

BRAND 2.0 | OCTOBER 2013

Design Style Guide



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For questions about design at the CFPB contact cfpb_design@cfpb.gov.

The following guidelines represent the graphic expression of the CFPB brand.

Introduction

This overview is intended to provide guidance and inspiration for designing within the CFPB brand.

When used as the building blocks for visual brand communication, we can be confident the final output will be consistent and recognizable as a CFPB production.

This guide holds our most up-to-date thinking on designing for the visual brand. It is a living document and will continue to evolve as we learn what works best for the CFPB and the people we serve.

We are committed to shedding light on the financial landscape, enforcing consumer protection laws, and empowering Americans to make better decisions in their financial lives.

CFPB goals

We are credit wise, not phobic.

The CFPB cannot lead with an abstinence message. If we frame saving as a prerequisite for consumption, we risk alienating many of the consumers who would benefit most from our counsel.

We are focused on goals, not financial products.

Financial institutions think this way, consumers think this way, and it's a conversation the CFPB needs to join. In doing so, we can help consumers be savvy as they engage (or re-engage) with the American dream.

We use our brand to help cultivate a trusted relationship with consumers and enable them to live better financial lives.

We are unique and differentiated.

Financial guidance is a crowded space, but our power, impartiality, and dedication to reaching and empowering all consumers set us apart.

We speak in one voice, with varying expressions.

To grow a trusted relationship with consumers, we must build a consistent and coherent vision, but recognize that different tones, levels of formality, specificity or detail are appropriate in different contexts, depending on the audience, subject matter, media, or forum.

Design principles

These are the strategic underpinnings for the CFPB's brand and experience. They should serve as the backbone for the user experience, at once inspiring and binding the design of the CFPB's offerings.

Public service, public trust

Honest, transparent design that wins the public's trust.

We establish trust through clear, concise, and approachable design that is always consumer-driven. We demonstrate transparency through our user-friendly online experiences and tools and our dedication to open-source content.

Give the user control

Design to empower users with information.

The CFPB motivates consumers to take the control of their financial decision-making; our designs enable this process. Good design increases transparency and succinctly hands the user all the necessary information, giving consumers control of how they use it. To create an empowering product, designers must rely on introspection and research to discover what path users instinctively take and then cater to those instincts.

Aesthetic integrity

Align appearance with purpose. Maintain consistency and clarity.

Aesthetic integrity is not merely "attractiveness;" it implies the successful integration of design and function. Appearance should align with purpose. Using clear and intuitive design creates a trustworthy tone and a powerful platform for supporting the CFPB's mission. Maintaining consistency in design empowers users to seamlessly transfer their knowledge and skills from one product to another. Focusing on consistency helps uphold aesthetic integrity.

Design with data

Honest, transparent design that wins the public's trust.

Because the CFPB is a data-driven organization, quantitative measures of success should be integral to the design process. With the world's information doubling every two years, consumers often experience information overload and develop shorter attention spans. Furthermore, our ability to interpret visual information is greater than that of the written word. Succinct and compelling visualization of data and information gives data a voice and helps us clarify otherwise indigestible numbers.

Inclusion and accessibility

Design for the widest possible demographic with bias toward clear articulation, plain language, and intuitive design.

Inclusion - It is easy to forget that the people most in need of the CFPB's message are often the ones who are the most difficult to reach, whether it is because they have no exposure to financial language or simply don't have access to the Internet. For this reason, we set the bar for clarity very high and aim to reach those most in need.

Accessibility - We design to meet each consumer where he or she is. We are sensitive to experiential level, timing, and biases and aim to design experiences that are equally accessible to everyone, and equally empowering no matter what the user's skill set or familiarity. Simple, clean designs are the most effective and wide-reaching.

Coherent end-to-end user experience

Unify parts of the user experience and transition seamlessly between them.

The best design guides the user's experience from beginning-to-end and caters to his or her expectations. Navigation between sections should be intuitive and transitions should be seamless. Consistent quality and attention to detail are essential to maintain a cohesive user experience.

Logo



Principles

The CFPB logo was designed to symbolize vigilance, transparency, and a consumer focus.

Consumers are the foundation and focus of our mission and our logo reflects that. A soft beam of light symbolizes our efforts to illuminate the financial landscape and foster transparency in the marketplace.

Horizontal



Vertical



Lockups

Horizontal

The horizontal lockup is the primary option and appears on our stationery and website.

Vertical

The vertical lockup is useful for square frames or narrow columns.

Isolated



Small execution



Isolated

The isolated logo is primarily used for internal-facing communications. For all external communications, the logo needs to be in a lockup with "Consumer Financial Protection Bureau" to ensure clear communication.

Small execution

The small execution lockup is used when the logo needs to scale down to less than 0.75" or 54 pixels at 72 dpi. The small execution logo allows "Consumer Financial Protection Bureau" to remain legible.

Spanish logo



Oficina para la Protección
Financiera del Consumidor

One color logo



Consumer Financial
Protection Bureau

Variations

Spanish logo

The Spanish logo should be used for Spanish language materials, such as websites and microsites, publications, and signage.

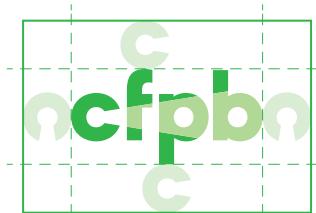
This is applicable for the horizontal, vertical, and small execution lockups.

One color logo

When the logo is being produced for print formats conditions may not allow for full color. For these rare cases, the one-color logo may be used only in black on a white background.

This is applicable for the horizontal, vertical, isolated, and small execution lockups.

Isolated logo
clear space



Vertical logo
clear space



Horizontal logo
clear space



Stylistic guidelines

Clear space

There should always be ample space around the logo to ensure maximum impact and keep the mark from looking cluttered.

Desktop scale

Lockup: small execution

Height: 50px

Padding: 25px



Mobile scale

Lockup: small execution

Height: 40px

Padding: 20px



Stylistic guidelines

Web scale

The small execution logo should be used to optimize legibility of the logotype on desktop and mobile applications. These are our benchmark sizes for web, but variance may be used for specific circumstances or constraints.

8.5 x 11" documents

Lockup: horizontal

Height: 0.5"

Clear space: 0.25"



8.5 x 11" documents

Lockup: vertical

Height: 0.77"

Clear space: 0.25"



Print scale

The horizontal or vertical lockup should be used for most print applications. These are our benchmark sizes for 8.5 x 11" documents, including reports, brochures, powerpoints, and forms.

For large-format print pieces, such as posters and banners, where the logo is used with a height greater than 1", it should be used in increments of 1/2".

