



## Co-Branding Guidelines

UPDATED: 10.2024

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# Why Message Sezzle?



# Why Message Sezzle?

Messaging Sezzle early and more often throughout the customer journey, shopping cart, payment pages and abandoned cart emails drives conversion, incremental sales and large basket sizes.

## Grow your shopper base

Promoting your partnership with Sezzle will attract new and existing shoppers looking to pay in four.

## Widgets convert shoppers

New merchants who add widgets get their first order through Sezzle over 60% faster on average than merchants who do not add widgets.

## Grow your basket size

Messaging Sezzle early and often throughout the customer journey, shopping cart, and payment pages, drives conversions, incremental sales, and large basket sizes.

## Marketing support

Merchants that promote their partnership with Sezzle through presentment will be prioritized for co-marketing campaigns. Driving millions of Sezzle shoppers to you.



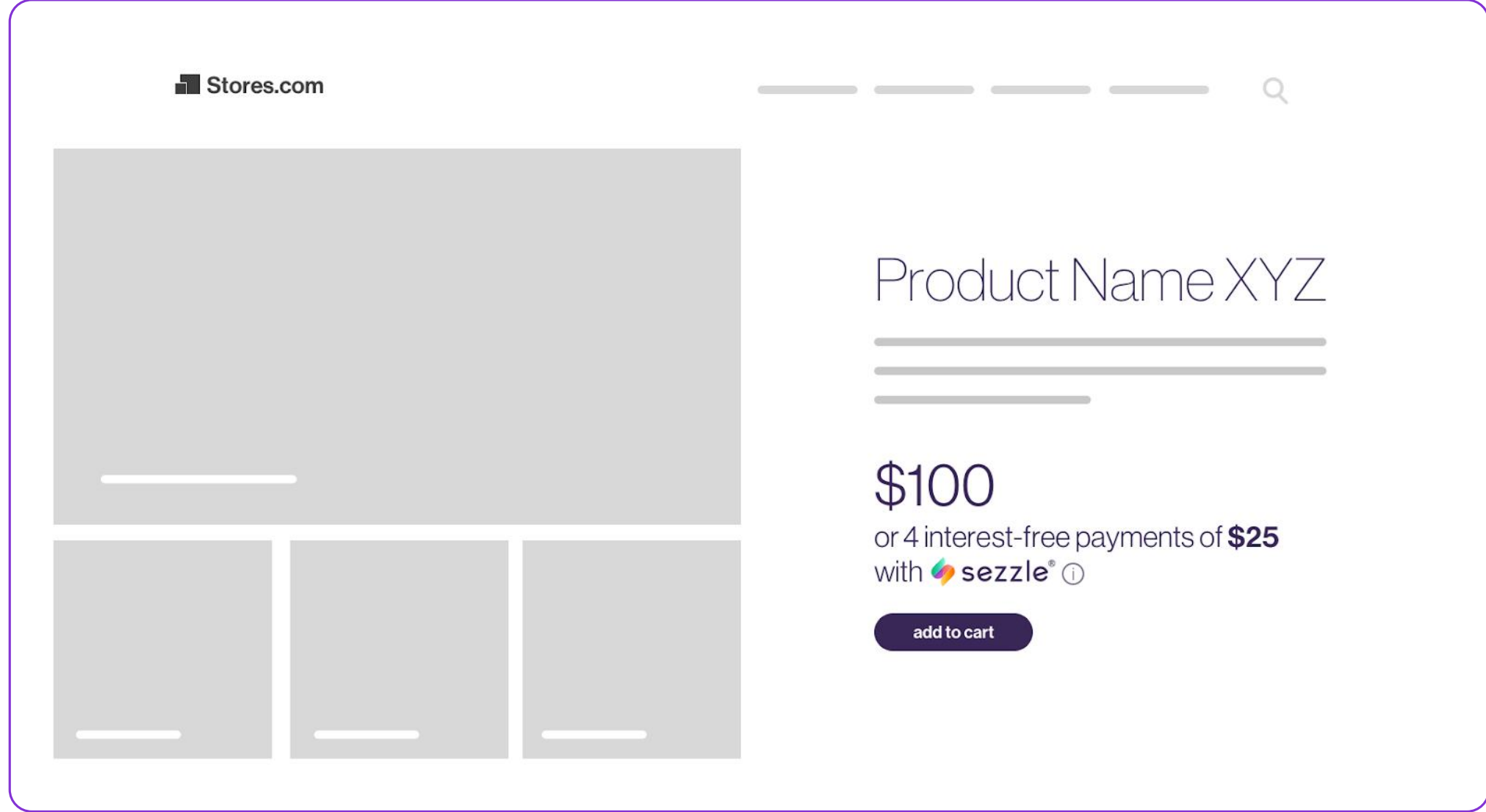
# Price Breakdown Presentment



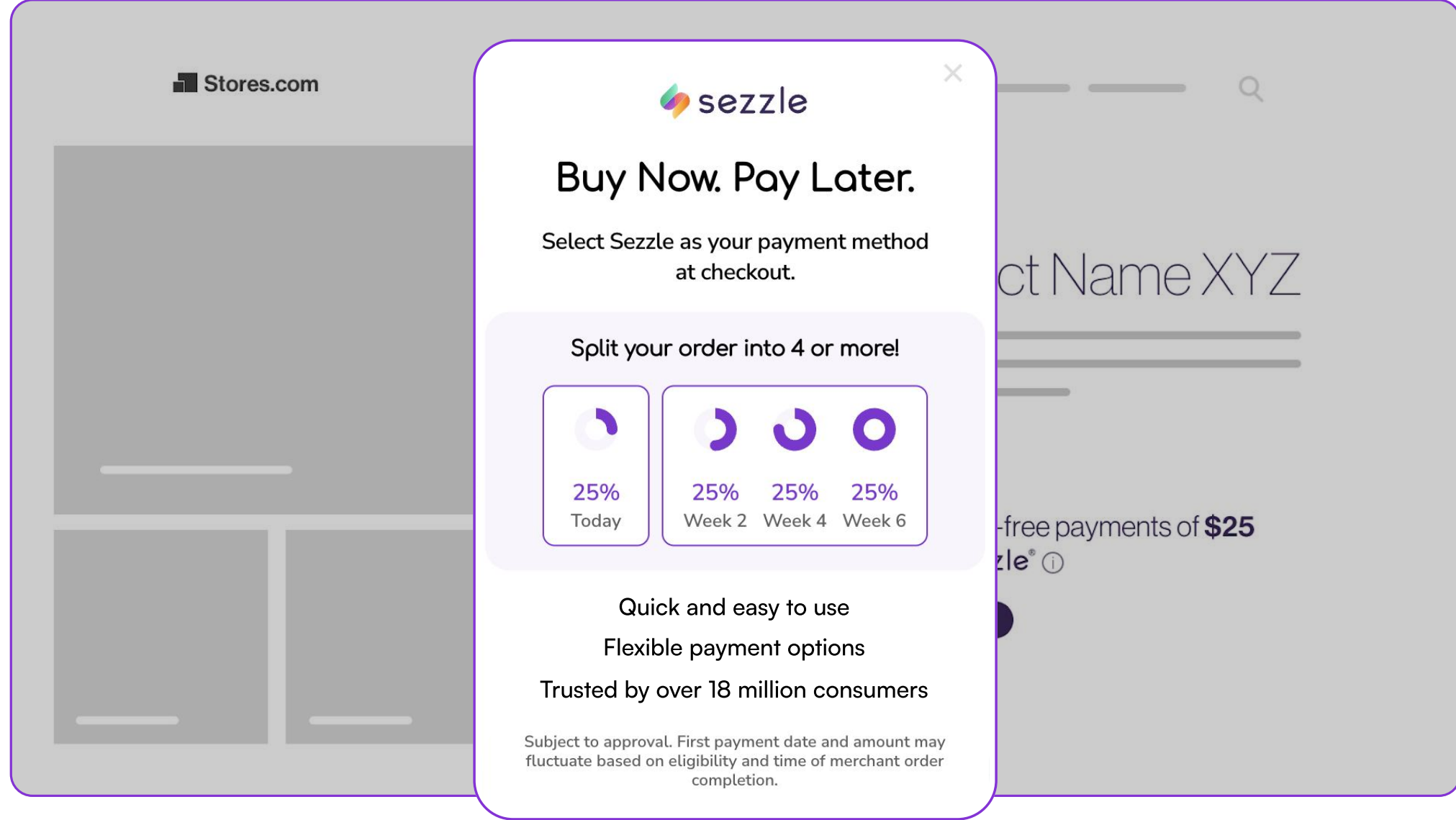
# Product Pages

The Sezzle dynamic widget displays payment options to shoppers on product description and checkout/cart pages, which is proven to increase conversions, average order values, and basket sizes. Always include price breakdown text, the Sezzle logo, and the modal link. [View Merchant Widget Resources on Sezzle's Brand Assets page.](#)

