

Ford Credit

Style Guide

Prepared by Razorfish
November 20, 2008



Change Log

Version 01
November 20, 2008

Initial release

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Overview

About the Style Guide

Purpose of this Guide

This guide is intended for designers, programmers and information architects building or enhancing fordcredit.com. Professional level design and production experience for the web is assumed.

The comps and the associated rules in this guide are meant to provide a framework and direction for sites being updated or built. The intent is to give a unified look and function to all online communications that fall under these two categories.

Questions

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Logos

Ford Credit Logo
[Usage throughout the site](#)



Ford Logo
[Usage throughout the site](#)



Color Palette

Global Color Palette

These Colors are used throughout the Site

Shown here are the most used colors on the site. Though not all colors used on the site are displayed here, any additional colors used are based on this main color palette.

When designing new pages, it is important to use the hexadecimal values instead of sampling these swatch colors. Colors appear differently on all computer monitors based upon many variables including platform and bit-depth of the computer's video card.

Primary Palette

#4d9bca

#6abd63

#f43c43

#fec104

#454545

#8a8a8a

#cccccc

Secondary Palette

#f8f8f8

#eff2f7

#e3f0f8

#f1f8f0

Gradients

#87bbdb to #4d9bca

#f9d970 to #fec104

Typography

Primary fonts
Used throughout the site as the main non system font. If Gotham is unavailable, it may be substituted for Arial.

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

System fonts
Used throughout the site for all dynamic content.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography (continued)

Standard Type Sizes
Used for various forms of content throughout the site. See module sections for specific applications.

35 Point - Module Headers

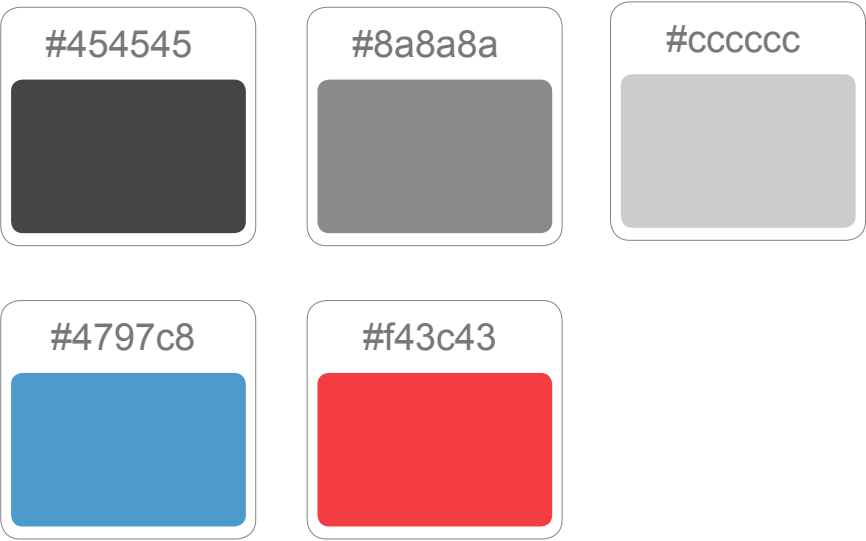
16pt - Other Headers, Subheads

14pt - Large Body Text, Subheads

12pt - Medium Body Text

11pt - Small Body Text, Disclaimers

Standard Type Colors
All type on the site should adhere to this color palette, unless otherwise noted.



Standard Graphic Elements

Module Headers

Appears at the top of all modules.

- 1
- Gotham Bold
Size: 35pt
Color: #ffffff



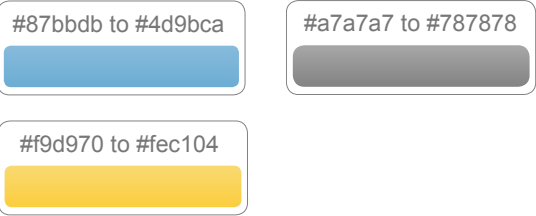
Buttons

Used throughout the site. Width varies to accomodate copy. Small buttons do not include an arrow icon.

- 2
- Arial Regular
Size: 11pt
Color: #ffffff
- A
- Height: 17px
Width: 20px
Color: #ffffff
Opacity: 40%
- 3
- Arial Regular
Size: 11pt
Color: #ffffff
- B
- Height: 12px
Width: 14px
Color: #ffffff
Opacity: 40%
- 4
- Arial Regular
Size: 11pt
Color: #ffffff



Gradient Colors:



Additional Elements

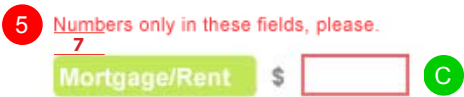
- 5
- Arial Regular
Size: 11pt
Color: #ffffff
- C
- Stroke: 1px
Color: #f43c43
- 6
- Arial Regular
Size: 11pt
Color: #8a8a8a
- D
- Color: #ffffff
Stroke: #b8b8b8

Icons

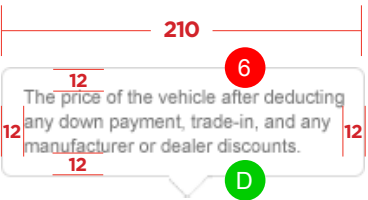


Error Handling

See module sections for examples.



Tooltips



Radio Buttons



Standard Graphic Elements (continued)

Print Pages

Global template for print pages.

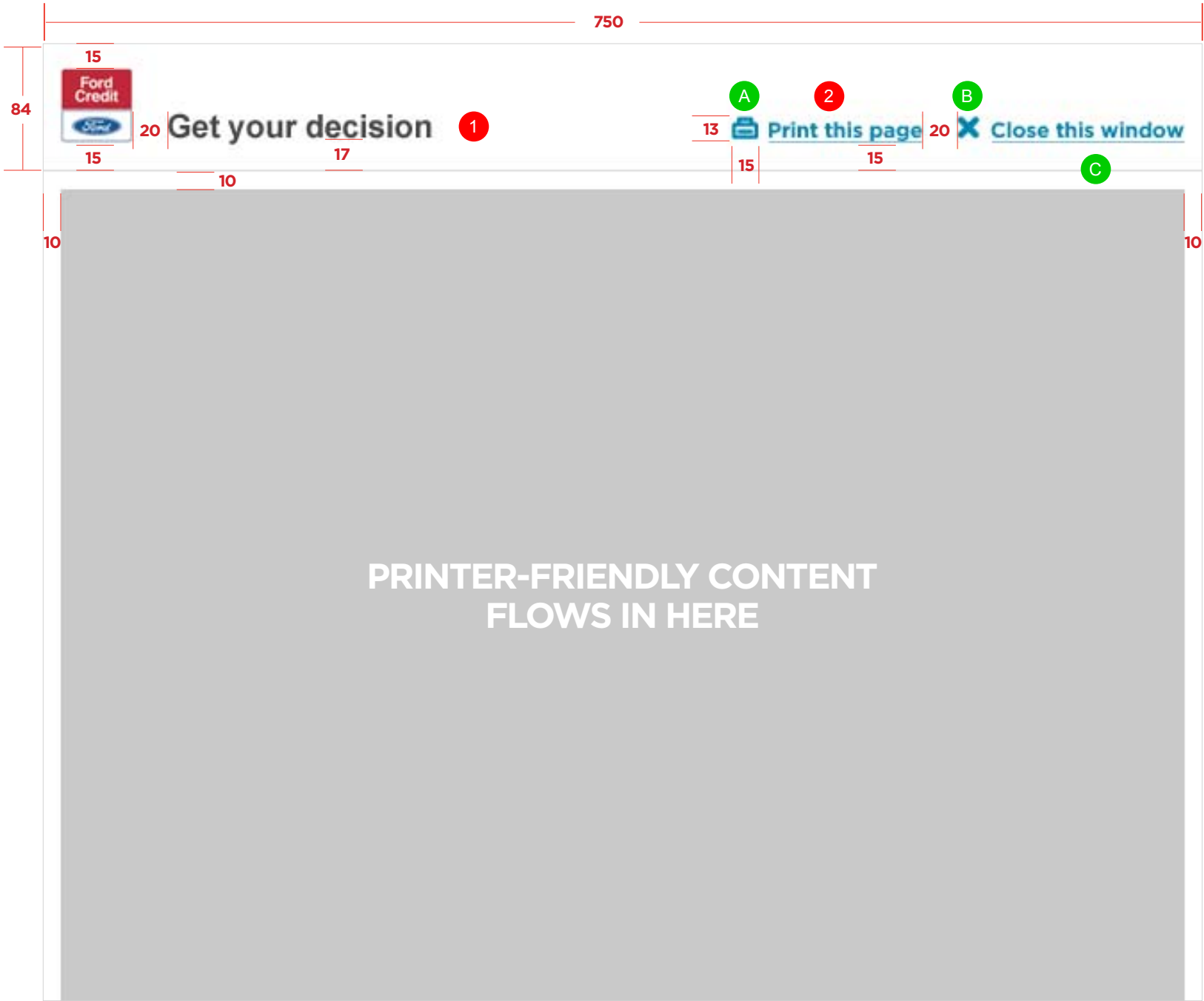
1 Arial Bold
Size: 18pt
Color: #454545

2 Gotham Bold
Size: 14pt
Color: #4d9bca

A Width: 15px
Height: 13px
Color: #4d9bca

B Width: 13px
Height: 13px
Color: #4d9bca

C Width: 100%
Height: 1px
Color: #CCCCCC



Budget Calculator

Budget Calculator

Measurements

This demonstrates the precise spacing & positioning of elements in the Budget Calculator.

Error Messages

income, after taxes? \$ Sorry, we didn't recognize that. Try again using only numbers.

Sorry, we can't find that zip code. Please try again.

Your Zip Code: [Cancel](#)

