

# Marketing guidelines



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# Objective

This guide will help you to successfully use the Zinia trademark.

As a retailer using Zinia, it is essential that you follow our marketing guidelines. Please also note that it is the merchant's responsibility to comply with all local regulations and codes applicable when you market and promote the use of Zinia to your customers.

To learn more about the Zinia usage guidelines for merchants, best practices and dos and don'ts, visit:

**<https://www.zinia.com/en-es/business/assets>**.

# Trademark elements

# Logo

The Zinia logo must **always be accompanied by the “By Santander” endorsement**. The logo and endorsement cannot be used separately at any time, not even on the payment gateway.

It is available in **navy blue, black and white**. For greater visibility, select the colour that **stands out the most on the background** used. For example, if your design has a light background, use the navy-blue logo. If it has a dark background, use the white logo. The black logo will be used when blue is not possible, such as black and white applications.

## MAIN - NAVY BLUE



## SECONDARY - BLACK



## SECONDARY - WHITE



# Safe area

For correct display, the minimum safe space must be observed all around the logo.

Also, in order for it to be correctly identified in different environments (print and digital), it may not be reduced to less than the minimum permitted size:

- Digital: width 150 px.
- Print: width 20 mm.



# Unauthorised use

It is important to use the logo correctly, **without altering** it in any way.

Here are some examples of what may **not be done**.

✗ Use without endorsement

zinia\*\*

✗ Deleting the isotype

zinia  
By  Santander

✗ Contouring it

zinia\*\*  
By  Santander

✗ Distorting it

zinia\*\*  
By  Santander

✗ Rotating it

zinia\*\*  
By  Santander

✗ Changing the colour

zinia\*\*  
By  Santander

✗ Adding shadows

zinia\*\*  
By  Santander

✗ Adding grading

zinia\*\*  
By  Santander

✗ Putting an image within it

zinia\*\*  
By  Santander

✗ Placing it on a background that reduces its legibility

zinia\*\*  
By  Santander

✗ Using a logo other than the one indicated

zinia\*\*  
By  Santander

✗ Adding more visuals

NOW  
zinia\*\*  
By  Santander

# Use of the logo with another brand

The two logos must always be displayed horizontally and separated by a black 0.5-point bar. The empty space on either side of the bar must be the same size as the isotype (the flower).

The Zinia logo must always appear second (on the right) and on a background that provides legibility.



# Use of the name

When using the name “Zinia By Santander” in text (not logo), ensure that the “Z”, “B” and “S” are always in uppercase letters, and write the three words separately.

Here are examples of **how not to write the trademark**.



