

# Square Branded Terms Glossary

<b>Square account</b>	Note that <i>account</i> is lowercase. Both buyers and sellers have Square accounts. Your Square account is accessed through a web browser and includes the web dashboard. You can use the same Square account with multiple Square products.
<b>Square App Marketplace</b>	A collection of partners that have integrated their app with Square, such as QuickBooks or OpenTable. Refer to it as <i>Square App Marketplace</i> in headlines or standalone situations. Use “the” every time in a sentence, “ <i>find us in the Square App Marketplace</i> ”. <a href="#">Browse the Square App Marketplace →</a>
<b>Square Appointments</b>	A service that provides online scheduling software for businesses that want clients to be able to schedule their own appointments. Always refer to the service as <i>Square Appointments</i> on first mention. After first mention, you can use <i>Square Appointments</i> or <i>Square</i> . Do not use <i>Appointments</i> .
<b>Square Dashboard</b>	The suite of tools in your Square account that act as a back office for your business, allowing you to run reports, see transactions, manage inventory, and more. <i>Square Dashboard</i> is not accessible from the <i>Square Point of Sale</i> app. Capitalize <i>Dashboard</i> when used alone: your <i>Dashboard</i> .
<b>Square eGift Cards</b>	Digital gift cards purchased online and sent via email. Do not use <i>Square eGift Card</i> to refer to an individual card.
<b>Square for Restaurants</b>	A subscription point-of-sale solution for restaurants, bars, and coffee shops that includes point-of-sale software and payment processing; employee management; table, seat, menu, and order management; reporting; and marketing.
<b>Square for Retail</b>	A subscription point-of-sale solution for retail businesses that includes point-of-sale software, inventory management, employee management, and customer relationship management. Note that the name for the accompanying point-of-sale app is <i>Square Retail</i> , not <i>Square for Retail</i> .
<b>Square Gift Cards</b>	Gift cards sold, redeemed, and tracked through Square by Square merchants. Do not use <i>Square Gift Card</i> to refer to an individual card, just say “gift card”. <i>Square Gift Cards</i> includes plastic cards and digital cards sent via email, called <i>Square eGift Cards</i> . Use <i>Square Gift Cards</i> to refer to the plastic card alone or to the overall gift card program. If you only offer digital cards via email, use <i>Square eGift Cards</i> .
<b>Square Loyalty</b>	A customer engagement service that allows sellers to create loyalty programs for their customers, with rewards automatically tracked and awarded through digital receipts.
<b>Square Online</b>	An eCommerce service for Square sellers that allows them to integrate in-store and online sales. Do not call it the <i>Square Online Store</i> . Sellers can get set up on their own <i>Square Online site</i> by easily importing inventory from their item library in Square Dashboard.

<b>Square Point of Sale</b>	<p>Use <i>Square Point of Sale</i> on first mention in copy. For subsequent mentions, it's okay to call it <i>Square POS</i>.</p> <p><a href="#">Browse all hardware on our website →</a></p>
<b>Square Reader</b>	<p>A family of credit card readers that work with iPhone, iPad, and Android devices. Use <i>Square Reader</i> on first mention. In general, emphasize Square, not the card reader. Do not call a Square Reader a <i>dongle</i>.</p> <p>Currently there are three different models in the Square Reader family: <i>Square Reader for contactless and chip</i>, <i>Square reader for magstripe</i>, <i>Square reader for magstripe (lightning)</i>.</p> <p>Note that in Australia, the UK, and Ireland, the only model available is Square Reader for contactless and chip, which is simply <i>Square Reader</i> in those markets. Always use the full name for the reader model mentioned in the copy. If there is only one reader model mentioned in the copy, you can use Square Reader for subsequent references. If the copy includes more than one reader model, use the full names to distinguish between them. For the contactless and chip reader, spell out <i>and</i>.</p> <p><a href="#">Browse all hardware on our website →</a></p>
<b>Square Stand</b>	<p>A stand with an integrated card reader and an iPad holder that together make a point-of-sale system. Customers sign and tip directly on the iPad screen. Sellers use Square Point of Sale on iPad as the point-of-sale software. Square Stand comes with a USB hardware hub that allows sellers to connect a cash drawer, receipt printer, and barcode scanner. Use <i>Square Stand</i> on first mention in the copy. If you need to shorten it and the context is clear, you can use <i>Square</i>.</p> <p>Lowercase stand when you are referring to the physical structure. For example: <i>Square Stand transforms an iPad into a complete point-of-sale. Place the iPad in the stand.</i></p> <p><a href="#">Browse all hardware on our website →</a></p>
<b>Square Terminal</b>	<p>A standalone payment terminal that accepts tap, dip, and swipe payments and does not require use of Square point-of-sale software. This payment terminal can be used on-the-go to take payments in the middle of a store, tableside, etc.</p> <p><a href="#">Browse all hardware on our website →</a></p>
<b>Square Virtual Terminal</b>	<p>A feature in Dashboard that allows sellers to key in payments from a web browser, making it easier to accept remote payments. Use the full name on first mention; it's okay to shorten it to <i>Virtual Terminal</i> for subsequent references.</p>