

Brand Standards



Made specifically for:



Banks



Agents



ISOs



Resellers

Table of Contents

Expectations Page 03 >

Legalities Page 05 >

Reseller mark Page 06 >

Logo usage Page 08 >

Copywriting & voice Page 14 >

[Link to all brand assets can be found here >](#)

(You may need to request access)



ⓘ *Integra Capital Group, Inc., doing business as EBizCharge, retains full ownership of all intellectual property associated with the EBizCharge brand, including all content contained within this brand guide.*

Expectations

With this  style guide, you should be equipped to use  key EBizCharge brand elements in a  professional, impactful, and consistent manner.



What you can use



Reseller mark

As an EBizCharge reseller, your team will receive an official reseller mark to display your partnership across your website and other approved materials. **All authorized partners may use this mark freely, provided it is not modified, altered, or distorted in any way.**

Use of the reseller mark must follow the requirements and standards outlined in this brand guide.



Our logo

You may use the EBizCharge logo and standalone icon in your materials only after receiving explicit approval from our team. **The logo may not be used at your own discretion under any circumstances.**

All usage must strictly adhere to the standards set forth in this brand guide. Please review the following slides for detailed instructions on appropriate usage, placement, and contextual considerations.



Copywriting

When describing the EBizCharge product or listing feature names, please use the official product description and feature names provided in this guide.

Beyond that, feel free to write about EBizCharge in your own words. If you ever need support or inspiration, you can reference our marketing materials, visit our website, or reach out to us at brand@ebizcharge.com.



Legalities

Ownership and usage rights

EBizCharge exclusively owns all registered trademarks associated with the name “EBizCharge” and the EBizCharge logo.

Permission to use the EBizCharge name or logo does not grant ownership or rights to any other party. Use of these assets in any form that is not explicitly authorized or outlined within this brand guide is strictly prohibited.

All usage remains subject to our review and may be revoked at our discretion.

Protecting brand reputation

At EBizCharge, our brand name reflects the trust, quality, and professionalism we deliver to our customers. For that reason, we take the use of our trademarks and logos seriously — and monitor how they are represented to prevent confusion, false impressions, or misuse.

EBizCharge reserves the right, at its sole discretion, to review any materials featuring the EBizCharge name, trademark, logo, or Reseller mark to ensure they comply with the guidelines in this document.

If we determine that any use of our brand assets puts our reputation at risk, we reserve the right to take immediate and appropriate action.

Correct brand name styling

Our brand name must always be written as EBizCharge — with a capital E, B, and C, and the remaining letters in lowercase.

Consistent and accurate styling is essential to maintaining the integrity and professionalism of our brand. Please ensure this formatting is followed in all written and published materials.

Logo use restrictions

- Do not use or reproduce the EBizCharge logo or Reseller mark without permission.
- Do not alter, modify, distort, or change the EBizCharge logo or Reseller mark in any way.
- Do not use any version of the EBizCharge logo or Reseller mark that has been edited or recreated, including modified ISO logos.

Usage restricted to authorized resellers

Only official EBizCharge resellers are permitted to use the EBizCharge name and logo, and only in accordance with the policies outlined in this brand guide.

If you are unsure whether a particular use is permitted, or if you require clarification for any reason, please contact the EBizCharge brand team at brand@ebizcharge.com prior to proceeding.

Brand name use restrictions

- Do not register “EBizCharge” as, or within, a domain name, company name, or website (e.g., www.ebizchargereseal.com).
- Do not use “EBizCharge” as, or within, the name of any product or service you offer.
- Do not imply endorsement, approval, or certification by EBizCharge for your company, products, or services — EBizCharge does not offer any certifications.



Reseller mark

Logo usage

Copywriting & voice

Reseller mark

The Reseller Mark was created specifically for our partners to proudly represent their relationship with EBizCharge.

It's a visual badge of trust, signifying your official status as an authorized partner.

In this section, you'll find guidance on when and how to use the Reseller Mark across marketing, sales, and customer-facing materials—ensuring the mark remains clear, consistent, and aligned with the EBizCharge brand.

All authorized EBizCharge partners may display the Reseller mark freely, provided it remains unaltered and in its original form.

You're free to use your own company logo on any materials—printed or digital—wherever it makes sense for your business.



Reseller mark

Exclusive to authorized resellers:

This icon is reserved for partners who are officially authorized to resell EBizCharge. When promoting our product, please use the official Reseller Mark. It serves as a clear indicator of your authorized partnership with EBizCharge.

Preferred usage:

Whenever possible, please use the horizontal orientation of the Reseller Mark. If space constraints prevent this, the stacked version may be used as an alternative.

Authorized use:

EBizCharge partners are free to display the Reseller Mark as long as it remains intact, unaltered, and follows the guidelines provided. However, if you wish to use the EBizCharge logo by itself, written approval from our team is required. Below are some common scenarios where our partners typically display the Reseller Mark.



