

weRO

UX GUIDELINES FOR MERCHANTS IMPLEMENTATION

October 2025

Welcome!

It's good to have you onboard.

If you didn't know already, Wero is free for your users.

Wero is the first secured European payment method. It works seamlessly across all devices: mobile, desktop, tablet. With this exciting opportunity in mind, we want Wero's experience to be as user friendly as possible. That's why we are providing these guidelines.

For your information: we say: “[ui-ro]”

Let's explore what is important to keep in mind when implementing the payment flow.



Giving you Experience guidelines

You might think we are giving you these guidelines because we are stubborn and you would be partly right. But the real reason is that we want to offer the best possible experience to your users.

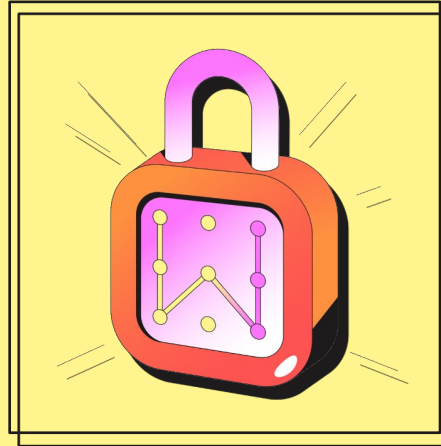
Take out the most important flow for a merchant. A poor experience could mean no second chance to sell.

This affects not only our conversion rate but yours as well.

A poor implementation in a payment flow can lead to trust issues for your end users.



We're all here for experiences that deliver



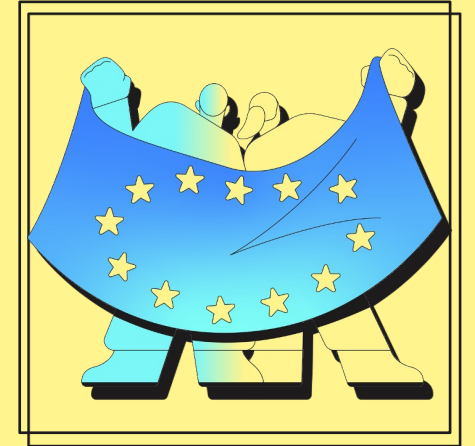
TRUST & CONTROL

Simple interactions with clear outcomes. We focus on the user and their actions. Trust is important in banking environments.



FREEDOM

We eliminate unnecessary steps to make Wero feel intuitive and natural. Wero complements other brands and services.



FOR ALL

Inclusive design, seamless integration, and a consistent experience across all devices.

01

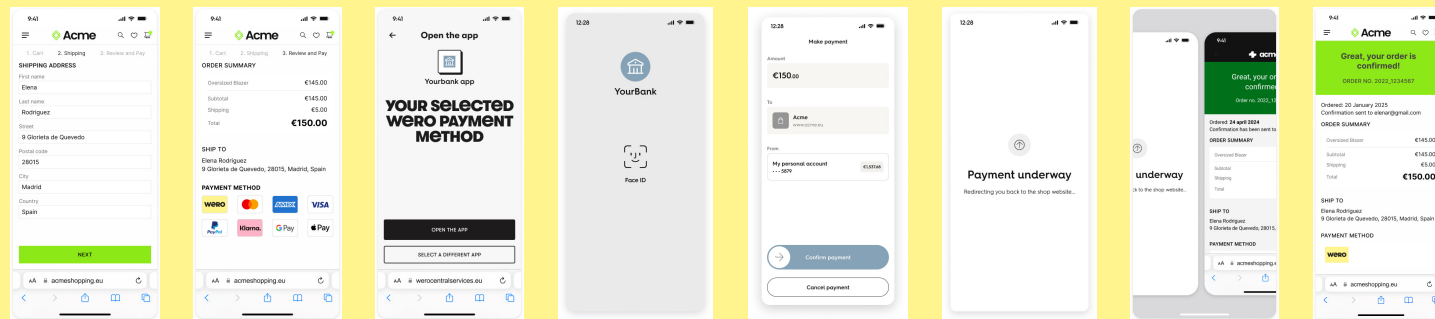
**Overall
experience**

The overall Wero experience on different devices

The user journey starting from Desktop:



The user journey on Mobile:



Regarding the overall user experience

We need to ensure the following principles are respected:

Progressive Disclosure: Avoid overwhelming users. Only show what's necessary at each step.

