

indebted

Mission Statement

Indebted's mission is to help students achieve their educational dreams by informing them of potential financial responsibilities. We strive for transparency and aim to guide students towards a path of educational and financial success.

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Color

Indebted's logo color palette main color is blue and white with a few colored elements to make the graphics stand out. The organization's overall color palette consists of blues, white, and navy blue along with cyan, pink, & yellow to emphasize important points.



Typography Usage

Indebted's logo and website headers use the Futura Std typeface in bold font. The body paragraphs in the website uses Adelle in regular font, and the body for the posters uses Helvetica in light and bold. Making the headers the same typeface as the logo helps to reinforce the brand's identity and creates familiar associations for users. Using a serif typeface for the body creates contrast and establishes hierarchy.

Headline - Futura Std

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

Body - Helvetica LT Std

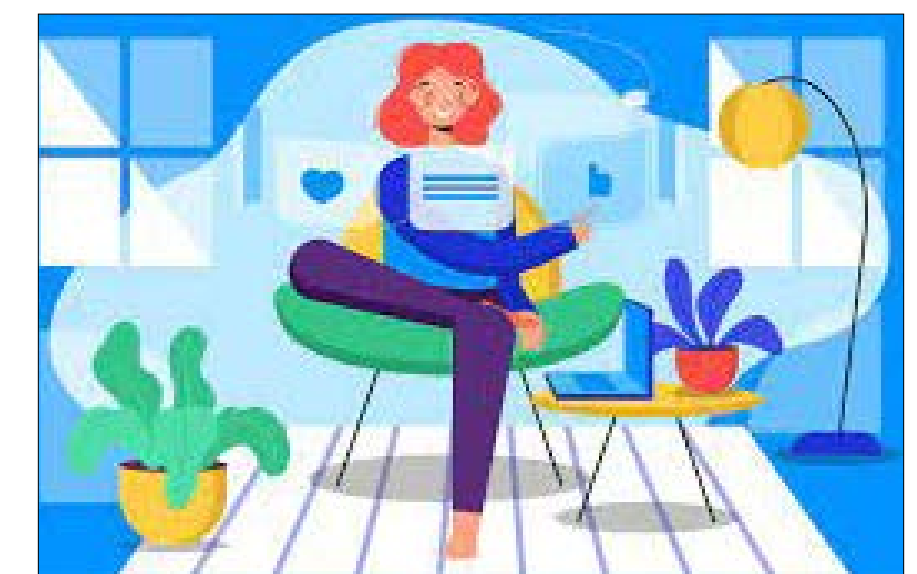
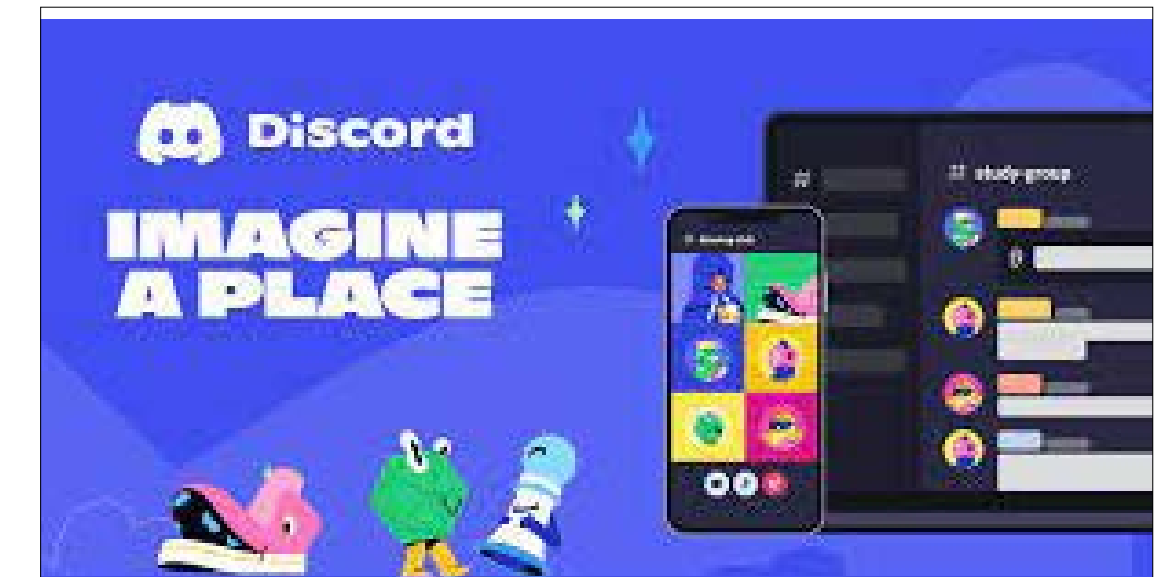
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body - Adelle

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Imagery

Since Indebted's main focus is student debt, I have imagery that depicts students, college, money, graduation, and other resources that are commonly used by students. These are often associated with the college, students, and/or debt. The images also help paint a vivid image of the organization's theme and target audience.

