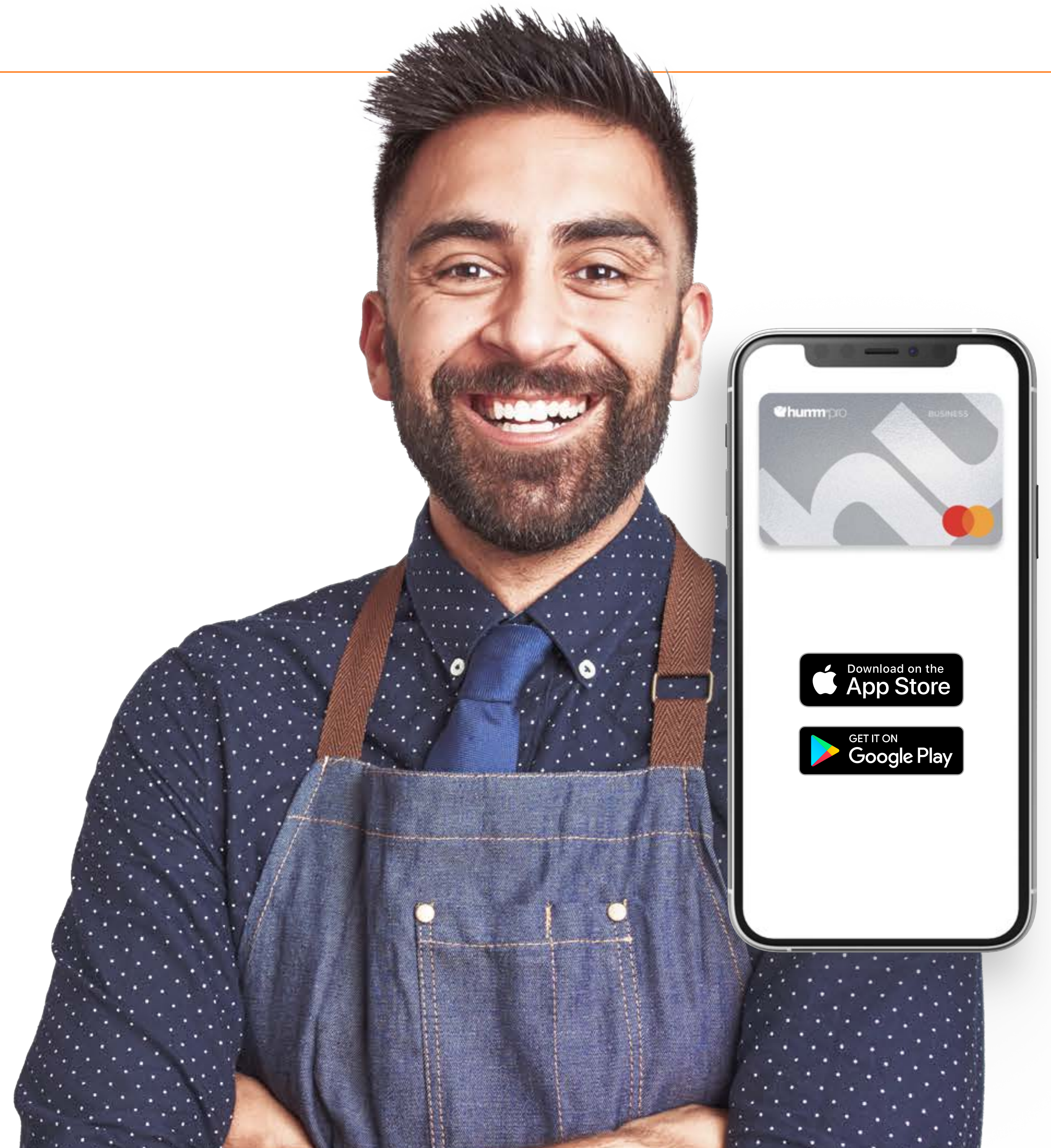




**BUSINESS  
NOW.  
PAY LATER.**

UP TO \$30,000. ALWAYS INTEREST FREE.







hummpro is the new go-to for business cashflow, offering a fast alternative to a business loan or store charge account that comes with zero interest and maximum repayment flexibility.

