

# Reliant Funding

2019 RF

## STYLE GUIDE

First Edition

# STYLE GUIDE

This guide establishes and enforces style to improve communication. It ensures consistency within a document, across multiple documents, and enforces best practices with usage in language composition, visual composition, orthography and typography.

For academic and technical documents, a guide may also enforce the best practice in ethics (such as authorship, research ethics, and disclosure), pedagogy (such as exposition and clarity), and compliance (technical and regulatory).

House style refers to our internal style.

# CONTENTS

*	3	BUILDING THE BRAND
*	4	COLOR PALETTE
*	5	THE LOGO
*	6	FONTS
*	8	APPLICATION
*	6	IMAGERY
*	10	SUPPORT ELEMENTS
*	6	VOICE
*	6	ABBREVIATIONS & DEFINITIONS

## BUILDING THE BRAND

Our focus is our customers. Providing not only the working **capital** they need but the **service** and **care** they deserve.

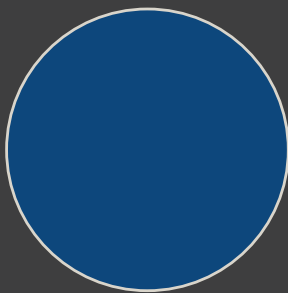
# COLOR PALETTE

## SCHEMES

THE TRIAD COLOR SCHEME USES THREE HUES.  
THE SCHEME IS ALWAYS VIBRANT AND COLORFUL.  
DESIGNERS SHOULD CAREFULLY BALANCE TO MAINTAIN THE  
DESIRED EFFECTS AND COLOR MEANING.

### PRIMARY

PRUSSIAN BLUE



HEX # 00467E

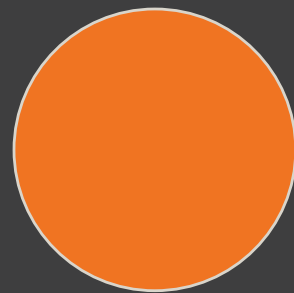
RGB 0, 70, 126

CMYK 100, 44, 0, 51

LAB 29.123, 4.092, -36.942

### SECONDARY

MANGO TANGO

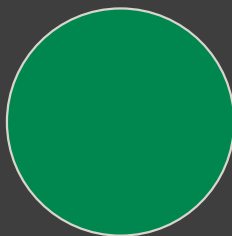


HEX # F17300

RGB 241, 115, 0

CMYK 0, 52, 100, 5

LAB 62.479, 43.795, 70.273



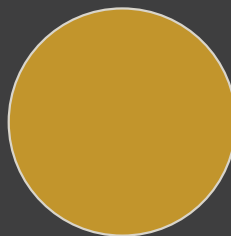
### OPPOSITE

TROPICAL RAIN FOREST

HEX # 00854F

RGB 0, 133, 79

LAB 48.69, -44.37, 20.61



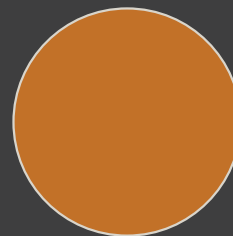
### OPPOSITE

DARK GOLDENROD

HEX # AF810C

RGB 175, 129, 12

LAB 56.92, 8.57, 60.4



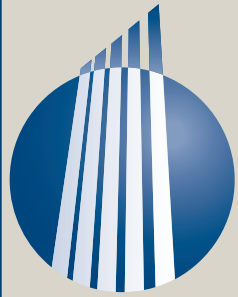
### COMPLIMENTARY

TENNE (TAWNY)

HEX # C37100

RGB 195, 113, 0

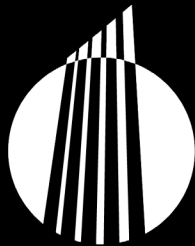
LAB 55.49, 26.15, 62.72



# Reliant Funding



# Reliant Funding



# Reliant Funding

## THE LOGO

Recognizable and distinctive graphic design, stylized name, unique symbol. It is affixed, included, or printed on all advertising, buildings, communications, literature, products, and stationery. Not to be confused with a brand, which identifies a product or family of products.

EPS or PNG-24, transparent background

High-quality applications such as print, web, digital media

# FONTS

## What is a font?

Complete set of all characters that comprise a given typeface in a specific point size: capital (uppercase) letters, common (lowercase) letters, small caps, numbers, mathematical and other symbols. Also called a type font.

## What is a font family?

Complete collection of typefaces in different weights and classifications, but having the same point size, and designed to work together.

## What is a truetype font?

Computer type that looks exactly the same on the screen as it looks when printed. TrueType is an open (non-proprietary) industry standard for digital scalable outline fonts that can be enlarged or reduced to practically any size and can print on any printer at the printer's full resolution.

## Primary Typeface

Specifically for product design, as a rule and wherever possible, use RobotoSlab for all titles, headings, and anything going to print.

RobotoSlab has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. RobotoSlab doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm.

This is the Roboto Slab family, which can be used alongside the normal Roboto family and the Roboto Condensed family.

---

# RobotoSlab

# BOLD

# APPLICATION

HOW, WHEN, WHY, WHAT

---

## Key Components

### IDENTITY

It's important for a company's identity (it's exact look) to be visually consistent everywhere people see it.

### PERSONALITY

Every company has both a look and a feel. The look is its visual identity. The feel is its emotional identity. Every brand has both.

### AUTHENTICITY

Being authentic and true to the company ideals is easier said than done. Compromises always happen as a company grows and evolves.



# Imagery

Show, don't tell. Imagery is a powerful tool in the hands of a designer. Images are dynamic. They convey meaning at first glance, and evoke emotions.



