

clearpay  day

April 27 - May 1



Merchant guidelines.

Our biggest event of the year is about to drop, and it's even bigger and better!

This year, Clearpay Day runs from Thursday 27th April – Monday 1st May. We're looking forward to you taking part, using it as a moment to introduce more customers to your brand and drive more sales.

To help you promote Clearpay Day and get the most out of it, we've created a suite of assets that can be used across your channels over the 27th April – 1st May period.

Please only use the assets provided by Clearpay in this document as they comply with local regulatory requirements. You should not create your own assets.

Please be advised that the Clearpay Day identity and creative assets included in the downloadable assets pack are the intellectual property of Clearpay, and therefore all assets must only be used from 12:01 am on April 27 and taken down at 23.59 pm on May 01.



Clearpay Day April 27 – May 1

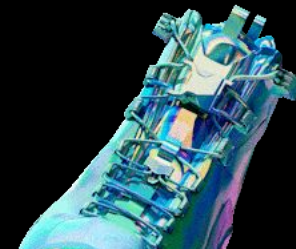
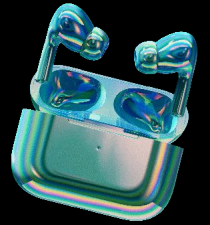
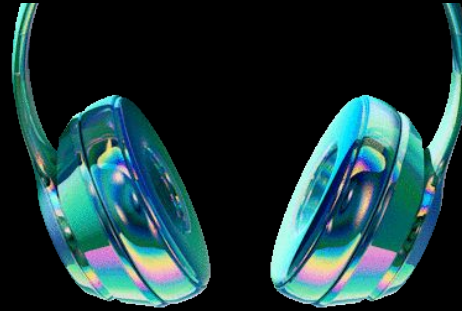
Campaign theme.

Clearpay Day is about to drop...

Think awesome deals, price and product drops, and the chance for customers to cash in on some great prizes along the way.

The deals will drop, Clearpay Day is coming.

Join us in celebrating this huge sales moment where prices, deals and jaws will drop. Don't miss out, put it in your calendar!



Colours.

The hero colour of the Clearpay Day is our Bondi Mint; the instantly recognisable shade of the Clearpay brand.

This year, we've turned off the lights. We're using a plain black background to bring attention to our messaging and visuals that support it. Less is more, right?

BONDI MINT

HEX: #B2FCE4
RGB: 178 252 228

BLACK

HEX: #000000
RGB: 000 000 000



Disclaimers.

When promoting your participation in Clearpay Day to your customers, you must use the assets we provide. Most of the assets we provide have the disclaimer included. Depending on the promotion, additional disclaimers may be required which are outlined here.

If you do not use our assets and include the appropriate disclaimer then your promotion will not have the required approval.

Social media

All posts must include the following disclaimer in both the image and the description:

Clearpay is unregulated credit. Use responsibly. T&Cs & late fees apply clearpay.co.uk/terms

Discount stickers and logos

When applying a sticker to your assets, ensure the following disclaimer is included in both the image and any subsequent copy:

Clearpay is unregulated credit. Use responsibly. T&Cs & late fees apply clearpay.co.uk/terms

Email

All emails promoting the Clearpay Day Sale must include the following disclaimer in the footer:

Clearpay lends you a fixed amount of credit so you can pay for your purchase over 4 instalments, due every 2 weeks. Ensure you can make repayments on time. You must be 18+ and a permanent UK resident (excl Channel Islands). Clearpay charges a £6 late fee for each late instalment and a further £6 if it's still unpaid 7 days later. Late fees are capped at £6 for orders under £24 and the lower of £36 or 25% of the order value for orders over £24. Missed payments may affect your ability to use Clearpay in the future and your details may be passed onto a debt collection agency working on Clearpay's behalf. Clearpay is credit that is not regulated by the Financial Conduct Authority. T&Cs and other eligibility criteria apply at clearpay.co.uk/terms



Logo.

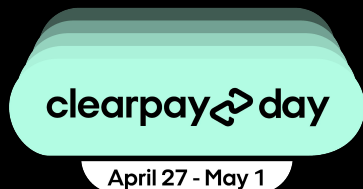
This year our logo is dropping, much like the products and prices during the event. It's a slight tweak on last year and helps support the theme and it just looks pretty.

When applying a sticker or logo to your assets, ensure the disclaimer listed on page 5 is included in both the image and any subsequent copy.

#OMGOMGOMGOMG
Clearpay Day is here!

