

Retail Partner Toolkit

As at July 2021



LATITUDE

1. Introduction and Important Information

- i. This toolkit contains guidelines, specifications and best practice to use as a reference when creating assets for Latitude promotional channels.
- ii. A copy of our brand guidelines can be accessed here: <https://company-163189.frontify.com/d/K3sviYKKQp6e>
- iii. A breakdown of what you can expect in this toolkit:
 - 1. Card lock-ups
 - 2. Templated assets
 - 3. Best practice
 - 4. How to book ad spots
- iv. For any questions or clarifications, reach out to your Program Manager.

1. Interest Free Cards

The below shows the visual card lockup display. There are 3 lock-up variations and all cards must be present at each given time.

- a. Latitude Gem Visa
- b. Latitude GO Mastercard
- c. Buyer's Edge
- d. CreditLine

5 CARD VERTICAL LOCKUP



4 CARD VERTICAL LOCKUP



4 CARD SQUARE LOCKUP



5 CARD SQUARE LOCKUP



4 CARD HORIZONTAL LOCKUP



5 CARD HORIZONTAL LOCKUP



2. Templated Assets / Interest Free webpage

Timings and requirements:

- Release dates:
1st working day of every month.
- Creative needs to be supplied
~5 days prior to these dates.
- Offer should be available for
a minimum of 1 month.
- Supply tagged URLs so that you can note
that the traffic has come from the Interest
Free pages.

1 Hero banner

Supply as two high res JPGs (one desktop and one mobile) and include layered PSD.

Desktop: 1010px W x 700px H

Mobile: 760px W x 431px H

2 Offer tile

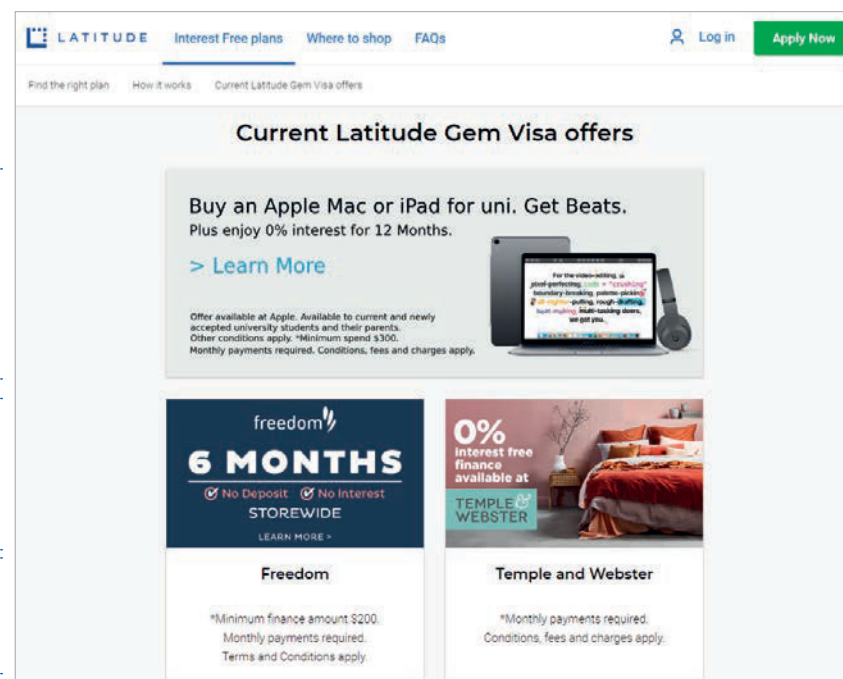
Supply as one high res JPG and include layered PSD.

Responsive: 751px W x 431px H

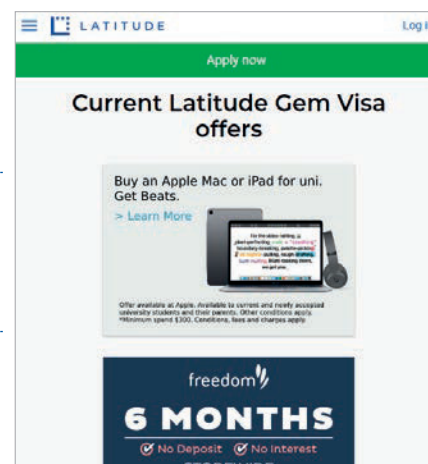
3 Offer tile disclaimer

Disclaimer to be supplied as free text and it will be placed underneath imagery as HTML (except for hero banner – this is to be included within the asset).

