



Co-Branding Guidelines

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A low-angle photograph of a woman in athletic wear, including a black sports bra and leggings with a red stripe. She is holding a large, flowing, translucent orange fabric that billows around her. Her right arm is extended upwards, pointing towards the sky. The background is a clear, light blue sky.

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

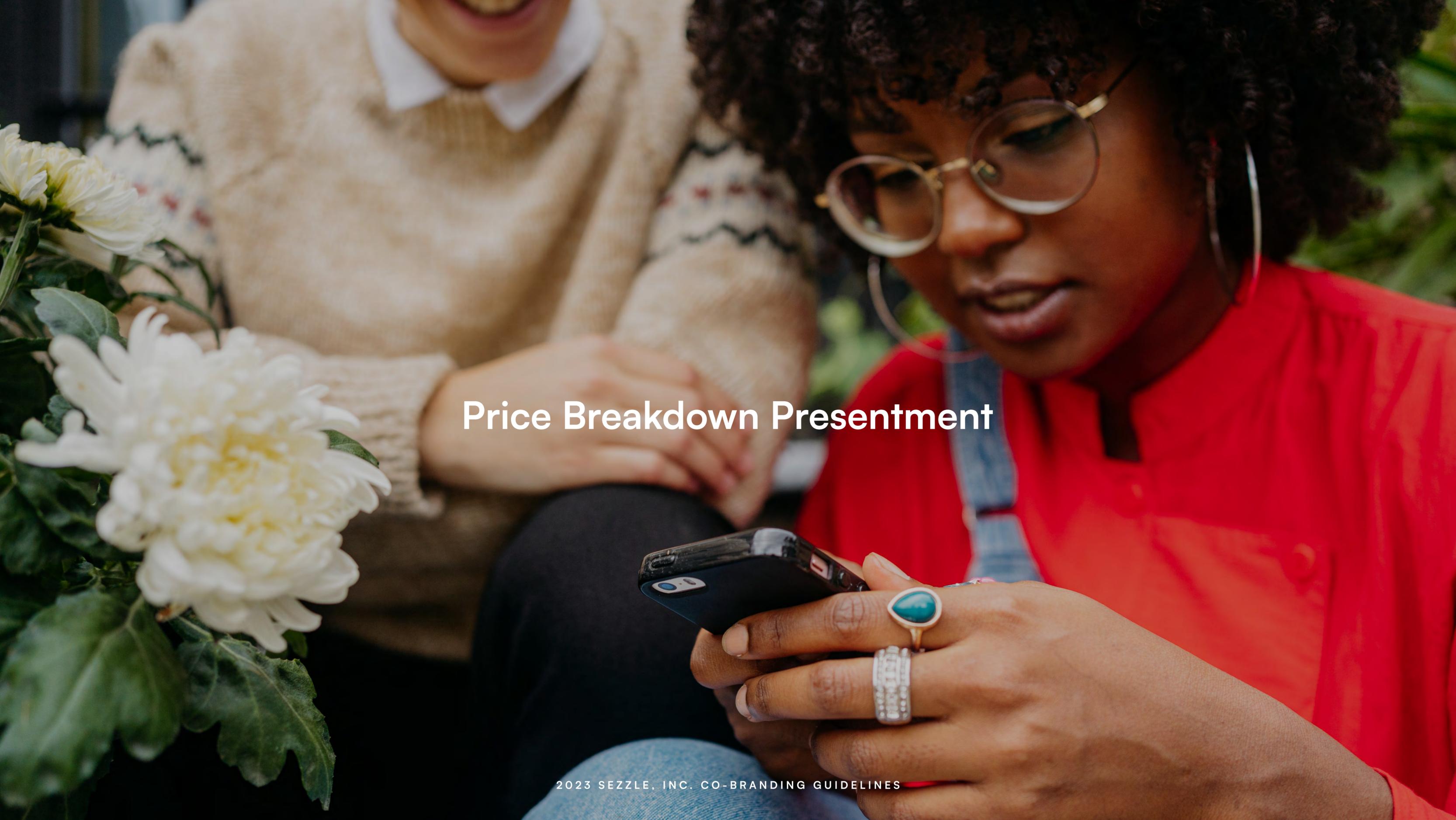
New merchants who add widgets get their first order through Sezzle over 60% faster on average than merchants who do not add widgets.

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.

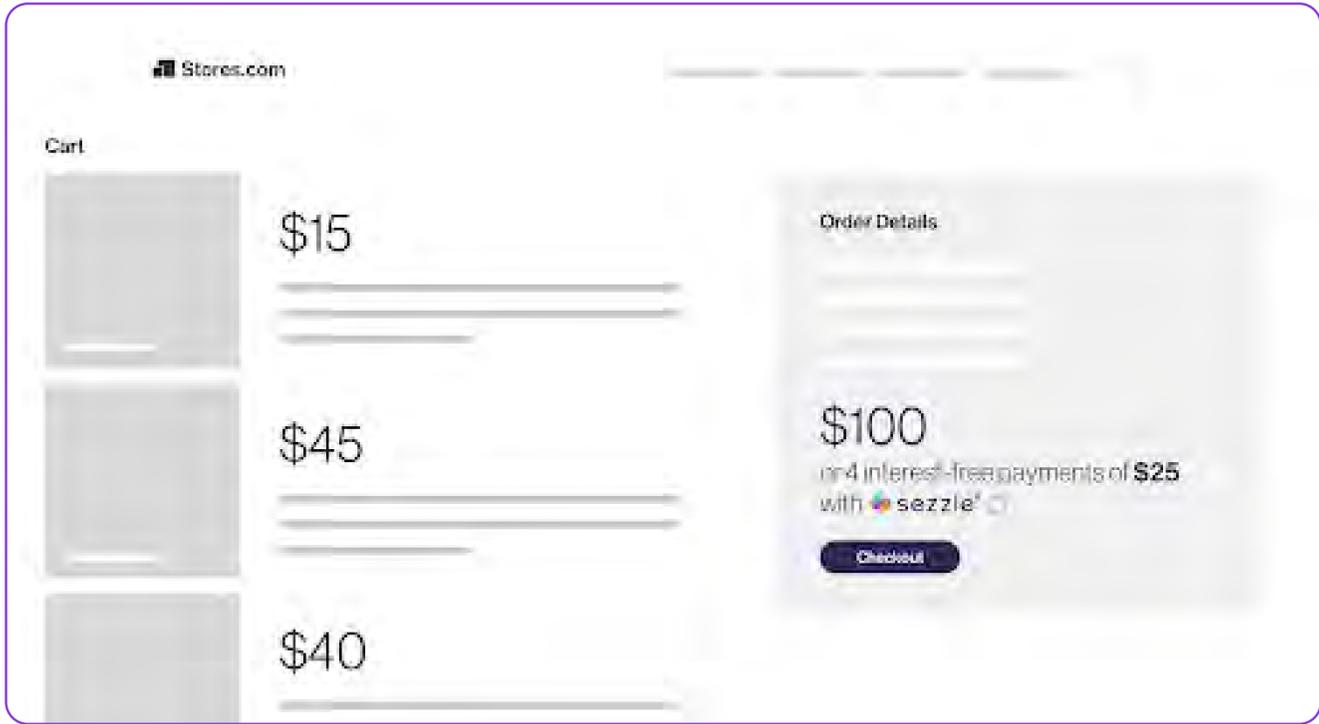


Price Breakdown Presentment

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.

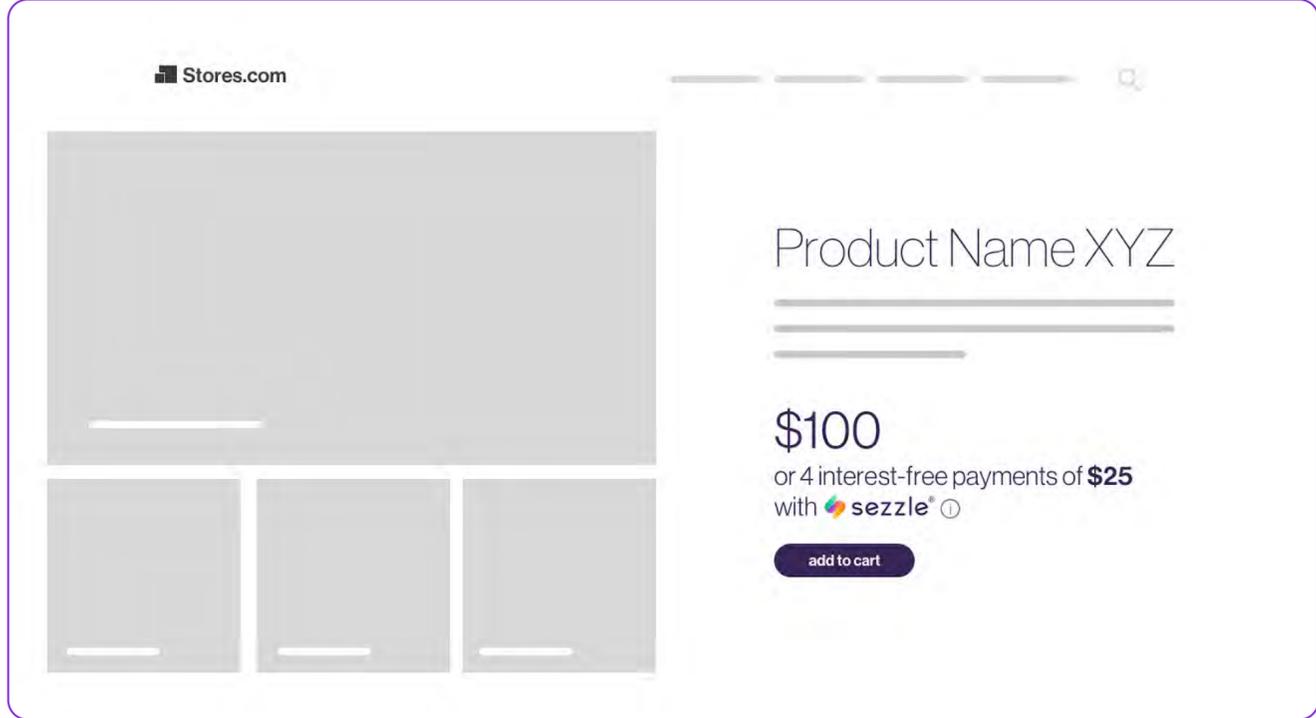
[View Merchant Widget Resources](#)