Sezzle Widget



Sezzle Modal

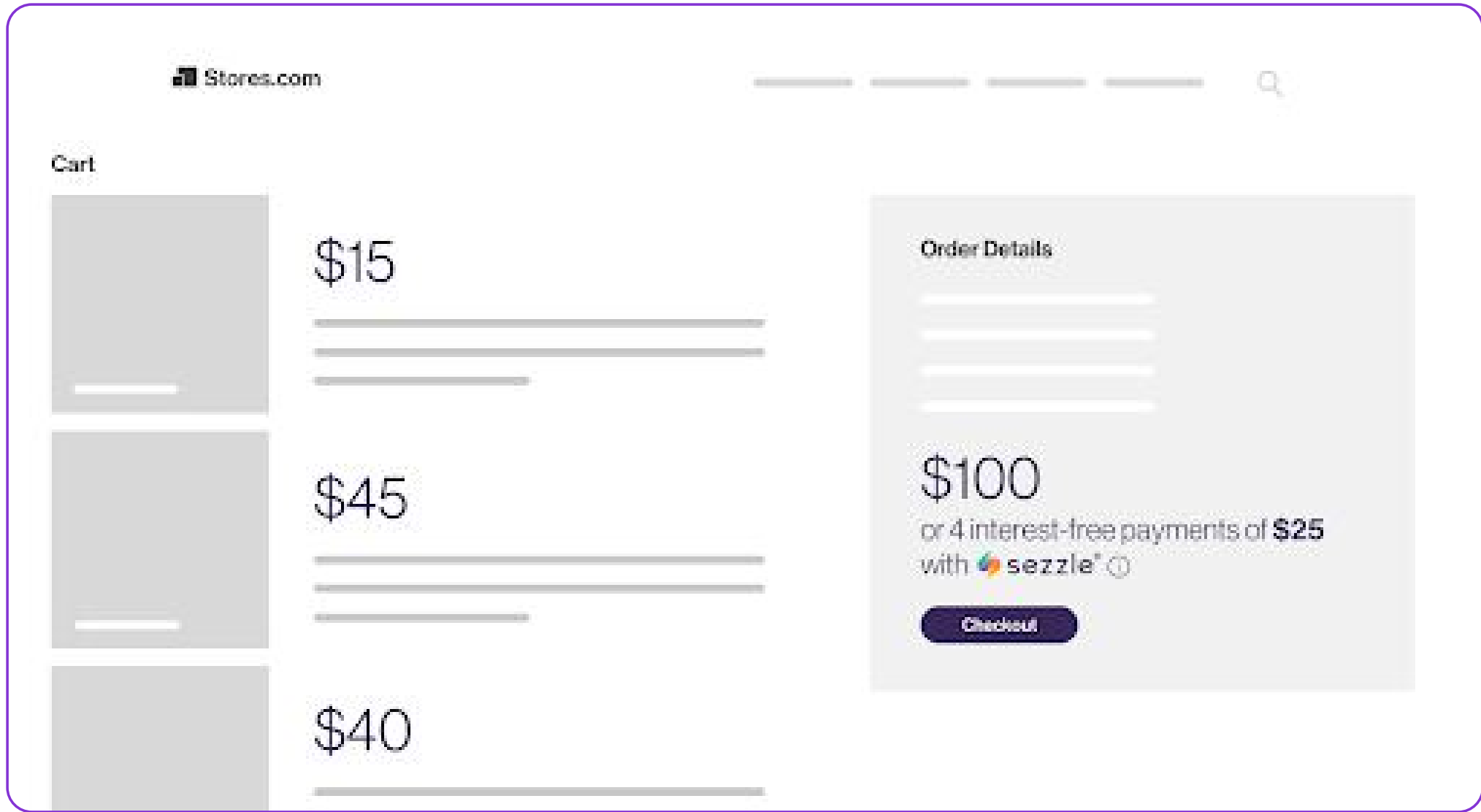




# Cart & Checkout

Repeating the Sezzle Widget at checkout reminds customers they have the option to checkout with Sezzle. Always include price breakdown text, the Sezzle logo, and the modal link.

[View Merchant Widget Resources on Sezzle's Brand Assets page.](#)







# Logo Usage



# Logo Usage Standards

Follow these guidelines whenever using the Sezzle logo.

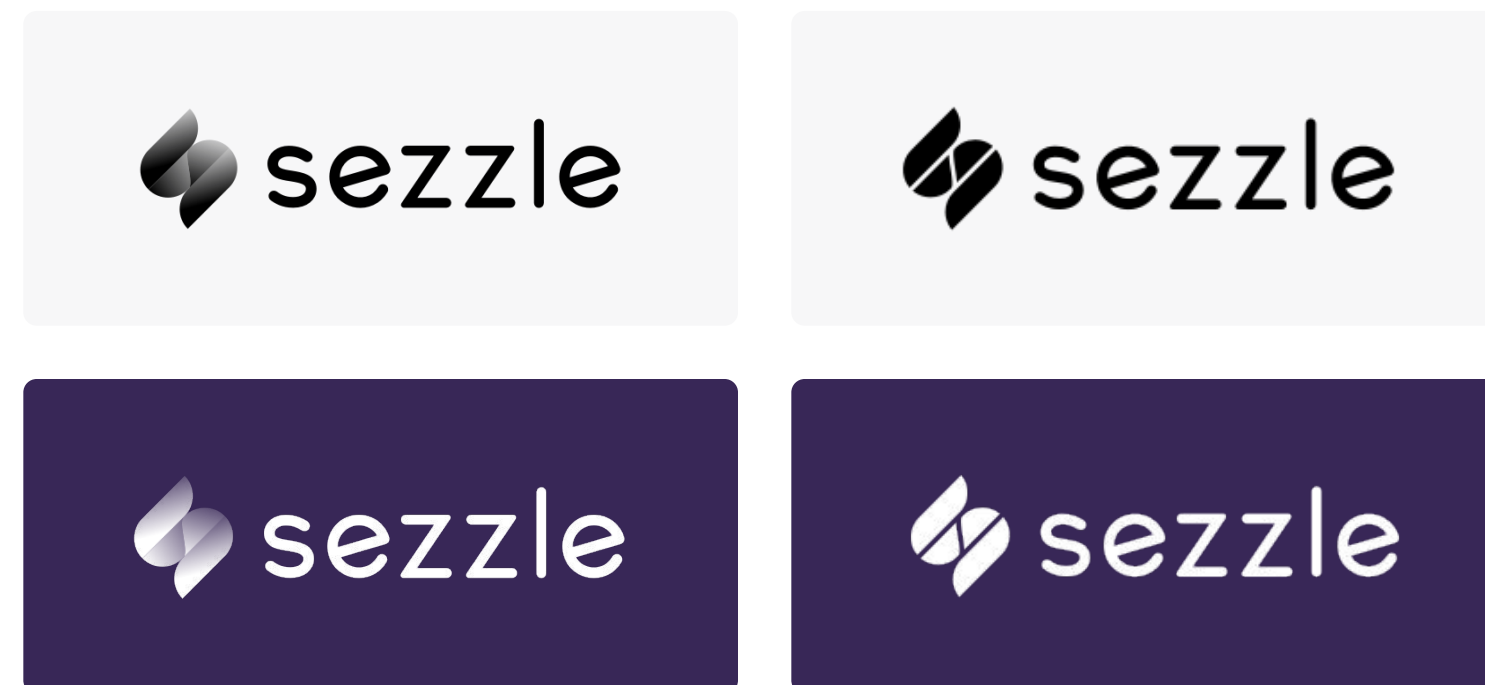
## Sezzle's Logo

Use Sezzle's full color light or Sezzle's full color dark logo. Always use icon and wordmark together.

### Preferred Logos



### Secondary Logos



## Logo Clear-Space

Use the "e" from the Sezzle logo to determine clear-space. When used in a price widget, clearspace does not apply.





# Co-Branding Logo Guide

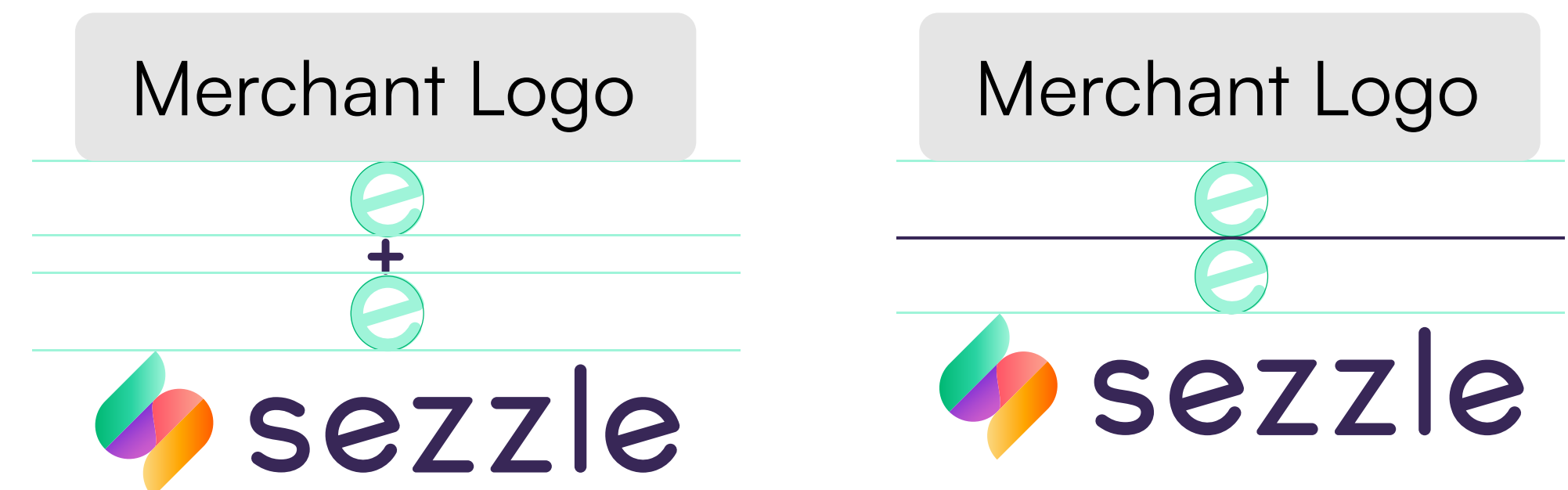
Use a thin line or plus sign to separate brand logo with Sezzle logo. Use the Sezzle “e” as a spacing guide. Merchant logo is always to the left or above Sezzle’s logo. Logos should take up similar amount of visual space.

