
nuvei

Partner Brand
Guidelines



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Introduction



Welcome

Nuvei is pleased to present our valued partners with the ability to leverage the Nuvei brand and products. We are committed to supporting your endeavors by providing you with essential documentation and marketing resources.

Designed to accelerate your business, these serve as a framework to guide your promotional activities. Your alignment with our guidelines ensures a coherent and effective approach across our collaborative marketing and operational efforts.

Thank you for your cooperation and commitment to upholding the high standards of the Nuvei network. Together, we can achieve greater success and maintain the professionalism our clients expect and deserve.



Partnership Commitment and Responsibilities

Nuvei relies on its partners to maintain the integrity and consistency of our messaging and brand standards. Should there be any deviations from these guidelines, Nuvei reserves the right to revisit the material and request revisions to align with our agreed standards.

Moreover, Nuvei's intellectual property, including our trademarks, designs, and digital assets, are crucial to our brand identity. We retain all rights to these properties and expect them to be used correctly and responsibly within the parameters of our partnership.

While these materials feature examples or demonstrations for illustrative purposes, they do not constitute a direct endorsement or business advice in any legal or financial capacity. As an independent entity, you will need to adapt these resources to fit your unique offers and terms.

Partner Designation & Logos



Brand Usage in Advertising & Communications

Following these guidelines will help merchants clearly identify the company they are conducting business with and its affiliation with Nuvei. Please refer to the table below whenever you have inquiries about how to leverage official communications.

| BRAND USAGE | |
|--|--|
| Partnership designation | “Powered by Nuvei” or “Nuvei Authorized Agent” |
| Nuvei logo type <ul style="list-style-type: none">• Powered by• Authorized Agent• Co-branded | In standalone use cases, use the designated logo based on the partnership type. Co-branding with your logo is acceptable. See Logo Lockup Guidelines |
| Approval of collateral or branding inquiries | Submit to Relationship Manager or Marketing Manager for review when including Nuvei name or logo |

Official communications include but are not limited to your:

- Business website
- Sales and marketing collateral
- Email signature
- Trade show signage
- Business cards
- Advertising copy
- Digital communications



Nuvei Integrated Partner Powered by logo

Nuvei embeds its global payment capabilities and proprietary software into enterprise resource planning (ERP) solutions and software platforms for **B2B, Government and ISV channels**.

For **Payment Facilitators (PayFacs)**, Nuvei acts as both an acquirer and a committed payment partner.

It is imperative for integrated partners to align with Nuvei's operational standards and guidelines to ensure optimal integration and performance.

This logo can be downloaded from:
www.nuvei.com/partner-logos

POWERED BY





Nuvei Resellers

Authorized Agent logo

Nuvei's unique partner program is designed to empower **Independent Sales Organizations (ISOs)** and **Sales Agents** with the essential products, resources, and value-added solutions necessary to enhance their business success.

Our **Referral Partner** program offers additional opportunities for growth.

It is crucial that all sales partners operate within the framework of Nuvei's established guidelines to maintain consistency and quality across all operations.

This logo can be downloaded from:
www.nuvei.com/partner-logos



AUTHORIZED AGENT



Co-branding Partner logo lockup

In the fast-paced world of payment solutions, if your offerings are combined with other products or services, this Nuvei logo lock-up accelerates your branding presence.

Prefer landscape logo positioning that integrates co-branding to enhance collaborative visibility. The arrangement may evolve based on dynamic market conditions.

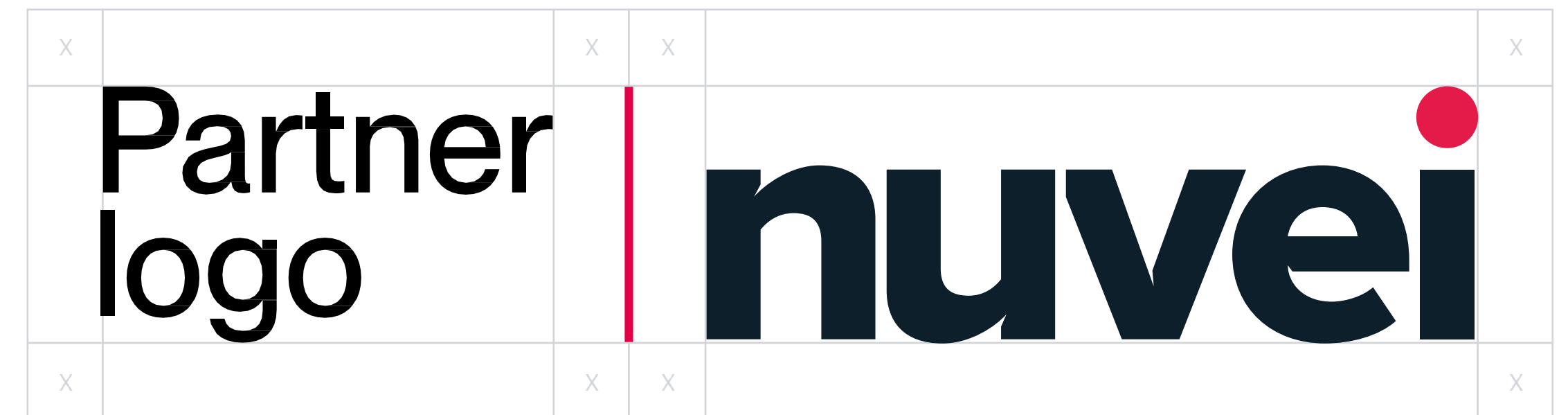
It is crucial to ensure logos are sized for maximum impact. Avoid altering dimensions or colors to maintain brand integrity.