6 6 6

7 Numbers only in these fields, please.

Item	Amount
Mortgage/Rent	\$ <input type="text"/>

Dropdown

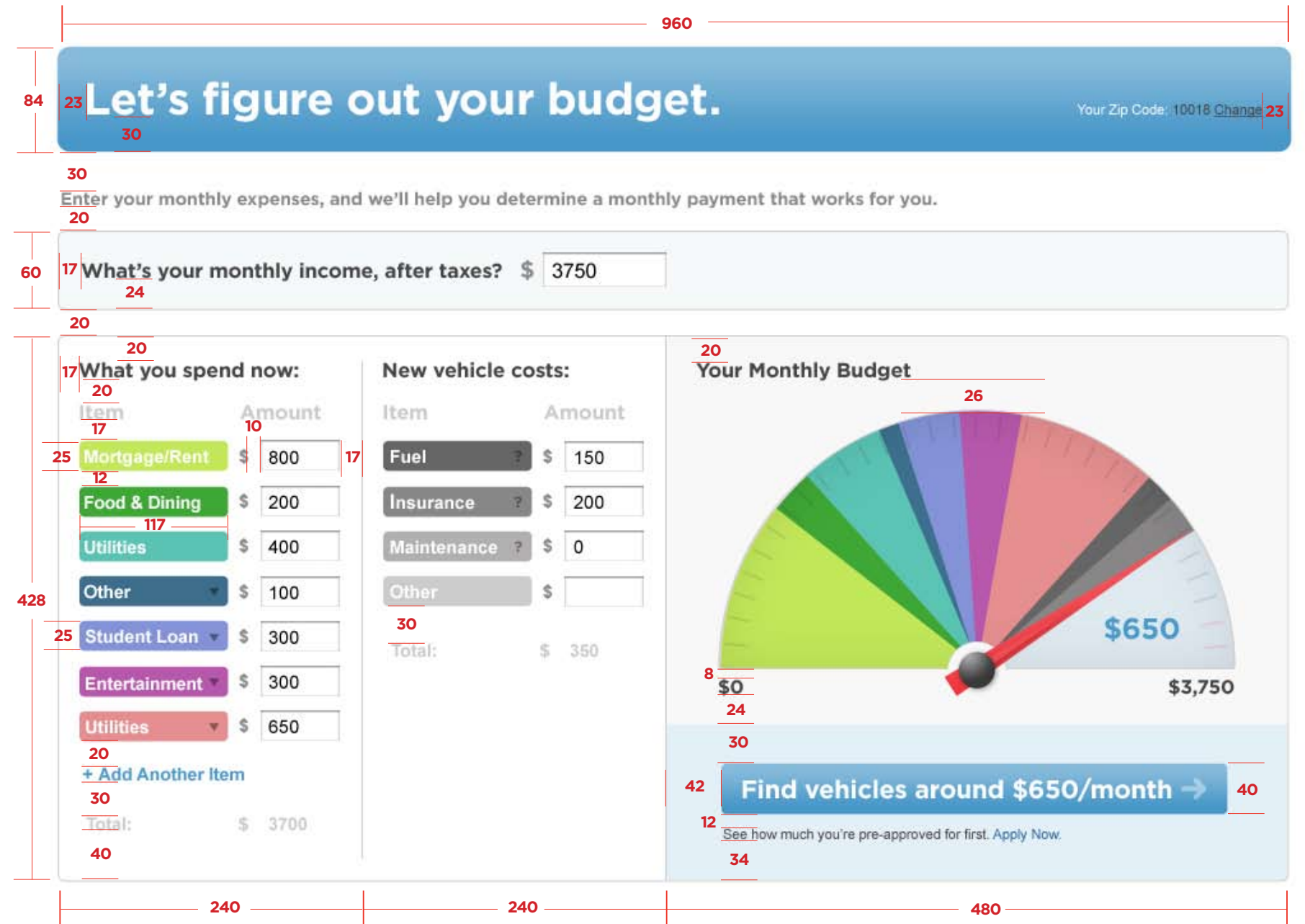
Select... ▼

- Credit Cards
- Entertainment
- Healthcare
- Kids & Education
- Loans
- Savings
- Shopping
- Travel
- Other Vehicle
- Other

Tooltip

17 Tune-ups. New tires. Oil changes. A lot goes into keeping a car safe. **17**
\$75-\$250 is average.
17

Maintenance ? \$



Budget Calculator

Typography

Below are the specifications for typography that’s used throughout Budget Calculator

- 1

Gotham Bold
Size: 35pt
Color: #ffffff
- 2

Gotham Bold
Size: 14pt
Color: #454545
- 3

Arial Regular
Size: 11pt
Color: #ffffff
#454545
- 4

Gotham Bold
Size: 16pt
Color: #454545
- 5

Arial Regular
Size: 16pt
Color: #000000
- 6

Gotham Bold
Size: 16pt
Color: #cccccc
- 7

Arial Bold
Size: 14pt
Color: #ffffff
- 8

Arial Bold
Size: 14pt
Color: #ffffff
- 9

Gotham Bold
Size: 14pt
Color: #4797c8
- 10

Arial Regular
Size: 14pt
Color: #000000
- 11

Gotham Bold
Size: 23pt
Color: #4797c8
- 12

Gotham Bold
Size: 15pt
Color: #454545
- 13

Gotham Bold
Size: 20pt
Color: #ffffff
- 14

Arial Regular
Size: 11pt
Color: #454545
#4797c8
- 15

Arial Regular
Size: 11pt
Color: #f43c43
- 16

Arial Bold
Size: 14pt
Color: #8a8a8a
- 17

Arial Regular/Bold
Size: 11pt
Color: #8a8a8a

1

Let’s figure out your budget.

3

Your Zip Code: 10018 [Change](#)

2

Enter your monthly expenses, and we’ll help you determine a monthly payment that works for you.

4

What’s your monthly income, after taxes?

5

\$ 3750

4

What you spend now:

6

Item	Amount
Mortgage/Rent	\$ 800
Food & Dining	\$ 200
Utilities	\$ 400
Other	\$ 100
Student Loan	\$ 300
Entertainment	\$ 300
Utilities	\$ 650

7

+ Add Another Item

8

Total: \$ 3700

4

New vehicle costs:

7

Item	Amount
Fuel	\$ 150
Insurance	\$ 200
Maintenance	\$ 0
Other	\$

8

Total: \$ 350

4

Your Monthly Budget

11

\$650

\$0

\$3,750

12

Find vehicles around \$650/month →

13

See how much you’re pre-approved for first. [Apply Now.](#)

14

Error Messages

15

Sorry, we didn't recognize that. Try again using only numbers.

15

Sorry, we can't find that zip code. Please try again.

Your Zip Code: 10018 [Submit](#) [Cancel](#)

15

Numbers only in these fields, please.

Item	Amount
Mortgage/Rent	\$

Dropdown

16

Select...

Credit Cards

Entertainment

Healthcare

Kids & Education

Loans

Tooltip

17

Tune-ups. New tires. Oil changes. A lot goes into keeping a car safe. \$75-\$250 is average.

Maintenance ? \$

Budget Calculator

Graphical Elements

Below are style and color specifications for graphical elements that are used throughout Budget Calculator. Please reference individual PSDs for assets.

B Box Color: #f8f8f8
Stroke: 1pt #cccccc
See page 12 for usage

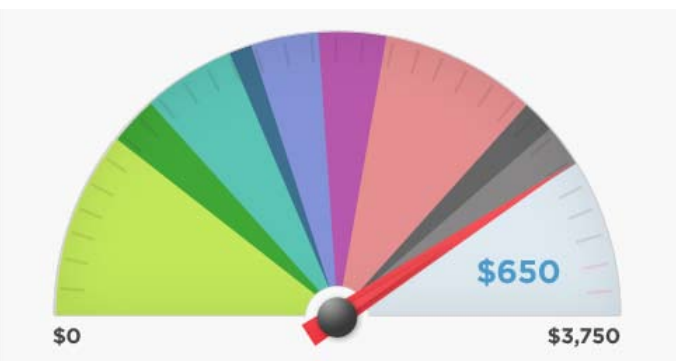
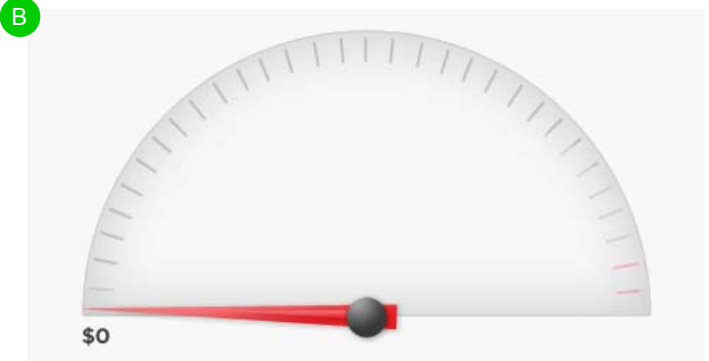
C Box Color: #eef3f3
Stroke: 1pt #cccccc
See page 12 for usage

D Box Color: #e4f0f7
Stroke: 1pt #cccccc
See page 12 for usage

E Dropdown: #3d6e8c
Background: #ffffff
Stroke: 1pt #3d6e8c
Highlight: 20% of 3d6e8c
See page 12 for usage

Note: Stroke and Highlight assume the color of the button selected

F Box Color: #ffffff
Stroke: 1pt #cccccc
See page 12 for usage



D

Find vehicles around \$650/month →

See how much you're pre-approved for first. [Apply Now.](#)

C

What's your monthly income, after taxes? \$ 3750

Colors



E

Select... ▼

- Credit Cards
- Entertainment
- Healthcare
- Kids & Education
- Loans
- Savings
- Shopping
- Travel
- Other Vehicle
- Other

F

Tune-ups. New tires. Oil changes.
A lot goes into keeping a car safe.
\$75-\$250 is average.

Maintenance ? \$

Budget Calculator

Graphical Elements (cont.)

Below are style and color specifications for graphical elements that are used throughout Budget Calculator. Please reference individual PSDs for assets.

A See page 12 for usage

Spending Categories Colors:

<div>#c3e85a</div>	<div>#3fa736</div>	<div>#5bc3b4</div>	<div>#3d6e8c</div>
<div>#8493d7</div>	<div>#b758ac</div>	<div>#e58f90</div>	<div>#6b9cd3</div>
<div>#7b5ba7</div>	<div>#e558a0</div>	<div>#f5a4c7</div>	<div>#f8dd5d</div>
<div>#d86d28</div>	<div>#f6b584</div>		
<div>#666666</div>	<div>#888787</div>	<div>#b0b0b0</div>	<div>#cccccc</div>

A

Mortgage/Rent	\$	800
Food & Dining	\$	200
Utilities	\$	400
Other	\$	100
Student Loan	\$	300
Entertainment	\$	300
Utilities	\$	650
Student Loan	\$	800
Entertainment	\$	200
Utilities	\$	400
Student Loan	\$	100
Entertainment	\$	300
Utilities	\$	300

Fuel	\$	150
Insurance	\$	200
Maintenance	\$	0
Other	\$	
Total:	\$	350

Payment Estimator

Payment Estimator

Measurements: Select Vehicle

This demonstrates the precise spacing & positioning of elements in the Payment Estimator.

84

23

30

30

23

Let's get started!

30

20

20

378

126

117

12

10

50

234

26

var.

18

18

15

13

13

189

30

26

12

CHOOSE A YEAR:

2009

40

2008

40

2007

46

2009 Edge SE

MSRP: \$25,735

2009 Edge SEL

MSRP: \$27,730

2009 Edge LIMITED

MSRP: \$32,845

52

143

15

20

17

20

141

288

477

var.

12

Not sure which models fit your budget? [Browse vehicles by monthly payment](#)

