



Branding Guide

V9

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Introduction

LatitudePay is a digital Buy Now Pay Later (BNPL) platform that allows customers to purchase goods and services on an installment basis up to the value of \$1,000 over 10 weeks, no interest, ever or up to \$10,000 over 6-24 months with a \$10 monthly account keeping fee.

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 LatitudePay logo and the abbreviated option when there are no other alternatives.

Our logo always appears in Latitude 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



LATITUDE 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



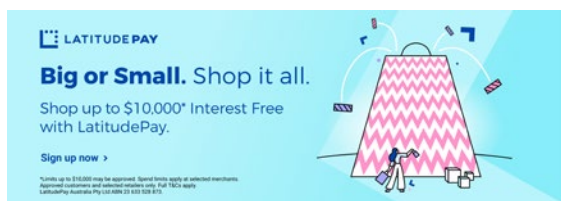
L SYMBOL



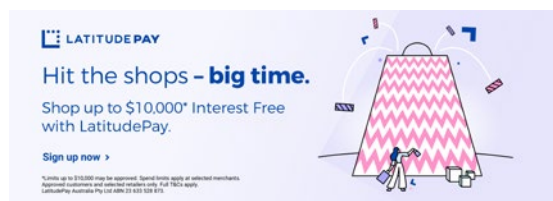


On your website

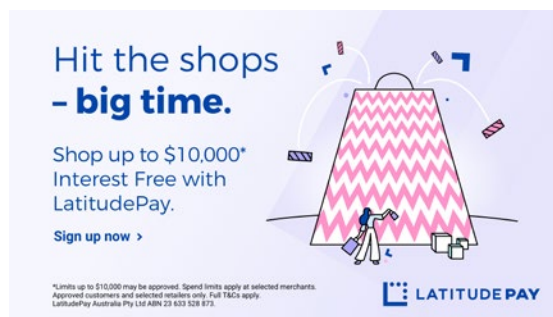
Homepage Hero Assets Overview



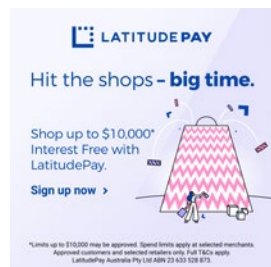
16:9 ratio format



2.35:1 ratio format



1:1 Square ratio format



1.28:1 MREC 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

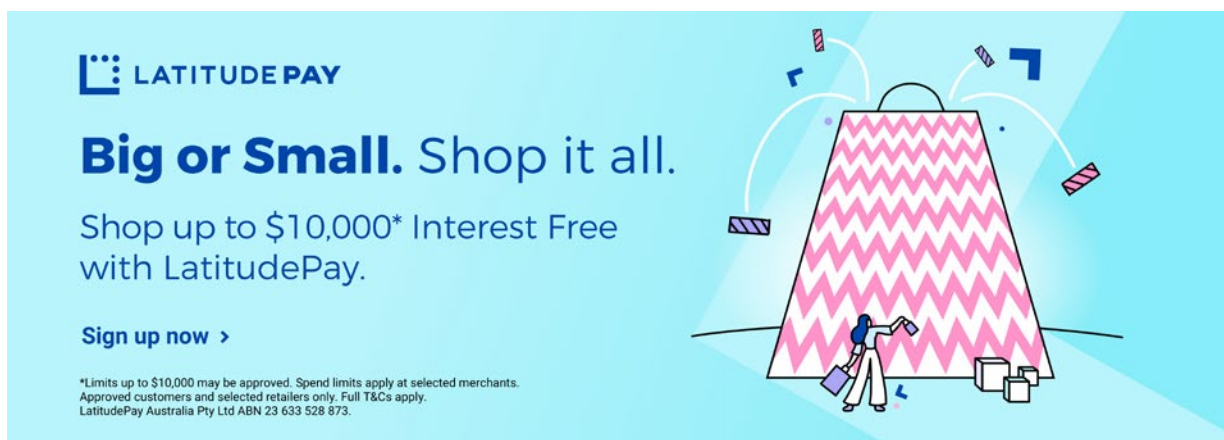
On our online merchants assets page we've supplied 3 different Photoshop (.psd) files that cover 3 common banner format sizes. You can crop them or make them larger to suit your particular space. You can also choose between lighter or darker versions, and with or without photography or brand illustration.

