



Credit Key

Brand Guidelines

2022



Contents

01

Brand Strategy

02

Messaging

03

Verbal Expression

04

Logo

05

Color

06

Typography

07

Photography

08

Patterns

09

Work Samples



Brand Strategy



BRAND POSITIONING

Credit Key is the B2B growth payments technology company for innovators.

As a **catalyst for growth between businesses**, we accelerate their mutual success by offering frictionless financing, transactions anywhere, and innovations built for businesses.

Frictionless Financing

If there's an easier way to provide access to financial resources, we'll find it. Traditional approaches require extensive paperwork, lengthy application processes, and manual labor. We've done away with all of that. Borrowers are approved instantly. Merchants are paid within 24 hours. Plus, our extensive eCommerce integrations and dedicated support team can have new merchants up and running right away.

Transactions Anywhere

Traditional financing locks you into a single vendor or a single purchasing channel. That outdated approach doesn't align with the reality of how we buy today. Business owners need access to products, supplies, and equipment that they may want to buy and sell online, in person, or over the phone. Credit Key gives you the flexibility and freedom to transact wherever — and however — you want.

Innovations Built for Businesses

Everything we do is calibrated to drive customer success. Credit Key is exclusively focused on pioneering new payments solutions to meet the evolving challenges and pressures business owners face. From start to finish, our products are fine-tuned to their requirements.

OUR MISSION

Create fast, easy,
flexible payments solutions
so **customers can do
business on their terms.**

Our mission helps our audiences understand why we exist.

By adhering to our mission, we can achieve our vision.



To eliminate financial access as a barrier of growth for businesses.

Our vision describes the impact we strive to achieve for our audiences.

BRAND PERSONALITY

Our brand personality is a set of human traits our brand seeks to embody. Our aim is to ensure our brand does not come off as cold, sterile or impersonal.

Devoted

Our focus on driving growth for businesses is unwavering. We define our own success on the outcomes we deliver for our customers and go to great lengths to ensure we understand and exceed their expectations.

Inquisitive

We are innately curious, never complacent with the status quo. We question existing practices across the marketplace and we look inward to ask customers how we can better serve them.

Clever

The innovations we develop are unexpected and original. When change occurs or the opportunity arises, we're quick to respond with simple and effective solutions.

Ambitious

We're always improving in big and small ways. Our ambition is driven not by our own egos, but by our innate belief that we can always improve to help our customers succeed.

To be a **catalyst for growth** between businesses, accelerating their mutual success.

If our target audiences know only one thing about our brand, it should be our brand promise. The brand promise combines practical benefits, emotional benefits and self-expression into a unified idea.

Credit Key is the B2B growth payments technology company **for innovators.**

As a catalyst for growth between businesses, we accelerate their mutual success through frictionless financing, transactions anywhere, and innovations built for businesses. Headquartered in Los Angeles, California, Credit Key eliminates financial access as a barrier to growth for merchants and borrowers. We create fast, easy and flexible payments solutions – so customers can do business on their terms.

How to talk about Credit Key.

In a press release

From small farms to national enterprises, businesses of all sizes and specialties can rely on Credit Key. As the B2B growth payments company for constrained innovators, we accelerate our customers' mutual success through frictionless financing, transactions anywhere, and innovations built for businesses.

In an elevator

Credit Key is a B2B payments company. We create fast and flexible payments solutions so customers can do business on their terms.

In a bar

I work at a B2B payments company.

Messaging Frameworks



Brand Pillars

01

Putting you in control

Bringing choice and transparency to payments technology

Buy Now, Pay Later built for B2B, 24-hour payout to merchants, reporting and performance insights, fraud and liability management, up to 12-month payment terms, virtual card, Anywhere, see interest rates when applying, no interest rates the first 30 days.

PILLAR 1 MERCHANT MESSAGING

PILLAR 1 BORROWER MESSAGING

02

To accelerate your success

Technology tailored to how you want to grow

Instant approval, marketing support to merchants, pre-approve existing customers, higher line of credit, longer terms, lower rates than competitive BNPL solutions, underwrite the business and not the individual who is applying, constant improvements to the algorithm, no credit pull, update line of credit.

PILLAR 2 MERCHANT MESSAGING

PILLAR 2 BORROWER MESSAGING

03

An easier experience

Simplifying every aspect of the payments process

Implementation support, integrations with major ERP and e-commerce platforms, open API, customer support, flexibility for online and offline purchases, in-cart approval, no documentation required to apply, borrower portal and dashboard.

PILLAR 3 MERCHANT MESSAGING

PILLAR 3 BORROWER MESSAGING

Value Proposition

VALUE PROPOSITION

BRAND PILLAR 1

BRAND PILLAR 2

BRAND PILLAR 3

Effortless growth,
frictionless experience.

We help businesses selling to SMBs, whose growth potential is limited by existing payment options, continually grow their business by providing frictionless B2B growth payments technology.



Putting you in control

VALUE PROPOSITION

BRAND PILLAR 1

BRAND PILLAR 2

BRAND PILLAR 3

Click '[Key Message](#)'
to learn more

To accelerate your success

VALUE PROPOSITION

BRAND PILLAR 1

BRAND PILLAR 2

BRAND PILLAR 3

Click '[Key Message](#)'
to learn more

An easier experience

VALUE PROPOSITION

BRAND PILLAR 1

BRAND PILLAR 2

BRAND PILLAR 3

Click '[Key Message](#)'
to learn more

Value Proposition

VALUE PROPOSITION

BRAND PILLAR 1

BRAND PILLAR 2

BRAND PILLAR 3

Grow your business the way you want.

