achieve

Brand Style Sheet

Companies like to brag about what they stand for. At Achieve, it's not what, it's who.

Achieve is a leading digital personal finance company, built to help people.

We help everyday people move from struggling to thriving by providing innovative, consumer-based financial solutions. By focusing on each individual to understand what's working for them and what's not, we tailor a personalized approach to meet their specific needs and goals.

We do what traditional banks and lenders don't: put people first. Then we add in our data and intelligence, our innovative technology, our unique solutions, and a human touch to help our members move their finances forward.

* *We call our customers "members" to suggest both community and a long-term relationship (rather than a transactional one)*

We do this in the following 4 key ways:

① Our unitary brand strategy means all our products and services are presented to people under a single brand: Achieve. Our general practice is to not create sub-brands for specific offerings or lines of business.

② The reason a unitary brand strategy is right for our business is that we seek to establish relationships with our members that extend beyond their initial engagements with us.

③ **A member*** might begin at Achieve with a consolidation loan. Because of the trust built by that positive product experience, when that member decides to refinance that loan, Achieve would be the trusted financial resource they would likely come to first.

④ Presenting our full array of offerings under a single unitary brand signals that people can expect a consistent experience, and that the relationship they have with Achieve will extend from one product to another.

Our mission is
to empower everyday
people to move forward
on the path to a better
financial future.

Though a logo is not a brand, the story behind our mark reflects the journey and path forward for our members. The path represents progress and embraces the unique stories and common goals all of our members strive to achieve.

THE STORY BEHIND THE SYMBOL

Though every logo is up for personal and subjective interpretation, there is a specific story we tell with our word mark/bug lockup.

When financial challenges hold consumers back, Achieve is there to get them on a path to a better financial future.

1
Financial challenges can feel like "one step forward, two steps back"

2
When consumers fall behind, they need empathetic, expert help

3
Their situation needs turning around, so Achieve helps them get unstuck

4
"Up and to the right" progress – we help them move their finances forward

PRIMARY LOGO

The primary master brand logo is a multi-color gradient expression capturing the essence of the Achieve brand. The primary logo communicates movement and growth and is encouraged to be used whenever possible.

The minimum amount of distance can be determined by the x-height of the word mark, Achieve, in the logo. A wider margin of separation is encouraged, wherever possible.

When the logo is inside a shape on its own, there should be equal protective area surrounding the logo.
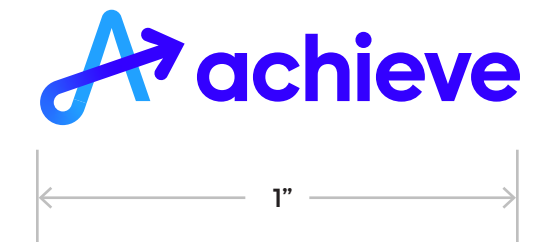
The minimum print size of the master brand logo is 1" wide, and the minimum screen size is 110 px.

In order to avoid errors in the gradient when scaling up or down, it is encouraged to place the logo as a linked file in Adobe programs.

CLEAR SPACE

MINIMUM PRINT WIDTH

1"

MINIMUM DIGITAL WIDTH

110 px

The Achieve Expression/**The Logo**

COLOR VARIATIONS

The Achieve primary horizontal logo comes in three other color variations aside from our primary color gradient- Achieve Blue, white, and black.

The Achieve Blue version should be used as the 1st option when gradients cannot be implemented due to production or placement limitations.

Primary Master Brand Logo on white background

The white version is recommended any time the background color or imagery is too saturated to read in color.

Primary Master Brand Logo on dark background

The black should be used only when color cannot be printed, or quality of output (to match our Achieve Blue) is in question.

Primary Master Brand Logo on white background (monochromatic)

SECONDARY/STACKED LOGO

The Achieve stacked logo is available when space limits visual impact with the horizontal logo. Cases include narrow and tall layouts or minimal square spaces.