Print marketing materials



Website



Social media image



We are excited to announce that we are now an EBizCharge Reseller! Easily accept payments inside your ERP tool with EBizCharge.



Reseller mark

Logo usage

Copywriting & voice

Logo usage

The EBizCharge logo is a key part of our brand identity—it represents the strength, reliability, and innovation behind our payment solutions.

To maintain consistency and professionalism across all partner communications, it's important to use the logo correctly and respectfully.

This section outlines clear guidelines for logo placement, sizing, spacing, and background usage to help you showcase the EBizCharge brand with confidence and integrity.

To use any EBizCharge logos, you must first receive written approval from our team on a case-by-case basis. For requests or questions, please contact us at brand@ebizcharge.com.

You're free to use your own company logo on any materials—printed or digital—wherever it makes sense for your business.



Our logos

Primary logo—the preferred option

The primary horizontal logo is the cornerstone of the EBizCharge brand. It's our most recognizable and impactful mark—use this version whenever possible to maintain consistency and brand strength. If the primary version isn't suitable for your specific use case, the secondary logo may be used.



Secondary logo

The stacked logo is the secondary version of our brand mark and should be used when the horizontal logo doesn't fit the design or space constraints. If neither logo variation works for your specific use case, please contact our brand team for guidance.



Logo icon

In situations where space is limited and the primary or secondary logos cannot be used, the EBizCharge logo icon may be used as an alternative. While the icon is a helpful solution for small-scale applications, priority should always be given to the primary and secondary logos whenever possible.



ⓘ To use any EBizCharge logos, you must first receive written approval from our team on a case-by-case basis. For requests or questions, please contact us at brand@ebizcharge.com.

Color versions

The EBizCharge logo is available in two approved color variations:

1. Blue: The primary color way for white and light backgrounds. Should be prioritized to be used over any other color options.
2. White: Designed for use on black, blue, or other dark backgrounds where the blue logo would lack visibility.



ⓘ To use any EBizCharge logos, you must first receive written approval from our team on a case-by-case basis. For requests or questions, please contact us at brand@ebizcharge.com.

Position

Ideally, our logo can appear in the corners or central to the page

Whenever possible, position the logo in a corner or center of the layout. It should serve as a clear brand identifier—not as a decorative or heavily stylized design element. Avoid manipulating, enlarging, or integrating the logo into primary graphics.

This positioning guidance also applies when using the logo icon in place of the full logo.

Use as an identifier

Treat the logo as a grounding element that provides clear brand identification. It should not be used as the focal point of a graphic composition or incorporated into complex imagery. Keep its use simple, clean, and purposeful—serving to identify the piece, not to decorate it.



ⓘ To use any EBizCharge logos, you must first receive written approval from our team on a case-by-case basis. For requests or questions, please contact us at brand@ebizcharge.com.

Logo usage

Respect the personal space

To ensure our brand is clear and to maximize the recognition of our identity, protect the surrounding areas of our logo from any intruding elements.

Leave at least an E's width of space between and around the logo on all sides.



Co-branding logos should be simple

When displaying partner logos, always separate them from the EBizCharge logo with a divider. For EBizCharge integration products, use a plus sign for separation. No more than two brands should be represented at a time. The divider and plus sign should be in color #747474.



Don't let things get too small

Never use the logo smaller in height than 40px on screen, or 10mm on print.



ⓘ To use any EBizCharge logos, you must first receive written approval from our team on a case-by-case basis. For requests or questions, please contact us at brand@ebizcharge.com.

