

Creative Brief

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Objective: You are tasked to design and develop a website for a money lending company called SG Money Lender. The objective of the website is to generate leads.

Background:

We are a professional money lending / credit company specialising in Personal Loans, Business Loans, Foreigner Loans, Education Loans, Medical Loans, Wedding Loans, Vacation Loans, and Renovations packages.

Our company was established with a vision of providing competitive credit services to the public. We pride ourselves as an alternative for loans from the banks. Customer satisfaction is our main priority and service excellence is what we believe in. With our beliefs, we are confident that we will be able to assist you professionally in providing a suitable loan solution which specially caters to your needs

Company name: SG Moneylender (SGML)

Our Target Group: (Middle to high end) Young - middle-aged working professionals (aged 25-60) who require business / personal / home loans to fund personal ventures / education and personal reasons includes foreigners who are looking for home loans.

Company Background: A professional money lending company specialising in high end business loans for starting businesses to young-middle aged working professionals who are interested in starting businesses or personal ventures and companies who need loans.

Mission: To allow for working professionals to chase the dreams of owning their own businesses or taking a break from their harsh work environment, and let them know that despite being a professional money lending business, we pride ourselves on being not phoney or deceptive, with records of starting successful businesses and years of expertise and experience in building companies with their founders.

Messaging and tone: High end, green colours and professional with a focus on classy appearances using serif font. Professional yet relatable.

Content:

3 main goals for target audience who want to:

1. Take a business loan and start a business
2. Take an education loan to go back to study
3. Take a personal loan for personal reasons

Company Description

As an experienced company operating with multitudes of SMEs with six decades of experience in serving the community, SGML (SG Money Lenders) has supported many local business enterprises and personal clients with customised financial solutions that enabled them to operate successfully and expand rapidly. Till date, we have provided over 1000 solutions to our trusted clients, who have built long periods of trust with us in our years of experience. We offer not only money loaning services, but our wide extent of expertise in business and personal loans, ensuring that our clients come back satisfied.

Mission for Website

When you could find yourself in difficult situations in life that are beyond your financial means or you're left with no alternative, we hope to be the company that you can turn to. We offer many options for loans and plans that are of interest to all our clients. Be it a difficult situation you are faced with, or that you hope to change your life, or that you hope to embark on a new journey making a business, we can and we will be there for you if you give us the chance.

Theme and Colour scheme

For the main colour of the website we chose a light blue with a green tint (#427D79), it compliments well with white and gold (#C0A02C).



The colour gives a feeling of wealth and richness. It is a cool colour and is able to calm customers down when they are in a panic to borrow money. The gold colour is used to represent wealth and money.

For the font, we chose Harmony, a serif font for the titles and logo while we chose Montserrat, a sans serif font. Harmony is a good font for showing professionalism, seriousness and formality. Montserrat, even though it is less formal, still maintains that high class feeling and gives a bit more relaxed feel and is easier to read for long amounts of texts.

Business Loan

Setting up a new business is no simple matter, ease the process by getting one of our business loans. We provide Inventory acquisition, Creditor debt settlement, Business expansion projects, Disaster recovery efforts, Cash flow issues, Asset Acquisition and many more. Consult with our team of financial advisors with 50 years of combined experience to find out what exactly what you need.

[Find out more ↗](#)

We also went for the minimalist approach to give a more professional feeling to the website. The site uses thin lines to separate sections and minimal design elements. We wanted users to feel like they were in the hands of a trust organisation and so we did not want to include too many colours or overcrowded design elements.