



## Co-Branding Guidelines

UPDATED: 08.2025

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# Table of Contents

Why Message Sezzle	4
Price Breakdown Presentment	6
Logo Usage	9
Approved Messaging	15
Brand Asset Usage and Examples	20
Color	26



A person with voluminous curly hair and aviator sunglasses is holding a bright green smartphone. They are wearing an orange sleeveless knit top. The background is a soft gradient of purple and pink. The text "Why Message Sezzle?" is overlaid in white.

# 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

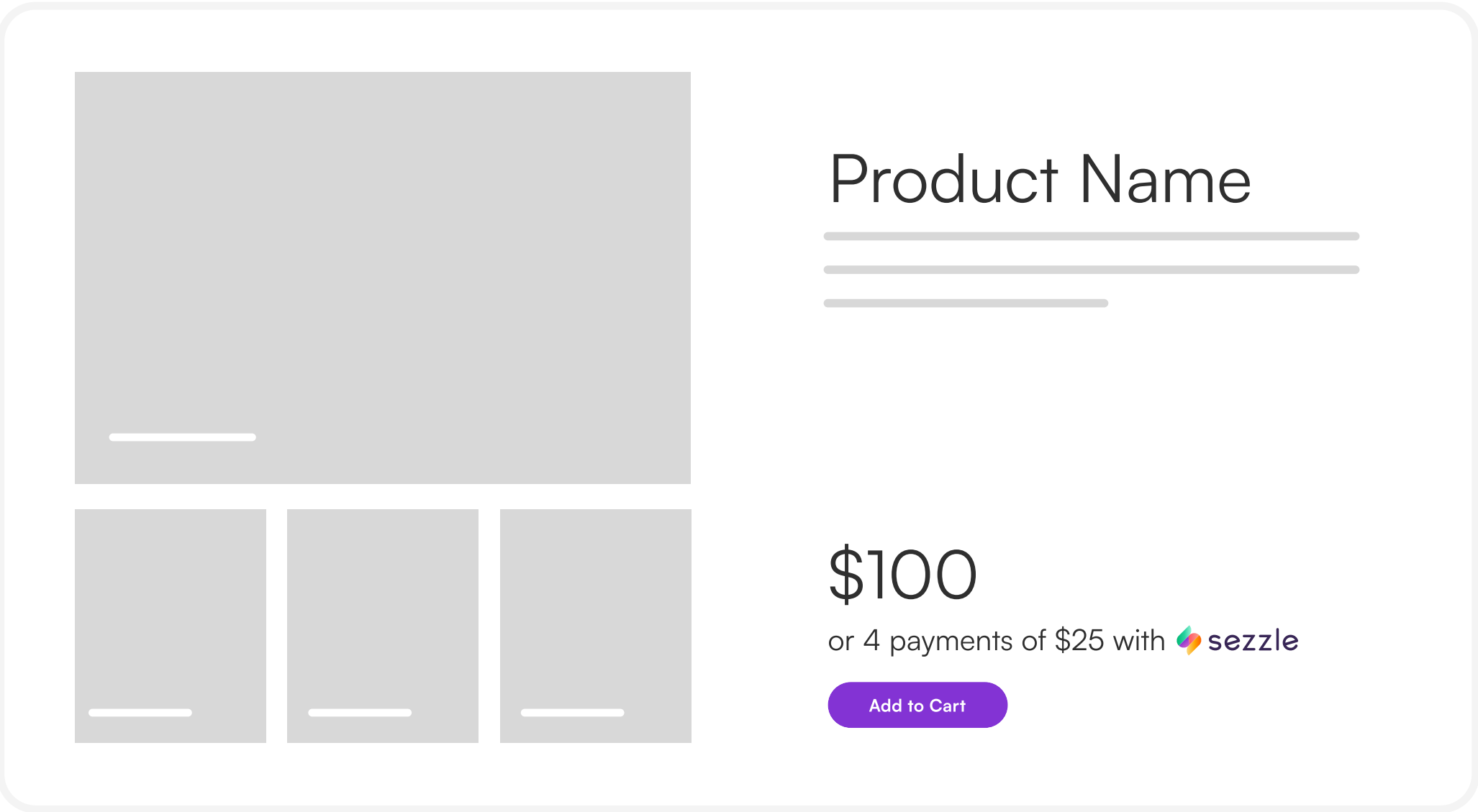
Merchants that promote their partnership with Sezzle through presentment will be prioritized for co-marketing campaigns. Driving millions of Sezzle shoppers to you.

