Edenred Guide
for the e-retailer

Congratulations on joining the Edenred card acceptance network online!

Here are some tips concerning your membership of the Edenred network.

[Download our promotional kits](#)

Take advantage of ready-to-use communications materials!

N.B. highlight the solutions that you accept and for which you have signed a contract with Edenred.

How to display the Edenred logo on your website?

It is important to us that our logo is displayed correctly and recognisably.

Background colour

Our red logo must always be used, whether the background is light or dark. The only exception for using the white logo is on a red background.

min. 50 px

Size

To be legible our logo must **not be smaller than 50px.**

Where to display the Edenred logo?

Improve your results by displaying the Edenred logo visibly **in the footer on your website, in the FAQs and also on the shopping basket and payment pages.**

You can also mention us on your **website home page** or **on a dedicated page**.

Plus: you can add www.edenred.lu as a link behind our logo!

100% SECURE PAYMENTS VIA

FOLLOW US

How to mention the payment option?

In order to avoid any frustration or misunderstanding, **we invite you to state very clearly on your website** (FAQs, shopping basket page and payment page) **which option the customer should select in order to use their Edenred card online.**

You can use a sentence like:

"Use your Edenred card on this website by selecting the credit card option // Mastercard // Edenred Meal // Edenred Gift."

How to write Edenred solutions?

In terms of writing, it is necessary to respect **certain small details**:

• The **same font style/size** for both words

• **Capital letters for each word**

• **No article** preceding the solutions (the, your, some, etc.).

They represent an extra-legal advantage whose use is **governed by the law** and you have undertaken to observe their limits.

Example: ~~Edenred m~~eal → Edenred Meal

How to communicate on social media?

You can communicate on your customers' and prospects' social media, with messages such as
"Treat yourself with your Edenred card!"

It's important to always **highlight the positive impact** of these legal benefits in your communications **by using the appropriate vocabulary and a tone that is friendly, simple and direct!**

If you wish to **communicate on several issuing companies**, place the logos side by side and align the dimensions.
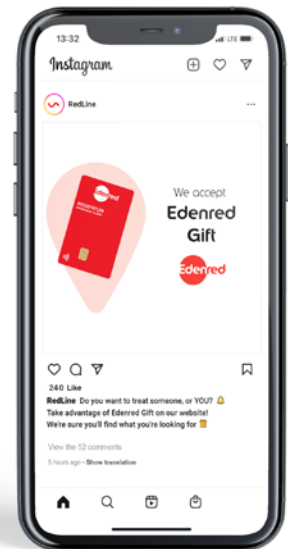
In summary

1   Insert the **Edenred logo** on your website

2   Mention the **payment option** to be selected in order to use the Edenred card

3   Use our promotional kits for your communication

4   Share the information on your **social media**

5   **Follow us** and tag us on social media. We'll introduce you to our users!