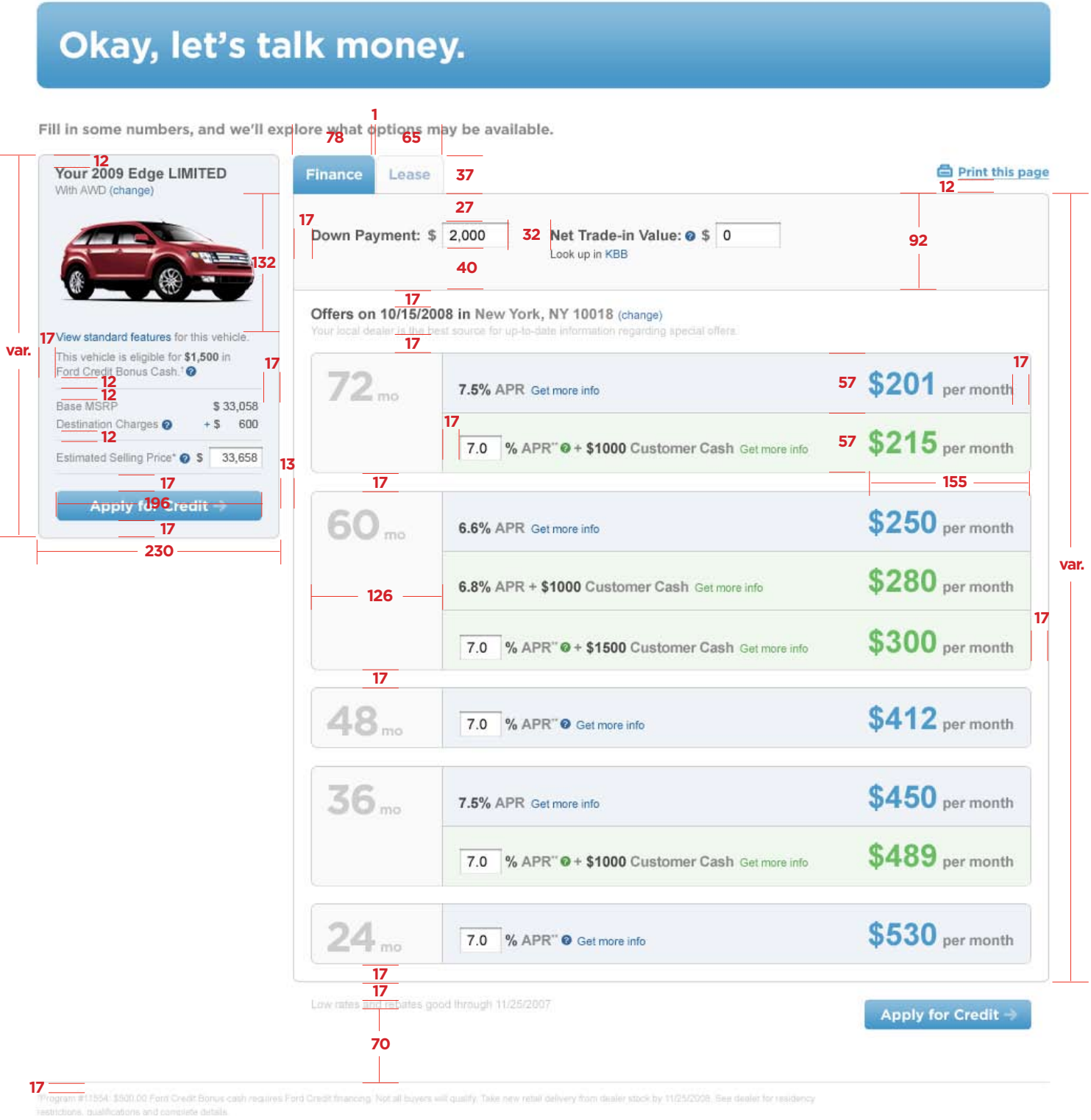
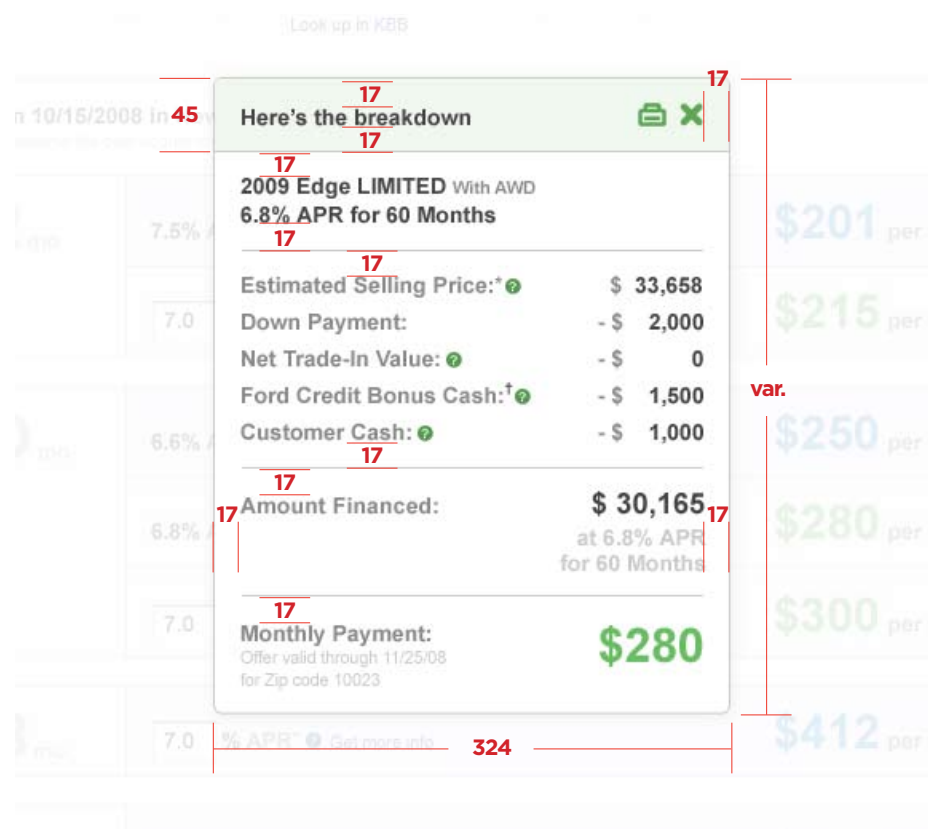
Want to know more about a specific vehicle? [Go in-depth at fordvehicles.com](#)

Payment Estimator

Measurements: Finance Offers

This demonstrates the precise spacing & positioning of elements in the Payment Estimator.

Info Overlay



Payment Estimator

Measurements: Lease Offers


This demonstrates the precise spacing & positioning of elements in the Payment Estimator.

Okay, let's talk money.

Fill in some numbers, and we'll explore what options may be available.

Your 2009 Edge LIMITED

With AWD (change)



View standard features for this vehicle.

Base MSRP

\$ 33,058

Destination Charges

+ \$ 600

Estimated Cap Cost*

\$ 33,658

Apply for Credit

Finance

Lease

Print this page

Annual Mileage:

10,500

27

32

Down Payment:

\$ 0

32

Net Trade-in Value:

\$ 0

28

Look up in KBB

Offers on 10/15/2008 in New York, NY 10018 (change)

Your local dealer is the best source for up-to-date information regarding special offers.

48_{mo}

Includes \$1000 Ford Credit Bonus Cash[†]

Get more info

\$201

per month

With additional \$426 due at lease signing***

39_{mo}

Includes \$1000 Ford Credit Bonus Cash[†]

Get more info

\$250

per month

With additional \$500 due at lease signing***

36_{mo}

Includes \$500 Customer Cash

+ \$1000 Ford Credit Bonus Cash[†]

Get more info

\$314

per month

With additional \$639 due at lease signing***

24_{mo}

Includes \$1000 Ford Credit Bonus Cash[†]

Get more info

\$387

per month

With additional \$787 due at lease signing***

Don't see the term you're looking for? See your dealer for other options.

Low rates and rebates good through 11/25/2007

Apply for Credit

Payment Estimator

Measurements: Lease (no offers available)


This demonstrates the precise spacing & positioning of elements in the Payment Estimator.

Okay, let's talk money.

Fill in some numbers, and we'll explore what options may be available.

Your 2009 Edge LIMITED

With AWD ([change](#))



[View standard features](#) for this vehicle.

Base MSRP	\$ 33,058
Destination Charges ?	+ \$ 600
Estimated Cap Cost* ?	\$ <input type="text" value="33,658"/>

[Apply for Credit →](#)

[Print this page](#)

Finance
Lease

Sorry, we're not able to estimate a payment at this time.
Please contact your local dealer to determine monthly payments.

Payment Estimator

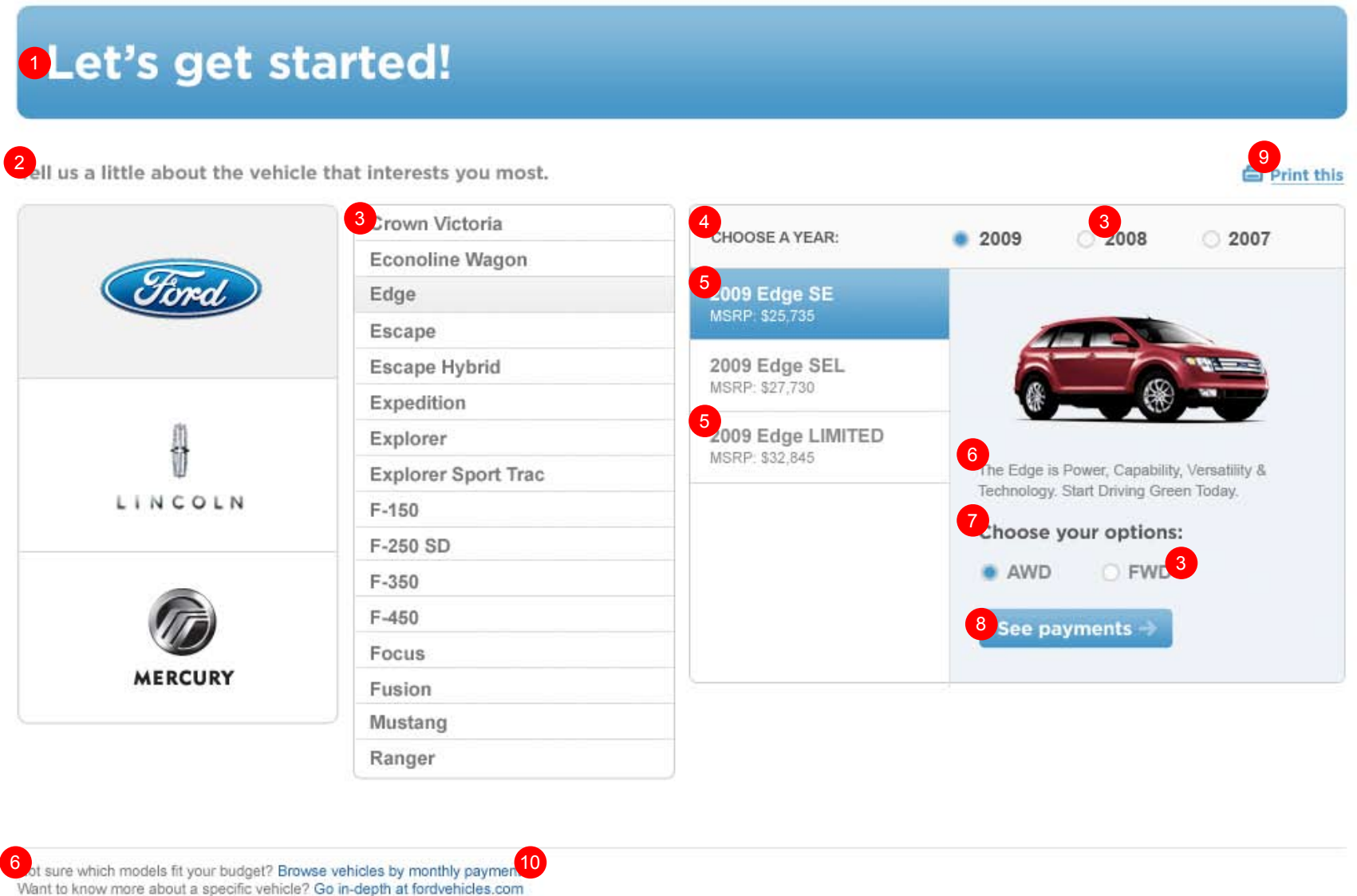
Typography: Select Vehicle

Below are the specifications for typography that's used throughout Payment Estimator.

- | | | | |
|---|--|----|---|
| 1 | Gotham Bold
Size: 35pt
Color: #ffffff | 6 | Arial Regular
Size: 11pt
Color: #8a8a8a |
| 2 | Gotham Bold
Size: 18pt
Color: #8a8a8a | 7 | Gotham Bold
Size: 14pt
Color: #454545 |
| 3 | Arial Bold
Size: 14pt
Color: 8a8a8a | 8 | Gotham Bold
Size: 14pt
Color: #ffffff |
| 4 | Arial Bold
Size: 11pt
Color: #454545 | 9 | Gotham Bold
Size: 12pt
Color: #4797c8
Style: Underline |
| 5 | Deselected State
Arial Regular/Bold
Size: 14pt & 11pt
Color: #f5f5f5
to #eeeeee | 10 | Arial Regular
Size: 11pt
Color: #4797c8 |

Off State
Arial Regular/Bold
Size: 14pt & 11pt
Color: #ffffff

On State
Arial Regular/Bold
Size: 14pt & 11pt
Color: #87bbdb
to #4d9bca



Payment Estimator

Typography: Finance Offers

Below are the specifications for typography that’s used throughout Payment Estimator.