[Download static logos](#)

[Download animated logos](#)



Primary

Usage on:
Solid colours (excluding mint)
Overlaid on images



Secondary

Usage on:
Solid Mint / White
Solid Secondary colours



Alternate

Usage on:
Darker imagery
Premium imagery
Colours that clash with mint

Social media.

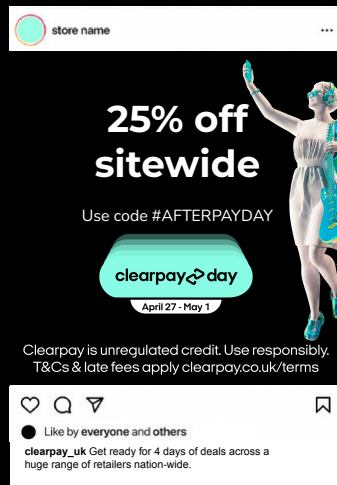
Within the digital assets pack we have provided Clearpay Day themed assets for you to use across your social media channels. There are static and video options for you to choose from.

Download socials



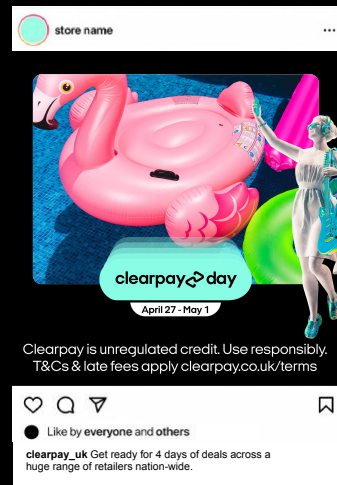
Completed

Keep it simple and use this template to let customers know that you're participating in Clearpay Day.



Editable

Want to include specific details on your offer? Use the editable templates to add your own copy before you post on social.



Frames

Promote your products by using the frame templates to sit above your own imagery. Don't forget to include details of your offer in the below-post copy, as well as #ClearpayDay.

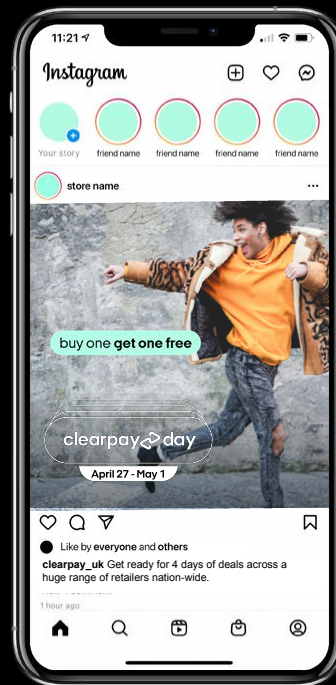
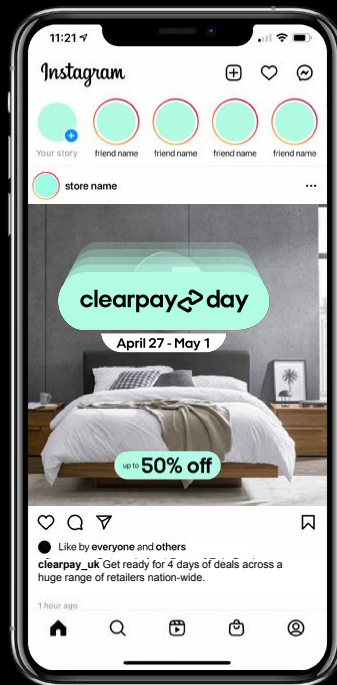
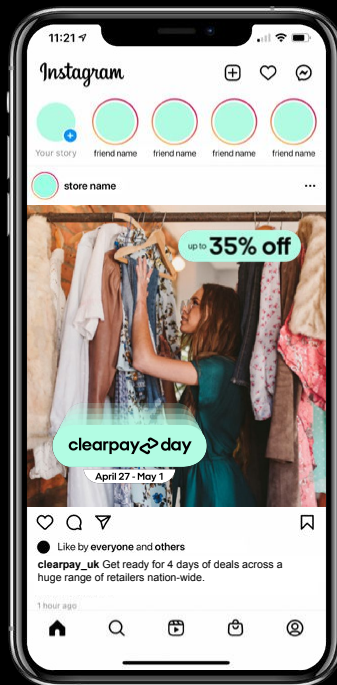
Discount stickers

The Clearpay Day logo can be used as a badge that you add to imagery you are posting across your channels. The style of the badge used can be selected from our provided options in the asset pack to suit your imagery.

