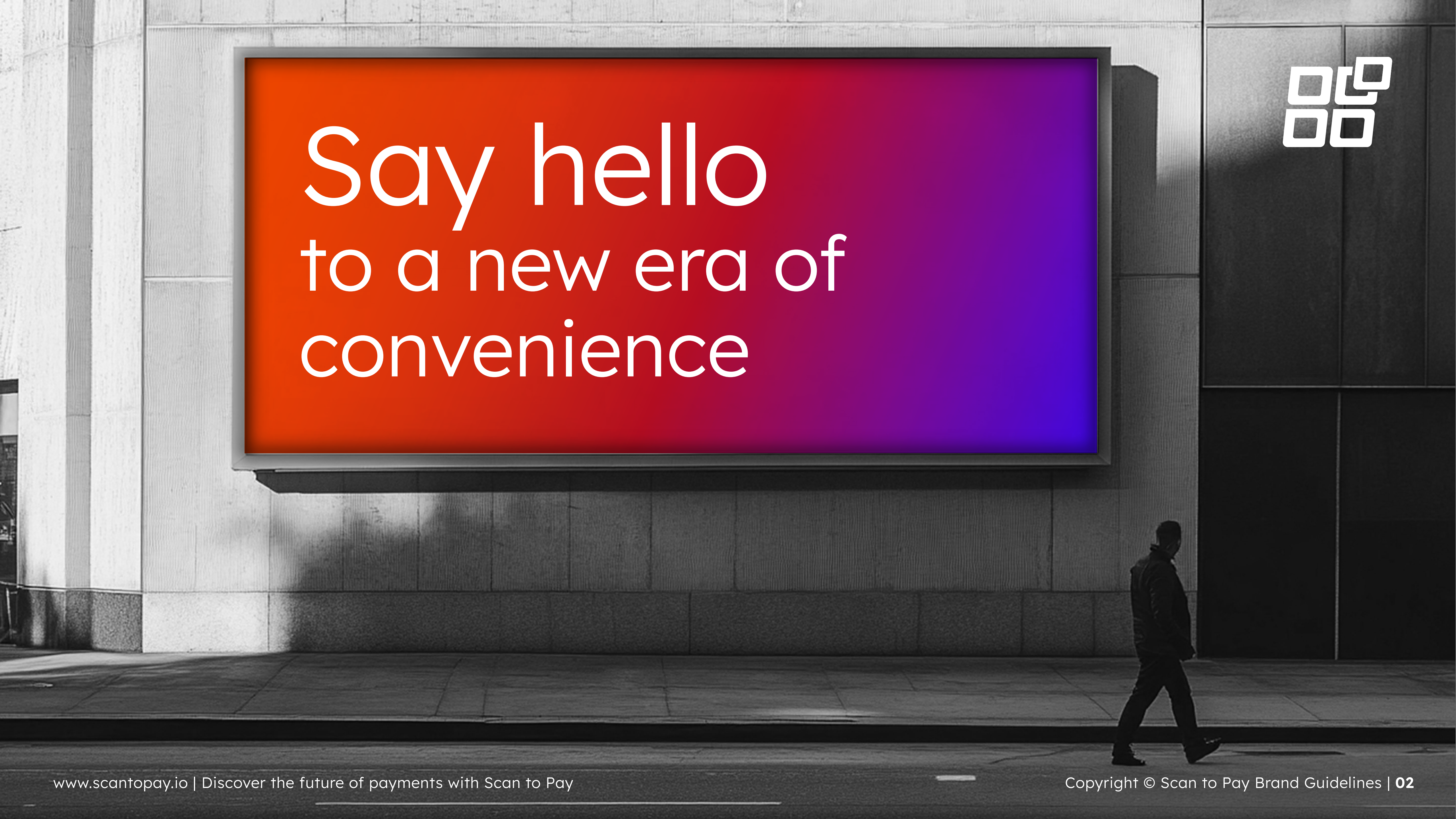




Brand Guidelines

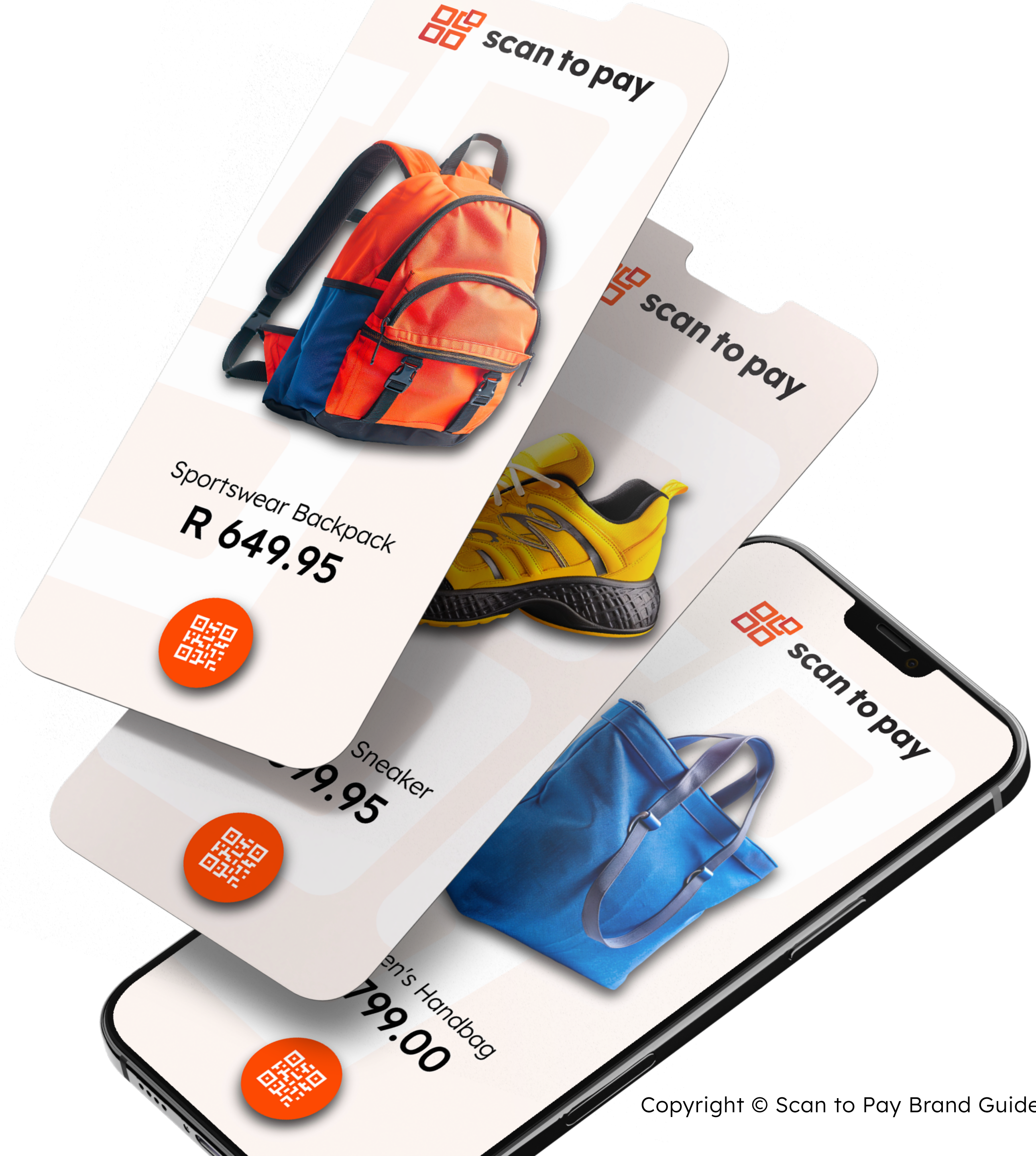


Say hello to a new era of convenience

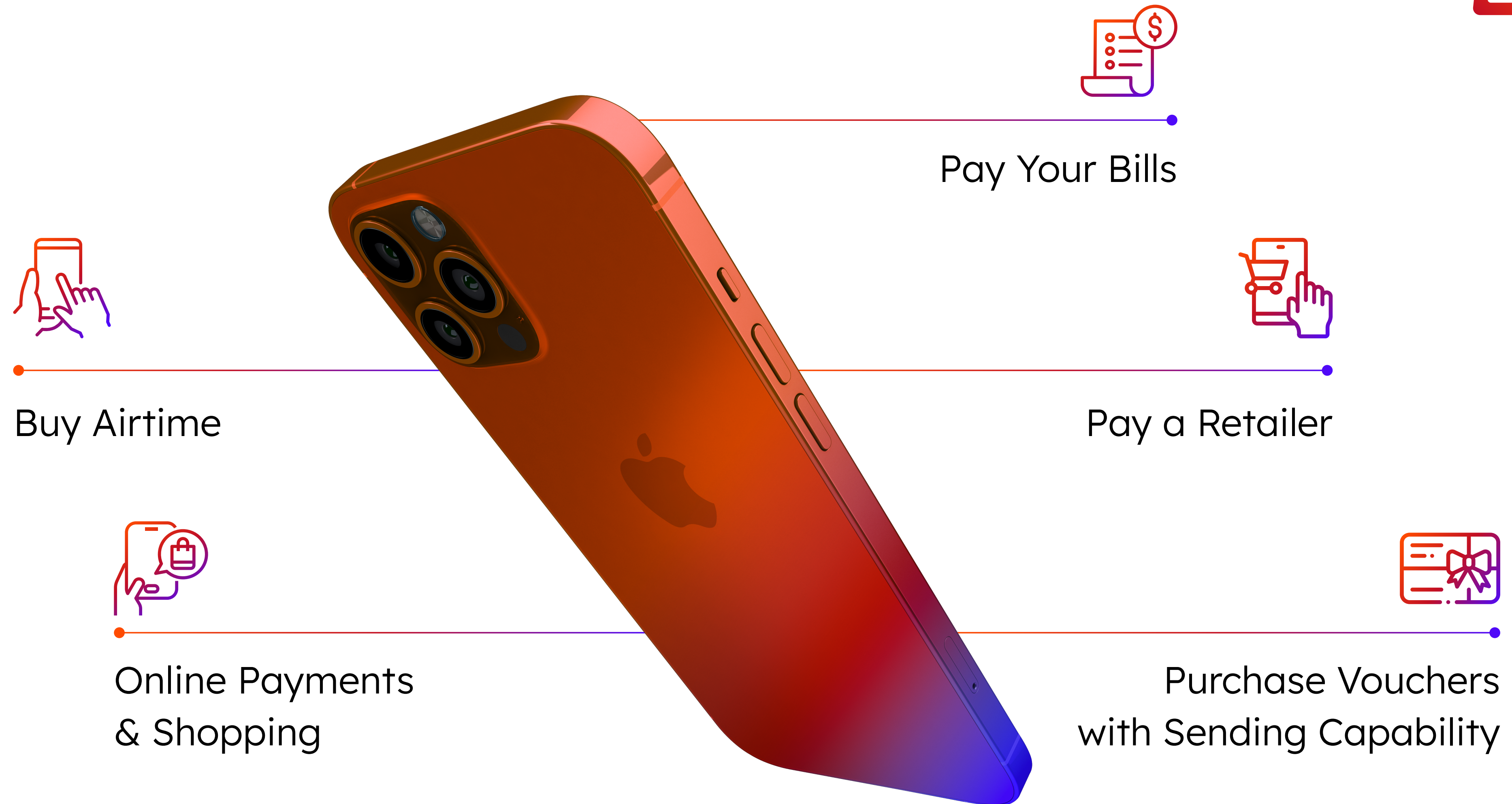


Your Leading QR Payment Solution

Empowering **merchants** to accept payments effortlessly and offering **consumers** a convenient, secure, and safe way to pay.



Applications





Brand Persona

Scan to Pay is an innovative, **user-friendly** QR payment app that **inspires trust** and fosters a seamless, inviting payment experience.

The brand is dedicated to making digital transactions simple, secure, and convenient for businesses and customers, **emphasising accessibility** and **ease** of use for all.