# Price Breakdown Presentment

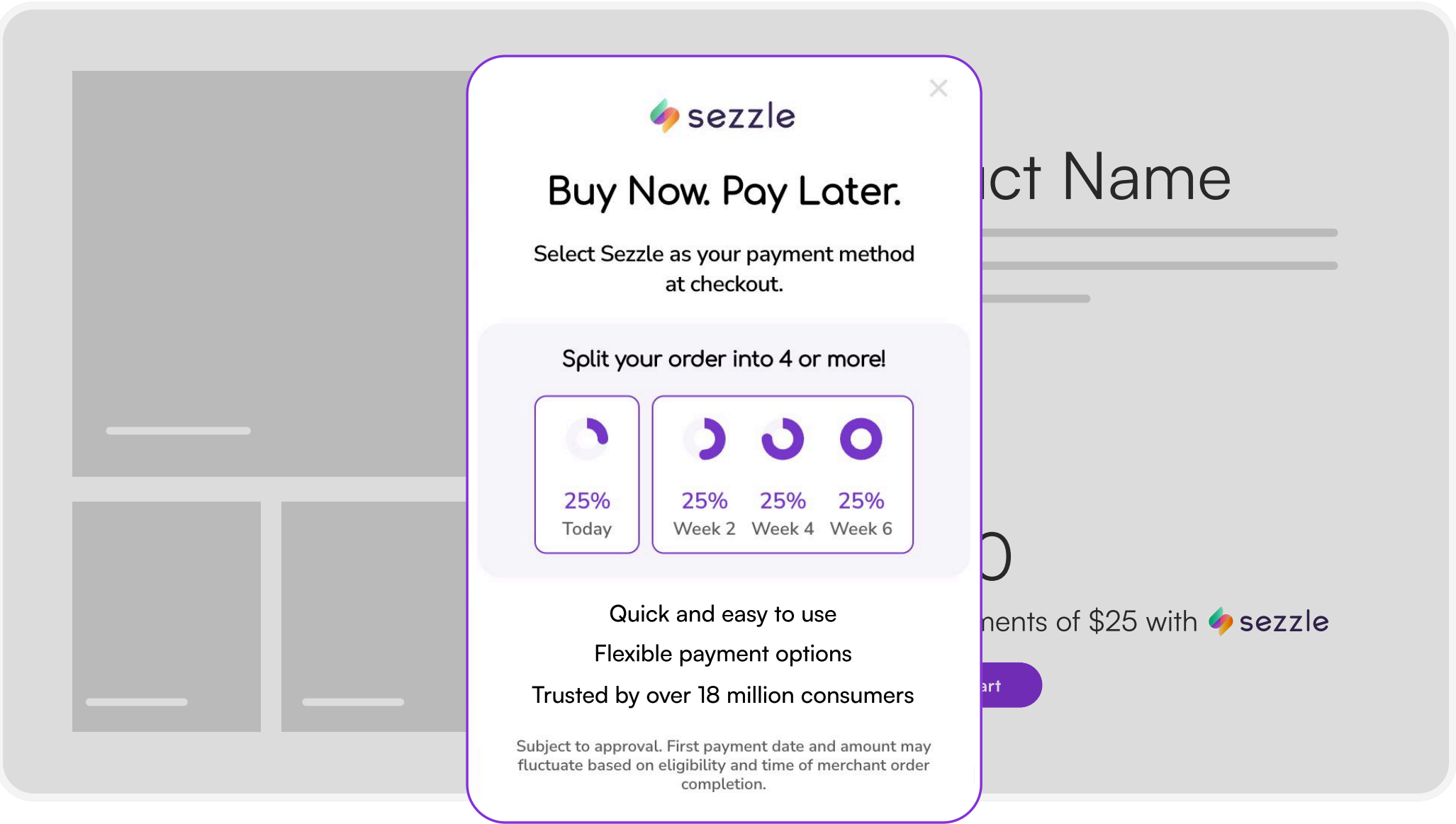
# Product Pages

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



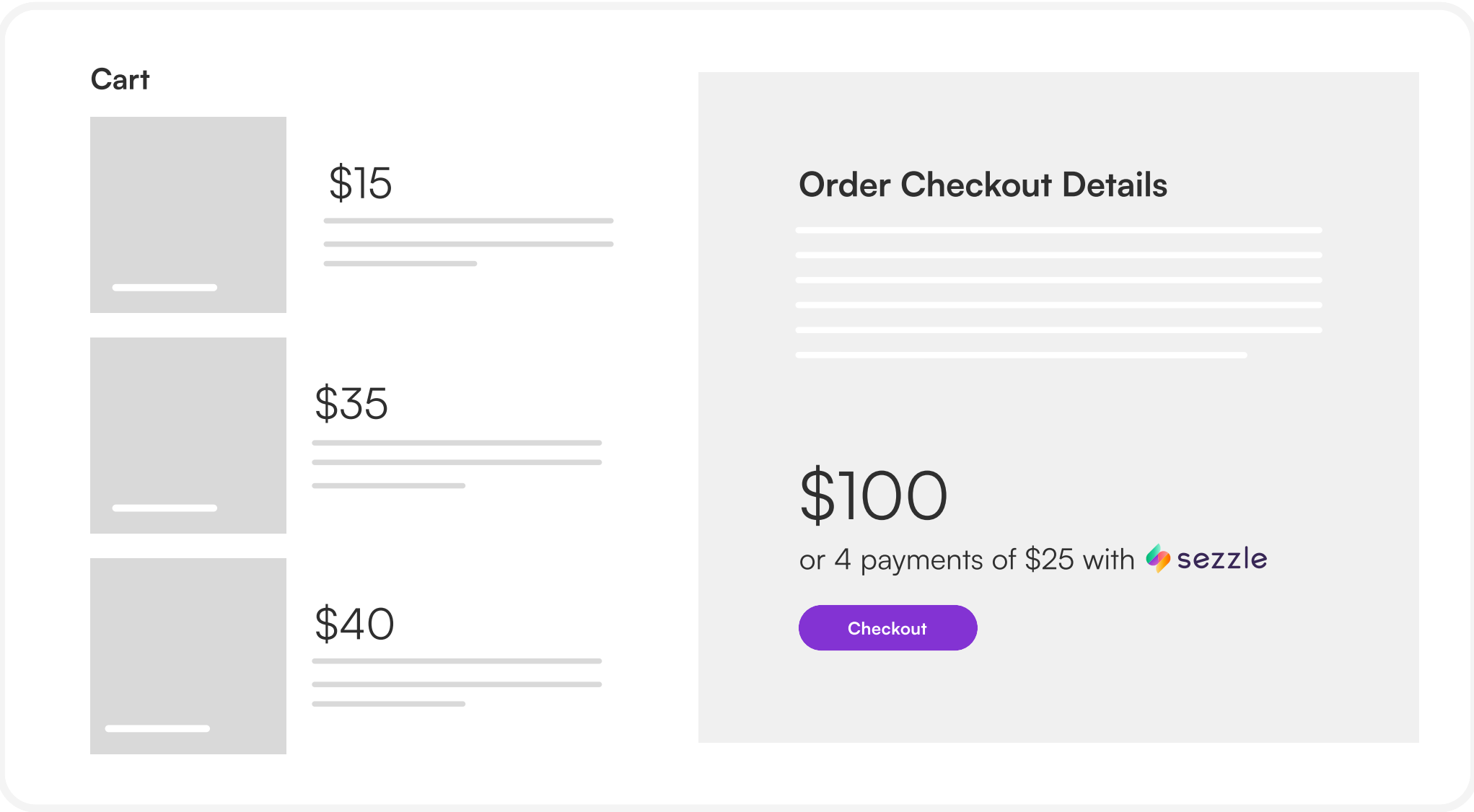
Sezzle Modal



# 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.

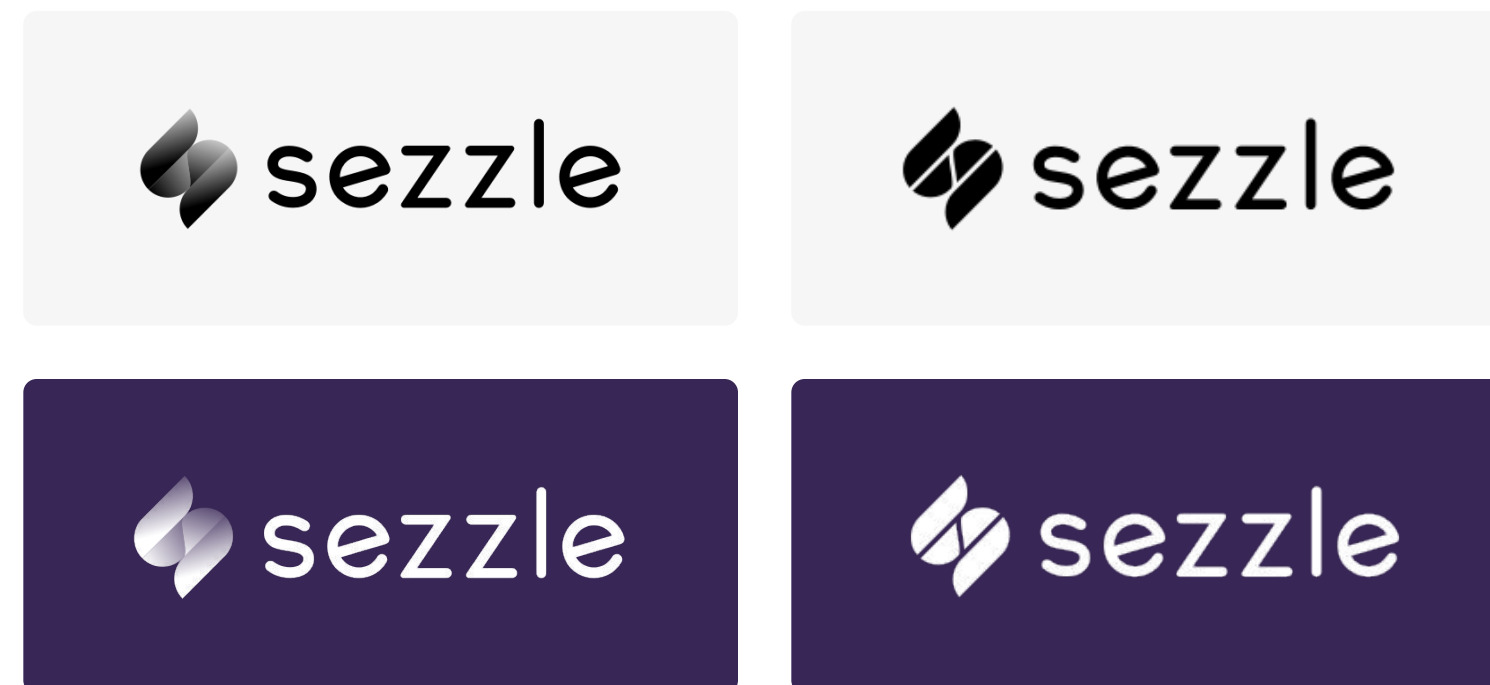
## Sezzle's Logo

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

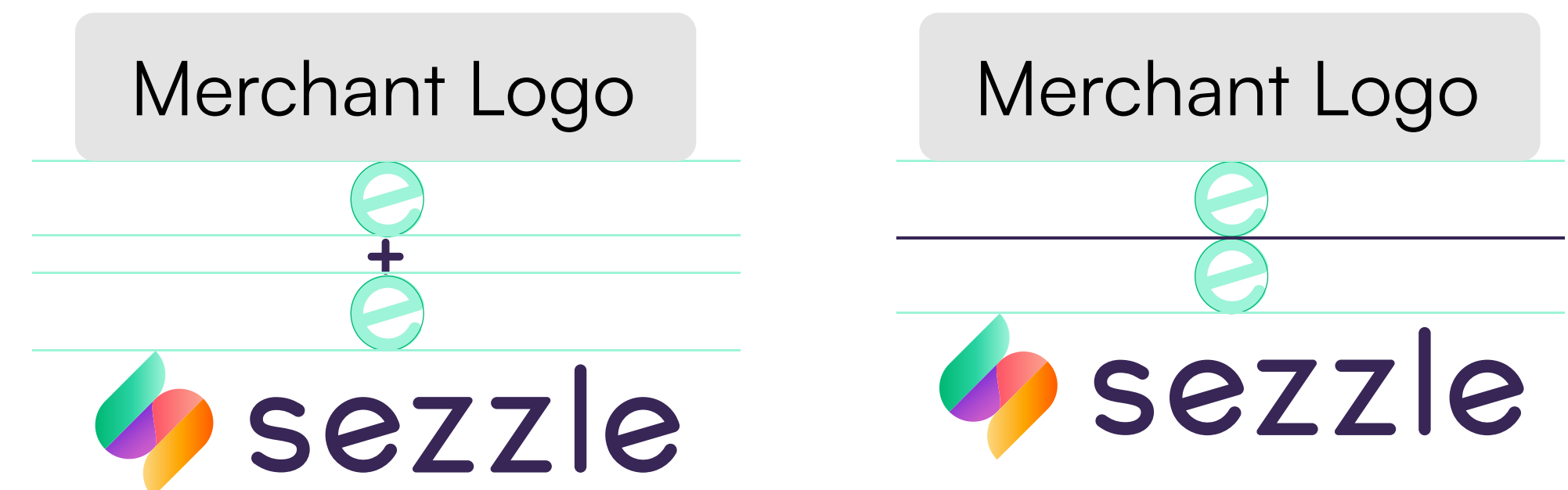