- 1

Arial Bold
Size: 14pt
Color: #454545
- 2

Arial Regular
Size: 11pt
Color: #8a8a8a
- 3

Gotham Bold
Size: 14pt
Color: #ffffff
- 4

Arial Bold
Size: 11pt
Color: #454545
- 5

Arial Regular
Size: 11pt
Color: #000000
- 6

Arial Bold
Size: 14pt
Color: #454545
- 7

Arial Regular
Size: 14pt
Color: #000000
- 8

On State
Gotham Bold
Size: 14pt
Color: #ffffff

Off State
Gotham Bold
Size: 14pt
Color: #badaed
- 9

Arial Regular
Size: 11pt
Color: #454545
- 10

Arial Regular
Size: 12pt
Color: #454545
Style: Underline
- 11

Arial Regular
Size: 11pt
Color: #cccccc
- 12

Gotham Bold
Size: 40pt & 13pt
Color: #cccccc
- 13

Arial Bold
Size: 14pt
Color: #8a8a8a
- 14

Arial Regular
Size: 11pt
Color: #4797c8
- 15

Arial Regular
Size: 11pt
Color: #6abd63
- 16

Arial Bold
Size: 30pt
Color: #4797c8
- 17

Arial Bold
Size: 30pt
Color: #6abd63
- 18

Arial Regular
Size: 9pt
Color: #cccccc

Okay, let’s talk money.

Fill in some numbers, and we’ll explore what options may be available.

1

2

14

4

5

3

1

2

14

4

5

3

8

10

6

7

6

9

14

6

11

13

14

16

13

7

13

6

13

15

17

13

12

12

12

12

11

3

Print this page

Finance

Lease

Down Payment: \$ 2,000

Net Trade-in Value: \$ 0

Offers on 10/15/2008 in New York, NY 10018

72 mo

7.5% APR

\$201 per month

7.0 % APR + \$1000 Customer Cash

\$215 per month

60 mo

6.6% APR

\$250 per month

6.8% APR + \$1000 Customer Cash

\$280 per month

7.0 % APR + \$1500 Customer Cash

\$300 per month

48 mo

7.0 % APR

\$412 per month

36 mo

7.5% APR

\$450 per month

7.0 % APR + \$1000 Customer Cash

\$489 per month

rates and rebates good through 11/25/2007

Apply for Credit

18

#11554: \$500.00 Ford Credit Bonus cash requires Ford Credit financing. Not all buyers will qualify. Take new retail delivery from dealer stock by 11/25/2008. See dealer for residency requirements, qualifications and complete details.

Ford Credit Styleguide November 20, 2008

22

Payment Estimator

Typography: Lease Offers

Below are the specifications for typography that’s used throughout Payment Estimator.

- 1

Arial Bold
Size: 14pt
Color: #454545
- 2

Arial Bold
Size: 11pt
Color: #8a8a8a
- 3

Arial Bold
Size: 14pt
Color: 8a8a8a
- 4

Arial Bold
Size: 18pt
Color: #454545
- 5

Arial Bold
Size: 14
Color: #cccccc
- 6

Arial Regular
Size: 11pt
Color: #cccccc
- 7

Arial Bold
Size: 30pt
Color: #6abd63

Okay, let’s talk money.

Fill in some numbers, and we'll explore what options may be available.

Your 2009 Edge LIMITED
With AWD (change)

View standard features for this vehicle.

This vehicle is eligible for **\$1,500** in Ford Credit Bonus Cash.*[†]

Base MSRP\$ 33,058

Destination Charges + \$ 600

Estimated Selling Price* \$ 33,658

Apply for Credit →

FinanceLease

Down Payment: \$ 2,000

Net Trade-in Value: \$ 0

Look up in KBB

Offers on 10/15/2008 in New York

72 mos7.5% APR

60 mos7.0% APR

48 mos7.0% APR

Here's the breakdown

2009 Edge LIMITED With AWD

6.8% APR for 60 Months

Estimated Selling Price:* \$ 33,658

Down Payment: - \$ 2,000

Net Trade-In Value: - \$ 0

Ford Credit Bonus Cash:* - \$ 1,500

Customer Cash: - \$ 1,000

Amount Financed: \$ 30,165

at 6.8% APR for 60 Months

Monthly Payment: \$280

Offer valid through 11/25/08

Zip code 10023

\$201 per month

\$215 per month

\$250 per month

\$280 per month

\$300 per month

\$412 per month

Print this page

Payment Estimator

Typography: Lease (no offers available)

Below are the specifications for typography that’s used throughout Payment Estimator.

- 1

Arial Regular
Size: 14pt
Color: #454545
- 2

Arial Bold
Size: 14pt
Color: #8a8a8a
- 3

Arial Bold
Size: 14pt
Color: 454545
- 4

Arial Regular
Size: 11pt
Color: #6abd63
- 5

Arial Bold
Size: 30
Color: #6abd63
- 6

Arial Bold
Size: 14pt
Color: #8a8a8a
- 7


Arial Regular
Size: 11pt
Color: #8a8a8a
- 8

Gotham Bold
Size: 14pt
Color: #8a8a8a

Okay, let’s talk money.

Fill in some numbers, and we’ll explore what options may be available.

Your 2009 Edge LIMITED
With AWD (change)



[View standard features](#) for this vehicle.

Base MSRP\$ 33,058

Destination Charges ⓘ+\$ 600

Estimated Cap Cost ⓘ \$ 33,658

Apply for Credit →

FinanceLease

[Print this page](#)

Annual Mileage: 10,500 ±

Down Payment: ⓘ \$ 0

Net Trade-in Value: ⓘ \$ 0
Look up in KBB

Offers on 10/15/2008 in New York, NY 10018 (change)
Your local dealer is the best source for up-to-date information regarding special offers.

48_{mo}

Includes \$1000 Ford Credit Bonus Cash ⓘ
[Get more info](#)

\$201 per month
With additional \$426 due at lease signing***

39_{mo}

Includes \$1000 Ford Credit Bonus Cash ⓘ
[Get more info](#)

\$250 per month
With additional \$500 due at lease signing***

36_{mo}

Includes \$500 Customer Cash ⓘ
+ \$1000 Ford Credit Bonus Cash ⓘ
[Get more info](#)

\$314 per month
With additional \$639 due at lease signing***

Don't see the term you're looking for? See your dealer for other options.

Low rates and rebates good through 11/25/2007

Apply for Credit →

Ford Credit Styleguide November 20, 2008

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Payment Estimator

Typography

Below are the specifications for typography that’s used throughout Payment Estimator.

- 1
- Gotham Bold

Size: 14pt


Color: #8a8a8a

Okay, let’s talk money.

Fill in some numbers, and we’ll explore what options may be available.

Your 2009 Edge LIMITED

With AWD (change)



View standard features for this vehicle.

Base MSRP

\$ 33,058

Destination Charges ⓘ

+ \$ 600

Estimated Cap Cost* ⓘ

\$ 33,658

Apply for Credit →

Finance

Lease

1

Sorry, we’re not able to estimate a payment at this time.
Please contact your local dealer to determine monthly payments.

Print this page

Payment Estimator

Graphical Elements

Below are style and color specifications for graphical elements that are used throughout Payment Estimator. Please reference individual PSDs for assets.

- A

On State: #87bbdb to #4d9bca

Off State: #ffffff

Deselected State: #f2f2f2

Box Stroke: 1pt #cccccc

See page 17 for usage
- B

On State: #87bbdb to #4d9bca

Off State: #ffffff

Deselected State: #f5f5f5 to #eeeeee

Box Stroke: 1pt #cccccc

See page 17 for usage
- C

Color: #f8f8f8

Stroke: 1 pt #cccccc

See page 17 for usage
- D

On State: #87bbdb to #4d9bca

Off State: #ffffff

Deselected State: #f5f5f5 to #eeeeee

Box Stroke: 1pt #cccccc

Box Color: #ffffff




See page 17 for usage
- E

Box Color: #eff2f7

Box Stroke: 1pt #cccccc

See page 17 for usage

A



B

Crown Victoria
Econoline Wagon
Edge
Escape
Escape Hybrid
Expedition
Explorer
Explorer Sport Trac
F-150
F-250 SD
F-350
F-450
Focus

C

CHOOSE A YEAR:

2009

2008

2007


D

2009 Edge SE
MSRP: \$25,735

2009 Edge SEL
MSRP: \$27,730

2009 Edge LIMITED
MSRP: \$32,845

E



The Edge is Power, Capability, Versatility & Technology. Start Driving Green Today.

Choose your options:

AWD

FWD

See payments →

Colors

#eff2f7

#f2f2f2

#f8f8f8

#e3f0f8

#f1f8f0

#cccccc

#87bbdb to #4d9bca

#f5f5f5 to #eeeeee

Ford Credit Styleguide November 20, 2008

26

Payment Estimator

Graphical Elements (cont.)

Below are style and color specifications for graphical elements that are used throughout Payment Estimator. Please reference individual PSDs for assets.

F On State: #87bbdb to #4d9bca
Off State: #fcfcfc
Stroke: 1pt #cccccc
See page 22 for usage

G Box Color: #fafafa
Stroke: 1pt #cccccc
See page 22 for usage

H Finance Color: #e3f0f8
Lease Color: #f1f8f0
Stroke: 1 pt #cccccc
Term Color: #fafafa
See page 22 for usage

I Color: #e3f0f8
Stroke: 1 pt #cccccc
See page 24 for usage

J Header Color: #f1f8f0
Stroke: 1 pt #cccccc
Box Color: #ffffff
Transparency: 85% of #ffffff
Effects: See Layer Style C
See page 23 for usage

K See page 22, 23 for usage

Note:
Finance: offers with cash back are green, offers without cash back are blue. All corresponding icons should match either green/blue colors.
Lease: all icons are green

Finance

Lease

Print this page

Down Payment: \$ 2,000

Net Trade-in Value: ⓘ \$ 0

Look up in KBB

72_{mo}

7.5% APR

Get more info

\$201 per month

7.0

% APR ⓘ + \$1000 Customer Cash

Get more info

\$215 per month

Finance

Lease

Print this page

Sorry, we're not able to estimate a payment at this time.
Please contact your local dealer to determine monthly payments.

Here's the breakdown ⓘ X

2009 Edge LIMITED With AWD
6.8% APR for 60 Months

Estimated Selling Price: ⓘ

\$ 33,658

Down Payment:

- \$ 2,000

Net Trade-In Value: ⓘ

- \$ 0

Ford Credit Bonus Cash: ⓘ

- \$ 1,500

Customer Cash: ⓘ

- \$ 1,000

Amount Financed:

\$ 30,165

at 6.8% APR for 60 Months

Monthly Payment:

Offer valid through 11/25/08 for Zip code 10023

\$280

% APR ⓘ Get more info


ⓘ ⓘ ⓘ ⓘ X X

Credit Application

Credit Application

Measurements: Step 1 - Application


This demonstrates the precise spacing & positioning of elements in the Credit Application.



You just looked at the Edge LIMITED with AWD Base MSRP \$33,058

Welcome to Our Online Credit Application

Find out if you're approved in just a few minutes and 3 easy steps.




Why You Should Apply for Credit Online

- Convenient and saves time
- See what trims and options are in your budget
- Use this info when you get to the dealer

How It Works

- Complete the application
- Get your decision in about 40 seconds
- Print and bring to your local dealer



Your Privacy is Important to Us (No, Really)

Any information you give us will be used solely for credit approval. It won't be used for any other purpose unless you give us your permission.

What About Security?

Your personal information is secure with Ford Credit. All information is encrypted and protected.

[Click here for more info](#)

Step 1: Tell Us About Yourself

Do you plan to: ☒ Finance ☐ Lease ☐ Not Sure

Application type ☒ Individual ☐ Joint

Personal Information

First Name*

Middle Initial

Last Name*

Street Address*

City*

State*

Zip Code*

Monthly Mortgage or Rent* \$

How long have you lived there?* Years Months

Email Address*

Confirm Email Address*

Primary Phone Number* - -

Social Security Number* - -

Date of Birth* / / (mm/dd/yyyy)

Income and Employment

Are you retired?* ☐ Yes ☒ No

Gross Annual Income* \$

Occupation*

Employer Name*

How long have you worked there?* Years Months

Work Phone Number* - -

Need help? Chat with an expert

Mon-Fri 8am-7pm CST Sat 11am-5pm CST

Credit Application

Measurements: Step 1 - Application (cont.)

