

Contents	2
The guidelines	3
Forms	16

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BRAND GUIDELINES DIRECT DEBIT LOGO AND DIRECT DEBIT INSTRUCTION (DDI)

THE APPLICATION AND USAGE OF THE
DIRECT DEBIT LOGO AND THE DESIGN OF
DIRECT DEBIT INSTRUCTIONS



Contents	2
The guidelines	3
Forms	16

CONTENTS

Contents	2	Forms	16
The guidelines	3	DDI form formats	17
Introduction to Direct Debit	4	DDI1 A4 with official use box	18
What is Direct Debit?	4	DDI2 A4 without official use box	19
Direct Debit logo	4	DDI3 A4 incl SO cancellation	20
At a glance	5	DDI4 A4 with tearoff official use box	21
Direct Debit – The product	6	DDI5 small format landscape	22
Key benefits	6	DDI6 small format portrait	23
Using the Direct Debit logo	7	DDI7 A5 with official use box	24
Direct Debit logos	8	DDI8 A5 without official use box	25
Preferred colours	9	DDI9 Welsh DDI without official use box	26
Exclusion zone	10	DDI10 Welsh DDI official use box	27
Scaling	10		
Minimum size	10		
Don'ts	11		
Direct Debit logotype artwork	13		
The Direct Debit Instruction	14		
The Direct Debit Guarantee	15		

Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16



Contents	2
The guidelines	3
Introduction to Direct Debit	4
What is Direct Debit?	4
Direct Debit logo	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

INTRODUCTION TO DIRECT DEBIT

THE PURPOSE OF THESE GUIDELINES IS TO PROVIDE ASSISTANCE WITH THE CORRECT USE OF THE DIRECT DEBIT LOGO AND THE DESIGN OF A DIRECT DEBIT INSTRUCTION (DDI).

WHAT IS DIRECT DEBIT?

A Direct Debit is an instruction from a customer to their bank or building society authorising an organisation to collect varying amounts from their account, as long as the customer has been given advance notice of the collection amounts and dates.



DIRECT DEBIT LOGO

A recognisable presentation is very important in encouraging the use of Direct Debit. The logo fulfils this need giving Direct Debit a visual identity, which helps increase familiarity and positive attitudes towards Direct Debit.

The Direct Debit logo is a bold portrayal of the clearest and most obvious visual elements contained in the phrase 'Direct Debit'. Picking up the leading letter of each word, it clearly shows a capital D and a lower case 'd'.

Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

AT A GLANCE

8 OUT OF 10

British adults have at least one Direct Debit commitment

71 % OF HOUSEHOLD BILLS

are paid by Direct Debit

68 % PEOPLE

in Britain prefer to pay most bills by Direct Debit

85 % OF PEOPLE

feel positively towards Direct Debit in 2014

3.6 BILLION

Direct Debits were processed in 2014

ALL DIRECT DEBITS

are protected by the Direct Debit Guarantee

Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Key benefits	6
Using the Direct Debit logo	7
Direct Debit logos	8
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

DIRECT DEBIT – THE PRODUCT

The key benefits should be used at the discretion of Service Users. Examples of likely uses include; customer information, online product pages, press releases, and marketing communication campaigns.

You can use your own tone of voice to explain the key benefits, as long as the messaging stays the same.

KEY BENEFITS

Introduction

Simple, convenient and safe, Direct Debit is an automated payment method that is preferred by over half of all UK bill payers. You'll find the main benefits of this payment method listed below:

Simple, convenient and safe

Paying your regular bills by Direct Debit allows you to spread costs over a period that you agree with the organisation you are paying.

Businesses find Direct Debit just as convenient and efficient as consumers. For this reason, many offer discounts in return for you paying by Direct Debit. Discounts vary, but overall Direct Debit savings on household bills can add up to a substantial amount each year. It pays to check when you get a bill to see how much you can save.

Direct Debit is one of the safest and most reassuring ways of paying your bills:

- Payments are made automatically, so bills are never forgotten, lost or delayed by postal problems and there's no risk of late payment charges
- Organisations using the Direct Debit scheme have to pass a careful vetting process, and are closely monitored by the banking industry
- The Direct Debit Guarantee protects you and your money. It's offered by all banks and building societies that take part in the scheme.

