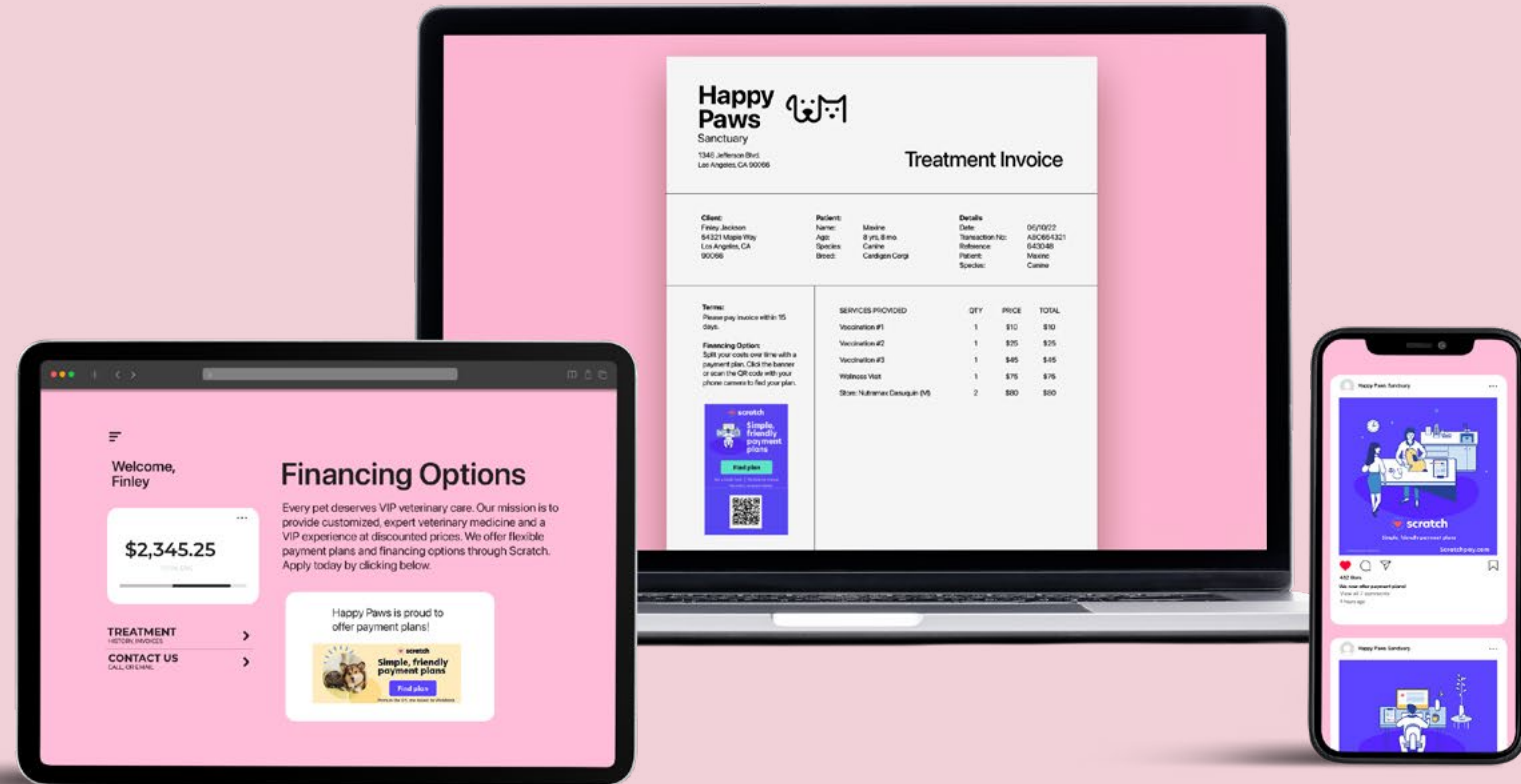




/ Scratch Pay

Digital Asset Usage

[Guide](#)



