POLi Payments
Merchant Guidelines September, 2012

These Merchant Guidelines provide 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 more detailed information about integrating with POLi™, this information can be found in the Merchant Implementation Guide ("MIG").
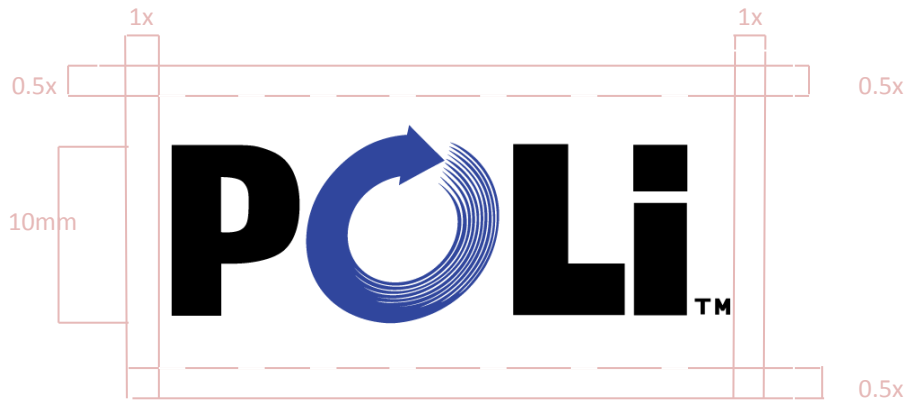
Brand Mark:

Section 1: 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.

Word Mark:

## Section 2: 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

**Aspect Ratio :** do not rearrange or distort the elements in the Wordmark.

Capitalisation: POLi must always be written using capitals "P", "O", "L" and a lower case "i".
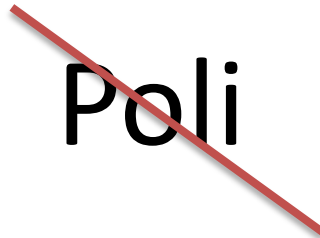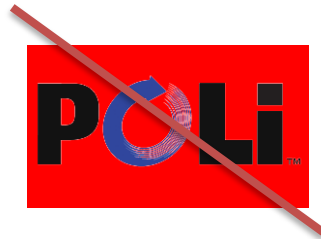
Section 3: Use of the POLi Brand at the "Checkout"

The three POLi elements to include at the checkout are:

Please select a Payment Method

Online Wallet

POLi Internet Banking

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 with Payment

1. **Transaction Initiation** (buttons) – mandatory (see section 4)

