



 **scan to pay**
Powered by  Ukheshe

Branding & Communication Guidelines

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01

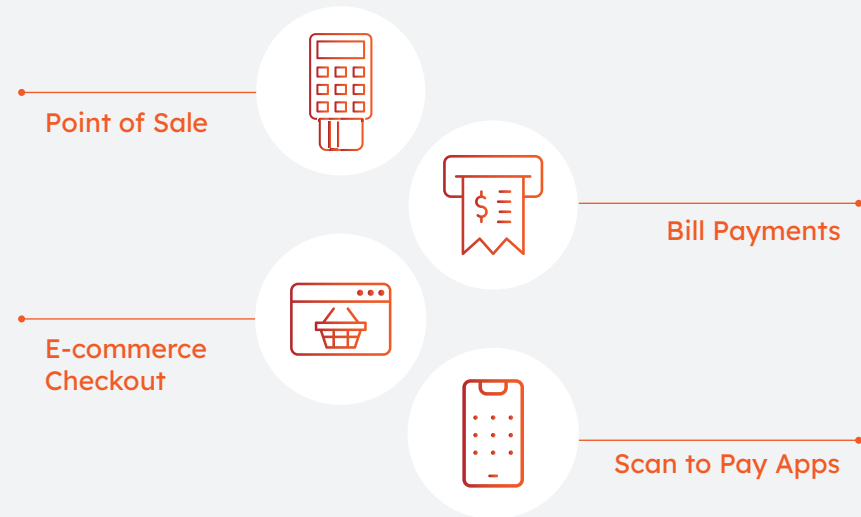
Introduction

Scan to Pay - Powered by Ukheshe is the largest QR ecosystem within South Africa.

Scan to Pay is powered by fintech enabler Ukheshe. Scan to Pay is a QR code payment solution that allows merchants and consumers to transact contactlessly.

Merchants are able to create and manage static or dynamic QR codes which allow them to accept payments seamlessly. Consumers are able to make payments that are convenient, safe and secure.

Scan to Pay - Powered by Ukheshe can be utilised in the following use cases:



02

History

Scan to Pay - Powered by Ukheshe has evolved over the years and our numerous partners. Beginning as Masterpass in 2012, it has since developed to become the largest QR acceptance method in South Africa.

The QR code payment journey has gradually developed to become inclusive and competitive within the South Africa market.

Scan to Pay - Powered by Ukheshe is a product under the Eclipse API.

Merchants and Customers are encouraged to make use of the branding guidelines to enhance the acceptance of QR code payments.

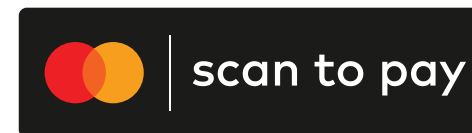
2012



2020



2022



2023



03

Vision

Scan to Pay - Powered by Ukheshe is focused on enabling an ever evolving cashless commerce and digital payments landscape for merchants and consumers.





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Logo Rules

04

Scan to Pay - Powered by Ukheshé Logo & Brand Colours

1 Primary Logo

This is our primary logo to be used in print and digital environments to communicate acceptance and compatibility with the Scan to Pay - Powered by Ukheshé QR payment method. This logo should also be used by partners in their advertising communications.

2 Single-colour Logo

In applications where colour printing is not achievable, our single-colour logo may be used. This version should only be reproduced in black.

3 Primary Brand Colours

4 Compatibility App Logos

In some cases where merchants would like to show the enabled banking apps that can pay a Scan to Pay QR code.

Our Scan to Pay QR codes can also be paid via the following enabled apps and banking apps; Capitec, Standard Bank, Nedbank, FNB, ABSA and Vodapay. Merchants are encouraged to make use of the following additional app logos to promote the payment compatibility of the QR codes.





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Point of Sale - Retailers

05

Retail Branding

Generic acceptance branding can be utilised by our customers and partners in physical point of sale or retailer environments. The stand is in DL portrait format (210 mm x 99 mm) and can be used to provide a visual presence of the Scan to Pay - Powered by Ukheshé brand and the accepted QR code payments.

A merchant can choose to have the generic branding acceptance stand in their own branding however the Scan to Pay - powered by Ukheshé brand assets should be applied as indicated.

Note the compatible app logos can also be added to the creative to promote the payment compatibility of the QR codes.



06

Static QR Code Branding

Merchant partners can choose to promote their brand's acceptance of Scan to Pay - Powered by Ukheshe at a physical point of sale. Our Scan to Pay - Powered by Ukheshe brand assets should be applied as indicated. There should be no attempt to mimic the Ukheshe brand here.

Should issuer partners choose to promote their brand and payment solution as an enabler of Scan to Pay - Powered by Ukheshe at a physical point of sale. We request the primary Scan to Pay - Powered by Ukheshe logo is included.

