

BRAND GUIDELINES





ABOUT THECREDITPROS™

The Credit Pros, ranked by Inc. Magazine as one of America's 5,000 fastest growing companies 6 years running, is a financial technology firm dedicated to educating our clients on how to avoid credit-oriented mistakes in the future. We are equally committed to improving the lives of our employees and have been honored by Inc. Magazine as one of the 50 best places work.



SECTION 02

THE LOGO

There are three versions of THECREDITPROS™ logo: Uppercase logo, Lowercase logo and Initial logo.
Two color scheme: Primary Colors and Alternative Colors

Primary Colors

Alternative Colors

UPPERCASE LOGO



LOWERCASE LOGO



INITIAL LOGO



SECTION 03

COLOR PALETTE

There are two color scheme of THE**CREDITPROS**[™] logo: Primary Color and Alternative Color. Please refer to this color palette for branding purpose.

PRIMARY COLORS

THE**CREDITPROS**[™] ORANGE



HEX: #FF902A

RGB: 255, 142, 42

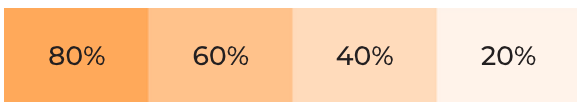
THE**CREDITPROS**[™] NAVY



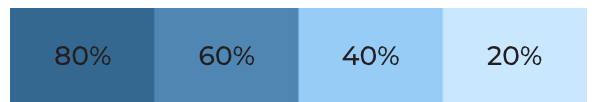
HEX: #0F1E3D

RGB: 15, 30, 61

THE**CREDITPROS**[™] ORANGE SHADE



THE**CREDITPROS**[™] NAVY SHADE



ALTERNATIVE COLORS

THE**CREDITPROS**[™] BLUE MIST



HEX: #2EABE3

RGB: 46, 171, 227

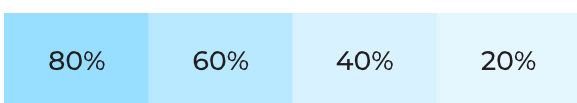
THE**CREDITPROS**[™] NAVY



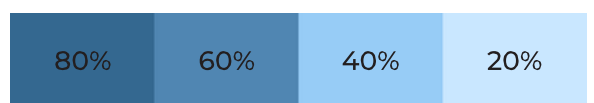
HEX: #0F1E3D

RGB: 15, 30, 61

THE**CREDITPROS**[™] BLUE MIST SHADE



THE**CREDITPROS**[™] NAVY SHADE



SECTION 04

LOGO APPLICATION

CLEAR SPACE

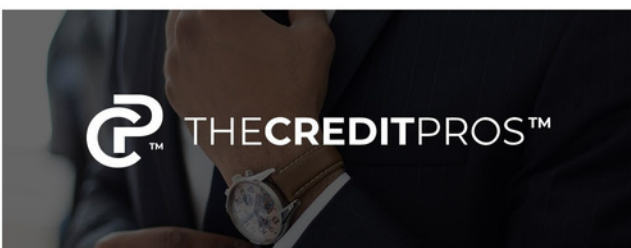
Clear space helps prevent any visual distractions or crowding around the logo, allowing it to be easily recognizable and maintain its integrity across different applications and sizes.

The amount of clear space around the logo should be greater from the letter T height



POSSIBLE LOGO APPLICATION

Some example for possible logo application on image background.



CONTINUE

LOGO APPLICATION

WRONG LOGO APPLICATION

Some example for wrong logo application.

-  
-  
-  
-  

Some example for wrong logo application on image background









SECTION 05

TYPOGRAPHY

The typography used on THE**CREDIT**PROS™ logo is **Montserrat**

Montserrat Bold

Montserrat Bold is primary font used in THE**CREDIT**PROS™ logo.

Use this for Heading

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Montserrat Medium

Montserrat Medium is alternative font.

Use this for Sub Heading

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Montserrat Regular

Montserrat Regular is primary font used in THE**CREDIT**PROS™ logo.

Use this for Body

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**
