



Qualpay Partner Guide

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1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



Your new “identity”

Your corporate identity is the face and personality presented to the global community. It’s as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations— everything that represents you.

Because the brand cannot be compromised, we’ve created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

The conceptual background

The conception of the mark began when looking at the relationship between the Q in Qual and the P in Pay. Many variations we explored using both the upper and lower case letters. It became apparent that the p could fit in inside the “Q” and symbolize how quality surrounds and is integrated into every payment. The driving factors for the brand were experience, trust and customer service. We wanted a mark that was strong, clean and contemporary because it was leveraging cutting edge technology.

The color rational was grey for tradition, experience and trustworthyness and the contemporary bright green symbolizes growth, green practices/good behavior and also currency.

About Qualpay

(Long Version)

Qualpay provides a modern REST API based payments platform, paired with a merchant account, that is easily adaptable to the unique needs of a business. Store Builders, Developers and ISV's can join our Partner Program and provide value to their customers while enjoying a competitive revenue share. We help businesses find the right pricing that is best for them by offering either the typical fixed-rate market pricing or a variety of options including interchange pass-through. In 24 hours we can provide a cost savings analysis that can usually save a business over 30% off their processing costs.

We offer a free extension or allow a Developer to create their own and integrate with our Embedded Fields, Payment Gateway or Checkout products. We also offer our ready-to-use Virtual Terminal, Customer Vault, Recurring Billing and Account Updater. We support business-to-business customers, foreign currency processing as well as convenience and surcharge fees. All available at no extra cost. Alternatively, businesses or developers can use a third-party payment gateway and offer our merchant account.

(Short Version)

Qualpay payment platform integrates a Merchant Account with Payment Gateway and Recurring Billing.

It's the one-stop solution for your payment needs

Name Usage

The name of the company and brand is Qualpay. Users must capitalize the first letter and not capitalize the P in pay.

Qualpay

~~QualPay~~

~~qualpay~~



2.0

The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding



Logo in basic color



Alternate Light on Dark



Alternate One Color

2.1

Logo Usage



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction. It is recommended that you have at least 1/2 the height of the Qmark around all 4 sides of the logo at all times.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

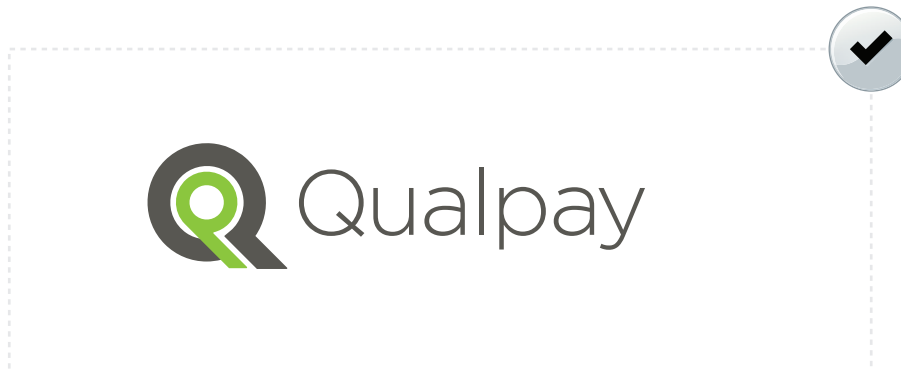
In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong Version of Logo !

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base colour, or switch to the alternate logo.



Correct!

The logo is clear and visible, set in its alternate version onto a backdrop which shows contrast.

Use this alternate logo on dark colors.



Wrong Logo Treatment on an Image!

Do not place the logo over a complex image, it becomes very hard to read and loses the impact. If an image has an area that has a solid area you may be able to place the logo effectively in that area. Otherwise place a color block behind the logo in white or the Qualpay grey and use the alternate logo.



Correct!

The logo is clear and visible when placed on a color bar.

Use your own discretion.



Wrong Size !

Important elements within the logo have been shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



Wrong Font and Color !

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Wrong Colors for the Mark!

The logo mark is the using the proper brand colors but the colors are reversed



Alternate Logo Configurations

In most cases, using the logo in its original form is preferred but on occasion it is ok to use one of the 2 alternate logo configurations. If the space requires the use of a stacked logo, use the same size relations just place the mark centered above the text.

In rare cases where you want to use the mark very large you can nest the text inside the area where the leg meets the circle.





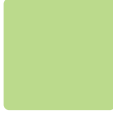
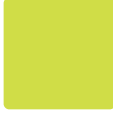

A decorative graphic on the left side of the page, featuring a square area with diagonal lines and the number '50' in a large, white, sans-serif font.