Use a thin line or plus sign to separate brand logo with Sezzle logo. Use the Sezzle “e” as a spacing guide. Merchant logo is always to the left or above Sezzle’s logo. Logos should take up similar amount of visual space.

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.



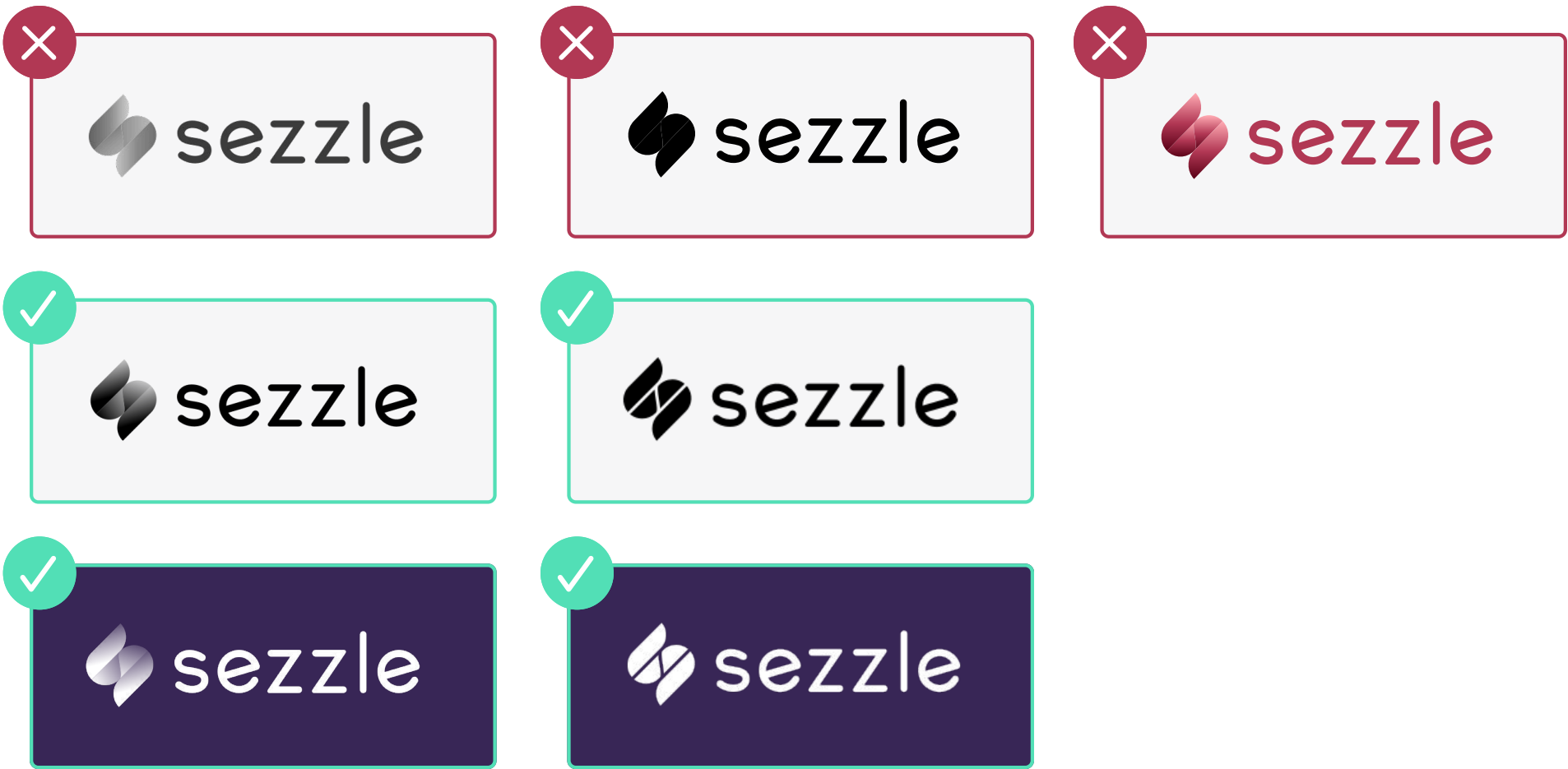
## Don't Embellish

No drop shadows, or other effects.



