. All elements pass contrast requirements.

Text Color: #F3D7BB  
Background Color: #004E42  
Contrast Ratio: 7.03 : 1 ✓

Preview: Regular Text, Large Text, Graphic Components. All elements pass contrast requirements.

Text Color: #C8A439  
Background Color: #004E42  
Contrast Ratio: 4.07 : 1 ✗

Preview: Regular Text, Large Text, Graphic Components. Regular text fails contrast requirements.

Text Color: #004E42  
Background Color: #D1E0D7  
Contrast Ratio: 7.08 : 1 ✓

Preview: Regular Text, Large Text, Graphic Components. All elements pass contrast requirements.

Text Color: #F3D7BB  
Background Color: #D1E0D7  
Contrast Ratio: 1.01 : 1 ✗

Preview: Regular Text, Large Text, Graphic Components. All elements fail contrast requirements.

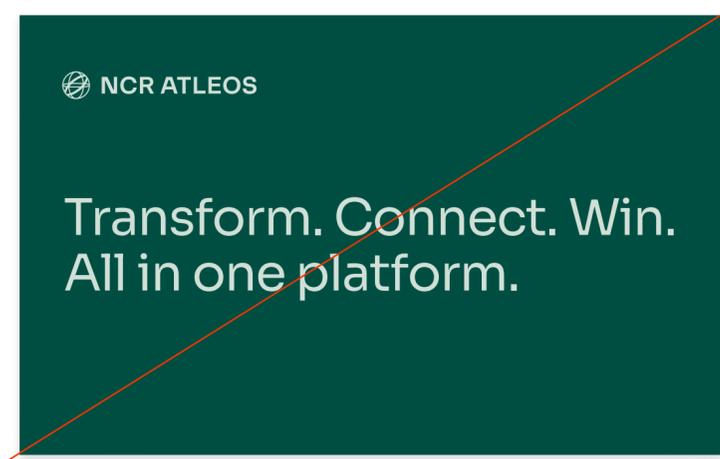
Text Color: #C8A439  
Background Color: #D1E0D7  
Contrast Ratio: 1.74 : 1 ✗

Preview: Regular Text, Large Text, Graphic Components. All elements fail contrast requirements.

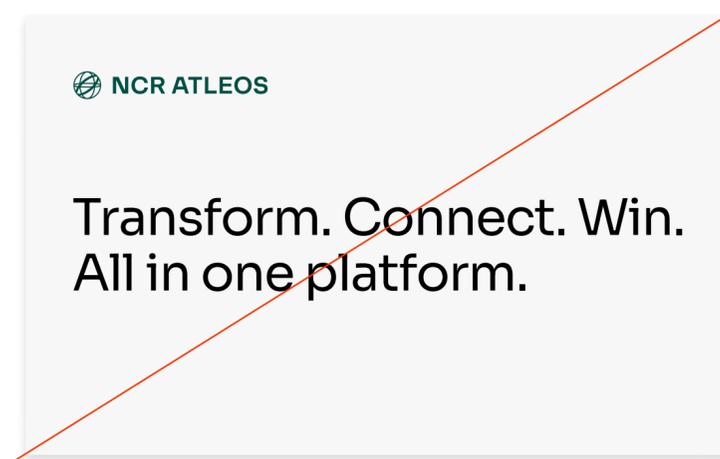
## Do not

Do not use dark teal and white in equal volumes.

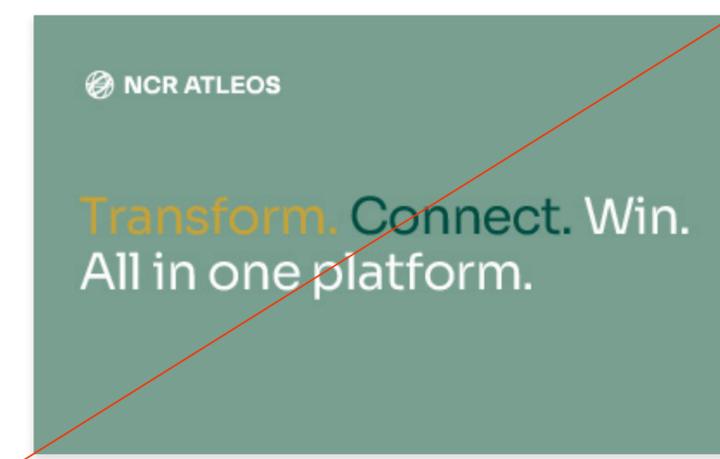
## Colors Guardrails



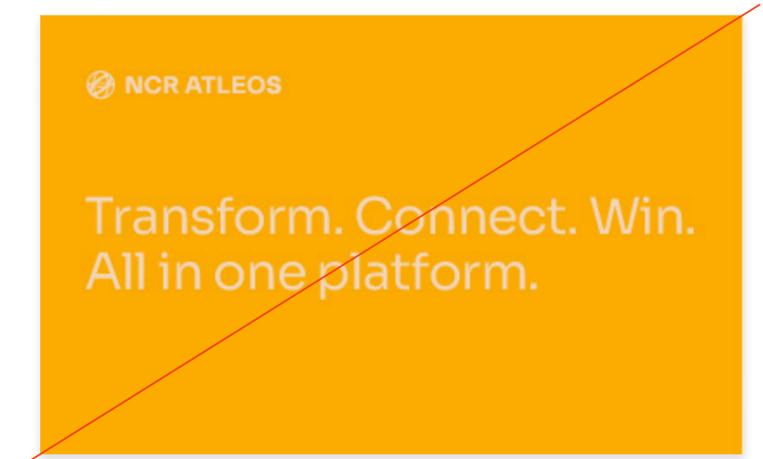
Don't use our logo or type in light teal.



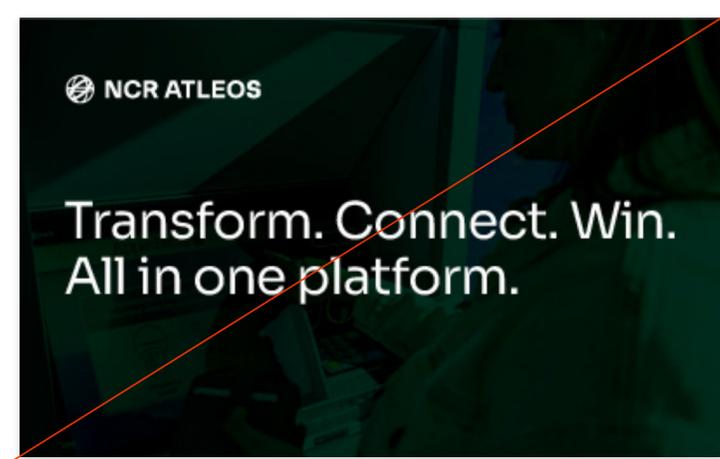
Don't use black except in limited-color applications.



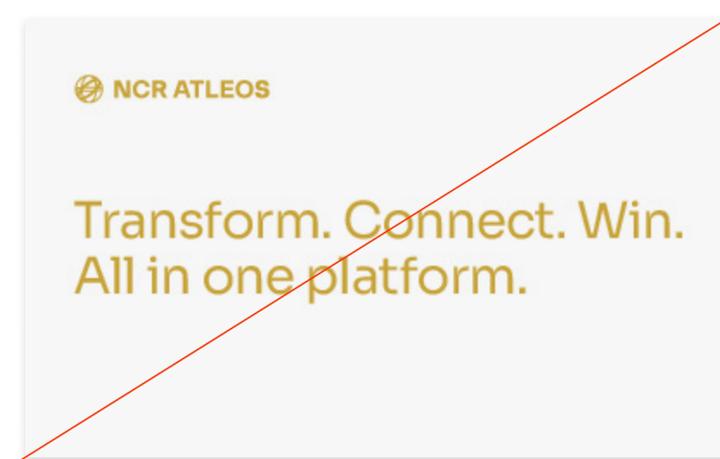
Don't combine too many colors in one design.



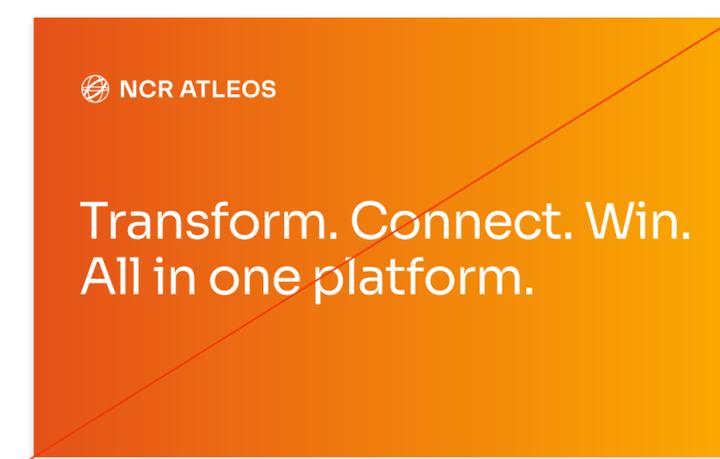
Don't use secondary colors as your main color palette. These colors are meant to highlight, not dominate.



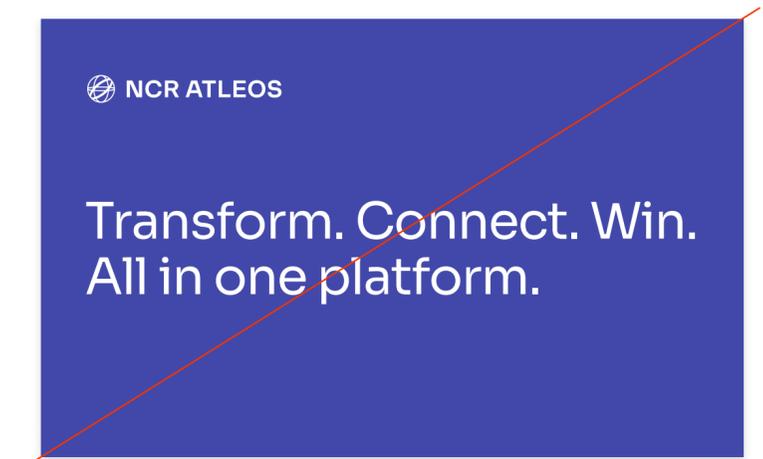
Don't use very dark color overlays on top of images.



Don't use secondary colors for the logo or typography—except for CTAs.



Don't create gradients with light teal, white or the supporting color palettes.



Don't use any colors that are not part of the color palette.

# Typography

## Typography

# Primary typeface: Sora

<https://fonts.google.com/specimen/Sora>

Sora is a humanist sans-serif typeface that is functional, distinct and modern. In combination with our other visual elements, our typography reflects our brand attributes throughout our visual expression.

The typeface was designed specifically to function in the digital environment of today. The large x-height combined with generous counters make the family an excellent tool for app and web interfaces, where clarity at any size is an imperative.

## Styles

Sora comes in weights from thin to extra-bold. Our visual system focuses on the use of regular and medium weights, with the text hierarchy determined primarily through font size, not font weight.

## Alternate typefaces

When Sora is not available, such as on emails, we use Verdana as an alternative typeface. Verdana is also used in place of Sora when typesetting in Cyrillic.

## Do not

Do not stretch or distort our typeface in any way.

Do not use unapproved typefaces to replace Sora.

Do not use alternate typefaces unless Sora is unavailable.

Regular  
150pt

ABCCEGJKQZ  
afgijklqrstuvwxyz

Medium  
50pt

1234567890  
?!&@#\$%

Regular  
25pt

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

Alternate:  
Verdana

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

## Typography

### Sora usage

#### Size, weight, spacing and justification

Typography is a cornerstone of our brand identity. Consistent typographic styles are essential in establishing and maintaining our brand voice across all touchpoints. By adhering to a unified typographic system, we ensure that our communications are not only visually cohesive but also resonate with our audience in a clear and recognizable manner.

We primarily use Sora Regular and Medium for a precise, modern look. Lighter or heavier weights may be used in campaigns, special communications or data visualizations when aligned with our design principles.

Use 120% line spacing for body text, reducing to 100% as type size increases in headlines.

If standard size relationships don't fit a layout, use logical ratios like 3X or 5X relative to body copy.

Text is left- or center-aligned depending on context.

Use 85% black for long-form body copy to reduce visual fatigue and improve readability, especially in print or extended digital formats.

Weight black, size 90pt, -10 tracking

Proven

Weight medium, size 54pt, -10 tracking

You run your  
business—let us  
run your ATMs

Weight medium, size 36pt, -10 tracking

With ATM as a Service,  
NCR Atleos will run your  
entire ATM operation

Weight regular, size 28pt, 0 tracking

Our comprehensive ATM as a Service  
offering includes everything that you  
need to run your ATMs

## Typography

# Headline font: Noto Sans

<https://fonts.google.com/noto/specimen/Noto+Sans>

Noto Sans is a humanist sans-serif typeface that brings clarity, neutrality and global accessibility to our brand. As a secondary typeface, it complements Sora by offering a more understated and versatile voice—ideal for headlines, CTAs and multilingual content.

Its balanced proportions and open forms make it highly legible at a range of sizes, especially in digital environments where clarity and inclusivity are essential. Noto Sans helps reinforce our brand’s commitment to clarity, accessibility and global reach.

### Styles

Noto Sans comes in weights from thin to extra-bold. Our visual system focuses on the use of light, regular, bold and black weights.

### Usage

- **Headlines and CTAs:** Use Noto Sans for large, attention-grabbing text to create contrast with Sora’s geometric forms
- **Weight pairing:** Pair Noto Sans Bold or Medium with Sora Regular for balance
- **Hierarchy:** Use Noto Sans to establish clear typographic hierarchy, especially in layouts where clarity and emphasis are key
- **Grid alignment:** Align all text to the 24x24 grid unit to maintain consistency across layouts

Black  
150pt

ABCEGJKQZ  
afgjklqrstuvwxyz

Bold  
50pt

1234567890  
?!&@#\$%

Regular  
25pt

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

Light  
25pt

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

## Typography

# Noto Sans usage

### Size, weight, spacing and justification

Noto Sans is the NCR Atleos headline font. Our visual system focuses on the use of black, bold, regular and light weights for headlines. On campaigns, special communications and data visualization, we may use lighter or heavier weights as long as the result is in line with our design principles.

We use big headlines and medium headlines at least two times the size of our body copy. Subheads are 1.3X the size of the body copy and are bold or regular weight. Please see suggested sizing and spacing on the right.

If the size relationships shown here do not fit appropriately into a layout, other sizes may be used, but should keep a logical size relationship to the body copy, for example, 3X or 5X is acceptable.

Our text uses left or center alignment depending on the application.

### Do not

Do not use random type size relationships, use the suggested sizing as a guide.

Do not use bold text weights in headlines, use size to differentiate.

Do not right-align text.

\*Any of the headlines provided in the visual examples are for illustrative purposes only. Liaise with the Brand team on headlines.

Weight black, size 90pt, 10 tracking

**Proven**

Weight bold, size 54pt, leading 55pt, 0 tracking

**You run your  
business—let us  
run your ATMs**

Weight regular, size 36pt, leading 38pt, 0 tracking

With ATM as a Service, NCR  
Atleos will run your entire  
ATM operation

Weight light, size 28pt, leading 35pt, 0 tracking

Our comprehensive ATM as a Service  
offering includes everything that you  
need to run your ATMs

## Typography

# Usage (continued)

### Capitalization

Our headlines, subheads and section titles use sentence case. We only use title case for proper nouns and business unit names.

Body copy is always sentence case.

### Punctuation on headlines, subheads and captions

One-sentence headlines, subheads and captions do not require a period. When there is more than one sentence, all sentences should include a period.

### Style

Use **semi-bold** weight to **emphasize** words in body copy.

### Hyphenation and widows

Widows should be avoided in paragraphs/body text and can be fixed with minor adjustments. Avoid hyphenation in paragraph line breaks whenever possible.

### Do not

Do not use ALL CAPS for headlines or subheads.

Do not use title case unless for proper nouns or business unit names.

\*Any of the headlines provided in the visual examples are for illustrative purposes only. Liaise with the Brand team on headlines.

### Headline examples

# Proven

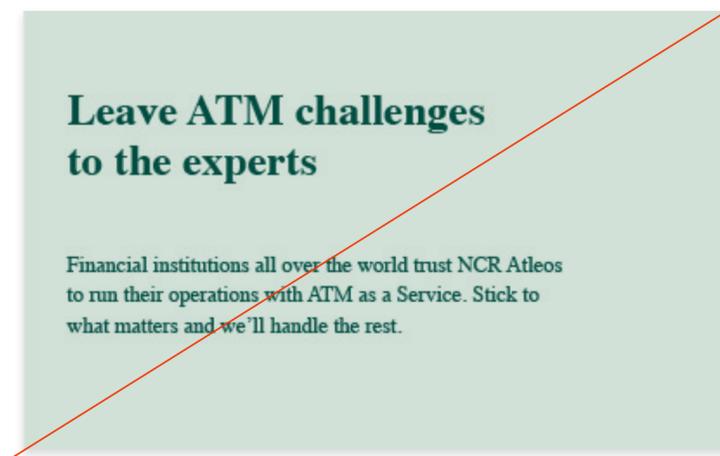
# You run your business—let us run your ATMs

# Typography

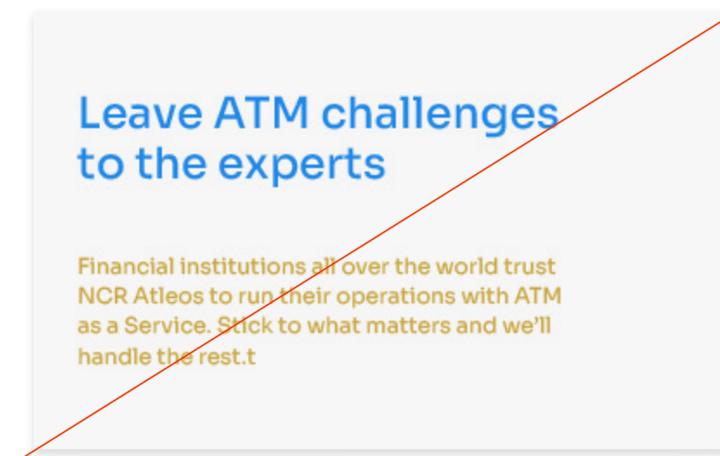
## Guardrails



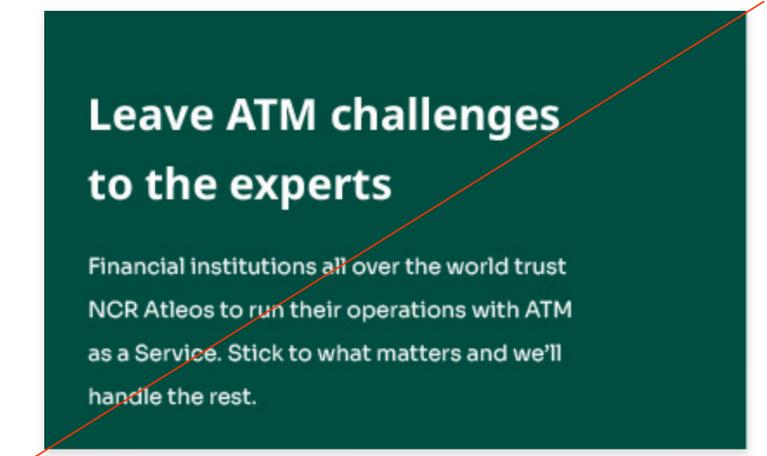
Don't stretch or distort our typeface.



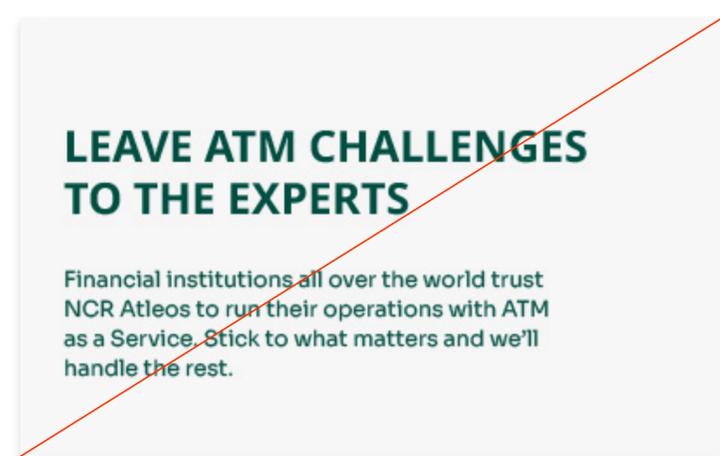
Don't replace our typeface with other typefaces except for our alternate font when needed. Noto Sans is for headlines and Sora for body copy.



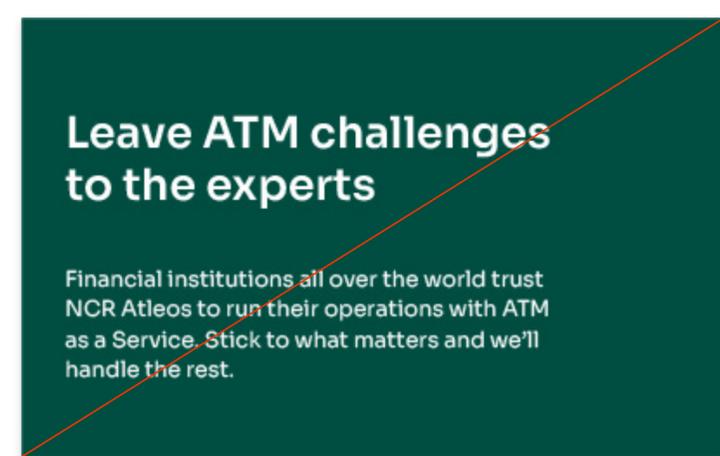
Don't use type colors other than dark teal, white or black.



Don't use line spacing that is more open or tighter than the line spacing defined by these guidelines.



Don't use ALL CAPS for headlines or subheads.



Don't use bold weights for headlines.



Don't use title case unless for proper nouns, business unit names and section titles.



Don't use justified text (flush left and right).

# Graphic elements

## Graphic elements

# Linear patterns

Our graphic devices are a series of dynamic linear patterns derived from the forms of our logomark.

Our graphic devices provide a feeling of depth and expansion that lends itself well to movement and animation.

