

Brand Guidelines.

VISUAL STYLE GUIDE — 2021

WELCOME.

**Clean, vibrant
and effective**

A minimalist, crisp and solid approach to color, typography and images are the essential visual elements of the Globalcredit brand identity.

Color Profile

PRIMARY COLORS

BLUE BLACK

RGB: 2, 37, 60
CMYK: 98, 79, 49, 55
#02253c



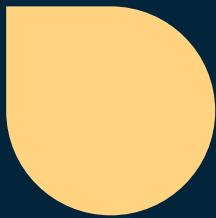
DARK BLUE

RGB: 38, 67, 111
CMYK: 94, 78, 32, 18
#26436f



LIGHT BLUE

RGB: 103, 200, 224
CMYK: 54, 0, 9, 0
#67cbe3



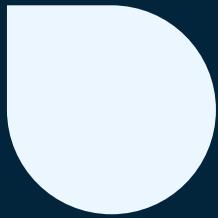
WHITE

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
#ffffff



ROYAL BLUE

RGB: 40, 56, 147
CMYK: 100, 95, 1, 1
#283893



BLUE

RGB: 0, 186, 255
CMYK: 64, 10, 0, 0
#00baff



BLACK

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
#000000



GRAY

RGB: 181, 192, 195
CMYK: 29, 18, 19, 0
#b5c0c3



Primary Colors

We use our primary color palette the most. Our dark and light blue color theme reinforces our brand personality and represents a sophisticated and modern feel.

SECONDARY COLORS

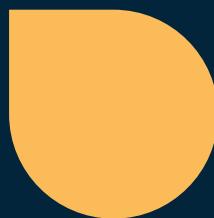
RED

—
RGB: 220, 77, 73
CMYK: 8, 85, 73, 1
#dc4d49



YELLOW

—
RGB: 253, 190, 0
CMYK: 0, 28, 75, 0
#fdbbe58



Secondary & Tertiary Colors

The secondary and tertiary colors are used to highlight supporting elements that need to stand out from the main information.

Use these colors matched with our primary color palette to create visually interesting design assets.

TERTIARY COLORS

GREEN

—
RGB: 164, 207, 97
CMYK: 40, 0, 80, 0
#a4cf61



MIDNIGHT BLUE

—
RGB: 44, 51, 124
CMYK: 100, 96, 18, 5
#2c337c



PLUM

—
RGB: 147, 68, 154
CMYK: 48, 88, 0 , 0
#93449a



Typography

Typography can be used as an essential design element to ensure that all graphics have a clear message for the audience. A clear hierarchy establishes a flow for the reader.

Helvetica Neue

SANS SERIF FONT

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@&\$:;;

Main typeface

The main typeface is Helvetica. It is a modern, clean and versatile sans-serif font which supports our innovative and future-looking brand personality.

FONT WEIGHTS

For print purposes, Helvetica font works best when the tracking is set to a value of -10 for body copy and small headers.

Light

Book

Medium

Heavy

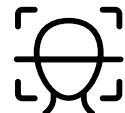
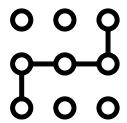
Black

Our Graphics

Our graphics aim to reinforce our identity and highlight brand personality. Our focus is to design creative, clean and effective designs with a clear impactful message.

Graphics Application

Icons & Gifs



Graphics Application

UI Elements

BUTTONS

Primary Button



Secondary Button



Tertiary Button



BOX SHADOWS

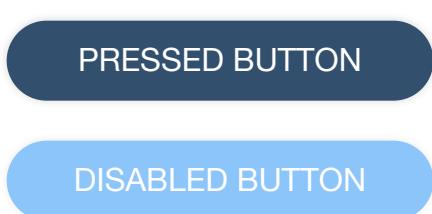
Color: #030303
Opacity: 16%
X: 0 px
Y: 3 px
Blur: 6 px



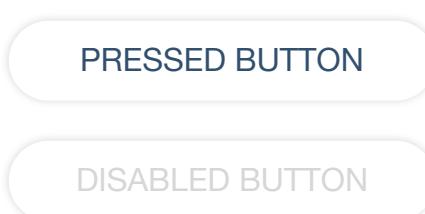
Color: #030303
Opacity: 16%
X: 0 px
Y: 0 px
Blur: 20 px



