



Delivering Your *Financial* Success

**BRAND STYLE
GUIDE**

01.

THE LOGO

01.1 The Logo

The relationship between the various elements of the logo has been carefully studied in order to create a visual balance and should, under no circumstances, be changed.



01.2 Positioning Statement

In order to maintain the reading of the logo, it should never be used smaller than 8 point.

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01.3 Logo and Tagline

The relationship between the logo and Tagline should be no less than 1/2 the height of the lowercase E.



Garmond Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !"#\$(=)*

Gotahm Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !"#\$(=)*

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !"#\$(=)*

Gotahm Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*01234567890 !"#\$(=)**

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !"#\$(=)*

02. TYPOGRAPHY

02.1 Typography

Typography is one of the elements of the identity of the logo. It should always be respected in any application.

03. COLOR



Full Color

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03.1 Color Versions

The logo features a set of variations in color depending on its application.

The color version should be used whenever possible.



Grayscale



Auto Loans



Personal Loans



RV Loans



Boat Loans



Motorcycle Loans



Home Loans

Base Color 1



C58 M1 Y100 K0
R120 G190 B32
Pantone 368C

Base Color 2



C84 M49 Y0 K0
R0 G119 B201
Pantone 3005C

Base Color 3



C0 M0 Y0 K100
R0 G0 B0
Pantone Black

03. COLOR

03.2 Primary Color Palette

The Primary Colors of the logo are an important element of identity and must always be reproduced as faithfully as possible.



C5 M98 Y20 K0
R227 G28 B121
Pantone 213C



C0 M75 Y96 K0
R255 G102 B32
Pantone 165C



C1 M18 Y100 K0
R255 G205 B00
Pantone 116C



C52 M89 Y0 K0
R155 G38 B181
Pantone 2592C



C31 M58 Y87 K16
R158 G106 B56
Pantone 7574C



C67 M51 Y45 K17
R90 G103 B112
Pantone 431C

03. COLOR

03.4 Negative Versions

The logo also features a set of negative variations in color.

As always, the color version should be used whenever possible.



Full Color
Negative



Grayscale
Negative



One Color
Negative

Delivering Your *Financial* Success

Horizontal
or Vertical
Distortion



Color
Changes



04. UNACCEPTABLE USES

04.1 Unacceptable Uses

It is important that the logo retains its identity unchanged in order to build a brand image and equity.

The situations represented alongside are common examples of what should never occur.



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