2. **Learn More About POLi** – recommended (see section 5)
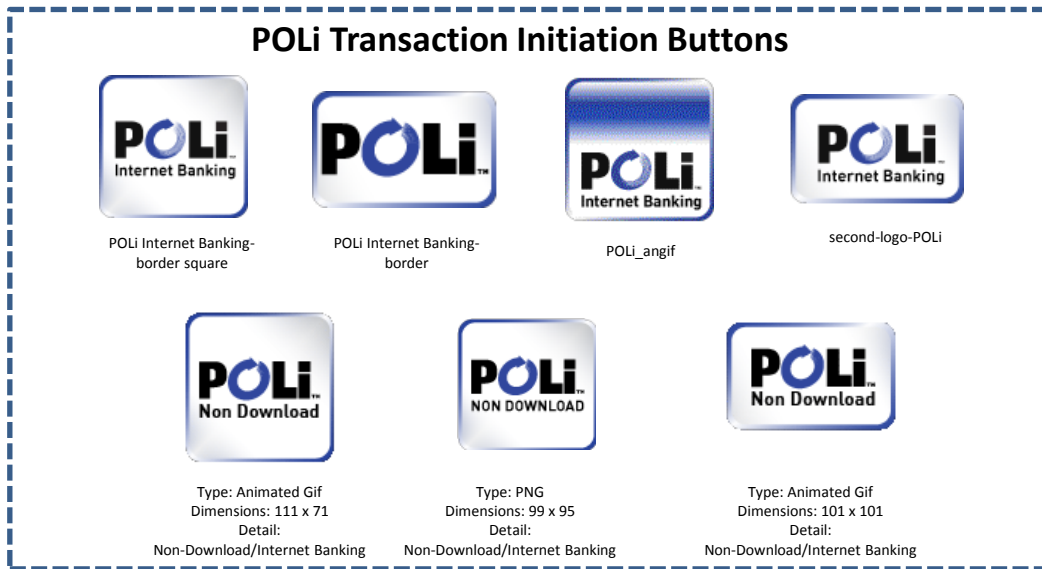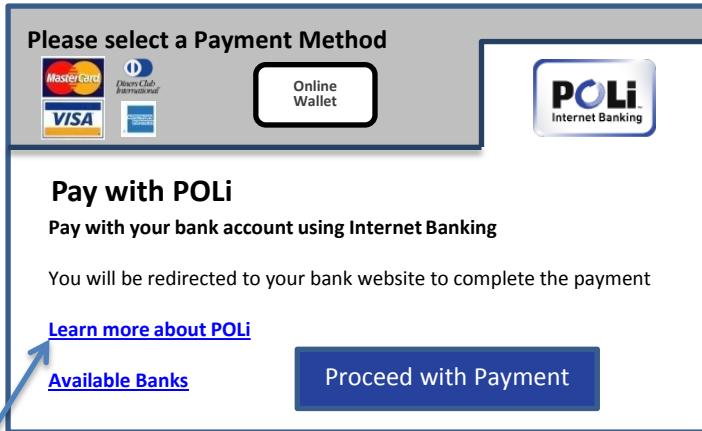
3. **Available Banks** – recommended (see section 6)
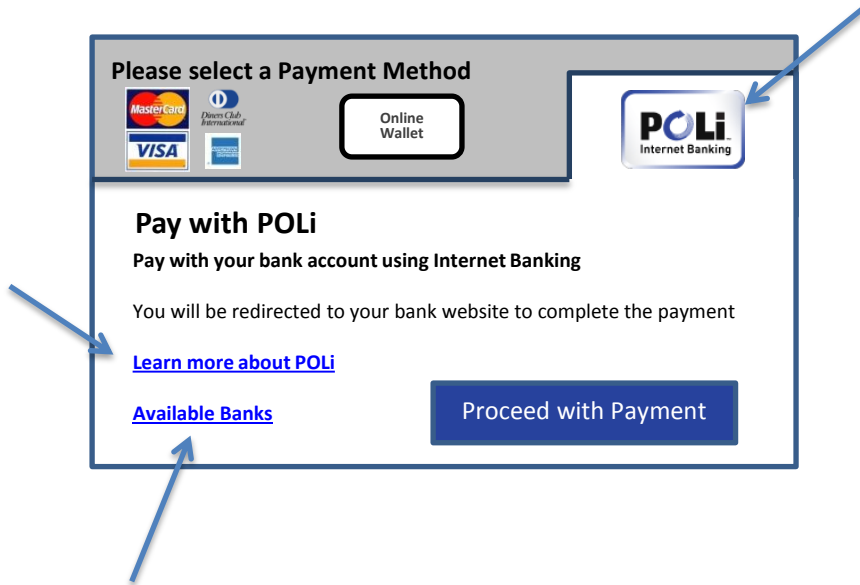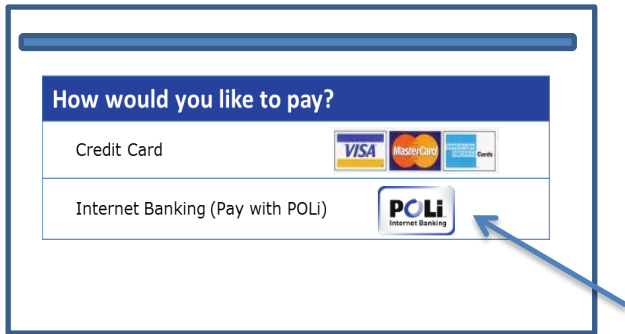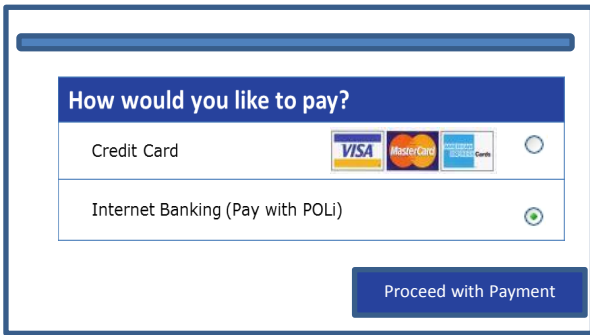
Section 4: Transaction Initiation
(Mandatory)

