anybill brand guideline

CORPORATE NARRATIVE

Together with a strong **partner network** anybill **enables merchants of all sizes to issue receipts digitally at the checkout**. **Customers can store and manage the digital receipt flexibly on their smartphone.**

Merchants have been facing ever-increasing challenges in stationary retail with finding sustainable material alternatives as well as establishing Omni-Channel strategies - not only since the mandatory issuance of receipts came into force in 2020. The expectations of customers are changing, now demanding ecological and sustainable strategies in retail.

anybill pursues the goal of providing a digital receipt for every payment - i**n merchant apps, wallets, banking and payment apps or without an app - wherever digital receipts are expected and needed**. The company positions itself as a **tech enabler** and aims to close a relevant gap in the existing (payment) infrastructure and **act as a platform for all stakeholders**. One of the key components in the large-scale tech coverage is anybill's partner network.

Corporate Narrative: **GLOBAL VALUES**

Value	Description	DO's	DONT's
enabler, E2E enabler, tech enabler	anybill enables merchants of all sizes to issue receipts digitally at the checkout. anybill pursues the goal of providing a digital receipt for every payment - in merchant apps, wallets, banking and payment apps or without the need of an app.	Together with a strong partner network anybill enables merchants of all sizes to issue receipts digitally directly at the checkout. Customers can store and manage the digital receipt flexibly on their smartphone.	anybill is an App for digital receipts. anybill provides the receipt in an App.
partner network orientated	Together with a strong partner network anybill enables merchants to ...	Together with a strong partner network anybill enables merchants of all sizes to issue receipts digitally at the checkout. anybill positions itself as a tech enabler and aims to close a relevant gab in the existing (payment) infrastructure and acts as a platform for all stakeholders. One of the key components in the large-scale tech coverage is anybill's parnter network.	You need extra hardware to issue digital receipts. anybill is a POS Provider you need to buy to issue digital receipts.

Corporate Narrative: **(Large Enterprises) MERCHANTS VALUES**

Value	**Description**	DO's	DONT's
Digital Touchpoint to Customers, **Omni-Channel-Strategy,** **Digital Marketing Channel,** **reducing costs,** **(shorten walking distances)** **& acting actively sustainable** ------------------ **smooth, fast, cashier and customer friendly, simple to activate**	Merchants have been facing ever-increasing challenges in stationary retail. anybill addresses six needs with the digital-receipt-solution. ---------------------------- anybill is the perfect Software partner for large Enterprises-Merchants because i.e. anybill provides Communication-Material for the cashiers to better clarify the product and is customer friendly.	Merchants are positioning themselves as opinion leaders with digital receipts, as one of the first to deploy digital receipts that close the technology gap at the point of sale. The digital receipt opens up new marketing touchpoints and is a relevant component in omni-channel strategies for (A/B-)Merchants by allowing them i.e. to position offers and discounts or generate newsletter sign-ups. With the reduction of blank prints, Merchants of all sizes thereby save significant amounts of receipt paper and reduce their costs. By dispensing with conventional thermal paper, the environment is also protected by eliminating unnecessary waste. The digital receipt is a relevant customer service. The digital receipt is legally compliant. -- anybill is very easy to understand and supports the sales processes at the Point of Sale. Customers only need to scan the QR-Code to get a digital receipt.	With digital receipts merchants only act sustainable, plant trees with anybill and have insights through the App. The Merchant's customer need an App to receive the digital receipt at the point of sale. The digital receipt is more expensive and needs more time. ----------------------------- anybill is very complicated to understand. The cashiers don't issue their receipts digitally because they think the effort isn't worth it. Customers only scan the QR-Code to receive the digital receipt if it's really required. Customers think that the process is complicated and don't understand where the digital receipt is saved.