We help small business owners facing cash flow management problems invest in their business and grow revenue by providing flexible and easy B2B growth payments solutions.



Putting you in control

VALUE PROPOSITION

BRAND PILLAR 1

BRAND PILLAR 2

BRAND PILLAR 3

Click '[Key Message](#)'
to learn more

To accelerate your success

VALUE PROPOSITION

BRAND PILLAR 1

BRAND PILLAR 2

BRAND PILLAR 3

Click '[Key Message](#)'
to learn more

An easier experience

VALUE PROPOSITION

BRAND PILLAR 1

BRAND PILLAR 2

BRAND PILLAR 3

Click '[Key Message](#)'
to learn more

Verbal Expression



CREDIT KEY IS

Empowering

We speak with optimism, inspire our customers' to succeed in their business goals, and focus on the future we are forging together

"Fast financing that's as ambitious as you are."

Straightforward

Working with Credit Key is simple, and so is the way we communicate. We explain what we do and why we do it without pretense.

"You get paid now. Your customers pay later."

Adept

As the only BNPL company focused on B2B, we back up our claims with data, testimonials, and proof points that inspire confidence for our customers.

"Zero risk to merchants. Credit Key manages 100% of the process for you."

CREDIT KEY IS NOT

Exaggerated

While our high energy and positivity shines through in our strong client relationships, avoid sophomoric language or everyday life metaphors.

"Financing is like a roller coaster. With Credit Key, it doesn't have to be."

Blunt

We should not be overly aggressive in our messaging. Our success should speak for itself without heavy-handed self-promotion.

"Credit Key is the only way to go when it comes to payment solutions. We are the best option for your business, hands down."

Overly Technical

Our tone is far away from typical financial institutions – and our copy reflects that. Leave technical language and bulky sentence structure behind.

"Credit Key, the leading B2B growth payments technology company, is an attractive financing option at the point-of-sale."

SPECTRUM

While brand voice should remain consistent in everything we write, there is a spectrum of tones within that voice that you can adopt to suit a particular communication. Depending on the channel, and depending on what you want your audience to do after reading, you can choose the tone that best matches your intent.

SCENARIO	USE CASE SAMPLE	RATIONALE
Education, Product Copy	<p>“Flexible Financing: Keep your business running smoothly with cash on hand – no matter what.”</p>	Since product education is the primary objective here, this copy should be clear and instructional.
Website, Marketing Communications	<p>“Financing at the speed of business. We process payments in one day – so you can focus on scaling your business.”</p>	Website copy should convey confidence and provide a clear understanding of the product. Always lead with a specific value proposition in the headline that benefits the consumer.
Advertising, Social Media	<p>“Built for your business. Better for you. Partner with Credit Key today to get approved for financing, fast.”</p>	The most conversational messaging, social media copy should showcase the approachability that makes us stand out from the crowd.
Internal Communication	<p>“Pay It Forward: Did you tackle a tough project this week, or admire a team member’s work? Share kudos below!”</p>	We invest in our employees as well as our customers, and our internal messaging reflects our optimism and positive company culture.

Credit Key follows the [Associated Press Stylebook](#) as its third-party source of style authority. These additional rules should serve as guideposts when crafting copy for all stories, graphics, and branded assets.

Headlines	Write main headlines in title case; all others should be sentence case.	Greater Visibility. Better Decisions.
Numerals	Spell out one through nine; use numerals for 10 and above, with some exceptions including statistics, charts and dates.	We welcomed nine new hires this month. Merchants are paid within 24 hours.
Percentages	Always use a numeral and percent symbol, unless the percentage starts a sentence.	50% of borrower respondents said they're always on the lookout for new technology to help them drive incremental business growth.
Serial (Oxford) Comma	Credit Key uses the serial/Oxford comma. This is an exception to the AP Style Guide.	You can reinvest in inventory, sell to more customers, and scale your business more quickly.
And vs Ampersand	The plus symbol (+) should be used in place of "and" or an ampersand (&) in headlines and header copy, but never in body copy.	Greater Visibility + Better Decisions.
Em-dash (-)	Use the em-dash to separate ideas (as you would a parenthetical) or signal an abrupt change in thought. Use spaces around your em-dash.	With Credit Key, you can offer Buy Now, Pay Later to your customers – and we'll pay you your full share within 24 hours.

As in all areas of our company, Credit Key writes with every reader in mind, using inclusive language.

That means zero words, phrases, or tones that reflect prejudiced, stereotyped, or discriminatory views of particular people.

In practice, this sounds simple, but unconscious prejudice isn't always obvious, especially given our varied backgrounds, cultures, and family experiences. Keep these generic questions in mind while writing. Then, review all writing through a lens of sensitivity and inclusivity. If a word or phrase gives you pause, there's probably a better way to say it.

- Is the inclusion of personal characteristics such as gender, religion, racial group, disability, or age truly necessary to tell your story? If not, leave them out.
- Are references to group characteristics couched in inclusive terms?
- Do references to people reflect the diversity of that audience?
- Is your use of jargon and acronyms excluding people who may not have specialized knowledge of a particular subject?

Logo



Primary Logo

PRIMARY LOGO

LOGO BADGE

CLEAR SPACE

VARIATIONS

LOGO DON'TS



Credit Key

Credit Key's primary logo consists of our wordmark accompanied by our badge. Because it's our most frequently viewed asset, the logo must be applied consistently across all collateral. Never stretch, recreate, distort, or alter our logo in any application – only use it as provided.

To ensure legibility across all mediums, our logo should never appear smaller than .25" tall in print and 15 PX tall on a screen.

