humm®

Brand guidelines 2025

humm® Made for living

More merchants. More flex. More of life.

humm® is flexible finance that's made to be there for everything life throws at you, from the awesome to the unexpected. Whether it's sealing a roof or sealing your love with a diamond, fixing the kids' teeth or fixing the car, **humm®** comes through with a limit of up to $50K, up to 72 months to pay and a huge range of participating merchants with everything a life could need.

Hero logo.

When using our logo use the tangerine logo wherever possible.

When applied to TANGERINE background only ever use the WHITE logo.

Charcoal logo should only be used when neither orange nor white works.

Tangerine - Preferred logo







White on tangerine







Charcoal - only to be used when no other options work.







Tagline logo.

When using our logo use the tangerine logo wherever possible.

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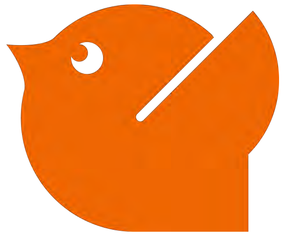




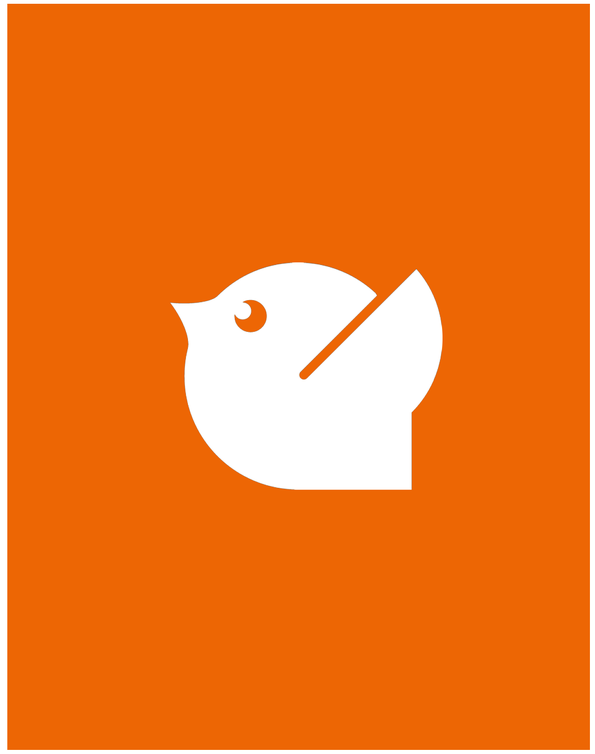
Logomark.

The logomark can be used as a graphic device

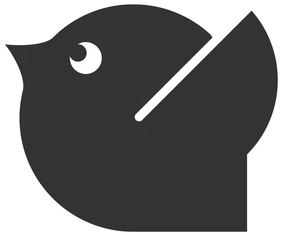
Tangerine - Preferred logo



White on tangerine



Charcoal - only to be used when no other options work.



Messaging customer.

When we talk to customers about **humm®** we talk about these things so that the benefits of the product form a logical story in the customer's mind.

Big buys made easy.

Whatever life brings, from the awesome to the unexpected, humm® is the flexible way to finance it. With a big $50K limit, easy 10-minute application and a huge range of participating merchants, it's made for living.

Life-sized limit.
Borrow up to **$50K**

Long time to repay.
Get **up to 10 years** for maximum affordability.

Easy terms.
Choose **monthly** or **fortnightly** repayments.

Messaging hierarchy – merchant.

When acquiring or retaining merchants, we use these points to explain the benefits of offering **humm®** as a payment option, both for them and their customers.

More sales, bigger sales.

Help make large purchases happen by offering up to $50K finance.

Easy, fast approval at point of sale.

Customers can apply instore or online in under 10 minutes.

Merchant & lockups.

Follow clear space rules
(see next page for guidelines)
and separate logos with a grey line, cross or heart.
Try to match the height of merchant logos to the **humm** logo but do so in a way that each logo feels balanced, with neither having prominence over the other.





