



# **Corporate Brand Guidelines**

This manual presents the guidelines for use of the Advance Financial logo, typographic standards, and color usage. We have over 600 employees and numerous vendors that use the AF brand. That's why this document is important – to have a set of guidelines that we can all abide by.

Simplicity is at the core of the Advance Financial brand. From the logo to typography, we strive to be as straightforward and concise as possible. This principle not only applies to our graphics, it also bleeds over into our dealings with our fellow employees and with the customers we serve.

## Logo Standards



- Top of “A” starts at 9% from the top of the circle (100%)
- From top of “A” to bottom of “F” (100%) is 82% of circle
- Bottom of “F” starts at 9% from the bottom of the circle
- At 100% from the top of the “A” to the bottom of the “F,” the “A” (from top to bottom) takes up 55%. (indicated in green above)
- The space between the bottom of the “A” and the top of the “F” is 10% (indicated in orange above) and the “F” from top to bottom is 35% (indicated in pink above).

### Minimum clear space

The minimum clear space around the logo is equal to one-half the height of the logo, measured from the top of the circle to the lower edge. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

½ of circle



### To manipulate the Advance Financial Logo in Microsoft Word:

- Hold shift and click one corner of the image as shown. Drag cursor inward or outward, keeping the proportions intact.

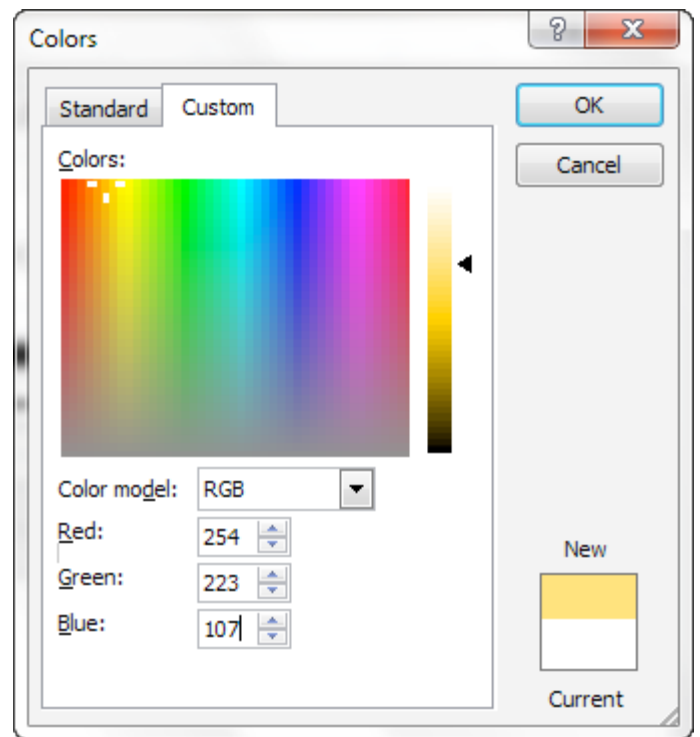
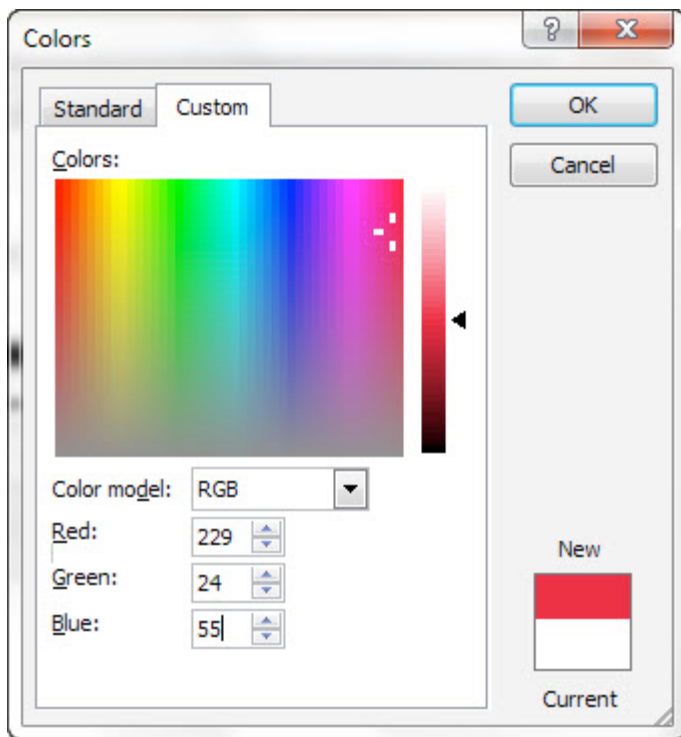


## Logo Colors

Our official logo colors are PMS 186, PMS 121 and Black



## RGB equivalents



## DO

When needed, the logo can be used as a one color white, a two color 186 Red and Black, a one color black and a one color black grayscale.