Color



Pattern



Photo



Stylistic guidelines

Complex backgrounds

The logo should be shown on a white background for optimal appearance. When this is not possible, the logo must be contained in a white rectangle equal to the required clear space.

x 1



x 2



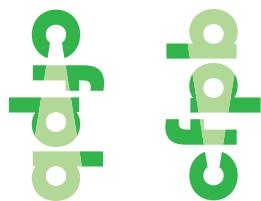
x 3



x 4



x 5



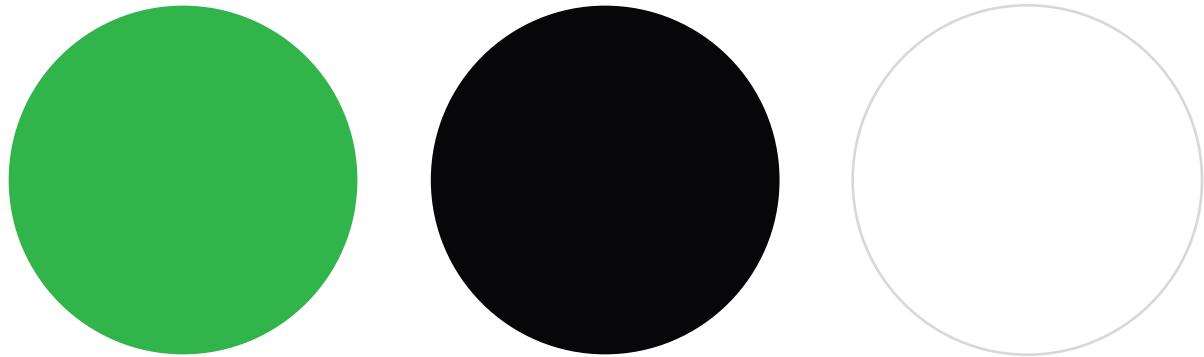
x 6



Examples of misuse

1. Don't remove the light beam. It is essential to the logo.
2. Don't stretch or condense. This weakens the brand.
3. Don't apply a drop shadow.
4. Don't outline the logo or use other colors. This dilutes brand association.
5. Don't rotate the symbol. This changes the connotation of the light.
6. Don't place the logo directly on a colored background or photo without a white bounding box.

Color



Principles

The primary color palette for the CFPB is green and black, including mid-tones and tints, and thoughtful use of whitespace.

A minimal palette, clear hierarchy, good information design, and ample whitespace will ensure a voice of authority and expertise in communication.

CFPB Green



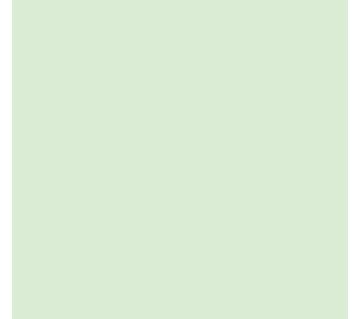
CFPB Green

PMS 361
CMYK 77 / 0 / 100 / 0
RGB 44 / 179 / 74
HEX #2CB34A



Green midtone

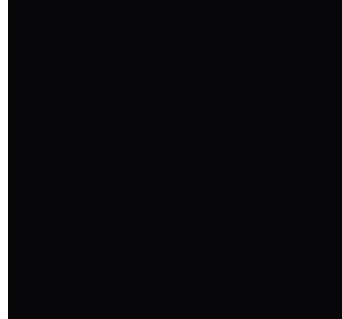
PMS 358
CMYK 32 / 0 / 52 / 0
RGB 173 / 220 / 145
HEX #ADDC91



Green tint

PMS 361 @ 20%
CMYK 14 / 0 / 20 / 0
RGB 219 / 237 / 212
HEX #DBEDD4

CFPB Black



White space



CFPB Black

PMS BLACK 6
CMYK 100 / 79 / 44 / 93
RGB 16 / 24 / 32
HEX #101820

Palette

Primary colors

The primary color palette for the CFPB is green and black, including mid-tones and tints, and thoughtful use of whitespace.



Dark gray

PMS COOL GRAY 11C
CMYK 44 / 34 / 22 / 77
RGB 67 / 72 / 78
HEX #43484E

Gray

PMS COOL GRAY 9C
CMYK 30 / 22 / 17 / 57
RGB 117 / 120 / 123
HEX #75787B

Gray 80%

PMS COOL GRAY 7C
CMYK 20 / 14 / 12 / 40
RGB 145 / 147 / 149
HEX #919395

Gray 50%

PMS COOL GRAY 5C
CMYK 13 / 9 / 10 / 27
RGB 186 / 187 / 189
HEX #BABBBB



Gray 20%

PMS COOL GRAY 3C
CMYK 8 / 5 / 7 / 16
RGB 227 / 228 / 229
HEX #E3E4E5

Gray 10%

PMS COOL GRAY 1C
CMYK 4 / 2 / 4 / 8
RGB 241 / 242 / 242
HEX #F1F2F2

Gray 5%

PMS COOL GRAY 1C @ 50%
CMYK 4 / 2 / 4 / 8 @ 50%
RGB 248 / 248 / 248
HEX #F8F8F8

Background colors

These colors are used primarily for background wells and fields. When alternating between tones, be sure to use enough tones providing enough contrast between adjacent wells.



Red orange

PMS 7597
CMYK 0 / 85 / 100 / 4
RGB 209 / 65 / 36
HEX #D12124

Red orange 80%

PMS 7597 @ 80%
CMYK 11 / 71 / 73 / 1
RGB 218 / 103 / 80
HEX #DA6750

Red orange 50%

PMS 7597 @ 50%
CMYK 6 / 43 / 36 / 0
RGB 232 / 160 / 145
HEX #E8A091

Red orange 20%

PMS 7597 @ 20%
CMYK 2 / 16 / 10 / 0
RGB 246 / 217 / 211
HEX #F6D9D3



Gold

PMS 1375
CMYK 0 / 45 / 94 / 0
RGB 255 / 147 / 27
HEX #FF9E1B

Gold 80%

PMS 1375 @ 80%
CMYK 1 / 35 / 78 / 0
RGB 255 / 177 / 73
HEX #FFB149

Gold 50%

PMS 1375 @ 50%
CMYK 1 / 21 / 47 / 0
RGB 255 / 206 / 141
HEX #FFCE8D

Gold 20%

PMS 1375 @ 20%
CMYK 1 / 7 / 17 / 0
RGB 255 / 236 / 209
HEX #FFECDD



Neutral

PMS WARM GRAY 10
CMYK 24 / 34 / 35 / 60
RGB 121 / 110 / 101
HEX #796E65

Neutral 80%

PMS W. GRAY 10 @ 80%
CMYK 43 / 40 / 44 / 4
RGB 148 / 139 / 132
HEX #948B84

Neutral 50%

PMS W. GRAY 10 @ 50%
CMYK 28 / 24 / 26 / 0
RGB 188 / 182 / 178
HEX #BCB6B2

Neutral 20%

PMS W. GRAY 10 @ 20%
CMYK 9 / 8 / 9 / 0
RGB 228 / 226 / 224
HEX #E4E2E0

Palette

Secondary colors

These colors are used primarily as accent colors, and should be used to add variety to page content and illustrations. They should never overpower the core brand colors.



