

# Humm retailer marketing guide for Big & Little Things.

OCTOBER 2020 Version 7



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 NOT run vertically



DO NOT crop logos



DO NOT change colour of logo



DO NOT add drop shadows or embossing



DO NOT 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**

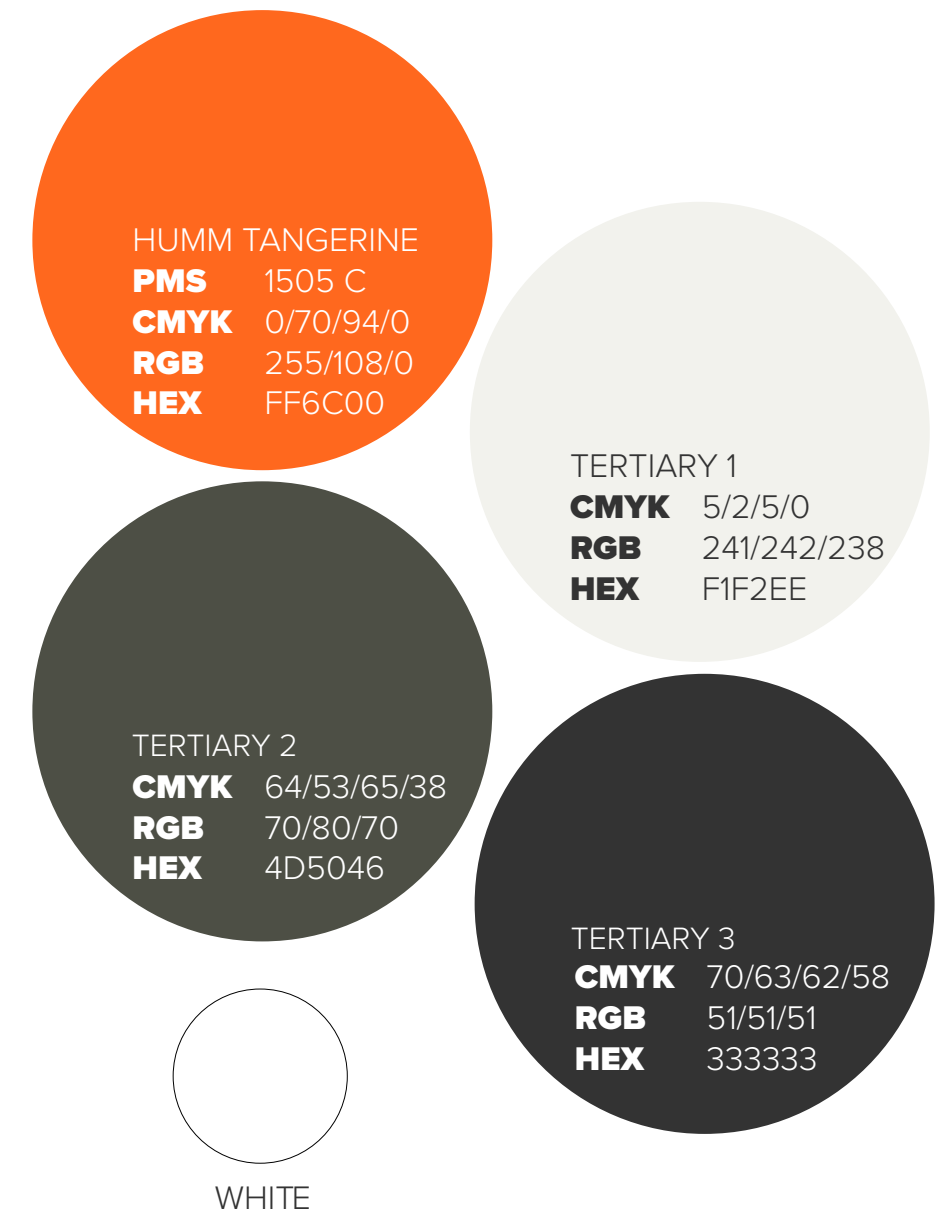
**It can also be Proxima Nova Extra Bold at -30pt kerning**

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: #333333** for digital and **CMYK 70/63/62/58** or **90% black** for print.

## Colours.



## Headlines.

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

**Hummm** it now, pay later.

Keep life humming.

**Live interest free forever.**

No interest ever with **hummm**.

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

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

**Buy in-store today.** Take time to pay with  **hummm**®

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

**Love it forever.** Pay interest never with  **hummm**®

Disclaimer always required: Lending criteria, fees, terms and conditions apply. **Hummm** Little things up to \$1,000. **Hummm** Big things up to \$10,000.  
An establishment fee of \$20 and a \$2.50 monthly account fee applies to Big things only.

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

# Approved copy blocks continued

## Making ‘Little things’ and ‘Big things’ humm.

Your **humm** gives you 100% control over your payment installations.

For buying ‘Little things’, you can apply for up to \$1,000 with **humm**. Choose to repay fortnightly in 5 slices or weekly in 10 slices. Plus each repayment frees your balance to spend again.

For buying ‘Big things’, you can apply for up to \$10,000 – so you can shop with confidence. 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. For ‘Big things’ there is a small establishment fee of \$20 on each purchase. After that it’s just \$2.50 per month.

See [www.shophumm.com/NZ](http://www.shophumm.com/NZ) for full details.

## Pay in slices.

For everyday ‘Little things’ you can choose to repay fortnightly in 5 slices or weekly in 10 slices. For ‘Big things’ your fortnightly repayments can be over 6 to 24 months depending on what you purchase and where you shop.

The only other **humm** fees are for missed or late payments. So pay on time and they’ll never apply.

<sup>1</sup>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. See [www.shophumm.com/NZ](http://www.shophumm.com/NZ) for full details.

®

**Buy  
Now,  
Pay  
Later!**

Why is everyone talking about **humm**? Because you never pay interest; never, ever, ever<sup>1</sup>.

# Approved copy blocks continued

## Be up and humming in 2 mins.

You can join **hummm** in two ways

### 1. Sign-up right now online or download the App.

- > Download the **hummm** App or visit [shophummm.co.nz](https://shophummm.co.nz)
- > Sign-up directly
- > Get humming.

### 2. Sign-up while you shop online.

- > Visit any **hummm** retailer and find a deal
- > Choose **hummm** as your payment option at checkout
- > You'll be directed to **hummm** to sign-up and apply for **hummm**
- > Complete your **hummm** purchase
- > Wait for delivery.

## It's all at your fingertips.

On the **hummm** 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.

<sup>1</sup>**Humm** Little things: Lending criteria, fees, terms and conditions apply. **Humm** Little things up to \$1,000. **Humm** Big things up to \$10,000. An establishment fee of \$20 and a \$2.50 monthly account fee applies to Big things only.

# The copy rules so far continued

## 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 continued

## 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, **hummm** is within the sentence, so it doesn't require a capital

**Humm** should always be in bold.

## Humm in a headline.

When **hummm** 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 **hummm** 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.

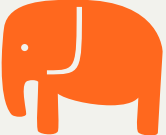
Usage & copy lock-up. Always per the below;

- > 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



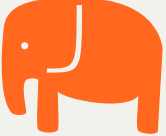
**Humm**  
for 'Big things'  
up to \$10,000

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Alternate with payment terms



**Humm**  
for 'Little things'  
up to \$1,000 and choice to  
repay fortnightly 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 **hummm** plays a supporting role.

One colour black option



Buy Now, Pay Later with  **hummm**®



Buy Now, Pay Later with  **hummm**®

