



Communication and brand guidelines for Convera partners

AUGUST 2023

Welcome to the Convera partnership guidelines

These guidelines explain when and how to refer to your Convera partnership, and they provide information on the use of the Convera logo and brand.

Always use your company's proprietary design when creating your own communication and marketing materials.

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Referring to the Convera brand

Consistently describing your Convera partnership reinforces the value of our collaboration, and ensures clarity on the nature in which we work together.

Referring to Convera

When referring to the brand as a whole, use, “Convera.”

When referring to the overall portfolio of offerings, use, “Convera solutions.”

Communicating your partnership

To refer to your partner status, use the term “Convera partner.” Use lowercase for “partner” in body text.

Examples

We are a Convera partner. Our company provides Convera solutions that help you manage your international payments.

As a Convera partner, we help our customers to...

As a Convera partner, we focus on enabling customer success.

[Business name] has partnered with Convera to offer solutions...

Logo overview

The Convera logo is a bold wordmark with a presence that conveys strength and confidence. The lowercase treatment lends the logo a feeling of approachability.

As a final detail, the lower case “O” has two overlapping and continuously moving segments which encircle one other. This conveys the speed and collaboration that Convera offers its users.

This graphic element is called the “whirl” because it is phonetically sounds similar to “world” which is another subtle reinforcement of Convera’s global presence.



LOGO PACKAGE

Use this link to download the package of Convera logos. See the following pages for usage guidance.



convera

LIGHT COLORWAY



convera

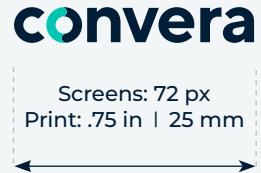
DARK COLORWAY

Logo usage

Adhere to the following guidelines to present the Convera logo consistently and preserve the brand's integrity.

Minimum size

Below are the minimum sizes that the logo should appear on screen or in print. This helps ensure legibility and recognizability.



Clear space

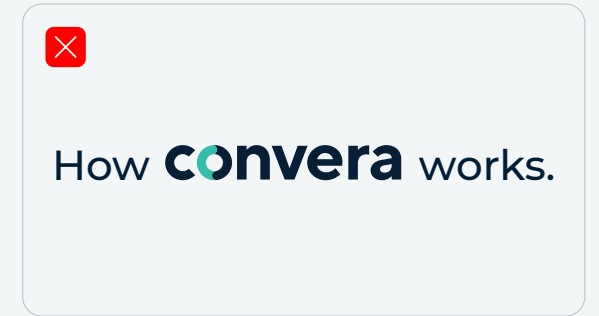
Be sure to leave adequate space around the logo. The whirl can be used as a measurement device to determine the amount of clear space required by placing it at each corner of the logo.



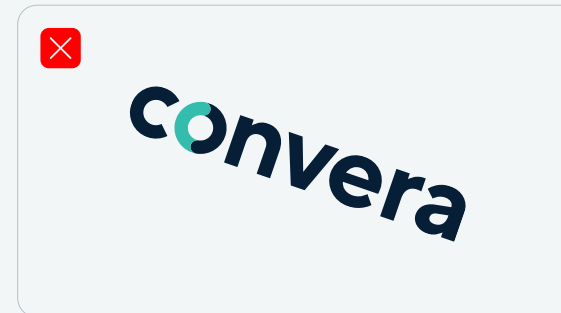
Misuses



Do not alter the color of, or use effects on the logo.



The logo should not be used to replace the name "Convera" in a sentence.



Do not use the logo at an angle or alter its shape.



The whirl should never be used as a graphic element on its own.

Logo co-branding

Adhering to these visual guidelines will ensure that we are representing both brands to their fullest:

- Be sure to scale logos so that they appear optically equal.
- Use the full-color logo whenever possible.
- Only use the secondary logo (without the tagline).
- Use the logos in a horizontal position when possible.
- Use a vertical rule line to separate the logos.
- Maintain proper clear space around each logo.

As a general note, keep in mind that all co-branded assets produced for Convera-owned channels should follow the Convera brand guidelines.

Side-by-side co-branding example



Stacked co-branding example



Value proposition: short text

This is legally-approved boilerplate copy that should be used when called upon to describe our verticals.

About Convera – 57 words

Convera makes moving money so easy that any company in the world can grow with confidence. As one of the largest non-bank B2B cross-border payments companies in the world serving more than 30,000 customers, we leverage decades of industry expertise and technology-led payment solutions to help our customers capture more value with every transaction—simply, securely, smartly.

Education – 57 words

Convera is a leader in education payments, trusted by more than 800 institutions, including 8 of the top 10 ranked universities globally. Create easy payment solutions for both students and education institutions alike. Whether you are reconciling student tuition payments, paying staff overseas or issuing US student loans, Convera helps you capture more value with every transaction.

Financial institutions – 53 words

Convera helps over 1,800 banks, credit unions and fintech monetise their existing customer base and grow internationally. As one of the largest non-bank B2B cross-border payments companies in the world, we leverage decades of industry expertise and technology-led payment solutions to help our customers capture more value with every transaction—simply, securely, smartly.

Value proposition: long text

Corporate/Generic – 111 words

Convera is one of the largest non-bank B2B cross-border payments companies in the world. Leveraging decades of industry expertise and technology-led payment solutions, we deliver smarter money movements to our customers—helping them capture more value with every transaction.

Powered by a sophisticated and expansive global settlement network, Convera’s capabilities are built on efficiency, accuracy and compliance at its core, alleviating risk and accelerating smarter decision making. Convera serves more than 30,000 customers ranging from small business owners to enterprise treasurers to educational institutions to financial institutions to law firms to NGOs. Our mission is to make moving money so easy that any company in the world can grow with confidence.

Education – 100 words

Convera is a leader in education payments, trusted by more than 800 institutions, including 8 of the top 10 ranked universities globally. As one of the largest non-bank B2B cross-border payments companies in the world, we leverage decades of industry expertise and technology-led payment solutions to manage the global transactions of our education institution customers by taking away the complexities of sending and receiving payments.

Create easy payment solutions for both students and education institutions alike. Whether you are reconciling student tuition payments, paying staff overseas or issuing US student loans, Convera helps you capture more value with every transaction.

Financial institutions – 113 words

Convera helps over 1,800 banks, credit unions and fintech monetise their existing customer base and grow internationally. As one of the largest non-bank B2B cross-border payments companies in the world, we leverage decades of industry expertise and technology-led payment solutions to help our customers capture more value with every transaction.

We turn complex, cross-border payments into simple, local payments by giving you access to over 500 bank accounts around the world. This means transactions may be less costly and easier to track than conventional correspondent banking. As one of the most expansive settlement networks in the world, our capabilities are built with compliance at its core, so you can confidently grow your business.