We created Splitit because nothing like it existed. It was that simple. We wanted to create a payments solution that made people’s lives easier, seamless, and allowed them to leverage their existing credit in a way that worked better for them. So that’s what we did.

We aren’t like other “buy now, pay later” options. We’re entirely different—free of fees, applications, and credit checks. For the responsible credit card user who pays diligently and doesn’t want a new loan under their name, Splitit is the smarter, more sensible choice.

It’s a new day for payments—one where your shoppers can keep earning the credit card rewards they love, choose the number of installments, and gain a level of control that traditional “buy now, pay later” providers can’t—or won’t—give them.

Welcome to Splitit. A completely new way to pay.
Marketing messaging.

Primary messaging

Tagline: A completely new way to pay
Descriptor: 0% interest monthly payments, right on your credit card.

Product page messaging

Tagline: Splitit: 0% interest monthly payments, right on your credit card
Descriptor: Splitit: 0% interest, monthly credit card payments

Product price breakdown: $XX per month, with Splitit

Educational messaging

A completely different way to pay

When you don’t want a new loan, but still want control over your monthly cash flow, Splitit is the easy answer. You choose the number of monthly installments and they show up right on your credit card statement. Best of all? Zero interest or fees are ever added.

Splitit works by placing a hold on your credit card while the total amount is outstanding. This is not a payment; it’s just a pre-authorization and allows you to pay off your balance over time before accruing any interest. Just pay as you go and Splitit will automatically reduce the hold each month.

Plus, you get all the benefits of paying with your credit card, including rewards, transaction insurance and protection against fraud.
Combining the brandmark with the wordmark creates our unique logo.

Whether used large or small the clarity of the logo is very important. That is why we offer different variations so that it can be used to create maximum effect and impact.

**Full color option**

- **Monotone Black**
- **Monotone White**
- **Duotone against mid-tone backgrounds**
- **Monotone White used against a photo background**
Giving our identity elements room to breathe will make our identity more impactful.

In order to maximize its visual presence, the lock-up requires a surrounding area clear of any other graphic elements or text.

Three quarters (75%) of the height of the “S” in the wordmark is the module used to measure clear space. Dashed line right represents clear space.

The recommended minimum clear space is to protect the lock-up. The lock-up will appear on many different applications and formats, and the clear space will help give it clarity and presence. This is not a placement guide. It is a minimum only.

NOTE: There may be instances where a tagline, division name or title is used with the wordmark, in such instances it may be permissible to place the item closer to the wordmark than the minimum clearance space.

(wordmark shown at minimum height for print)
The most effective way to establish identity is through recognition.

Recognition can only be achieved through clarity in form and consistency in different applications. Do not alter the wordmark or brandmark in any way. Do not color, rotate, skew or apply effects to the logo. Do not separate the elements. Never attempt to recreate the wordmark or brandmark, change the font or alter its size or proportions. Do not attempt to alter the space between the letters of the wordmark. Do not enclose the wordmark or brandmark within a box that is not part of a pre-designed logo lock-up.

No type, style, color or configurations may be used, other than those illustrated on previous pages.

These logo violations also apply to the brandmark when used alone.

Logo violations:

- Don’t apply a drop shadow to the logo
- Don’t apply 3D effects to the logo
- Don’t rearrange parts of the logo
- Don’t use transparency
- Don’t compress or stretch the logo in anyway
- Don’t add a stroke to the logo
- Apply the logo on a contrasting background
- Don’t use the logo at an angle
- Don’t abstract or crop the logo
- Don’t reflect the logo
Our brand typeface is Avenir.

Avenir Book is the primary type weight for body copy.
Avenir Medium may be used for legibility on a colored background.
Avenir Black is to be used to highlight content such as headlines, call outs and quotes.
Do not use oblique/italics except when grammatically necessary.
Logo colors.

The logo uses two shades of purple as purple has been the brand’s most identifiable color equity, and it is unique in the market. Our intent is to own these colors as competition blurs their color palettes, using secondary colors as highlights.

We have chosen a slightly deeper, more sophisticated purple than in past to represent our target consumers’ more grounded approach to money—that we are a responsible financial choice. The lighter purple represents the lightness of aspiration—the ability to extend your reach to get the things you want and need using Splitit.

**Primary color**
- CYMK: 7 | 56 | 0 | 58
- RGB: 100 | 47 | 108
- HEX: #642F6C

**Primary color**
- CYMK: 0 | 0 | 0 | 100
- RGB: 0 | 0 | 0
- HEX: #000000

**Primary color**
- CYMK: 0 | 0 | 0 | 255
- RGB: 255 | 255 | 255
- HEX: #ffffff
Brand colors.

Our brand colors demonstrate visually our brand personality and also represent how shoppers using Splitit feel while purchasing products. The colors chosen are vibrant, positive and upbeat to reflect that.
Examples
Learn more pop-up.

