

# Marketing guidelines



Brand elements<sup>p.03</sup>

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# Brand elements.

# Trademarks

## Marketing

### The Zinia Logo

We have incorporated the endorsement of Santander in our logo to place emphasis on our relationship with it.

#### PRIMARY



#### SECONDARY



# Trademarks

## Marketing

### The Zinia Logo

The Zinia logo is available in navy blue, black or white. Select the colour that most stands out against your background for greater visibility. If your website has a light background, use the navy blue logo. If your website has a dark background, use the white logo. Use it for all channels wherever possible. If not, use the Zinia Marketing Badge (payment notifications).



# Trademarks

## Clear space

For the greatest visibility, the minimum safe area must be complied with all around the logo perimeter.

For the logo to be seen as clearly as possible in different environments (print and digital), it must not be scaled down to under 15 mm (width) in print and 30px in digital formats.

### SAFE AREA



### MINIMUM SIZES

zinia<sup>..</sup>  
By  Santander

PRINT: 20MM / WEB: 150PX

zinia<sup>..</sup> By  Santander

PRINT: 40MM / WEB: 270PX

# Trademarks

# Colours

Only this colour palette can be used. If that is not possible, please use black and white.

## Soft turquoise

**#C4F2F2**

**R196 G242 B242  
C30 M0 Y10 KO  
PANTONE 317 C  
RAL 6027**

## Hard turquoise

**#7AEDE0**

**R122 G237 B224  
C55 M0 Y25 KO  
PANTONE 3245 C  
RAL 6033**

## Navy blue

**#053840**

**R5 G56 B64  
C100 M60 Y50 K55  
PANTONE 547 C  
RAL 5020**

# Trademarks

## Checkout

### The Zinia Badge

The Zinia Badge must have the minimum security area set for maximum visibility in that context.

If your website has a light background, use the navy blue logo.  
If your website has a dark background, use the white logo.

#### AS A SELECTOR



##### Pay in 3

No interest, no hidden costs



##### Lorem

Pay a little every month

Lorem



##### Lorem Ipsum

Additional fee €0.99

LoremIpsum

#### AS A LOGOTYPE



Lorem

LoremIpsum



# Trademarks

## Product Name Checkout

The Zinia logotype must always appear at checkout.

Combine the logotype and description according to your page layout.

Informing customers during the payment process that they will be redirected to the Zinia checkout page is recommended. The following text can be added to the corresponding payment description: "After selecting the payment method, you'll be redirected to the Zinia checkout page."

	PRODUCT NAME	DESCRIPTION
	<b>Pay in up to 36 instalments</b>	Pay in up to 36 instalments – no interest, no hidden costs
	<b>Ratenkauf (in bis zu 36 Raten zahlen)</b>	Teile den Kaufpreis in bis zu 36 Raten auf
	<b>Pay in 14 days</b>	Pay in up to 14 days - no interest, no hidden costs
	<b>Betaal binnen 14 dagen</b>	Stel je betaling tot 14 dagen uit - Geen rente of sneaky kosten
	<b>Pay in 30 days</b>	Pay in up to 30 days - no interest, no hidden costs
	<b>Rechnungskauf (in 30 Tagen zahlen)</b>	In 30 Tagen bezahlen. Keine Zinsen oder versteckte Kosten
	<b>Paga en 30 días</b>	Paga en 30 días - sin intereses ni costes
	<b>Pay in 3</b>	Pay in 3 instalments - no interest, no hidden costs
	<b>Betaal in 3 delen</b>	Splits je betaling op in 3 gelijke delen - Geen rente of sneaky kosten
	<b>Paga en 3 cuotas sin intereses</b>	Divide tu pago en 3 cuotas - sin intereses ni costes