What not to do

✗ Don't use the EBizCharge icon alone in co-branding

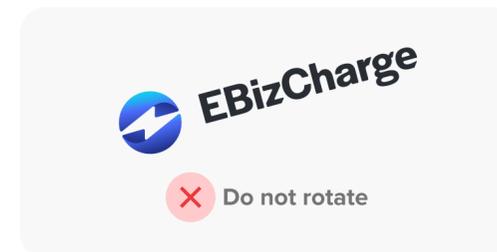
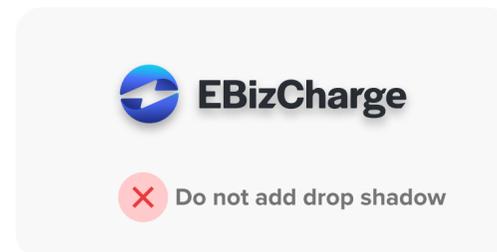
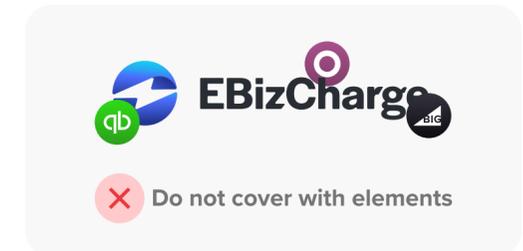
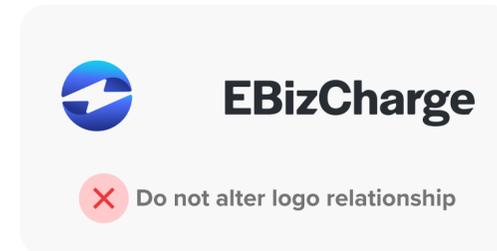
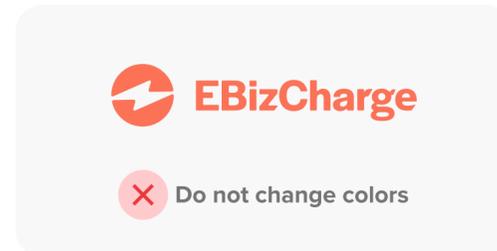
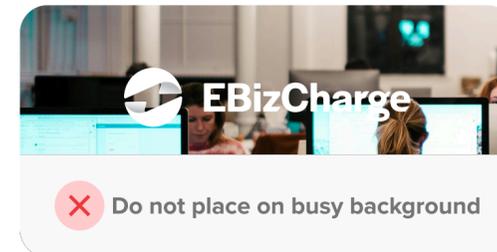
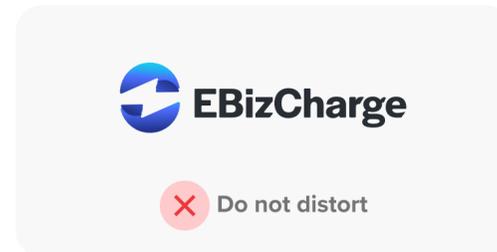
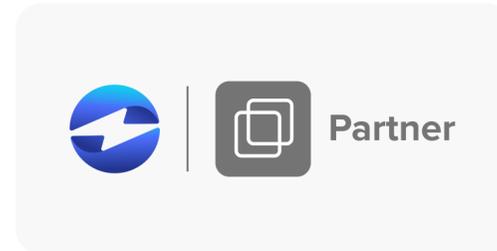
The EBizCharge icon should never be used by itself in any co-branded materials.

If you're unsure about when the icon is appropriate, please contact our brand team at brand@ebizcharge.com.

✗ Avoid these logo misuses

To ensure brand consistency, avoid any misuse of the EBizCharge logo.

For clarification on proper logo usage, reach out to our brand team at brand@ebizcharge.com.



ⓘ To use any EBizCharge logos, you must first receive written approval from our team on a case-by-case basis. For requests or questions, please contact us at brand@ebizcharge.com.

Reseller mark

Logo usage

Copywriting & voice

Copywriting & voice

How we talk about EBizCharge matters just as much as how we look.

Our voice is clear, confident, and helpful—focused on solving real business challenges with simplicity and strength.

This section includes preferred messaging, an approved product description, and the correct feature names to use—so EBizCharge is always represented accurately and consistently.

When describing the EBizCharge product or listing features, please use the official descriptions provided in this guide.

For all other copy, feel free to write about EBizCharge in your own words. If you'd like extra guidance, check out our marketing materials, visit our website, or reach out to us at brand@ebizcharge.com.



Copywriting

When announcing your partnership with EBizCharge, please use the following verbiage:

NEW: [Partner Name] has partnered with EBizCharge.

Accept payments directly inside of [ERP Name], speeding up payment collection like never before.

Start streamlining your payment processing today: [LINK]

For a description of the EBizCharge product, please use the following verbiage:

EBizCharge is a payment solution that simplifies how businesses accept and manage payments. It integrates directly with [ERP Name] to streamline workflows, reduce manual entry, and improve cash flow. With a suite of built-in tools for collecting payments, EBizCharge helps businesses save time, cut costs, and get paid faster—without changing the way they work.

The following legal disclaimer should be included on all marketing and official documentation:

©2025 EBizCharge. All rights reserved.

EBizCharge is a registered Independent Sales Organization of Wells Fargo Bank N.A., Concord CA, Canadian Branch, Pathward, N.A., Sioux Falls, SD, the Canadian Branch or U.S. Bank National Association and Elavon.

Describing the EBizCharge features

When referring to the suite of EBizCharge product features, please use these specific terms. This list outlines the key payment collection features that are part of the EBizCharge suite. To ensure consistency in our messaging, we ask that these terms be used whenever these features are listed or mentioned in written content.

ERP payment integrations

CRM payment integrations

eCommerce payment integrations

Email click-to-pay links

Payment links

Auto pay

Mobile pay

Customer payment portal

Advanced reporting

Embedded payments

Fraud prevention

Tokenization & encryption



Thank you!

