Humm interim retailer marketing guide.

humm fg

Buy
Now,
Pay
Later!

Logo formats.

Humm icon

Humm icon with strapline

Humm icon with secondary strapline

Humm core logo.

Humm core logo with strapline

Humm logo with secondary strapline

DO <u>NOT</u> run vertically

DO <u>NOT</u> crop logos

DO <u>NOT</u> change colour of logo

DO <u>NOT</u> add drop shadows or embossing

DO <u>NOT</u> run tangerine logo over itself or any dark colours that are similar

The Brand Mark.

Primary colour.

Only in mono/B&W application.

Headline fonts.

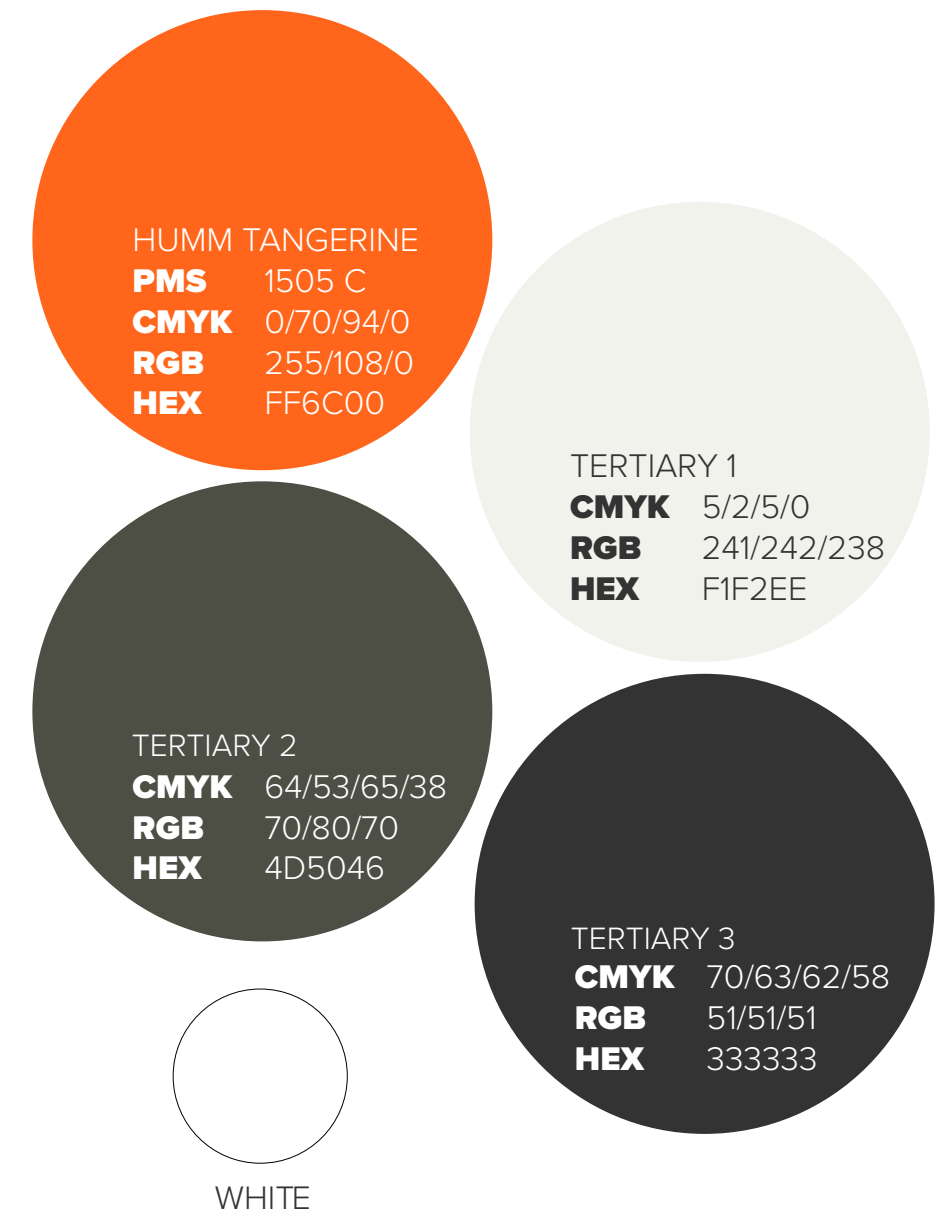# The main headline font is either Proxima Nova Black at -20pt kerning

It can also be Proxima Nova Extra Bold at -30pt kerning

Proxima Nova Thin can be used for fine text at -60 kerning

Proxima Nova Light can be used for fine text in reverse at -60 kerning

Text colour:#33333 for digital and **CMYK 70/63/62/58** or **90% black** for print.

Colours.

HUMM TANGERINE
PMS 1505 C
CMYK 0/70/94/0
RGB 255/108/0
HEX FF6C00

TERTIARY 1
CMYK 5/2/5/0
RGB 241/242/238
HEX F1F2EE

TERTIARY 2
CMYK 64/53/65/38
RGB 70/80/70
HEX 4D5046

TERTIARY 3
CMYK 70/63/62/58
RGB 51/51/51
HEX 333333

WHITE

Headlines.

Buy Now, Pay Later with **humm.**

Humm it now, pay later.

Keep life humming.