Please refrain from associating the Sezzle logo, branding, or messaging with any content that could be considered inappropriate or improper. Sezzle retains full authority to require the removal of the Sezzle logo, branding, or messaging under any circumstance.

## Horizontal



## Stacked

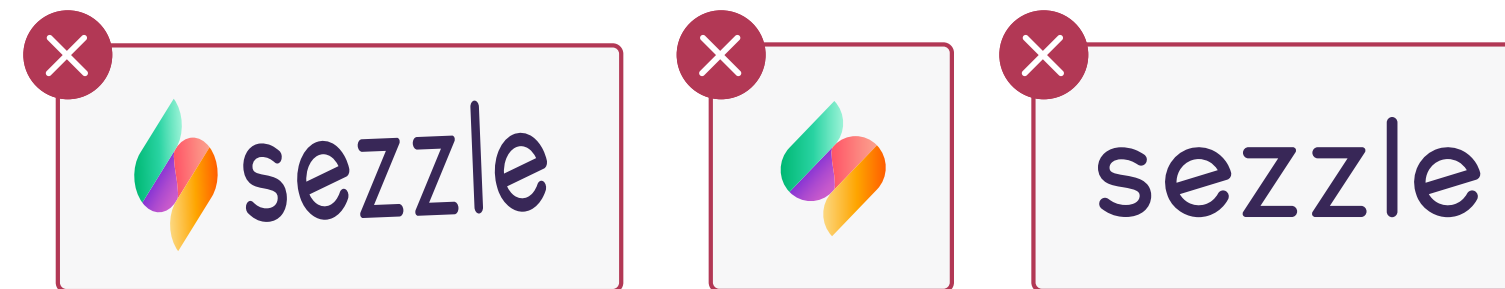




# Logo Don'ts

## Don't Alter

No rotating, bending, skewing, cropping, distorting or isolating elements of the logo. The "Sezzle" wordmark should always be combined with the "s" icon mark.



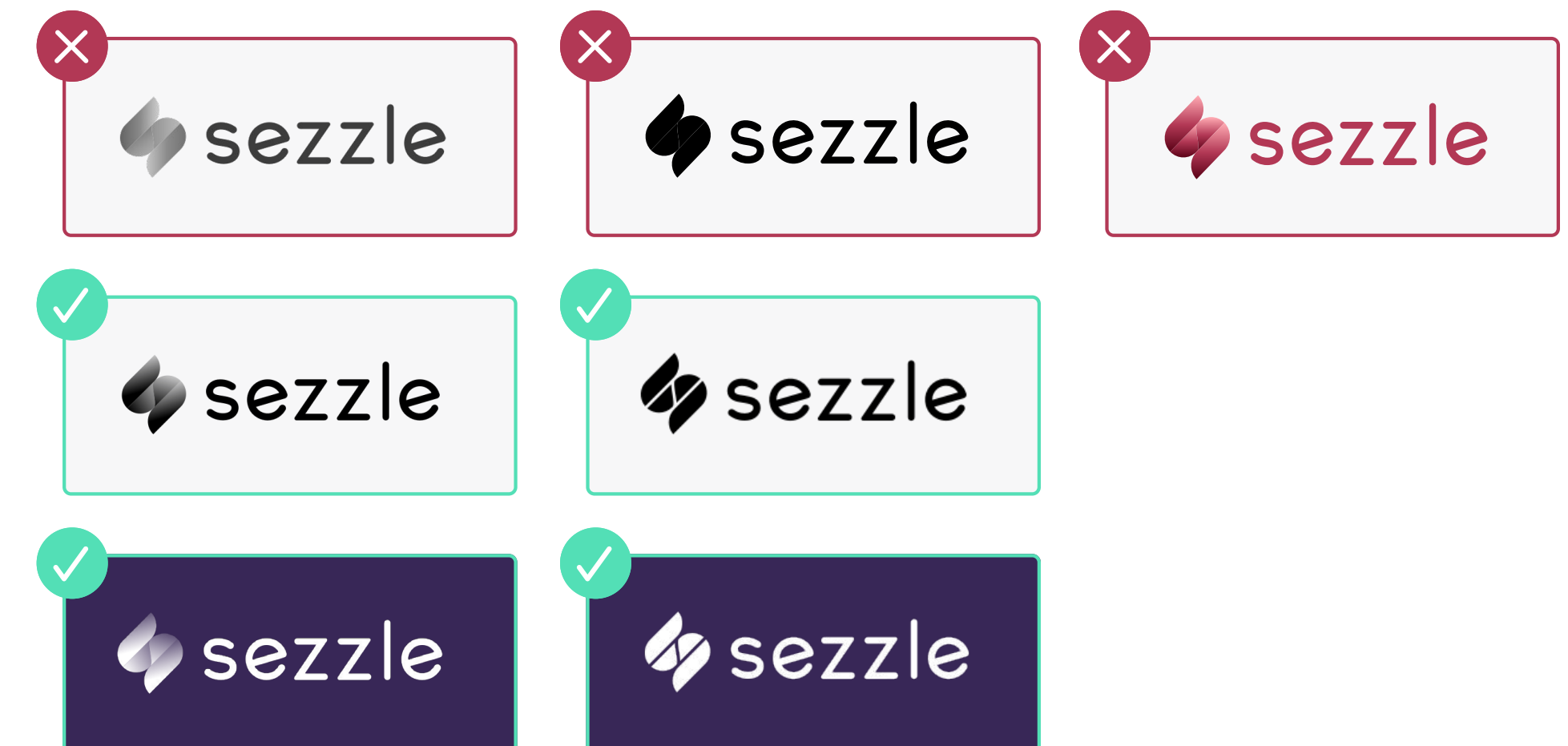
## Don't Embellish

No drop shadows, or other effects.



## Don't Recolor

No color changes, or DIY grayscale. Approved grayscale as well as approved black and white versions of our logo is available on our website. Always prioritize full color logo over grayscale or black and white logo usage.





# Logo Don'ts

## Don't Use Low Contrast

Don't place logos on backgrounds that make the logo unreadable.



