EVERY 1 LENDING℠

BRAND GUIDELINE

ABOUT

Every1Lending is an innovative financial services platform, built by a CDFI, for CDFIs. Our user-friendly platform allows financial institutions to automate core operational processes trough pre-built applications and workflows that streamline operations across all departments. Our intuitive app allows customers to apply for a loan in minutes, and easily manage funds in our integrated digital wallet with enhanced security and on-going customer support.

This brand guideline offers a deeper understanding of the Every1Lending brand and guidance on its application. Follow these guidelines to help navigate our requirements for usage of logos, colors, and typography.

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LOGO

EVERY1LENDING LOGO

Our logo is the primary identifier for our brand. It captures our name, mission, and legacy. The Every1Lending logo captures the sense of supportiveness with the shape around “1” reaching out like two hands to support the text. This also gives emphasis to the “1,” making it look like a hinge, a connecting part for opening doors to people and communities in need.

Always allow enough contrast between the logo and background color to ensure legibility.

To maintain consistency, we strongly recommend using our primary logo variation whenever possible. In the event that this logo variation is not suitable for your specific use case, please reach out to our brand team for further guidance.

Positive colored logo over light background

Reversed colored logo over dark background

E1L ABBREVIATED LOGO SYMBOL

Certain space and situations call for the usage of our abbreviated symbol in place of the full logo. Please allow enough contrast between the logo symbol and background color to ensure legibility.

Positive colored symbol over light background

Reversed colored symbol over dark background

Knock out (KO) logo over light background

Knock out (KO) logo over dark background

One color logo

KO symbol

KO symbol

One color symbol

EVERY 1 LENDING SM

EVERY 1 LENDING SM

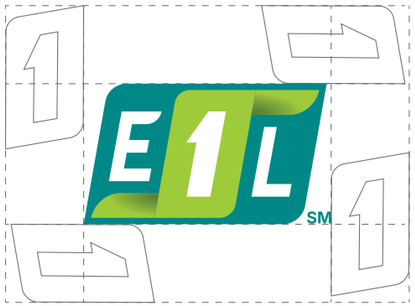
EVERY 1 LENDING SM

EVERY 1 LENDING SM

EVERY1LENDING CLEAR SPACE

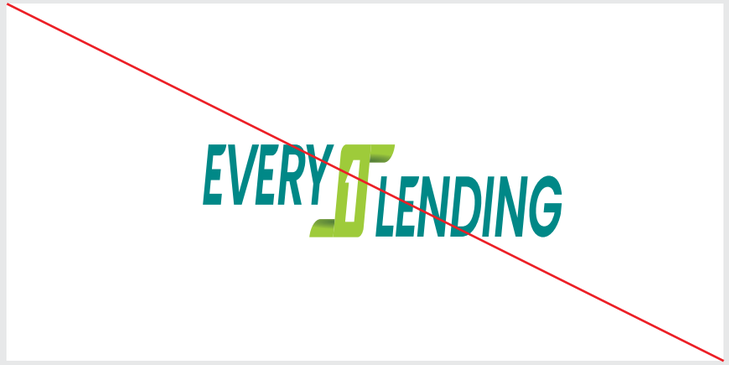
To preserve the integrity and legibility of the wordmark, ensure that there is always adequate clear space between it and other elements or boundaries of the space it occupies. The margin should be the height of the #1 symbol box.

The minimum size protects the clear legibility of our logotype. The #1 symbol box in any logo variation can never be displayed under 16 pixels for digital (at 72dpi).