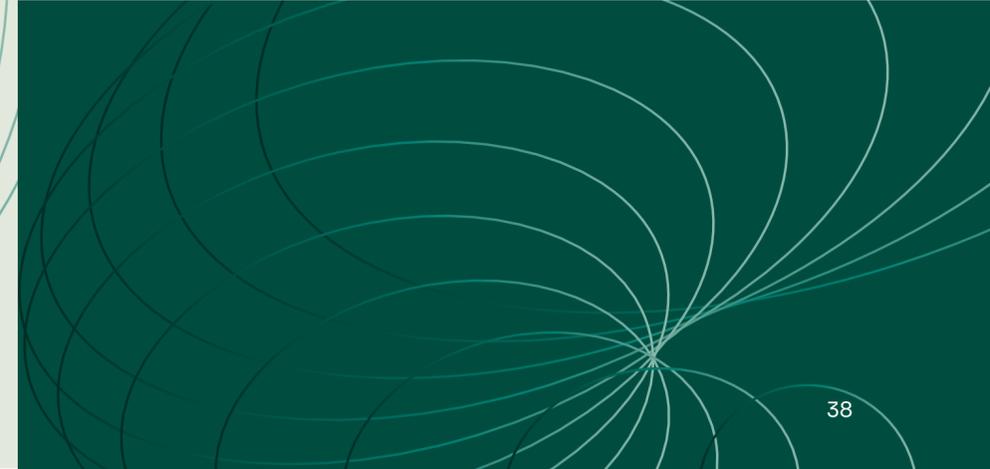
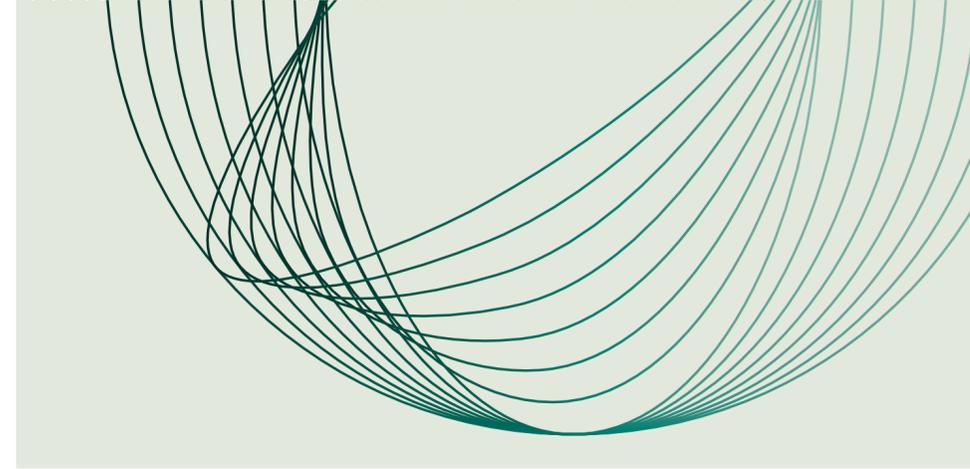
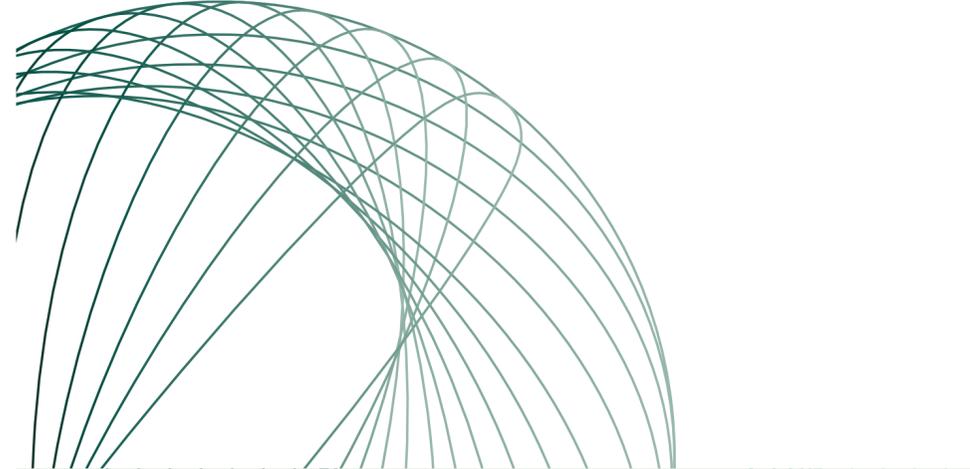
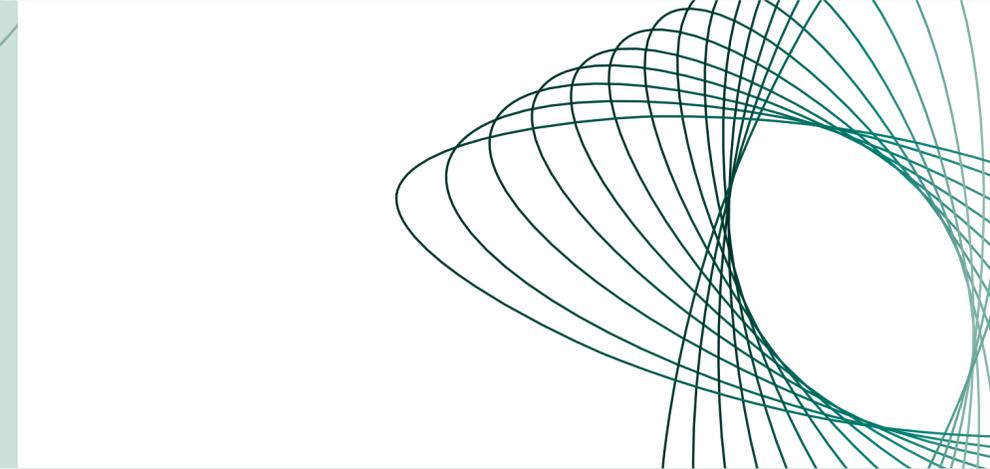
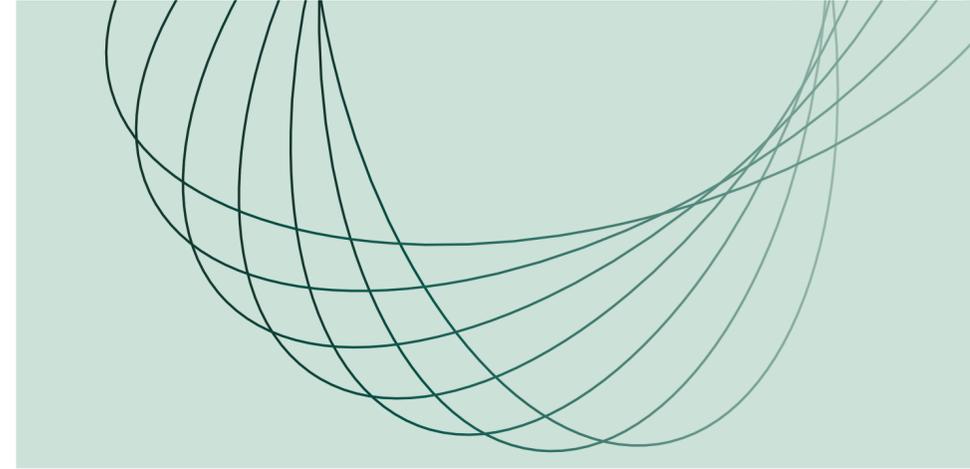
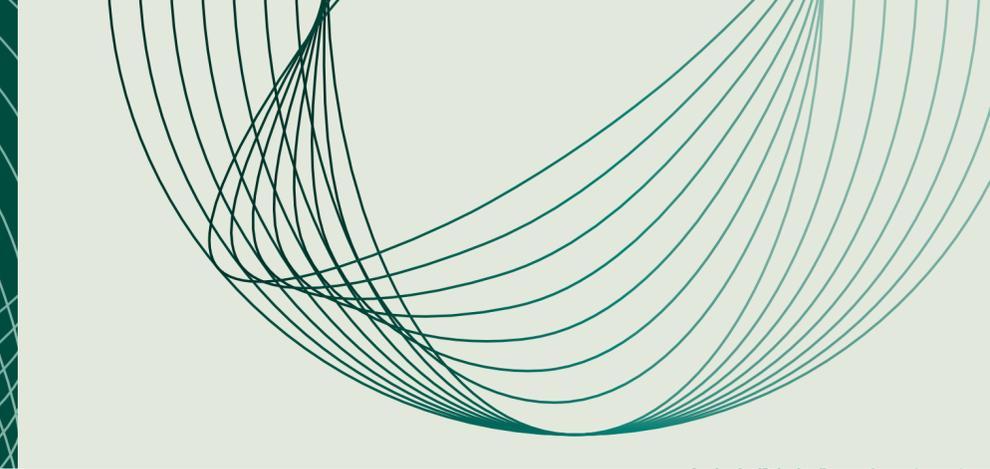
The lines of the patterns are gradated so that parts of the shape visually advance while other areas recede into the background.

A library of linear patterns is available for use. Use the supplied graphics and do not create new graphic patterns without permission.

Custom patterns may be created for motion applications but require prior approval from the Brand Marketing team.

## Do not

Do not create new graphic patterns without permission.



## Graphic elements

# Linear patterns usage

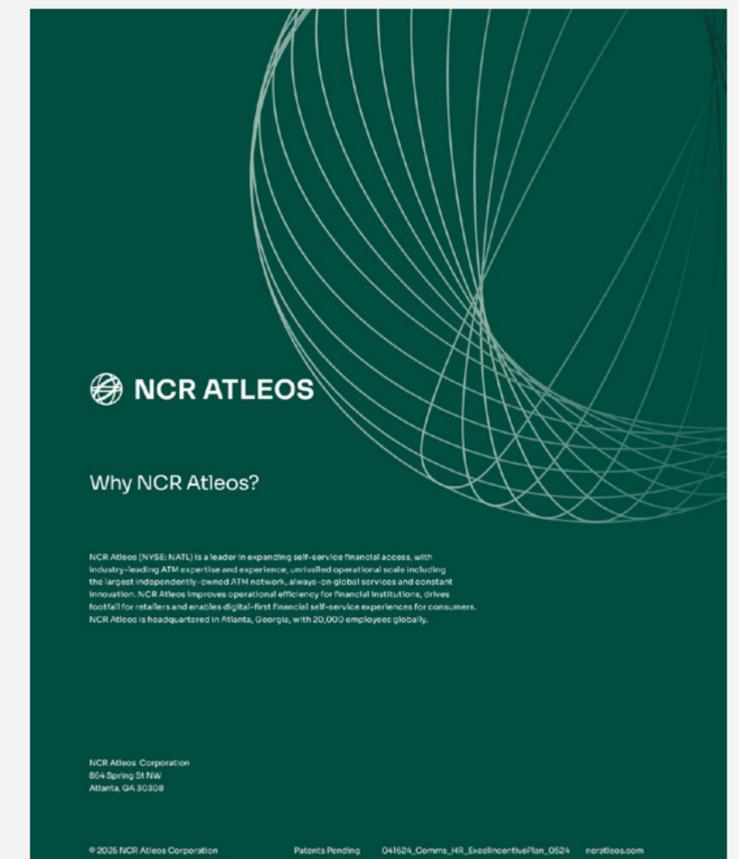
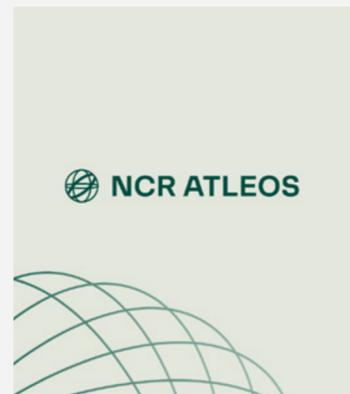
The pattern graphics may appear in their entirety, but in most use they will expand beyond the confines of the format, creating a sense of depth and movement.

The patterns are used on dark teal, white or light teal backgrounds. In some cases, they may be used on photographic backgrounds, but this should be limited to instances where the photo background is simple and the pattern is easily visible. Do not use the patterns on photographs that are busy and obscure the graphic.

It is best to only use one pattern graphic per format. In special cases, it may be acceptable to use a second pattern to compose a layout but be careful to not overuse it to make layouts overly busy.

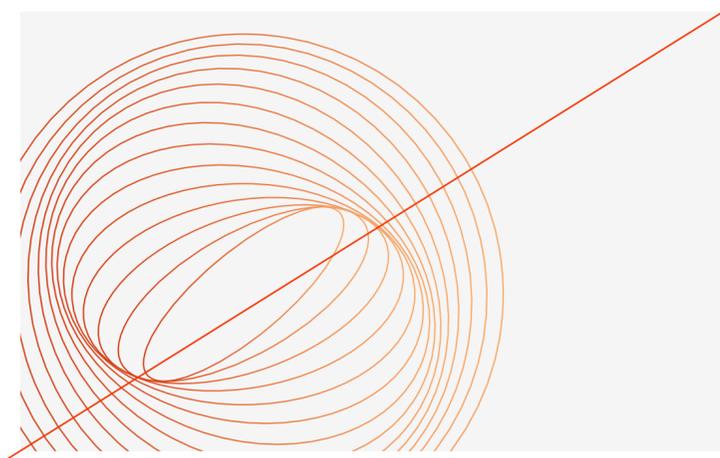
## Do not

Do not use the linear pattern graphics on photography.

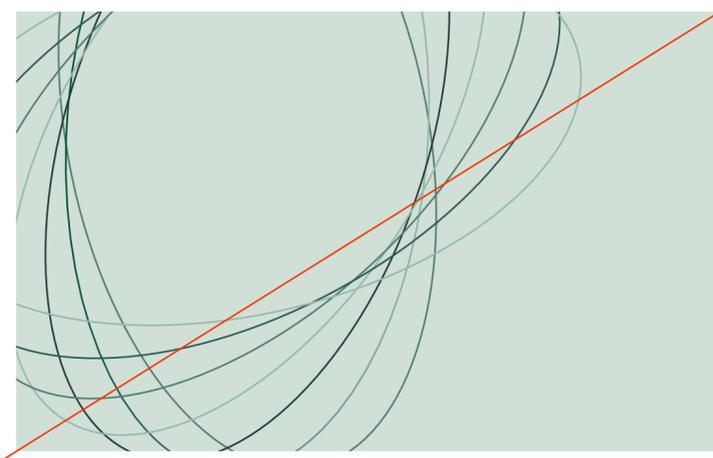


Graphic elements

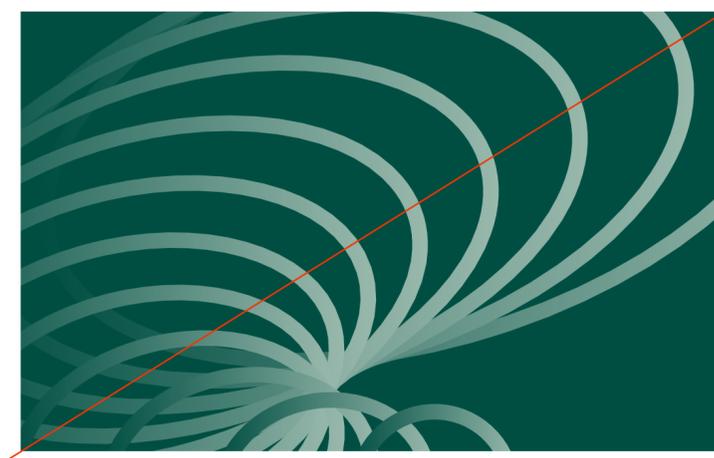
# Linear pattern guardrails



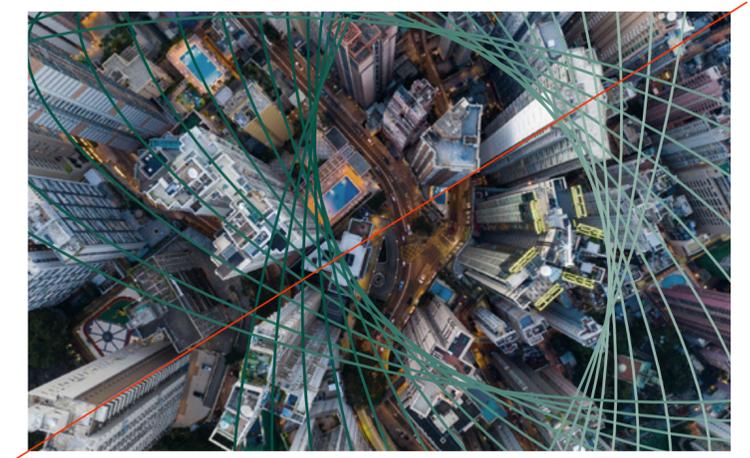
Don't use our accent colors in the patterns.



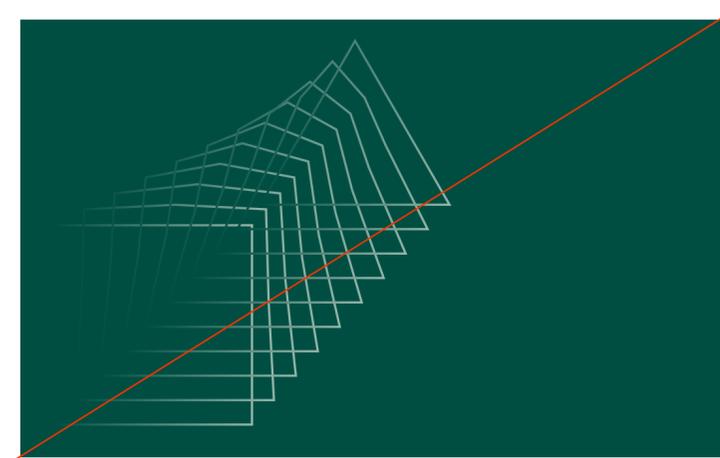
Don't change line colors within the patterns.



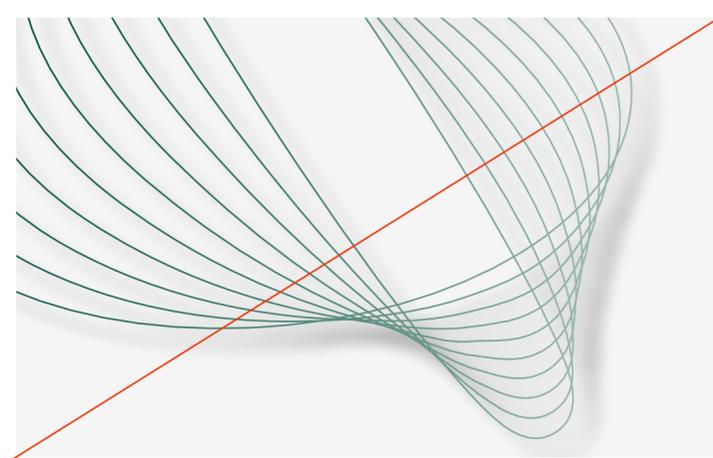
Don't change the line weights.



Don't use the patterns on photographic backgrounds.



Don't create new patterns without permission.



Don't add effects such as drop shadows.



Don't use multiple patterns within a single layout.



Don't use the patterns in the same layout as our abstract glass photography.

## Graphic elements

# Abstract photography

### Composition

Our abstract photography is unique and visually striking. The subtle undulating forms convey the concepts of expansion and movement, while the glass surfaces relate to the high-tech materials of our products.

### Color

The glass images are monochromatic, using tints and tones derived from our dark teal color. The images come in light and dark versions to provide variation and interest.

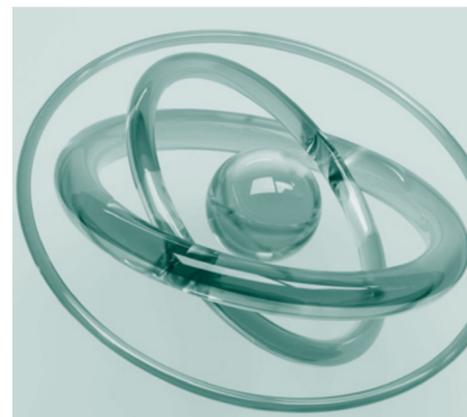
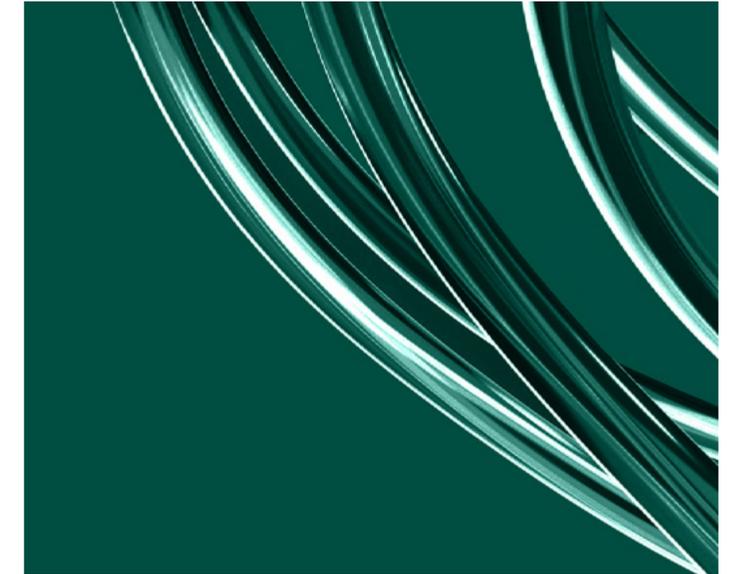
### Usage

The abstract photography may be used either full-bleed or contained within graphic grid boxes.

Typography may be used directly on our abstract photography, provided it has good legibility.

### Do not

Do not use abstract glass photography and our linear graphic patterns in the same layout.