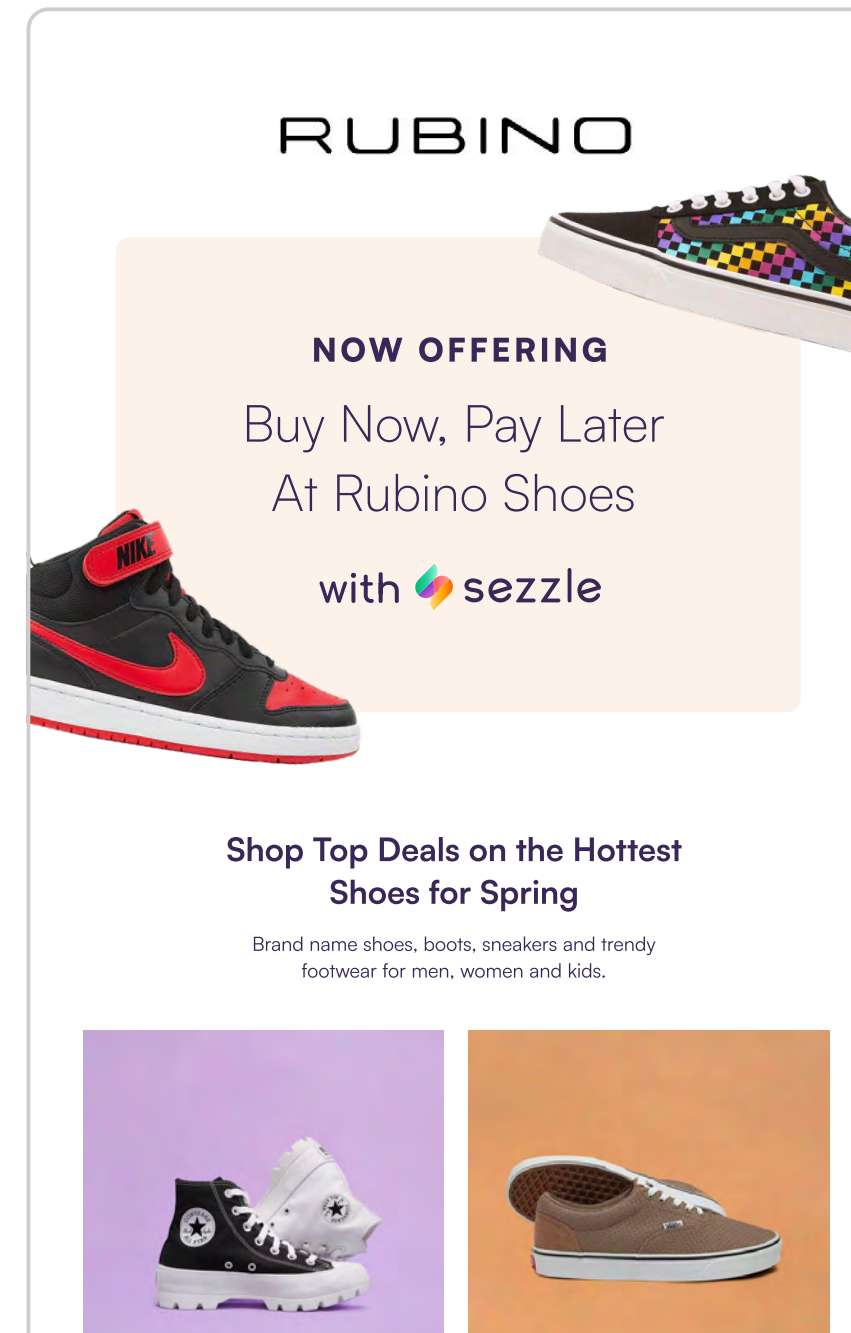
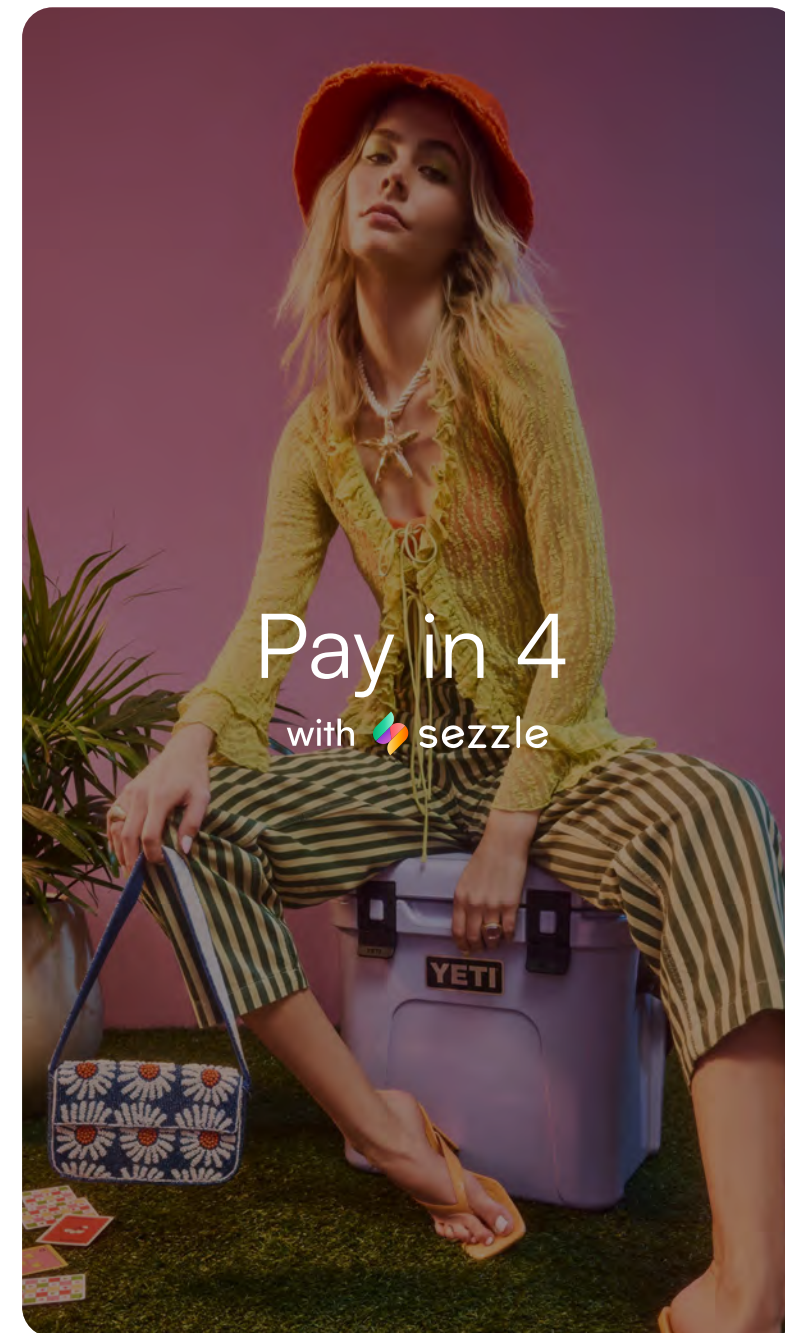
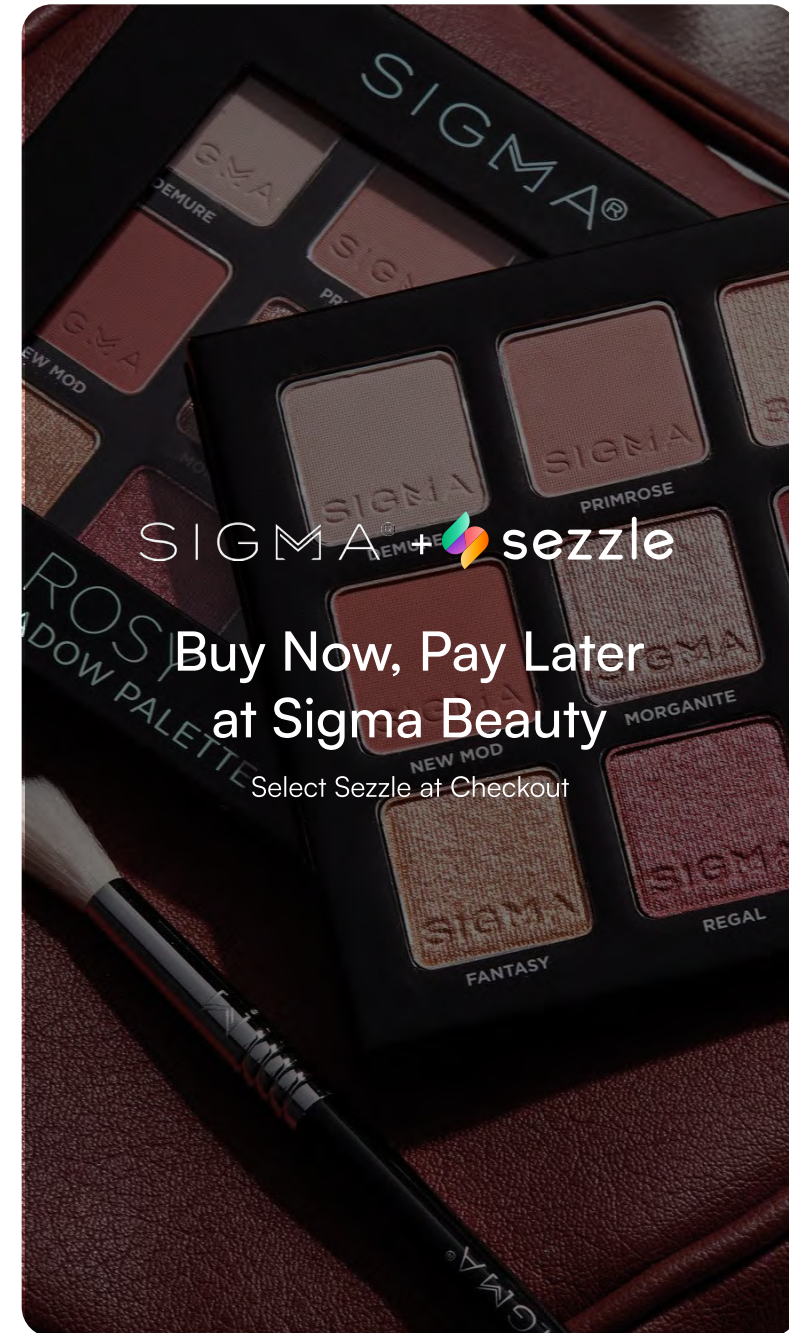
## Don't Use Our Old Logo

Swap out and delete any old Sezzle logos that are still in use.





# Logo Usage Examples





# Approved Messaging





# Approved Messaging

Sezzle is The Responsible Way to Pay™. We inspire and inform - inclusively. It's the core of Sezzle's voice and should always be the anchor in our communications.

## Main Messaging

- The Responsible Way to Pay™
- Buy Now, Pay Later with Sezzle
- Buy Now Pay Later with No Interest
- Pay in 4 with Sezzle<sup>1</sup>

## Secondary Messaging

- Checkout with Sezzle
- Now Offering Sezzle
- Pay Later with Sezzle
- Flexible Payments Available with Sezzle
- Select Sezzle at Checkout
- The Responsible Way to Pay™
- 4 Payments. 6 Weeks. No Interest with Sezzle.<sup>1</sup>

**Include Necessary Disclaimers** (See page 19 for full disclaimers including True Lender Disclosures referencing WebBank.)

<sup>1</sup> Pay in 4 and Pay in 2 loans are originated by WebBank except loans in Iowa and Puerto Rico. For example, for a \$300 loan Pay in 4, you make one \$75 down payment today, then three \$75 payments every two weeks for a 35.40% annual percentage rate (APR) and total payments of \$305.99, which includes a \$5.99 Service Fee (finance charge) charged at loan origination. Service fees vary and can range from \$0 to \$5.99 depending on the purchase price and Sezzle product. Actual fees are reflected in checkout.

# Short-Term Messaging

Our short-term product refers to our pay-in-4 model. It's the core of what Sezzle is. There are no fees if you pay on time with a checking account, no hard credit check, and has 0% interest - Our bread and butter payment model.

