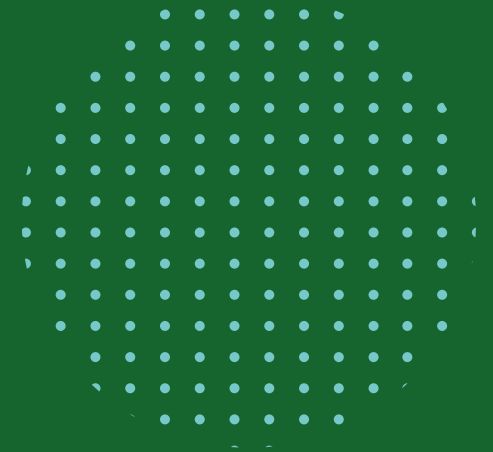




POST MODERN UPDATE

Branding Guidelines

Last Updated: 02/12/25





Speedy & Rapid Cash Voice & Tone

VOICE

SRC adopts a brand voice that reflects accessibility, reliability and mentorship. The messaging is clear, concise, and emphasizes the company's commitment to providing quick and hassle-free financial services. The brand voice also carries an undertone of trustworthiness, assuring customers that Speedy Cash is a dependable partner during their financial journeys. Whether it's through website content, customer communications, or marketing materials, the language maintains a balance between professionalism and a friendly, knowledgeable mentor, fostering a sense of confidence in the brand.

TONE

The tone is friendly, approachable, and customer-centric, aiming to resonate with a diverse audience seeking financial solutions. Through a conversational tone, Speedy Cash communicates the understanding of its customers' needs for fast and efficient solutions in times of financial challenges. Overall, the brand voice and tone of Speedy Cash aim to create a welcoming and trustworthy atmosphere, positioning the company as a reliable resource for quick and convenient financial assistance.

KEYWORDS & CTAs

Discover a Store, Speedy services, Access Cash Fast, cash in a flash, fast cash, over 25 years of experience, we have your back

The screenshot displays the Speedy Cash website interface. At the top, there are navigation links for 'loan products', 'in-store services', and 'help', along with a 'find a store' button and a 'sign in' link. The main banner features a smiling man holding a smartphone, with the text 'CONVENIENT LOAN OPTIONS' and 'Simply Call, Click, or Come In'. Below this, there are two buttons: 'apply now' and 'find a store'. The 'Select your State' section includes a dropdown menu. Below the dropdown, there are three loan options: 'Line of Credit' (Up to \$1,500), 'Payday Loans' (Up to \$500), and 'Title Loan' (Up to \$25,000). Each option lists benefits such as 'Short term loan to help with emergency expenses', 'Flat fee', and 'Pay back on your next payday'. A section titled 'How much will a loan cost in Kansas?' is also visible, followed by a link to 'Explore Convenient Loan Options'.

loan products ▾ in-store services ▾ help ▾

find a store sign in

CONVENIENT LOAN OPTIONS

Simply Call, Click, or Come In

apply now

find a store

Select your State

Select your state ▾

Line of Credit

Up to **\$1,500**
(max amount may vary based on how you choose to apply)

- ✓ Short term loan to help with emergency expenses
- ✓ Flat fee
- ✓ Pay back on your next payday

Payday Loans

Up to **\$500**
(max amount may vary based on how you choose to apply)

- ✓ Short term loan to help with emergency expenses
- ✓ Flat fee
- ✓ Pay back on your next payday

Only available in store

Title Loan

Up to **\$25,000**
(max amount may vary based on how you choose to apply)

- ✓ Short term loan to help with emergency expenses
- ✓ Flat fee
- ✓ Pay back on your next payday

Only available in store

How much will a loan cost in Kansas?
We break it down in the [rates and terms](#).

Explore Convenient Loan Options

Call and speak with a knowledgeable team who can help you explore available options. Find answers to your questions online and **click** to apply for a loan from the comfort of your home. Or **come in** to a store and speak with a team member who can answer questions and help you apply. Our latest blog highlights loan paths available to our customers—keep in mind that loan availability varies by state, so check out what's available to you.



BRANDING GUIDELINES

Speedy & Rapid Cash Logos

LOGO USAGE

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.

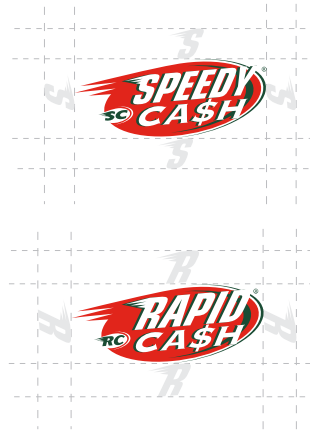
MINIMUM SIZE

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



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.



