



# Marketing guidelines for integrated partners

2024

**Klarna**

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# Introduction

**Hej! We're happy to have you as a Klarna partner. Please follow these guidelines to present our partnership in a clear, consistent and impactful way.**

# Lockups at a glance

Here are Klarna's two main partnership lockups. Our *Pay with Klarna* lockup, available in various messaging variations and localized for all Klarna market languages, is **recommended** for most situations.

01 Primary lockup:  
Pay with Klarna

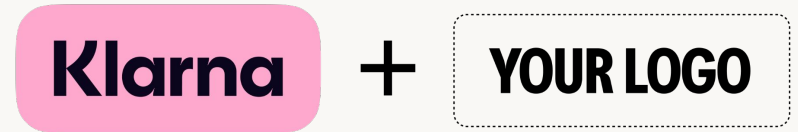
Clean and clear.  
Our recommended lockup  
for most scenarios.



Pay with Klarna

02 Secondary lockup:  
Dual logo

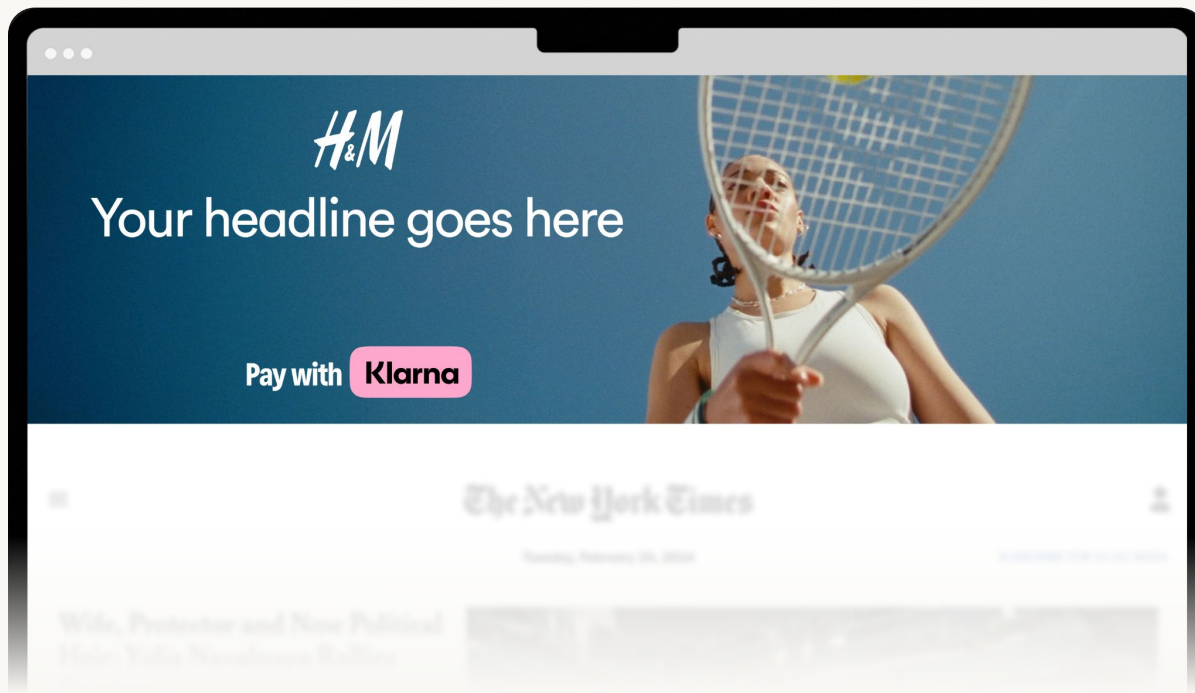
If the primary lockup doesn't  
suit your layout, use this simple,  
impactful option.