Accessibility: Ensure text is readable, buttons are appropriately sized, and flows are compatible with screen readers.

Error Handling: Provide clear, friendly error messages with actionable suggestions.

Trust Signals: Display security badges, encryption notices, and privacy assurances to build user confidence.

02

Payment page

The payment page is the entrance to the Wero environment

Boost your conversion rate by offering the best European payment solution.

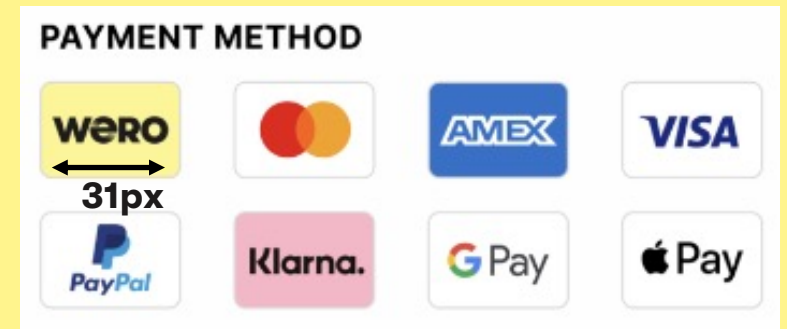
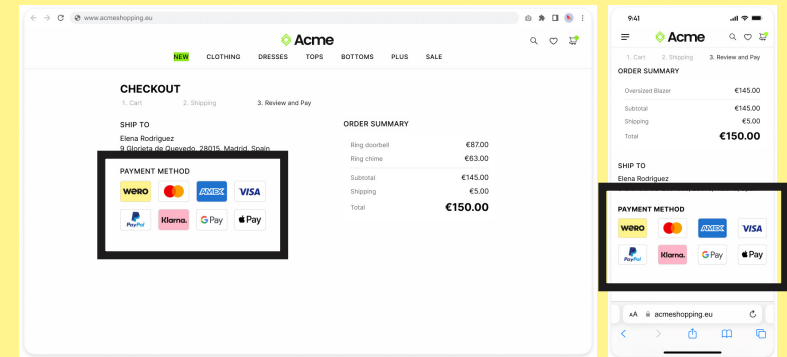
Wero logo integration

The Wero checkout card should be displayed in its official yellow and black colors.

(Of course, we would love to be your 1st payment option presented to your customers.)

Minium size of our acceptor card: 31px width min

A readable logo size is essential. If it's too small, users may not recognize it or understand what to do, impacting both conversion and user experience. Therefore, our freedom and control design principles are not up to standard.



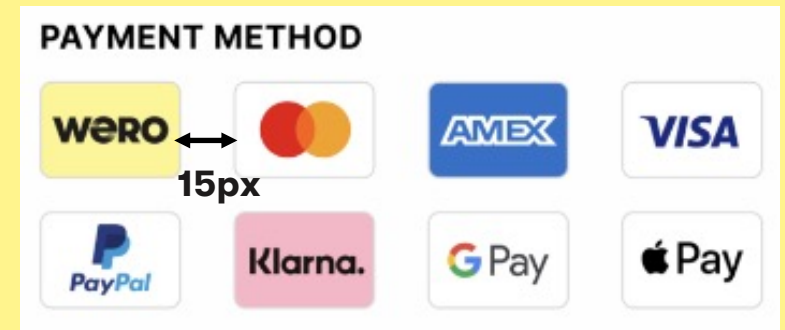
The payment page is the entrance to the Wero environment

Minimum margin between logos: 15px min.

