

# Humm retailer marketing guide for 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**

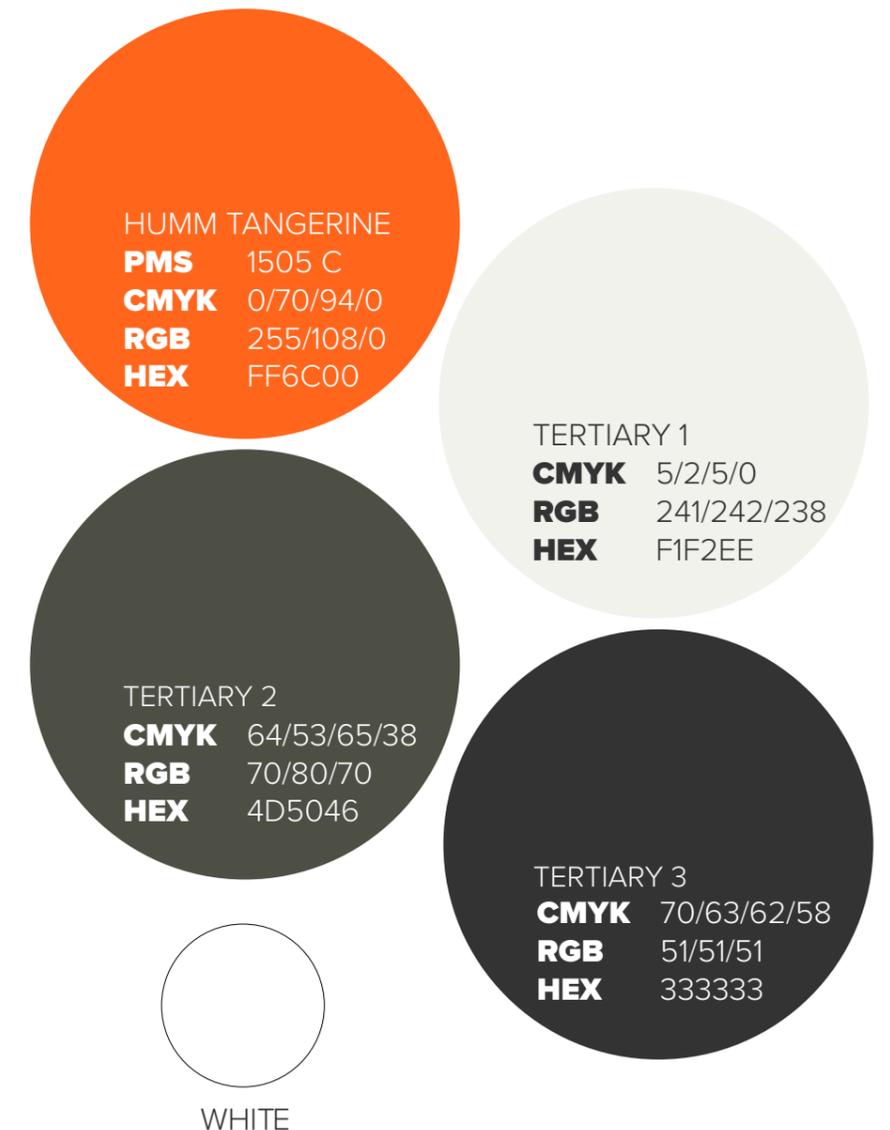
**It can also be Proxima Nova Extra Bold at -30pt kerning**

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**<sup>®</sup>

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

**Love it forever.** Pay interest never with  **hummm**<sup>®</sup>

Disclaimer always required: Lending criteria, \$10 late fee, terms and conditions apply. **Hummm** Little Things up to \$1,000..

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

## Approved copy blocks continued

### Making 'Little things' humm.

Your **humm** gives you 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.

### Low fees or no fees.

If you buy using 'Little things' you pay no fees.

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

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.

**Every** advertisement for **humm** Little things must have the following disclaimer:  
Lending criteria, \$10 late fee, terms and conditions apply. See [www.shophumm.com/NZ](http://www.shophumm.com/NZ)



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

# Approved copy blocks continued

## Get up and humming.

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](http://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 'Little things' purchases
- > Your repayment options
- > Your available spend
- > Next payment due
- > Transaction history

## T&Cs for inclusion.

<sup>1</sup>**Hummm** Little things: Lending criteria, \$10 late fee, terms and conditions apply.

**Every** advertisement for **hummm** Little things must have the following disclaimer:  
Lending criteria, \$10 late fee, terms and conditions apply. See [www.shophummm.com/NZ](http://www.shophummm.com/NZ)

# 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** Little things unlike **hummm** Big things is not a regulated financial product and is therefore not subject to the strict advertising requirements under the Credit Contracts and Consumer Finance Act 2003 however, at a minimum all **hummm** Little things advertisements must have the disclaimer: *Lending criteria, \$10 late fee, terms and conditions apply.*

See page 6 of the **hummm** Retailer Marketing Guide for Big and Little things for the specific advertising requirements for **hummm** Big things.

## 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 occurrences 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: Little things. Everything, follow the below:

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

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

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

## Mouse.

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

- > Colours
- > Sizing
- > Copy



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

Alternate with payment terms



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

# 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 



Buy Now, Pay Later with 