## Graphic elements

# Textures

Linear pattern textures are used to add depth and visual interest to flat background colors. They should:

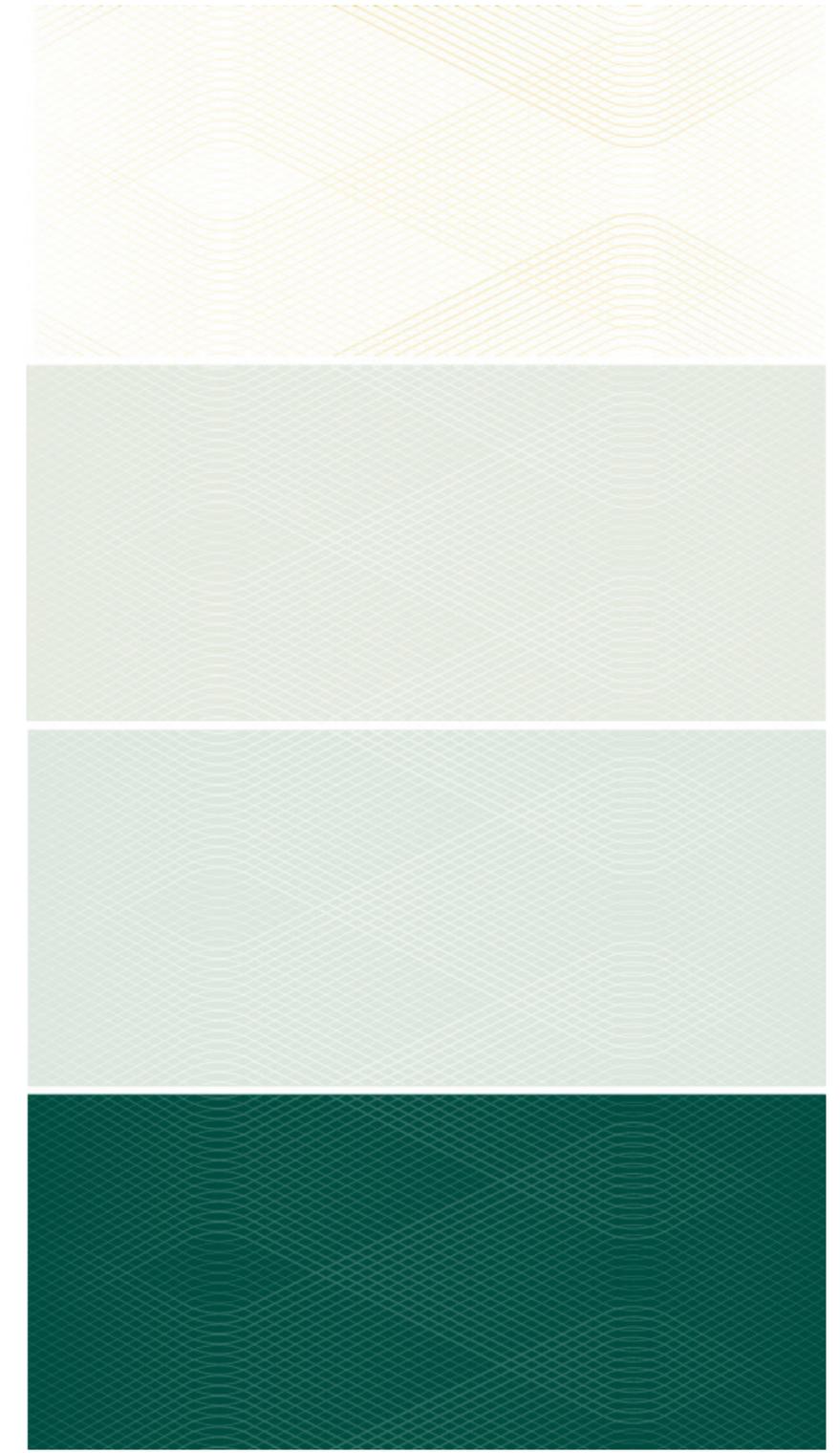
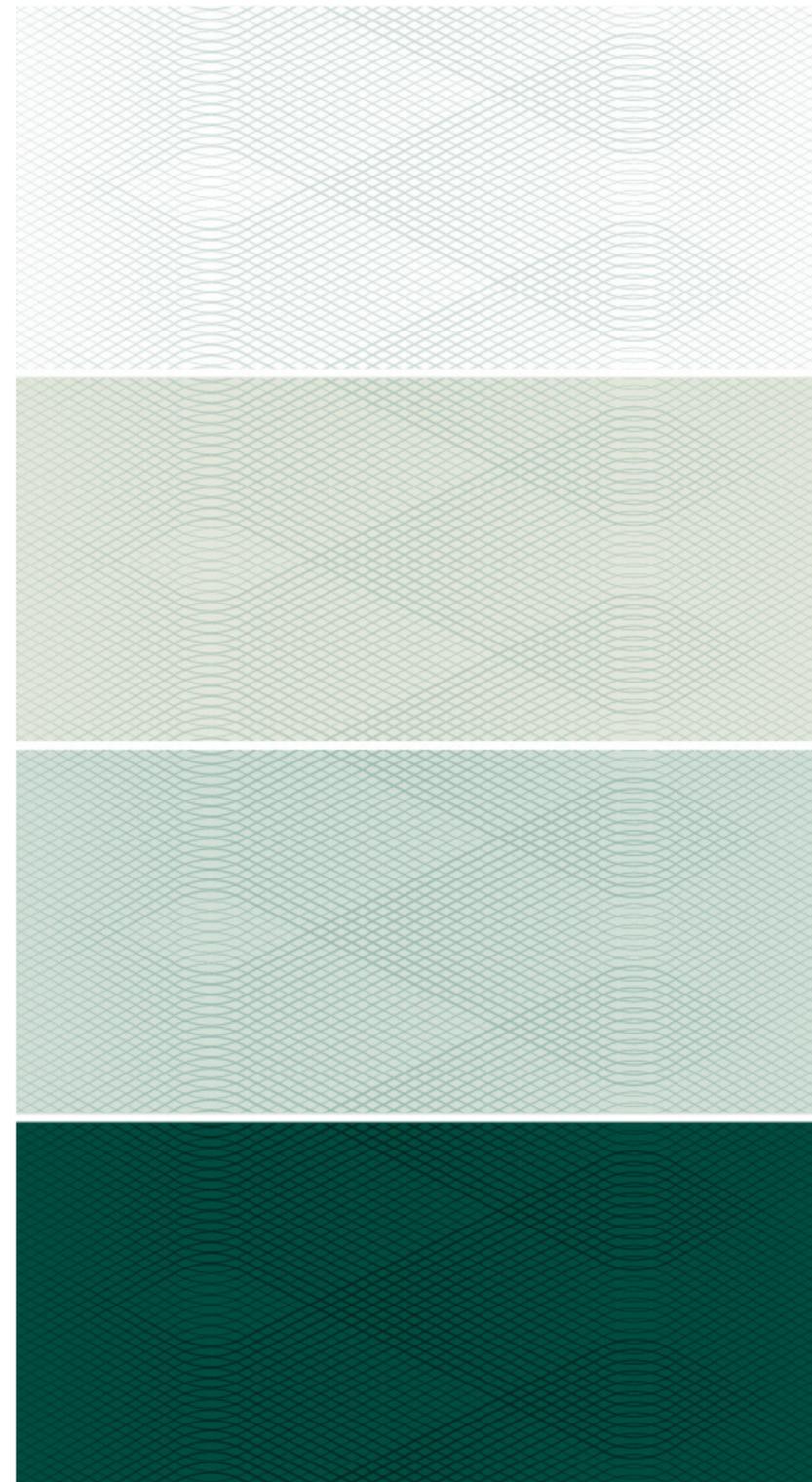
- Only be applied over flat background colors—never over photographs or video content
- Be subtle and non-distracting, with opacity or color tint adjusted to avoid competing with foreground elements
- Be light or dark depending on the background color's value, ensuring sufficient contrast without overpowering the design

The goal is to enhance the background without drawing attention away from the primary content.

### Do not

Do not apply textures to photographs.

Do not apply textures over linear pattern graphics.



## Graphic elements

### Textures usage

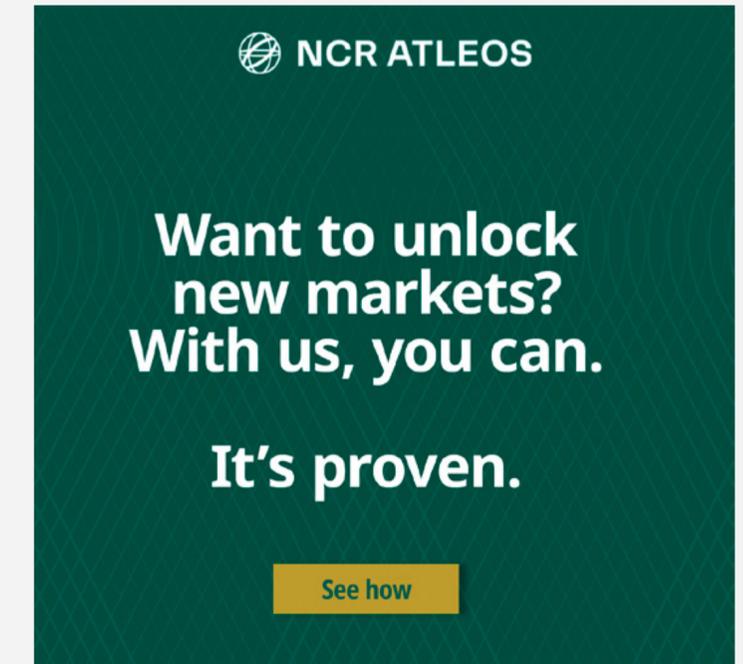
The pattern graphics may appear in their entirety, but in most use they will expand beyond the confines of the format, creating a sense of depth and movement.

The patterns are used on dark teal, white or light teal backgrounds. In some cases, they may be used on photographic backgrounds, but this should be limited to instances where the photo background is simple and the pattern is easily visible. Do not use the patterns on photographs that are busy and obscure the graphic.

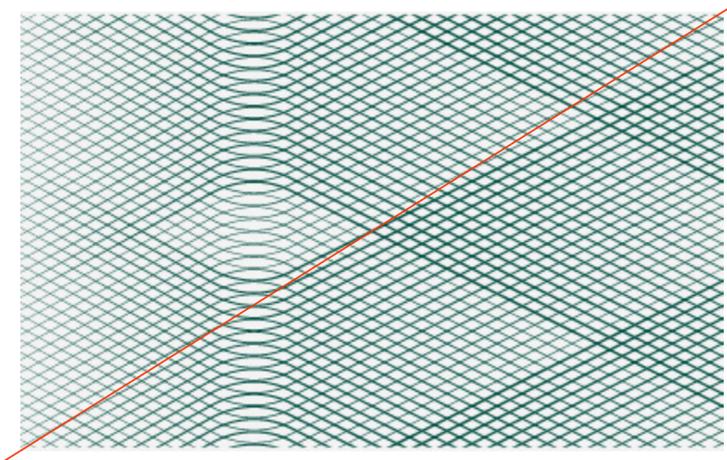
It is best to only use one pattern graphic per format. In special cases, it may be acceptable to use a second pattern to compose a layout but be careful to not overuse it to make layouts overly busy.

### Do not

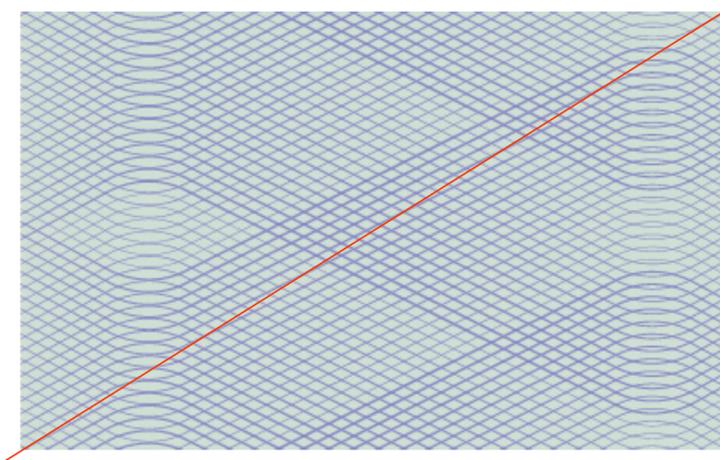
Do not use the linear pattern graphics on photography.



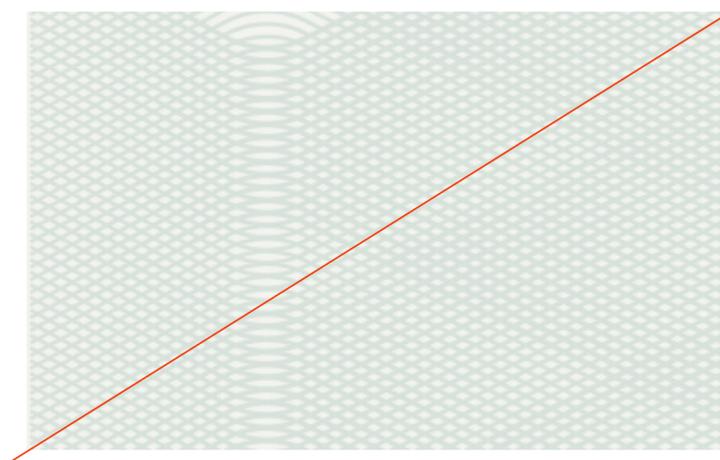
# Textures guardrails



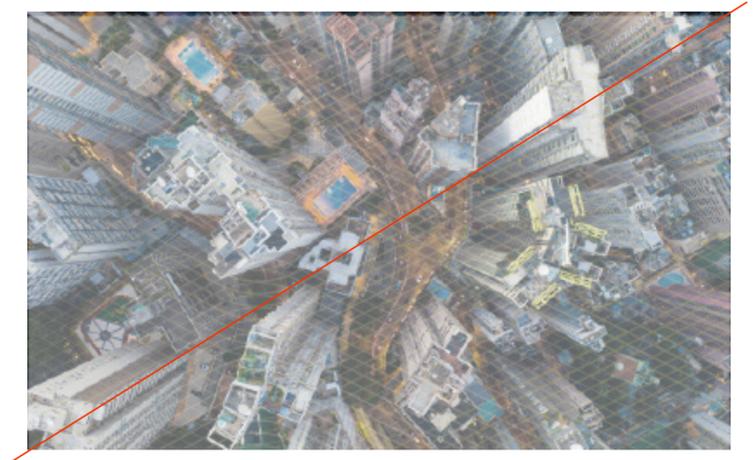
Don't use textures at full opacity.



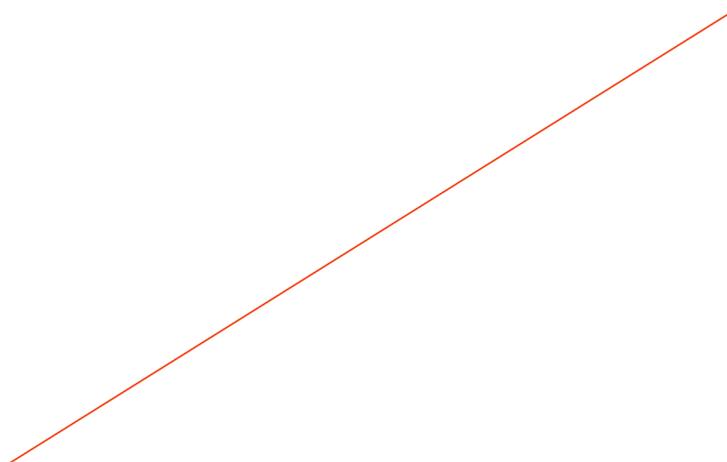
Don't change line colors within the textures.



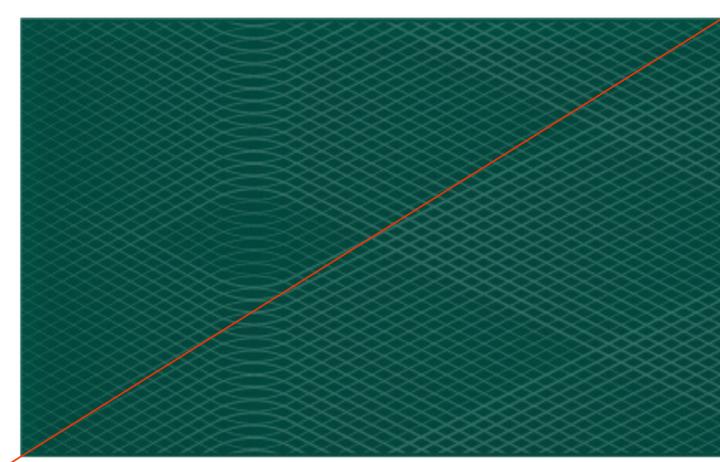
Don't change the line weights.



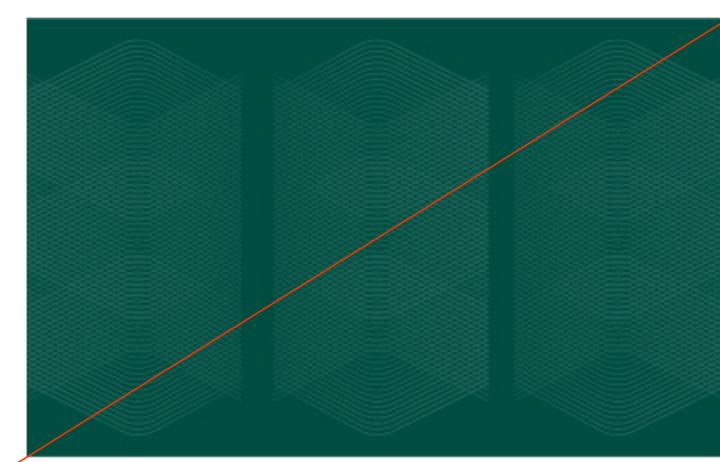
Don't use the textures on photographs.



Don't create new patterns without permission.



Don't add effects such as drop shadows.



Don't use multiple textures within a single layout.



Don't use the textures and linear patterns in the same layout.

## Graphic styles

# Iconography

Our iconography enhances the NCR Atleos visual system and supports clear, consistent communication. We use two styles: outline and solid.

**Outline icons** are intended for larger-scale applications, such as marketing collateral, presentations and other high-visibility formats.

**Solid icons** are optimized for digital interfaces, including UI/UX, website navigation and data-dense visuals like infographics.

Use each style purposefully to maintain visual clarity and brand cohesion across all touchpoints.

### Icon color usage

To maintain clarity and brand consistency, always select icon colors based on background contrast:

- Use dark teal icons on light or white backgrounds
- Use white icons on dark or black backgrounds

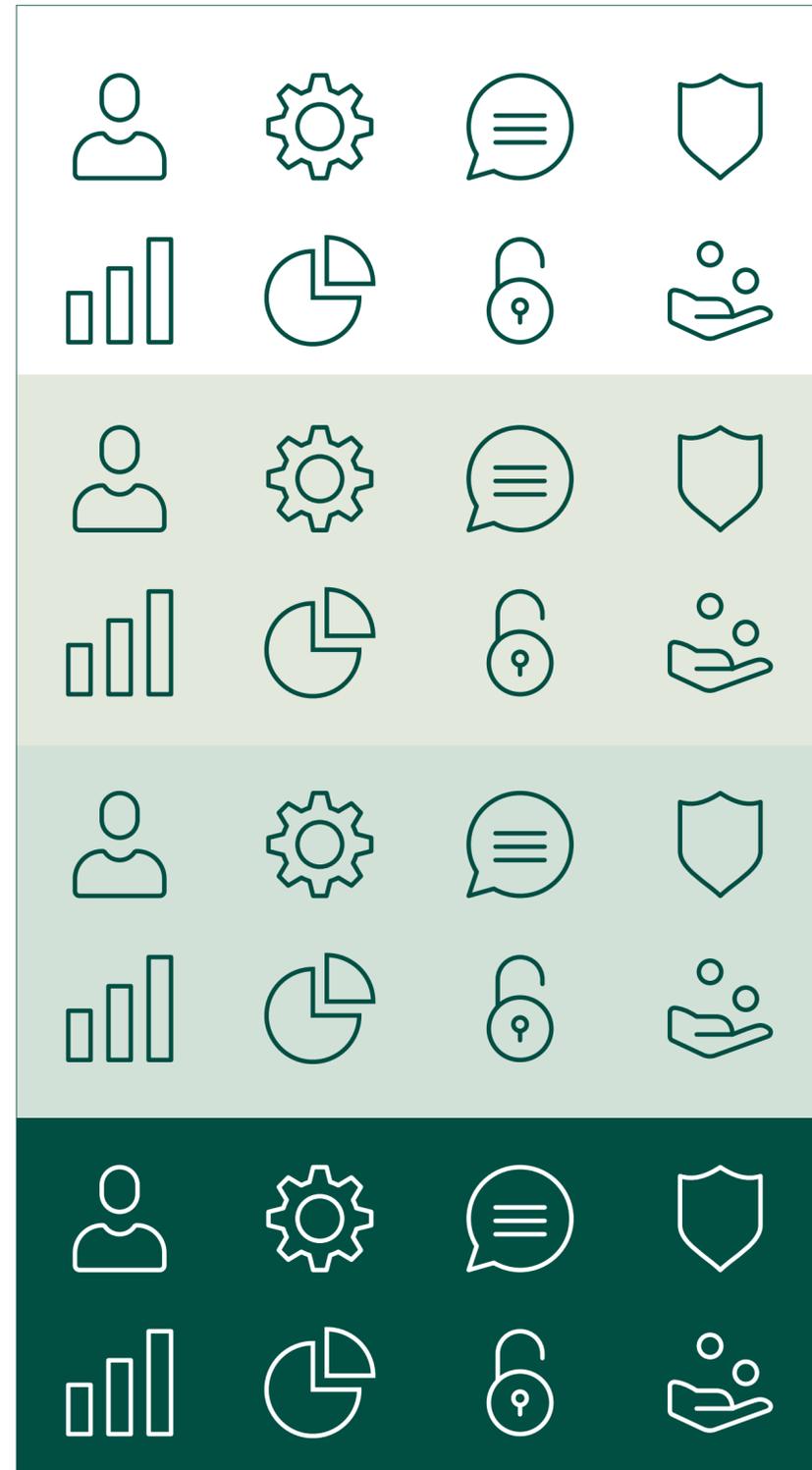
Where there are production restrictions, black versions of our icons are available. For brand approved icons, please find these at the end of our [PowerPoint template](#).

### Do not

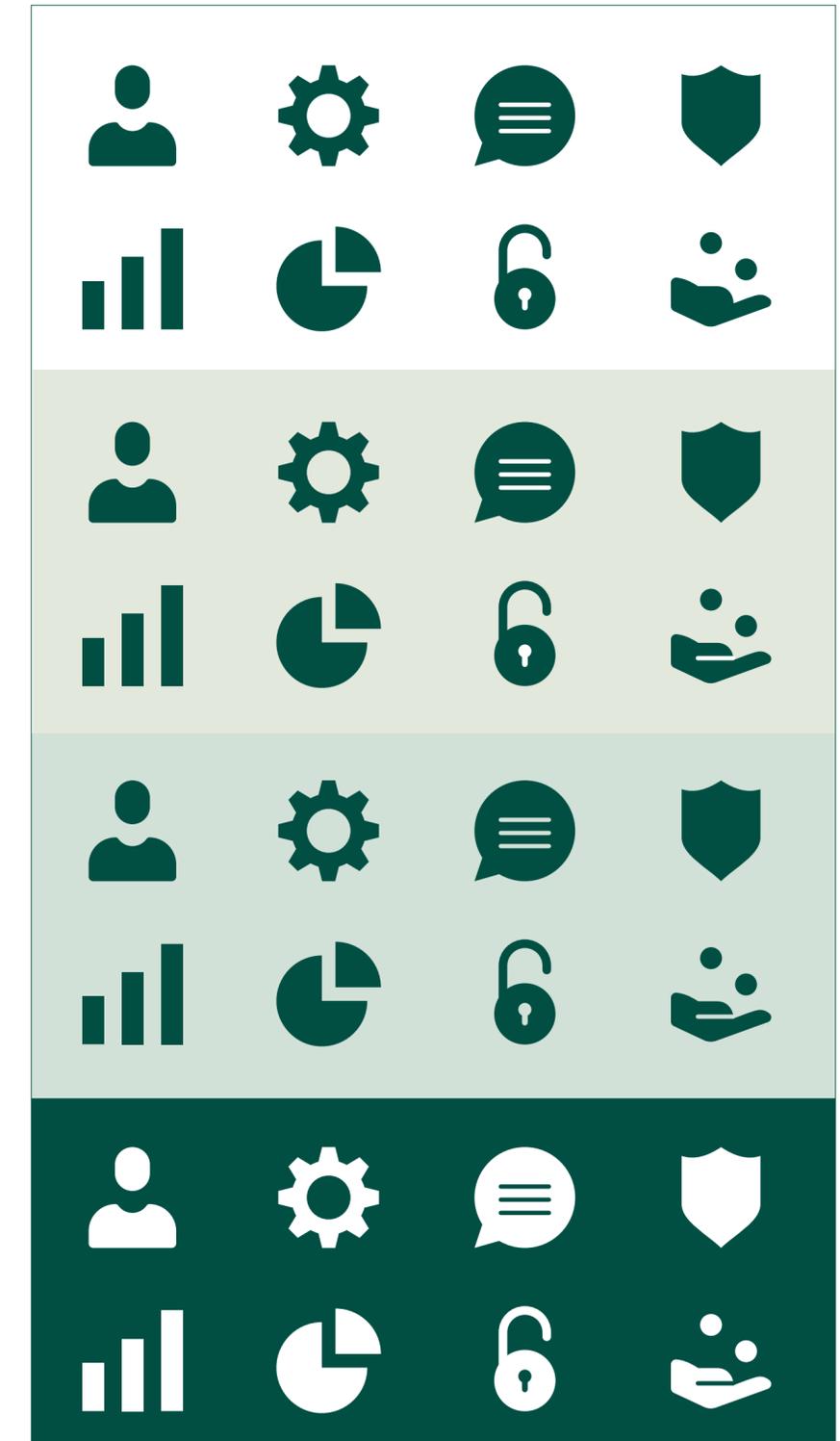
Do not use the incorrect stroke or fill colors.