Contents

- 01 Product
- 02 Brand overview
- 03 Key Messages
- 04 Brand elements
- 05 Partner Guidelines

# MONTHLY BALANCES. MAXIMUM FLEX.



**hummpro** gives the business user a line of credit that they can use for business expenses everywhere Mastercard is accepted. Transactions are grouped into Monthly Balances which fall due for repayment in full 30 days later.



Users get the choice to repay Monthly Balances in a variety of flexible ways, as cashflow demands. They can pay the balance on the due date, defer repayment with a 'Pause' or convert the balance to a longer term repayment plan.

Contents

**01 Product**

02 Brand overview

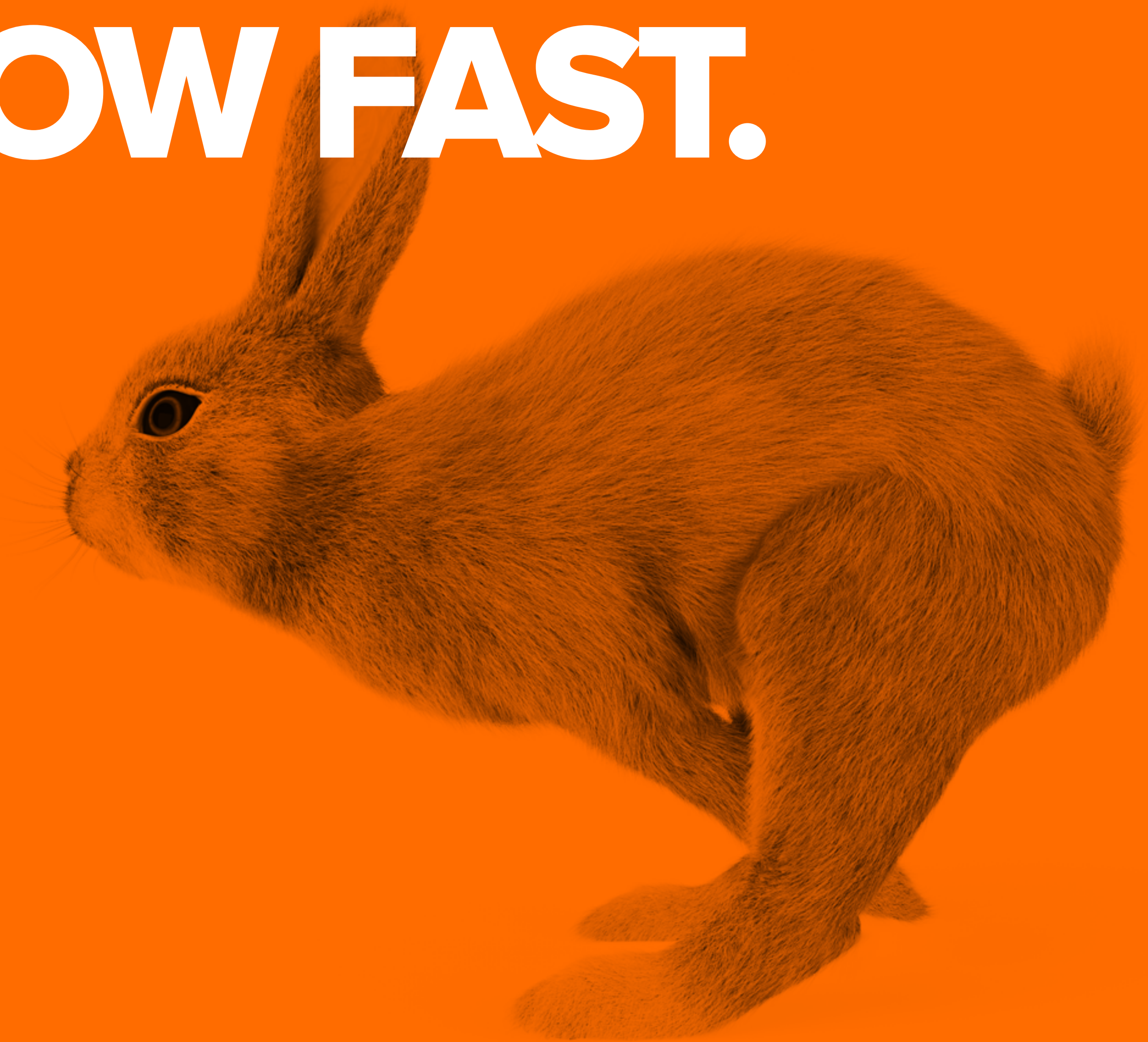
03 Key Messages

04 Brand elements

05 Partner Guidelines

# CASHFLOW FAST.

Built from the insight that when businesses need cashflow, they need it now, hummpro features a quick, wholly online application process with simple, same day approval and provision of funds.

