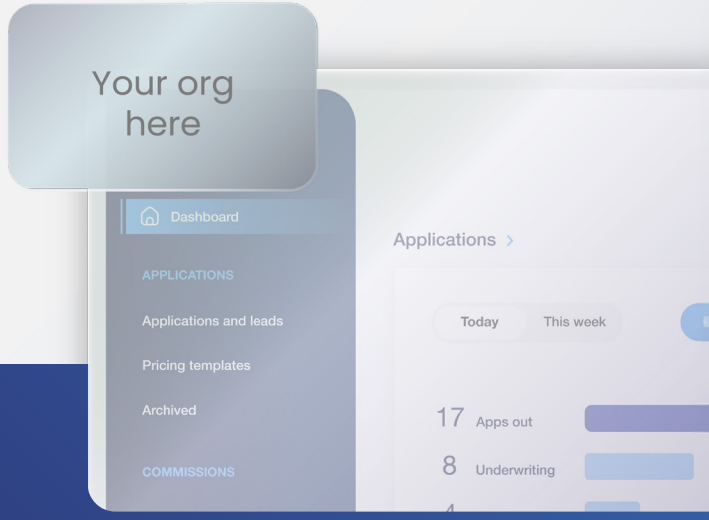
payarc

White labeling



Branding options

You've worked hard to build your business and brand, and you should be able to keep it front and center with your partners and merchants. Instead of referencing Payarc, you can choose one of the following options for your applications and communications.

Generic Branding:

Use our domain:

- Yourpayments.io

Your Domain:

Your IT team will need to create three DNS entries to enable your domain for applications.

Subdomains

For each service, define the subdomain you'd like to use. If you choose one of our generic domains, no subdomain setup is needed for emails. If you use your own domain, each service will require a unique subdomain.

Service	Desired sub-domain
Partner Hub	[Type here]
Merchant Dashboard and Merchant applications	[Type here]
Emails	[Type here]

Email settings

Option	Desired setting	Note or example
From email address	[Type here]	Notifications@<chosen.domain>
Reply to email address	[Type here]	This can be your regular customer service email address
Customer Support email address	[Type here]	Used in the footer for CAN-SPAM compliance
Customer Service phone #	[Type here]	
Address	[Type here]	
City, State, Zip Code	[Type here]	

Logos

We will replace the Payarc logo with your logo in the browser tab, emails, and merchant-facing applications.

Provide two logo images:

1. FAVICON
The logo must be 1:1 aspect ratio and 16 px minimum.

1:1 | 16px

(will be used on the browser tab)

2. HORIZONTAL LOGO
The logo must be 4:1 aspect ratio and 400 px minimum.

Your Logo **100px**

400px

(will be used within emails and applications)

The horizontal logo will be placed on a gray menu bar, we recommend you provide a logo that is transparent and works with the following application colors:

HEX #EBEBEB
RGB 235 235 235

HEX #292662
RGB 41 38 98

HEX #4ba6dd
RGB 75 166 221

Application names in browser tab

Service	Desired name
Partner Hub	[Type here]
Merchant Dashboard	[Type here]
Merchant application (Apply Wizard)	[Type here]

Using your own domain

The following is a high-level summary of the steps that need to happen when you use your own domain. We will use the sub-domains you defined in the Sub-domains section above.

ISO/ISV/Agent - White labeling process

- Agent determines 3 subdomains to dedicate to Payarc. The subdomains will be used for: Partner Hub; Merchants Dashboard & Applications; Emails.
- Agent sends logo for email, email information (From, Reply to and Footer) and confirm subdomain DNS entries to Payarc for review and approval.
- Agent - IT creates CNAME DNS entries pointing to subdomains to name server. **Takes up to 24-48 hours to propagate.*
- Payarc will create a NameServer for each domain and provide to clients and purchase SSL (TLS) certs, if needed.
- Payarc will verify the subdomains are setup and finish the white labeling setup.

Example:
apply.swipebridge.com / payments.swipebridge.com / message.swipebridge.com

DNS entries

When you confirm that you plan to use your own domain, we will define a name server reserved for you in our cloud environment.

You will need to allow 24-48 hours to propagate this DNS setting for all three sub-domain name server entries.