

Secondary typography

Our secondary typeface, Benton Sans, is easy to read and reduce. Use it primarily for subheads and smaller body copy. We use three weights: Regular, Medium and Bold.

Use Tahoma Regular and Bold as system font alternative, for example, for emails.

Secondary typeface: Benton Sans

AaBbCc O123
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
VWXYZ 0123456789 (!@#\$%&*+?)

Book

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

Bold

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

Foundry: Font Bureau

Font (desktop & web): Benton Sans

<http://store.typenetwork.com/foundry/fontbureau/series/benton-sans>

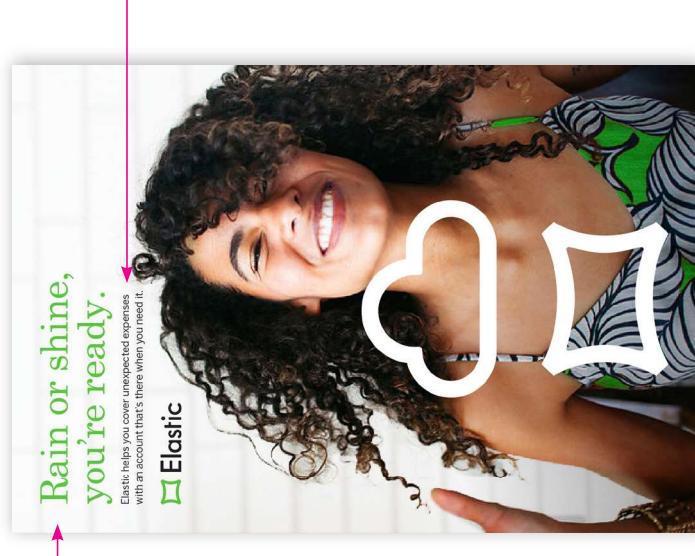


NOTE: All typefaces must be licensed by Elastic prior to use. They are shown here for illustrative purposes only. Licenses may be purchased from the foundries specified above.



Typography usage

Print



Headlines/bold statements:
Century Schoolbook Regular set at
X pt / X pt leading / -20 kerning
Secondary ideas or supporting copy blocks:
Benton Sans Regular set at
X pt / 1.5 pt leading / 0 kerning

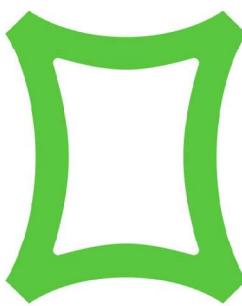
Digital



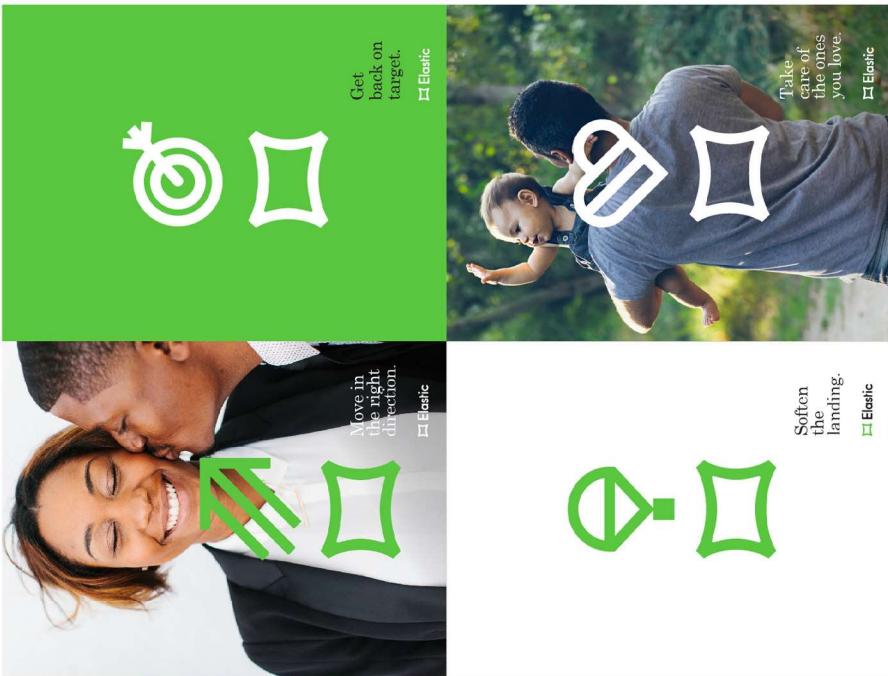
Headlines/bold statements: Century Schoolbook Regular
set at X pt / X pt leading / -20 kerning
Secondary ideas or supporting copy blocks: Benton Sans Regular
set at X pt / 1.5 pt leading / 0 kerning

Storytelling Icons

The Elastic Storytelling icons provide a secondary visual vocabulary that can be used with the Stretch Icon to reinforce how our product helps our customers reach their goals.



 Save for a rainy day	 Take the leap	 Tide you over	 Take care of your family	 Handle life's curveballs
 Plant seeds for growth	 Get back on target	 Move in the right direction	 Dream together	 Build a bridge to the future
 Take care of the ones you love.	 Get back on target.	 Move in the right direction.	 Handle life's curveballs	 Build a bridge to the future