Adequate spacing ensures each logo is clearly clickable. Tight margins can lead to misclicks, especially from an accessibility standpoint.

Mouse hover interaction: *(when applicable)*

The user should understand what he is supposed to do next. On desktop, a subtle hover effect (like a highlight) helps users understand the logo is clickable.



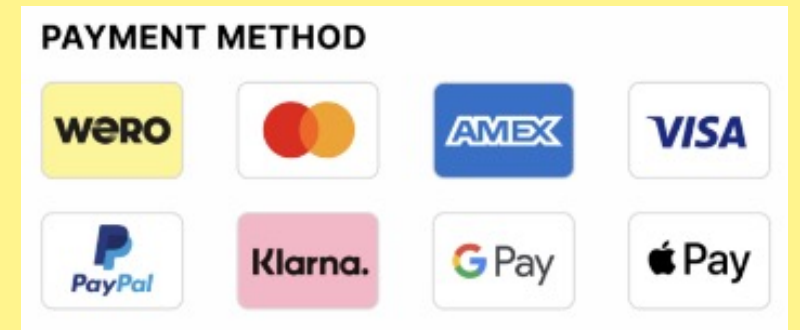
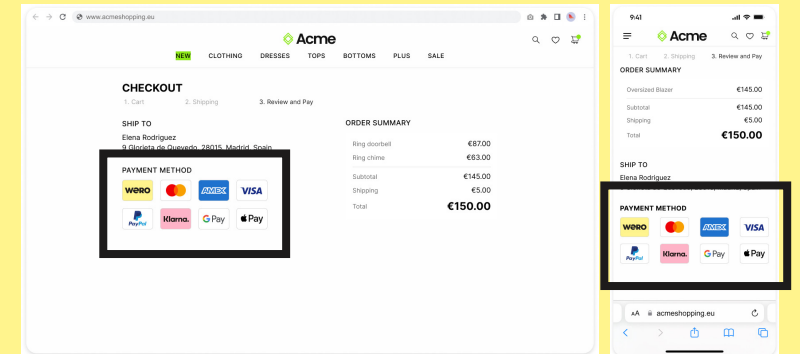
The payment page is the entrance to the Wero environment

Responsiveness (when applicable)

On mobile, the Wero checkout card should appear on the first screen of the payment page, no scrolling required. This supports our principles of control and freedom.

Coherence

The Wero checkout card should match the height and width of other logos. It must be aligned and not pixelated to ensure a smooth, professional experience.



The payment page is the entrance to the Wero environment

Control *(when applicable)*

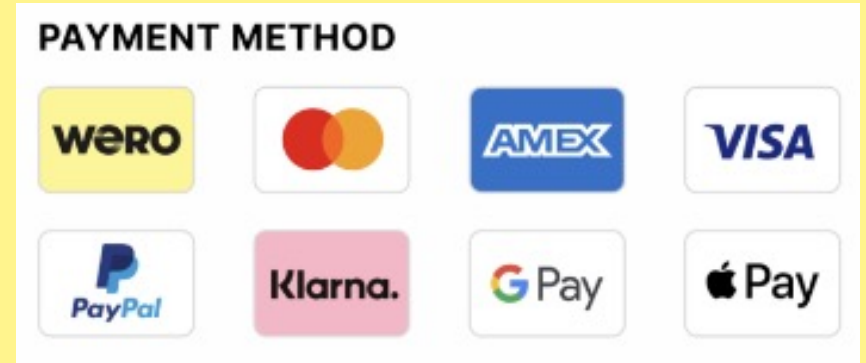
The Wero logo should have a text label that will appear if there is any image problem. It will also be used from an accessibility point of view to let the user what the wero logo is doing.