This demonstrates the precise spacing & positioning of elements in the Credit Application.

27

Select a Dealer (Optional)

517

25

Enter one:

45

27

20

Zip Code or Dealer Name

48126

>

20

Your application will be shared with the dealer you select, which means you'll be one step ahead when you get there.
Don't worry, you're not locked in. You're still free to explore other dealers of your choosing.

20

20

○ Fairlane Ford

(0.2 miles)

View results on a map

12345 Main St., Anytown, MI 48126
Tel: xxx-xxx-xxxx Fax: xxx-xxx-xxxx

www.fairlaneford.com

35

20

○ Jorgensen Ford Sales, Inc

(0.3 miles)

6

12345 Main St., Anytown, MI 48126
Tel: xxx-xxx-xxxx Fax: xxx-xxx-xxxx

www.jorgensenford.com

17

10

○ Wolverine Ford Truck Sales Inc

(0.6 miles)

12345 Main St., Anytown, MI 48126
Tel: xxx-xxx-xxxx Fax: xxx-xxx-xxxx

28

○ Village Ford Inc. (0.9 mi)

(0.6 miles)

12345 Main St., Anytown, MI 48126
Tel: xxx-xxx-xxxx Fax: xxx-xxx-xxxx

www.villagefordmi.com

24

○ I would prefer to select a dealer later.

Next 4 Results >

Okay, let's review →

Credit Application

Measurements: Step 2 - Review

This demonstrates the precise spacing & positioning of elements in the Credit Application.

2

Why You Should Apply for Credit Online

- Convenient and saves time

- See what trims and options are in your budget

- Use this info when you get to the dealer

How It Works

- Complete the application

- Get your decision in about 40 seconds

- Print and bring to your local dealer

Your Privacy is Important to Us (No, Really)

Any information you give us will be used solely for credit approval. It won't be used for any other purpose unless you give us your permission.

What About Security?

Your personal information is secure with Ford Credit. All information is encrypted and protected.

[Click here for more info](#)

20

Step 2: Review Your Information

10

Please take a moment to read through all your information, including the Terms and Conditions at the bottom. Use the [Edit button](#) to make any necessary changes.

20

[Print this page](#)

17

Need help? [Chat with an expert](#)

Mon-Fri 8am-7pm CST- Sat 11am-5pm CST

35

Application Information

15

30

Finance Option

Finance

15

20

Edit

15

Application Type

Individual

58

93

20

36

Personal Information

15

30

Name & Address

35

Jane Doe

1234 Main St

New York, NY 12345

Edit

20

Monthly Mortgage or Rent

\$ 2222

Time at Residence

5 years, 2 months

Email Address

janedoe@gmail.com

Primary Phone Number

123-555-1212

Social Security Number

999-99-9999

Date of Birth

09/09/1977

30

36

Income and Employment

30

Are you retired?

No

Edit

30

Annual Gross Income

\$ 33,333

Occupation

35

Lorem Ipsum

Employer Name

Lorem Ipsum

Time at (Employer Name)

5 years, 2 months

Work Phone Number

123-555-1414

30

36

Your Selected Dealer

Village Ford, Inc

12345 Anytown, MI 48126

Tel: 123-555-1616

Fax: 123-555-1818

Edit

Ford Credit Styleguide November 20, 2008

31

Credit Application

Measurements: Step 2 - Review (cont.)

This demonstrates the precise spacing & positioning of elements in the Credit Application.

30

Village Ford, Inc

12345 Anytown, MI 48126

Tel: 123-555-1616

Fax: 123-555-1818

Edit

36

12

20

Terms & Conditions

Please review & verify.

17

17

By clicking on the "Yes, I agree" button below, I understand that Ford Credit financing is available only through participating dealers, and if my application is approved, I will need to contact a dealer to obtain financing.

I consent to receive the information, follow-up communications, and disclosures related to this credit application electronically. My consent is limited to the information and disclosures related to this application only and none other.

I can withdraw my consent at any time prior to clicking the "Agree and Submit" button in Step 2 of the application process. I understand that my application cannot be processed electronically if I withdraw my consent.

I understand that Ford Credit may ask additional questions online about my application to help render a credit decision. I understand that answering these questions is optional.

I understand that I may only request a credit application twice a day. (Please note that each time you request a credit application, a notice will be placed on your credit report.)

I also understand that after I have consented to receive the information and disclosures related to this application, I can make application changes and/or receive all related information and disclosures in writing, at the dealer that I selected, at no extra cost, or contact the Ford Credit online credit application center at 1-877- 350-6148, Mon-Fri, 8:00 AM -5:00 PM CST.

In order to successfully transmit and receive the information and disclosures related to this credit application, I understand I must have: an active Internet connection; a browser capable of sending and receiving secure information; and the ability to print pages from this Web site for my records.

For the purpose of securing credit from you, I certify that the information that I submit with this application is true and complete to the best of my knowledge. Applicant further certifies that I have attained the Age of Majority. Applicant authorizes you to check my credit and employment history, and to provide and/or obtain information about credit experiences with me.

17

12

27

12

I agree to the terms and conditions above.

20

5

10

22

Print this page

Cancel

Submit my application


77

210

Credit Application

Measurements: Processing

This demonstrates the precise spacing & positioning of elements in the Credit Application.



You just looked at the **Edge LIMITED** with AWD Base MSRP \$33,058

Welcome to Our Online Credit Application

Find out if you're approved in just a few minutes and 3 easy steps.


2

Why You Should Apply for Credit Online

- Convenient and saves time
- See what trims and options are in your budget
- Use this info when you get to the dealer

How It Works

- Complete the application
- Get your decision in about 40 seconds
- Print and bring to your local dealer



Your Privacy is Important to Us (No, Really)

Any information you give us will be used solely for credit approval. It won't be used for any other purpose unless you give us your permission.

Processing...


Thanks, your application is being submitted.

This could take up to 1 minute.



Do not close your browser.

Please wait until you see a confirmation message.

357



FPO



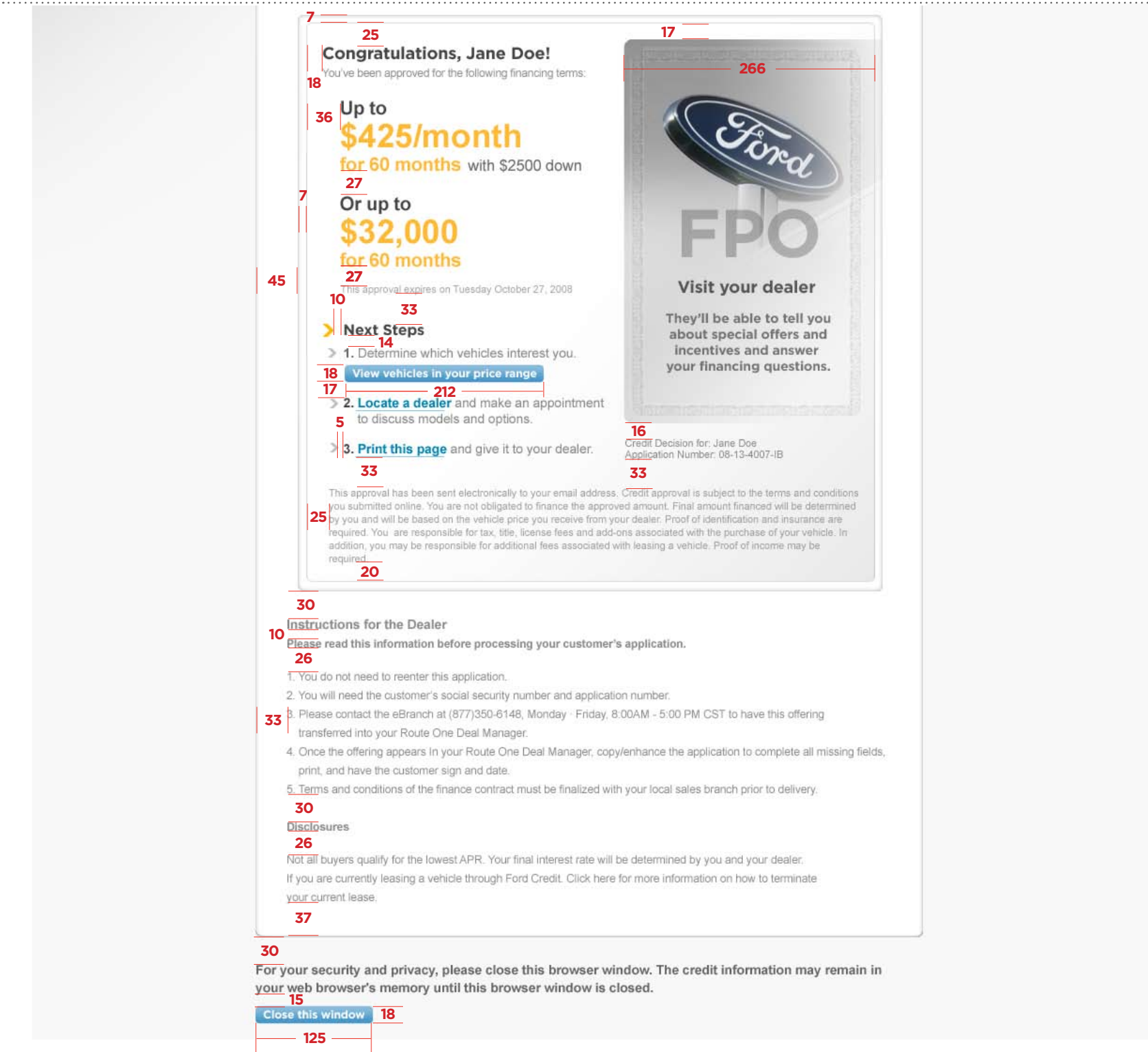
Ford Credit Styleguide November 20, 2008

33

Credit Application

Measurements: Decision - Approved

This demonstrates the precise spacing & positioning of elements in the Credit Application.



Credit Application

Measurements: Decision - Declined

This demonstrates the precise spacing & positioning of elements in the Credit Application.

3

Print this page

Need help? Chat with an expert

Mon-Fri 8am-7pm CST- Sat 11am-5pm CST

25

Sorry, We Are Unable to Approve Your Application Online

13

But don't give up just yet! Go talk to a dealer. They may be able to recommend certain actions – such as finding a co-applicant, or making an adjustment in your down payment – that can have a positive impact on your application and subsequent credit decision.

18

40

Next Steps

1. [Locate a dealer](#) and make an appointment to discuss models and options.

25

2. [Print this page](#) and give it to your dealer.

266

40

Free Credit Report

With enrollment in Credit Check.

17

67

Learn more →

28

131

137

62

Want to improve your credit score?

17

Learn how →

30

20

Credit Decision for: Jane Doe

Application Number: 08-13-4007-IB

20

Instructions for the Dealer

Please read this information before processing your customer's application.

1. You do not need to reenter this application.

2. You will need the customer's social security number and application number.

3. Please contact the eBranch at (877)350-6148, Monday - Friday, 8:00AM - 5:00 PM CST to have this offering transferred into your Route One Deal Manager.

4. Once the offering appears In your Route One Deal Manager, copy/enhance the application to complete all missing fields, print, and have the customer sign and date.

5. Terms and conditions of the finance contract must be finalized with your local sales branch prior to delivery.

Disclosures

Not all buyers qualify for the lowest APR. Your final interest rate will be determined by you and your dealer.

If you are currently leasing a vehicle through Ford Credit. Click here for more information on how to terminate your current lease.

For your security and privacy, please close this browser window. The credit information may remain in your web browser's memory until this browser window is closed.