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



Big or Small. Shop it all.

Now you can shop up to a massive \$10,000* with LatitudePay plans.



Enjoy now, pay later with our interest free plans

How it works	Smaller Buys	Bigger Buys
Max spend up to	\$1000	\$10,000*
Number of plans	Multiple	Single
Time to pay	10 weekly payments	Monthly repayment over 6-24 months
Set-up fee	\$0	\$0
Monthly account keeping fee	\$0	\$10
Sign up time	2 minutes	5 minutes


[Sign up now](#)

New to LatitudePay? Here's what you'll need:

- ✓ To be over 18 years old
- ✓ A credit/debit card (Visa or Mastercard)
- ✓ An Australian driver's licence or passport


*Limits up to \$10,000 may be approved. Spend limits apply at selected merchants. Approved customers and selected retailers only. Full T&Cs apply.

800 pixels wide




Hit the shops - big time.

Shop up to \$10,000* with the new LatitudePay Bigger Buys plan.



Enjoy now, pay later with our interest free plans



Now you can shop big, up to \$10,000*, and pay over 6 to 24 months with a simple \$10 monthly fee.

[Sign up now](#)

New to LatitudePay? Here's what you'll need:

- ✓ To be over 18 years old
- ✓ A credit/debit card (Visa or Mastercard)
- ✓ An Australian driver's licence or passport

*Limits up to \$10,000 may be approved. Spend limits apply at selected merchants. Approved customers and selected retailers only. Full T&Cs apply.

650 pixels wide


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

 **LATITUDEPAY** Pay later. Interest Free. [Learn more.](#)


- Pay later. Interest Free.

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

 **LATITUDEPAY** Plans to shop big and small. [Learn more.](#)

- Plans to shop big and small.

 **LATITUDEPAY** 10 weekly payments of \$XX.XX [Learn more.](#)

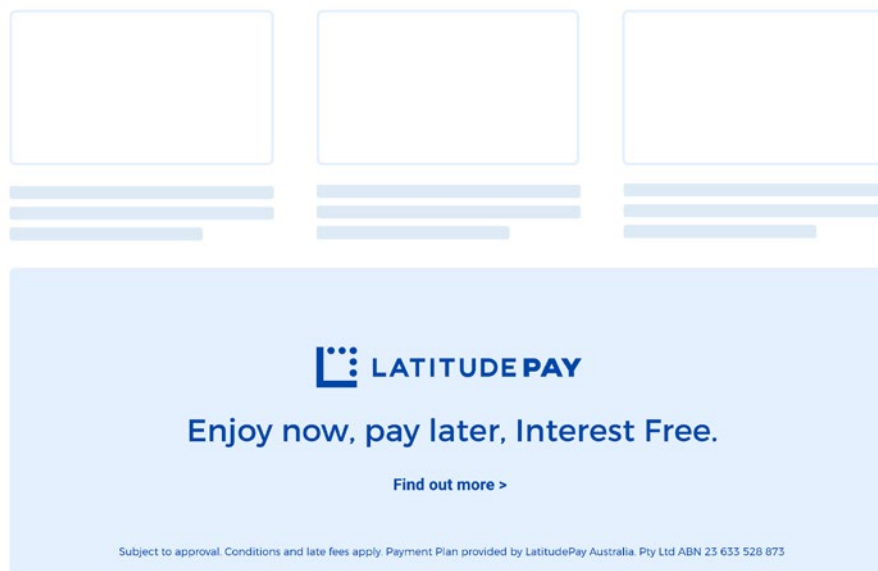
- 10 weekly payments of \$XX.XX

 **LATITUDEPAY** Payments from \$XX.XX per month. [Learn more.](#)

- Payments from \$XX.XX per month.