E.g. Pay with Wero, Wero your new payment experience
(When possible, the text label should be localized)

The Don'ts

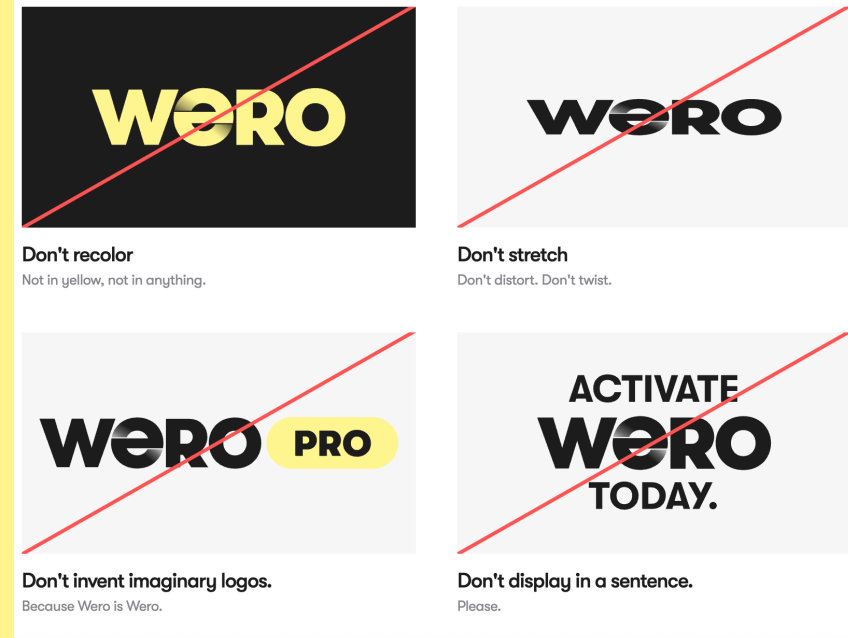
- Don't add colored outlines to the checkout card. For example, a red outline might suggest an error, while a fluorescent one could strain the eyes.

Greyscale example:



The Don'ts

- Don't stretch or distort the logo. This compromises brand recognition.
- Don't add symbols or images inside the logo box. The logo should be the only element within the CTA space. (Show some images with examples)



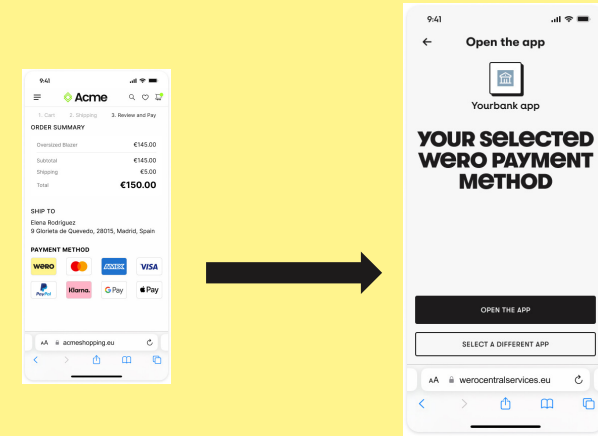
02

Going to Wero payment method

Sending the user to Wero payment environment

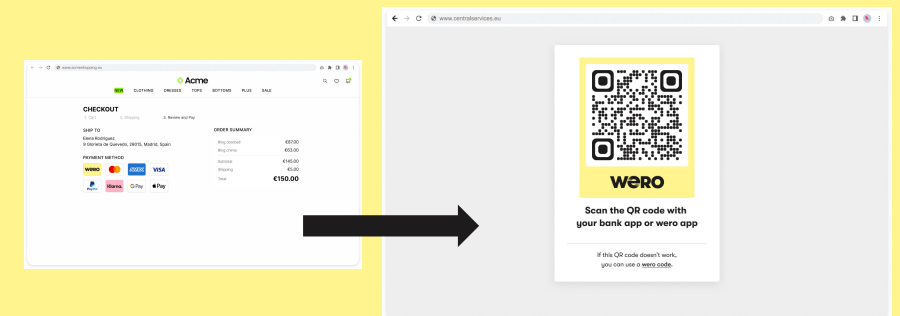
Bank selector page on mobile:

- **Control:**
After tapping the Wero button on mobile, the Wero page should open directly. This ensures a seamless and intuitive transition for the user.



