



# Brand Guidelines

V2. July 2016



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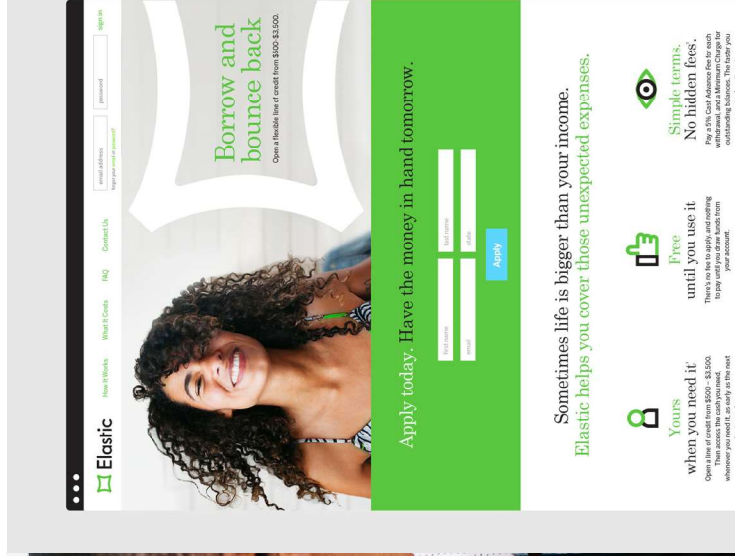
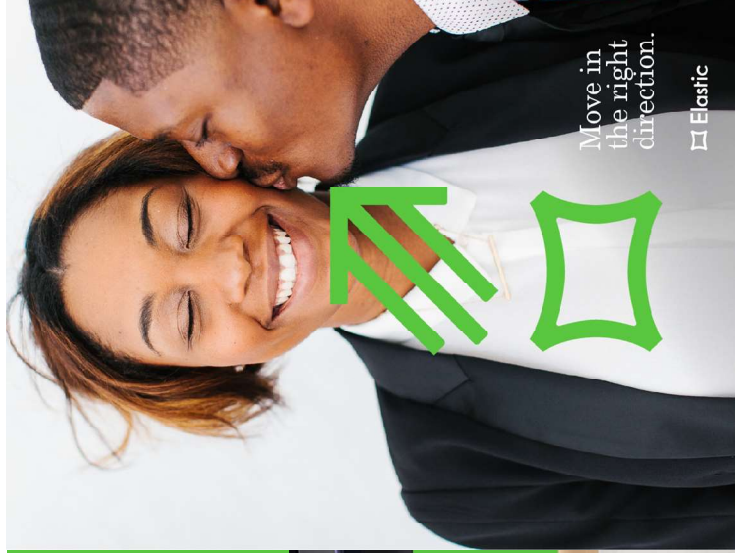
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# Brand guidelines overview

The Elastic brand guidelines were created to establish the global visual identity and voice of Elastic — its look and feel, and its brand language. They are intended to drive visual continuity throughout all Elastic brand experiences.

The brand guidelines help Elastic build equity in its brand identity, and position the brand as an affordable lender you can trust.



What sets us apart

Only Elastic provides credit that flexes with you, in a way that's easy, affordable and responsible – giving you the confidence to handle life's financial curveballs.

## Emotional benefits

(What people will feel with Elastic)

People will feel confident that they have control of their finances with a trusted, responsible lender on their side.