We have also provided a secondary call-out box that can be used to highlight percentage discounts or secondary messaging.

When applying a sticker or logo to your assets, ensure the disclaimer listed on page 5 is included in both the image and any subsequent copy.

[Download stickers](#)

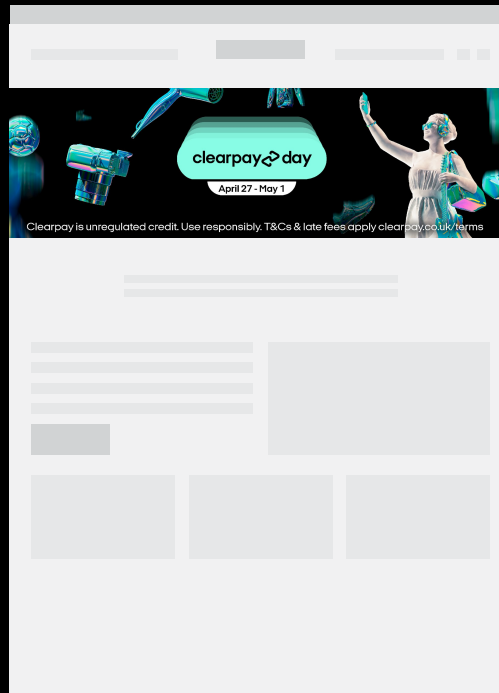
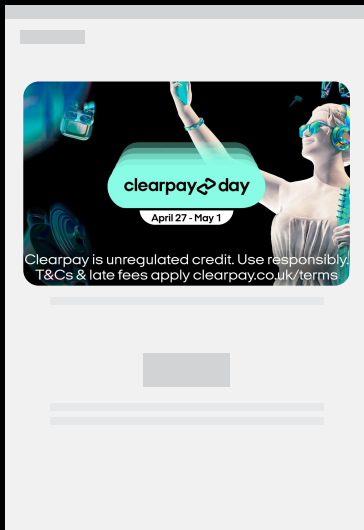


Email newsletters.

Create awareness and excitement amongst your customers by sharing the word about your Clearpay Day participation on your email channel.

All emails promoting the Clearpay Day Sale must include the disclaimer listed on page 5.

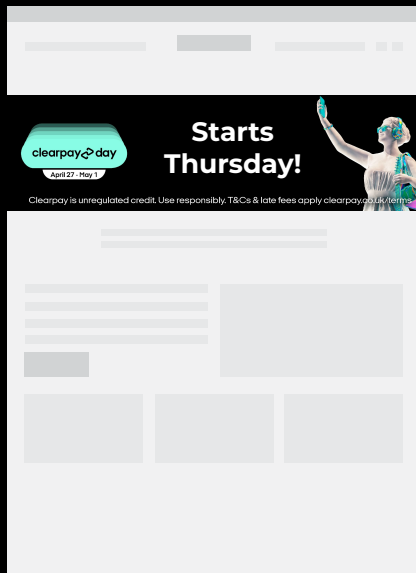
[Download email modules](#)



Using web banners.

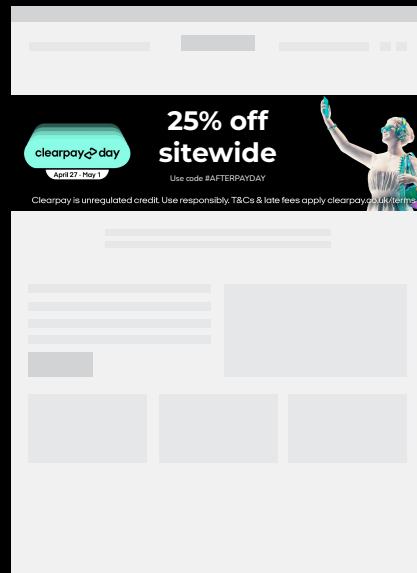
Our ready-to-go assets means you can quickly and easily shout about your Clearpay Day participation across your website.

Download web banners



Completed

Keep it simple and use this home page banner to let customers know that you're participating in Clearpay Day.



Editable

Want to include specific details on your offer? Use the editable home page banner to add your own copy before you post on social.

Campaign assets.

These are the building blocks of our campaign.

Blast that mint and show those products to leverage the awareness we have built over time.

[Download static images](#)

[Download GIFs](#)



You must include the appropriate disclaimer on these assets. Please refer to the disclaimers page for more details.

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