

LATITUDE

Latitude Interest Free lockup and badges: A user's guide

Version 1.0 – September 2020

We've been investing in a single, unified Latitude brand to help grow awareness among consumers and provide clarity around our interest free products.

To support this unified approach, we have developed a suite of Interest Free identifiers that can appear across your various shopping touch points to assist your customer's experience. This also allows us to be clearer, up front, so your customer knows who is providing their financing.

This usage guide showcases the suite of lockups and badges designed to

promote the Latitude Interest Free offering. Designed to be flexible, there are several options available, each one appropriate for specific purposes based on size and message needs.

We will also be using these as we promote through our social channel.

Hopefully you'll find this guide really easy to use but we are here should you have any queries. Get in touch with your Program or Marketing contact or send an email to brand@latitudefinancial.com and help will arrive shortly.

Introduction

The Latitude Interest Free lockups and badges have been created to reinforce the brand as the provider of interest free payment plans and buy now pay later products.

Hero Lockup



Alternate Lockups



Hero Badges



Alternate Badges



Latitude Interest Free Lockup

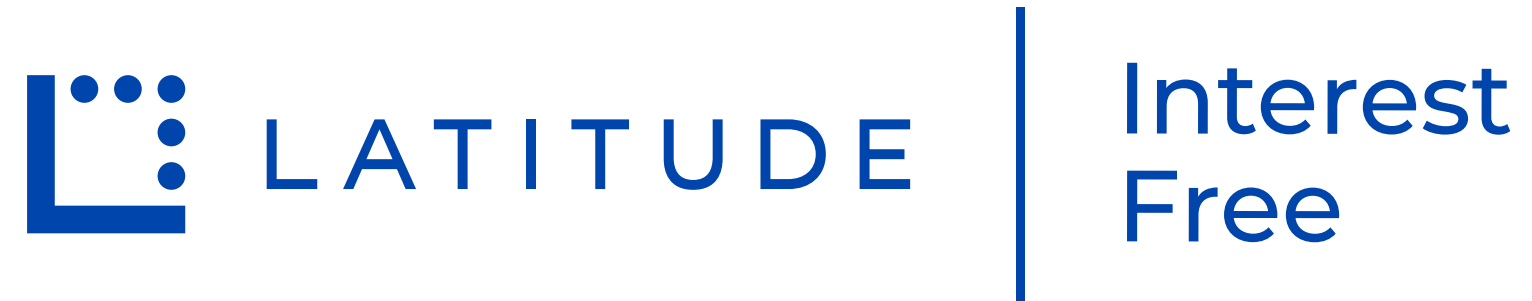
Standard

This is the go-to lockup when communicating Interest Free.



Alternate

For small spaces where 'Interest Free' isn't legible when the words are contained in the blue shape.



Shorthand

This lockup is used when there are width restrictions that affect the legibility of the standard lockup.



Clearspace

Let's make sure there's plenty of space around the lockup. You can use this visual as a guide.

















Note

A modified version of the Latitude Horizontal logo is used within the Interest Free lockup so that components can be locked up tighter as a unit.



Lockup use cases

	Context				
Size		Price Per Month		Accepted Payment Option	Checkout Option
	No Size Restriction	 		 	 
	Size Restricted	Appear without copy  	Appear with copy 		
	Minimum Size				

Usage Examples

Price Per Month

Sea World Resort

Gold Coast, QLD

SEA WORLD RESORT

WATERPARK

Sea World Resort is Back! Best-Selling Gold Coast Family Stay for Four Guests with Unlimited Entry to Four Theme Parks

Travel until 24 Dec 2021

Treat the family to the ultimate holiday on the Gold Coast with a stay at Sea World Resort. Included in your escape is unlimited theme park entry for four to Sea World, Warner Bros. Movie World, Wet'n'Wild and Paradise Country during your stay. You'll also enjoy a A\$50 voucher towards an Animal Adventure experience, two bottles of wine on arrival, 50% off Kids' Club sessions, fantastic dining discounts including two-for-one beer, wine and cocktails, exclusive vouchers for Topgolf, Sea World Cruises and so much more.

Travelling with a larger group? Check out the Family Upgrades, featuring two interconnecting rooms for up to eight people.

SELLING FAST

Time limited offer

Hotel

5 or 7 Nights From

A\$999/room

Valued up to A\$2,025

Hotel + Flights

Add return flights to the hotel package. Select from all major airlines.

Use Qantas Points on this holiday

View All Package Options

Buy now, choose dates later

Lock it in today, choose dates when you're ready

Best price guarantee

If you find a better price, we'll match it -- and more

Interest Free Payment Options Available

Buy your escape now, pay for it later

Learn More

LATITUDE

Interest Free

Book now. Pay Later. [Learn More](#)

sale

PRODUCT CODE: 662860001

ALYSSA

4 Piece Queen Bedroom Suite

\$999.00

\$1,299.00

Learn more about our [finance options](#).

VISA

Mastercard

LATITUDE

Finish - LIGHT OAK/WHITE

Quantity

1

Add to Cart

Select a store for availability

[Search now](#)

Accepted Payment Option

Easy Payment

VISA

mastercard

AMERICAN EXPRESS

PayPal

LATITUDE

Interest Free

SHOP WITH CONFIDENCE

Australia's No. 1 online retailer for the home

Huge range 180,000+ products

Fast shipping 48hr dispatch on most items

30 day returns for peace of mind

PayPal

VISA

mastercard

LATITUDE

zip

afterpay

hummm

We accept

JBNIFI GIFT CARD

Mastercard

PayPal

LATITUDE

Checkout Option

Method

Standard Delivery - \$14.99

Change

Gift card

Gift card number

Pin

Apply

Payment method

Total payable: \$713.99

All transactions are secure and encrypted.

Credit card

VISA

Mastercard

Card number

Name on card

Expiration date (MM / YY)

Security code

PayPal

LATITUDE

Interest Free

Billing address

Select the address that matches your card or payment method.

Retail Badges

These badges succinctly communicate Interest Free shopping with Latitude as a feature on the retail offerings of our merchant partners.

These badges are used in communications that feature product and offers. Where possible, they should be Latitude branded and can also highlight a secondary point such as payment terms.

Example usage



These badges prioritise the legibility of Interest Free which makes them suitable for most contexts.

Merchant branded space



Latitude branded space



We've designed these badges so you have flexibility in what you build into your content.

You'll see over the various designs that you can highlight the payment terms, payment plans, or even just the benefits of Interest Free (Enjoy now. Pay later).

We also have an alternate suite which can be used when the Interest Free term is the main proposition.

Utilize these badges to showcase an always-on offer or a limited term promotion.

Example usage



Where Interest Free is clearly the focus, use these badges to further communicate the terms of the Interest Free offer.

Merchant branded space



Latitude branded space



These badges are used when there are significant size restrictions, or when the Interest Free proposition is used as a sign-off.

Example usage



Use these badges where Interest Free is a secondary proposition or with challenging imagery (lifestyle shots, multiple products in one image etc.).



We've designed these badges so you have flexibility in what you build into your content. You'll see over the various designs that you can highlight the payment terms, payment plans, or even just the benefits of Interest Free (Enjoy now. Pay later).