PRESSED BUTTON



PRESSED BUTTON



DISABLED BUTTON



DISABLED BUTTON



FORMS

CHECKBOX RADIO

CHECKBOX RADIO

CHECKBOX SELECT

CHECKBOX SELECT

TOGGLE ON

TOGGLE OFF

TOGGLE ON

TOGGLE OFF

INPUT FIELDS

Email

Email



Email

example@mail.com



Graphics Application

Banners

Cash me

Lorem ipsum dolor sit amet,
consetetur. ipsum dolor sit amet,

[LEARN MORE](#)

Buy Now Pay Later

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consetetur. ipsum dolor sit amet,

[APPLY NOW](#)

Auto

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consetetur. ipsum dolor sit amet

[APPLY NOW](#)

Arpi Solar

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consetetur. ipsum dolor sit amet

[APPLY NOW](#)

Illustrations

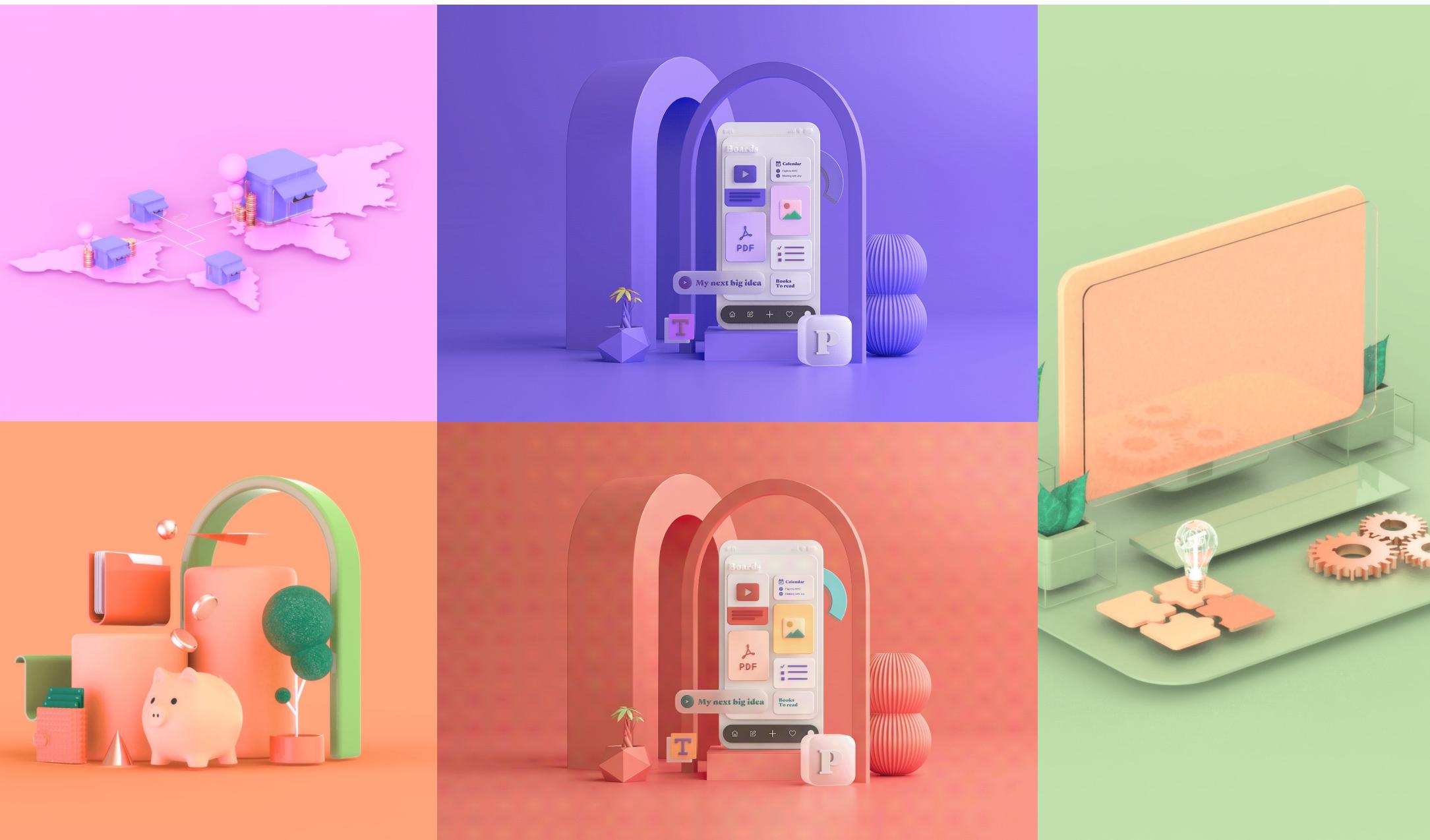


Photo Treatment

Using photography is an essential part of the Globalcredit brand. Photos help deliver a clear message and emotion to the target audience.