Zinia By Santander



Varying uppercase and lowercase in the words

ZINIA by Santander



Writing all words in uppercase

ZINIA BY SANTANDER



Joining the words

ZiniaBySantander



Writing all words in lowercase

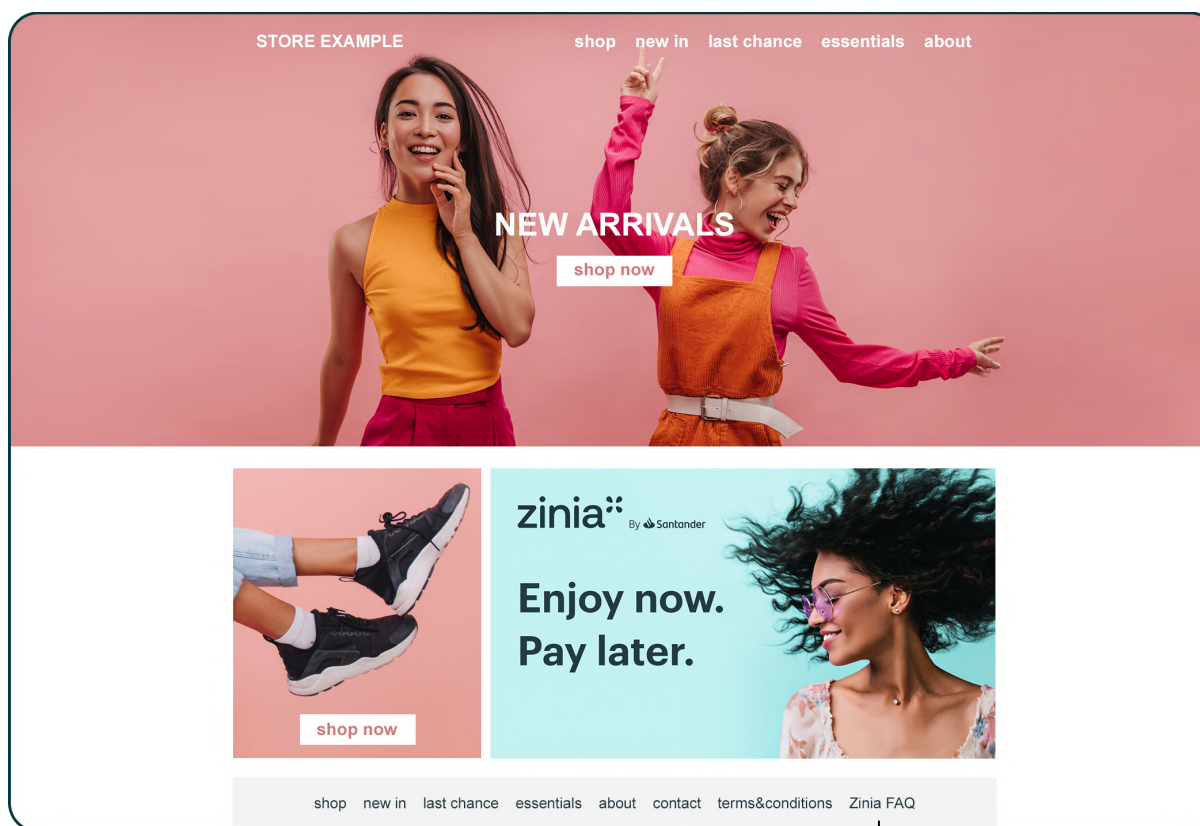
zinia by santander

# Communication

# How to display Zinia on your website

Use the available banners to let your customers know they can finance their purchase with Zinia, even before they reach the payment options. Updated versions can be found at <https://www.zinia.com/en-es/business/assets>

Before publishing, check that the image retains the allowed quality and proportions. Do not distort or expand the banner: if you require different dimensions, please contact us so we can help you.



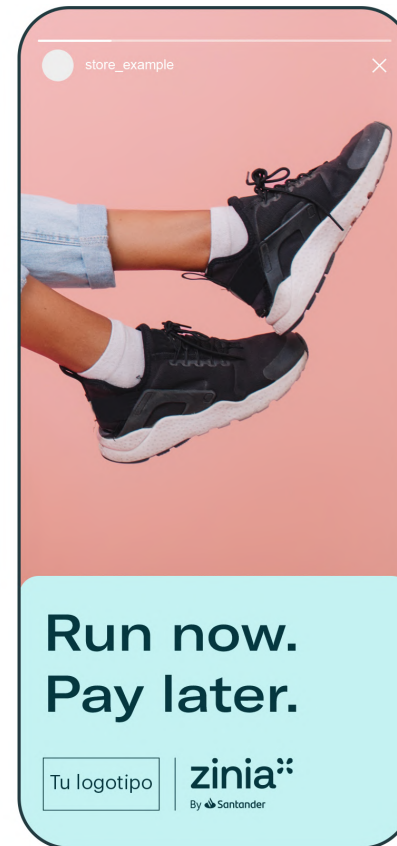
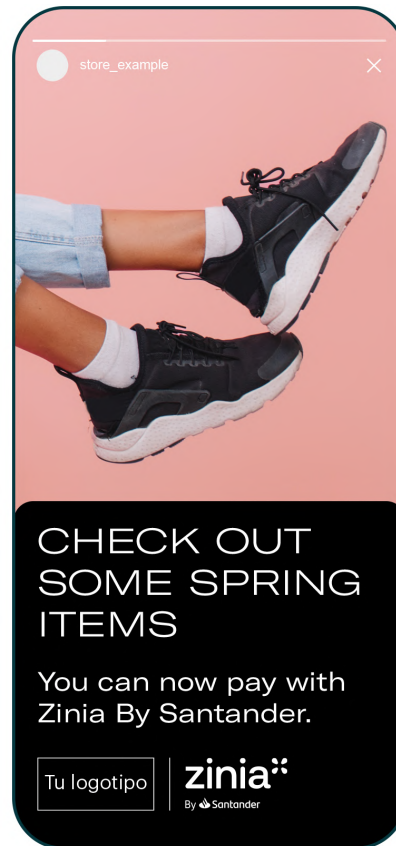
We recommend that you also add a Zinia FAQ page to avoid incorrect interpretations of the products or the terms and conditions.

