



clearpay

# Holiday Merchant Toolkit

2025

# Pay thoughtfully.

Normally when people shop the festive and sales seasons, the emphasis is always on the thoughtfulness of the gift (or self-purchase). But that's only half the story. With Clearpay, the purchase is thoughtful, and so is the payment method.



# How it works

How it works

# We've created a suite of holiday assets

These assets are designed to drive customers to shop online and in-store, and stock up for the Holidays.

Displaying Clearpay 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.

All assets must feature our Disclaimer and logo which you can find [here](#).

All merchant assets created (even with our own supplied assets) must be sent through to your Clearpay Relationship manager and/or Partner Marketing Manager for legal approval, before it set live.

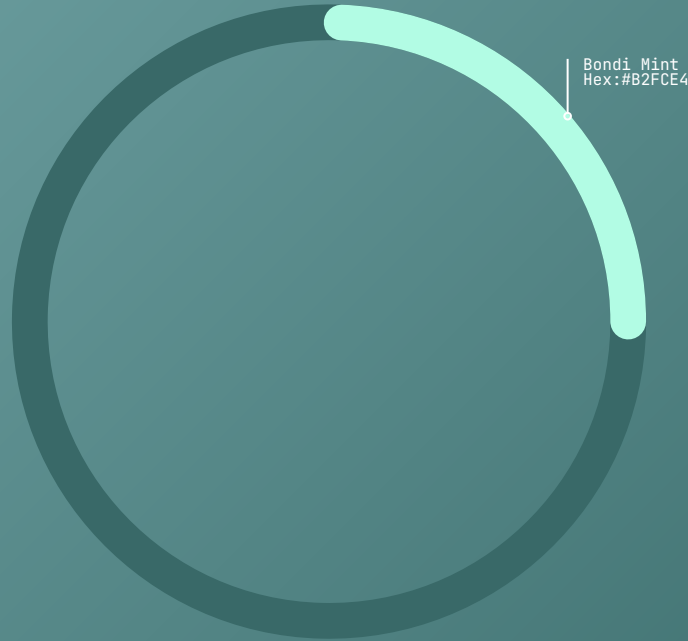


# Campaign Theme

Campaign Theme

# Progress Wheel

- Demonstrates our Pay in 4 product – container should always be 1/4 full to represent the first payment on purchase.
- The shape is used to contain imagery or a small headline.
- Bondi mint is used only to show the progress bar filled in.



Bondi Mint  
Hex:#B2FCE4

Campaign Theme

# Imagery

We have created a series of assets with generic product visuals to allow businesses to participate in our Pay Thoughtful campaign.

Gift boxes serve as the generic product visual, sitting in the middle of the progress wheel.

For placements when a gift box isn't needed, headlines can be placed inside the progress wheel instead of using the gift boxes.



Holiday



BF / CM



EOYS

Bigger sales.  
Smaller  
payments.



# Backgrounds



## Backgrounds

A gradient color is used across all holiday assets, providing a clean background that lets messaging and imagery stand out.

Hex: #7DB0B2

Holiday  
background  
gradient

Hex: #366766



# Typography

## Typography

For these assets, we will stick to two fonts:  
Instrument Serif and Cash Sans Mono.

Headline

Instrument  
Serif

Disclaimer

CASH SANS MONO



# Assets

We have created ready-to-use Clearpay Holiday assets to help you make the most of the Holiday season.

Displaying Clearpay messaging on your channels will give your customers more reasons to shop with you. Whether a customer is travelling home for Christmas, hosting or shopping for gifts to make their loved ones year.

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

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

## Assets

# CRM

Email is another great way to let customers know you offer Clearpay during the festive season.

When using these assets in CRM Clearpay, full disclaimer is required in the footer of your email.

Disclaimer found [here](#).

The gifts they want.  
The way you want.

Pay in 4. Interest-Free.

