easymoney

Branding Guidelines

Last Updated: 1-26-24

easymoney Voice & Tone

Voice

easymoney is the go-to neighborhood financial services expert. The voice of the brand is informative, friendly, and down to earth. Easy to understand explanations, service that customers can count on, and exceptional loan products and store services are the goal. The voice of the brand assures Alabama and Tennessee residents that **easymoney** is a neighborhood source of financial solutions when needed and a store that offers services they can trust will be reliable every time they walk through the doors.

Tone

The tone of **easymoney** is conversational and conveys a warm, familiar feeling customers can rely on. Approachability is a central focus of the easymoney tone because neighbors should be approachable. As the go-to neighborhood resource for financial and money services, easymoney verbiage for all marketing communications should always exude accessibility and kindness while being extremely informative. All communications should likewise convey that easymoney is a community lendercommitted to being a part of the neighborhood.

Keywords & CTAs

Loan Expert(s), easymoney experts, Community Lender, "we make the process easy"

CTAs: Select Your Perfect Loan, Apply at Your Local Store, Visit Your Local Store, Get Easy Answers, Show Me More Loans, Find Your Local Store

easymoney Logo

Illustrated here are different ways in which the easymoney logo can be used. Please ensure that the logo's legibility is in no way compromised and that the different colors are all equally visible against the background.

We suggest that when placing the logo over a dark background you use the white-out version. The color logo works best on a white background.

No changes or alteration of any kind should be made to our logos. Logo size should be legible, and placement should be separate and distinct from other graphic elements.

Clearance Area:

A generous area of clear, open space surrounding the logo is ideal. In order to prevent the logo from looking in any way cluttered we've supplied a guide to ensure the correct minimum clearance area.

Color Logo

easymoney

No Grayscale - Use 100% Black

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One Color Variations

easymoney   **easymoney**

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Minimum Size:

The minimum size the logo shuold ever appear is 25mm (1 inch) wide.

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Logo Colors

Green	Orange	Black
Pantone 363C	Pantone 165C	100% Black
C: 75 M: 24 Y: 100 K: 9	C: 0 M: 74 Y: 95 K: 0	
R: 75 G: 139 B: 64	R: 242 G: 104 B: 41	

Typography

Portada

Headlines and subheadlines

Portada, as a headline font, brings a touch of sophistication and clarity, making it an excellent choice for grabbing attention. Its serifs add a hint of tradition and credibility, resonating with the earthy, genuine feel of a classic hardware store. Its clear, readable design ensures that headlines are impactful and memorable, mirroring the straightforwardness and reliability of the brand.

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )*

Rival Sans

Body

Rival Sans, used for body text, complements Portada with its clean, sans-serif structure that facilitates easy reading and a modern feel. Its unadorned simplicity underscores the no-nonsense, practical nature of hardware stores, while its friendly curves echo the welcoming, approachable tone that the brand aims to convey.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Color Palette

The color palette captures the essence of a traditional hardware store in the heartland of Tennessee and Alabama. Earthy browns and greens reflect the outdoor, grounded nature of these states, while the touches of purple and a robust range of neutrals add depth and versatility. Together, these colors support a down-home, authentic brand image.

Core Colors
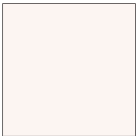
Hex #F26829
RGB 242, 104, 41
CMYK 0, 73, 95, 0
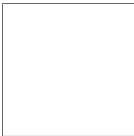
Hex #4B8B40
RGB 75, 139, 64
CMYK 75, 24, 100, 8

Primary Neutrals

Hex #FCF5F2
RGB 252, 245, 242
CMYK 0, 3, 3, 0

Hex #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

easymoney Sage

Hex #12291F
RGB 18, 41, 31
CMYK 81, 56, 74, 71

Hex #294138
RGB 41, 65, 56
CMYK 78, 52, 69, 51

Hex #3D5A50
RGB 61, 90, 80
CMYK 75, 47, 64, 32

Hex #537268
RGB 83, 114, 104
CMYK 69, 40, 57, 17
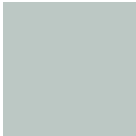
Hex #68897F
RGB 104, 137, 127
CMYK 62, 33, 49, 7
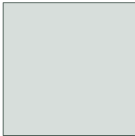
Hex #84A096
RGB 132, 160, 150
CMYK 51, 26, 41, 1