Logo clear space.

For our logo to always be viewed as clearly as possible ensure to keep a clear space around the logo matching the size of the letter ‘U’ from humm.

Never scale the logo smaller than the minimum size.

Clear Space

Use the ‘u’ from the humm to measure the minimum clear space needed for the logo to be represented in its clearest form.



Minimum Size



Horizontal

120px wide in digital.
20mm wide in print.



Square

120px wide in digital.
20mm wide in print.



Vertical

90px wide in digital.
15mm wide in print.



Landscape w tagline

150px wide in digital.
25mm wide in print.



Square w tagline

190px wide in digital.
30mm wide in print.



Vertical w tagline

90px wide in digital.
15mm wide in print.

Logo don’ts.

Keep our logo looking its absolute best and avoid these design faux pas’.



Don’t stretch or change the proportions of the logo.



Don’t change the colour.



Don’t rotate or change individual elements of the logo separately.



Don’t use logo use the logo clashing background colours.



Don’t use logo use the logo on busy images.



Don’t crop the logo.

Colour.

As with the humm master brand, orange is our hero colour for humm.

It is important to note that there has been a change in the orange used in the digital space to help with accessibility and legibility. In print, however the original orange remains.

humm orange RGB // 238 / 102 / 4 HEX // EE6604 Pantone // 165C CMYK // 0 / 70 / 100 / 0	50%	25%	10%	5%
humm grey CMYK // 0/0/0/80 RGB // 51 / 51 / 51 HEX // 333333	50%	25%	10%	5%

white
CMYK // 0 0 0 0
RGB // 0 0 0
HEX // FFFFFF

Brand typeface.

Our primary typeface is Metropolis

Free download:
https://befonts.com/metropolis-font-family.html

Headlines

Metropolis Extrabold.

Subheadings when paired with a headline

Metropolis Light

Body Copy

Metropolis regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

In-text subheadings

Metropolis bold

Secondary typefaces.

These are ONLY to be used where our primary typeface is not available, such as when using Powerpoint and Word.

