



# Partnership guidelines

2025

**Klarna**

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# Introduction

Klarna regularly collaborates with or supports third-party partners. These guidelines outline the main approaches Klarna takes in third-party partnerships and how to design on-brand communications. As a reminder, any content featuring Klarna requires prior approval.

Partnerships are dynamic. The execution may change depending on the activation, the needs of the audience or the moment in time. This toolkit strives to create consistency and cover the majority of partnership cases the brand encounters. Please follow these guidelines to present our partnership in a clear, consistent, and impactful way.

# Brand

**Partnerships only exist with the Klarna masterbrand and not with its sub-brands or financial products.**

The Klarna logo is displayed within a light pink rounded rectangular background. The word "Klarna" is written in a bold, black, sans-serif font.

**Klarna**

# Principles

**1**

## **The sender leads**

The sender owns the communication, while the partner guest is featured in it. Therefore, the sender's logo always appears first in the partnership whether in a logo lock-up or otherwise. If you are the sender, your brand controls the look and feel of the communication. If Klarna is the sender then the asset will follow its brand guidelines.

**2**

## **Never blend identities**

Don't blend visual assets to create a hybrid visual identity. Instead, use the tools outlined in these guidelines to protect our brands and clearly articulate the partnership's message and goals.

# Use cases

1

## Technology integration

Partnership where one brand's technology powers another brand's product or service. Klarna partners with other brands that are looking to provide their own financial products. To avoid white labelling such initiatives, it is important that the partner clearly stipulates the role of Klarna in providing the technology behind the financial service. In this case, Klarna is partnering with another company providing a financial product.

2

## Co-branding partner

Partnership which signals an equal partnership with distinct roles played. Klarna collaborates with merchants and wallets to acquire customers and communicates this shared value proposition in partner marketing.

3

## Sponsorship

Partnership which follows similar guidelines to co-branding but may need additional guidance depending on touchpoint. Klarna participates in sponsorships of events, teams, and more. It's brand may be an exclusive sponsor or at times appear with multiple partners.

These partnerships follow similar guidelines to co-branding. However, at times it's necessary to provide additional guidance for cases in which multiple partners are present or there is a need to introduce the brand's role or offering.

# **Technology integration**

# Technology integration

Product integrations happen when one partner's technology is integrated into the product or platform of another partner.

For technology integrations where Klarna is powering a financial product from another brand the recommendation is to clarify the relationship with a credit line "Powered by".

Logo can be centered for communication and left aligned when necessary for CRM touchpoints.

Center-aligned



**YOUR LOGO**

Powered by **Klarna**

---

Left-aligned



**YOUR LOGO**

Powered by **Klarna**

# Lockup

“Powered by Klarna” can be either centered or left-aligned for different communication purposes. It follows under the logo of partner’s technology integration, and the size of the lockup can vary depending on the importance of the partner that Klarna is being put next by.

Center-aligned

 **TikTok** PayLater

Powered by **Klarna**

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Left-aligned

 **TikTok** PayLater

Powered by **Klarna**

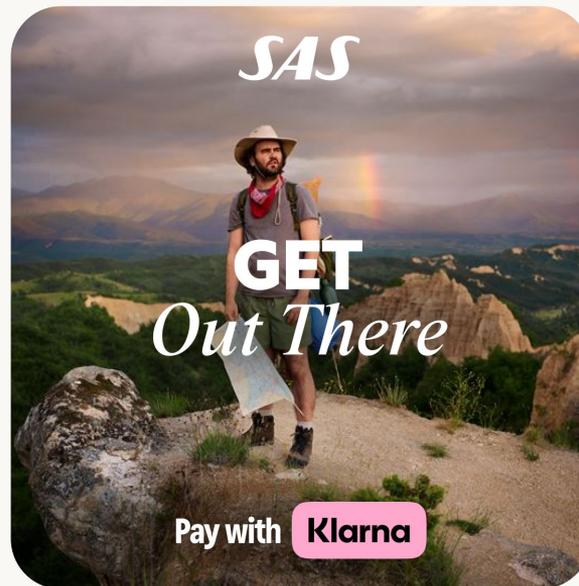
# Co-branding

# Co-branding: Primary

Our primary lock-up is the recommended design asset for co-marketing with merchants and wallets as it clarifies the role Klarna plays within the partner communication. This lock-up is available in multiple languages for market localization.

Primary lock-up:  
Pay with Klarna

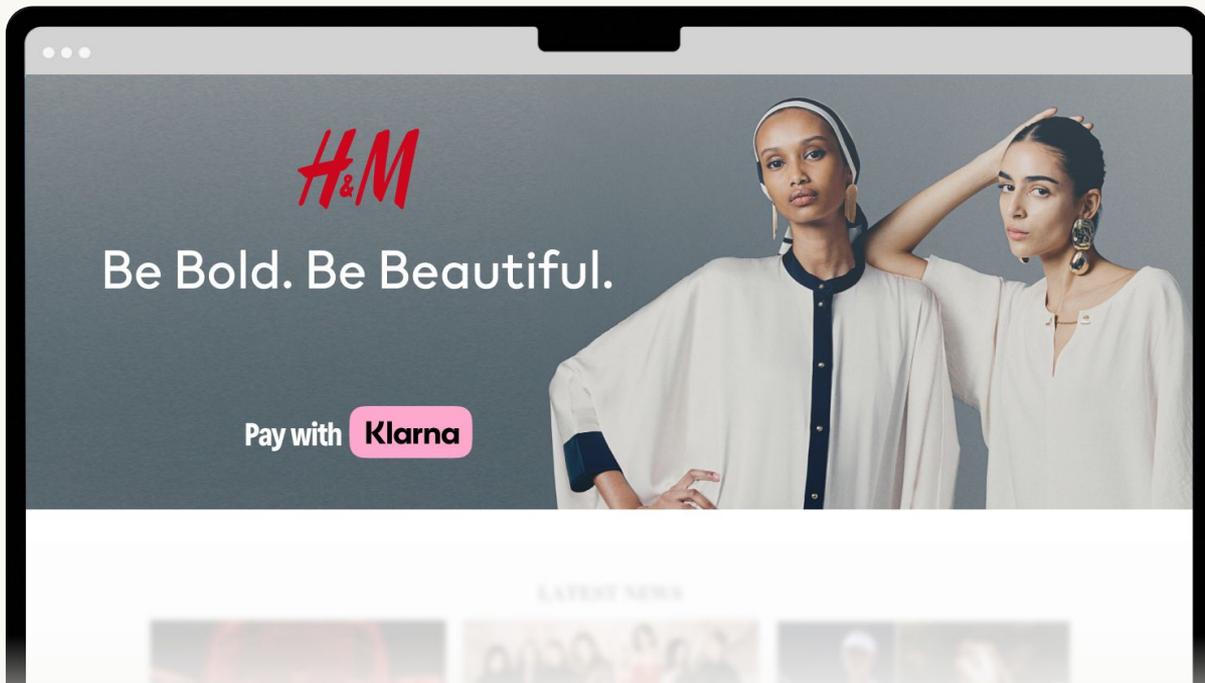
Clean and clear.  
Our recommended lockup  
for most scenarios.



