



Branding Guide

V8

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Introduction

It really pays off to promote LatitudePay to your customers. With 10 weekly payments, customers are more likely to buy, and buy bigger - up to \$1000! Plus, they tend to come back for more.

This guide will step you through some great ways to let your customers know you offer LatitudePay.

Stay fresh

→ latitudepay.com/assets
to get the latest merchant assets



Logos

Logo

Introduction

Our logo includes two elements, the L symbol and LatitudePay wordmark. It exists in four formats: horizontal (**preferred**), stacked, LPay and just the L symbol.

The horizontal version is the preferred logo. However, in situations where width is an issue, the other versions of the logo may be more appropriate. The stacked version should be your second consideration, with the LPay logo and L symbol used when there are no other alternatives.

Our logo always appears in LatitudePay blue (**preferred**), white or black. The blue version is your first choice every time. The white version should be used on coloured backgrounds that would clash with or absorb the blue. The black version should only be used in situations where colour is not available, for example monochrome printing.

The logo should never be changed or recreated in any way.

→ latitudepay.com/assets
to download the latest logo files

Logo Horizontal



LATITUDEPAY BLUE



WHITE



BLACK

Use the larger horizontal logo wherever you can.

Blue is the preferred version and should be your first choice. White may be used when the blue will be absorbed or clash with the background. Black should only be used in monochrome printing.

Please ensure you always use one of our original logo files (instead of downloading from Google Images!) so the LatitudePay logo looks crisp and clear on your site.

Logo

Stacked, LPay and L Symbol



STACKED



LPAY



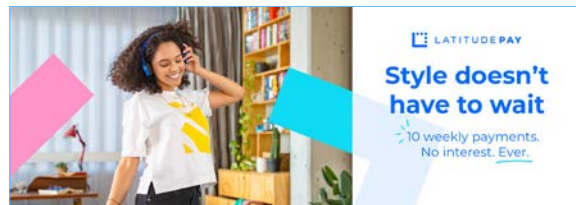
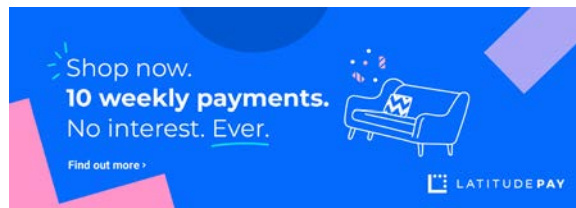
L SYMBOL





On your website

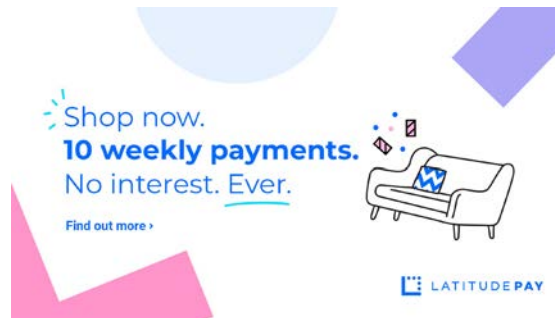
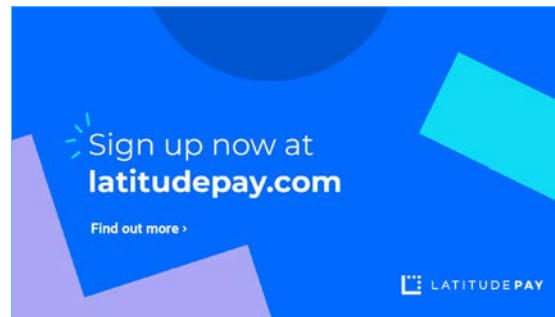
Homepage Hero Assets Overview



2.35:1 ratio format



1:1 Square ratio format



16:9 ratio format

Make a splash above the fold on your Homepage with one of these banners to let your customers know you now offer LatitudePay.

You can link it to your online store area, or to an information page you create about LatitudePay, or to latitudepay.com to learn more and sign-up now.