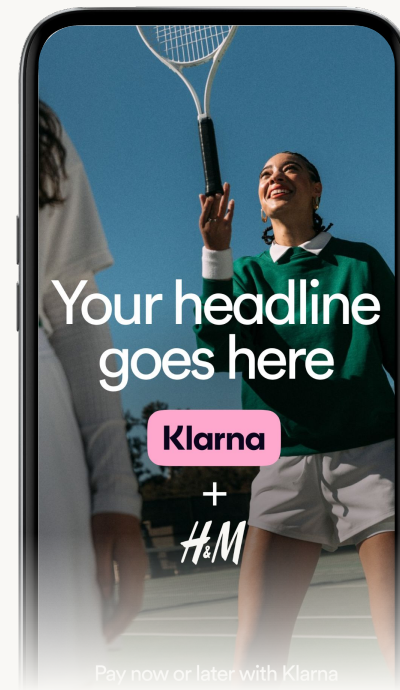
Klarna + YOUR LOGO

# Lockups in context

01 Primary lockup:  
PAY WITH KLARNA



02 Secondary lockup:  
DUAL LOGO



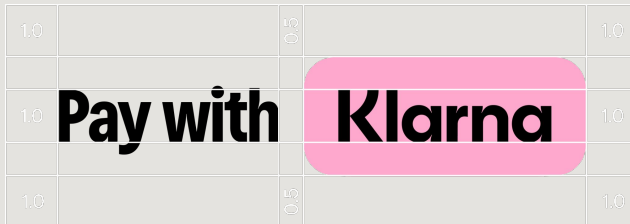
# Primary lockup: Pay with Klarna

This lockup adds Klarna messaging to your assets in a way that's clear, impactful, and easy to fit into your brand ecosystem.

It should be used **below a headline**, which should be in your brand's typeface. Use it alongside your own imagery and design system.

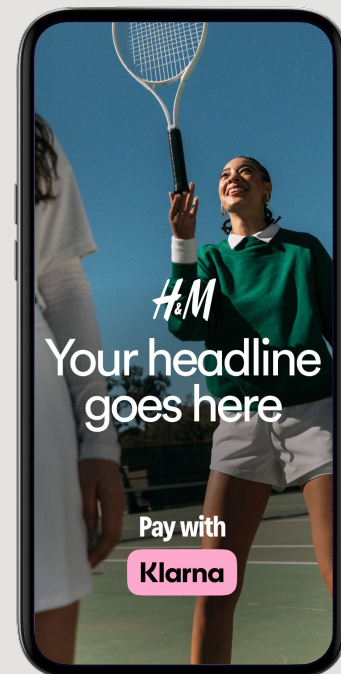
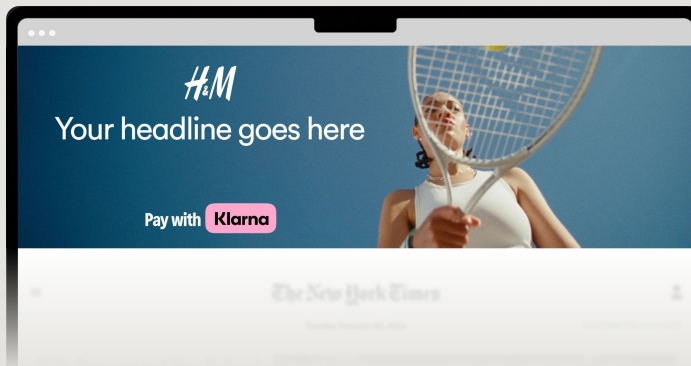
The lockup is available in black and white. Choose which one to use according to the brightness of the background.

Each market has approved messaging options. Download them from each market's brand kit [here](#).



SOME LANGUAGE VARIANTS

Payez en 3 fois avec Klarna



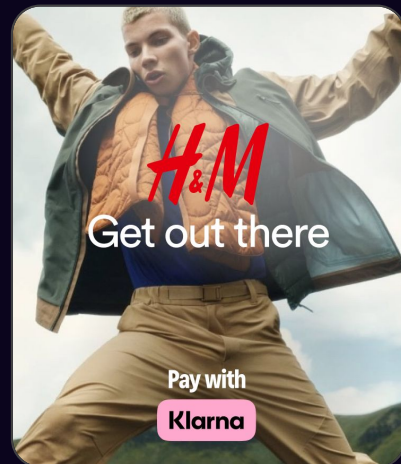
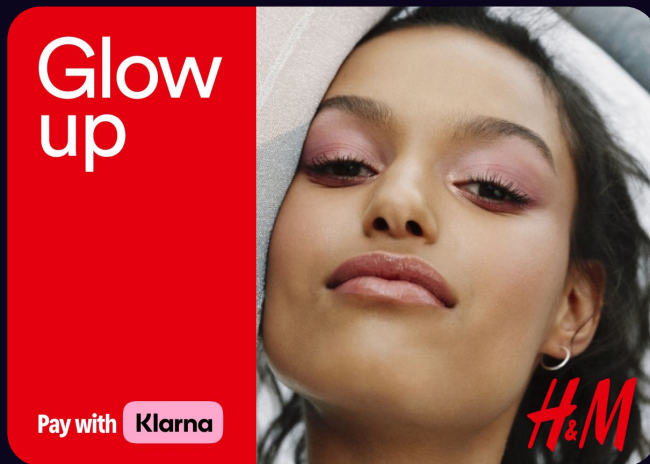