## Value Props

- Pay in 4 over 6 weeks with no interest.<sup>1</sup>
- No fees when you pay on-time with a checking account.
- No impact to your credit at sign up.
- Build credit history with Sezzle Up.<sup>2</sup>

## Headlines/Taglines

- Pay in 4 with Sezzle<sup>1</sup>
- Buy Now. Pay Later with Sezzle.
- Shop Now. Pay Later with Sezzle.
- Pay in 4 interest-free payments with Sezzle.<sup>1</sup>
- Pay in 4 with Sezzle. No interest.<sup>1</sup>
- Buy Now. Pay Later with Sezzle. No interest.<sup>1</sup>
- (\$price) or 4 payments of (\$split price) over 6 weeks. No interest with Sezzle.<sup>1</sup>
- The Responsible Way to Pay™
- 4 payments. Zero Stress.<sup>1</sup>
- Pay over time with no interest.<sup>1</sup>

**Include Necessary Disclaimers** (See page 19 for full disclaimers including True Lender Disclosures referencing WebBank.)

<sup>1</sup> Pay in 4 and Pay in 2 loans are originated by WebBank except loans in Iowa and Puerto Rico. For example, for a \$300 loan Pay in 4, you make one \$75 down payment today, then three \$75 payments every two weeks for a 35.40% annual percentage rate (APR) and total payments of \$305.99, which includes a \$5.99 Service Fee (finance charge) charged at loan origination. Service fees vary and can range from \$0 to \$5.99 depending on the purchase price and Sezzle product. Actual fees are reflected in checkout.

<sup>2</sup> Opt-in to voluntary credit reporting by enrolling in Sezzle Up.

Increases or specific changes to your credit score are not guaranteed. Impact on your credit score may vary depending on your use. All payments, including late payments, are required to be reported, which may negatively impact your credit score. Credit scores are independently determined by credit bureaus based on a number of factors, including the financial decisions you make with other financial services organizations. The program and related services will not remove negative credit history from your credit report.



# Long-Term Messaging

Access to our long-term lending partners allows shoppers to pay over a longer period of time. This solution is only available to some brands and some customers. Customers who can access our long-term lending partners also have the options to use our pay-in-4 model. **Only use this messaging if your brand has access to Sezzle's long-term lending partners.**

## Value Props

- Monthly Payment Options Available (Sezzle Logo)<sup>3</sup>
- Easy Monthly Payments Available<sup>3</sup>
- Split Your Payments Over Time

## Headlines/Taglines

- Take More Time to Pay
- Payments that Fit Your Budget
- Budget it with (Sezzle Logo)
- Affordable Payment Options
- Now with Even More Time to Pay

**Include Necessary Disclaimers** (See page 19 for full disclaimers including True Lender Disclosures referencing WebBank.)

<sup>3</sup> Monthly payment options are subject to credit approval by third party lenders. Rates from 5.99% - 34.99% APR; terms from 3 months — 48 months, which may vary by lender. 0% Annual Percentage Rate (APR) options may be available. APRs will vary depending on credit qualifications, loan amount, term, and lender. Minimum purchase is required.



# Disclaimers & Trigger Terms

## General Disclaimers

### Trigger Term: Pay in 4, Pay in 2, or any copy that references paying in installments.

Disclaimer: Pay in 4 and Pay in 2 loans are originated by WebBank except loans in Iowa and Puerto Rico. For example, for a \$300 loan Pay in 4, you make one \$75 down payment today, then three \$75 payments every two weeks for a 35.40% annual percentage rate (APR) and total payments of \$305.99, which includes a \$5.99 Service Fee (finance charge) charged at loan origination. Service fees vary and can range from \$0 to \$5.99 depending on the purchase price and Sezzle product. Actual fees are reflected in checkout.

### Trigger Term: Monthly Payments

Monthly payment options are subject to credit approval by third party lenders. Rates from 5.99% - 34.99% APR; terms from 3 months — 48 months, which may vary by lender. 0% Annual Percentage Rate (APR) options may be available. APRs will vary depending on credit qualifications, loan amount, term, and lender. Minimum purchase is required.

### Trigger Term: Build credit history

Disclaimer: Opt-in to voluntary credit reporting by enrolling in Sezzle Up. Increases or specific changes to your credit score are not guaranteed. Impact on your credit score may vary depending on your use. All payments, including late payments, are required to be reported, which may negatively impact your credit score. Credit scores are independently determined by credit bureaus based on a number of factors, including the financial decisions you make with other financial services organizations. The program and related services will not remove negative credit history from your credit report.

## True Lender Disclosure Language Requirements

All true lender disclosure language will appear as a web page footer. Approved by WebBank 06.2024

### When promoting Pay in 2 or Pay in 4 Disclaimer

\*All Pay-in-2 and Pay-in-4 Loans are originated by WebBank\*. Sezzle pay monthly loans are originated by Sezzle. Pay-in-2 and Pay-in-4 loans for residents residing in Iowa, Colorado, and Puerto Rico are originated by Sezzle.

### When promoting Sezzle Anywhere and/or Sezzle Premium Subscription Disclaimer

Sezzle Anywhere and Sezzle Premium Subscription Accounts are issued by WebBank and powered by Sezzle. Sezzle Anywhere and Sezzle Premium pricing information is available at <https://legal.sezzle.com/fees/en-us>. Cancel any time in the Sezzle app. Restrictions and exclusions apply to member benefits like offers & discounts. Subscription Account Terms and Conditions apply.

### Above and below paragraph will be used together when promoting Sezzle Anywhere

Disclaimer: Sezzle Virtual Cards are issued by both WebBank, and Sutton Bank, Member FDIC, pursuant to a license from Visa U.S.A Inc. The issuer of the card will be displayed at the time of issuance. See [User Agreement](#) for details. Sezzle provides access to financing in the form of installment loans. Sezzle is not a bank.



## Messaging Don'ts

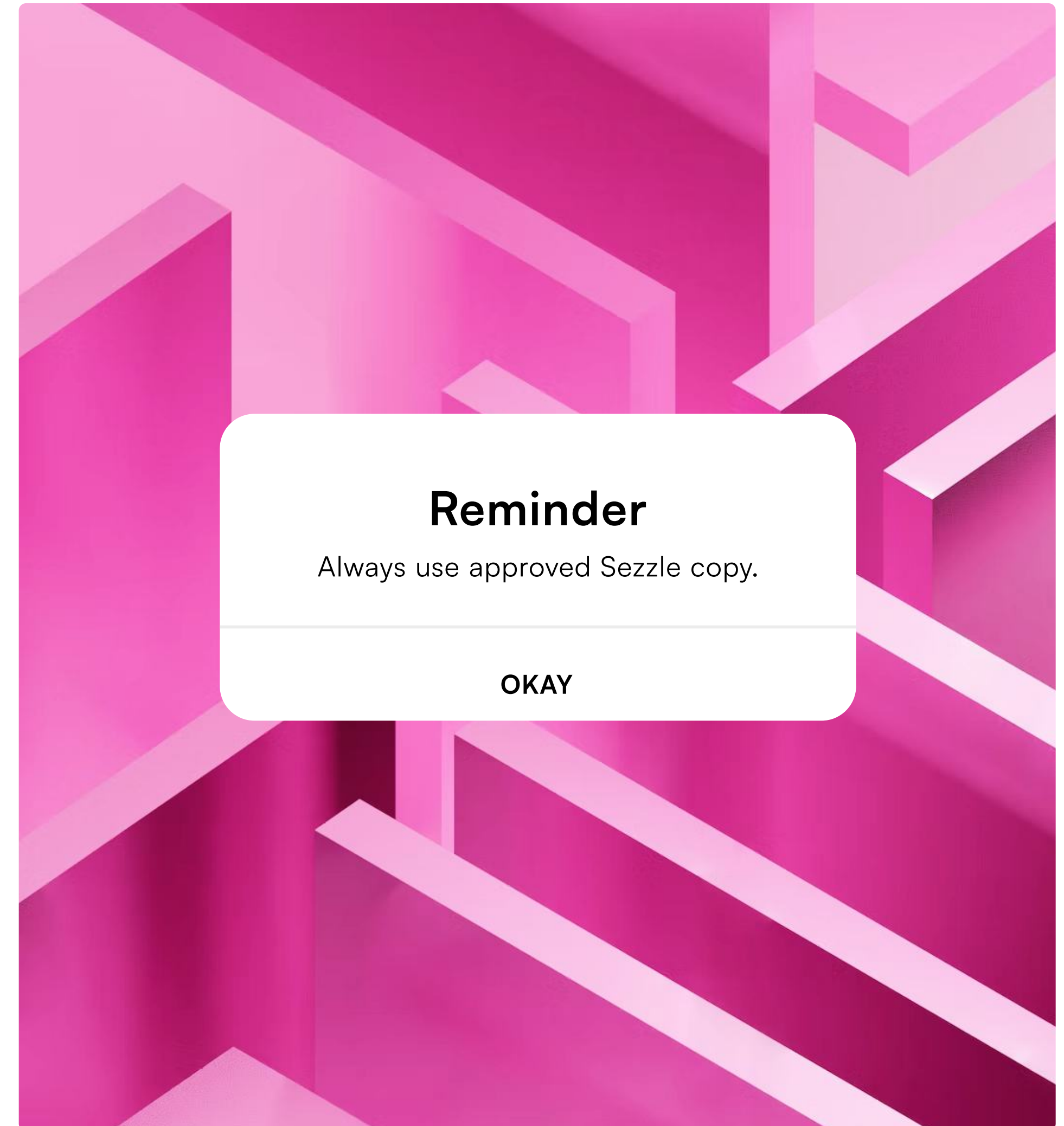
Payments can be a sensitive and easily misleading topic. We value our customers financial wellbeing. All language should be as transparent as possible. **Never** use copy that could lead to misinterpretation of Sezzle's product or encourage overspending. All Sezzle messaging should reflect our commitment to diversity, equity, fairness. **Never** to associate brand with things that would leave bad impressions.