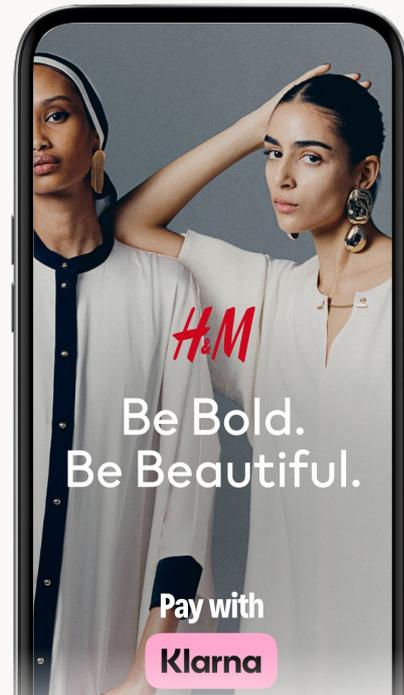
Pay with **Klarna**

# Lockups in context

- 01 Primary lockup:  
PAY WITH KLARNA

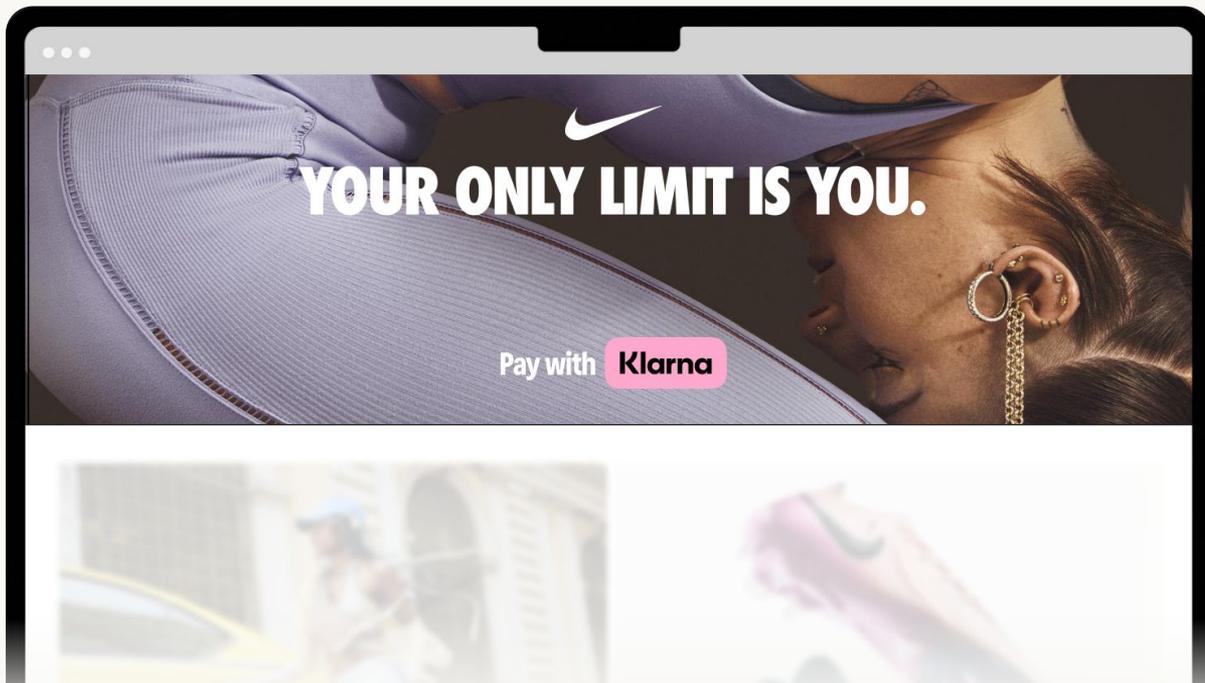


- 02 Secondary lockup:  
DUAL LOGO

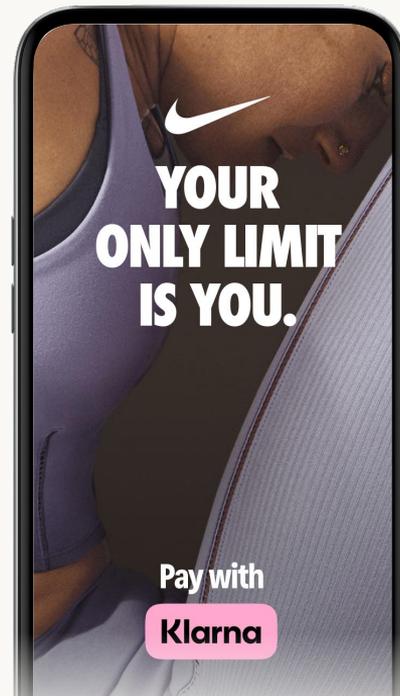


# Lockups in context

- 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](#).

