

Partners Guidelines

Brand

General Branding Plata Difiere B2C

Brand description

Plata Difiere es el producto de compras a pagos diferidos de Plata, donde los clientes pueden solicitar desde mil hasta 200 mil pesos para una compra y pagarla en 3 o hasta 24 meses sin necesidad de tener una tarjeta de crédito.

Differentiating the namings:

- POS (Point of Sale): Plata's internal name.
- BNPL: Well-known term among the finance players, however, not well known by clients or small merchants.
- Plata Difiere: Brand name to position among clients and merchants.



General Branding Plata Difiere **B2C**

Emotional Tagline:

Make your purchase possible ENG

Haz tu compra posible SPA

Functional Tagline:

Pay in installments without a credit card ENG

Paga a meses sin tarjeta de crédito SPA

Difiere tu compra sin tarjeta de crédito SPA

Call to action:

Request Plata Difiere easy and in minutes only with your INE ENG

Request Plata Difiere easy from your phone ENG

Solicita Plata Difiere fácil y en minutos con solo tu INE SPA

Solicita Plata Difiere fácil desde tu celular SPA

Solicita el crédito por una compra fácil y en minutos SPA

General Branding Plata Difiere **B2B**

Emotional Tagline:

Close your sale ENG

Concreta tu venta SPA

Functional Tagline:

Increase your sales by providing a monthly payment option for those without a credit card ENG

Incrementa tus ventas al ofrecer una opción de pagos diferidos para quienes no tienen tarjeta de crédito SPA

Call to Action:

Integrate Plata Difiere within your payment options.

It's easy and efficient ENG

Integra Plata Difiere en tus opciones de pago, fácil y eficiente SPA

Logo

Logo

Plata Difiere uses a logotype as a primary symbol

Safe areas of logotype are
defined as same as the
height of the letter P.

PLATA
DIFIERE

PLATA
DIFIERE



Logo

Plata Difiere logo can be used in various colours

Orange-black – is the basic version. The logo should be used both in normal version or inversion. if possible, creatives should be built around this rule.

However, if there is a creative reason for it, the logo may be entirely white or black, but do so only if an orange variant is not possible.

Light back



Dark back



Orange back



Black/white print



Dark gradient back



Vivid gradient back



Logo

Plata Difiere logo has a cut version for small formats

Use the normal version of the logo for small formats beyond 80 pixels. For formats within 80 pixels, use the cut version of the Plata logo and just P capital for formats within 40 pixels. Ask for individual tags in case of unusual formats.

Whereas making tiny formats, please, follow “perfect pixel” rule. You can slightly distort letter proportion in order to fit it to pixel grid.

180 x 180



152 x 152



120 x 120



100 x 100



80 x 80



58 x 58



40 x 40



29 x 29



20 x 20



36 x 22



38 x 26



50 x 20



Logo

Simple examples of what you shouldn't do with logo

Don't distort the logo. If it's part of the illustration – don't overdo the perspective distort

Don't change proportion of logo and its elements

Don't use unexpected colors for the logo

Don't use strokes and gradient masks on the logo

Make sure that logo has simple contrast to its environment

PLATA
DIFIERE

PLATA
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PLATA
DIFIERE

Integration

Button anatomy

We use only Plata logo for buttons and widgets. If the height of a button is 56 px, the logo height should be at least 16 px, and the text size should be 16 pt. Scale text size with button height respectively. For instance, if the button height is 64 px text size should be 18 pt. Use center alignment for all buttons.



Buttons

To make a bold contrast, please, use different colours in every particular case. The main version of a button is with an orange background. The secondary versions are with black and grey backgrounds. Use the outline version carefully if necessary.

