



**Banks  
Best Rates**

Independent Financial Rating Organization

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# Brand Manual

Rules and guides for the  
design elements of our brand

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— Manifesto.



**“ What you don’t know has power over you; knowing it brings it under your control and makes it subject to your choice. Ignorance makes real choice impossible. ”**

—  
**Abraham H. Maslow**

# Introduction.

Welcome to the Banks Best Rates Brand Manual. These guidelines provide a framework for consistent application of our company's brand identity and ensure that the visual elements of Banks Best Rates are applied correctly in every application in which our logo is identified.

The following pages will guide you through some of the basic identity elements and how they should be used.

The goal is to create uniformity in the visual image of Banks Best Rates . Thus, it is important that these guidelines are strictly followed.

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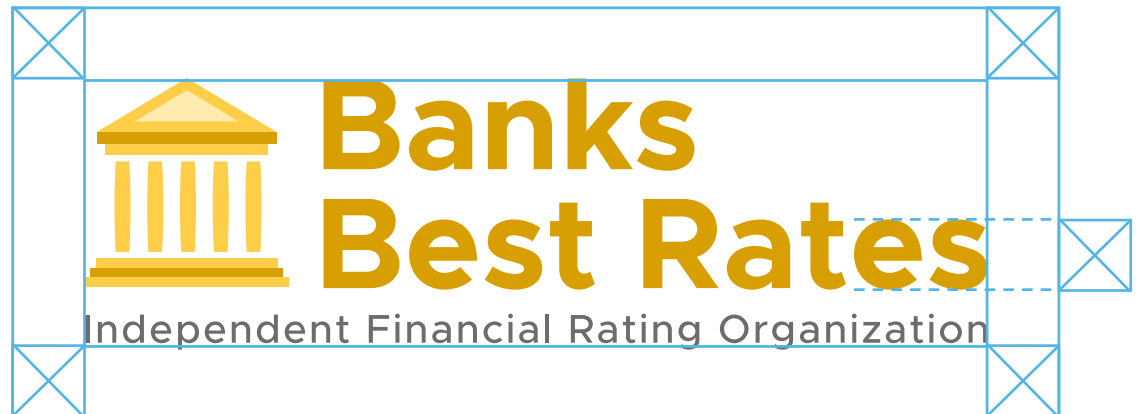
Primary Logo.



## Clear Space.

Clear space is used to prevent from placing other elements near the logo that may distort the perception of it.

The module used to determine the safe area around the logo is the width of the lowercase “s”.





## Incorrect Logo Usage.



Do not stretch or distort the logo



Do not add drop shadows



Do not alter approved logo colors



Do not tilt or rotate the logo



Do not add a stroke



Do not outline



## Secondary Logos.

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Primary Seal.





Secondary Seal.





## Color Palette.

**Strong Orange**

HEX #D79F01  
R:215, G:159, B:1  
C:0, M:0.26, Y:1, K:0.16

**Bright Orange**

HEX #FECE48  
R:254, G:206, B:72  
C:0, M:0.19, Y:0.72, K:0

**Pale Orange**

HEX #FFEBB0  
R:255, G:235, B:176  
C:0, M:0.08, Y:0.31, K:0

**Dark Blue**

HEX #0374a1  
R:3, G:116, B:161  
C:0.98, M:0.28, Y:0, K:0.37

## Color Palette.

**Very Dark Gray**

HEX #333333  
R:51, G:51, B:51  
C:0, M:0, Y:0, K:0.8

**Dark Gray**

HEX #6c6c6c  
R:108, G:108, B:108  
C:0, M:0, Y:0, K:0.58

**Yellow Green**

HEX #c0ce08  
R:192, G:206, B:8  
C:0.07, M:0, Y:0.96, K:0.19

**Strong Cyan**

HEX #1CB4B8  
R:28, G:180, B:184  
C:0.85, M:0.02, Y:0, K:0.28



# METROPOLIS by Chris Simpson

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+ = / \* ) \$ % &

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## Medium

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

## Semi Bold

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

## Bold

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

# Typography.

## MULI by Vernon Adams

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+ = / \* ) \$ % &

### Regular

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

### Semi Bold

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### Bold

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# Photography.

Photography is a crucial part of the Banks Best Rates identity. Photos should always be well lit, professional and of high quality.

The images should capture people in their 20s or 30s smiling or interacting with each other positively. The photos should either be in a professional setting (workplace) or outside in the city (lifestyle). Images of happy families are also encouraged.

Overall, the photos should engage the viewers and make them feel as if they were inside of the photographs.



# Iconography.

## Best List



Best CD Rates



Best Savings Account Rates



Best Money Market Account Rates



Best Checking Account Rates



Best Large Banks



Best Online Banks



Best Credit Unions



Best Regional Banks

## Banking



Bank Name



Bank Class



Member FDIC



Branch Count



Online Banking



Headquarters



Address/Location



Phone Number



Service

# Iconography.

## Banking Features



Mobile Banking



Free Checking



No Minimum Balance



High APY's



No Monthly Fee's



Customer Service



Highly Rated App



Digital Leader



ATM Fee Refunds

## Loans



Personal Loans



Home Equity Loans



Auto Loans



Student Loans



Lender Reviews



Loans Calculator



Personal Loan Rates



Debt Consolidation



Poor Credit

# Iconography.

## Mortgage



Mortgage Rates



Refinance Rates



Mortgage Calculators



How much house can you afford?



