

HMS SPONSORSHIP BANK BRAND USAGE GUIDELINES



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BRAND USAGE GUIDELINES

Sponsorship Banks take the protection of its brand very seriously and must approve any and all use of its name and identity. Use of the Sponsorship Bank names and identity on ISO/MSP program materials must conform to the strict guidelines outlined in this document. Any exceptions to these guidelines must be pre-approved in writing by the Sponsorship Bank.

1. GENERAL GUIDELINES for ISOs and MSPs

No reference to the Sponsorship Bank may appear on an ISO's program materials except under the limited circumstances described under the "Guidelines by Program Material Type" section below. The ISO/MSP (sponsored entity) must submit its merchantfacing program materials, including any and all materials bearing the Sponsorship Bank name and/or Payment Card Network Brand names (e.g., Visa, MasterCard), to TransFirst and obtain approval before those items are printed or distributed. No use of the Sponsorship Bank name is permitted without approval from Sponsorship Bank.

1.1 SPECIFIC PROHIBITIONS

- The ISO/MSP and its sales agents may not in any way represent itself as an affiliate, employee, representative, etc. of Sponsorship Bank. This includes, but is not limited to, verbal communication during the merchant solicitation process and marketing materials used during the merchant solicitation process or any communications thereafter.
- The ISO/MSP and its sales agents are prohibited from using any of the following Sponsor Bank Brand Identity Standards:
 - Sponsor Bank logo;
 - Sponsor Bank font types
 - Sponsor Bank colors
 - Sponsor Bank photography or imagery.
- No additional "facts" about Sponsor Bank (e.g., "Since 1817") may be displayed, unless specifically indicated below.
- The ISO/MSP and its sales agents may not make claims of FDIC insurance or display the FDIC logo. In addition, no affiliation claims are to be made by the ISO/MSP to any regulatory body associated with Sponsorship Bank (e.g., OCC).

1.2 ENDORSEMENT STATEMENT STANDARDS

When an Endorsement Statement is required or permitted, it must conform to one of the following variants:

- [Insert registered legal name of ISO] is a registered ISO/MSP of [Insert Sponsorship Bank Name, City, State]
- [Insert registered DBA name of ISO] is a registered ISO/MSP of [Insert Sponsorship Bank, City, State]
- [Insert registered DBA name of ISO] is doing business as [Insert registered DBA name of ISO], is a registered ISO/MSP of [Insert Sponsorship Bank, City, State]

Any variation from the above Endorsement Statement formats must be approved by TransFirst and sponsor bank.



The required placement and format of the Endorsement Statement are:

- The Endorsement Statement must be located at bottom of the document page or webpage.
- All words of the Endorsement Statement must consistently be between 8 and 10 point font (Arial equivalent font size). The Bank's name must be in the same font size and format as the rest of the Endorsement Statement. As an authorized exception, the Endorsement Statement may be as small as 7 point font (Arial equivalent font size) if the text is black or of similar dark color and the font size of the main body text of the document is 8.5 or less in size.
- The font type and color of the Endorsement Statement must be consistent with the style used by the ISO throughout the document. There must be sufficient contrast between the Endorsement Statement text and the background color such that the Endorsement Statement is reasonably legible to the average person. For example, white text over a light grey background may not be readable.
- Use of Sponsor Bank's colors and font type is prohibited.
- Italics, underlining, bold formatting, flashing/panning text, etc. may not be used with the Endorsement Statement.

2. GUIDELINES BY PROGRAM MATERIAL TYPE

2.1 MERCHANT AGREEMENT AND APPLICATION

- All TransFirst ISO/MSP's must utilize the standard, unaltered, Universal Merchant Application, including applicable Visa Disclosure Requirements.
- The name, address and telephone number of the ISO/MSP responsible for application acceptance and/or on-going customer service must appear in a clear and conspicuous manner in the agreement, application and Visa Disclosure Page.
- The Endorsement Statement may be included at the bottom of a given page of the agreement or application.
- No other representation of Sponsorship Bank is permitted.

2.2 MARKETING COLLATERAL (E.G., BROCHURES, ADVERTISEMENTS)

- The Endorsement Statement is required to appear at the bottom of any document page displaying the Visa/MasterCard Marks and/or text.
- No other representation of Sponsorship Bank is permitted.

2.3 WEBSITE

- The Endorsement Statement is required to appear at the bottom of:
 - The ISO's homepage;
 - The "about us" page;
 - Any website page displaying the Visa/MasterCard Marks and/or text.
- The Endorsement Statement may appear at the bottom of other pages of the ISO's website as long as it is displayed in a consistent fashion.
- No other representation of Sponsorship Bank is permitted.
- It is prohibited to use the Sponsorship Bank's name within any metadata, Technorati or any other such tags.



2.4 SOCIAL NETWORKING SERVICE

- Company profiles and advertising on social networking website pages (e.g., LinkedIn, Facebook) should conform to the guidelines provided under section 2.3 Website.
- Neither the Sponsor Bank's name nor the Visa/MasterCard Marks may appear on nonwebsite based social networking media (e.g., Twitter tweets transmitted as text messages).
- No other representation of Sponsorship Bank is permitted.