## Don't Recolor

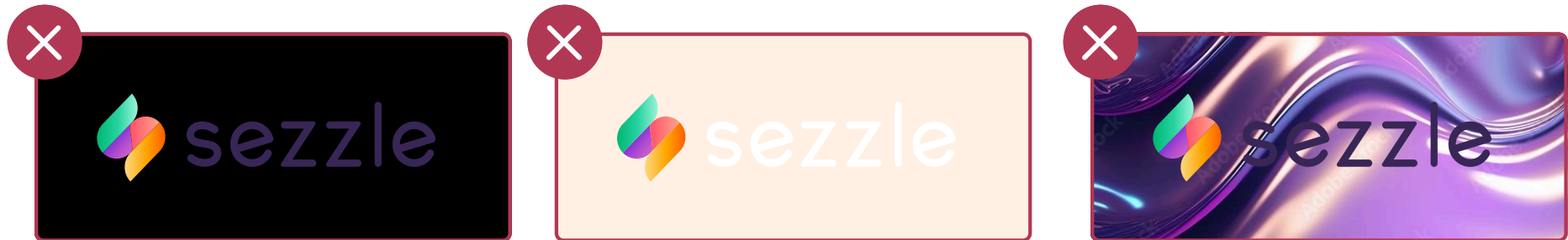
No color changes, or DIY grayscale. Approved grayscale as well as approved black and white versions of our logo is available on our website. Always prioritize full color logo over grayscale or black and white logo usage.



# Logo Don'ts

## Don't Use Low Contrast

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

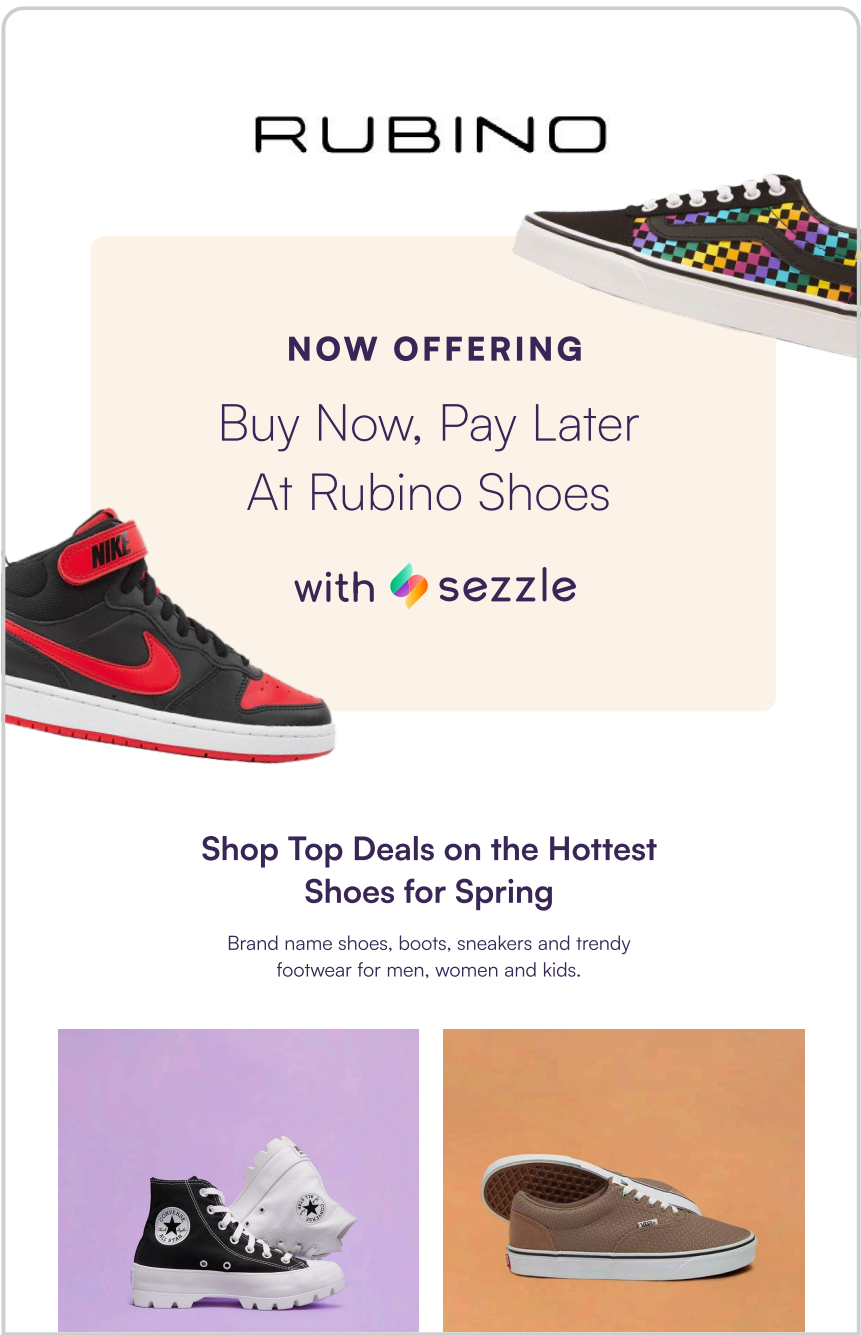
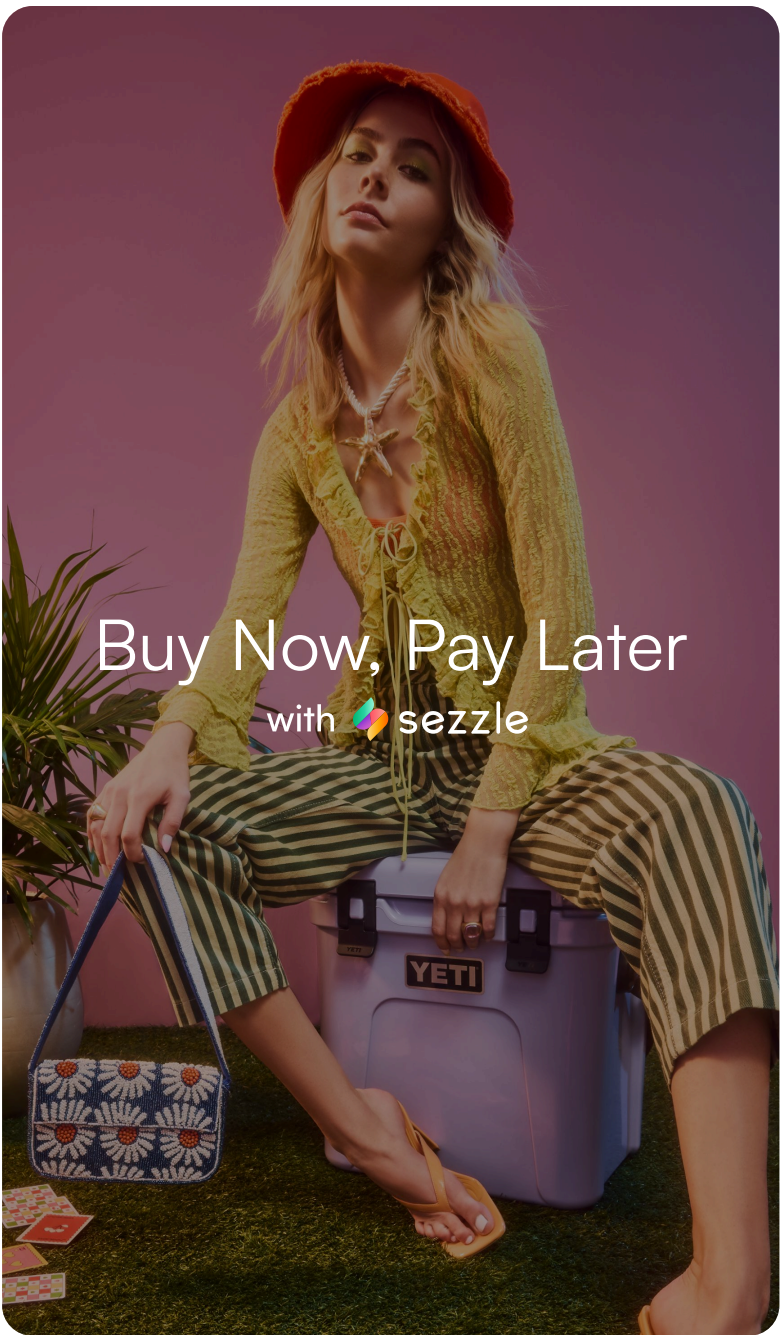


## Don't Use Our Old Logo

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. For use by integrated merchants only.

