



MODERN UPDATE

# Branding Guidelines

In Use: 2021 — 2024



## Speedy/Rapid Cash Personality

Speedy/Rapid Cash (SRC) is committed to providing quick and hassle-free financial services. SRC recognizes that customers are often in crisis and not simply browsing, and works to offer reassurance, friendliness, and often with a playful sense of humor. The brand also carries an undertone of trustworthiness, assuring customers that Speedy Cash is a dependable partner during their financial journeys.

### KEYWORDS AND CTAS

Call, Click, or Come In. Access Cash Fast, apply now, love that Speedy Cash, fast cash, we have your back

The screenshot shows a website header with the Speedy Cash logo and a '25 YEARS' anniversary badge. Navigation links for 'find a store' and 'sign in' are visible. The main content area features a woman in athletic wear riding a bicycle while talking on a phone. Text on the page includes '24 / 7 / 365', 'Totally Transform Your Financial Fitness', 'apply now', and 'sign in'. A 'Select Your State' dropdown menu is present. The footer section has a dark background with the text 'Let Us Be Your Go-To Guide', a paragraph about a 'Financial Fitness blog' series, and a 'start your transformation' button.



## Speedy/Rapid Cash Logos

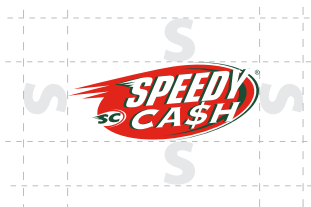
Illustrated here are different ways in which the SRC logos can be used. Please ensure that the logo's legibility is in no way compromised and that the different colors are all equally visible against the background.

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 LOGOS



### SINGLE COLOR (NO GREYSCALE, USE BLACK OR WHITE)



### MINIMUM SIZE

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



### GREEN



Pantone 627 C

C: 85  
M: 44  
Y: 82  
K: 46

### RED



Pantone 187 C

C: 6  
M: 98  
Y: 100  
K: 1

R: 26  
G: 76  
B: 52

R: 225  
G: 37  
B: 27



100% Black



## Typography

# Open Sans

### **BODY AND HEADLINES**

Open Sans is an excellent choice for Speedy Cash, offering clarity and readability that aligns with the brand's clear, concise, and approachable tone. Its professional yet friendly style echoes Speedy Cash's role as a dependable financial mentor, while its versatility and digital optimization ensure effective communication across various platforms, reinforcing the brand's longstanding reputation for reliability and customer-centric service.

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 ! @ # \$ % ^ & \* ( )  
, . / < > ? ; ' : " [ ] { } ` ~ - \_ = + | \

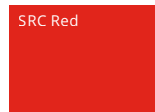


## Color Palette

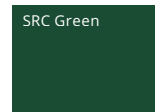
The SRC palette is anchored in the brand’s core red and green, which are strong and energetic, but lack variety. With 2021’s Modern Update, an Expanded Marketing Palette was created, incorporating an occasionally used Lime Green, and expanding into an array of blues and teals, all of which add more vibrancy to SRC marketing materials.

SRC Navy was added as a high-contrast color for copy on light backgrounds, as well as an attention getting dark color block, and as an alternative to the SRC Green. The blues, teals, and limes serve to soften the brand’s look and feel while also adding a feeling of trustworthiness to marketing materials.

### Core Brand colors

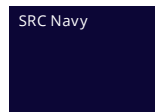


HEX #E1251B  
RGB 225, 37, 27  
CMYK 6, 98, 100, 1

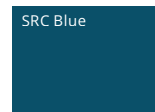


HEX #1A4C34  
RGB 26, 76, 52  
CMYK 85, 44, 82, 46

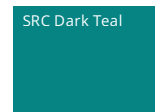
### Expanded Marketing Palette



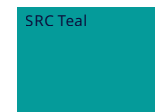
HEX #0C0636  
RGB 12, 6, 54  
CMYK 96, 93, 43, 59



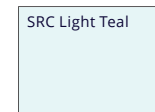
HEX #0A5069  
RGB 10, 80, 105  
CMYK 95, 62, 41, 23



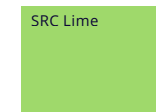
HEX #068484  
RGB 6, 132, 132  
CMYK 85, 30, 48, 6



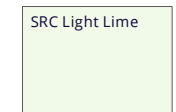
HEX #059B9A  
RGB 5, 155, 154  
CMYK 81, 18, 42, 1



