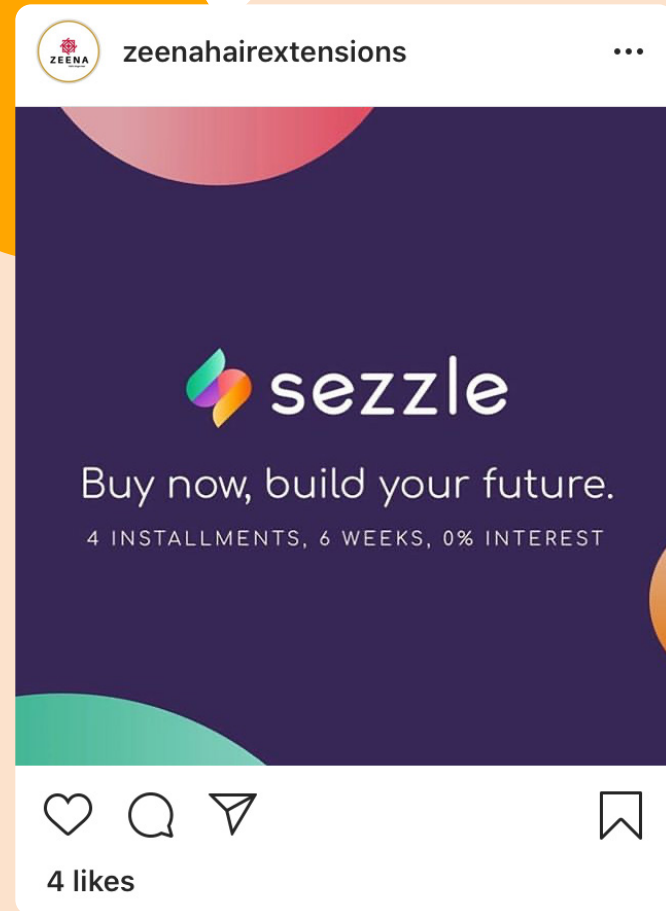




Co-Branding Guidelines

How to use Sezzle assets

Updated 04.21.2020



Contents

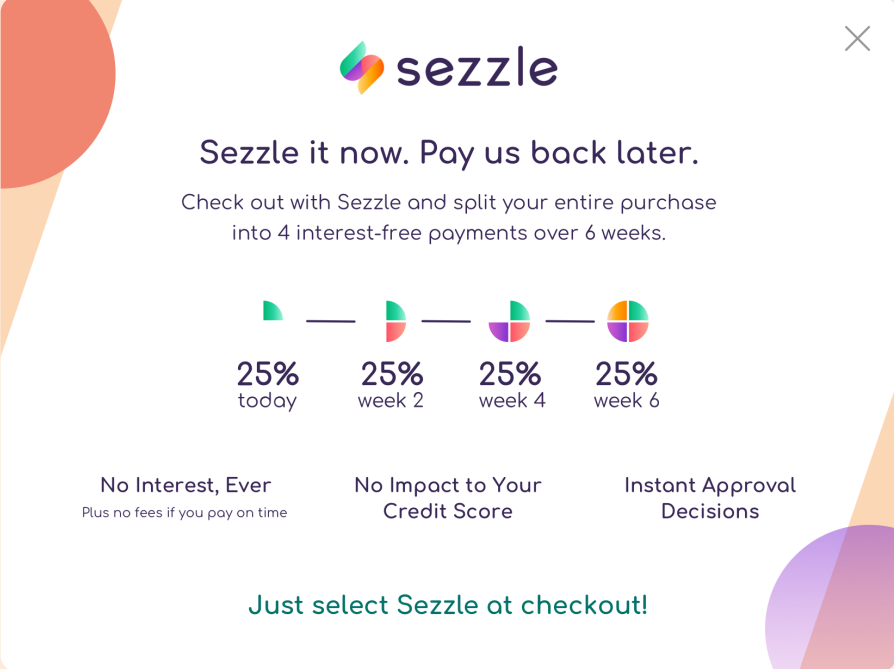
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How Sezzle Works

Sezzle enables users to split their entire order into 4 interest-free payments over 6 weeks. No fees if they pay on time with zero impact to their credit. This allows shoppers to take control of their financial futures, spend responsibly, and achieve financial freedom.

Go to the [brand assets webpage](#).