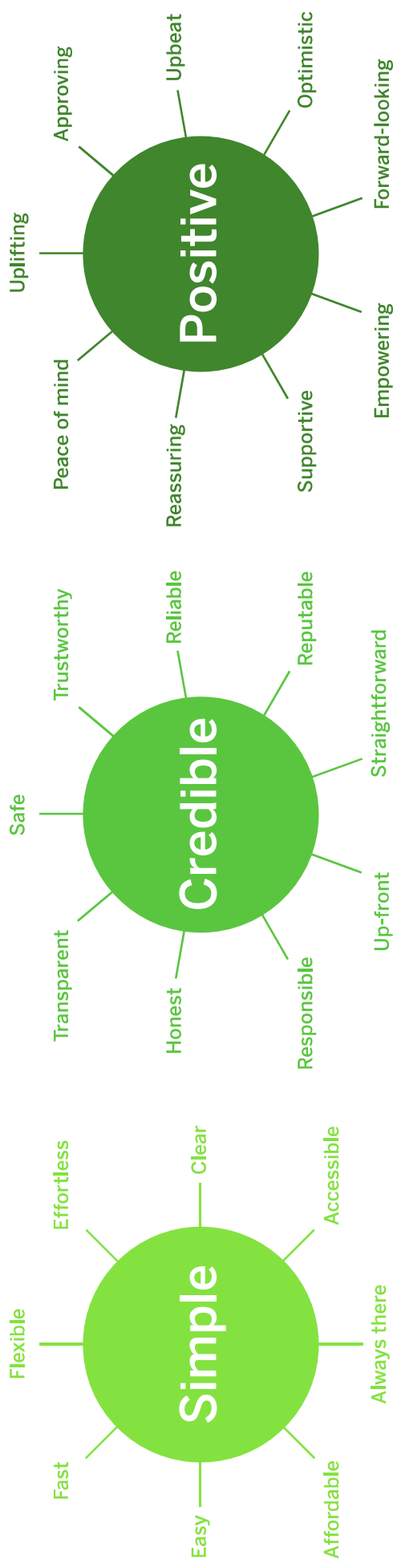
## Functional benefits

(What people can do with Elastic)

People can easily cover unexpected expenses today without compromising their finances tomorrow.

# Our brand attributes

The essence of the Elastic brand



# Elastic brand platform

why we do what we do	<b>Bigger brand idea</b> Good today, better tomorrow. Providing financial relief today, and helping people build a brighter financial future.
what sets us apart	<b>Our positioning</b> Only Elastic provides credit that flexes with you, in a way that's easy, affordable and responsible — giving you the confidence to handle life's financial curveballs.
what we do	<div> <b>Emotional benefits</b> People will feel confident that they have control of their finances with a trusted, responsible lender on their side. </div> <div> <b>Functional benefits</b> People can easily cover unexpected expenses today without compromising their finances tomorrow. </div>
who we reach	<b>Our target audiences</b> Consumers “sliding” down from the prime credit market, and “climbing” up out of sub-prime.
what we believe	<b>Our values</b> Think big. Do the right thing. Raise the bar. Win together.
what we stand for	<b>Brand attributes</b> Simple, Credible, Positive
who we are	<b>Personality</b> If Elastic were a person, she'd be smart, practical and dialed-in. You'd respect her level-headedness and high integrity, and would seek her out for non-judgmental guidance. She'd be a trusted mentor who always has your best interests at heart.
how we express our brand	<b>Design principles/voice principles</b> Simple, Credible, Positive

# Our brand story

The car needs new brakes. The emergency room bill arrived. Or maybe monthly expenses got ahead of you. Sometimes life is bigger than your income. That's why your Elastic balance flexes with you. It's money that's yours when you need it, and costs you nothing when you don't. An account that doesn't bounce — but helps you bounce back. Benefit from tips, tools and guidance. Because peace of mind is in the balance, and you deserve some credit for your effort. Elastic puts your financial goals within reach.



# Voice & design principles

Voice and design principles are essential to building a cohesive and consistent brand experience. These principles act as our guiding light, ensuring that every touchpoint we develop sets us apart from our competition and resonates with our target audiences.

Simple  
Credible  
Positive

# Voice: Simple

Elastic makes borrowing money easier with a simple, transparent process. Our tone of voice is approachable and conversational. We speak like a real person — using clear, natural statements that are to-the-point. It's plain language, simple phrasing and digestible details.

## It's content like this ...

It's money that's yours when you need it,  
and costs you nothing when you don't.

and:

Maybe monthly expenses got ahead of you.

## But be careful not to ...

Be so simple as to be boring or lack personality.  
Also be careful not to be overly casual or familiar.

## It's not this ...

Elastic gives you a line of credit so you can pay  
your bills.

or:

Hey, cash is on its way to save your day!

