



MERCHANT KIT GUIDELINES

Satispay Promotional Material

We've created a variety of promotional materials to help you let the world know that that your store accepts payments with Satispay! This document aims to outline the proper usage of each format as well as provide some tips to fully engage your customers. To the right, you will find a summary of the kit's contents, which will be further explained in the following pages.

IMPORTANT

We recommend reading this guide before sharing any Satispay promotional materials. For any questions or further information, please contact us at: business@satispay.com

Satispay logo + Guidelines

Satispay logo in all the different versions available, together with a guide on how to use it properly.

Social Network Assets

Some graphics to be used on your social media profiles such as Facebook, Instagram and Twitter.

Banner

Some banners to be used on your website to promote the new service.

E-mail

An image to be sent via email to your customers.

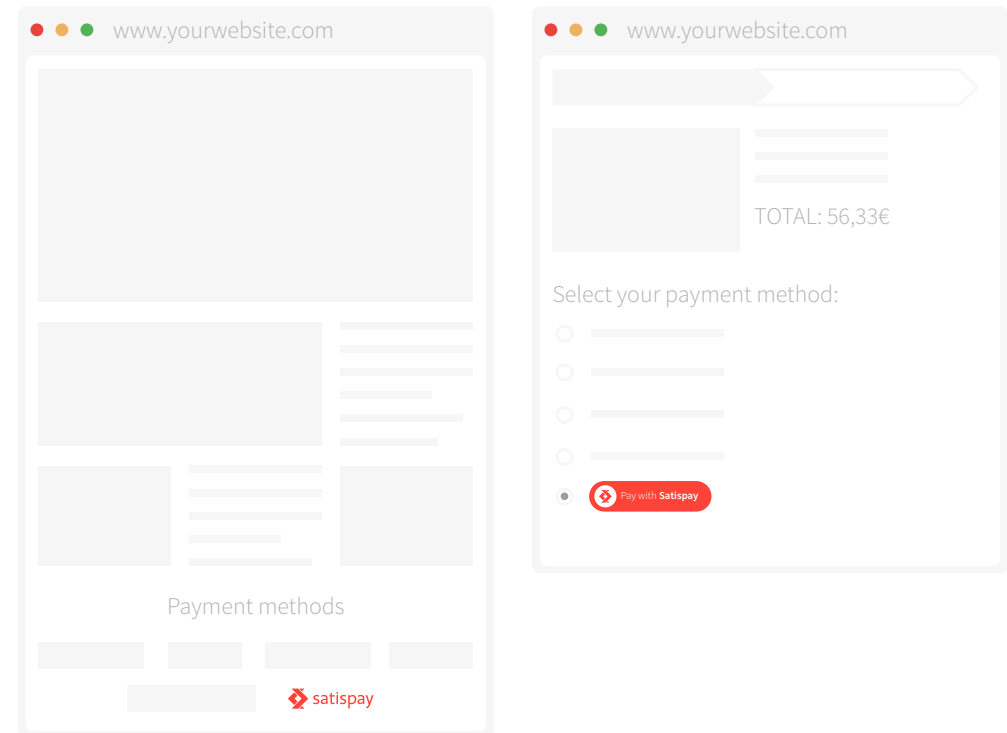
Logo Satispay

The “logo” folder includes:

- the **300dpi** logo for printed materials
- the **72dpi** logo for digital formats
- the **“Pay with Satispay” button** to be included in the checkout section of your e-commerce.

To the right you can find some examples of the correct usage.

Please note, the guidelines described in the attached **guida-partner-satispay.pdf** must always be respected when using the Satispay logo in your communications.



Social Network

he social media assets can be used to promote Satispay on your social media channels:

Facebook, Twitter and Instagram (including Instagram stories).

Looking for an efficient way to communicate with your customers? We've got you covered! Copy the text below and don't forget to insert the name of your shop!

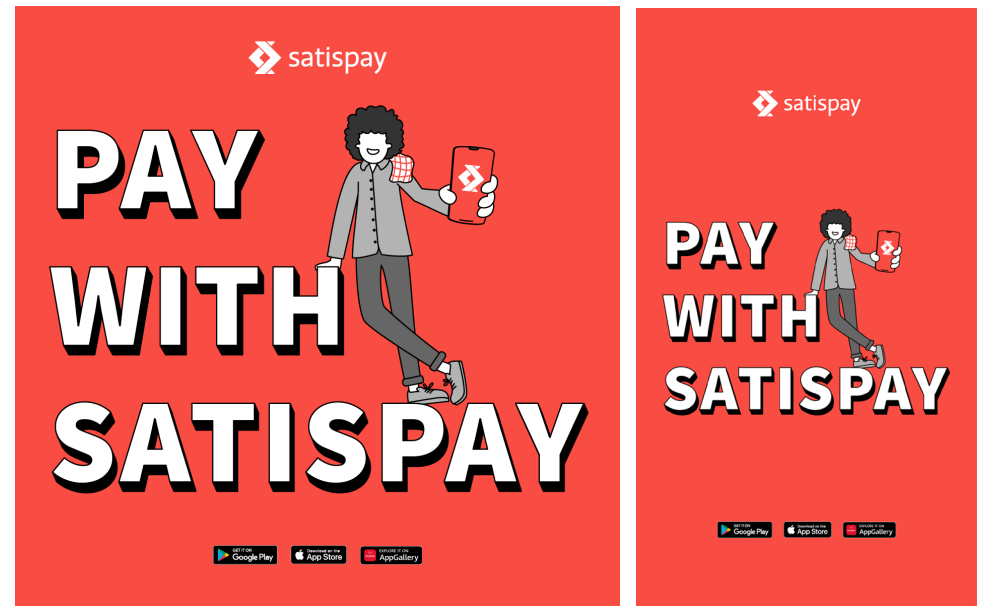
We accept payments via @Satispay app!

