

Payments to grow your world

Worldline Account-to-Account Payments.

Brand guide for merchants.

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Our guidelines are like our payments: paperless.
Please don't print this document.



What is Account-to-Account payments?

Welcome to the community of merchants offering Worldline Account-to-Account Payments.

With Worldline Account-to-Account Payments, customers can enjoy fast, convenient, and secure payments. It's a reliable option for those who prefer to pay by direct bank transfer.

To ensure you and your customers make the most of this new payment option, this marketing guide includes suggested marketing and sample content, as well as guidelines for how to display the payment button, to drive awareness of the Worldline Account-to-Account Payments service available on your website.



How it works in your web shop or in-store.

In your payment window, the new payment method will appear as “Bank transfer by Worldline” with its own payment button. By choosing this option, your customers will be guided through the process while connecting with their online banking.

The bank transfer can be done with a normal credit transfer or with instant payment if the bank of the payer supports it.

Once the payment arrives in our bank account, we will notify you through normal channels as with other payment methods. Before that notification, there is no payment guarantee provided and we advise that you wait to provide your customer with your service or goods until after you have received this notification.



Benefits for your customer.



No card, app download, or wallet registration is needed.



Available to all European citizens with a bank account and offers convenience.



Enables basket with higher transaction amounts as it is a bank transfer and not subject to card limit.



The user experience is based on the trusted environment of the banks, and it may depend on bank implementation.

A large teal donut chart with a white circular center, positioned on the left side of the slide.

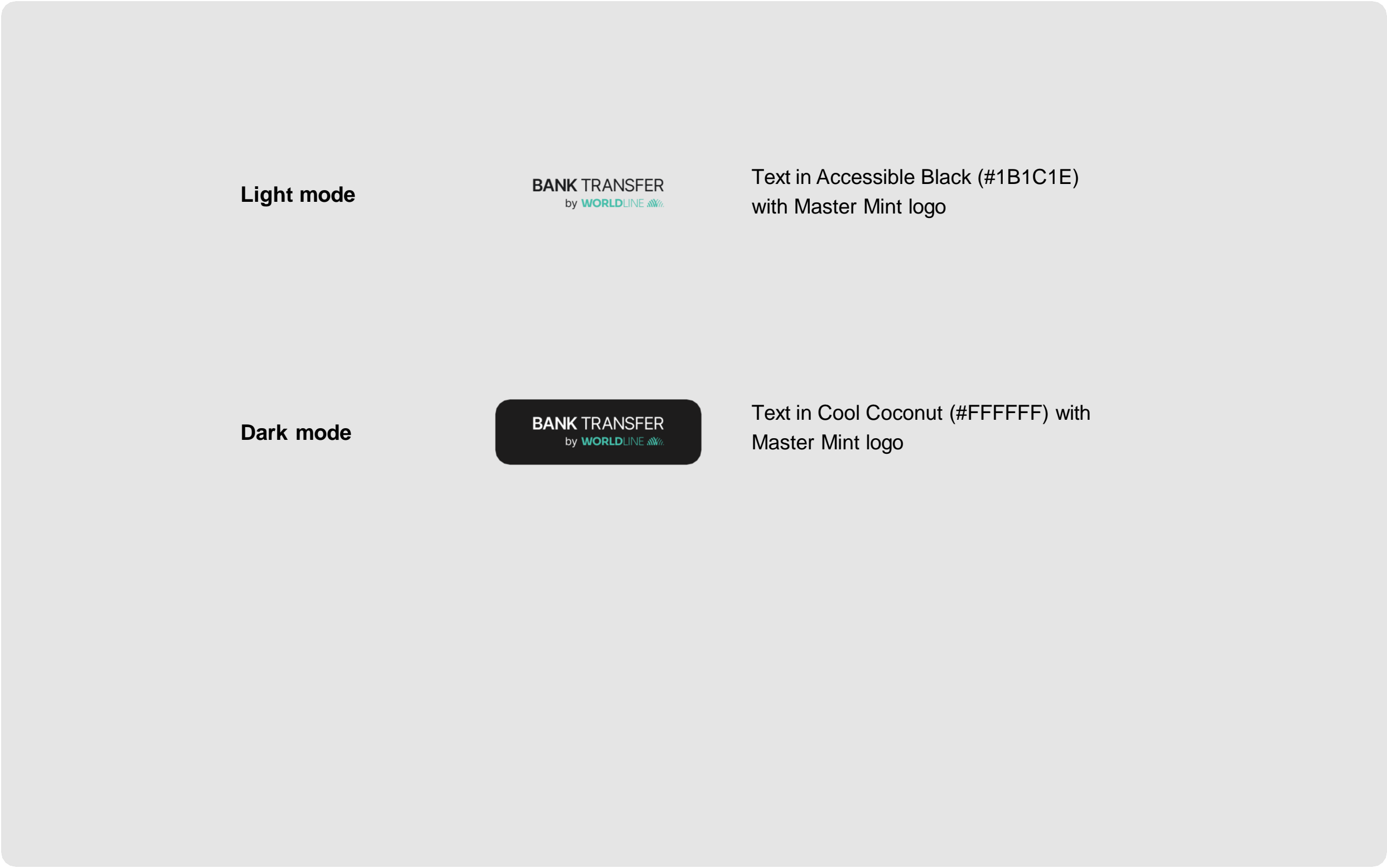
**Payment button
and how to use it.**

Payment button.

