



**ecoFinancing<sup>®</sup>**

JULY 2022

# **Brand & style guidelines**

Eco Financing by Enervee



 **enervee<sup>®</sup>**

v22072501

# Trademarks

Logos and usage




The logo features the word "eco" in a lowercase, rounded font with a color gradient from purple to red. The word "Financing" is in a bold, black, uppercase sans-serif font. A registered trademark symbol (®) is located at the top right of the word "Financing".

**ecoFinancing**<sup>®</sup>

Eco Financing Logo 



Eco Financing Badge   
Fallback only, use if standard logo can't work

# Usage

Examples of correct and incorrect usage.




✔ Black stencil



✔ White stencil



✔ Grey stencil



✔ Correct written form



✔ Black stencil



✔ White stencil



✔ Grey stencil



✘ Color stencil



✘ Color stencil



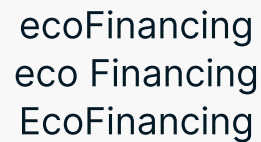
✘ Altered colors



✘ Altered colors



✘ Altered appearance



✘ Incorrect written form

# Colors

Brand color scheme





# Core colors

Logo and typography colors.

## Brand

 Purple 10  
#AB59B2

 Red 10  
#FF6151

 Black  
#031926


## Text Foreground

 FG Black  
#031926

 FG Grey  
#7C878E

FG White  
#FFFFFF

 FG on Purple 10  
#E7D0E9 (White @ 72%)

 FG on Black  
#9AA3A8 (White @ 60%)

## Text Background

 BG Grey  
#F8F8F8

BG White  
#FFFFFF

 BG Black  
#031926

We aim for a text color contrast ratio of 3:1 for legibility  
[webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)

# Typography

Guidelines for digital typography



DESCRIPTOR

# Heading

Integer euismod nulla elit, vitae tempus ligula molestie ac. Aenean gravida auctor.

Fusce sit amet lectus at neque ornare pellentesque et quis tortor. Sed id orci sem.

## Subheading

Integer euismod nulla elit, vitae tempus ligula molestie ac. Orci eleifend auctor.

Fusce sit amet lectus at neque ornare pellentesque et quis tortor. Sed id orci sem.

Integer euismod nulla elit, vitae tempus ligula molestie ac. Aenean gravida auctor.

## Heading

Inter (Extra Bold/800 weight)

Sentence casing; don't capitalize each word  
Suggested: 32px size, 42px line-height

## Subheading

Inter (Extra Bold/800 weight)

Suggested: 20px size, 28px line-height

## Body

Inter (Regular/400 weight)

Keep line-height around 1.5x font-size for readability  
Suggested: 16px size, 24px line-height

## Descriptor

Inter (Regular/400 weight)

All capitals; letter-spacing will change based on font size

Suggested: 14px size, 20px line-height, 1px spacing

## Small text

Inter (Regular/400 weight)

Suggested: 14px size, 18px line-height

Don't use Italic or Light variants.



DESCRIPTOR

# Heading

Integer euismod nulla.

DESCRIPTOR

# Heading

Integer euismod nulla.

DESCRIPTOR

# Heading

Integer euismod nulla.

DESCRIPTOR

# Heading

Integer euismod nulla.

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DESCRIPTOR

# Heading

Integer euismod nulla.

DESCRIPTOR

# Heading

Integer euismod nulla.

## Text colors

- FG Black
- FG Grey

- FG Black
- FG Grey
- Gradient

- FG White

- FG Black
- FG Grey

- FG White
- FG on Black

## Links

- Purple 10

- Purple 10

- Underline

- Purple 10

- Underline

## Background

- BG White

- BG White

- Gradient

- BG Grey

- Black

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[webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)

# Visual style

Graphics, icons, and illustrations



## Visual style

Corners are fully rounded to mimic the circular curvature of the letters "eco". Illustrated accents convey energy and motion. Brand colors are warm.



# Communication

Tone of voice and language



## Tone of voice

All communication should be straightforward, clear, and concise. Different contexts may require different tones of voice (for example an error message versus a marketing message).



Trust and stability, serious qualities, are key. Financials aren't humorous.



Our messaging is friendly but professional. Imagine being greeted when entering a bank.



A customer's transaction, and our role in it, is very important. We want to help our customers.



Excitement should be reserved and infrequent. Too much enthusiasm may appear contrived and should be avoided.

## **Examples**

### **Secure a low rate in minutes**

Take advantage of industry-low interest rates that will save you time, money, and energy usage. With Eco Financing, you'll unlock the best rates without dinging your credit score.

### **Buy from major retailers**

We partner with major retailers to fulfill your order. Delivery, installation, and haul-away are all offered as part of your loan, so there are no hidden fees.

### **Don't miss the launch**

Get an email notification when we launch in your area!

### **The better way to buy efficient appliances.**

Eco Financing® is soon available for energy efficient appliances. No money down. Easy credit. Instant online financing.

### **No money down, save over time**

Eco Financing is available for energy-efficient appliances with a high Enervee Score®, meaning you'll not only have zero upfront cost for the appliance – you'll see savings all year long on your utility bill too.

### **Approved by the State of California**

Eco Financing is backed by California's GoGreen Home Energy Financing Program to support efficient purchases and help lower utility bills. It is coming soon to many more states, including New York.