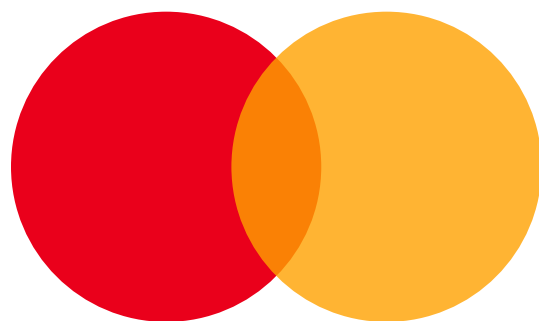




Contents

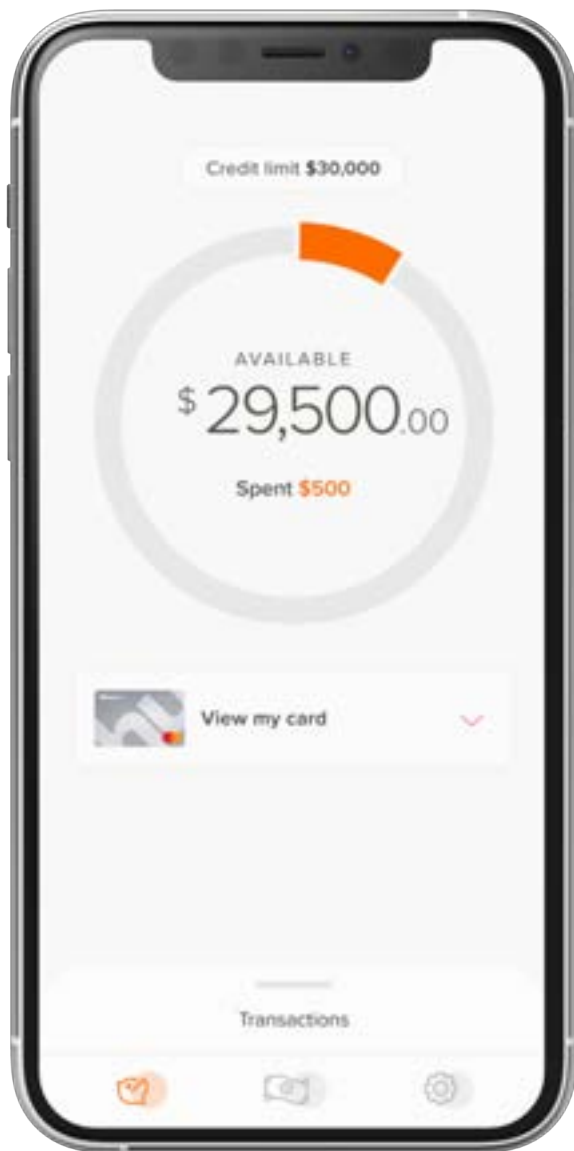
- 01 Product
- 02 Brand overview
- 03 Key Messages
- 04 Brand elements
- 05 Partner Guidelines

# CONTROL.



## Accepted everywhere.

Hummpro is a payments app that gives customers a Mastercard in their Apple or Google Pay wallet that’s accepted everywhere Mastercard is.



## 100% digital.

Hummpro empowers the business user, with all their spending, payments and cashflow flexibility in the palm of their hand through the hummpro App.

Contents  
01 Product  
**02 Brand overview**  
03 Key Messages  
04 Brand elements  
05 Partner Guidelines

# BRAND GUIDELINES.





Contents

- 01 Product
- 02 Brand overview**
- 03 Key Messages
- 04 Brand elements
- 05 Partner Guidelines

# BRAND INGREDIENTS

## 1. Objects

The brand features objects of business engagement, representing the things hummpro can help business owners purchase interest free.