HEX #E6F5F6  
RGB 230, 245, 246  
CMYK 8, 0, 3, 0

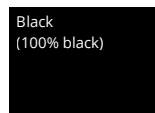


HEX #9FD96B  
RGB 159, 217, 107  
CMYK 41, 0, 76, 0

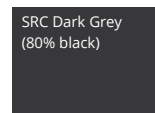


HEX #F1F9E9  
RGB 241, 249, 233  
CMYK 5, 0, 9, 0

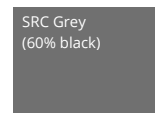
### Greyscale



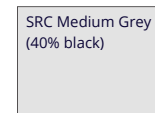
HEX #000000  
RGB 0, 0, 0  
CMYK 75, 68, 67, 90



HEX #383739  
RGB 56, 55, 57  
CMYK 69, 62, 61, 54



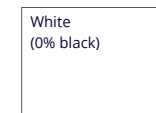
HEX #707070  
RGB 112, 112, 112  
CMYK 57, 48, 48, 15



HEX #D1D1D1  
RGB 227, 227, 227  
CMYK 10, 7, 8, 0



HEX #F1F1F1  
RGB 241, 241, 241  
CMYK 4, 3, 3, 0



HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0



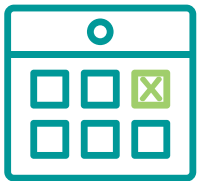
## Art Elements & Textures



GRADIENT TEXTURE



CALL, CLICK, OR COME IN IMAGES



PAYDAY LOANS



INSTALLMENT LOANS



EXPRESS TITLE LOANS



TITLE LOANS



MONEY ORDERS



OVER THE PHONE



ONLINE



IN-STORE

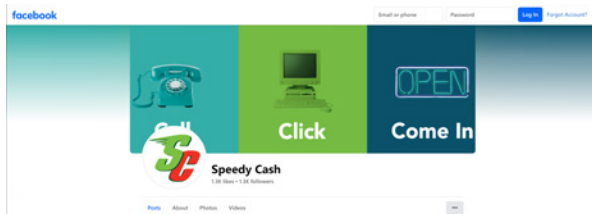


# Branding Guidelines

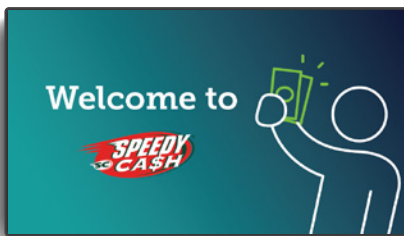
## Example Materials



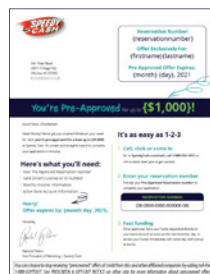
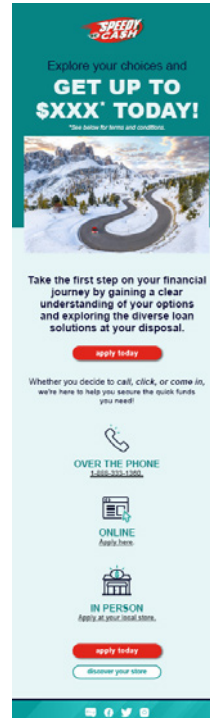
WEBSITE



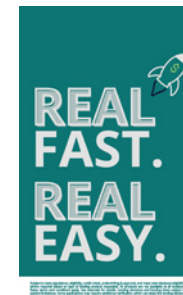
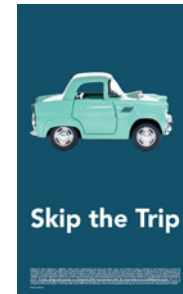
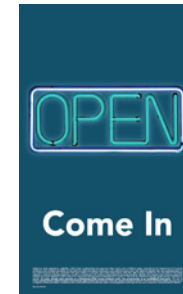
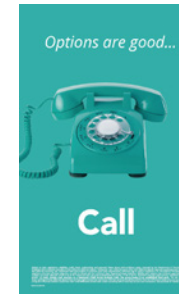
FACEBOOK PROFILE BANNER



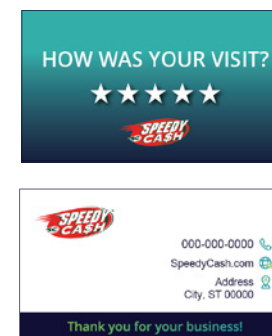
DIGITAL DISPLAY



COMMUNICATIONS



SIGNAGE



PRINT COLLATERAL

