

DIGITAL TOOLKIT

TOOLKIT OVERVIEW



Welcome to our digital toolkit, featuring everything you need to effectively promote Plinqit! In this toolkit, you will find our brand colors, logos, ad templates, copy, and more, all designed to help you create compelling, on-brand marketing materials quickly and easily. We know you work hard to create brand consistency which is why we provide you with the tools you need to co-brand and succeed!

ACCESSING FILES

Template

Our Canva templates are designed to be both customizable and easy to use. To get started, simply click the template button to open it in Canva. From there, you can easily customize the text, images, and colors to match your brand and your message. With Canva's intuitive drag-and-drop interface, you can create beautiful designs in just minutes.

**Zipped File**

Click on the link to download the file to your computer. Once the file has finished downloading, locate it in your computer's downloads folder or wherever you saved it.

Extract the contents: To access the files inside the zipped file, you will need to extract, or unzip, them.

**Request Upload**

Prefer to use your own secure file transfer system? Click "Request Upload" to complete the form.

PLINQIT LOGO

Grey & Green logo

used on light backgrounds

White logo used on darker backgrounds



Full white logo

used on green background

(green should ideally be #87c13f)



White & Green logo

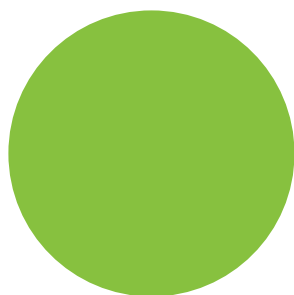
should never be used on green backgrounds



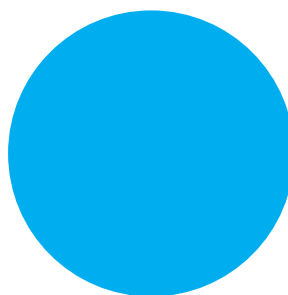
[Zipped File](#)



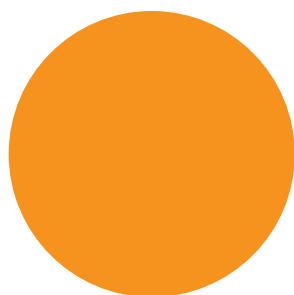
PLINQIT COLOR SCHEME



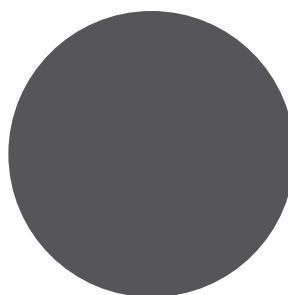
Plinqit Green
#87c13f



Cyan
#00adee



Orange
#f6921e



Grey
#56565a

COPY

What is Plinqit?

Plinqit is a savings platform that is designed to help you save more. Once you sign up for the platform, you will have the opportunity to get paid to save and learn about money.

That's right! You can get paid to learn about money with topics such as buying your first home, building your credit score, and investing. Throughout the process of saving with Plinqit, you will remain in complete control of how much money you choose to save and when you choose to save it.

Plinqit Makes Saving Easy & Automatic

Saving can be a tedious chore. The act of transferring funds on a regular basis is a task that falls to the bottom of most to-do lists. Plinqit takes care of the tedious parts of saving so that you can stick to your goal easily. Instead of constantly keeping up with your savings intentions, you can set up your goal one time and allow Plinqit to take care of the rest. With a customizable savings plan, you can set up savings goals that fit within your budget and your timeline.

Get Paid to Learn with Plinqit!

Personal finance is an important topic. Unfortunately, although there are countless free resources out there, very few personal finance resources pay you to learn about money. Plinqit stands apart from the crowd by offering cash rewards for taking the time to learn about money.

Why not take advantage of this paid opportunity?

Pay Yourself First with Plinqit!

The concept is simple: every payday, the very first thing you do is set aside a percentage of your income in a savings account. You do this before you pay the rent, before you pay your other monthly expenses, and before you head to happy hour. You "pay yourself first". Sign up for Plinqit in less than 5 minutes!

Save Automatically with Plinqit!

Plinqit makes saving easier with automatic transfers that you set to move money regularly. Plinqit helps you save for the things you want and put away money for what you need. Create up to 5 goals to save for wants and needs of all sizes. Sign up for Plinqit in less than 5 minutes!

PANDA

The Plinqit Panda has an outfit for almost any occasion!