The 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, applying does not impact credit score, and has no interest - Our bread and butter payment model. For use by integrated merchants only.

See page 18 for full disclaimers including True Lender Disclosures referencing WebBank.

## Primary Short-Term Messaging

- The Responsible Way to Pay™
- Buy Now, Pay Later with Sezzle
- Buy Now. Pay Later. No Interest.
- Pay in 4 with Sezzle
- Pay in 4 with Sezzle. No interest.
- Checkout with Sezzle
- Now Offering Sezzle
- Pay Later with Sezzle
- 4 Payments. 6 Weeks. No Interest with Sezzle.

## Secondary Short-Term Messaging

- Flexible Payments Available with Sezzle
- Select Sezzle at Checkout
- 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.
- Shop Now. Pay Later with Sezzle.
- Pay in 4 interest-free payments with Sezzle.
- Buy Now. Pay Later with Sezzle. No interest.
- (\$price) or 4 payments of (\$split price) over 6 weeks. No interest with Sezzle.
- 4 payments. Zero Stress.
- Pay over time with no interest.

# 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.**

- Monthly Payment Options Available (Sezzle Logo)\*
- Easy Monthly Payments Available\*
- Split Your Payments Over Time
- 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 18 for full disclaimers including True Lender Disclosures referencing WebBank.)

\*Monthly payment options are subject to credit approval by third party lenders. Rates from 9.99% - 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

All true lender disclosure language will appear as a web page footer.

**General Disclaimer: Any reference to Sezzle's lending product needs to include this disclaimer even if no trigger terms are present.**

Disclaimer: Pay later loans are originated by WebBank or Sezzle. Refer to your loan agreement for lender information.

**Trigger Term: Pay in 4, Pay in 2, interest free, no interest, the amount or percentage of any downpayment, the number of payments, the period of repayment, the amount of any payment or Finance/Service Charge. (This disclaimer does not apply for Integrated No-Fee Merchants)**

Disclaimer: Pay later loans are originated by WebBank or Sezzle. Refer to your loan agreement for lender information. For example, for a \$300 loan Pay in 4, you would make one \$75 down payment today, then three \$75 payments every two weeks for a 45.0% annual percentage rate (APR) and a total of payments of \$307.49 which includes a \$7.49 Service Fee (finance charge) charged at loan origination. Service fees vary and can range from \$0 to \$7.49 depending on the purchase price and Sezzle product. Actual fees are reflected in checkout.

**Trigger Term: Monthly Payments**

Disclaimer: Monthly payment options are subject to credit approval by third party lenders. Rates from 9.99% - 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.

**Trigger Term: Anywhere (When referencing where you can shop, not the subscription.)**

Disclaimer: Sezzle Anywhere can only be used for US purchases where Visa is accepted. Certain merchant, product, goods, and service restrictions apply.

**Trigger Term: Virtual Card or any graphic showing the Virtual Card**

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.

**Trigger Term: No Credit Impact**

Disclaimer: New customers may have a credit check when they first sign up to use the platform. This credit check will not impact a customer's credit score.

# 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

### Reminder

Always use approved Sezzle copy.

OKAY



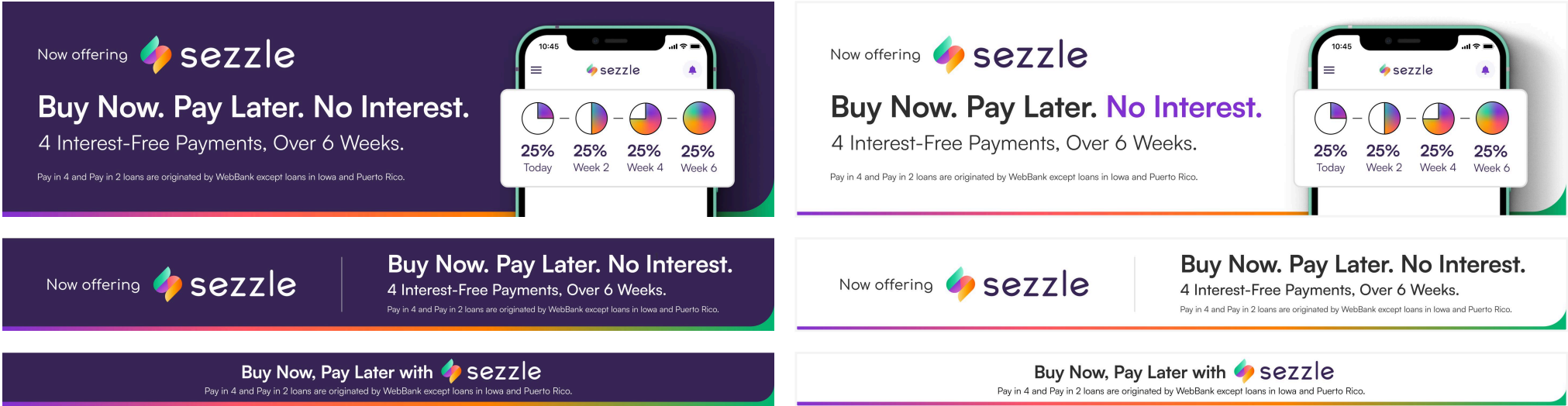
# Brand Asset Usage & Examples

# 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. For use by integrated merchants only. [Download here.](#)

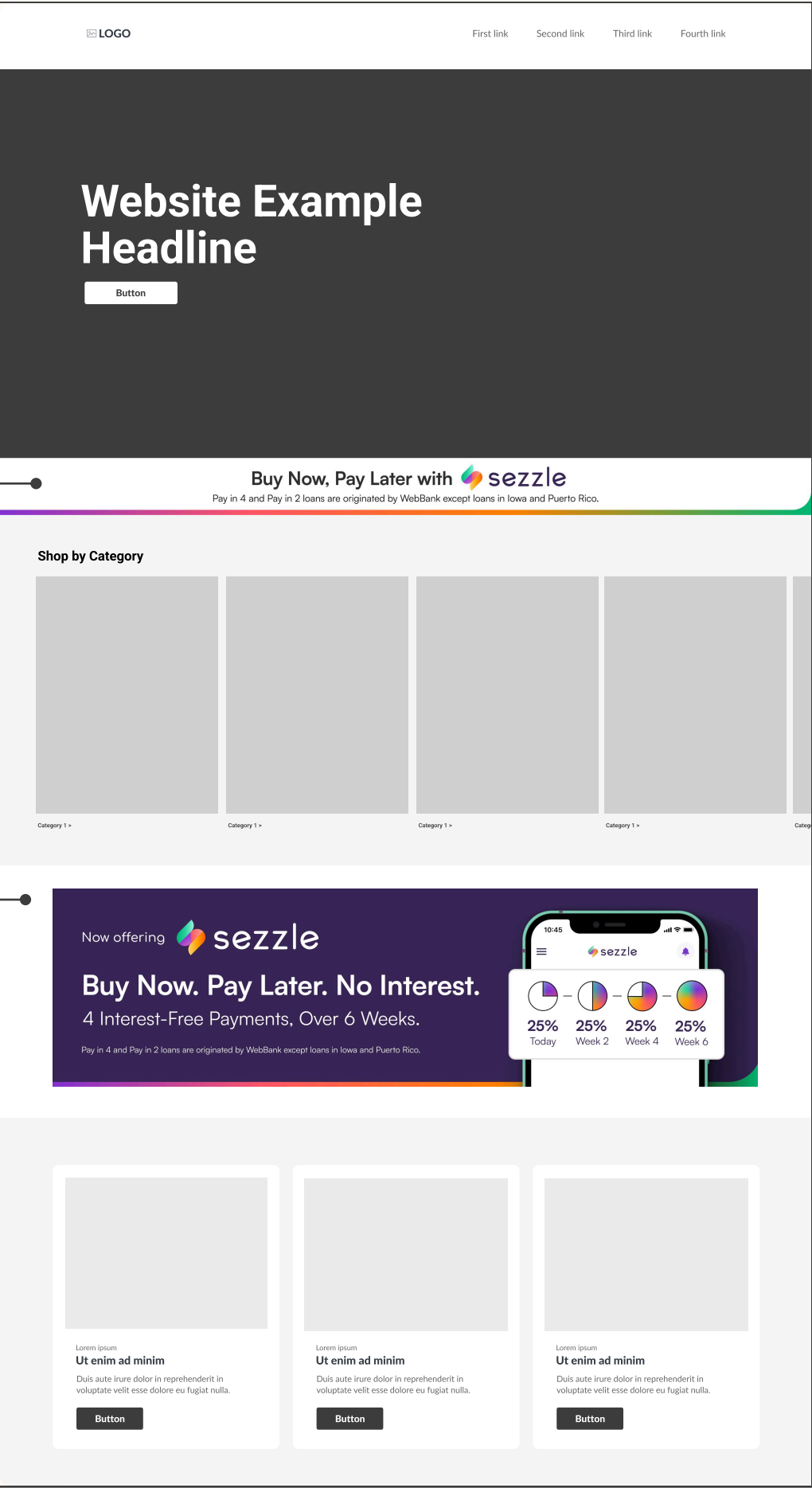
Please note, when using ad banners, either the ad banner or the landing page (without scrolling) it directs to must contain the following disclosure statement: “Pay in 4 and Pay in 2 loans are originated by WebBank except loans in IA and Puerto Rico.”