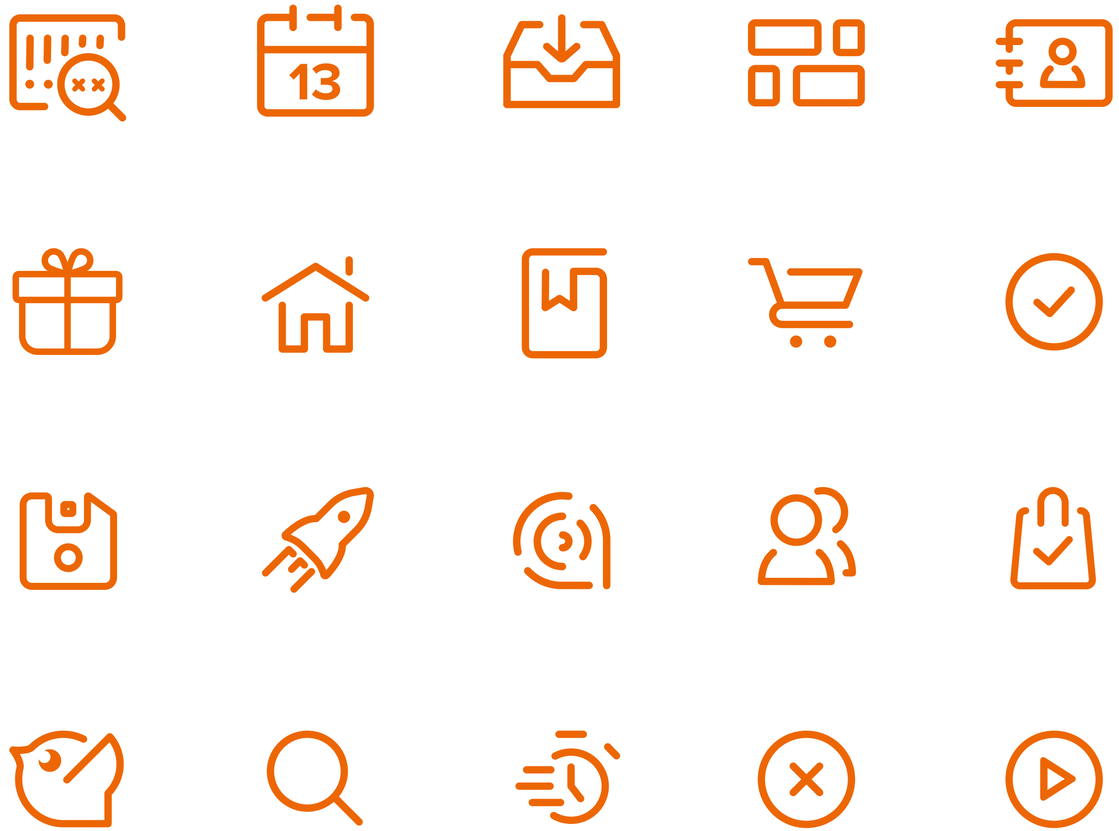
Open Sans

We use Open Sans Regular for the body copy of the humm website. It is a freely available google font so it makes things easier in the online space.

Arial

When all else fails you can always count on Arial. Available on every computer we've ever used, its our safe fall back in times of trouble. Use this as a web safe backup, in the body of emails and internally for presentations and communications which wont be seen by the general public.

Icons.



Illustrative Icons.

In some cases where we want to feature a module, explore ideas more in-depth or present information that is more complex, we can use illustrative icons.

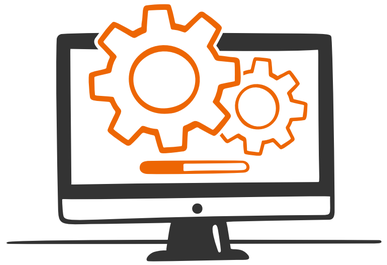
These illustrations should have a little personality in their composition and content. and style should stick to one consistent line-weight, two colours













Imagery.

Real people humanise a brand, customers can see themselves in these moments adding warmth and creating an emotional connection to our communications.

For customer focused imagery we should strive for authentic moments and people. Locations should feel Australian and we should try to represent our diverse population, not in one single shot but by mixing things up in our image selection across various campaigns, channels and executions.

Merchant acquisition images should speak to the industries and businesses we are focusing on, including home improvement, solar, health, vets and dentistry.

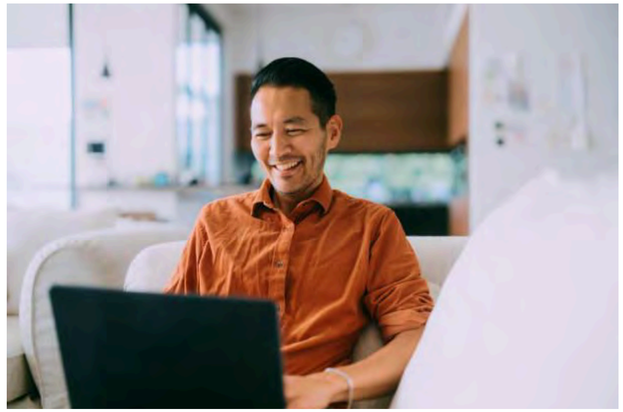
Choose vibrant images avoiding cliches, cheesy poses and unrealistic scenarios.