The same principles in white space and color options seen in the primary logo section apply here.
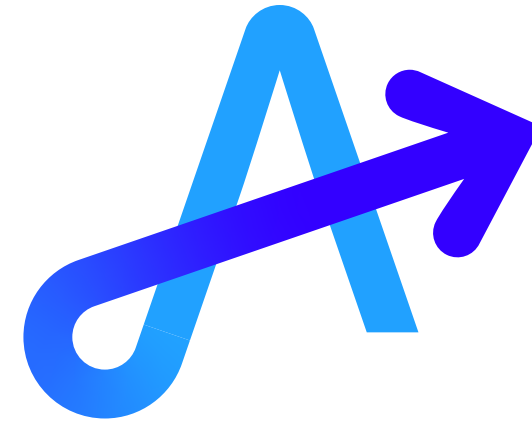
CLEAR SPACE

MINIMUM PRINT WIDTH

← 0.6" →

MINIMUM DIGITAL WIDTH

← 80 px →

THE "A" SYMBOL AS A GRAPHIC ELEMENT

When the "A" symbol is used oversized or on its own, it is considered a graphic element with infinite flexibility.

Two rules of thumb always apply:

1
When using the "A" symbol as a graphic element large in scale or cropped, make sure you show the logo in its entirety.

2
When the gradient is used in the "A" or as a background color, use the one color "Achieve Blue" logo. This will prevent unnecessary visual confusion with too many gradients.

①

②

When the gradient is used in the "A" or as a background color, use the one color "Achieve Blue" logo.

The Achieve Expression/**The Logo**

LOGO USE VIOLATIONS

Though we're a brand that embraces
possibilities and a can-do mentality,
there are some things we can't do:

Don't change the typeface of Achieve

Don't alter the spacing of the letters in the logo

Don't add drop shadows to the logo

Don't place imagery inside only part of the logo

Don't change the scale of Achieve

Don't alter the logo colors

Don't alter the logo colors

Don't alter the gradient of the logo

Don't stretch, manipulate, or rotate the logo

Don't place logo over the same color background

Don't place logo in white over light imagery

Don't place darker logo over dark imagery

Our Achieve palette is inspired by the way we've helped our members reach their goals—and will continue to do so. Stable and familiar, yet energetic and refreshing, it supports the experience in a bold but human way.

The Achieve Expression/**Color**

OVERVIEW

The Achieve Palette is made up of three core "sets":

1
White (and the concept of "white space") with an equally important mix of blues—this includes our brand Achieve Blue and a complementary set of blue hues.

2
A secondary accent palette, used with restraint when adding a "pop" of color for any layout or design.

3
In addition, there is a gradient family available for layouts that allow for an elevated sense of energy or vibrancy.

White ·····································➤

Design note: Because of the intensity of the Achieve Blue, pay attention to elements that vibrate or cause visual conflict when using this blue in large areas, particularly in digital formats.

Primary Blue

Secondary Palette ···············➤
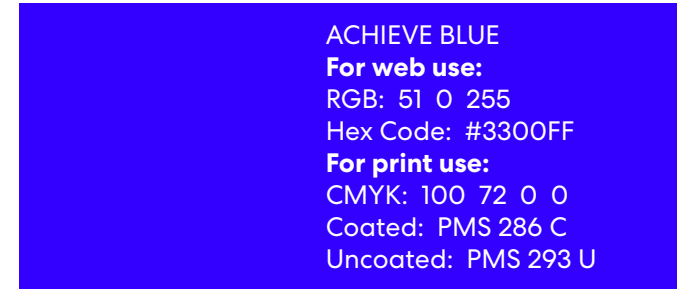
Tertiary Palette ··················➤
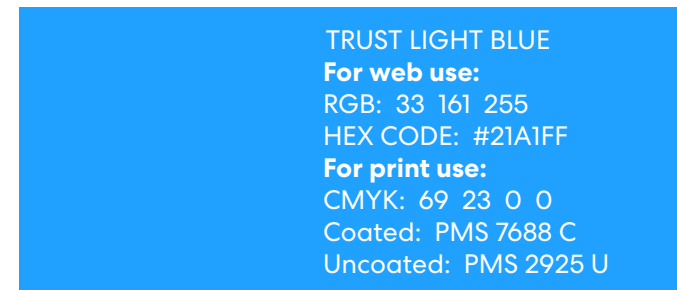
The Achieve Expression/**Color**