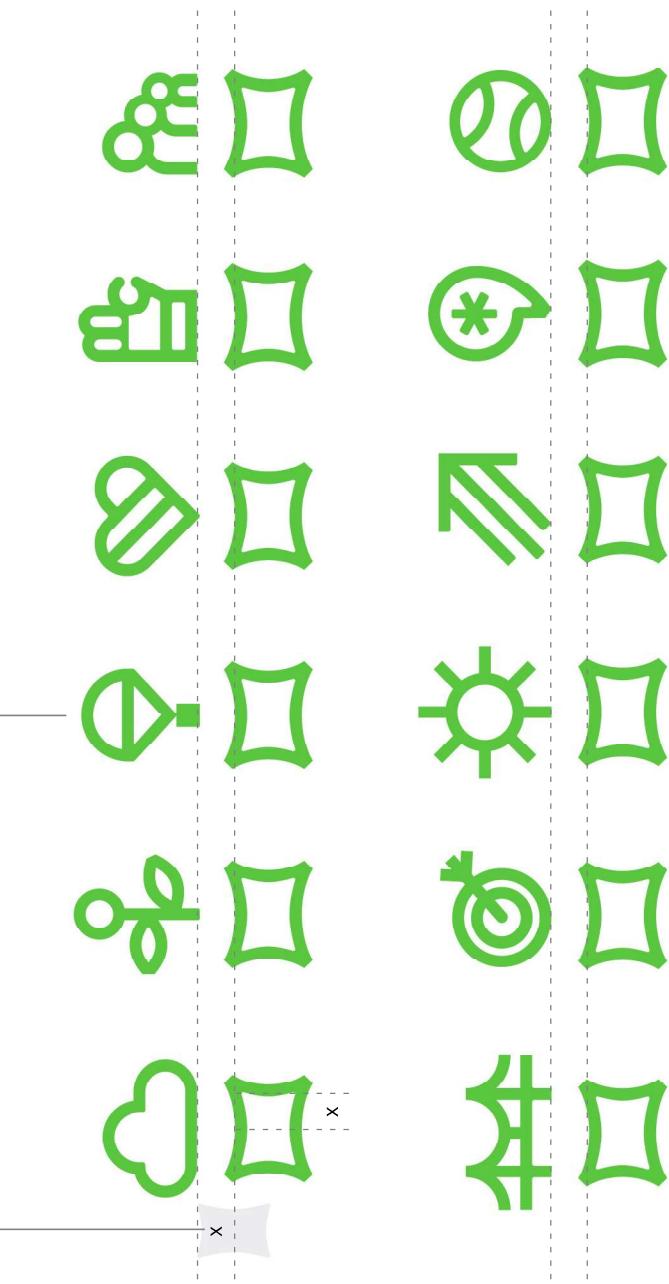
Storytelling Icon lockups

Refer to the following guidelines when creating executions with Storytelling Icon lockups.

Use the same
approximate distance
between icons.

Storytelling Icons should be
built to the same scale and
stroke weight (see page 28)

The Stretch Icon should always
appear below the Storytelling Icon.

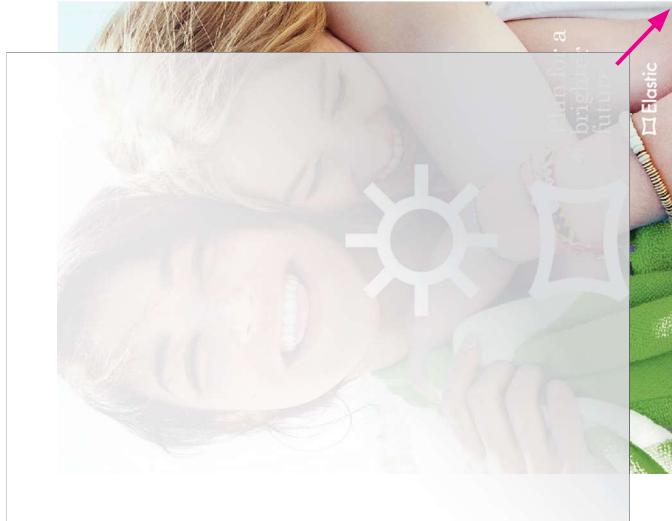


Storytelling Icon and photo contrast

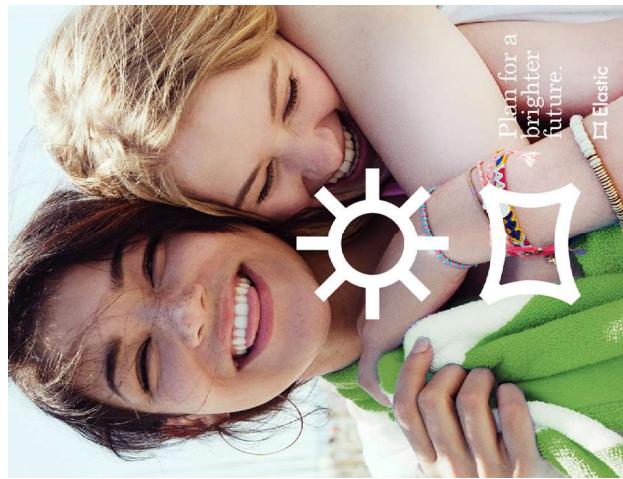
Adjust photo contrast under type when necessary to ensure readability. A gradient overlay, or photo burn, may be necessary to provide enough contrast for the icons and messaging. This should be added selectively so as not to reduce the vibrant feel of the photo.



Before



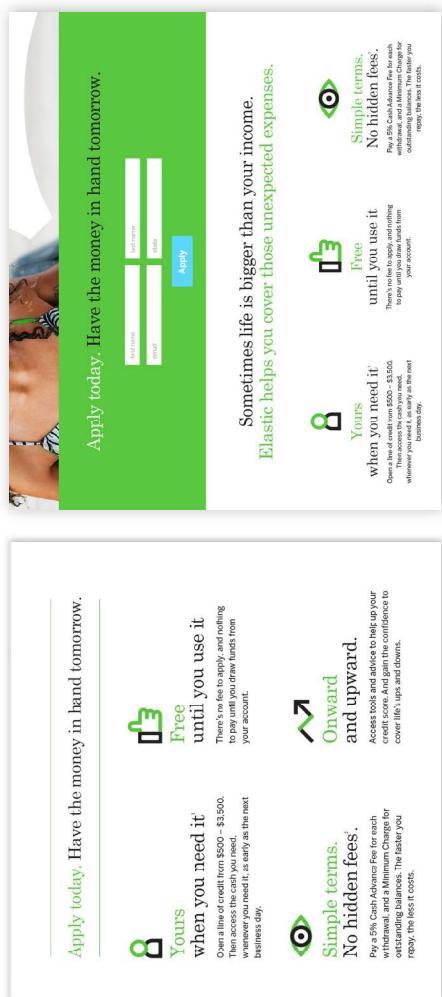
Add gradient overlay and set to multiply.