Photography Application

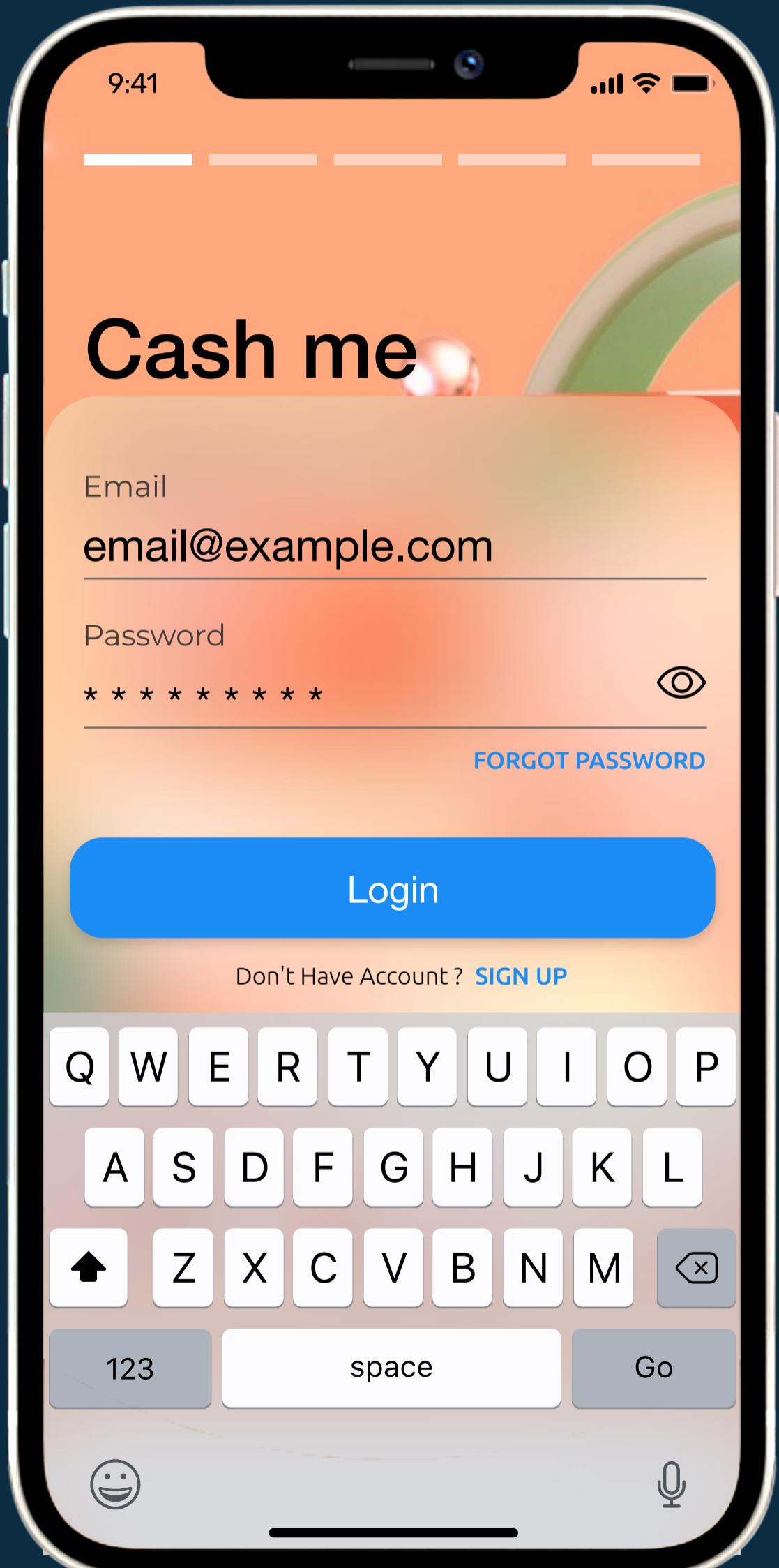