Logo lockup templates can be download from:
www.nuvei.com/partner-logos

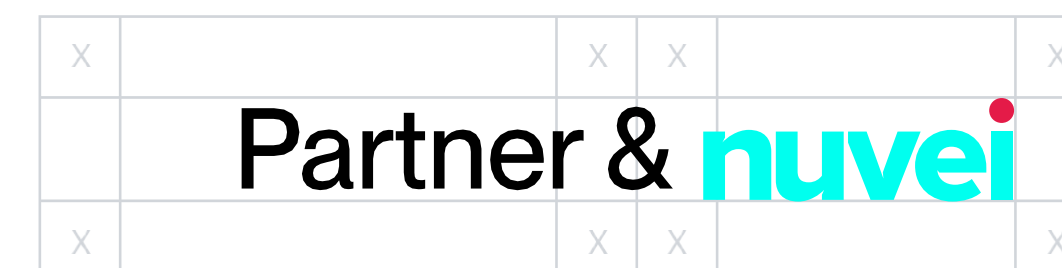
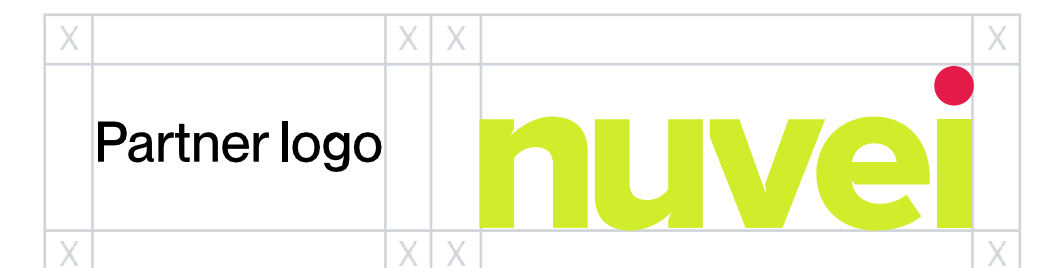
Logo Lockup Guidelines:

Do not innovate new logo lockups without direct approval from Nuvei. Maintaining logo integrity is paramount; do not reposition elements, add or remove details like serifs or underscores, without prior consultation with our brand team to ensure cohesive business acceleration.

Utilize vertical lockups for elongated wordmarks or when faced with spatial limitations.



Lockup don'ts





Color Codes

Effective use of color codes is crucial in maintaining brand consistency and visual impact. Always adhere to the designated color palette provided in the brand guidelines.

Each color has a specific hex, RGB, or CMYK code, which must be used exactly as specified to ensure uniformity across all digital and printed materials. This consistency helps in reinforcing our brand identity and ensuring that our visual messaging resonates clearly with our audience.

DARK BLUE
RGB 8, 31, 44
CMYK 100, 68, 45, 70
HEX #081F2C
PMS #5395C

ATOMIC RED
RGB 228, 0, 70
CMYK 4, 100, 69, 0
HEX #E40046
PMS #192C

Do's and Don'ts

Do:

- Indicate your business relationship with Nuvei in official communications
- Use the relevant, designated partnership logo for standalone use cases
- Use the co-branding partner logo lockup for co-branded use cases
- Leverage Nuvei's predefined image bank for partners to show common usage of Nuvei's products and solutions
- Link to Nuvei.com from your website

Do not:

- Use the Nuvei name or logo in a manner where it may cause confusion between your company and Nuvei
- Create branding, communications or marketing materials whose similarity might cause confusion between your company and Nuvei
- Use language that designates a direct employer/employee relationship with Nuvei
- Use the name Nuvei or any variation thereof in your email address
- Register or use a website domain that includes the name Nuvei
- Identify Nuvei as employer on LinkedIn, Glassdoor, social media or employer review sites

