

# Latitude Interest Free credit cards

## Lock-ups and guidelines

September 2023



# Introduction and Important Information

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This toolkit contains guidelines and best practice usage for creating assets that involve Latitude credit cards or card lock-ups.

A copy of our brand guidelines can be accessed here: <https://company-163189.frontify.com/d/K3sviYKKQp6e>

What can you expect to find in this toolkit?

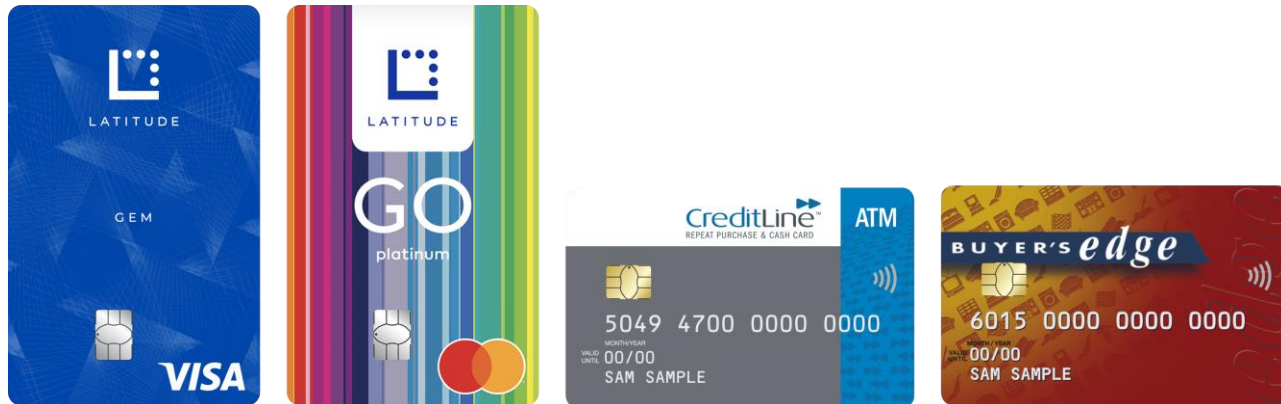
1. Card lock-ups
2. Best practice

For any questions, reach out to your Program Manager.



# Latitude Interest Free credit cards

## Physical cards - AU



## Digital cards - AU



# Interest Free credit cards

## Physical cards, Australia



This page shows the visual card lock-up display for the *physical* cards.

The *digital* wallet lock-ups can be found on the next page.

There are several card lock-up variations for the physical cards, and all cards must be present in each scenario.

Choose the option that works best within your space.

- Latitude Gem Visa
- Latitude GO Platinum Mastercard
- Buyer's Edge
- CreditLine

4 CARD VERTICAL LOCK-UP



4 CARD SQUARE LOCK-UP



4 CARD HORIZONTAL LOCK-UP



# Interest Free credit cards

## Digital wallet cards, Australia

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We also have digital version of the cards; these reflect the version that sits in the digital wallet.

These should only be used:

- At touchpoints representing the digital wallet, e.g., payment screens.
- Where space WILL NOT allow the physical version of the lock-up (however always try with those options first).





# Instruction for 'Participating Latitude credit cards' section

When showcasing the Latitude Interest Free options, we display the 4 products:

- Latitude Gem Visa,
- Latitude GO Platinum Mastercard,
- Buyer's Edge,
- CreditLine.

There are two layout options for each group of cards. The option you choose, depends on the space allocated:

1. Where space, especially height, is not a concern, include the physical card lock-up.



2. Where height is limited, include the digital wallet imagery.



Thank you.

Got a question? Just reach  
out to your Latitude  
Program Manager.