Live interest free forever.

No interest ever with **humm.**

Take it today. Take time to pay with **humm.**

Buy online today. Take time to pay with **humm.**

Buy online today. Take time to pay with **🐟humm** ®

Love it forever. Pay interest never with **humm.**

Love it forever. Pay interest never with **🐟humm** ®

Disclaimer always required: Lending criteria, fees, terms and conditions apply.

Either write **humm**, or use the logo. Not both.

Approved copy blocks con't.

Making 'Little things' and 'Big things' humm.

Your **humm** App gives you 100% control over two amounts.

For buying 'Little things', you can apply for up to $1,000 with **humm**. You get fast approval and your choice to repay fortnightly in 5 or 10 slices – that's 2.5 months*. You can even pay for 'Little things' weekly if it's better for you. Plus each repayment frees your balance to spend again.

For buying 'Big things', **humm** can pre-approve up to $10,000 – so you can shop with confidence. Or, for even bigger things, you can apply in store – just look for a **humm** retailer. Then, depending on what you're buying and where, you can choose to repay in 6, 12, 18....all the way up to 24 months.

Low fees or no fees.

If you buy using 'Little things' you pay no fees. None[1]. For 'Big things' there is a small establishment fee of $20 on your first purchase – based on what you are buying and how much you're spending. After that it's just $2.50 per month.

Pay in slices.

For everyday 'Little things' you can choose to repay fortnightly in 5 or 10 slices – that's 2.5 months. You can even pay for 'Little things' weekly if it's better for you. For 'Big things' your fortnightly repayments can be over 6 to 24 months depending on what you purchase and where you shop.

Remember, you will only ever pay $2.50 a month Big things purchases if you pay on time. The only other **humm** fees are for missed or late payments. So pay on time and they'll never apply.

[1]**Humm** Little things: Lending criteria, fees, terms and conditions apply. **Humm** Big things: Lending criteria, $20 establishment fee, $2.50 monthly account fee, terms and conditions apply.

Buy Now, Pay Later!

Why is everyone talking about **humm**? Because you never pay interest; never, ever, ever[1].

Approved copy blocks con't.

Be up and humming in 2 mins.

You can join **humm** in lots of ways

1. **Sign-up right now online or download the App.**
   › Download the **humm** App or visit shophumm.co.nz
   › Sign-up directly for instant approval
   › Get humming.
2. **Sign-up while you shop online.**
   › Visit any **humm** retailer and find a deal
   › Choose **humm** as your payment option at checkout
   › You'll be directed to the **humm** site to sign-up and apply for **humm**
   › Complete your **humm** purchase
   › Wait for delivery.
3. **Sign-up in store.**
   › Visit any **humm** retailer and find a deal
   › Tell the store assistant you'll pay with **humm**
   › The assistant will help you apply and complete your purchase with **humm**
   › Take your purchase home and enjoy.

It's all at your fingertips.

On the **humm** App you can manage:

› Your 'Big things' and 'Little things' purchases
› Your repayment options
› Apply for 'Big things' pre-approval
› Your Available spend
› Next payment due
› Transaction history

T&Cs for inclusion.

[1]**Humm** Little things: Lending criteria, fees, terms and conditions apply. **Humm** Big things: Lending criteria, $20 establishment fee, $2.50 monthly account fee, terms and conditions apply.

The copy rules so far con't

Headline type styling.

Use **Proxima Nova Extrabold** and Proxima Nova Light to add value to headlines. eg.

Little things.
Big things.
Everything.
No interest ever.

The copy rules so far con't

Copy overall.
When developing copy, every word needs to earn its place on the page. Be clear. Be ruthless. Think clear, concise and above all else, be customer friendly.

Humm.
Use sentence case ie. **Humm** starts this sentence so it's capitalised.
If it's within copy, it's a lowercase h. So, in this situation, **humm** is within the sentence, so it doesn't require a capital

Humm should always be in bold.

Humm in a headline.
When **humm** appears in the headline of customer comms or merchant comms, you can consider making it orange. But recommend just in the first occurrence. All other occurances should be black or bold. But really, it's whatever looks good.

Sentence case.
All communications for **humm** should be in sentence case.

Specifically:
When using the statement: Big things. Little things. Everything, follow the below:

When articulating the difference, or explaining big and little, write it as follows (note where to capitalise) 'Big things', 'Little things'.

When talking generically about 'Big things and Little things' within copy or headlines, it should be written as: Little things, big things, everything.

When referencing 'Little things' or 'Big things' within copy, place single quotation marks around 'Little things' and 'Big things'.

Mouse & Elephant.
Usage & copy lock-up. Always per the below;

- › Colours
- › Sizing
- › Copy

Note: The elephant and mouse are not proportionate. This is intentional. Please keep them this way.
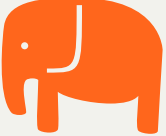

Humm
for 'Little things'
up to $1,000

Humm
for 'Big things'
up to $10,000

Alternate with payment terms

Humm
for 'Little things'
up to $1,000 and choice to repay fortnighty or weekly in 5 and 10 slices

Humm
for 'Big things'
up to $10,000 and up to 24 months to pay, depending on where you shop.

Merchant Examples:

Retailer led

Showing our partnership — the retailer takes the lead, and **humm** plays a supporting role.

One colour black option