When your company offers Worldline Account-to-Account Payments, it is important to inform your customers that you offer this alternative payment method using our button.

The payment button comes in two colour options, one for light and one for dark mode.

The button height should be the same as the tallest competitor logo.



Don'ts.



BANK TRANSFER
by WORLDLINE

X Don't change the colours of the button or its text.

BANK TRANSFER
by WORLDLINE

X Don't use any colour other than Master Mint, Perfect Pepper or Cool Coconut.

BANK TRANSFER

X Don't remove elements or text from the button.



X Don't outline the button.

BANK TRANSFER
by WORLDLINE



X Don't use gradients on the button.

BANK TRANSFER
by WORLDLINE

X Don't change the angle of the logo.

Payment button in use.

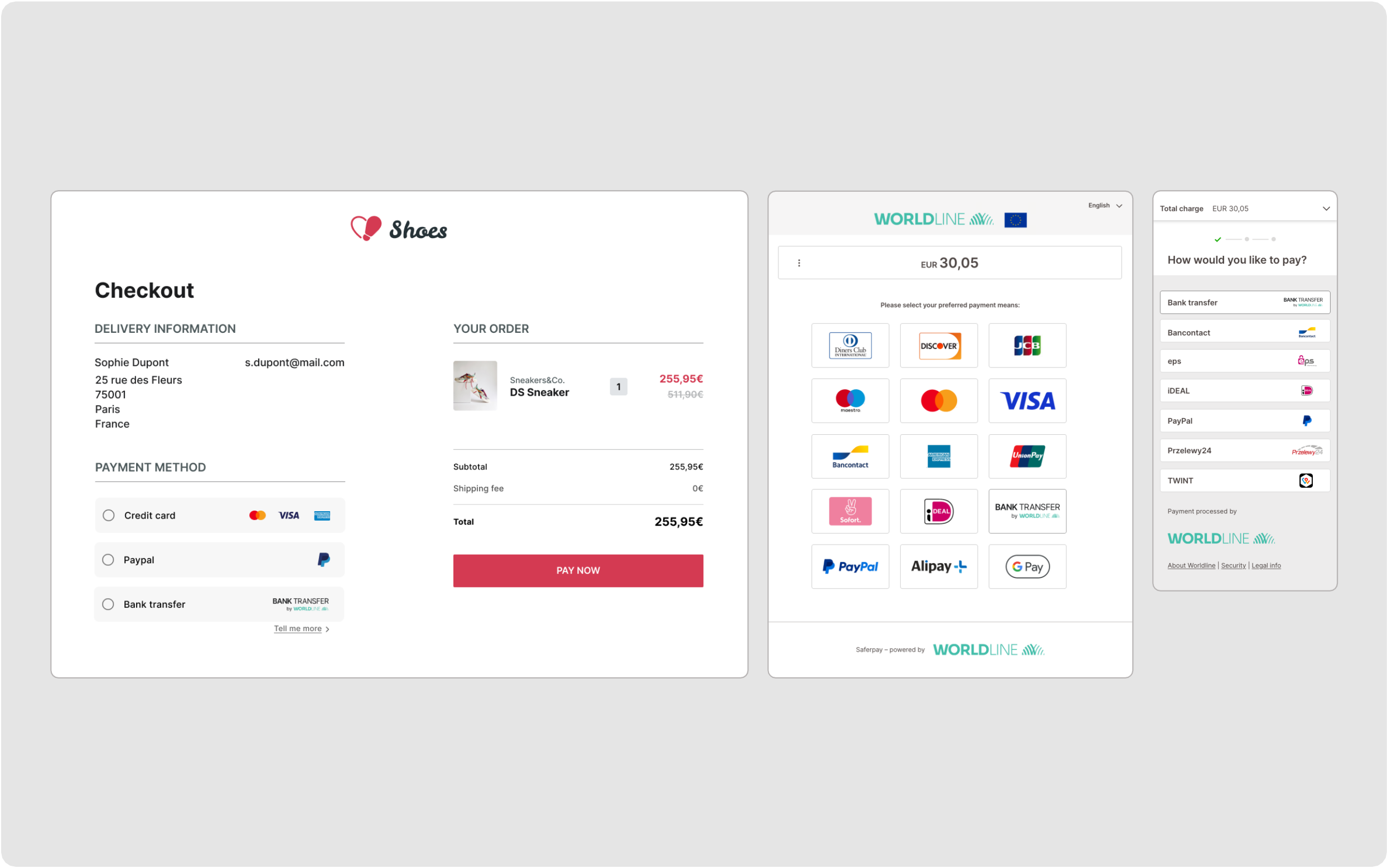
This payment option is offered with the text “Bank account” along with the button. Do not change this text.

We suggest adding a “Tell me more” link underneath the payment options.