The QR page on desktop:

- **Full experience:**
The new page should open within the same window to avoid any confusion from the user's perspective. Opening a new tab or window could disrupt the flow and create uncertainty.



03

Thank you page

Sending the user to Wero payment environment

The “**Thank You**” page serves both as a recap and a confirmation of the transaction.

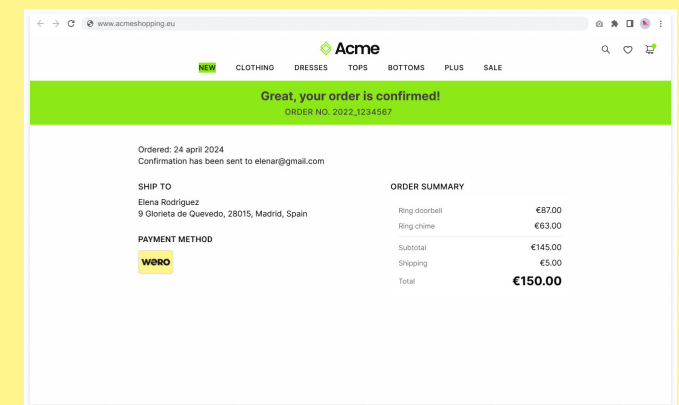
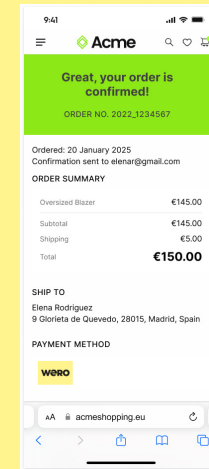
Coherence: (when applicable)

The Wero checkout card should be clearly displayed on the page, accompanied by a message such as: “**Your payment was successfully processed with Wero.**”

This reassures the user that the transaction was completed correctly via Wero.

Responsiveness: (when applicable)

The checkout card should be seen in the immediately visible area on both mobile and desktop devices. A hidden or missing logo may raise doubts for users. On a Thank You page, we want to eliminate any uncertainty.



Sending the user to Wero payment environment

Control *(when applicable)*

The Wero logo should have a text label that will appear if there is any image problem. It will also be used from an accessibility point of view to let the user what is the Wero logo doing.