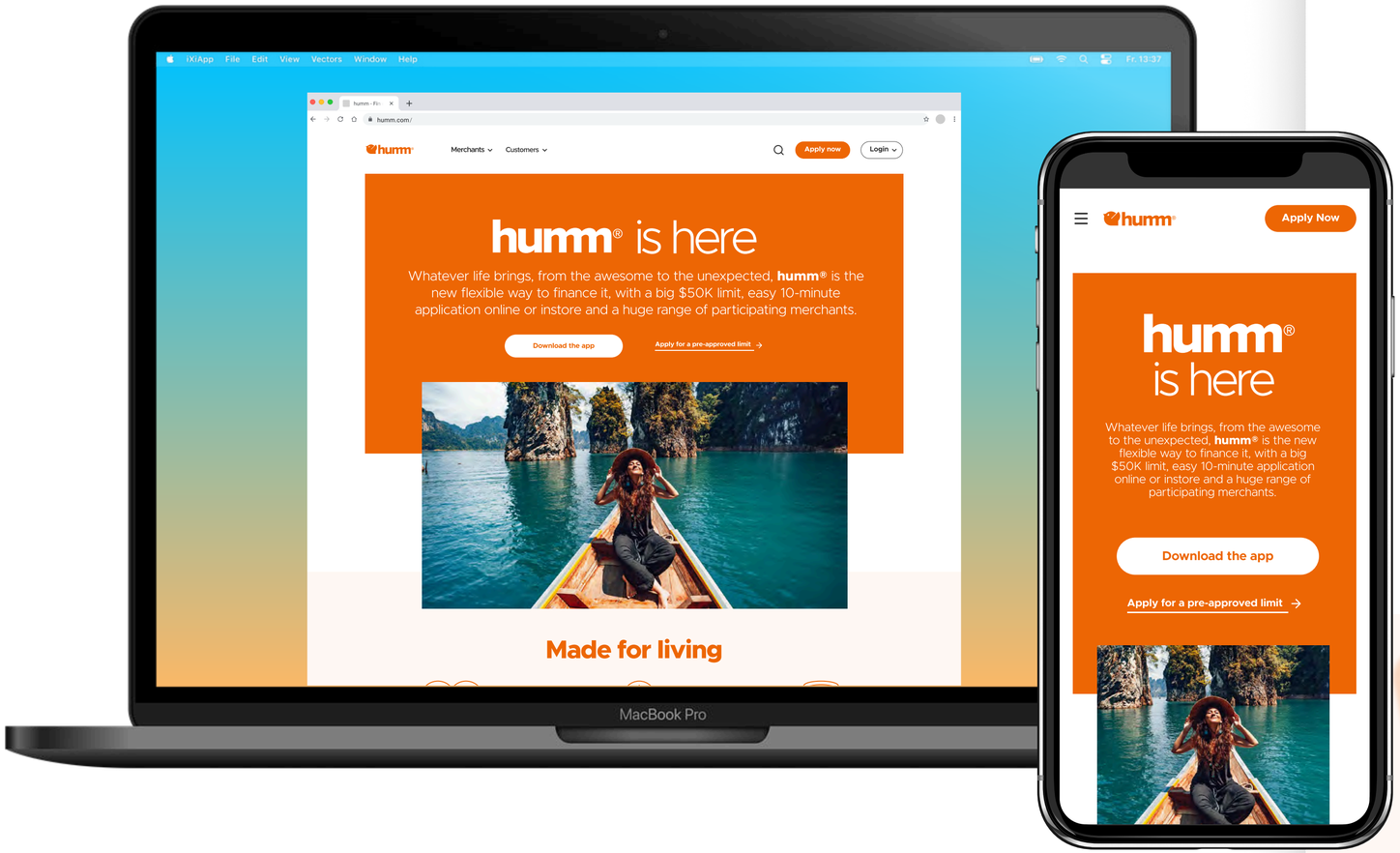








Website



Made for living

Life-sized limit.
Borrow up to $50K.

Long time to repay.
Get up to 72 months.

Huge range.
Finance health to home improvement.



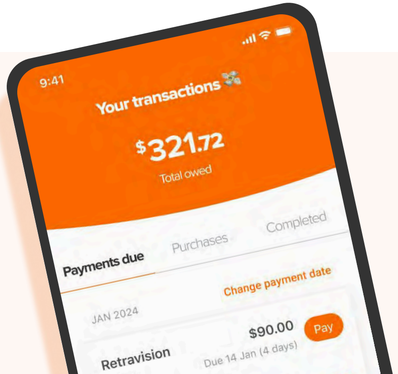
Easy finance for more of life

humm® is offered by XX,000 merchants Australia-wide. Whether it's sealing a roof or sealing your love with a diamond, fixing the kids' teeth or fixing the car, **humm®** comes through.