## 2. People

Imagery of business owners is used to create empathy and relatability with the Small Business Target Audience.



## 3. Orange

The colour orange, either as a solid background or opaque overlay to imagery creates an association with the wider humm brand.



## 4. Bold Type

Type is bold and succinct to create a shorthand for small business owners in recognition of their busy loads and need for clarity & quickness of message.

012

## 5. The App

The hummpro App is 99% of the customer experience and customer offering, so we feature it front and centre frequently in our brand communications.





Contents  
01 Product  
02 Brand overview  
**03 Key Messages**  
04 Brand elements  
05 Partner Guidelines

# KEY MESSAGES.

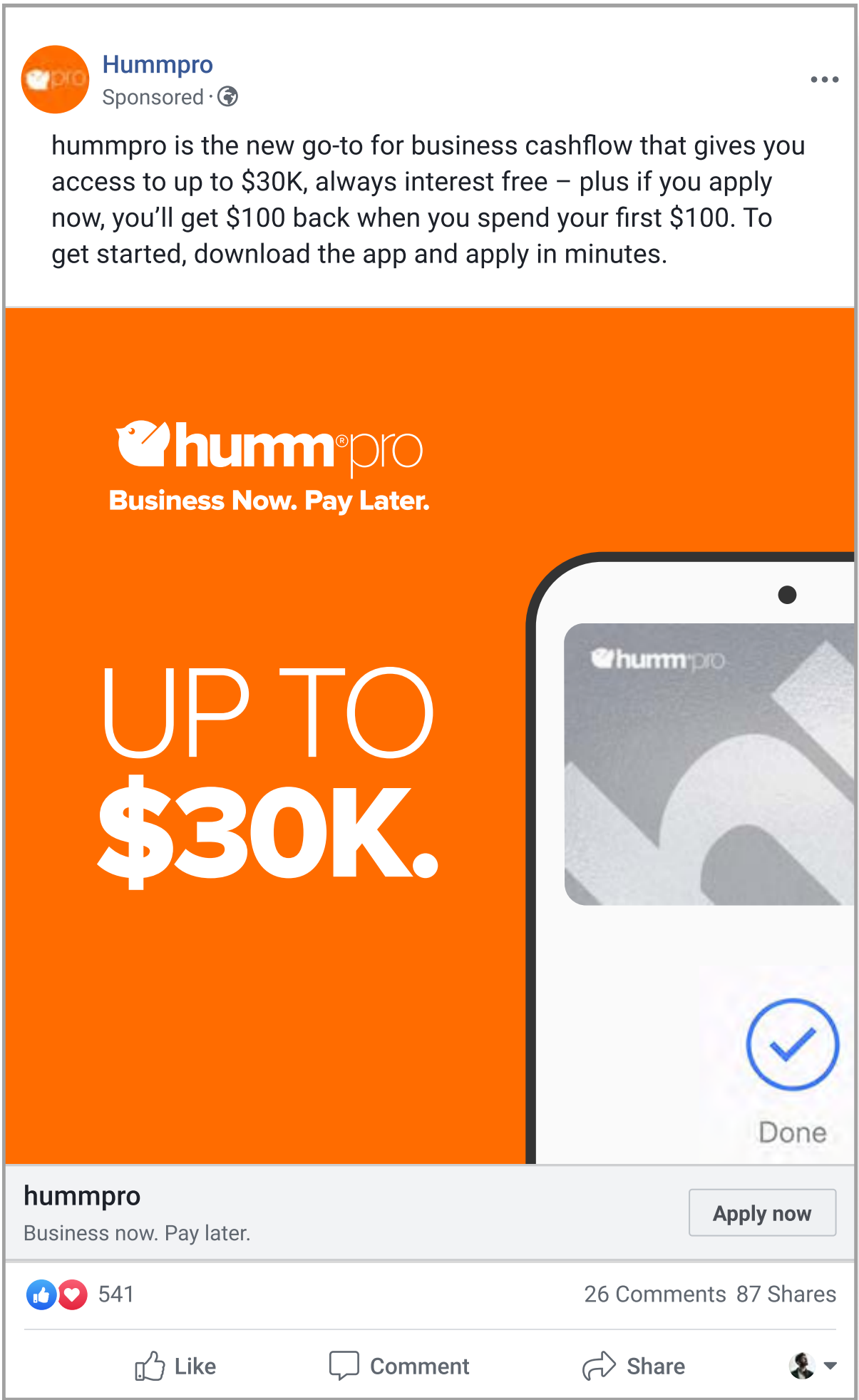




- Contents
- 01 Product
- 02 Brand overview
- 03 Key Messages
- 04 Brand element
- 05 Partner Guidelines

UP TO  
\$30K.

