



THE **INCOME BACKED** LOAN REVOLUTION

We pay for your education. In exchange, we take a small cut of your future income.
No confusing interest rates. No cumbersome repayment schemes.



fivo is more than just a name and a logo – it’s a mission to empower the next generation. This is a simple statement that helps to guide everything we do. Including how we look and how we talk to the world.

These design and messaging guidelines will help you ensure all brand expressions look, feel, and sound like **fivo**. Keeping to the suggested guidelines will enable us to foster authentic relationships with our customers.

the logo

The **fivo** logo represents the soul of **fivo**. It’s simplicity and sharp lines demonstrate our commitment to financial transparency and empowerment.



the logo - colors

The **fivo** logo should always contrast the background. The logo has 2 versions. They collectively enable the best reproduction of our brand image.

No other colors should be used with our logo.

full color - fivo black

fivo

#020122

full color - fivo white

fivo

#FDFFFC

fonts

fivo uses the following fonts to maximize the resonance of our messaging.

Our primary typeface is Avenir Next. It should be used whenever it is available.

Our secondary typeface is Lato. Using it is acceptable should Avenir Next be unavailable.

No other fonts should be used in the reproduction of the **fivo** brand.

Primary typeface: Avenir Next

fivo

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

fivo

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

fivo

DEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

fivo

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

fonts

fivo uses the following fonts to maximize the resonance of our messaging.

Our secondary typeface is Lato. Using it is acceptable should Avenir Next be unavailable.

Do note that the weights of the font will change accordingly to ensure consistency in brand reproduction.

No other fonts should be used in the reproduction of the **fivo** brand.

Secondary typeface: Lato

fivo

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

fivo

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

fivo

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

fivo

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

brand colors

fivo primarily uses these colors to enable the best reproduction of our brand. These colors in their respective weights should be represented in all content, be it digital or physical.

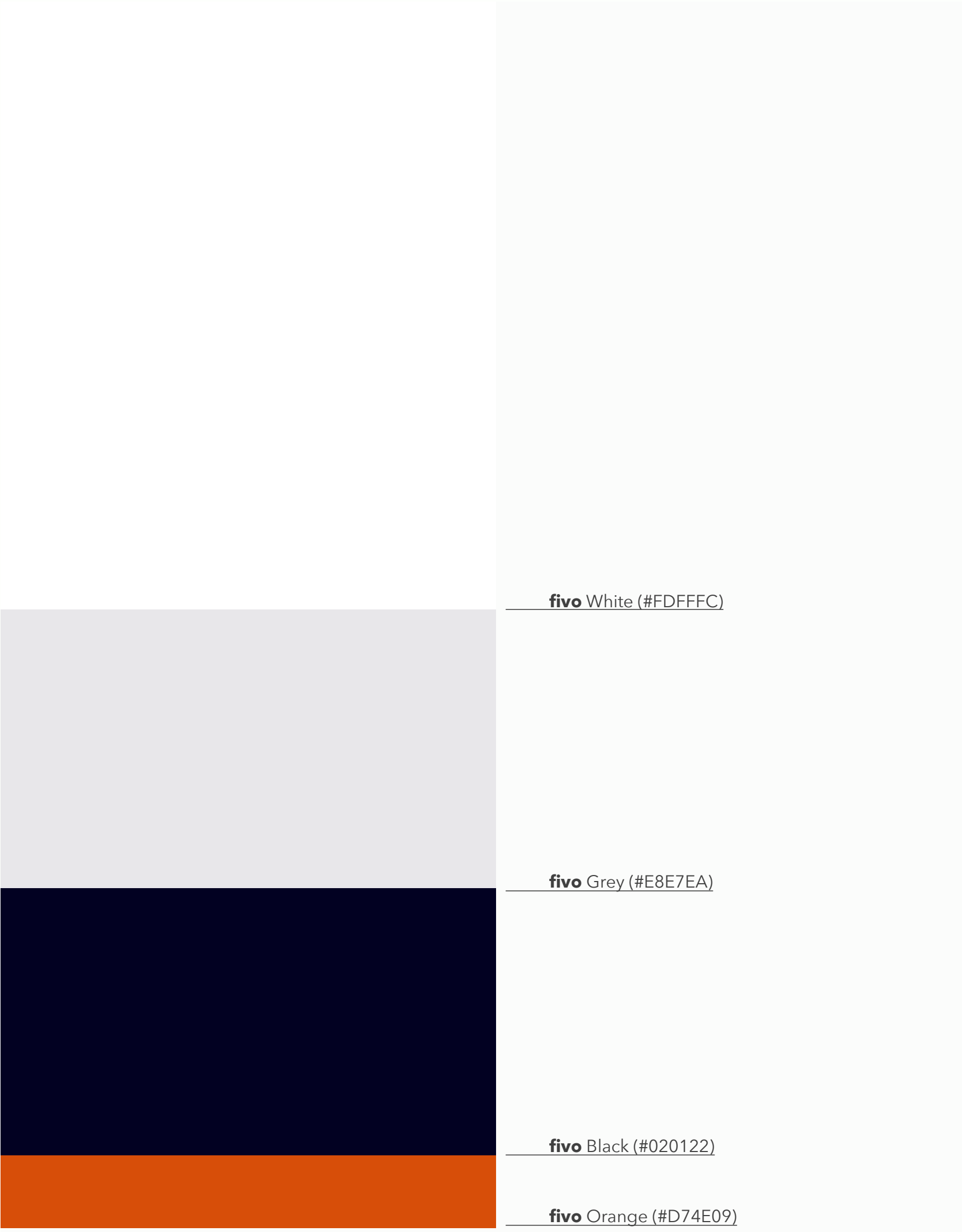
fivo White is our hero color. We use white to clearly signify the simplicity and transparency that **fivo** commits itself to. Use this color generously for your type, charts and as a background.

We have a select set of supporting contrasting colors which enables the full impact of our hero color. Among them are **fivo** Black and **fivo** Grey.

In the majority of uses, we want strong contrast between all of the colors used.

fivo Orange is our primary accent color. It enables customers to identify with our freshness and unique identity.

fivo does not ever use gradients.



brand colors

The color palette to the right is a range of accepted colors that you may use in the creation of content. The enlarged range enables increased flexibility in a range of situations.

You are not allowed to stray from these 3 primary colors.

BLACK	000000	020122 (fivo Black)	191836	47465E	757486	A3A2AE
WHITE	FFFFFF	FDFFFC (fivo White)	FAFAFB	F6F6FB	E6E8E6	E8E7EA
ORANGE	FF8C52	DA5E1F	DD6C33	DD6C33	DA5E1F	D74E09 (fivo Orange)

alert colors

To better communicate key alerts, **fivo** allows for deviation from our standard colors.

Only two colors are approved for the communication of key alerts. They are **fivo** Green and **fivo** Red.

These colors should be used sparingly and should never exceed the weight of any of our primary colors.



fivo

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