Navy
PMS 288
CMYK 100 / 80 / 6 / 32
RGB 0 / 45 / 114
HEX #002D72

Navy 80%
PMS 288 @ 80%
CMYK 78 / 64 / 26 / 7
RGB 51 / 87 / 142
HEX #33578E

Navy 50%
PMS 288 @ 50%
CMYK 48 / 33 / 18 / 0
RGB 127 / 150 / 184
HEX #7F96B8

Navy 20%
PMS 288 @ 20%
CMYK 15 / 10 / 5 / 0
RGB 204 / 213 / 227
HEX #CCD5E3



Pacific
PMS 285
CMYK 90 / 48 / 0 / 0
RGB 0 / 114 / 206
HEX #0072CE

Pacific 80%
PMS 285 @ 80%
CMYK 75 / 34 / 1 / 0
RGB 50 / 142 / 216
HEX #328ED8

Pacific 50%
PMS 285 @ 50%
CMYK 48 / 14 / 3 / 0
RGB 127 / 184 / 230
HEX #7FB8E6

Pacific 20%
PMS 285 @ 20%
CMYK 18 / 4 / 2 / 0
RGB 204 / 227 / 245
HEX #CCE3F5



Teal
PMS 7721
CMYK 89 / 0 / 43 / 65
RGB 0 / 94 / 93
HEX #005E5D

Teal 80%
PMS 7721 @ 80%
CMYK 80 / 34 / 49 / 10
RGB 51 / 126 / 125
HEX #337E7D

Teal 50%
PMS 7721 @ 50%
CMYK 51 / 18 / 30 / 0
RGB 127 / 174 / 174
HEX #7FAEAE

Teal 20%
PMS 7721 @ 20%
CMYK 19 / 4 / 11 / 0
RGB 204 / 223 / 223
HEX #CCDFDF

Typography

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Principles

A clear typographic hierarchy is critical to the effective communication of our brand.

Type should be light and well spaced to reinforce the idea that the CFPB is open, modern, and approachable. This system uses weight, scale, and capitalization to convey the relative importance of each heading within a document.

Avenir Next
Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next
Demi Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next
Medium

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next
Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typefaces

Avenir Next

Avenir Next is the primary brand typeface and can be used across all formats from print to digital. Its round and geometric letterforms are approachable and modern.

Avenir is great for titling, pull-quotes and lists, and in some cases can be used for lengthy body copy. Italics are included in the brand typography but should only be used on rare occasion, when necessary for grammatical accuracy.

Georgia
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia
Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia

Georgia is the secondary brand typeface and is designed for digital executions. Its high x-height and round letterforms play nicely with Avenir Next.

Georgia is well suited for lengthy body copy. Bold is useful for highlighting or titling within body copy. Georgia should not be used for display type or large-scale typography. The Italic weights work nicely at a medium scale for pull-quotes or language with a human tone.

Print hierarchy

Headers

Display

Avenir Next Medium
60 pt / 66 pt

This hierarchy should serve as a basis for
8.5 x 11" documents, but appropriate
scaling should be explored for content
of larger or smaller dimensions.

Getting out of

Getting out of debt

Header 1

Avenir Next Medium
38 pt / 40 pt

Getting out of debt

Header 2

Avenir Next Demi Bold
18 pt / 20 pt

Getting out of debt

Header 3

Avenir Next Demi Bold
16 pt / 18 pt

Getting out of debt

Header 4

Avenir Next Medium
14 pt / 16 pt

Getting out of debt

Header 5

Avenir Next Demi Bold
10 pt / 12 pt
All caps

GETTING OUT OF DEBT

Header 6

Avenir Next Medium
12 pt / 14 pt

Getting out of debt

Print hierarchy

Body text

Subheader

Avenir Next Regular
18 pt / 22 pt leading

Use this tool to compare school data and relevant financial factors to make a more informed decision for your future.

Paragraph

Avenir Next Regular
11 pt / 16 pt leading

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed decision for your future. School data and relevant financial factors to make a more informed decision for your future.

Paragraph

Georgia Regular
11 pt / 16 pt leading

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed decision for your future. Web school data and relevant financial factors to make a more informed decision for your future.

Bulleted list

Avenir Next Regular
11 pt / 14 pt leading

- Use this tool to compare school data and relevant financial factors to make a more informed decision for your future.
- Evaluate the costs and risks involved in paying for school.
- Use web school data and relevant financial factors to make a more informed decision for your future.

Web hierarchy

Headers

Display

Avenir Next Demi Bold
48 px

Consistent scaling, weights, and capitalization are used to create distinction between header levels.

Headers are used in three weights of Avenir Next—Demi Bold, Medium, and Regular.

Getting out of debt

Header 1

Avenir Next Regular
34 px

Getting out of debt

Header 2

Avenir Next Regular
26 px

Getting out of debt

Header 3

Avenir Next Regular
22 px

Getting out of debt

Header 4

Avenir Next Medium
18 px

Getting out of debt

Header 5

Avenir Next Demi Bold
14 px, 1px letter spacing
All caps

GETTING OUT OF DEBT

Header 6

Avenir Next Demi Bold
12 px, 1px letter spacing
All caps

GETTING OUT OF DEBT

Web hierarchy

Body text

Body (sans-serif)

Avenir Next Regular
16 px / 22 px line height

Georgia should be used for the majority of body copy on the web.

Avenir Next may be used for introductory or accent text. For example, Avenir Next is well-suited for use in tables or captions.

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed decision for your future.

Body (serif)

Georgia Regular
16 px / 22 px line height

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed decision for your future.

Getting out of debt

30 px

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed

Getting out of debt

30 px

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed

Getting out of debt

20 px

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed

Typesetting guidelines for the web

Alignment

Typography should be set flush left. This provides the eye a constant starting point for each line, making text easier to read.

Spacing

Spacing between typographic elements should be open enough to feel light, but close enough to establish the proper relationships between elements. When setting headers and body copy, the white space should be 15 px, 20 px, or 30 px.

Getting out of debt

15 px

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed decision for your future.

Getting out of debt

15 px

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed decision for your future.

GETTING OUT OF DEBT

15 px

If you have received financial aid offers, use this tool to compare school data and relevant financial factors to make a more informed decision for your future.

Line height

Ample space between lines of type contributes to an open feeling and ensures readability. When setting body copy, the leading should be 1.375 times the type size, or 37.5% larger.

Line length

Comfortable line length allows the reader's eyes to flow easily from the end of one line to the beginning of the next. For a single column of text, line length should be an average of 66 characters per line, including spaces, but may range from 50 to 75 characters.