Please note that bank transfer can be translated into the local language:

- IT Bonifico
- FR Virement
- DE Banküberweisung
- DU Overschrijving

“Bank Transfer by Worldline” payment button should always remain the same and never be translated.



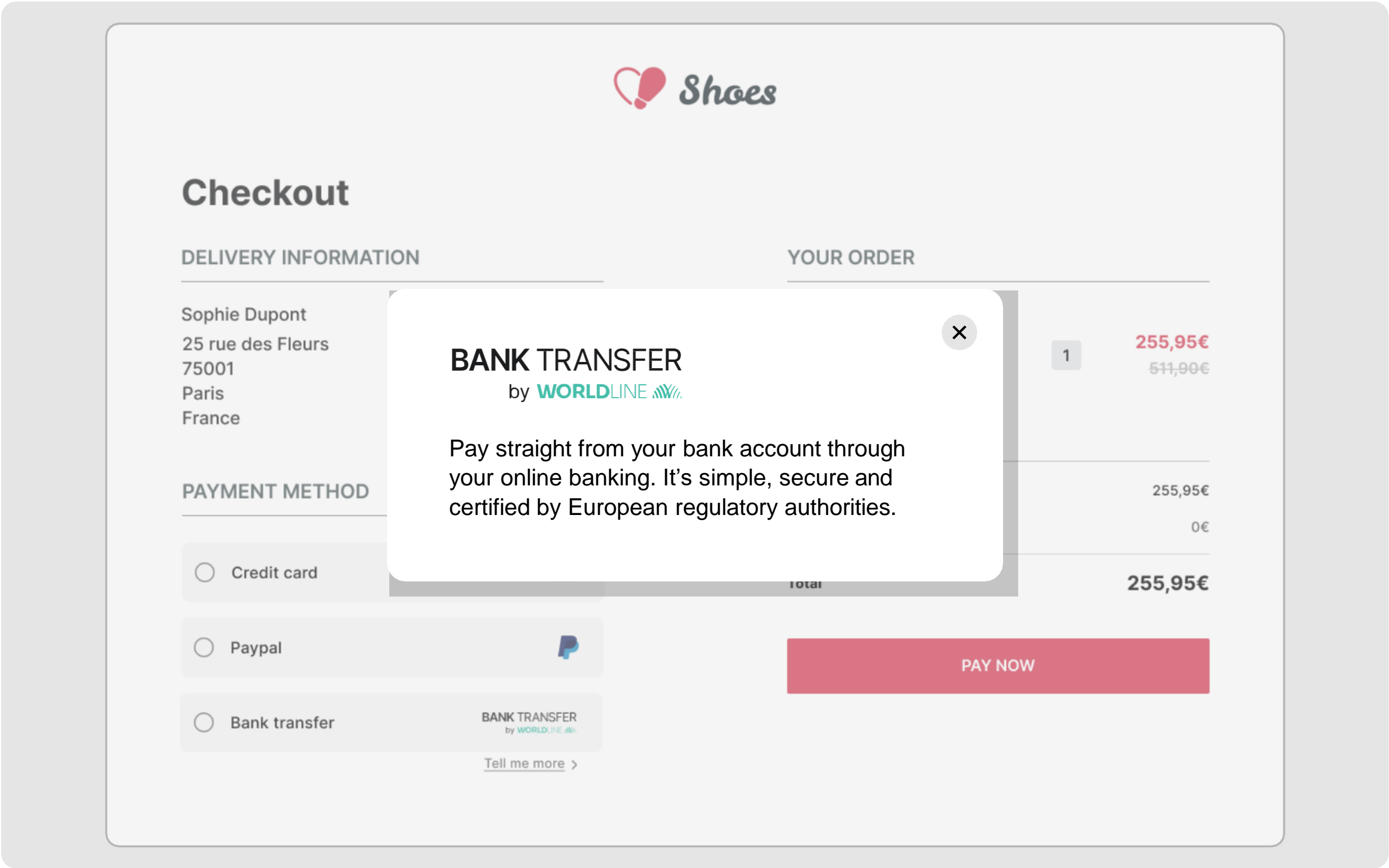
Tell me more.

Underneath the payment options, we suggest adding a collapsable text option labelled “Tell me more”. This text will explain what Account-to-Account Payments is.

Translated versions are available below.

Please note that “tell me more” and related text can be translated into local language:

- IT:** Paga direttamente dal tuo conto bancario tramite il tuo online banking. È semplice, sicuro e certificato dalle autorità regolatorie europee.
- FR:** Payez directement depuis votre compte bancaire via votre banque en ligne. C’est simple, sécurisé et certifié par les autorités réglementaires européennes.
- DE:** Bezahlen Sie direkt von Ihrem Bankkonto über Ihr Online-Banking. Es ist einfach, sicher und von europäischen Regulierungsbehörden zertifiziert.
- DU:** Betaal rechtstreeks vanaf uw bankrekening via uw online bankieren. Het is eenvoudig, veilig en gecertificeerd door Europese regelgevende instanties.



Approvals and questions.

All marketing materials must be approved by Worldline.

For approval requests, help with content, or general marketing questions, please contact your account manager.





Thank you.