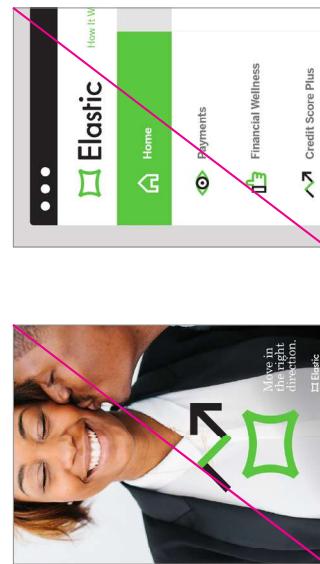
Before

Feature Icons

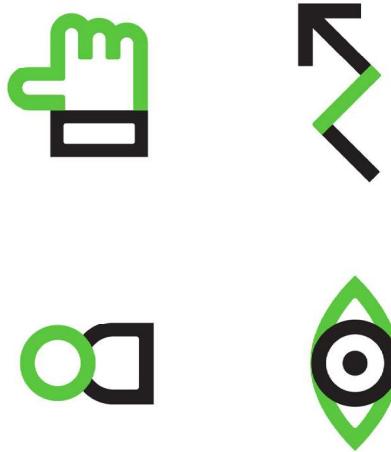
Feature Icons illustrate specific product features. Use these icons to support the product experience and explanations. Feature Icons are always two color.



What to avoid



Feature Icons are created for use in small applications vs. large signs and posters.

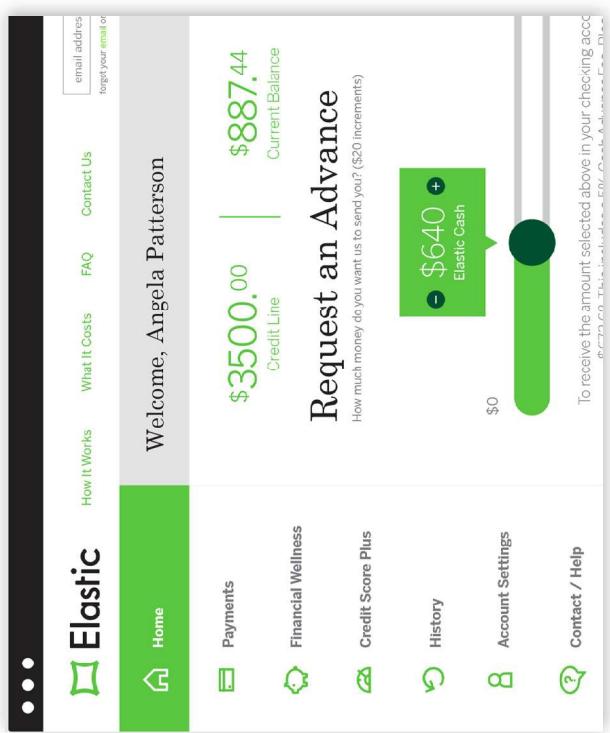


Feature Icons should not be used for navigation.



Navigation Icons

Navigation icons are used for navigation in digital executions. They always appear one color.

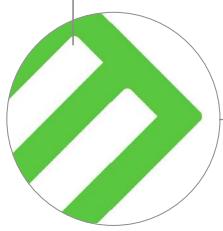


What to avoid



Creating icons

All iconography should be the same scale, drawn to match the weight and feel of the Stretch Icon.

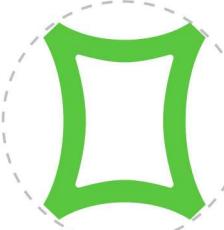


1.75" Containing box



At this scale, use 8 pt strokes
to draw icons.

Expand the lines to make
solid shapes.



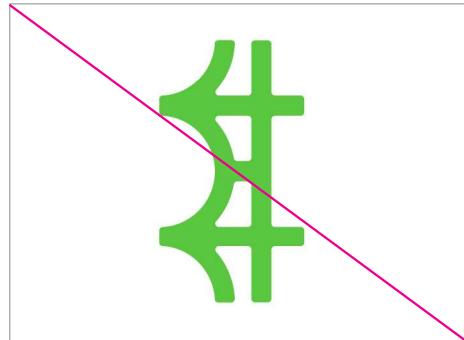
90 pt



Icons can break out of the 90 pt
circle to maintain consistent
visual weight.

.02 pt rounded corner radii are incorporated
selectively to make the icon integrate with
the interior rounded corners of the Stretch
Icon and to make the icons more ownable.

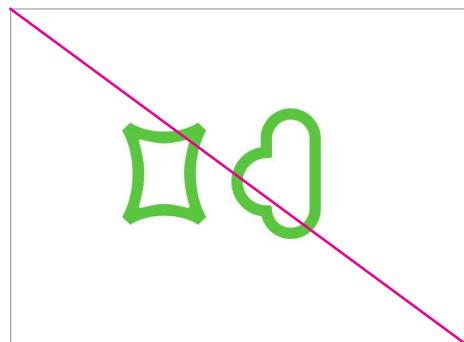
Iconography don'ts



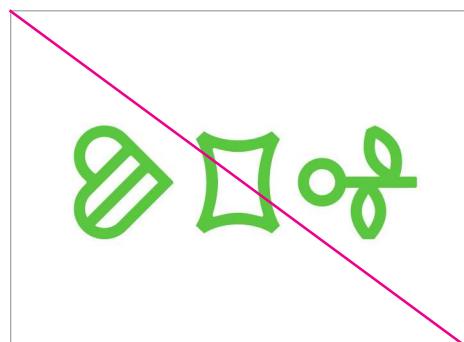
Incorporate too many rounded corners when creating new icons.