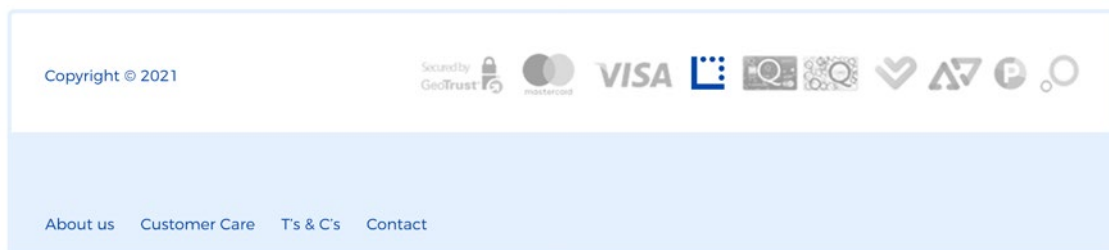
Banners and footers

Using the logo



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

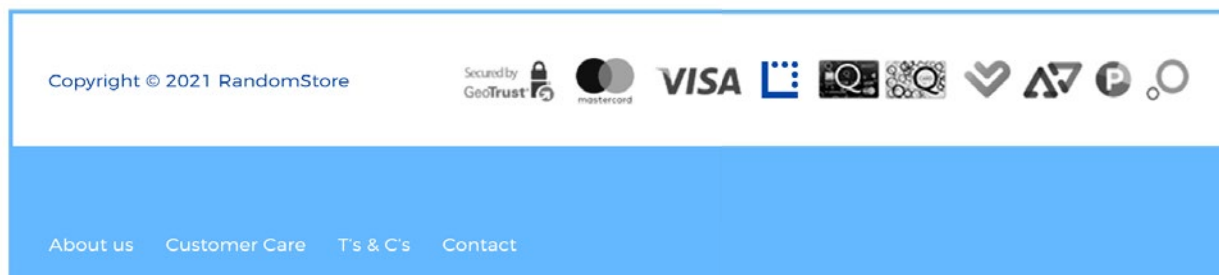
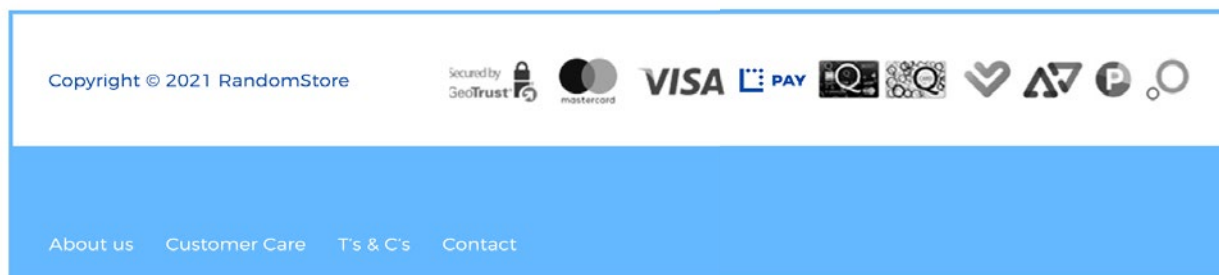
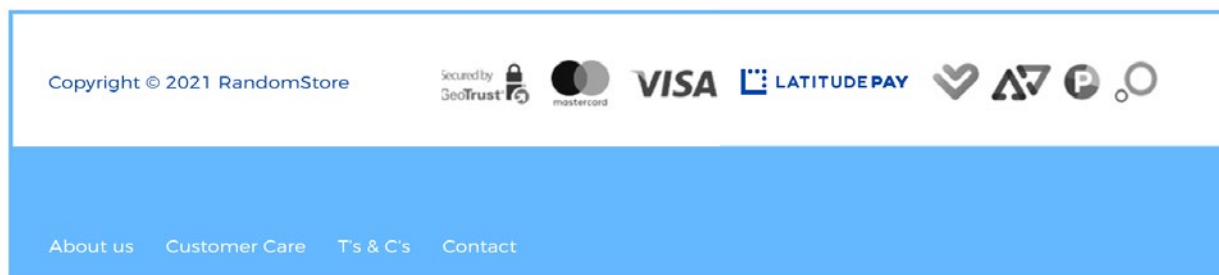
Example: Logo in banner