## DON'T

Do not change the colors of the logo:



## DO

• The logo can be scaled up or down, maintaining the overall percentage.



## DON'T

• The logo parts cannot be separated and scaled individually.



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## Brochure/Advertising Typefaces

**Helvetica Neue LT 93 Black Extended**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Helvetica Neue (T1) 73 Bold Extended**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Garamond 3 Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Microsoft Document Typefaces

### Headings

#### Heading 3

Font: Tahoma  
Font Style: Bold  
Size: 12 point  
Color: Black


BODY TEXT  
Font: Tahoma  
Font Style: Regular  
Size: 11 point  
Color: Black

#### HEADING 2

Font: Tahoma  
Font Style: Regular, Caps  
Size: 16 point  
Color: Black

#### HEADING 1

Font: Tahoma  
Font Style: Regular, Caps  
Size: 20 point  
Color: Red 226; Green 43

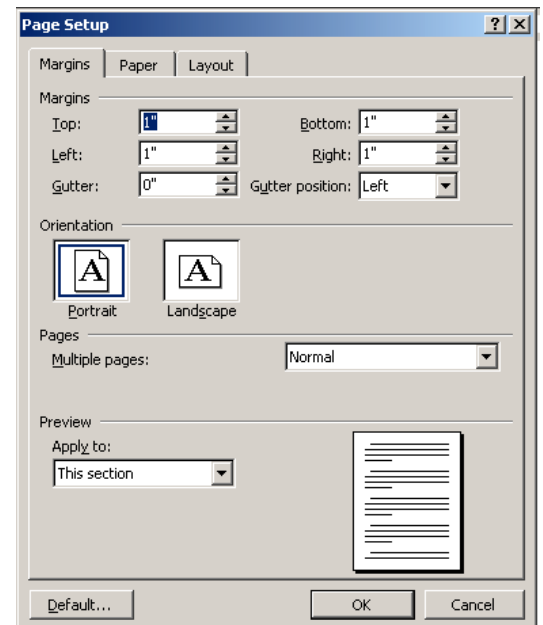


## Bullets

- Standard, 11 point
  - o Subpoint, Standard, 11 point

## Page Margins

- Page margins are set to default
  - o Top: 1"
  - o Bottom: 1"
  - o Left: 1"
  - o Right: 1"



## Email Standards

### BODY TEXT

E-mail follows the same body text guidelines as Microsoft documents.

To change the default body text of an e-mail:

1. Click Settings
2. Click the Composing Email tab
3. On the Composing tab, click the Default font in HTML format drop-down.
4. Choose Tahoma
5. Click the Default font size in HTML format drop-down
6. Click 2 (10pt)

## Signatures

All Advance Financial employees must use an e-mail signature for outgoing messages, including replies. This reestablishes the brand as well as identifies you as an Advance Financial employee. The specifications are listed below.

Employee Name: Tahoma, 11PT font, Caps \*Rackspace does not give 11PT option. Use 12PT\*

