

# Brand Identity Guidelines

Version 1.0  
October 2021



# How to use these guidelines

The ZeeFi Brand Identity Guidelines have been created to assist and inspire you when communicating on behalf of our brand.

These elements are used to create consistent interpretations of the ZeeFi brand identity. While it's important that these specifications are adhered to at all times, it's not intended to restrict creativity.

Rather, the aim is to encourage creativity within the parameters of the defined brand identity system.

## Photography in this document

The photographic images that appear in this document are for the purpose of illustrating design principles only and have been gathered from third party sources. Copyright clearance must be obtained for other use or it is likely to constitute a breach of copyright. PUSH Collective Pty Ltd and ZeeFi will not be held liable for any breach of copyright arising from the use of imagery by any party.

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# Our brand

Brand proposition

01

01

# Brand proposition

## Brand essence

# Accelerating Access

## Brand promise

We throw open the doors to education for all those who seek it, seamlessly connecting students to education providers by reducing concerns about approvals and payments.

Our suite of specialised products are unique within the sector. They are designed to remove barriers standing in the way of any individual's right to an education.

Our solutions enable more people to benefit from greater access to quality education.

## Our audiences:

### Boundless opportunity seekers

#### Education Providers

Continuously striving to help improve standards of education while reducing the many causes of friction between themselves and their students.

#### Students

Savvy, technologically aware and see beyond traditional boundaries that once limited their options for study.

## Our name

### ZeeFi

An energetic name that suggests speed, simplicity and signals finance strongly. All combine to create message of ease around enrolment.

## Brand pillars and personality traits

### Unparalleled sector-expertise

...provides deep understanding of the challenges and opportunities inherent to the sector, enabling breakthrough solutions tailored to our client's unique needs

### Smart

### A comprehensive suite of innovative products

...that unlock new opportunities for growth; simplifying, smoothening and accelerating the customer experience for both students and providers.

### Empowering

### Building partnerships for growth

...laser-focused on the long-term success of our clients as a critical link in the chain providing positive education outcomes for students.

### Focused

### Adaptability to the uniqueness of every business, and student

...understanding that circumstances can change and it's our role to ensure that the path to education remains clear and accessible throughout the journey.

### Responsive

# Brandmark and symbol

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02

# Introduction

As our most recognisable brand elements, the ZeeFi brandmark and symbol are an iconic encapsulation of our purpose to seamlessly connect students to education providers.

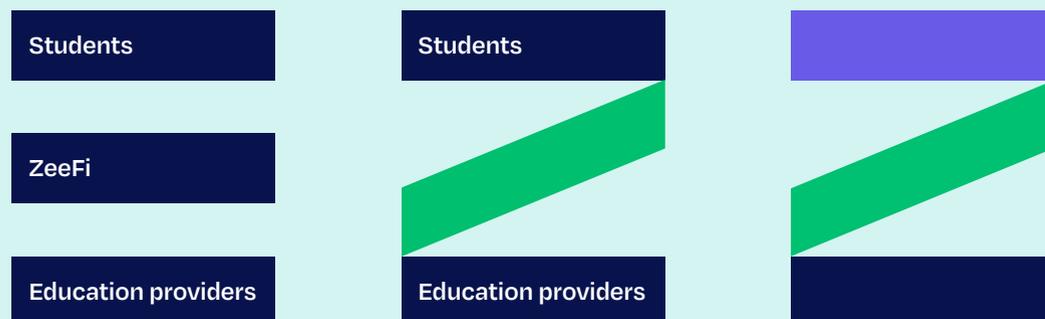
## Brandmark

The full colour version of the brandmark is the preferred version and should be used, where possible.

## Symbol

The symbol features prominently on communications – separate from the brandmark.

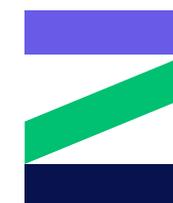
Concept: Connecting students to education providers



Brandmark



Symbol



# Colour reproduction

Please note: Artwork file names shown below each version.

The ZeeFi brandmark should be reproduced in full colour on white backgrounds or reversed on Navy backgrounds. If colour reproduction is not possible the one colour white or black versions may be used.

In all methods of reproduction, colour must be matched to the Pantone® references and the breakdowns shown in the Pantone Plus Series® Colour Bridge® system.

Colour output does vary by print or display method and/or supplier. To best match the Pantone® references, adjustments to the breakdowns may be required on a case by case basis.

## CMYK and RGB

For full colour printing, use CMYK files and colour breakdowns. For all screen viewing, use RGB files and colour breakdowns.

## Pantone® (PMS)

Pantone®, or PMS spot colour, is used where CMYK printing is not available (e.g. screen printing), or for higher production value items to achieve an exact colour match.

## White

The white version can be used where CMYK colour printing is not possible, however it may be used in both CMYK and RGB applications where the Reversed Navy version would not be legible.

## Black

The black version is reserved for use where full CMYK or PMS spot colour printing is not possible.