Both photos and designs can be used to great effect. Photos elicit emotion and create connections, while designs explain the technical.

Remember to be inclusive of various customers, ethnicities, cultures, and backgrounds as well as supporting content themes.

# SUPPORT ELEMENTS

## DOS AND DON'TS

**Empower.** Help people understand Reliant Funding by using language that informs them and encourages them to make the most of our product.

**Respect.** Treat everyone with the respect they deserve. Put yourself in their shoes and don't patronize them. Remember that they have other things to do. Be considerate and inclusive. Don't market at people; communicate with them.

**Educate.** Tell everyone what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that you're the expert, and they don't have access to everything you know.

**Guide.** Think of yourself as a tour guide. Whether you're leading them through training, the app, or educational materials, communicate in a friendly and helpful way.

**Speak truth.** Understand Reliant Funding's place in our users' lives. Avoid dramatic storytelling and grandiose claims. Focus on our real strengths.

*In order to achieve those goals, we make sure our content is:*

**Clear.** Understand the topic you're writing about. Use simple words and sentences.

**Useful.** Before you start writing, ask yourself: What Purpose does this serve? Who is going to read it? What do they need to know?

**Friendly.** Write like a human. Don't be afraid to break a few rules if it makes your writing more relatable. All of our content, from splashy homepage copy to articles, should be warm and human.

**Appropriate.** Write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone depending on who you're writing to and what you're writing about.

**Write for all readers.** Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.

**Focus your message.** Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections, and pages.

**Be concise.** Use short words and sentences. Avoid unnecessary modifiers.

**Be specific.** Avoid vague language. Cut the fluff.

**Be consistent.** Stick to the copy patterns and style points outlined in this guide.

**Consider.** Would this language make sense to someone who doesn't work here? Could someone quickly scan this document and understand the material?

If someone can't see the colors, images or video, is the message still clear? Is the markup clean and structured? Mobile devices with accessibility features are increasingly becoming core communication tools, does this work well on them?

Use active voice. **Avoid** passive voice.

In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.

Yes: Martin logged into the account.

No: The account was logged into by Martin.

Words like “was” and “by” may indicate that you’re writing in passive voice. Scan for these words and rework sentences where they appear.

Never use a metaphor, simile or other figure of speech which you are used to seeing in print.

Never use a long word where a short one will do.

If it is possible to cut out a word, always cut it out.

Never use the passive where you can use the active.

Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.

Avoid directional instructions and any language that requires the reader to see the layout or design of the page. This is helpful for many reasons, including layout changes on mobile.

Yes: “Select from these options,” (with the steps listed after the title)

No: “Select from the options in the right sidebar.”

Break any of these rules sooner than say anything outright barbaric.

# ABBREVIATIONS

## ABBREVIATIONS ARE SHORTENED FORMS OF WORDS OR PHRASES

In strict analysis, they are distinct from contractions, which use an apostrophe (e.g. won't) and initialisms. An initialism is formed with some or all of the initial letters of a word in a phrase. In some linguistic works, acronyms are initialisms pronounced as words (e.g. NATO), distinct from initialisms pronounced as individual letters (e.g. US). Herein, the term acronym is collectively used to mean initialism. General statements regarding abbreviations are inclusive of acronyms.

### Plural and possessive forms

Like other nouns, acronyms are pluralized via addition of -s or -es:

“They produced three CDs; three different BIOSes were released.”

As always, do not use an apostrophe to form a plural: “One DVD's menu was wrong, and five CDs' titles were misspelled.”

### Write out both the full version and the abbreviation at first occurrence

When an abbreviation is first used in an article, give the expression in full followed by the abbreviation in parentheses. Thereafter the abbreviation can be used alone: “Reliant Funding (RF) provides working capital to businesses. RF quickly became a leader in business funding.”

More subtle rules include:

- If the full version is already in parentheses, use a comma and 'or' to indicate the abbreviation: “They first debated the issue in 1969 at a convention of the PLF (Party Liberation Front)”.
- An exception is made for very common abbreviations; in most articles they require no expansion: (PhD, DNA)

### Ampersand

In normal text and headings, use and instead of the ampersand (&): January 1 and 2, not January 1 & 2. But retain an ampersand when it is a legitimate part of a proper noun, such as in Up & Down or AT&T. Elsewhere, ampersands may be used with consistency and discretion where space is extremely limited (e.g. tables and infoboxes).

### Don't do its

Do not invent abbreviations or acronyms

Do not use unwarranted abbreviations

# COMMON EXAMPLES

RF Reliant Funding  
RAE Reliant Account Executive  
API Application Programming Interface  
B2B Business-to-Business  
B2C Business-to-Consumer  
BRD Business Requirements Document  
CAC Customer Acquisition Cost  
CPC Cost-per-Click  
CPL Cost-per-Lead  
CR Conversion Rate  
CRM Customer Relationship Management (R360)  
CRO Conversion Rate Optimization  
CTA Call-to-Action  
CX Customer Experience  
DTI Debt-To-Income  
GAS Gross Annual Sales  
IS Inbound Sales  
KPI Key Performance Indicator  
NAE National Account Executive  
NPS Net Promoter Score  
OBS On Balance Sheet  
OS Outbound Sales  
PTI Payment Term Index  
QTD Quarter-to-Date  
ROI Return On Investment  
SEO Search Engine Optimization  
SMB Small-to-Medium Business  
TIB Time In Business  
UI User Interface  
UX User Experience  
YTD Year-to-Date

# PALETTE PRESETS