Primary

Pagar con Plata

Pagar con **PLATA**

Secondary (night)

Pagar con Plata

Pagar con **PLATA**

Secondary (day)

Pagar con Plata

Pagar con **PLATA**

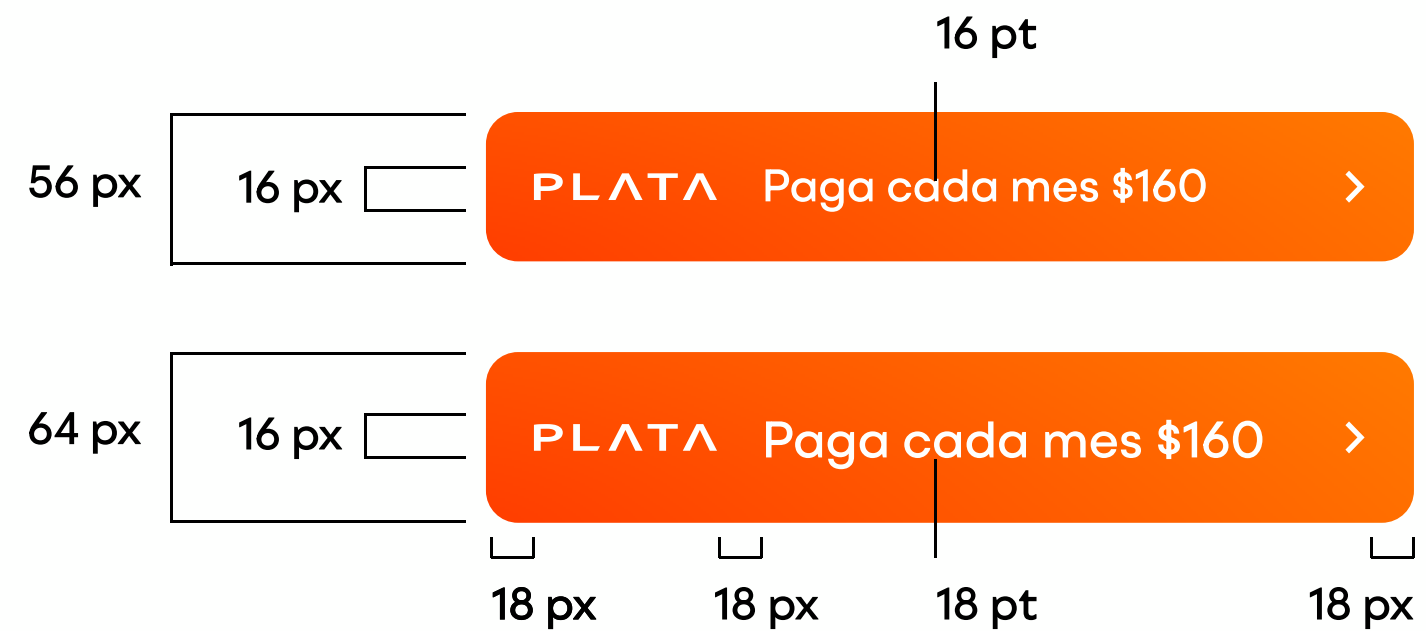
Outline

Pagar con Plata

Pagar con **PLATA**

Widget anatomy

We use only the Plata logo for buttons and widgets. If the height of a widget is 56 px, the logo height should be at least 16 px, and the text size should be 16 pt. Scale text size with widget height respectively. For instance, if the widget height is 64 px text size should be 18 pt. Use left alignment for logo+text and right alignment for arrow or button.



Widgets

We have different widget designs for different blocks of any site. The catalogue widget should be as short as possible. The card widget should be aligned with the real button length. The cart widget may include additional text with a service description.

Catalogue

Paga cada mes \$160

PLATA Paga cada mes \$160 >

Card

PLATA Paga cada mes \$160 >

PLATA Paga cada mes \$160 >

PLATA Paga cada mes \$160 [Ver más](#)

Cart

PLATA Paga cada mes \$160 [Ver más](#)
Difere tus pagos a 6 meses

PLATA Paga cada mes \$160 >
Difere tus pagos a 6 meses

Widgets

To make a bold contrast, please, use different colours in every particular case. The main version of a widget is with an orange background. The secondary versions are with black and grey backgrounds. Use the outline version carefully if necessary.