Title Information: Tahoma, 10PT, Regular

Phone Number: Tahoma, 10PT, Regular



## Example

EMPLOYEE NAME

Title

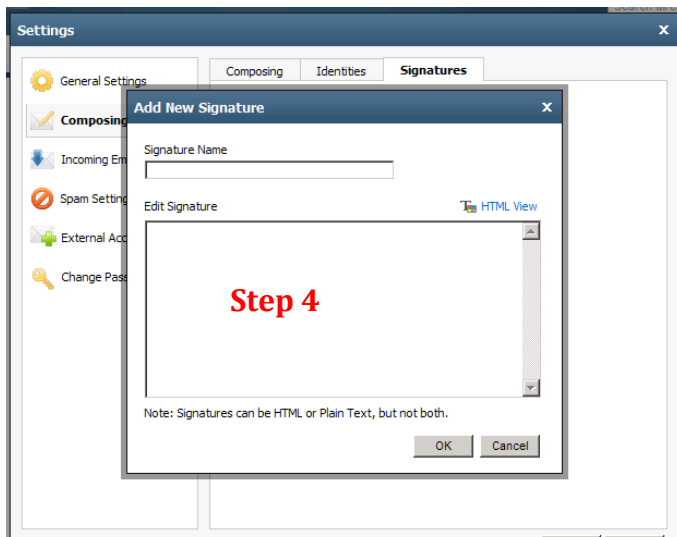
615.341.7680



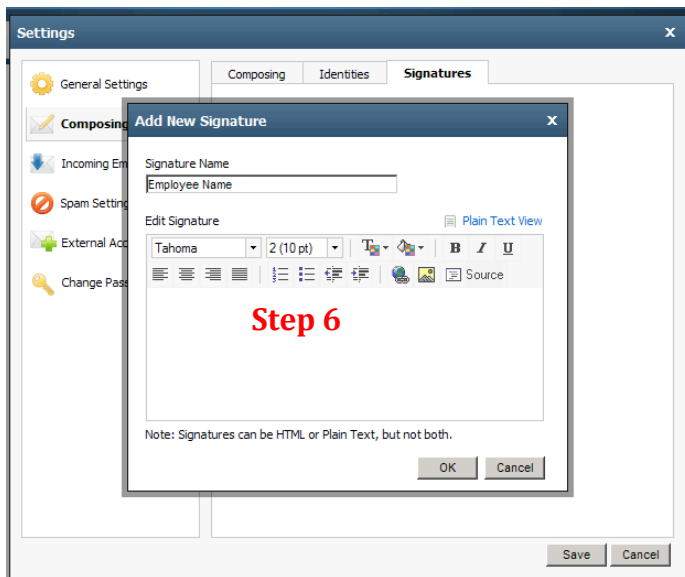
## To insert email signature

### Rackspace:

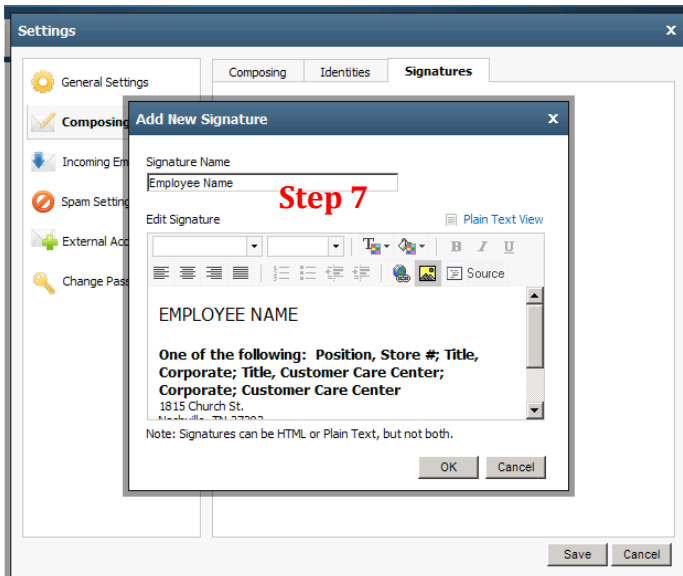
1. Click Settings
2. Click the Composing Email tab
3. Click the Signatures tab
4. Click Add New Signature