Corporate Narrative: **(Small and Medium Sized Businesses) MERCHANTS VALUES**

Value	Description	DO's	DONT's
reducing costs, **avoiding blank prints,** **shorten walking distances** **& acting actively sustainable** ------------------ **smooth, fast, cashier and customer friendly, simple to activate**	Merchants have been facing ever-increasing challenges in stationary retail. anybill addresses needs with the digital-receipt-solution. ---------------------------- anybill is the perfect Software partner for C-Merchants because i.e. anybill provides Communication-Material for the cashiers to better clarify the product. anybill offers merchants customer-friendly technology. This allows merchants to connect with their customers in a more connected and digital way and also use the digital connection for offers and further marketing opportunities.	With the reduction of blank prints, Small and Medium Sized Businesses thereby save significant amounts of receipt paper and reduce their costs. Especially in hospitality, waiters no longer have to run back to the receipt printer, but can go directly to the next guest. By dispensing with conventional thermal paper, the environment is also protected by eliminating unnecessary waste. The digital receipt is a relevant customer service. The digital receipt is legally compliant. -- anybill is very easy to understand and supports the sales processes at the Point of Sale. Customers only need to scan the QR-Code to get a digital receipt. No extra receipt needs to be printed additionally, as the receipt output obligation is considered to be legally fulfilled with the digital receipt output.	~~With digital receipts merchants only act sustainable, plant trees with anybill and have insights through the App.~~ ~~The Merchant's customer need an App to receive the digital receipt at the point of sale.~~ ~~The digital receipt is more expensive and needs more time.~~ ----------------------------- ~~anybill is very complicated to understand. The cashiers don't issue their receipts digitally because they think the effort isn't worth it. Customers only scan the QR-Code to receive the digital receipt if it's really required. Customers think that the process is complicated and don't understand where the digital receipt is saved.~~

Corporate Narrative: **(END-)CUSTOMERS VALUES**

Value	Description	DO's	DONT's
high end, smooth, easy, simple, **benefits (warranty, Return)** **acting sustainable,** **flexible, no-App-needed,** **Data secure (nicht sexy und nicht Fokus),** **(transparence > complete overview, easy managable)**	anybill enables customers to receive receipts digitally at the checkout. anybill pursues the goal of providing a digital receipt for every payment - in retailer apps, wallets, banking and payment apps or without an app. One account with numerous possibilities. anybill attaches great importance to your privacy and the security of your data. anybill stores your data according to the highest security standards, such as ISO 27017 or ISO 27001 certification.	Customers trust in the fast process at the Point of Sale and are happy about their flexible options how they can receive the digital receipt. Customers can store and manage the digital receipt flexibly on their smartphone. Customers can receive the digital receipt with and without an app. Customers do not necessarily need an account. Customers can also just download a PDF and save it in the personal files. If Customers decide to acitvate an account they only need one account for a bunch of parnter-apps from the anybill ecosysteme. Customers have no reason to worry about their private data or security. If the customer decides to delete the receipt, then it is not recoverable. The digital receipt is legally compliant. When the customer scans the QR-Code to receive the receipt digitally and thus do without the printout, the customer makes a sustainable contribution to environmental protection. The customer receives valuable benefits such as offers via the digital receipt. the digital receipt simplifies the process of returning items enormously.	anybill is an App for digital receipts. anybill provides the receipt in an App. Customers only act sustainable when they Scan the QR-Code and save the receipt. Customers need an account to receive the digital receipt. The customers need an App to receive the digital receipt at the point of sale. The scan at the POS is very time consuming and is very complicated for the Customer. Customers don't trust anybill because anybill sells the collected data to third parties.

Corporate Narrative: **PARTNER VALUES**

Value	Description	DO's	DONT's
partner network orientated, **trustable partner,** **fulfills modern standards,** **legally compliant**	Together with a strong partner network anybill enables merchants of all sizes to issue receipts digitally at the checkout. Other technology partners of anybill enable the further processing potential of, for example, the purchase details on the digital cash register receipts. The Partner is part of the anybill-ecosysteme.	Together with a strong partner network anybill enables merchants of all sizes to issue receipts digitally directly at the checkout. anybill positions itself as a tech enabler and aims to close a relevant gap in the existing (payment) infrastructure and act as a platform for all stakeholders. One of the key components in the large-scale tech coverage is anybill's parnter network. anybill-partners offer merchants the modern standard at the point of sale. The digital receipt is legally compliant.	anybill is an App for digital receipts. anybill provides the receipt in an App. You need extra hardware to issue digital receipts. anybill is a POS Provider you need to buy to issue digital receipts. anybill is a competitor and wants to become a single player at the top of checkout systems.