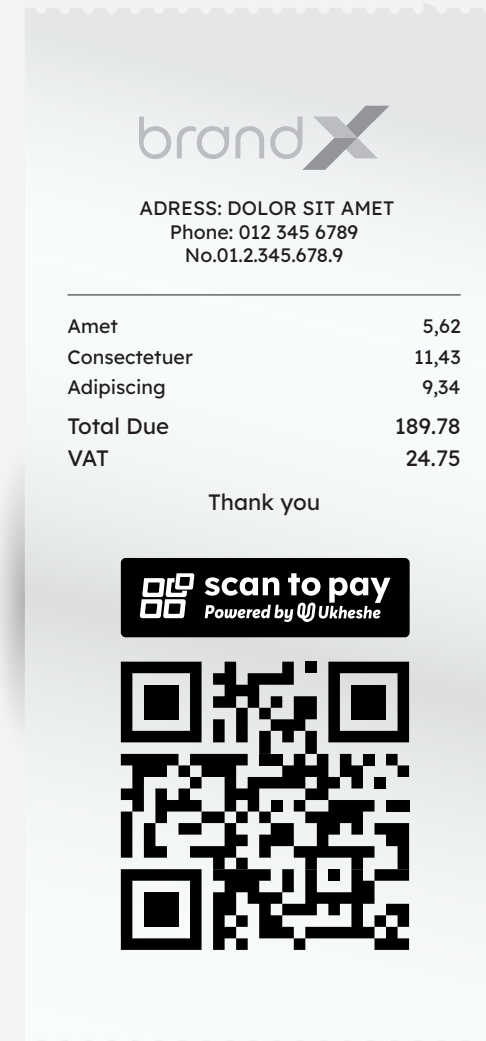
Our partners are welcome to include the compatible app logos on their collateral to promote the payment compatibility of the QR codes.



07

Dynamic QR Branding

Dynamic non digital QR code branding can be implemented as indicated. The Scan to Pay - Powered by Ukheshe logo should be included as a single colour black version ahead of the QR code. The compatibility key is not required however we suggest supplementary assets with the compatibility key to be on display.





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E-commerce Checkout

08

Ecommerce Checkout Button

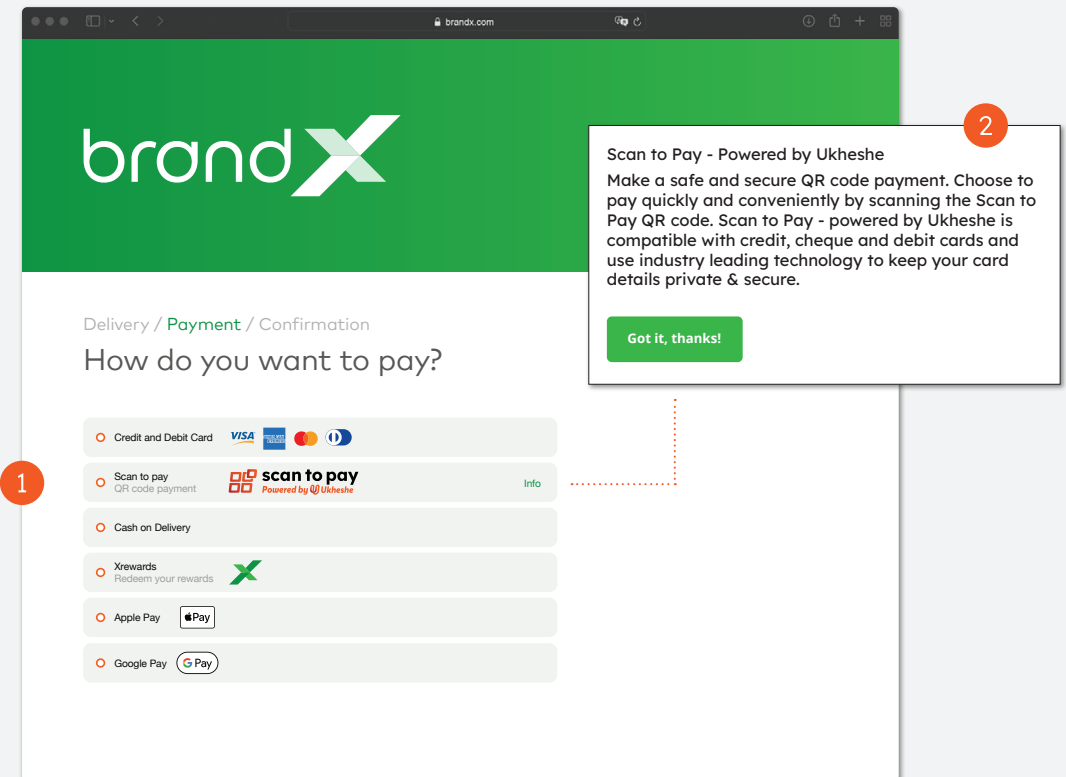
When using the Scan to pay - Powered by Ukheshe logo on digital assets, we request the logo is used to fill the button. This is to ensure the logo isn't reduced or distorted in size.