### Things Sezzle is NOT

- ✘ Sezzle is **not** Layaway
- ✘ Sezzle is **not** a traditional credit card
- ✘ Sezzle is **not** a bank

### Sezzle should NEVER be associated with

- ✘ Overspending
- ✘ Abusing credit cards
- ✘ Increasing debt
- ✘ Living beyond one's financial means
- ✘ Lack of commitment to diversity, equity, fairness,
- ✘ Bad impressions





A woman with long blonde hair, wearing a red fuzzy hat and a green lace top, is holding a pink phone case. She is looking towards the camera with a slight smile. The background is a soft, out-of-focus blue and purple gradient.

# Brand Asset Usage & Examples

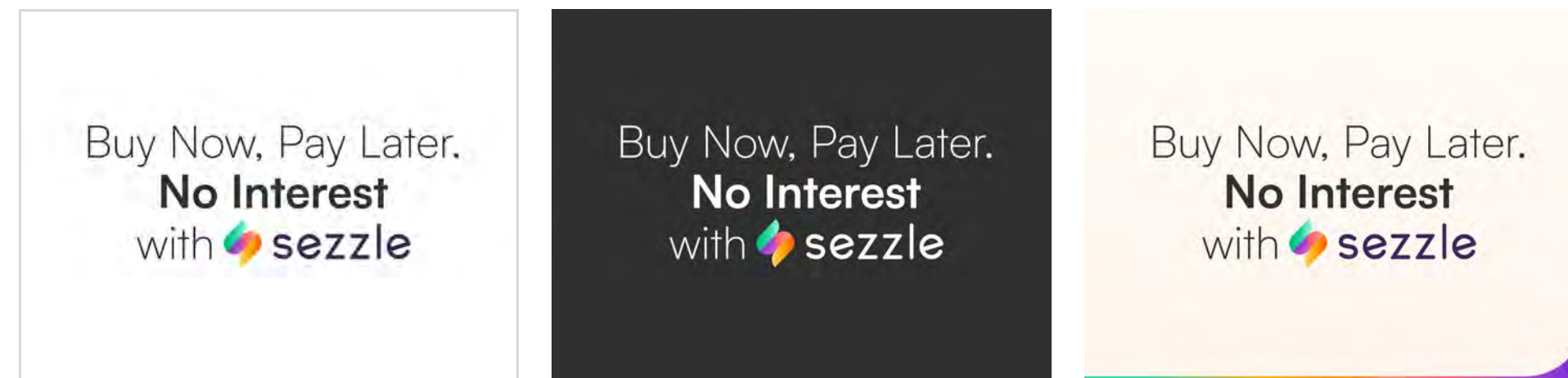


# Website Promotion

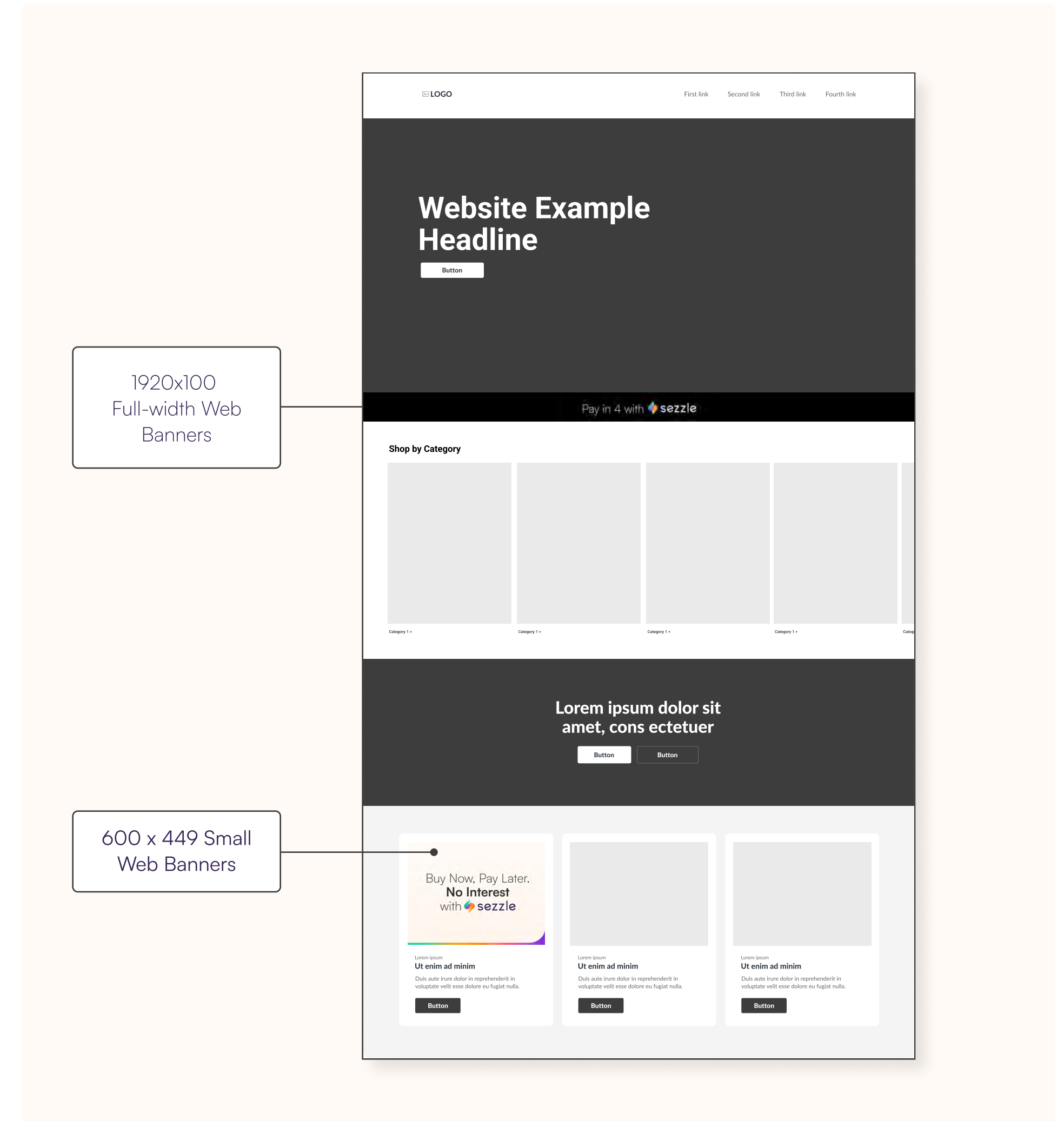
Download our website promotion package to promote Sezzle on your website. Use large banners for informative content. Use small banners for impactful reminders. When using assets with long-term messaging always include the approved disclaimer on page 18. [Download here.](#)

Please note, when using ad banners, either the ad banner or the landing page (without scrolling) it directs to must contain the following disclosure statement: “Pay in 4 and Pay in 2 loans are originated by WebBank except loans in IA and Puerto Rico.”