Fully accessible combinations

CFPB BLACK ON WHITE

DARK GRAY ON WHITE

WHITE ON CFPB BLACK

WHITE ON DARK GRAY

BLACK ON GRAY 10%

BLACK ON GRAY 5%

BLACK ON CFPB GREEN MIDTONE

BLACK ON CFPB GREEN TINT

Web type accessibility

Text contrast

WCA (Web Content Accessibility) standards ensure that content is accessible by everyone, regardless of any disability or user device.

To ensure text remains compliant with WCA standards, use only these permitted color combinations. These options fall within the range of foreground/background color contrast permitted by the Section 508 guidelines.

For more information:

Refer to the Section 508 Standards Guide at: <http://www.section508.gov>

This color contrast tool is a useful resource for testing the compliance of any color combination: http://snook.ca/technical/colour_contrast/colour.html

Partially accessible combinations	Display	H1	H2	H3	H4	H5	H6	Body
WHITE ON GRAY	✓	✓	✓	✗	✗	✗	✗	✗
CFPB BLACK ON GRAY	✓	✓	✓	✗	✗	✗	✗	✗
GRAY ON WHITE	✓	✓	✓	✗	✗	✗	✗	✗

✖ Non-accessible combinations

WHITE ON CFPB GREEN

CFPB GREEN ON WHITE

✖ Undesirable combinations

CFPB BLACK ON CFPB GREEN

CFPB GREEN ON CFPB BLACK

Accessible combinations

Fully accessible combinations

Accessible text and background color combinations are shown on the left.

Partially accessible combinations

CFPB Black text and white text on gray and gray text on white are only accessible for headers sizes above 24 px.

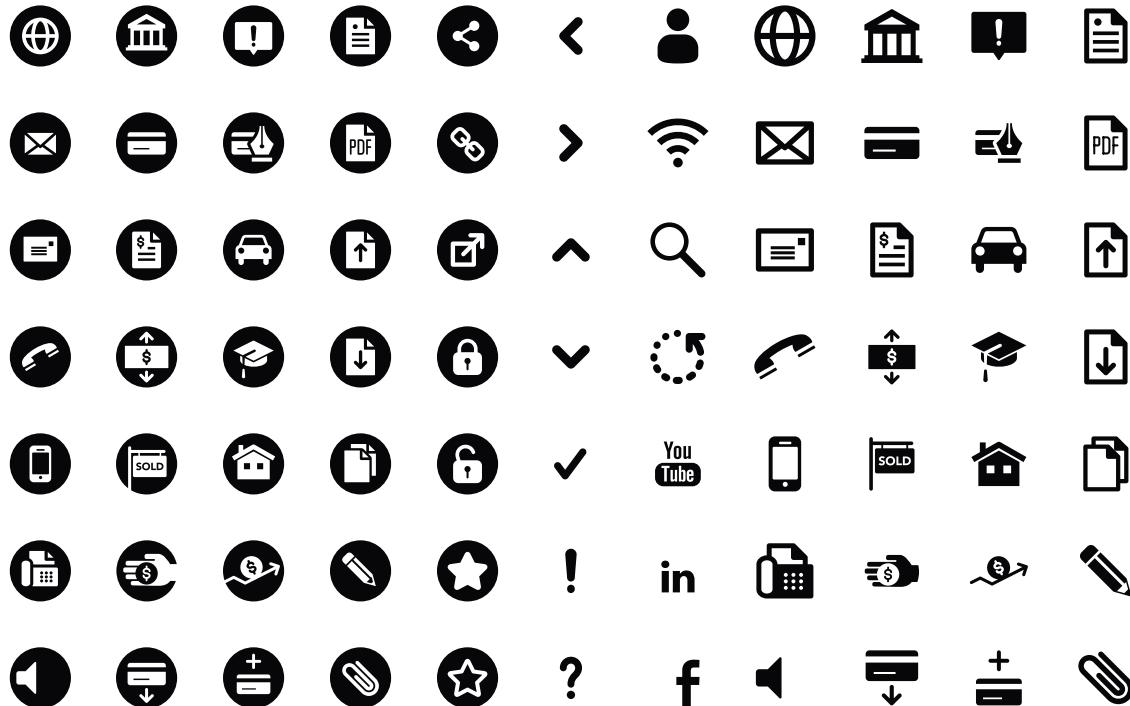
Non-accessible combinations

Never set CFPB Green web type on white combinations, as they are not accessible.

Undesirable combinations

Even though CFPB Green and CFPB Black are accessible for large scale type, this color combination should never be used for web type.

Minicons



Principles

Minicons are small-scale icons that visually reinforce an interface action, file type, status, or category.

Minicons are visually simple, quickly recognizable, and easy to understand. They are almost always used in context with descriptive text and function to reinforce the message of that text.

Web scale	16px	20px	25px	30px	40px
Print scale	14pt	21pt	28pt	36pt	48pt

Stylistic guidelines

Web scale

The following primary benchmark sizes should be used for web sizing.

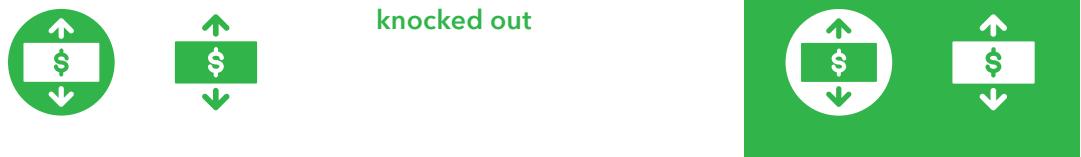
- **16px:** inline with text
- **20px:** on buttons
- **25px:** social media sharing sets
- **30px:** inline with large text links
- **40px:** paired with primary headers

Print scale

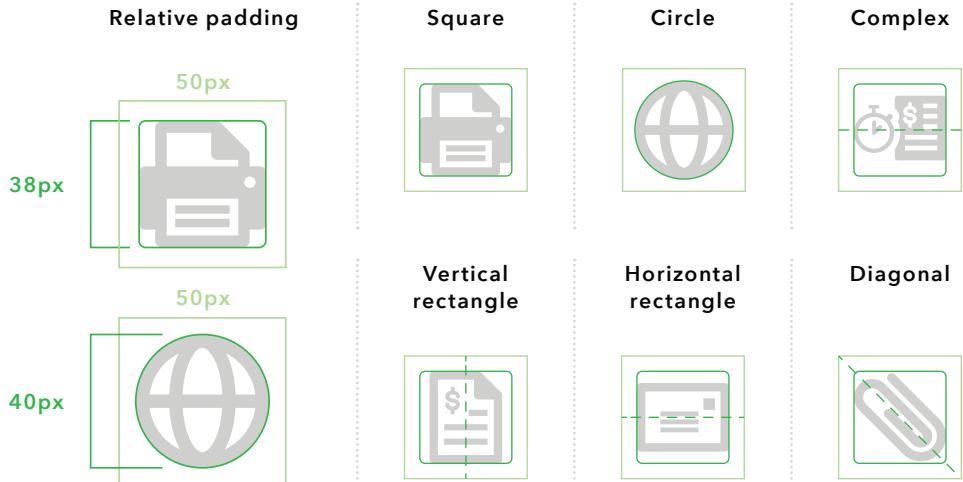
The following primary benchmark sizes should be used for print sizing.

