



AI Credit News

Brand Identity Guide

Version 1.0 • February 2026

Brand Overview

AI Credit News is a professional, trustworthy source for AI-powered insights in credit and financial services. The brand conveys authority, clarity, and innovation.

Brand Personality

- Professional but accessible (not academic)
- Informative and factual (not sensational)
- Forward-looking (focused on innovation and trends)
- Concise (we respect the reader's time)

Target Audience

- Financial services professionals
- Credit industry decision-makers
- AI/ML practitioners in fintech
- Banking technology leaders

Logo

The logo combines three elements: the AI badge, the serif wordmark, and a teal accent. Together they communicate the fusion of technology and editorial authority.



Primary — light backgrounds



Inverted — dark backgrounds

Logo Elements

- AI Badge: Rounded navy rectangle with bold "AI" text — represents the technology core
- Credit News: Merriweather serif wordmark — represents editorial authority
- Teal Accent Bar: Vertical separator — represents innovation and the AI-finance connection

Usage Rules

- Maintain clear space equal to the badge height around all sides
- Minimum size: 140px wide (full logo), 16px (icon only)
- Never distort, rotate, or change the logo colors
- Never place the primary logo on busy backgrounds

Favicon & App Icons

The favicon is a compact version of the logo, showing only the "AI" badge with a teal accent dot. It's optimized for small sizes across all platforms.



64×64
Browser Tab



48×48
Bookmarks



32×32
Standard



16×16
Minimum

Platform Assets

File	Size	Usage
favicon.svg	Scalable	Chrome, Firefox, Edge
favicon-32x32.png	32×32	Standard browser fallback
favicon-16x16.png	16×16	Small browser tabs
apple-touch-icon.png	180×180	iOS home screen
android-chrome-192x192.png	192×192	Android home screen
android-chrome-512x512.png	512×512	Android splash / PWA
og-image.png	1200×630	Social media link previews

Color Palette

Primary Colors



Navy Blue
#1e3a8a
Logo, headings, primary buttons



Teal
#0d9488
CTAs, accent, category tags



Navy Dark
#1e2f5c
Hover states, gradient end



Teal Light
#14b8a6
Hover accents, highlights

Neutral Colors



Background
#f9fafb
Page background



Surface
#ffffff
Cards, panels



Text
#1f2937
Body text, headings



Text Light
#6b7280
Secondary text



Text Muted
#9ca3af
Placeholders, tertiary



Border
#e5e7eb
Dividers, card borders

Typography

The type system pairs a serif headline font with a sans-serif body font, balancing editorial gravitas with modern readability.

Merriweather — Headlines

Used for all headings (H1–H4). Conveys editorial authority and trustworthiness. Loaded from Google Fonts with weights 400 and 700. Fallback: Georgia, serif.

AI in Credit & Banking

Merriweather Bold, 2.5rem (H1)

Inter — Body & UI

Used for body text, navigation, buttons, metadata, and all UI elements. Clean and highly readable. Loaded from Google Fonts with weights 400–700. Fallback: -apple-system, BlinkMacSystemFont, Roboto, sans-serif.

The quick brown fox jumps over the lazy dog.

Inter Regular, 1rem (body)

Type Scale

Element	Size	Weight	Font
H1	2.5rem (40px)	700 Bold	Merriweather
H2	1.875rem (30px)	700 Bold	Merriweather
H3	1.5rem (24px)	700 Bold	Merriweather
H4	1.25rem (20px)	700 Bold	Merriweather
Body	1rem (16px)	400 Regular	Inter
Small	0.9rem (14.4px)	400 Regular	Inter
Caption	0.8rem (12.8px)	400–500	Inter
Tag/Label	0.75rem (12px)	500–600	Inter

Component Patterns

Buttons

Primary Action

CTA / Accent

- Primary: Navy bg, white text, 8px radius · CTA: Teal bg, white text, 8px radius
- Hover: Slight darkening + subtle lift (translateY -1px)

Cards

- White background, 12px radius, subtle shadow · Hover: lift + enhanced shadow

Category Tags & Border Radius

- Tags: Teal bg, white text, 4px radius, uppercase, 0.75rem, 600 weight
- Standard radius: 8px (buttons, inputs) · Large radius: 12px (panels, featured cards)

Email Template

Email templates follow the same brand identity with slight color adjustments for maximum email client compatibility.

AI Credit News

Weekly Digest — Monday, February 3, 2026

Email body: max-width 600px, white background, system font stack (no Google Fonts in email).

Header gradient: #1a365d !' #2c7a7b

Body padding: 30px

Footer: centered, #718096, 12px

Unsubscribe

Email Color Note

Email templates use slightly different hex values (#1a365d / #2c7a7b) for better rendering across email clients. These are close approximations of the primary brand colors.

Gradients

The brand uses a single primary gradient for hero sections, subscribe widgets, and email headers.

#1e3a8a

#1e2f5c

CSS: linear-gradient(135deg, #1e3a8a 0%, #1e2f5c 100%)

Spacing Tokens

Token	Value	CSS Variable	Usage
Radius	8px	--radius	Buttons, inputs, cards
Radius Large	12px	--radius-lg	Panels, featured cards
Container	1200px	max-width	Main content area
Reading	800px	max-width	Article/editorial pages



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