# Voice: Credible

Many of our customers have an inherent lack of trust for banks or lenders. In order to earn their trust, we always speak to our customers in a voice that's professional, helpful and transparent. We break down complex information with thorough, straightforward explanations.

## It's content like this ...

There's no fee to apply, no annual fee, and no prepayment penalty.

and:

Earn lower rates and a higher credit score as you repay.

But be careful not to ...

Be preachy, stuffy or out of reach.

It's not this ...

Only Elastic can teach you how to manage your money more wisely in the future.

or:

If you draw funds from your Elastic line of credit, you will incur a minimum charge calculated on a tiered level based upon the unpaid principal balance in your Elastic account and charged to your Elastic account in each billing cycle that you maintain an unpaid principal balance.

# Voice: Positive

Elastic is committed to helping our customers build brighter financial futures. We express that with optimistic and empowering statements, and with a tone of voice that's upbeat, energetic and inspiring. It's language that makes you feel good.

## It's content like this ...

An account that doesn't bounce — but helps you bounce back.

and:

You deserve some credit for your effort.

## But be careful not to ...

Over-promise or overdo the enthusiasm, which comes off as forced and sales-y

## It's not this ...

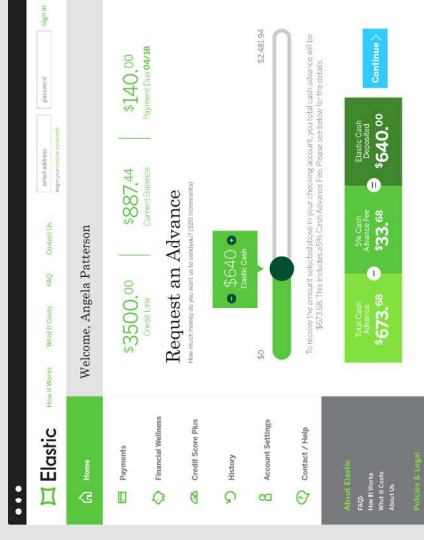
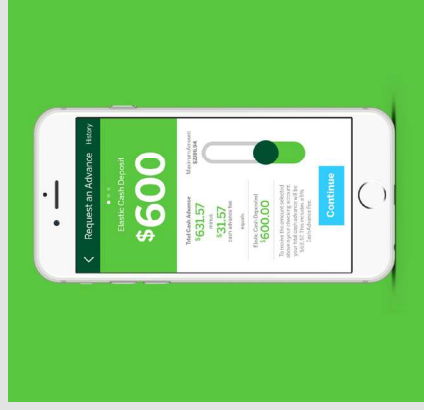
Never again be caught unprepared for life's curve balls.

or:

Elastic puts you in the driver seat of your financial future and on the road to financial freedom.

# Design principles: Simple

Simple design is clean, clear and uncluttered. It's approachable, using smart graphics and imagery to communicate big ideas quickly. It's easy to understand and navigate, but never generic or boring.



# Design principles: Credible

Credible design instills confidence by being modern, refined and respectable (though never stodgy or out of reach). It's bold and straightforward, never hiding behind unnecessary details or flourishes. Everything on the page is there for good reason.



You've met our initial selection criteria. Elastic line of credit. Cover unexpected expenses with an account that's always there.



**Get cash when you need it.**

Once your line of credit is open, you can borrow as much or up to your credit limit — whenever you need it, without ever leaving your bank account. Your money could be in your bank account as soon as the next business day.



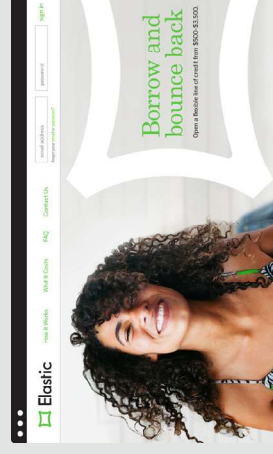
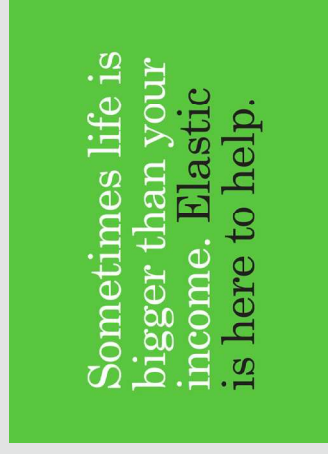
**Get flexible terms and simple.**

Pay a 5% Cash Advance Fee for each withdrawal, and a Mini outstanding balance each billing cycle.<sup>2</sup> The faster you pay, the less you pay. There is no prepayment penalty.