The cash available to the business owner is a key driver and appeal and appears in all comms.

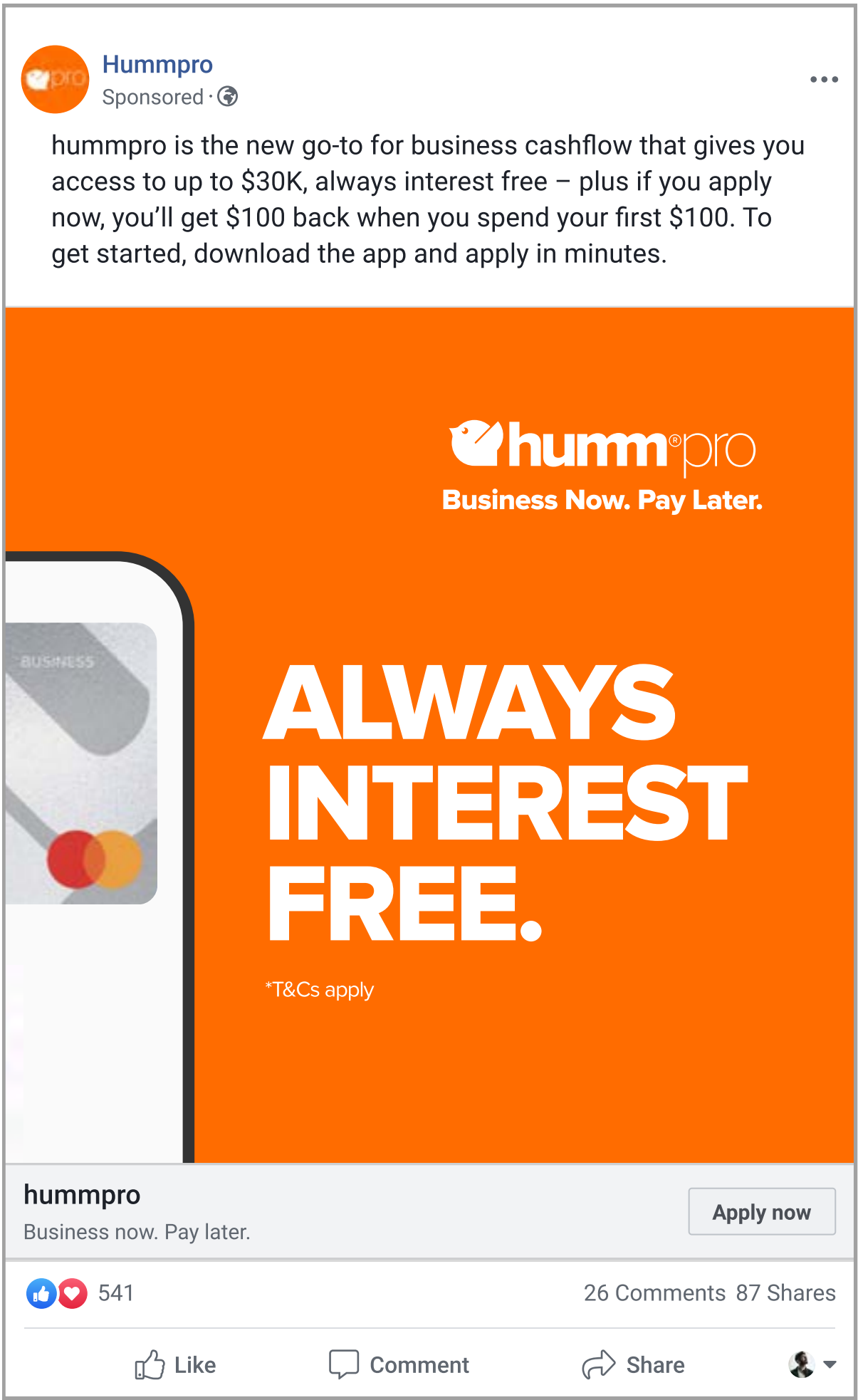


To link assets back to the hummpro website, use the URL <https://www.hummpro.com>

- Contents
- 01 Product
- 02 Brand overview
- 03 Key Messages
- 04 Brand elements
- 05 Partner Guidelines

# ALWAYS INTEREST FREE.

Never incurring interest is a key product differentiator compared to other types of business lending and appears in all comms.