Time saving

Modern life is hectic – but Direct Debit helps. It takes away much of the hassle associated with paying bills, and puts an

end to queuing at the bank and filling out cheques. You'll find it easier to stay on top of your bills, and you'll know exactly how much money is going out each month.

Direct Debit adds up to less worry, and more time to yourself.

Backed by a Guarantee

The Direct Debit Guarantee applies to all Direct Debits. It protects you in the event that there is an error in the payment of your Direct Debit.

- An immediate money back guarantee from your bank in the event of an error in the payment of your Direct Debit
- Advance notice if the date or amount changes
- The right to cancel at any time.

Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

USING THE DIRECT DEBIT LOGO

THE DIRECT DEBIT LOGO CAN BE USED BY DIRECT DEBIT SERVICE USERS ACROSS A WIDE RANGE OF MEDIA. IT MUST BE INCLUDED ON ALL DIRECT DEBIT INSTRUCTIONS (DDI'S) AND SHOULD ALSO BE FEATURED IN ALL MATERIAL PROMOTING DIRECT DEBIT.



Research has shown its inclusion in marketing material will increase the likely take-up by customers, as it demonstrates your commitment to the safeguards inherent in the Scheme.

Only master versions of the logo should be used for reproduction purposes. These can be downloaded from www.bacs.co.uk. Please note that the logo may not be used without the permission of your sponsoring bank.

The elements of the logo are unique and have been specially created for Direct Debit. Direct Debit is a registered trademark of Bacs Payment Schemes Limited. Never try to reconstruct or alter any part of the logo. Do not amend any of its elements, or the way they work together.

USING THE LOGO AS A DESIGN ELEMENT

The logo may be used as a design element provided written approval is sought from your sponsoring bank at an early stage of development. If permission is granted the full logo must appear in its correct form somewhere prominent on your design, in the colours recommended in these guidelines.

THE LOGO TYPEFACE

The letters in the logo were developed especially for Direct Debit and are unique. As a result no existing typeface exactly matches the lettering and so attempts to match the wording through typesetting are neither feasible nor acceptable.

TALKING ABOUT DIRECT DEBIT

When referencing Direct Debit in either verbal or written form, use the full name. When written use an initial capital on each word, so it appears like this:

Direct Debit

It must not be verbally referenced to as 'DD.'

It must not be written as 'direct debit'.

Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Preferred colours	9
Exclusion zone	10
Scaling	10
Minimum size	10
Don'ts	11
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

DIRECT DEBIT LOGOS

The logo is made up of the symbol and the wording and neither element should appear on their own.

There are two acceptable versions of the logo:

LANDSCAPE FORMAT



PORTRAIT FORMAT



Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Preferred colours	9
Exclusion zone	10
Scaling	10
Minimum size	10
Don'ts	11
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

DIRECT DEBIT LOGOS

PREFERRED COLOURS

The Direct Debit logo should be printed in 100% black wherever possible. This will improve the overall recognition of the logo. It may appear on a background colour or tint provided it remains prominent.

SPECIAL EXCEPTIONS

Where it is not possible to print the Direct Debit logo in black, it may be reproduced in one of the following ways:

- In white or pale colour (if on a dark background). Do not attempt to reverse out the logo yourself. When reversing out of an image, the background must be suitably dark and simple, to ensure legibility of the logo. This is not permitted on a DDI.
- In the most predominant colour being printed – as long as the logo remains prominent.

COLOUR REPRODUCTION OF THE LOGO ON A DIRECT DEBIT INSTRUCTION

To avoid any conflict of style and for the sake of clarity, the logo should always appear in 100% black on a DDI. If black is not being printed a predominant colour must be used.

The logo may appear on a background colour or tint providing it remains prominent.

Under no circumstances should the logo appear in white on a DDI. If a dark background is being used the logo should be placed in a 'white out' box, ensuring the guidelines regarding the 'exclusion zone' are followed.