### Brandmark

#### Full Colour – Preferred



CMYK, RGB and PMS  
ZeeFi\_Brandmark\_FullColour  
Available formats: .eps, .pdf, .png/jpg

#### Reversed Navy



CMYK, RGB and PMS  
ZeeFi\_Brandmark\_ReversedNavy  
Available formats: .eps, .pdf, .png/jpg

#### Solid Navy



CMYK, RGB and PMS  
ZeeFi\_Brandmark\_SolidNavy  
Available formats: .eps, .pdf, .png/jpg

#### White



White  
ZeeFi\_Brandmark\_White  
Available formats: .eps, .pdf, .png/jpg

#### Black



Black  
ZeeFi\_Brandmark\_Black  
Available formats: .eps, .pdf

### Symbol

#### Full Colour – Preferred



CMYK, RGB and PMS  
ZeeFi\_Symbol\_FullColour  
Available formats: .eps, .pdf, .png/jpg

#### Reversed Navy



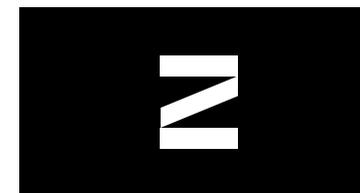
CMYK, RGB and PMS  
ZeeFi\_Symbol\_ReversedNavy  
Available formats: .eps, .pdf, .png/jpg

#### Solid Navy



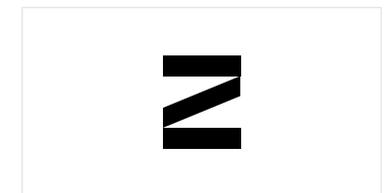
CMYK, RGB and PMS  
ZeeFi\_Symbol\_SolidNavy  
Available formats: .eps, .pdf, .png/jpg

#### White



White  
ZeeFi\_Symbol\_White  
Available formats: .eps, .pdf, .png/jpg

#### Black



Black  
ZeeFi\_Symbol\_Black  
Available formats: .eps, .pdf

#### Purple

PMS 2725 C  
RGB 105 91 231  
CMYK 73 68 0 0  
#695BE7

#### Green

PMS 7480 C  
RGB 0 192 114  
CMYK 78 0 80 0  
#00C072

#### Navy

PMS 2768 C  
RGB 8 19 77  
CMYK 100 78 0 66  
#08134D

# Clearspace and minimum size

A clearspace and minimum size ensures the ZeeFi brandmark and symbol are legible at all times.

### Clearspace

Clearspace is the minimum non-print area surrounding the brandmark and symbol. No other identity elements should encroach on this zone.

Using the formula, the clearspace is scalable, proportional to the brandmark or symbol, to any size.

### Minimum size

Our brandmark and symbol should not be reproduced smaller than the minimum size shown.

### Placement

Where possible, allow twice the clearspace when placing the brandmark.

### Brandmark

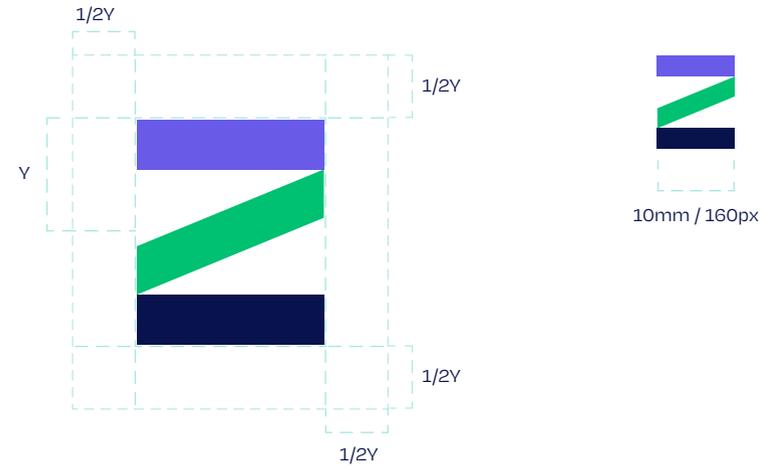
Clearspace and minimum size



25mm / 240px

### Symbol

Clearspace and minimum size – Not applicable to photography



### Placement



### Placement

Only applicable when used on follow-on pages



# Usage principles

## Brandmark positioning

The preferred brandmark positioning is top or bottom right for consistency. For outdoor advertising this is whichever is nearer to the line of sight of the viewer.

### Online applications

Where browser considerations take precedence, the brandmark is positioned top left.

## Brandmark size on print formats

Scale the brandmark using this formula: **Shortest edge (mm) X 0.15 = Brandmark width**. Slightly adjust and align to the grid where necessary.

### Symbol positioning

As a bridge between background panels, the symbol can be placed wherever the panels join on a layout.

When used independently of the background, it can also be anchored flush to the corner of layouts.

## Scale

The symbol can be scaled for impact, or in image-led communications it can play a secondary role.

### Cropping

The symbol can be cropped off the edge of a format when also appearing with the brandmark, whilst maintaining some recognition.

### Coloured backgrounds

See correct use combinations below.

## On photography or text

Only contoured portraits can interact with or partially cover the symbol. Ensure the symbol is not overpowered by the image, losing recognition.

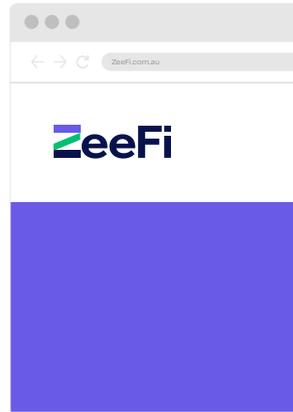
All photography should be simple, graphic and tonally sympathetic to the colours of our symbol. Ensure the image is not obscured by the symbol.

Text should not appear in, under or over the symbol.