Hex #9FB4AD
RGB 159, 180, 173
CMYK 39, 20, 31, 0

Hex #BCC8C4
RGB 188, 200, 196
CMYK 27, 14, 21, 0

Hex #D7DEDB
RGB 215, 222, 219
CMYK 15, 7, 11, 0

easymoney Rust

Hex #A72901
RGB 167, 41, 1
CMYK 23, 95, 100, 18

Hex #B64216
RGB 182, 66, 22
CMYK 21, 86, 100, 11

Hex #C45A2A
RGB 196, 90, 42
CMYK 18, 76, 99, 6

Hex #D27441
RGB 210, 116, 65
CMYK 14, 64, 84, 2

Hex #DF8C53
RGB 223, 140, 83
CMYK 10, 52, 75, 0

Hex #E7A577
RGB 231, 165, 119
CMYK 7, 39, 56, 0

Hex #EDBD9D
RGB 237, 189, 157
CMYK 6, 28, 38, 0

Hex #F4D6C3
RGB 244, 214, 195
CMYK 3, 16, 21, 0

Hex #FAEFE9
RGB 250, 239, 233
CMYK 1, 5, 6, 0

Additional Colors

These additional colors provide a range of hues that can be used to enhance easymoney marketing materials, while staying on brand, and not clashing with the core oranges and greens. These colors also evoke, warmth, nature, and comfort, alnogside the range of sages and rusts.

Additional Browns

HEX #70310F	HEX #864A28	HEX #99623E	HEX #AF7B54	HEX #C49368	HEX #D2AC8A	HEX #DEC2A9	HEX #ECDBCB	HEX #F7F1EC
RGB 112, 49, 15	RGB 134, 74, 40	RGB 153, 98, 62	RGB 175, 123, 84	RGB 196, 147, 104	RGB 210, 172, 138	RGB 222, 194, 169	RGB 236, 219, 203	RGB 247, 241, 236
CMYK 34, 81, 100, 44	CMYK 33, 71, 92, 30	CMYK 32, 62, 81, 19	CMYK 28, 52, 72, 8	CMYK 23, 43, 65, 2	CMYK 18, 32, 47, 0	CMYK 13, 23, 33, 0	CMYK 7, 13, 18, 0	CMYK 2, 4, 5, 0

Additional Lavendars

HEX #2C143A	HEX #442B54	HEX #5D446C	HEX #765E84	HEX #8F799C	HEX #A996B3	HEX #C3B4CA	HEX #DDD2E3	HEX #ECE6F0
RGB 44, 20, 58	RGB 68, 43, 84	RGB 93, 68, 108	RGB 118, 94, 132	RGB 143, 121, 156	RGB 169, 150, 179	RGB 195, 180, 202	RGB 221, 210, 227	RGB 236, 230, 240
CMYK 82, 93, 43, 55	CMYK 78, 90, 38, 33	CMYK 70, 80, 33, 17	CMYK 60, 68, 27, 6	CMYK 48, 55, 21, 1	CMYK 35, 41, 15, 0	CMYK 23, 27, 8, 0	CMYK 11, 16, 2, 0	CMYK 6, 8, 1, 0

Warm Greys

HEX #1B1115	HEX #362D30	HEX #51484B	HEX #6B6466	HEX #868082	HEX #A19B9D	HEX #BBB7B8	HEX #D6D2D3	HEX #F1EEEE
RGB 27, 17, 21	RGB 54, 45, 48	RGB 81, 72, 75	RGB 107, 100, 102	RGB 134, 128, 130	RGB 161, 155, 157	RGB 187, 183, 184	RGB 214, 210, 211	RGB 241, 238, 238
CMYK 69, 71, 63, 80	CMYK 65, 68, 60, 61	CMYK 62, 62, 56, 38	CMYK 57, 54, 49, 20	CMYK 49, 45, 42, 7	CMYK 39, 35, 33, 1	CMYK 27, 24, 22, 0	CMYK 15, 13, 12, 0	CMYK 4, 4, 4, 0