Do not use white logo on a DDI



Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Preferred colours	9
Exclusion zone	10
Scaling	10
Minimum size	10
Don'ts	11
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

DIRECT DEBIT LOGOS – EXCLUSION ZONE

EXCLUSION ZONE

To be efficient the logo must have a degree of prominence and visibility that will maximise its impact. To achieve this there is an 'exclusion zone' equal to the height of the D (of the word Direct) in which no text, graphic or other matter may appear.

Landscape format



Portrait format



SCALING

When scaling the logo to a larger or smaller size, you must ensure that the proportions stay the same. If you do not the logo will become distorted.

MINIMUM SIZE

There is a minimum acceptable size for the logo.

Landscape logo minimum width = 23.5mm.

Portrait logo minimum width = 13mm.



Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Preferred colours	9
Exclusion zone	10
Scaling	10
Minimum size	10
Don'ts	11
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

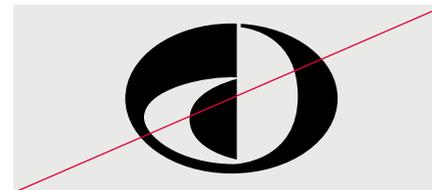
DIRECT DEBIT LOGOS – INCORRECT USE

DON'TS

1. Do not alter the proportion of the logo.



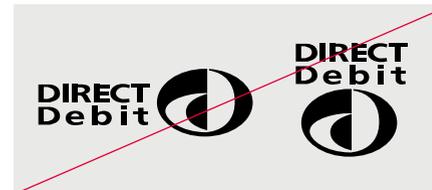
2. Do not use the logo on its own.



3. Do not use the type style for Direct Debit in any other instance than with the logo



4. Do not alter the position of the logo and type.



5. Do not change upper and lower case lettering.



6. Do not duplicate elements of the logo for design purposes.



7. Avoid using the logo in any other colour but black. Use of another predominant colour is possible, subject to your sponsoring bank or building societies' approval.



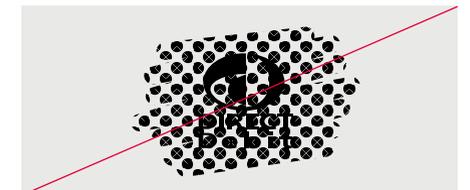
8. Do not reverse the logo and type out of a colour. Do not place other shapes around the logo.



9. Do not use in close proximity to other logos. For example, on social media feeds featuring your own company logo.



10. Do not attempt to print the logo on complicated patterns.



Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Preferred colours	9
Exclusion zone	10
Scaling	10
Minimum size	10
Don'ts	11
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

DIRECT DEBIT LOGOS – INCORRECT USE

DON'TS (continued)

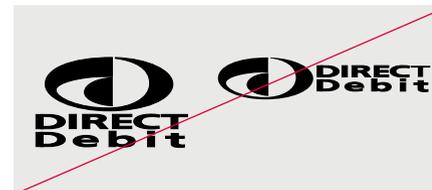
11. Do not attempt to print the logo on any coloured background which may obscure its appearance.



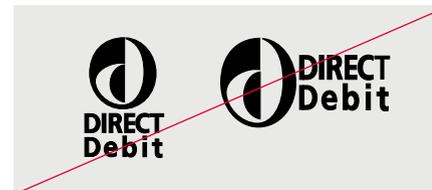
12. Do not attempt to print the logo on any photographic image where it may obscure its appearance.



13. Do not squash the logo out of proportion.



14. Do not stretch the logo out of proportion.



REMEMBER

- Do not alter the Direct Debit logos in any way. They should only be used following the guidelines in this document and using the master versions of the logo in the attached folders
- Do not distort the logos or alter the relationship between elements in any way.

Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

DIRECT DEBIT LOGOTYPE ARTWORK

The following versions of the Direct Debit logo are available in EPS and .PS format. Select the format and version that best suits your design and software, and import it in the normal way. When using the logo in your promotional materials, please follow the Direct Debit identity guidelines.

The logos are available on the [Bacs website](#).



DD1
File types: eps, .ps



DD2
File types: eps, .ps



DD3
File types: eps, .ps



DD4
File types: eps, .ps

Contents	2
The guidelines	3
Introduction to Direct Debit	4
At a glance	5
Direct Debit – The product	6
Using the Direct Debit logo	7
Direct Debit logos	8
Direct Debit logotype artwork	13
The Direct Debit Instruction	14
The Direct Debit Guarantee	15
Forms	16

THE DIRECT DEBIT INSTRUCTION

The Direct Debit Instruction

This section is to provide assistance with the design of your Direct Debit Instruction (DDI).