## Web Banners



Small Web Banner

Large Web Banner

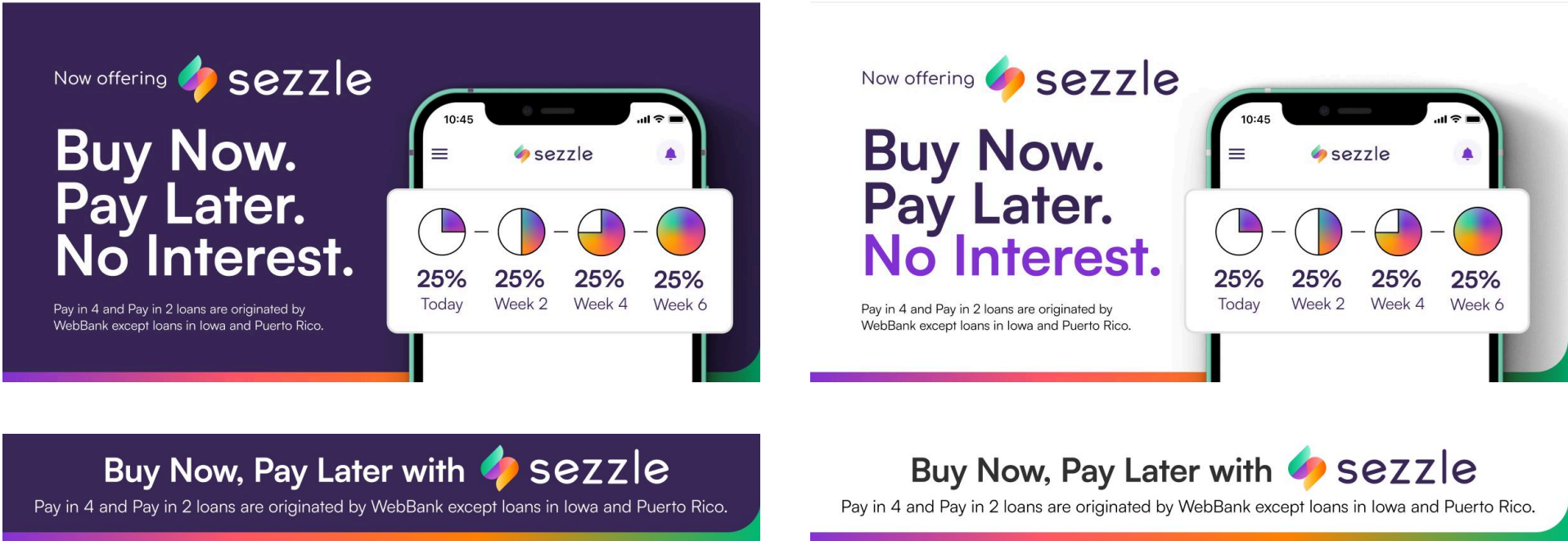


# Email Promotion

Download our email promotion package to promote Sezzle within your email campaigns. For use by integrated merchants only. [Download here.](#)

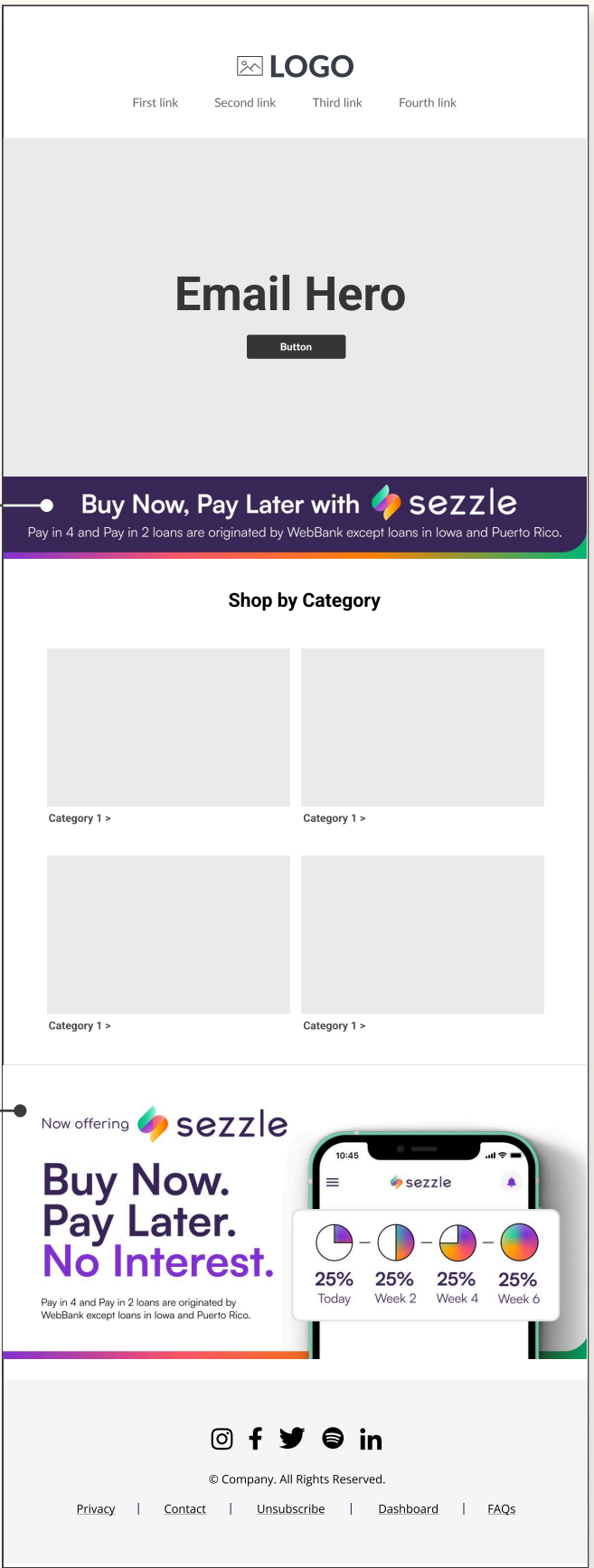
Please note, when using ad banners, either the ad banner or the landing page (without scrolling) it directs to must contain the following disclosure statement: “Pay in 4 and Pay in 2 loans are originated by WebBank except loans in IA and Puerto Rico.”