COMMON ERRORS

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



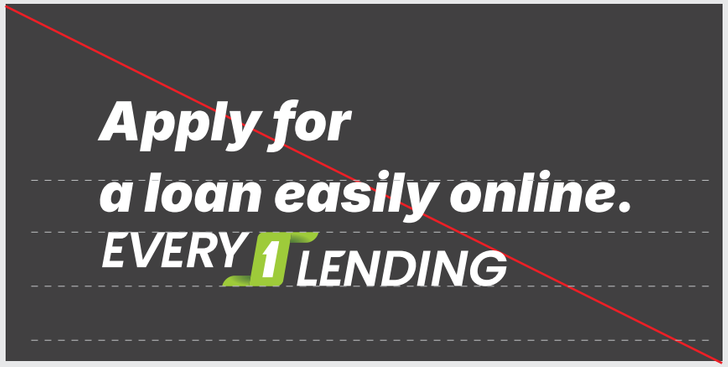
Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the color, use an off brand color, or reduce the color opacity aparty.

Do not add graphic effects to the logo, including drop shadows.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.

COLOR

PRIMARY COLORS

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but also serve a psychological purpose by communicating a certain feeling to your audience.

Affluence, Stability

Growth, Renewal

Emerald Green

#007D80
R**0** G**125** B**128**
C**100** M**0** Y**42** K**25**
3557 C

Pistachio Green

#93CA15
R**147** G**202** B**21**
C**43** M**0** Y**100** K**0**
2292 C

#000000
C**0** M**0** Y**0** K**100**

#FFFFFF
C**0** M**0** Y**0** K**0**

SECONDARY COLORS

As needed, the corporate colors may also be highlighted with colors from the secondary palette on this page, which consists of a contrast range of colors offset against a limited range of brighter, more pastel ones. Secondary colors may be used in various combinations based on value, density, and complementarity to one another, but they should not dominate the corporate greens in communications material paired with a wide range of photography.

Creative Lilac

#B1A2D4
R**177** G**162** B**212**
C**30** M**34** Y**0** K**0**
2099 C

Light Lilac

#D0D4E3
R**208** G**212** B**227**
C**14** M**8** Y**4** K**0**
427 C

Sunflower Yellow

#FFAC00
R**255** G**172** B**0**
C**0** M**27** Y**100** K**0**
2010 C

Sun Yellow

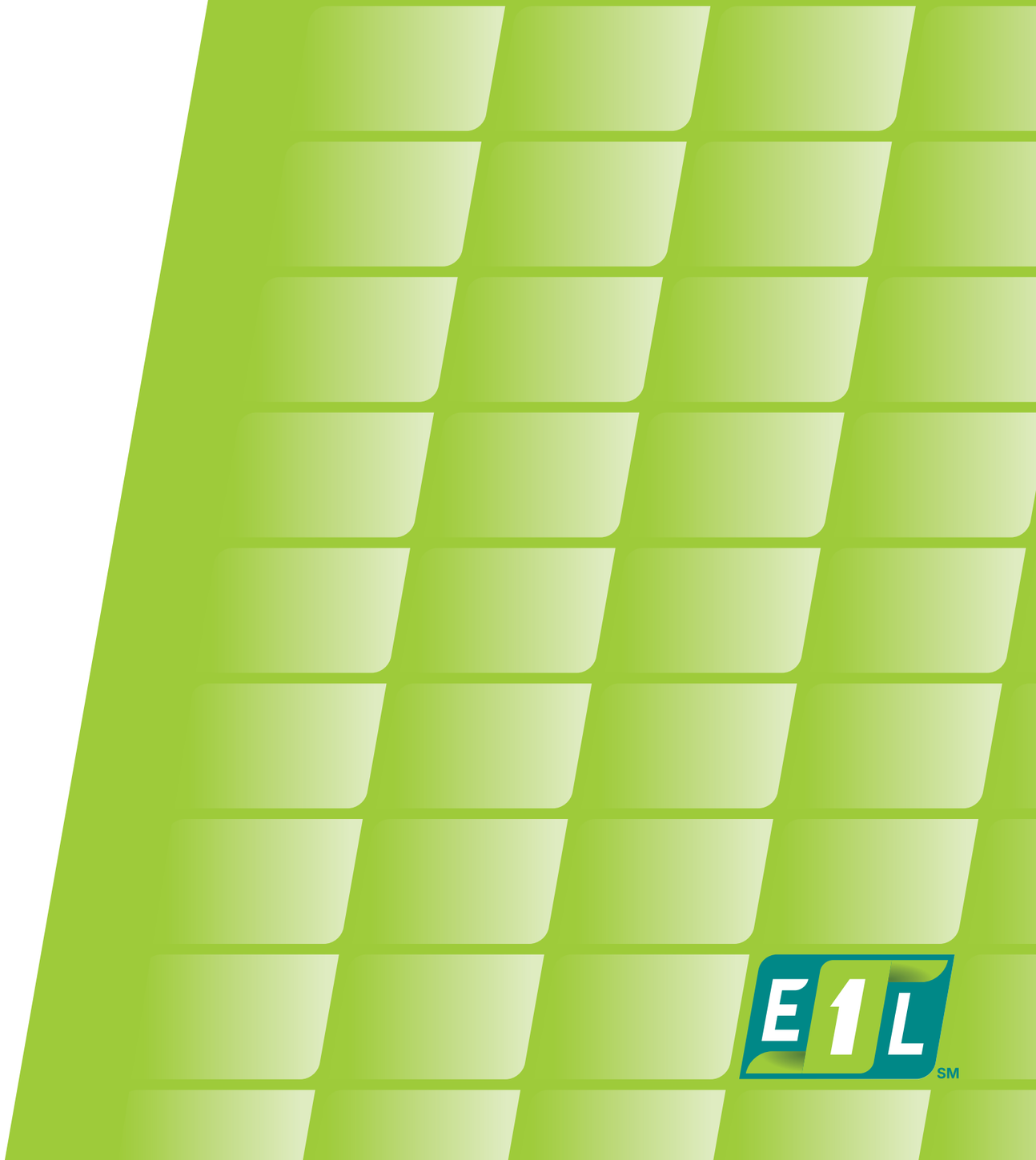
#FFC600
R**255** G**198** B**0**
C**0** M**11** Y**100** K**0**
7548 C