## HORIZONTAL



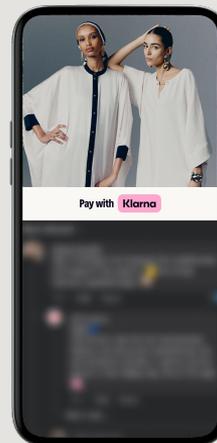
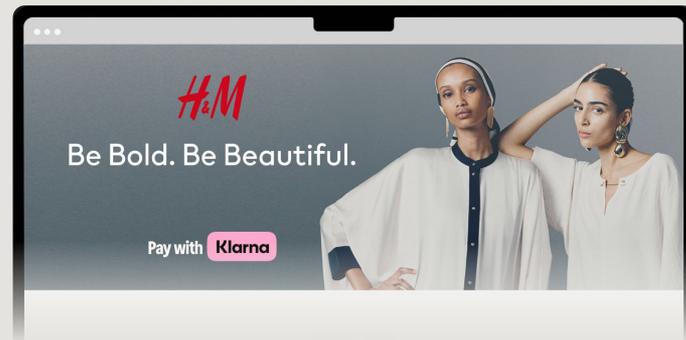
## HORIZONTAL BANNER



## VERTICAL



## VERTICAL STICKER

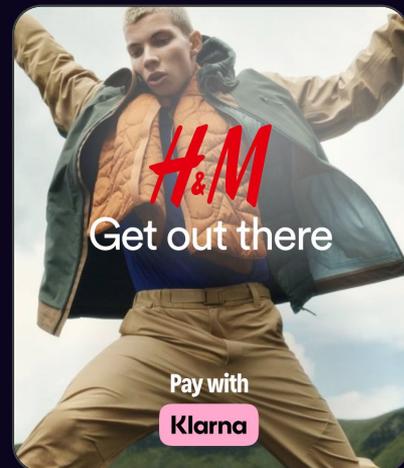
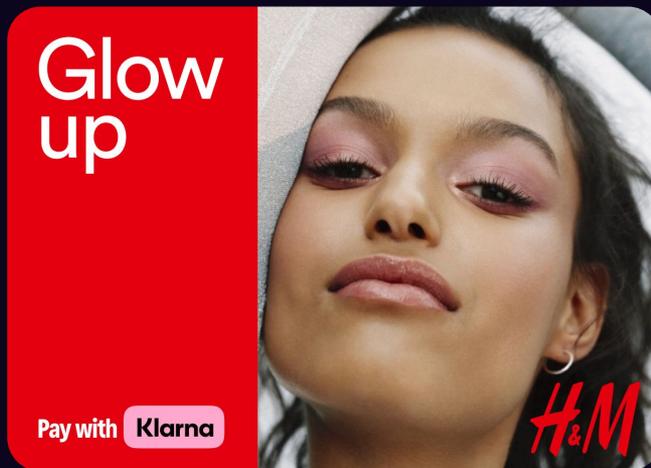


# Primary lockup: Pay with Klarna

## 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

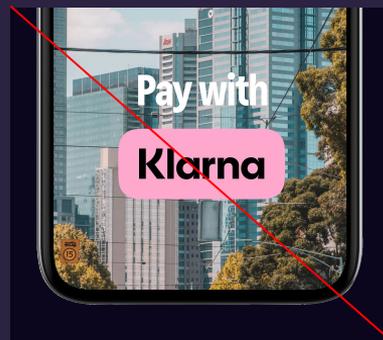
## Misuse



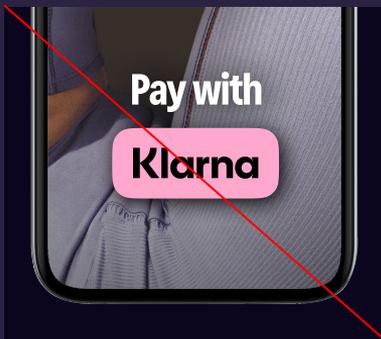
Don't alter or create new lockups.



Don't alter the colors of the lockup.



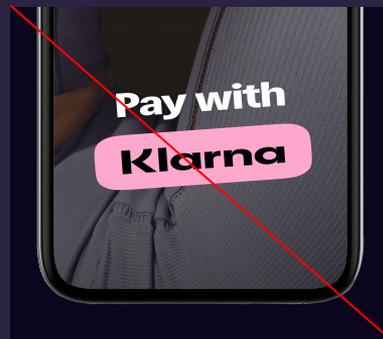
Don't place the lockup over a busy background.



Don't add effects or shadows to the lockup.



Don't outline the lockup.



Don't stretch, squeeze or rotate the lockup.

# Co-branding: Secondary

A tall vertical bar separates the logos to imply 'and' for co-marketing with merchants and wallets as well as sponsorships.

Secondary lockup:  
Dual logo

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



# 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.

## HORIZONTAL



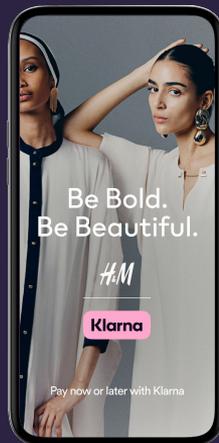
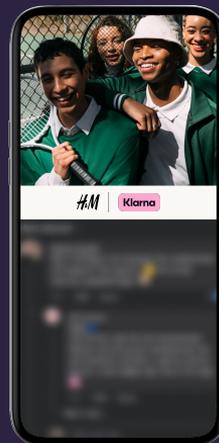
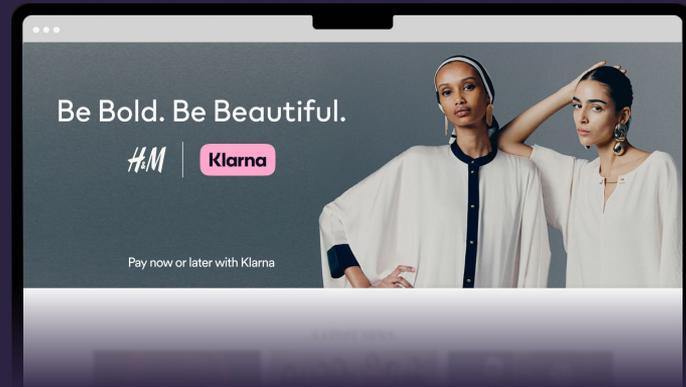
## HORIZONTAL BANNER