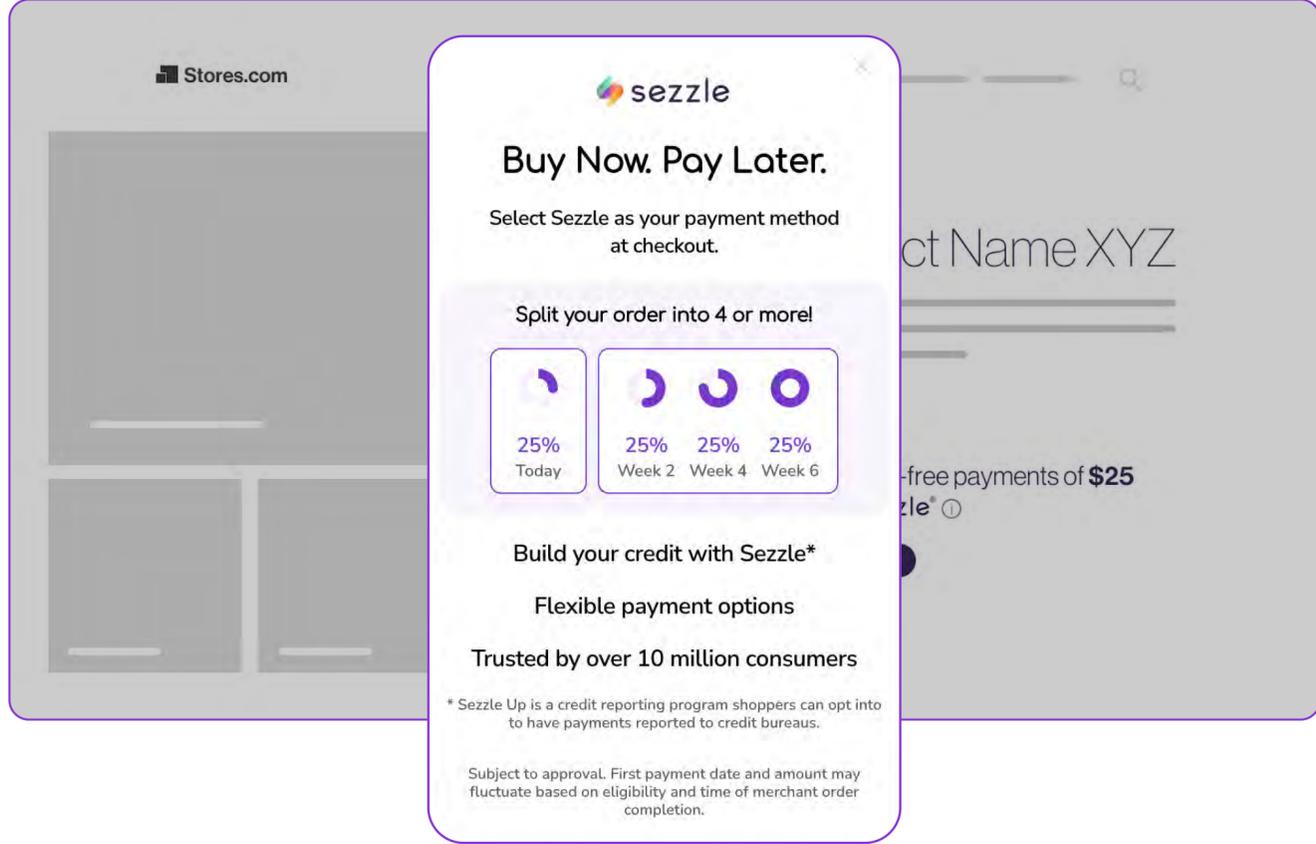
Product Pages

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](#)

Sezzle Widget



Sezzle Modal





Logo Usage

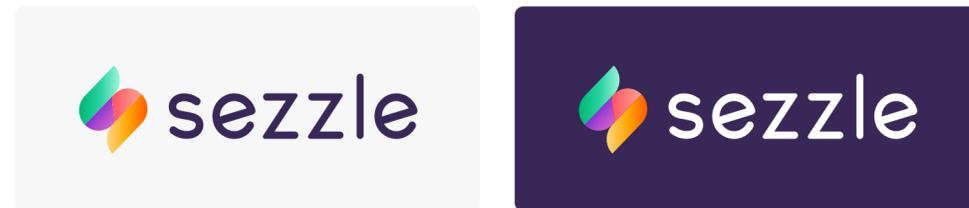
Logo Usage Standards

Follow these guidelines whenever using the Sezzle logo.

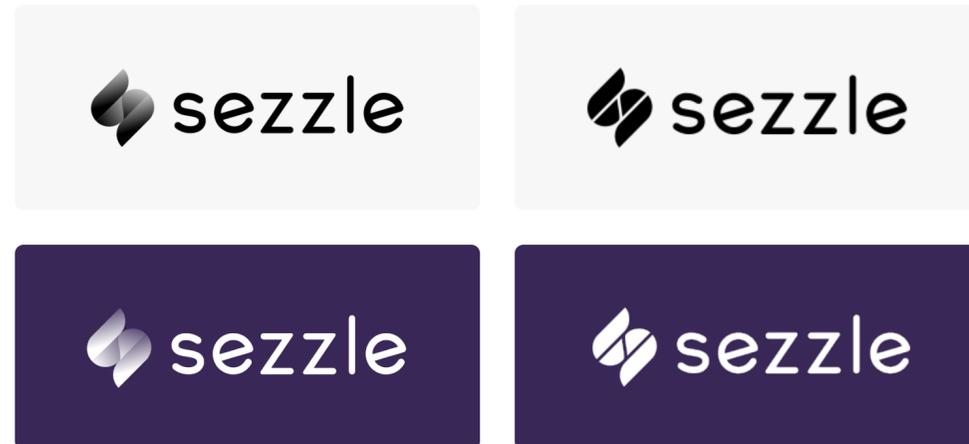
Sezzle's Logo

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

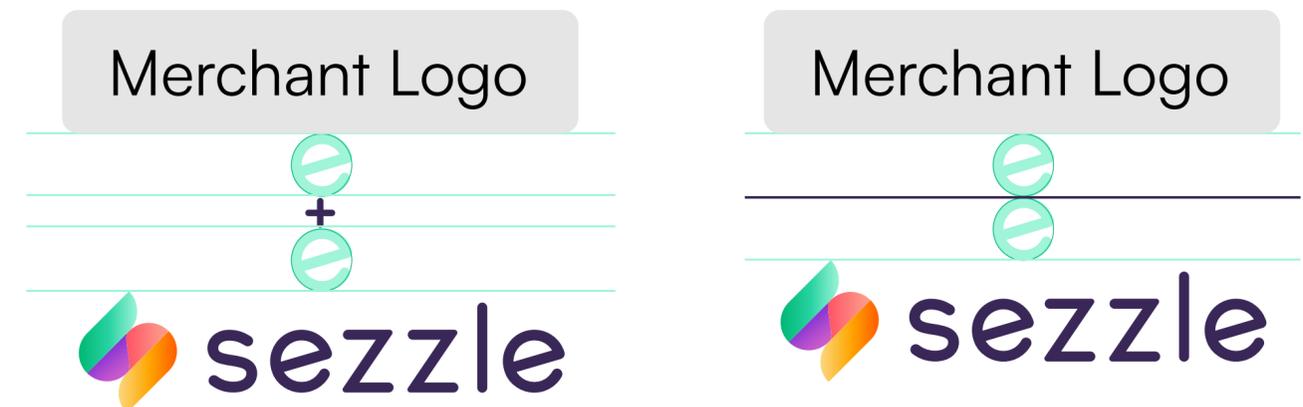
Use a thin line or plus sign to separate brand logo with Sezzle logo. Use the Sezzle “e” as a spacing guide. Merchant logo is always to the left or above Sezzle’s logo. Logos should take up similar amount of visual space.

