Q MERCHANT GUIDE

APRIL 2018
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If you have any questions, please contact Marketing.Requests@flexicards.co.nz
The cards can be shown with or without shadows. The preferred card option is without drop shadows. If a drop shadow is used it needs to be applied as a shallow, subtle shadow. Please use either version at the designer’s or client’s discretion.

When using the Q Mastercard on a full black background, add a white keyline of 0.5pt.

Ensure that the expiry date on the cards has not passed.

Please do not:

- Use taglines with the cards.
- Add any other effects, skew or change proportions of the cards.
Please adhere to clear space rules while working with the card devices.

X = height of the ‘circle’ of the Q in the card (just the height). The size of clear space is bound by the size of the card lockup.

The space between the cards should be 1/4 X.

Examples and spacing shown here are visual references only. Finished artwork produced should be produced using principles and guidelines supplied in this guide.
The space between the cards and the ‘Helix’ Long Term Finance logo should be $\frac{1}{4} X$. 
The Q Mastercard should always appear first, so if they are placed side-by-side, it appears on the left and if stacked, it appears on the top.

When using the Q Mastercard on a black background, add a white keyline of 0.5pt.

Ensure that the expiry date on the cards has not passed.

The cards come with and without shadows, which should be added at the designer’s or client’s discretion.

Please do not:
- Use taglines with the cards.
- Add any other effects, skew or change proportions of the cards.

The cards should always sit on a white background a solid Q colour, or overlapped on the two like below:
Some examples of different lockups that can be created with the card device and the ‘Helix’ Long Term Finance logo.

Dependent on your layout, make the choice to adapt the lockup to the configuration that fits best.
Please adhere to clear space and minimum size rules while working with the Flexi Long Term Finance logo.
Use different weights from the Agenda font family to show hierarchy in your design.

Set kerning to optical, and refer to examples shown on page 29 to 34 of this guide for type size use.

Leading should allow headings, sub heads and body copy to appear readable and not cramped. A general rule of thumb is, leading should be 2-4pt more than that of the type size. Though, this is up to the designers discretion and will vary depending on content. A guide to examples of artwork is on page 29 to 34 of this guide.

Copy alignment is left aligned except in some instances of terms and conditions, which can be justified. Designer discretion to be used.

Please do not use italics.

**AGENDA BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**AGENDA SEMI BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**AGENDA MEDIUM**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**AGENDA REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**AGENDA LIGHT**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```
For POS, the preferred colour is blue, followed by pink, orange and green.

Do not use yellow as a background colour for POS material.
Merchant Marketing Support
We have a range of Q Card in-store collateral available for use by our merchant partners, as well as e-marketing templates to communicate with the Q Cardholder database.

The examples shown are made to easily accommodate your brand and offers.
Facebook carousel

LENDING CRITERIA, FEES, TERMS
AND CONDITIONS APPLY
MERCHANT MARKETING SUPPORT

Q MERCHANT GUIDE

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Facebook carousel 1

Facebook carousel 2

Q website tile

Q Facebook ad

eDM to Q customers
Visual treatment
500 DAYS
NO PAYMENTS
AND NO INTEREST*

ON ALL IN STORE OR TRAVEL EXPO
PURCHASES $500 AND OVER.
AVAILABLE 26 AUGUST TO 30 SEPTEMBER 2017.

* Lending criteria, fees, terms and conditions apply.

NO PAYMENTS
AND NO INTEREST*

ON ALL IN STORE TRAVEL PURCHASES $500 AND OVER. AVAILABLE 26 AUGUST TO 30 SEPTEMBER 2017.

* Lending criteria, fees, terms and conditions apply.

READY FOR A HOLIDAY?

Book it at your local Flight Centre, Cruiseabout or Travel Associates store and get 500 days no payments and no interest* when you use your Q Card on travel purchases $500 and over.

This offer is only available in store and at the Travel Expo from 26 August to 30 September 2017.

PLUS, DON’T MISS TRAVEL EXPO FOR MASSIVE SAVINGS AND EXCLUSIVE OFFERS.

Auckland – Saturday 23 – 24 Sept, ASB Showgrounds, Greenlane 9am – 4pm
Wellington – Sunday 10 Sept, Westpac Stadium 9am – 4pm
Christchurch – Sunday 17 Sept, Horncastle Arena, 9am – 4pm

Things you should know*: 500 days (17 months) no payments and no interest (“Payment Holiday”) is available on Q Flexi Payment Plans. Offer excludes foreign currency and online purchases. Annual Account Fee of $50 applies. Existing Cardholder fee: $35 Advance. Standard Interest Rate, currently 25.99% pa, applies to any outstanding balance at end of Payment Holiday. Lending criteria, fees, terms and conditions apply. Rate and fees correct as at date of publication, subject to change.

DON’T HAVE A Q MASTERCARD?

Apply today in store or at qmastercard.co.nz

Things you should know: **Zero payments and zero interest for three months available on all purchases at participating retailers on Q EFTPOS and Q Mastercard.**
500 DAYS
NO PAYMENTS
AND NO INTEREST*

ON ALL IN STORE OR TRAVEL EXPO
PURCHASES $500 AND OVER.
AVAILABLE 26 AUGUST TO 30 SEPTEMBER 2017.

*Offering service, 30% issued account Fee. Lending criteria and $50 Annual Account fee, $35 Advance applies. Terms and conditions apply.

A Flight Centre fee of 3.5% applies.

Use hierarchies in type size to help make the heading / offer really stand out.

Use the height of the main heading as an “x” value to base your design grid off of.
MASTERCARD IN TEXT

Sense check: Mastercard is the brand. The Q Mastercard card is the product. Which is why it’s important we distinguish the two.

Here’s how to make sure you’re consistent:

**DO**
- Ensure that “Mastercard” is used in the first and most prominent position of each page, when mentioning the card programme e.g. Q Mastercard®
- Mastercard is one word and has a capital ‘M’ and a lowercase ‘c’.

**DON’T**
- Use Mastercard as a verb, as in “Mastercard your gifts”
- Use it as a plural, “Mastercards”
- Use it in possessive form, “Mastercard’s…”
- Abbreviate, hyphenate or translate into another language.

DISCLAIMERS

Sense check: It is important to include relevant legal information. Double check you’ve got it right on every communication you oversee.

**DO**
- Add this statement when the Mastercard name appears in text: Mastercard is a registered trademark and the circles design is a trademark of Mastercard International Incorporated.
CARD FACE DESIGN REPRODUCTION ON MARKETING MATERIALS

Sense check: Marketing materials refer to any form of communication where Mastercard brands are featured. Overall, make sure the card art hasn’t been distorted, isn’t too small or too large, it’s readable, that it has all the visual elements of a real Mastercard and it’s not overcrowded.

DO
- Show the entire card without distortion.

DON’T
- Distort or modify cards
- Make one card bigger or more colourful than the others if you’re showing multiple cards
- Forget to show the full face if it’s a single card.

If you have any questions, please contact Marketing.Requests@flexicards.co.nz
Thank you.