



Online Partners Guideline

Introduction

This guideline exists to showcase the use of GrabPay in the online payment flow for partners that accept GrabPay as a payment method.

Acceptance Mark

1. Use the GrabPay Acceptance Mark to show that GrabPay is an available payment option.

The Acceptance Mark is available in both horizontal and square format. Use the correct one for your needs, matching the format of other payment options in a similar manner.

GrabPay Acceptance Marks are ONLY available in **green**(#00b14f).

2. Always surround the Acceptance Mark with sufficient clear space, and follow the minimum size indicated.

GrabPay Acceptance Mark

Preferred



Alternative

Use square only if all other logo marks are in square format.



Size

34 px (Minimum)

21 px
(Minimum)



Minimum space on the left and right of the mark is half 'G'.

34 px (Minimum)

34 px
(Minimum)



Minimum space on the left and right of the mark is half 'G'.

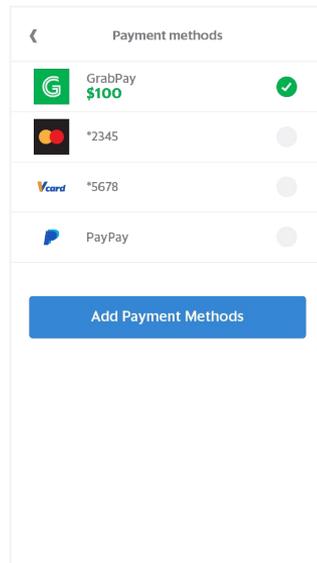
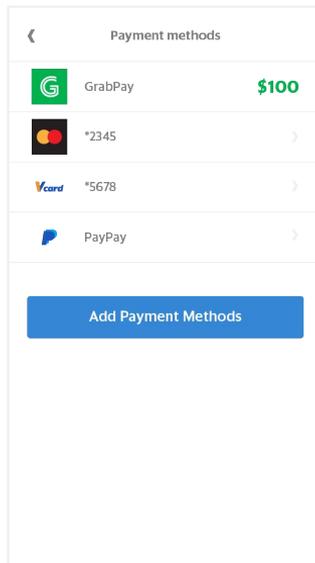
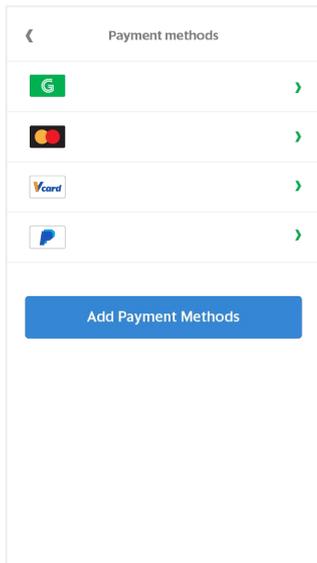
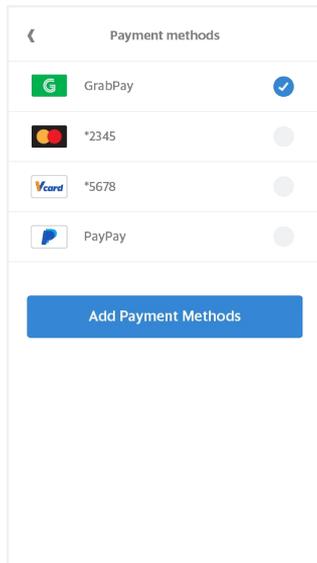
Acceptance Mark in use

Use the correct format (horizontal or square) to match the format of the other payment options.

Display "GrabPay" in text next to the mark if you are doing so for other brands.

Do not change the colour or weight of the mark's outline or alter the mark in any way. Use only the mark provided by Grab.

Examples



GrabPay in text

Display "GrabPay" in text next to the acceptance mark if you are doing so for other brands.

Alternative

Use square only if all other logo marks are in square format.

Acceptance Mark Do's and Don'ts

Follow these guidelines when using the GrabPay Acceptance Mark.

Do

- ✔ Use only the artwork provided by GrabPay.
 - ✔ Use the GrabPay mark when other payment identities are also displayed in a similar format.
 - ✔ Use the mark in marketing communications when the main message of the communication promotes GrabPay.
-

Don't

- ✘ Do not create your own version of the GrabPay mark.
- ✘ Do not alter the artwork in any way. Do not adjust the width or the aspect ratio of the artwork.
- ✘ Do not display a mark that is smaller than other payment identities in a similar format.
- ✘ Do not adjust the corner radius on the artwork.
- ✘ Do not translate the word Pay within the GrabPay mark.
- ✘ Do not add messages to the mark.
- ✘ Do not add visual effects such as shadows, glows, or reflections to the mark.
- ✘ Do not flip, rotate, or animate the mark.