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

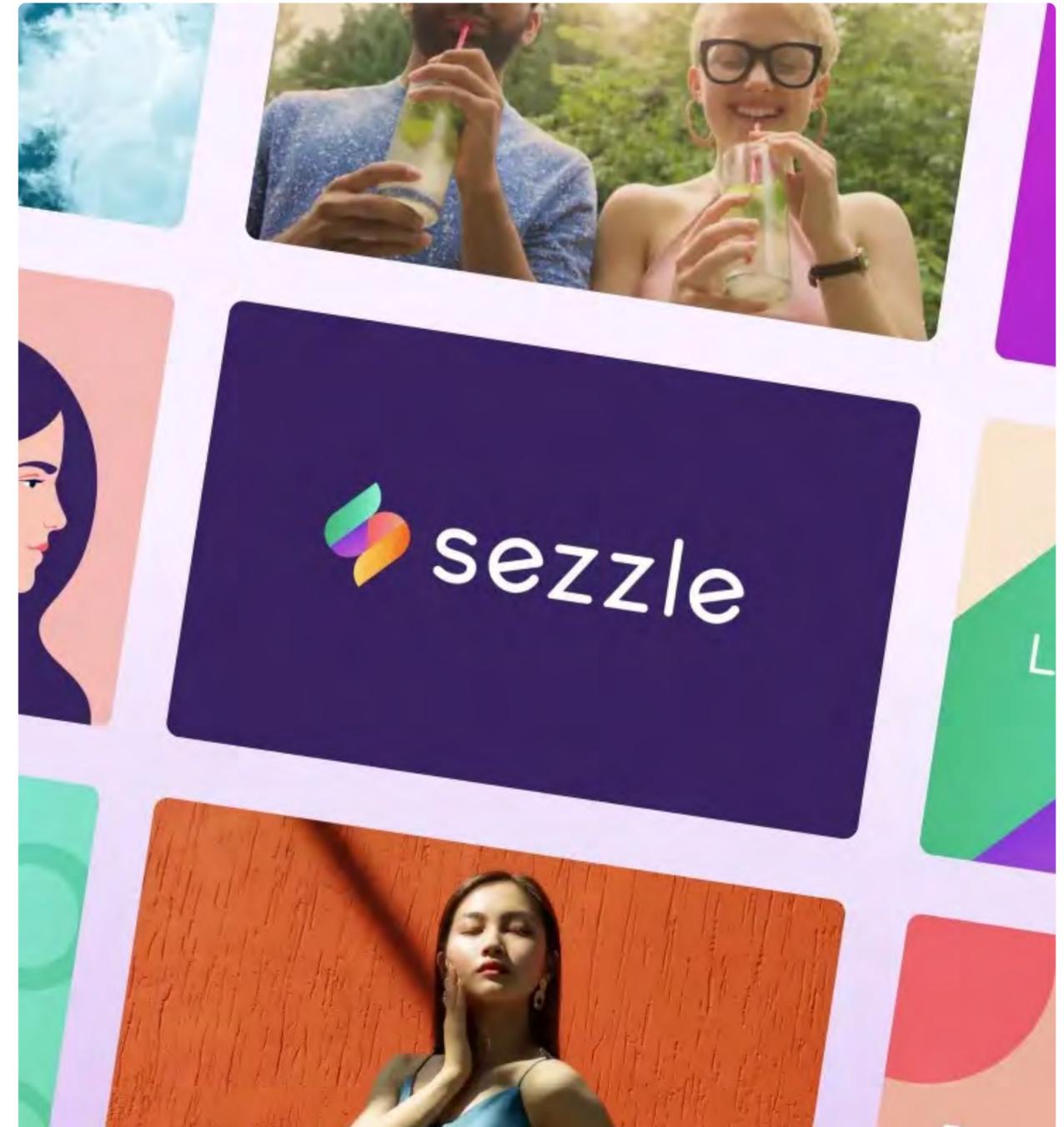
Don't Use Low Contrast

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

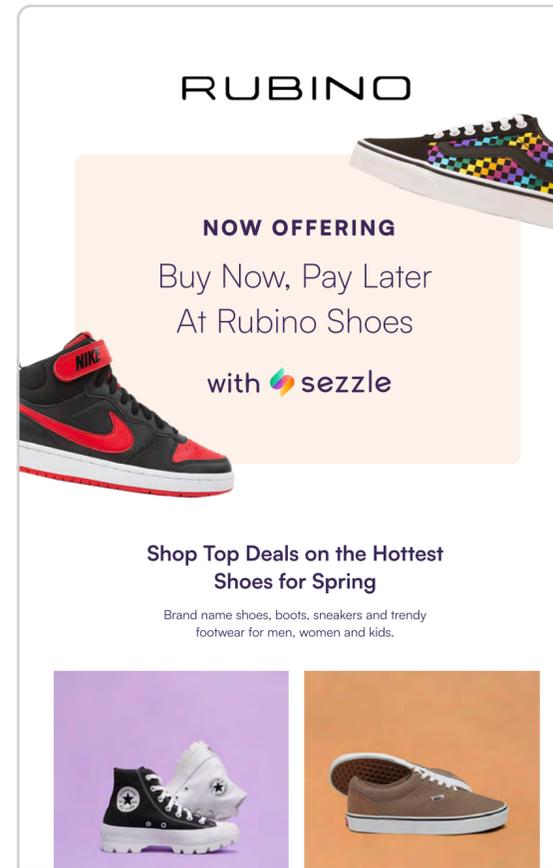
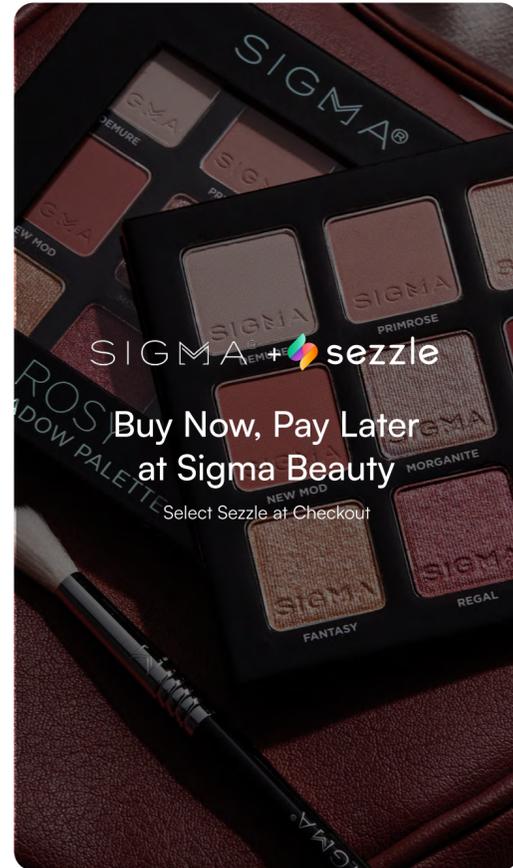


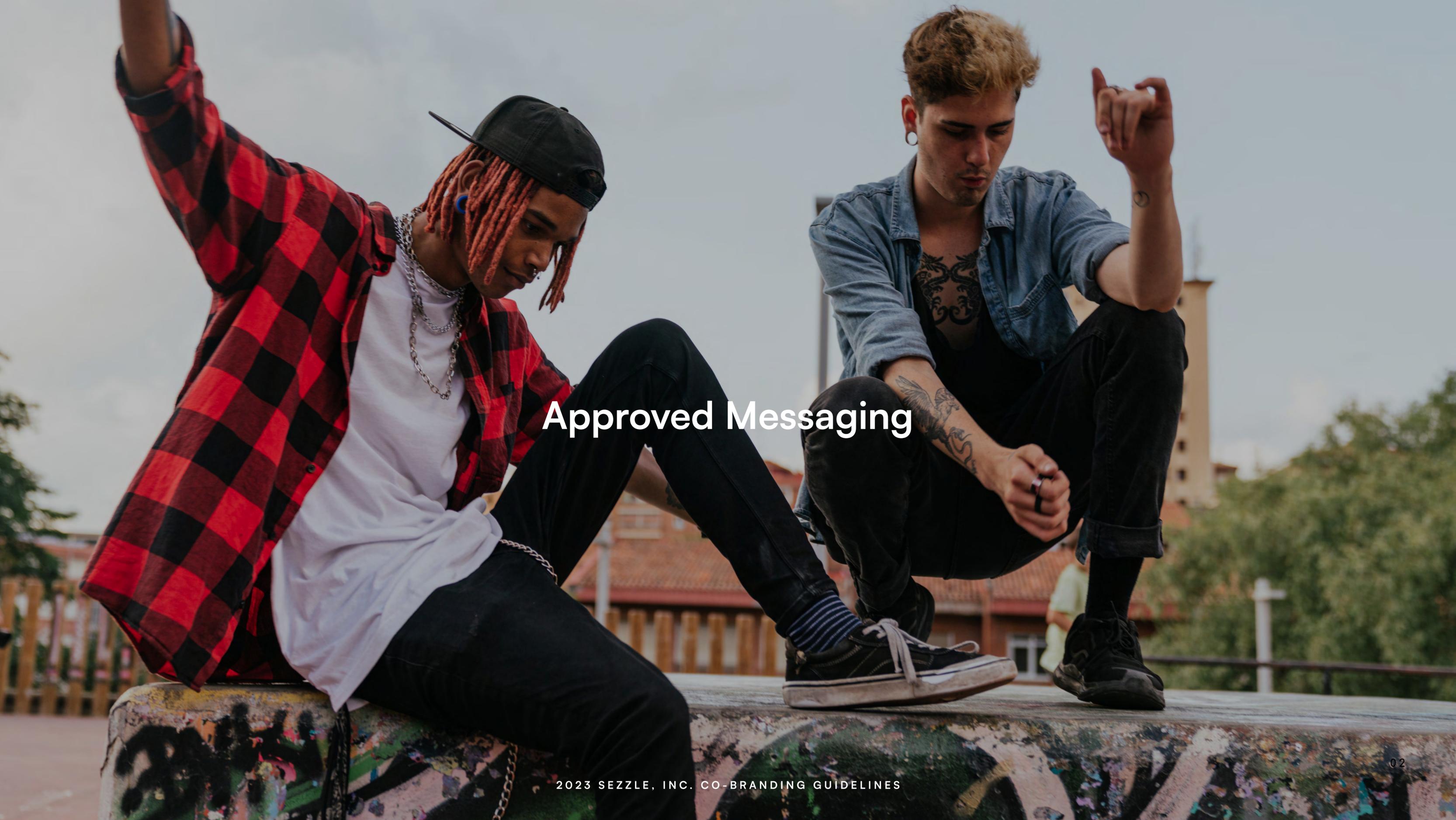
Don't Use Our Old Logo

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



Logo Usage Examples



A photograph of two young men in streetwear posing on a graffiti-covered ledge. The man on the left has red dreadlocks, wears a black cap, a red and black plaid shirt over a white t-shirt, and black pants. The man on the right has short brown hair, wears a denim shirt over a black tank top, and black pants. They are both looking down at something in their hands. The background shows a cityscape with buildings and trees under a cloudy sky.