**Get approved right away.**

Visit Elastic.com to complete the approval process. We'll ask you to verify your identity and program requirements. In most cases, you'll be approved within minutes.



Sometimes life is bigger than your income. Elastic helps you cover those unexpected expenses.



**Yours**  
when you need it.  
Open a Elastic line of credit from \$500-\$5,000. The money is yours to use when you need it. No prepayment penalty.



**Free**  
until you use it.  
There's no fee to apply and nothing to pay until you use it. No prepayment penalty.



**Simple terms.**  
No hidden fees.  
Pay the Cash Advance Fee for each withdrawal, and a Mini outstanding balance each billing cycle for the faster you pay, the less you pay. No prepayment penalty.

# Design principles: Positive

Positive design is bright and uplifting. It exudes warmth and hopefulness, painting the picture of a brighter future. It's vibrant, dynamic and full of energy.



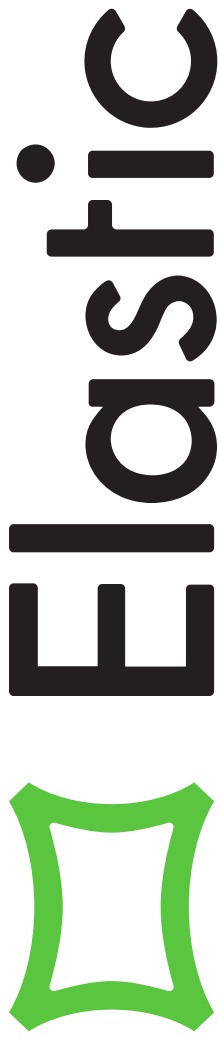
# Visual elements

Visual elements are the core building blocks of any brand execution. Our elements include: logotype, Stretch Icon, color palette, typography, iconography style, pattern and photography style.



# Logo (horizontal)

The horizontal logo is preferred for primary use.

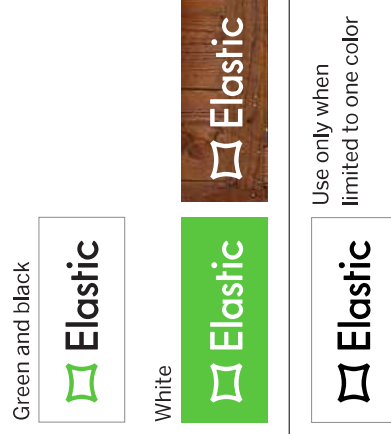


## Clear space

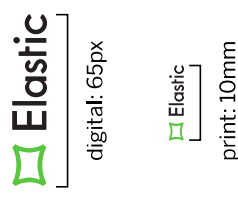


File: Elastic\_Logo\_RGB.ai

## Color variations



## Minimum size



# Logo (vertical)

The vertical logo is used secondarily. Use the horizontal logo whenever possible.



# Elastic

Clear space



Minimum size



File: Elastic\_Identity\_RGB\_Vertical.ai

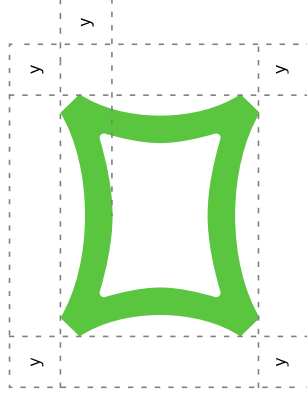
File: Elastic\_Logo\_Vertical\_RGB.ai

# Stretch Icon

The Stretch Icon signifies the elasticity and flexibility we provide for our customers. It can be used independent from the Logo as a shorthand for the brand. The Stretch Icon is a simple, stylized, unique icon that can be used as a large graphic element as long as the full Logo or name appears nearby.