# Primary lockup: Pay with Klarna

## Copy guidance

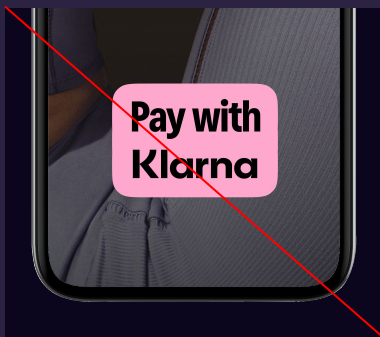
To create the clearest possible concept, we recommend you use a headline that starts with an active verb, like "shop", "discover", "get" etc.

The *Pay with Klarna* lockup then appears underneath, as a subheading.

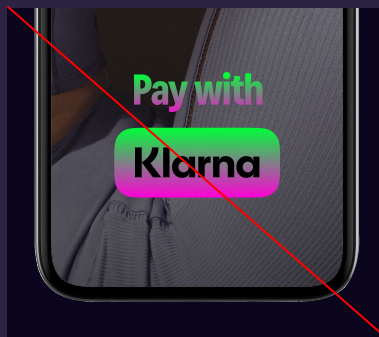


# Primary lockup: Pay with Klarna

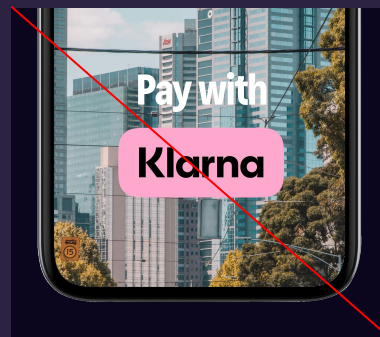
## Misuse



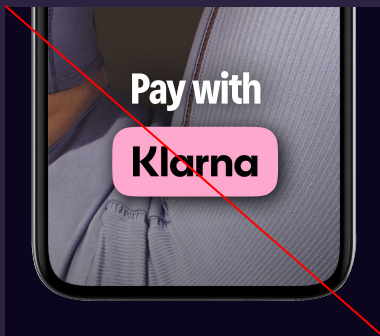
Don't alter or create new lockups.



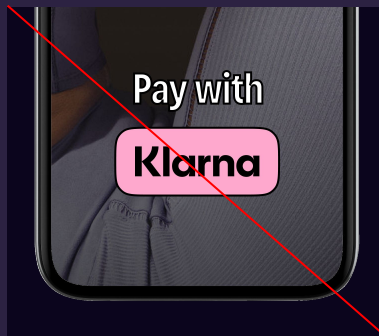
Don't alter the colors of the lockup.



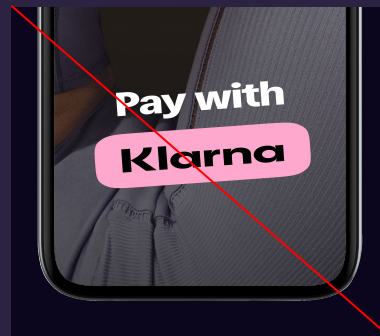
Don't place the lockup over a busy background.



Don't add effects or shadows to the lockup.



Don't outline the lockup.



Don't stretch, squeeze or rotate the lockup.