The graphic is a white rectangular card with rounded corners, set against a light orange background. It features the Sezzle logo at the top, followed by the headline 'Sezzle it now. Pay us back later.' and a sub-headline explaining the 4-payment plan. Below this is a timeline diagram with four colored circular icons (green, red, purple, orange) representing the payment schedule. At the bottom, three key benefits are listed: 'No Interest, Ever', 'No Impact to Your Credit Score', and 'Instant Approval Decisions'. A final call to action is at the bottom right.

sezzle

Sezzle it now. Pay us back later.

Check out with Sezzle and split your entire purchase into 4 interest-free payments over 6 weeks.

25% today 25% week 2 25% week 4 25% week 6

No Interest, Ever
Plus no fees if you pay on time

No Impact to Your Credit Score

Instant Approval Decisions

Just select Sezzle at checkout!

The logo

Sezzle's Brand Mark



Clearspace

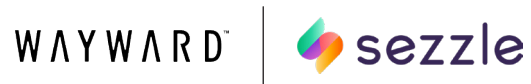


When used in a price widget,
clearspace does not apply.

Lockups



CoBranding



Go to the [brand assets webpage](#).

Logo Don'ts

Don't Alter

No altering, rotating, bending, skewing
cropping or distorting.



Don't Recolor

No color changes, or grayscale



An approved grayscale
version of our logo is
available by emailing
accounts@sezzle.com

Don't Embellish

No drop shadows, or other effects.



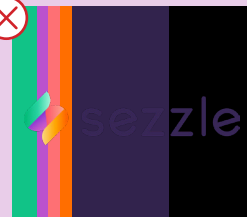
Don't Use Our Old Logo

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



Go to the [brand assets webpage](#).

Don't



Don't place the logo on busy backgrounds that don't contrast the logo or on any
colors that come too close to the colors of the logo.

Do



Please place the logo over simple images and textures. Place the logo on colors that
complement the logomark.

Font

Comfortaa Font Family

Download Comfortaa for free on [Google Fonts](#).

Comfortaa Bold

Headings

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPq
QrRsStTuUvVwWyYzZ0123456789\$@&#?+

Comfortaa Semibold

Headings.

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPq
QrRsStTuUvVwWyYzZ0123456789\$@&#?+

Comfortaa Medium

Headings, Sublines

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPq
QrRsStTuUvVwWyYzZ0123456789\$@&#?+

All caps may be used only in
subheadings with 200pt tracking

Comfortaa Regular

Sublines, Body copy

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPq
QrRsStTuUvVwWyYzZ0123456789\$@&#?+

Comfortaa Light

Sublines, Body copy

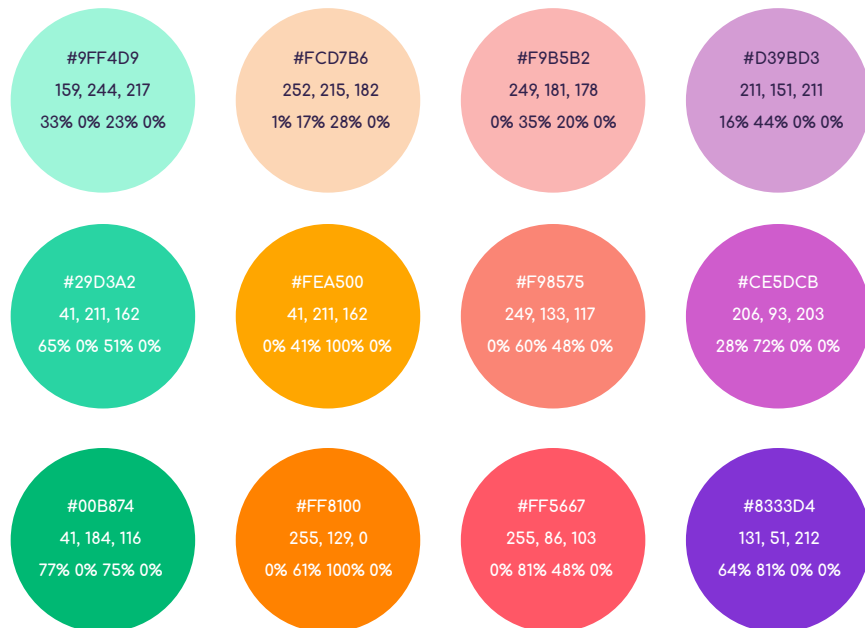
aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPq
QrRsStTuUvVwWyYzZ0123456789\$@&#?+

Go to the [brand assets webpage](#).