- **14pt:** inline with text
- **21pt:** numbers, contact icons
- **28pt:** numbers, contact icons
- **36pt:** numbers, contact icons
- **48pt:** paired with primary headers

One color



Spacing



Color

Minicons should always be one color. If used over a color field, negative space should be knocked out.

Although color usage is flexible, minicons should always be used in high contrast tones relative to the background to maximize legibility.

Spacing

Padding varies around minicons of various primary shapes. Square, vertically and horizontally rectangular, diagonal, and most complex minicons can fit within the relative padding bounding box. Circular and some complex icons should be slightly larger to offset the visual weight of surrounding negative space.

Asset library

This library is comprised of all approved minicons and will continue to expand when new assets are developed as needed.

Navigation	Left	Right	Up	Down	Left	Right	Up	Down
	E000	E002	E004	E006	E008	E010	E012	E014
								
	E001	E003	E005	E007	E009	E011	E013	E015
								
Status	Approved	Error	Help	Delete	Expand	Contract	Loading	
	E100	E102	E104	E106	E108	E110	E112	
								
	E101	E103	E105	E107	E109	E111	E113	
								
Social Media	YouTube	LinkedIn	Facebook	Flickr	Twitter	GitHub	Email	
	E200	E202	E204	E206	E208	E210	E302	
								
	E201	E203	E205	E207	E209	E211	E212	
								

Communications	Web	Email	Mail	Phone	Fax
	E300 	E302 	E304 	E308 	E310 
	E301 	E303 	E305 	E309 	E311 
Documents	Document	PDF	Upload	Download	Copy
	E400 	E402 	E404 	E406 	E408 
	E401 	E403 	E405 	E407 	E411 
	Attach	Print	Save	Appendix	Supplement
	E412 	E414 	E416 	E418 	E420 
	E413 	E415 	E417 	E419 	E421 

Asset library

(continued)

Financial products and objectives	Bank account	Credit card	Loan	Money transfer	Mortgage	Debt collection	Credit reporting	Money
	E500	E502	E504	E506	E508	E510	E512	E514
								
	E501	E503	E505	E507	E509	E511	E513	E515
								
Getting fast cash	Contract	Complaint	Getting a credit card	Vehicle loan	Student loan	Home loan	Getting out of debt	
E516	E518	E520	E522	E524	E526	E528	E530	
								
E517	E519	E521	E523	E525	E527	E529	E531	
								
Building credit	Prepaid card	Payday loan	Retirement					
E532	E534	E536	E538					
								
E533	E535	E537	E539					
								

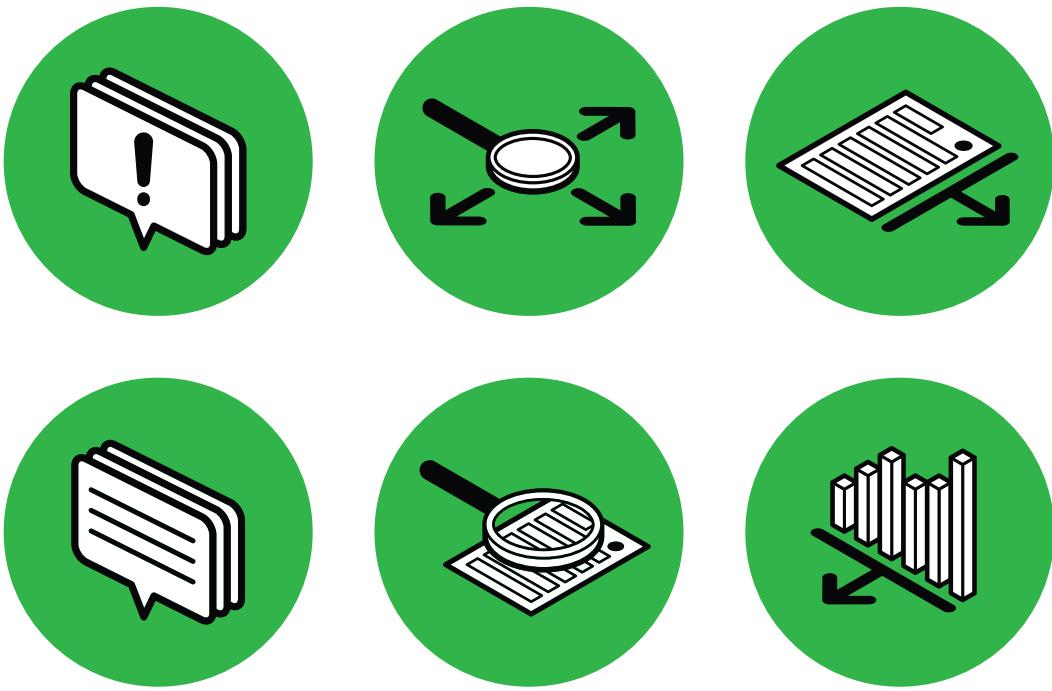
General web

Login	Wifi	Search	Share	Link	External link
E600 	E602 	E604 	E606 	E608 	E610 
E601 	E603 	E605 	E607 	E609 	E611 

Left	Right	Up	Down	Favorite	Unfavorite	Bookmark	Unbook-mark
E612 	E613 	E614 	E615 	E620 	E622 	E624 	E626 
E616 	E617 	E618 	E619 	E621 	E623 	E625 	E627 

Settings	Menu	Lock	Unlock	Data	Play	Clock
E628 	E630 	E632 	E634 	E636 	E638 	E00X 
E629 	E631 	E633 	E635 	E637 	E639 	E00X 

Isocons



Principles

Isocons are larger-scale feature icons that illustrate values, products, topics, and processes.

Isocons are visually sophisticated graphics, with more detail than a flat icon. By using an isometric view and arrows, isocons are able to go beyond simply showing objects and can indicate important actions and transactions.

Basic

Black & white
over green field



Basic

Black & white
over gray field



Stylistic guidelines

Basic color approach

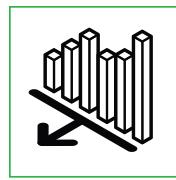
The basic color approach for isocons uses the primary brand colors. The isocon has black strokes with white fill.

This approach should be used when there are several isocons together on a page.