Logo Badge

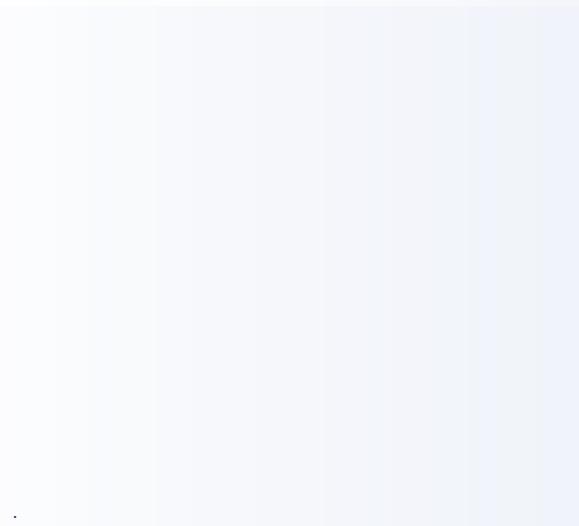
PRIMARY LOGO

LOGO BADGE

CLEAR SPACE

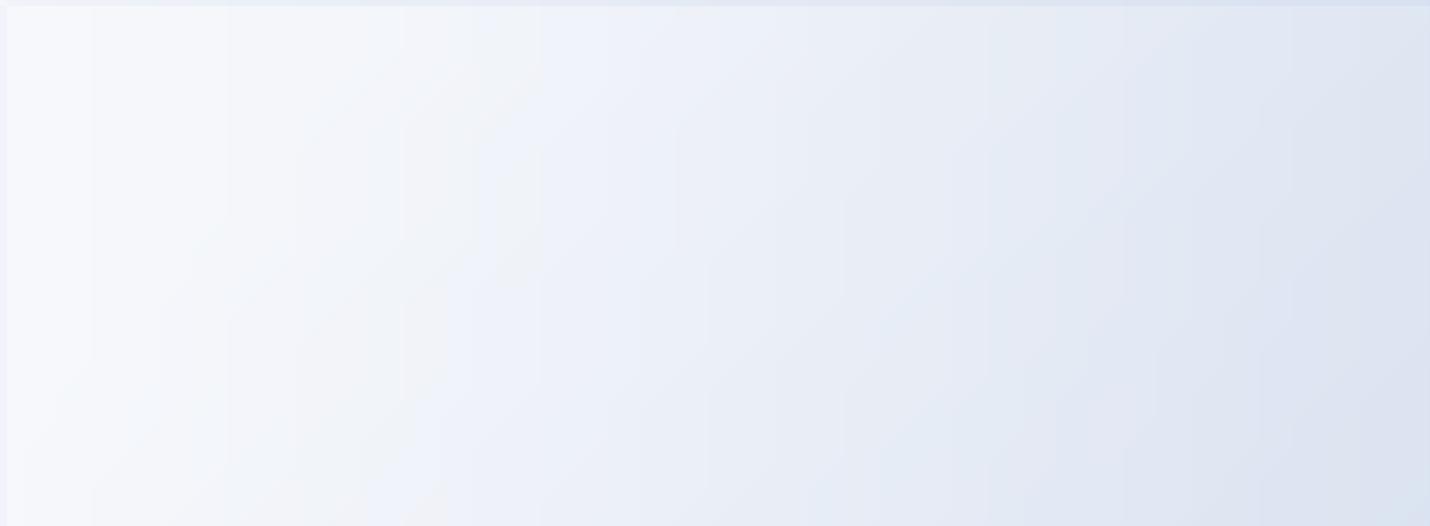
VARIATIONS

LOGO DON'TS



Credit Key's primary corporate logo badge is the symbol paired with our wordmark. While the badge should never be the first point of contact with Credit Key's brand, it is a critical asset and must be used consistently and responsibly. Apply our badge in instances where the primary logo is not feasible (usually because of size) or repetitive (in paginated content like white papers or PowerPoint presentations).

To ensure legibility across all mediums, our logo should never appear smaller than .25" tall in print and 15 PX tall on a screen.



Clearspace

PRIMARY LOGO

LOGO BADGE

CLEAR SPACE

VARIATIONS

LOGO DON'TS



Clearspace is the negative space maintained around the logo and logo badge, allowing them to “breathe.”

To maintain our logo's integrity and ensure visibility, clear space must be free from graphics, text, or other logos and general clutter. The clear space around our primary logo is defined as X within our wordmark and when using the badge on its own.

Variations

PRIMARY LOGO

LOGO BADGE

CLEAR SPACE

VARIATIONS

LOGO DON'TS

PRIMARY



REVERSE



The Credit Key logo has four color variations to ensure legibility against any background.

Do not build other color variations.
On light backgrounds, the primary logo is shown with a dark word mark and on dark backgrounds, with a white word mark.
When full-color printing is unavailable, the badge and word mark are changed to monotone in either black or white. These rules also apply to the badge.

MONOCHROMATIC - LIGHT



MONOCHROMATIC - DARK



Logo Don'ts

PRIMARY LOGO

LOGO BADGE

CLEAR SPACE

VARIATIONS

LOGO DON'TS

1.



X

2.



X

3.



X

4.



X

5.

Credit Key

X

6.



X

1. Don't rotate the wordmark or badge.
2. Don't distort, stretch, or skew logo proportions by changing the ratio.
3. Don't add effects to the wordmark or badge; no drop shadows, glows, gradients, etc.
4. Don't create stacked or otherwise edited versions of either the badge or wordmark.
5. Don't remove the badge from the logo.
6. Don't change colors or outline of the wordmark or badge.