Product Photos & UI Visuals

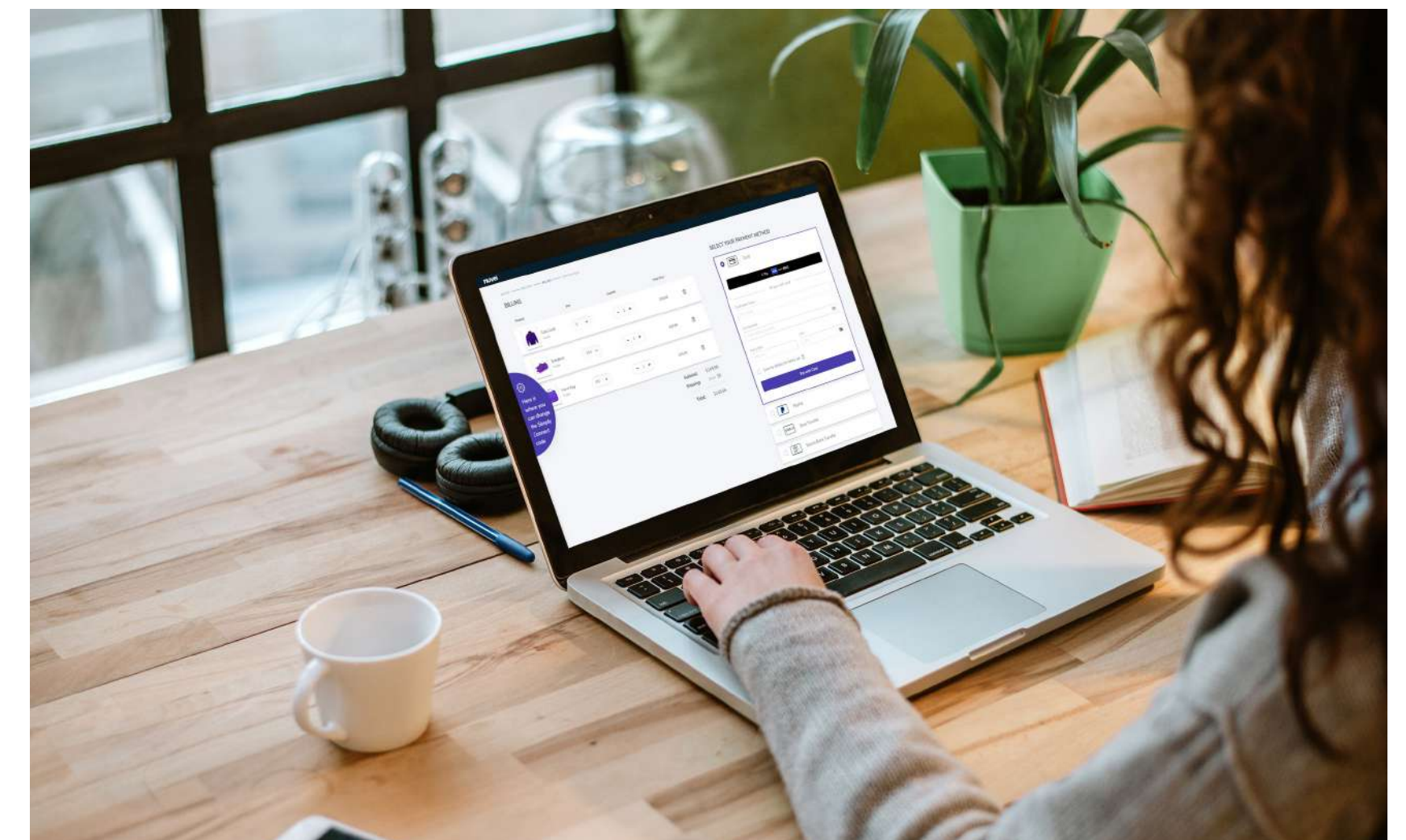