#58595b
C**0** M**0** Y**0** K**80**

#E6E7E8
C**0** M**0** Y**0** K**10**

GRADIENTS

PATTERN



PATTERN

A diagonal rectangular shape from the E1L logo is turned into patterns that resemble perfectly stacked blocks, like building blocks of a strong community. This pattern can be used in our various communication and marketing materials to create a more dynamic background.

PATTERN

The Best Community Lending Solutions

The Best Community Lending Solutions

The Best Community Lending Solutions

The Best Community Lending Solutions

TYPOGRAPHY

TYPOGRAPHY

The Every1Lending brand typeface is Inter, a sans serif that works equally well as headlines and functional copy. Use this typeface according to the following rules for consistency across the brand.

Inter Thin

Inter Thin Italic

Inter ExtraLight

Inter ExtraLight Italic

Inter Light

Inter Light Italic

Inter Regular

Inter Regular Italic

Inter Medium

Inter Medium Italic

Inter SemiBold

Inter SemiBold Italic

Inter Bold

Inter Bold Italic

Inter Extra Bold

Inter Extra Bold Italic

Inter Black

Inter Black Italic

TYPOGRAPHY IN USE

Headlines

Headlines are set in Inter Black, Extrabold, or Bold. Use sentence case and proper punctuation.

Subheads

Subheads are set in Inter Light, Light Italic, Medium, or Medium Italic, and are attached to body copy on a new line or as a lead-in within the first paragraph.

Body copy

Body copy is set in Inter Regular or Light and should always be left-aligned.

Tracking and leading

Tracking on both headlines and body copy should be set to 0 with optical kerning.