Brand Colors Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone colour ref.C	MYKR	GB	HEX
Primary Brand Colour logo / main background / business cards		Pantone 376 C	50 / 0 / 100 / 0	141 / 198 / 63	#8cc63e
Secondary Brand Colour logo text / secondary background / accent		Pantone 425 C	0 / 0 / 10 / 80	109 / 110 / 113	#585852
Accent Colour highlighting / second accent		Pantone 660 C	73 / 37 / 0 / 0	66 / 139 / 202	#428bca
Accent Colour highlighting / second accent		Pantone 1365 C	2 / 30 / 82 / 100	246 / 184 / 72	#f7b849
Accent Colour highlighting / second accent		Pantone 365 C	29 / 0 / 58 / 0	188 / 219 / 141	#bcdb8d
Accent Colour highlighting / second accent		Pantone 123 C	22 / 0 / 88 / 0	209 / 222 / 71	#d1de47
Base Colour		Pantone 123 C	100 / 100 / 100 / 1001	00 / 100 / 100#	999999



4.0

Brand Typography

The primary typeface is [insert name here] with a secondary [insert name here] to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface - Web and Print

Museo Sans (Regular) Body Content

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Secondary Typeface - Web and Print

Museo Sans (Light) Headlines

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

!@£\$%^&*()|;€#¢•§¶•ªº--_ = + {} [] ; : \ , . ~

åſçð´f©´^Δ´¬µ~øϖœ®β†"√Σ≈¥Ω

Accent Typeface - Web and Print

Museo Sans (Bold) Subheads / Call-outs

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*()¡€#¢•§¶•ªº--_ = + { } [] ; : / \ , . ~

åſçð´ƒ©´^Δ´¬µ~øϖœ®β†"√Σ≈¥Ω

Accent Typeface - Web and Print

Gotham (Light) Logo Font

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

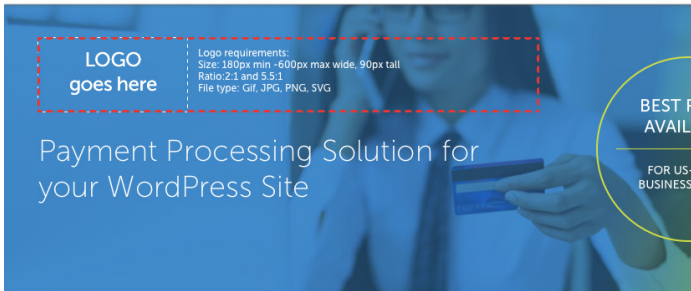
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5.0

Landing Pages



Intro text goes here

Qualpay is an omnichannel payments platform that lets you accept payments however and wherever your customers make purchases today, through one merchant account.



TIGHTLY INTEGRATED SOLUTION

Download the free Qualpay Plugin to accept payments on WooCommerce and other leading WordPress platforms. After setup there is no need to log into another platform to view business intelligent reporting, set up subscriptions or recurring payments.

Here is where we describe our relationship



RICH FEATURE SET

Manage your inventory through WooCommerce, automatically update orders, inventory, subscriptions and recurring payments without leaving your website. Qualpay also includes out-of-the-box solutions like invoicing and a virtual terminal.



SLEEK AND SECURE

Our embedded fields technology displays the credit card form in an iFrame entirely on Qualpay's servers. This means the credit card form is fully PCI compliant, and the credit card information is sent directly to Qualpay, without having your customer be redirected to another site.



BEST RATES

We offer competitive introductory rates and help experienced merchants achieve cost savings from their merchant provider through interchange optimization.



EASY SIGN-UP AND ONBOARDING

Start processing quickly with our streamlined underwriting process and free set up.

2.80% and .25 per Transaction and \$9.95 per Month (Visa/MC/Discover/Amex)

*Accept international cards for an additional 1.5%

*The best rates available. Processing more than \$5,000 per month? Contact us for customized pricing.

Company

Entity Type

Website

First Name

Last Name

Phone Number

Email

Street Address *

City

State

Postal Code

Annual CC Sales

* field is required

Sign Up for an account

Partner Landing Page

Qualpay offers customizable landing pages. Partners can add their own logo, update form data and revise the headline, form or body content.

The logo needs to be SVG with a 2:1 to 5:1 proportion or a PNG 90 pixels high by 180-600 pixels wide in a box or transparent background.

LOGO
goes here

Logo requirements:
Size: 180px min -600px max wide, 90px tall
Ratio:2:1 and 5.5:1
File type: Gif, JPG, PNG, SVG

BEST RATES
AVAILABLE

FOR US-BASED
BUSINESSES ONLY

Payment Processing Solution for
your WordPress Site

Intro text goes here

Qualpay is an omnichannel payments platform that lets you accept payments however and wherever your customers make purchases today, through one merchant account.



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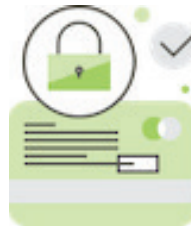
Here is where we describe our relationship



Tightly Integrated Solution



Rich Feature Set



Sleek And Secure



Best Rates



Easy Sign-up And Onboarding

Qualpay Icons

Qualpay has a variety of icons available for partners to use in the description. Qualpay can also create a custom icon upon request for a fee.



6.0

Contact Us

If you have any questions regarding this guide
please contact:

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