DESKTOP WEBSITE



MOBILE WEBSITE



2. Templated Assets / Retail Partner (RP) e-newsletter

Retail Partner (RP) e-newsletter

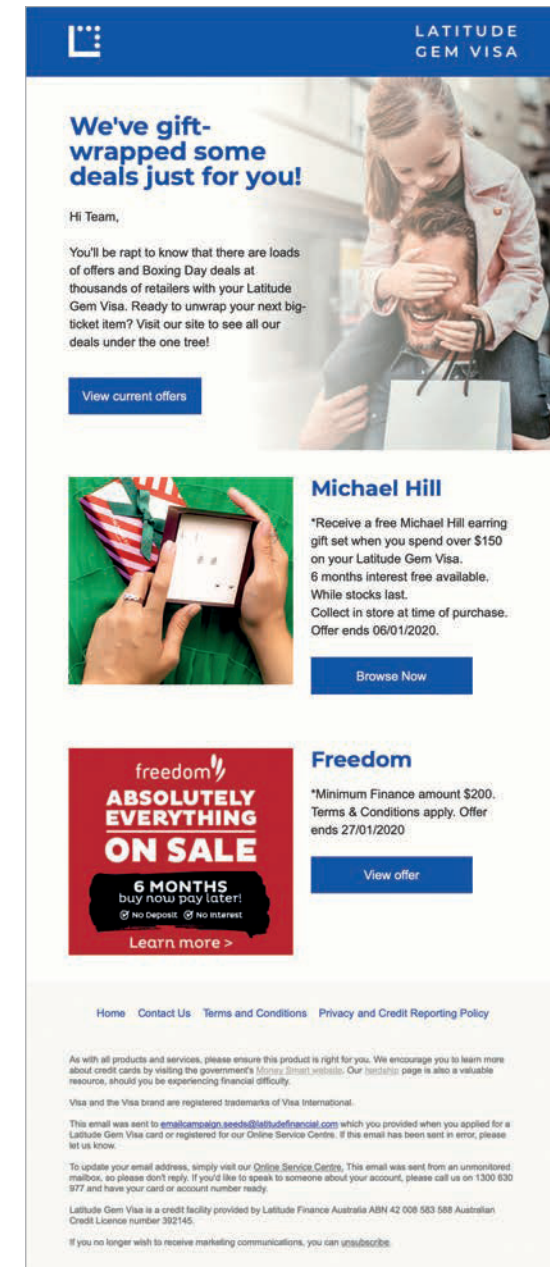
Supply as high res JPGs (one desktop and one mobile) and include layered PSD.

Desktop: 270px W x 250px H

Mobile: 360px W x 220px H

File Type: JPG

- Sent to Latitude Gem Visa, Buyer's Edge and CreditLine email marketable customers
- Sent on the ~15th of every month
- Volume ~200k
- Messaging to be specific to that month
ie May = Mother's Day, September = Father's Day



2. Templated Assets / OSC tiles and banners

1 Login Banner (pre-login)

Size: 660px W x 257px H

File Type: JPEG only

Max File Size: 350kb

2 Login and Post Login Tile

Size: 210px W x 147px H

File Type: JPEG only

Max File Size: 75kb

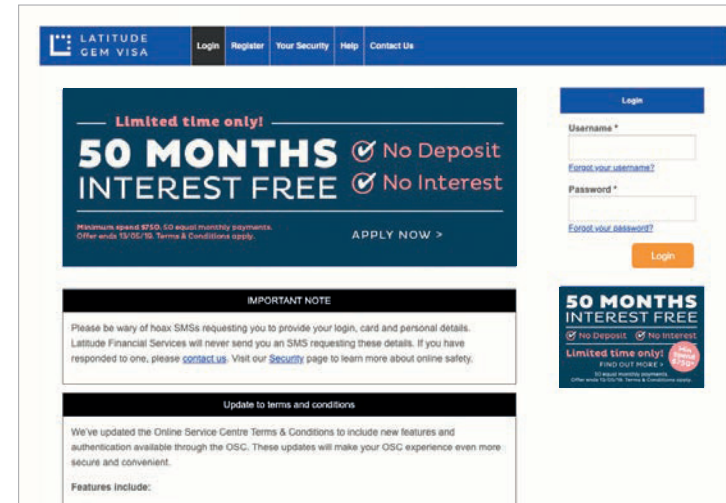
3 Dominator Banner (post login)