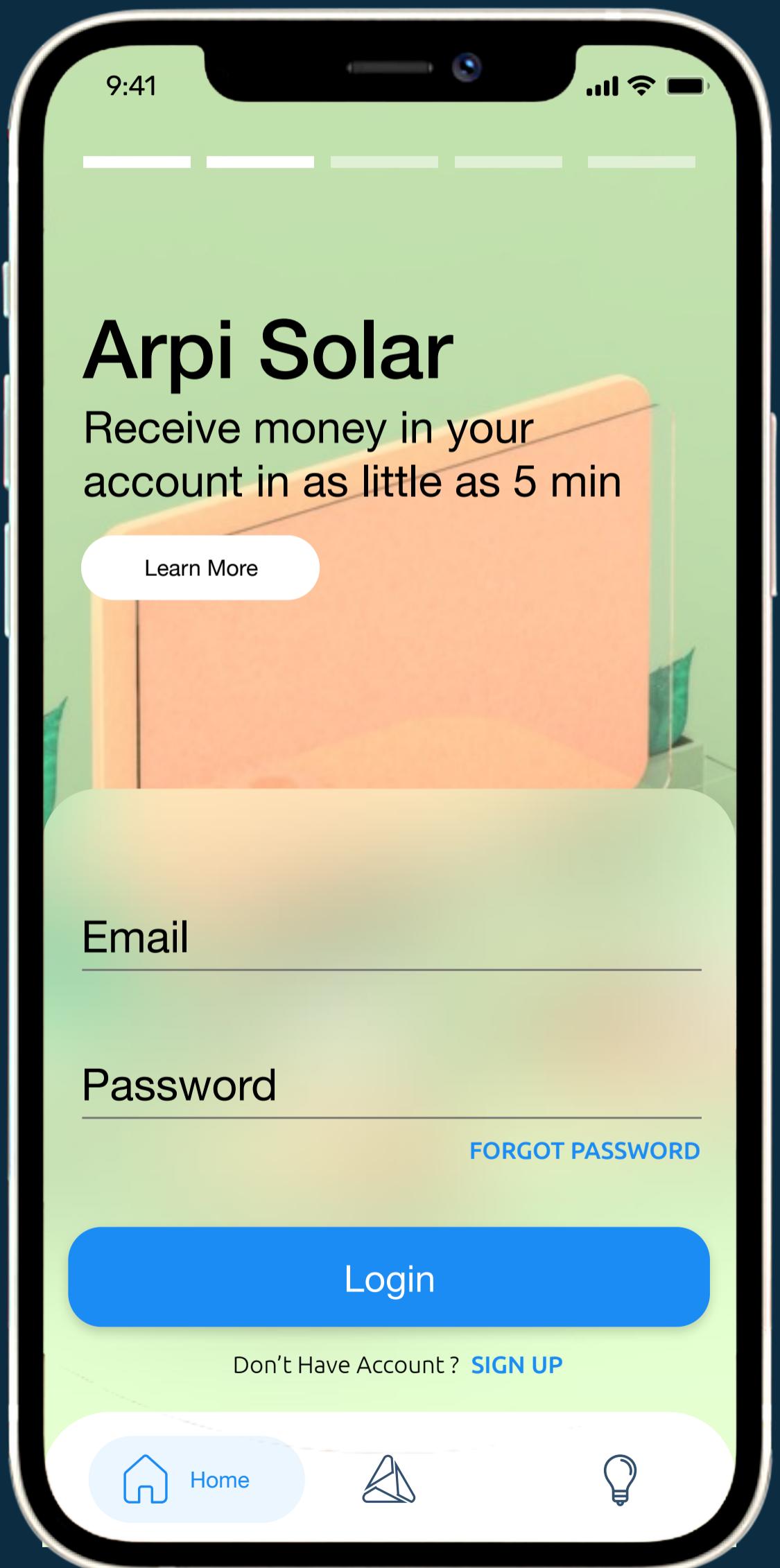
Images