The best community lending solutions

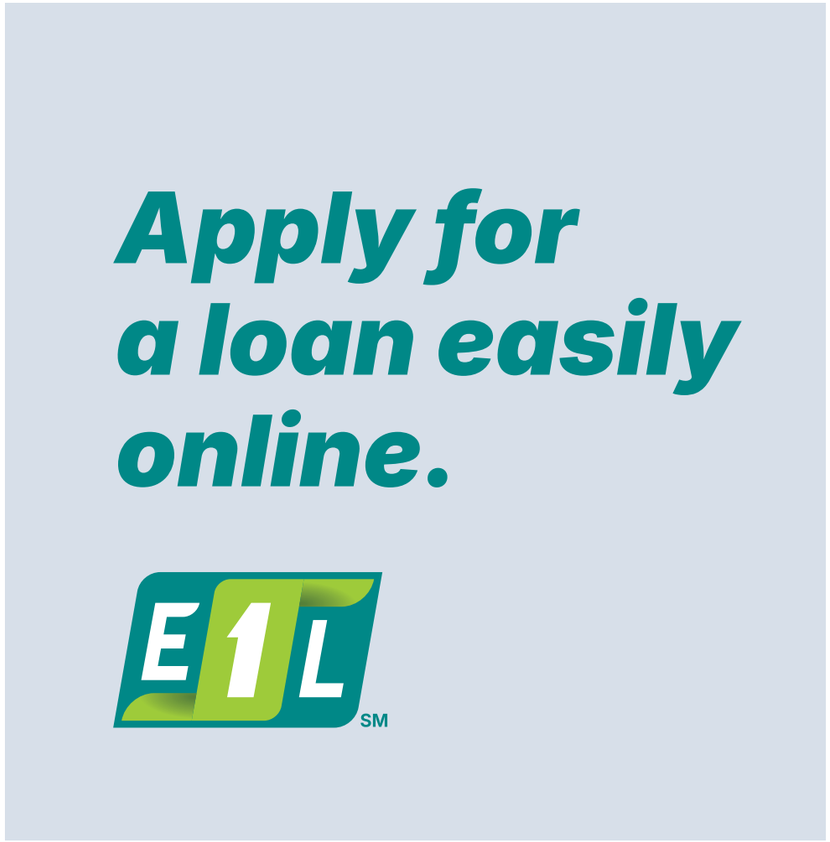
Every1Lending has a variety of business lending options tailored to your needs.

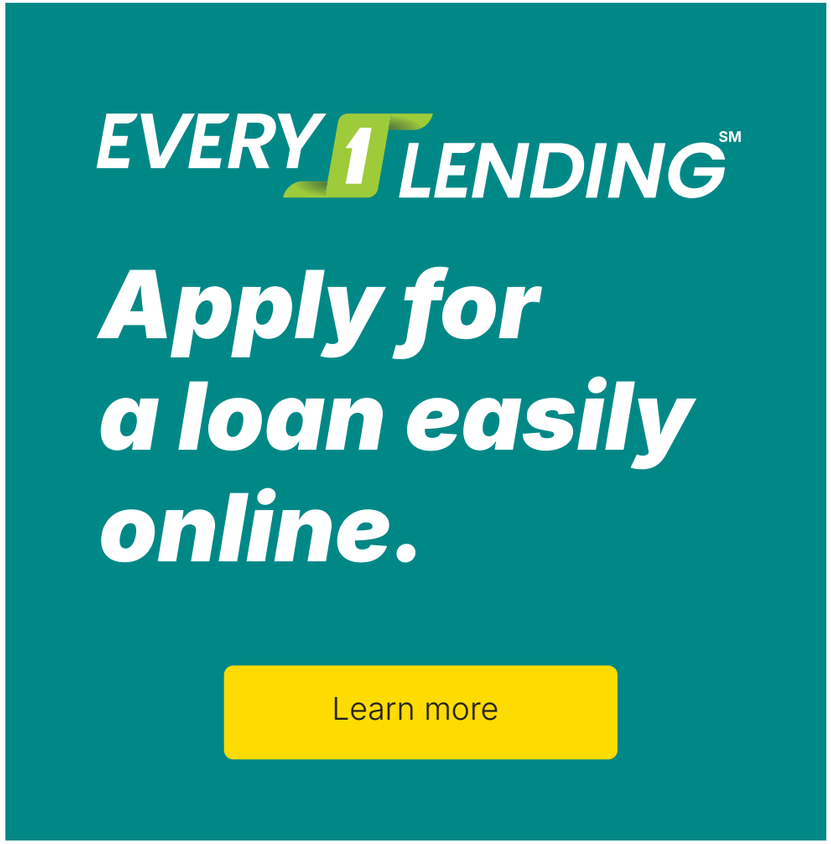
Starting and growing a new business presents financial challenges for many business owners. In need of Working Capital? Every1Lending will help. We offer outstanding loan options for your business to borrow. Our loans will help you save money and keep your business running efficiently.

