EZYPAY®

Promotional Guidelines

Brands assets

Our Logo

Logo design is a critical element of a brand's visual identity and plays a crucial role in communicating the brand's values, personality, and positioning. This section of the brand book outlines the guidelines for the logo, including its composition, colors, typography, and usage.

The logo should be consistent across all brand touchpoints and must be used in its approved forms only. Any alterations or modifications to the logo are not allowed unless specified in the guidelines. The brand book provides detailed instructions on how to use the logo in different contexts, such as on different backgrounds, at different sizes, and with or without taglines.

EZYPAY®

The Ezypay logo is primarily orange on a white background.

Alternative options

Alternative logo colours and options are presented below to allow you to find the best option for your needs. If you wish to use your own colour or image in the background, ensure you choose an option that maximises contrast so that the logo is clearly visible and legible.

EZYPAY® EZYPAY® EZYPAY®

Download logo and badge assets here.

Sizing and spacing

When using our logo, it is important to ensure there is sufficient spacing surrounding the area. This will also prevent the page from looking cluttered and disorganised.

EZYPAY®

Minimum size

For small scale applications, both print and digital, it is important that the minimum size is maintained to make sure that the logo can be easily read. This applies to both the logo on its own, and the badge.

EZYPAY®

EZYPAY®

EZYPAY®

130 px / 35mm

How to refer
to Ezypay

Who are Ezypay?

Ezypay is a payment facilitator, designed to collect one-off and subscription payments on behalf of your business. As such, it is important to note that the customer relationship remains between your business and the customer.

It's best to inform your customers that your business should be the first point of contact when it comes to managing their payments. Your customers don't have an account with Ezypay themselves - however our Customer Support Team are happy to take calls from your customers and support them with their questions.

It's also important to make your customers aware that Ezypay will periodically send out updates and communications to them when they sign up to a payment plan, when they have an upcoming payment, or when a payment fails.

Have you changed payment providers?

If you've started working with Ezypay after coming from another payment provider, it's important to let your customers know of the change and how it may impact them, so they won't be surprised when they receive communication from Ezypay.

Being transparent

As mentioned previously, it's important to be as open and transparent with your customers as possible. If Ezypay fees are being charged to your customers, make sure they are aware of these before signing up.

This will help set their expectations when they sign up to your payment plans and avoid issues in the future when they begin to be debited by Ezypay. Any fees that are applicable to the customer will also appear on the online sign-up form to ensure that customers know what they will be charged.

Whilst a link to Ezypay's Customer Terms and Conditions (found here) is included in the online sign up form, it is also good practice to provide another link on your website so that customers can explore this further in their own time.

How does Ezypay support your customers?

Ezypay gives your business full control of the customer relationship and acts as a supporting role to your business. Your business is the first point of contact for any customer payment queries. This will allow you to stay in the loop when a customer has an issue and, in most cases, will allow the issue to be resolved on the spot. However, our local Customer Support team is always happy to help you and your customers where they can via email or a phone call.

Changes to the payment schedule, payment plan or payment frequency should be handled by your businesses (we will not make any of these changes for a customer without explicit permission from your business). Within your account, you will also be able to update any payment details should the customer request it.
If a customer requires assistance with resolving a failed payment, updating their payment details or finding out more information regarding their payment, our Customer Support team is more than happy to help.

Stylised use of our brand name

If you ever need to spell our brand name, whether that be for digital or print, ensure that it is spelt as one word with a capital **'E' – Ezypay**.

Do not refer to Ezypay as any of the following:
EzyPay, EZYPAY, Ezy pay, Ezy Pay, ezypay, Easypay, Esypay, Ezipay or any other variations.

Social media

Increase your social reach and get involved with the Ezypay community by tagging us and following our pages. We love sharing our customer stories and post industry news, major product updates and helpful business content to make sure you're getting the most out of your payments.