CLEARPAY IS UNREGULATED CREDIT. USE RESPONSIBLY. T&CS & LATE FEES UP TO £24 PER PURCHASE APPLY AT CLEARPAY.CO.UK/TERMS.



clearpay

320 x 175

The gifts they want.  
The way you want.

Pay in 4. Interest-Free.



clearpay

CLEARPAY IS UNREGULATED CREDIT. USE RESPONSIBLY. T&CS & LATE FEES UP TO £24 PER PURCHASE APPLY AT CLEARPAY.CO.UK/TERMS.

640 x 109

The gifts they want.  
The way you want.

Pay in 4. Interest-Free.

CLEARPAY IS UNREGULATED CREDIT. USE RESPONSIBLY. T&CS & LATE FEES UP TO £24 PER PURCHASE APPLY AT CLEARPAY.CO.UK/TERMS.



clearpay

640 x 326

The gifts they want.  
The way you want.



Pay in 4. Interest Free.

CLEARPAY IS UNREGULATED CREDIT. USE RESPONSIBLY. T&CS & LATE FEES UP TO £24 PER PURCHASE APPLY AT CLEARPAY.CO.UK/TERMS.

clearpay

320 x 317

# Website Banners

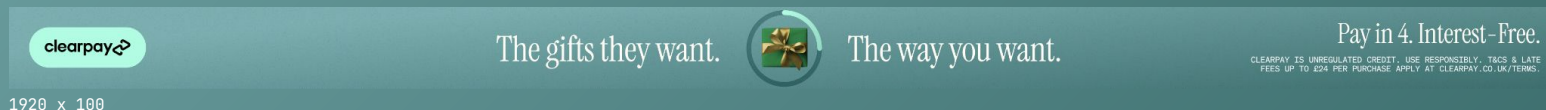
Use these on your homepage, in gifting categories or on your checkout pages to remind customers you offer payment flexibility with Clearpay.

## The rules.

You can use the banners and tiles provided by Clearpay in this section on your website. All required disclaimers are included in these assets, so no additions are required by you. Do not amend or edit these assets. Your use of these assets must also comply with the [Marketing Rules](#).



600 x 449



1920 x 100

# Social

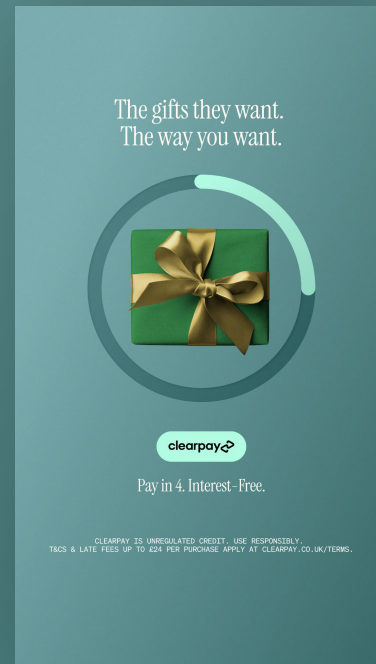
Take advantage of your socials to remind customers during the festive season that you offer Clearpay.

## The rules.

You can use the banners and tiles provided by Clearpay in this section in your social media. All required disclaimers are included in these assets. Do not amend or edit these assets. Your posts must include a disclaimer in the copy/captions which are provided. Your use of these assets must also comply with the [Marketing Rules](#).



1080 x 1080



1080 x 1920



# Merchant Messaging



Headline

The gift they want. The  
way you want.

Additional Headlines

The sale you want. The payments you want.

Value Props

Pay in 4. Interest – Free.

Disclaimers

Clearpay is unregulated credit. Use responsibly.  
T&Cs & late fees up to £24 per purchase apply at  
[clearpay.co.uk/terms](https://clearpay.co.uk/terms).

The image features a large, dark teal circle centered on a teal gradient background. A thick, light teal arc starts at the top of the circle and curves around the right side. At the top of the circle, there is a small, light teal rounded rectangle containing the text 'clearpay' and a small teal icon of a hand holding a card.

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Thank you