Primary

PLATA Paga cada mes \$160 >

PLATA Paga cadaa mes \$160 Ver más

Secondary (day)

PLATA Paga cadaa mes \$160 >

PLATA Paga cada mes \$160 Ver más

Secondary (night)

PLATA Paga cada mes \$160 >

PLATA Paga cada mes \$160 Ver más

Outline

PLATA Paga cada mes \$160 >

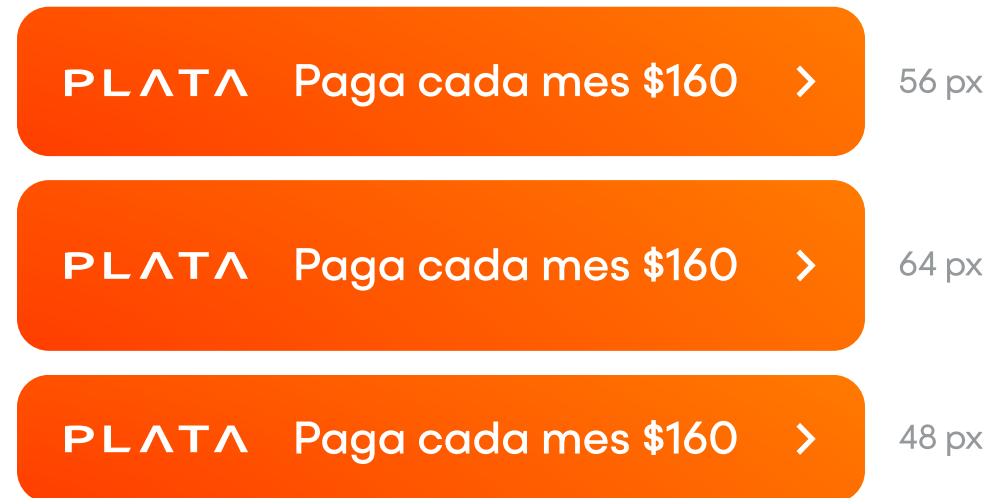
PLATA Paga cada mes \$160 Ver más

Adaptation

Buttons and widgets are expected to be resized and integrated into different design systems. Use the same font and the same corner smoothing from your site.

It's prohibited to use any other elements and types of arrows or buttons.

Sizes



Corners

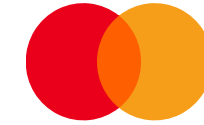


Fonts



Payment sign

Here is an example of how you can arrange payment system signs and integrate Plata sign into the design.



Banners

We have three types of banners for different blocks of a site. The main banner is for the head, slider, and other large format blocks. Small banners can be freely used for different parts of a site. The stripe banner has an up or down alignment.

Main banner



Small banner

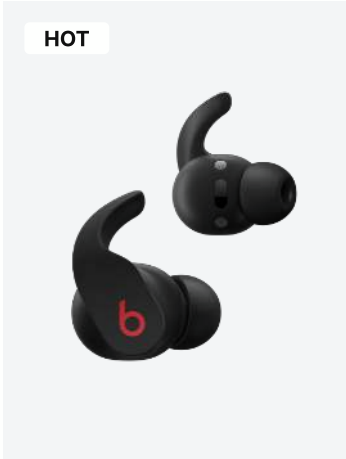





Stripe banner

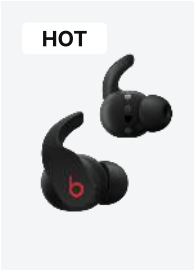
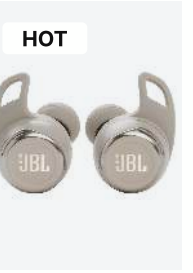




Buttons (examples)

