

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 developer wiki - <http://www.polipayments.com/developer>

The POLi prohibited merchant categories are listed below:

- 1) Offshore online gambling services
- 2) Affiliate Schemes
- 3) Pyramid Schemes
- 4) Counterfeit goods
- 5) Synthetic drugs and pharmaceuticals
- 6) Adult services

Please note: This list is updated from time to time, [click here](#) to see the list.

POLi branding, trademarks and other information relating to POLi must not be displayed on websites of merchants whose services include any of the prohibited merchant categories, or on the websites of merchants whose access to POLi services has been suspended or terminated.

Brand Mark:

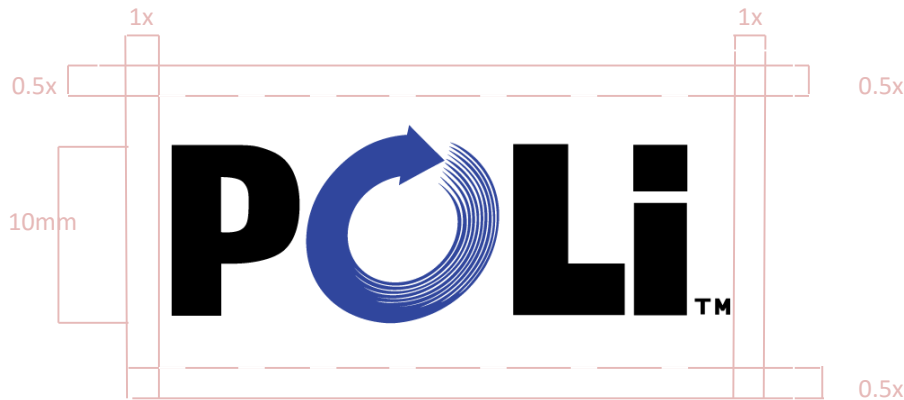


Section 1: The POLi Brand

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

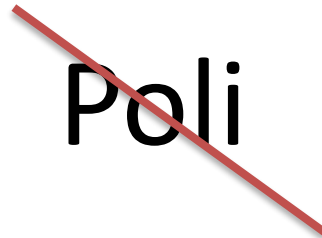
Shown here are incorrect uses of the elements of the POLi Brand.

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

Background- do not colour the background in any other colour other than those specified

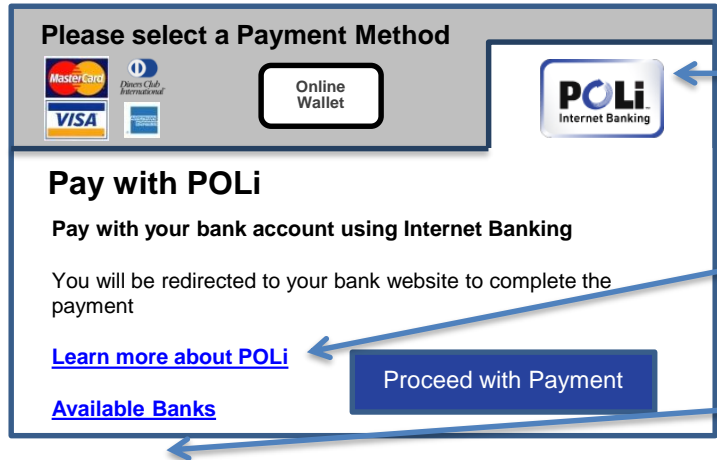
Aspect Ratio : do not rearrange or distort the elements in the Wordmark.

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:



Please select a Payment Method

MasterCard Online Wallet
Diners Club International
VISA

POLi
Internet Banking

Pay with POLi

Pay with your bank account using Internet Banking

You will be redirected to your bank website to complete the payment




[Learn more about POLi](#)


[Available Banks](#)

Proceed with Payment

- 1** Transaction Initiation (buttons) – mandatory (see section 4)
- 2** Learn More About POLi – recommended (see section 5)
- 3** Available Banks – recommended (see section 6)




How would you like to pay?