Do not use or create other icon styles.

Outline icons



Solid icons



## Graphic styles

# Abstract backgrounds

Abstract elements are used to add depth (and motion) to videos. Through their usage, we aim to add interest to the content presented in the foreground as well as break up the monotony of the flat background color. As such, they should be used only with a flat background, with the exception of particle elements which can be used over photographic content to add motion to otherwise still content.

They should either already have depth baked in them or the depth can be added in post-production, but they should never be flat. Their presence should be adjusted not to compete with the content in the foreground (usually by adjusting opacity). They should always be monochrome, either light or dark depending on the color/value of the background.

## Usage

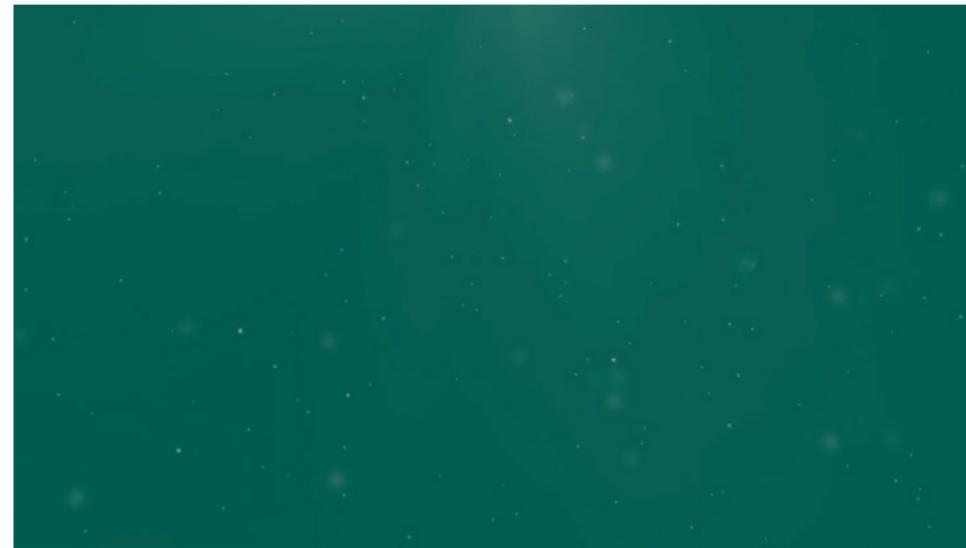
Use to add interest and motion to otherwise still content and/or to accent primary foreground content.

Use them over flat backgrounds or simple gradients.

Use them in addition to the moving glass and spiro motion elements already defined in the Brand Guidelines.

## Do not

Do not place elements over photographs or video footage, with the exception of subtle particle effects (e.g., specks, dust or similar visual enhancements).



## Graphic styles

# Abstract backgrounds

Abstract elements are used to add depth (and motion) to videos. Through their usage, we aim to add interest to the content presented in the foreground as well as break up the monotony of the flat background color. As such, they should be used only with a flat background, with the exception of particle elements which can be used over photographic content to add motion to otherwise still content.

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## Usage

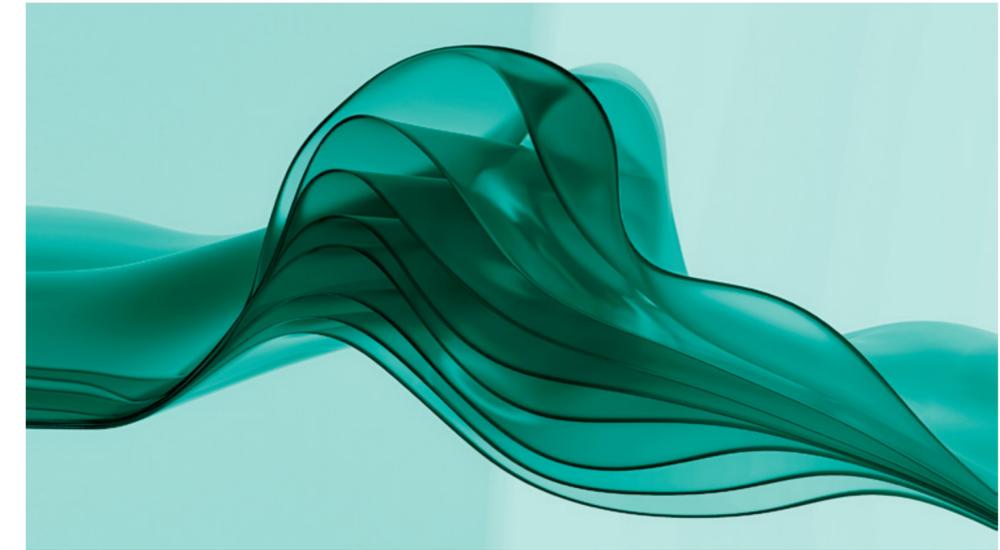
Use to add interest and motion to otherwise still content and/or to accent primary foreground content.

Use them over flat backgrounds or simple gradients.

Use them in addition to the moving glass and spiro motion elements already defined in the Brand Guidelines.

## Do not

Do not place elements over photographs or video footage, with the exception of subtle particle effects (e.g., specks, dust or similar visual enhancements).



# Layout

## Layout

# 24x24-unit grid

A consistent grid system is used for the sizing and positioning of design elements. This grid is especially important when using our grid boxes.

Our grid divides our format into 24x24 units. These units are then used to align graphic and typographic elements within the layout. 24 units gives good flexibility, and allows for page divisions in multiples of two or three.

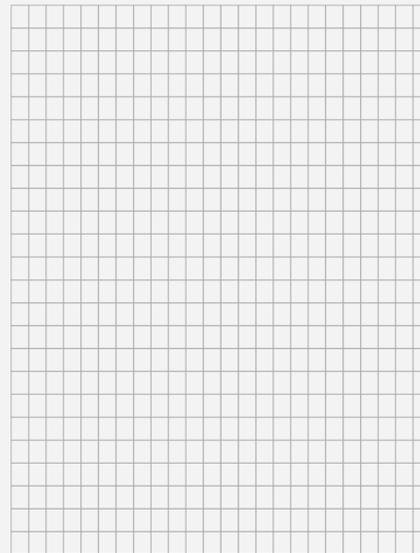
To use this grid, simply divide your page format by 24, both vertically and horizontally.

Remember to always use the appropriate color ratios described on page 24 of the Colors section.

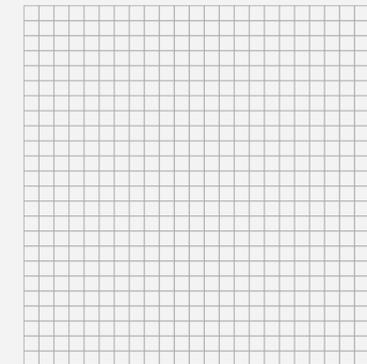
### Do not

Do not randomly place and size graphics—use the 24x24-unit grid.

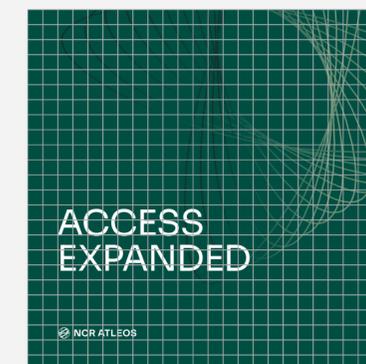
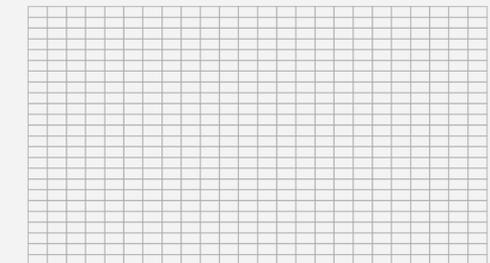
24x24 grid—vertical



24x24 grid—square



24x24 grid—horizontal



## Layout

# Grid box overview

Our design system uses grid boxes as a way to organize and contain text and imagery while creating dynamic layouts with motion and depth.

To organize our grid boxes, we use the 24x24-unit grid to divide our format. This grid is used for the sizing and positioning of design elements.

Layouts may use one or two grid boxes in addition to the background. The grid boxes extend beyond the confines of the format, bleeding off on one, two or three edges.

If there is more than one box, they should always overlap to create a feeling of extending toward the reader.

The grid box drop shadows are used to create a sense of depth and space. The drop shadows should be subtle.

Color use for the grid boxes is limited to the primary palette: dark teal, light teal, sand and white.

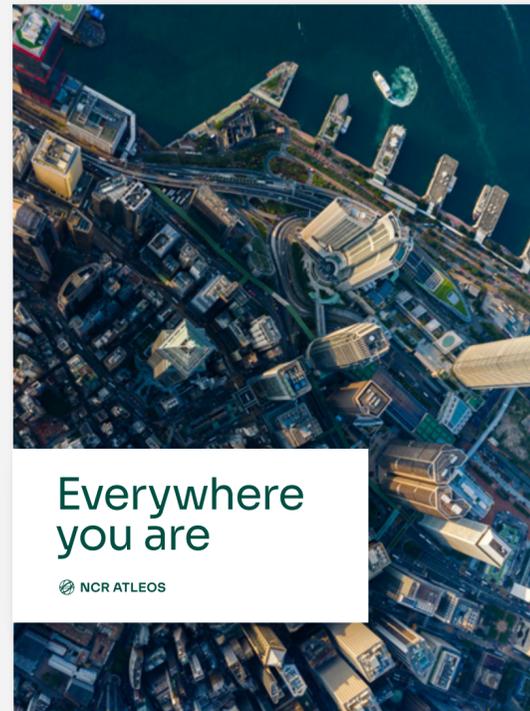
## Do not

Do not randomly place and size graphics—use the 24x24-unit grid.

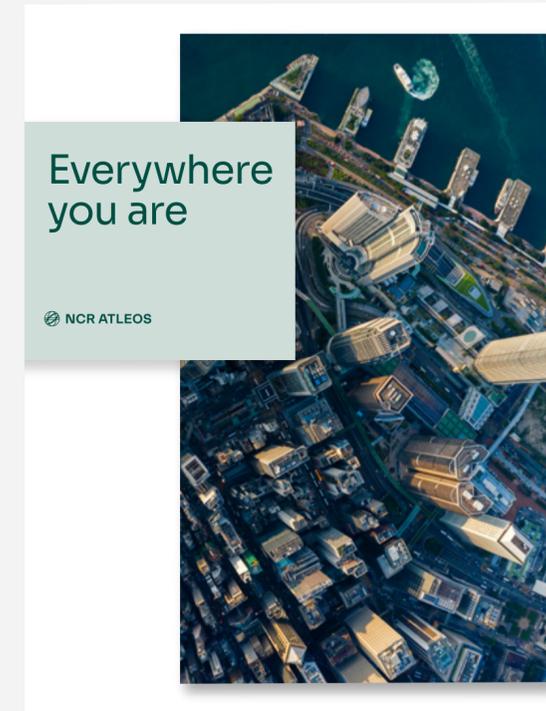
Do not use more than two graphic boxes in a single layout.

Do not use colors of the secondary palette in the grid boxes.

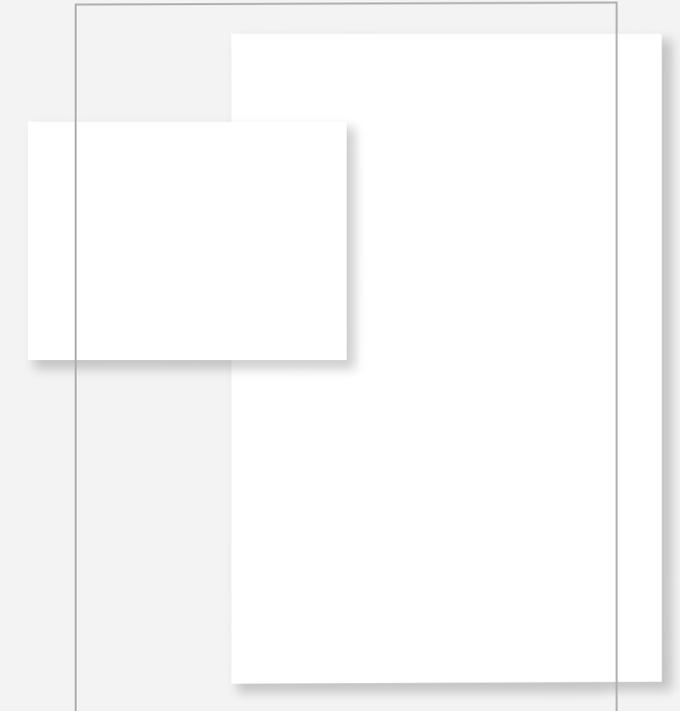
Example of one box layout



Example of two box layout



Drop shadows of boxes shown



## Layout Grid box usage

The following examples show the grid boxes. Some layouts use a single graphic box and others use two. Graphic boxes may be used simply with color and typography, or they may act as containers for photography or our linear patterns.

Drop shadows should be light and consistent in appearance. They should be relatively light—between 20%–35% black. It is not possible to give size specifications for the shadows because the size will vary depending on the application.

Use the supplied examples shown here and in the **Our brand in action section** (page 82) as reference for size and appearance for drop shadows.

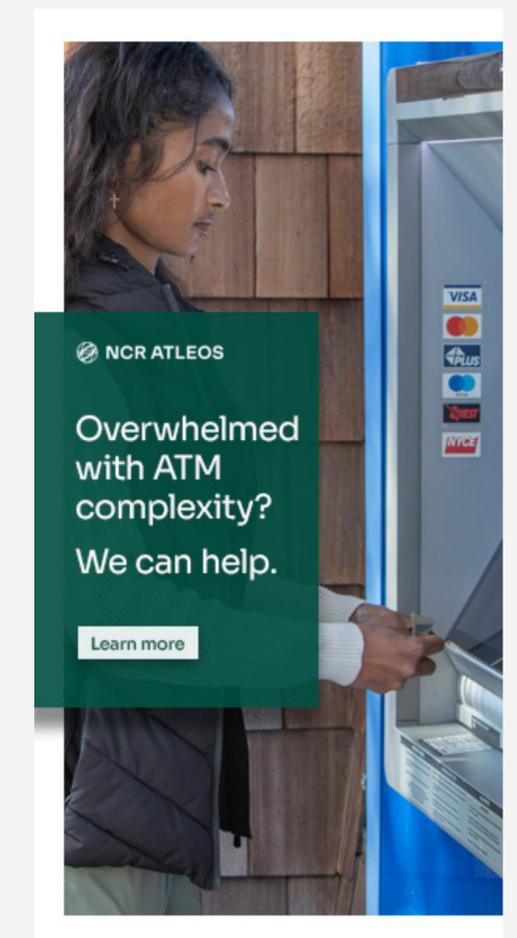
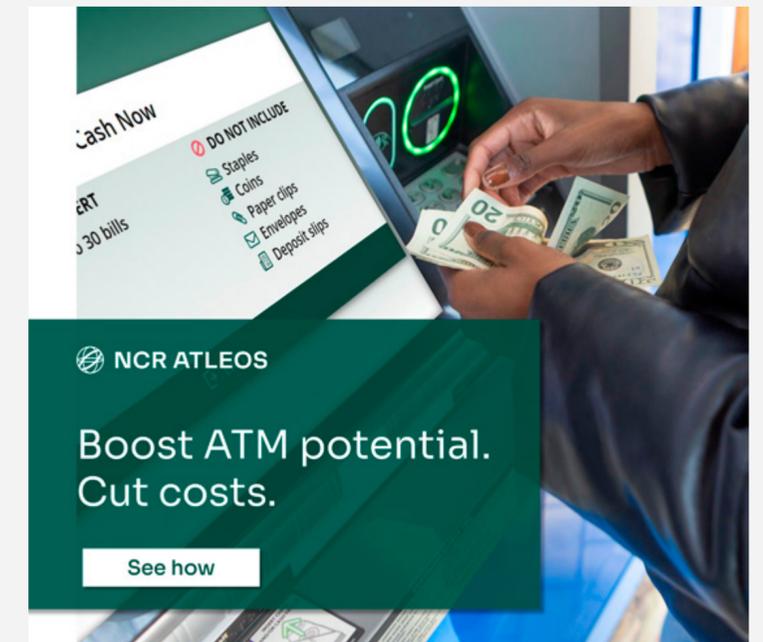
Grid boxes are always used with square corners and should never be rounded or angled.

### Do not

Do not round or angle corners of the boxes.

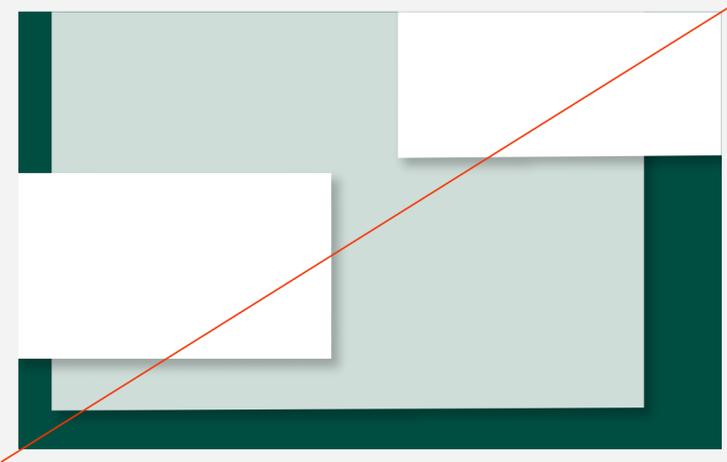
Do not use overly dark drop shadows.

Do not use large or deep drop shadows.

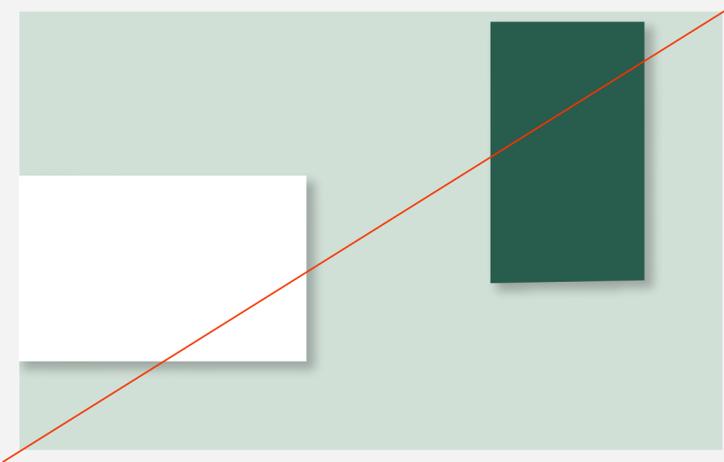


## Layout

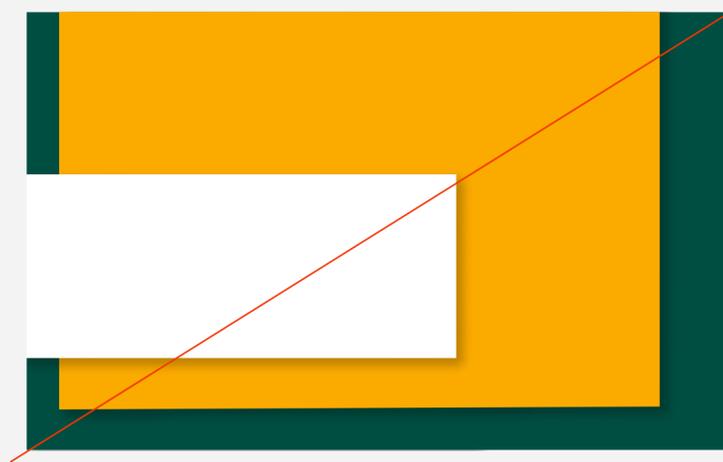
# Grid box guardrails



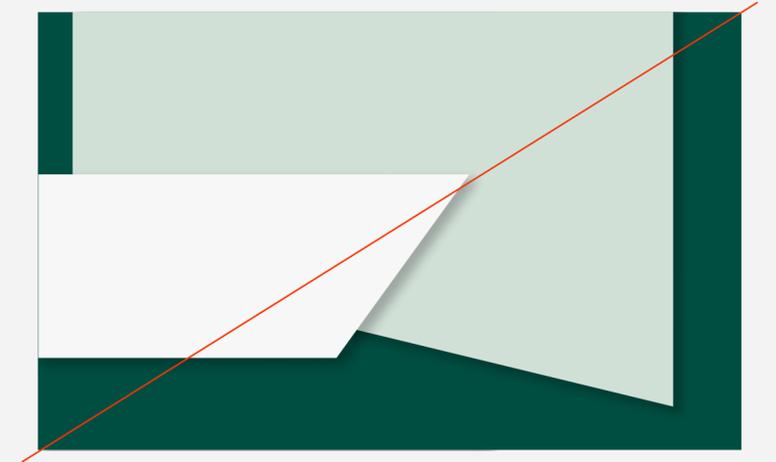
Don't use more than two grid boxes.



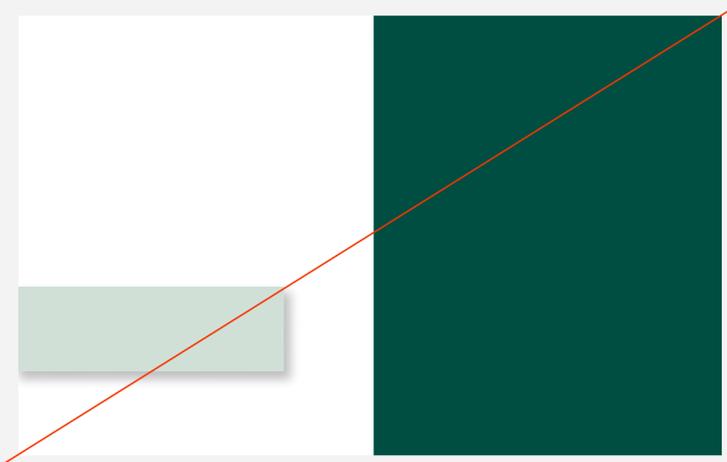
Don't randomly place or size boxes—use the 24x24-unit grid.



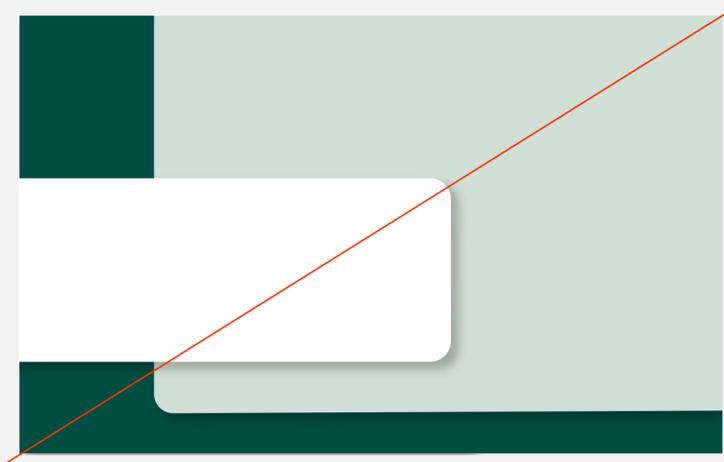
Don't use grid boxes in secondary colors.