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 "Pay with POLi (Internet Banking)" and then clicking proceed

2 Selecting a POLi button
- For a full list please visit: http://www.polipayments.com/merchant_resources
- Examples are below

POLi Transaction Initiation Buttons

POLi Internet Banking-border square

POLi Internet Banking-border

POLi_angif

second-logo-POLi

Type: Animated Gif
Dimensions: 111 x 71
Detail:
Non-Download/Internet Banking

Type: PNG
Dimensions: 99 x 95
Detail:
Non-Download/Internet Banking

Type: Animated Gif
Dimensions: 101 x 101
Detail:
Non-Download/Internet Banking

Please select a Payment Method

Online Wallet

POLi Internet Banking

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 with Payment

How would you like to pay?

| Credit Card | VISA MasterCard AMERICAN EXPRESS Cards | ○ |
| Internet Banking (Pay with POLi) | Learn more about POLi POLi | ◉ |

Section 5: Learn More About POLi
Optional

POLi is a new payment type to many consumers. For the consumers to familiarise themselves with POLi and the process, it is important to provide the "Learn more about POLi" links.

The above is best achieved by linking to the POLi Payments website (www.polipayments.com/consumer) by:

1 Providing a clickable text link
 "Learn more about POLi"

2 Adding one of the clickable button
 For a full list please visit:
http://www.polipayments.com/merchant_resources

Examples are below:
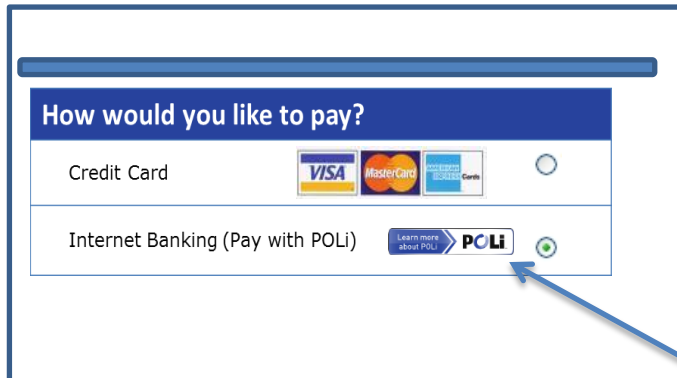
Learn more about POLi Buttons

Learn more about POLi **POLi**

POLi one

Click here for more information on POLi **POLi**

POLi two

Learn more about POLi **POLi** Internet Banking

POLi square button

Section 6: Available Banks
(Optional)

POLi provides the ability for customers to check if their bank is available with POLi prior to initiating a transaction.
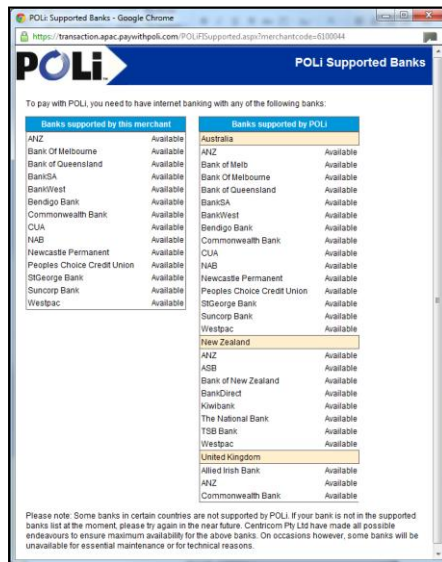
POLi recommends providing a clickable text link as follows:

"Available Banks"

Linking to:
https://transaction.apac.paywithpoli.com/POLiFISupported.aspx?merchantcode='YOURMERCHANT CODE'

The available banks list is shown below:

Section 7: Marketing and Promoting POLi

We encourage merchants to promote POLi through their website to help the customers to understand what the payment option is and how this will maximise conversions.

Available POLi promotion tools are:
- Logos
- Buttons
- Banners

Banner Options

Contact details to discuss any campaign ideas:
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