Approved Messaging

Approved Messaging

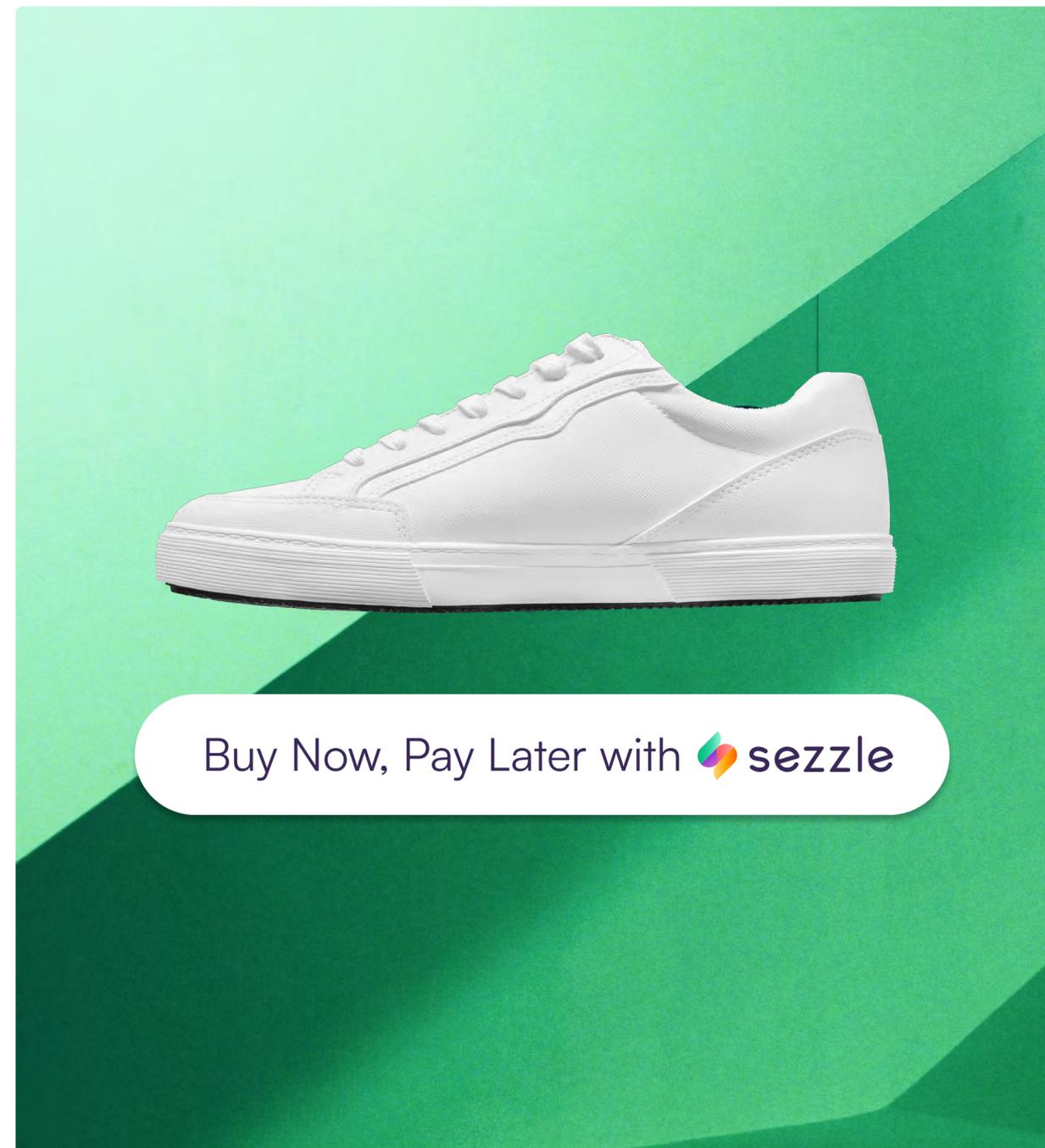
Sezzle is The Responsible Way to Pay™. We inspire and inform - inclusively. It's the core of Sezzle's voice and should always be the anchor in our communications.

Main Messaging

- Buy Now, Pay Later with (Sezzle logo)
- Pay in 4 with (Sezzle logo)
- Checkout with (Sezzle logo)
- Now Offering (Sezzle logo)
- Pay Later with (Sezzle logo)
- Flexible Payments Available with (Sezzle logo)
- Select Sezzle at Checkout

Secondary Messaging

- (Sezzle logo) - The Responsible Way to Pay™
- 4 Payments. 6 Weeks. 0% Interest with (Sezzle logo)
- Monthly payment options available through (Sezzle logo) **Long-Term only, must include disclaimer. See page 18.*



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 0% interest. *
- No fees when you pay on-time with a checking account.
- No impact to your credit at sign up.
- Build your credit with Sezzle Up.

Headlines/Taglines

- Pay in 4 with Sezzle. *
- Buy Now. Pay Later with Sezzle. *
- Shop Now. Pay Later with Sezzle. *
- Pay in 4 interest-free payments with Sezzle. *
- Pay in 4 with Sezzle. 0% interest. *
- Buy Now. Pay Later with Sezzle. 0% interest. *
- (\$price) or 4 payments of (\$split price) over 6 weeks. 0% interest with Sezzle. *
- The Responsible Way to Pay™

Specific Messaging Requires A Disclaimer

Always include the disclaimer below whenever using any of the messaging to the left that has an asterisk (*) at the end of it. Payments are a legally regulated space. Including the disclaimer protects your business legally.

Disclaimer

“Pay in 4 payment option is 0% Annual Percentage Rate (APR). 25% down payment then three payments of 25% every two weeks for 6 weeks.”

Disclaimer Do's and Don'ts

- ✓ **Do** write the disclaimer in smaller copy.
- ✓ **Do** place the disclaimer at the bottom of the assets.
- ✓ **Do** keep the font size large enough to read.
- ✗ **Don't** change or shorten the copy

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 through Sezzle.
- Pay over time. 0% APR available.
- 0% APR options. Or affordable monthly payments.
- Split your payments over time. 0% APR available.

Headlines/Taglines

- Pay over time. 0% APR available.
- 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.
- Get pre-approved quickly for our flexible payment options with no hidden fees!

Always Include A Disclaimer

Always include the disclaimer below whenever talking about Sezzle's long-term lending partners. Payments are a legally regulated space. Including the disclaimer protects your business legally.

Disclaimer

“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.”

Disclaimer Do's and Don'ts

- ✔ **Do** write the disclaimer in smaller copy.
- ✔ **Do** place the disclaimer at the bottom of the assets.
- ✔ **Do** keep the font size large enough to read.
- ✘ **Don't** change or shorten the copy

