

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

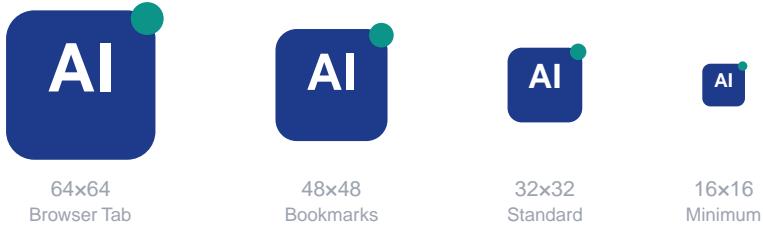
- AI Badge: Rounded navy rectangle with bold "AI" text — represents the technology core
- Credit News: Merriweather serif wordmark — represents editorial authority
- Teal Accent Bar: Vertical separator — represents innovation and the AI-finance connection

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.



64x64
Browser Tab

48x48
Bookmarks

32x32
Standard

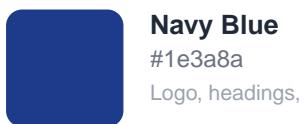
16x16
Minimum

Platform Assets

| File | Size | Usage |
|----------------------------|----------|----------------------------|
| favicon.svg | Scalable | Chrome, Firefox, Edge |
| favicon-32x32.png | 32x32 | Standard browser fallback |
| favicon-16x16.png | 16x16 | Small browser tabs |
| apple-touch-icon.png | 180x180 | iOS home screen |
| android-chrome-192x192.png | 192x192 | Android home screen |
| android-chrome-512x512.png | 512x512 | Android splash / PWA |
| og-image.png | 1200x630 | 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

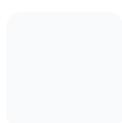


Teal Light

#14b8a6

Hover accents, highlights

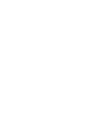
Neutral Colors



Background

#f9fafb

Page background



Surface

#ffffff

Cards, panels



Text

#1f2937

Body text, headings



Text Light

#6b7280

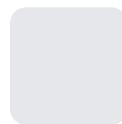
Secondary text



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.



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.



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 |



AI Credit News

aicreditnews.com