LOGO COLORS

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



NO GRAYSCALE - USE 100% (OR 0%) BLACK





Typography

Museo 700

Headlines

Museo 700, paired with Open Sans for Speedy Cash, brings a unique and modern twist to the financial services industry's typically conservative style. This font combination enhances the brand's approachable and knowledgeable persona, making key messages more impactful. Museo 700 adds sophistication and distinctiveness to headlines, complementing the clear and accessible Open Sans, and aligns perfectly with Speedy Cash's contemporary, customer-centric 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
! @ # \$ % ^ & * ()

Open Sans

BODY AND SUB-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
! @ # \$ % ^ & * ()



Primary Color Palette

The color palette presented offers a comprehensive range of hues that support a brand identity that is both vibrant and versatile. The core brand colors are strong and energetic, providing a lively and engaging atmosphere. Primary off-whites offer a clean and minimalistic backdrop, ensuring that the core and additional colors stand out.

CORE BRAND COLORS

SRC Red	SRC Green
#E1251B R: 225, 37, 27 C: 6, 98, 100, 1	#1A4C34 R: 26, 76, 52 C: 85, 44, 82, 46

PRIMARY OFF-WHITES

SRC Light Grey	SRC Light Teal	SRC Light Lime
#F1F1F1 R: 241, 241, 241 C: 4, 3, 3, 0	#E6F5F6 R: 230, 245, 246 C: 8, 0, 3, 0	#F1F9E9 R: 241, 249, 233 C: 5, 0, 9, 0

SHADES OF PRIMARY RED

#581103 R: 88, 17, 3 C: 37, 92, 95, 60	#7F0907 R: 127, 9, 7 C: 29, 100, 100, 38	#A0130E R: 160, 19, 14 C: 24, 100, 100, 21	#C01C14 R: 192, 28, 20 C: 17, 100, 100, 8	SRC Red #E1251B R: 225, 37, 27 C: 6, 98, 100, 1	#E8564E R: 232, 86, 78 C: 3, 82, 70, 0	#EF8782 R: 239, 135, 130 C: 2, 58, 40, 0	#F5B8B5 R: 245, 184, 181 C: 1, 33, 20, 0	#FCE9E8 R: 252, 233, 232 C: 0, 9, 4, 0
--	--	--	---	--	--	--	--	--

SHADES OF PRIMARY GREEN & LIME

SRC Green #1A4C34 R: 26, 76, 52 C: 85, 44, 82, 46	HEX 17652E R: 23, 101, 46 C: 87, 35, 100, 28	#2B824A R: 43, 130, 74 C: 82, 26, 90, 12	#7EB65D R: 126, 182, 93 C: 56, 8, 84, 0	SRC Lime #9FD96B R: 159, 217, 107 C: 41, 0, 76, 0	#B3E18B R: 179, 225, 139 C: 31, 0, 59, 0	#C8E9AA R: 200, 233, 170 C: 23, 0, 42, 0	#DCF1CA R: 220, 241, 202 C: 14, 0, 26, 0	SRC Light Lime #F1F9E9 R: 241, 249, 233 C: 5, 0, 9, 0
--	--	--	---	--	--	--	--	--

GREYSCALE

#000000 R: 0, 0, 0 G: 75, 68, 67, 90	#383739 R: 56, 55, 57 C: 69, 62, 61, 54	#707070 R: 112, 112, 112 C: 57, 48, 48, 15	#909090 R: 144, 144, 144 C: 46, 38, 38, 2	#B1B1B1 R: 177, 177, 177 C: 32, 25, 26, 0	#D1D1D1 R: 209, 209, 209 C: 17, 13, 13, 0	SRC Light Grey #F1F1F1 R: 241, 241, 241 C: 4, 3, 3, 0	FFFFFF R: 255, 255, 255 C: 0, 0, 0, 0
--	---	--	---	---	---	--	---



Secondary Color Palette

The additional blues, and teals contribute to a professional and trustworthy feel, with the capability to evoke calmness and stability, even when used as an eye catching pop of color.

This mix enables the brand to communicate dynamism and reliability, with enough flexibility for creative expression across various media, ensuring that the brand's visual communication is coherent, accessible, and appealing to a diverse audience.

CONTENT AND HIGHLIGHT BLUES



#0C0636
R: 12, 6, 54
C: 96, 93, 43, 59



#0C1843
R: 12, 24, 67
C: 100, 94, 39, 49



#0B2B50
R: 11, 43, 80
C: 100, 86, 40, 38



#0B3E5C
R: 11, 62, 92
C: 98, 74, 41, 30



#0A5069
R: 10, 80, 105
C: 95, 62, 41, 23



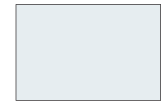
#41778B
R: 65, 119, 139
C: 78, 43, 35, 7