Web scale

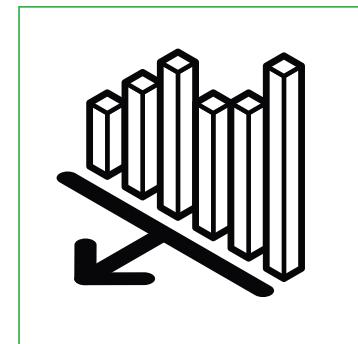
Minimum

100 px



Maximum

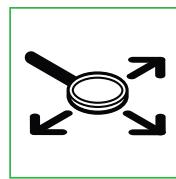
200 px



Print scale

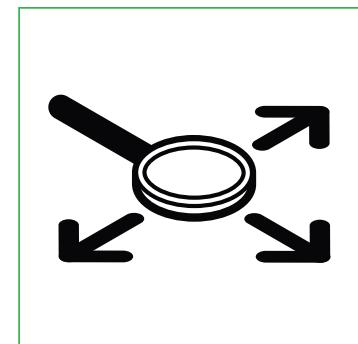
Minimum

0.75"



Maximum

2.00"



Scaling

Padding varies around each isocon, but all are relatively scaled within a bounding box. These scales represent the maximum and minimum for web and print applications.

Asset library

This library comprises all currently approved isocons and will continue to expand when new assets are developed, as needed.

Ask CFPB



Submit a complaint



Review and route



Company response



Educate



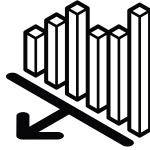
Consumer review



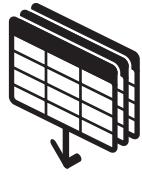
Review and investigate



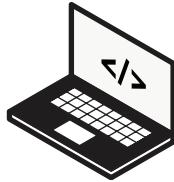
Analyze and report



Data



Developers



Loan



Payday loan



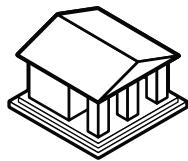
Credit card



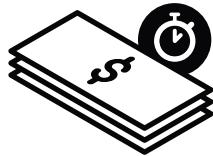
Credit reporting



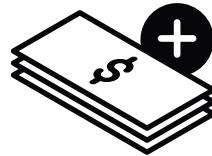
Bank account or service



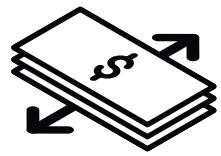
Getting cash quick



Getting out of debt



Money transfer



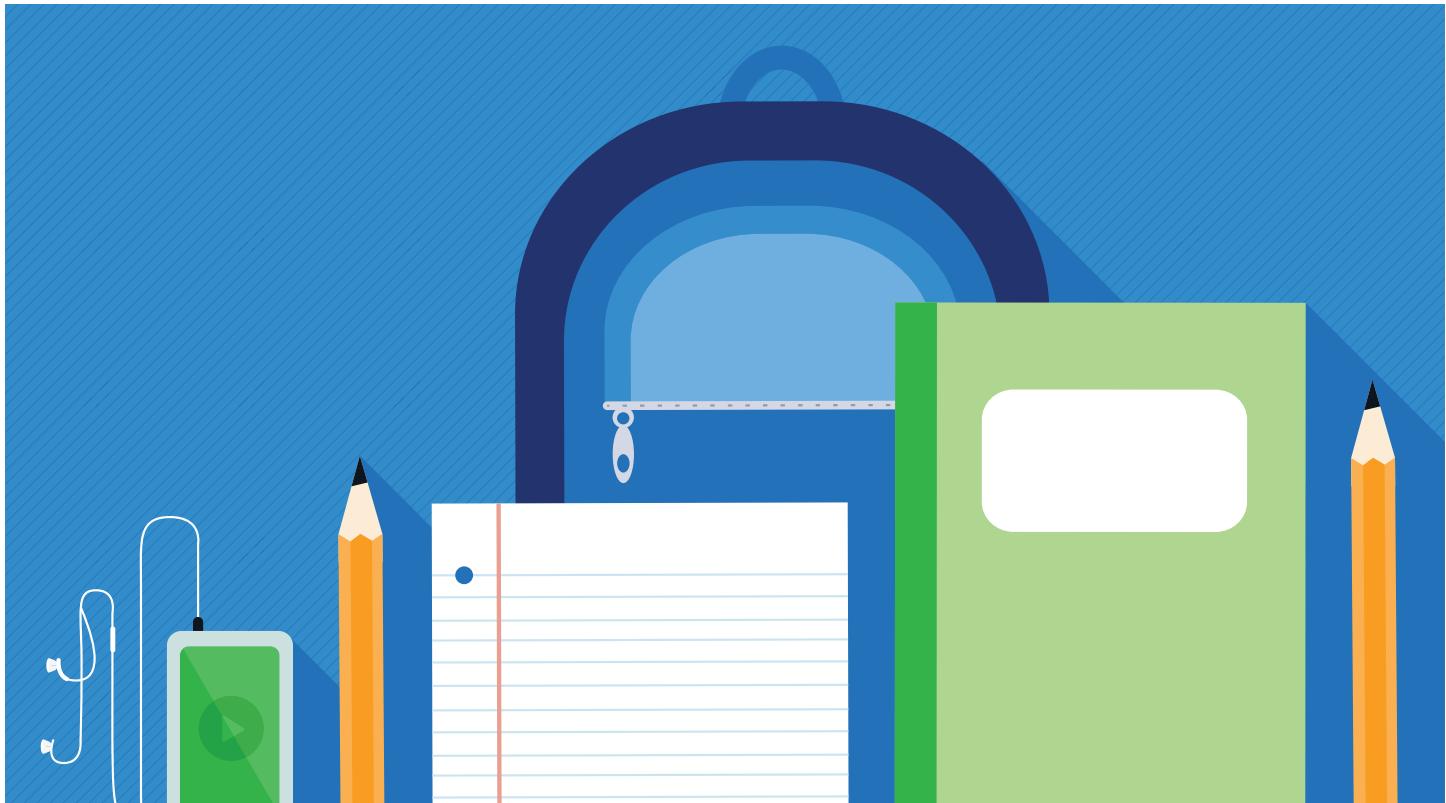
Mortgage



News



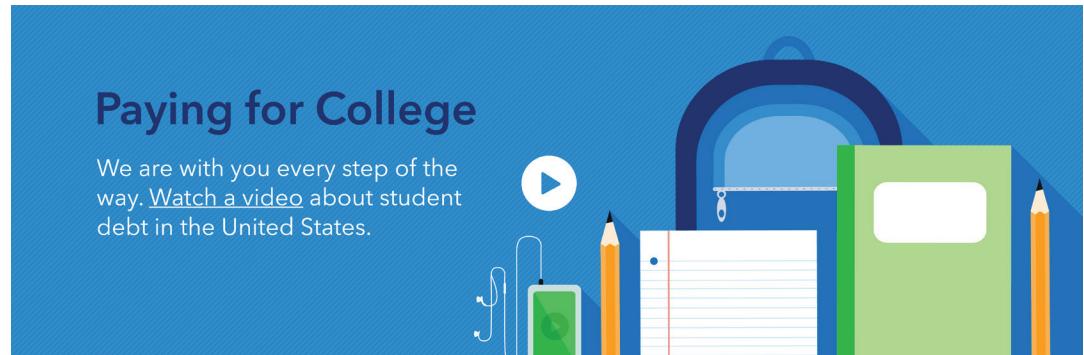
Illustration



Principles

Illustrations are an important tool for introducing the subject matter of a page, event, or topic.