@Satispay is the app that lets you pay in stores, send money to friends and save money.

Not signed up yet? Receive a 5€ Welcome Bonus by downloading the Satispay app and signing up with the promo code: Get a 5€ welcome bonus for your next purchase at **[SHOP NAME]!**

Download Satispay and sign up with the promo code 54U.

#Satispay #doitsmart



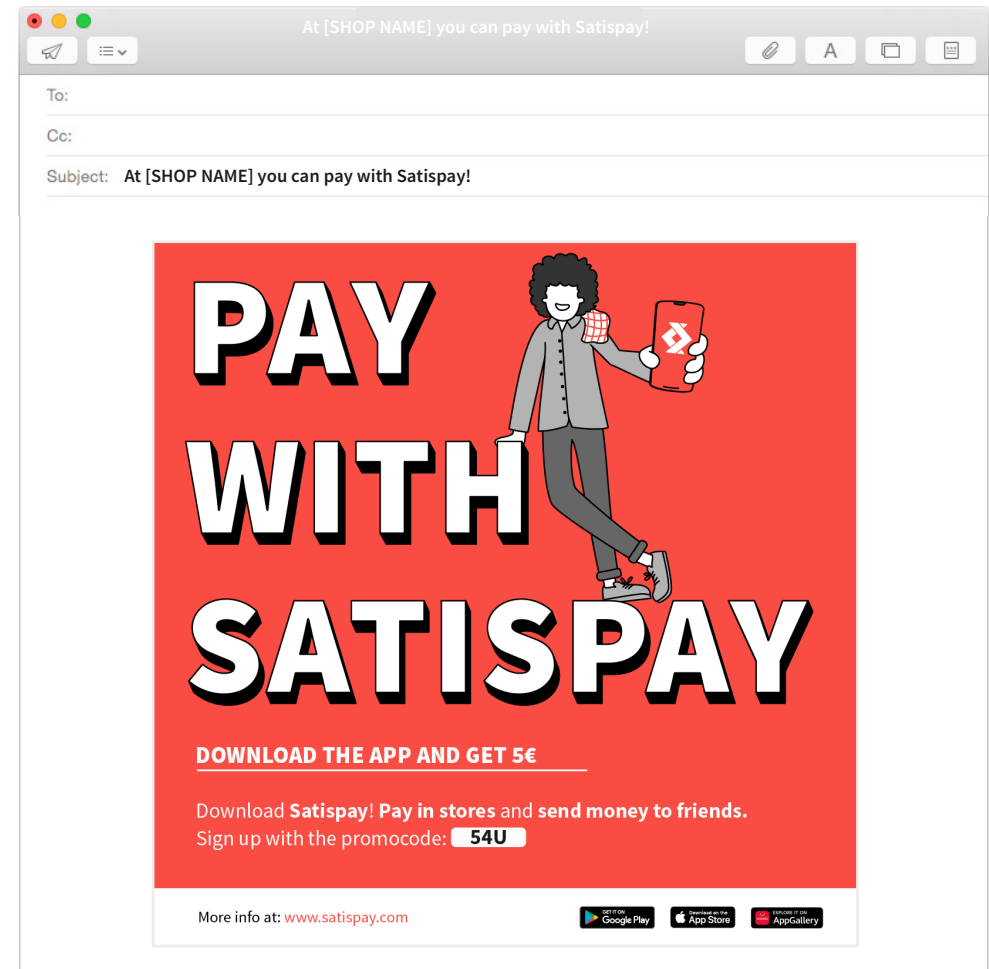
E-mail

E-mail

To make the communication clearer we suggest you adding a custom subject line: “At **[SHOP NAME]** you can pay with Satispay!”

You can then insert the image and add the following link:

www.satispay.com/promo/54U



Website Banner

Remember that...

- banners need to be inserted in a visible position (for example pagina principale - home). please choose a suitable banner and do not amend it
- it's important to use dark banners on clear backgrounds and vice versa.
- it's better not to use more than 2/ 3 banners in the same web page.
- to increase subscribers and thus your customers, please add the following link:

www.satispay.com/promo/54U



Are you sure you followed the guidelines?

Before sharing any kind of material, please do a final check by replying to the following questions.

For any further assistance you can contact us at **business@satispay.com**

☐ Have you added your shop's name in all the communications?

Create a custom communication for your customers. When you find [your shop] remember to add the name of your shop.

☐ Have you added Satispay's tag on social media?

If you are posting our creative assets, remember to tag us on the social media we are present
Instagram @satispay
Facebook @SatispayItalia
Twitter @satispay

☐ Have you used the material we provided you?

Use only the material included in this merchant kit and do not search for other promotional material elsewhere (websites, social media...)

☐ Have you used the logos and the images in the right way?

Logos and images are part of our own brand identity. Do not modify them at any time.

☐ Have you added Satispay on your website?

Add Satispay as payment method on your website to communicate the new service to your customers.

☐ Have you used the button "Pay with Satispay" in your website check out page?

We have created a custom image for this purpose. You can choose the most suitable to your business and use it on your website.



business@satispay.com