To link assets back to the hummpro website, use the URL <https://www.hummpro.com>

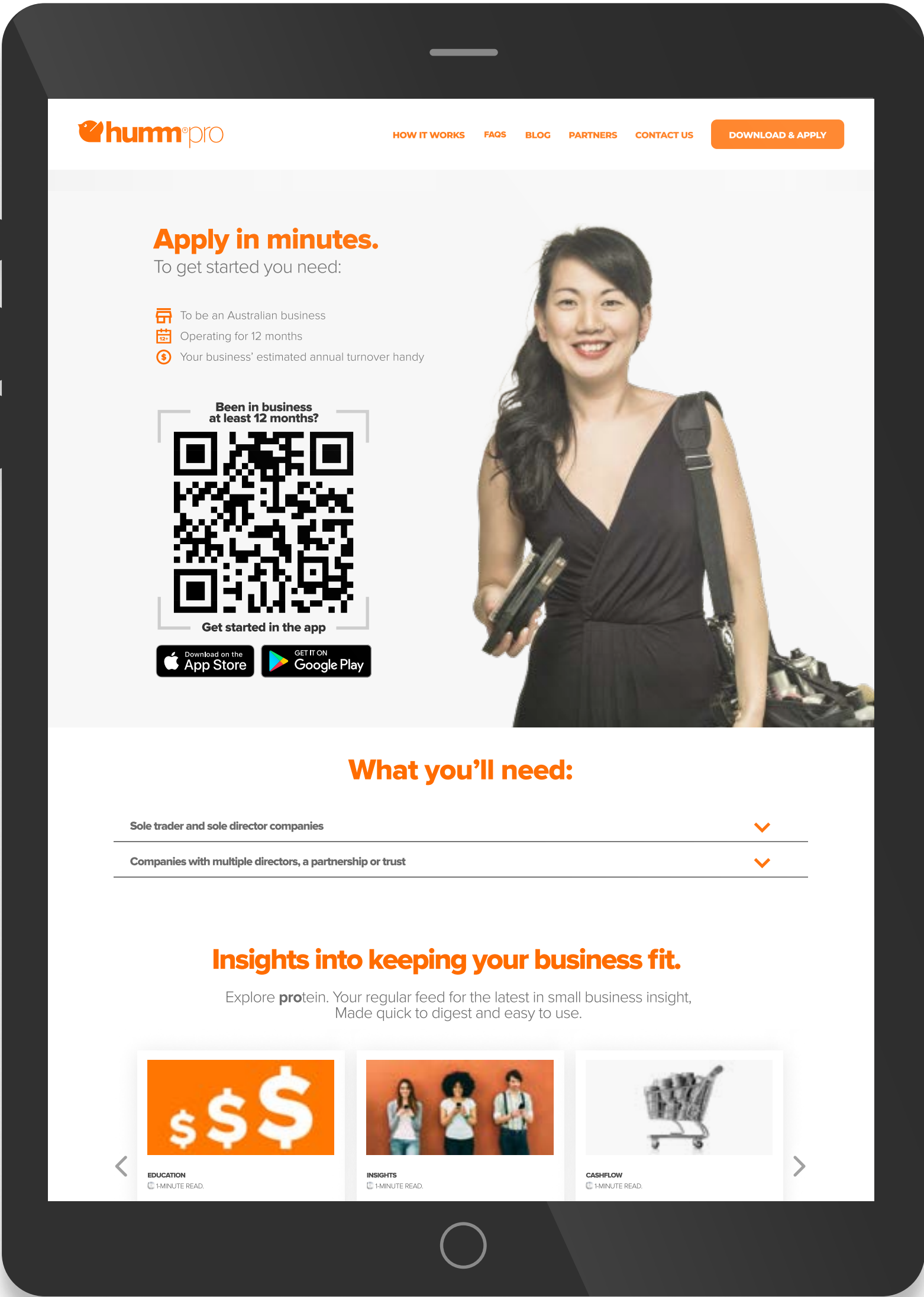


Contents

- 01 Product
- 02 Brand overview
- 03 Key Messages
- 04 Brand elements
- 05 Partner Guidelines

# DIGITAL CTA.

To not muck the business owner around, we precede the CTA with a question, and offer a QR code so that the business owner can start the experience smooth and mobile first.