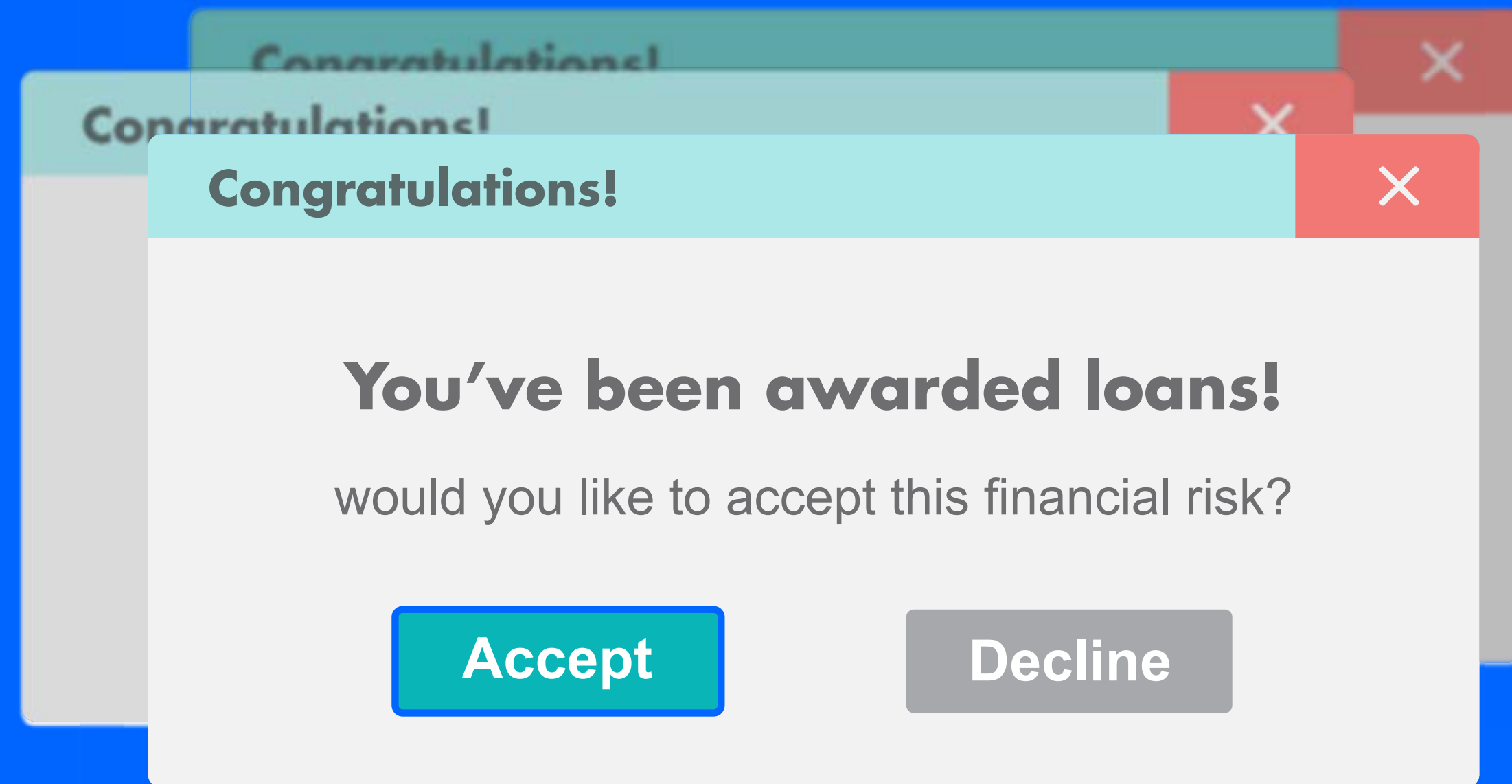


Not sure what to do?

We can help with that!

Check out indebted to hear other
student's experiences with loans

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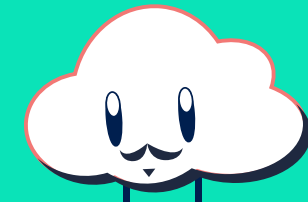
Is here to help you
decide if loans are
right for you!

Thinking about loans?

We are here to help students
like you decide if loans are
right the right choice!

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To accept, or to deny: that is the question.



Visit indebted to make
your decision on loans a
little easier.

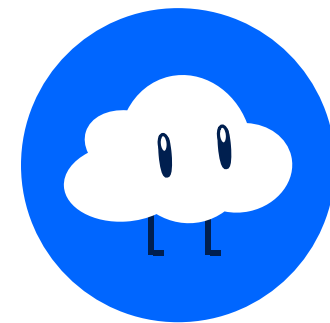
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Considering loans?



We can help you
make that decision

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indebted  **@indebted**

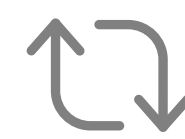


Feeling broke? Considering financial assistance? You're not alone. Check out our website to hear students' advice and experiences with loans.

13 March 2023



8K



5K



30K



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[https://youtube.com/shorts/NAoi3PhJ4RA?
feature=share](https://youtube.com/shorts/NAoi3PhJ4RA?feature=share)