2.5 TELEVISION ADVERTISEMENT

- The Endorsement Statement is required to appear at the bottom of any television ad displaying the Visa/MasterCard Marks and/or text.
- The text must be reasonably legible in its entirety, regardless of screen ratio aspect, from a distance of 6 feet from the screen, but may not take up over 20% of the viewing area.
- The Endorsement Statement is required to be read as an audio voiceover at the end of any television ad where Visa/MasterCard names have been verbalized. The speaking volume and speed should be consistent with the rest of the ad.
- No other representation of Sponsorship Bank is permitted.

2.6 RADIO ADVERTISEMENT

- The Endorsement Statement is required to be read as an audio voiceover at the end of any radio ad where Visa/MasterCard names have been verbalized.
- The speaking volume and speed should be consistent with the rest of the ad.
- No other representation of Sponsorship Bank is permitted.

2.7 BUSINESS CARDS

Wells Fargo Bank Sponsorship – Registered ISOs:

- Neither the Wells Fargo name nor the Visa/MasterCard Marks may appear on business cards.
- Wells Fargo Bank prohibits the use of the Endorsement Statement on business cards.

Columbus Bank & Trust (CB&T) Sponsorship – Registered ISOs:

- The Visa/MasterCard marks may not appear on business cards.
- Must include "Registered ISO Name" "as a registered ISO of Columbus Bank & Trust, Columbus, Georgia"
- CB&T does not require the use of the Endorsement Statement on business cards.
- ISO can include their company logo (for registered entity)



2.8 LETTERHEAD AND STATIONERY

- Neither the Sponsorship Bank's name nor the Visa/MasterCard Marks may appear on letterhead or stationery.
- Sponsorship Bank prohibits the use of the Endorsement Statement on letterhead or stationery.

2.9 FAX COVERSHEETS

- Neither the Sponsorship Bank name nor the Visa/MasterCard Marks may appear on fax coversheets produced by the ISO.
- Sponsorship Bank prohibits the use of the Endorsement Statement on fax coversheets.

2.10 PROMOTIONAL PRODUCTS (I.E., GIVEAWAY ITEMS WITH COMPANY'S LOGO)

- Neither the Sponsorship Bank name nor the Visa/MasterCard Marks may appear on promotional products.
- Sponsorship Bank prohibits the use of the Endorsement Statement on promotional products

3. GUIDELINES FOR INDEPENDENT SALES CONTRACTORS

Unregistered Independent Sales Contractors ("ISC's") should adhere to the following guidelines when developing marketing materials for their general solicitation services.

3.1 GENERAL

- Unregistered Independent Sales Contractor's are prohibited from using the Visa and MC marks on any proprietary marketing or solicitation materials.
- Unregistered Independent Sales Contractor's cannot represent themselves under their own business name when marketing or soliciting credit card processing services to prospective clients.

3.2 BUSINESS CARDS

Wells Fargo Bank Sponsorship:

- Neither the Wells Fargo name nor the Visa/MasterCard Marks may appear on business cards.
- Wells Fargo Bank prohibits the use of the Endorsement Statement on business cards.

Example: *John Smith, Independent Contractor of TransFirst, LLC*



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Columbus Bank & Trust (CB&T) Sponsorship:

- Business cards or marketing materials of an unregistered ISC should indicate:
 - Title “Independent Sales Contractor”
 - Name of the Independent Sales Organization (TransFirst entity) he/she represents
 - The Member Bank that sponsors the ISO
 - The city and state of the Member Bank

Example: *John Smith, Independent Contractor of TransFirst, LLC, a Registered Independent Sales Organization for Member Bank <Name>, City, State.*

- Please note that unregistered independent contractors MUST represent themselves as “Independent Sales Contractors” of the Independent Sales Organization that they are under.

Example: *John Smith, Independent Contractor of TransFirst, LLC...” Unregistered ISC’s cannot market themselves under any other name except for “Merchant Services”.*

4. MARKETING GUIDELINES FOR REFERRAL PARTNERS

- Referral partners cannot market or solicit credit card processing services under their own business name or as independent contractors of TransFirst.
- Referral partners endorse TransFirst products and services and provide the prospective client TransFirst’s contact information, or provide to TransFirst the potential client’s contact information. TransFirst employees will manage all of the solicitation, documentation, contracting, pricing, etc. as well as all aspects of service.
- Referral partners can discuss TransFirst as a payment processor and assist TransFirst in making additional contact to the prospective clients.
- Referral partners can discuss pricing but are not allowed to quote any pricing to the prospective clients.
- Referral partners can provide prospective clients with written materials (or online information) about TransFirst or the products and services offered. All marketing materials will be mutually approved by TransFirst and the referral partner.

5. CHANGES TO MARKETING MATERIALS

- The ISO/MSP (sponsored entity) must submit its merchantfacing program materials, including any and all materials bearing the Sponsorship Bank name and/or Payment Card Network Brand names (e.g., Visa, MasterCard), to TransFirst and obtain approval before those items are printed or distributed.
- **All changes to marketing materials must be reviewed and approved by Compliance before they can be used. Please email materials to support@hostmerchantservices.com and allow up to 5 business days for review.**