Close this window

Ford Credit Styleguide November 20, 2008

35

Credit Application

Measurements: Login

This demonstrates the precise spacing & positioning of elements in the Credit Application.

Welcome Back to Our Online Credit Application
The simple, convenient way to explore your financing options with Ford Credit.

Retrieve Your Credit Decision

Need help? Chat with an expert
Mon-Fri 8am-7pm CST- Sat 11am-5pm CST

Application Number
This number is provided in your confirmation email.
The last two characters entered are always uppercase letters.

Last 5 digits of your Social Security Number

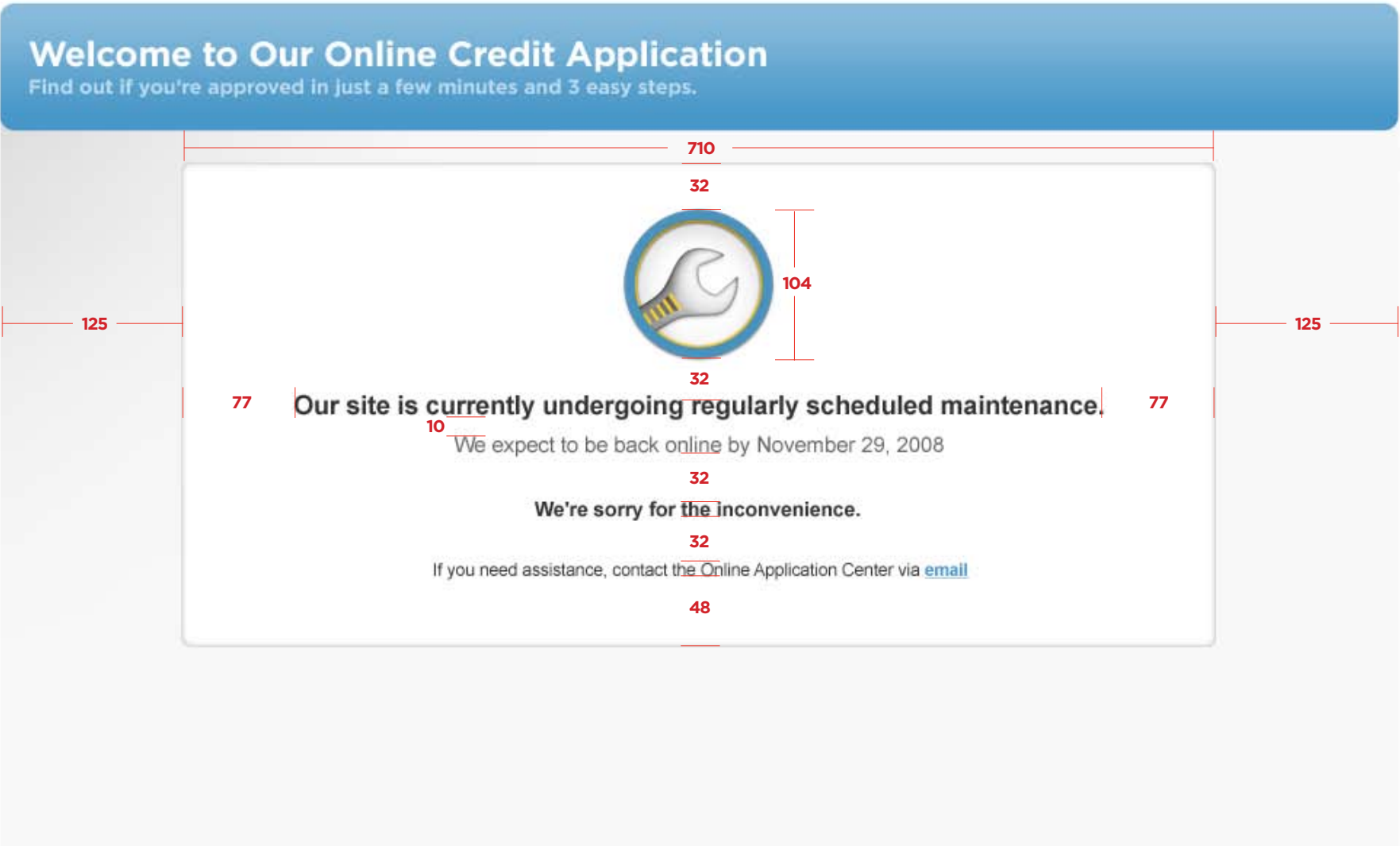
Get your decision →

Dimension values: 40, 710, 20, 17, 53, 26, 125, 23, 48, 13, 174, 30.

Credit Application

Measurements: Error

This demonstrates the precise spacing & positioning of elements in the Credit Application.



Credit Application

Typography: Step 1 - Application

Below are the specifications for typography that's used throughout Credit Application.

- 1

Gotham Bold
Size: 14pt
Color: #8a8a8a
- 2

Gotham Bold
Size: 17pt
Color: #8a8a8a
- 3

Arial Regular
Size: 12pt
Color: 8a8a8a
- 4

Gotham Bold
Size: 24pt
Color: #ffffff
- 5

Gotham Bold
Size: 14pt
Color: #badaed
- 6

Gotham Bold
Size: 18pt
Color: #8a8a8a
- 7

Gotham Bold
Size: 18pt
Color: #454545
- 8

Gotham Bold
Size: 24pt
Color: #ffc103
- 9

Gotham Bold
Size: 14pt
Color: #454545
- 10


Arial Regular/Bold
Size: 14pt
Color: #8a8a8a
- 11

Gotham Bold
Size: 12pt
Color: #454545
#ffffff
- 12

Gotham Light
Size: 10pt
Color: #8a8a8a
- 13

Arial Regular
Size: 11pt
Color: #8a8a8a
- 14

Arial Bold
Size: 12pt
Color: #4797c8
Style: Underline



1

2

3

You just looked at the Edge LIMITED with AWD Base MSRP \$33,058

4

5

Welcome to Our Online Credit Application

Find out if you're approved in just a few minutes and 3 easy steps.

8

1

9

Why You Should Apply for Credit Online

- Convenient and saves time

- See what trims and options are in your budget

- Use this info when you get to the dealer

9

How It Works

- Complete the application

- Get your decision in about 40 seconds

- Print and bring to your local dealer

9

Our Privacy is Important to Us (No, Really)

Any information you give us will be used solely for credit approval. It won't be used for any other purpose unless you give us your permission.

9

What About Security?

Your personal information is secure with Ford Credit. All information is encrypted and protected.

[Click here for more info](#)

6

7

9

10

Do you plan to:

☒ Finance

☐ Lease

☐ Not Sure

Application type

☒ Individual

☐ Joint

9

Personal Information

13

Use fields are required*

First Name

Middle Initial

Last Name*

Street Address*

City*

State*

Zip Code*

Monthly Mortgage or Rent*

How long have you lived there?*

Email Address* ?

Confirm Email Address*

Primary Phone Number* ?

Social Security Number*

Date of Birth* 8

(mm/dd/yyyy)

9

Income and Employment

10

Are you retired?

☐ Yes

☒ No

Gross Annual Income* ?

\$

Occupation*

Employer Name*

How long have you worked there?*

Years

Months

Work Phone Number* ?

-

-

11

Need help? Chat with an expert

Mon-Fri 8am-7pm Sat 11am-5pm CST

12

Credit Application

Typography: Step 1 - Application (cont.)

Below are the specifications for typography that’s used throughout Credit Application.

- 9

Gotham Bold
Size: 14pt
Color: #454545
- 10

Arial Regular/Bold
Size: 14pt
Color: #8a8a8a
- 11

Gotham Bold
Size: 12pt
Color: #454545
#ffffff
- 12

Gotham Light
Size: 10pt
Color: #8a8a8a
- 13

Arial Regular
Size: 11pt
Color: #8a8a8a
- 14

Arial Bold
Size: 12pt
Color: #4797c8
Style: Underline
- 15

Arial Regular
Size: 14pt
Color: #000000
- 16

Arial Regular/Bold
Size: 12pt
Color: #454545
- 17

Arial Regular
Size: 12pt
Color: #4797c8
- 18

Gotham Bold
Size: 14pt
Color: #ffffff

Work Phone Number* ?

-

-

9

Select a Dealer (Optional)

10

Enter one:
Zip Code or Dealer Name

15

48126

3

Our application will be shared with the dealer you select, which means you'll be one step ahead when you get there. Don't worry, you're not locked in. You're still free to explore other dealers of your choosing.

16

☐

Fairlane Ford

12345 Main St., Anytown, MI 48126

Tel: xxx-xxx-xxxx Fax: xxx-xxx-xxxx

16

(0.2 miles)

16

[www.fairlaneford.com](#)

16

[View results on a map](#)

16

☐

Jorgensen Ford Sales, Inc

12345 Main St., Anytown, MI 48126

Tel: xxx-xxx-xxxx Fax: xxx-xxx-xxxx

16

(0.3 miles)

17

[www.jorgensenford.com](#)

☐

Wolverine Ford Truck Sales Inc

12345 Main St., Anytown, MI 48126

Tel: xxx-xxx-xxxx Fax: xxx-xxx-xxxx

(0.6 miles)

☐

Village Ford Inc. (0.9 mi)

12345 Main St., Anytown, MI 48126

Tel: xxx-xxx-xxxx Fax: xxx-xxx-xxxx

(0.6 miles)

[www.villagefordmi.com](#)

☐ I would prefer to select a dealer later.

14

[Next 4 Results](#)

18

Okay, let's review →

Ford Credit Styleguide November 20, 2008

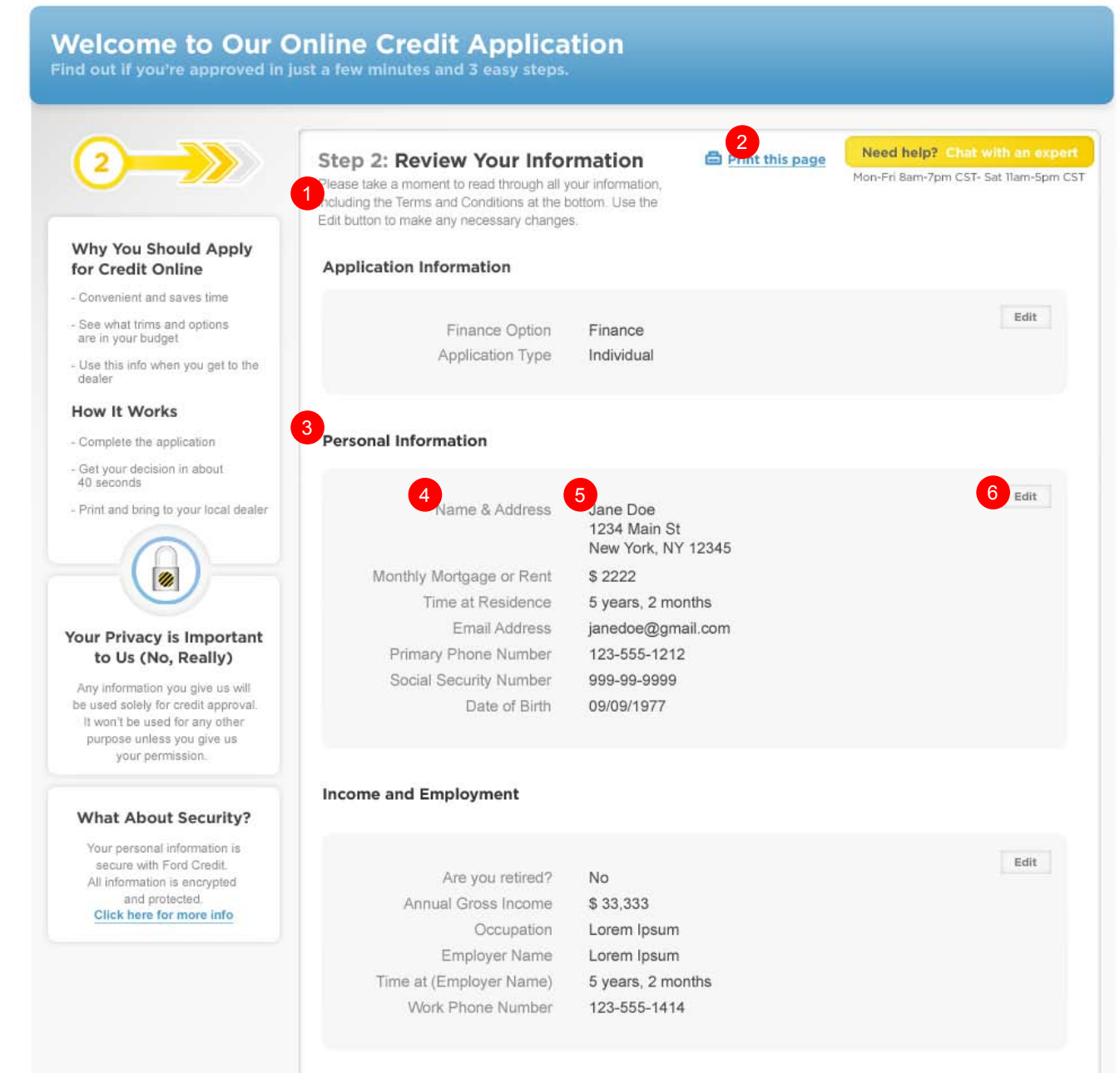
39

Credit Application

Typography: Step 2 - Review

Below are the specifications for typography that's used throughout Credit Application.