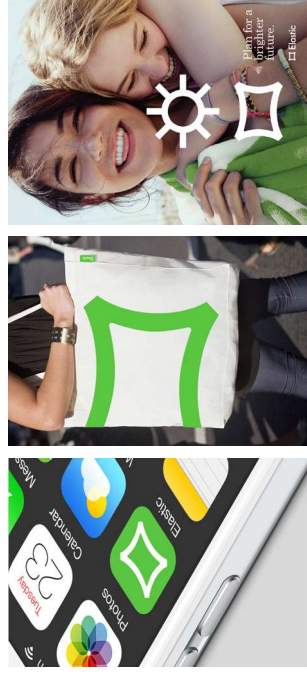
## Clear space



## Color variations

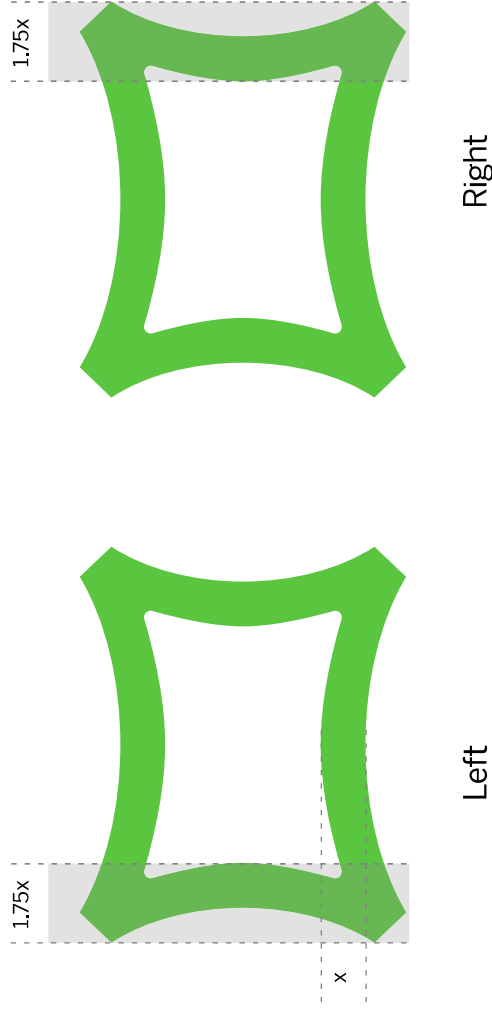


## Examples

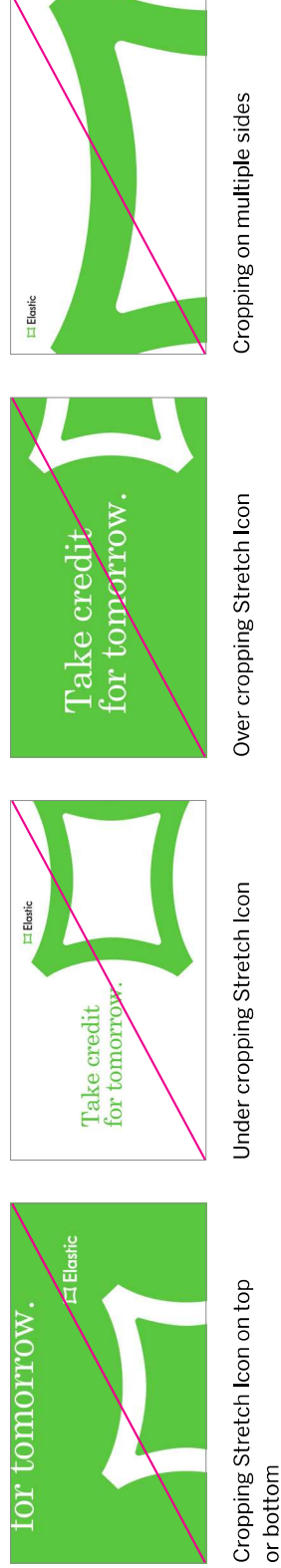


# Stretch Icon Crop

Cropping the Stretch Icon adds a dynamic element to the page. It can also be used to contain photography to add interest, meaning and movement to the image. Only crop the Stretch Icon on the left or right side, as shown.

