

The New NETELLER Brand

On 8 January 2008, NETELLER will be introducing a bold new brand. The NETELLER Payment Network will feature instant deposits, easy withdrawals, world-class debit card solutions and transfers to thousands of merchants and other members. With a sleek and stylish website, NETELLER is poised to be the lifestyle financial service of choice for today's e-commerce communities.

What does this mean for you?

NETELLER needs you to jump on board with our new brand. Please update all NETELLER logos and site content as per the below guidelines to ensure brand continuity.

Please remove the following branded items from your site:

- All instaCASH logos
- Old NETELLER site content
- Old NETELLER yellow logos
- Information about NETELLER for US customers, as we no longer service this country

Naming

The NETELLER name (as product or company) is always spelled in all caps, except in URLs or email addresses. It can also be referred to as "the NETELLER Payment Network" with capitalization as shown.

The following versions of NETELLER are **not** acceptable:

- Neteller
- NETeller
- neteller (except in URLs and email addresses)

NETELLER (1-PAY) follows the same standards, with capitalization of the entire name.

Using the NETELLER service for members and merchants should only be referred to as using a **NETELLER account**, not a NETELLER e-wallet.

Logos

All customer-facing webpages containing the NETELLER logo need to be updated with the new logos. [Click here](#) to download the appropriate logo for your site.

Some examples of logo usage include:

- NETELLER Green when on a white background



- Knocked out in white when on a black or grey background



- Knocked out in white when on a lime green background



- For merchants who offer NETELLER (1-PAY), please choose one of the following logos based on the guidelines



Logo Guidelines

- Logo should always appear with the registered trademark ®
- The logo shouldn't be distorted in any way
- No condensing, extending or tilting the logo
- Keep the elements of the logo intact

If you would like help choosing the right logo for your site, please contact your Account Manager or email merchantbizdev@neteller.com.

Site Content

Help your customers find the right deposit option on your cashier page with content that we've prepared for you to use on your site. [Click here](#) to choose the recommended site content.

Look & Feel

NETELLER sports a sleek and stylish look & feel that appeals to an internet-savvy and aesthetically aware gaming audience.

Colour Palette

The primary palette for the NETELLER brand consists of black, dark and light greys and a signature lime green, a fresh take on the colour of money. Combined, this colour makes a dramatic and stylish statement.

NETELLER Green Quick Reference

- **Pantone Solid Coated** 376C
- **Pantone Solid Uncoated** 382 U
- **CMYK** C:50 M: 0 Y:100 K:0
- **RGB** R:140 G:198 B:63
- **Public Site Hex** 72bf44
- **Email Marketing Hex** 3e9201
- **Application Hex** 447206

For further information about the NETELLER brand, please visit the Merchant Resource Centre at <http://mrc.neteller.com> or contact your Account Manager. As always, you can email us at merchantbizdev@neteller.com.