5. Click HTML view
6. Type Signature Name

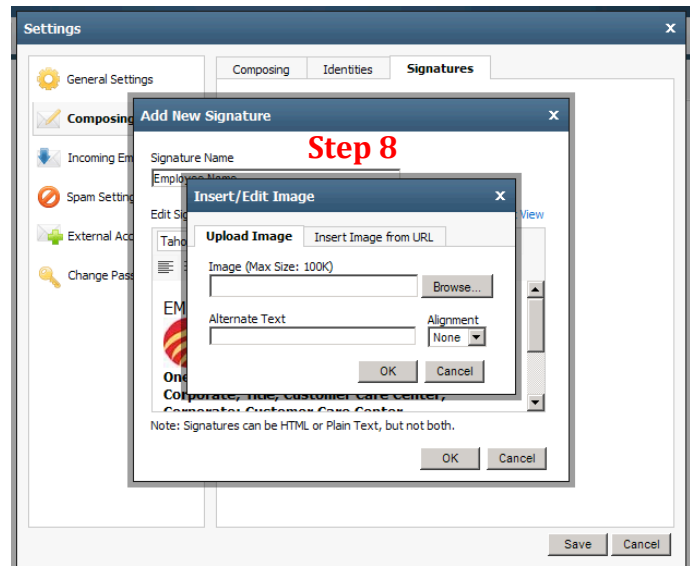
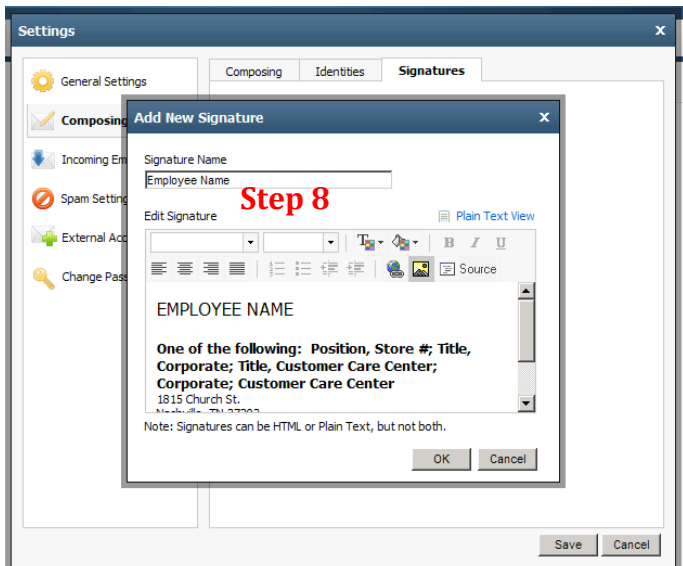


7. Type in contact information by the specifications listed above.

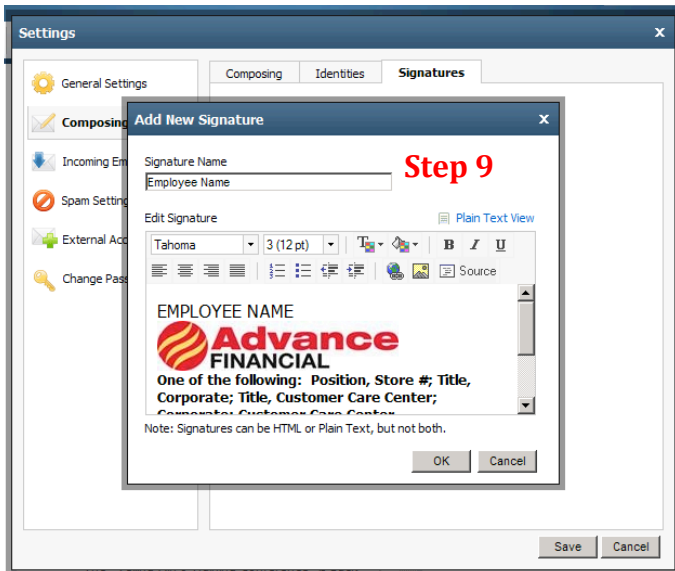


8. To insert the graphic:

- a. Save the Advance Financial logo jpg. image to your desktop
- b. Click Insert/Edit Image
- c. Browse for the image
- d. Click OK



9. Click OK



10. Click Save

## Interpersonal Communications

Advance Financial has specific standards for greetings, closings, and apologies to provide consistency and clarity across all departments- the stores, Customer Care Center, and Corporate. These standards should be adhered to in all interactions both with customers and co-workers.

### Greetings

#### TELEPHONE GREETINGS

- Stores:  
“Thank you for choosing yourv (24 hour) Advance Financial. This is (your name), how may I help you?”
- Customer Care Center:  
Inbound: “Thank you for calling Advance Financial. Your call may be recorded for quality and training purposes. This is (your name), how may I help you?”
- Support Staff:  
“Advance Financial, this is (first name).”

#### IN-PERSON GREETINGS

- “May I help the next person please?”
- “My name is (name), how may I assist you?”

### Voicemail

- Support Staff:  
“You have reached the voicemail box of (first name, last name, title) at Advance Financial. Please leave a message. Thank you.”
- Stores/ Customer Care Center:  
“Thank you for choosing your (24 hour) Advance Financial. Please leave a message. Thank you”

#### CLOSING

- “Thank you for choosing Advance Financial!”

#### APOLOGIZING

- “My apologies...”
  - “My pleasure”
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