## Email Banners



Small Email Banner

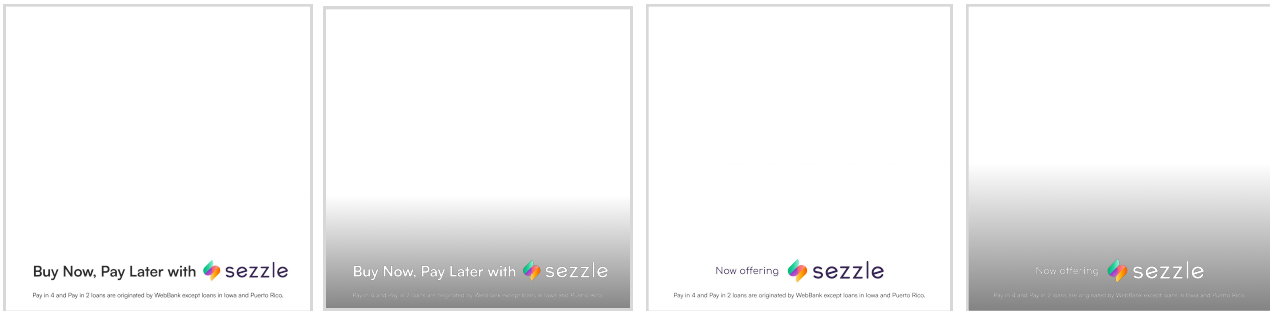
Large Email Banner



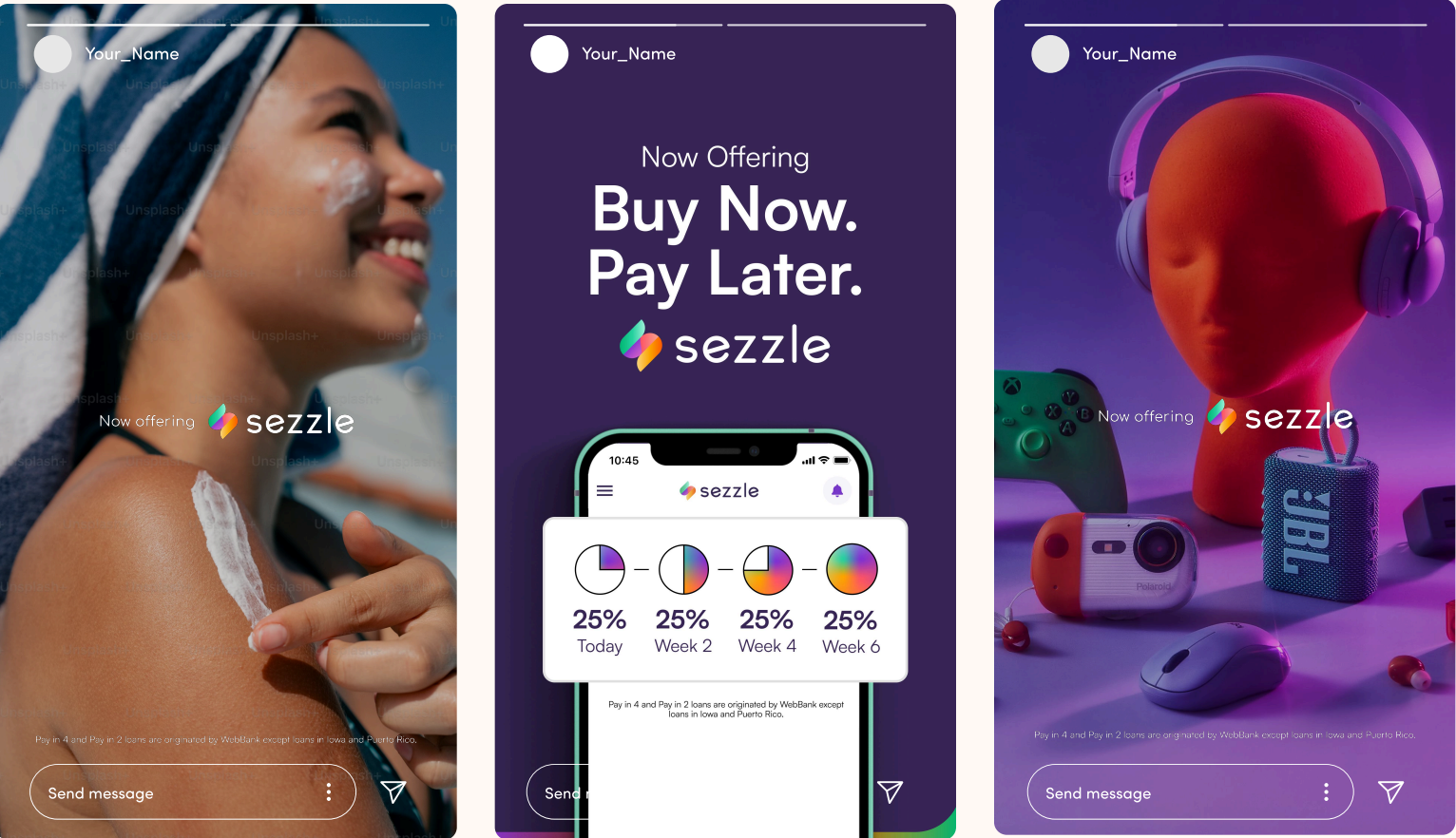
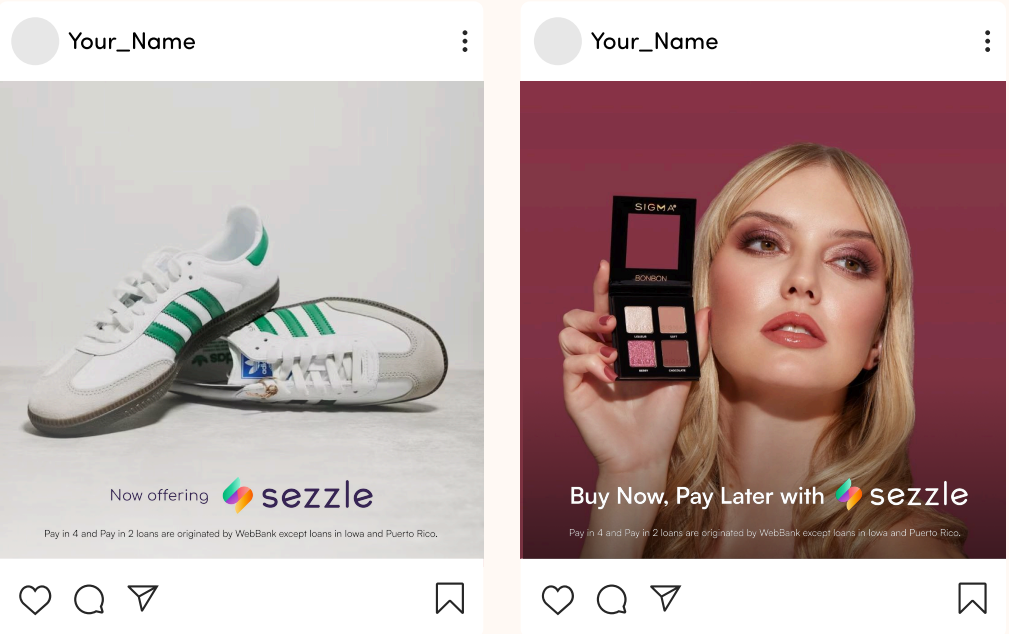
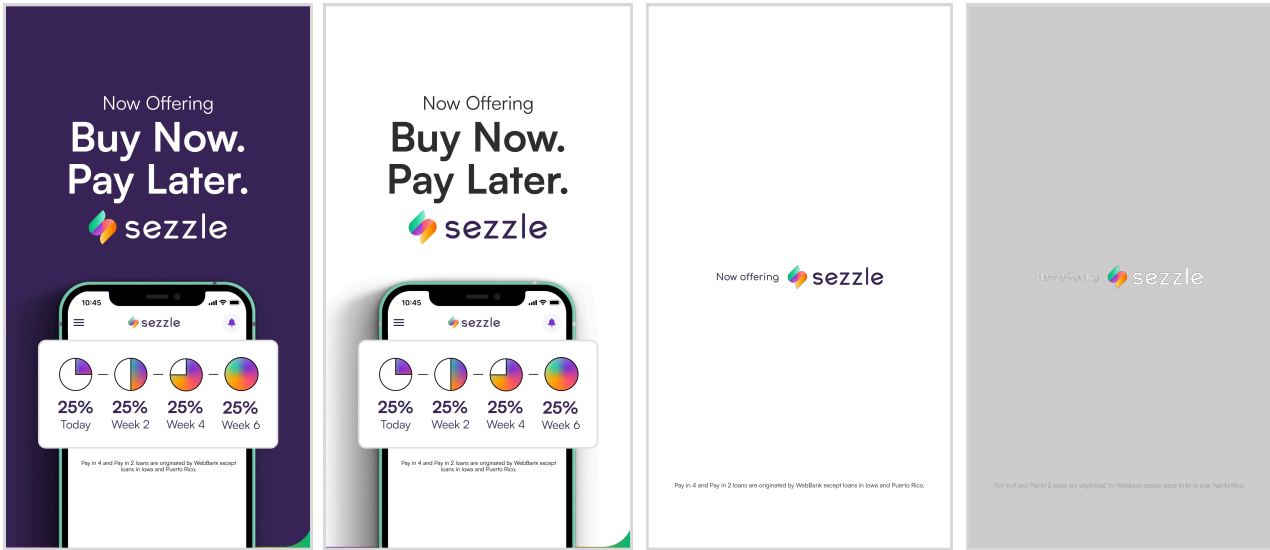
# Social Promotion