Brandmark Positioning: Preferred  
Top right



Brandmark Positioning: Online  
Top left

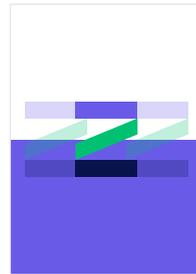


Bottom right



## Positioning

Centred across panels



Corner anchored



## Cropping

Off edge



## On photography or text

Across panels

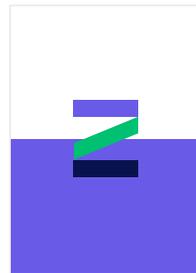


Full bleed image

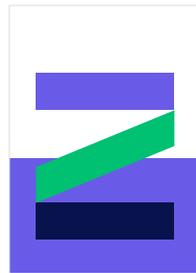


## Scale

Image-led

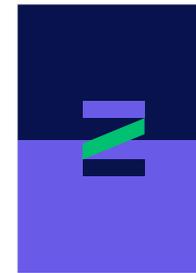


Symbol-led

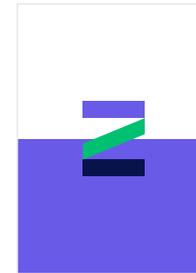


## Coloured backgrounds

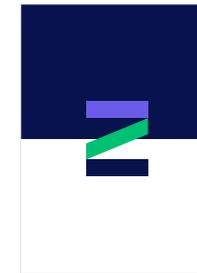
Navy + Purple



White + Purple



Navy + White



# Pattern

Our pattern builds on the concept behind our brandmark and symbol, representing that it is our adaptability and smarts that enable greater connections.

## Static pattern

We convey connection in action through our static pattern by connecting and colouring several random symbols within Navy lines.

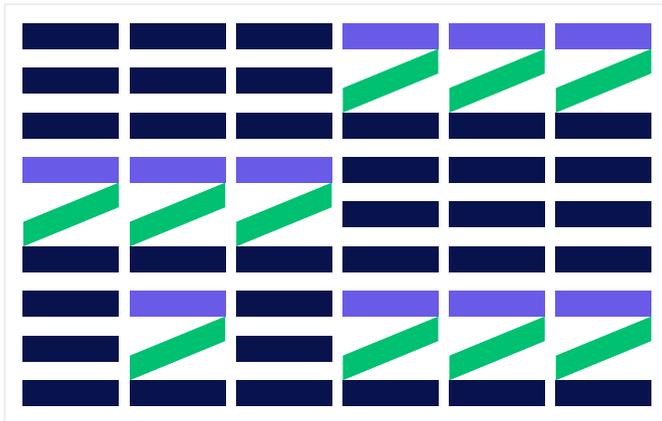
## Motion pattern

Starting with Navy lines we build connections sporadically, connecting and colouring symbols and switching them off again in an instant.

Alternatively, this may also build until all symbols are connected.

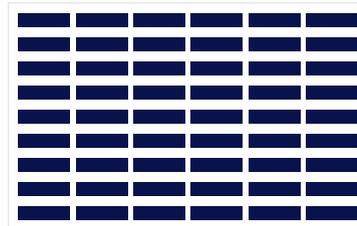
## Static pattern

Use a mid-sequence pattern for static applications

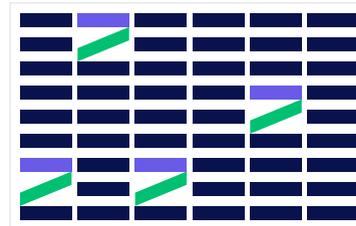


## Motion pattern: Sequence 1

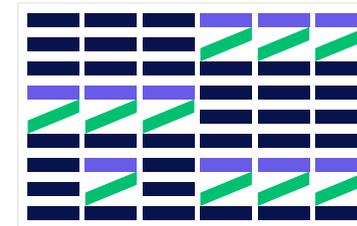
Step 1



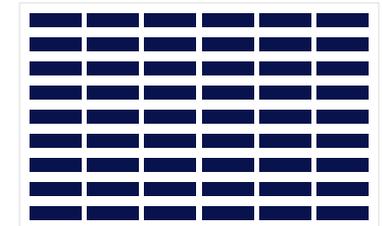
Step 2



Step 3

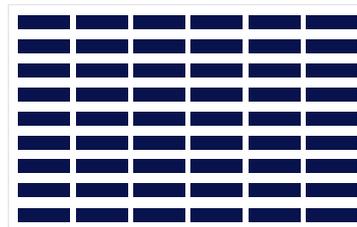


Step 4

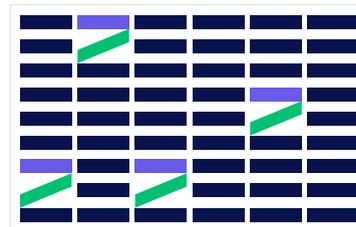


## Motion pattern: Sequence 2

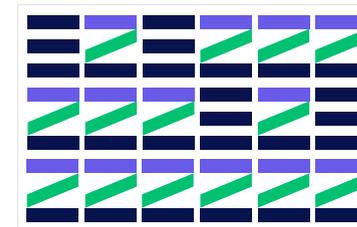
Step 1



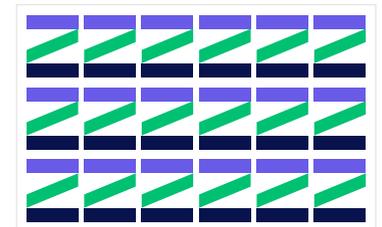
Step 2



Step 3



Step 4



# Colour

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# Specifications

The ZeeFi palette is made up of a primary colour palette of Purple, Navy and white, and a secondary palette of Greens, Oranges and Reds. These are supported by Neutral Greys.

## Primary colour palette

Purple, Navy and white make up our primary colour palette. A predominance of white keeps our communications fresh, with Purple generating vibrancy and Navy providing contrast.