Size: 1000px W x 240px H

File Type: JPEG only

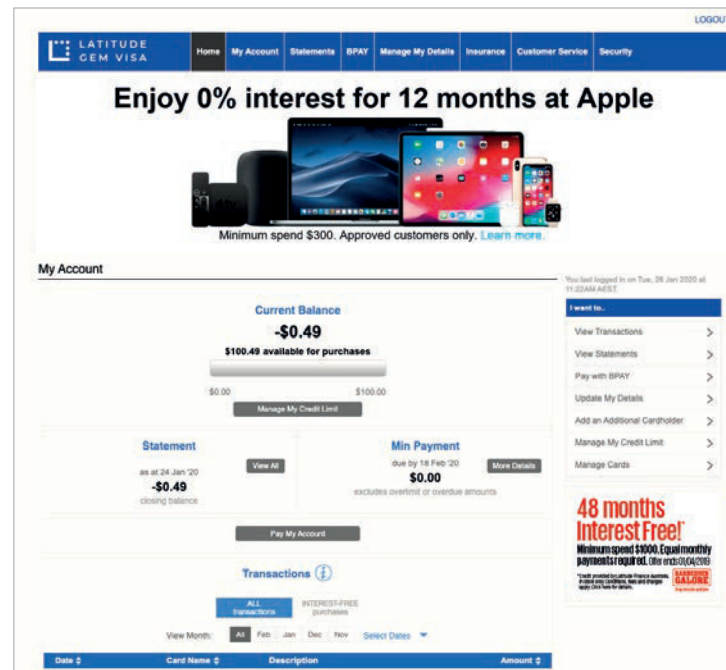
Max File Size: 500kb

1



2

3



2

2. Templated Assets / In App Explore Tab

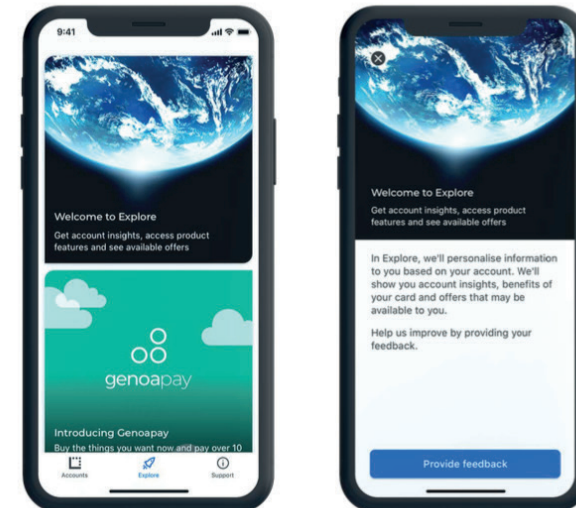
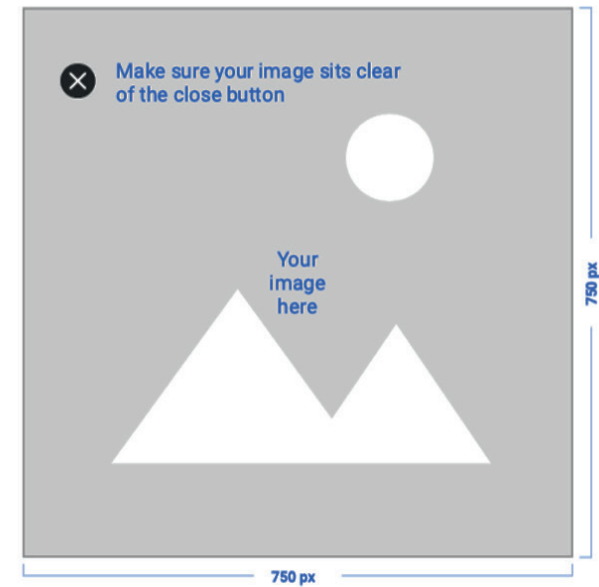
In App Explore Tab

This is how the Explore Tab image tiles are represented in the app. Tapping on a tile takes you to the detail view. By default we allow a short title and subtitle on the Explore Tile view. The rest of your content will sit within the detail view card, with the ability to include a call-to-action