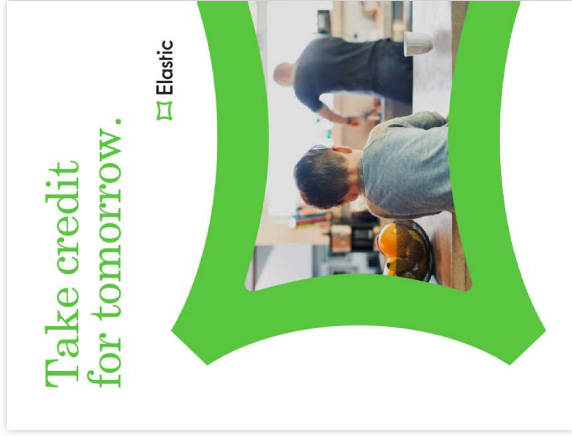


## What to avoid

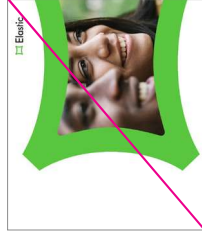


# Photo containment

Photos can be contained within the Stretch Icon. The subjects of the photo feel less “trapped” when the Stretch Icon is cropped on one side.



## What to avoid



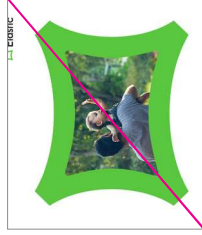
Subject cropped too tightly in Stretch Icon



Background too light to define Stretch Icon

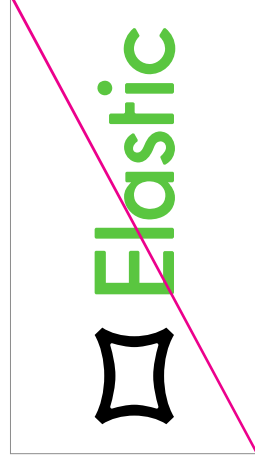


No strong focus

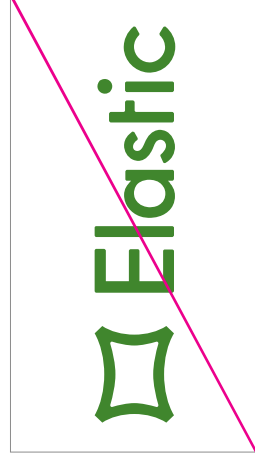


Photos tend to work better when Stretch Icon is cropped

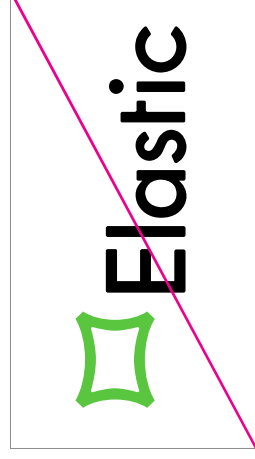
# Logo & Stretch Icon don'ts



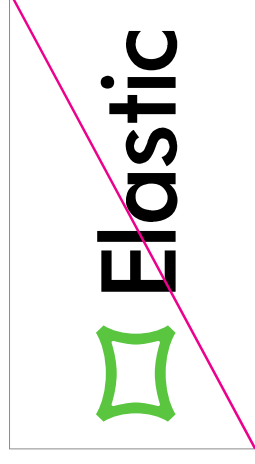
Do not create color combinations for the Logo.



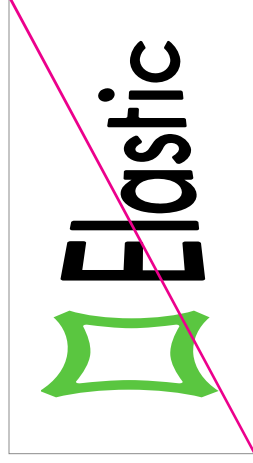
Do not use colors not specified on page 19 for the Logo.