Colors

Main colors

Use as design anchors or for pops of color.



Hero Colors

Use for main background and text.



Alternative Colors

For text only.



Who We Are

Overview

Sezzle is a place that gives more people access to financial freedom and the credit they deserve. Shoppers can split their entire order into 4 interest-free payments over 6 weeks. No fees if shoppers pay on time with zero impact to their credit. Sezzle also promotes businesses by enabling them to reach new users through Sezzle's payments platform.

Who We Are NOT

Do not associate the Sezzle brand with:

Gambling, overtly sexual material, overtly violent material, overspending, unmanageable debt, criminal activity, banking, or consumers under 18 years old.

Using Sezzle By Name

When referring to the company name it should be called 'Sezzle' only. Do not use other forms of writing the name, for example 'SEZZLE', 'sezzle'. Do not use the full legal name unless required to by law.

- ✓ Sezzle. The way forward.
- ✓ Now offering Sezzle.
- ✓ Buy now, pay later with Sezzle.
- ✗ Shop now with SEZZLE.
- ✗ Checkout with sezzle.

Marketing Messaging

Primary Messaging

Standard tagline	Buy now, pay later. Shop now, pay later
Descriptor taglines	4 payments. 6 weeks. 0% interest. 4 payments. 0% interest.
Aspirational tagline	The way forward. Buy today, build your future.
Product price breakdown	4 interest-free payments of \$xx with Sezzle. 4 installments of \$xx with Sezzle. 4 payments of \$xx with Sezzle
Now Offering taglines	Now offering Sezzle. Introducing Sezzle. Now available with Sezzle.

Educational

Standard Overview	Split your entire order into 4 interest-free payments over 6 weeks. No fees if you pay on time with zero impact to your credit.
Detailed Overview	Pay over time. Your entire online order, split into 4 interest-free payments scheduled over a 6 week period. No interest, ever. We charge the retail partner, not you. As long as you pay on time, there will be no additional fees. No credit impact. Our instant approval decisioning process has zero impact to your credit score.

Links

sezzle.com | @sezzle | #sezzle #sezzleit



Go to the [brand assets webpage](#).

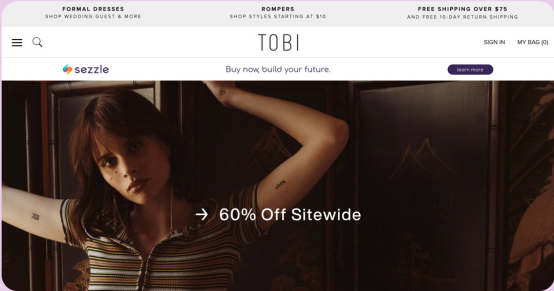
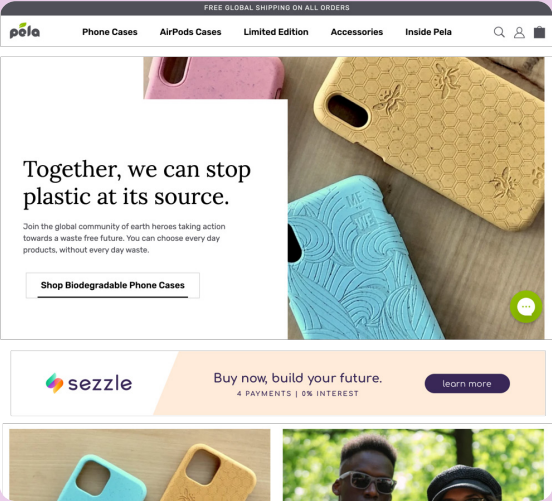
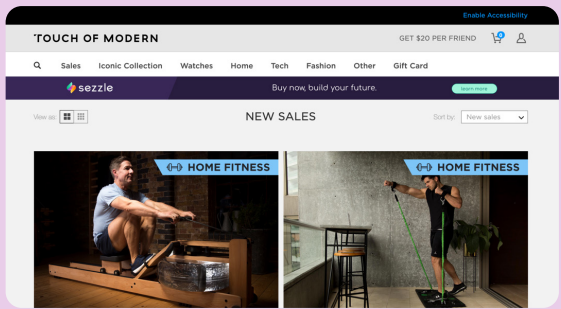
Examples

Brandmark lockups



Go to the [brand assets webpage](#).

Website Promotion



Go to the [brand assets webpage](#).

Email Promotion

CLAE

LIVE ANGELES

MEN | WOMEN

WELCOME TO CLAE

GET 15% OFF

Handcrafted sneakers that evolves and endures.