Minimum Image Dimensions: 750 x 750 pixels

Maximum Image Size: 150 Kilobytes

File type: JPG

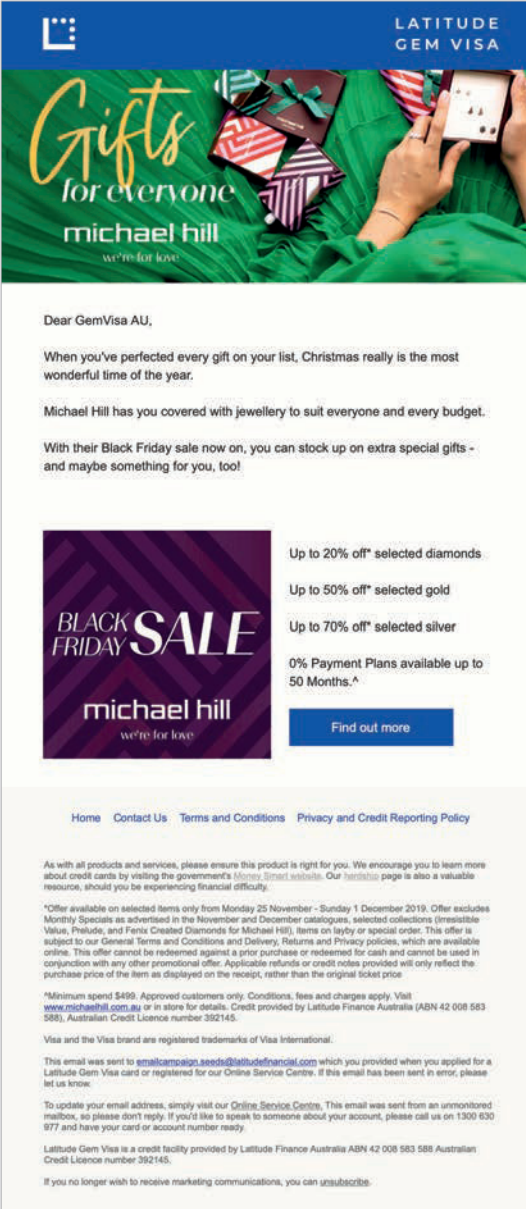


2. Templated Assets / Lifecycle comms integration (eDM)

Lifecycle comms integration (eDM)

Desktop: 600px W
Mobile: 320px W
File Type: GIF accepted, need static JPEG as backup if GIF is provided

Final file to LFS: Static JPEG/PNG and PSD



The image shows a template for a Michael Hill Black Friday sale email. The header features the Latitude Gem Visa logo and a festive image of hands holding a gift box. The main body contains a greeting, a paragraph about the holiday season, and a list of offers: 'Up to 20% off* selected diamonds', 'Up to 50% off* selected gold', 'Up to 70% off* selected silver', and '0% Payment Plans available up to 50 Months.*'. A 'Find out more' button is provided. The footer includes navigation links, a disclaimer, and contact information.

LATITUDE GEM VISA

Gifts for everyone
michael hill
we're for love

Dear GemVisa AU,

When you've perfected every gift on your list, Christmas really is the most wonderful time of the year.

Michael Hill has you covered with jewellery to suit everyone and every budget.

With their Black Friday sale now on, you can stock up on extra special gifts - and maybe something for you, too!

BLACK FRIDAY SALE
michael hill
we're for love

- Up to 20% off* selected diamonds
- Up to 50% off* selected gold
- Up to 70% off* selected silver
- 0% Payment Plans available up to 50 Months.*

[Find out more](#)

[Home](#) [Contact Us](#) [Terms and Conditions](#) [Privacy and Credit Reporting Policy](#)

As with all products and services, please ensure this product is right for you. We encourage you to learn more about credit cards by visiting the government's [Money Smart website](#). Our [helpdesk](#) page is also a valuable resource, should you be experiencing financial difficulty.

*Offer available on selected items only from Monday 25 November - Sunday 1 December 2019. Offer excludes Monthly Specials as advertised in the November and December catalogues, selected collections (Invisible Value, Prelude, and Felix Created Diamonds for Michael Hill), items on layby or special order. This offer is subject to our General Terms and Conditions, Delivery, Returns and Privacy policies, which are available online. This offer cannot be redeemed against a prior purchase or redeemed for cash and cannot be used in conjunction with any other promotional offer. Applicable refunds or credit notes provided will only reflect the purchase price of the item as displayed on the receipt, rather than the original ticket price.