FULL COLOR PALETTE

The adjacent color palettes reflect our primary and secondary hues in all values needed to create work in any medium.
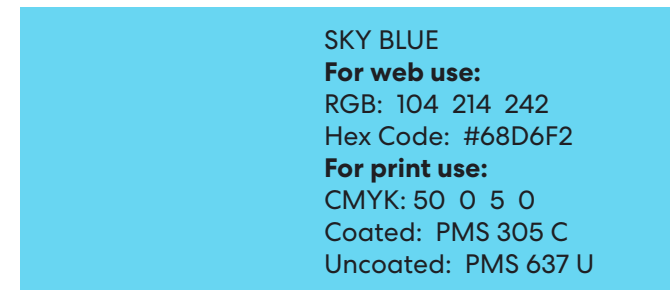
PRIMARY

ACHIEVE BLUE
For web use:
RGB: 51 0 255
Hex Code: #3300FF
For print use:
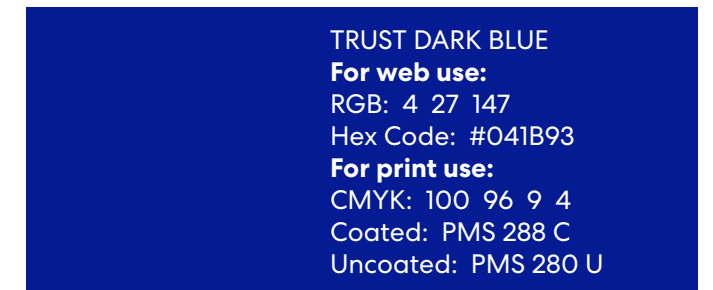CMYK: 100 72 0 0
Coated: PMS 286 C
Uncoated: PMS 293 U

SECONDARY

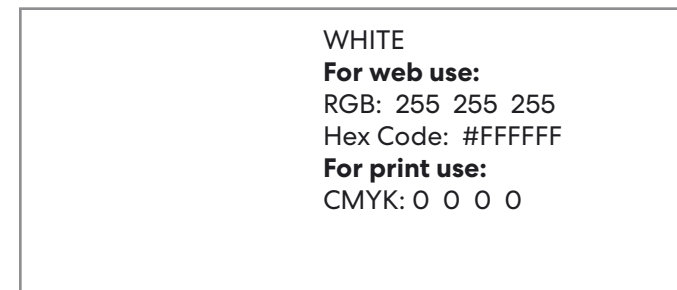See design library for extensive use of the full palette as it relates to user experience/ interactive elements.

TRUST LIGHT BLUE
For web use:
RGB: 33 161 255
HEX CODE: #21A1FF
For print use:
CMYK: 69 23 0 0
Coated: PMS 7688 C
Uncoated: PMS 2925 U

SKY BLUE
For web use:
RGB: 104 214 242
Hex Code: #68D6F2
For print use:
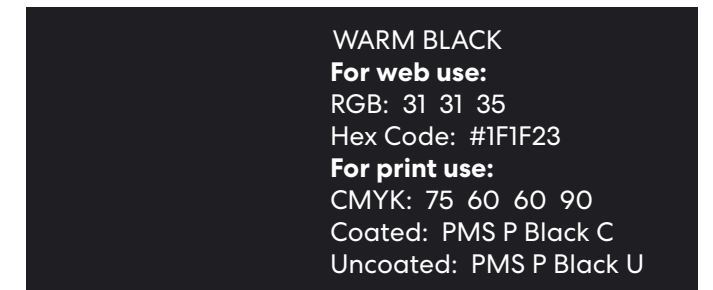CMYK: 50 0 5 0
Coated: PMS 305 C
Uncoated: PMS 637 U

TRUST DARK BLUE
For web use:
RGB: 4 27 147
Hex Code: #041B93
For print use:
CMYK: 100 96 9 4
Coated: PMS 288 C
Uncoated: PMS 280 U