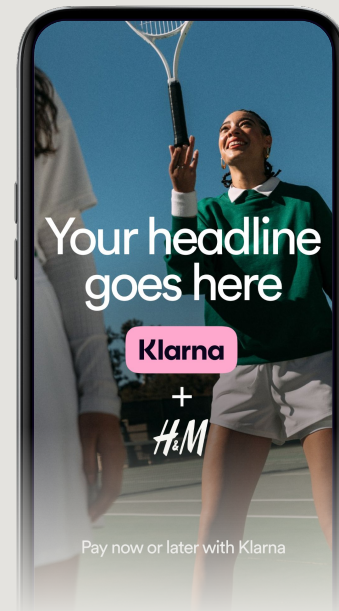
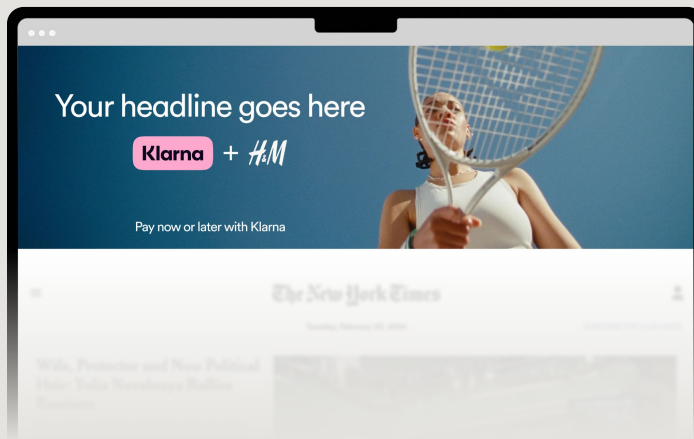
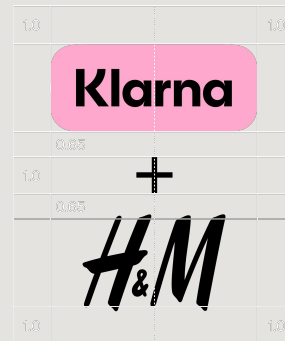
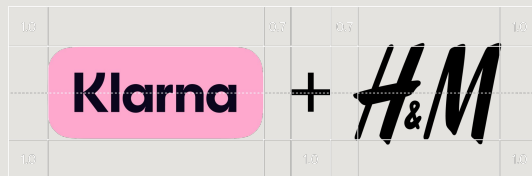


# Secondary lockup: Dual logo

Combining both of our logos, this lockup lets us show our partnership in a simple, graphic way. It's a good option when space is tight.

The + symbolizes the added value our brands bring to each other.

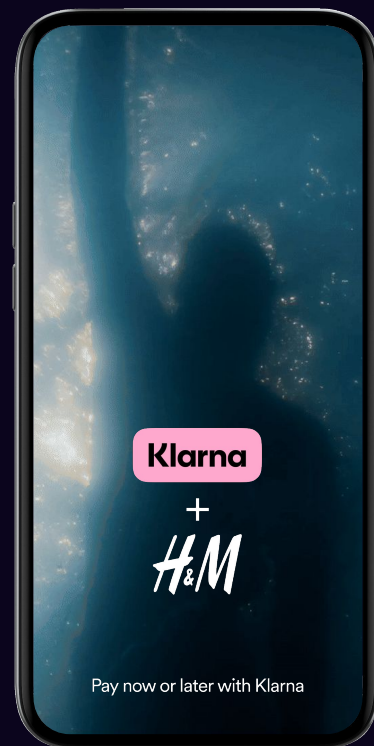
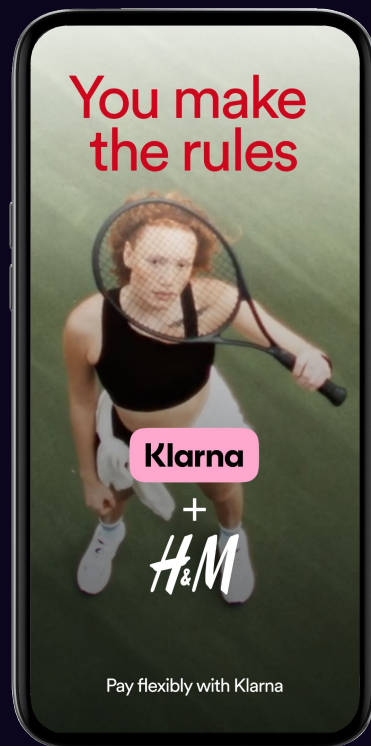
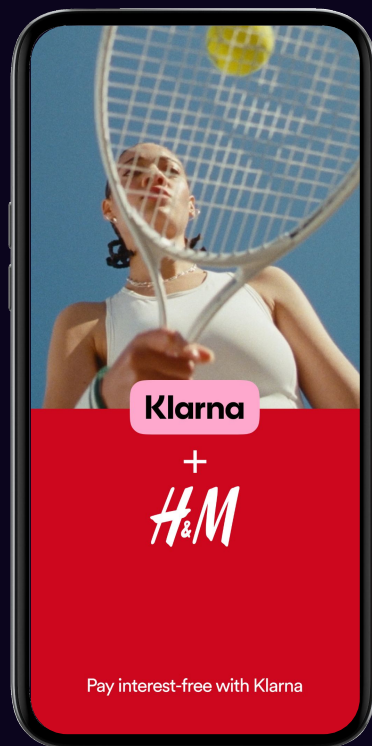
[Here](#) you can download the full dual logo lockup package.



