

# mada eCommerce

### General rules for mada logo placement

The grey boxes represents the merchant website guidelines.

The blue boxes represents mada logo guidelines for clear space.

- In case of mada clear space smaller than merchant clear space mada logo should remain inside the grey zone

- In case of mada clear space bigger than merchant clear space mada logo should be resised to maintain the correct clear space from other logos

In case payment options are exposed in the login / landing pages of the merchant e-store, mada logo must appear as well.

mada clear space < merchant clear space



mada clear space = merchant clear space



mada clear space > merchant clear space



**Minimum size**

mada logo must not appear under any circumstances smaller than 60px.

**Logo Variations**

There is only one logo for mada in all formats and languages.

It is strictly not allowed to flip mada logo in case of vertical use



English



Arabic



Vertical



- mada wordmark always in small letters.

- mada card can be also referred to as mada debit card. It is strictly not allowed to refer it to mada account or mada credit.

- It is NOT allowed to present mada logo in a white box.



mada logo with white wordmark



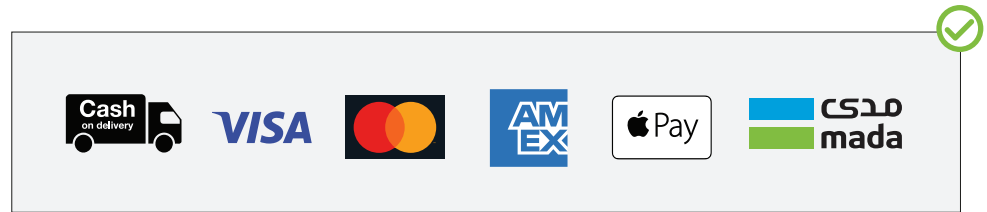
mada logo with black wordmark



mada logo with white background

**General rules for mada brand mark placement:**

- mada brand mark must show first of the list on the merchant landing page:
  - First from right to left on Arabic page
  - First from left to right on English page
- mada brand mark must NOT be placed in the center of two other checkout options.
- mada brand mark must NOT be placed in a white box in case of colored background (refer to mada brand guidelines).
- It is NOT allowed under any circumstances to show mada brand mark smaller than the checkout schemes marks.



### Merchant/ Service Provider Checkout Page

There are two ways to present mada online as payment method on merchant’s checkout page. The ways are the following:


1. In case of standalone format for each checkout method, mada should take the first place from top (on both English and Arabic merchant website pages)


2. In case of multiple card schemes showing together in one tab, mada should come first in the list.  
 - First from right to left on Arabic page  
 - First from left to right on English page


mada logo and all partnering scheme should be always exposed in the checkout page with the latest approved logos for E-commerce.

#### 1. Standalone as payment method:


**Payments method**

mada bank card 

SADAD Account 

Credit card 

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**Card Number**    
Enter mada card number wicth consists of 16 digit


**Cardholder name**   
Enter the cardholder name as shown on the card

**Expiration Date**    
Enter the expiration Dateas mentioned on the card

**(CVV/CVC)**   
Enter the (CVV/CVC) witch consists of 3 digit

#### 2. Combined card schemes as payment method:

**Card Type**   

**Card Number**    
Enter mada card number witch consists of 16 digit

**Cardholder name**   
Enter cardholder name as mentioned on the card

**Expiration Date**    
Enter the expiration Dateas mentioned on the card



**(CVV/CVC)**   
Enter the (CVV/CVC) witch consists of 3 digit

*Once mada card number typed, it is mandatory to show mada logo in this field (as shown)*

Please Note:  
Always use approved master artwork.

### 3D security page verified by mada

mada secure brand mark should always be placed on the top right corner of the 3DS page, while bank logo on the top left.



### Enter Verification Code

We have sent you a verification code by text message to (966) xxx-5329. please enter one time passcode and click submit.

**Transaction Details**  
Merchant Name : elctronic store  
Time & Date : 24:07 - 9/23/2022  
The amount : 259.95 SR  
Last four digit of mada card : \*\*\*\*\*1234

OTP Code

[Resend code](#) in 0:45

**SUBMIT**

[Need some help?](#) [CANCEL](#)

mada secure logo is made up of two elements:

A symbol and wordmark.

mada secure logo is available only in the English language.





**Important note:**

These are the only color variations acceptable in all cases.

- mada emblem with black wordmark to be used on white/ transparent or light color background

- mada emblem with white wordmark to be used on black or dark color background

- In case of single color requirement both mada emblem and wordmark together should show in white on dark color background or black on light color background

**01. Color with black wordmark**



**02. Color with white wordmark**



**03. Single color**



**Minimum size**

mada secure logo must not appear under any circumstances smaller than 60px.

**Logo Variations**

There is only one logo for mada secure for all formats and languages.

It is strictly not allowed to flip mada secure logo in case of vertical use



English



Arabic



Vertical



- mada secure wordmark always in small letters.
- It is NOT allowed to present mada secure logo in a white box.



mada logo with white wordmark



mada logo with black wordmark



mada logo with white background

Always use approved master artwork,  
never alter or recreate our logo.

Here are examples of things to avoid  
when using our logo.

DO NOT add any effects



DO NOT alter the proportions



DO NOT alter the spacial relationship



DO NOT alter the scale of individual elements



DO NOT rotate (other than 90°)



DO NOT change the color



### OTP full journey for App and Web

**Checkout**

**MY ORDER**

(1) Smart Watch SW3	250.00 SR
Subtotal	250.00 SR
Delivry	9.95 SR
<b>Order Total</b>	<b>259.95 SR</b>

**BILLING ADDRESS**

Riyadh, KAFD, 2822 – 6591, 13519

**PAYMENT METHODS**

CS3.0 mada

\*\*\*\* \*1234

**Place Order**

1

2

Bank Logo

**Enter Verification Code**

We have sent you a verification code by text message to (966) xxx-5329, please enter one time passcode and click submit.

**Transaction Details**  
Merchant Name : electronic store  
Time & Date : 24:07 - 9/23/2022  
The amount : 259.95 SR  
Last four digit of mada card : \*\*\*\*\*1234

OTP Code

[Resend code in 0:45](#)

**SUBMIT**

Need some help? [CANCEL](#)

3

Bank Logo

**Enter Verification Code**

We have sent you a verification code by text message to (966) xxx-5329, please enter one time passcode and click submit.

**Transaction Details**  
Merchant Name : electronic store  
Time & Date : 24:07 - 9/23/2022  
The amount : 259.95 SR  
Last four digit of mada card : \*\*\*\*\*1234

OTP Code

[Resend code in 0:45](#)

**SUBMIT**

Need some help? [CANCEL](#)

4

5

**Order Confirmed**

Your order confirmation number is **#1234556789**. An email will be sent to you with options to track your delivery.

Order Total  
**259.95 SR**

6

Please Note:  
Always use approved  
master artwork.