



Elavon Branding Guidelines for Partnerships

Defining brand standards for
partnerships

February 2026

Table of contents

03 Introduction

06 Elavon-led brand
expression

14 Illustrative partner
examples

04 Our framework

10 Partner-led brand
expression

05 Foundational rules

12 Decision tree





Introduction

As Elavon continues to grow as a product brand, partnerships play a critical role in driving both business and brand success.

This document looks at partnerships through the lens of brand impact—focusing on how each collaboration affects our brand’s perception, experience, and long-term value, rather than categorizing the types of partnerships we pursue.

The following pages outline key principles to guide consistent, brand-minded decisions in partnership scenarios—ensuring every collaboration strengthens and protects the Elavon brand.

Our framework: Elavon across partnerships

ELAVON-LED			PARTNER-LED		
<p>Elavon partners with other brands but retains full ownership of all communication materials.</p> <ul style="list-style-type: none"> Elavon is the primary brand—leading in voice, design, and messaging. Our role is to ensure clarity for consumers and strict alignment with brand guidelines, regardless of the partnership type. 			<p>Elavon partners with other brands, but the partner leads communication and owns the material.</p> <ul style="list-style-type: none"> The partner is the primary brand; their identity drives the messaging and design. Elavon plays a supporting role, with brand presence guided by our standards. Our responsibility is to ensure Elavon’s product brand is represented with integrity. 		
<p>Examples:</p> <ul style="list-style-type: none"> Elavon partners with a brand that distributes our communications materials through their channels 			<p>Examples:</p> <ul style="list-style-type: none"> The partner creates and owns their communication materials, with Elavon featured in the material. 		
U.S. Bank endorsed <small>(The preferred logo use, please use it whenever possible)</small>	No U.S. Bank endorsement	White Labeled	U.S. Bank endorsed	No U.S. Bank endorsement	White Labeled <small>(Not part of our guidelines)</small>
Elavon visual toolkit	Elavon visual toolkit	Elavon visual toolkit, without the Elavon logo	Suggest Elavon gets prominently mentioned in header or copy	Suggest Elavon gets prominently mentioned in header or copy	No reference of Elavon by logo or name, as required by legal/contractual guidelines. *Notify the Brand team and obtain their guidance before proceeding with this type of partnership treatment.
					

Foundational rules

These are guiding principles that apply across all partnerships—ensuring Elavon shows up with clarity, consistency, and purpose, no matter the context or collaborator.

Do's

Clearly position Elavon as the product brand.

Use proximity and visual hierarchy to create space between the Elavon logo and the partner logo. This not only reinforces the role of Elavon as a product brand but also helps customers clearly understand the relationship between the two brands.

Adhere to the Elavon design system and guidelines.

Consistent use of the system builds brand clarity and unlocks its full potential for impact.

Use the U.S. Bank endorsement whenever appropriate.

Use U.S. Bank endorsed logo whenever the communication is owned by us and the partner permits it. This approach strengthens the relationship and transfers brand equity. For guidance on when and how to apply the endorsement, refer to the Decision Tree on pages 12–13.

Don'ts

Do not lock up the Elavon logo with a partner logo.

This creates confusion and undermines our brand's role as a distinct product brand. Exceptions to this rule are when space constraints occur, or legal/contractual agreements have been made. Consult the brand team for approval to use a hairline lockup for these instances.

Do not blend Elavon identity with the partners'.

Always create clarity around who the communication is coming from, and what the relationship is between Elavon and the Partner. If the communication is coming from Elavon, then use the Elavon visual toolkit.