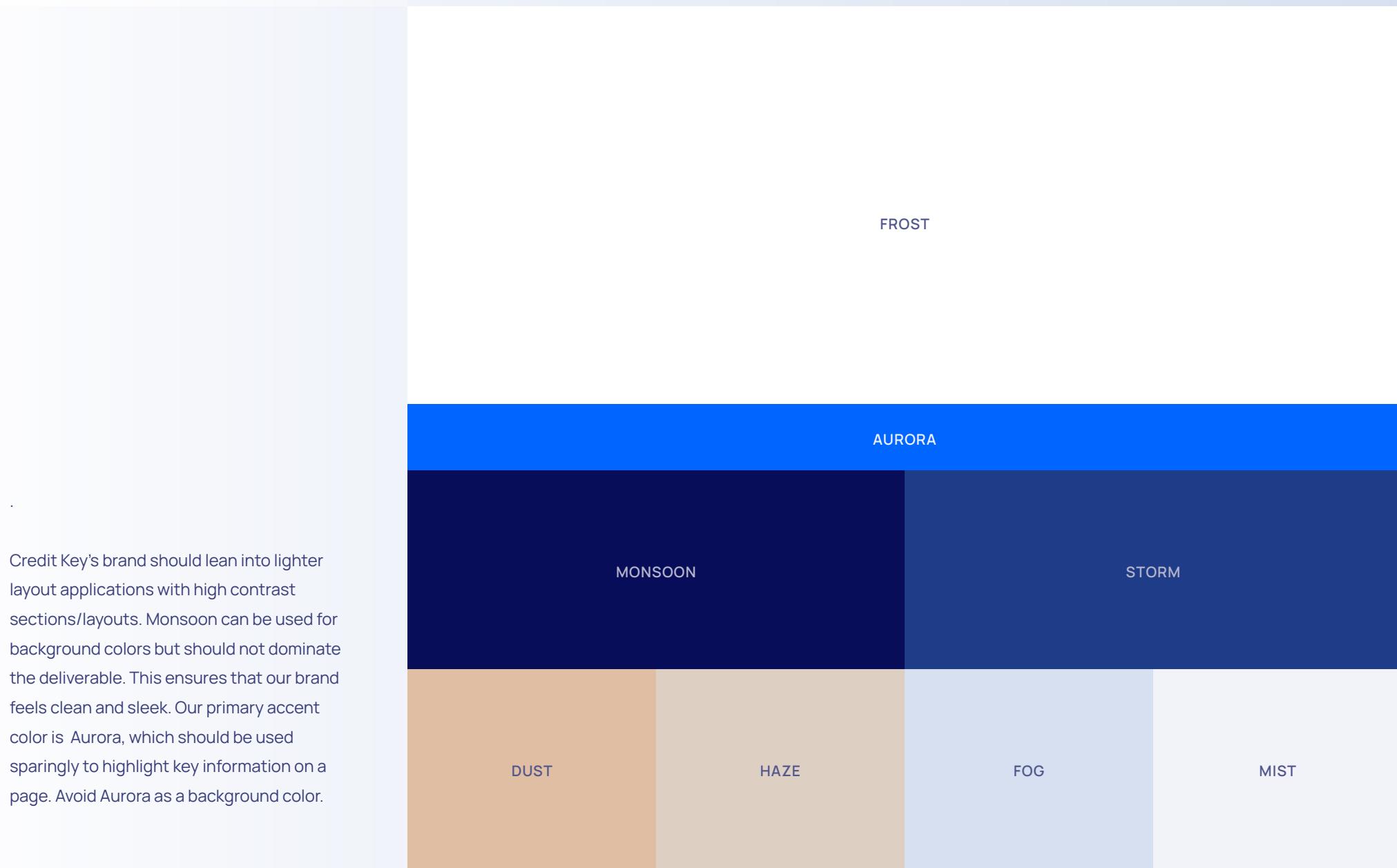
Color



Overview

OVERVIEW

COLOR CODES



Color Codes

OVERVIEW

COLOR CODES



Monsoon

Hex - #070d59

RGB - 7, 13, 89

CMYK - 32, 30, 0, 65

Pantone - 2748 C



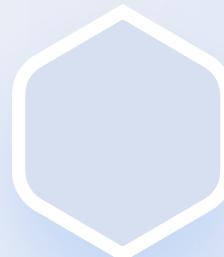
Storm

Hex - #1f3c88

RGB - 31, 60, 136

CMYK - 41, 30, 0, 47

Pantone - 661 C



Fog

Hex - #d6e0f0

RGB - 214, 224, 240

CMYK - 10, 6, 0, 6

Pantone - 650 C



Mist

Hex - #f1f3f8

RGB - 241, 243, 248

CMYK - 3, 2, 0, 3

Pantone - 649 C



Aurora

Hex - #0066ff

RGB - 0, 102, 255

CMYK - 100, 60, 0, 0

Pantone - N/A



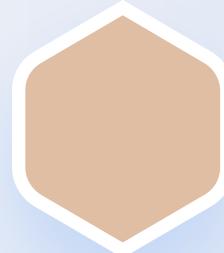
Frost

Hex - #ffffff

RGB - 255, 255, 255

CMYK - 0, 0, 0, 0

Pantone - N/A



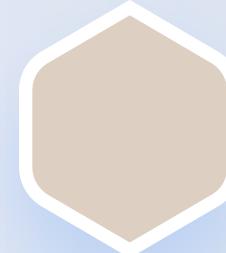
Dust

Hex - #e0bea3

RGB - 224, 190, 163

CMYK - 0, 13, 24, 12

Pantone - 726 C



Haze

Hex - #decfc3

RGB - 222, 207, 195

CMYK - 0, 6, 11, 13

Pantone - 482 C

Typography



Primary Font

PRIMARY FONT

SYSTEM ALTERNATIVE

HIERARCHY

CTA BUTTONS

The quick brown fox jumps
over the lazy dog.