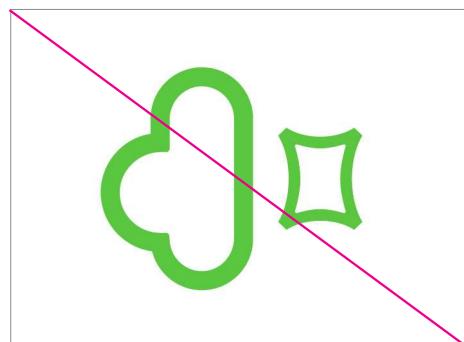
Obscure imagery with too many icons.



Flip the lockups so The Stretch Icon is on top.



Add more than one icon to the lockups.



Use at different scales.

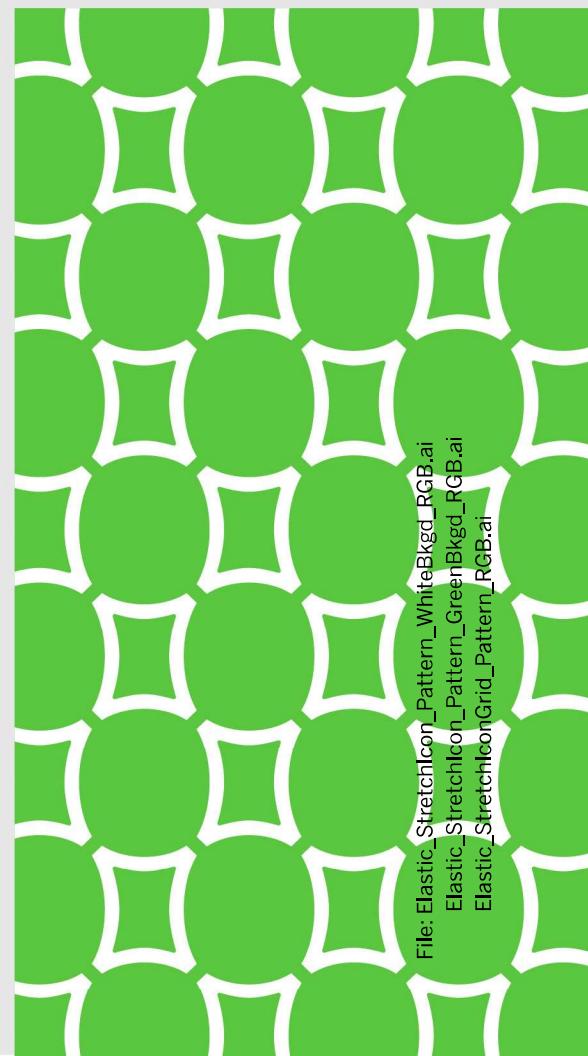
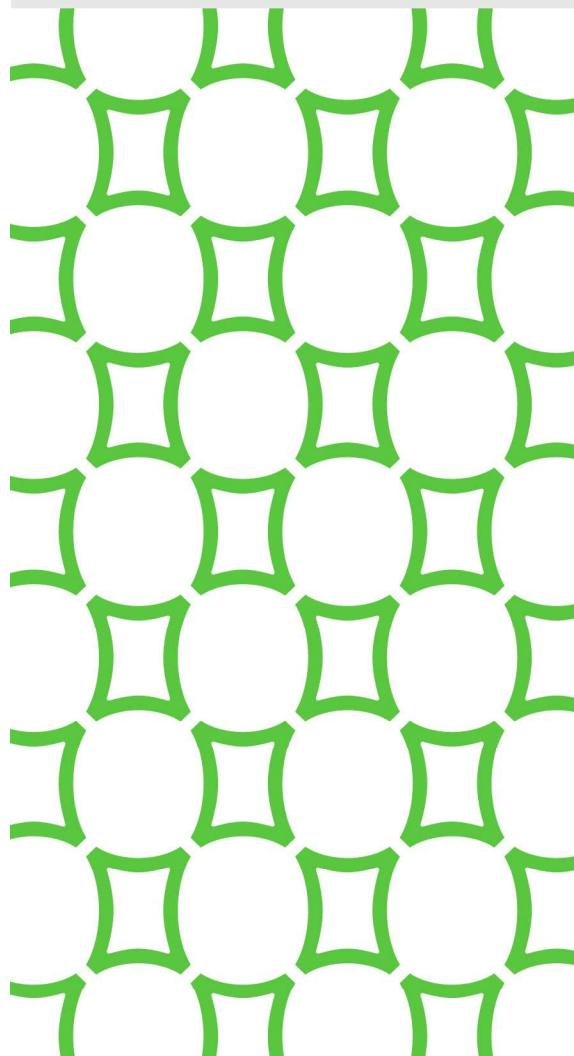
Patterns





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Patterns



File: Elastic_StretchIcon_Pattern_WhiteBkgd_RGB.ai
Elastic_StretchIcon_Pattern_GreenBkgd_RGB.ai
Elastic_StretchIconGrid_Pattern_RGB.ai