Illustrations are vector-based graphics that support primary headers and text. They function as the brand's top-level illustration style with high detail and clarity. Illustration is universally relatable and sets a friendly tone when speaking to consumers. The content of an illustration should always be politically and socially neutral.



Stylistic guidelines

Form

Illustrations should feature flat elements and avoid showing things in three-dimensions. Elements should not be outlined.

Do not scale-up or collage minicons or isoicons for use in illustrations.

Composition

Illustrations should be compositionally balanced with related headers and text. Reduce “floating” by bleeding illustrations off the edges of the graphic. Make use of layering and subtle, vector-based background patterns to help ground the illustration.

Color



Shading



Color

Illustrations should use the full range of primary and secondary colors, but selectively use a maximum of 3-4 colors. Differentiate components or faces of objects using tints. Illustrations should also make use of 100% white and black.

Shading

Shading should be achieved using subtle, solid tints, not gradients, textures, or blurs. Shadows are created using a darker tint of the background color, cast from the top-right corner of an object at a 45° angle.

Beam pattern



Principles

Beam patterns are a graphic background element that provide grounding and visual interest.

Using overlaid shapes with 9° angles and the full CFPB Green color palette, the beam pattern provides a bold and engaging graphic reference to the beam concept in our logo.

Ideal composition

Solid green beam bleeds off the top of the layout. Beams alternate direction to create layered beam shapes.



Ideal composition

Layered beams anchor to the bottom, leaving plenty of white space above for type. This works especially well for horizontal layouts.

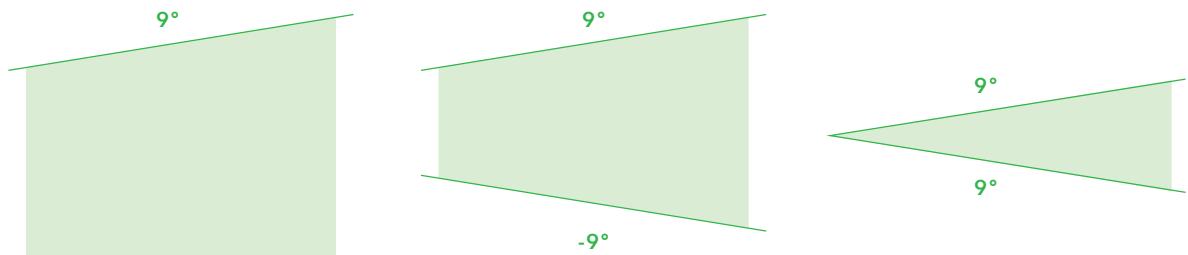


Base shapes

Large beams that are cut off by the frame of the page

Trapezoid

Triangle



Stylistic guidelines

Base shapes

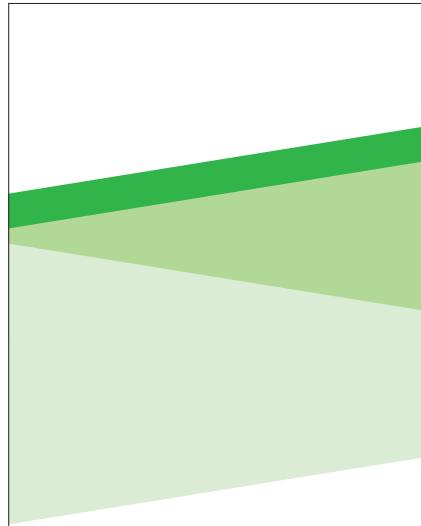
Beam patterns are created using trapezoids and parallelograms that feature the 9° angle.

Color

Beam patterns include all three CFPB Green tones. Using transparency increases the strength of the beam metaphor. Transparency should be achieved through opacity, not blending modes like multiply / darken / etc.

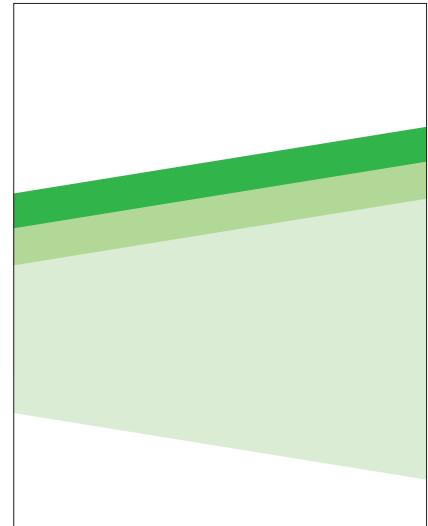
Poor composition

Beams float in white space, leaving little room for content. No transparency used.



Poor composition

All three beams layer in the same direction, weakening the beam metaphor.



Composition

Beam patterns are composed of overlapping beams that frame areas of white space used for titles, text, and other graphic elements. Beams always point horizontally, not vertically.

Photography



Principles

Photography is an important tool that helps us relate to consumers, communicate empathy, and build trust.

CFPB images should preserve aesthetic integrity: photographs should never be stretched, free of special effects, and always in full color. Images should be relatable, natural, and shot in a real location.

Editorial



Atlanta, GA:
Field Hearing on
Mortgage Servicing



Confirmation Day:
Director Cordray
takes a moment
to make calls and
share the big news
of the day

Stylistic guidelines

Editorial

Editorial photographs capture the events and activities attended by CFPB staff. These photographs show consumers, our partners, and CFPB employees interacting.

Photos should have a clear focal point, proper lighting, and dynamic composition.

Photographs should not be collaged, staged, unrealistic, or use still lifes to illustrate concepts. Image manipulation should be limited to adjusting levels, contrast, and natural color balance.

Editorial



Olivia Calderon, from the City of Los Angeles Community Development Department, talks about financial empowerment efforts for low-income and unauthorized immigrants at a Consumer Advisory Board meeting in Los Angeles, California on May 15, 2013.



Director Cordray addresses bureau employees in Washington, D.C., at the 2012 All Hands Meeting

Assets

An edited selection of our latest editorial photographs is available at flickr.com/photos/cfpbphotos.

Video

Cost of attendance has increased over the past ten years



Public institutions



Private institutions

Source: National Center for Education Statistics



Principles

Video is a powerful tool that can be used to educate viewers about the financial marketplace and the CFPB's role in regulating it.

CFPB videos must contain strong emotional and creative imagery while maintaining visual simplicity. Video is a complex medium, so it is essential to pay attention to every detail, for example: composition, color treatment, typography and timing. The audience should recognize a CFPB video through its unique visual treatment.