CORPORATE DESIGN

Regulations for the use of the logo

Use the black logo on bright backgrounds and the white logo on dark backgrounds.
Maintain a high contrast to the background, so avoid contrast rich picture backgrounds.

DO DO DON'T

A few variations are possible. For cases that require a square logo, use the logo without name. Certain products get their product name added. To underline our support and commitment, adjustments may be made on special occasions.

⚠ **Only anybill members can use logo variations**, don't change available logos without explicit consent!

ⓘ In general, the logo should be implemented low-key. A little smaller is better than too big.

At anybill we love simple and modern colours. We especially strive for minimalism and therefore limit ourselves to two colours in our products.

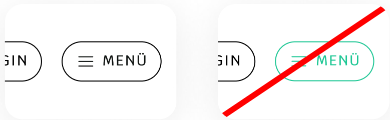
PRIMARY
#0F1311

Very dark, almost black. In our products we want our partners and brands to catch your eye, this is why our primary color is a dark, simple colour. With our dark color we want to achieve that we are a trustable Brand beyond all Stakeholders.

ⓘ UI elements like buttons use this color.

SECONDARY
#1FC795

For a high contrast, we use our iconic anybill green for small, precise highlights all over our products. The color is from the beginnings of anybill, signaling one of the origins existing values of anybill – sustainability.



⚠ This color should'nt be used for text or on bright backgrounds due to a low contrast.

Certain layouts require a splash of colour. Both dark and light layouts receive a splash of blue.

HERO LARGE - STRATOS 52/55

HERO MEDIUM - STRATOS 43/46

HERO SMALL - STRATOS 43/46

Reserved for short, important text or numerals. Works best on large screens. Stratos only for **big Headlines.**

Headline Large - Mukta Vaani 34/39

Headline Medium - Mukta Vaani 30/30

Headline Small - Mukta Vaani 26/30

Reserved for short, important text – but not the big headlines. Mukta Vaani is used for the **Medium headlines.**

Title Large - Mukta Vaani 23/26

Title Medium - Mukta Vaani 17/20

Title Small - Mukta Vaani 15/17

Used for medium-emphasis text that remains relatively short.

Body Large – Krub 16/30

Body Medium – Krub 14/23

Body Small – Krub 12/16

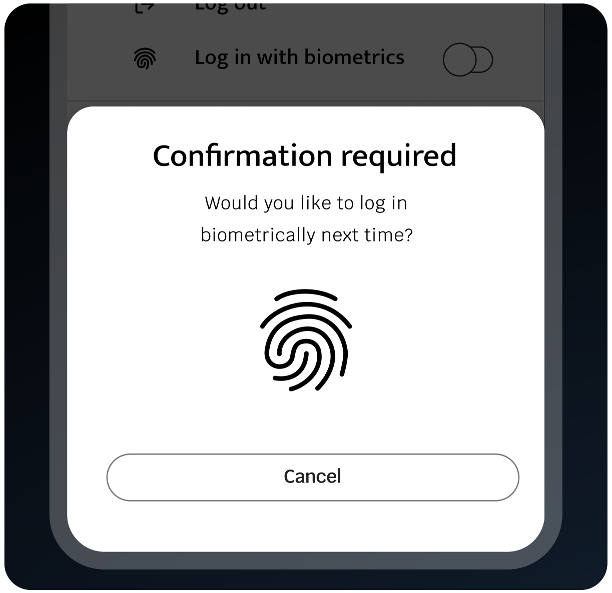
Body styles are used for longer passages of text. Krub is always the font for the **corporate narrative** and the **blogging text.**

Label Large – Krub 14/20

Label Medium – Krub 12/16

Label Small – Krub 11/14

For very small text in the content body, such as captions.
Buttons, for example, use the label large style.



