

## Render more revenue with the new Style Guide –

### Your checklist for the new Corporate Design of ClickandBuy

*This Style Guide is valid from the 8<sup>th</sup> of December 2006.*

This checklist should give you a quick but comprehensive overview of the main changes of the new Corporate Design of ClickandBuy. With this unique implementation of our new design on your website and user interaction page you can ensure recognition and reliability for your customers, thereby you will be able to render more revenue with your offers.

1. In order to display your Logo on the user interaction page most effectively please check the size of your Logo in the merchant service area (valid from 8<sup>th</sup> of December 2006).

=> [www.ClickandBuy.com](http://www.ClickandBuy.com) => My Account => Manage My Offer => choose Domain => Edit Site => Logo

2. Sizes of your Logo should be at a maximum of 400 x 60 pixels.
3. Please visit our website to download the new Logos of ClickandBuy (valid from 8<sup>th</sup> of December 2006).

=> [www.ClickandBuy.com/extra/logodownload/](http://www.ClickandBuy.com/extra/logodownload/) => choose Logo => save as

4. In order to inform your customers about the various payment methods of ClickandBuy you should add our Logo including the Payment Methods. (For offers or services belonging to “Erotic” or “Gambling” it is not permitted to use this type of logo)
5. The ClickandBuy Logo should not be smaller than 16px (preferred logo) or 25px (alternative logo).
6. If you integrate the ClickandBuy Logo on a white background please choose the ClickandBuy Logo with an outline.

7. Your payment page at ClickandBuy should be opened in the existing or in a new browser-window.
  
8. ClickandBuy should be written with a capital C, uncapitalized a and capital B, without any spaces between.