## VERTICAL



## VERTICAL STICKER



# Secondary lockup: Dual logo

## Copy guidance

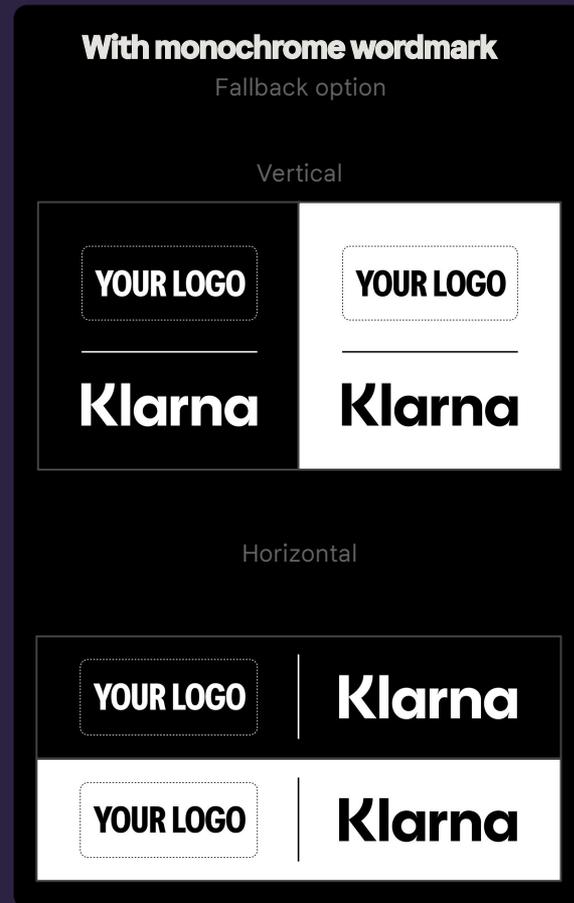
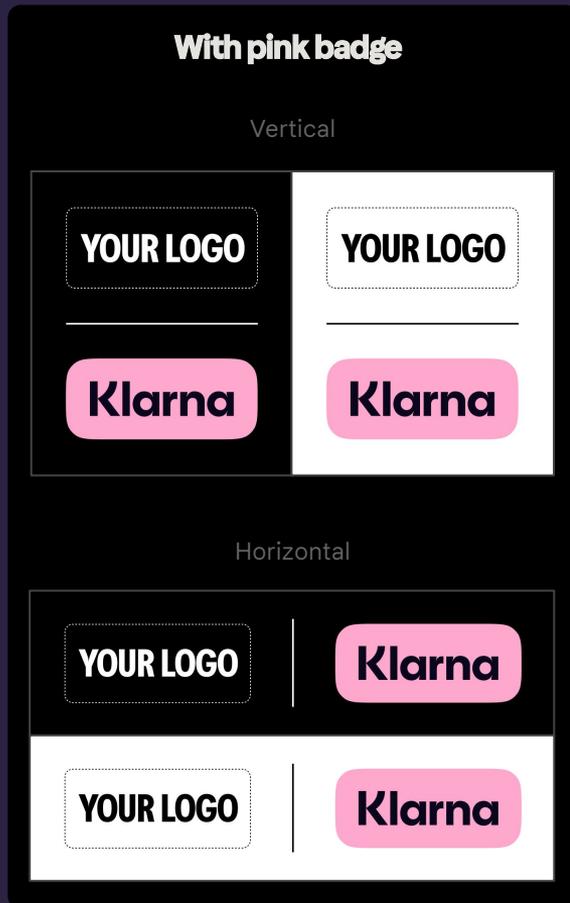
The dual logo lockup is flexible, and can be used with or without a headline. However, wherever possible it should include one of Klarna's approved sublines suitable for the payment methods you offer (available per market [here](#)). This subline should be written in your own typeface without Klarna's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



# 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



YOUR LOGO

---

Klarna

1.0			1.0
	YOUR LOGO		
	1.0		
	1.0		
			1.0
1.0			1.0

Horizontal



YOUR LOGO

---

Klarna

1.0		1.25	1.25	1.0
	YOUR LOGO		Klarna	
1.0				1.0

### With monochrome wordmark

Fallback option

Vertical



YOUR LOGO

---

Klarna

1.0			1.0
	YOUR LOGO		
	.75		
	.75		
			1.0
1.0			1.0

Horizontal



YOUR LOGO

---

Klarna

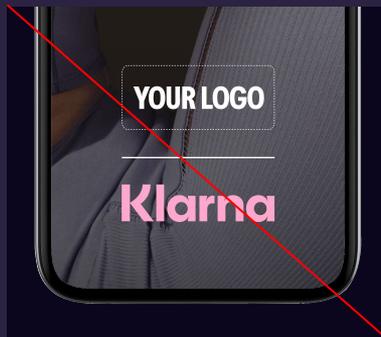
1.0		.5	.5	1.0
	YOUR LOGO	.9	.9	Klarna
1.0				1.0

# Secondary lockup: Dual logo

## Misuse



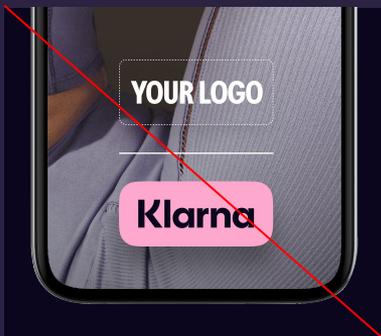
Don't alter or create new lockups.



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.

# Secondary lockup: Dual logo

Sender

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.

### Partner as the sender

Vertical



Horizontal



The vertical lockup shows two columns. The left column contains 'YOUR LOGO' (dashed box) and 'Klarna' (solid pink rounded rectangle). The right column contains 'YOUR LOGO' (dashed box) and 'Klarna' (solid pink rounded rectangle). A horizontal line is between the two logos in each column. The horizontal lockup shows 'YOUR LOGO' (dashed box) and 'Klarna' (solid pink rounded rectangle) side-by-side, separated by a vertical line. A grid with numerical values (1.0, 1.25) is at the bottom.

