



Agent2K Creative Brief

Project

Design the new logo, website and collateral for Alternative Payment Inc.'s **Agent2K** independent sales agent program.

About us

Alternative Payments, Inc. is a Payment Service Provider for credit card-alternative transactions. Our portfolio of global payment solutions give merchants access to new international marketplaces, and increase checkout conversion where the use of credit cards is not as prevalent as the US.

Brand Persona

The brand persona is professional, efficient, worldly, multilingual, knowledgeable and helpful, but yet energetic, creative, multi-ethnic, adventurous and fun-loving.

What makes us different?

Unlike most of our competitors that mostly process traditional credit card payments, we specialize in the alternatives to credit card transactions. This makes us specialists in this area. The payment methods we offer are preferred by the end consumer because they are familiar, and work in their local currency. For the merchants, the simplicity of our interface with the ability to merge multiple payment systems from different countries into one user-friendly platform is what makes us stand out.

Target

The target for Agent2K is Independent sales organizations (ISO's) who are looking to acquire, open and manage various merchant accounts on behalf of different businesses. In exchange for managing these accounts, the independent sales organization charges a higher fee, as well as a percentage of your actual sales.

Agent2K is also targeted at individuals who would like to be Independent Sales Agents to acquire, open and manage various merchant accounts on behalf of different businesses. They get paid commissions and residuals on the business they bring in

Perception/Tone/Guidelines:

- Dynamic, experienced, contemporary, bold, exciting, yet corporate, high production value.
- The logo should have a simple and modern icon that is strong, easily recognizable and memorable.

Colors

The preference would be to use the orange/gray theme of Alternative Payments

Competition

Competitors include:

- GlobalCollect (www.globalcollect.com)

- Ogone/Ingenico (www.payment-services.ingenico.com)
- Adyen (www.adyen.com)
- Payment Wall (www.paymentwall.com)
- Borderfree (www.borderfee.com)
- Braintree (www.braintreepayments.com)
- Paypal (www.paypal.com)

Project Deliverables

- Logo
- Website design
- Product Sheet template

LOGO

A new logo is required to replace the existing one shown here:



The new logo should say "Agent2K - Sales Program" *without* the '2000Charge' shown in the original. The look of the new logo should look bold, modern, and clean. It would be great for it to be based on [The Golden Ratio](#).

WEBSITE DESIGN

A new website will replace the current www.agent2k.net website.

The old website is dated, bland, and not user-friendly. It does not inspire viewers to action.

The new Agent2K program website will be accessed from the www.alternativepayments.com and www.2000charge.com websites and so should be able to blend seamlessly with both without looking completely out of place. The new design will feature the single-page design used by both sites.

The copy, sitemap and wireframe concepts are attached to this document.

The new website should be inviting, engaging, energizing, and feel enthusiastic.

Technical considerations

- Responsive design and display
- Mobile-friendly
- Call to action on every page
- Clean, intuitive design

Website Activities and Objectives

- Recruit new sales agents and ISOs
- Provide an easy avenue to sign up new partners
- Serve as a resource library for relevant information
- Provide a portal for agents to access their dashboard

Website Features

- Signup button
- Signup form
- Login
- Restricted access area
- Resource area

Inspiration references

- www.borderfree.com
- www.uber.com
- www.bitterstrawberry.com

PRODUCT SHEET TEMPLATE

A template that will be used primarily for product sheets, but also for other documents is required to ensure continuity of feel across all collateral material. It should be simple, easily modified and repurposed

Final Deliverables

After final approval:

- Print-ready logo artwork files: EPS and AI
- Screen-optimized logo artwork files: JPEG, GIF, PNG, and PDF
- Website files
- Any font licenses and font files that may be used to complete the project