People receive a large number of offers to pay by Direct Debit. However, as they vary so widely in their presentation and style, customers do not always appreciate how simple it is to use Direct Debit as a payment method. A consistent recognisable presentation is very important in encouraging the use of Direct Debit and will make the process easier and more efficient for all concerned.

There is a standard format for the DDI which has been designed to make it easy for the payer to complete and ensure that all the details necessary to set up the Direct Debit are obtained. All DDIs must follow the wording and the same order as shown in these guidelines.

Use of upper/lower case characters for words such as bank / building society is at the service user's discretion.

The design of all DDIs must be approved in writing by your sponsoring bank before they can be issued.

- The order of information boxes must be the same as shown in the examples found in the attached folders
- The maximum size is A4
- The minimum size is 110mm x 70mm. This should only be used in published material, ie newspapers, journals, magazines, etc.
- The DDI must be separate from any other text, with no additional material other than the official use box, appearing within the boundary of the Instruction
- For non AUDDIS service users, the DDI must be rectangular to facilitate ease of handling and storage
- The Direct Debit logo must appear on the form and should be positioned in the top right hand corner of the DDI above the Service User's Number (SUN)
- Bilingual Instructions are acceptable, however the Direct Debit logo can only be used in the approved English format
- The standard heading 'Instruction to your bank or building society to pay by Direct Debit' is mandatory
- Clear instructions to the payer for the return of the form must be shown on the face of the DDI
- The text giving authority to debit the payer's account must always be printed above the payer's signature box
- Where it is a Standing Order conversation, the instruction to cancel the Standing Order must be printed as a section at the bottom of the DDI
- The service user's name and address must be pre-printed
- You may include an 'official use box' to record information not applicable to the payer's authority for the DDI application
- The SUN must be pre-printed or stamped on the DDI
- Include an optional field to capture the signatory's name.

Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27



Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI FORM FORMATS

The DDIs listed below can be downloaded from the [Bacs website](#).

These must be changed to include your own company details.

Forms

DDI 1 A4 with official use box.doc

DDI 2 A4 without official use box.doc

DDI 3 A4 incl SO cancellation.doc

DDI 4 A4 with tearoff official use box.doc

DDI 5 small format landscape.doc

DDI 6 small format portrait.doc

DDI 7 A5 with official use box.doc

DDI 8 A5 without official use box .doc

DDI 9 Welsh DDI without official use box.doc

DDI 10 Welsh DDI official use box.doc

Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI1 A4 WITH OFFICIAL USE BOX



Company logo or name here

Instruction to your Bank or Building Society to pay by Direct Debit

Please fill in the whole form using a ball point pen and send it to:

Address here
Eight lines only

Service user number

For [A N Company] official use only
This is not part of the instruction to your bank or building society.

Names(s) of Account Holder(s)

Bank/Building Society account number

Branch Sort Code

Name and full postal address of your Bank or Building Society

To: The Manager Bank/building society

Address

Postcode

Reference

Instruction to your Bank or Building Society
Please pay [A N Company] Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with [A N Company] and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Banks and Building Societies may not accept Direct Debit Instructions for some types of account DDI 1 5/15

The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit (insert your organisation name) will notify you (insert number of) working days in advance of your account being debited or as otherwise agreed. If you request (insert your organisation name) to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- If an error is made in the payment of your Direct Debit, by (insert your organisation name) or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
- If you receive a refund you are not entitled to, you must pay it back when (insert your organisation name) asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.



Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI2 A4 WITHOUT OFFICIAL USE BOX



Company logo or name here **Instruction to your Bank or Building Society to pay by Direct Debit**

Please fill in the whole form using a ball point pen and send it to:

Address here
Eight lines only

Service user number

Names(s) of Account Holder(s)

Reference

Bank/Building Society account number

Branch Sort Code

Instruction to your Bank or Building Society
Please pay (A N Company) Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with (A N Company) and, if so, details will be passed electronically to my Bank/Building Society.