- 1 Arial Regular
Size: 12pt
Color: #8a8a8a
 - 2 Gotham Bold
Size: 12pt
Color: #4797c8
Style: Underline
 - 3 Gotham Bold
Size: 14pt
Color: #454545
 - 4 Arial Regular
Size: 14pt
Color: #8a8a8a
 - 5 Arial Regular
Size: 14pt
Color: #454545
 - 6 Gotham Bold
Size: 12pt
Color: #454545



Credit Application

Typography: Step 2 - Review (cont.)

Below are the specifications for typography that’s used throughout Credit Application.

- 1

Arial Regular
Size: 12pt
Color: #8a8a8a
- 2

Gotham Bold
Size: 12pt
Color: #4797c8
Style: Underline
- 3

Gotham Bold
Size: 14pt
Color: #454545
- 4

Arial Regular
Size: 14pt
Color: #8a8a8a
- 5

Arial Regular
Size: 14pt
Color: #454545
- 6

Gotham Bold
Size: 12pt
Color: #454545
- 7

Arial Regular
Size: 12pt
Color: #8a8a8a
- 8

Gotham Bold
Size: 12pt
Color: #ffffff
- 9

Arial Bold
Size: 14pt
Color: #454545

3

Your Selected Dealer

9

Village Ford, Inc

4

2345 Anytown, MI 48126
Tel: 123-555-1616
Fax: 123-555-1818

6

Edit

1

Terms & Conditions

Please review & verify

7

By clicking on the "Yes, I agree" button below, I understand that Ford Credit financing is available only through participating dealers, and if my application is approved, I will need to contact a dealer to obtain financing.

I consent to receive the information, follow-up communications, and disclosures related to this credit application electronically. My consent is limited to the information and disclosures related to this application only and none other.

I can withdraw my consent at any time prior to clicking the "Agree and Submit" button in Step 2 of the application process. I understand that my application cannot be processed electronically if I withdraw my consent.

I understand that Ford Credit may ask additional questions online about my application to help render a credit decision. I understand that answering these questions is optional.

I understand that I may only request a credit application twice a day. (Please note that each time you request a credit application, a notice will be placed on your credit report.)

I also understand that after I have consented to receive the information and disclosures related to this application, I can make application changes and/or receive all related information and disclosures in writing, at the dealer that I selected, at no extra cost, or contact the Ford Credit online credit application center at 1-877- 350-6148, Mon-Fri, 8:00 AM –5:00 PM CST.

In order to successfully transmit and receive the information and disclosures related to this credit application, I understand I must have: an active Internet connection; a browser capable of sending and receiving secure information; and the ability to print pages from this Web site for my records.

For the purpose of securing credit from you, I certify that the information that I submit with this application is true and complete to the best of my knowledge. Applicant further certifies that I have attained the Age of Majority. Applicant authorizes you to check my credit and employment history, and to provide and/or obtain information about credit experiences with me.

7

☐ I agree to the terms and conditions above.

2

[Print this page](#)

8

Cancel

Submit my application

Ford Credit Styleguide November 20, 2008

41

Credit Application

Typography: Processing

Below are the specifications for typography that's used throughout Credit Application.

- 1

Gotham Bold

Size: 18pt

Color: #454545
- 2

Gotham Bold

Size: 12pt

Color: #8a8a8a
- 3

Gotham Bold


Size: 14pt

Color: #ffffff
- 4

Gotham Bold

Size: 12pt

Color: #ffffff



You just looked at the **Edge LIMITED** with AWD Base MSRP \$33,058

Welcome to Our Online Credit Application

Find out if you're approved in just a few minutes and 3 easy steps.

2

Why You Should Apply for Credit Online

- Convenient and saves time

- See what trims and options are in your budget


- Use this info when you get to the dealer

How It Works

- Complete the application

- Get your decision in about 40 seconds

- Print and bring to your local dealer



Your Privacy is Important to Us (No, Really)

Any information you give us will be used solely for credit approval. It won't be used for any other purpose unless you give us your permission.

1

Processing...

2


Thanks, your application is being submitted.


3


This could take up to 1 minute.

4

Do not close your browser. Please wait until you see a confirmation message.







FPO

Ford Credit Styleguide November 20, 2008

42

Credit Application

Typography: Decision - Approved

Below are the specifications for typography that’s used throughout Credit Application.

- 1

Gotham Bold
Size: 18pt
Color: #454545
- 2

Arial Regular
Size: 12pt
Color: #8a8a8a
- 3

Arial Bold
Size: 20pt
Color: #454545
- 4

Arial Bold
Size: 35pt
Color: #ffb335
- 5

Arial Bold
Size: 20pt
Color: #ffb335
- 6

Arial Regular
Size: 14pt
Color: #454545
- 7

Arial Regular
Size: 11pt
Color: #8a8a8a
- 8

Gotham Bold
Size: 16pt
Color: #454545
- 9

Arial Regular
Size: 14pt
Color: #8a8a8a
- 10

Arial Bold
Size: 14pt
Color: #454545
- 11

Arial Bold
Size: 14pt
Color: #4797c8
Style: Underline
- 12

Gotham Bold
Size: 12pt
Color: #ffffff
- 13

Arial Bold
Size: 12pt
Color: #8a8a8a
- 14

Arial Bold
Size: 14pt
Color: #8a8a8a

1

Congratulations, Jane Doe!
You've been approved for the following financing terms:

2

3

Up to

4

\$425/month

for 60 months

with \$2500 down

5

6

Or up to

\$32,000

for 60 months

7

This approval expires on Tuesday October 27, 2008

8

Next Steps

9

> 1. Determine which vehicles interest you.

10

View vehicles in your price range

11

> 2. Locate a dealer and make an appointment to discuss models and options.

12

> 3. Print this page and give it to your dealer.

13

Credit Decision for: Jane Doe
Application Number: 08-13-123456

14

This approval has been sent electronically to your email address. Credit approval is subject to the terms and conditions you submitted online. You are not obligated to finance the approved amount. Final amount financed will be determined by you and will be based on the vehicle price you receive from your dealer. Proof of identification and insurance are required. You are responsible for tax, title, license fees and add-ons associated with the purchase of your vehicle. In addition, you may be responsible for additional fees associated with leasing a vehicle. Proof of income may be required.

Instructions for the Dealer

1

Please read this information before processing your customer's application

2

1. You do not need to reenter this application.

3

2. You will need the customer's social security number and application number.

4

3. Please contact the eBranch at (877)350-6148, Monday - Friday, 8:00AM - 5:00 PM CST to have this offering transferred into your Route One Deal Manager.

5

4. Once the offering appears in your Route One Deal Manager, copy/enhance the application to complete all missing fields, print, and have the customer sign and date.

6

5. Terms and conditions of the finance contract must be finalized with your local sales branch prior to delivery.

7

Disclosures

8

Not all buyers qualify for the lowest APR. Your final interest rate will be determined by you and your dealer.

9

If you are currently leasing a vehicle through Ford Credit. Click here for more information on how to terminate your current lease.

10

For your security and privacy, please close this browser window. The credit information may remain in your web browser's memory until this browser window is closed.

11

Close this window

Ford Credit Styleguide November 20, 2008

43

Credit Application

Typography: Decision - Declined

Below are the specifications for typography that’s used throughout Credit Application.

- 1

Gotham Bold
Size: 18pt
Color: #454545
- 2

Arial Regular
Size: 12pt
Color: #8a8a8a
- 3

Gotham Bold
Size: 16pt
Color: #454545
- 4

Arial Bold
Size: 14pt
Color: #454545
- 5

Arial Bold
Size: 14pt
Color: #4797c8
Style: Underline
- 6

Arial Regular
Size: 14pt
Color: #8a8a8a
- 7

Gotham Bold
Size: 18pt
Color: #454545
- 8

Gotham Bold
Size: 14pt
Color: #8a8a8a
- 9

Gotham Bold
Size: 14pt
Color: #ffffff
- 10

Arial Regular
Size: 11pt
Color: #8a8a8a

3

Step 3: Get Your Decision

Print this page

Need help? Chat with an expert

Mon-Fri 8am-7pm CST • Sat 11am-5pm CST

1

Sorry, We Are Unable to Approve Your Application Online

2

But don't give up just yet! Go talk to a dealer. They may be able to recommend certain actions – such as finding a co-applicant, or making an adjustment in your down payment – that can have a positive impact on your application and subsequent credit decision.

3

Next Steps

4

1. [Locate a dealer](#) and make an appointment to discuss models and options.

5

2. [Print this page](#) and give it to [your dealer](#).

6

7

Free Credit Report

8

With enrollment in Credit Check.

9

Learn more →

7

Want to improve your credit score?

9

Learn how →

10

Credit Decision for: Jane Doe
Application Number: 08-13-4007-IB

Instructions for the Dealer

Please read this information before processing your customer's application.

1. You do not need to reenter this application.

2. You will need the customer's social security number and application number.

3. Please contact the eBranch at (877)350-6148, Monday - Friday, 8:00AM - 5:00 PM CST to have this offering transferred into your Route One Deal Manager.

4. Once the offering appears In your Route One Deal Manager, copy/enhance the application to complete all missing fields, print, and have the customer sign and date.

5. Terms and conditions of the finance contract must be finalized with your local sales branch prior to delivery.

Disclosures

Not all buyers qualify for the lowest APR. Your final interest rate will be determined by you and your dealer. If you are currently leasing a vehicle through Ford Credit. Click here for more information on how to terminate your current lease.

For your security and privacy, please close this browser window. The credit information may remain in your web browser's memory until this browser window is closed.

Close this window

Ford Credit Styleguide November 20, 2008

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Credit Application

Typography: Login

Below are the specifications for typography that’s used throughout Credit Application.