WHITE
For web use:
RGB: 255 255 255
Hex Code: #FFFFFF
For print use:
CMYK: 0 0 0 0

LIGHT GRAY
For web use:
RGB: 249 249 254
Hex Code: #F9F9FE
For print use:
CMYK: 2 1 0 0
Coated: PMS 663 C
Uncoated: PMS 656 U

WARM BLACK
For web use:
RGB: 31 31 35
Hex Code: #1F1F23
For print use:
CMYK: 75 60 60 90
Coated: PMS P Black C
Uncoated: PMS P Black U

TERTIARY

CARING CORAL
For web use:
RGB: 228 74 110
Hex Code: #E44A6E
For print use:
CMYK: 5 86 39 0
Coated: PMS 198 C
Uncoated: PMS 199 U

PROGRESS PURPLE
For web use:
RGB: 159 94 219
Hex Code: #9F5EDB
For print use:
CMYK: 51 70 0 0
Coated: PMS 2577 C
Uncoated: PMS 2577 U

GROWTH GREEN
For web use:
RGB: 87 230 106
Hex Code: #57E66A
For print use:
CMYK: 58 0 82 0
Coated: PMS 360 C
Uncoated: PMS 359 U

OPTIMISTIC YELLOW
For web use:
RGB: 247 208 94
Hex Code: #F7D05E
For print use:
CMYK: 3 16 74 0
Coated: PMS 134 C
Uncoated: PMS 128 U

The Achieve Expression/**Color**

GRADIENTS

In addition to the primary and secondary palettes, a set of gradients are available for very special instances.
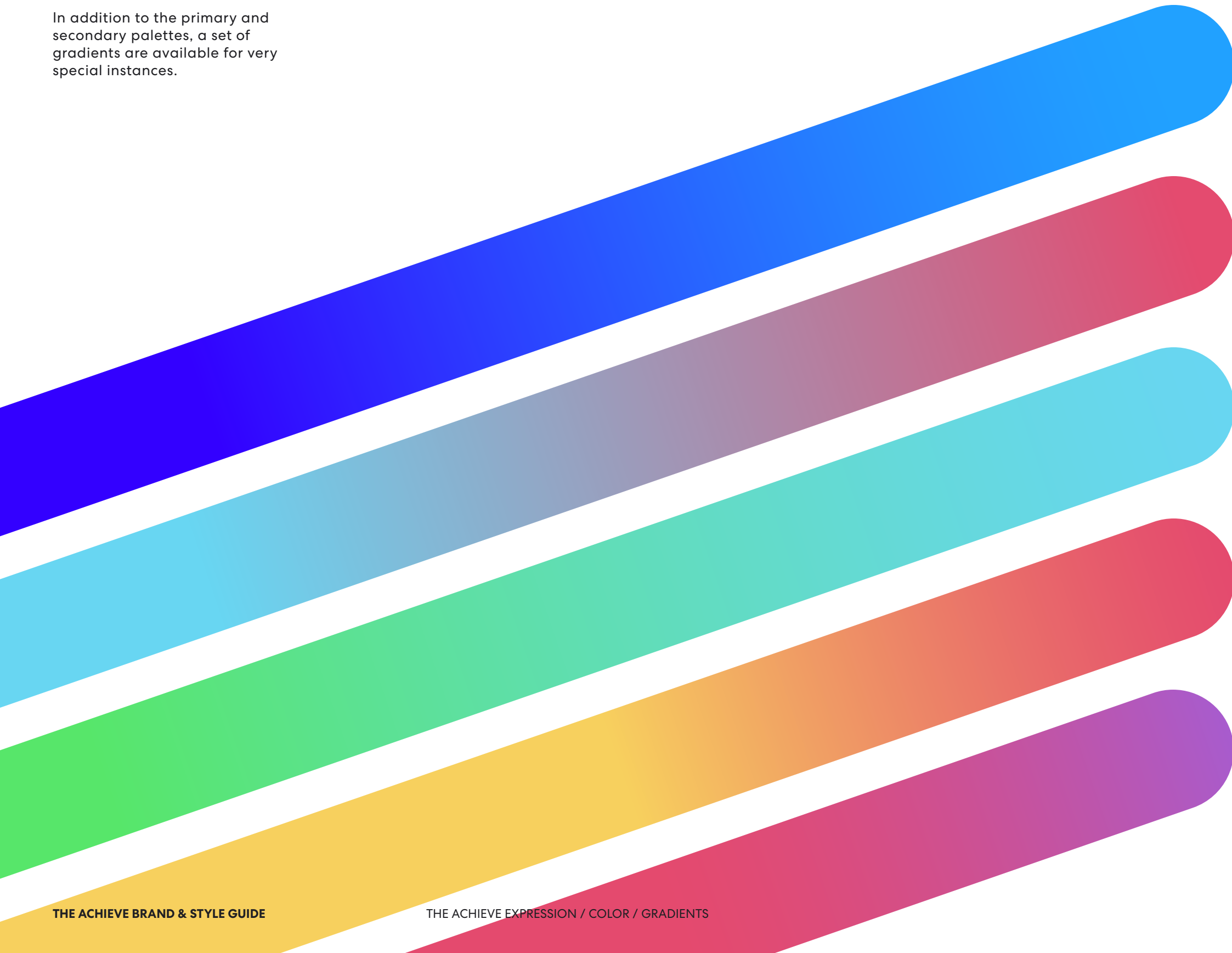
ACHIEVE GRADIENT
Achieve Blue ··········⟩ Trust Light Blue