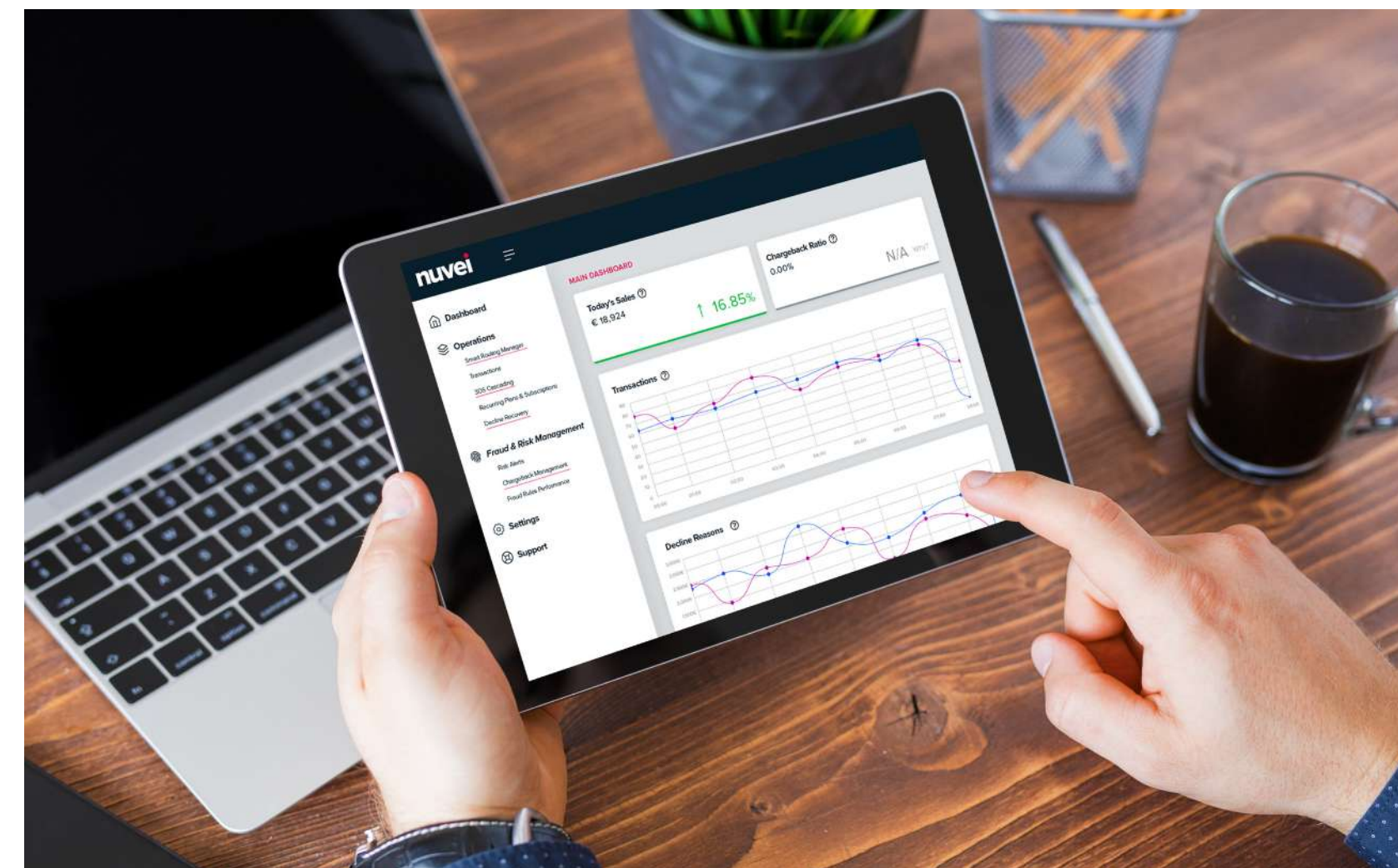
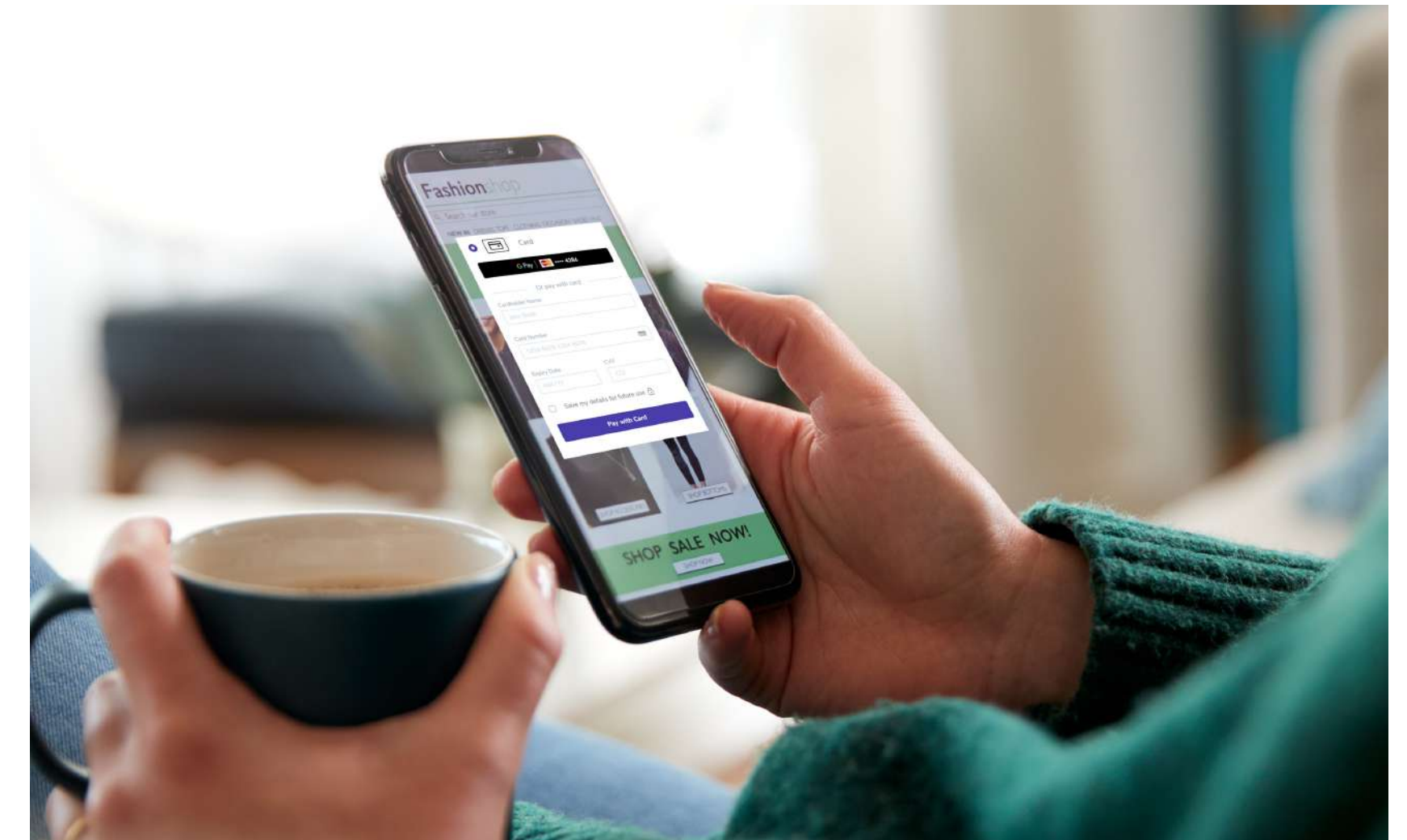