Messaging Don'ts

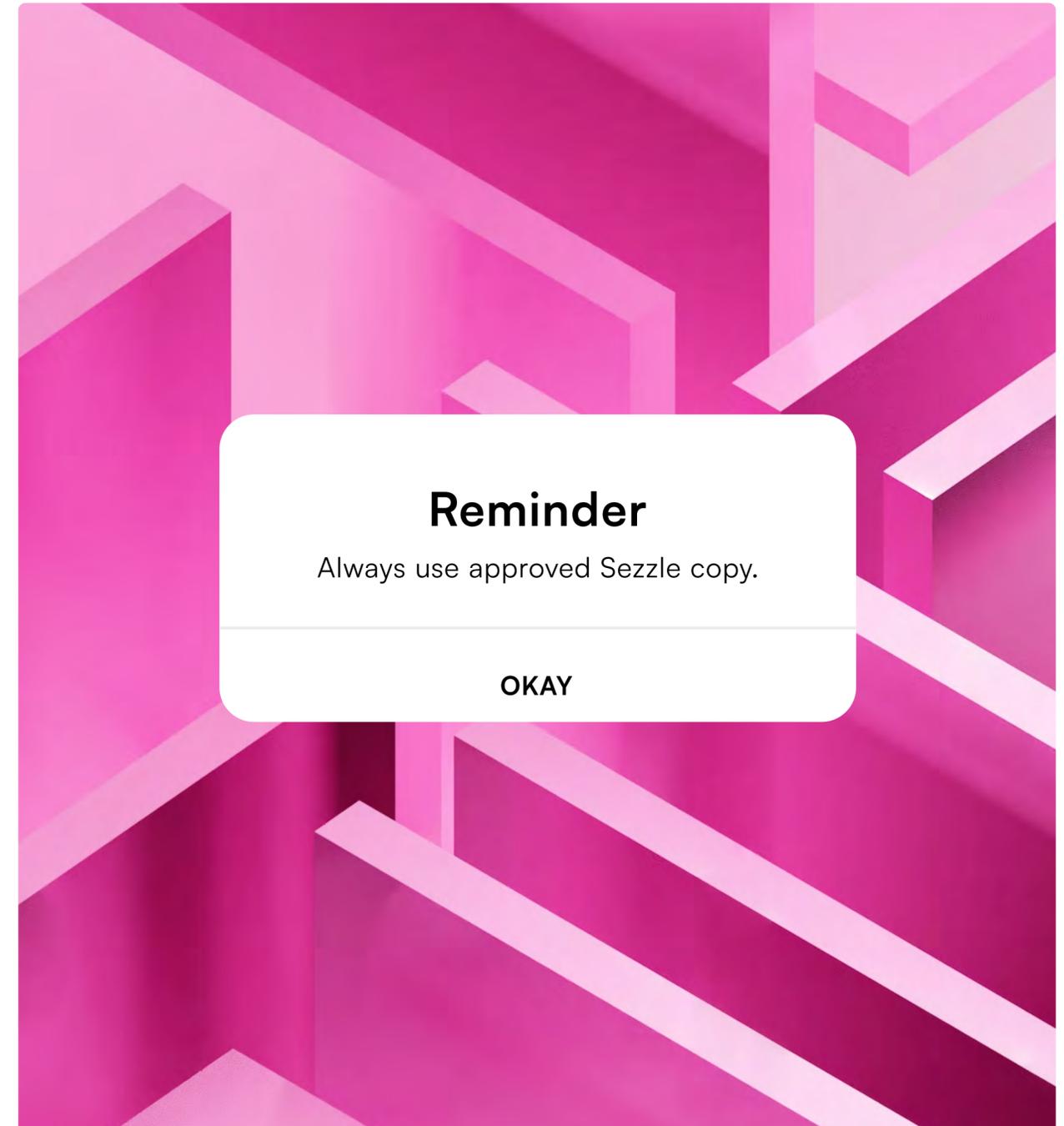
Payments can be a sensitive and easily misleading topic. We value our customers financial wellbeing. All language should be as transparent as possible. **Never** use copy that could lead to misinterpretation of Sezzle's product or encourage overspending. All Sezzle messaging should reflect our commitment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

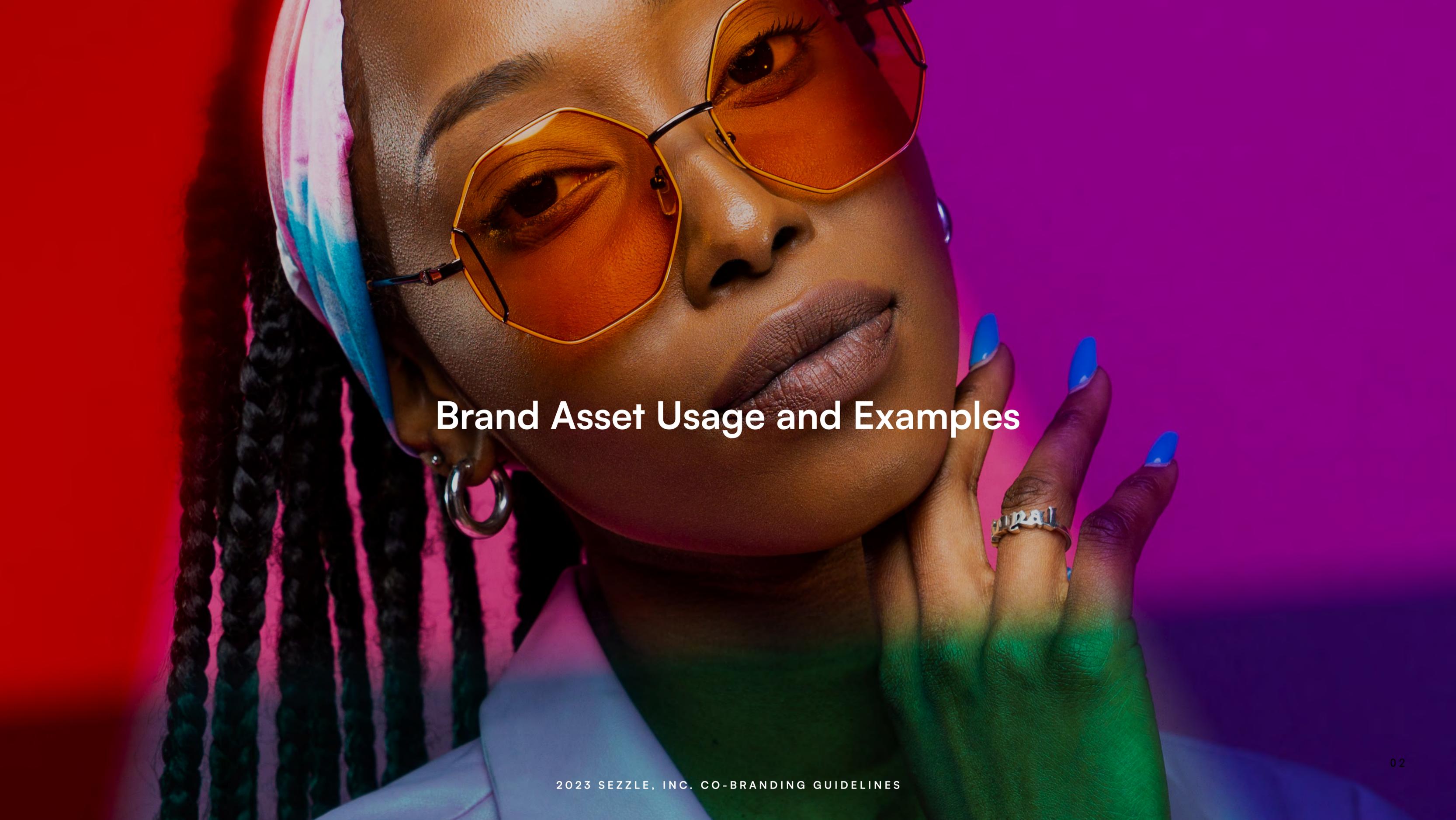
Things Sezzle is NOT

- ✘ Sezzle is **not** Layaway
- ✘ Sezzle is **not** a 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





Brand Asset Usage and Examples

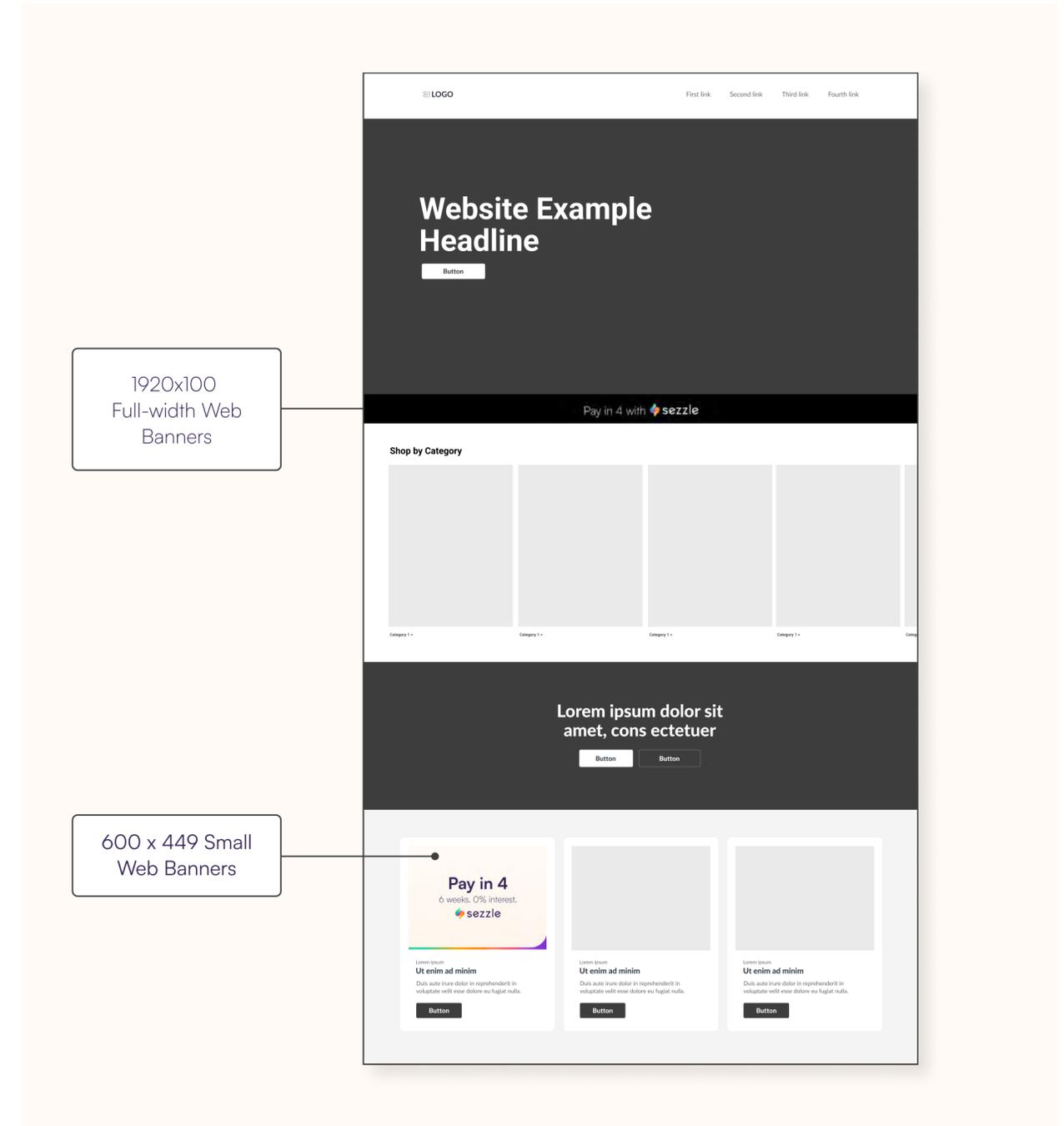
Website Promotion

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.](#)