Tone of Voice

Our brand voice is **friendly, approachable,** and **clear**. For businesses, we maintain a professional yet simple and innovative tone. For customers, we keep it casual and supportive, encouraging app use.

B2B Communication

Make payments seamless with Scan to Pay - trusted by businesses to simplify transactions.

B2C Communication

Skip the cash and Scan to Pay - it's that simple!



Logo Usage

Always use the logo in its **original proportions**. Do not distort or resize disproportionately. Leave at least 50% of the logo's height as **clear space** around all sides to maintain visibility. Use the **logo in white** or **on light backgrounds** to reinforce a modern, transparent look. Add **overlays to images** when needed to ensure the logo stands out clearly. Avoid or **minimise** black backgrounds, as this are associated with the old brand and no longer align with the updated identity.



Use the **full logo** for all formal brand placements, including digital assets, websites, presentations, and printed materials. It's essential in any collaborative settings, co-branding situations, or on merchandise where full brand representation is needed.

The **icon alone** is ideal for limited-space applications like social media post designs, app icons, presentation slides and casual or informal content where the brand is already recognisable. This ensures a clean look while still maintaining brand presence in compact formats.



Merchants are encouraged to promote the payment compatibility of the QR codes effectively by **showcasing the logos of supported banking apps**. Scan to Pay QR codes are compatible with apps such as Capitec, Standard Bank, Nedbank, FNB, ABSA, Vodapay and Spendu. Highlighting these enabled apps helps build trust and informs customers of the seamless payment options available.





Typography

The primary font is Lexend. Use a **larger font size for headings** to create impact, with **bold weight for calls to action** and **key messages** to establish a clear visual hierarchy. **Light weight** is ideal for **body text** and secondary information, such as explanations and instructions. This combination of bold and regular weights guides readers' attention, ensuring content is easy to follow.



Colours



The vibrant gradient colour scheme includes orange, red and blue. These colours should primarily appear in **gradients, applied sparingly** to avoid overwhelming the design.



Orange is the only colour to be used as a **standalone** for high-impact visuals. Light orange, a softer version of the primary orange, is ideal for backgrounds or subtle accents.



Retail Branding

To ensure your customers know your store accepts QR code payments, follow these simple steps to effectively promote Scan to Pay. This will enhance visibility, strengthen brand presence, and offer a seamless payment experience. Download print-ready files with standard Scan to Pay branding, which you can use as-is or customise to align with your brand. For customisations, please submit the updated files to marketing@eftcorp.com for approval.



Generic Branding

The acceptance stand is available in a DL portrait format (210 mm x 99 mm). It serves as a visual representation of the Scan to Pay brand and highlights the availability of QR code payments.





Custom Branding Options

Merchants may customise the stand with their own branding. However, Scan to Pay logo must be applied as outlined in the logo usage guidelines.