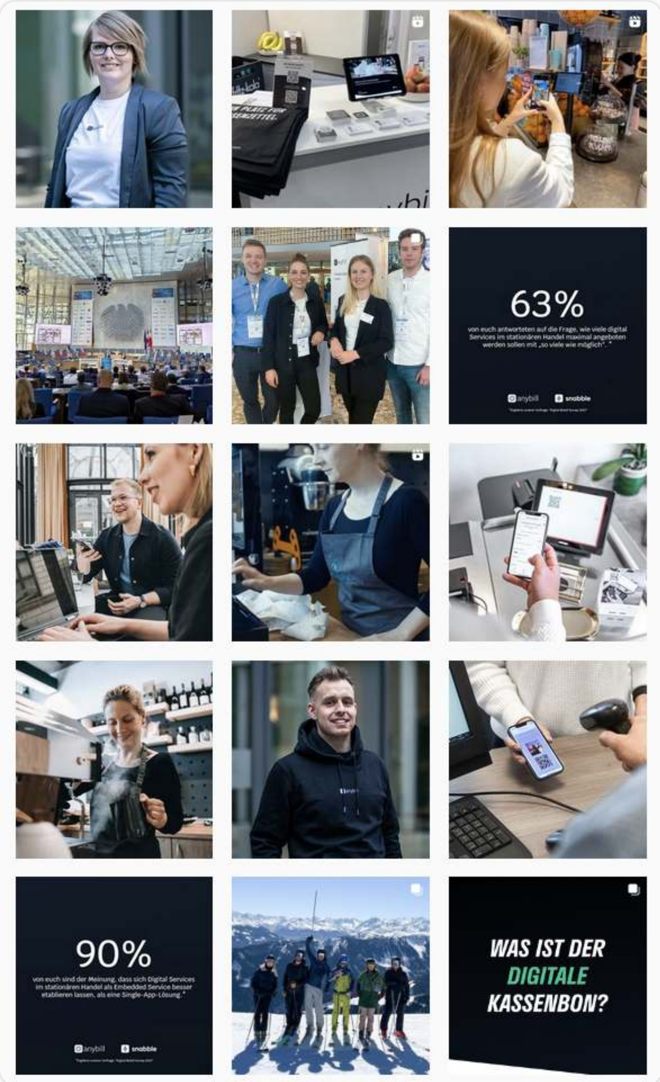
B2B-communication consists of various components: our partner and merchants-network, product marketing, advertising content and **Customer Success Stories with Large Enterprises Merchants.**

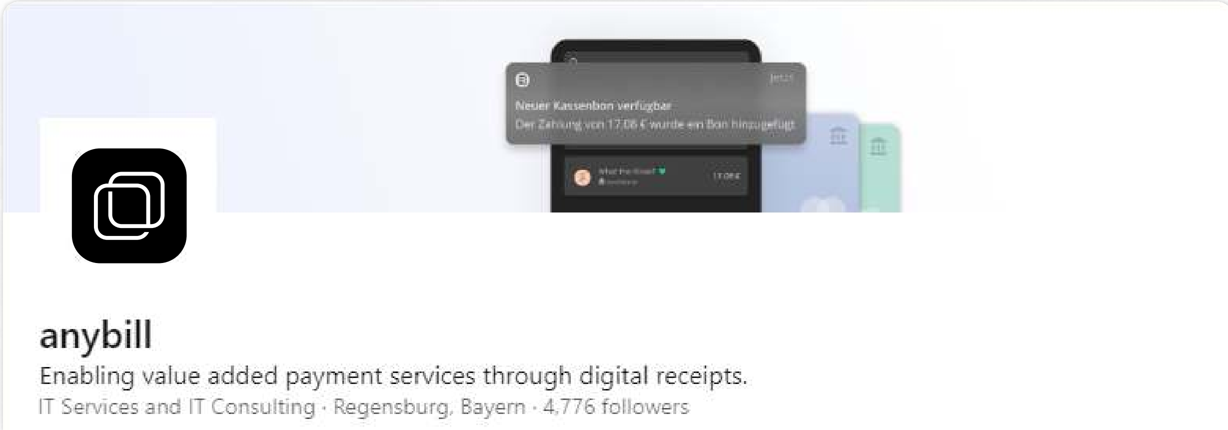
We focus on communicating the solution with practical cases and merchants that trust in the solution.