OUR TEMPLATES

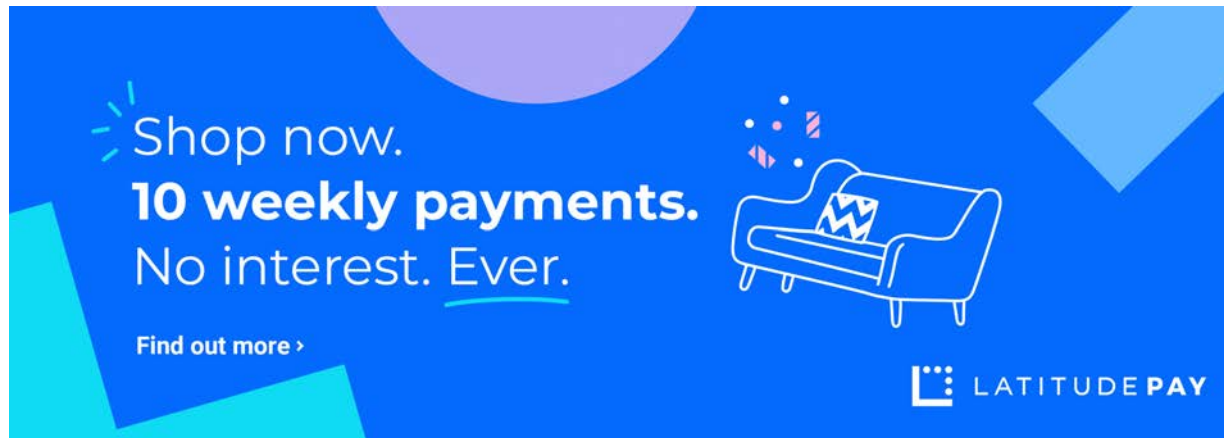
On our online merchants assets page we've supplied 3 different Photoshop (.psd) files that cover 3 common banner format sizes. You can crop them or make them larger to suit your particular space. You can also choose between lighter or darker versions, and with or without photography or brand illustration.

DO's & DON'TS

Do export them using *Save for Web* with *JPEG High* preset or higher. Don't distort the shapes (you can move them around). Don't cover up or cut off text. Have fun and contact us if you need a hand on LatitudePayMarketing@latitudepay.com

Homepage Hero Assets

How to use the .PSD's



OUR TEMPLATES

On our online merchants assets page on our website, we've supplied 3 different Photoshop (.psd) files that cover 3 common banner format sizes.

Each template offers you some flexibility, with the option to choose a homepage asset that either uses the brand illustration, photography or just a simple, clean LatitudePay brand option.



latitudepay.com/assets
to download the latest image files

Pop up modal

How it works

LATITUDEPAY

How does this work? Glad you asked!

Choose LatitudePay at the checkout
There's no extra cost to you - just select it as your payment option.

Approval in minutes
Set up your account and we'll tell you straight away if approved.

Get it now. 10 weekly payments
It's the today way to pay, just 10 easy payments. No interest. Ever.

If you're new to LatitudePay, you'll need this stuff:

- ✓ Be over 18 years old
- ✓ An Australian driver's licence or passport
- ✓ A couple of minutes to sign up, it's quick and easy
- ✓ A credit/debit card (Visa or Mastercard)

Subject to approval. Conditions and late fees apply. Payment Plan provided by LatitudePay Australia Pty Ltd ABN 23 633 528 873. For our complete terms visit latitudepay.com/terms

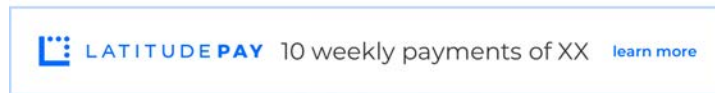
A 'How it works' modal is a great way to educate your customers at key points in your website, without them leaving the page they're on or the product they are about to buy!

This modal comes standard with our e-commerce integrations, and is also available as HTML in a zipped folder if your development team would like to integrate it themselves.

To request this, contact us on LatitudePayMarketing@latitudepay.com

Tagline

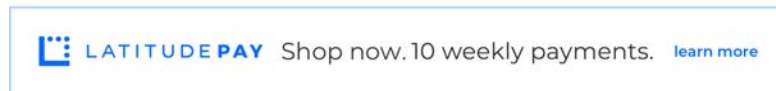
Displaying on your site



- 10 weekly payments of XX

Where you have the opportunity to include text in your online store, any of these lines can be incorporated along with a LatitudePay logo.

Alternative options



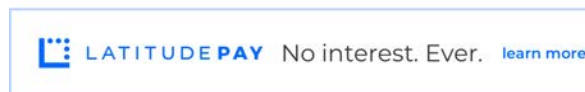
- Shop now. 10 weekly payments.



- Available now.



- Sign up for free.