USAGE

DIGITAL BANNERS

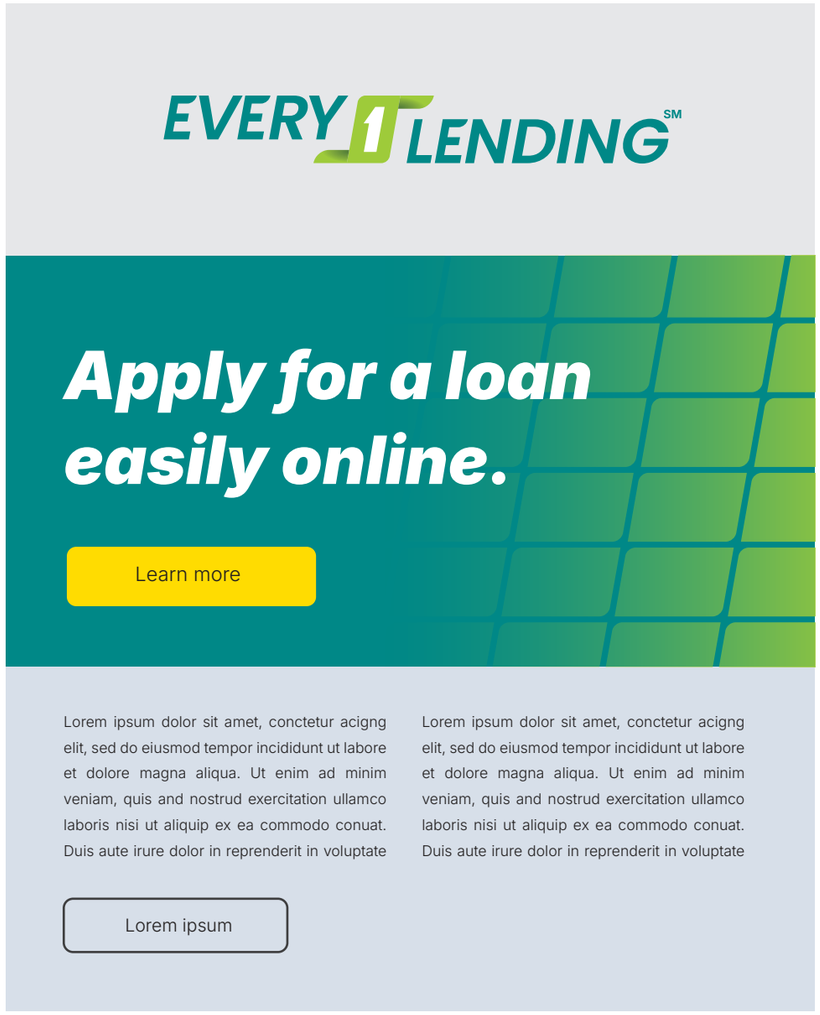
Here are some examples of what our digital banners should look like. The layout should be clean, with easy-to-read headlines and a prominent logo placement.