*Minimum spend \$499. Approved customers only. Conditions, fees and charges apply. Visit www.michaelhill.com.au or in store for details. Credit provided by Latitude Finance Australia (ABN 42 008 583 588), Australian Credit Licence number 392145.

Visa and the Visa brand are registered trademarks of Visa International.

This email was sent to emailcampaign.seeds@latitudefinancial.com which you provided when you applied for a Latitude Gem Visa card or registered for our Online Service Centre. If this email has been sent in error, please let us know.

To update your email address, simply visit our [Online Service Centre](#). This email was sent from an unmonitored mailbox, so please don't reply. If you'd like to speak to someone about your account, please call us on 1300 630 977 and have your card or account number ready.

Latitude Gem Visa is a credit facility provided by Latitude Finance Australia ABN 42 008 583 588 Australian Credit Licence number 392145.

If you no longer wish to receive marketing communications, you can [unsubscribe](#).

2. Templated Assets / Social

Image asset:

- Instagram/Facebook post - Supply high res JPG or PNG, square images preferred. 1080 x 1080px. No text on images.
- Instagram/Facebook story - Supply high res JPG or PNG. 1080 x 1920px. Low amount of text.

Post Copy:


- Provide all copy required for the social post. This may include disclaimers, deals, products and any specific wording or phrasing.

Offer URL:

- Offer URL needs to be included. Tracking with URL is recommended but not essential.


Timings:

- Image asset, post copy and offer URL are required 5 business days before post launch.
- Offer length must be a minimum 48 hours for social posts.

 **Latitude**
Sponsored

One for them, one for you. A Michael Hill earring gift set is your FREE gift* when you spend over \$150 with Latitude Gem Visa, CreditLine or Buyer's Edge.

*While stocks last. Collect in store with purchase. Interest free options available, minimum spend applies. Approved customers only. Terms, conditions, fees and charges apply.



MICHAELHILL.COM.AU
Engagement Rings, Watches, Necklaces & Jewellery
- Michaelhill.com.au

[Shop Now](#)

2. Templated Assets / Statement inserts

- Print ready artwork files (colour) in high res PDF
- 100 x 210mm (plus bleed)
- Single or double sided
- Assets required 10 working days before commencement of insertion (allows for print + programming)
- Sent to Latitude Gem Visa, Buyer's Edge and CreditLine statement active customers
- Volume ~200k
- Physical statements only



SAMSUNG Galaxy Note8

24 months interest free* on the Samsung Galaxy Note8

Monthly repayments required

Pre-order by 21 September and redeem a bonus wireless charger*

Pre-order now at
shop.samsung.com/au/mobile/galaxy-note8

*T&Cs apply. Promotion starts 12:01am on 25/08/2017 and ends 11:59pm on 21/09/2017. Claims must be made before 11:59pm on 31/10/2017. See samsung.com/au/note8-wirelesscharger-offer/terms.pdf for full T&Cs, participating products, participating retailers and online claim form.

*Approved customers only. Conditions, fees and charges apply. Visit samsung.com/au for details. Credit provided by Latitude Finance Australia (ABN 42 008 383 388), Australian Credit Licence 392143.

3. Best Practice

- Keep content and visuals simple
- Use imagery if needed (choose relevant graphics and photos that enhance your message)
- Design/imagery should be predominantly featured on the RHS
- Include a CTA button and link to relevant landing page
- Include your company logo
- Do not create an image border
- Make your text readable (don't use cursive/script fonts, extremely thin font weight or all uppercase copy)
- Use the correct file formats (provided in this document for each promotional channel)

4. How to Book Latitude Promotional Channel Space

- i. Interest Free offer available on Latitude Gem Visa, CreditLine and Buyer's Edge websites – therefore, when providing an interest free asset, it will be displayed on all three websites.
- ii. Access to the attached promotional channels are to be discussed/negotiated with your respective Program Manager.
- iii. Book the channel space in advance – first in, best dressed!
- iv. Ensure the offers are rich and appealing to customers (strength of offer is a must).
- v. Quarterly page visits for the interest free websites are as below:

Latitude Gem Visa: Current offers page: 39,283

CreditLine: Current offers page: 6,077

Buyer's Edge: Current offers page: 1,251

- vi. Quarterly page visits for the interest free OSC websites are as below:

Latitude Gem Visa: OSC: 1,940,752

CreditLine: OSC: 664,339

Buyer's Edge: OSC: 74,013



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