#789FAD
R: 120, 159, 173
C: 56, 27, 27, 0



#AFC6CE
R: 175, 198, 206
C: 31, 13, 14, 0



#E6EDF0
R: 230, 237, 240
C: 9, 3, 3, 0

INTERACTIVE TEAL



#004444
R: 0, 68, 68
C: 92, 53, 62, 45



#015A5A
R: 1, 90, 90
C: 91, 46, 58, 29



#03706F
R: 3, 112, 111
C: 89, 38, 54, 16



#068484
R: 6, 132, 132
C: 85, 30, 48, 6



#059B9A
R: 5, 155, 154
C: 81, 18, 42, 1



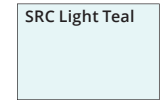
#3DB2B1
R: 61, 178, 177
C: 70, 7, 34, 0



#76C8C8
R: 118, 200, 200
C: 52, 2, 24, 0



#AEDFDF
R: 174, 223, 223
C: 30, 0, 13, 0



#E6F5F6
R: 230, 245, 246
C: 9, 4, 0, 1

SRC Light Teal



BRANDING GUIDELINES

Art Elements

ICONS



Over the phone



Online



In-Store



Installment
Loans



Express
Title Loans



Title Loans



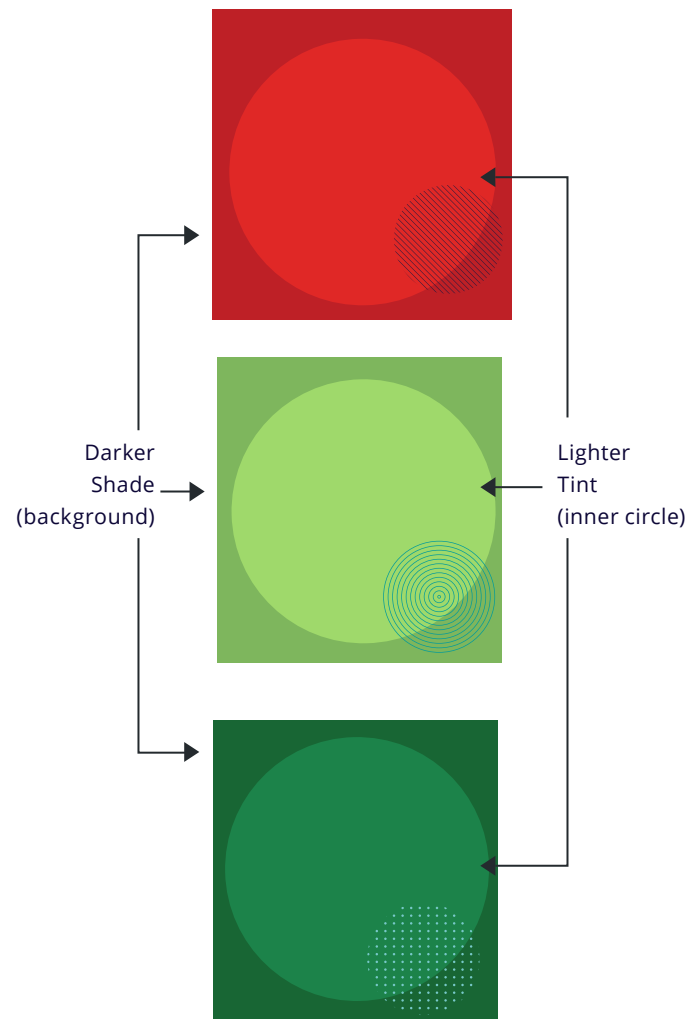
Money Orders



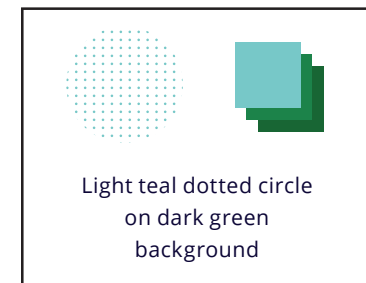
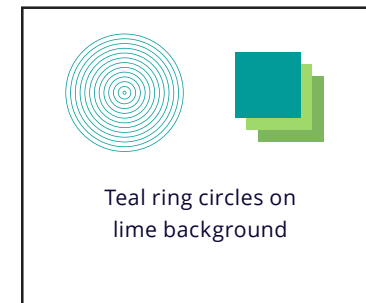
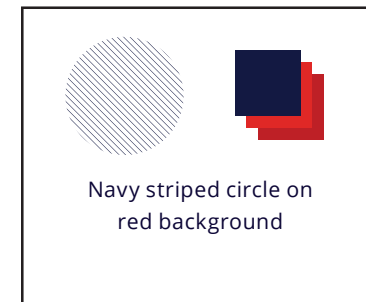
Payday Loans