Example: Logo featured in the footer

Banners and footers

Logo placement

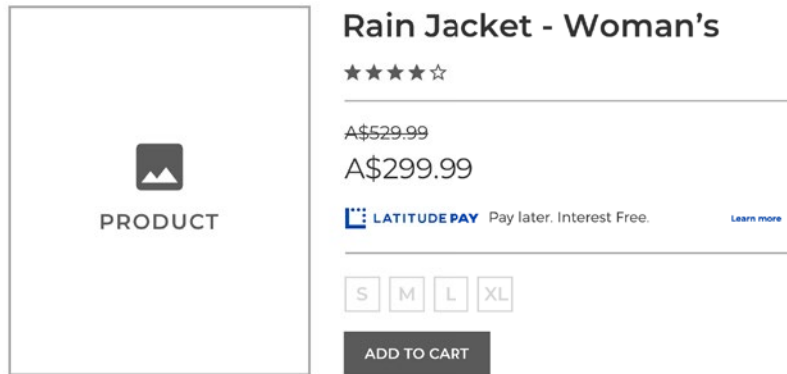


Use the full logo wherever you can. But if your website has some spaces that only allow square or smaller rectangles, just use the abbreviated version of the brand symbol.

Product & service pages

Displaying payment options

1

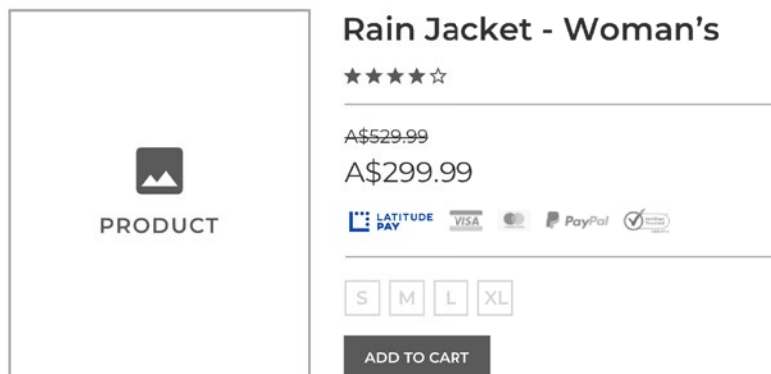


Include the LatitudePay button or tagline on all your product or service pages that offer LatitudePay – it could turn browsers into buyers.

1 HORIZONTAL IN LATITUDE BLUE
This is the preferred logo version

Use to minimum size 150px

2



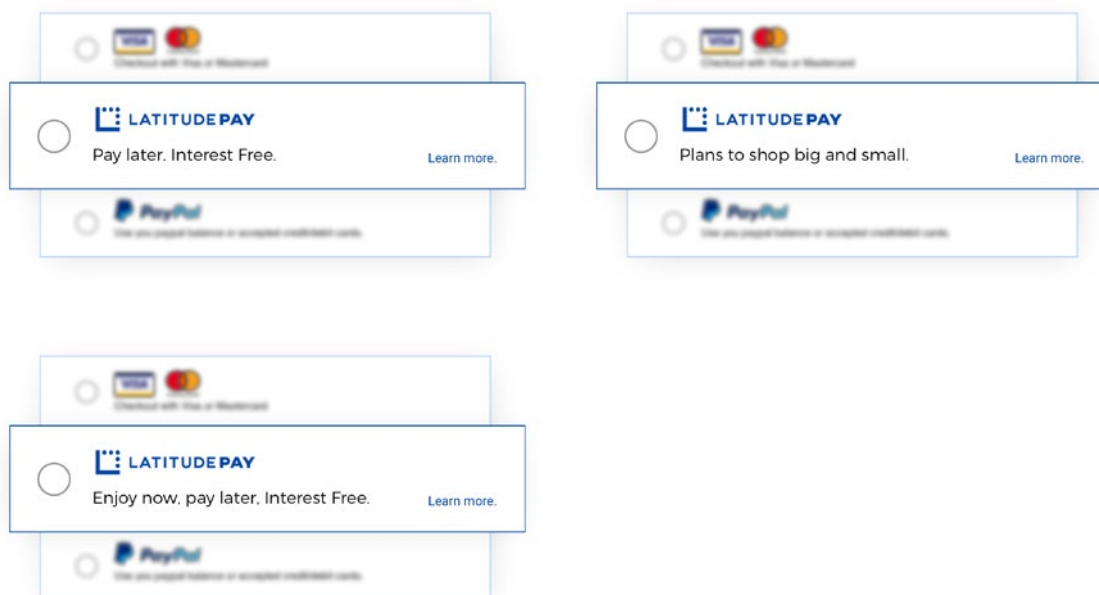
2 STACKED

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

Use to minimum size 100px

Checkout and cart

Selecting LatitudePay



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



In your emails

Email

Sample email insert

Smaller buys

Enjoy now, pay later, Interest Free. 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.