### Klarna as the sender

Vertical



Horizontal

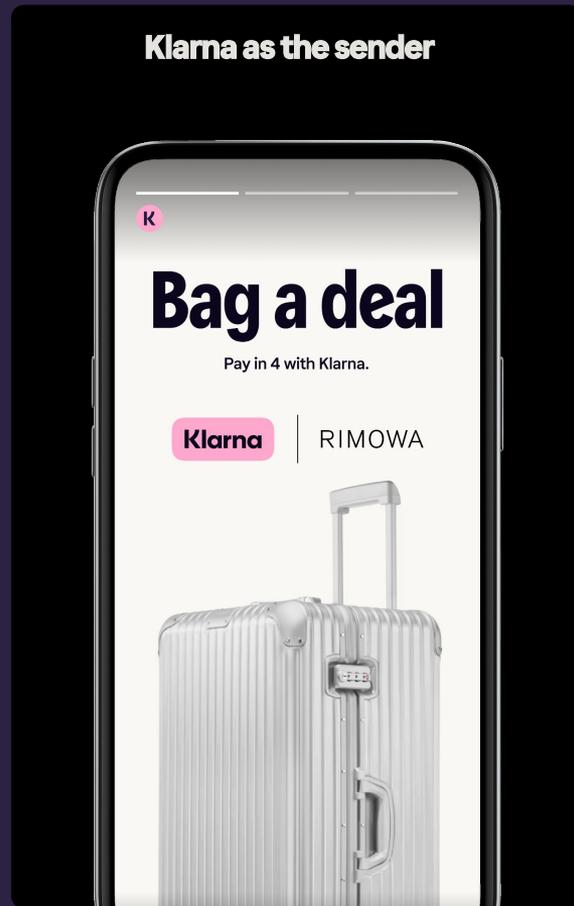
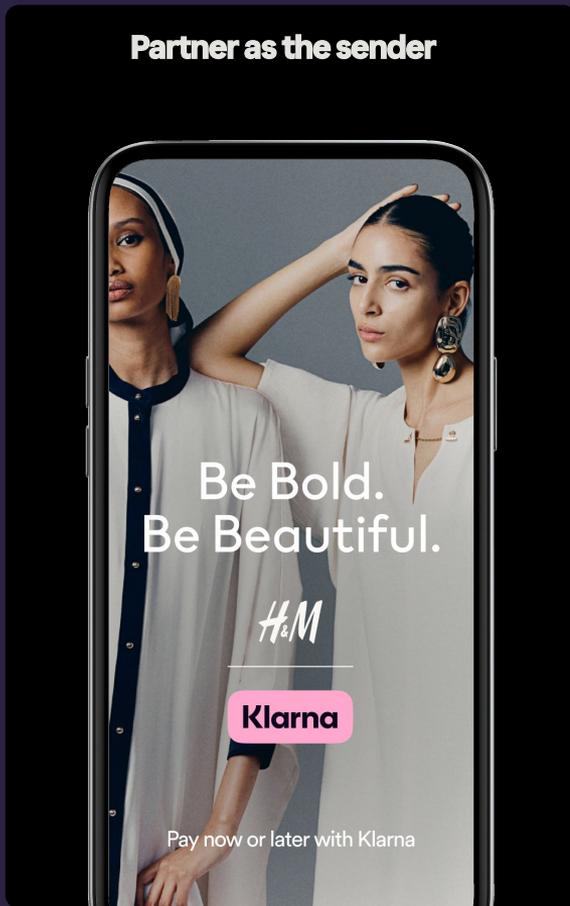


The vertical lockup shows two columns. The left column contains 'Klarna' (solid pink rounded rectangle) and 'YOUR LOGO' (dashed box). The right column contains 'Klarna' (solid pink rounded rectangle) and 'YOUR LOGO' (dashed box). A horizontal line is between the two logos in each column. The horizontal lockup shows 'Klarna' (solid pink rounded rectangle) and 'YOUR LOGO' (dashed box) side-by-side, separated by a vertical line. A grid with numerical values (1.0, 1.25) is at the bottom.

# Secondary lockup: Dual logo

## Sender

If you are the sender, your brand controls the look and feel of the communication. You should use Your logo in the lead. If Klarna is the sender then the asset will follow our brand guidelines, and the Klarna logo should be in the lead.



# Overview of logo lockup options:

# Partner as the

# sender

## 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



HORIZONTAL

VERTICAL

## Secondary Lockup

Klarna-Badge\_Primary\_Horizontal\_Black



Klarna-Badge\_Primary\_Horizontal\_White



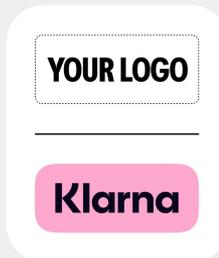
Klarna-Wordmark\_Secondary\_Horizontal\_Black



Klarna-Wordmark\_Secondary\_Horizontal\_White



Klarna-Badge\_Primary\_Vertical\_Black



Klarna-Badge\_Primary\_Vertical\_White



Klarna-Wordmark\_Primary\_Vertical\_Black



Klarna-Wordmark\_Primary\_Vertical\_White



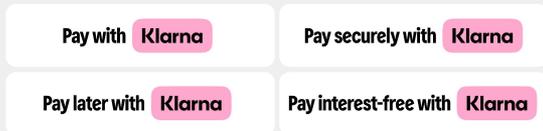
# Overview of logo lockup options:

# Klarna as the

# sender

## 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

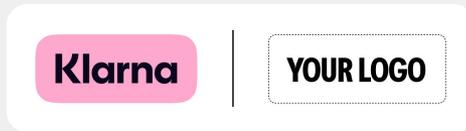


LogoLockups\_Paywith\_Vertical\_White



## Secondary Lockup

Klarna-Badge\_Primary\_Horizontal\_Black



Klarna-Badge\_Primary\_Horizontal\_White



Klarna-Wordmark\_Secondary\_Horizontal\_Black



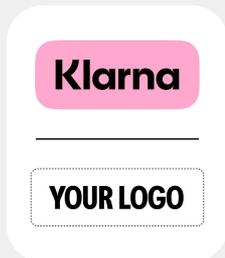
Klarna-Wordmark\_Secondary\_Horizontal\_White



HORIZONTAL

VERTICAL

Klarna-Badge\_Primary\_Vertical\_Black



Klarna-Badge\_Primary\_Vertical\_White



Klarna-Wordmark\_Primary\_Vertical\_Black



Klarna-Wordmark\_Primary\_Vertical\_White



# Sponsorships

# Co-branding: Sponsorships

Our primary lock-up is the recommended design asset for sponsorships, as it implies a partnership. However, we also have a secondary option. Please choose the one that best fits the purpose and context.