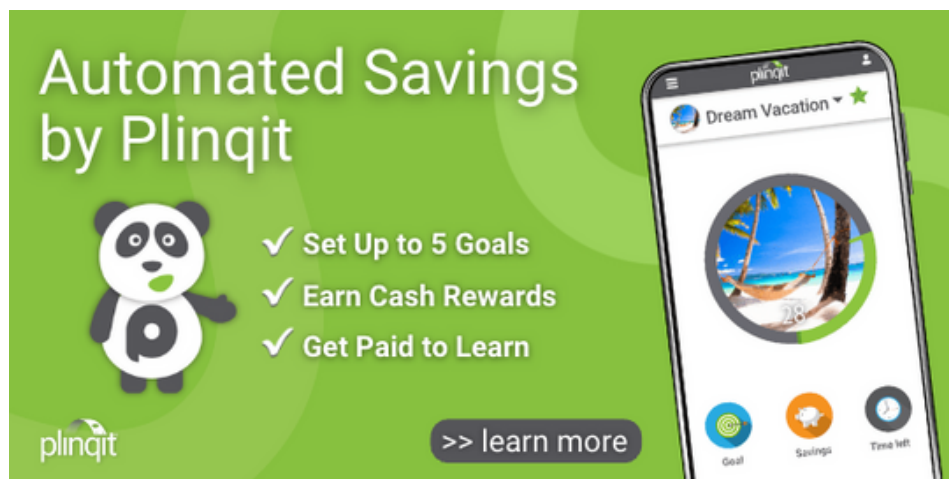
[Zipped File](#)



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WEB BANNERS

Resize web banners for websites, online banking, ATM screens, TV screens and more!



Canva

[Template](#)



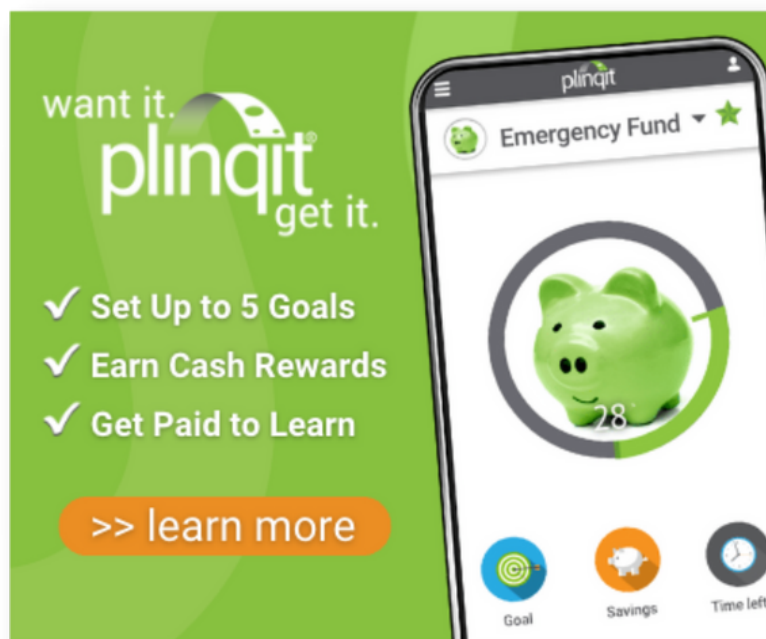
[Zipped File](#)



[Request Upload](#)

SQUARE ADS

Resize web banners for websites, online banking, ATM screens, TV screens and more!



Canva

[Template](#)



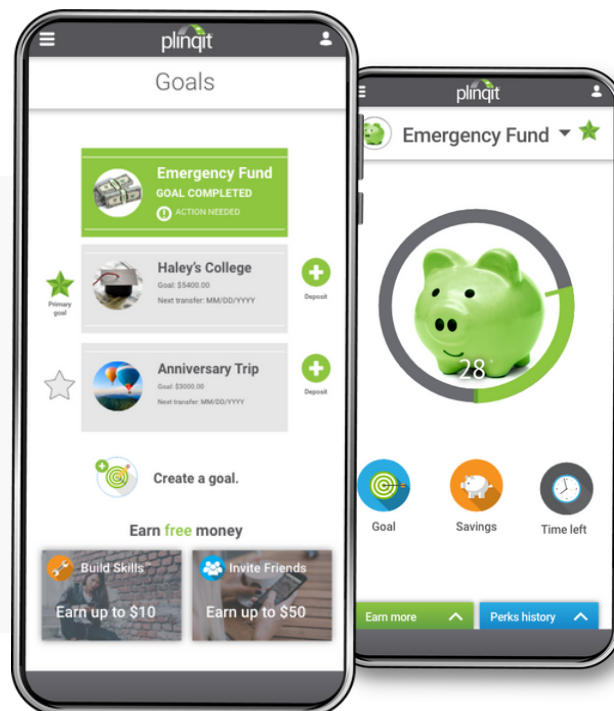
[Zipped File](#)



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LANDING PAGE

Automated Savings by Plinqit



Save for what matters most.

<Insert FI Name> is committed to helping you **Save Big!** With Plinqit saving for what matters most to you is simple & automatic! Simply set your goal, decide how much and how often you'd like to save, then let Plinqit do the rest. Plinqit savers are 2x more likely to achieve their savings goals. Keep track of your progress while you manage your <Insert FI Name> accounts in online banking. Plinqit is free to use.

Scan the code to learn more or visit <FI.URL>



Set Up to 5 Goals

Plinqit helps you save for the things you want and put away money for what you need. Create up to 5 goals to save for wants and needs of all sizes.



Earn Cash Rewards

Earn up to \$9.99 each time you reach your savings goal. Tell your friends and you can earn up to \$xx in rewards.*



Get Paid to Learn

Grow your knowledge about money and get paid to do it with Build Skills.™ Watch a video or read an article, take a quick 2-question quiz and get paid into your savings goal!