## Secondary colour palette

Green, Orange and Red make up our secondary colour palette. They add focus and responsiveness to our communications. Dark and Light

versions give the palette further flexibility and usability.

## Reproduction

In all methods of reproduction, colour must be matched to the Pantone® references and the breakdowns shown in the Pantone Plus Series® Colour Bridge® system.

Colour output does vary by print or display method and/or supplier.

To best match the Pantone® references, adjustments to the breakdowns may be required on a case by case basis.

For full colour printing, use CMYK files and colour breakdowns. For all screen viewing, use RGB files and colour breakdowns.

Pantone® or PMS spot colour is used where CMYK printing is not available (e.g. screen printing) or for higher production value items to achieve an exact colour match.

## Primary

<p><b>Purple</b> PMS 2725 C RGB 105 91 231 CMYK 73 68 0 0 #695BE7</p>
<p><b>Navy</b> PMS 2768 C RGB 8 19 77 CMYK 100 78 0 66 #08134D</p>
<p><b>White</b> CO M0 Y0 K0 R255 G255 B255 #FFFFFF</p>

## Secondary

<p><b>Green</b> PMS 7480 C RGB 0 192 114 CMYK 78 0 80 0 #00C072</p>	<p><b>Dark Green</b> PMS 329 C RGB 0 104 96 CMYK 100 0 55 42 #006860</p>
	<p><b>Light Green</b> PMS 331 C RGB 168 232 226 CMYK 27 0 15 0 #A8E8E2</p>
<p><b>Orange</b> PMS 137 C RGB 255 164 13 CMYK 0 36 100 0 #FFA40D</p>	<p><b>Dark Yellow</b> PMS 1535 C RGB 148 69 13 CMYK 0 71 100 38 #94450D</p>
	<p><b>Light Yellow</b> PMS 1345 C RGB 252 209 146 CMYK 0 13 50 0 #FCD192</p>
<p><b>Red</b> PMS WARM RED C RGB 250 66 68 CMYK 0 83 81 0 #FA4244</p>	<p><b>Dark Red</b> PMS 187 C RGB 166 25 50 CMYK 0 100 74 26 #A61932</p>
	<p><b>Light Red</b> PMS 176 C RGB 255 188 212 CMYK 0 34 9 0 #FFBCD4</p>

## Neutrals

<p><b>Grey 1</b> RGB 26 26 26 CMYK 0 0 0 90 #1A1A1A</p>
<p><b>Grey 2</b> RGB 153 153 153 CMYK 0 0 0 40 #999999</p>
<p><b>Grey 3</b> RGB 230 230 230 CMYK 0 0 0 10 #E6E6E6</p>

# Usage principles

## Primary colour palette

### Purple

Purple appears within our brandmark and symbol artwork. It is our most distinctive colour and can be used for headlines, subheadings, call-outs and other prominent text. Purple also appears in full bleed background panels, text panels, tables and charts, and icons.

### Navy

Navy appears within our brandmark

and symbol. It can be used across all levels of our typography. Navy also appears in full bleed background panels, text panels, tables and charts.

### White

White appears within our reversed brandmark and symbol artwork. It is used reversed out of Navy or Purple for across various levels of typography. White also appears in full bleed background panels, text panels, tables and charts, and icons.

## Secondary colour palette

### Greens

Green appears within our brandmark and symbol artwork and is our most important and recognisable secondary colour. Green can also appear as part of a two colour headline.

Dark Green, Green and Light Green can also appear in text panels, tables and charts, pictograms, or to support user interaction.

## Oranges and Reds

Our range of Oranges and Reds are predominantly used to support user interaction. They may also be used in a limited role to highlight special elements.

### Greys

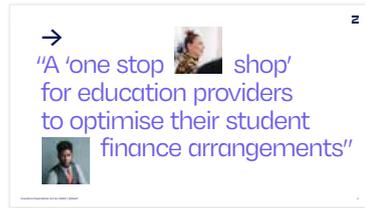
Greys appear either full strength or tinted in full bleed background panels, text panels and tables. It also appears in charts and pictograms. Grey 1 can be used for text where the use of Navy is not possible.

## Primary colour use

### Purple



### White



## Secondary colour use

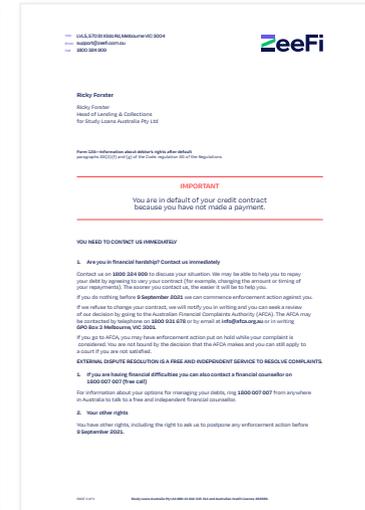
### Green



## Green and Light Green

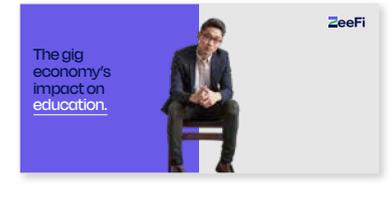
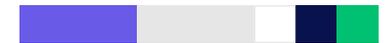


## Green and Red



## Neutrals colour use

### Grey 3



# Typography

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## Specifications

**Degular Display headlines contain characters with a higher degree of personality while Degular Text body copy and subheadings contain characters that optimise legibility at smaller sizes.**

### Sentence vs. title case

Sentence case is used for all headlines, subheadings and body copy unless identifying a title or name.