09

Ecommerce Checkout Pop-up

- 1 At an ecommerce checkout, a Scan to Pay - Powered by Ukheshe logo should be available for the customer to select.
- 2 A short description on what Scan to Pay is can be included as a pop-up as indicated.





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Bill Payments

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Bill Payment Branding

- 1 Scan to Pay - Powered by Ukheshe enables bill payments for third party payment partners through the use of an interoperable QR code. Partner branding can be used here.
- 2 The use of the Scan to Pay - Powered by Ukheshe primary logo is recommended to ensure a seamless customer experience.
- 3 Note the compatible app logos can also be added to the creative to promote the payment compatibility of the QR codes.

brandX

Dear Max

PAYMENT NOT RECEIVED

We couldn't help noticing that your premium for the month of October was not received. Your bank returned your debit order due to insufficient funds. Perhaps this was an oversight. We're concerned that you may not be aware that your cover will lapse if you don't make a minimum payment by the 30th of November.

To ensure that you don't miss a moment of cover, please pay the amount due as indicated below.

TOTAL PREMIUM DUE	R450.00
MINIMUM PAYMENT DUE	R45.00

Pay in Branch | Scan to Pay

1

PAY REFERENCE NUMBER

Xpay

Pay Online

VISA | Mastercard

CLICK HERE

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12345 67890

2



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Scan to Pay Apps

11

Scan to Pay App Branding

Issuer partners of Scan to Pay - Powered by Ukheshe wallet apps are co-branded. This iteration is unique to issuer apps and should not be replicated in any other context.

- 1 Scan to Pay - Powered by Ukheshe mobile wallet app icons should include the Ukheshe symbolic logo.

The app store name format should be as follows:
Bank X Scan to Pay

The home screen name format should be as follows:
Scan to Pay - Powered by Ukheshe

- 2 Partner brand logos should be visually similar in proposition to the primary Scan to Pay - Powered by Ukheshe logo.
- 3 The primary Scan to Pay - Powered by Ukheshe logo should be used at the point of transaction.





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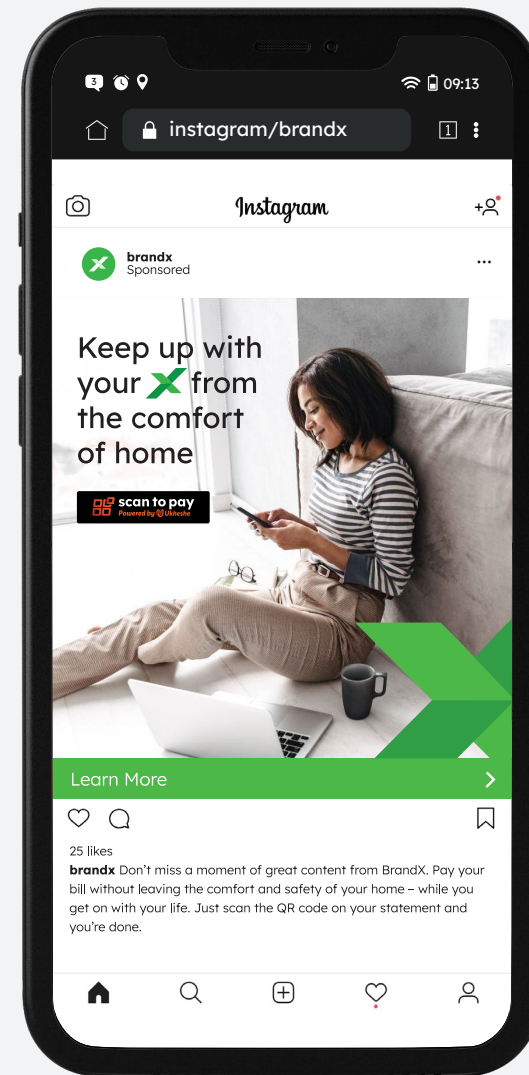
Partner Product Marketing

12

Social Media Marketing

We encourage our partners to advertise Scan to Pay- Powered by Ukheshe with the use of the primary logo. The inclusion of the compatible app logos can also be added to the creative to promote the payment compatibility of the QR codes.

These need to be clearly displayed to ensure the Scan to Pay- Powered by Ukheshe brand is standardised. There should be no mimic of the Ukheshe branding in your marketing.



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Video End Frame Marketing

- 1 It is preferred, when creating a branded video, that a black background is utilised for the Scan to Pay - Powered by Ukheshe end frame. The black holding shape of the logo may disappear against the black background of the frame, provided that the blacks are identical.
- 2 The Scan to Pay - Powered by Ukheshe primary logo can be utilised in full colour on another background colour, however the background colour should not be too busy or contrast in an unappealing way.
- 3 The inclusion of the compatible app logos can also be added to the creative to promote the payment compatibility of the QR codes.



14

Verbal Instances

Scan to Pay- Powered by Ukheshe should be used in the first instance of verbal communication. It is not necessary to repeat “Powered by Ukheshe”, it must be included in the first instance or mention.





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Thank you