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. For use by integrated merchants only. Required disclaimers can be included in image or caption. [Download here.](#)

## Social Post Overlays




## Social Stories and 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.  
For use by integrated merchants only.


Approved Lockups


**sezzle**  
The Responsible Way to Pay

**sezzle**  
Buy Now, Pay Later

Now offering  
**sezzle**

Checkout with  
**sezzle**

Now offering **sezzle**

Checkout with **sezzle**

Lockup Don'ts

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



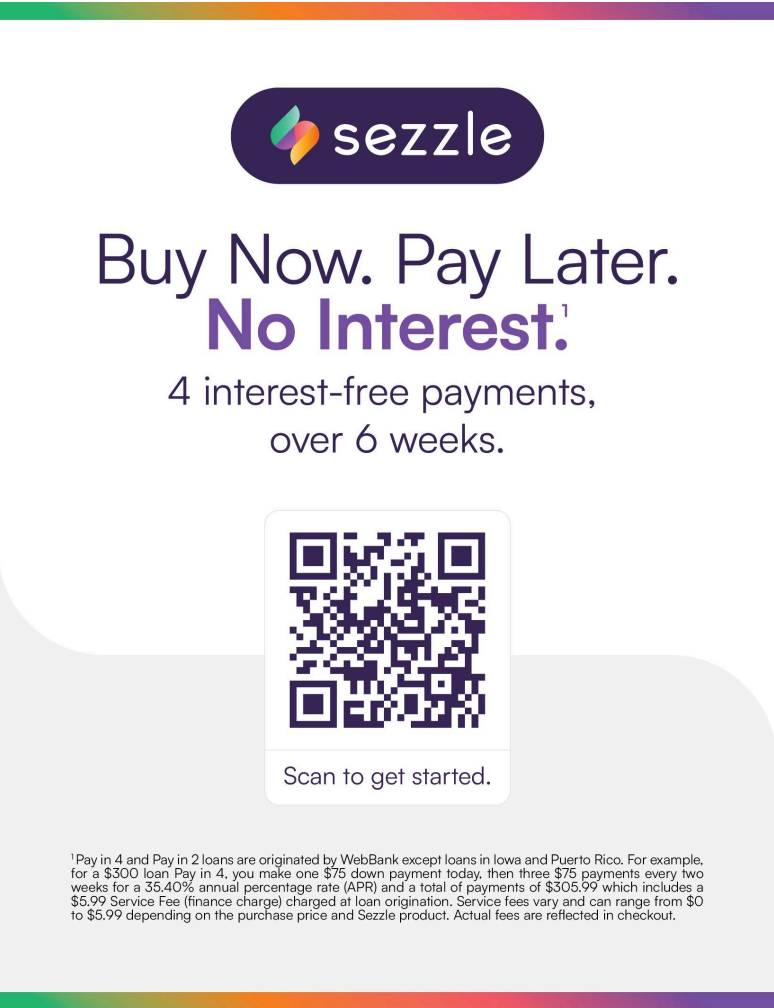
# In Store Presentment

Our in-store assets include various signage for you to print either professionally or through a print-on-demand service. For use by integrated merchants only. [Download here.](#)

## Window Cling



## Table Tent





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 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.

#E7FCF6	#FEF5ED	#FEEDEC		
#9FF4D9 159, 244, 217 33% 0% 23% 0% 331 U, 331 C	#FCD7B6 252, 215, 182 1% 17% 28% 0% 7507 U, 2015 C	#F9B5B2 249, 181, 178 0% 35% 20% 0% 448 U, 4033 C	#D39BD3 211, 151, 211 16% 44% 0% 0% 7438 U, 7438 C	
#29D3A2 41, 211, 162 65% 0% 51% 0% 3385 U, 3385 C	#FEA500 254, 165, 0 0% 41% 100% 0% 2010 U, 2010 C	#F98575 249, 133, 117 0% 60% 48% 0% 2024 U, 170 C	#CE5DCB 206, 93, 203 28% 72% 0% 0% 246 U, 252 C	
#00B874 41, 184, 116 77% 0% 75% 0% 2250 U, 2414 C	#FF8100 255, 129, 0 0% 61% 100% 0% 3564 U, 151 C	#FF5667 255, 86, 103 0% 81% 48% 0% 1788 U, 2346 C	#8333D4 131, 51, 212 64% 81% 0% 0% Violet U, 2665 C	#382757 56, 39, 87 88% 94% 35% 30% 4147 U, 669 C

A vibrant, top-down photograph of two young women lying on a yellow and white checkered picnic blanket on a green lawn. The woman on the left has curly brown hair, wears purple sunglasses and a light blue ruffled top, and holds a green and white fuzzy phone case. The woman on the right has dark curly hair, wears an orange knit top, and holds a white card with a pattern of stylized faces. Surrounding them are various items: a red Patagonia backpack, a white instant camera, a red Stanley thermos, a pink drawstring bag, a green flower-shaped cushion, and several colorful playing cards. The scene is bright and cheerful, suggesting a sunny day outdoors.

Thank you!