Headers, footers, buttons and links may use all caps text.

### Degular Display Medium

Used for all headlines and titles. Ensure correct lowercase 'a' and 'g' characters are used via the OpenType features.

### Degular Text Semibold

Used for all introduction text, subheadings, call-outs, calls to action, and page numbers.

### Degular Text Regular

Used for all body copy, T&Cs, support information, plus headers and footers.

### System fonts

Arial is used in communications that need to be exchanged or accessed

by computers outside of ZeeFi. This includes Microsoft PowerPoint®, Excel® and Word® files and emails.

### Arial Bold

Used for headlines, titles, introduction text, subheadings, call-outs, calls to action and page numbers.

### Arial Regular

Used for body copy, T&Cs, support information, plus headers and footers.

Degular Display Medium

AaDdGg 12345

Degular Text Semibold

AaDdGg 12345

Degular Text Regular

AaDdGg 12345

System fonts

Arial Bold

Aa Bb

Arial Regular

Aa Bb

# Colour reproduction

To achieve AA compliance in digital applications, only the following text and background colour combinations can be used.

### Two colour headlines

Only where it helps to aid readability, two part headlines and titles may appear in up to two colours. Two colours should not be used where it breaks the natural flow of a headline or within the same line.

### Grey 1 text

Grey 1 typography may be used only in circumstances where colour reproduction is not possible. For very text heavy documents Grey 1 text may help to reduce ink.

### AA Accessible: Primary colours

Text colour shown on background colour

Purple >18pt	Purple	Navy >18pt
White	Navy	White

### AA Accessible: Primary and Secondary colours

Text colour shown on background colour

Green	Dark Green	Lt Green >18pt
Light Green	Dark Orange	Lt Orange >18pt
Orange	Dark Red	Lt Red >18pt
Light Orange		
Red		
Light Red		

### AA Accessible: Secondary colours

Text colour shown on background colour

Light Green	Dark Green
Light Orange	Dark Orange
Light Red	Dark Red

### AA Accessible: Neutral Grey colours

Text colour shown on background colour

Purple >18pt	Navy	Purple >18pt
White	Grey 1	Navy
Green		Dark Green
Light Green		Dark Orange
Orange		Dark Red
Light Orange		Grey 1
Red		
Light Red		
Grey 2		
Grey 3		

# Usage principles

Typographic usage principles will help establish and maintain a clear and consistent hierarchy across all communications.

11 01 NUMBERS ARE SET IN DEGULAR TEXT SEMIBOLD AND HEADERS / FOOTERS ARE SET IN DEGULAR TEXT REGULAR IN CAPS

12

01 Headlines are set in Degular Display Medium

02 Introduction paragraphs are set in Degular Text Semibold. Leading is set to 110%.

03 Subheading Level 1  
Leading is set to auto. A space after is used to help give Subheading Level 1 prominence.

04 Subheading Level 2  
Subheading Level 2 is set in the same colour as the body copy to ensure they sit under Subheading Level 2 in hierarchy. Leading is set to auto. A space after is used to further differentiate Subheading Level 2 from body copy.

06 Body copy uses Degular Text Regular and is set in Navy, White or Grey 1 for maximum legibility and readability over large amounts of text. Leading is set to auto.

05 Subheading Level 3

- Bullet points can use an alternate colour to the text
- Bullet points are square by default
- Secondary bullets use an en dash

Numbered lists:

1. Numbers use Degular Text Semibold
2. Numbers can use an alternate colour to the text

01 Headlines can also be two colour with an underline for emphasis

10

“Call-out or pull-quote text use Degular Text Semibold.”

01 **Headline**  
Degular Display Medium  
Size: 30pt @A4. Leading: 90%  
Sentence case. Tracking: 0

02 **Introduction paragraph**  
Degular Text Semibold  
Size: 14.5pt @A4. Leading: 110%  
Sentence case. Tracking: -30

03 **Subheading Level 1**  
Degular Text Semibold  
Size: 12.5pt @A4. Leading: Auto  
Sentence case. Tracking: -30  
Space: 4mm Before + 2mm After

04 **Subheading Level 2**  
Degular Text Semibold  
Size: 9.5pt @A4. Leading: Auto  
Sentence case. Tracking: -30  
Space: 2mm Before + 1.5mm After

05 **Subheading Level 3**  
Degular Text Regular Italic  
Size: 9.5pt @A4. Leading: Auto  
Sentence case. Tracking: -30  
Space: 1mm After

06 **Body copy**  
Degular Text Regular  
Size: 9.5pt @A4. Leading: Auto  
Sentence case. Tracking: -30  
Space: 1.5mm After

07 **Bullet points and text**  
Text: All same as Body Copy  
Space: 1mm After

08 **Secondary bullet points and text**  
Text: All same as Body Copy  
Space: 1mm After  
Bullet type: En dash

09 **Numbered lists**  
Numbers: Degular Text Semibold  
Text: All same as body copy

10 **Call-out or pull-quote**  
Degular Text Semibold  
Size: 12.5pt @A4. Leading: 110%  
Sentence case. Tracking: -30

11 **Page numbers**  
Degular Text Semibold  
Size: 7.5pt @A4. Leading: Auto

12 **Headers / footers**  
Degular Text Regular  
Size: 7.5pt @A4. Leading: 90%  
All caps.

# Photography

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# Introduction

Photography of students, education providers and our staff helps bring humanity and warmth to our communications.

Our two photography categories are:

- Hero portraits
- Content and storytelling

## About Education Providers

Education Providers seek to grow their business by ensuring there's always an education option available for every person, at a price they can afford and with repayment options they can manage.