CIRCLES + DECORATIVE CIRCLE ELEMENTS

*Monochromatic look with the same color shades and tints



DECORATIVE CIRCLE ELEMENTS KEY

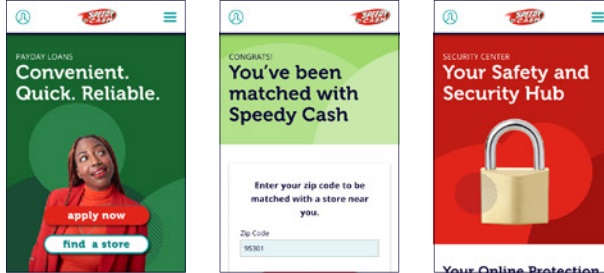
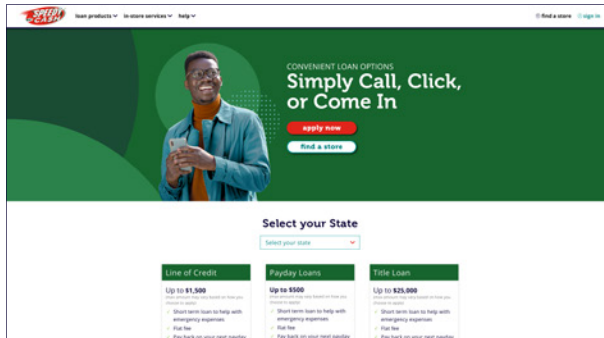




BRANDING GUIDELINES

Example Materials

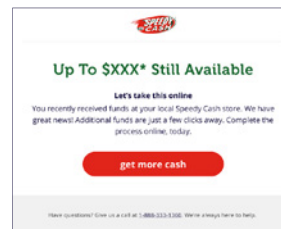
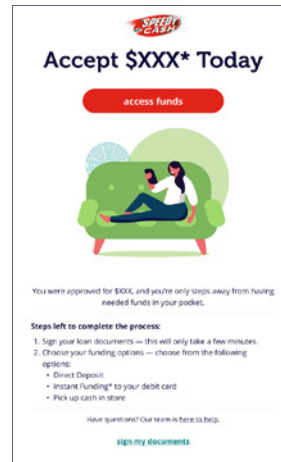
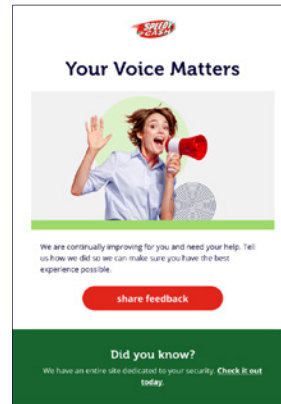
Website



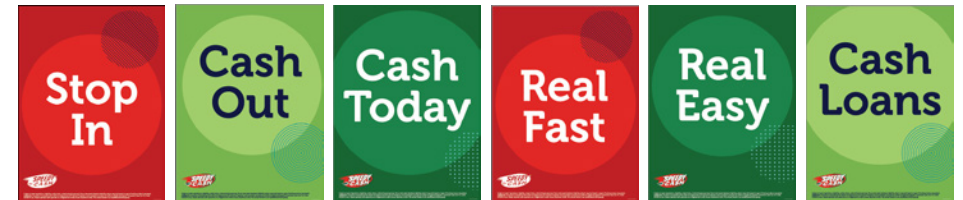
Mailers



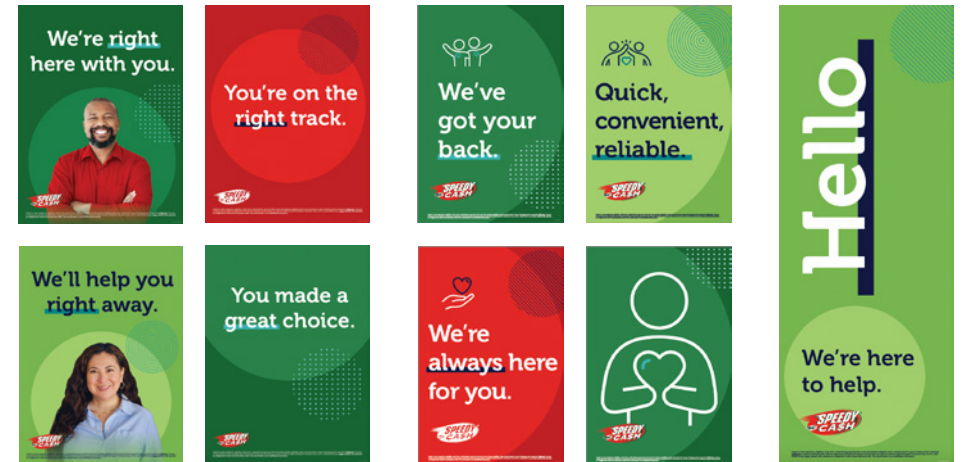
Email Comms



Exterior Signage



Interior Signage



In-Store Digital Screens (animated)