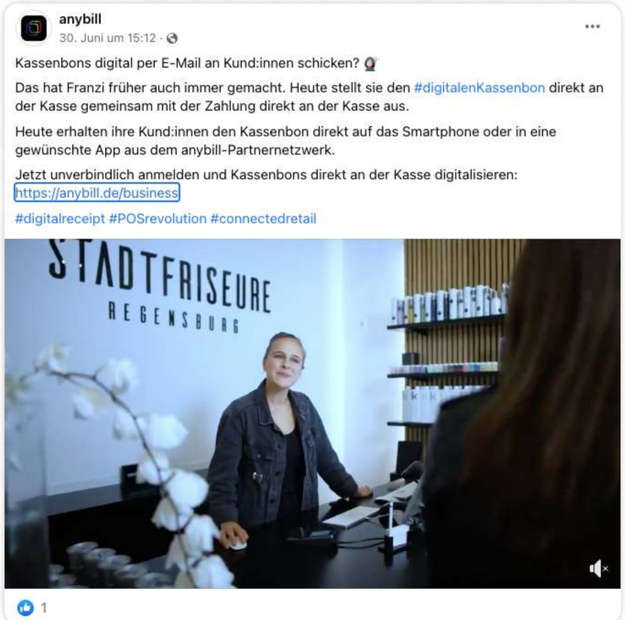
In addition, we show merchants which problems they can solve with the help of the digital alternative to conventional receipts and how they can use anybill to position themselves as a sustainable and innovative company for their customers of tomorrow.

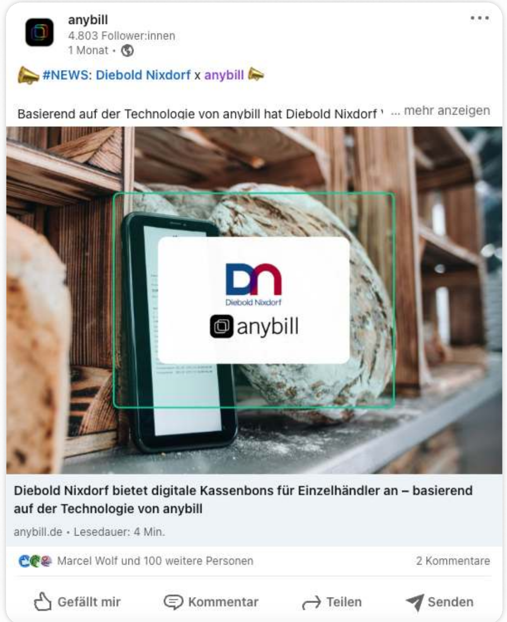
EXPAMPLES

Examples - Social media

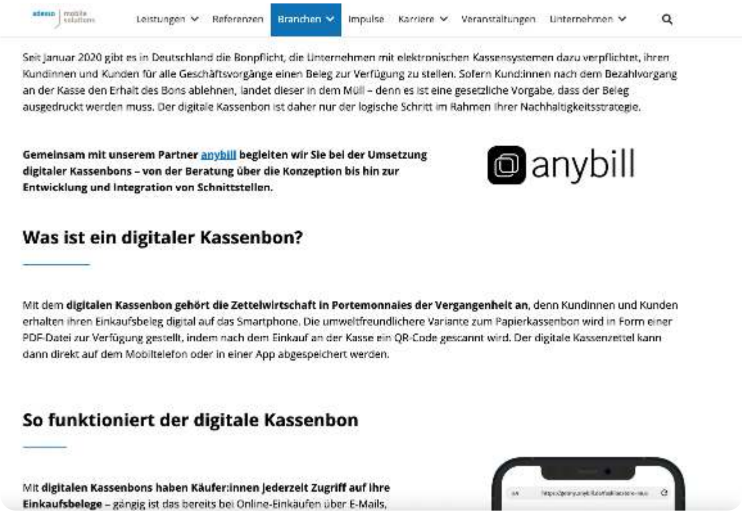








Examples - anybill content on websites of our partners



Examples - Print