## Primary option

Badge

1.0		.6	1.0
	Together with	<b>Klarna</b>	
1.0			1.0

Together with **Klarna**

Wordmark

1.0		.6	1.0
	Together with	<b>Klarna</b>	
1.0			1.0

Together with **Klarna**

## Secondary option

Badge

1.0		.6	1.0
	Presented by	<b>Klarna</b>	
1.0			1.0

Presented by **Klarna**

Wordmark

1.0		.6	1.0
	Presented by	<b>Klarna</b>	
1.0			1.0

Presented by **Klarna**

# Co-branding: Exclusive sponsor

There may be cases where Klarna is the exclusive sponsor. Typically, the brand will follow and support the brand hosting. However, sometimes there is an opportunity to give more protagonist to the sponsored brand. On the right, you can see two examples of how we clarify Klarna's role as a sponsor.

A credit line helps clarify the role Klarna plays in the sponsorship. If the brand appears first in the communication use a credit line like "Presents" or "Together with."

If the brand follows use a credit line like "Sponsored by" or "Presented by."



Sponsorship lockup as First



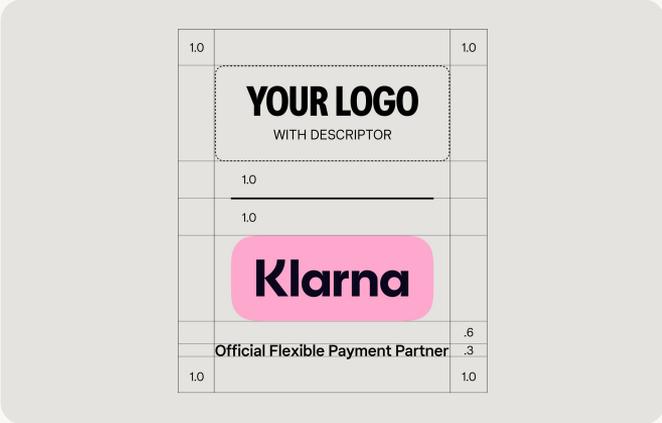
Sponsorship lockup as Second

# Co-branding: Descriptor

There may be times that a sponsorship requires a crest line or description that describes what Klarna does as a company for clarity. In this case use "Official Flexible Payments Partner" written in sentence case.



Sponsorship lockup with Descriptor

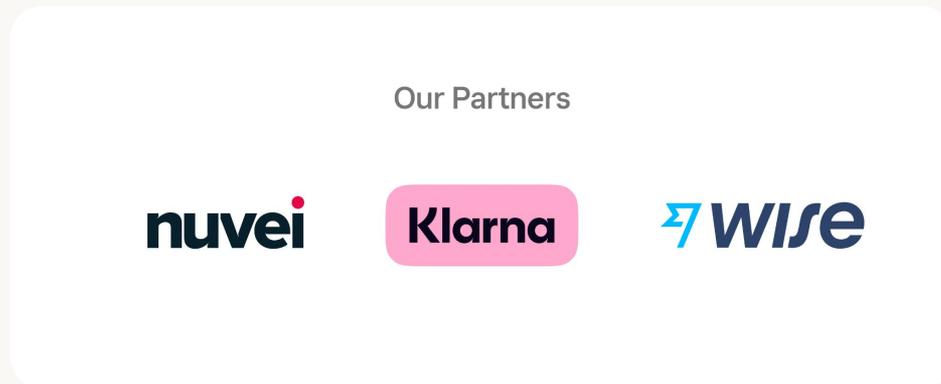


Spacing and Balance

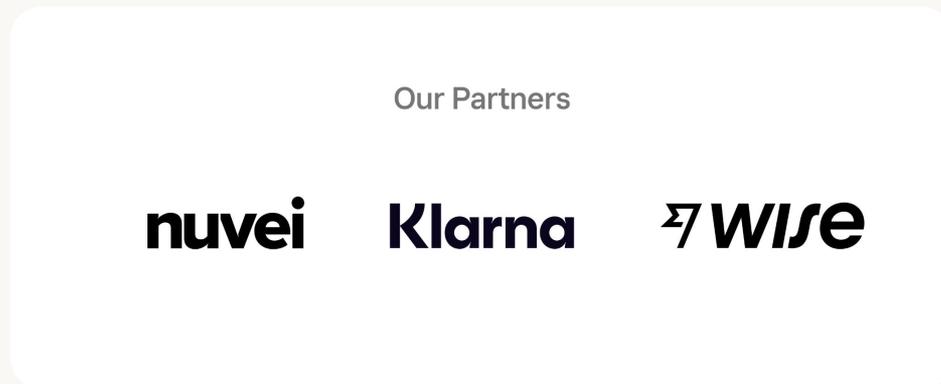
# Co-branding: Brand inclusion

Brand inclusion occurs when the Klarna logo is included in a larger set of partners. The host logo should be set apart from the larger set of supportive offerings.

Ideally, always lead with the marketing badge which leads with Klarna's equity color pink. But if it's mandated by the partner, it is possible to use the negative wordmark.



Primary option (Marketing badge)

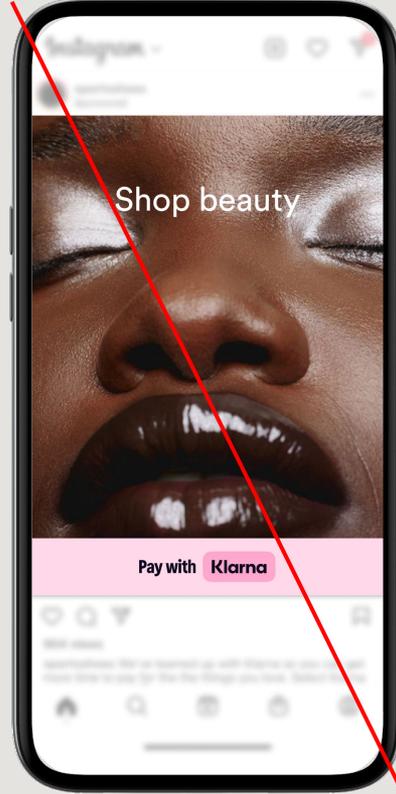
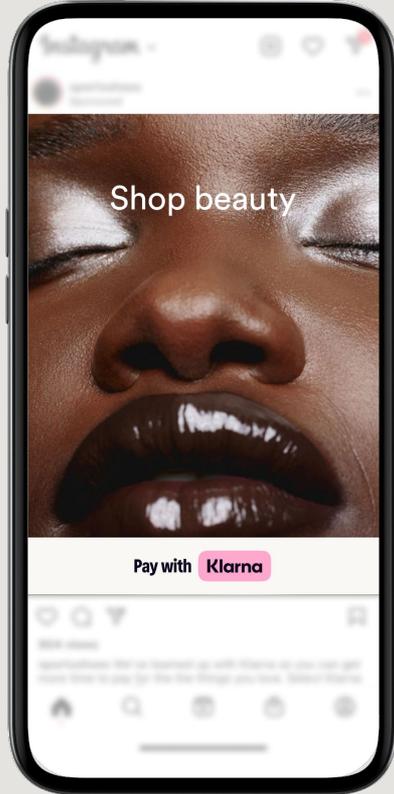