Manrope

Manrope is Credit Key's primary typeface and should be used for headlines, sub-headlines, labels, and body copy. Use this Google font family whenever possible throughout our marketing and brand assets. Manrope is available in a variety of weights and widths, but Light should be used most frequently to create consistency.

[Download the font here.](#)

System Alternative

PRIMARY FONT

SYSTEM ALTERNATIVE

HIERARCHY

CTA BUTTONS

The quick brown fox jumps
over the lazy dog.

Calibri

Calibri may be substituted in instances when Manrope is unavailable for all users or viewers. Such instances most commonly occur in shared documents, such as digital experiences like email.

[Download the font here.](#)

Hierarchy

PRIMARY FONT

SYSTEM ALTERNATIVE

HIERARCHY

CTA BUTTONS

Why does it matter?

Typeface hierarchy communicates importance, guides a reader's eye, and clearly organizes and prioritizes content.

Follow these guidelines to create the correct hierarchy and visual balance among the various instances of type in your designs and content documents.

TRACKING

0

LEADING

140%

LABEL

All caps

HEADING

Sentence case

SUBHEADING

Sentence case

PARAGRAPH

Sentence case

CREDIT KEY

You get paid now. Your customers pay later.

Fast and simple B2B financing at your fingertips.

Archil mint alicaborest adi occabor umquid minim est modit eaque dolesen dipsusdae veniamai onserum, quintin rempos magnam quiatia que omnia quas atur, tem sim auta eat atis moles asit aut quis sunt fugiam, **nonsequo blabori orrorio** et ipsam fugit doloribus. Tiis vendis eum rerumque re, con corum ad ut dolore, qui alictis minvend amusam etur. Quid quo bercil explici issinctibus evellan tionsedipsum reped qui re nulparc illorpos ab idi natempo.

CTA Buttons

PRIMARY FONT

SYSTEM ALTERNATIVE

HIERARCHY

CTA BUTTONS

PRIMARY

Get Started Today →

SECONDARY

Get Started Today →

TERTIARY

Get Started Today →

Creating a reliable, consistent customer experience is key to building trust and driving engagement. Using a consistent button style is an important part of this. Wherever possible, the following style should be used.

- Round corners into pill shape and fill using Aurora
- Use Manrope Medium in title case.
- Use an arrow on all buttons except download buttons.

Photography



Overview

[OVERVIEW](#)[OVERLAYS](#)[MASKING](#)[STICKERS](#)[MODULES](#)[FULL COLLAGE](#)[SAMPLE](#)

Credit Key's imagery reflects the tone of our company and captures positive interactions and relationships. Fast, frictionless financing between merchants and their customers is the fuel that drives both businesses' ability to grow.

Our photography is very specific and unique to the personality of Credit Key and the service we deliver to our wide array of clients. Select photos that are rich, bright, and warm in tone. Images should not be overly saturated or edited with flares. The subjects should be authentic, modern, and candid. They should also be diverse in gender, ethnicity, and age, and appeal to our brand's audiences. Environmental photos should be inviting, modern, and highlight relevant subject matter for our audiences.



Overlays

[OVERVIEW](#)[OVERLAYS](#)[MASKING](#)[STICKERS](#)[MODULES](#)[FULL COLLAGE](#)[SAMPLE](#)

MONSOON

HAZE

AURORA

FROST



AURORA

FROST

5 Orders Confirmed



Modine® Effinity 93® Greenhouse Heater



Credit Key | 30 days interest free

Total 7,578.90

Checkout →

Sandstorm

Reserved for image mask background or stickers being used in place of icons.

Blizzard

Reserved for stickers that showcase Credit Key's impact.

Thunder

Reserved for stickers on module cards.

Masking

[OVERVIEW](#)[OVERLAYS](#)[**MASKING**](#)[STICKERS](#)[MODULES](#)[FULL COLLAGE](#)[SAMPLE](#)

Our image mask and cutout style allow us to focus on one customer and the impact we have on their business. Whether it's a Borrower making the purchases critical to their business operations or a Merchant diversifying their payment options to encourage sales, we want to make sure we tell every customer's story.

To create background image mask:

- Add Photoshop actions from [drive](#)
- Open desired image for mask in Photoshop. Duplicate the image and turn off top image visibility. On the bottom image add a [gradient name] gradient map by using pre-loaded Photoshop action.
- Open image mask shape from [drive](#) and copy and paste it into mask Photoshop file.
- Move the shape layer to the bottom and crop the bottom image with a gradient map to the shape.
- To create foreground image cutout:
 - In the same file, turn on visibility of top image
 - Delete the background of the image using the quick action 'remove background' then soften the edges and correct any imperfections.
 - Export as png with transparent background.



Stickers

[OVERVIEW](#)[OVERLAYS](#)[MASKING](#)[**STICKERS**](#)[MODULES](#)[FULL COLLAGE](#)[SAMPLE](#)

Our sticker style allows us to tell complex stories in simple images. There are 3 ways you can style your stickers. Blizzard colored stickers should be reserved for showing the Credit Key impact, i.e., more boxes moving out of a merchants warehouse or a surplus of blueberries being sold by a farmer. Sandstorm colored stickers can be used only for icon-like applications. Thunder colored stickers are to be used on our module cards. To create a sticker follow these steps:

To create background sticker:

- Add Photoshop actions from [drive](#)
- Open desired image for sticker in Photoshop and delete background of image using the quick action 'remove background'
- Duplicate image without background. On the bottom image double click the thumbnail to add a layer style.
- Click 'stroke' and update stroke color to #ffffff and weight to match example (weight will vary based on image size).
- Add a new gradient map adjustment layer with Photoshop action. Clip gradient mask to top image.
- Export as PNG with transparent background
- Add drop shadow using aurora at 15% opacity.