Logo

1. Use the GrabPay logo instead of the Acceptance Mark only when other payment options are displayed as logos as well.

The GrabPay logo is available in both horizontal and square format. Use the correct one for your needs, matching the format of other payment options in a similar manner.

GrabPay logo for this purpose may only be in **green**.

2. Always surround the logo with sufficient clear space.

GrabPay logo

Horizontal

The horizontal logo consists of the word "Grab" in a light green, rounded font, followed by "Pay" in a darker green, bold, sans-serif font.

Square

The square logo features "Grab" in a light green, rounded font above "Pay" in a darker green, bold, sans-serif font, all contained within a square frame.

Clear space

Minimum space on the left and right of the logo is half 'a'.



Minimum space above and below the logo is one 'a'.



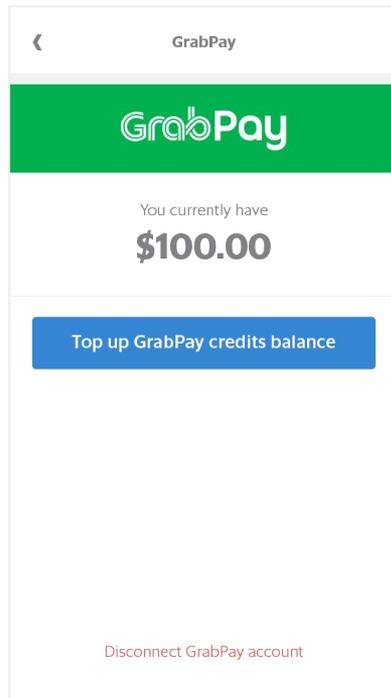
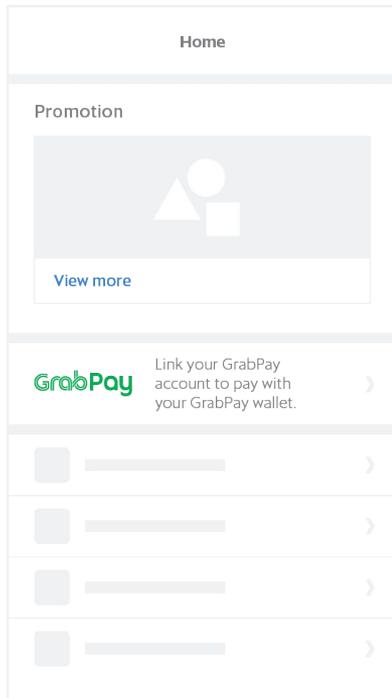
Minimum space surrounding the logo is half 'a'.

Logo in use

When using the full logos of other brands to indicate different payment options in your payment flow **or if there is space that allows the full logo**, the GrabPay logo may be used.

Don't add an outline to the GrabPay logo or alter it in any way. Use only the logo provided by Grab.

Examples



If the medium allows, display the wallet balance prominently as such.

Always use the Grab green as the background for the logo, if space allows.

Logo Do's and Don'ts

Follow these guidelines when using the GrabPay logo.

Do

- ✔ Use only the artwork provided by GrabPay.
 - ✔ Use the GrabPay logo when other payment identities are also displayed in a similar format.
 - ✔ Use the logo in marketing communications when the main message of the communication promotes GrabPay.
-

Don't

- ✘ Do not create your own version of the GrabPay logo.
- ✘ Do not alter the artwork in any way. Do not adjust the width or the aspect ratio of the artwork.
- ✘ Do not display a logo that is smaller than other payment identities in a similar format.
- ✘ Do not translate the word Pay within the GrabPay logo.
- ✘ Do not add visual effects such as shadows, glows, or reflections to the logo.
- ✘ Do not flip, rotate, or animate the logo.

GrabPay in text

When referencing GrabPay in text, use an uppercase “G” and “P”, with no space between “Grab” and “Pay”.

Do not translate GrabPay. Always use GrabPay in English, even when they appear within text in a language other than English.

Match the style on your website. "GrabPay" should be set in the same font and typographic style as the rest of the text on your website/app. Don't try to mimic Grab's typographic style.

- ✓ GrabPay
- ✗ Grabpay
- ✗ Grab Pay
- ✗ Grab pay
- ✗ Grab-pay
- ✗ GPay
- ✗ Gpay

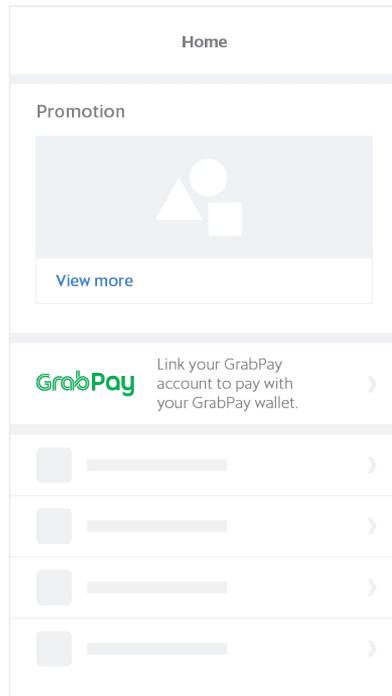
When using GrabPay in a sentence, always type out GrabPay as one word with an uppercase G and uppercase P followed by lowercase letters. Never use the GrabPay logo or mark to represent GrabPay.