## 600 x 449 Small Web Banners



## 1920x100 Full-width Web Banners



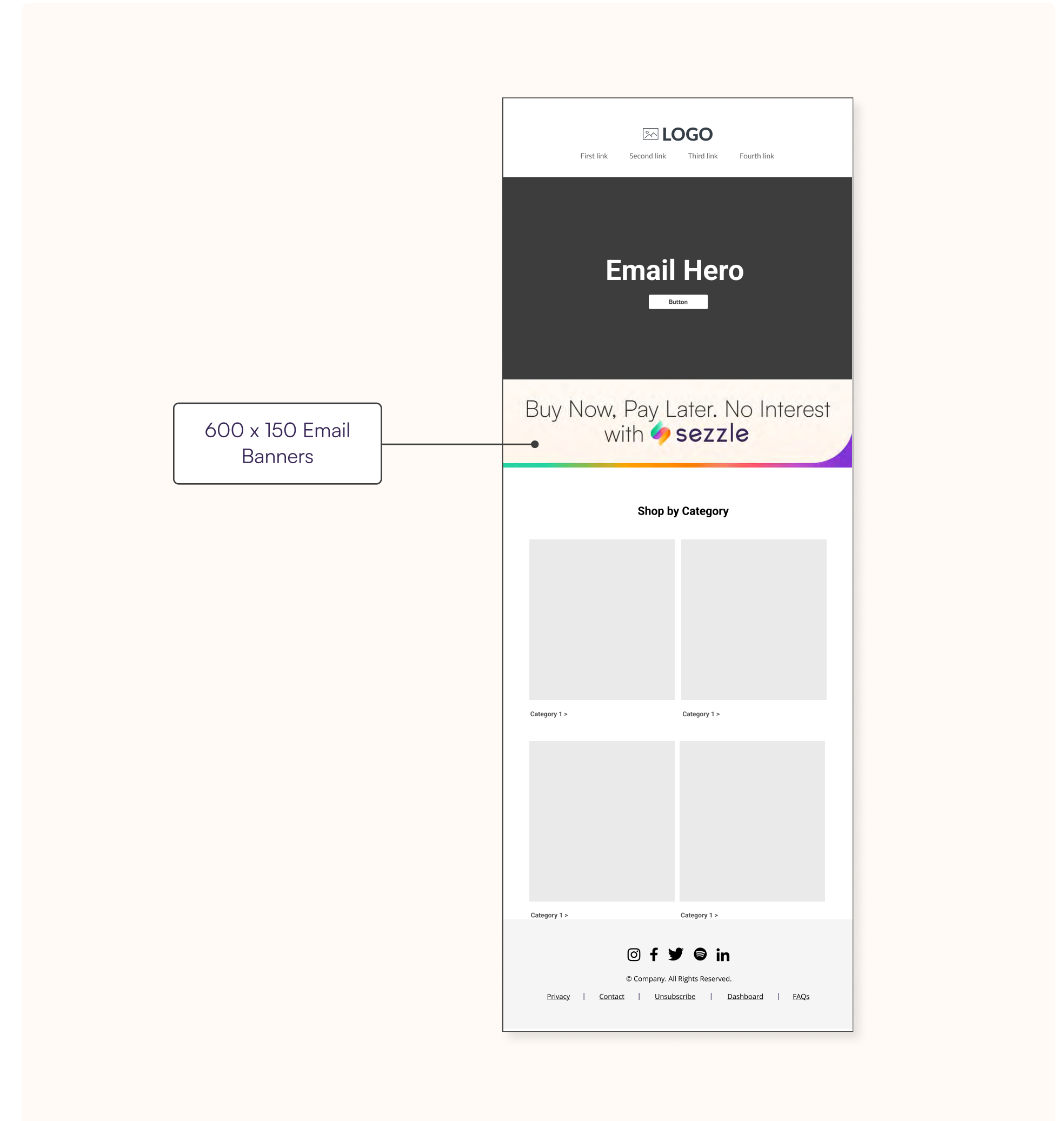
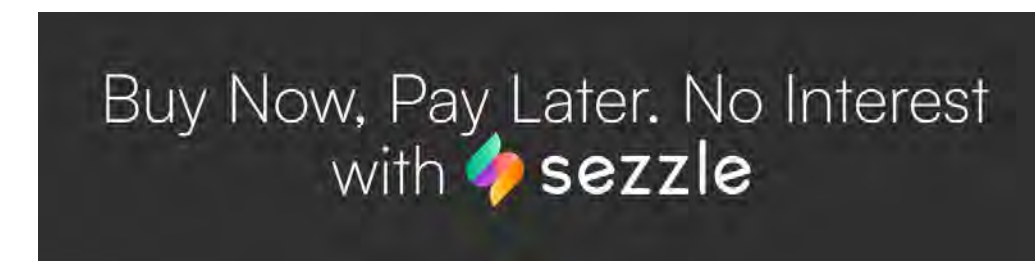


# Email Promotion

Download our email promotion package to promote Sezzle within your email campaigns. [Download here.](#)

Please note, when using ad banners, either the ad banner or the landing page (without scrolling) it directs to must contain the following disclosure statement: “Pay in 4 and Pay in 2 loans are originated by WebBank except loans in IA and Puerto Rico.”

## 600 x 150 Email Banners



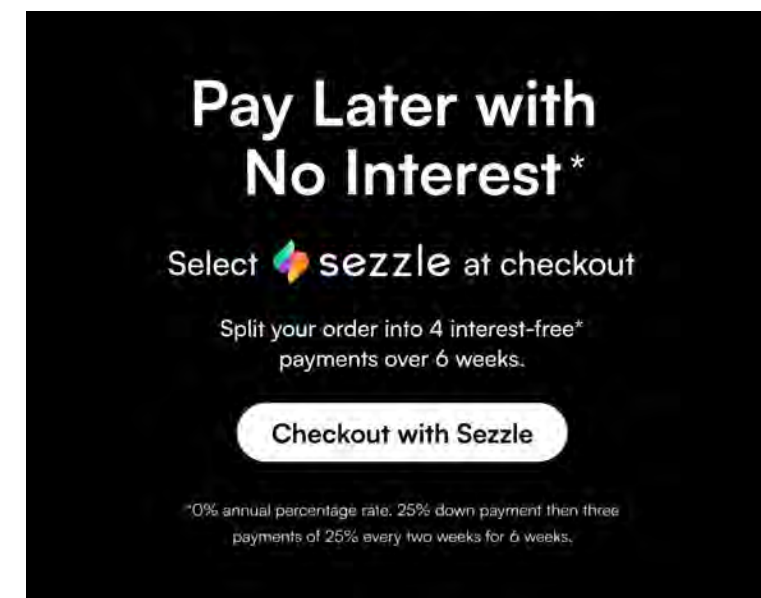
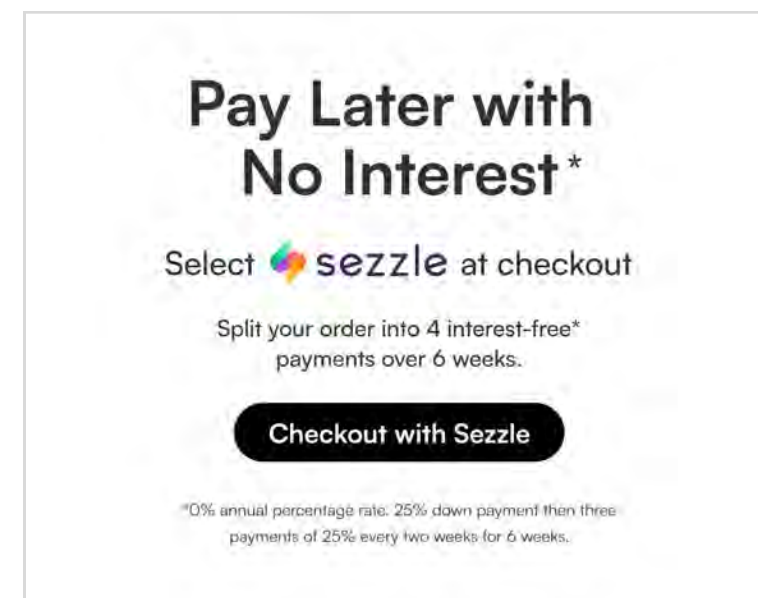


# Abandoned Cart Marketing

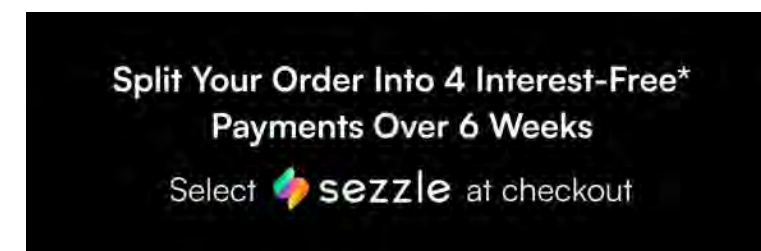
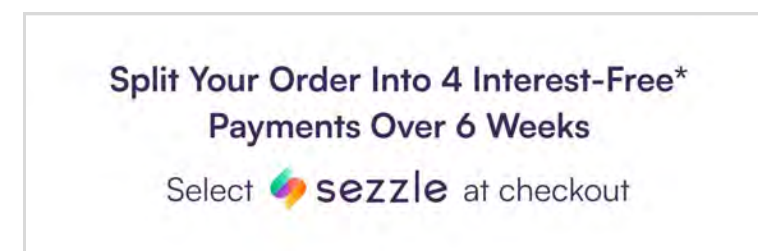
Reduce lost sales and increase basket size by including Sezzle in abandon cart campaigns. [Download here.](#)

Please note, when using ad banners, either the ad banner or the landing page (without scrolling) it directs to must contain the following disclosure statement: “Pay in 4 and Pay in 2 loans are originated by WebBank except loans in IA and Puerto Rico.”

## 600 x 475 Large Email Banners



## 600 x 475 Large Email Banners



The image shows a vertical email banner for an abandoned cart. At the top is a "LOGO" placeholder. Below it is the text "Hey, don't forget this..." followed by an image of a sneaker. Under the sneaker is the text "Product Name" and "\$100" or "4 interest-free payments of \$25 with sezzle". Below this is another "Pay Later with No Interest\*" section with "Select sezzle at checkout", "Split your order into 4 interest-free\* payments over 6 weeks.", a "Checkout with Sezzle" button, and a small disclaimer. At the bottom are social media icons (Instagram, Facebook, Twitter, LinkedIn) and a footer with "© Company. All Rights Reserved." and links for "Privacy", "Contact", "Unsubscribe", "Dashboard", and "FAQs".