BLIZZARD



THUNDER

SANDSTORM



Modules

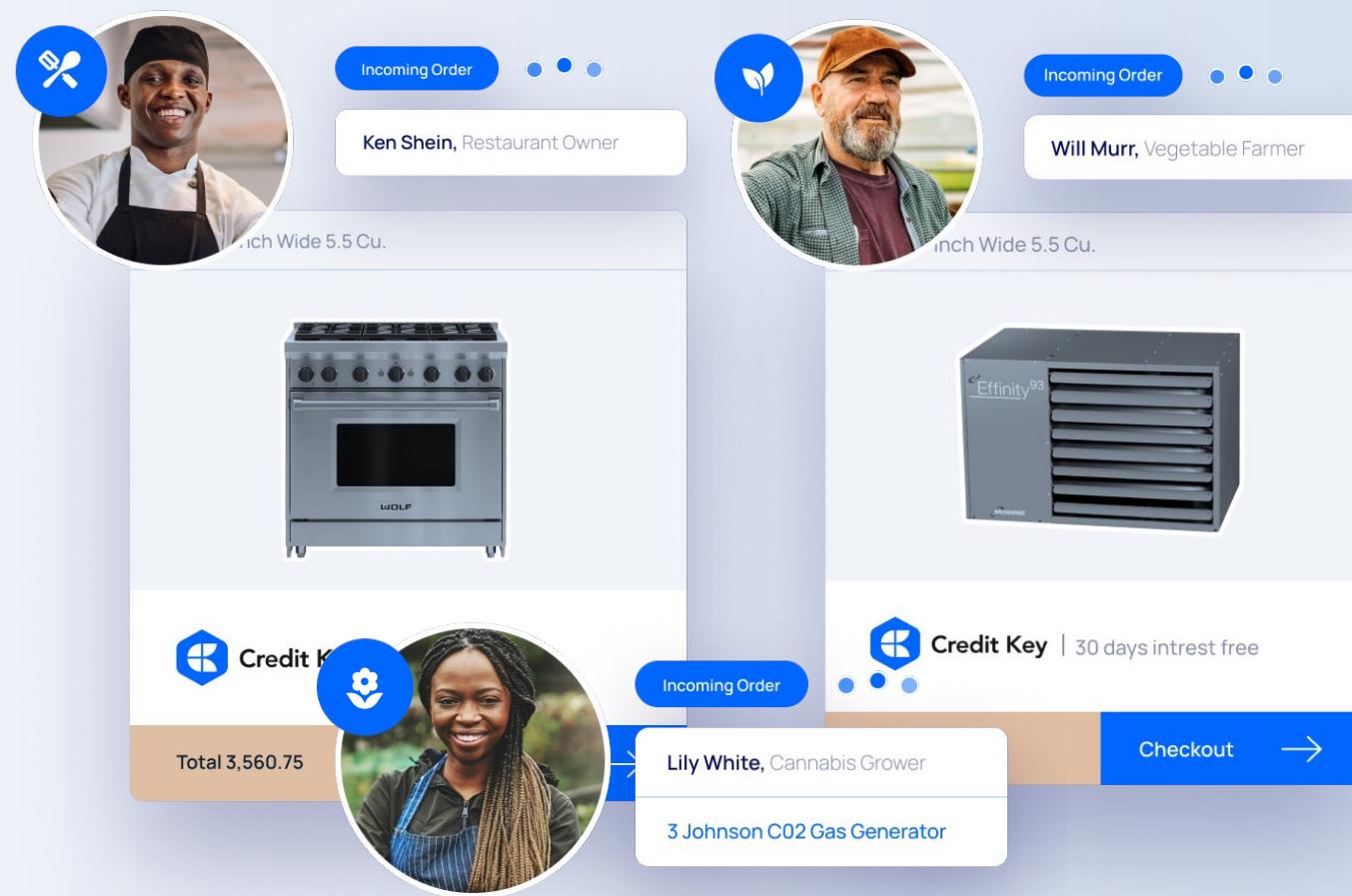
OVERVIEW OVERLAYS MASKING STICKERS MODULES FULL COLLAGE SAMPLE

To further our photographic narratives, use our pre-designed module template in [drive](#).

Follow sticker instructions from the previous page, and swap out product images. Update headshot image if necessary, and update any text to match desired story.

Note:

- This is the only instance where we use Iconography.
- Icons should showcase the wide variety of industries we serve and support the product being purchased.
- Use rounded corners within modules



Full Collage

[OVERVIEW](#)[OVERLAYS](#)[MASKING](#)[STICKERS](#)[MODULES](#)[FULL COLLAGE](#)[SAMPLE](#)

Our photo collage style is a cornerstone to our brand. To make sure that you are creating a clear and organized story follow these steps.

To create our photo collage:

- Place image mask with cutout in desired layout position.
- Add in module(s) on top of stickers or overlapping the background image mask.
- When satisfied with your composition, export as .png at 1x to include in your brand collateral.