They continuously strive to help improve standards of education while reducing the many causes of friction between themselves and their students.

## About Students

Students see the world through a modern set of eyes, pursuing opportunities for self-development across a wide-range of established and emerging fields.

They are savvy, technologically aware and see beyond traditional boundaries that once limited their options for study.

## Stock photography

Use of stock photography should be limited to maintain an authentic and ownable style.

## Photography in this document

The photographic images that appear throughout this guideline are for the purpose of illustrating design principles only and may be subject to copyright restrictions. See the 'How to use these guidelines' page for more information.



# Hero portraits

Contoured images of students, education providers and our staff.

### Talent

Talent should embody our audience persona, 'boundless opportunity seekers' as well as our smart, empowered and focused personality traits. Talent must also represent diversity across gender, age, body type, ethnicity and ability.

### Location

Photography is preferable shot in studio against a plain background to enable ease of contouring.

### Styling and propping

Talent can be looking directly to, or away from camera. Facial expressions should be authentic to the individual and stance should be naturally confident. Talent may be front on or shot at three-quarter view.

Hair, makeup and accessories should be fresh and natural. Expressions of individuality in styling may include jewellery, glasses, scarves, bags and wardrobe choices. Ensure a mix of trans-seasonal wardrobe selections.

Wardrobe should not depict obvious logos or inappropriate messages.

### Composition

Talent should appear centred within the frame. Talent can be shot at eye level or slightly below, and cropped anywhere from below the chest. Consideration should be given to producing photography that can appear in both extreme landscape and extreme portrait format.

### Focus

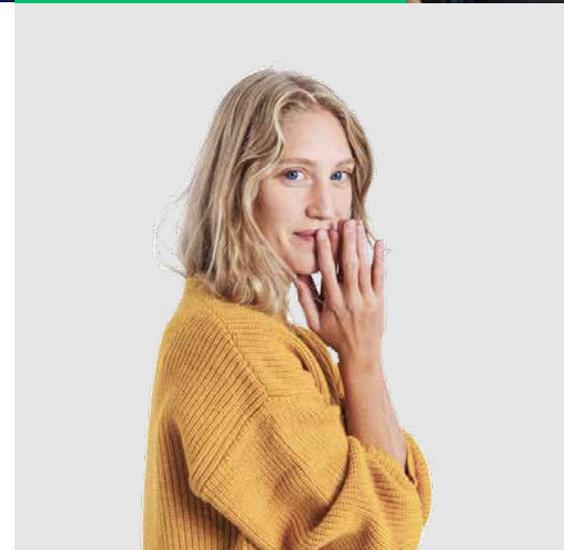
Sharp focus should be maintained to allow contouring at post-production.

### Lighting

Lighting should be natural with contrasting highlights and shadows helping to shape the face.

### Post production

Skin tones should be natural and the overall tone should be neutral to slightly desaturated.



# Content and storytelling

In-situ portraits and lifestyle images.

## Talent

Talent should embody our audience persona, 'boundless opportunity seekers' as well as our smart, empowered and focused personality traits. Talent can be individuals, pairs or groups, representing diversity across gender, age, body type, ethnicity and ability.

## Location

Photography should be shot in indoor or outdoor locations that provide context to the message being conveyed.

## Styling and propping

Talent can be looking to camera or engaged in activity, facial expressions should be authentic to the individual and stance should be naturally confident. Hair, makeup and accessories should be fresh and natural. Expressions of individuality in styling may include jewellery, glasses, scarves, bags and wardrobe choices. Ensure a mix of trans-seasonal wardrobe selections. Wardrobe should not depict obvious logos or inappropriate messages.

## Composition

Photography should include a range of perspectives; distant, full-length and close-up details. Backgrounds should be light in tone and spacious. Consideration should be given to producing photography that can appear in both extreme landscape and extreme portrait format.

## Lighting

Lighting should be natural with contrasting highlights and shadows.

## Post production

Skin tones should be natural and the overall tone should be neutral to slightly desaturated.



# Iconography

Icons and pictograms

01

06

# Icons and pictograms

Icons and the icons used to create pictograms can be accessed, styled and exported from the NucleoApp browser, visit [nucleoapp.com](https://nucleoapp.com).

Basic icons and symbols can also be found within our Degular font (e.g. arrows and check boxes).

## Icons

Icons are used to aid navigation and clarify basic messages. Icons are functional rather than hero graphics and should be scaled accordingly.

## Pictograms

Pictograms convey more complex ideas and topics. They are larger in size than icons and engage the viewer through the use of two colours.