- 1

Gotham Bold

Size: 18pt

Color: #454545
- 2

Arial Regular

Size: 14pt

Color: #454545
- 3

Arial Regular

Size: 11pt

Color: #8a8a8a
- 4

Arial Regular

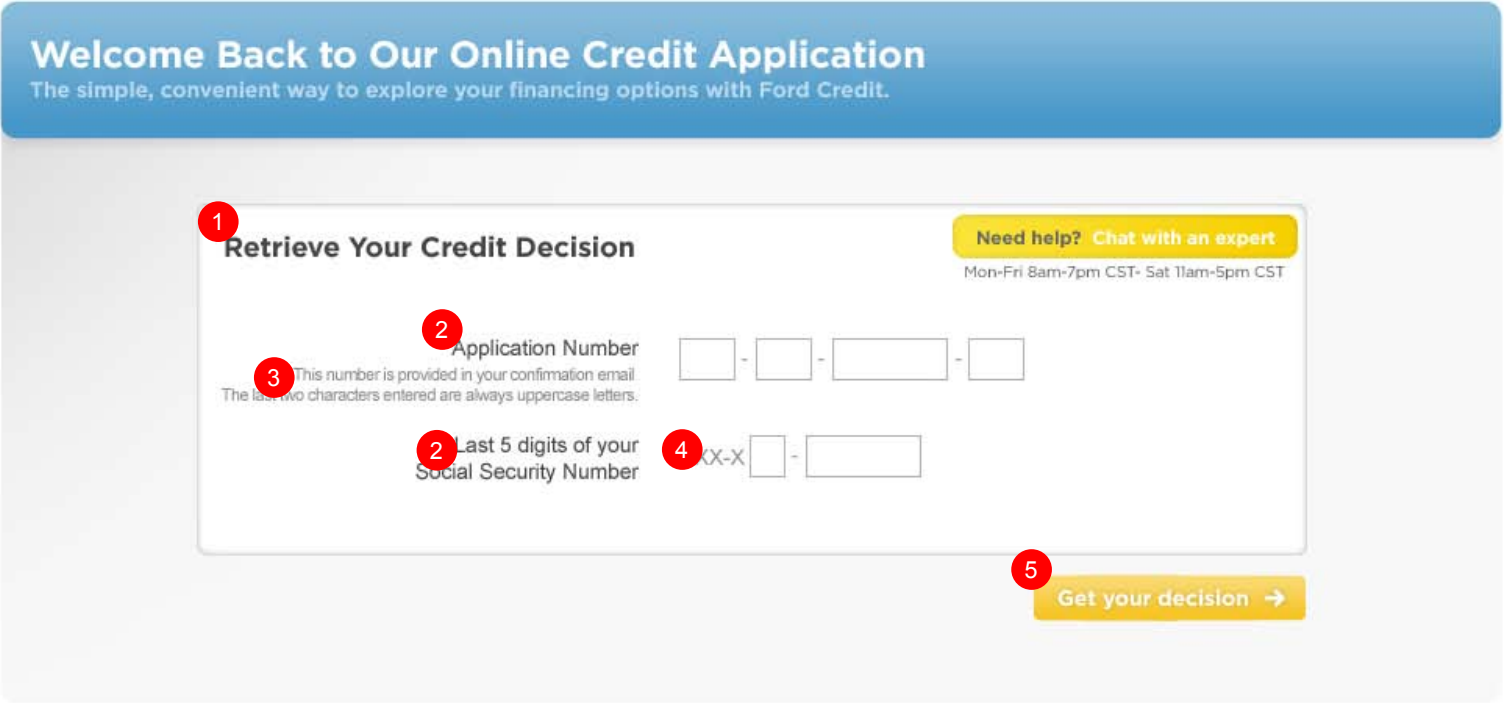
Size: 14pt

Color: #8a8a8a
- 5

Gotham Bold

Size: 14pt

Color: #ffffff

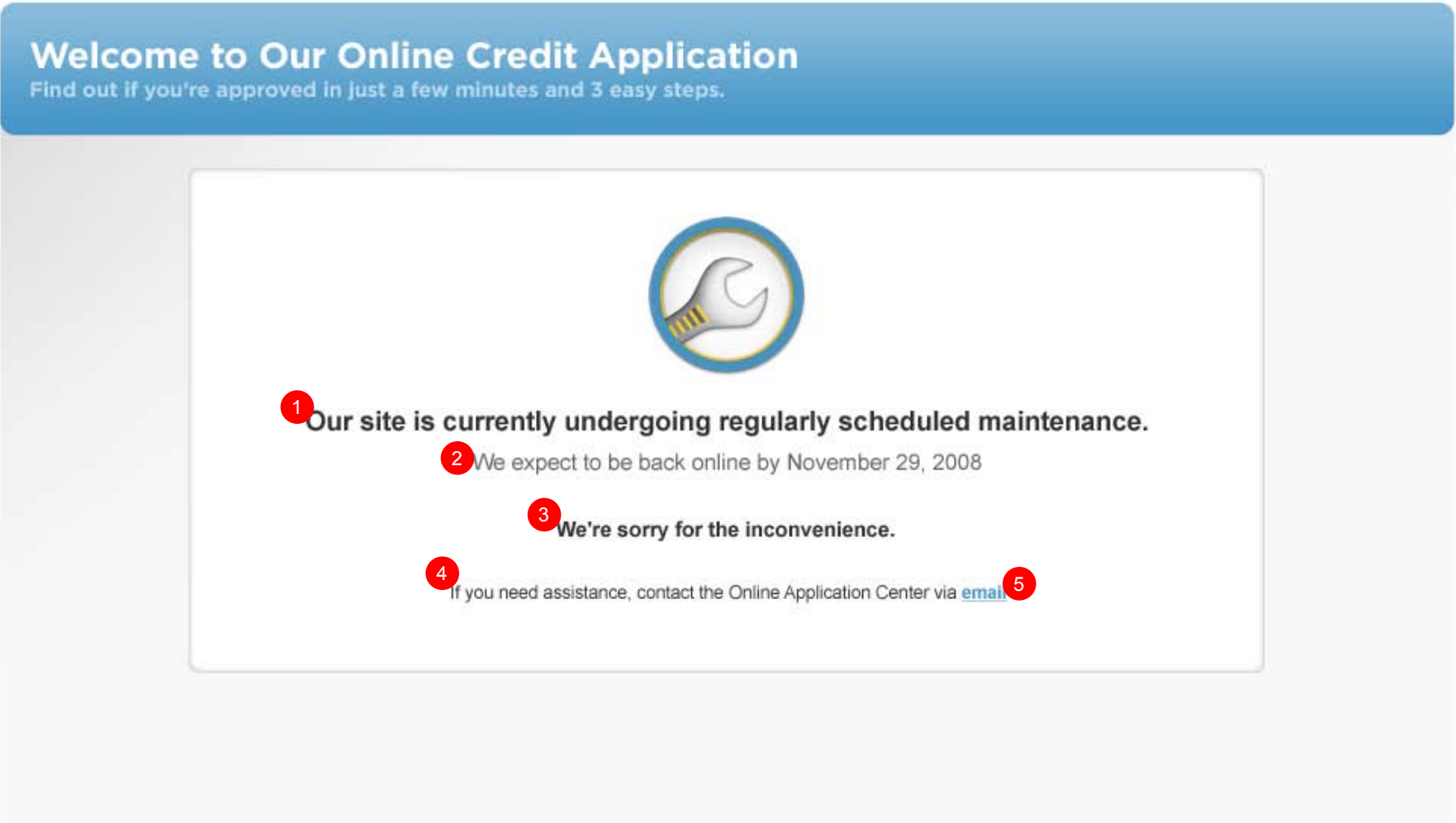


Credit Application

Typography: Error

Below are the specifications for typography that’s used throughout Credit Application.

- 1 Arial Bold
Size: 18pt
Color: #454545
- 2 Arial Regular
Size: 16 pt
Color: #8a8a8a
- 3 Arial Bold
Size: 14pt
Color: #454545
- 4 Arial Regular
Size: 12pt
Color: #8a8a8a
- 5 Arial Bold
Size: 12pt
Color: #4797c8
Style: Underlined



Credit Application

Graphical Elements

Below are style and color specifications for graphical elements that are used throughout Credit Application. Please reference individual PSDs for assets.

A See page 38, 40, 44 for usage

B Colors: #cccccc & fec104
Stroke: 1 pt dashed (8px gap)
See page 38, 39 for usage

C Color: #cccccc
Stroke: 1 pt
Bar Color: #fec104
Effects: See Layer Style C
See page 42 for usage

D Box Color: #ffffff
Effects: See Layer Style D (fig. 1-3)
See page 38 for usage

E Box Color: #75b0d5
Effects: See Layer Style C
See page 38 for usage

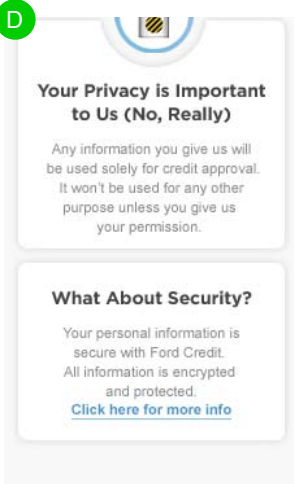
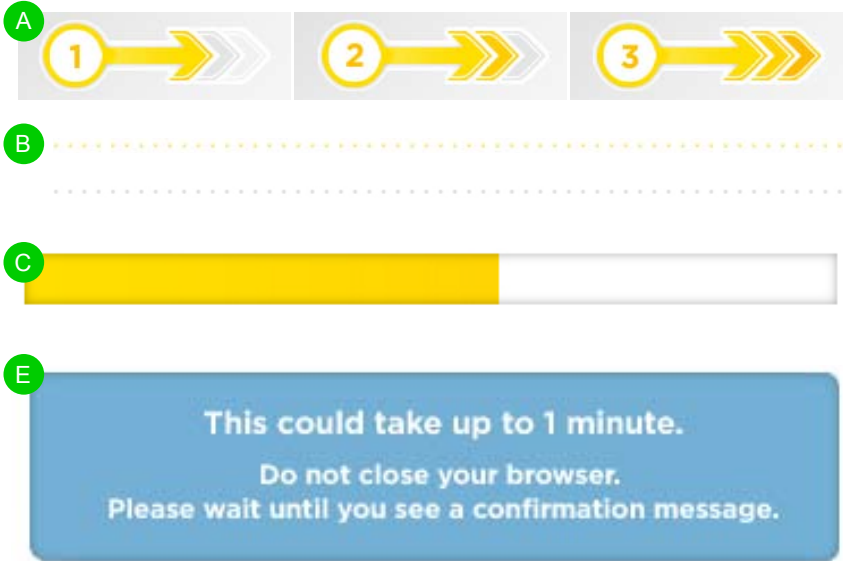


fig. 1

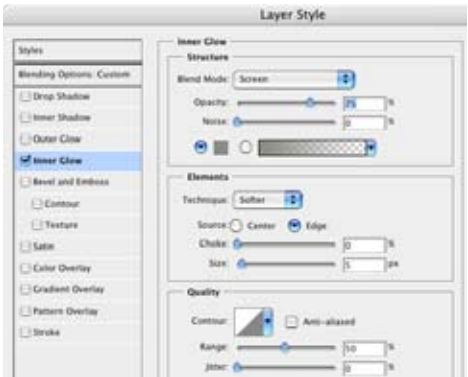


fig. 2

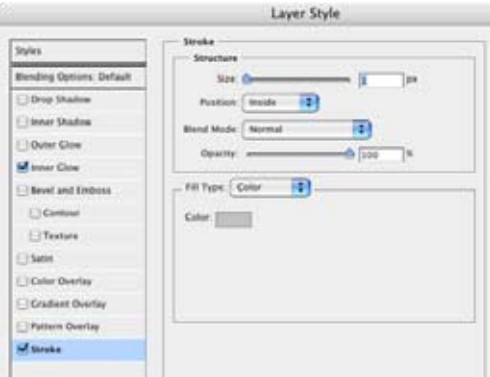


fig. 3

Credit Application

Graphical Elements: Buttons & Icons

Below are style and color specifications for graphical elements that are used throughout Payment Estimator. Please reference individual PSDs for assets.

F Color: #cccccc
Background: #f7f7f7
Effects: See Layer Style C
See page 40 for usage

G See page 38 for usage

H See page 38 for usage

I See page 38 for usage

J See page 46 for usage

K See page 43 for usage



Colors