Credit Card   

Internet Banking (Pay with POLi) 

Proceed with Payment

How would you like to pay?

Credit Card   

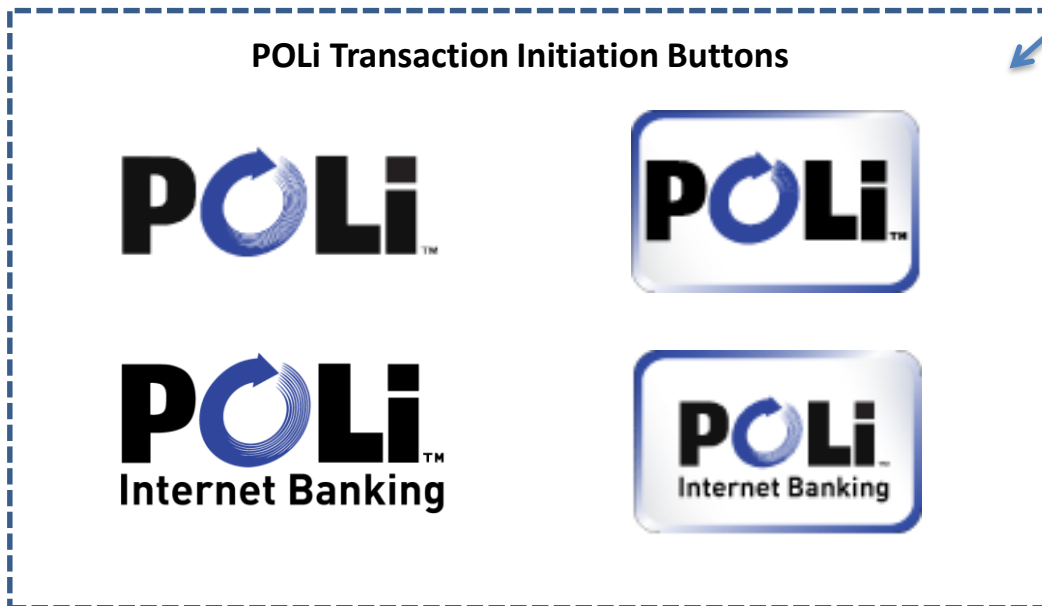
Internet Banking (Pay with POLi) 

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/resources>



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.

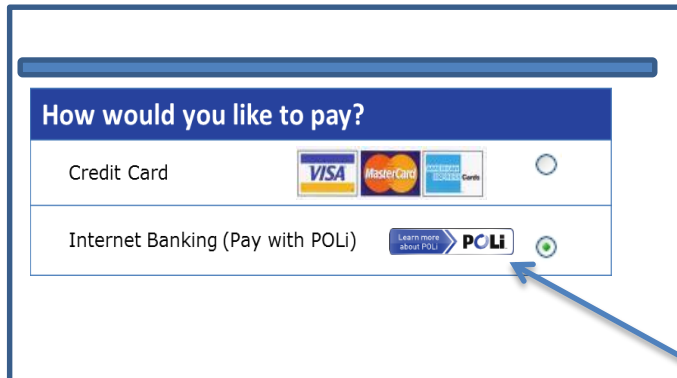
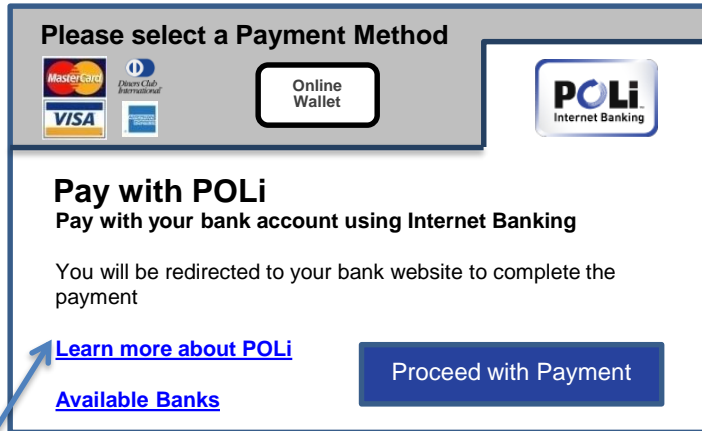
The above is best achieved by linking to the POLi Payments website (www.polipayments.com/buy) by:

- 1 Providing a clickable text link “Learn more about POLi”
- 2 Adding one of the clickable buttons


For a full list please visit:

<http://www.polipayments.com/resources>

Examples are below:



Please select a Payment Method



Pay with POLi
Pay with your bank account using Internet Banking

You will be redirected to your bank website to complete the payment

[Learn more about POLi](#)

[Available Banks](#)

Proceed with Payment

POLipayments.
A business of Australia Post

You can choose from the following banks to pay

- Australia**
- ANZ
 - Bank of Melbourne
 - Bank of Queensland
 - BankSA
 - BankWest
 - Bendigo Bank
 - Citibank
 - Commonwealth Bank
 - CUA
 - IMB
 - ING Direct
 - NAB
 - Newcastle Permanent
 - Peoples Choice Credit Union
 - St. George Bank
 - Suncorp Bank
 - Westpac
- New Zealand**
- ANZ
 - ASB
 - Bank of New Zealand
 - BankDirect
 - Kiwibank
 - TSB Bank
 - Westpac

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

CENTREBET


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

Make a deposit using Internet Banking This is secured 

All fields mandatory


Credit CardBpayPayPal**POLi**
Internet BankingSkrill
MoneybookersBank EFT

We are happy to accept deposits via Poli Internet Bank. This is a transfer direct from your bank account to ours.



Please enter the amount you would like to deposit:

Deposit

Learn more about POLi 

Internet Banking

Instant cash deposits are available online from selected Australian banks.

The POLi payment gateway enables the direct deposit of funds from your bank account directly into your Centrebet account.

[Does POLi support my bank?](#)

Internet Banking Tips:

- 1** POLi is a personal banking solution and cannot be used to transfer funds from a business account.

How would you like to pay?



Payment can only be split between voucher and credit card; and voucher and POLi in Australia and New Zealand, for Jetstar Airways (JQ) and Jetstar Asia (3K) bookings in AUD or NZD.


No Booking and Service Fee applies for bookings in Australian Dollars made using direct deposit / POLi, voucher or Jetstar MasterCard / Jetstar Platinum MasterCard. A Booking and Service Fee of \$8.50 per passenger, per Australian domestic flight; and \$8.50 - \$12.50 per passenger per international flight applies for all other bookings. For bookings in other currencies different fees and payment options apply.

We actively encourage you to pay using one of the free payment methods.

Jetstar voucher	No Booking and Service Fee
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Credit Card	Booking and Service Fee applies (except Jetstar MasterCard)
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POLi	No Booking and Service Fee
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 VISA MasterCard American Express	Booking and Service Fee applies
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POLi

POLi is a secure payment method which allows you to pay online using your internet banking.

When you click on the 'Purchase' button, you will be redirected to the POLi website. Select your bank and follow the instructions to log in to your internet banking and make payment. When your payment is complete, you will be logged out of your internet banking and transferred back into the Jetstar website to obtain your final booking confirmation.

Please note: POLi payments must be made in the currency of your booking.

- ✓ [More Information](#)
- ▶ [What is POLi?](#)
- ▶ [Check the list of available banks](#)

No Booking and Service Fee







Proceed with POLi

Complete Payment

! If you wish to pay with Velocity Points, Travel Bank or a Gift Voucher these options must be completed prior to entering other payment types.

Total Amount Due **\$ 195.00**

Select Payment Type

Credit Card / Debit Card	
PayPal	
Velocity Points	
Travel Bank	
<input checked="" type="checkbox"/> POLi - Internet Banking	
Gift Voucher	



Amount to be charged
\$ 195.00

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 virginaustralia.covermore.com.au/ to purchase 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