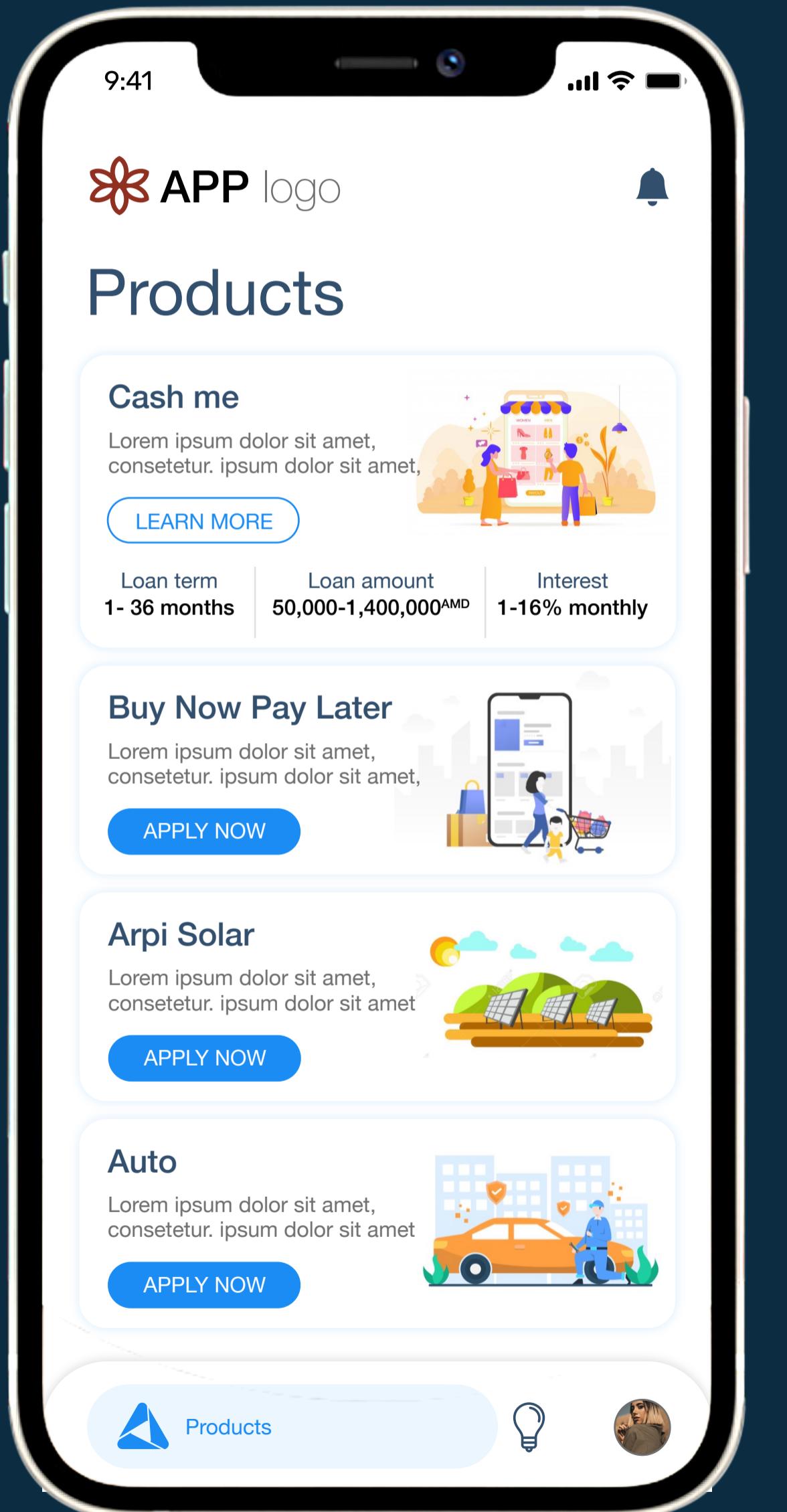
Mobile APP Screens

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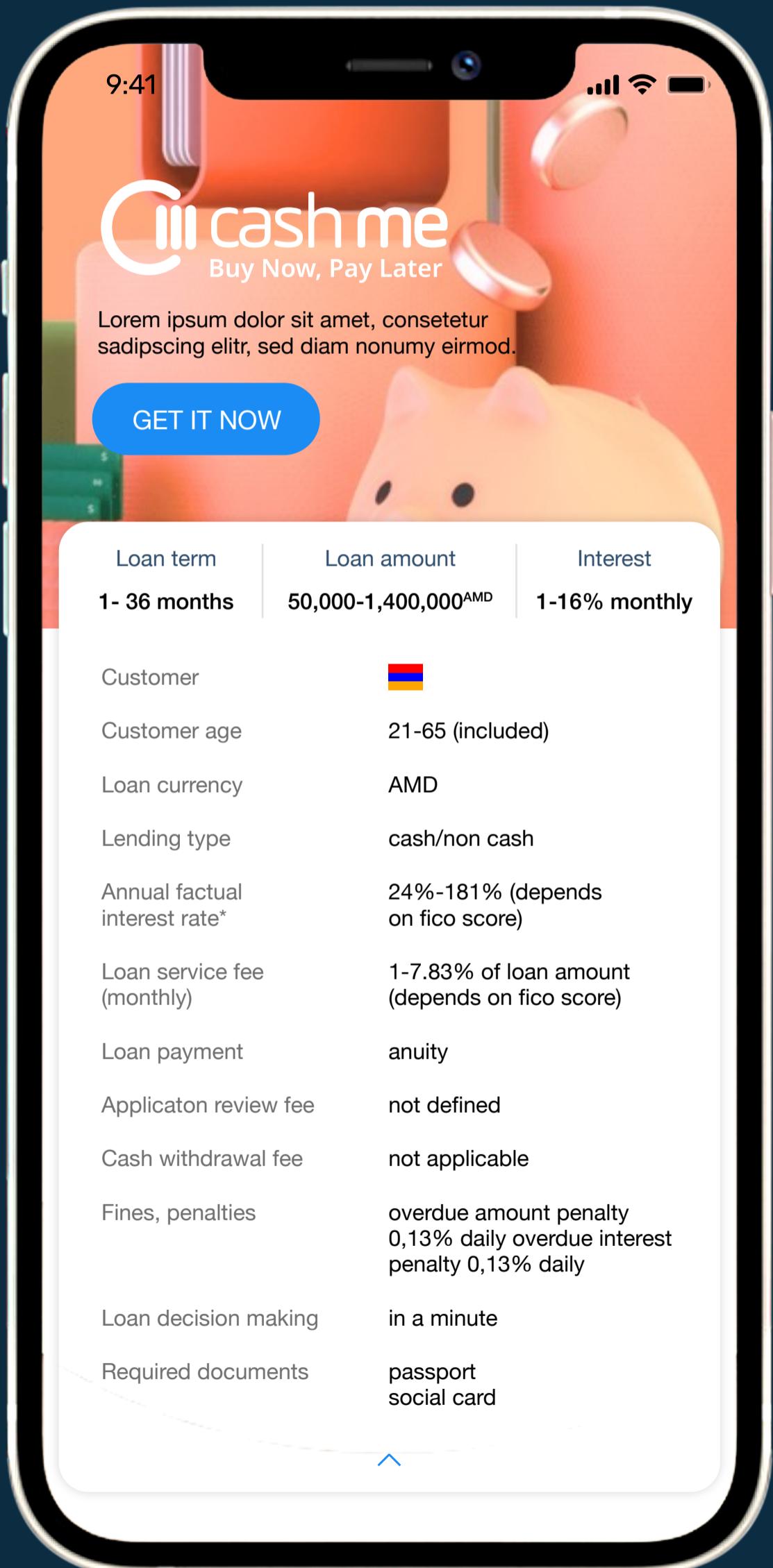
Login/Onboarding Screens



Products Screen



Product Details Screen



Products Details Screen Full Version

9:41

cash me
Buy Now, Pay Later

Loan term
1- 36 months

Loan amount
50,000-1,400,000AMD

Interest
1-16% monthly

KNOW MORE

WHEN CAN YOU TAKE A PERSONAL LOAN?