06

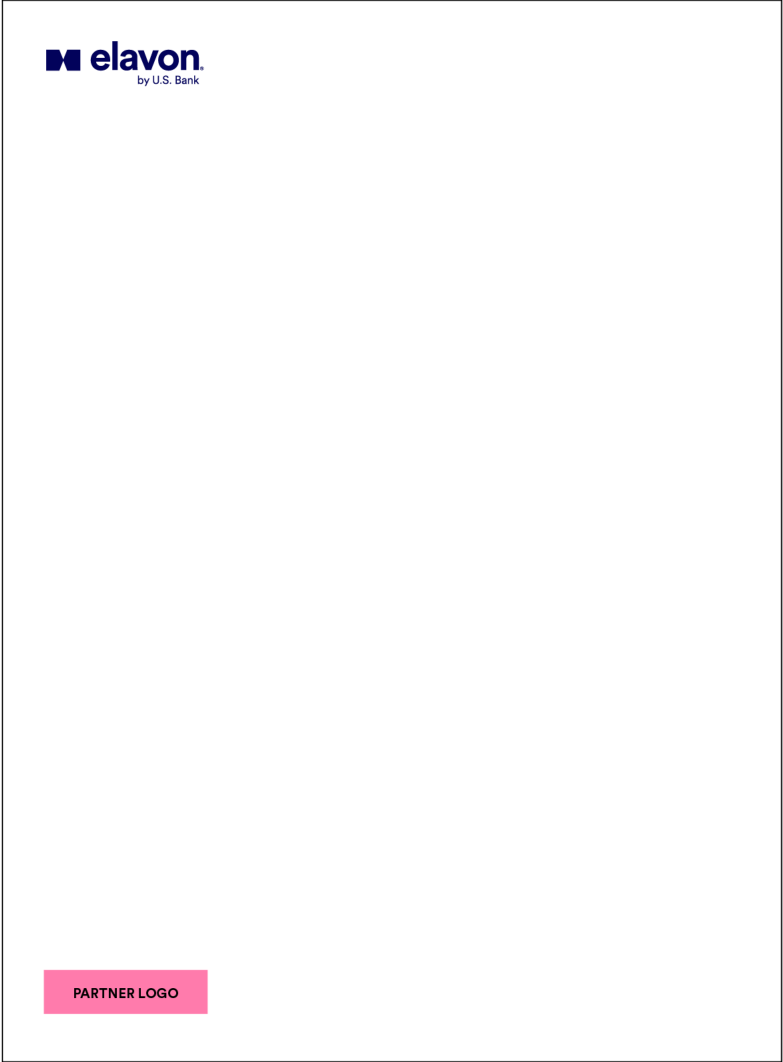
ELAVON-LED

Preferred Brand Expression Across Partnerships

No matter the partnership type, the desired brand expression is Elavon-led—
with clear ownership of voice, design, and messaging.

Elavon-led: Logo Placement

Option 1

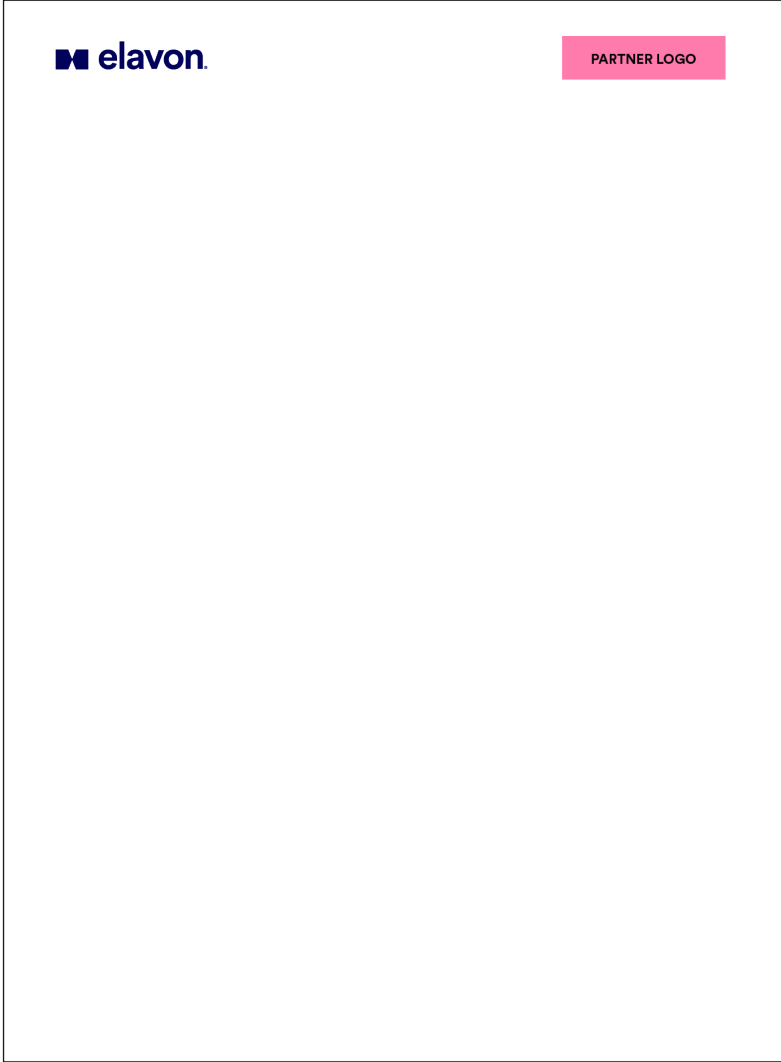


1. Ensure you're applying the appropriate Elavon logo, if a U.S. Bank endorsement is allowed or not.

2. Ensure Elavon logo is always placed in the upper-left corner. This helps maintain a consistent look and feel.

3. The Partner logo can be placed in the lower-left or upper-right, based on layout and space constraints.

Option 2



Elavon-led: Application

Option 1

1. Ensure you're applying the appropriate Elavon logo, if a U.S. Bank endorsement is allowed or not.
2. Ensure Elavon logo is always placed in the upper-left corner. This helps maintain a consistent look and feel.
3. The Partner logo can be placed in the lower-left or upper-right, based on layout and space constraints.