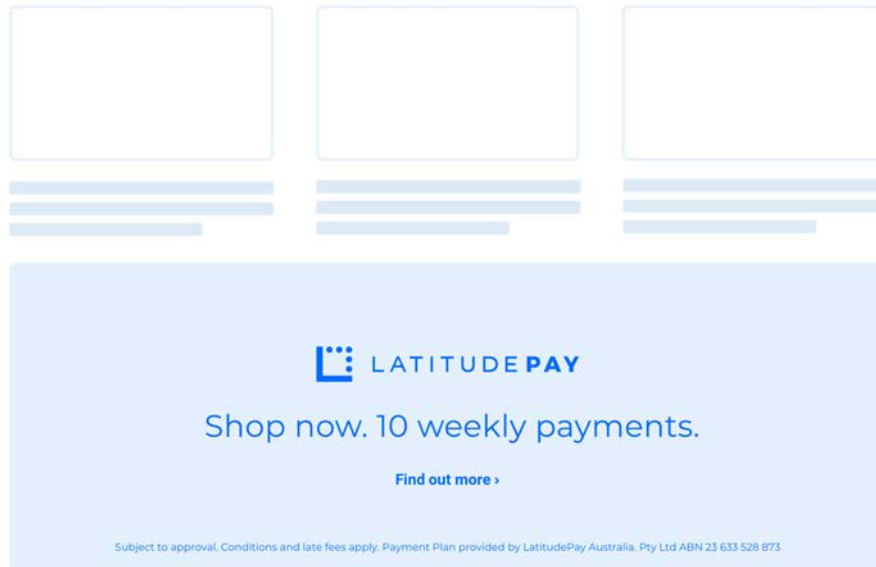
- No interest. Ever.



- Life doesn't have to wait.

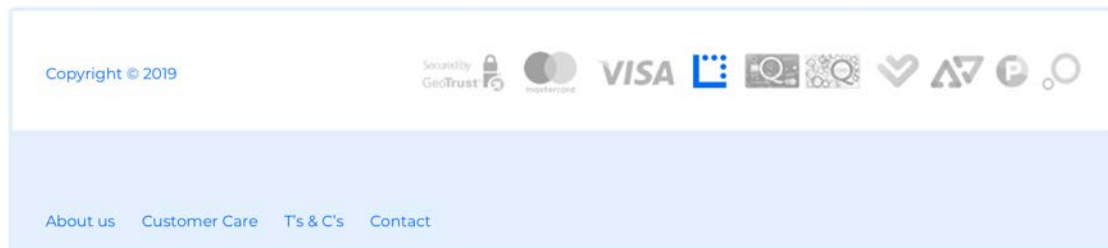
Banners and footers

Using the logo



Aim to feature at least one LatitudePay logo on your website, including the homepage and footer. The more, the better.

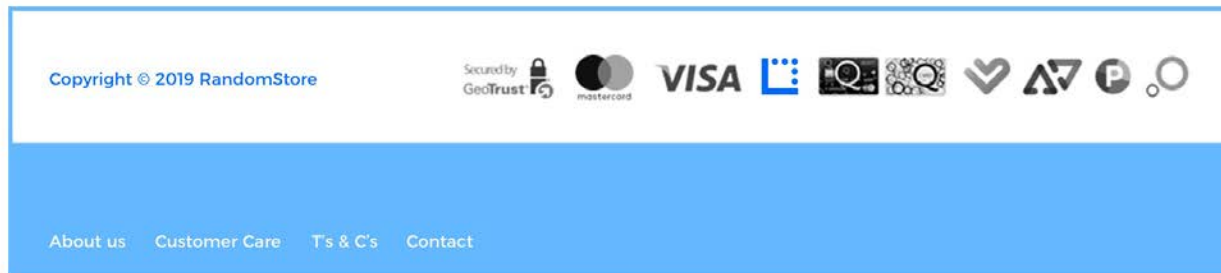
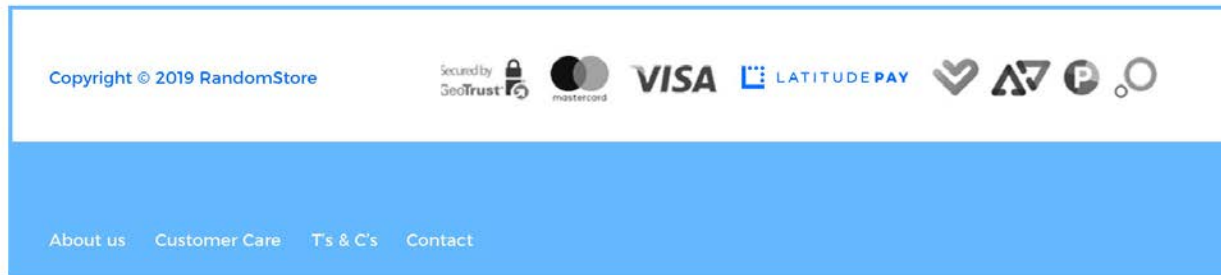
Example: Logo in banner