Big limit, big time

You get a life-sized limit of up to **$50K** for financing everything from earrings to audiology, with a big term of up to **72 months** to repay offering maximum affordability.



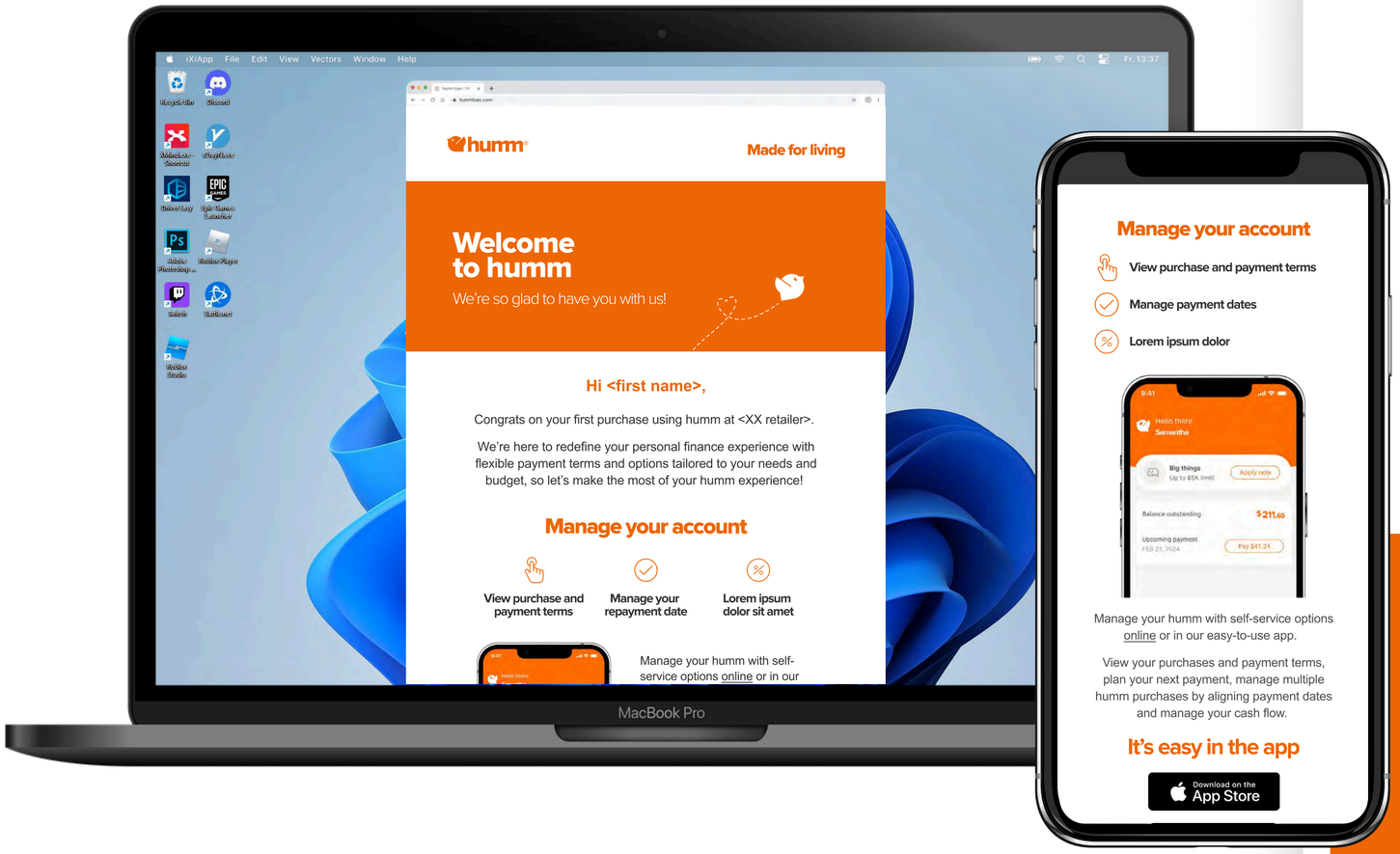


User-friendly app for full control

With **humm®**, control of your finance is in your hands. Use the app to apply for a pre-approved limit, view your purchases, pay down faster with no penalty or watch them pay down & plan your next.