elavon
by U.S. Bank

Limited Time Offer!
Lorem ipsum dolor sit amet wisi, enim ut duis esse erat ipsum
\$1,000
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Never miss a sale.

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CONTACT ME TO LEARN MORE!
Name
Phone
Email

PARTNER LOGO

Option 2

elavon

PARTNER LOGO

BY THE NUMBERS

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White labeled

Maintain Elavon's brand integrity—even in cases where the logo cannot be shown.

Our goal is to consistently leverage the full Elavon identity system, even when the Elavon logo is not able to be applied.

PARTNER LOGO

Let's power your business.



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BENEFITS

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10

PARTNER-LED

In situations where we must integrate into a partner's communication channels for contractual reasons, our goal is to maximize presence of Elavon as the product brand.

This goes beyond logo placement—our brand's role must be clear, visible, and strategically positioned.

Partner-led

When the partner leads the communication, their logo will be in the primary position, typically, in the upper-left with the Elavon logo in the upper-right.

Whenever possible, suggest Elavon be mentioned in prominent copy, such as headlines.

U.S. Bank endorsed logo



A layout diagram for a U.S. Bank endorsed logo. In the top-left corner, there is a grey box labeled "PARTNER LOGO". In the top-right corner, the Elavon logo is displayed, consisting of a blue square icon followed by the text "elavon." and "by U.S. Bank" in smaller text below it. The main content area is a large grey rectangle with a diagonal cross, representing a placeholder for an image. Below this, the text "DUIS AUTEM VEL EUM" is followed by a large headline: "Lorem ipsum **Elavon** dolor sit amet, consectetur elit." Below the headline, there are two columns of placeholder text.

DUIS AUTEM VEL EUM

Lorem ipsum **Elavon** dolor sit amet, consectetur elit.

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No endorsement needed



A layout diagram for a no endorsement needed scenario. In the top-left corner, there is a grey box labeled "PARTNER LOGO". In the top-right corner, the Elavon logo is displayed, consisting of a blue square icon followed by the text "elavon." The main content area is a large grey rectangle with a diagonal cross, representing a placeholder for an image. Below this, the text "DUIS AUTEM VEL EUM" is followed by a large headline: "Lorem ipsum **Elavon** dolor sit amet, consectetur elit." Below the headline, there are two columns of placeholder text.

DUIS AUTEM VEL EUM

Lorem ipsum **Elavon** dolor sit amet, consectetur elit.

