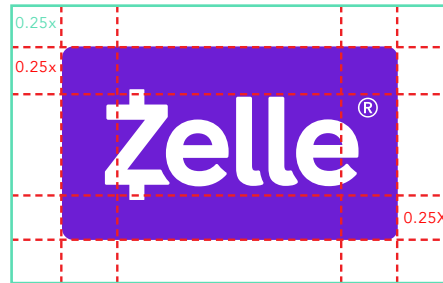




# BADGE GUIDE FOR DISBURSEMENTS

## Badge Types

These guidelines provide best practices for using a badge (or button) to promote Zelle on your website. Use a badge to encourage your customers to opt-in to receive a disbursement with Zelle, or to encourage them to enroll with Zelle.



Radius (Round Corners): 4 X = height of badge

Clear Space

As defined by the UX guidelines, the minimum clear space for the Zelle badge is 1/4 of the height of the badge on all sides and corners.

### RECOMMENDED



### ALTERNATIVE



## Badge Size

- Minimum width x height:  
53 (w) px x 31 (h) px

- When using the Zelle® badge for any consumer facing material, follow the minimum height and width requirements.

- Allow the background to extend to maintain the integrity of the badge design.

@1x: 53(W) x 31(H) px

@1x: 67 (W) x 39(H) px

@2x: 106(W) x 61(H) px

@2x: 134(W) x 78(H)px



## Badge Do and Don't

### DO

- Use the badge to promote Zelle® on your website.
- Follow the minimum height and width requirements as defined.
- Maintain a minimum clear space around the mark of 1/10 of its height and width.
- Use only *Zelle* badge artwork provided by Early Warning.



### DON'T

- Do not create a new, unapproved version of the *Zelle* badge.
- Do not alter the *Zelle* badge in any way.
- Do not adjust the aspect ratio, corner radius or width of the *Zelle* badge.
- Do not add messaging to the *Zelle* badge.
- Do not add visual effects, including shadows, glows, or reflections.
- Do not flip, rotate, stretch or animate the *Zelle* badge.



## IN TEXT

- Add ® after the first reference and italicize *Zelle* without the ® in subsequent references.
- Initial cap *Zelle* when used in text. Never lowercase *Zelle*.
- “Get paid with Zelle®” is the only text approved for inclusion in the *Zelle* badge. When using “Get paid with Zelle®”, the word *Zelle* should be replaced with the Zelle® logo. See the examples at the bottom right for guidance.



Get paid with Zelle®



Get paid with ZELLE



Get paid with Zelle



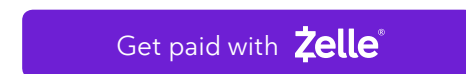
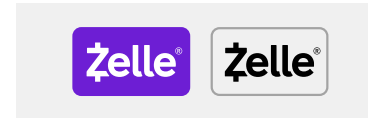
Get paid with ZELLE®

## Badge Usages

- Use the Zelle® badge in other third-party communications. When used in other third-party communications, the *Zelle* badge and partner-bank badges/logos should be of equal size.
- Use only *Zelle* badge artwork provided by Early Warning. The registered trademark ® should appear in every instance when the Zelle logo is used. The relationship between the ® and the logo is relative in order to maintain legibility at all sizes.
- The following are examples of the *Zelle* badge together with other third-party badges/logos. The *Zelle* badge should be prominently displayed and the *Zelle* badge and other third-party badges/logos should be of equal size.

## BACKGROUND COLOR

- Provide sufficient contrast when the Zelle® badge is used on light, dark, white or colored backgrounds.



# zelle

THIS IS HOW MONEY MOVES®