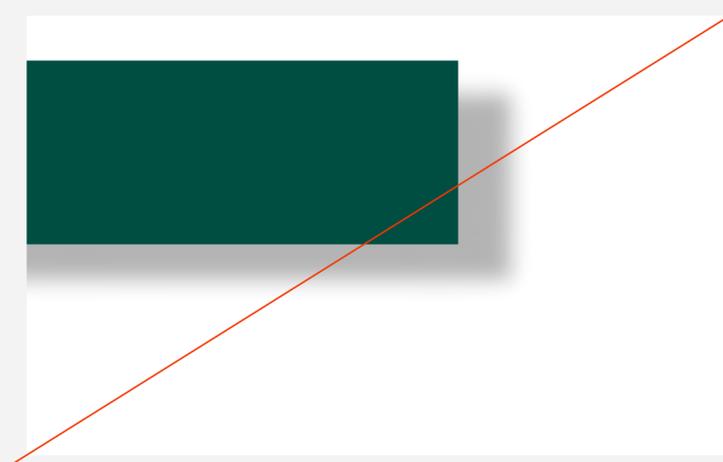
Don't angle or distort the grid boxes.



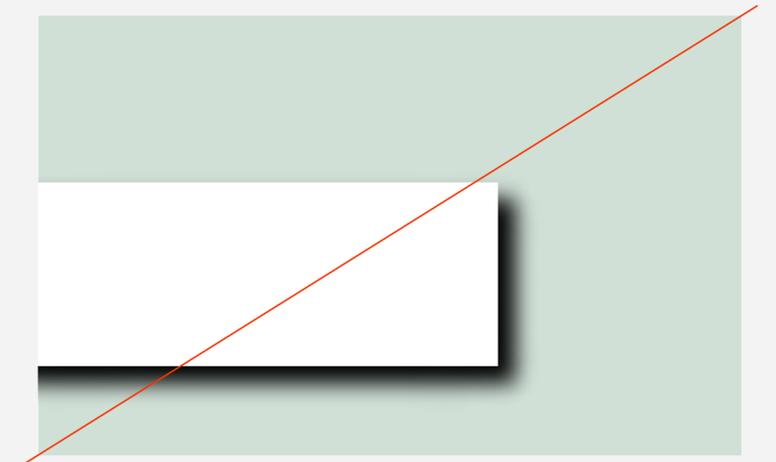
Don't use color proportions that do not meet guidelines.



Don't round or angle corners of the boxes.



Don't use large or deep drop shadows.



Don't use overly dark drop shadows.

# Layout

## Signature shapes usage

The NCR Atleos brand incorporates distinctive shapes inspired by the inner contours of the “O” and “R” in the logo. These forms serve as graphic elements that reinforce brand recognition and visual cohesion across all materials.

## Grid alignment

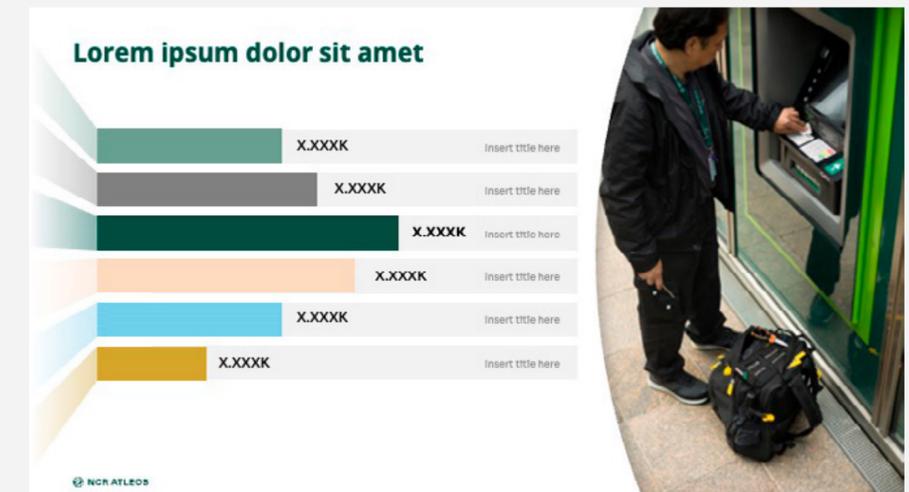
All signature shapes must be aligned to the 24x24 grid unit system to ensure consistency in scale, spacing and positioning.

### Use the grid to:

- Anchor shapes relative to key content or layout zones
- Maintain proportional balance across different formats
- Ensure alignment with other brand elements such as typography and icons

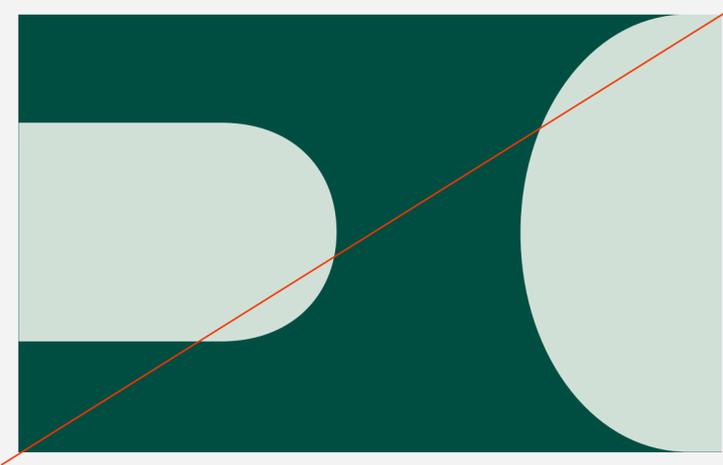
## Styling

Color usage should follow the primary and secondary palette guidelines, with attention to contrast and accessibility.

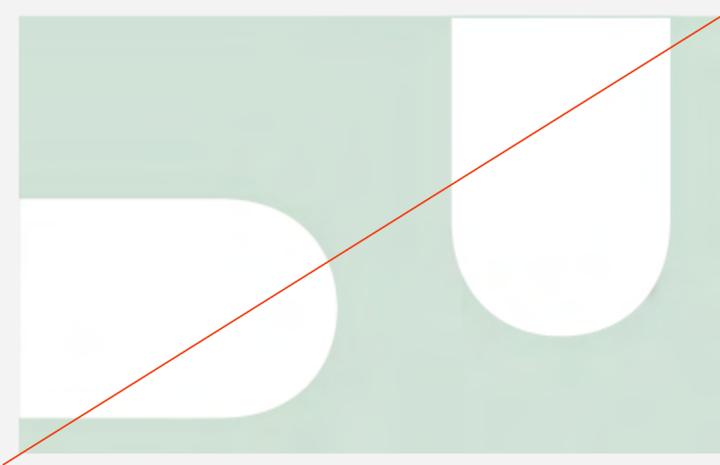


## Layout

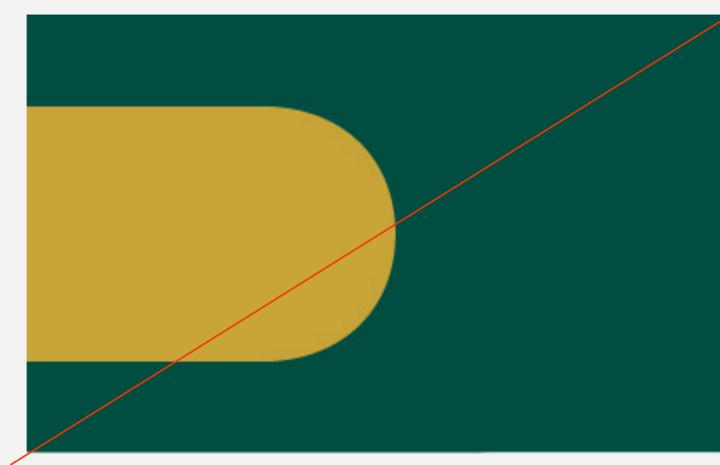
# Signature shape guardrails



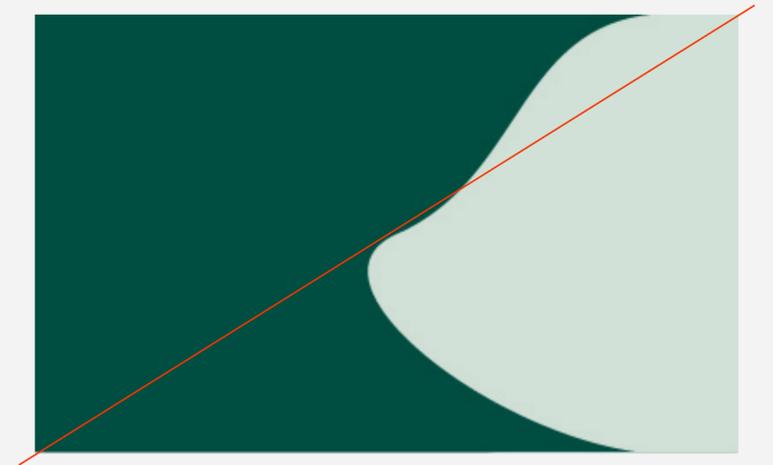
Don't use more than one signature shape.



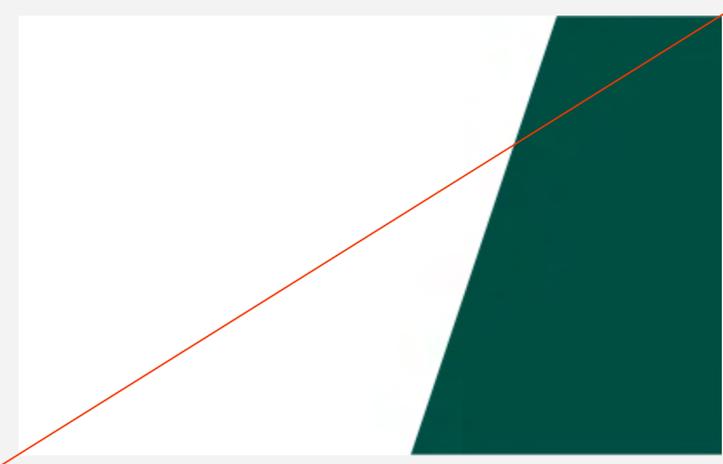
Don't randomly place or size shapes—use the 24x24-unit grid.



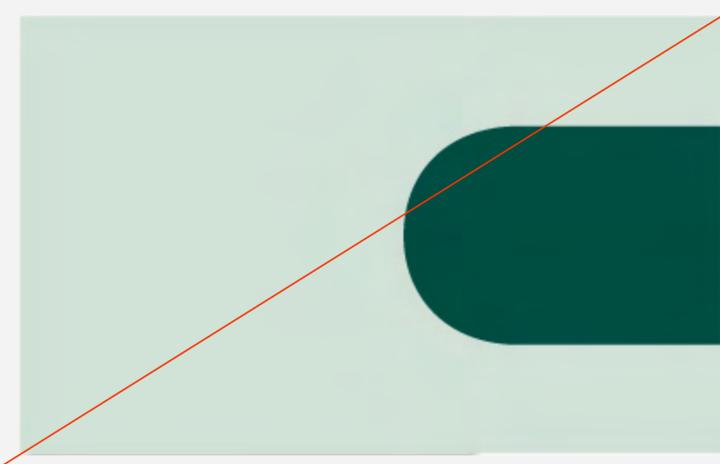
Don't use shapes in accent colors.



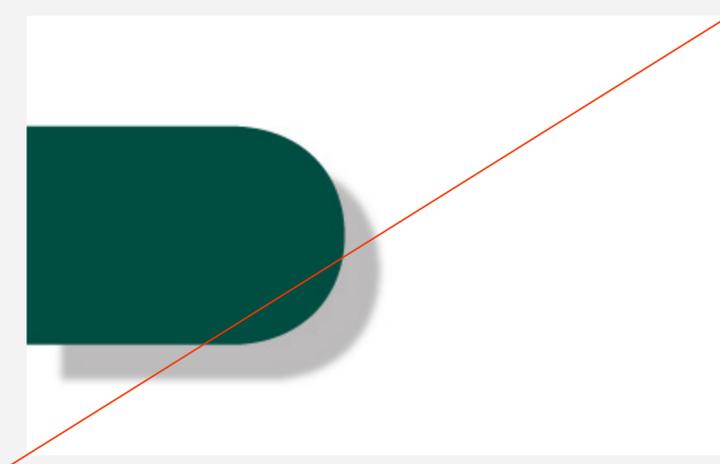
Don't angle or distort the shapes.



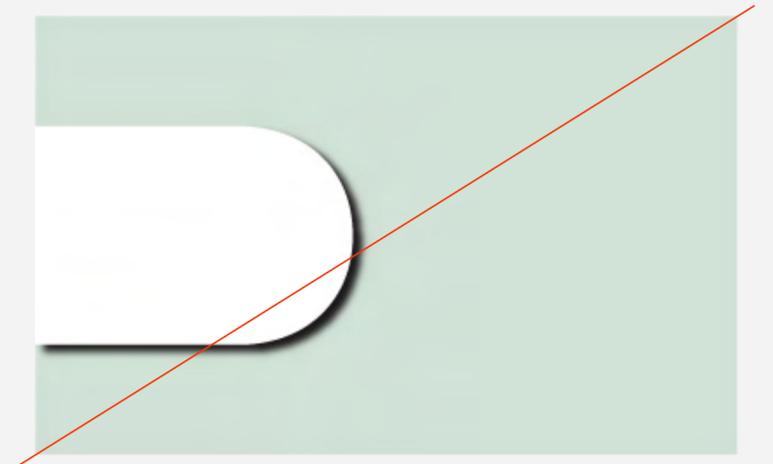
Don't create random shapes.



Don't flip, mirror or rotate shapes from their original orientation.



Don't use large or deep drop shadows.



Don't use overly dark drop shadows.

## Layout

# Drop shadows usage

Drop shadows should be light, soft and consistent in appearance. Use shadows with an opacity between 10%–15% black to maintain subtlety and avoid visual clutter.

To ensure a natural, soft appearance, shadows should:

- Have a blurred edge rather than a hard or sharp outline
- Be adjusted in size and spread based on the context and scale of the asset—no fixed size is required, but consistency across similar elements is important

Mobile strategy and optimization consulting 15

### Improve operations

Traditional virtualization solutions therefore are designed to optimize and simplify data centers, balance CPU usage across a bank of servers, and for automation and storage. This is very different from the needs of a live retail ecosystem, where there may be hundreds or thousands of distributed, remote devices across multiple locations.

Virtualization tools designed for data centers are simply not designed with the distributed management and control required for the retail store, nor the workloads and specialty equipment (such as POS peripherals) used in-store. When retailers do try to force traditional virtualization solutions into their retail ecosystem, they can experience workload challenges — including costly and lengthy implementations.

This is huge — now you can move toward new solutions without having to worry about hardware compliance. You're free to move with the speed of change and go where your customers need you to go. That means enabling a store evolution that blends the digital and physical to create memorable experiences that drive loyalty. It's all possible with a modern system that delivers immediate cost savings while providing an agile platform for long-term innovation and growth.

Let's face it, retailers struggle with the enormous physical footprint of their store system infrastructure. But you can break the dependence between existing hardware like the POS terminal, and the software that runs on



Let's face it, retailers struggle with the enormous physical footprint of their store system infrastructure. But you can break the dependence between existing hardware like the POS terminal, and the software that runs on



10 Mobile strategy and optimization consulting

### Navigating challenges with mobile

Mobility introduces several key concerns for every retailer including security, operational impacts and training. Security includes PCI compliance, customer privacy and loss prevention.

From an operational perspective, decisions regarding mobile functionality, hardware, software, workflows and the customer experience need to be addressed. Your employees also need to be equipped with the skills required to interact with customers and assist them with their mobile purchases.

In some cases, your strategy may involve mobile or tablet solutions tailored to helping your employees more effectively perform their jobs. With so many variables, retailers need to mold their mobile strategy to fit their business needs. To help you get started, NCR's Human Factors Engineering and Store Performance consultants can evaluate your issues and help you identify and define your ideal mobile scenarios.

From an operational perspective, decisions regarding mobile functionality, hardware, software, workflows and the customer experience need to be addressed. Your employees also need to be equipped with the skills required to interact with customers and assist them with their mobile purchases.

“With so many variables, retailers need to mold their mobile strategy to fit their business needs.”



“With so many variables, retailers need to mold their mobile strategy to fit their business needs.”



## Layouts

# Bringing all elements together

Correct NCR Atleos logo placement with optimal contrast and clearance space.



Photography choice is on-brand and used correctly within a grid box.

Headline is simple, clear and easy to read. The correct font is used in sentence case.

# A global perspective

Texture applied over flat background color at low opacity to not distract.

Body copy is in the correct font (Sora) and spacing.

NCR Atleos empowers financial institutions worldwide.

Signature shape uses drop shadow to create a sense of depth.



## Layouts

# Bringing all elements together

Photography choice is on-brand and used correctly. Internal photo library used.

Correct NCR Atleos logo placement with optimal contrast and clearance space.

Headline is simple, clear and easy to read. The correct font (Noto Sans) is used in sentence case.

Body copy is set in the correct font (Sora).

Signature shape from the NCR Atleos logo (inside of "R") positioned using the 24x24 unit page grid and set in "sand" at 85% opacity.



# Photography

## Photography

# Worldly photography

### Composition

Our “worldly” photography consists of dramatic high-angle cityscapes. These images portray our global reach and diverse markets in which we do business. The birds-eye approach is unique and creates a feeling of movement, depth and expansion.

### Colors

Images are in color and not black and white. Our colors are low-saturation and business-like in their subtle tones. The color should always feel natural and authentic, not enhanced through manipulation.

### Lighting

Lighting should be interesting and can be dramatic but should not be overly saturated.

### Do not

Do not use overly saturated color.

Do not use black and white.

Do not use linear pattern graphics on photography.



# Photography

## People

### Composition

Our people photography consists of portraits of employees and scenarios of activity in our business spaces. Images are shot in working environments using unique perspectives or viewpoints to capture authentic moments of interaction.

### Posture

Our people should convey confidence and competency. To reflect our diversity, we feature our employees in their choice of posture.

### Wardrobe

Our wardrobe is modern and professional. We are always tidy, presentable and stylish. Neutral-colored clothing without strong patterns is preferred as bright colors can be distracting in a composition.

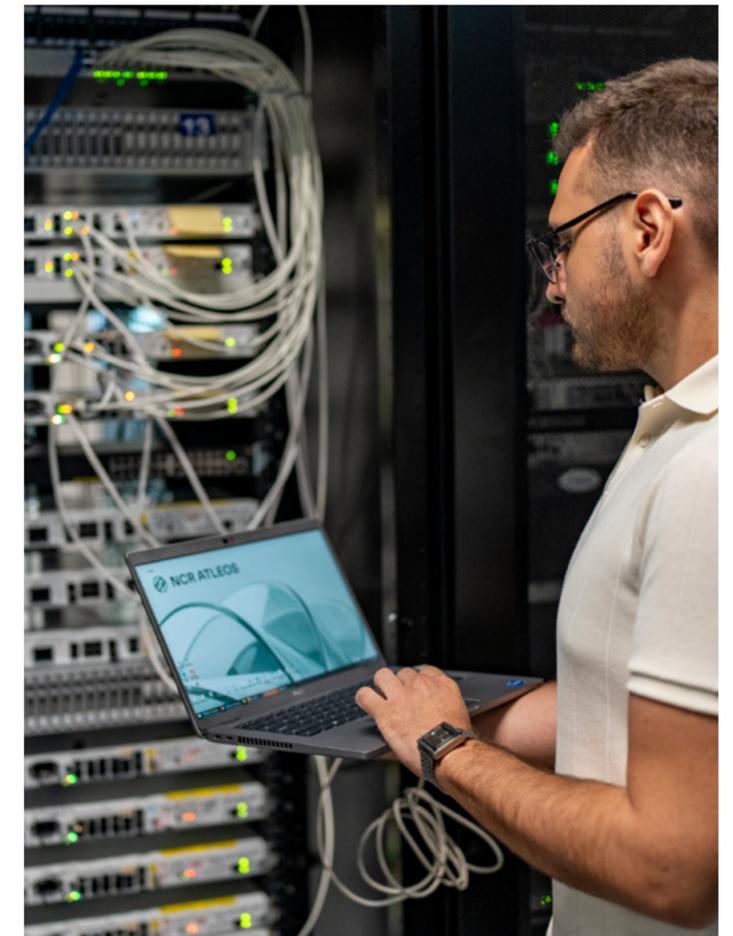
### Lighting and color

Lighting should appear authentic and natural. Background environments are bright and airy. Color should be subtle and not overly saturated. Blurring of background or foreground objects can be used to create the feeling of space and depth.

### Do not

Do not use studio backgrounds.

Do not use overly colorful or saturated images.



## Photography Products

Our products are core to our business and it is vital that they are portrayed in a manner that presents leading-edge features and convenience of use.

### Content and style

Whenever possible, our product photography should capture authentic interactions with customers in real-world, in-situ environments. Compositions should feel dynamic and engaging, using distinctive angles and perspectives to bring the scene to life.

Product images always appear real and should not look like digital renderings.

### Customers

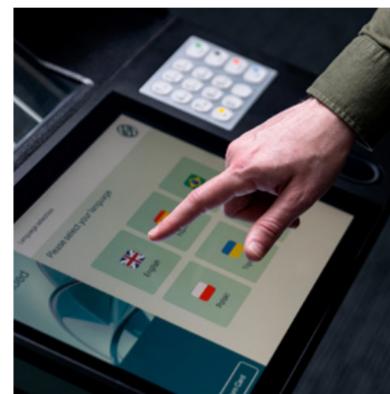
People may be recognizable, or only seen in part. They should be dressed in a professional manner, wearing subtle and neutral colors. When appropriate, people may be blurred through slow shutter speeds to allow the focus of the photo to be on the product.

### Lighting

Lighting should appear authentic and natural. Background environments are bright and airy. Color should be subtle and not overly saturated. Blurring of background or foreground objects can be used to create the feeling of space and depth.

### Do not

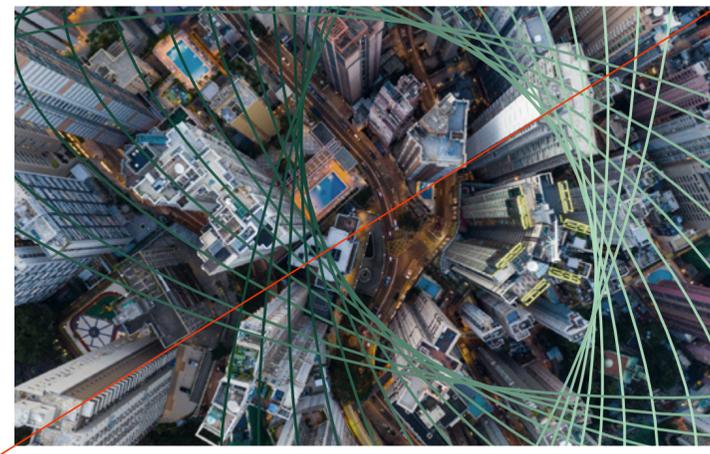
Do not use images that look like illustrations or renderings.



