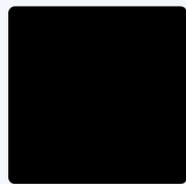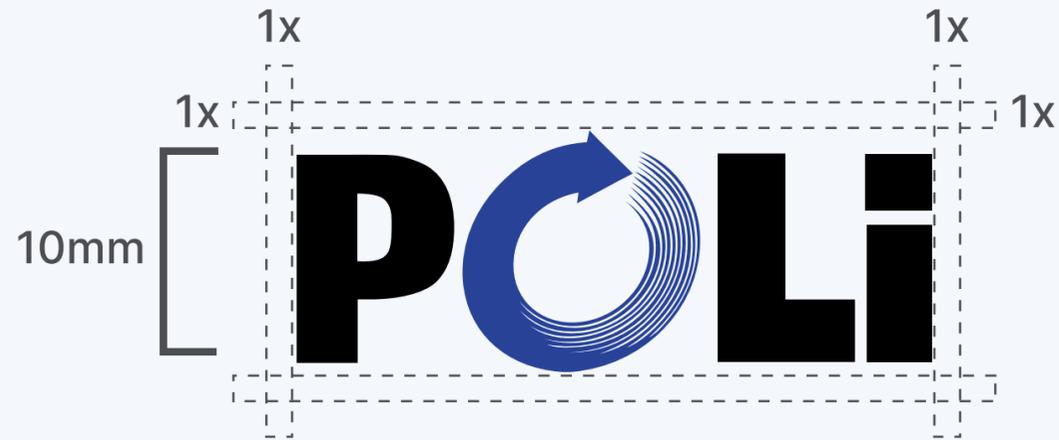# Merchant Style Guide

The Merchant Style Guide provides information and instructions relating to the design and layout requirements when integrating POLi™ into your website. To protect the integrity of the brand, it is important that merchants adhere to all aspects of this document. The following guidelines detail the essentials when displaying POLi™ on your website. If you require detailed technical information relating to the Implementation of POLi™ into your website, please consult developer guide - https://docs.polipay.co.nz