PROSPERITY GRADIENT
Sky Blue ···········⟩ Caring Coral

GROWTH GRADIENT
Growth Green ··········⟩ Sky Blue

OPTIMISM GRADIENT
Optimistic Yellow ··········⟩ Caring Coral

FUTURE GRADIENT
Caring Coral ··········⟩ Progress Purple

The Achieve Expression/**Color**

COMBINATION/USAGE PRINCIPLES

The Achieve Blue family is our go-to color in addition to white. Though we do have a secondary palette and gradients, certain combinations are encouraged to maintain consistency and harmony between colors and layouts. Always start with white and/or blue in our Achieve Blue family (preferably Achieve Blue itself), and if a secondary color needs to be added, always make sure it does not dominate over white or the blues.

3 basic color principles of which to be mindful:

1
White or a blue should be your dominant color in a layout or series of layouts.

2
The Blue Gradient can be used full bleed, but never use any of the other gradients in the same manner.

3
Never combine more than one gradient in the same layout, except for infographics.

The only time multiple gradients can be used simultaneously is within infographics where colors signify categories or quantities.
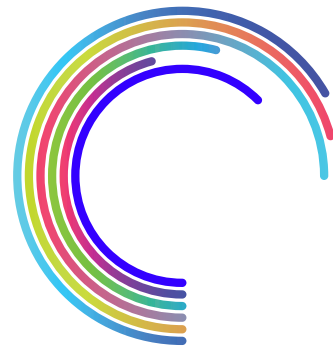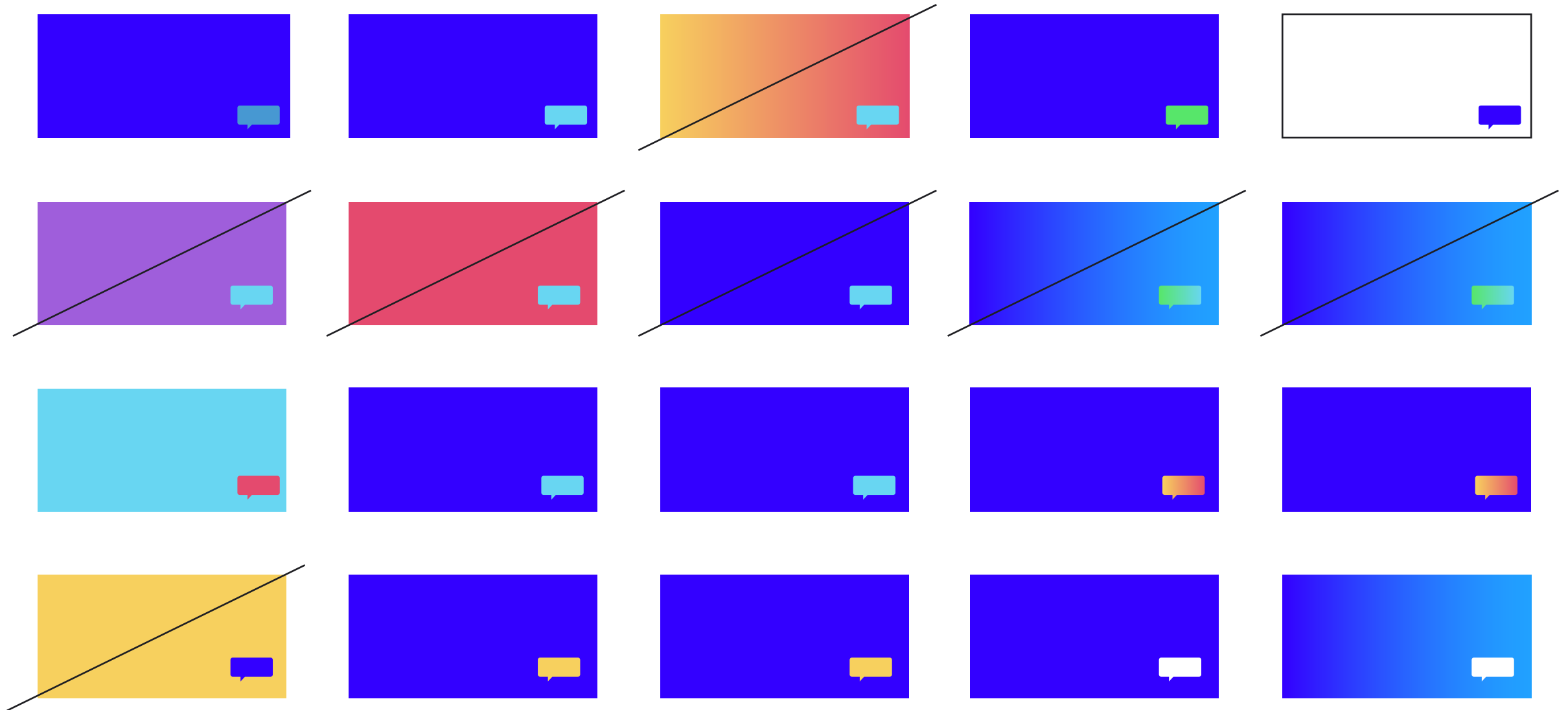
AaBbCAaBbC

Our typography style evokes the same characteristics of our logo. With letter forms that are informal yet confident, it helps our communications feel conversational and sincere without needing to be overly designed.

PRIMARY TYPEFACE

The primary typeface for all branded Achieve communications is Centra, made up of three styles: Light, Book and Bold. Centra's letter forms pair nicely with the attributes of the Achieve identity, and has a human, approachable style in its informality yet confident appearance.

The Book weight is the default version of Centra, utilizing the light and bold option to emphasize or call out certain words or phrases.

Note:
When using fonts in cross-platform implementations that have to accommodate PC and Mac operations systems (such as PowerPoint and Google Slides),

Century Gothic

is the substitute for Centra.

Centra No. 2 Light Book Bold

Centra No. 2 Light

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz   0123456789   !@$%#

Centra No. 2 Book

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz   0123456789   !@$%#

Centra No. 2 Book

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz   0123456789   !@$%#

SECONDARY & PRODUCT

The secondary typeface for the Achieve brand expression is IBM Plex Serif, intended for callouts, notes and other tertiary elements. Since implementation of this typeface usually exists within smaller scales or placements, legibility should drive "minimum sizes."