# Use your own identity

Any brand that collaborates with Zinia must act on its own behalf and never attempt to adopt the Zinia image or tone of voice in its communications.

If the identities are similar, the sender of the communication must be clear to the customer.

Remember always to use the Zinia logo second (see page 8 for more information on how to include the Zinia logo with another brand).



# Logo placement

This way you can include our logo or brand in your communication materials.



Always use the Zinia logo second.



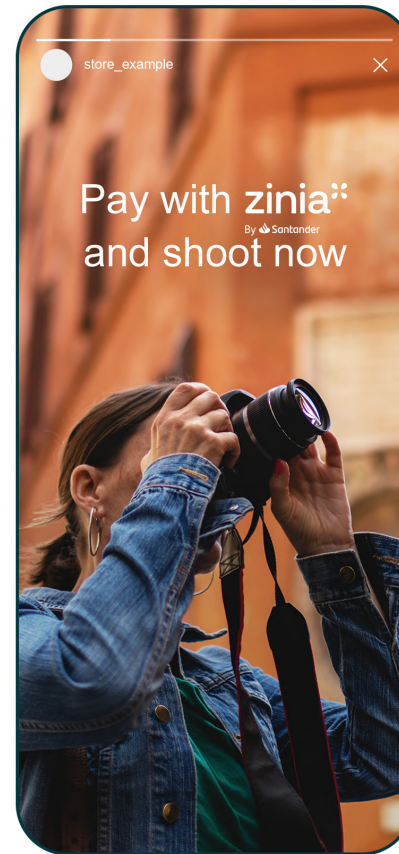
If you are unable to add the logo, you can include "Zinia by Santander" in text with your own typography.



You do not need to add our logo to your images - it is sufficient to mention us in your communication.

# Logo placement

You can also add the logo to your copy, but it should always appear on the last line and observe the safe area (page 6). Ensure that the word “zinia” in the logo aligns with your text.



# Product name

This is the correct way of naming our products and their description.

In addition, we recommend informing customers during the checkout process that they will be redirected to the Zinia checkout page. You can add the following text to the payment method description: "After selecting this payment method, you will be redirected to Zinia".

	PRODUCT NAME	DESCRIPTION
	<b>Pay in up to 36 instalments</b>	Pay in up to 36 instalments
	<b>Ratenkauf (in bis zu 36 Raten zahlen)</b>	Teile den Kaufpreis in bis zu 36 Raten auf
	<b>Pay in 14 days</b>	Pay in up to 14 days - no interest, no hidden costs
	<b>Betaal binnen 14 dagen</b>	Stel je betaling tot 14 dagen uit - Geen rente of sneaky kosten
	<b>Pay in 30 days</b>	Pay in up to 30 days - no interest, no hidden costs
	<b>Rechnungskauf (in 30 Tagen zahlen)</b>	In 30 Tagen bezahlen. Keine Zinsen oder versteckte Kosten
	<b>Paga en 30 días</b>	Paga en 30 días - sin intereses ni costes
	<b>Pay in 3</b>	Pay in 3 instalments - no interest, no hidden costs
	<b>Betaal in 3 delen</b>	Splits je betaling op in 3 gelijke delen - Geen rente of sneaky kosten
	<b>Paga en 3 cuotas sin intereses</b>	Divide tu pago en 3 cuotas - sin intereses ni costes

# Assessment criteria

All communications and media plans regarding Zinia must be sent to Zinia for review and approval.

# Thank you

For more information, visit [zinia.com](https://zinia.com).