POLi 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 the Merchant Implementation Guide (“MIG”) located http://www.polipayments.com/developer

August 2013

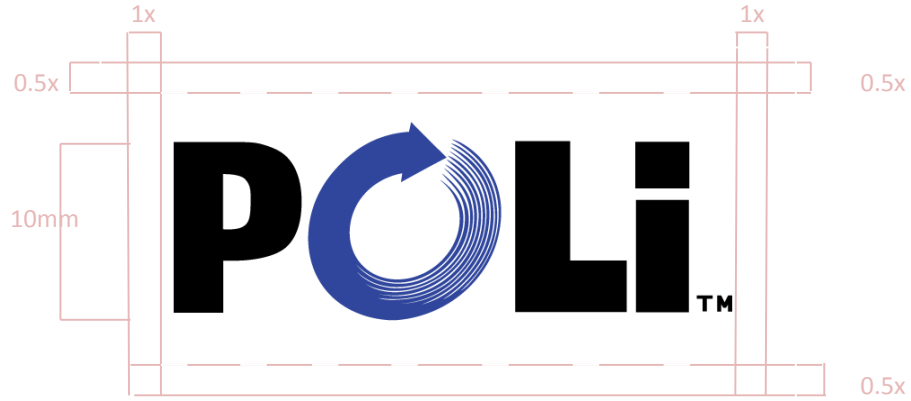
Brand Mark:

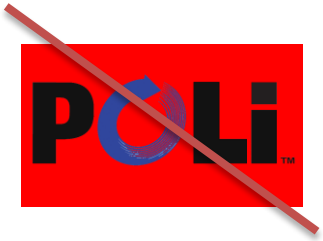
Section 1: The POLi Brand

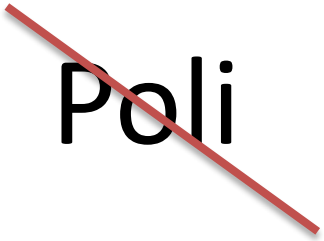
To ensure the clarity and integrity of the POLi Brand is maintained, minimum size specifications have been developed and must be observed at all times. The Wordmark must never be less than 10mm high.

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.

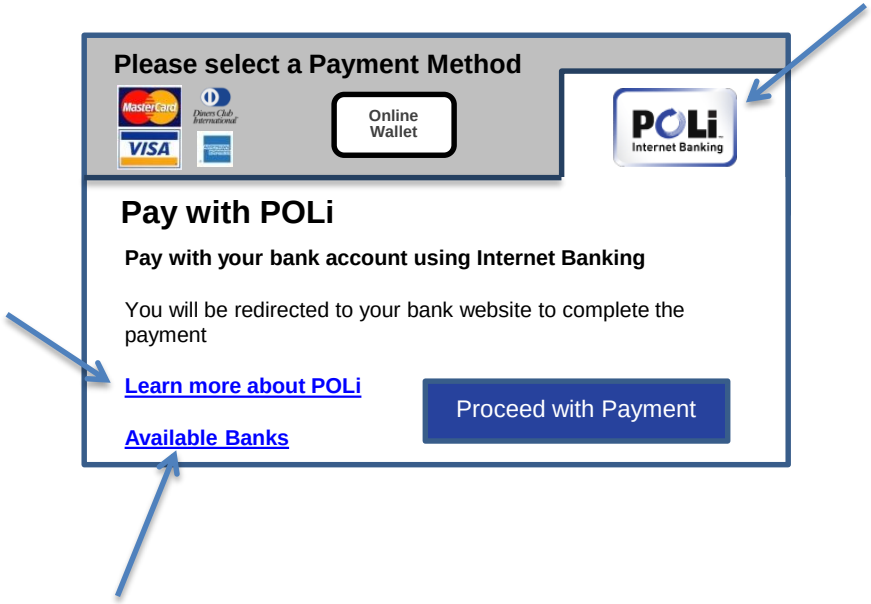
Size: do not compress, extend, straighten or distort the Wordmark.

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.