Sample

[OVERVIEW](#)[OVERLAYS](#)[MASKING](#)[STICKERS](#)[MODULES](#)[FULL COLLAGE](#)[SAMPLE](#)

The image displays a composite view of a website and several photo editing examples. On the left, a screenshot of the Credit Key website features a large orange headline 'Unlock the Future of Your Business' and a subtext about fast, frictionless B2B financing. A 'Learn more' button is visible. On the right, four examples of photo overlays are shown:

- FULL COLLAGE:** A man in a warehouse looking at a tablet, with a large white rounded rectangle overlay covering the top right corner.
- THUNDER STICKER:** A man in a warehouse holding a tablet, with a dark rectangular sticker overlaid on the bottom right.
- BLIZZARD STICKER:** A man in a warehouse holding a tablet, with a light blue rectangular sticker overlaid on the bottom right.
- SANDSTORM STICKER:** A woman smiling, with a dark rectangular sticker overlaid on the bottom right.

At the bottom, there is a dark blue banner with the text 'The First + Only BNPL for B2B' and three small circular icons: a woman's face, a stack of money bills, and a balance scale.

Tip

As you combine all of our photo styles into a single composition, use scale and negative space to create hierarchy and focus. While it's important layouts be visually interesting, it's more important that they are clear for our audiences.

Patterns

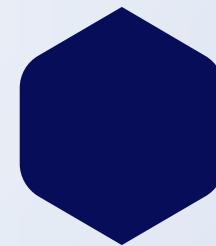
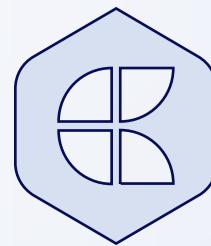


Overview

OVERVIEW

CONSTRUCTION

SAMPLE



Using the brand equity in our logo shapes, we can scale them up to create interesting compositions or scale them down to create patterns. This allows for flexibility in diversifying layouts to keep our audience engaged in all brand collateral.

Construction

OVERVIEW

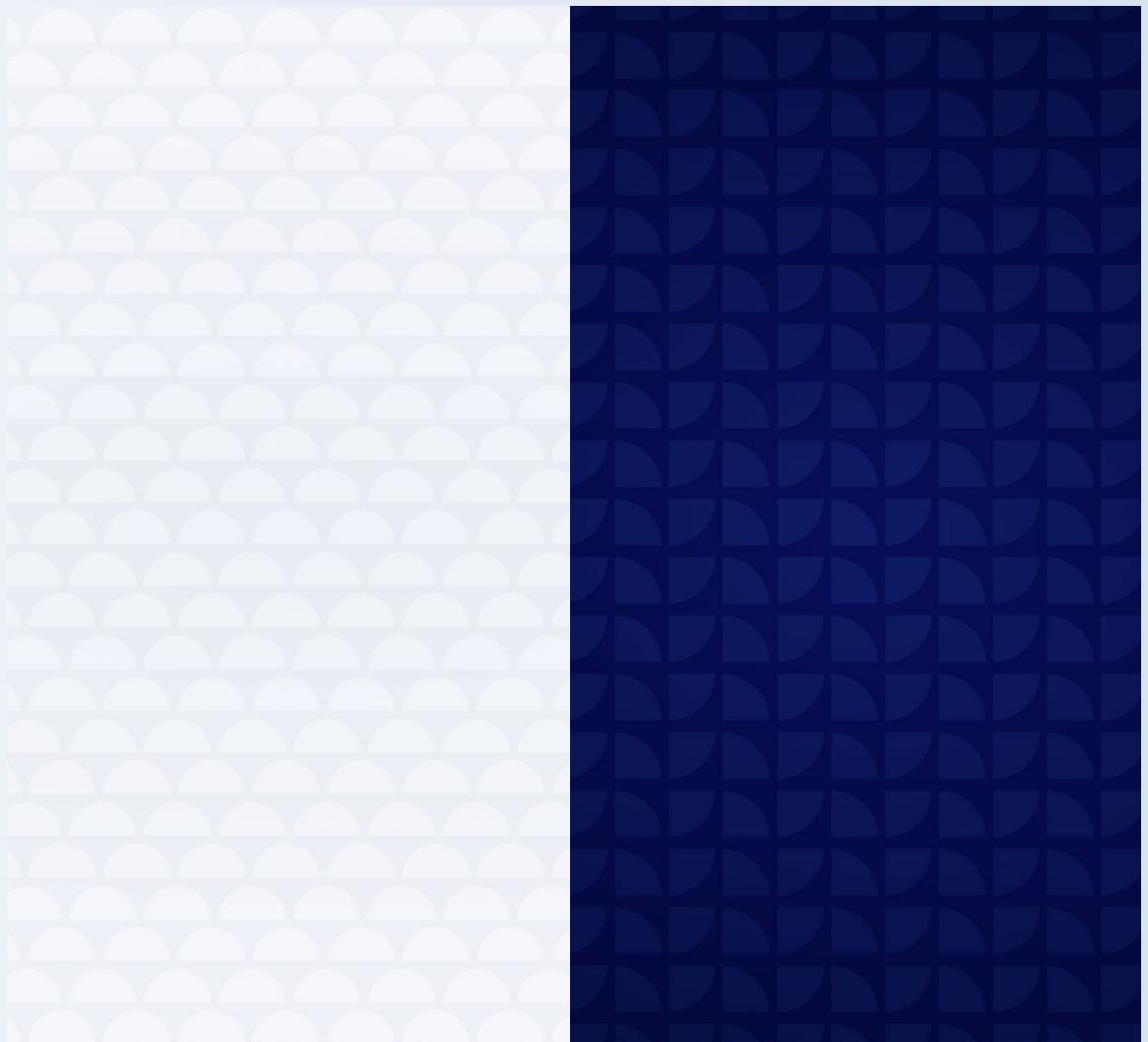
CONSTRUCTION

SAMPLE

Our branded pattern style can be used to accent compositions and tell a more detailed product story. Make sure that any pattern remains subtle, it should never overtake the user's eye or draw too much attention to itself. You can download our existing patterns [here](#).