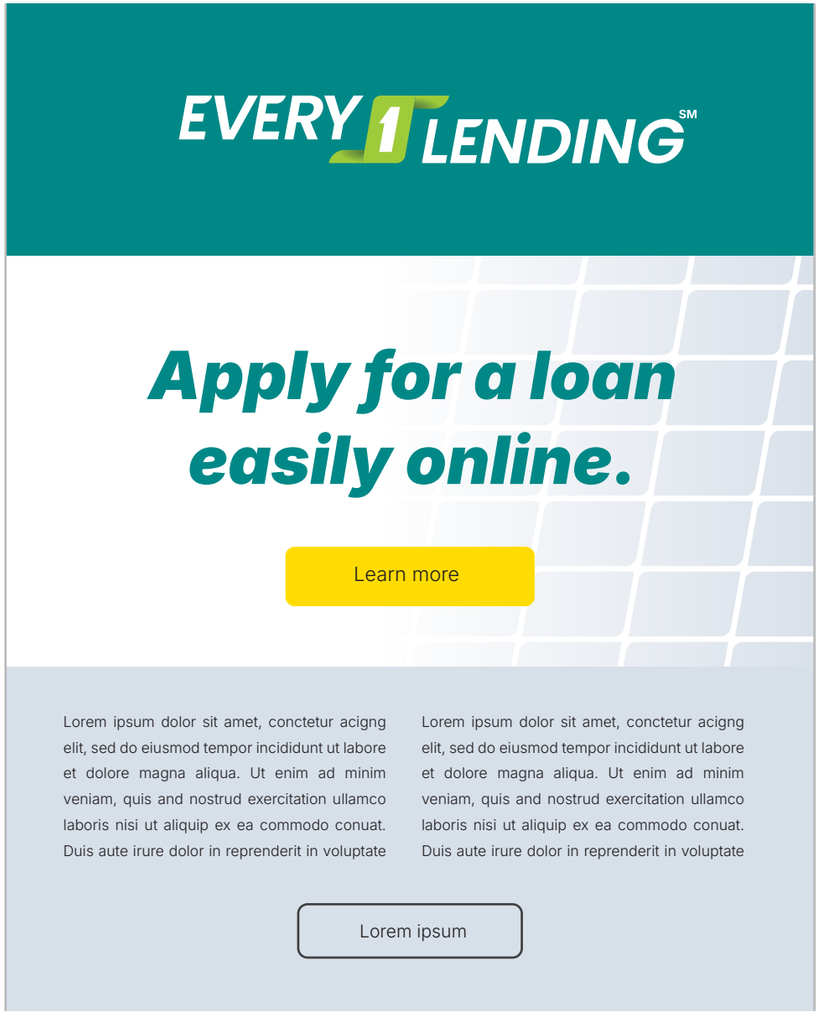




EMAIL AND PRINT

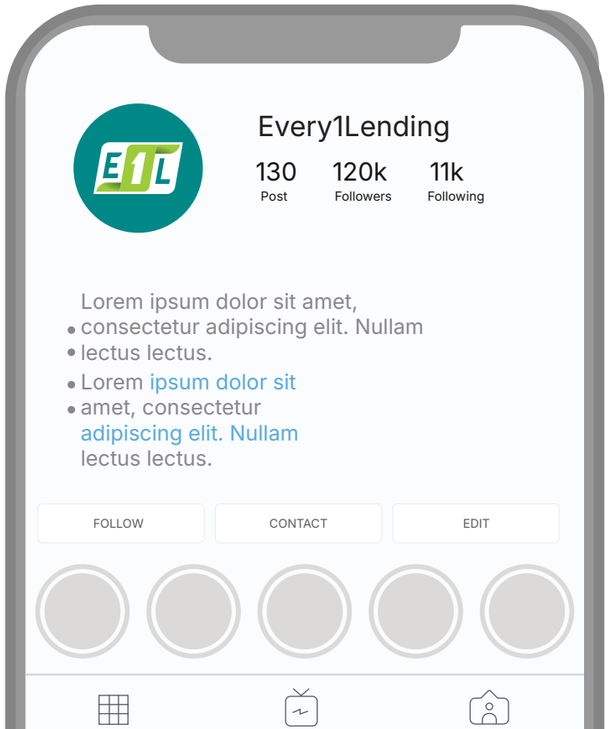
This layout can be used as email templates, or adjusted for various print materials.





