

**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.

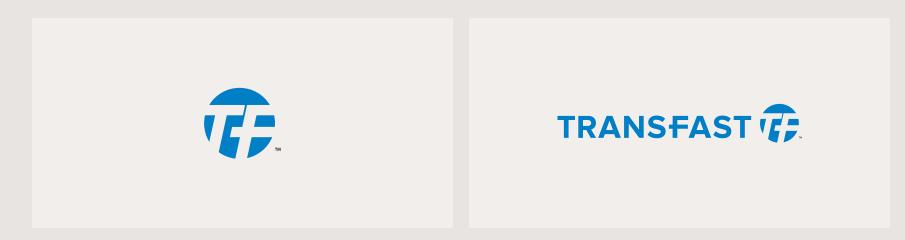
#### FOR MORE HELP OR IF YOU HAVE QUESTIONS

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

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 Transfastbranded cash payout enabled by the RSP. 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.

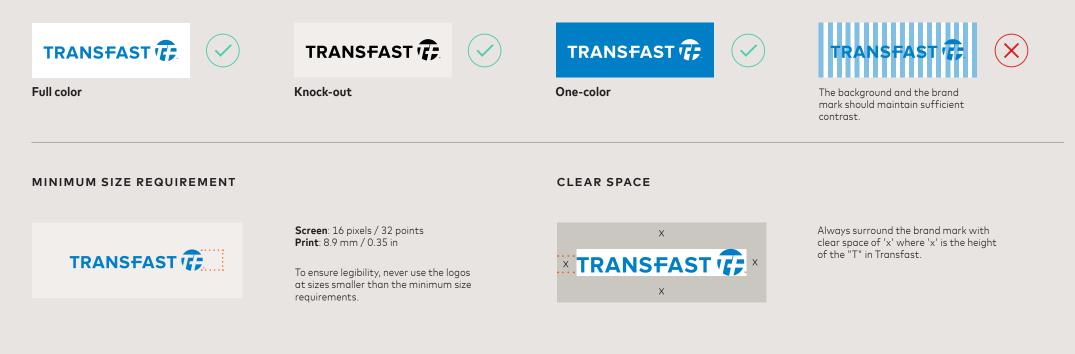


The cash payout acceptance mark is used to signal the ability to pick up a Transfast-branded cash payout at a location

#### CASH PAYOUT ACCEPTANCE MARK HAS TWO VERSIONS



#### USE OF CASH PAYOUT ACCEPTANCE MARK



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





BANK == KE -	For You	For Your Biashara	For Corporates
Noney Transfer Operator Option 1			+
Ioney Transfer Operator Option 2			+
Transfast			_
Transfast is a global payments network that provi partnership with [RSP] allows people to receive ca <b>TRANSFAST T</b> How to receive money via the Transfast cash payo Get the 13-digit unique Transaction Pin (TF PIN) fr Go to any [RSP] Bank branch Show the teller the Transaction Pin together with y of identity) and receive your money.	sh payout at any of our bran ut network*: om the sender	ches. Look for this logo at	any of our branches:
indentity and receive your money.		y; requirements for funds r	

All images are illustrative only



# Thank you

Any questions? Please contact Your account or relationship manager or AskTransfastRSPBrand@mastercard.com

