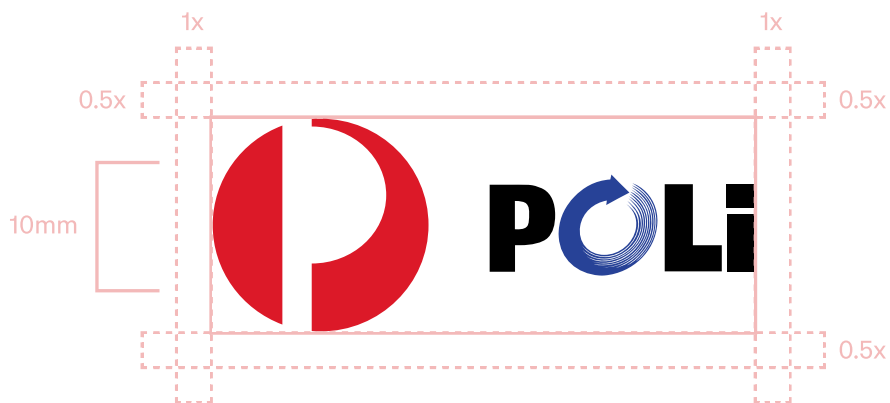# Merchant Style Guide

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 wiki - http://www.polipayments.com/developer

# 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.
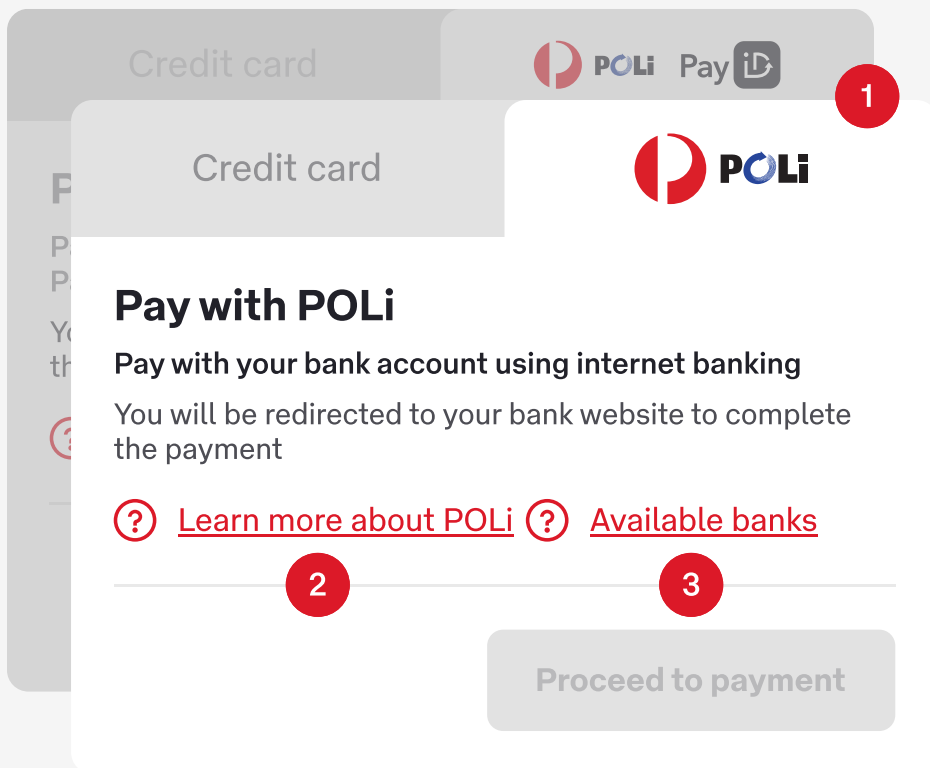
# Incorrect use of the POLi Brand

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".

**Pay with POLi**

**Pay with your bank account using internet banking**

You will be redirected to your bank website to complete the payment

(?) Learn more about POLi  (?) Available banks

Proceed to payment

# 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 https://www.polipayments.com/resources/faqs/

③ **Available Banks**
Recommended
https://www.polipayments.com/resources/merchant-faqs/
(Click on 'Which banks are available')

**How would you like to pay?** ①

Credit Card    VISA   (mastercard)   AMERICAN EXPRESS   ⦿

POLi (Pay with Internet Banking)   ⦿

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**How would you like to pay?** ②

Credit Card    VISA   (mastercard)   AMERICAN EXPRESS   ⦿

POLi (Pay with Internet Banking)   POLi   ⦿

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**How would you like to pay?** ③

Credit Card    VISA   (mastercard)   AMERICAN EXPRESS   ⦿

POLi (Pay with Internet Banking or PayID)   POLi   Pay ID   ⦿

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Section 4

# Transaction Initiation

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Each Merchant in order to offer POLi as a payment option must provide the customer the ability to initiate a transaction.
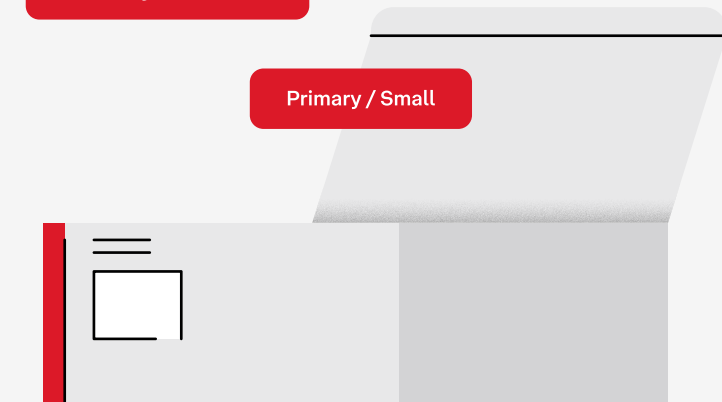
Initiation can occur by either:

① Selecting a radio button next to "POLi (Pay with Internet Banking)" and then clicking proceed.

② Selecting a POLi button, for a full list please visit: https://www.polipayments.com/resources/merchant-resources

③ Selecting a POLi PayID button, for a full list please visit: https://www.polipayments.com/resources/merchant-resources

Primary / Large

Primary / Medium

Primary / Small

# Digital brand pack

To download the brand assets please go to:

https://www.polipayments.com/resources/merchant-resources