



send | collect | return

PAXI **BUSINESS TOOLKIT**

We have created a helpful toolkit for any PAXI customer starting or in the process of building a business. To better communicate with your audience that you are a PAXI partner, we have developed creative tools and assets that you're able to use across all your communication channels to help your business boom!

Our Business Toolkit consists of recommendations on how to use our PAXI brand assets and business tools on all your digital platforms, including website and social media.

LOGO APPLICATION

This is our standard, corporate brand logo. Using our logo assists in visually showcasing the PAXI brand on your page, this helps communicate to your customers that your business offers PAXI as a delivery fulfillment option.

The logo needs to remain consistent on all backgrounds, therefore it needs to stay true to the primary colours as well as layout.

Study the examples below on how to apply the logo and what not to do.

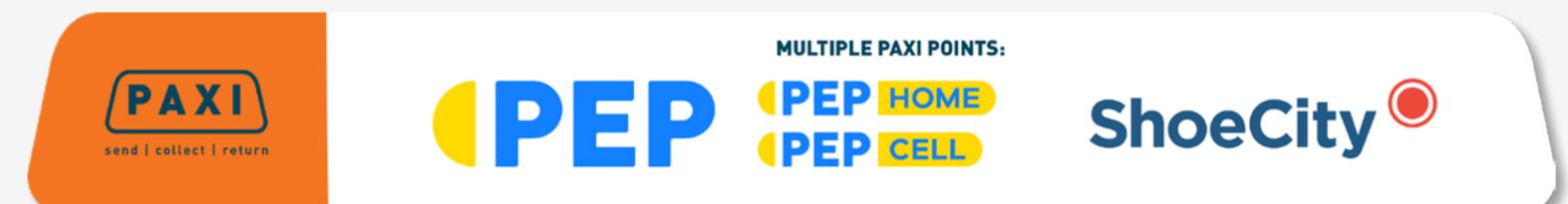


Logo should always be placed in the left corner of a post, be careful not to stretch it out of proportion.

RETAIL LOCKUP

We've created a retail lock up to allow your customers to see the multiple PAXI points available to them. The PAXI retailer lock-up works best on social media, serving as awareness to your customer about where the nearest PAXI point is to collect their parcels.

Leave enough breathing room around the "lockup", be careful not to stretch it out of proportion.



PAXI brand mark

Retailers brand marks

BRAND ICONS

We have made our 'prohibited goods' icons downloadable for your convenience. Incorporate these icons into your communication channels to guide both you and your customers on what NOT to send with PAXI. Our brand icons can also be used for 'Contact' pages such as a Whatsapp icon, Email icon etc. They help users to navigate easily through your website or social media platform.

- icons are both solid and outlined.
- icons should always be in the primary brand colour.



PAXI Web



Facebook



Whatsapp



Call Us



Firearms/
Explosives



Tobacco



Flammable
Goods



Travellers
Cheques



Human
Remains
or Ashes



Cash



All Dangerous
Goods



Dry Ice



Bullion/
Diamonds



Furs & Ivory



Clinical
or Biological
samples



Narcotics/
Drugs



Prescription
Medication



Pornography



Gas/
Paraffin



Fragile items



Perishable
Items



Fluids/
Liquids



Live Animals

PAXI IMAGERY

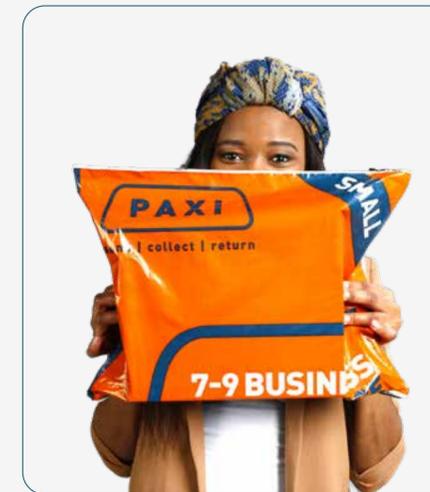
Our image library is downloadable and available for you to use, increasing brand recall for your customers and helping to create credibility. The images are great to use on your social media and web. They can be used as posts, stories or banners, which educate your customer base on the PAXI delivery service available through your platform.



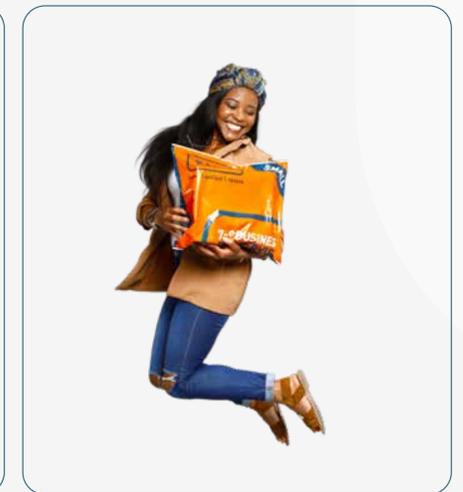
PAXI Bag



PAXI Hero



PAXI Lifestyle



PAXI VIDEOS

Our How-to videos visually display the process of sending and collecting a PAXI parcel. An easy way to show your new customers the ordering process from start to finish on your website or other digital platforms. You can download and include these in your brand, showing affiliation with PAXI and giving your customers a clear step-by-step guide. We'll be adding exciting videos when new services or products are launched.



Send A Parcel



Collect A Parcel

PAXI PORTAL

The PAXI portal is designed to save you time. The portal enables you to pre-register multiple parcels online instead of in-store. You and your customers are able to use the portal to track orders in real time, keeping everyone happy!



PAXI BAGS

A more convenient way for you to purchase your bags. You're now able to save time and purchase your PAXI bags online. Buy single or multiple bags on the ShoeCity website and get as many as you need, delivered to your preferred address.

PAXI PARCEL COVER

Covers a SINGLE PARCEL against total loss or theft (not damages) whilst it is in the possession of PAXI for a period of 7 DAYS from the date of purchase of the cover. Payable in cash to the person who bought the cover. Only one claim per parcel.

PAXI POINT LOCATOR

The PAXI Point Locator helps your customers choose their desired point.

Add our PAXI Point Locator to your website and invite your customers to use it by easily selecting the PAXI point of their choice. This reduces your admin and makes the website more user-friendly for customers.

To implement the PAXI Point Locator on your website, simply copy and paste the code from the PAXI business page, onto your website's shipping options.