Example: Logo featured in the footer

Banners and footers

Logo placement

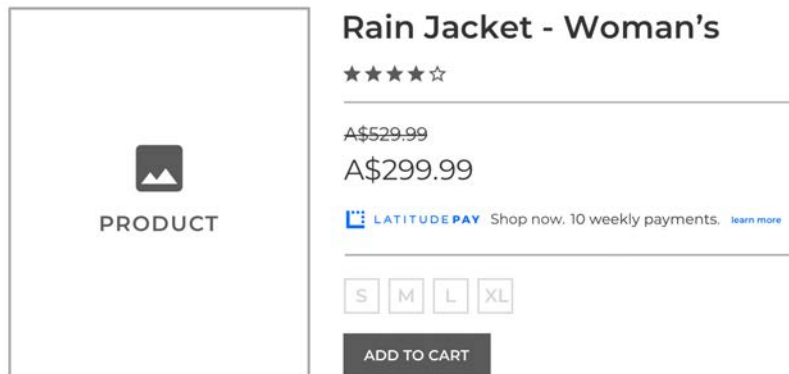


Use the full logo wherever you can. But if your website has some spaces that only allow square or smaller rectangles, just use the smaller logos.

Product & service pages

Displaying payment options

1




PRODUCT

Rain Jacket - Woman's

★★★★☆

A\$529.99
A\$299.99

 **LATITUDE PAY** Shop now. 10 weekly payments. [learn more](#)

S M L XL

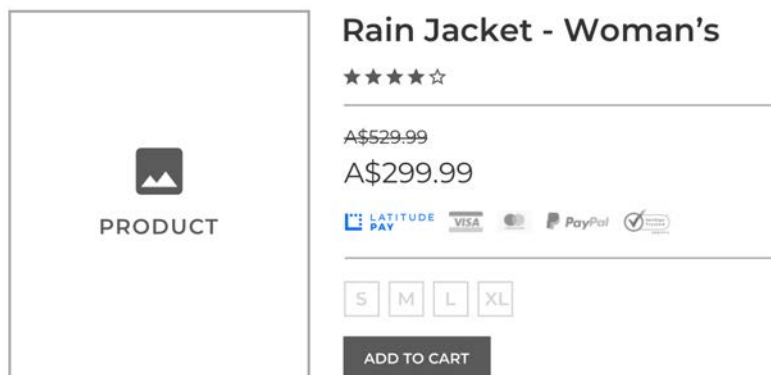
ADD TO CART

Include the LatitudePay button or tagline on all your product or service pages that offer LatitudePay – it could turn browsers into buyers.

1 HORIZONTAL IN LATITUDE BLUE
This is the preferred logo version

Use to minimum size 150px

2








PRODUCT

Rain Jacket - Woman's

★★★★☆

A\$529.99
A\$299.99

 **LATITUDE PAY**    

S M L XL

ADD TO CART






2 STACKED


If there is limited space use the stacked version of the logo.

Use to minimum size 100px

Checkout and cart

Selecting LatitudePay

SUBTOTAL	A\$299.99
TAX	A\$27.27
<hr/>	
TOTAL	A\$299.99
<hr/>	
    	
Payments are completely secure	
CHECKOUT SECURELY	

SUBTOTAL	A\$299.99
TAX	A\$27.27
<hr/>	
TOTAL	A\$299.99
<hr/>	
 LATITUDEPAY No interest. Ever. learn more	
Payments are completely secure	
CHECKOUT SECURELY	

LatitudePay on pricing pages can give potential purchasers the nudge they need to buy.

Best practice examples



In your emails

Email

Sample email insert

Shop now. 10 weekly payments. LatitudePay.

We're excited to announce that **my business** now offers LatitudePay, so you can shop now and pay with 10 weekly payments. With no interest, ever. Get better financial flexibility by breaking down your payments and freeing up your finances. It's the today way to pay.

With LatitudePay, **life** doesn't have to wait. [Click here](#) to see if you're approved..

1

Grow your sales by promoting LatitudePay in emails to your customer base. Get started with these handy templates:

SAMPLE EMAIL INSERT

Simply personalise the words in blue for your business, then insert this into an email to your customers.