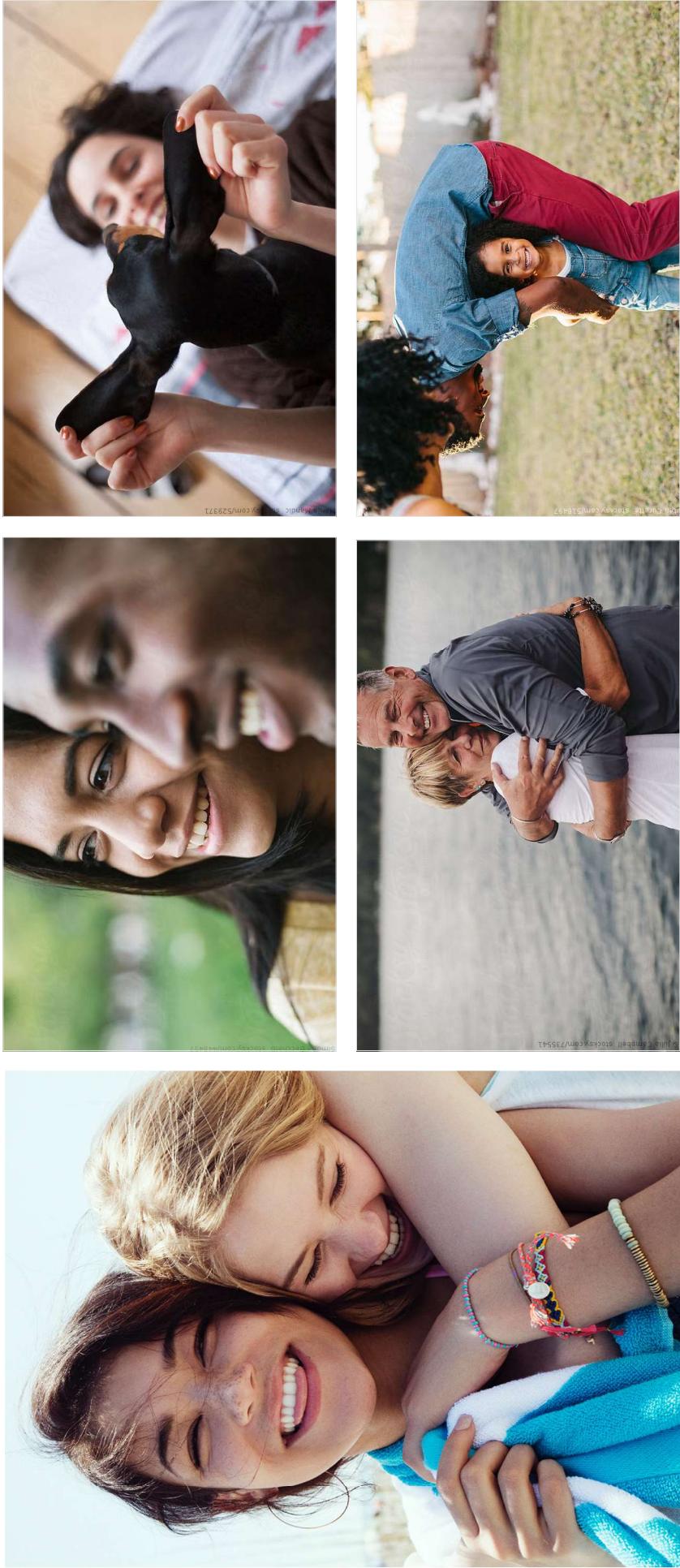
Photography style

Photography style should capture real life and positive outcomes. The overall effect should map to our principles: Simple, Credible, Positive.

Simple: make sure the image isn't too busy, or lacking focus.

Credible: make sure the situation and the emotion feel authentic, not saccharine or staged.

Positive: make sure the mood is upbeat, and the people are genuinely happy.



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Photography style



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Photography guidelines

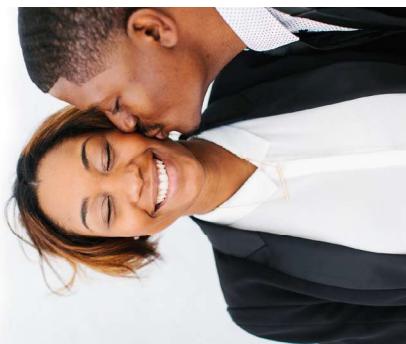
Content: Photography should reflect real life and evoke happy, optimistic emotions.

Composition: Include enough background to give a sense of context.

Lighting: Should feel as if lit by bright natural lighting to maintain authentic feel.

Subjects: Be sure to include a mix of ethnicities, ages, single, couples and families.

Styling: Keep styling casual and natural. Clothing and props should not detract from emotion.



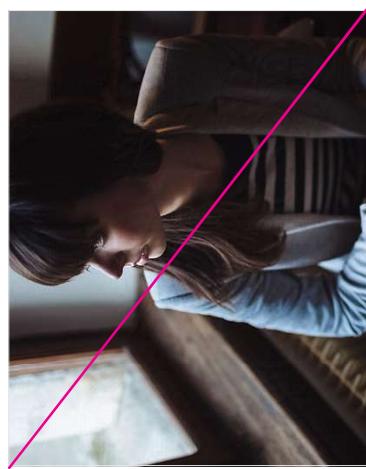
Photography don'ts



Overly posed: Imagery should capture a real moment; subjects should not be overly posed.



Trying too hard: Avoid images with an unrealistic composition or that appear over-directed.



Moody or depressing: Ensure that subjects don't appear down-trodden or worried.



Overly polished: Images that show overly pristine or stylized environments or lighting feel like a catalog spread, and not representative of real life.



Too affluent: Avoid images that portray subjects that appear affluent or unrelated.



Busy composition: Photography should focus on the subject without distracting backgrounds and props.



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At-a-glance



Century Schoolbook
AaBbCc 0123
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz 0123456789 (!@#\$%^&*+?)

Benton Sans
AaBbCc 0123
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz 0123456789 (!@#\$%^&*+?)