Two callout boxes on the left point to specific elements in the banner:

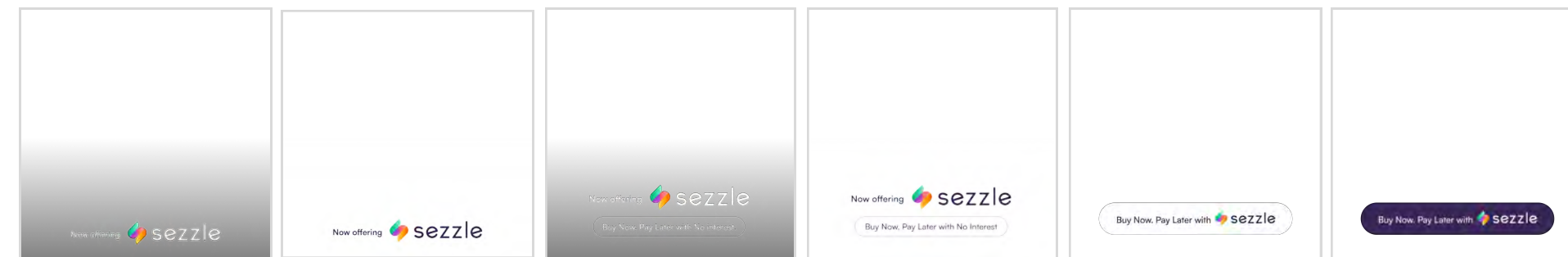
- "Include the Sezzle widget" points to the sneaker image and the payment options text below it.
- "Sezzle abandoned cart email banner" points to the "Pay Later with No Interest\*" section.



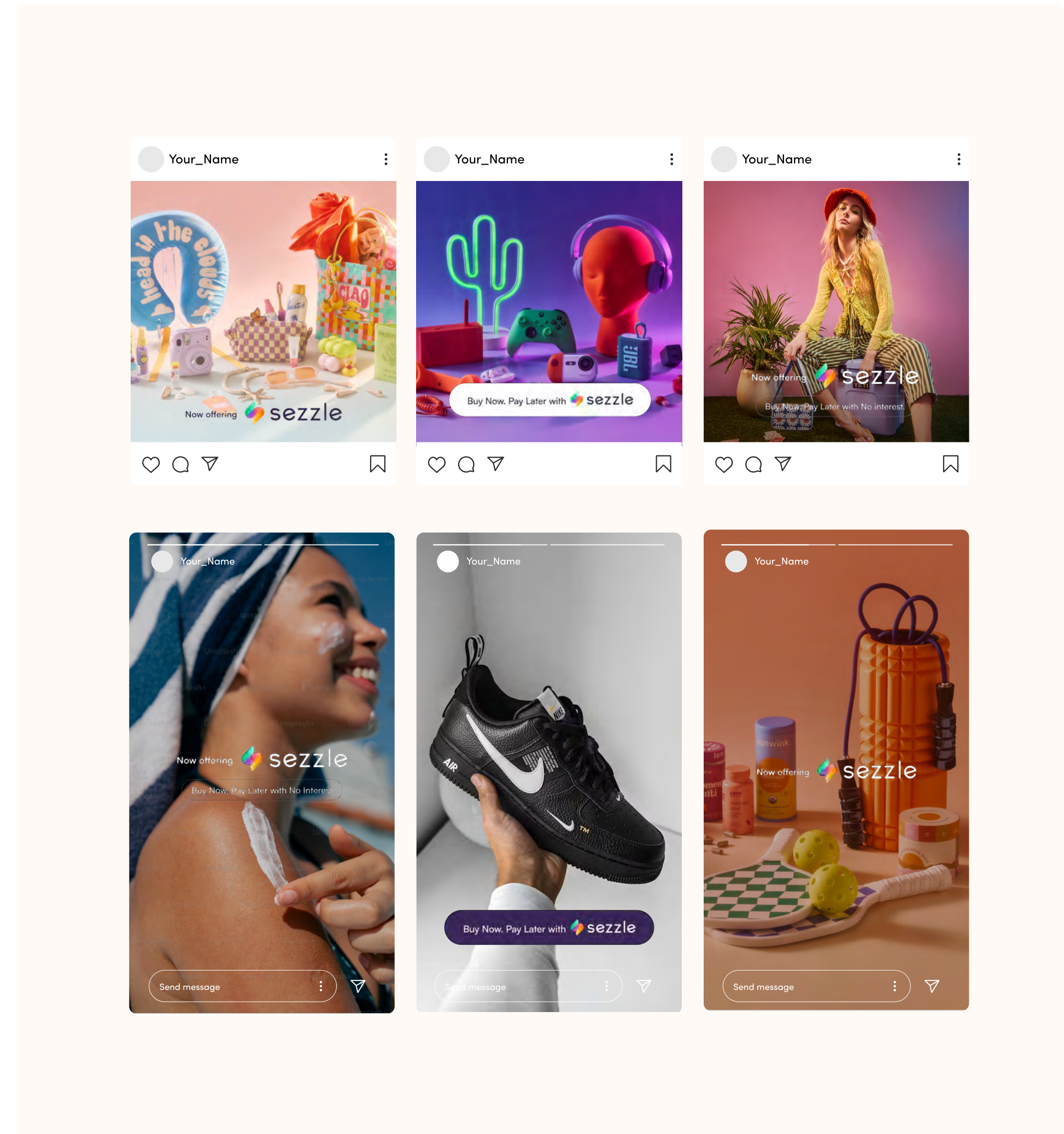
# Social Promotion

Download Sezzle's social overlays and place them over your brand imagery for an easy social announcement post to your followers that you offer Sezzle. [Download here.](#)

## 1080 x 1080 Social Post Overlays



## 1080 x 1920 Story Post Overlays





# Logo Lockups

Approved read-to-use sezzle lockups with messaging are available for [download here](#).  
We reserve the right to mandate removal of any use of our logo or branding or messaging.

## Approved Lockups



## Lockup Don'ts

- ✘ Do **not** change spacing between Sezzle logo and taglines.
- ✘ Do **not** change the font on the tagline.





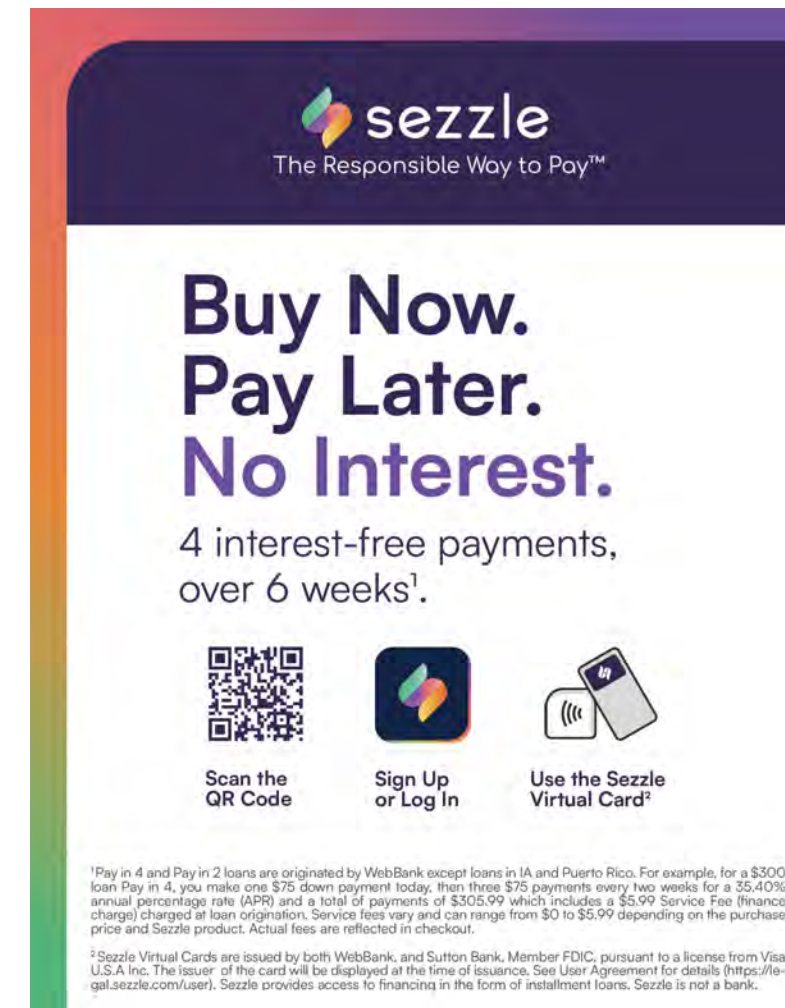
# In Store Presentment

Our in store assets include, Point of sale signs, Table tents, Banners, End caps, Shelf talks, Window clings, and Floor decals. [Download here.](#)

## Decal & Window Clings



## Table Sign





A hand with a gold ring and a purple bracelet holds a tube of 'Supersoft PLAY LIP SHIELD' over a tray of ice. The tray contains a green Xbox controller, purple glasses, a beaded bag, a blue mesh bag, and a tube of 'SIMPLE PASTE'. The background is a floral pattern.

# Colors



# Core Colors

Our color palette is designed to feel good. A combination of warm and cool tones create the optimal balance of ease and positive energy.

Our brand is represented by four colors; green, orange, salmon and purple. Utilizing all of the core colors is essential to ensuring consistent visual communication.

No other colors should be used to create brand materials unless previously approved. (Excluding photography and illustration).

## COLOR





## COLOR

# Color Use

## Background

Our softest palette is used as a grounding element in our creative. Primarily used as a background color, it can help add warmth or create a visual break/separator to longer forms such as a web page.

## Soft

Our soft palette is the foundation to our look, anchoring content, evoking a sense of ease and style. Use these colors consistently to frame content and achieve balance.

## Medium

Our medium palette is a more saturated design anchor option. Great for background color and embellishments.

## Accent

Our accent palette provides a bold pop of color and energy. These should be sprinkled throughout brand materials and used subtly.

## Gradients

Our gradient palette plays off of our logo, creating visual interest and dimension within our design. Gradients should be used subtly and not the focal point.





Thank you!