Low Upfront Cost



First time home-buyer



FHA Loan



Quick Closing



Veteran/Military



Low monthly Payment

## Insurance



Home Insurance



Auto Insurance



Life Insurance



Health Insurance

# Iconography.

## Credit cards



The Best Credit Cards



Balance Transfer



0% APR



No Annual Fee



Rewards



Cash Back



Travel



Business



Student



Low Interest



Secured



Poor Credit



The Bottom Line

# Iconography.

## Investing



Best Investments



Brokerage Reviews



Annuity Calculator



Best Online Brokers



Best Brokers For Beginners

## Retirement



Retirement Income Calculator



Best Savings Account Rates



401K Calculator



Social Security Calculator

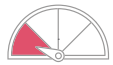


Best Retirement Plans

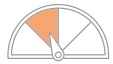


# Iconography.

## Credit score (full colored)



Poor Credit



Fair Credit



Good Credit



Excellent Credit

## Credit score (monochrome)



Poor Credit



Fair Credit

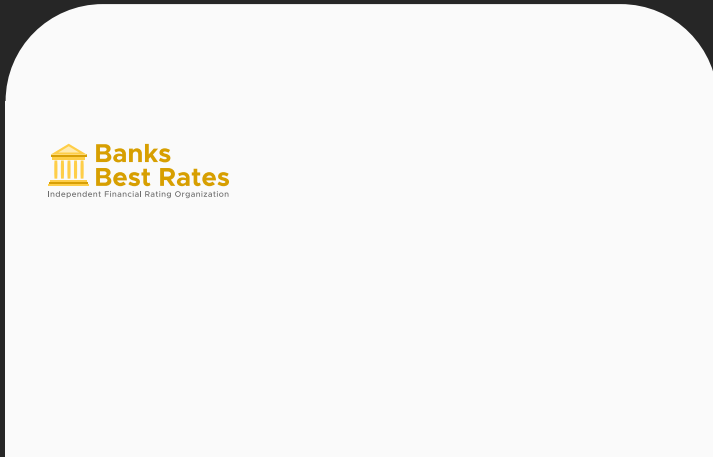


Good Credit



Excellent Credit

# Stationery.



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204 Spinnaker Lane  
Illinois, East Dubuque

**Date**  
15 March, 2021

**To**  
Lettie Rodriguez  
50 Spruce, MD, Columbia

**From**  
Michael Young

Dear .....

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. teur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod oris nisi ut aliquip ex ea commodo consequat.

Best regards,

GIOVANNI JOHNS

*J. Doe*

# Email Signature.

**Jane Doe**

Creative Manager

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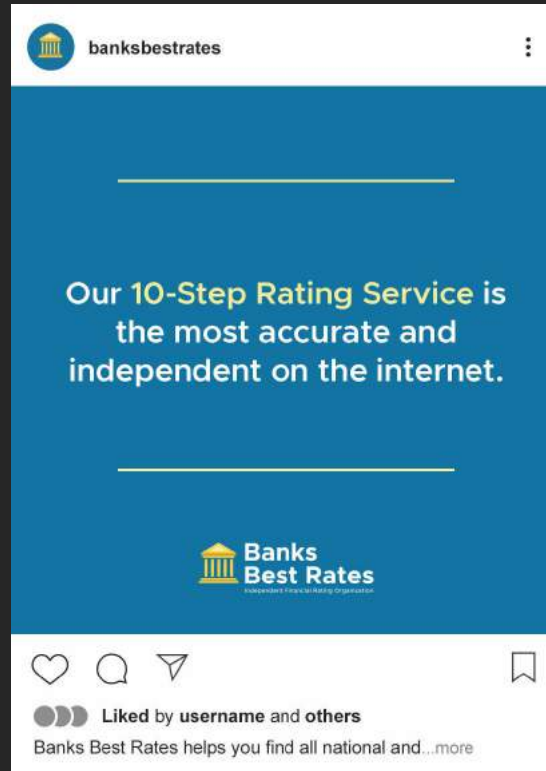
[www.banksbestrates.com](http://www.banksbestrates.com)

[yourmail@banksbestrates.com](mailto:yourmail@banksbestrates.com)

470 Route 211 East, Middletown NY 10940

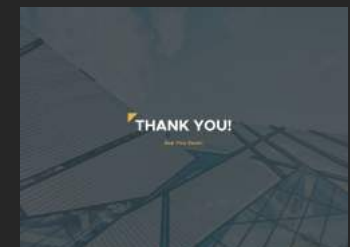
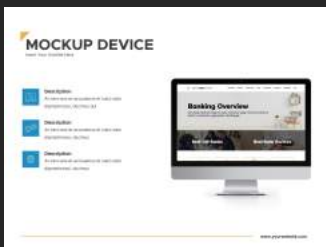
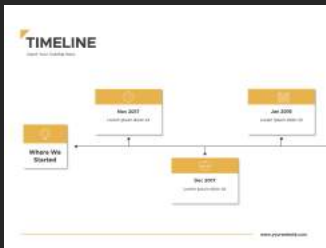


# Social Media.



All social media content should have a consistent look and feel. Photos must be bright, high quality and relevant to the topic. When posting quotes or all-text images, a solid background should be used and the colors must all come from the approved color palette. The text should be short and easy to read. Lastly, make sure that the logo is placed in an area where it is easily distinguishable.

# Powerpoint Template.



# Event Banners.



Lorem ipsum

## Your Event Title

Aesthetic polaroid  
cred bespoke, chillwave keffiyeh  
paleo kickstartersquid kogi.



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Lorem ipsum

## Your Event Title



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Lorem ipsum

## Your Event Title

Aesthetic polaroid  
cred bespoke, chillwave keffiyeh  
paleo kickstartersquid kogi.



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Lorem ipsum

## Your Event Title

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paleo kickstartersquid kogi.



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