Event



"Miami, FL: Field Hearing on Student Loan Borrowers"

Informational

What transactions are covered?

- **Remittance transfer**
 - Electronic transfer of funds requested by a sender to a designated recipient that is sent by a remittance transfer provider
 - Generally applies whether or not sender holds an account and whether or not a transfer is an electronic fund transfer
- **Sender**
 - Consumer in a State who primarily for personal, family, or household purposes requests a remittance transfer provider to send a remittance transfer to a designated recipient
 - "State" means any state, territory, or possession of the U.S.; D.C.; Puerto Rico; or any political subdivision thereof
- **Designated recipient**
 - Any person specified by a sender to receive a remittance transfer at a location in a foreign country

cfpb Consumer Financial Protection Bureau

4

"Overview of CFPB's Remittance Transfer Rule"

Use cases

Event

A video that covers a specific event relevant to the Bureau, such as a field hearing, webcast, or conference.

Informational

An industry-facing video that informs viewers about a specific topic through animated slide presentations and voiceovers.

Educational



"What is HMDA?"

Documentary



Consumer stories

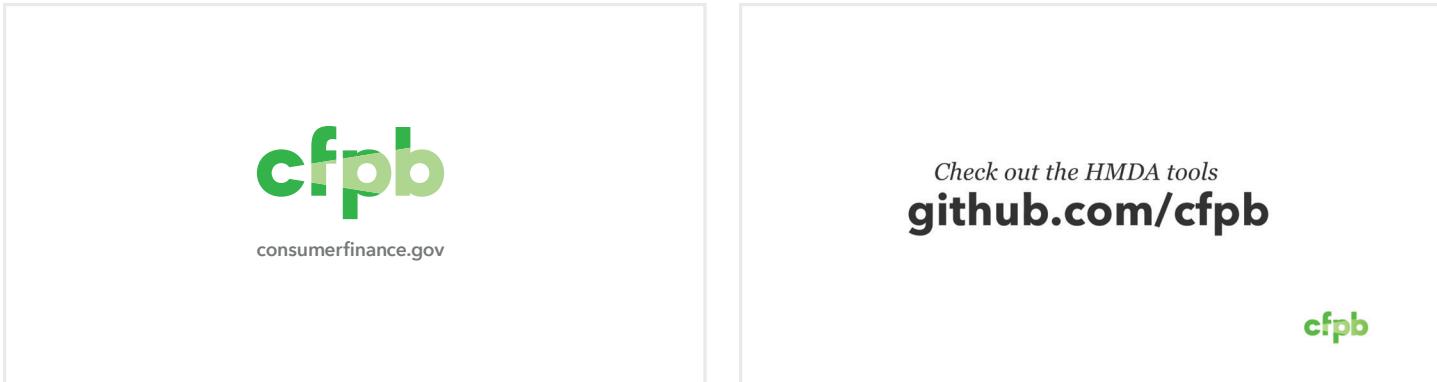
Educational

A video that educates consumers on a specific issue, web tool, or regulation written by the Bureau.

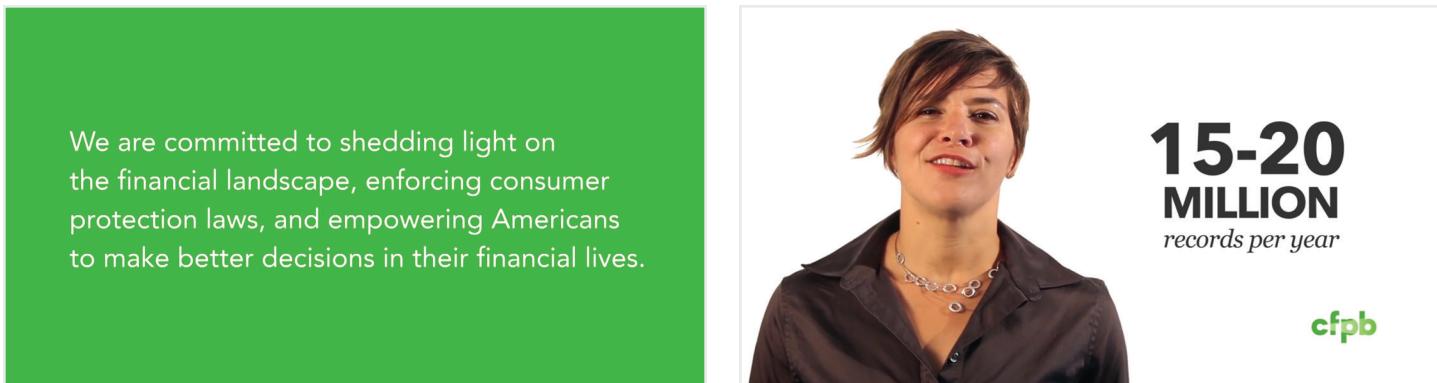
Documentary

A documentary-style video that demonstrates how the CFPB has helped consumers and impacted their lives.

Logo



Typography



Stylistic guidelines

Logo

The horizontal lockup should be used in the introduction and conclusion of a video, centered on a white background without any other visual content.

At any other time, the isolated logo may be used in the bottom-right corner of the frame. The logo must be placed on a white background.

Typography

Typography should be balanced with other visual content, such as live footage or illustration. Type should not overlap other content. Key messages can also be highlighted on their own using display text.

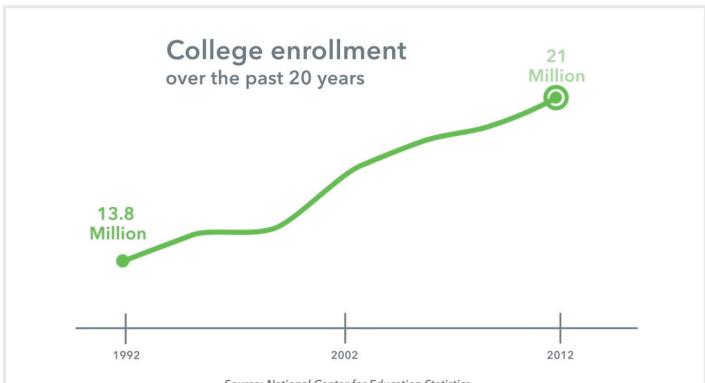
Title slides



Lower third



Animation



Title slides

Title slides for educational videos should feature clean typography with ample white space. A beam pattern may be used either as the background or anchored to the bottom of the composition.

Animation

Animation should be used to bring on-brand illustrations to life. Animation can also be used enhance the display of information, such as drawing the trajectory of a line chart or the growth of a bar chart.

 consumerfinance.gov

 Consumer Financial Protection Bureau
1700 G Street NW
Washington DC 20552

 855-411-CFPB (2372)
TTY/TDD 855-729-CFPB (2372)

 cfpb_design@cfpb.gov