Products

Nuvei provides a comprehensive suite of products designed to streamline and enhance the payment process for both merchants and their customers.

To ensure your promotional materials accurately reflect our products' capabilities, Nuvei encourages the use of the in-situ images we provide. These are specifically chosen to showcase our solutions in action.

For your convenience, a selection of free mockups is available for download at: www.nuvei.com/partner-images





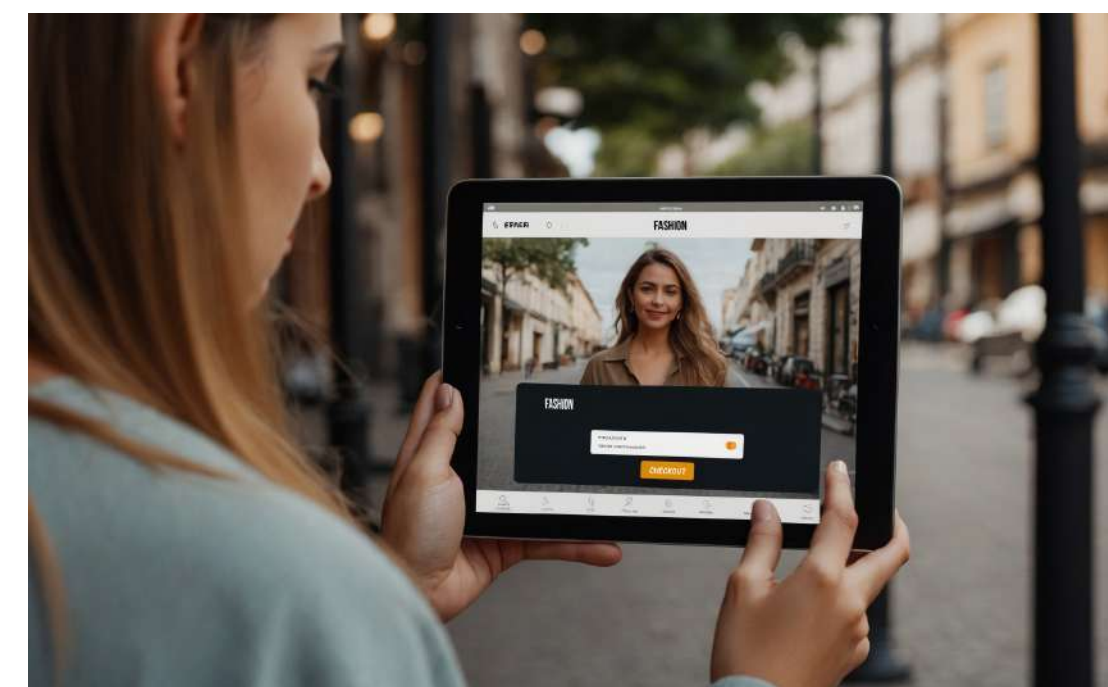
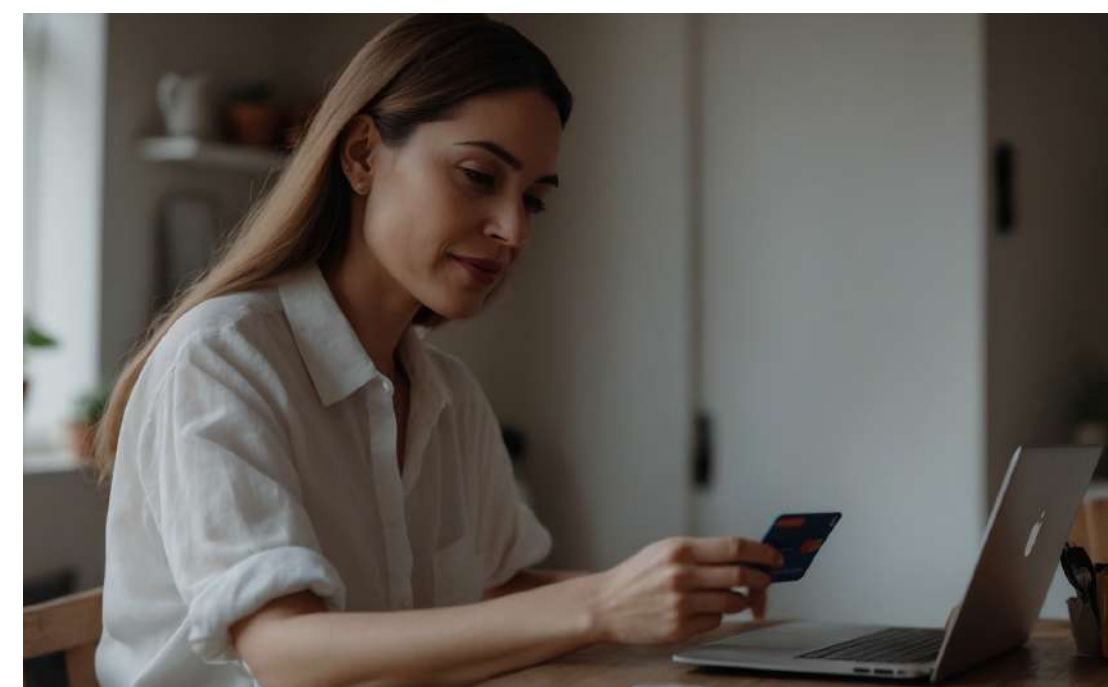
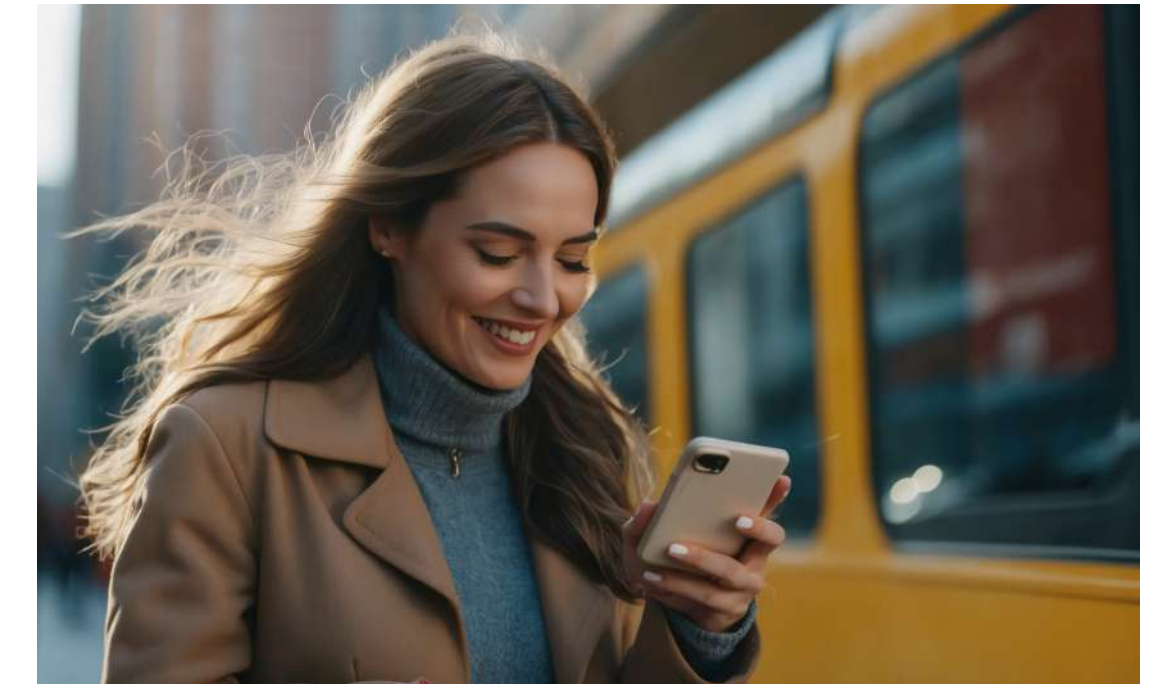
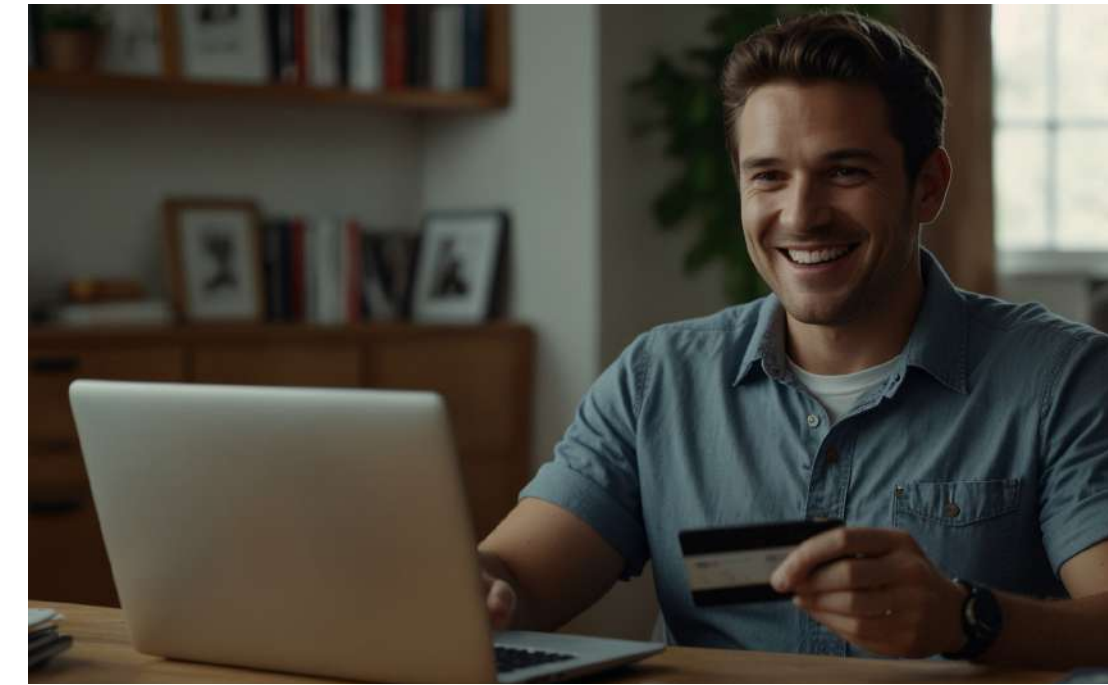
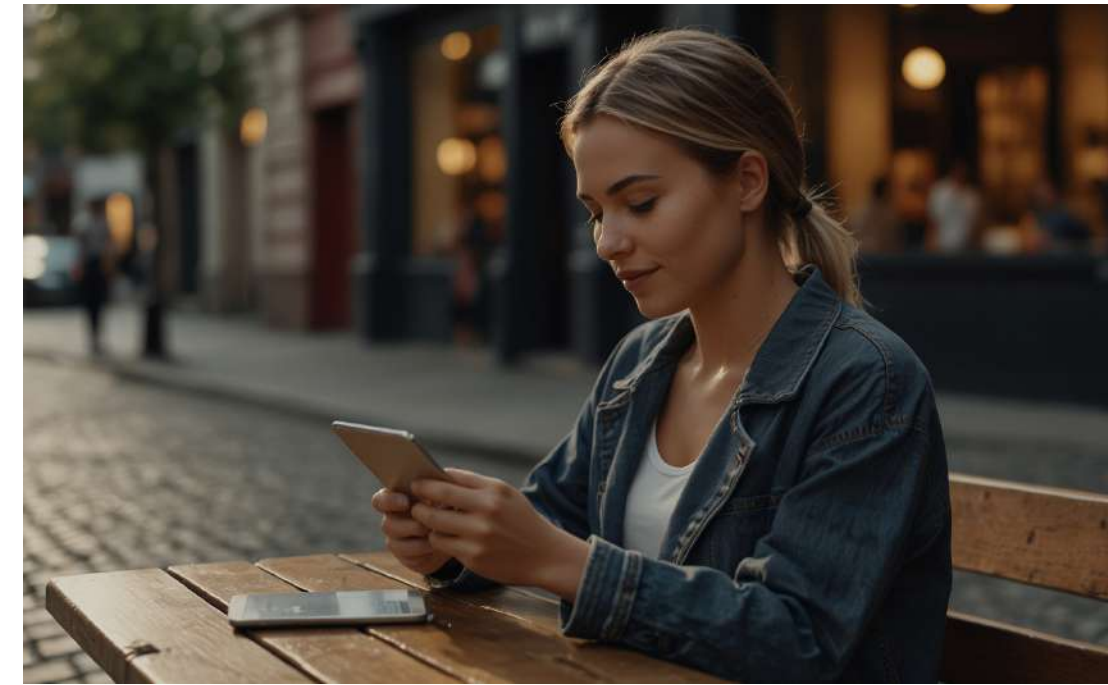
Photography