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Plan for a
brighter
future.
□ Elastic

Get
back on
target.
□ Elastic

Execution examples

The following examples show how visual elements work together to create brand executions.

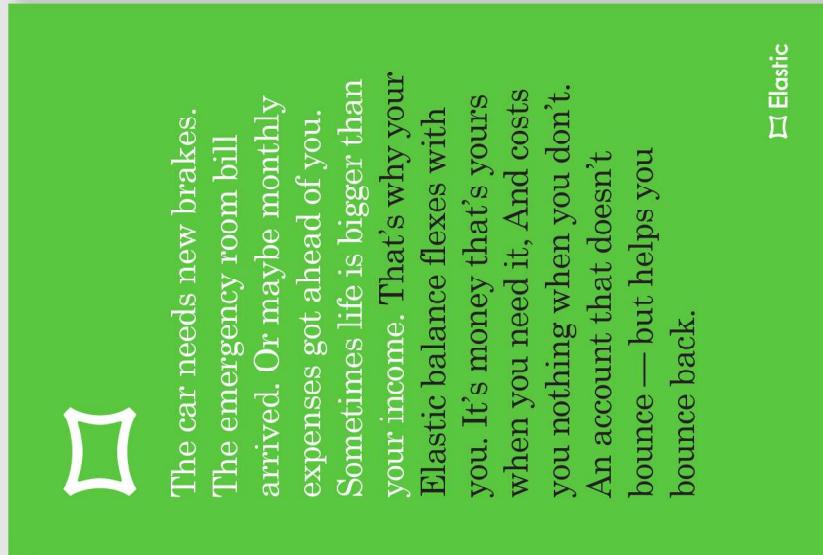
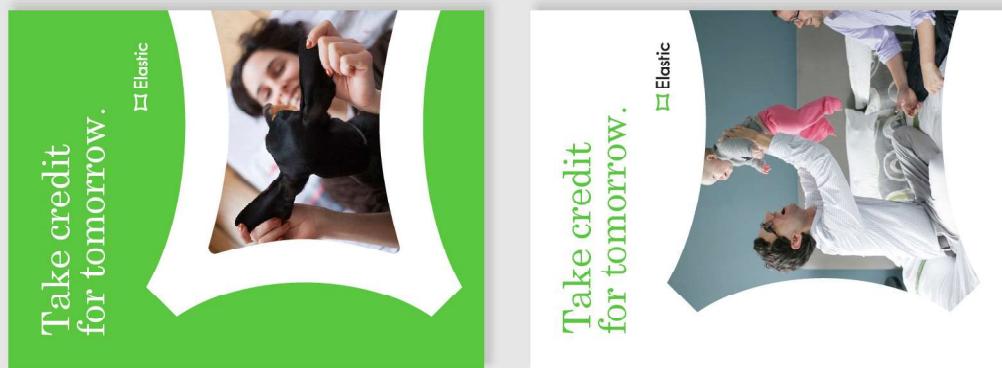


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Posters



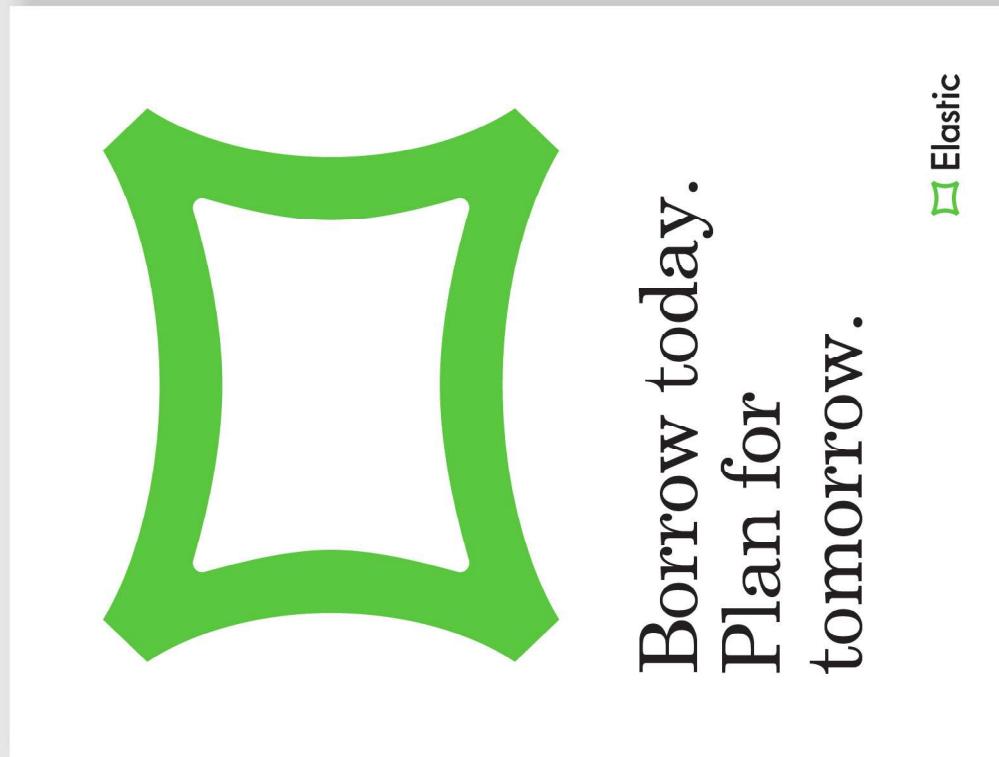
Posters/collateral





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Posters/collateral



Your future.
On your terms.

Credit
that flexes
with you.

Sometimes
life is bigger than
your income.

Elastic helps you cover unexpected expenses with an account that's there when you need it.



Collateral



Apply today. Have the money in hand tomorrow.

Yours Free until you use it¹

when you need it.¹

Open a line of credit from \$500 - \$3,500. Then access the cash you need, wherever you need it, as early as the next business day.