600 x 449 Small Web Banners



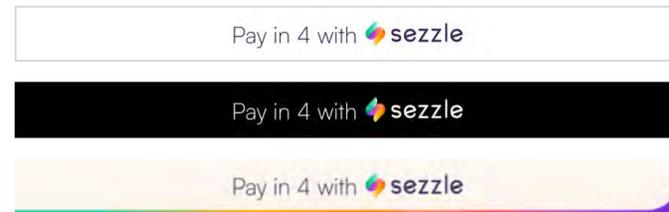
1920x100 Full-width Web Banners



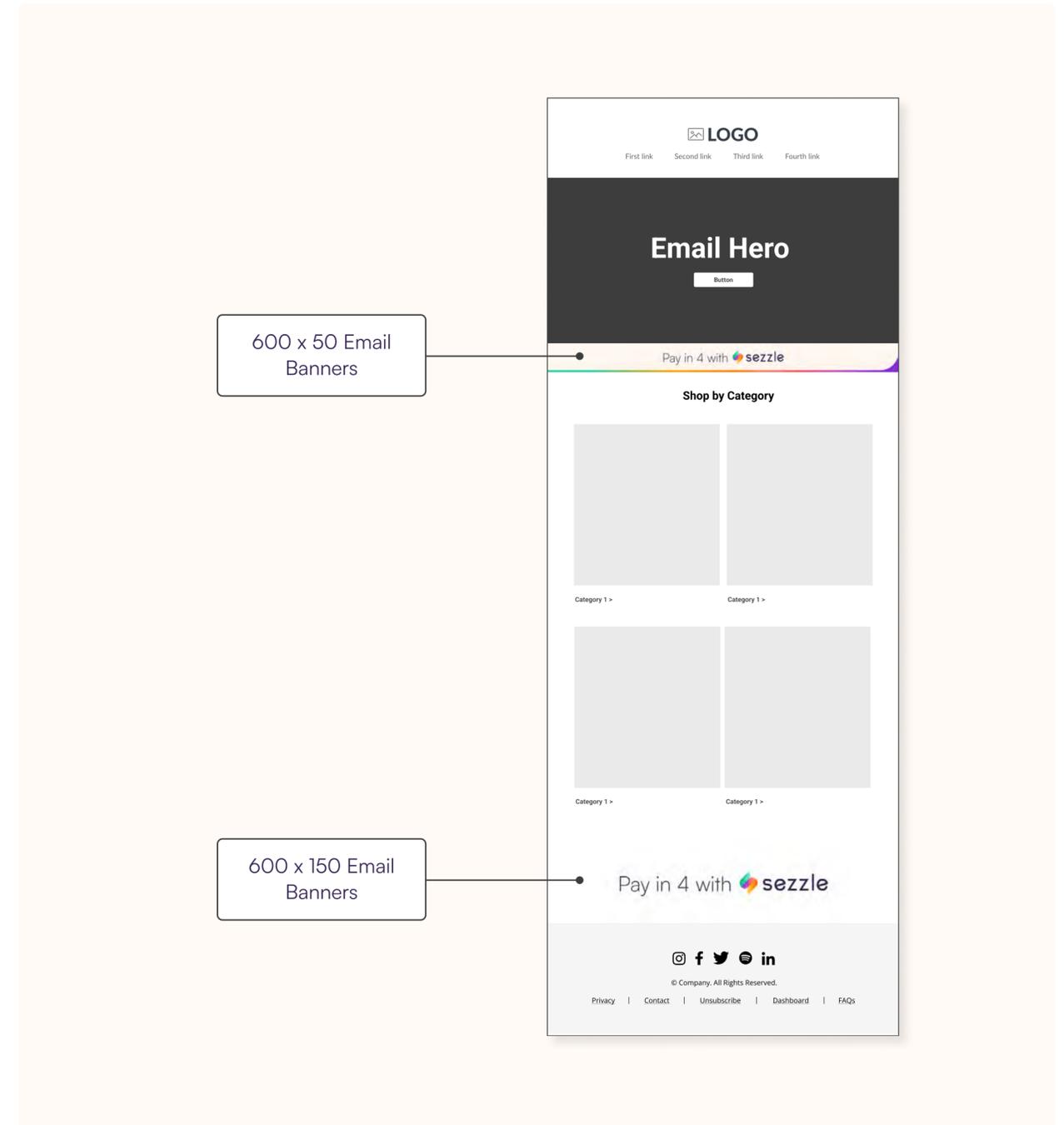
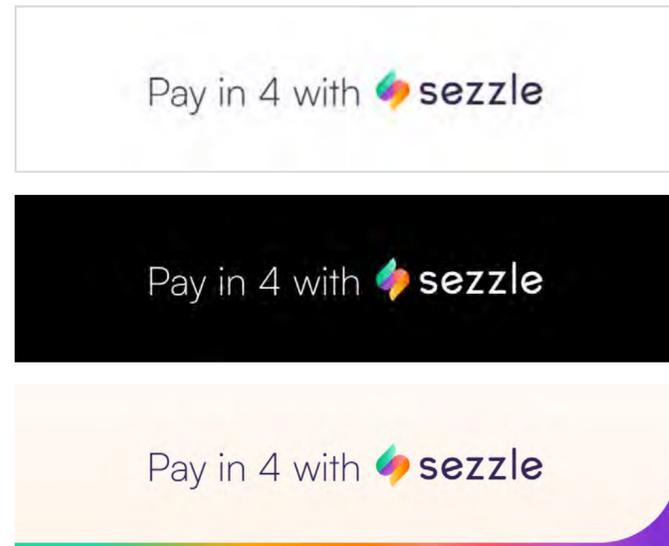
Email Promotion

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

600 x 50 Email Banners



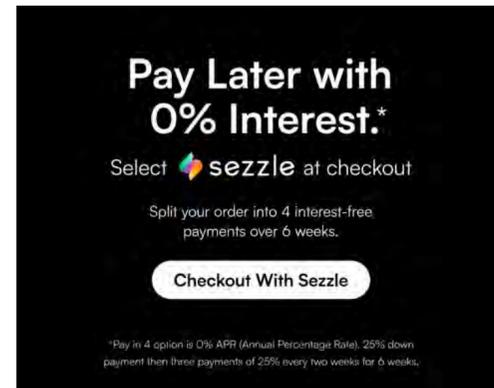
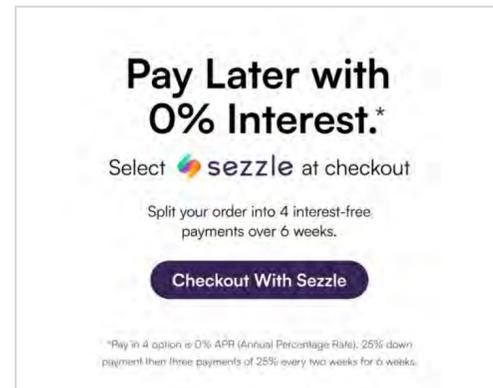
600 x 150 Email Banners