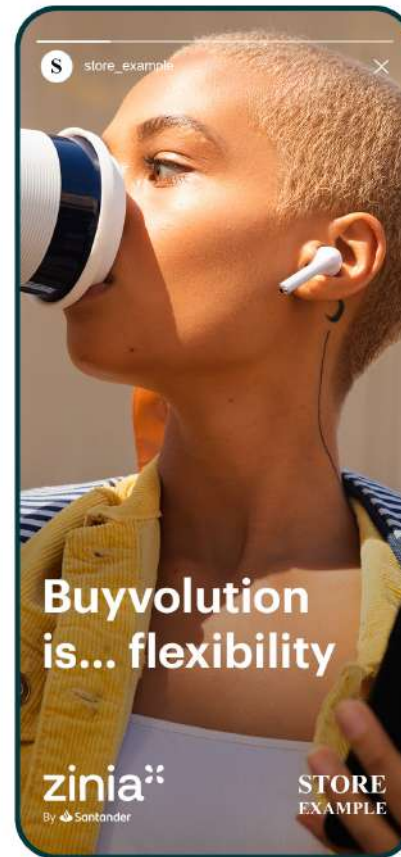
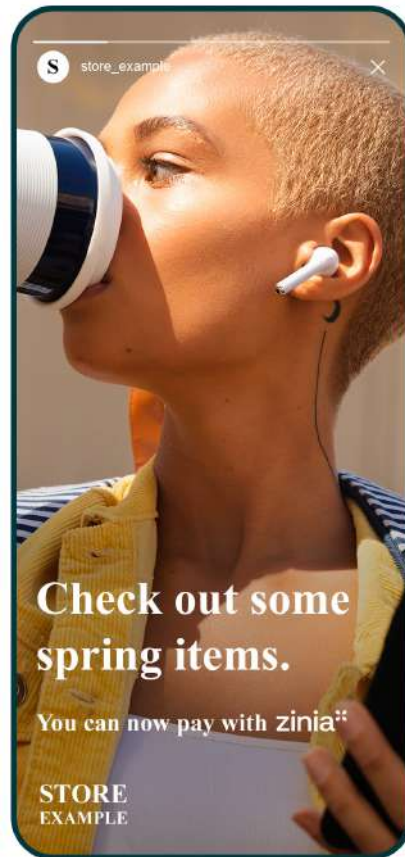
# Do's and don'ts.

Make it clear that your brand is the sender by using your own visual identity.

# Use your own identity

Merchants should act in their own name at all times and must not attempt to adopt the appearance of Zinia in their notifications.

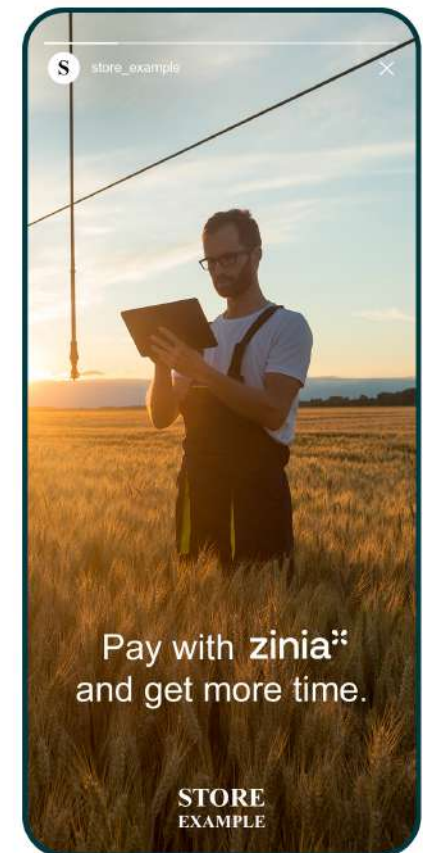
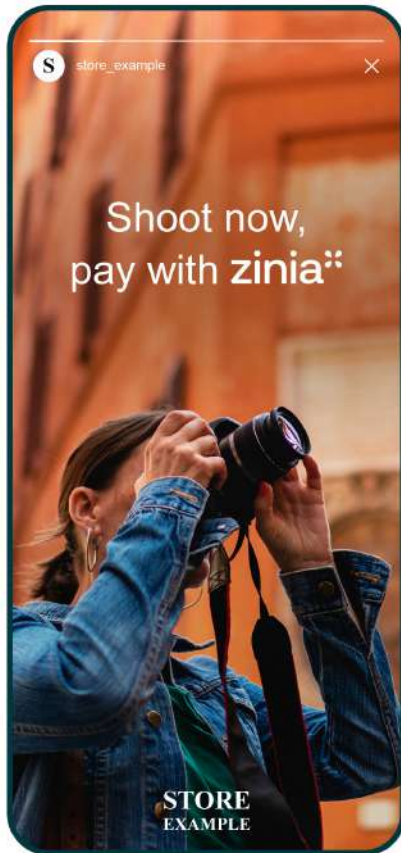
Your brand should not have the same look and feel as Zinia. If they are similar, you should inform the customer that you are the sender of the communication they are receiving.



# Logo placement

The Zinia logo should be placed at the end of the sentence as part of the information the merchant wants to communicate. If this is not possible, the logo should be placed after it, just below the message.

The Zinia logo should not be placed at the beginning or in the middle of the sentence.





# Thank you!

For more information visit [zinia.com](https://zinia.com)