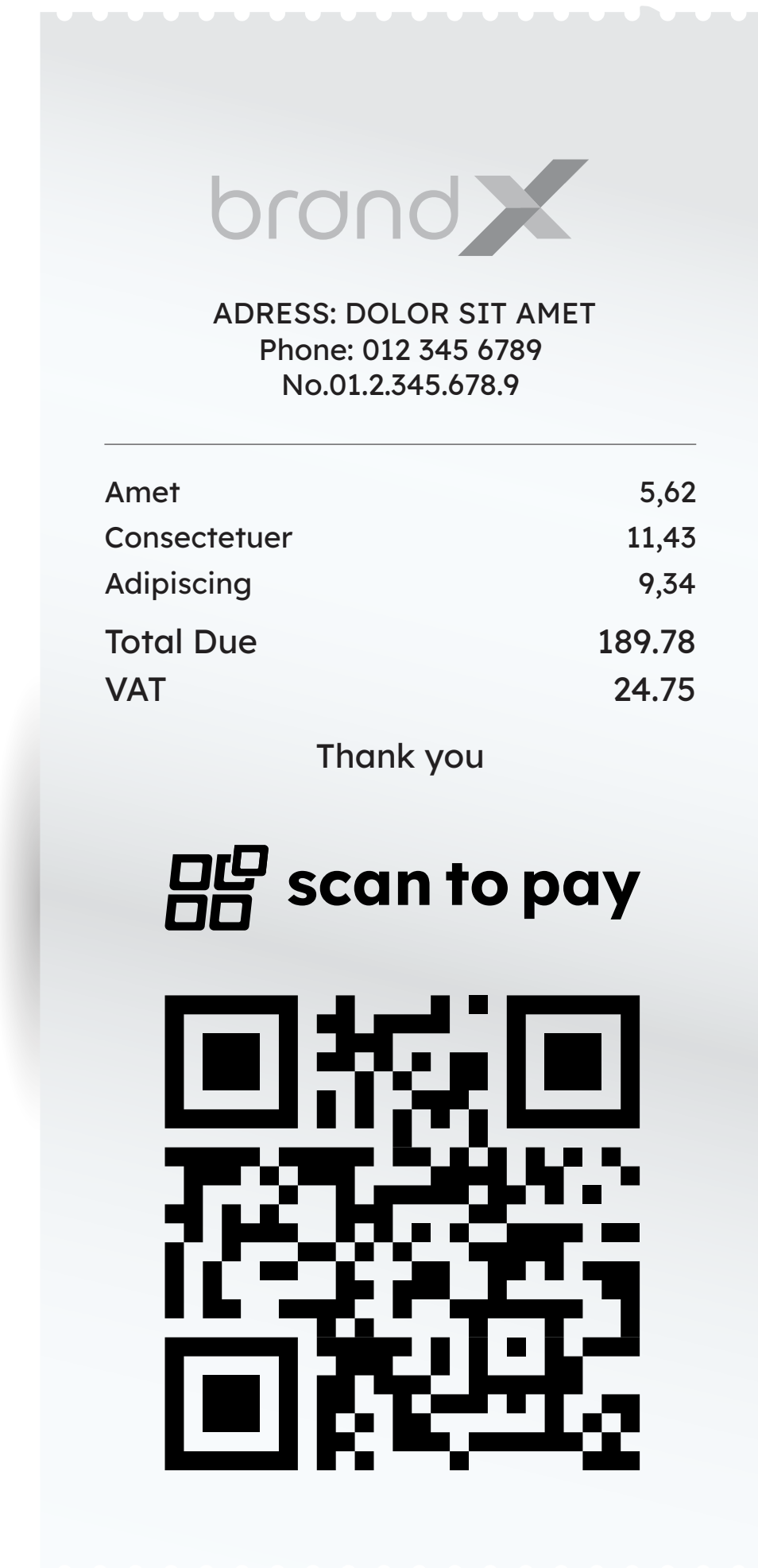
Static QR Code Branding

Issuer partners promoting their brand and payment solution as Scan to Pay enablers must include the primary Scan to Pay logo in their materials. To enhance trust and the customer experience, partners are encouraged to add compatible app logos, highlighting seamless QR code payment compatibility.