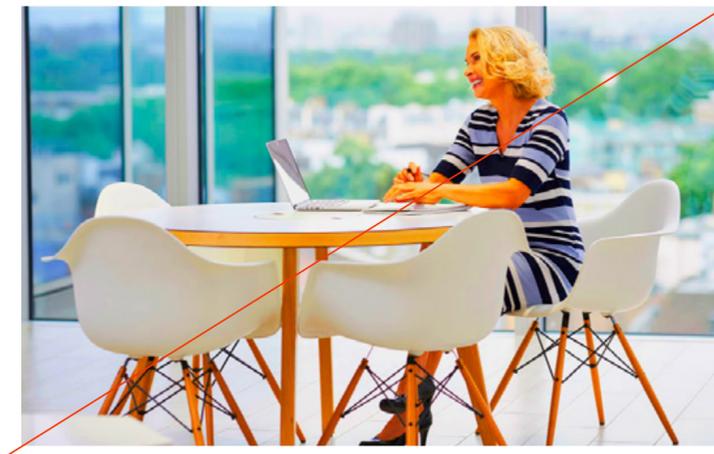
# Photography Guardrails



Don't use linear graphic patterns or textures in the same layout as abstract glass imagery.



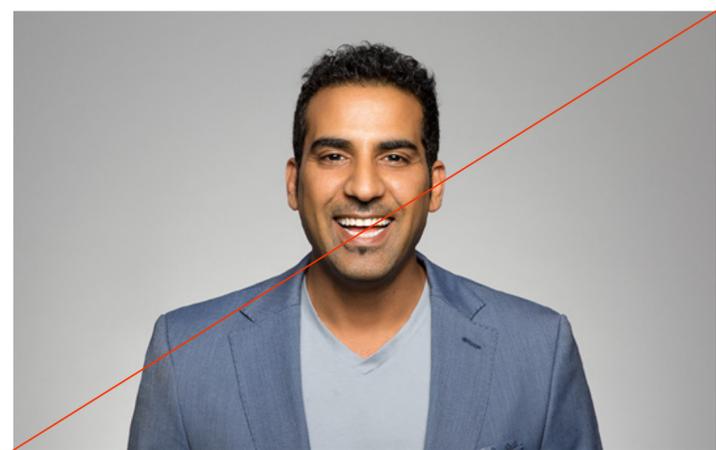
Don't use linear patterns or textures on photography.



Don't use overly saturated color.



Don't use black and white imagery.



Don't use studio backgrounds.



Don't use wardrobe colors that distract.



Don't apply vignettes.



Don't use product images that look like illustrations or renderings.

# Graphic styles

# Graphic styles

## Graphs and charts

### Infographics

Infographics are primarily typographic in nature. We leverage large numbers along with our iconography to showcase our capabilities.

### Graphs and charts

When we create graphs and charts we primarily use our teal tints and add accent colors from the secondary palette, when needed.

Our charts are two-dimensional with flat colors. When selecting chart styles, start with the ones that are the simplest. Monochromatic graphs are preferred, but secondary colors may be used to draw attention to important information.

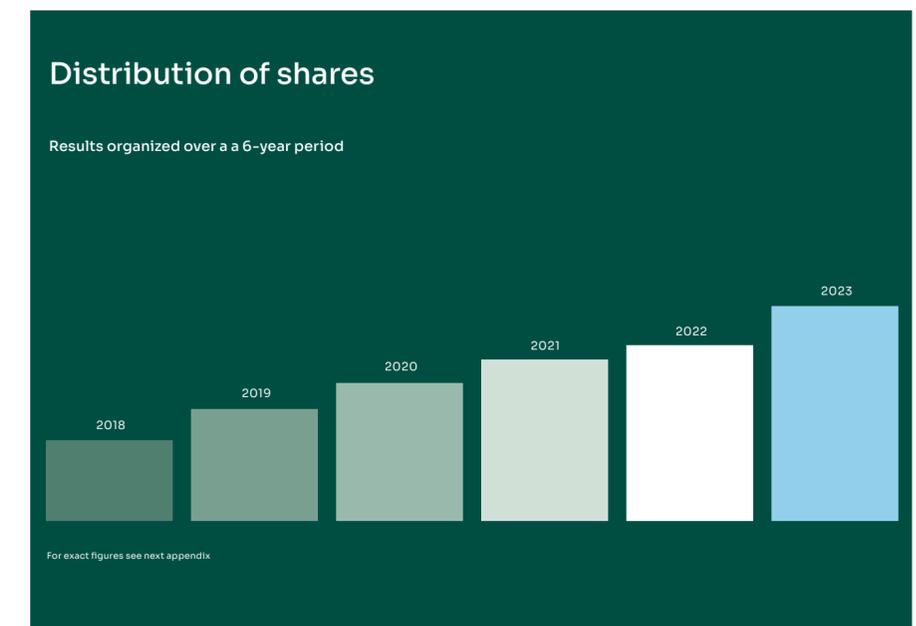
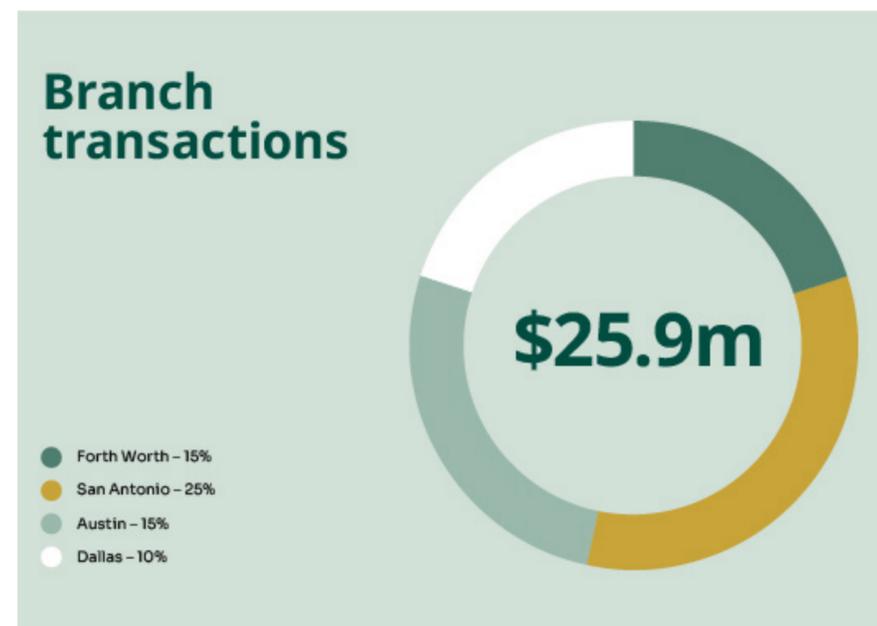
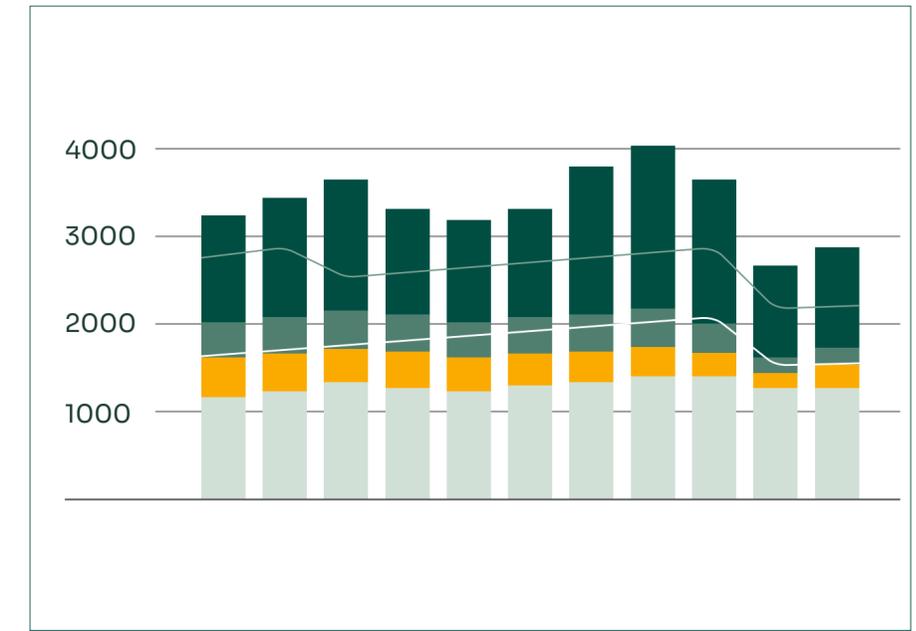
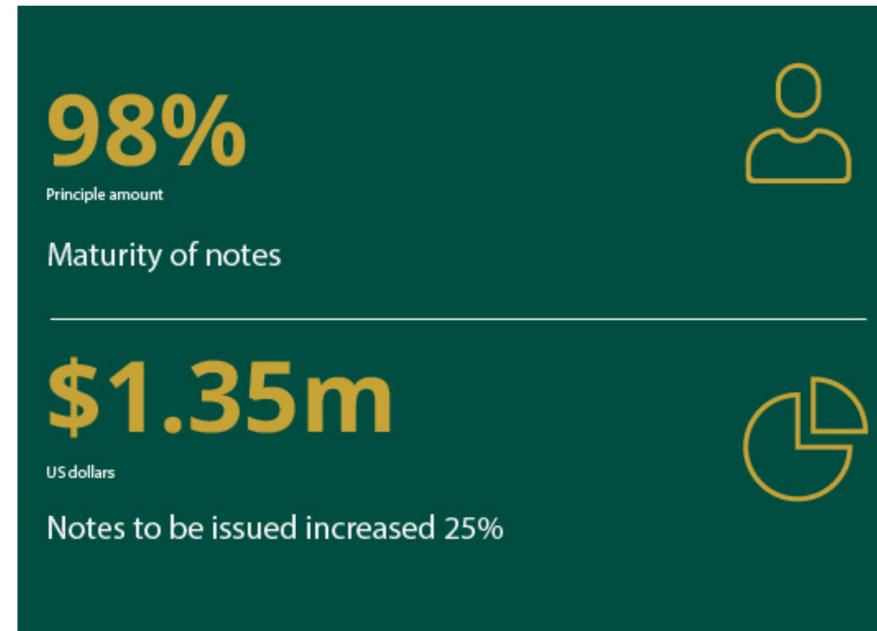
Avoid using several different secondary colors in the same chart.

### Do not

Do not use the incorrect stroke or fill colors.

Do not use background colors other than white, dark teal, sand or light teal.

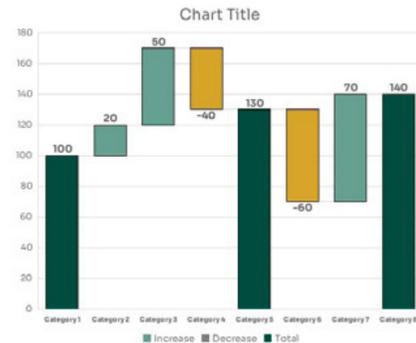
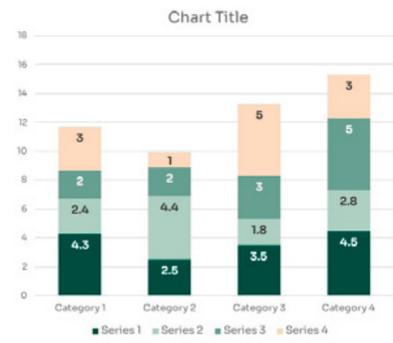
Do not use or create other icon styles.



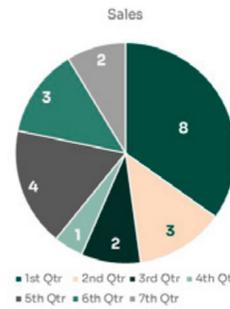
# Graphic styles

## Graphs and charts

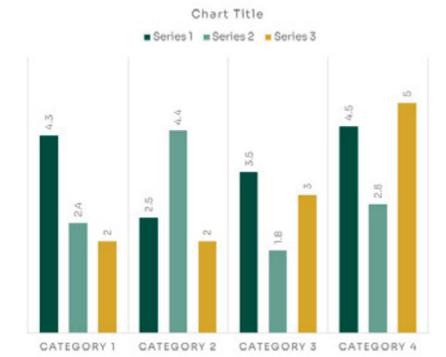
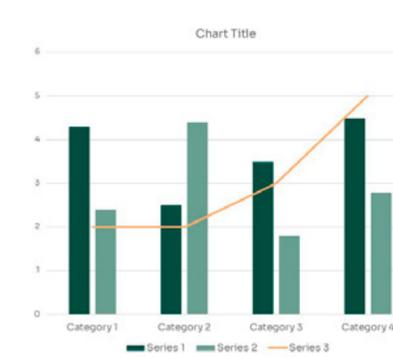
### Examples



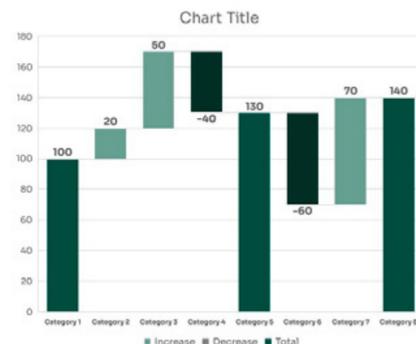
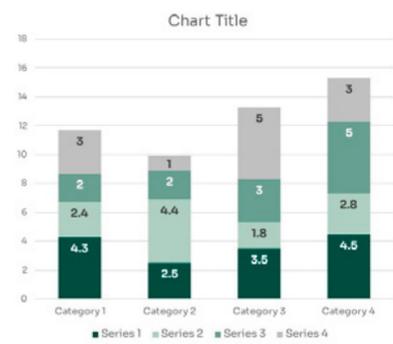
### Examples



### Examples



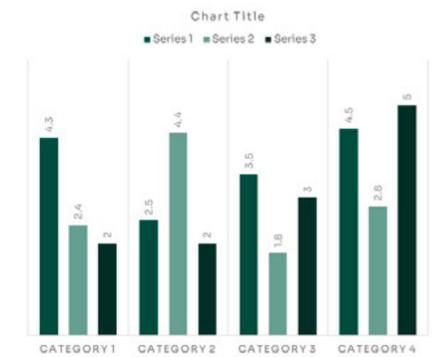
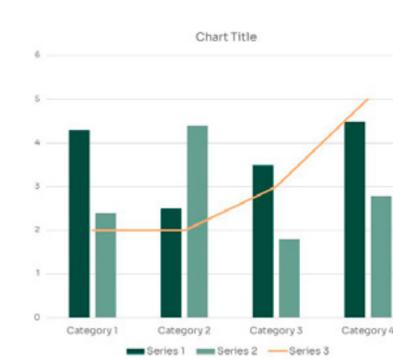
### Examples



### Examples

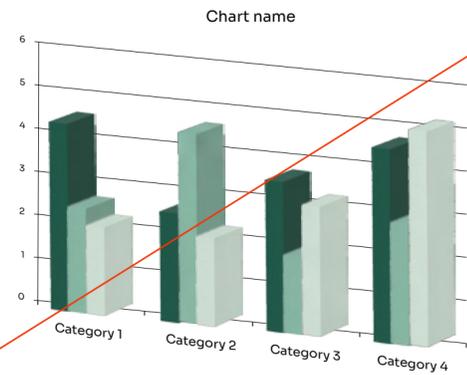


### Examples

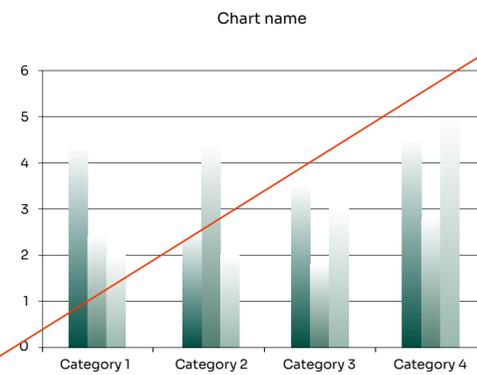


# Graphic styles

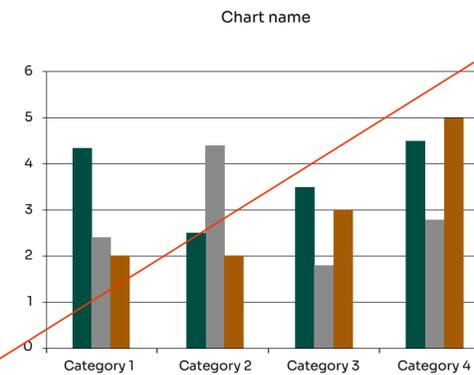
## Guardrails



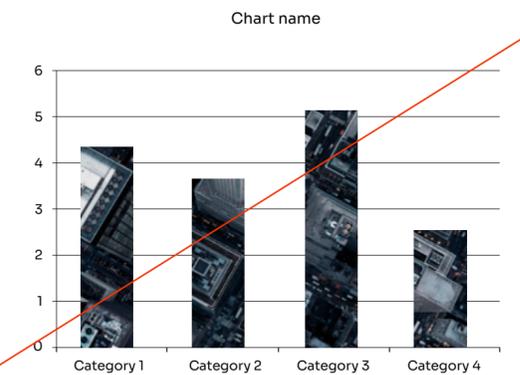
Don't use three-dimensional charts.



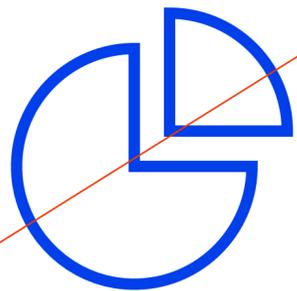
Don't use gradients, patterns or textures.



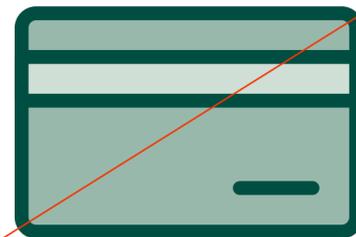
Don't add random colors to charts.



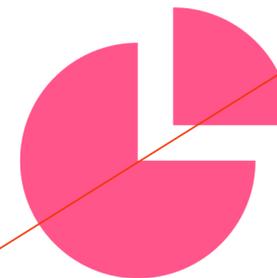
Don't add image fills to charts and graphs.



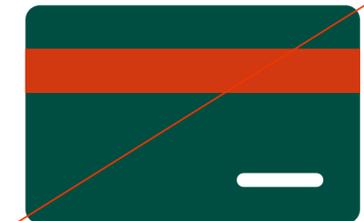
Don't use incorrect stroke colors on outline icons.



Don't add fills to outline icons.



Don't use incorrect fill colors on solid icons.

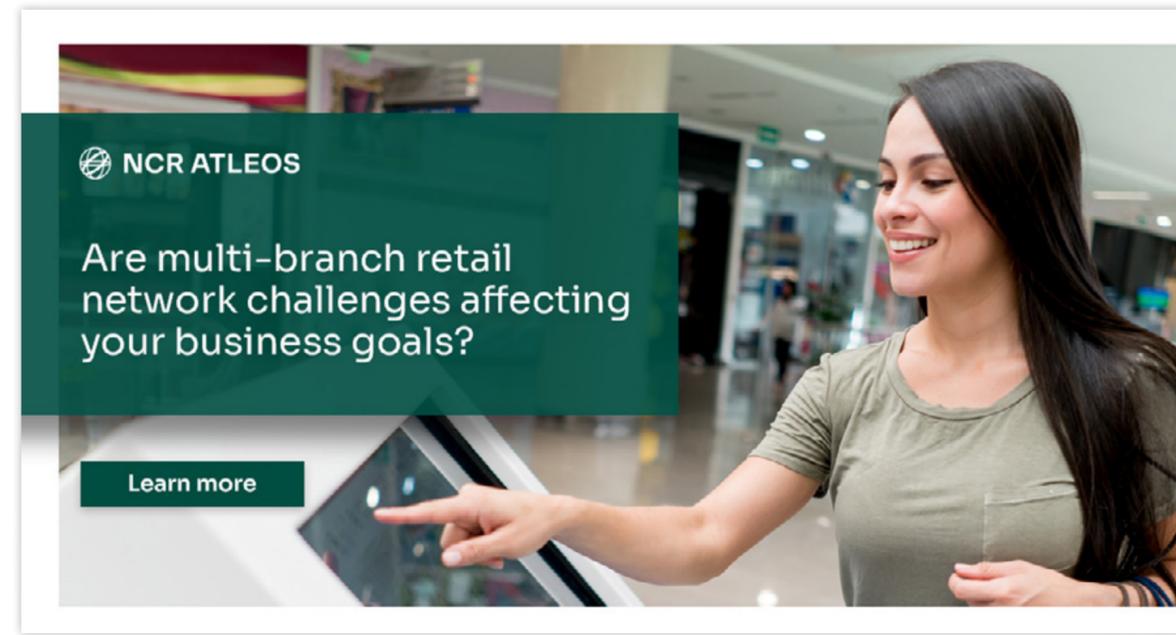


Don't add areas of color on solid icons.

# Digital

## Digital Digital ads

Our digital ads provide a variety of sizes and layouts to fit the content to market to our customers. Here are some examples of our digital ads in action.



A digital advertisement featuring a woman in a retail store pointing at a tablet. The ad has a dark green overlay with white text and a logo.

 **NCR ATLEOS**

Are multi-branch retail network challenges affecting your business goals?

[Learn more](#)



A digital advertisement featuring a group of business professionals in a meeting. The ad has a dark green overlay with white text and a logo.

 **NCR ATLEOS**

RESEARCH REPORT

NCR Atleos Research: Investment priorities to tackle enterprise network challenges

[Download report](#)



A digital advertisement with a dark green background. It features the NCR ATLEOS logo, a headline, a sub-headline, and a tagline with a cloud network icon. A circular inset image shows a man using an ATM.

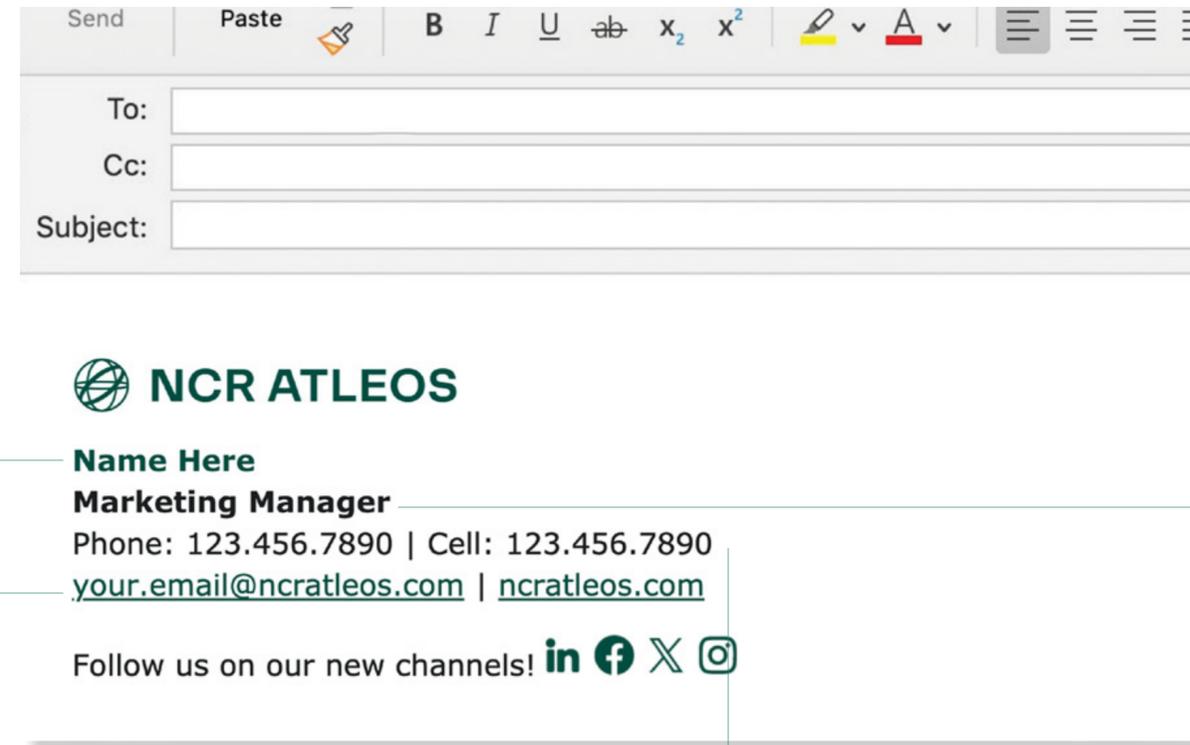
 **NCR ATLEOS**

**We run ATM networks more efficiently through ATM as a Service**

 Improving availability, compliance and security

# Digital Email signature

Use the standard Outlook email signature shown here.