Headphones

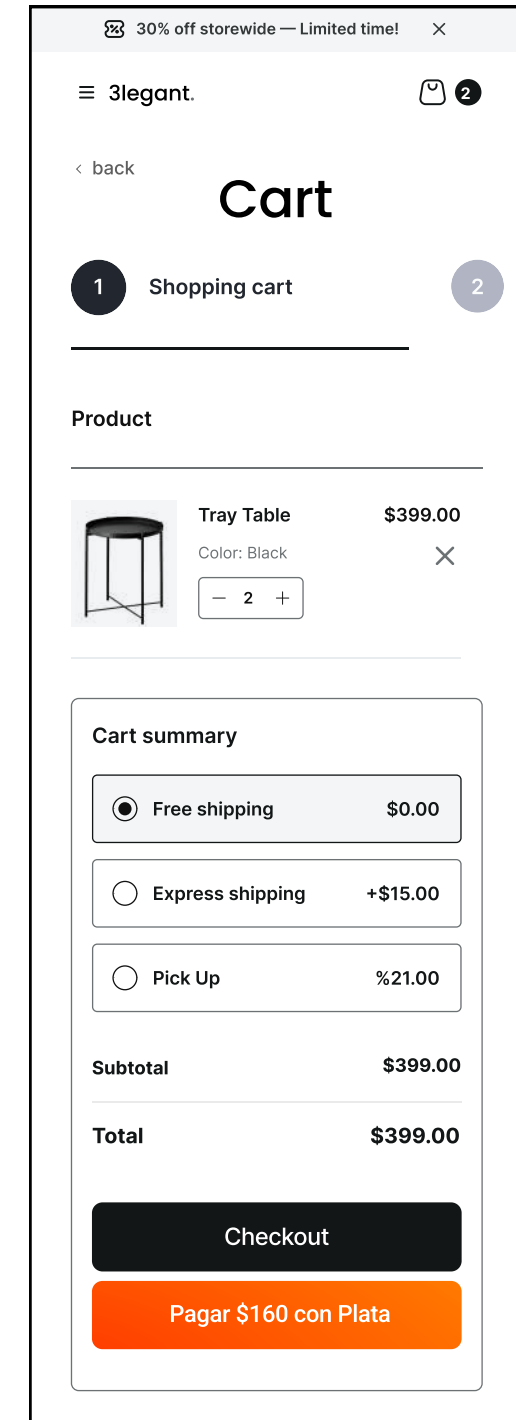
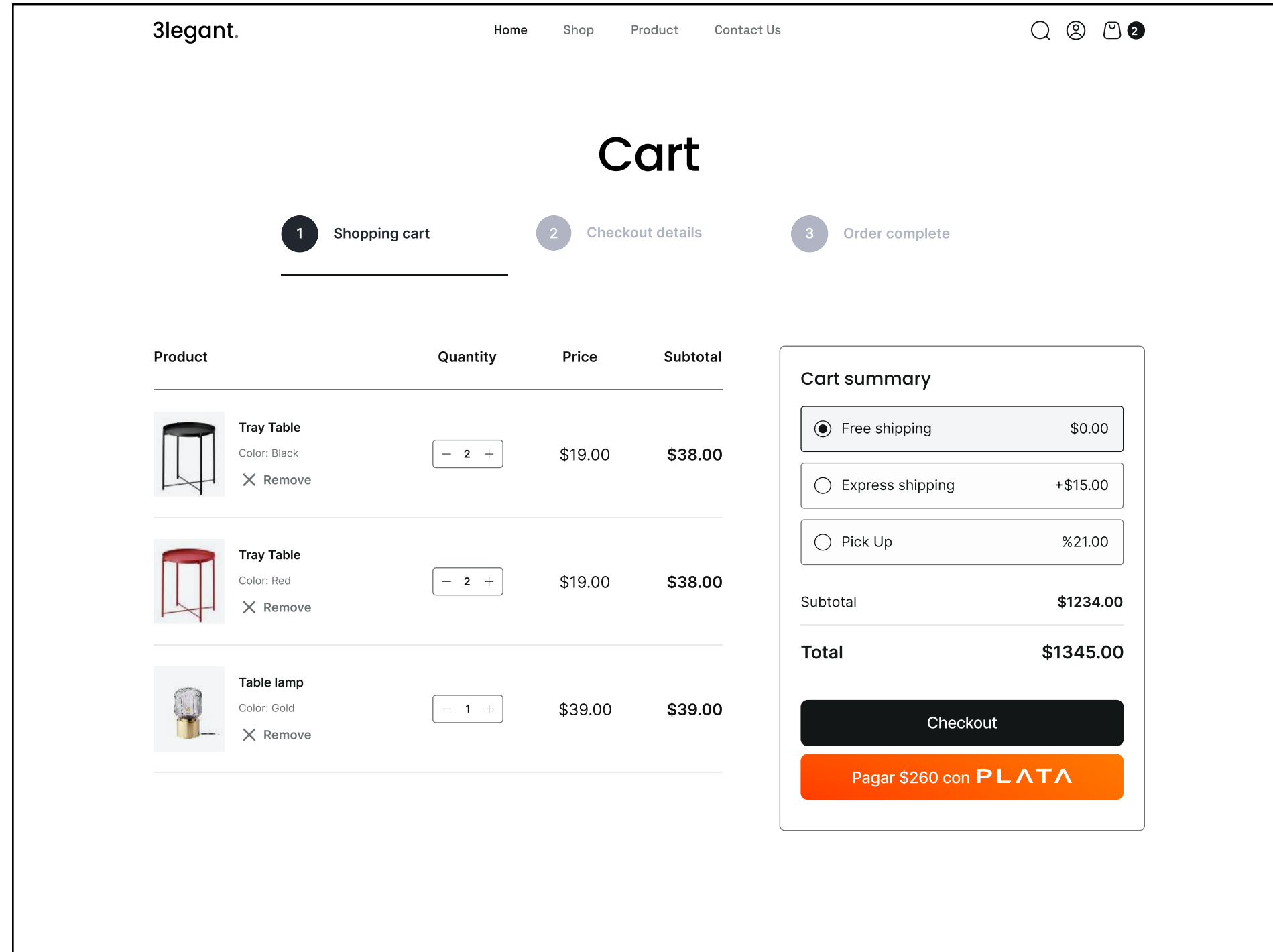
 <p>HOT</p>	 <p>HOT</p>	 <p>HOT</p>	 <p>HOT</p>
★★★★★ Beats Studio Pro \$249.99	★★★★★ JBL Reflect Flow Pro+ Bluetooth Truly Wireless Sports \$179.95	★★★★★ Bose QuietComfort Headphones \$349.00	★★★★★ AKG Y600NC Wireless \$399.99
Add to cart	Add to cart	Add to cart	Add to cart
		Paga \$160 con Plata	Paga \$180 con Plata