# Secondary lockup: Dual logo

## Copy guidance

The dual logo lockup is flexible, and can be used with or without a headline. However, wherever possible it should include one of Klarna's approved sublines suitable for the payment methods you offer (available per market [here](#)). This subline should be written in your own typeface without Klarna's marketing badge.



# Secondary lockup: Dual logo

## Variants

The lockups are available in two different colors to work with different light or dark contexts. A monochrome option is also available for when a touch of pink is not suitable for your asset.

**With pink badge**

Vertical

Horizontal

**With monochrome wordmark**  
Fallback option

Vertical

Horizontal

# Secondary lockup: Dual logo

Spacing and balance

The lockup needs to be balanced to show both of our logos equally. We recommend that you place your logo between these guidance lines and then balance it visually.

**With pink badge**

Vertical

Horizontal

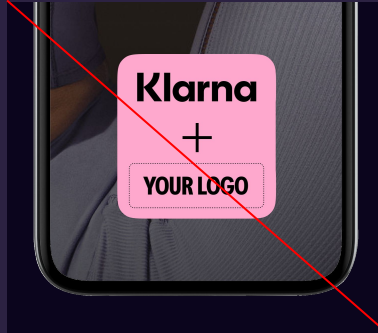
**With monochrome wordmark**  
Fallback option

Vertical

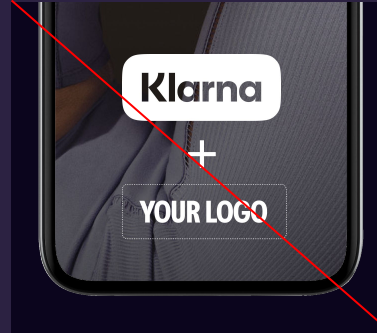
Horizontal

# Secondary lockup: Dual logo

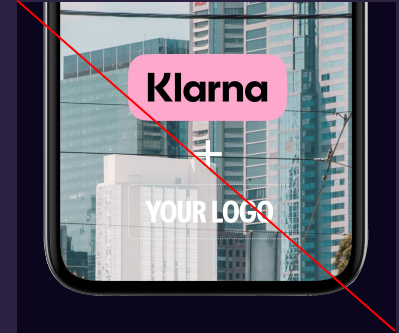
## Misuse



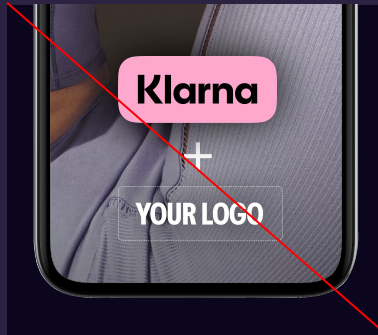
Don't alter or create new lockups.



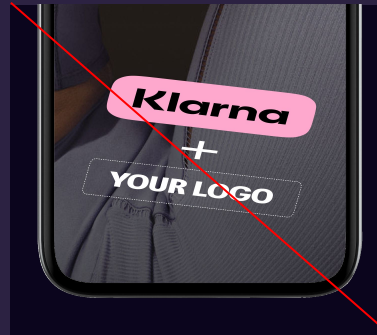
Don't alter the colors of the lockup.



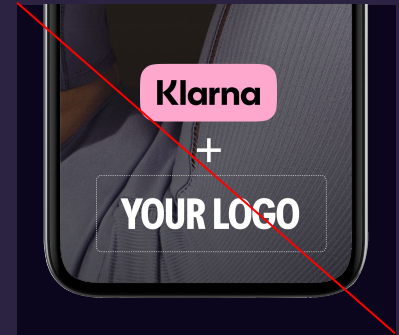
Don't place the lockup over a busy background.



Don't add effects or shadows to the lockup.