**Name**  
Font: Verdana Bold 8.5pt  
Color: # 004E42

**Email & Web Links**  
Font: Verdana Regular 8.5pt  
Color: # 004E42

**Name Here**  
**Marketing Manager**

Phone: 123.456.7890 | Cell: 123.456.7890  
[your.email@ncratleos.com](mailto:your.email@ncratleos.com) | [ncratleos.com](http://ncratleos.com)

Follow us on our new channels! [in](#) [f](#) [X](#) [@](#)

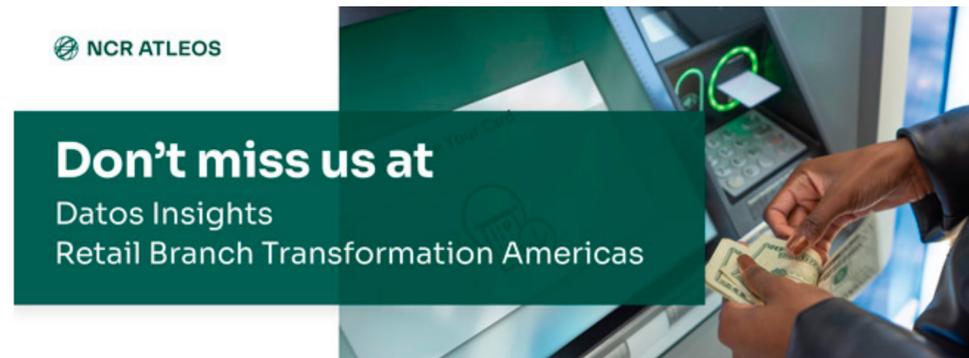
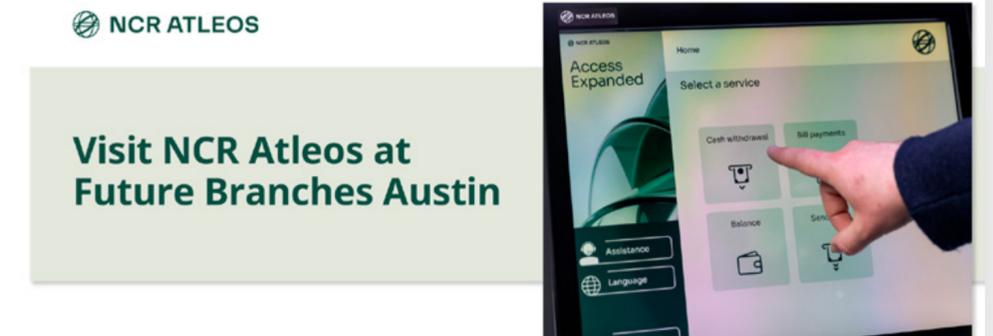
**Title**  
Font: Verdana Bold 8.5pt  
Color: #000000 (black)

**Phone**  
Font: Verdana Regular 8.5pt  
Color: #000000 (black)

Download the signature instructions

<https://assets.ncratleos.com/by/email-signature>

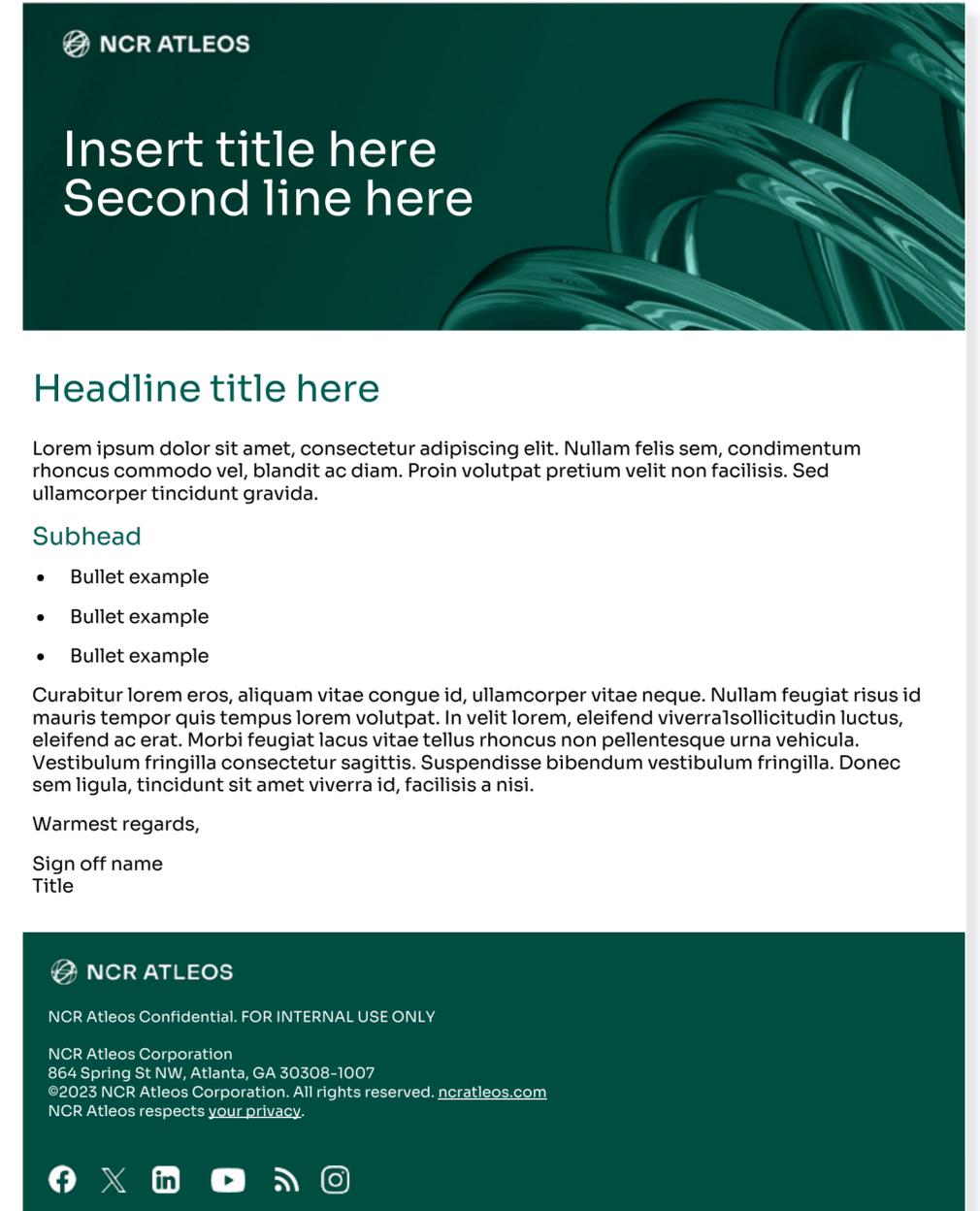
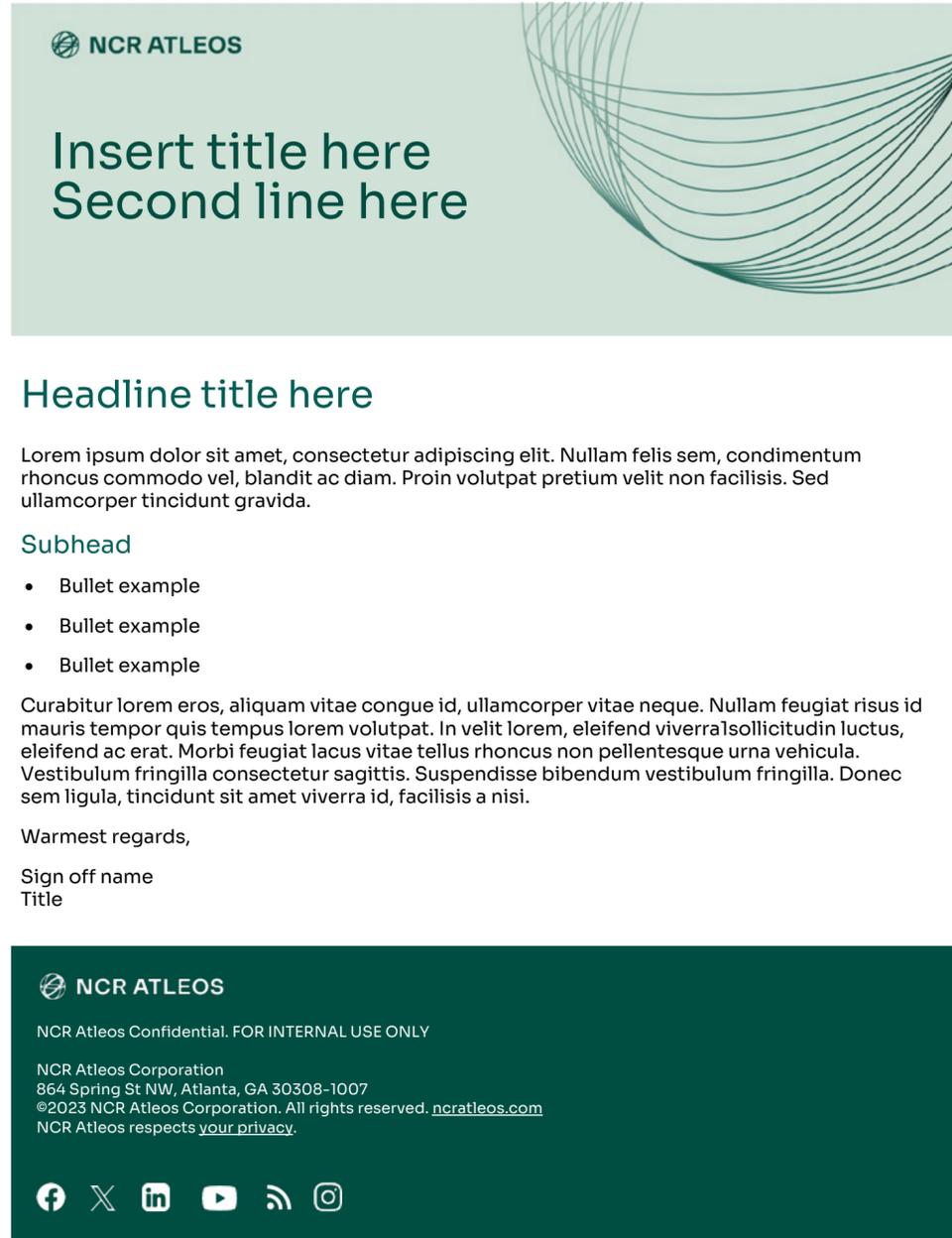
# Digital Email headers



Download the email header graphics

<https://assets.ncratleos.com/by/internal-email-templates>

# Digital Email templates



Download the internal email templates

<https://assets.ncratleos.com/by/internal-email-templates>

# Digital Social media

Follow our new accounts on social and boost the NCR Atleos brand by using one of these brand-approved social media banners.

**in** [linkedin.com/company/ncratleos](https://www.linkedin.com/company/ncratleos)

**f** [facebook.com/Atleos.NCR](https://www.facebook.com/Atleos.NCR)

**X** [twitter.com/ncratleos](https://twitter.com/ncratleos)

**ig** [instagram.com/ncratleos](https://www.instagram.com/ncratleos)

Our social media banners and templates can be downloaded here:

**LinkedIn:** <https://assets.ncratleos.com/by/linkedin>

**Social gifs:** <https://assets.ncratleos.com/by/social-gifs>

**X (Twitter):** <https://assets.ncratleos.com/by/x-twitter>

Make sure to highlight the milestones of you or your colleagues using one of our social milestone graphics.

<https://assets.ncratleos.com/by/social-milestones>

Use our **#LifeAtNCRAtleos** tag on any of your social posts related to work.

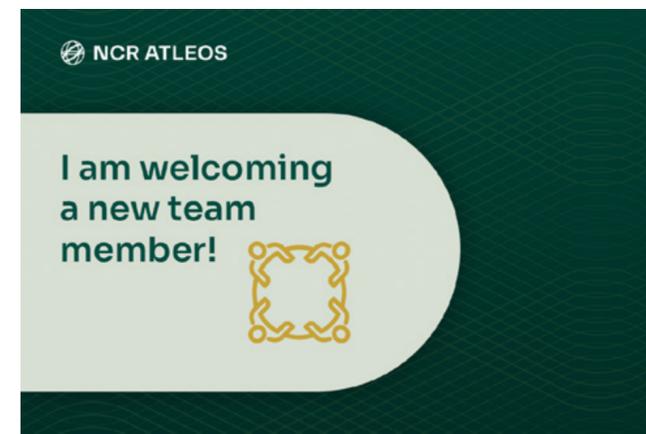
## LinkedIn banners



## X (Twitter) banners

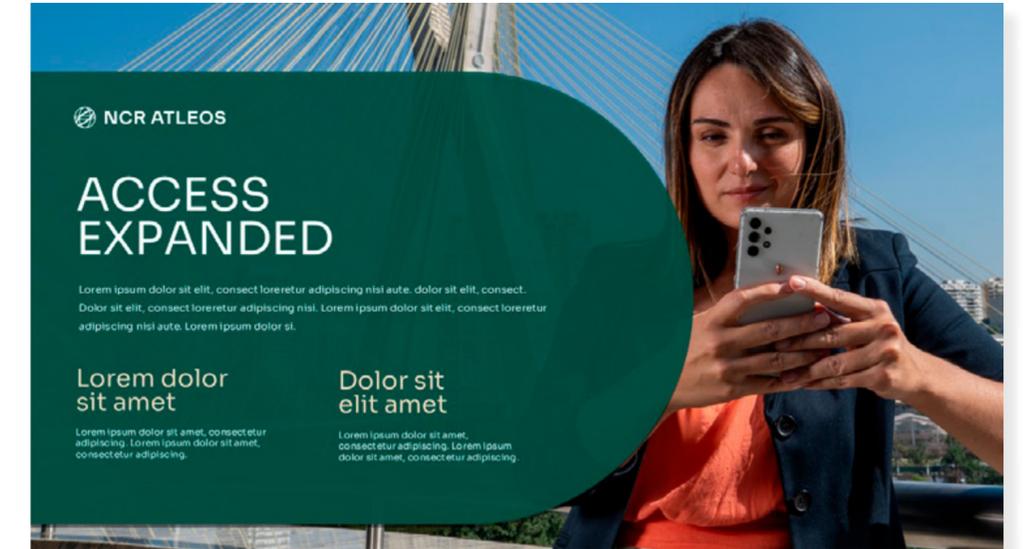
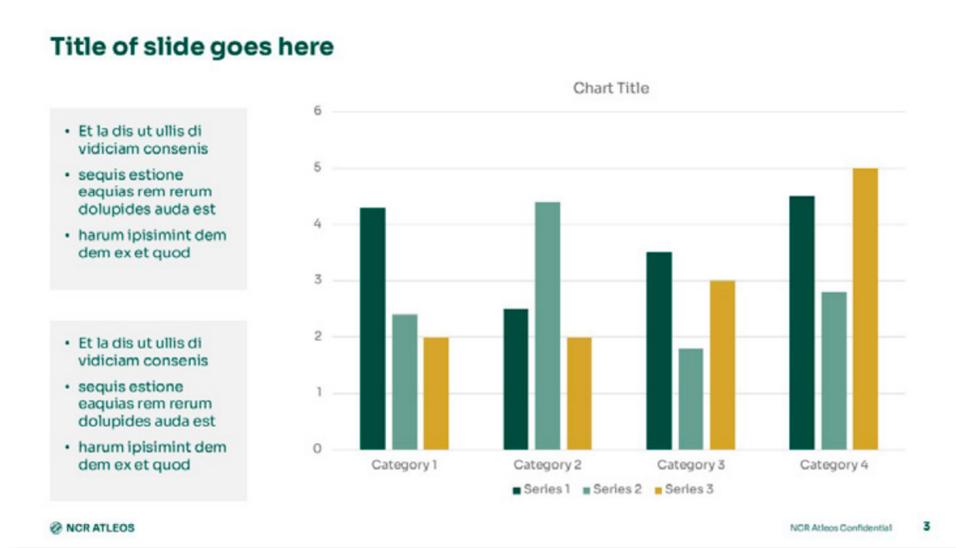


## Social milestones



# Digital Presentation slides

The most effective PowerPoint presentations use minimal text and few slides. PowerPoint is most effective when it is used as a visual aid to a predetermined and scripted presentation. Use the NCR Atleos standard template to assist with talking points rather than to display large sections of text and complex content.



**Lorem ipsum dolor sit amet**

<b>~XXX,000</b> deposits completed	<b>~X%+</b> month on month growth	<b>X,XXX</b> stores with a deposit ATM
<b>&gt;\$XXM</b> in total cash deposited in August this year	<b>XXX</b> issuers conducting a deposit	<b>XX%</b> deposits supported LMI communities

<b>\$XXX</b> Services & Software	<b>\$XXX</b> Transactional (Network segment)	<b>\$XXX</b> Hardware
-------------------------------------	---	--------------------------

NCR ATLEOS NCR Atleos Confidential

Download the PowerPoint template

<https://assets.ncratleos.com/by/powerpoint-template>

# Digital Video

## Logo bumpers

### Do

Reference brand guidelines for guidance on clear space and minimum size.

When used in isolation, ensure the logo is centered.

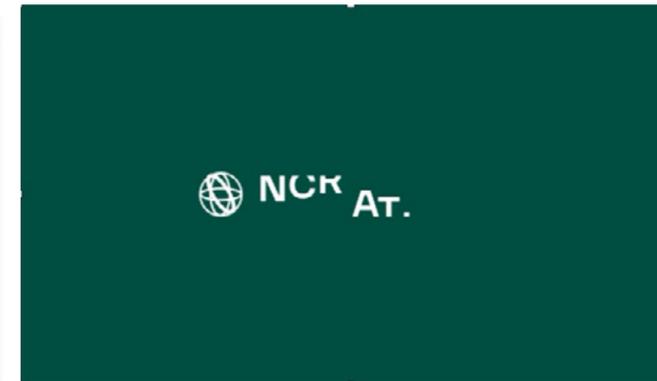
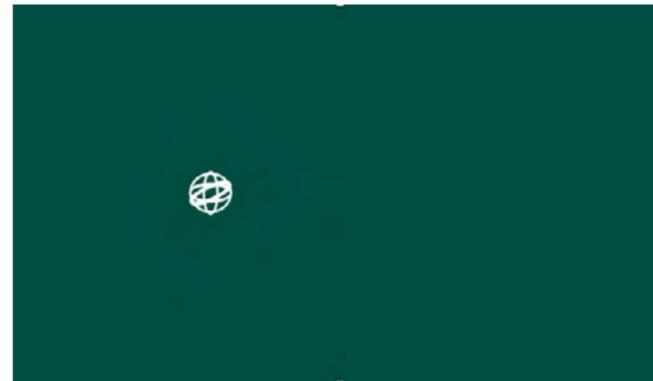
Only use existing animations from the toolkit.

### Do not

Do not change the color of the logo bumpers.

Do not change the placement of the logo bumpers.

Logo animation



Logo animation



# Digital Video

## Transitions

Transitions incorporate the primary NCR Atleos color palette and imagery or B-roll to transition between video segments.

## Lower-thirds

Consistent lower-third treatment ensures that NCR Atleos video elements properly represent the NCR Atleos brand standards and connect one video to the next. Use the lower-third treatment shown here as a guide.

For detailed guidance on animation principles, transitions and timing, please refer to the full Motion Guidelines here: [Motion Guidelines](#)

## Do

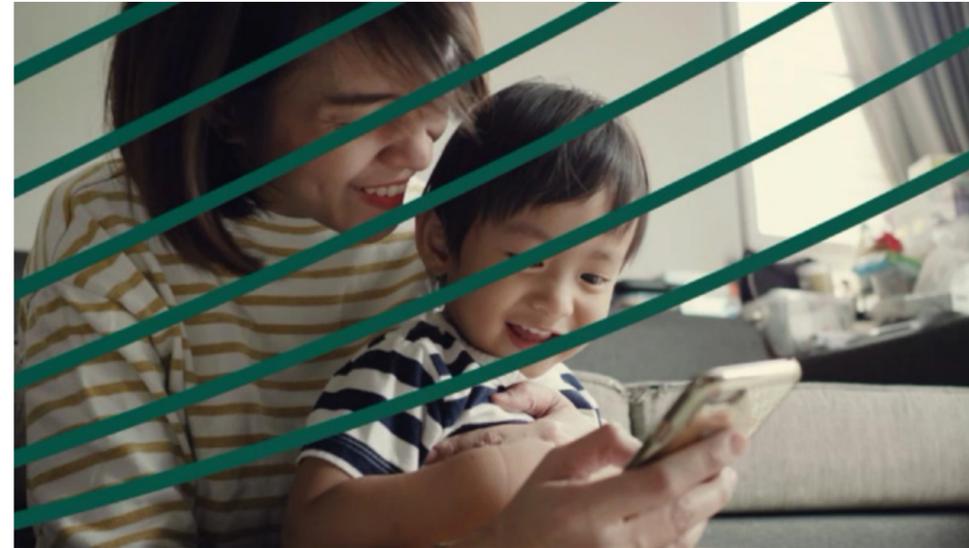
Reference our Brand Guidelines for rules around typography.

Keep the information displayed in the lower-third within the title safe area to ensure legibility.

## Do not

Do not create confusing transitions from the typography on one footage to another.

Do not display more information than needed.



## Digital Video

### Voiceover

To ensure our corporate videos effectively communicate our message globally and consistently reflect our brand, selecting a voiceover artist with clarity, the right tone and a suitable accent plays a key role.

To understand the voiceover style that aligns with our brand standards, please watch these recent video examples:

[Maximize availability with NCR Atleos ATM Services](#) (American accent, male)

[NCR Atleos SelfServ ATM and ITM portfolio overview](#) (British accent, male)

[Simplified integration for your digital banking](#) (British accent, male)

[NCR Atleos self-service banking](#) (Australian accent, female)

### Accent

Both male and female voiceover artists are welcome. Clarity is key. For global reach, a non-localized or neutral accent is preferred to avoid comprehension issues or cultural misunderstandings. We encourage the use of diverse accents (e.g., American, British, South African or Australian) to reflect our global presence where appropriate for the content and audience.

Exceptions can be made when market-specific versions or languages are required, but the guidance on clarity and tone should still be followed.