A completely new way to pay

0% interest monthly payments, right on your credit card*.

Sample plan split over 3 months

<table>
<thead>
<tr>
<th></th>
<th>Purchase price $300</th>
<th>Available credit required $300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount paid</td>
<td>Amount held on your credit card</td>
<td></td>
</tr>
<tr>
<td>Pay today</td>
<td>$100</td>
<td>$200</td>
</tr>
<tr>
<td>2nd payment</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>3rd payment</td>
<td>$100</td>
<td>$0</td>
</tr>
</tbody>
</table>

1. Choose Splitit at the checkout
   Always 0% interest. Never any late fees.*

2. Select your monthly payments
   Choose the number of monthly payments that suit you and your budget.

3. Enter your credit card details
   Pay right on your credit card, at your own pace. No applications or credit checks needed.

Pay responsibly

Splitit works by placing a hold on your credit card while the total amount is outstanding. This is not a payment, it’s just a pre-authorization and allows you to pay off your balance over time before accruing any interest. Just pay as you go and Splitit will automatically reduce the hold each month.

Pay responsibly

Splitit works by placing a hold on your credit card while the total amount is outstanding. This is not a payment, it’s just a pre-authorization and allows you to pay off your balance over time before accruing any interest. Just pay as you go and Splitit will automatically reduce the hold each month.

* Splitit will not charge you interest or fees. Other charges may apply from your credit card issuer. Credit card T&Cs apply.

* Splitit will not charge you interest or fees. Other charges may apply from your credit card issuer. Credit card T&Cs apply.
Checkout banners.

- Grey option
- Pink option
- Purple option
- Turquoise option

0% interest monthly payments, right on your credit card*.  
*Credit card T&Cs apply
Digital banners
336x280.

A completely new way to pay
0% interest monthly payments, right on your credit card*.  
*s*Credit card T&Cs apply

Grey option

A completely new way to pay
0% interest monthly payments, right on your credit card*.  
*s*Credit card T&Cs apply

Pink option

A completely new way to pay
0% interest monthly payments, right on your credit card*.  
*s*Credit card T&Cs apply

Purple option

A completely new way to pay
0% interest monthly payments, right on your credit card*.  
*s*Credit card T&Cs apply

Turquoise option
Digital banners
728x90.

A completely new way to pay
0% interest monthly payments, right on your credit card*.  *Credit card T&Cs apply

Grey option

A completely new way to pay
0% interest monthly payments, right on your credit card*.  *Credit card T&Cs apply

Pink option

A completely new way to pay
0% interest monthly payments, right on your credit card*.  *Credit card T&Cs apply

Purple option

A completely new way to pay
0% interest monthly payments, right on your credit card*.  *Credit card T&Cs apply

Turquoise option
Digital banners 1440x60.

- Grey option
- Pink option
- Purple option
- Turquoise option
Digital banners
160x600.

A completely new way to pay
0% interest monthly payments, right on your credit card*.

Learn more

Grey option

A completely new way to pay
0% interest monthly payments, right on your credit card*.

Learn more

Pink option

A completely new way to pay
0% interest monthly payments, right on your credit card*.

Learn more

Purple option

A completely new way to pay
0% interest monthly payments, right on your credit card*.

Learn more

Turquoise option
Pop-ups
1800x1620.
Cart abandonment images.

Fully branded option - Bradley

Fully branded option - Faye

Grey option

Purple option

Turquoise option
Social posts
1080x1080.

Now offering...
A completely new way to pay
0% interest monthly payments, right on your credit card*.

Pink option

Now offering...
A completely new way to pay
0% interest monthly payments, right on your credit card*.

Turquoise option
Social posts
1080x1920.

Now offering...
A completely new way to pay
0% interest monthly payments, right on your credit card*.

<table>
<thead>
<tr>
<th>Pink option</th>
<th>Turquoise option</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Credit card T&Cs apply
Social posts
1200x675.

Now offering…
A completely new way to pay
0% interest monthly payments, right on your credit card*.

*Credit card T&Cs apply

Pink option

Now offering…
A completely new way to pay
0% interest monthly payments, right on your credit card*.

*Credit card T&Cs apply

Turquoise option
Social posts
1200x628.

Now offering...
A completely new way to pay
0% interest monthly payments, right on your credit card*.

*Credit card T&Cs apply

Pink option

Now offering...
A completely new way to pay
0% interest monthly payments, right on your credit card*.

*Credit card T&Cs apply

Turquoise option
Email banners 600x250.

Fully branded option - Abi

*Credit card T&Cs apply

Pink option

0% interest monthly payments, right on your credit card*

Grey option

*Credit card T&Cs apply

Turquoise option

*Credit card T&Cs apply
For any further help or information on our brand guidelines, please contact:

marketing@splitit.com