- ✓ Connect with your GrabPay account to pay with your wallet.
- ✗ Connect with your  account to pay with your wallet.
- ✗ Connect with your **GrabPay** account to pay with your wallet.

Standard Setup Instructions

For new payment method setups, use this copy as the standard setup instructions in your payment flow:

Link your GrabPay account to pay with your GrabPay wallet.



Payment buttons

1. Several button styles are available for use by partners that accept GrabPay. Use the button that is relevant to your product or service.

Do not create your own GrabPay button design or attempt to mimic the provided button designs.

GrabPay payment buttons are ONLY available in **green**.

2. Adhere to the minimum button size and clear space as indicated. Be mindful that the button title may vary in length depending on the usage.

Button Types



Size



Minimum space on the left and right of the button title is 2 'a'.



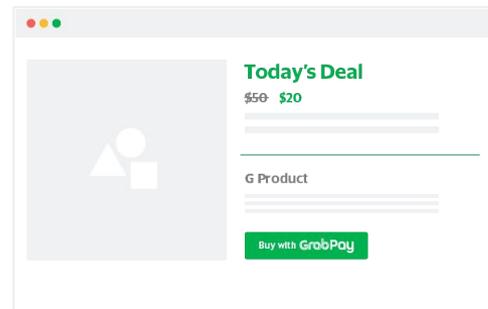
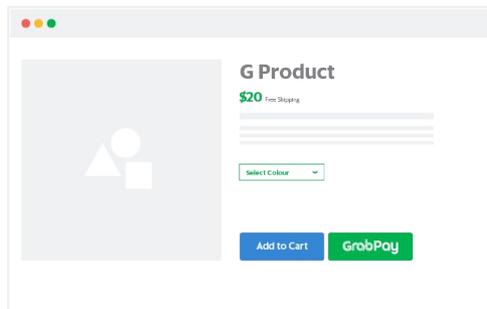
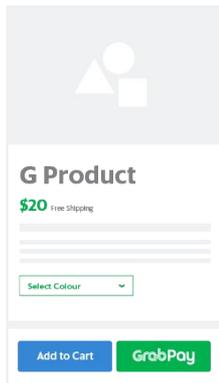
Minimum space on the left and right of the button title is 2 'a'.

Space between the preceding text and the GrabPay logo is half 'a'.

Payment buttons Do's and Don'ts

Follow these guidelines when using the GrabPay payment buttons.

Examples



Do

- ✓ Use the GrabPay buttons to initiate the payment flow.
- ✓ Use the same style of button throughout your site/app.
- ✓ Ensure that the size of the GrabPay buttons remains equal to or larger than other buttons.
- ✓ Ensure GrabPay button always maintain height, width, and clear space rules when doing the size adjustment.

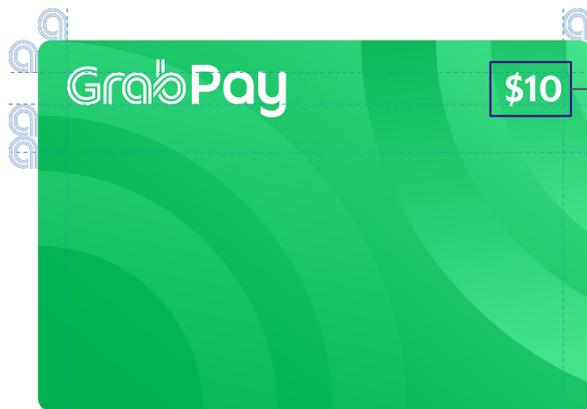
Don't

- ✗ Don't use GrabPay payment buttons to initiate any action other than the payment flow.
- ✗ Don't change the GrabPay button to any other colour.
- ✗ Don't make the GrabPay button smaller than other buttons.

GrabPay card image

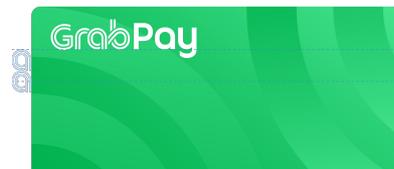
When a partner uses Card Images to represent payment method options instead of Acceptance Marks or logos, use this GrabPay Card Image.

Do not create your own GrabPay Card Image design, use only the artwork provided by GrabPay.



Balance can be added on the top right corner of the card, if the app/site allows.

The card can be cropped to any height to fit the space available in the app/site. But a minimum space of 1.5 'a' applies from the bottom of GrabPay logo.



Examples