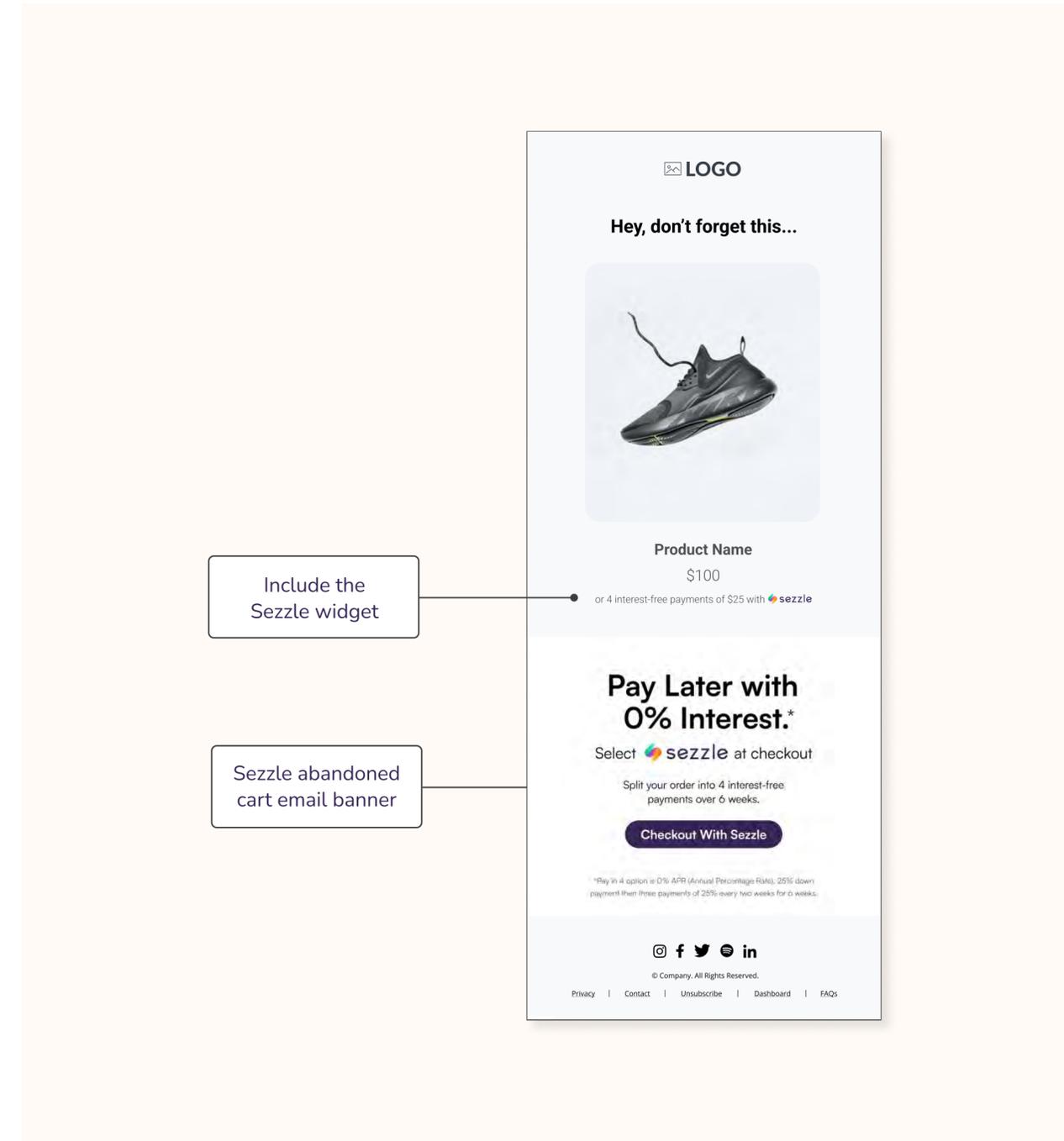
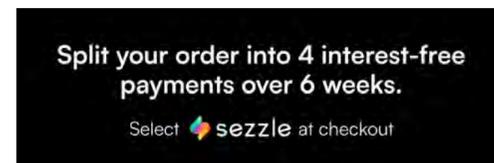
Abandoned Cart Marketing

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

600 x 475 Large Email Banners



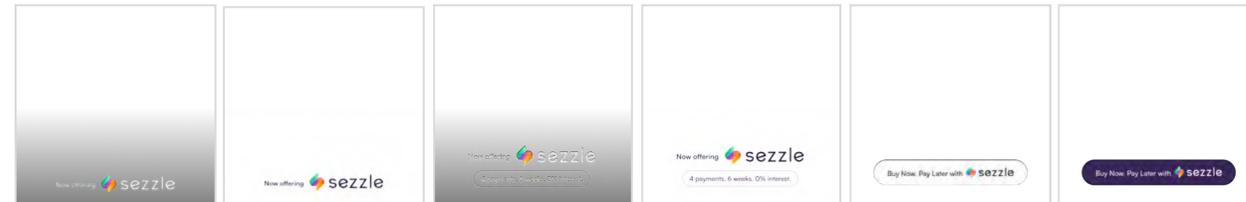
600 x 475 Large Email Banners



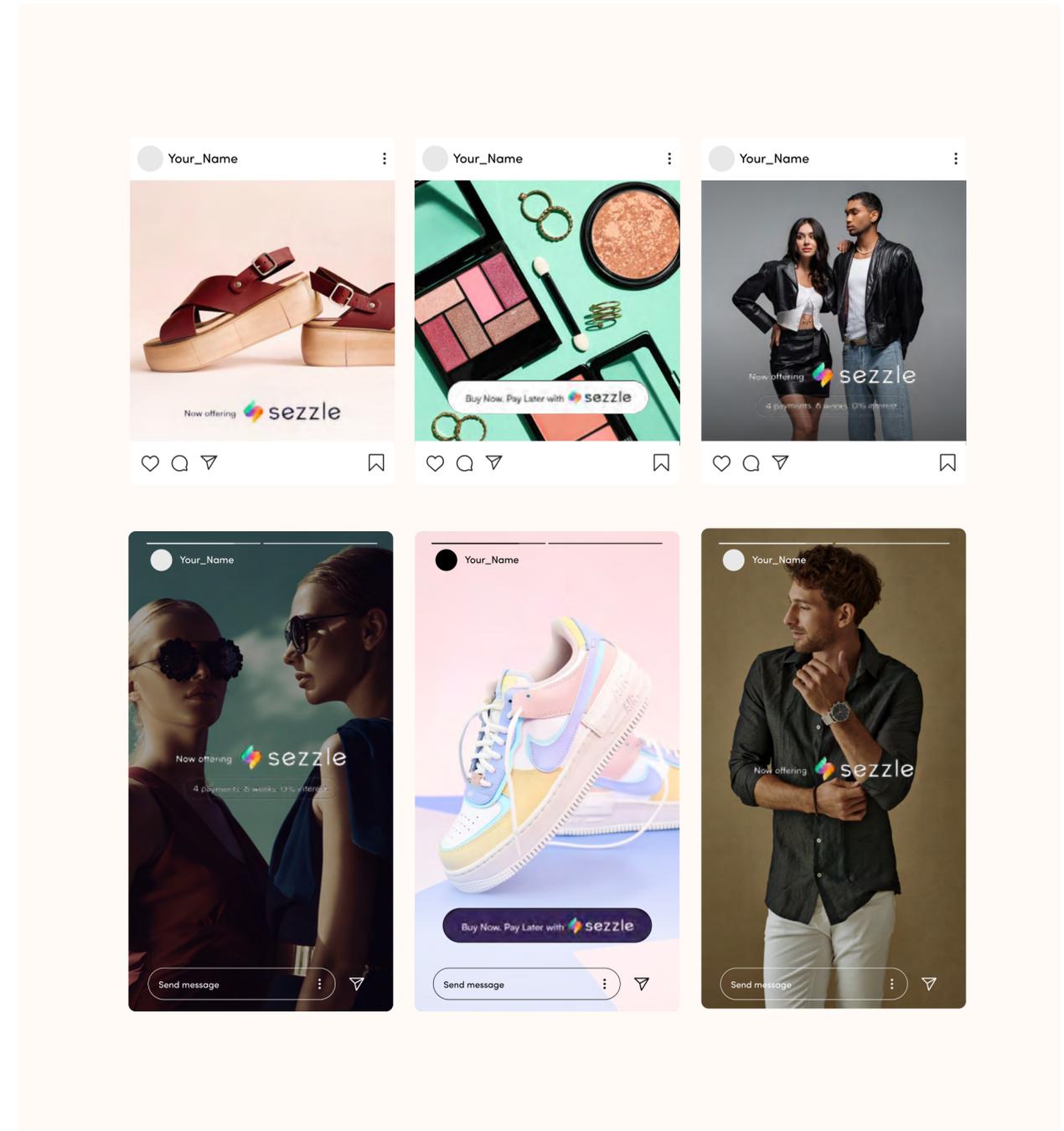
Social Promotion

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

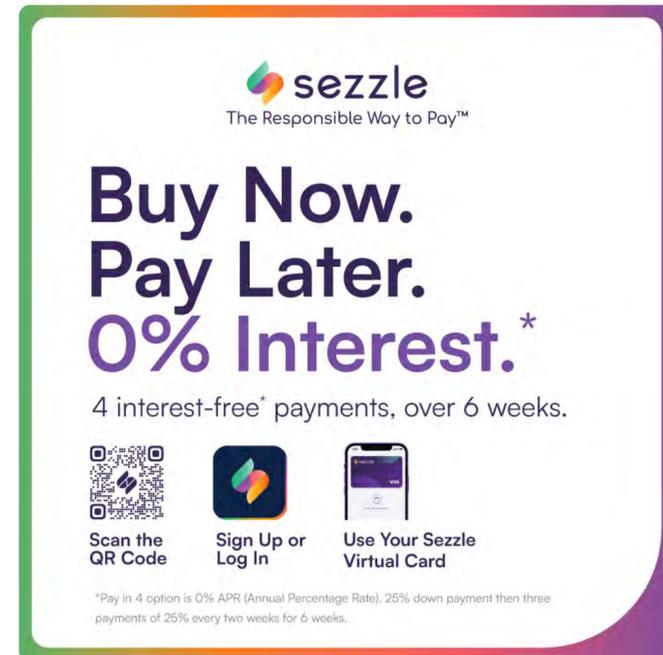
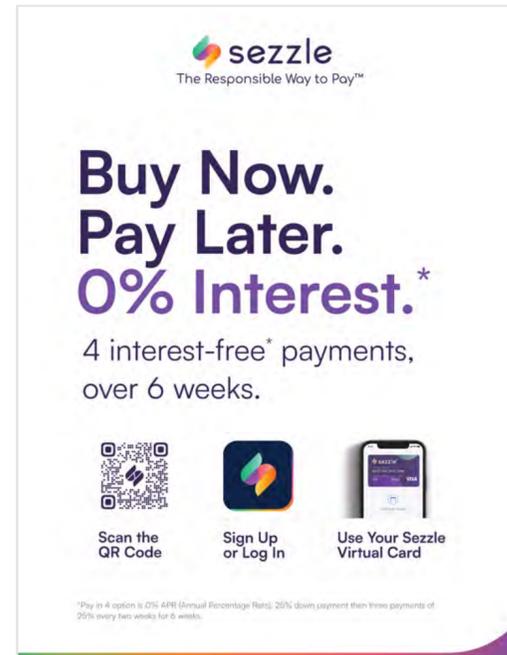


Table Sign



A person with vibrant red hair, seen from behind, is holding a large rainbow flag that billows in the wind against a clear, bright blue sky. The flag's colors are vibrant and saturated. The person is wearing a dark, long-sleeved top. The overall mood is celebratory and inclusive.