Name and full postal address of your Bank or Building Society

To: The Manager Bank/building society

Address

Signature(s)

Postcode

Date

Banks and Building Societies may not accept Direct Debit Instructions for some types of account DDI 2 5/15

This guarantee should be detached and retained by the payer.

The Direct Debit Guarantee 

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit (insert your organisation name) will notify you (insert number of) working days in advance of your account being debited or as otherwise agreed. If you request (insert your organisation name) to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- If an error is made in the payment of your Direct Debit, by (insert your organisation name) or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
- If you receive a refund you are not entitled to, you must pay it back when (insert your organisation name) asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI3 A4 INCL SO CANCELLATION



Company logo or name here **Instruction to your Bank or Building Society to pay by Direct Debit**

Please fill in the whole form using a ball point pen and send it to:

Address here
Eight lines only

Service user number

Reference

For [A N Company] official use only
This is not part of the instruction to your bank or building society.

Name(s) of Account Holder(s)

Bank/Building Society account number

Branch Sort Code

Name and full postal address of your Bank or Building Society
To: The Manager Bank/building society

Address

Postcode

Signature(s)

Date

Instruction to your Bank or Building Society
Please pay [A N Company] Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with [A N Company] and, if so, details will be passed electronically to my Bank/Building Society.

Banks and Building Societies may not accept Direct Debit Instructions for some types of account DDI 3 5/15

Name and full postal address of your Bank or Building Society
To: The Manager Bank/building society

Address

Postcode

With immediate effect, please cancel my/our Standing Order authority payable to [A N Company] under:
Account reference No.

Branch Sort Code

Bank/Building Society account number

Signature(s)

Date

This guarantee should be detached and retained by the payer.

The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit, [insert your organisation name] will notify you [insert number of] working days in advance of your account being debited or as otherwise agreed. If you request [insert your organisation name] to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by [insert your organisation name] or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
- If you receive a refund you are not entitled to, you must pay it back when [insert your organisation name] asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.



Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI4 A4 WITH TEAROFF OFFICIAL USE BOX



Company logo or name here **Instruction to your Bank or Building Society to pay by Direct Debit**

Please fill in the whole form and send it to: **AN Company, Any Street, Any Town, Anywhere.**

Name and full postal address of your Bank or Building Society

To: The Manager Bank/building society

Address

Postcode

Name(s) of Account Holder(s)

Bank/Building Society account number

Branch Sort Code

Reference

Service user number

Instruction to your Bank or Building Society
Please pay [A N Company] Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with [A N Company] and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Banks and Building Societies may not accept Direct Debit Instructions for some types of account DDI 4 5/15

This is not part of the Instruction to your Bank or Building Society and must be detached by [A N Company] before submission to the Paying Bank.

This guarantee should be detached and retained by the payer.

The Direct Debit Guarantee 

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit [insert your organisation name] will notify you [insert number of] working days in advance of your account being debited or as otherwise agreed. If you request [insert your organisation name] to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- If an error is made in the payment of your Direct Debit, by [insert your organisation name] or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
- If you receive a refund you are not entitled to, you must pay it back when [insert your organisation name] asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI5 SMALL FORMAT LANDSCAPE

A N Company
Logo or name

Instruction to your Bank or Building Society to pay by Direct Debit



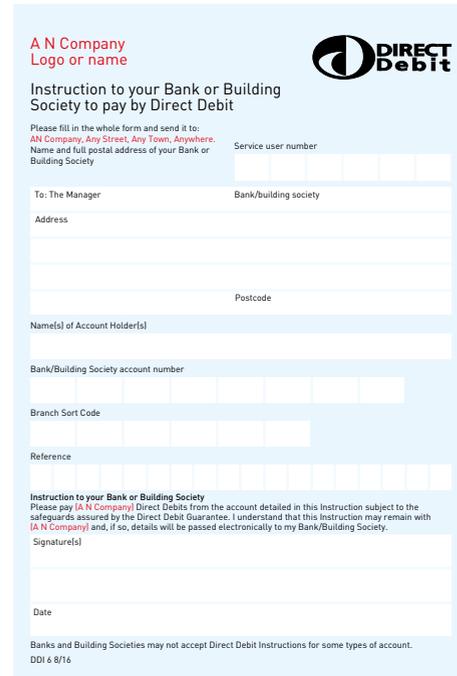
Please fill in the form and send it to: **A N Company, Any Street, Any Town, Anywhere.**
Name and full postal address of your Bank or Building Society