SOCIAL ICON

When used as social media icon, only the symbol should be used with the appropriate amount of clear space on all sides. We have developed two approved icon images found here on this page. They are each approved for both circular and square avatars shapes of all sizes. While the layout of these icons should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.

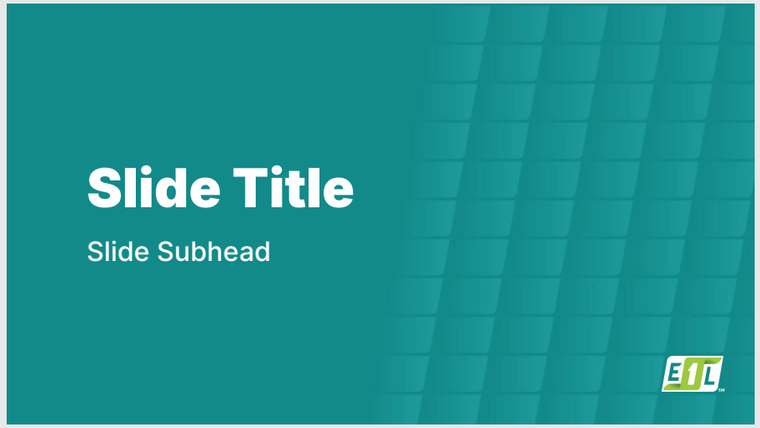


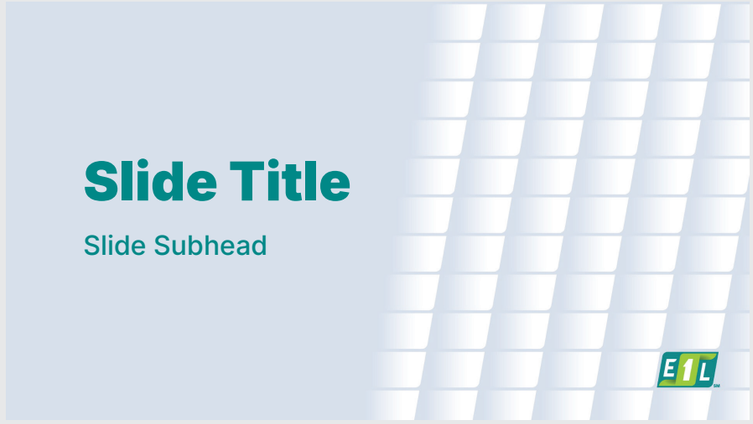
STATIONARY

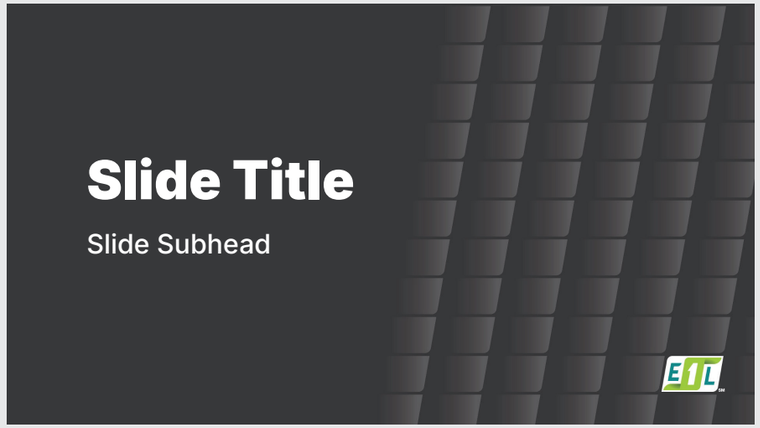
Brand-consistent stationary can provide additional recognition of our company. Please follow these examples when creating letterheads, business cards, presentation templates.

The Best
Community
Lending
Solutions
EVERY 1 LENDING

PRESENTATION







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THANK YOU