Colors

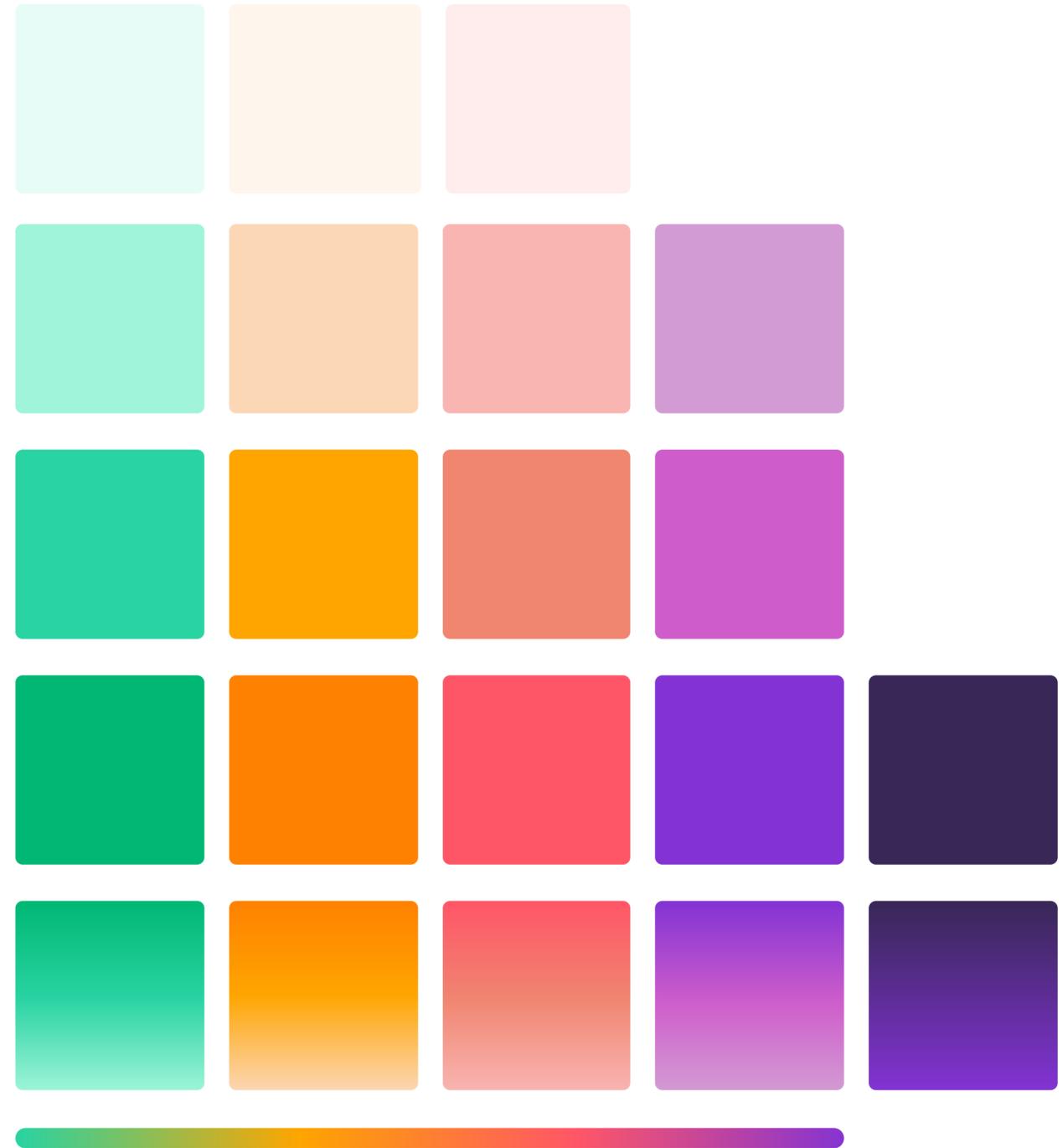
Core Colors

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 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

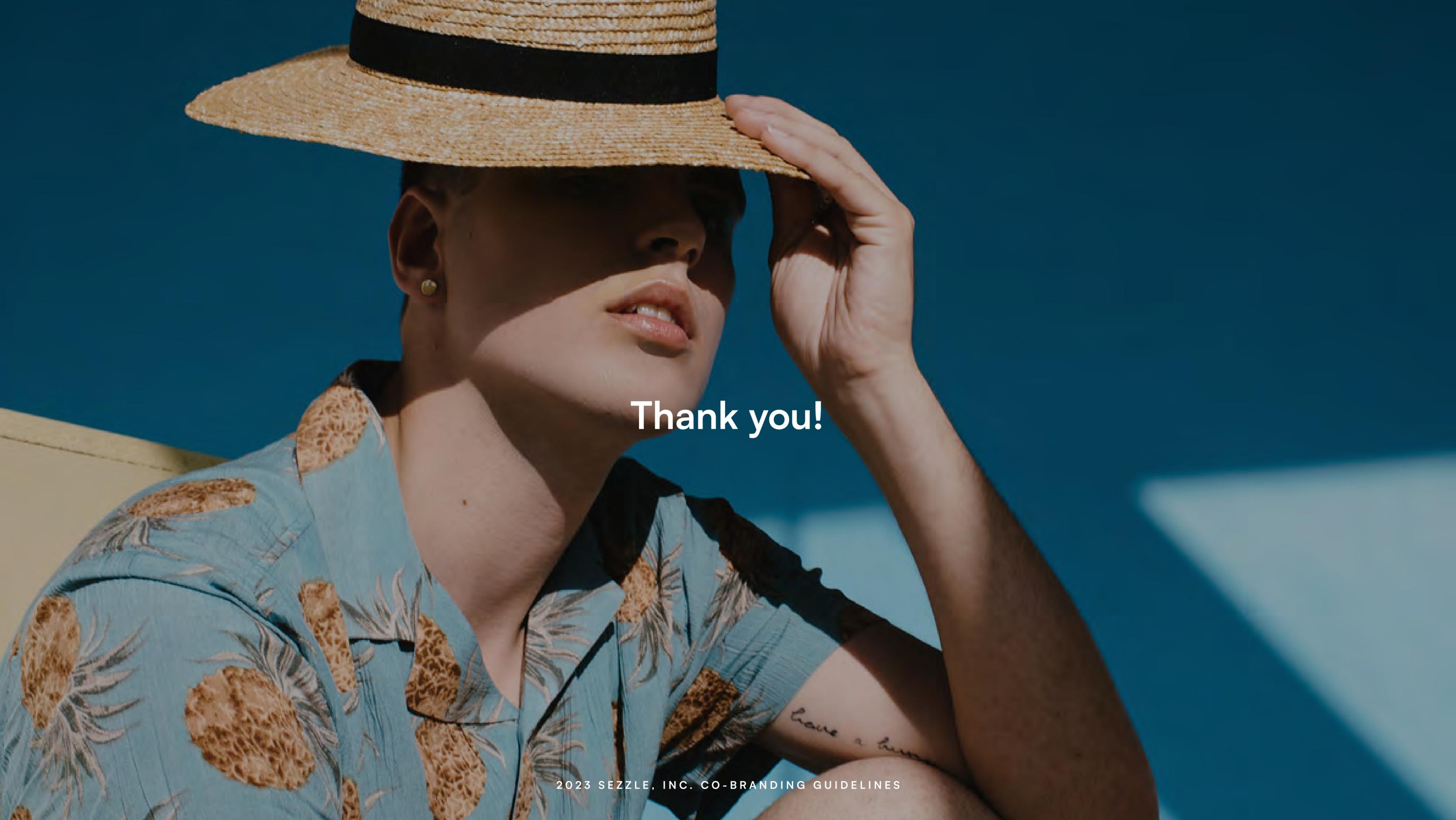
Our accent palette provides a bold pop of color and energy. These should be sprinkled throughout brand materials and used subtly.

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.

COLOR



A woman is shown from the chest up, wearing a wide-brimmed straw hat with a black band and a light blue short-sleeved shirt with a brown floral pattern. She is looking upwards and to the right, with her right hand resting on the brim of her hat. The background is a solid, vibrant blue. The text "Thank you!" is overlaid in white on the right side of her face.

Thank you!