### Clarity and articulation

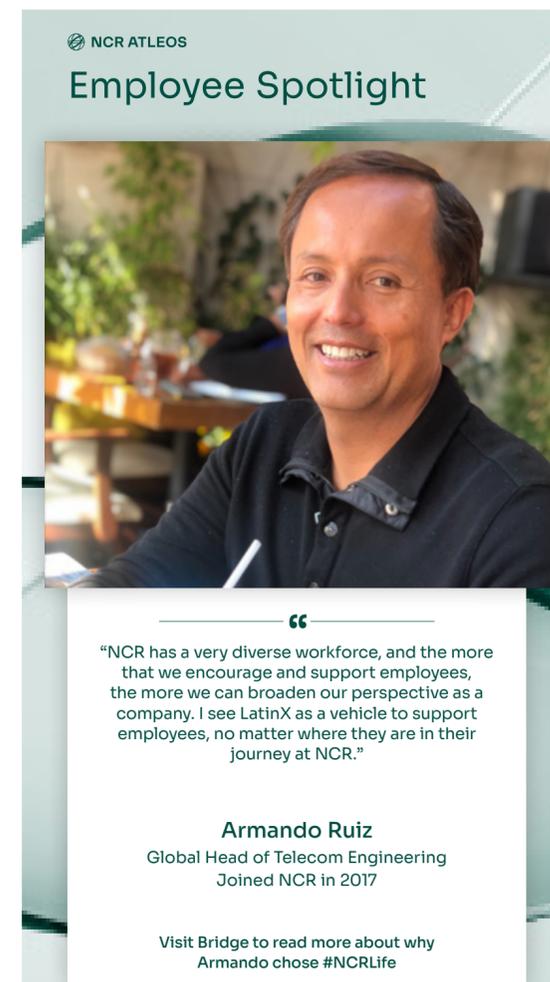
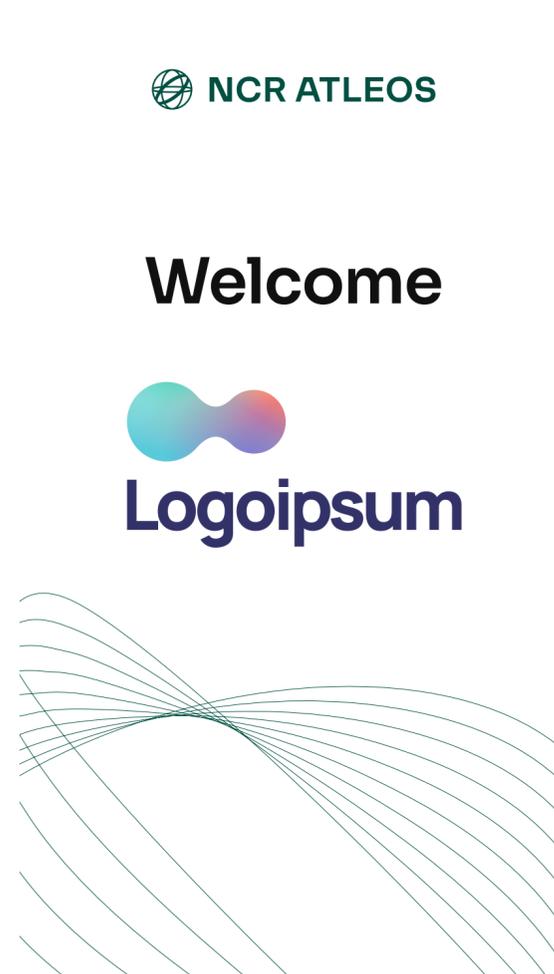
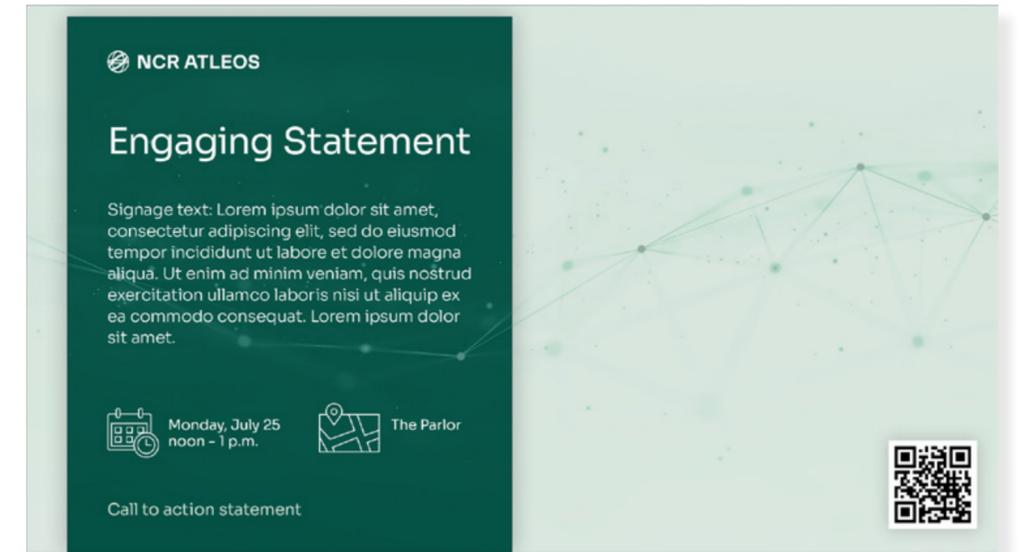
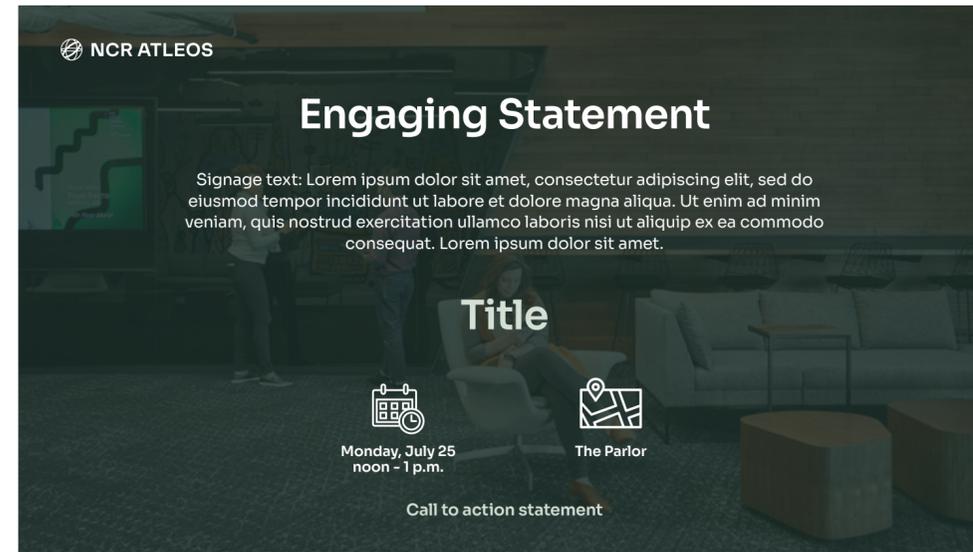
The voice must be clear and easy to understand, with excellent articulation ensuring our message is conveyed without ambiguity. A slightly slower pace and precise pronunciation are preferred for optimal comprehension—especially for non-native English speakers.

### Tone and delivery

The tone should consistently align with the video's message and our core brand personality: Worldly, Trusted and Driven. The delivery should be informative, dynamic and engaging to capture and maintain viewer interest.

# Digital Signage

Please use any brand-approved digital signage videos in your office. Use the digital signage template to create new signage as needed.



Download approved digital signage and templates

<https://assets.ncratleos.com/by/digital-signage>

# Stationery

## Stationery

# Business card

Use the standard business card template shown here for business card setup and printing.

**Names** Sora Semibold, 11pt, 10 tracking

**Title:** Sora Regular, 7.5pt, 10 tracking

**Contact information:** Sora Regular, 7pt, 10 tracking

**John Smith-Moore**

Accounting Manager

p / 123.456.7890

e / John.SmithMoore@ncr.com

w / ncr.com



**Address:** Sora Regular, 6pt, 10 tracking

864 Spring St. NW, Atlanta, GA, 30308

**Download the business card template**

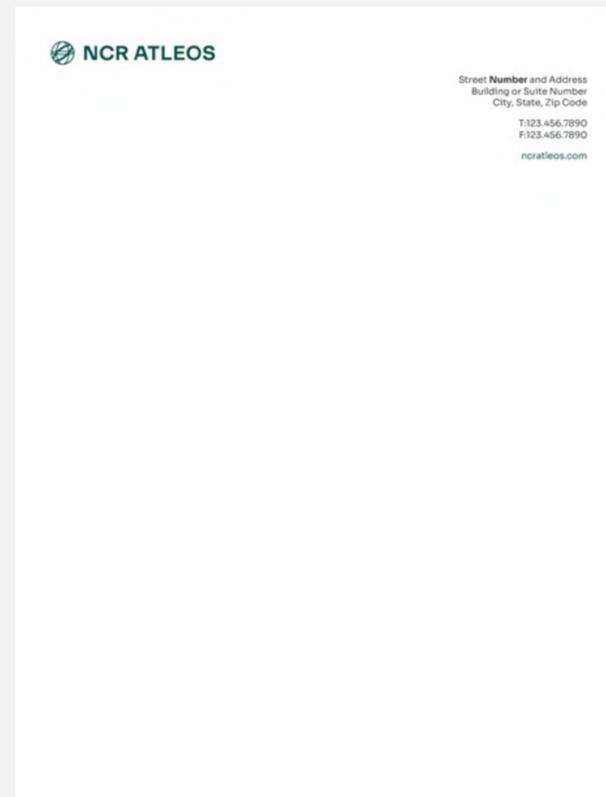
<https://assets.ncratleos.com/by/ncr-atleos-business-card-templates>

## Stationery

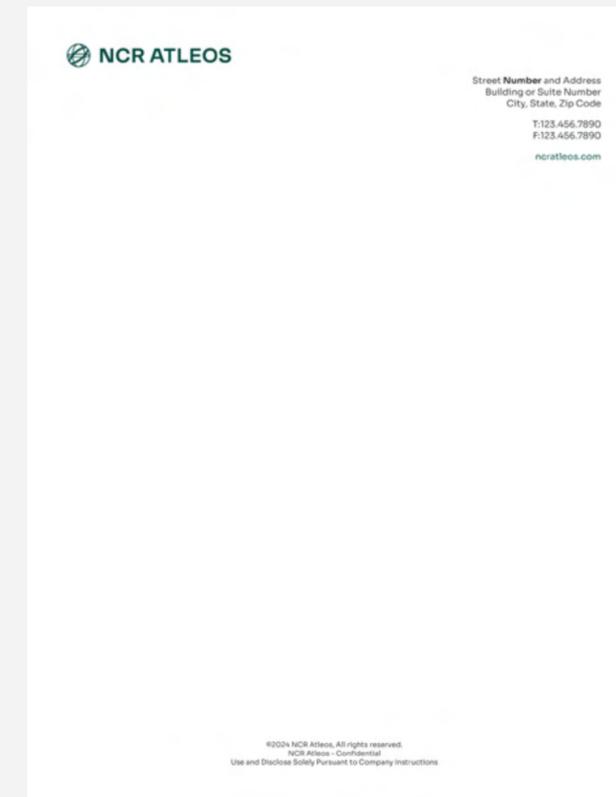
# Letterhead and envelope

Use the standard letterhead and #10 envelope templates shown here for setup and printing.

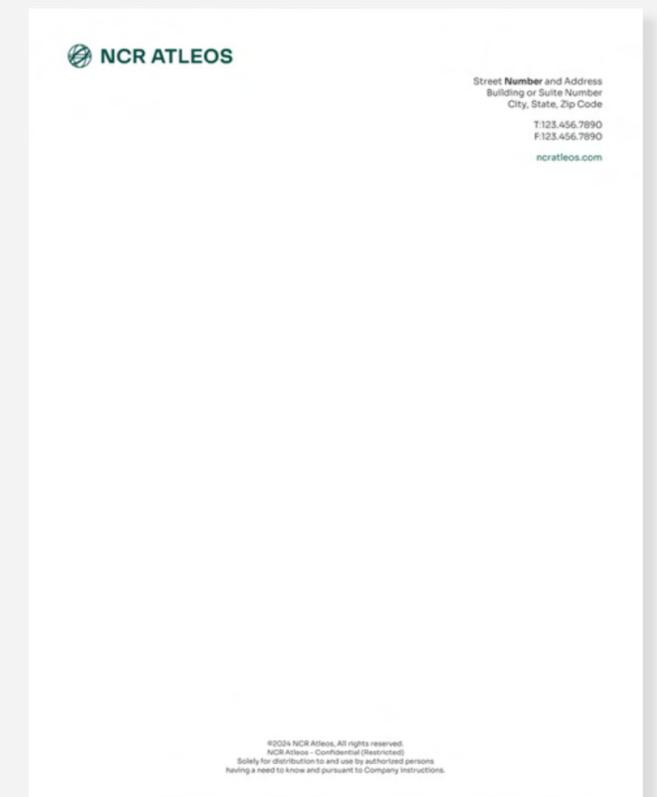
Non-confidential US letter



Confidential US letter



Confidential and restricted US letter



#10 envelope



Download the letterhead and envelope templates

<https://assets.ncratleos.com/by/stationery>

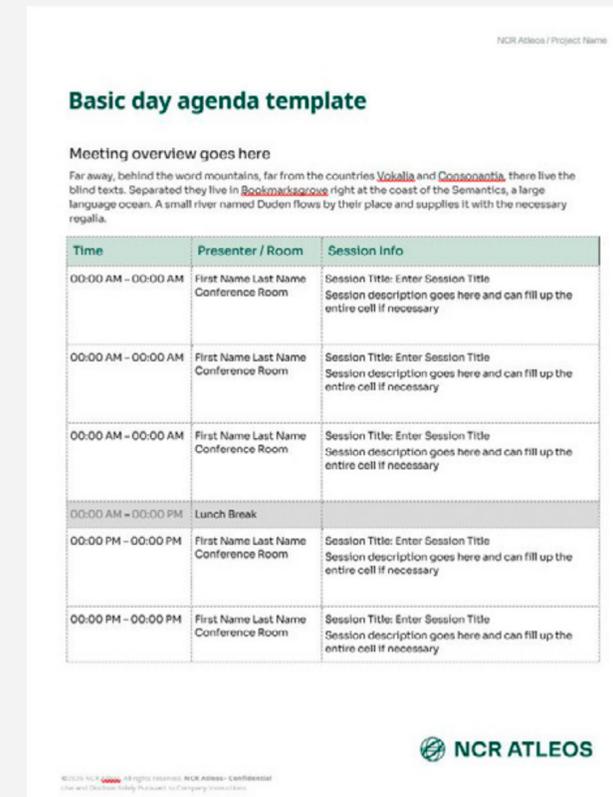
# Stationery Word documents

Use the Word document templates shown here for setup and printing.

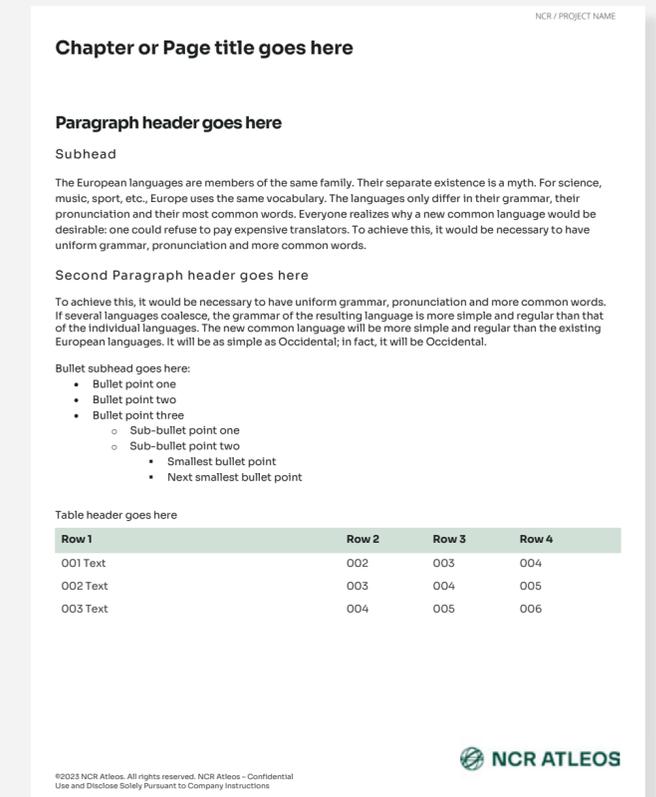
Cover template



Agenda template



Interior page template



Download the Word document template

<https://assets.ncratleos.com/by/word-templates>

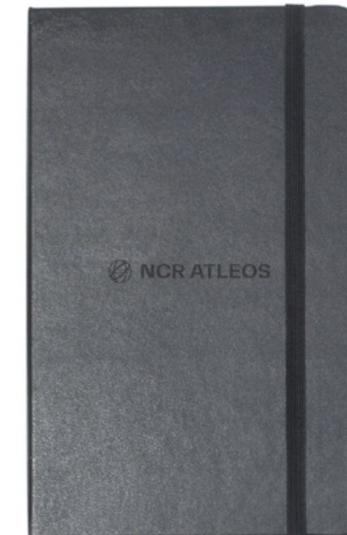
# Our brand in action

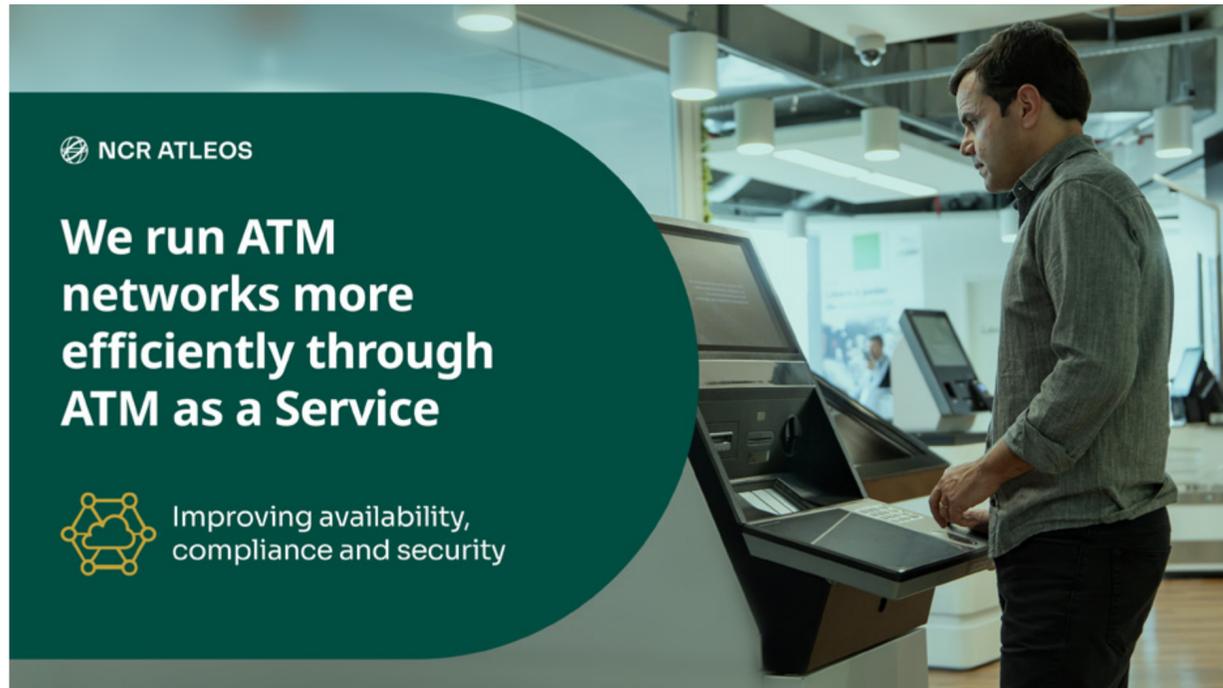
Examples of our brand in use

## Brand in action

# Brand store

Interested in using our NCR Atleos brand on promotional items? Here are some examples and more are available at [ncratleos.com/brandstore](https://ncratleos.com/brandstore). Please keep in mind the stacked logo is only used when the space is limited, like on a square pin. Requests for exceptions can be routed to [brand.marketing@ncratleos.com](mailto:brand.marketing@ncratleos.com).





 NCR ATLEOS

**We run ATM networks more efficiently through ATM as a Service**

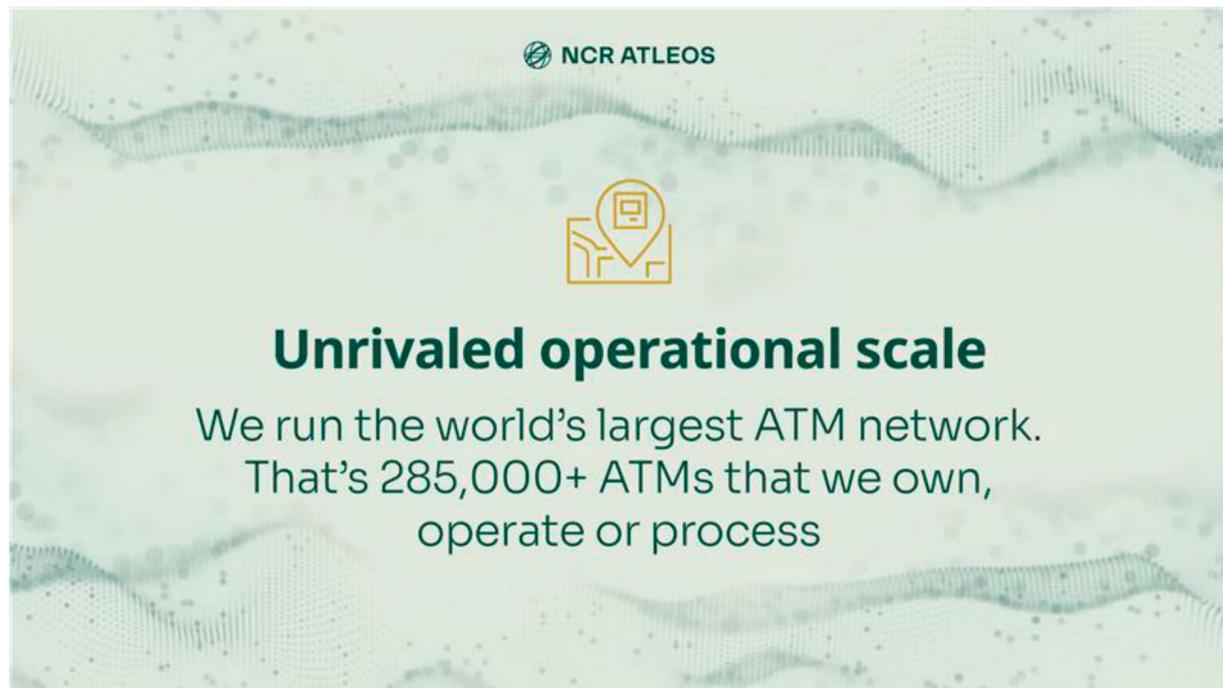
 Improving availability, compliance and security

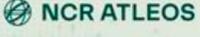


 NCR ATLEOS

**Boost ATM potential. Cut costs.**

[See how](#)



 NCR ATLEOS



**Unrivaled operational scale**

We run the world's largest ATM network. That's 285,000+ ATMs that we own, operate or process



 NCR ATLEOS

**Purpose**

**Expand self-service financial access**





Any questions or comments?  
Reach out to [Brand.Marketing@ncratleos.com](mailto:Brand.Marketing@ncratleos.com).