Use code **CLAE15** at checkout.

SHOP NOW






Buy now, pay later.

4 PAYMENTS | 0% INTEREST

CLAE

LIVE ANGELES

MEN | WOMEN



Buy now, pay later.

4 PAYMENTS | 0% INTEREST


PREMIUM SNEAKERS

CAREFULLY HANDCRAFTED


Taking extra steps by using luxurious materials and emphasizing uncommon comfort and versatility.

CLAE creates footwear that evolves and endures.


SHOP NOW



FEATURED COLLECTION



BRADLEY
White Leather Navy
\$140
[SHOP NOW](#)




BRADLEY
Black Full Grain Leather
\$140
[SHOP NOW](#)


BELLACOR.

LIGHTING FURNITURE DECOR OUTDOOR DEALS


SO STYLISH.
So You.




Lund Light Blue Duck Egg Veneer Chair
\$246.40




Prest Retreat Outdoor Mushroom, Set of 2
\$177.95



Clay and Green Stone Tables, Set of Two
\$113.51




Sentry Glass Floor Light Pendant
\$153.99







Buy now, pay later.

4 PAYMENTS | 0% INTEREST



Be Inspired. #MadeWithBellacor



GOOSEBERRY


INTIMATES | SEASIDE

LATEST ARRIVALS INTIMATES SEASIDE SHOP INSTAGRAM

“MALIBU”

IN COLLABORATION WITH
CLINT ROBERT

SHOP MALIBU








Buy now, build your future.

4 INSTALLMENTS, 4 WEEKS, 0% INTEREST

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Complimentary Ground Shipping • Returns



BOXING DAY SALE






Save 50% On A Selection of Sound Tools* with code **BOXING19**

SHOP NOW



Buy now, pay later.

4 INSTALLMENTS, 4 WEEKS, 0% INTEREST

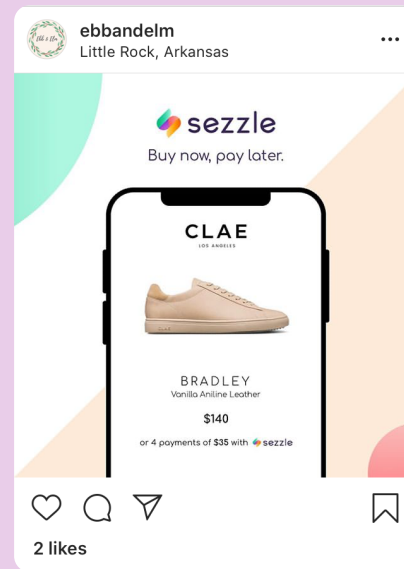
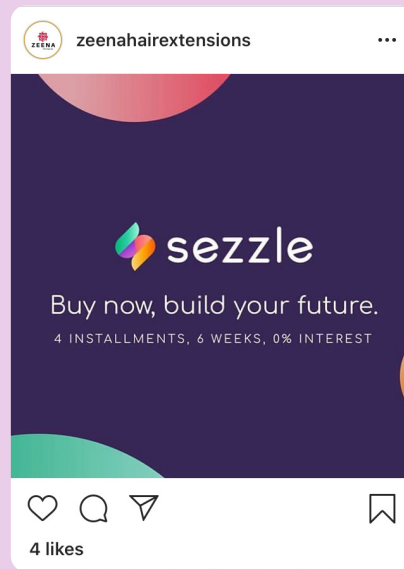
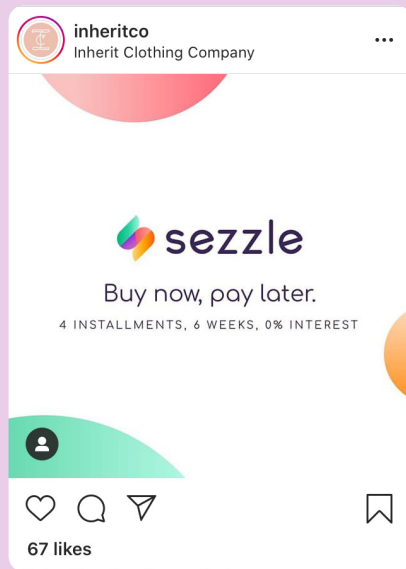


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Master signed up for Master & Dynamic emails.

Go to the [brand assets webpage](#).

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Social Promotion



Go to the [brand assets webpage](#).