Onward and upward.

Simple terms.
No hidden fees.²

Pay a 5% Cash Advance Fee for each withdrawal and a Minimum Charge for outstanding balances. The faster you repay, the less it costs.

Applying is easy and free at [Elastic.com](#).
Use enrollment code: SPRING Elastic

REPUBLIC BANK

Source: Elastic.

1. Once approved, cash advances ingested by 6:00 p.m. ET are typically funded the next business day. If you elect to receive your cash advance by direct deposit, deposit without bank information on when funds will be available.

2. See the Elastic Credit Agreement and Terms and Conditions for additional information at [www.Elastic.com/TermsAndConditions](#).

The Elastic line of credit is offered by Republic Bank & Trust, formerly member FDIC. All trademarks, service marks and registered marks are the property of their respective owners.



Direct mail letter



You've been pre-selected for \$2,500.00.

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

Get cash when you need it.

Once your line of credit is open, you can borrow as much or as little as you need up to your credit limit – whenever you need it, without ever having to repay. Your money could be in your bank account as soon as the next business day.¹

Get flexible terms and simple pricing.

Pay a 5% Cash Advance fee for each withdrawal, and a Minimum Charge on your outstanding balance each billing cycle.² The faster you pay, the less it costs – there is no prepayment penalty.

Get approved right away.

Visit Elastic.com to complete the approval process. We ask a few questions to verify your identity and program requirements. In most cases, it only takes a few seconds.

Applying online [Elastic.com](#).
Visit before March 31 and enter your Enrollment Code: **XTZ123**



You've been pre-selected for \$2,500.00.

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

Get cash when you need it.

Once your line of credit is open, you can borrow as much or as little as you need up to your credit limit – whenever you need it, without ever having to repay. Your money could be in your bank account as soon as the next business day.¹

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Get approved right away.

Visit Elastic.com to complete the approval process. We ask a few questions to verify your identity and program requirements. In most cases, it only takes a few seconds.

Applying online [Elastic.com](#).
Visit before March 31 and enter your Enrollment Code: **XTZ123**



Sometimes life is
bigger than your
income. Elastic
is here to help.

Pre-selected offer for:



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Display



Take credit
for tomorrow.



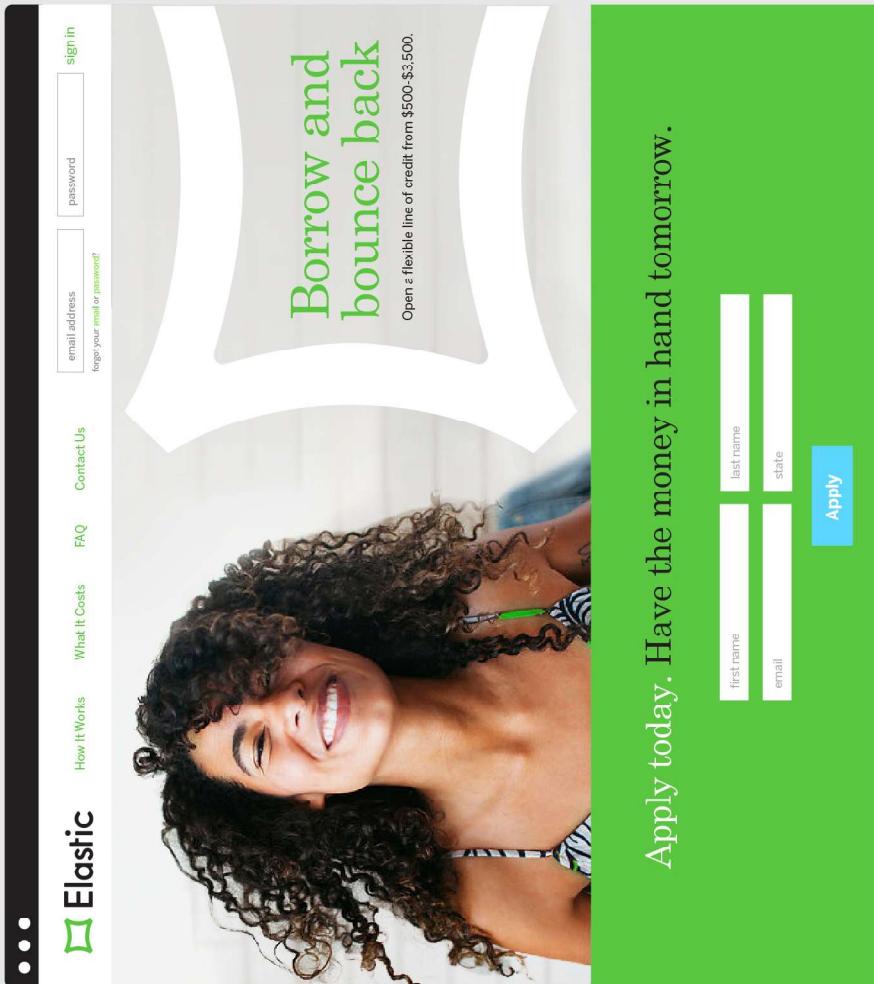
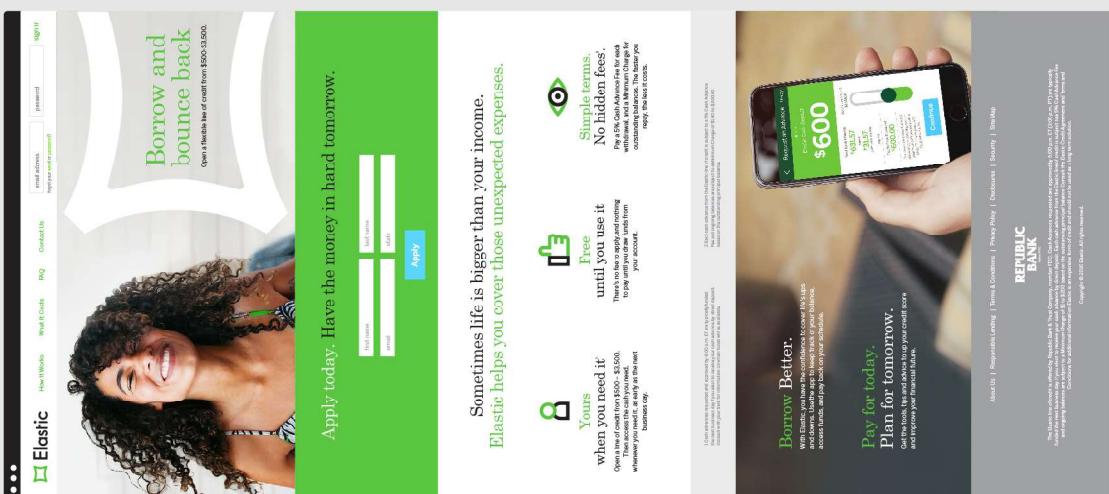