Contents  
01 Product  
02 Brand overview  
**03 Key Messages**  
04 Brand elements  
05 Partner Guidelines

# SHORT COPY.

If you can say it shorter  
without compromising clarity  
or customer value, then do!





Contents  
01 Product  
02 Brand overview  
**03 Key Messages**  
04 Brand elements  
05 Partner Guidelines

# ADDITIONAL KEY MESSAGES.

Fast and easy online  
application and decision

Upfront and  
transparent fees

Control repayments with  
full flexibility to optimise  
your cashflow

Accepted everywhere

Contents  
01 Product  
02 Brand overview  
03 Key Messages  
**04 Brand elements**  
05 Partner Guidelines

# OUR BRAND ELEMENTS

Logo use  
Colour breakdown  
hummpro don'ts  
Typography





POSITIVE LOGO



REVERSE LOGO



BLACK LOGO

## PRO TANGERINE

Pantone // 165C

CMYK // 0 / 70 / 100 / 0

RGB // 255 / 108 / 0

HEX // FF6C00

## PRO NERO

CMYK // 70 / 63 / 62 / 58

RGB // 51 / 51 / 51

HEX // 333333

## PRO PUTTY

CMYK // 5 / 2 / 5 / 0

RGB // 241 / 242 / 238

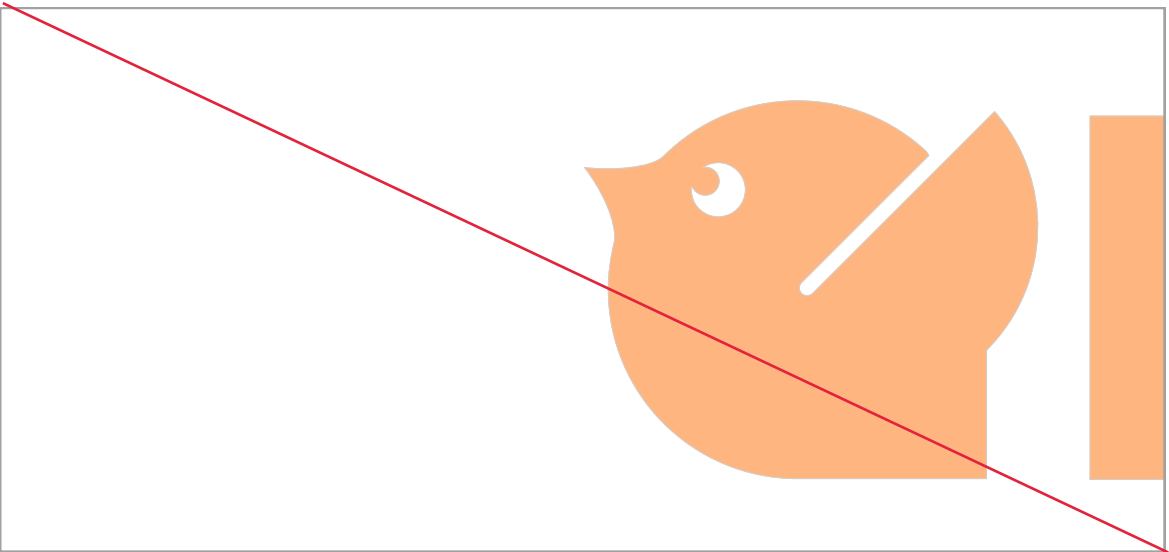
HEX // F1F2EE



**DON'T**  
Place logo over a non hummpro  
branded coloured background.



**DON'T**  
Distort, warp or rotate the logo way.



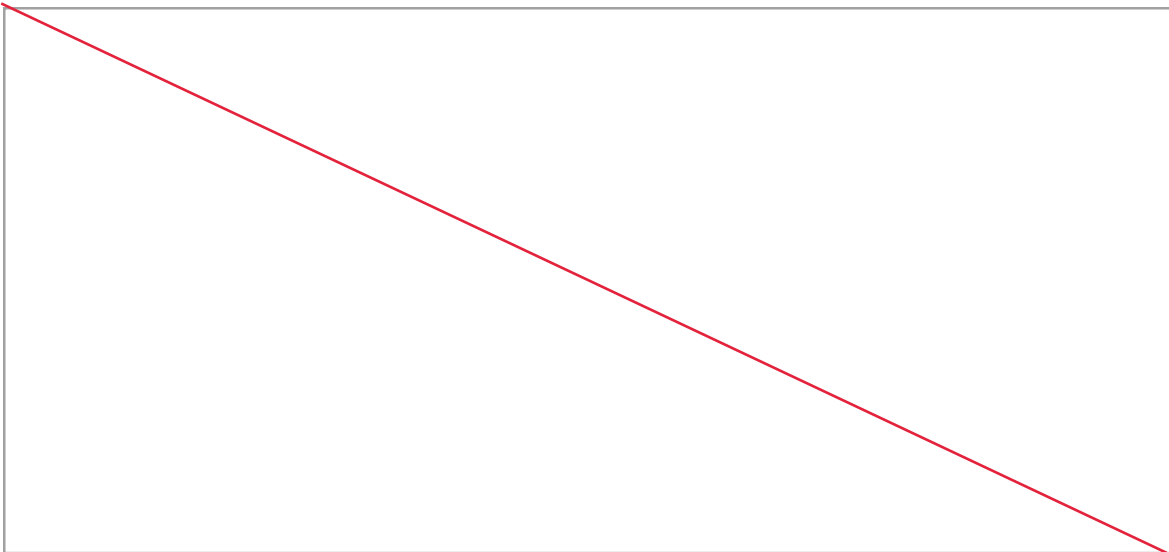
**DON'T**  
Crop the logo or use as a watermark.



**DON'T**  
Change the colour to any colour not specified in the  
hummpro colour rules.



**DON'T**  
Add a shadow to the icon or wordmark.



**DON'T**  
Outline the logo.



**DON'T**  
Use the black logo on the Tangerine colour.



**DON'T**  
Overlay or use over images.



## HEADERS:

**Proxima  
Nova  
XBold**

**-20 tracking.**

## SUB-HEAD:

**Proxima  
Nova  
Bold**

**-20 tracking.**

## BODY:

Proxima Nova  
Regular is good  
for body copy.  