Nuvei encourages the use of distinctive photography that elevates our brand in your marketing. Focus on images that showcase authentic lifestyle moments, seamless integration of our technology by merchants, and customers enjoying secure and easy transactions.

These visuals should convey the innovation of our products and our commitment to accelerating business performance.

For high-quality images, reputable stock photo websites like [istockphoto.com](https://www.istockphoto.com), [shutterstock.com](https://www.shutterstock.com), and [stock.adobe.com](https://www.stock.adobe.com) are recommended, although we do not endorse any specific service.

We also offer a library of images you are free to use as a valued partner at: www.nuvei.com/partner-photography



Marketing Collateral

Brochures

Nuvei provides a suite of professionally designed flyers to boost your sales efforts. These materials are crafted to explain our products comprehensively and spotlight their key advantages. Utilizing these flyers can significantly accelerate your brand's exposure by integrating your logo into the allotted space.

For a tailored approach, you have the option to create custom flyers that resonate with your brand's unique aesthetic and identity. This customization not only amplifies your brand's visibility but also ensures the accuracy of product details conveyed.

Always ensure to use the correct co-branded logo and adhere to the guidelines outlined in this document to maintain consistency and enhance brand synergy.

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Localizing payment experiences

How to drive up to 20% more revenue

Case study insight

A former executive of the world's largest convenience store chain shared their company's journey towards localizing payment experiences and unlocking incremental growth in the US:

Cash loading at POS terminals to cater to unbanked customers

The company understood that cash customers were often left out of the digital transaction loop. By providing tangible incentives for cash users to transition to digital payments, the chain cultivated new spending habits among a previously untapped customer segment.

Community-centric international payment methods

The chain tapped into the purchasing power of large Chinese populations in American cities. Introducing familiar international payment methods led to more frequent purchases and lower transaction costs, further boosting revenue.

TOP TIPS:

- Reverse-engineer the payment process to develop solutions that directly address known customer barriers
- Implement loyalty programs or incentives to encourage the use of new payment methods
- Use real-time transaction reporting to better understand and address payment-related friction points

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Case study insight:
WestJet's international expansion with Nuvei

Challenge:
WestJet, a leading North American airline, faced critical payment compliance issues hindering its expansion into European markets, particularly in accepting Euro and Pound transactions.

Solution:
After unsuccessful attempts with multiple providers, WestJet partnered with Nuvei to address the challenge. Nuvei's dedicated human-led support, specialized expertise and robust payments platform swiftly resolved the issues, enabling seamless currency acceptance and facilitating WestJet's expansion efforts.

Outcome:
Nuvei's intervention averted the potential revenue loss and positioned WestJet for successful entry into new markets. The partnership continues to thrive, with Nuvei supporting WestJet's growth, including further expansion into Asia and Western Europe.

TOP TIPS:

- Select partners with extensive acquiring networks and proven track records in overcoming market-specific challenges
- Ensure you can tap into on-the-ground local expertise in your target regions
- Consider the PSPs ability to not only offer varied APMs but also integrate the right payment mix on a market-by-market basis

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Email templates

Nuvei has developed a comprehensive collection of email marketing templates designed to boost your customer engagement strategies.

These emails are crafted to initiate valuable interactions with your customers, effectively highlighting our innovative products and features. They support your “Go to market” strategies and accelerate your sales initiatives.

Just as with the brochures, you have the flexibility to customize your own emails to reflect your brand’s unique aesthetics and business goals.

Please make sure to use the appropriate co-branded logo and adhere to the guidelines provided in this document to ensure a consistent and professional brand presentation.

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Revenue acceleration/ payment optimization

Dear [Name],

Optimizing your payment processes can drive up to 30% revenue growth for your business.

Don't know where to begin? We're here to help.

Together with Nuvei, [Partner's Name] is committed to helping businesses like yours significantly accelerate revenue growth through payment optimization. By offering a suite of authorization tools, as well as local acquiring in 200+ markets, and 700 alternative payment methods, we can ensure all your transactions are seamless and cost-effective.

Discover actionable strategies for payment optimization at the pre-transaction stage in our comprehensive guide.

[DOWNLOAD GUIDE](#)

Kind regards,

Partner | nuvei

Tech flexibility

Dear [Name],

Not all payment providers are created equal.

Rigid payment systems put your business at a disadvantage in today's fast-paced market. If you're forced to adapt to a generic, off-the-shelf tech stack, you risk falling behind the competition.

At [Partner's Name], we partner with Nuvei to provide flexible and agile payment technology that delivers the bespoke solutions our customers need to succeed locally and globally, with one seamless integration.

Read our blog to learn the seven key questions to ask when choosing a payment partner.

[READ BLOG](#)

Kind regards,

Partner | nuvei

Human expertise

Dear [Name],

Some say chatbots are the future of customer support.

But are they really?

There's nothing like having access to human expertise whenever your business needs it. Whether it's technical, sales, or marketing assistance that you're looking for, we've got you covered.

Nuvei's team of payment experts is available 24/7 to provide personalized guidance tailored to your business needs. We pride ourselves on being more than just a payment processor – we're your partner in success.

Book a call with us today to experience real human support from a payment partner who values real relationships.

[BOOK A CALL](#)

Kind regards,



This guide, logos, images and photography can be downloaded from:

www.nuvei.com/partner-guide

For any questions or feedback, contact your dedicated Relationship Manager or give us a shout at: channel-marketing@nuvei.com