Our Social Tags:

| in @Ezypay | f @EzypayHQ | @EzypayHQ |

We are always looking for businesses to feature on our social channels and blog page. Just started using Ezypay or have a great offer for your customers? Use our hashtags in your social posts to engage with our community and have a chance at being featured!

| #Ezypay | #NowWithEzypay | #PaymentsMadeEzypay |

Including Ezypay on your website

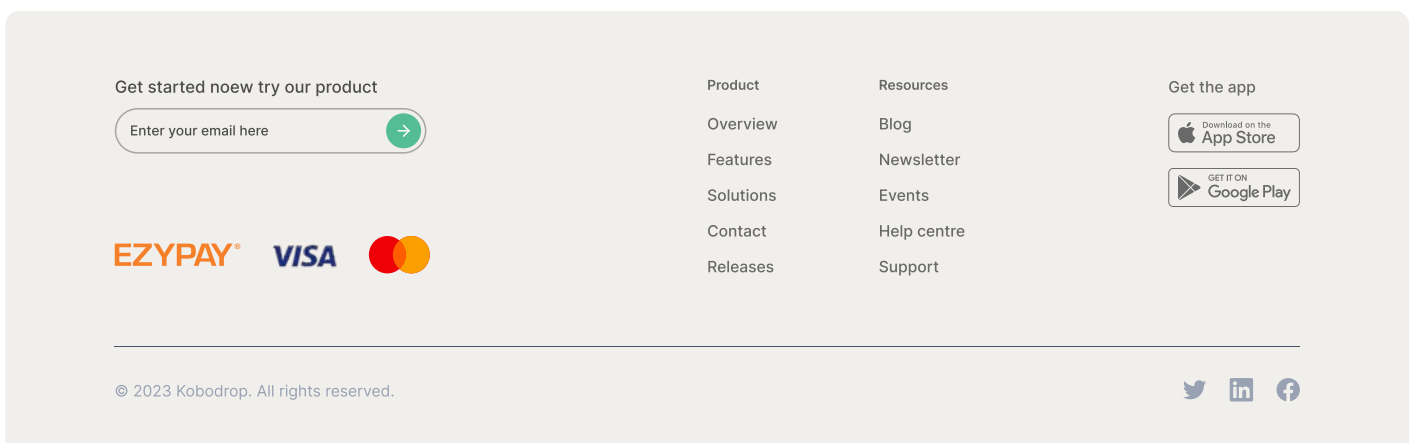# Including Ezypay alongside your products or services

Your customers will need to find information about Ezypay where it is most relevant to them. As such, here are a few tips you can follow to give your customers the information they need and improve their experience. Including the Ezypay logo on your website will also help with any questions of authenticity or legitimacy.

One of the most obvious places to mention Ezypay is alongside the products or services where Ezypay's payment plans are offered. This can be done by including a short one-liner to let customers know that they can pay via Ezypay.

Ezypay in your footer

Having the Ezypay logo on your website footer is a great way to let your customers know about the payment options available to them and can be used to easily link to the dedicated landing page.

It's important to note however that Ezypay is not a payment method itself. You can however use the Ezypay icon to show that you can accept different payment options through Ezypay, as pictured below. Be sure to check the guidelines from various card schemes before using their assets.

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Frequently asked customer questions

F.A.Q

Your customers may have some questions about Ezypay. To help you out, feel free to use any of the following responses, or include them in an FAQ of your own.

Who is Ezypay?

Ezypay is a multi-award winning FinTech company and one of Asia Pacific's leading subscription payment providers. They help businesses collect recurring and subscription payments from their customers.

How do I update or cancel my subscription/payment plan?

To update or cancel your subscription/payment plan, you will need to get in touch with us (your business) directly. Ezypay is unable to make these changes for you.

How do I update my payment details?

To update your payment details, you can either get in touch with us (your business) directly or contact the Ezypay support team at help@ezypay.com. More contact details can be found here.

What happens if I miss a payment?

When a payment has been missed or is unsuccessful, Ezypay will notify you of this and provide 2 payment recovery options to make good on the payment. You can either pay online via the Ezypay online payment portal or by calling Ezypay's customer service team.

Do I have an Ezypay account as a customer?

No, you do not have an account or login with Ezypay. All your details are managed by us (the business) through Ezypay's merchant portal.

Will I be contracted to Ezypay?

No, you will not be contracted to Ezypay.

Is my information secure?

Yes! Ezypay is PCI compliant – the highest payment security accreditation. Their processes ensure that all sensitive business and customer details, card handling and payment processing are achieved at the highest level of security.

How and when do I contact Ezypay support?

Ezypay support is available to assist with resolving a failed payment or updating payment details. Any changes to your payments should be discussed with us.

If you would like to get in touch with Ezypay support, you can find their contact details here.

Resources

All downloadable resources such as the logos, badges and brand book can be found here:

www.ezypay.com/promotional-guidelines