But you can also  
use light or thin so  
long as it's legible.

**-20 tracking.**

Contents  
01 Product  
02 Brand overview  
03 Key Messages  
04 Brand elements  
**05 Partner Guidelines**

# PARTNER GUIDELINES.



Contents  
01 Product  
02 Brand overview  
03 Key Messages  
04 Brand elements  
**05 Partner Guidelines**

# NEVER BE MISLEADING.

There are strict regulatory requirements, under legislation, where the advertiser of finance (you) and the finance provider (hummpro Pty Ltd) can both be liable for breach of any legislative requirements.

All information presented to customers about the hummpro product must be factual, accurate and not misleading. Misleading information or advice can result in penalties for both partners and hummpro.

Something can be misleading by providing inaccurate, false or incomplete information. It makes no difference whether you intend to mislead or deceive or not – it is how your conduct affected customers' thoughts and beliefs that matters.

Ensure adequate Disclaimers are used (including the hummpro General Disclaimer below), referenced by a symbol, and be aware that a disclaimer cannot simply be used where the strong impression created by the main selling point cannot be effectively dispelled by any amount of 'fine print'.

- Contents
- 01 Product
- 02 Brand overview
- 03 Key Messages
- 04 Brand elements
- 05 Partner Guidelines**

# HUMMPRO GENERAL DISCLAIMER.

Ensure you include the following General Disclaimer wherever you promote **hummpro** as a finance solution for your customers.

\*Approved applicants only, fees, terms, conditions, minimum amounts and exclusions apply. **hummpro** is provided by humm pro Pty Ltd ABN 94 639 701 312.





hummp.pro.com