



RECEIVE SIDE PARTNERS: GLOBAL

Brand Use Guidelines for Receive Side Partners

About this document

The pages that follow include rules on use of the Transfast cash payout acceptance mark by Receive Side Partners (RSPs).

Adherence to the guidance included here is critical to ensure the proper use of our brand and accurate representation of Transfast's role in cash payouts to beneficiaries via our RSPs.

FOR MORE HELP OR IF YOU HAVE QUESTIONS

This document includes general principles as well as prototypical examples to illustrate proper use of the Transfast cash payout acceptance mark.

It may not accommodate every scenario; if necessary, please reach out to your local relationship or account manager or AskTransfastRSPBrand@mastercard.com with further questions on brand use.



Transfast Cash Payout Acceptance Mark

FOR USE BY RSPS AT RSP LOCATIONS WHICH ALLOW FOR TRANSFAST BRANDED CASH PAYOUT TO BENEFICIARIES



A cash payout acceptance mark used at receive-side partner locations where beneficiaries can pick up Transfast-branded cash payouts.

Please refer to the pages that follow for specific guidance on cash payout acceptance mark use.



Key rules governing brand use in the RSP experience

1

The Transfast cash payout acceptance mark should only be used to signal the ability to pick up a Transfast-branded cash payout at that location. The mark should not be used to promote or advertise services other than Transfast-branded cash payout enabled by the RSP.

2

The Transfast cash payout acceptance mark must always be used in conjunction with the RSP brand name and/or logo. It should be clear to the beneficiary that the RSP is responsible for processing and providing the Transfast-branded cash payout. The Transfast mark should never appear in isolation.

3

The Transfast cash payout acceptance mark may not be altered in any way. The brand mark must only be used according to the rules in the pages that follow.

4

The Transfast cash payout acceptance mark should be easily recognized by beneficiaries (or, recipient of a Transfast-branded cash payout transfer). The brand mark must be visible and prominent.



The cash payout acceptance mark is used to signal the ability to pick up a Transfast-branded cash payout at a location

CASH PAYOUT ACCEPTANCE MARK HAS TWO VERSIONS

Preferred



The acceptance mark is comprised of the Transfast brand wordmark and symbol.

Alternate



The acceptance mark can also include the symbol without the Transfast watermark.

USE OF CASH PAYOUT ACCEPTANCE 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 at sizes smaller than the minimum size requirements.

CLEAR SPACE





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





Correct examples of brand use to signal the ability to pick up a cash payout




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Money Transfer Operator Option 1 

Money Transfer Operator Option 2 

Transfast 

Transfast is a global payments network that provides cross-border payment services to Originating Institutions. Transfast's partnership with [RSP] allows people to receive cash payout at any of our branches. Look for this logo at any of our branches:

TRANSFAST 

How to receive money via the Transfast cash payout network*:
Get the 13-digit unique Transaction Pin (TF PIN) from the sender
Go to any [RSP] Bank branch
Show the teller the Transaction Pin together with your ID (national ID, Passport or any acceptable legal identification as proof of identity) and receive your money.

*note: illustrative only; requirements for funds receipt vary by location

All images are illustrative only



Thank you

Any questions? Please contact

Your account or relationship manager or

AskTransfastRSPBrand@mastercard.com