With LatitudePay, enjoy **X** now, pay later, Interest Free. [Click here](#) to see if you're approved.

1

Bigger buys

Hit the shops - big time. Interest free plans up to \$10,000 with LatitudePay.

We're excited to announce that **my business** now offers LatitudePay, so you can shop up to \$10,000 now and pay over 6 – 24 months, totally Interest Free. With sign up in 5 minutes and a \$10 monthly fee, it couldn't be easier.

With LatitudePay, enjoy **X** now, pay later, Interest Free. [Click here](#) to see if you're approved.

1

Both

Big or small. Shop it all with LatitudePay.

We're excited to announce that **my business** now offers LatitudePay. Shop up to \$1000 and pay weekly, Interest Free, or up to a massive \$10,000 now and pay over 6 – 24 months with a simple simple \$10 monthly fee.

With LatitudePay, enjoy **X** now, pay later, Interest Free. [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 **X** to suit your products. For example:

Enjoy **that new pair of heels** now, pay later, Interest Free.

Email

Sample full email

Shop now. 10 weekly payments. LatitudePay.

We're excited to announce that **my business** 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

2

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.

With LatitudePay, enjoy **X** now, pay later, Interest Free.

1

SAMPLE EMAIL INSERT

Simply pick the introduction copy from the previous page relevant to your business and insert this into an email to your customers.

1 Change out the **X** to suit your products. For example:

Enjoy **that new pair of heels** now, pay later, Interest Free.

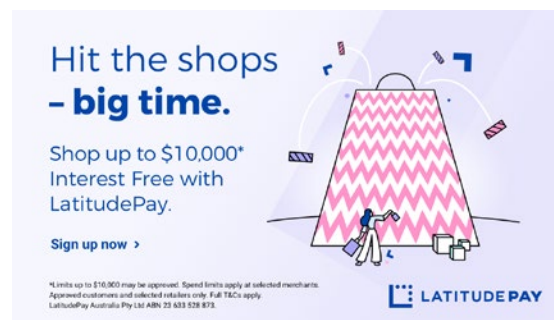
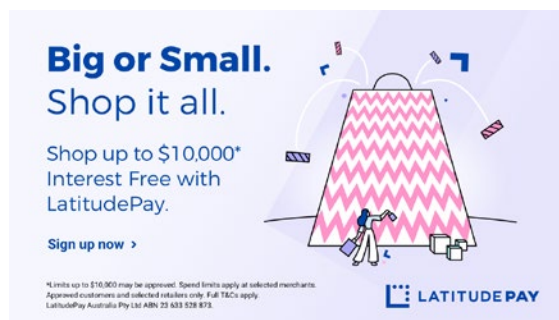
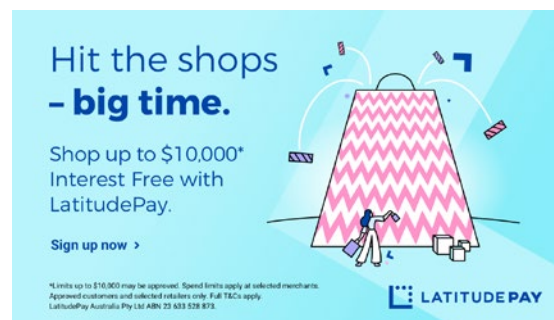
2 Add whichever is relevant to your customers:

Smaller buys: Pay with 10 weekly payments

Bigger buys: Pay from 6 – 24 months with a simple \$10 monthly fee

Both: Shop small up to \$1000 and pay weekly, or shop big up to \$10,000 and pay monthly

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 'Enjoy now, pay later, Interest Free'. You're welcome to change this out to suit your business e.g. 'Enjoy adventure now, pay later, Interest Free.'
- 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 over 10 weekly installments. No interest. Ever.