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App icon and screen



Web page





Account holder landing page

The screenshot shows the Elastic account holder landing page. At the top, there's a navigation bar with links for Home, Payments (\$3500.00), History (\$0), Account Settings, and Contact / Help. Below the navigation is a main content area with a green header "Welcome, Angela Patterson". The main section is titled "Request an Advance" and asks "How much money do you want us to send you? (\$20 increments)". A green button labeled "- \$640 + Elastic Cash" is shown. To the right, a progress bar indicates a total of \$2,481.94. A note states: "To receive the amount selected above in your checking account, you total cash advance will be \$673.68. This includes a 5% Cash Advance Fee. Please see below for the details." On the right side, there's a sidebar with sections for "About Elastic" (FAQS, How It Works, What it Costs, About Us) and "Policies & Legal" (Terms & Conditions, Privacy Policy, Security, Disclosures, Responsible Lending). A large green button at the bottom right says "Continue >".

• • •

Elastic

Home

Payments **\$3500.00**

History **\$0**

Account Settings

Contact / Help

Welcome, Angela Patterson

Request an Advance

How much money do you want us to send you? (\$20 increments)

- \$640 + Elastic Cash

Total Cash Advance **\$673.68**

5% Cash Advance Fee **-\$33.68**

Elastic Cash Deposited **= \$640.00**

sign in

password

email address

forgot your email or password?

FAQ Contact Us

About Us

Policies & Legal

FAQS

How It Works

What it Costs

About Us

Terms & Conditions

Privacy Policy

Security

Disclosures

Responsible Lending

Continue >



Email template

From: **Elastic**
To: charles.tiguan@lipsum.com

You've been approved
May 3, 2016 at 8:12 PM

Dear %FirstName%,

Congratulations, you're approved for **\$XX** Elastic Line of Credit.

By selecting "Accept" below you are simply activating your line of credit and are not obligated to use it. You won't be charged any fees until you decide to borrow.

Accept

With Elastic, you're in control of creating your own personal safety net and can borrow as much as you need, from as little as \$20 up to your approved limit. With flexible payments and no daily interest, Elastic offers you the money when you need it, without hassle.

Did you know elastic also offers financial wellness tools and cardiac score monitoring and alerts through Credit Score Plus at no charge? Log into your account and visit the financial wellness tab to sign up today.

Sincerely,
Your **Elastic team**

This is an advertisement.
Protected and confidential information contained in attachments thereto is intended only for use by the addressee named therein and may constitute
privileged or confidential information. If you receive this email in error, please notify us immediately by return email and delete this e-mail. You are
hereby notified that any dissemination, distribution or copying of this email and/or any attachments thereto is strictly prohibited.

Elastic is offered by Republiek Bank and Trust Company member FDIC. An administration fee is assessed on the cash advance. An administration fee and ongoing charges are subject to a cash advance fee and a minimum charge of \$100 to \$800 based on
the cash advance amount. All terms and service fees, conditions and restrictions apply. Interest rates and fees are subject to change.
Please note if you do not want to receive further emails from Elastic about your available credit, please unsubscribe.
You will be removed from the mailing list.
We respect your right to privacy. View privacy policy. Elastic. All rights reserved.

From: **Elastic**
To: charles.tiguan@lipsum.com

You've been approved
May 3, 2016 at 8:12 PM

Dear %FirstName%,

Congratulations, you're approved for **\$XX** Elastic Line of Credit.

By selecting "Accept" below you are simply activating your line of credit and are not obligated to use it. You won't be charged any fees until you decide to borrow.

Accept

With Elastic, you're in control of creating your own personal safety net and can borrow as much as you need, from as little as \$20 up to your approved limit. With flexible payments and no daily interest, Elastic offers you the money when you need it, without hassle.

Did you know elastic also offers financial wellness tools and cardiac score monitoring and alerts through Credit Score Plus at no charge? Log into your account and visit the financial wellness tab to sign up today.

Sincerely,
Your **Elastic team**

This is an advertisement.
Protected and confidential information contained in attachments thereto is intended only for use by the addressee named therein and may constitute
privileged or confidential information. If you receive this email in error, please notify us immediately by return email and delete this e-mail. You are
hereby notified that any dissemination, distribution or copying of this email and/or any attachments thereto is strictly prohibited.

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Please note if you do not want to receive further emails from Elastic about your available credit, please unsubscribe.
You will be removed from the mailing list.
We respect your right to privacy. View privacy policy. Elastic. All rights reserved.



Swag



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Contact

If you have questions about the Elastic Brand Guidelines, please contact:

Patsy Hauer
Senior Vice President, Brand
phauer@elevate.com

This style guide was created by
Office
www.visitoffice.com