Apply for a pre-approved limit.
Download the humm® app

Email template



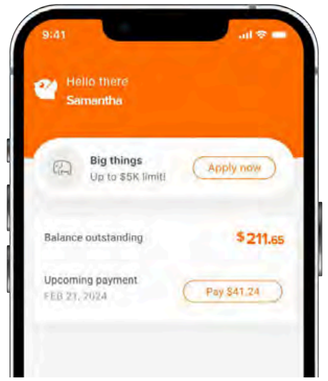
flexible payment terms and options tailored to your needs and budget, so let's make the most of your humm experience!

Manage your account

View purchase and payment terms

Manage your repayment date

Lorem ipsum dolor sit amet



Manage your humm with self-service options online or in our easy-to-use app.

View your purchases and payment terms, plan your next payment, manage multiple humm purchases by aligning payment dates and manage your cash flow.

It's easy in the app

Download on the App Store

GET IT ON Google Play

Our partners

We're rapidly adding new participating merchants for humm so be sure to check back regularly to find your next humm purchase.

EXPLORE PARTNERS

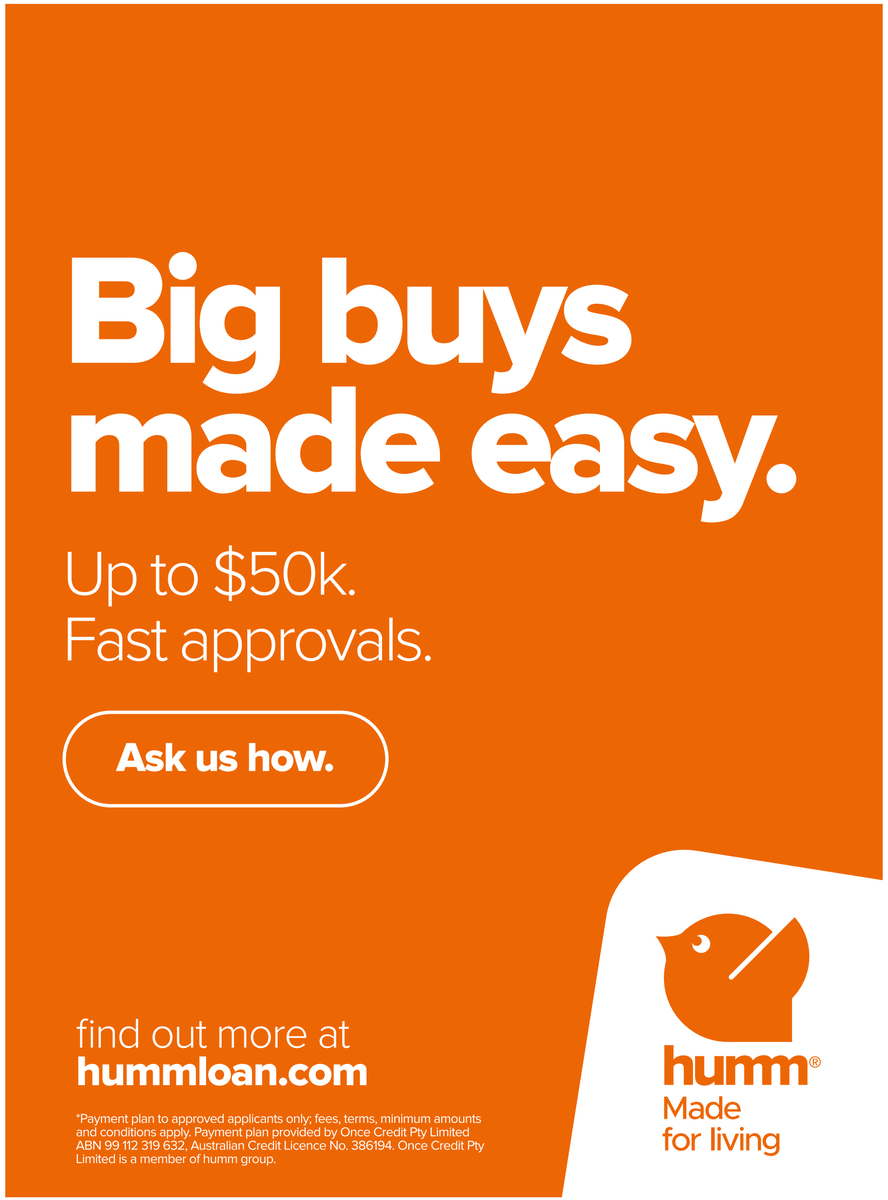
B2B Sales one-pager



POS DL Flyer



A4 Instore Posters

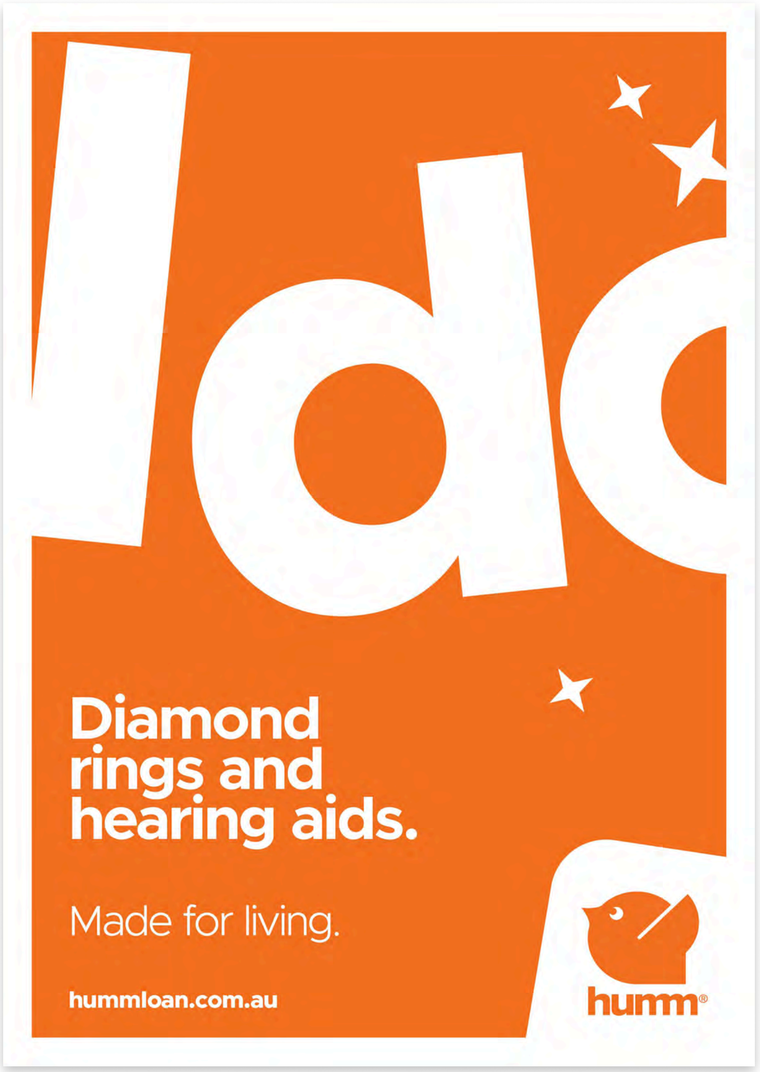


Tent card


humm
Made
for living
Big
buys
made
easy.
Up to $50k. Fast approvals.
Ask us how.
Find out more at hummloan.com
humm
Made
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Brand posters







OOH!



Stickers / Badges