Example Materials

Website
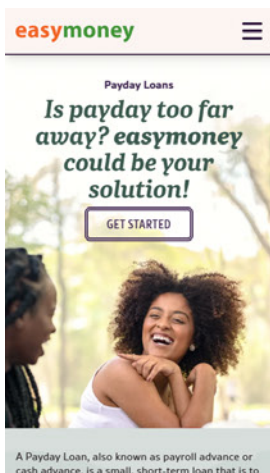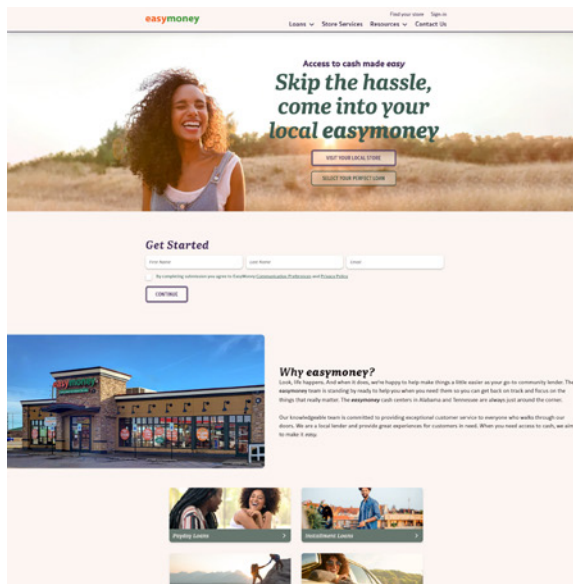
Social Media
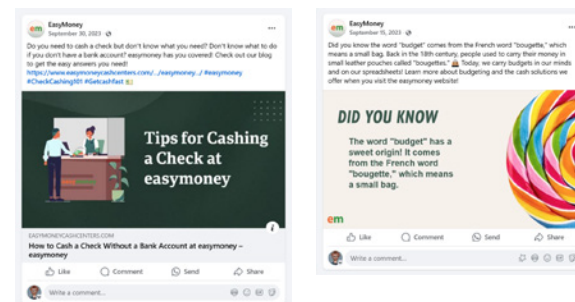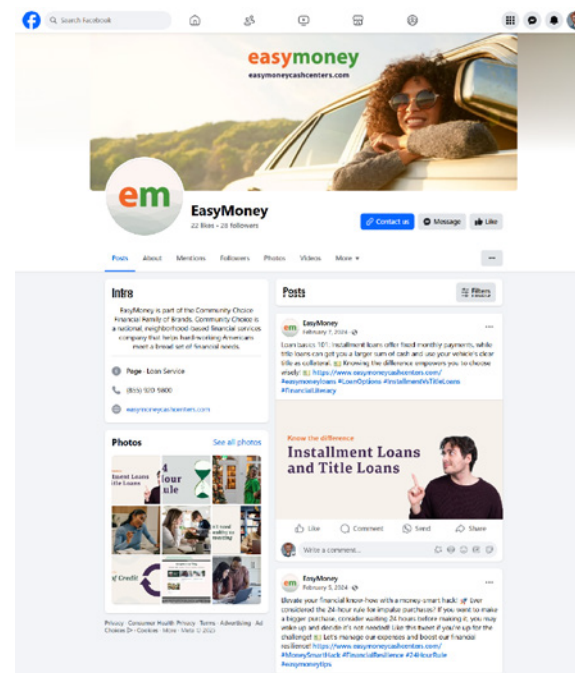
In-Store Rack Cards

Store Window Clings