Secondary option (Wordmark)

# 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



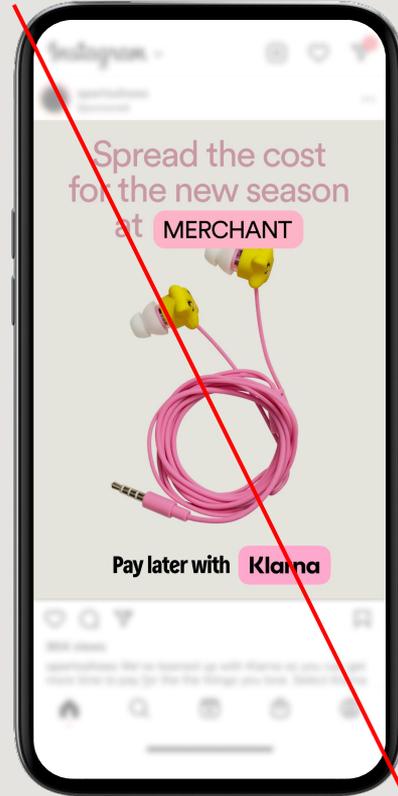
Stay true to your brand's design system.



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

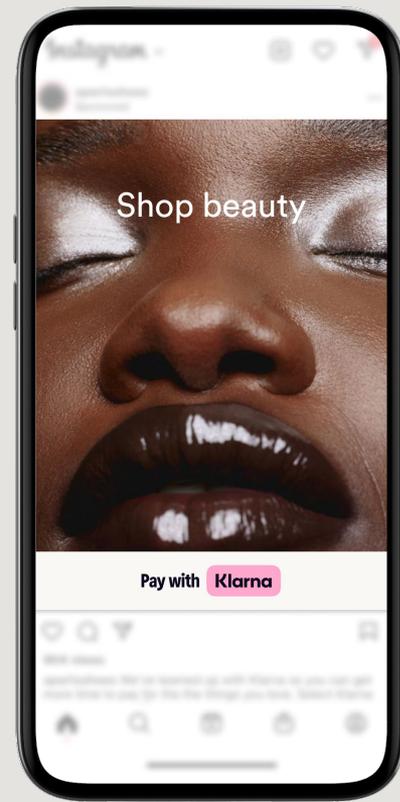
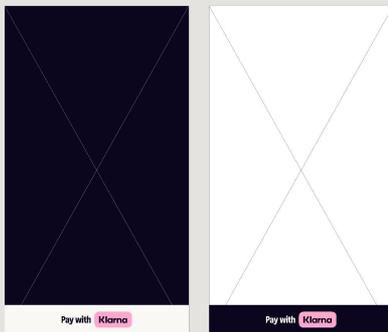
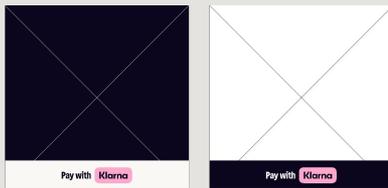
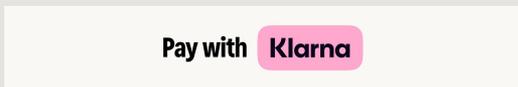
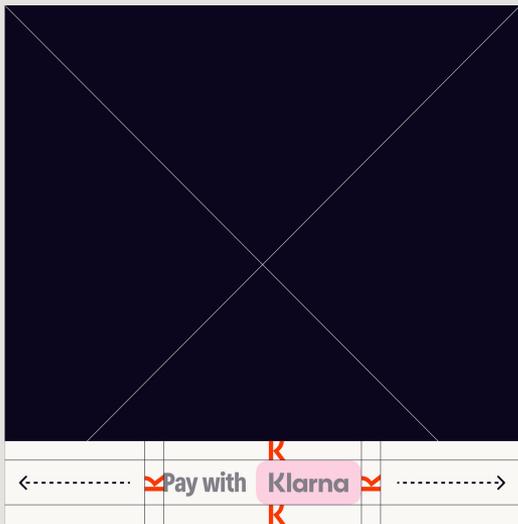
# Extra design guidance

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

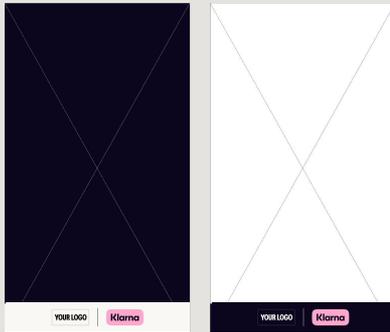
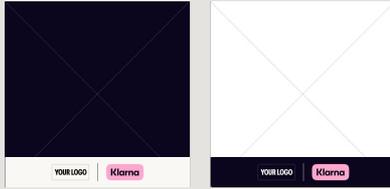
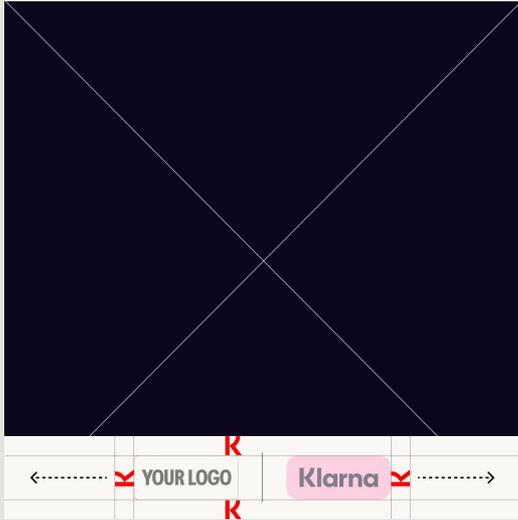


No need to try to meet in the middle. Brands are more distinctive when they stay true their look and feel.