To: The Manager	Bank/building society	Service user number
Address	Reference	
	Postcode	
Name(s) of Account Holder(s)	<p style="font-size: 8px; margin: 0;">Instruction to your Bank or Building Society Please pay [A N Company] Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with [A N Company] and, if so, details will be passed electronically to my Bank/Building Society.</p>	
Bank/Building Society account number	Signature(s)	
Branch Sort Code	Date	

Banks and Building Societies may not accept Direct Debit Instructions for some types of account. DDI 5 8/16

Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI6 SMALL FORMAT PORTRAIT



A N Company
Logo or name

DIRECT Debit

Instruction to your Bank or Building Society to pay by Direct Debit

Please fill in the whole form and send it to:
AN Company, Any Street, Any Town, Anywhere.
Name and full postal address of your Bank or Building Society

Service user number

To: The Manager Bank/building society

Address

Postcode

Name(s) of Account Holder(s)

Bank/Building Society account number

Branch Sort Code

Reference

Instruction to your Bank or Building Society
Please pay (A N Company) Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with (A N Company) and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Banks and Building Societies may not accept Direct Debit Instructions for some types of account.
DDI 6 8/16

Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI7 A5 WITH OFFICIAL USE BOX

A N Company
Logo or name

Instruction to your Bank or Building Society to pay by Direct Debit



Please fill in the whole form using a ballpoint pen and send it to:
AN Company, Any Street, Any Town, Anywhere.

Name and full postal address of your Bank or Building Society

To: The Manager	Bank/building society
Address	
Postcode	
Name(s) of Account Holder(s)	
Bank/Building Society account number	
Branch Sort Code	

Service user number

--	--	--	--	--	--	--	--	--	--

Reference

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For (A N company) official use only
This is not part of the instruction to your Bank or Building Society.

Instruction to your Bank or Building Society
Please pay (A N Company) Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with (A N Company) and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

DDI 7 5/15

Banks and Building Societies may not accept Direct Debit Instructions for some types of account. This guarantee should be detached and retained by the payer.

The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit (insert your organisation name) will notify you (insert number of) working days in advance of your account being debited or as otherwise agreed. If you request (insert your organisation name) to collect a payment, confirmation of the amount and date will be given to you at the time of the request

- If an error is made in the payment of your Direct Debit, by (insert your organisation name) or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
- If you receive a refund you are not entitled to, you must pay it back when (insert your organisation name) asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.



Contents	2
The guidelines	3
Forms	16
DDI form formats	17
DDI1 A4 with official use box	18
DDI2 A4 without official use box	19
DDI3 A4 incl SO cancellation	20
DDI4 A4 with tearoff official use box	21
DDI5 small format landscape	22
DDI6 small format portrait	23
DDI7 A5 with official use box	24
DDI8 A5 without official use box	25
DDI9 Welsh DDI without official use box	26
DDI10 Welsh DDI official use box	27

DDI8 A5 WITHOUT OFFICIAL USE BOX

A N Company
Logo or name

Please fill in the whole form and send it to:
AN Company, Any Street, Any Town, Anywhere.
Name and full postal address of your Bank or Building Society

To: The Manager Bank/building society

Address

Postcode

Name(s) of Account Holder(s)

Bank/Building Society account number

Branch Sort Code

Instruction to your Bank or Building Society to pay by Direct Debit

Service user number

Reference

Instruction to your Bank or Building Society
Please pay [A N Company] Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with [A N Company] and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date



DDI 8 5/15

Banks and Building Societies may not accept Direct Debit Instructions for some types of account. This guarantee should be detached and retained by the payer.

The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit (insert your organisation name) will notify you (insert number of) working days in advance of your account being debited or as otherwise agreed. If you request (insert your organisation name) to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- If an error is made in the payment of your Direct Debit, by (insert your organisation name) or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
- If you receive a refund you are not entitled to, you must pay it back when (insert your organisation name) asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.