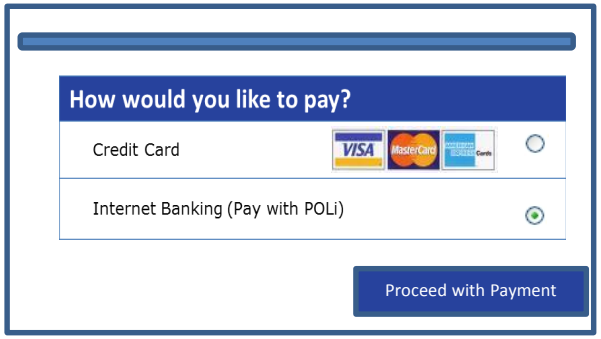
Capitalisation: POLi must always be written using capitals “P”, “O”, “L” and a lower case “i”.

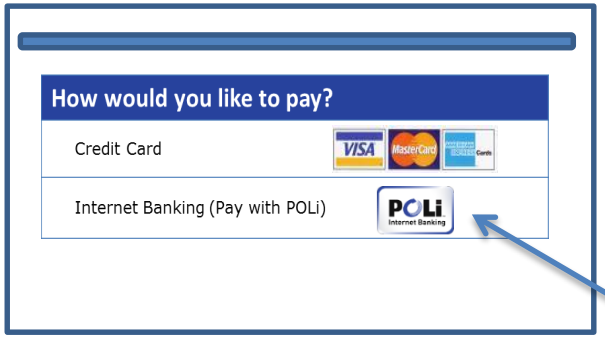
Section 3: Use of the POLi Brand at the "Checkout"



The three POLi elements to include at the checkout are:

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)

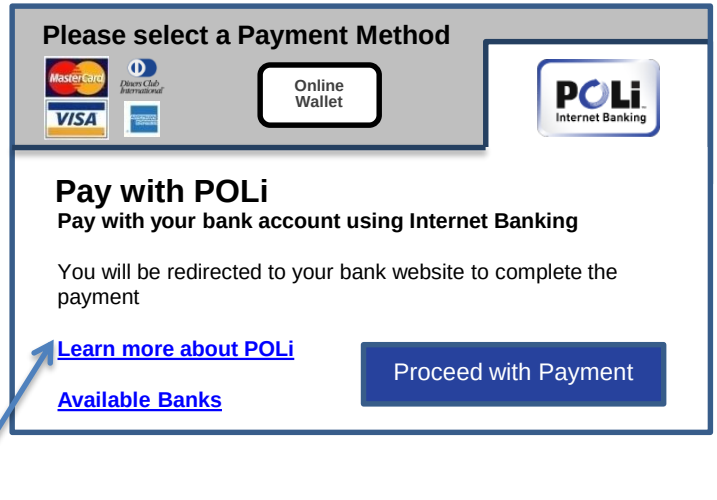
Each Merchant in order to offer POLi as a payment option must provide the customer the ability to initiate a transaction.

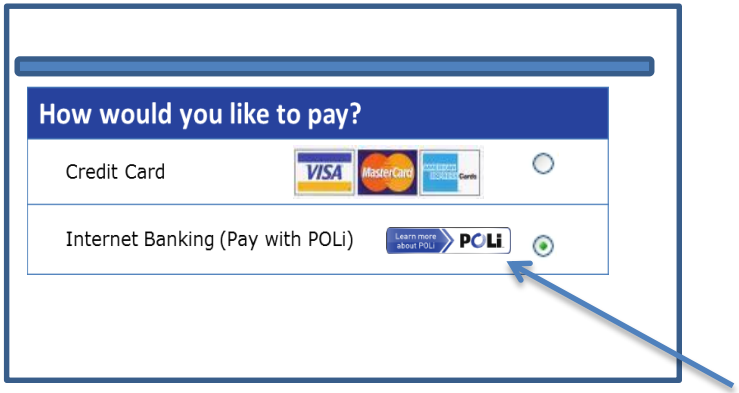
Initiation can occur by either:

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

POLi Transaction Initiation Buttons





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

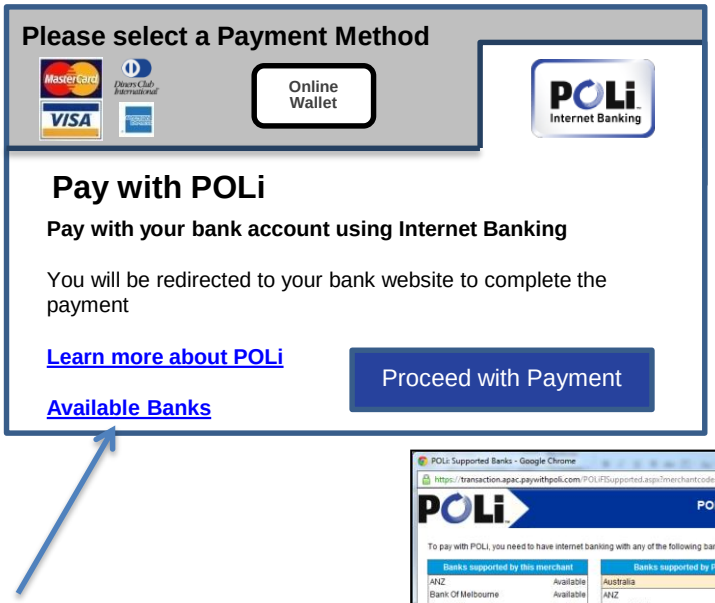
Examples are below:

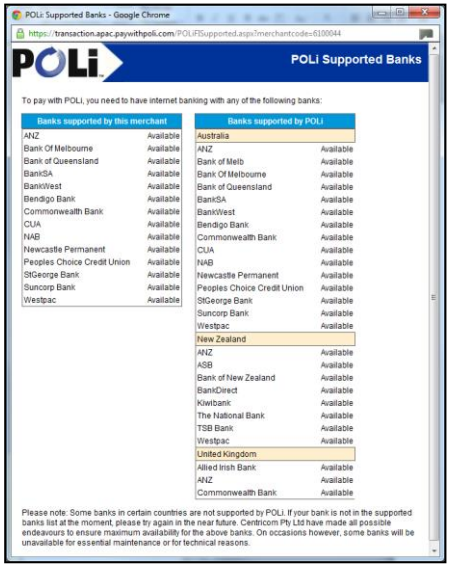
Learn more about POLi Buttons

POLi one

POLi two

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:

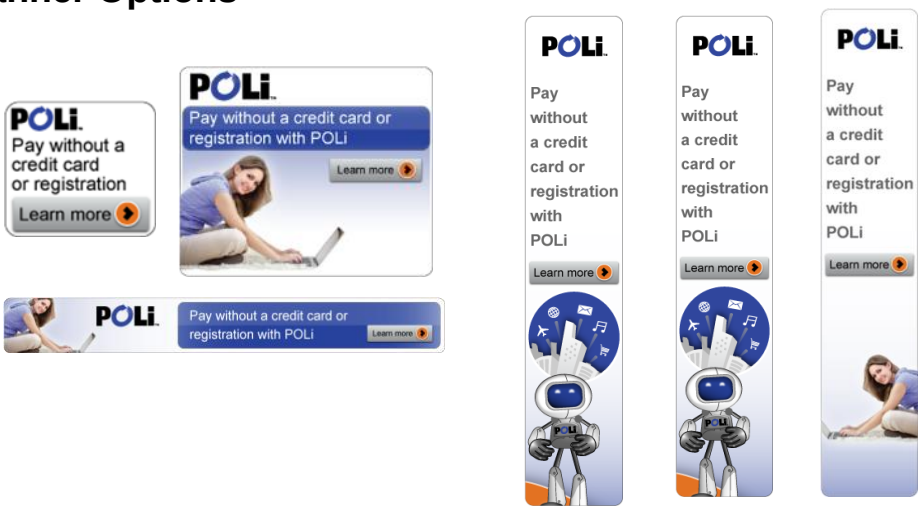
Section 7: Marketing and Promoting POLi

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

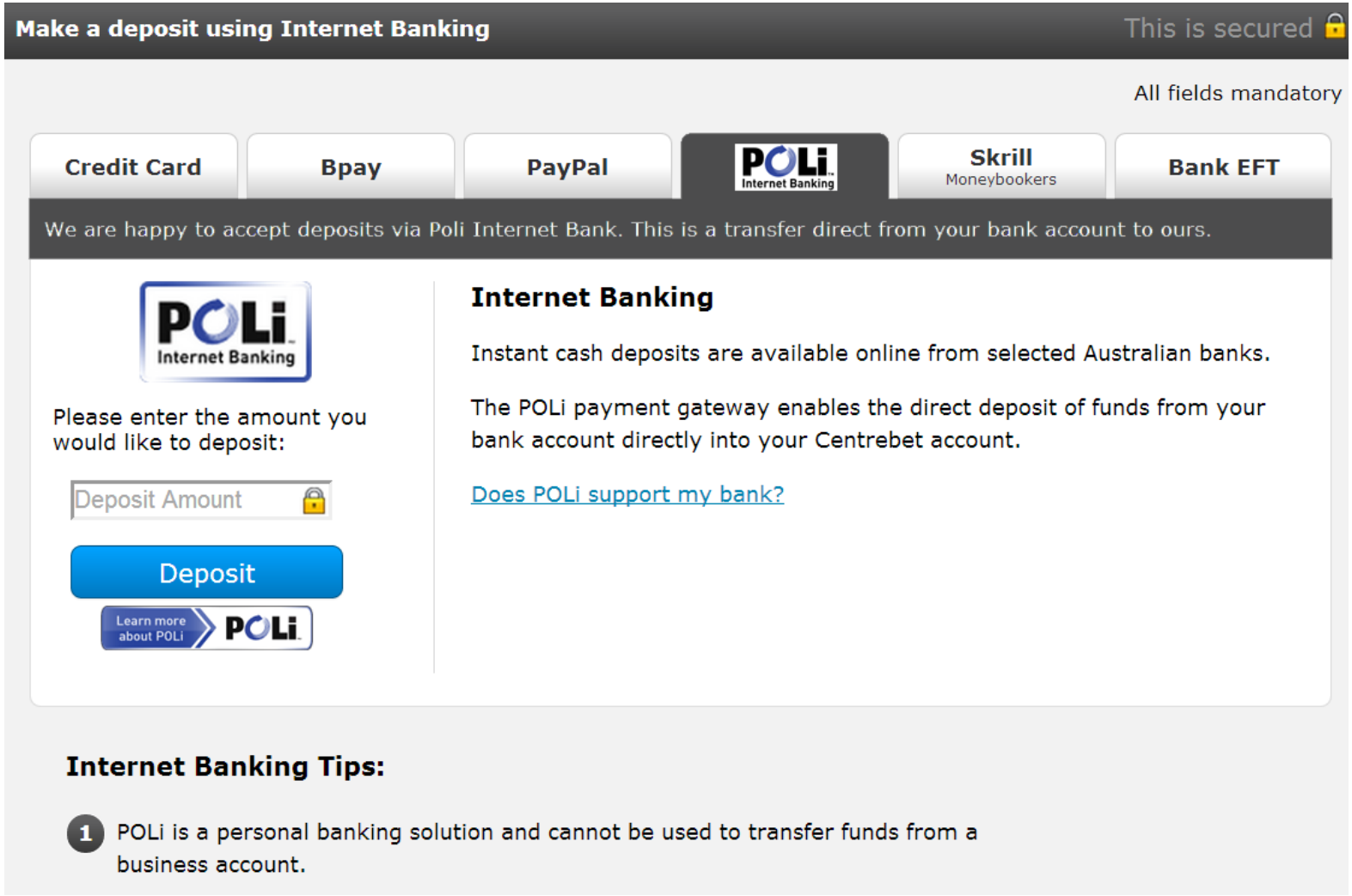
Banner Options



Contact details to discuss any campaign ideas:
helpdesk@polipayments.com

Appendix 1: POLi Checkout best practice

The following examples are ‘best practice’ in terms of how POLi should be represented at the Checkout.



Credit Card Pay with a Credit Card (Booking and Service Fee applies, except for Jetstar MasterCard)

PayPal Pay via PayPal (Booking and Service Fee applies)

POLi Pay with POLi (No Booking and Service Fee)

- Quick and easy to pay online
- Secure, using your internet banking
- No booking and service fee
- No need to register

> To pay with POLi simply:

> More Information

Add a Jetstar voucher

Proceed with this payment type ▸

Jetstar Vouchers Pay with Vouchers (No Booking and Service Fee)

Credit Cards | Travel Bank | Internet Banking

Pay by POLi

Pay with your bank account using Internet Banking. POLi is currently only available from Australian or New Zealand personal bank accounts when booking from the country of origin. If you wish to use POLi, the amount due will be converted to either Australian (AUD) or New Zealand (NZD) dollars (based on the currency of the bank account). Please note! Travel Insurance cannot be paid for with POLi. Please visit agaassistance.virginaustralia.com to purhase Travel Insurance for your journey.

What is POLI ? | Is your Bank supported? | Minimum system requirements

Step by step...
1.Select your Internet banking provider and login
2.Select your preferred account and confirm payment details
3.When your payment is complete, logout of your Internet Banking and your Itinerary will be generated

Don't forget to logout of Internet Banking for your itinerary to be generated!