/ Scratch Pay Digital Asset Usage

Usage Guide

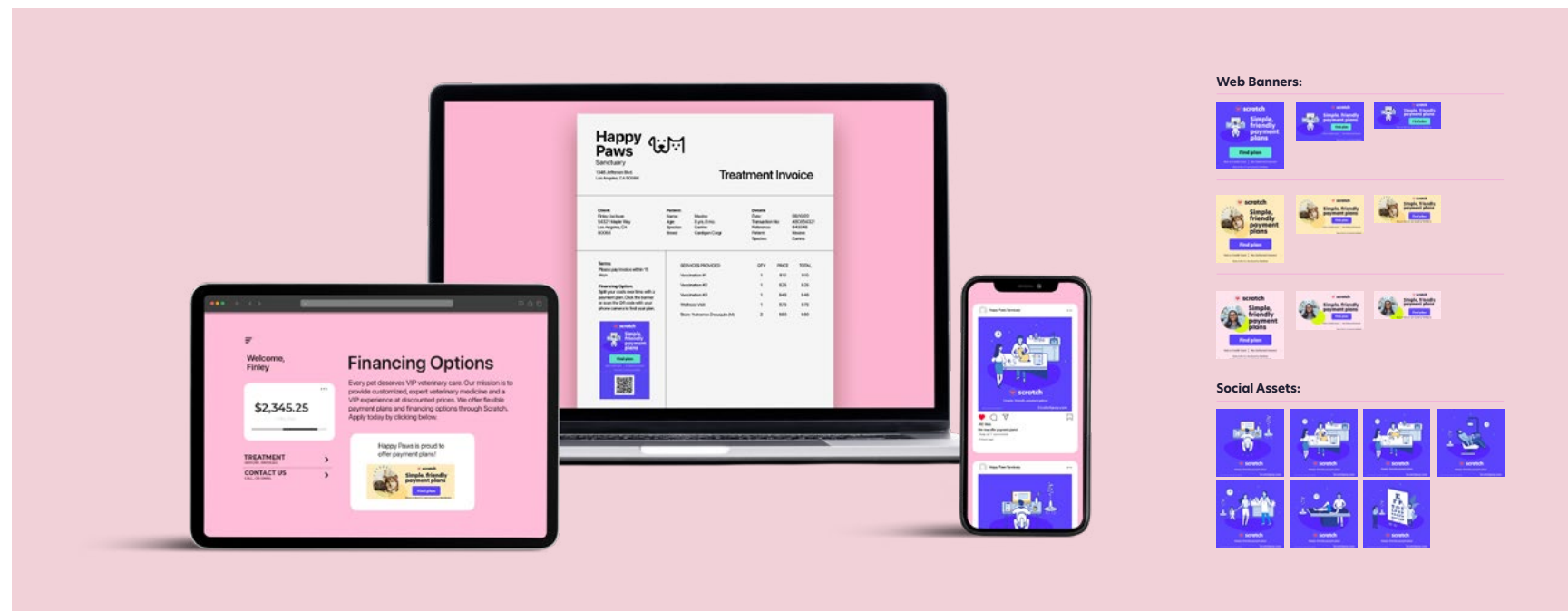
Use our logo, and digital assets to share with your clients that you now offer access to payment plans at your practice.

Remember to follow the provided usage guidelines for website and social media assets to ensure accurate and compliant promotion of this financial product.

Download Assets



Not seeing the asset you need?
[Contact us.](#)



Dos:

Use correct Scratch logo

We refreshed our logo, so please make sure to use our “heart” logo.



Use the provided digital assets

Browse our library of assets and choose the ones that perfectly match the needs of your practice.

Use approved copy

A list of approved product language can be found on [page 3](#) of this document.

Use proper legal language

Refer to [page 3](#) for examples of issuing legalese to comply with state and federal consumer regulations.

Don'ts:

❌ Create your own product copy

For accurate information and to avoid any client confusion, kindly use our approved copy on [page 3](#).

❌ Edit provided assets

Please use the approved imagery for your practice. If you need any more help, feel free to reach out to us.

❌ Remove legal language

Help your clients understand their plans by using legal language that provides them with the necessary information.

Scratch Pay plans in the U.S. are issued by WebBank. Scratch Pay plans in the U.S. are subject to eligibility and may not be available in all states. In Canada, loans are issued by Scratch Financial, Inc. Scratch Financial, Inc. DBA Scratchpay (NMLS ID 1582666). © 2026 Scratch Financial, Inc. All Rights Reserved. Scratch, Scratch Pay, Scratchpay, Scratch Checkout, and the Heart Logo are trademarks of Scratch Financial, Inc.



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Copy and Logo Usage

Usage Guide

When sharing plans with clients, it’s important to convey our story transparently, so clients can decide if our product truly fits their financial needs.

To keep our product promise, please use the approved copy on this page to describe and share on your website, social media channels, or invoices.

Copy:

Social:

Hassle-free payment plans allow you to divide your treatment expenses into convenient and manageable monthly payments.