Dynamic QR Branding

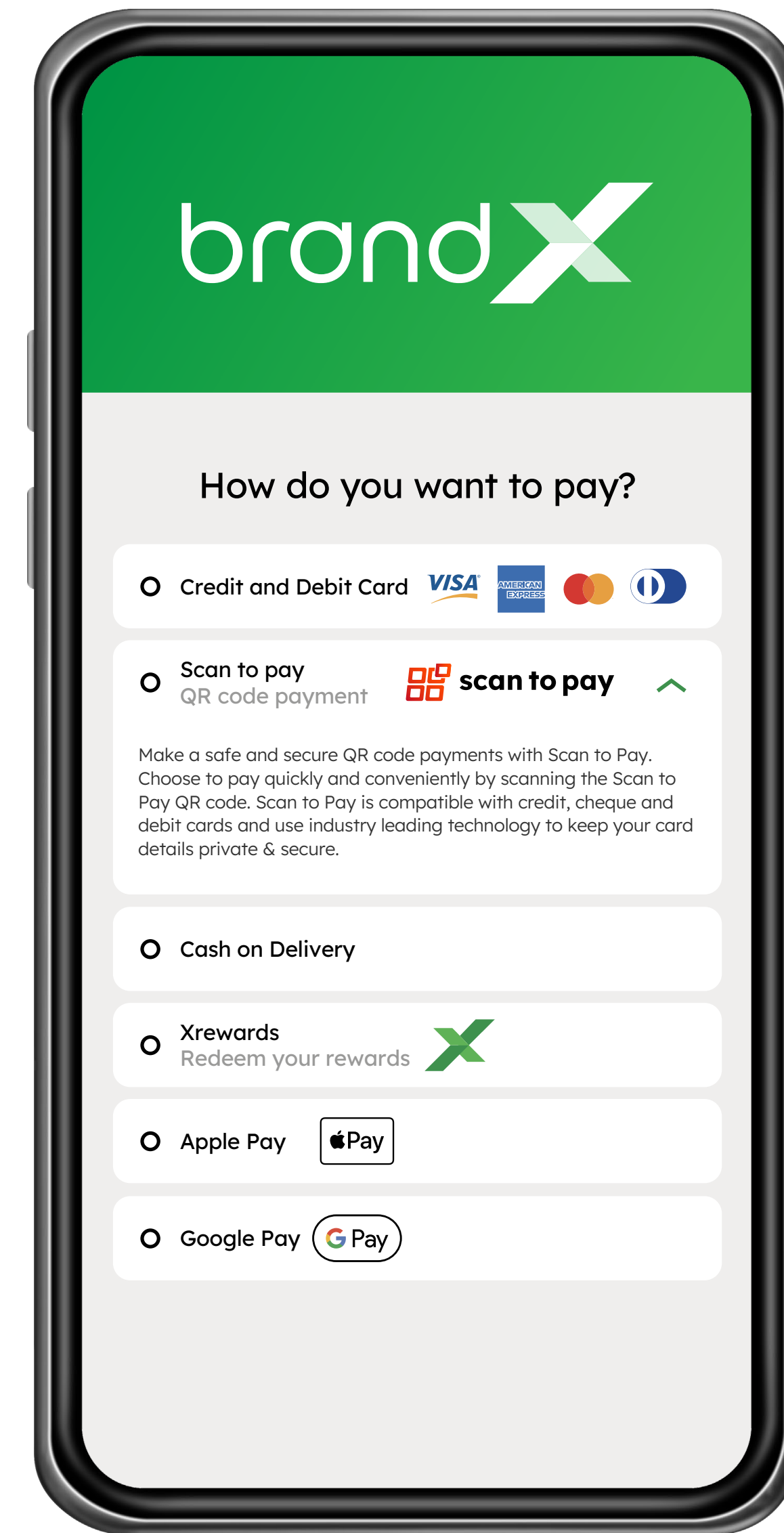
Dynamic non digital QR code branding can be implemented as indicated. The Scan to Pay logo should be included as a **single colour** black version ahead of the QR code.





Ecommerce Checkout

Display Scan to Pay prominently as a payment option for customers to select. To **enhance understanding** and encourage its use, a drop-down can be included with a brief description explaining what Scan to Pay is and how it works. This ensures clarity and promotes seamless adoption of the payment method.





Bill Payments

Scan to Pay enables third-party payment partners to facilitate bill payments via interoperable QR codes, with the option to include partner branding. Using the **primary Scan to Pay logo** is recommended for a seamless customer experience. Compatible app logos may also be added to highlight QR code payment compatibility.

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

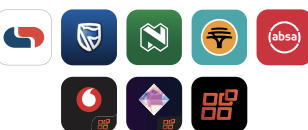

PAY REFERENCE NUMBER


Pay Online



CLICK HERE



1 2 3 4 5 6 7 8 9 0
Scan with your Bank App
or Scan to Pay App


App Branding

Issuer partners of Scan to Pay wallet apps are **co-branded** with a unique design exclusive to issuer apps. Mobile wallet app icons must include the Scan to Pay logo icon.





Thank you

Please reach out to our Marketing Team for further questions or assistance:
marketing@eftcorp.com