Headphones

 <p>HOT</p>	 <p>HOT</p>
★★★★★ Beats... \$249.99	★★★★★ JBL Reflect Flow... \$179.95
Add to cart	Add to cart
 <p>HOT</p>	 <p>HOT</p>
★★★★★ Bose... \$349.00	★★★★★ AKG... \$349.99
Add to cart	Add to cart
Paga \$160 con Plata	Paga \$180 con Plata

Buttons for catalogue

Buttons (examples)



Buttons for cart

Buttons (examples)

The desktop view of the product page for the Tray Table. It features a large main image of the table with a 'NEW' and '-50%' badge. The product title is 'Tray Table' with a 5-star rating and 11 reviews. The price is \$199.00 (discounted from \$400.00). Below the price are 'Add to Cart' and 'Wishlist' buttons, and a financing option: 'Paga cada mes \$34,5 con PLATA'. The bottom section includes SKU (1117) and CATEGORY (Living Room, Bedroom). Navigation arrows are present on the main image.

The mobile view of the product page for the Tray Table. It features a smaller main image with a 'NEW' and '-50%' badge. The product title is 'Tray Table' with a 5-star rating and 11 reviews. The price is \$199.00 (discounted from \$400.00). Below the price are 'Add to Cart' and 'Wishlist' buttons, and a financing option: 'Paga cada mes \$34,5 con PLATA'. The bottom section includes SKU (1117) and CATEGORY (Living Room, Bedroom). Navigation arrows are present on the main image.