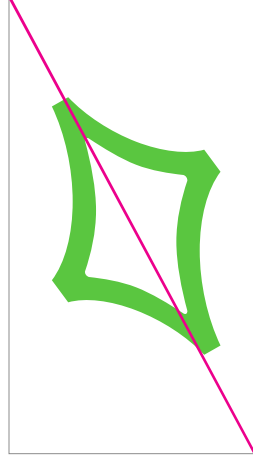
Do not alter the position of Stretch Icon in the Logo.



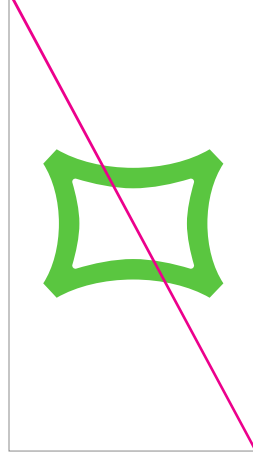
Do not try to create the Logo by typing it out. It is a custom typeface and cannot be replicated by typing.



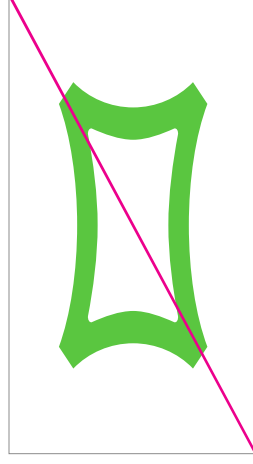
Do not stretch, warp or distort the Logo.



Do not skew the Stretch Icon.



Do not rotate the Stretch Icon.



Do not stretch the Stretch Icon except when shown in motion graphics.

# Color palette

The star of our color palette is a bright, positive green. The blue can be used for navigational buttons to stand out in digital executions. The Hex and RGB equivalents, CMYK and PMS colors listed below should be used to ensure consistency. Please note that the RGB and HEX values are custom to more accurately reflect the printed Pantone chips.

## Primary palette

WHITE  
Hex# FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

ELASTIC GREEN (PMS 361C)  
Hex# 5AC640  
R90 G198 B64  
C77 M0 Y100 K0

## Secondary palette

BLACK (PMS 419C)  
Hex# 000000  
R0 G0 B0  
C86 M70 Y69 K95

DEEP GREEN (PMS 357C)  
Hex# 005030 R0 G80 B48 C92 M18 Y94 K61

MID GREEN (PMS 2272C)  
Hex# 40862D R64 G134 B45 C87 M0 Y100 K2

BRIGHT GREEN (PMS 2292C)  
Hex# 84E240 R132 G226 B64 C48 M0 Y92 K0

BLUE (PMS 306C)  
Hex# 33CCFF R51 G204 B255 C54 M0 Y6 K0

DEEP GRAY (PMS COOL GRAY 10C)  
Hex# 616262 R97 G98 B98 C40 M30 Y20 K66

DARK GRAY (PMS COOL GRAY 7C)  
Hex# 808080 R128 G128 B128 C20 M14 Y12 K40

MID GRAY (PMS COOL GRAY 5C)  
Hex# A0A1A3 R160 G161 B163 C3 M9 Y10 K27

LIGHT GRAY 1 (PMS COOL GRAY 3C)  
Hex# CCCDCD R204 G205 B206 C8 M5 Y7 K16

LIGHT GRAY 2 (PMS COOL GRAY 1C)  
Hex# EAEBEBC R234 G235 B235 C4 M2 Y4 K8

# Typography

Century Schoolbook's classic proportions and serifs evoke a sense of credibility that makes it an excellent primary typeface. Use Century Schoolbook for headlines and larger blocks of copy. It should always appear in mixed case, never in all caps.

Use Georgia Regular as system font alternative, for example, for emails.

Primary typeface: Century Schoolbook

AaBbCc 0123  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ 0123456789 (!@#\$%^&\*+?)

Foundry: American Type Founders  
 Font (desktop & web): Century Schoolbook  
<https://www.linotype.com/342217/century-schoolbook-regular-product.html>

NOTE: All typefaces must be licensed by Elastic prior to use. They are shown here for illustrative purposes only. Licenses may be purchased from the foundries specified above.

