

# Payment Badge Guidelines



# Payment Badges

Cleverbridge payment badges are provided to help you build trust with your customers by clearly showing:

1. You offer global online payment options
2. You support popular payment methods like Visa, Mastercard, Amex, PayPal, and SEPA
3. All payments are securely processed by Cleverbridge

These badges are designed for use on your website, in renewal or purchase emails, and in other customer-facing digital materials where payment trust and clarity are important.

# Usage

## Primary Placement – Website Footer

Place the badge near your payment, security, or trust information.

- Default to the dark badge. Only use the light when the preferred dark badge appears visually heavy
- The gray border surrounding the black badge is part of the badge artwork and should not be modified

## Optional Secondary Placements

- Renewal or purchase emails: Add a “Secure payments” badge to the email footer to reassure customers during a transaction
- Landing pages or checkout-related pages: Use badges sparingly to indicate supported payment methods and highlight secure processing

# Best Practices

- ✓ Minimum badge height is 30px for use onscreen for type-A badges, and 60px for type-B (with payment icons).
- ✓ Minimum clear space is equal to one-third the height of type-A badges, and one-sixth for type-B. Don’t place photos, typography, or other graphic elements inside the minimum clear space
- ✓ Preserve Aspect Ratio. Do not stretch or compress the badge
- ✓ Use English badges for global or English-language sites, and German badges for German-language pages or campaigns.
- ✓ Only use one Cleverbridge badge per layout.

## Don’t

- ✗ Change badge colors or modify included payment method icons
- ✗ Use more than one Cleverbridge badge per layout
- ✗ Stack multiple verification badges together unless carefully spaced and visually balanced
- ✗ Place badges on unrelated marketing content (e.g., blogs, press releases) where no payment action is involved

Type A



Type B