Don't stretch, squeeze or rotate the lockup.

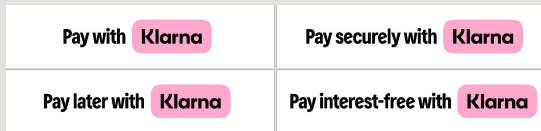


Don't size the logos in an unbalanced way, or space them unevenly. Please see previous slide.

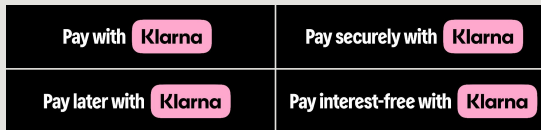
# Overview of logo lockup options

## PRIMARY LOCKUP

LogoLockups\_Paywith\_Horizontal\_Black

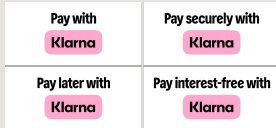


LogoLockups\_Paywith\_Horizontal\_White

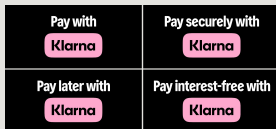


Note: Each market has localized versions available, approved only for use within that specific market. You can download them [here](#).

LogoLockups\_Paywith\_Vertical\_Black

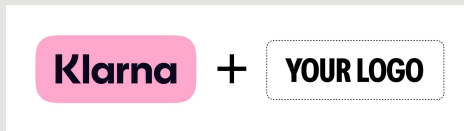


LogoLockups\_Paywith\_Vertical\_White

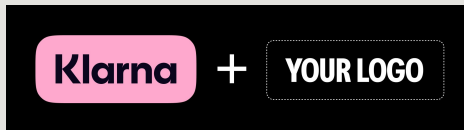


## SECONDARY LOCKUP

Klarna+Badge\_Primary\_Horizontal\_Black



Klarna+Badge\_Primary\_Horizontal\_White



Klarna+Wordmark\_Secondary\_Horizontal\_Black



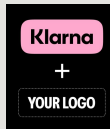
Klarna+Wordmark\_Secondary\_Horizontal\_White



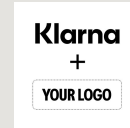
Klarna+Badge\_Primary\_Vertical\_Black



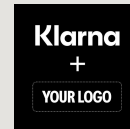
Klarna+Badge\_Primary\_Vertical\_White



Klarna+Wordmark\_Secondary\_Vertical\_Black



Klarna+Wordmark\_Secondary\_Vertical\_White



HORIZONTAL

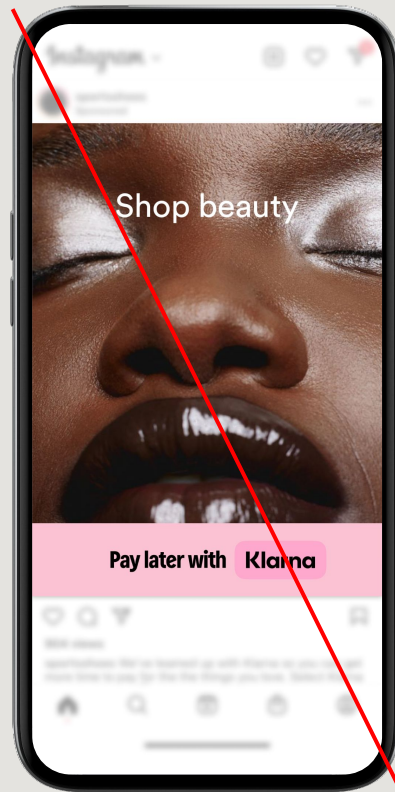
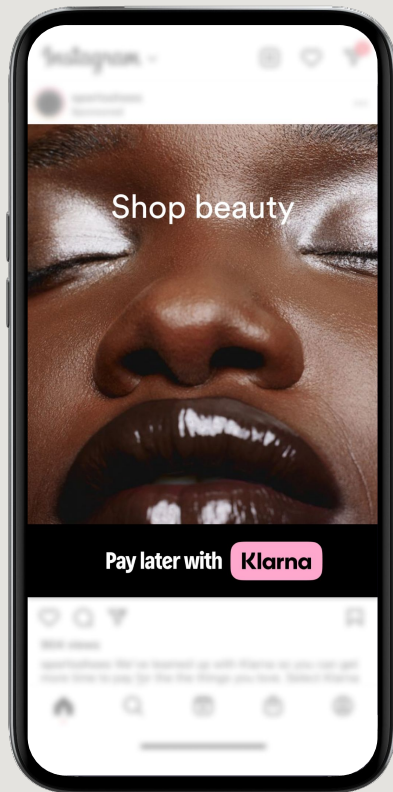
VERTICAL



# Appendix

# Extra design guidance

The Klarna brand is built on three colors (pink, black and white) and each of them has a role to play to stand out in the best way.