## Icons

Use of icons

Which option suits you



Scale

Text goes here x



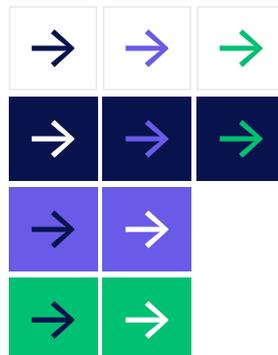
Text goes here x



Text goes here x

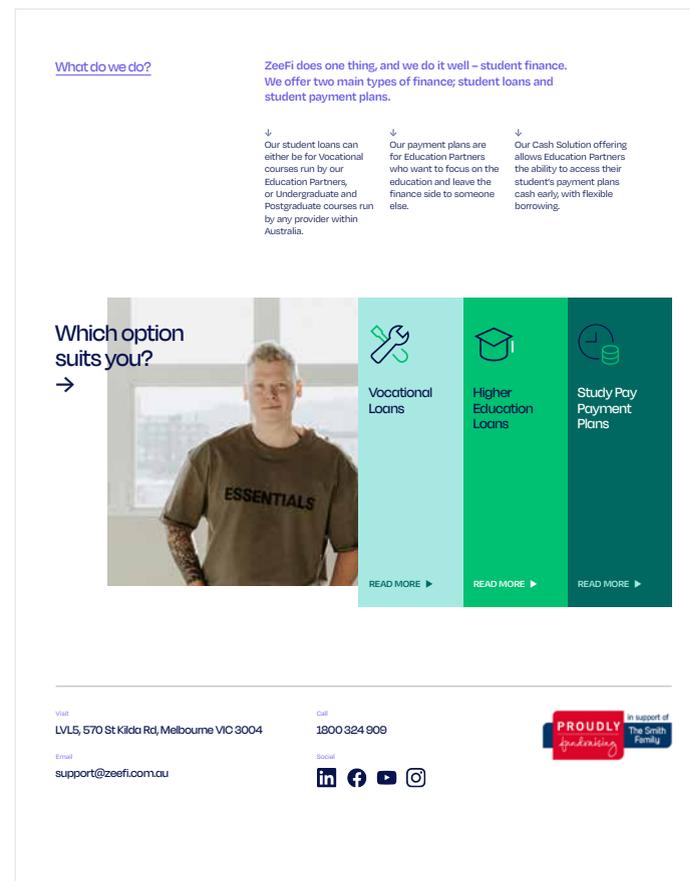


Colour reproduction: Single colour

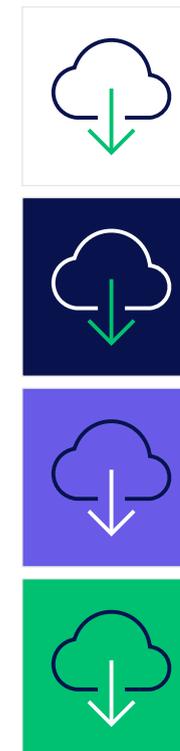


## Pictograms

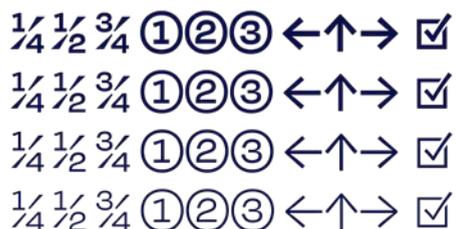
Use of pictograms



Colour reproduction: Two colours



Basic icons and symbols can be found within our Degular font



# Infographics

Tables, charts and graphs

01

07

# Tables, charts and graphs

Our tables, charts and graphs communicate with clarity and simplicity through a consistent balance of generous white space and coloured data.

Observe the colour styling and ordering shown, whilst always maximising white space.

## Tables

### Simple table

	Title A	Title B	Title C
Category A	Information A	Information A	Information A
Category B	Information B	Information B	Information B
Category C	Information C	Information C	Information C
Category D	Information D	Information D	Information D
Category E	Information E	Information E	Information E

### Data heavy table

	Title A	Title B	Title C
Category A	Information A	Information A	Information A
Category B	Information B	Information B	Information B
Category C	Information C	Information C	Information C
Category D	Information D	Information D	Information D
Category E	Information E	Information E	Information E
Category F	Information F	Information F	Information F
Category G	Information G	Information G	Information G
Category H	Information H	Information H	Information H
Category I	Information I	Information I	Information I
Category J	Information J	Information J	Information J