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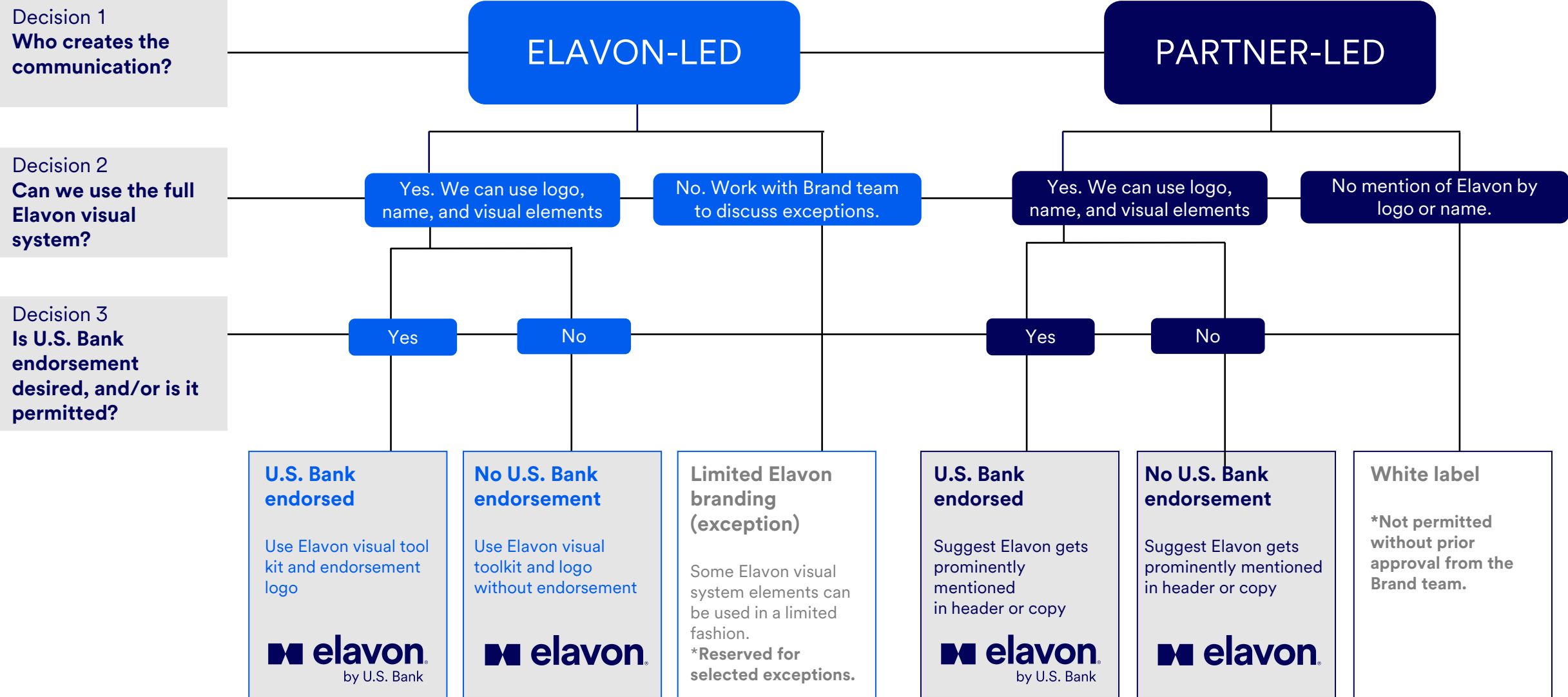
12

DECISION TREE

This tool is designed to help you protect and strengthen Elavon's presence across a variety of partnership scenarios. It guides you step-by-step through key questions so you can make consistent, brand-aligned choices.

Use it as a quick reference to ensure clarity, compliance, and strategic alignment in every execution.

Partnership Branding Decision Tree



ILLUSTRATIVE PARTNER EXAMPLES

Use these examples as guidance—they illustrate the standard we aim to achieve:

- Elavon occupies a prominent position,
- Elavon is clearly positioned as a product brand and has its relationship with partners clearly defined,
- Elavon’s visual identity applied consistently and effectively

Elavon- led, with U.S. Bank endorsement
Sales Sheet

elavon
by U.S. Bank

Logohere

Payment acceptance solutions that fit your business

Elavon makes it easy to accept payments with our industry leading **Elavon Mobile** bundle. Plus, your initial card reader is included with activation.¹

ENROLLMENT INCLUDES:

- On-the-go full-feature **Point of Sale (POS) software** at no charge
- Competitive pricing with no hidden fees²**
 - \$0 PCI DSS compliance program fees³
 - A low 2.60% fee + \$.10 per swipe, dip, or tap
- Personalized account set-up** (online, in-branch or over the phone)
- Fast funding options** including standard, same day and funding within hours

Card Reader INCLUDED

If your annual credit card sales amount is less than \$200,000, you will be eligible for a free card reader once your merchant account is approved and activated.¹

The Elavon Mobile bundle includes:

- A wireless, portable Moby5500 card reader that is compatible with a variety of mobile devices
- Free download to Elavon payment software for iOS, Android and Windows systems
- EMV quick chip, NFC/contactless and magstripe features
- Bluetooth sync functionality

Hurry! This offer ends
December 31, 2026

To apply, contact me today.

Name

Phone

Email

See reverse side for disclosures and important information.

Elavon-led, No U.S. Bank endorsement
Email

elavon

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No matter which payment solution you use, we have products you can add to customize and optimize your business operations.

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We make payments easy.

Payment gateways

Our flexible payment gateway options give you the ability to authorize payments online, in-store and via mobile. Combined with our payment processing solutions, we provide you with solutions to help manage your growing business.

Credit Card Surcharging

An increasingly popular option, surcharging allows you to partially or completely offset the cost of accepting credit card payment by passing fees¹ to customers who choose this type of payment.

Commercial card optimization

Our proprietary program automatically populates the necessary data to qualify your commercial payments for lower interchange fees.

Security

Our state-of-the-art security solutions combine authentication, encryption, and tokenization technologies to protect cardholder data throughout the transaction cycle.

As our customer, you are also eligible to receive the following benefits:

- Free statement analysis
- Preferred equipment pricing



Elavon-led, No U.S. Bank endorsement
Web Banners

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