To create a pattern:

- Create an illustrator file with 1400px by 1400px art boards Note: use the shapes [here](#) to create patterns
- Choose one shape and add it to the new illustrator file. With the shape selected, bring your cursor up to the top toolbar, choose 'Object' hover over 'Pattern' in the drop down, then choose 'make'.
- When the pattern option window appears, name your new pattern, choose 'brick by row' as your tile type, offset brick by $\frac{1}{2}$, check 'size tile to art' then choose 'H' and 'V' spacing. Note: Each shape will have different spacing, match as best you can to examples shown below.
- When satisfied with your composition, export as .png 1x to include in your illustrative composition.



Sample

OVERVIEW

CONSTRUCTION

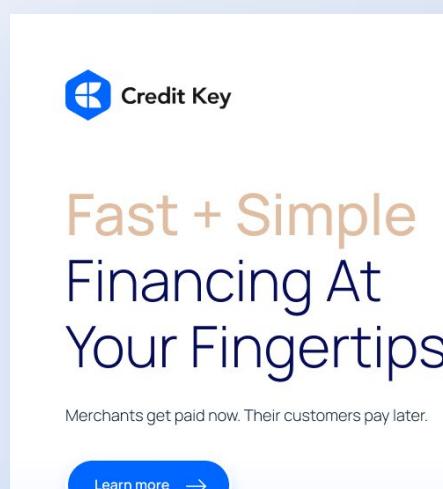
SAMPLE

Tips

- Use patterns to accent the composition and create interesting narratives
- Use the shapes as background elements to frame copy or draw the eye to key information.
- Use shapes to frame images or create interesting crops in layouts.

Do Not

- Use bold patterns that take away from the overall messaging or are distracting in the composition.
- Overwhelm the composition with large background shapes, we want our layouts to feel clean, not cluttered..
- Overuse image crops or use multiple image crops in any one composition.



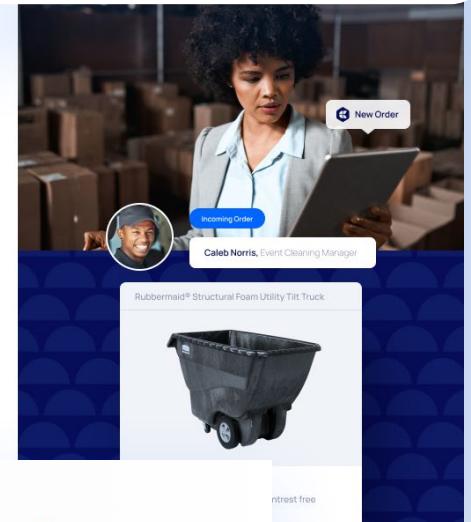
Credit Key

Fast + Simple Financing At Your Fingertips

MERCHANTS GET PAID NOW. THEIR CUSTOMERS PAY LATER.

Learn more →

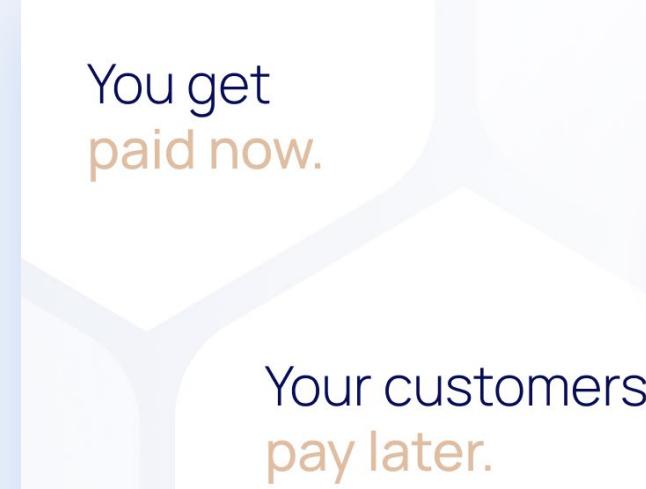
PATTERN AS ACCENT TO COMPOSITION



Caleb Norris, Event Cleaning Manager

Rubbermaid® Structural Foam Utility Tilt Truck

Interest free

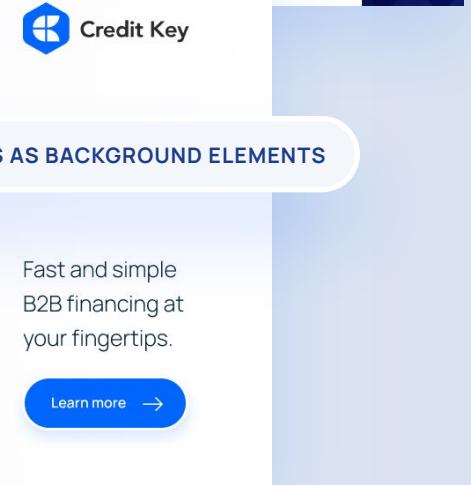


You get paid now.

Your customers pay later.

Learn more →

SHAPES AS BACKGROUND ELEMENTS



Credit Key

Fast and simple B2B financing at your fingertips.

Learn more →

Application and Work Samples



Grid

GRID

WHITEPAPER

LINKEDIN

IMAGE COLLAGE

BUSINESS CARD

Credit Key is a sleek and streamlined brand. As such, all of the assets we produce must adhere to our unified look.

Make sure to use a square grid and keep compositions clean and free of clutter or excess distraction. Grids may vary from asset types, but should be used to set the foundation for every designed asset.

White Paper

[GRID](#)[WHITEPAPER](#)[LINKEDIN](#)[IMAGE COLLAGE](#)[BUSINESS CARD](#)

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