1 You can change out the word 'life' to suit your products or services .e.g.

Now shopping/adventure/style/the reno doesn't have to wait.

Email

Sample full email

Shop now. 10 weekly payments. LatitudePay.

We're excited to announce that [my business](#) now offers LatitudePay. Now you can pay with 10 weekly payments, with no interest, ever!

LatitudePay gives you, well, more latitude. Get better financial flexibility by breaking down your payments and freeing up your finances. Pay 10% upfront and the rest in 9 weekly automatic payments. Or pay off your remaining balance at any time within the 10 week window.

How it works

1

Choose LatitudePay when you shop in-store or online

2

Get your gear asap and get on with life

3

Pay with 10 weekly payments

Easy start

[Click here to see if you're approved, in minutes.](#) Once you're in, start shopping [online](#) (link to your store) or [in-store](#) (link to store listing) and choose LatitudePay as your payment method to split the cost over 10 weekly payments.

Now, [life](#) doesn't have to wait. Go for it!

1

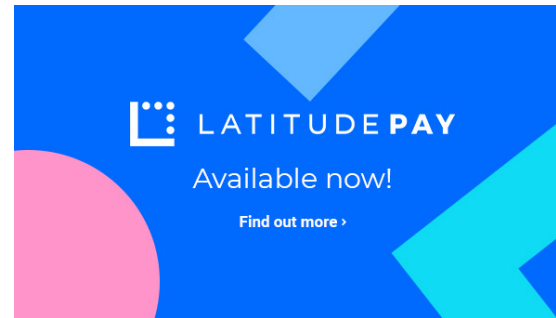
SAMPLE EMAIL INSERT

Simply personalise the words in blue for your business, then insert this into an email to your customers.

1 Change out the word 'life' to suit your products or services e.g.

Now shopping/adventure/style/music doesn't have to wait.

Email Banners Options



Let your customers know that you now offer LatitudePay in your email blasts. Simply download these email banners from the online merchants assets page on our website.

There are a few different options so you can choose the one that looks best in your email layout.



Social

Social

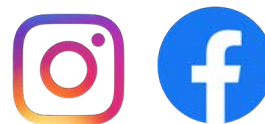
General – Handy tips

- 1 Tag us on your posts so that customers can check us out!
You can find us at @Latitude_FS on Instagram and Latitude Financial Services on Facebook.
- 2 Always include the full link to our website (so they can apply straight away), <https://latitudepay.com>
- 3 Buttons and banners that link directly to our website get great results.
- 4 Add #LatitudePay hashtag to Tweets and Instagram posts so we can track questions and comments.
- 5 Add a few hashtags if you want to #nointerestever #lifedoesnthavetowait #thetodaywaytopay #financialflexibility #shophappy – have fun with it!
- 6 Our tagline is 'Life doesn't have to wait'. You're welcome to change this out to suit your business e.g. 'Adventure doesn't have to wait.' OR 'Now that haircut doesn't have to wait'.
- 7 If you can, why not boost your posts? Even \$5 can put your posts in front of more potential customers, keep your targeting local and to your target audience for best results!

Some general tips and tricks for promoting LatitudePay on your social media accounts. Later in the guide we've also included some sample posts for Facebook and Instagram that you can use or adapt.

Have fun!

Facebook & Instagram Sample posts



Simple post:

My business name is now accepting LatitudePay. Shop now, spread your payments with 10 weekly payments. No interest. Ever. It's the today way to pay.

LatitudePay (button with link) Click here to see if you're approved.

Longer posts:

My business name is now accepting LatitudePay. Shop now, spread your payments with 10 weekly payments. No interest, ever. It's the today way to pay.

Want a bit more latitude to pay? We're now accepting LatitudePay.

Shop now, pay with 10 weekly payments. No interest. Ever. Now life doesn't have to wait. #latitudepay #thetodaywaytopay

Now my products or service doesn't have to wait. **My business name** is now accepting LatitudePay. Shop now, pay with 10 weekly payments. No interest, ever. See if you're approved, in minutes. It's the today way to pay.

Super excited to announce that **my business name** is now accepting LatitudePay. Shop now, pay with 10 weekly payments. No interest, ever. See if you're approved, in minutes.