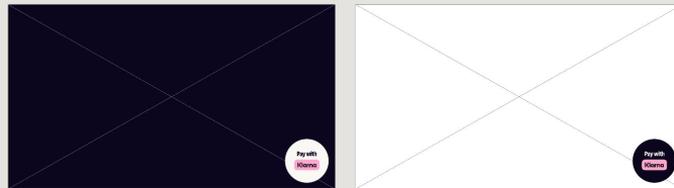
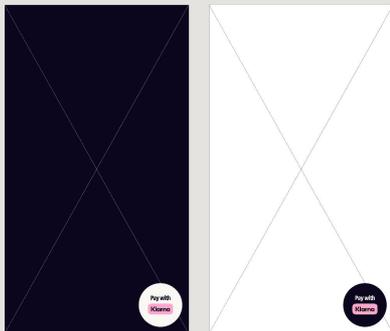
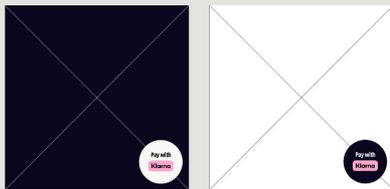
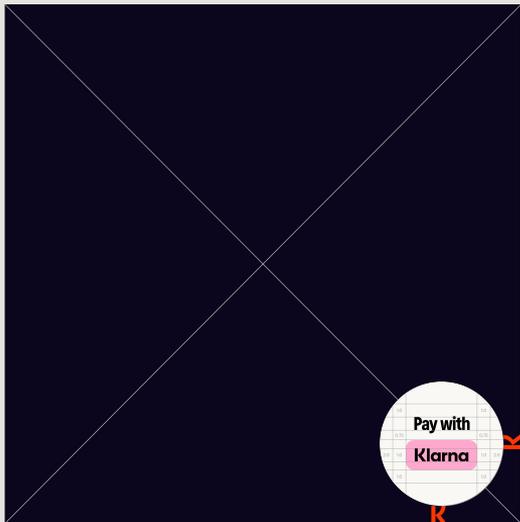
# Extra design guidance



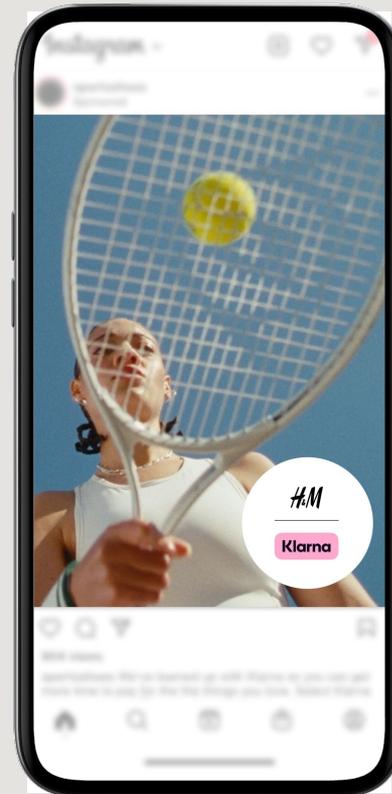
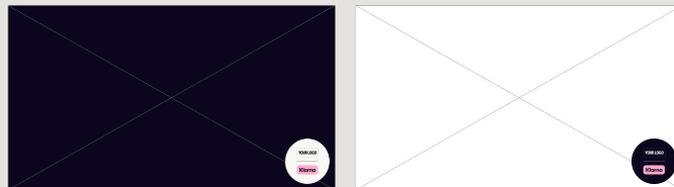
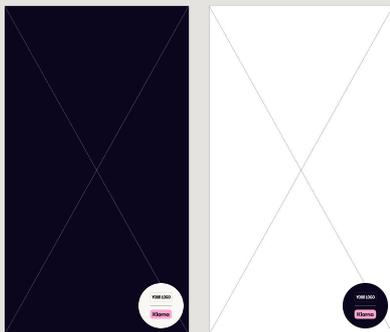
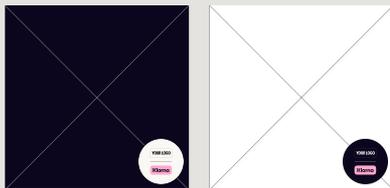
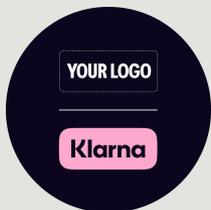
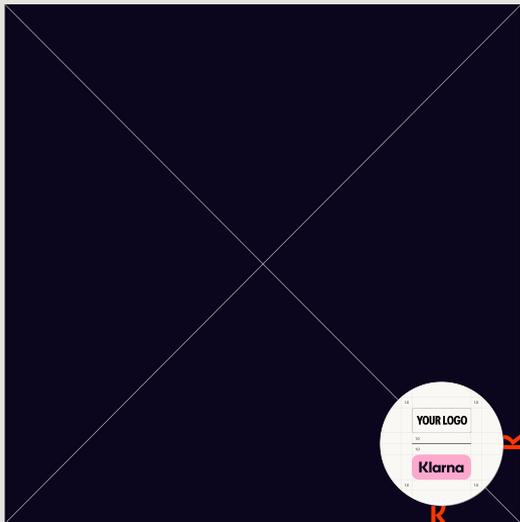
# Extra design guidance



# Extra design guidance



# Extra design guidance



# Extra design guidance

Center-aligned

**OnePay** Later

Powered by **Klarna**

Center-aligned

**TikTok** PayLater

Powered by **Klarna**

Left-aligned

**OnePay** Later

Powered by **Klarna**

Left-aligned

**TikTok** PayLater

Powered by **Klarna**

**Thank you**