IBM Plex Serif Regular
Italic
Bold
Bold Italic

IBM Plex Serif Regular

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz   0123456789   !@$%#

IBM Plex Serif Italic

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz   0123456789   !@$%#

IBM Plex Serif Bold

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz   0123456789   !@$%#

IBM Plex Serif Bold Italic

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz   0123456789   !@$%#

PRODUCT TYPEFACES

*

Our product typeface uses DM Sans and Noto as its primary and secondary font for dynamic text. For the full design library, contact our VP of Design at XXXXXXXXXXXXXXXXX

DM Sans*
Noto Sans *

For the full design library, contact our VP of Design at XXXXXXXXXXXXXXXX

ACHIEVE TRADEMARKS

The Achieve Trademarks include, but are not limited to:

1. ACHIEVE
2. The Achieve Logo
3. ACHIEVE MOLO
4. ACHIEVE GOOD
5. MOLO
6. GOOD
7. Any word, phrase, image, or other designation that identifies the source or origin of any Achieve products or services.

By using any Achieve Trademarks, whether contained in these Style Guidelines or otherwise identified, you agree to follow these Achieve Trademark Guidelines (the "Guidelines") as well as our Terms of Use and all other Achieve policies. Achieve reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice to you. You are invited to check back periodically for any updates.

These Guidelines apply to your use of the Achieve Trademarks. You may use the Achieve Trademarks solely for the purposes expressly authorized by Achieve.com. Strict compliance with these Guidelines is required at all times, and any use of the Achieve Trademarks in violation of these Guidelines will automatically terminate any permission related to your use of the Achieve Trademarks. Achieve reserves

the right to grant or deny any permission at its sole discretion and based on any reason.

1. You may not alter the Achieve Trademarks in any manner, including, but not limited to, changing the proportion, color, or shape of the Achieve Trademarks, or adding or removing any elements from the Achieve Trademarks.
2. Do not display the logo more prominently that your own trademarks or logos, whether in the form of a company name, trade name, product name, service name, or social media name/handle.
3. Do not combine the Achieve Marks with any other terms, words, or trademarks.
4. Centra No. 2 is the primary Achieve brand typeface and should be used across all placements where a typeface is required.
5. Where practicable, and always where it is common and usual to do so, please note "The Achieve Trademarks are trademarks or registered trademarks of Achieve.com and used with permission."
6. Please use the Achieve Trademarks as an adjective followed by a description of the services or products we offer. None of the Achieve Trademarks should be used as a verb, plural, or possessive.
7. Do not use or register the Achieve Trademarks (or any part of the Achieve Trademarks) as part of another trademark/

8. The Achieve Trademarks must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic, or textual elements.
9. For logos or stylized versions of our Achieve Trademarks, the exclusion zone protects the Achieve Trademarks by giving them a minimum amount of breathing room on all sides. This is equal to the height of the largest visual element contained in the trademark.
10. Do not use the logo or logotype as an element in titles, headlines, or text.
11. Do not place competing visual elements close to the logo.
12. Do not set any type near the logo that might be seen as a corporate slogan or motto.
13. The Achieve Trademarks should not be placed in any way that interferes with the readability or display of the entirety of the Achieve Trademarks.
14. In the event the Achieve Trademarks contain colors, as indicated, you must use them as indicated. Different color variations of the logo should be used on different backgrounds, as outlined in these guidelines.
15. Unless prior permission is given, the Achieve Trademarks may not be superimposed over images or screenbacks.
16. You may not use the Achieve Trademarks in any manner that implies affiliation, certification, sponsorship, approval, or

endorsement by Achieve without express written permission and license from Achieve.
17. You may not use the Achieve Trademarks to disparage or make fun of Achieve, its products or services, or in a manner which, in Achieve.com's sole discretion, may diminish or tarnish Achieve.com's goodwill in the Achieve Trademarks.
18. You may not use the Achieve Trademarks to refer to any other product or service other than offers or provided by Achieve.com or its affiliates.
19. You must display the following statement in materials that display the Achieve Trademarks: "ACHIEVE, ACHIEVE MOLO, ACHIEVE GOOD, MOLO, and/or GOOD are trademarks of Achieve.com."
20. You acknowledge that all rights to the Achieve Trademarks are the exclusive property of Achieve.com, and all goodwill generated through your use of the Achieve Trademarks will inure to the sole benefit of Achieve. You will not take any action that is in conflict with Achieve.com's rights in, or ownership of, the Achieve Trademarks.

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