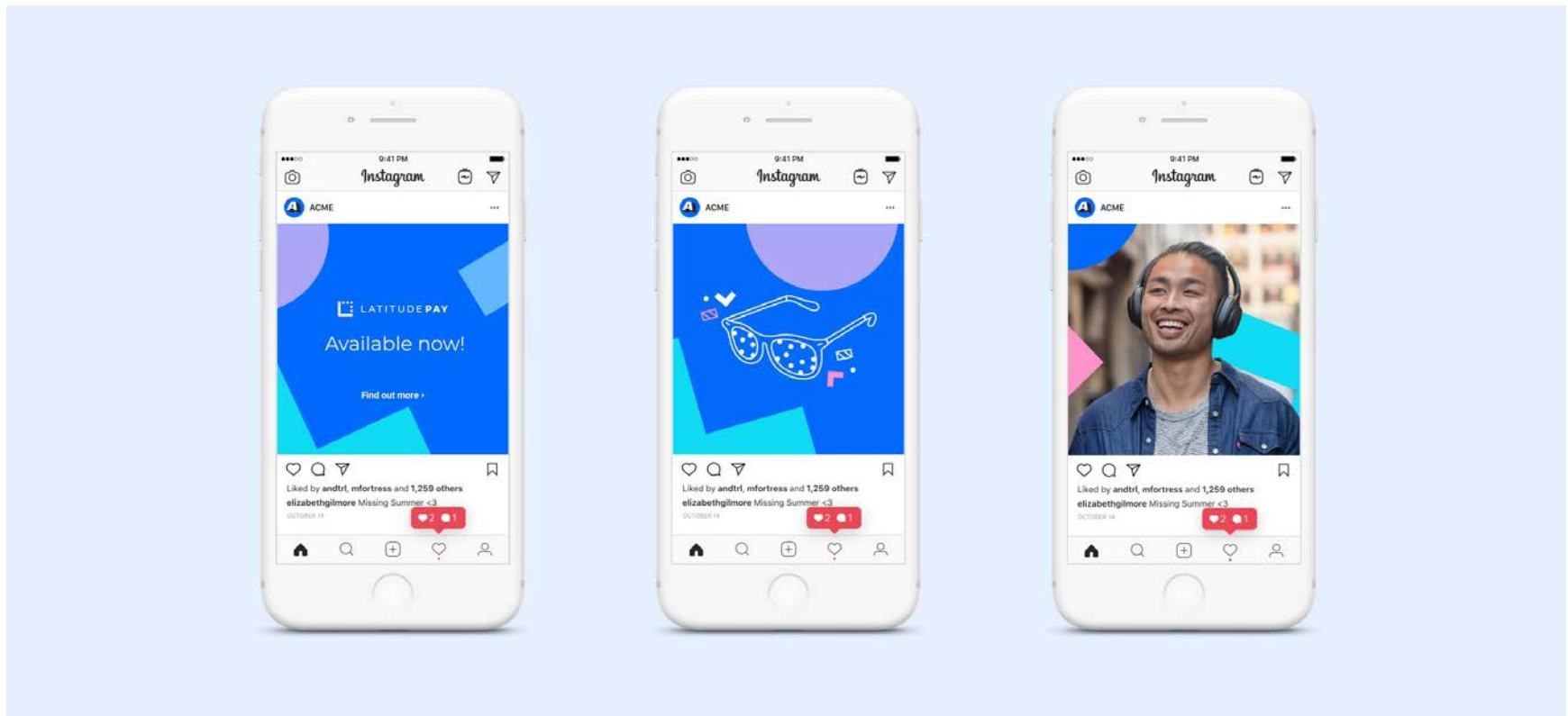
It's all about financial flexibility. #latitudepay #shophappy

Social

Do's and don'ts

- ✓ DO write LatitudePay as one word, not two. Use uppercase L and P and everything else lowercase.
- ✓ DO use friendly, human, energetic language when promoting LatitudePay. Add a touch of warmth and humour.
- ✓ DO keep it simple. People are busy, so tell them what they need to know in as few words as possible.
- ✗ DON'T change our logo.
- ✗ DON'T change the following wording (for legal reasons):
 - * Shop now. 10 weekly payments.
 - * No interest. Ever. It's the today way to pay.
 - * Pay 10% upfront and the rest in 9 weekly automatic payments.

Social Image assets



A folder of image assets to use in your Facebook or Instagram posts is available for download at

→ latitudepay.com/assets

Social

General – Good to know

- 1 Customers pay 10% upfront, then the rest in 9 weekly automatic payments (ie. It's 10 weekly payments all up).
- 2 They take home or get sent their purchase straight away: you get paid within two business days.
- 3 Low fees. It's free to your customers and we only take a small percentage fee.
- 4 Zero risk to you: we take on any consumer finance risk. You get more sales conversions.