E.g. payment done with wero

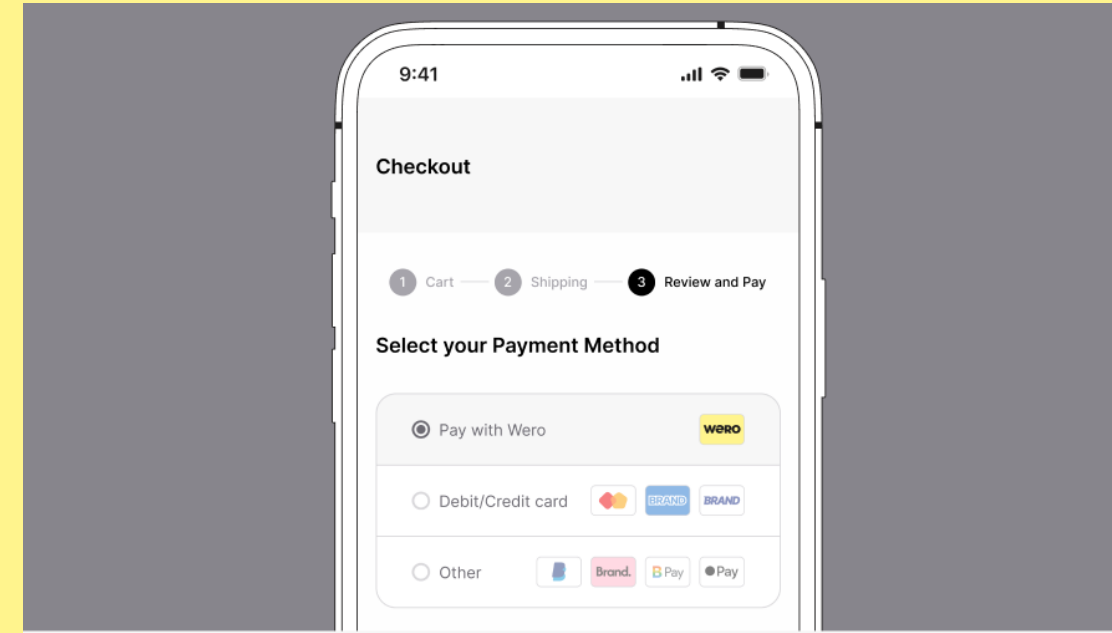
04

Logo Guidelines

The Wero checkout card

Use the Wero checkout card to present Wero as an available payment method in your checkout. The card is based on a standard format so it will sit nicely alongside other payment methods.

✓ Make sure the Wero checkout card uses the same corner radius and stroke as the other payment methods it appears alongside.



Clear space = 1/4 of checkout card height

The Wero badge

The Wero badge is an alternative to the Wero logo, designed for instant brand recognition. You can use it to announce Wero in your emails, landing pages and other communication materials.

The minimum clear space around the Wero badge is 1/3 of the badge height.

Please don't alter the Wero badge in any way or create your own version. Use only the asset provided by Wero.

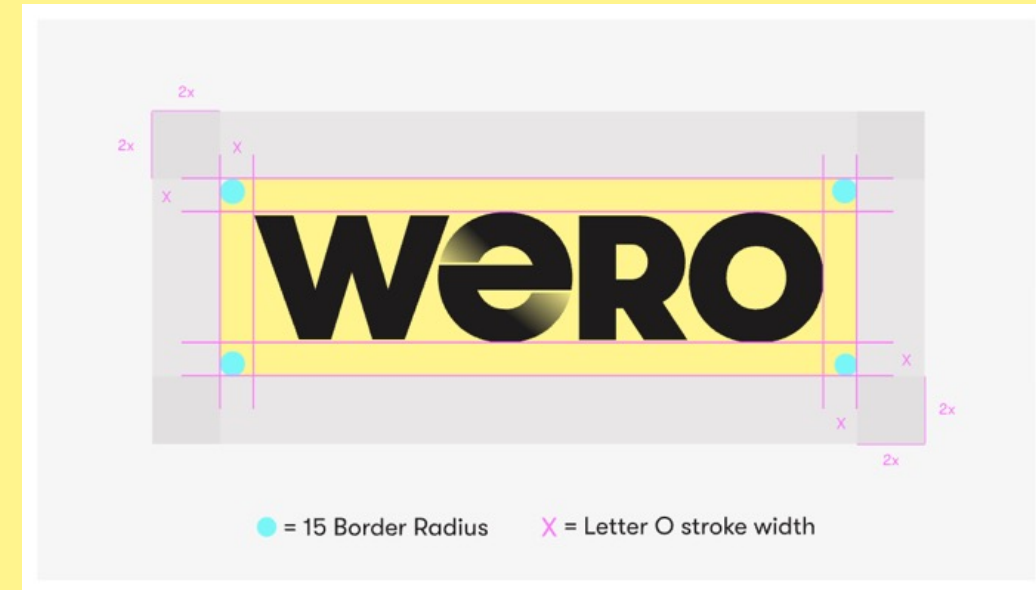
Please don't use the Wero badge as an acceptance mark alongside other payment methods. Use the checkout card instead.



Wero logo guidelines

Our badge was built following our primary logo clear space guideline stated above, filling in the rectangle with our wero yellow and making the border radius of 15 px. Making it simple enough to make the Wero logo stand out even in small places.

Have in mind that this clear space is specially intended for small screens placements like Banking apps, where we want to make sure our badge reading is not compromised.



Wero logo guidelines

Clear Space

The minimum clear space for the badge is defined by twice the size of X, as seen here.

The minimum clear space required is one-quarter the height of the mark itself. Within this designated area, no other graphics or typography should be placed.