Buttons for card

Widgets (examples)

The image shows a full-width product page for a 'Tray Table' on the '3legant.' website. The page includes a navigation bar with 'Home', 'Shop', 'Product', and 'Contact Us' links, and a search, user, and cart icon. The breadcrumb trail is 'Home > Shop > Living Room > Product'. The main product image is a large black tray table with a circular top and a cross-legged base, marked as 'NEW' with a '-50%' discount. To the right, the product title 'Tray Table' is displayed with a 5-star rating and '11 Reviews'. The description reads: 'Buy one or buy a few and make every space where you sit more convenient. Light and easy to move around with removable tray top, handy for serving snacks.' The price is shown as '\$399.00' (discounted from '\$800.00'). A 'PLATA' financing option is available: 'Paga cada mes \$160'. Below this, the 'Measurements' are listed as '17 1/2 x 20 5/8"'. A 'Choose Color' section shows four color options: Black (selected), Silver, Red, and White. The quantity is set to '1', and there are 'Wishlist' and 'Add to Cart' buttons. At the bottom, the SKU is '1117' and the category is 'Living Room, Bedroom'. Three smaller images at the bottom left show close-ups and the table in use.

Widget for card

The image shows a card-sized version of the 'Tray Table' product page. It features a smaller version of the main product image with a 'NEW' badge and '-50%' discount. The product title 'Tray Table' and '11 Reviews' are present. The description is shorter: 'Buy one or buy a few and make every space where you sit more convenient.' The price is '\$399.00' (discounted from '\$800.00'). The 'PLATA' financing option 'Paga cada mes \$160' is also shown. The 'Choose Color' section displays the four color options: Black, Silver, Red, and White. The quantity is '1', and there are 'Wishlist' and 'Add to Cart' buttons.




Banners (examples)

The screenshot displays the 3legant website interface. At the top, a navigation bar includes the brand name '3legant.', links for 'Home', 'Shop', 'Product', and 'Contact Us', and icons for search, user profile, and a shopping cart with a '2' notification. A promotional banner at the top right offers '30% off storewide — Limited time!' with a 'Shop Now' link. The main banner features a smiling woman in an orange shirt holding a smartphone, with the text 'Paga a meses sin tarjeta de crédito' and a 'Plata DIFIERE' logo. Below the banner is a product grid for 'Living Room' items, including a loveseat sofa, a luxury sofa, and a table lamp, each with a '-50%' discount tag. A left sidebar contains filter options for 'CATEGORIES' (All Rooms, Living Room, Bedroom, Kitchen, Bathroom, Dining, Outdoor) and 'PRICE' (All Price, \$0.00 - 99.99, \$100.00 - 199.99, \$200.00 - 299.99, \$300.00 - 399.99). The product grid shows three items: a loveseat sofa (5 stars, \$199.00, crossed out \$400.00), a luxury sofa (5 stars, \$299.00, crossed out \$500.00), and a table lamp (4 stars, \$19.00).

Main banner

Banners (examples)


The desktop view of the shopping cart page for '3legant.' features a navigation bar with 'Home', 'Shop', 'Product', and 'Contact Us' links. The cart is titled 'Cart' and shows a progress indicator with three steps: '1 Shopping cart', '2 Checkout details', and '3'. The cart items are listed in a table:

Product	Quantity	Price	Subtotal
 Tray Table Color: Black Remove	- 2 +	\$19.00	\$38.00
 Tray Table Color: Red Remove	- 2 +	\$19.00	\$38.00
 Table lamp Color: Gold Remove	- 1 +	\$39.00	\$39.00

A large orange banner with a woman's image and the text '¡Compra hoy, paga después!' and 'PLATA DIFIERE' is positioned above the cart summary. The summary includes shipping options: 'Free shipping' (selected, \$0.00), 'Express shipping' (+\$15.00), and 'Pick Up' (%21.00). The subtotal is \$1234.00 and the total is \$1345.00. A 'Checkout' button is at the bottom.