Travel Loan

Medical Loan

Home Renovation

GET PERSONAL LOANS FASTER WITH OUR SIMPLE APPLICATION PROCESS

Step 01

PERSONAL DETAILS

Enter your email, phone and passport number

Step 02

VERIFICATIONS

Email address, and phone number verifications via SMS code

Step 03

LOAN REQUIREMENTS

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod.

Step 04

SECURITY

Password, face recognition and PIN creation

Simple, isn't it?

GET IT NOW

FAQ

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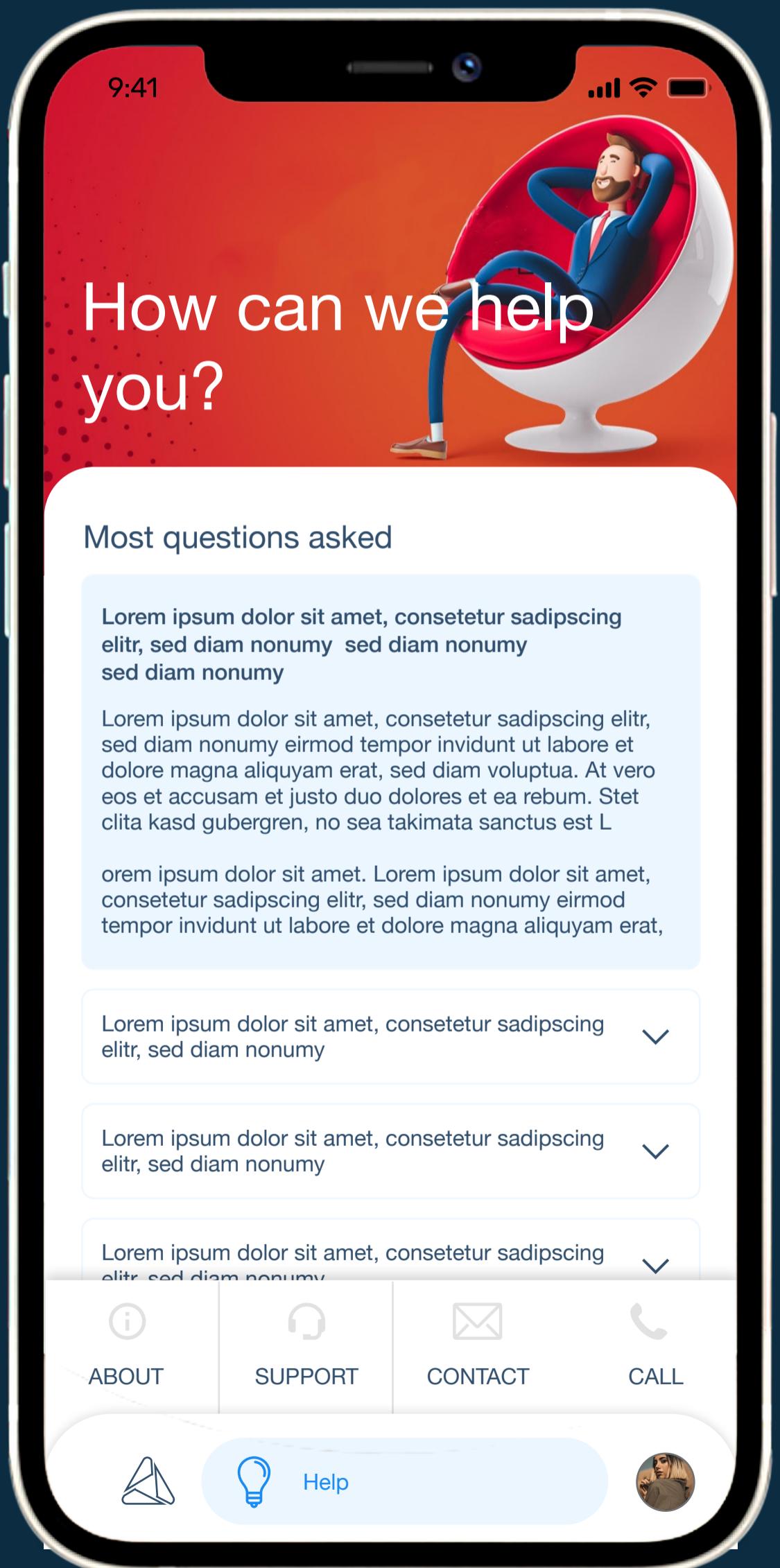
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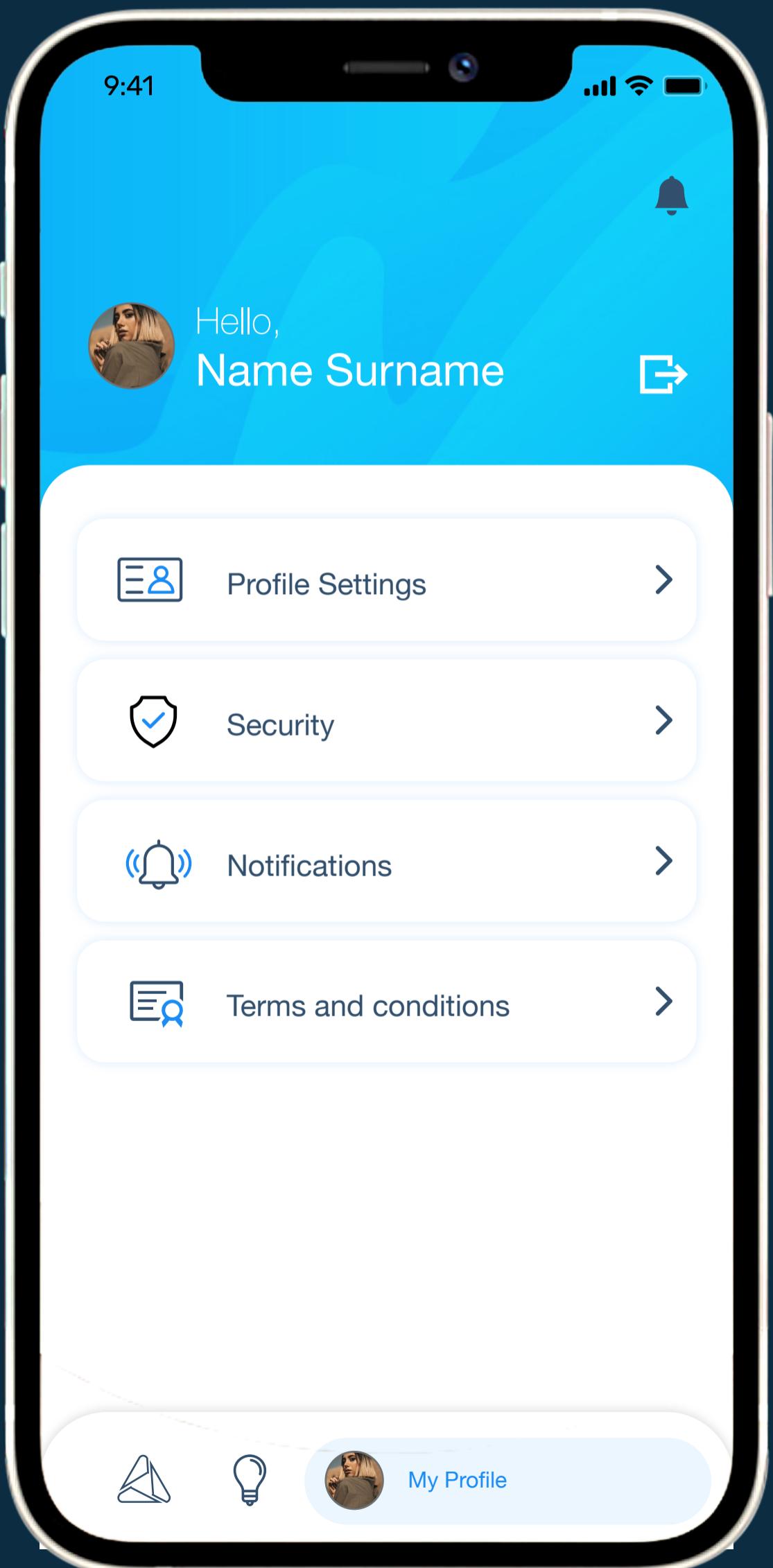
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Help Screen



User Profile Screen



Thank You

