



ORIGINATION MARKET: GULF COOPERATION COUNCIL (GCC)

# Global Marketing Guidelines for Transfast Brand Activities

Mastercard Cross-Border Services

# About this document

The pages that follow outline the global principles guiding Mastercard's participation in marketing activities with Origination Institutions (OIs) in the GCC that use the Transfast product brand. .

These guidelines are a touchstone that should be consulted before engaging in any marketing activity.

## FOR MORE HELP OR IF YOU HAVE QUESTIONS

This document includes general principles that apply to the most common types of marketing engagements. It may not accommodate every scenario, and there may be activities that require escalation of approvals to proceed.

If you have questions or require further guidance, please contact your Mastercard marketing partner or account manager



# Global requirements for Transfast marketing activities

1

**Campaigns are partner-led as reflected by the contracts with the partner.** Transfast does not sell, market or promote directly to consumers; this includes handing out fliers or participating in festivals or sponsoring events without an partner. Both in execution and brand use, the partner leads on the campaign mechanics and is clearly positioned as the partner responsible for delivery.

2

**Marketing materials comply with brand guidelines provided.** This includes proper use of the Transfast ingredient brand mark and approved copy.

3

**All activity must be pursuant to a written contract that is approved by Mastercard Legal.**

4

**Local counsel has reviewed the activity and advised on how it should be conducted in compliance with local laws.** This includes any required permits and governmental approvals required for the activity.

5

**All internal approvals, including Anti-Bribery and Anti-Corruption, are obtained prior to commencing the activity.**



# Brand Guidelines



# Core brand rules

**Any and all Transfast marketing activities or materials must be co-branded with a OI partner.**

**Any and all Transfast marketing activities must be partner-led with the OI assuming responsibility for execution.**

**The OI brand must be positioned and featured as the primary, prominent brand in the experience.**

It needs to be clear that the OI owns the consumer experience, the relationship with the consumer, and the movement of consumer funds.

**A Transfast ingredient brand mark has been created for use on OI and partner materials.**

This is the only brand mark to be used on OI or partner materials.

**The Transfast ingredient brand mark must be used in accordance with the guidance provided in this document.**

This includes ensuring the OI mark is at least 25% larger than the Transfast brand and appears in a priority position.



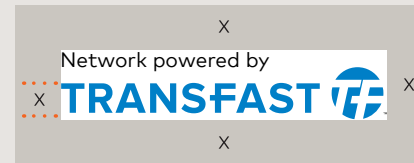
# The ingredient brand mark is used in co-marketing campaigns and materials conducted with our partners

## INGREDIENT BRAND MARK

Network powered by  
**TRANSFAST** 

The brand mark is comprised of the descriptive language "network powered by" and the Transfast brand wordmark and symbol.

## CLEAR SPACE



Always surround the brand mark with clear space of 'x' where 'x' is the height of the "T" in Transfast.

## USE OF INGREDIENT BRAND MARK



**Full color**



**Knock-out**

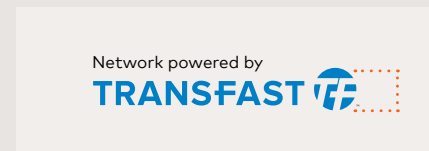


**One-color**



The background and the brand mark should maintain sufficient contrast.

## MINIMUM SIZE REQUIREMENT



**Screen:** 16 pixels / 32 points  
**Print:** 8.9 mm / 0.35 in

To ensure legibility, never use the logos and fonts at sizes smaller than the minimum size requirements.



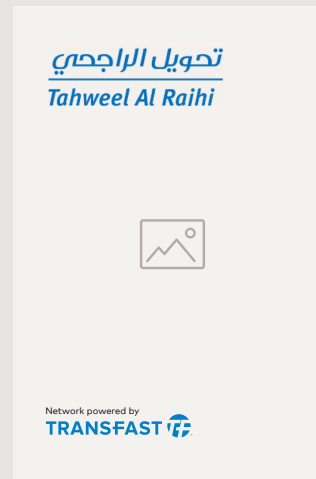
# Size and placement guidelines ensure our role as a network provider and supporting partner is clear

## General rules for the most commonly used materials:

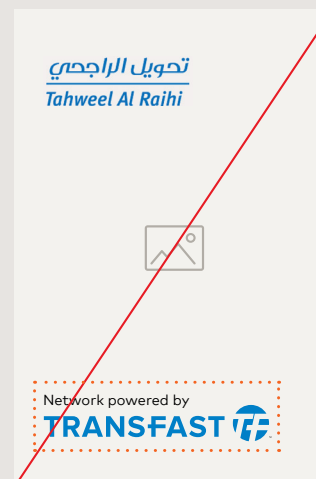
- Transfast brand mark should be at least **25% smaller** than OI logo
- The OI logo should appear as primary and have priority position on the application

Most often it will be in the upper left or upper right corner

But the size, application and media type may dictate alternative placement



Transfast is smaller than the OI logo, while equal size to other brands



Don't scale the brand mark equal or larger than OI logo



Don't feature the Transfast brand as prominent or elevate it above the OI logo



Don't suggest that Transfast is equally responsible for delivering the consumer experience



# Copy must make it clear that the OI is responsible for the transfer of funds

**Copy and messaging must reinforce that the OI owns the consumer experience**, the relationship with the consumer, and the movement of consumer funds.

Only pre-approved copy may be used.

Any exceptions to approved copy or messaging needs to be reviewed with local legal and regulatory counsel.

**The Transfast brand name only appears within the ingredient brand mark**, not in copy and messaging.

If Transfast needs to be included in any copy or messaging, it needs to be approved by local legal and regulatory counsel.

## APPROVED HEADLINE / KEY MESSAGE CONSTRUCT

Send money to [receive country] through [OI brand] quickly, securely and with certainty

## APPROVED BENEFITS / CLAIMS

Convenient payout locations

Competitive rates

No hidden fees

## APPROVED SECONDARY TEXT

Payment options



[payout endpoints relevant to receive market]







# Examples in action


The materials on the right clearly communicate through copy and partner logo use that the partner brand (not Transfast) is conducting the transaction on behalf of the consumer.







Send money to India via Federal Exchange quickly, securely and with certainty


 Convenient payout locations

 Competitive rates


 No hidden fees


PAYMENT OPTIONS

 Bank deposit

 Cash payout

Network powered by






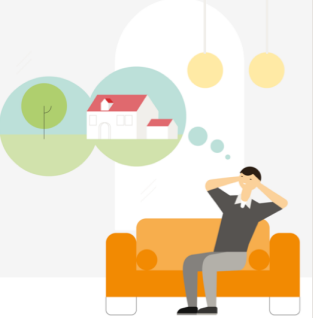
**تحويل الراجحي**  
*Tahweel Al Rajhi*

Come celebrate India's 75th Independence Day with Gulf Madhayam

Network powered by  
**TRANSFAST**



Send money through Enjaz and get a chance to win your dream home!



Network powered by  
**TRANSFAST**

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