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

My business name is now accepting LatitudePay. Hit the shops – big time. Shop Interest Free plans up to \$10,000 and pay monthly with LatitudePay.

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

My business name is now accepting LatitudePay. Shop up to \$1000 and pay weekly, Interest Free, or up to a massive \$10,000 now and pay over 6 – 24 months with simple \$10 monthly fee.

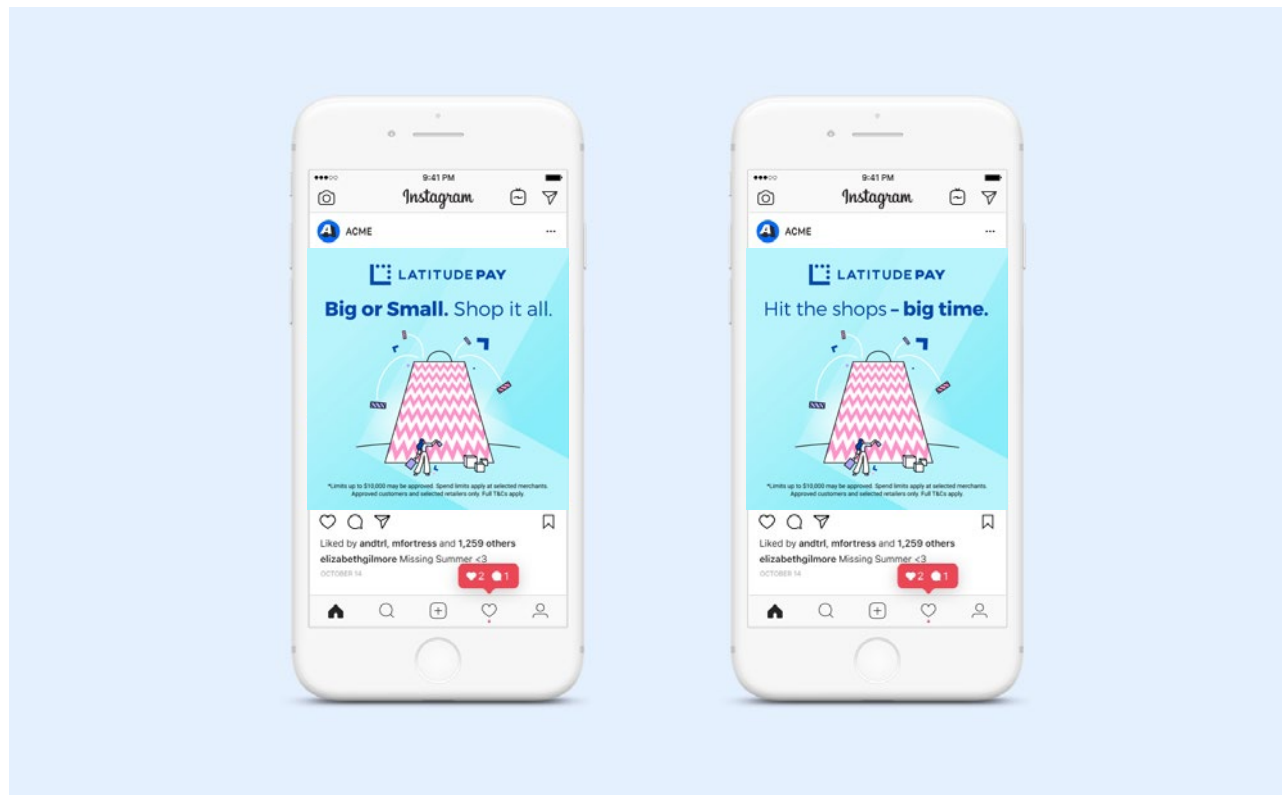
LatitudePay (button with link) Click here to see if you're approved.

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.
 - * Pay from 6 – 24 months with a simple \$10 monthly fee.

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 for merchant and customer. Up to \$1,000 is free to your customers, and up to \$10,000 requires a small \$10 monthly account keeping fee. For merchants, we only take a small percentage fee.
- 4 Zero risk to you: we take on any consumer finance risk. You get more sales conversions.