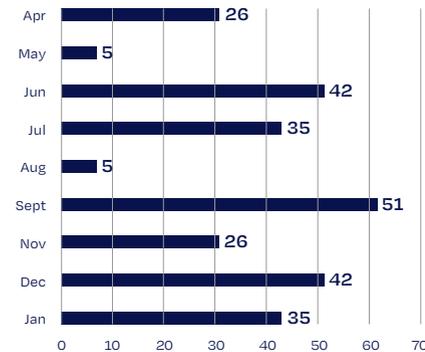
## Graphs

Apply colour to additional values in the order shown

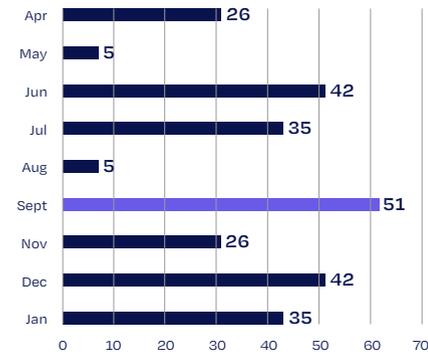


## Charts

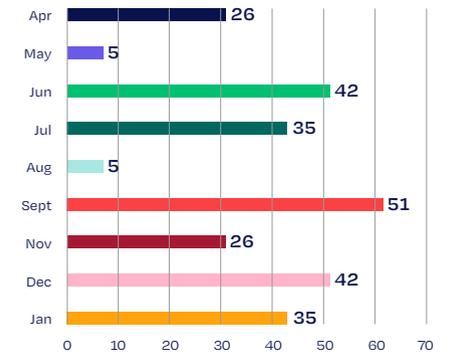
### Single colour



### Two colour



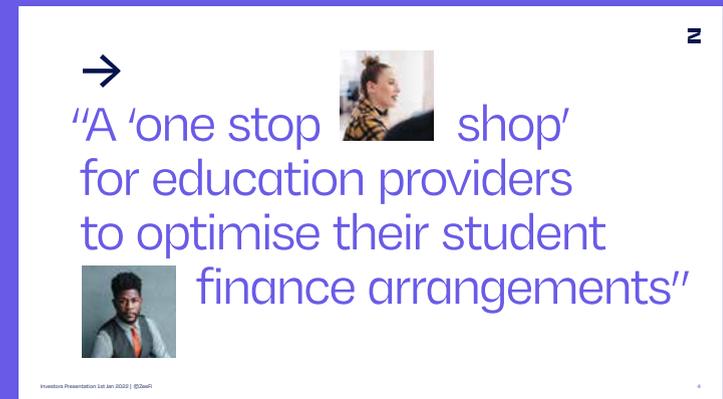
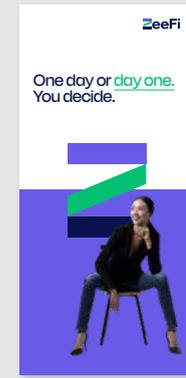
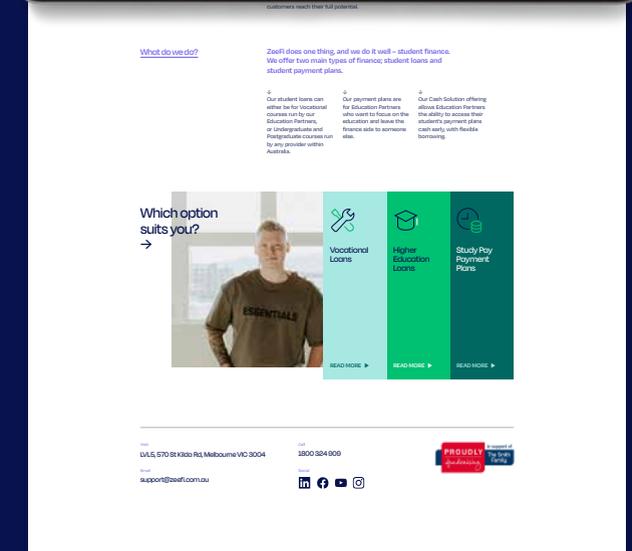
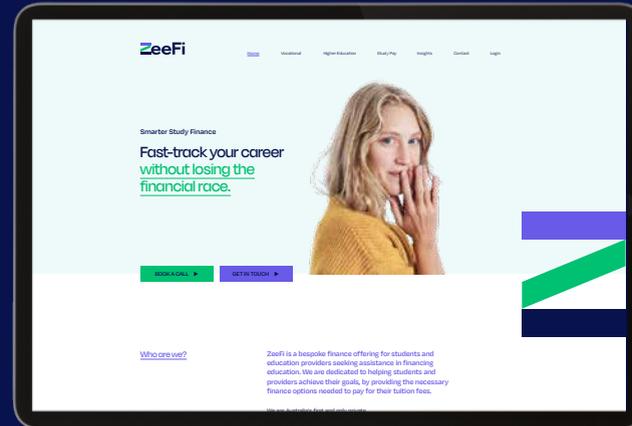
### Apply colour in the order shown



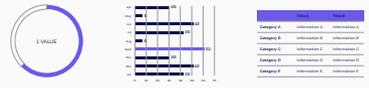
# Best practice

08

# ZeeFi



AaBbCc123  
 AaBbCc123  
 AaBbCc123



# Tone of voice

09

# Brand voice chart

Voice characteristics	Do	Don't	Example
<b>Punchy</b>	<ul style="list-style-type: none"> <li>• Be bold. Grab the reader's attention. Hammer our point home with thought-provoking words and statements.</li> <li>• Less is more. Use few words.</li> <li>• Lead with the key point</li> <li>• Be direct but not abrupt</li> <li>• Use simple, short words where possible</li> </ul>	<ul style="list-style-type: none"> <li>• Be brash</li> <li>• Be full of ourselves</li> </ul>	Simple, Fast, Risk Free, Safe
<b>Insightful</b>	<ul style="list-style-type: none"> <li>• Share expertise and knowledge. Our customers deserve it.</li> <li>• Be inclusive. Our audience wants to know more. Give them something others can't.</li> <li>• Use facts and stats to make our point.</li> <li>• Don't patronise or make the audience feel uninformed.</li> </ul>	<ul style="list-style-type: none"> <li>• Be a know-it-all</li> <li>• Be wishy-washy</li> </ul>	Many education providers are offering BNPL to students but most third-party providers are not specialised in education finance and typically accept only about 20% of student applicants.
<b>Quirky</b>	<ul style="list-style-type: none"> <li>• Have fun with words. Make fintech fun and easy to understand.</li> <li>• Express yourself. We don't want to be seen as a brand with no soul.</li> <li>• Feel free to take the contrarian view.</li> </ul>	<ul style="list-style-type: none"> <li>• Be too corporate</li> <li>• Be a smart arse</li> <li>• Be too casual</li> <li>• Overdo it</li> <li>• Lose sight of the audience and core message</li> </ul>	We're not afraid to challenge the status quo and be ourselves
<b>Real</b>	<ul style="list-style-type: none"> <li>• Be honest</li> <li>• Emphasise. We're here to help, so help!</li> <li>• Own any issues or mistakes and show how you will address them.</li> <li>• Use 'we' and 'you' - don't overuse 'ZeeFi'</li> </ul>	<ul style="list-style-type: none"> <li>• Use industry jargons</li> <li>• Over promise</li> <li>• Over sell the product's capabilities</li> </ul>	We specialise in helping education providers enrol students like you, with accessible, tailored payment solutions. We understand your needs as a student and we're experts at helping you gain access to further study.

Thank you