Small banner

The mobile view of the shopping cart page for '3legant.' shows a navigation bar with a '30% off storewide — Limited time!' banner. The cart is titled 'Cart' and shows a progress indicator with two steps: '1 Shopping cart' and '2'. The cart items are listed in a table:

Product	Quantity	Price	Subtotal
 Tray Table Color: Black Remove	- 2 +	\$19.00	\$38.00

A small orange banner with a woman's image and the text '¡Compra hoy, paga después!' and 'PLATA DIFIERE' is positioned above the cart summary. The summary includes shipping options: 'Free shipping' (selected, \$0.00), 'Express shipping' (+\$15.00), and 'Pick Up' (%21.00). The subtotal is \$399.00 and the total is \$399.00. A 'Checkout' button is at the bottom.

Banners (examples)

Difere tu compra con **PLATA** [Ver más](#)

3legant. Home Shop Product Contact Us

Home > Shop > Living Room > Product

NEW
-50%

★★★★★ 11 Reviews

Tray Table

Buy one or buy a few and make every space where you sit more convenient. Light and easy to move around with removable tray top, handy for serving snacks.

\$199.00 ~~\$400.00~~

Offer expires in:

02 **12** **45** **05**
Days Hours Minutes Seconds

Measurements
17 1/2×20 5/8 "

Choose Color >

Black

- 1 + Wishlist

Add to Cart

SKU 1117
CATEGORY Living Room, Bedroom

Stripe banner

Difere tu compra con **PLATA** >

3legant. 2

Home > Shop > Living Room > Product

NEW
-50%

★★★★★ 11 Reviews

Tray Table

Buy one or buy a few and make every space where you sit more convenient. Light and easy to move around with removable tray top, handy for serving snacks.

\$199.00 ~~\$400.00~~

- 1 + Wishlist

Add to Cart

SKU 1117
CATEGORY Living Room, Bedroom

FAQ's

FAQ's B2B

What is Plata?

We are a high-tech financial platform that is changing the way people interact with their finances. We remove the frustration of dealing with complex and bureaucratic processes by creating simple, user-friendly, and reliable financial products for everyone.

We aim to break the prejudices that have kept Mexicans so distant from financial institutions, showing them that taking control of their finances can not only be much simpler but also rewarding and secure.

What is Plata Difiere?

It is the "Buy now, pay later" payment option with which we provide credit for specific purchases, whether in physical stores or online. With this option, customers can defer their payments in installments without the need for a credit or debit card.

How can I add Plata Difiere to my business as a payment method?

Our team will provide you with all the support to integrate Plata Difiere into your payment platforms. There are two main options: API integration and access through the Plata Difiere Platform. We are ready to provide personalized guidance. You can contact us at this email: contact@difiere.platacard.mx.

How much does it cost and how long does it take to integrate Plata Difiere into my business?

The process is very simple. For a standard store, implementing the Plata Difiere payment option can be done in a couple of days and does not have an additional cost. Our sales agents are ready to assist you and provide you with all the specific information. You can contact us at this email address: contact@difiere.platacard.mx

Who can integrate Plata Difiere into their payment options?

All businesses that are duly established according to Mexican law and sell services or products are welcome to Plata Difiere. We especially encourage businesses with an average ticket price above \$1,000 MXN to make deferred payments even more attractive to their customers.

Does the business have any obligations to the customer?

No, with Plata Difiere, we assume all responsibility for the customer's payment and follow up on it.

What is the amount of credit that Plata Difiere offers?

The credit we can grant ranges from \$1,000 pesos to \$200,000 pesos.

How long does Plata Difiere take to pay me?

Once the customer completes the process and the purchase is finalized, Plata Difiere will transfer the total purchase amount to you within the next 24 business hours.

How many months does Plata Difiere offer to my customers for payment?

Customers can choose the number of monthly installments they wish, from 3 to 24 payments.