#scratchpay
#scratch #scratchfinancial

Website:

Get the care you need today, and pay for treatment costs overtime with a payment plan.

Benefits of a payment plan:

- Split treatment costs into smaller monthly payments
- Not a credit card
- No deferred interest or membership fees

Invoice:

Split treatment costs into smaller monthly payments. Find your plan today!

Legal:

Social:

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Website:

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Invoice:

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Copy placement: In post copy

Copy placement: Website footer

Copy placement: Next to banner, or at bottom of page

Logo:





/ Scratch Pay

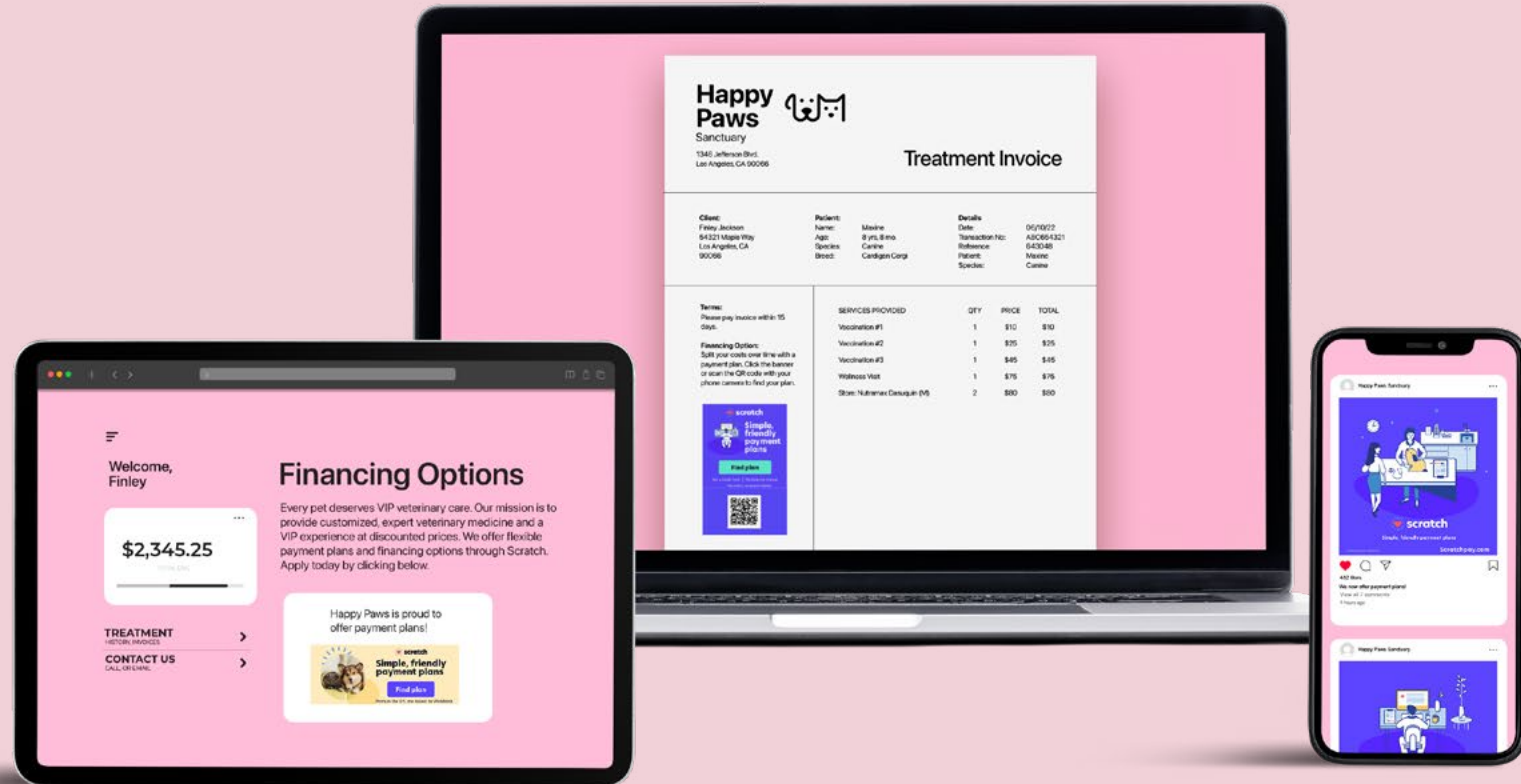
Still have questions?

Email Us



Connecting patients and practices

• Scratch Pay Scratch Checkout Scratch Comms



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