Focusing too much on pink hues can decrease the contrast of the ad and lose its impactfulness.

# Extra design guidance

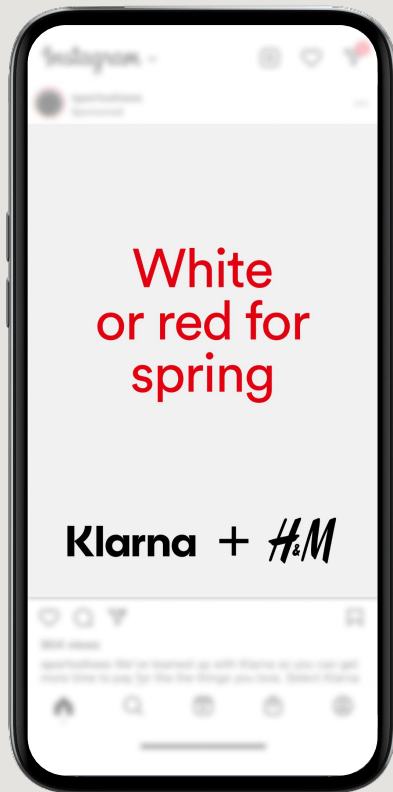
Be mindful of the context when picking the color of the lockup and the CTA.



Better unpaired than unclear.

# Extra design guidance

Stay true to your brand's design system.

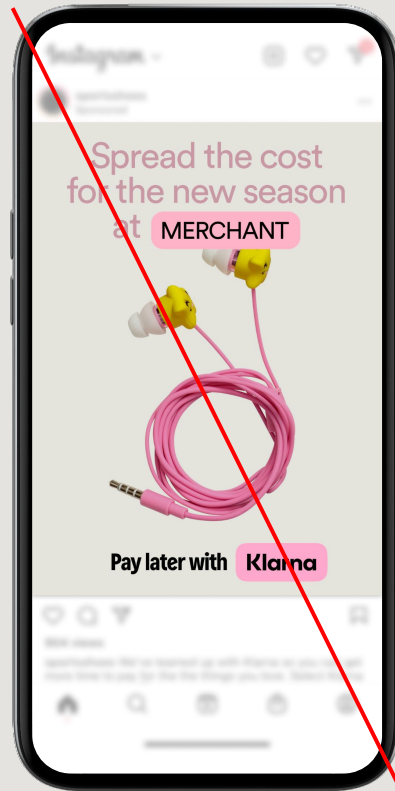
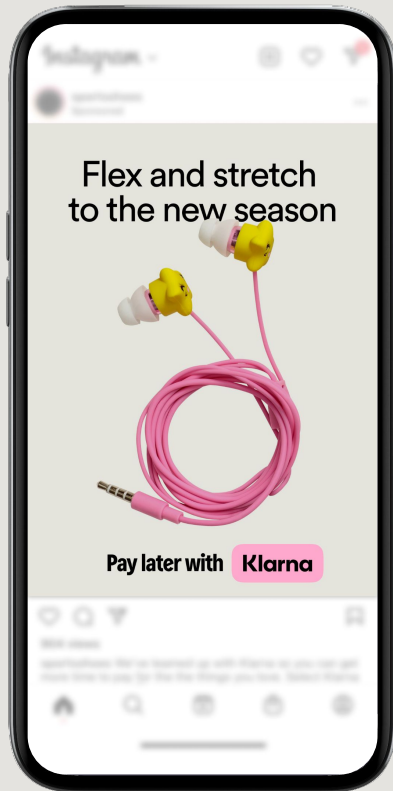


Don't try to make it appear like a Klarna ad by overusing pink.



# Extra design guidance

Your brand should look and speak like you usually do. The contrast can help clarify who the sender is.



No need to try to meet in the middle. Brands are more distinctive when they stay true their look and feel.