What are the requirements for my customer to apply for credit?

The application is really simple, and users only need their ID (INE), tax identification number (RFC), and to complete a form. They can make the request from their mobile phone without the need to install the application.

What happens if my customer's credit application is rejected?

The customer will be notified that their credit has been rejected, and they will need to use another form of payment to make the purchase.

Can I mix or use Plata Difiere with other payment methods?

No, our product is independent of other banks or payment methods. You also cannot combine purchases with Plata Difiere.

FAQ's

FAQ's **B2B**

Who is responsible for ensuring that the customer makes the payment?

We are. Plata Difiere takes full responsibility, including the operation, interest rates, and credit risk. Your business will receive the total amount of the purchase within the next 24 business hours.

What documents do I need to provide to integrate Plata Difiere into my business's payment methods?

In most cases, the documents that need to be provided are as follows:

- Articles of Incorporation
- Powers of Attorney for Legal Representatives
- Valid official identification of the owner or legal representative
- Proof of address (not older than 3 months)
- Tax ID
- Bank statement cover page

For any other questions, our team can provide you with the specific requirements for your case.

FAQ's B2C

What is Plata?

We are a high-tech financial platform that is changing the way people interact with their finances. We remove the frustration of dealing with complex and bureaucratic processes by creating simple, user-friendly, and reliable financial products for everyone.

We aim to break the prejudices that have kept Mexicans so distant from financial institutions, showing them that taking control of their finances can not only be much simpler but also rewarding and secure.

What is Plata Difiere?

It is the "Buy now, pay later" payment option with which we provide credit for specific purchases, whether in physical stores or online. With this option, customers can defer their payments in installments without the need for a credit or debit card.

How does Plata Difiere work?

You apply for the credit, and we pay the store on your behalf. Later, all you have to do is make the monthly payments that are assigned to you and enjoy your purchase.

Why should I choose Plata Difiere over other payment options?

Because Plata Difiere is an installment payment option without the need for a credit card. We pay the store on your behalf. You don't need a credit or debit card to make your purchases possible. If you have a card, you don't need it because using Plata Difiere won't affect your credit limit.

The application process takes minutes from your phone, and you only need your INE. You choose how many installments to pay for your purchase, from 3 to 24 payments. We are here to support you always. Our customer service is available 24 hours a day, 7 days a week.

How much credit can I request with Plata Difiere?

You can request credit ranging from a thousand pesos to \$200,000 pesos.

How and when can I make payments on my credit?

The first payment is due 30 days after making your purchase. Subsequent payments are monthly. The Plata app will help you easily track your payments.

You can make payments through interbank transfers or in cash at any affiliated stores.

Where can I make a purchase using Plata Difiere?

You can make any purchase in physical stores or online stores that have an agreement with Plata Difiere. We have new options every day. You can check the available stores on our website: <http://platacard.mx/difiere>

How can I apply for Plata Difiere?

It's very easy. You only need your phone and INE to apply. The process takes less than 3 minutes. You can do it on the websites or in physical stores or online stores that have an agreement with us.

Does Plata Difiere affect my credit history?

Yes! This is great news for you. Plata Difiere is a gateway for you to build a better credit history through a more accessible payment option.

If I want to return a product I just bought and use Plata Difiere as a payment method, how can I get my refund?

Refund within 30 days:

- Full refund: There will be no commissions, fees, or VAT for the customer.
- Partial refund: Commissions are recalculated based on the new loan amount (loan amount after partial refund made within 30 days of purchase).

Refund after 30 days:

- Full refund: It will be used to pay off the debt from the last month; commissions and VAT are not recalculated.
- Partial refund: It will be used to pay off the debt from the last month; commissions and VAT are not recalculated.

Where can I contact you?

You can contact us at any time through this email servicioalcliente@platacard.mx or at this phone number +52 559990 8880. We are here to assist you 24 hours a day, 7 days a week.

Thank you for your attention

If you have any questions related to the guidebook, contact us via

design@dif.tech

Templates