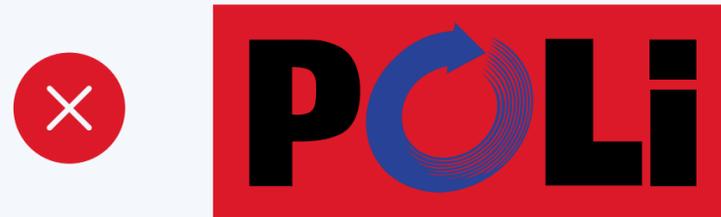1x   1x
1x   1x

10mm [**POLi**

◼ **#FFF** - Black

◼ **#274297** - POLi Blue

The POLi Brand

To ensure the clarity and integrity of the POLi Brand is maintained, minimum size specifications have been developed and must be observed at all times. The Wordmark must never be less than 10mm high. Note: when the Brandmark is reduced to the minimum size the tagline 'Internet Banking', is removed as it is not legible at the minimum size.
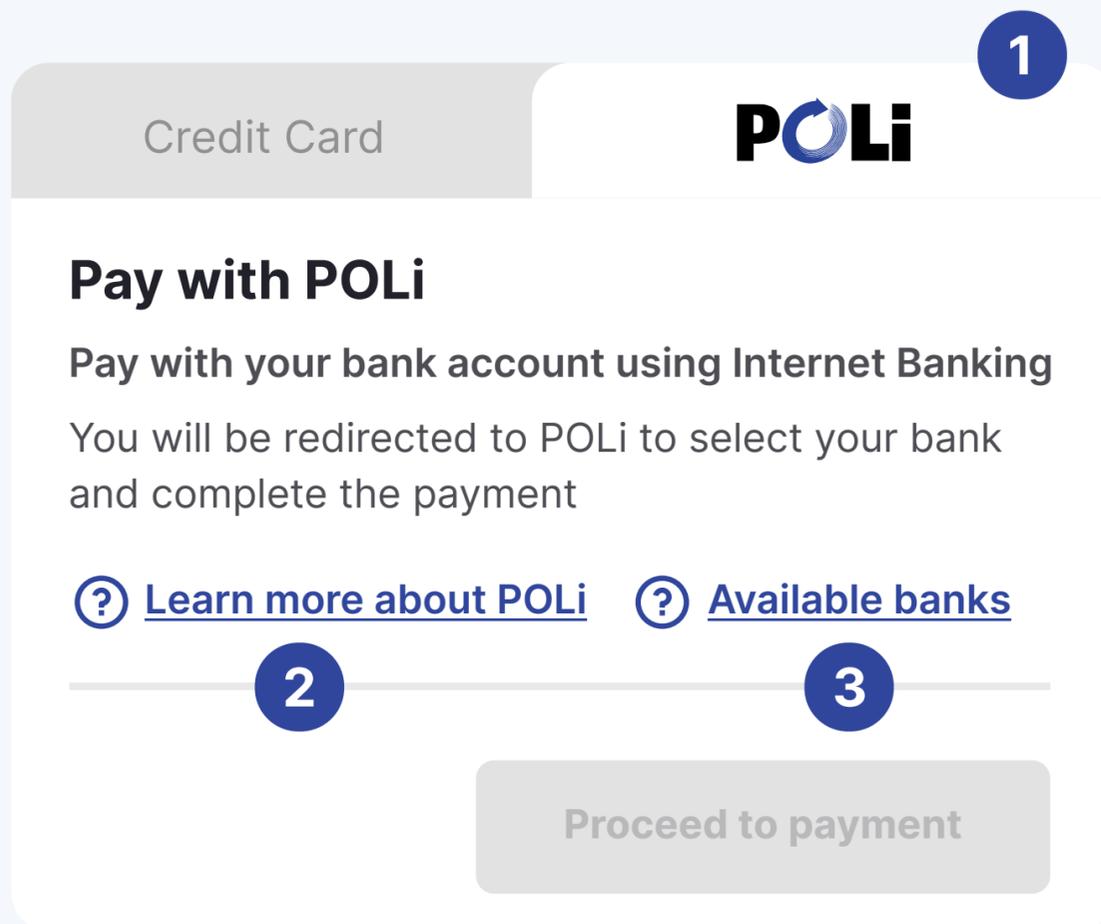
Incorrect use of the POLi Brand

Shown here are incorrect uses of the elements of the POLi Brand.

Size - Do not compress, extend, straighten or distort the Wordmark.

Background - Do not colour the background in any other colour other than those specified.

Capitalisation - POLi must always be written using Poli capitals "P", "O", "L" and a lower case "i".

Use of the POLi Brand on a checkout

The three POLi elements to include at the checkout are:

1   **Transaction Initiation**
Mandatory (See section 4)

2   **Learn more about POLi**
Recommended to link to www.polipay.co.nz/poli-for-consumers

3   **Available banks**
Recommended to link to the available banks for your POLi account.
(See section 11.1 of our POLi Console Guide)

Left panel (checkout mockup)

Credit Card | **POLi**   **1**

Pay with POLi

Pay with your bank account using Internet Banking

You will be redirected to POLi to select your bank and complete the payment

? **Learn more about POLi**   **2**   ? **Available banks**   **3**

Proceed to payment

How would you like to pay?

Credit Card   VISA (mastercard)

POLi - Easy Bank Transfer   POLi   **(1)**

Make Payment

Pay Now with POLi   **(2)**

Your Payment Link:
poli.to/1JnK   **(3)**

Transaction Initiation

Each Merchant in order to offer POLi as a payment option must provide the customer the ability to initiate a transaction.

Initiation can occur by either:

(1) Selecting POLi on checkout and then proceeding with the payment

(2) Selecting a POLi payment button, for more details visit: www.polipay.co.nz/sell-with-poli/buttons-links

(3) Navigating to a preconfigured POLi payment link.

**Pay using your
bank account with**

POLi™

POLi

POLi

Introducing

POLi™

✕

Digital brand pack

Our brand asset pack includes:
- Logos
- Social media posts
- Website banners
- Checkout badges

To download our brand assets please go to:
www.polipay.co.nz/sell-with-poli/brand-assets/