

# HOLIDAY MERCHANT TOOLKIT

# CAMPAIGN CONCEPT

# CONCEPT OVERVIEW

Holiday season isn't just about the stuff we buy, but the time we spend with the people we love.

This year, we're going to inspire people to **spend the season** doing what matters to them - whether that's spending time with family, or finding the ultimate gift that'll make someone's year.

Because with everything in one place, exclusive deals and flexible payments, Afterpay makes it easy to get the stuff you need, to spend the holiday season the way you really want.



# CAMPAIGN VISUALS

# HOW TO USE THIS TOOLKIT

We have created a series of Afterpay Holiday assets to make the most of the holiday season. Displaying Afterpay messaging on your channels will give your customers more reasons to shop with you.

In this deck you will find assets to download and deploy and messaging you can use on your channels. We have also included a link to the working files (FIGMA) should you want or need to make edits.

## **Please Note:**

- All assets must feature our T&Cs and logo which you can find [here](#).
- Any edits to these assets must be sent through to your Afterpay Relationship Manager for compliance approval, before it is set live.

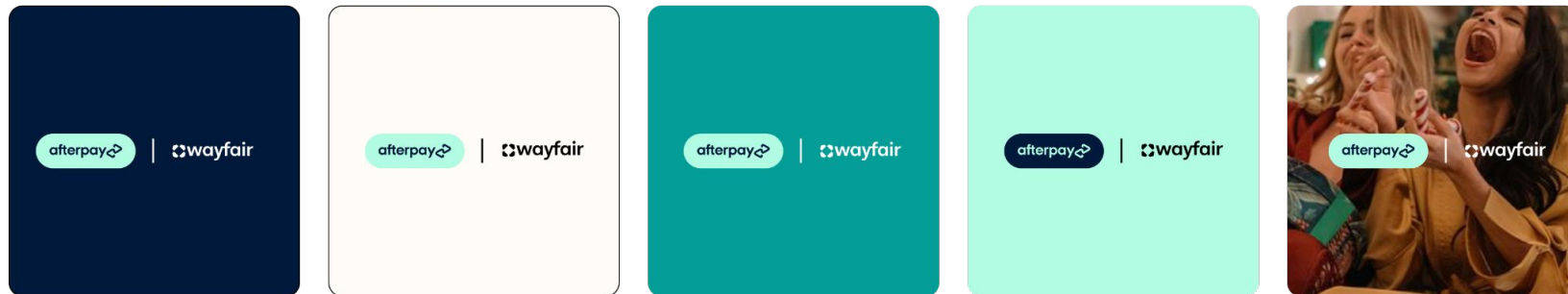
# VISUAL APPROACH

The following examples show our recommended symbol colour pairings.

## AFTERPAY LOGO



## AFTERPAY LOGO WITH MERCHANT LOGO



# VISUAL APPROACH

Bondi Mint is core to the brand. It's our primary colour and used more than any other colour.

## BONDI MINT

HEX #B2FCE4  
RGB 178, 252, 228  
CMYK 26, 0, 18, 0  
PMS PANTONE AFTERPAY  
BONDI MINT



HEX 90EAD5  
(tone of bondi)

## SHELL WHITE

HEX #FFFFB7  
RGB 255, 251, 247  
CMYK 0, 1, 2, 0  
PMS 1-1 C  
1-1 U

## TASMAN TEAL

HEX #009E97  
RGB 0, 158, 151  
CMYK 81, 16, 46, 1  
PMS 326 C  
326 U

## MIDNIGHT BLUE

HEX #00193A  
RGB 0, 25, 58  
CMYK 99, 86, 44, 58  
PMS 2768 C  
289 U

## HOLLY RED

HEX #FF000C  
RGB 255, 0, 12

## LOOP ANIMATION

Our design recipe combines our ownable loop logo and we infuse it with a festive holiday loop/bow animation.

This animation will add a nice motion detail across digital assets in the funnel.



afterpay↻

afterpay↻



# VISUAL APPROACH

## Photography

Merchant appropriate  
relatable moments.  
Festive holidays come  
through in accents of red  
and green in wardrobe  
and set dressing across  
the entire season.



# CAMPAIGN MESSAGING

# MESSAGING EXAMPLES

## GENERIC

### HIGHEST LEVEL

Spend the season doing what matters most.

Pay it in 4 for what you need. // Pay over time for what you need.

Spend the season making their year.

Pay it in 4 for top gifts. // Pay over time for top gifts.

# KEY ASSET MOCK UP

[CLICK HERE TO DOWNLOAD](#) Ready To Use Holiday Assets

To customize assets, [CLICK HERE TO ACCESS FIGMA](#). Password: storm-zero-pacing-lens  
This file is view only. Please copy or export to make edits.

**Note: For all custom assets, please share with your Relationship Manager, prior to putting assets live so that we are able to run through Compliance for approval.**

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# SPEND THE SEASON DOING WHAT MATTERS MOST

PAY IT IN 4\* FOR WHAT YOU NEED

\*You must be 18 or older, a resident of the U.S. and meet additional eligibility criteria to qualify. For access to in-store, additional verification may be required. Late fees may apply. See [afterpay.com](#) for complete terms. Loans to California residents made or arranged pursuant to a California Finance Lenders Law license.





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PAY OVER TIME\* FOR WHAT YOU NEED

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# SPEND THE SEASON MAKING THEIR YEAR

PAY IT IN 4\* FOR TOP GIFTS

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BANNER EVERGREEN V2 - PAY OVER TIME



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Guidance: To be used to promote Afterpay Monthly Payments and Pay in 4





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Note: You may replace this imagery with your own in the FIGMA files.

Guidance: To be used to promote Afterpay Pay-in-4

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EMAIL BANNERS

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