

**A** **achieve**

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## ATTRIBUTES

Achieve brand attributes are the key characteristics we seek to convey through all the choices we make when we're creating our visual and verbal brand expression.

### Sincere

**We are human and honest, and we relate to you as a real person.**

### Caring

**Genuinely empathetic, we see every member as an individual, and we want to help.**

### Optimistic

**We are convinced that you can move forward with your goals, even if sometimes it isn't easy.**

### Straightforward

**Plainspoken, we don't throw around jargon or fancy words, and we don't try to hide the truth.**

### Encouraging

**Our confidence is not only in our abilities, but in yours, and we'll tell you so.**

### Knowledgeable

**We have deep expertise, but we don't show it off.**

### Refreshing

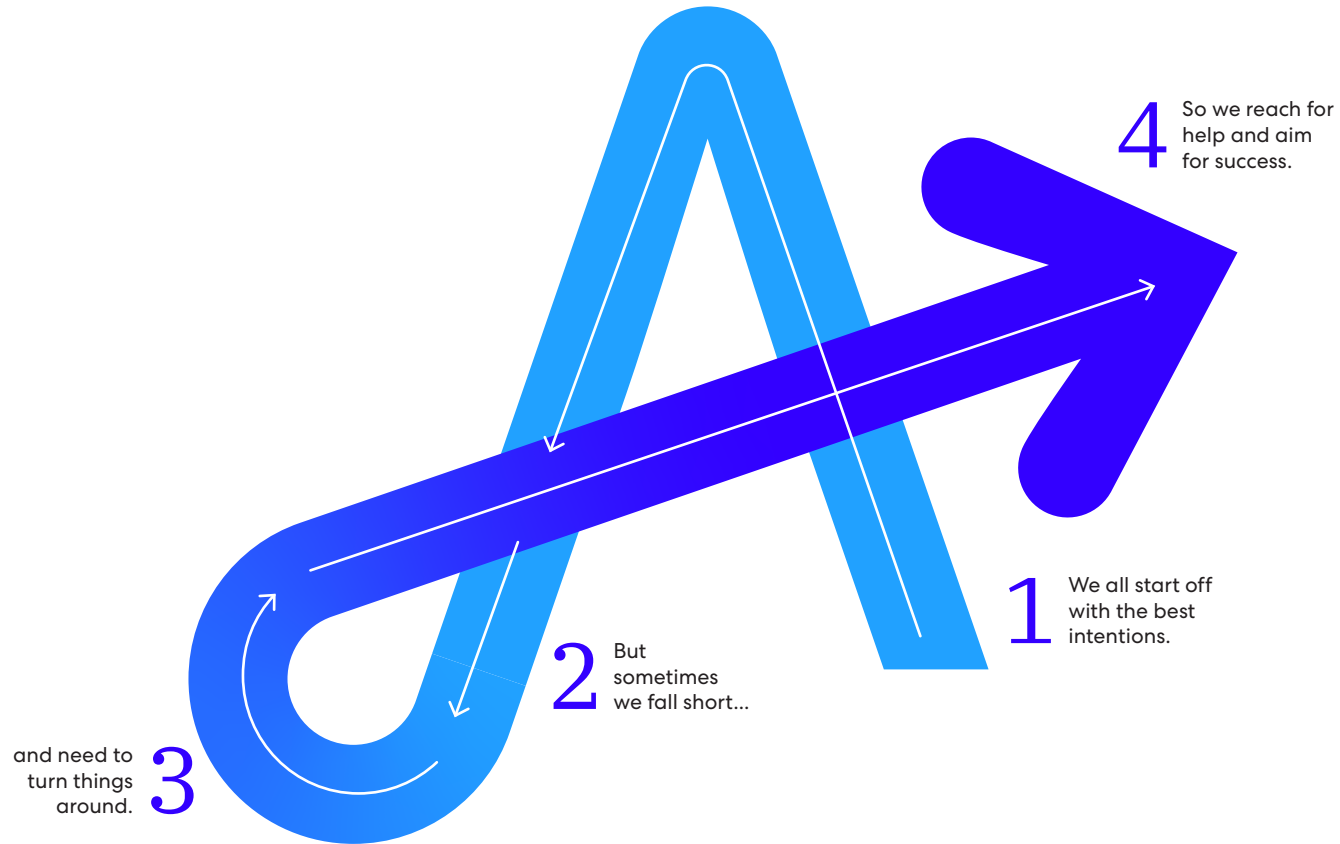
**Our candor and humanity are unlike other financial companies, you'll be pleasantly surprised.**



## LOGO

# A symbol for progress

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



## LOGO

### Clearspace

There should be a protective area surrounding the logo that is, at minimum, the size of the a in the Achieve logo.



### Minimum size

Please don't scale the logo below these sizes.



On screen: 110 px



In print: 1 in

## LOGO

### Color variations

The primary logo with the gradient logomark should always be your first choice for any usage. The white version is recommended any time the background color or imagery is too saturated to read in color.



## LOGO

# Logo use violations

There should be a protective area surrounding the logo that is, at minimum, the size of the a in the Achieve logo.



✘ Don't change the typeface of Achieve



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



✘ Don't change the typeface of Achieve



✘ Don't place imagery inside only part of the logo



✘ Don't change the scale of Achieve



✘ Don't alter the logo colors

Together, there's nothing we  
can't 

✘ Don't use the logo in a sentence



✘ Don't alter the gradient of the logo



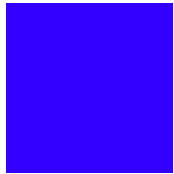
✘ Don't stretch, manipulate, or rotate the logo



# COLOR

## COLOR

### Primary



**ACHIEVE BLUE**  
**#3300FF**  
RGB: 51 0 255  
CMYK: 100 72 0 0  
PMS: 286 C / 293 U

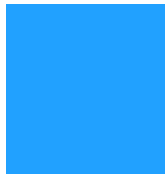
### Secondary



**WHITE**  
**#FFFFFF**  
RGB: 255 255 255  
CMYK: 0 0 0 0



**SKY BLUE**  
**#68D6F2**  
RGB: 104 214 242  
CMYK: 50 0 5 0  
PMS: 305 C / 637 U



**TRUST LIGHT BLUE**  
**#21A1FF**  
RGB: 33 161 255  
CMYK: 69 23 0 0  
PMS: 7688 C / 2925 U



**WARM BLACK**  
**#1F1F23**  
RGB: 31 31 35  
CMYK: 75 60 60 90  
PMS: P Black C / P Black U

### Color usage

When composing a page or graphic, use the Achieve colors roughly in this proportion.

WHITE



ACHIEVE BLUE



SKY BLUE



TRUST  
LIGHT BLUE

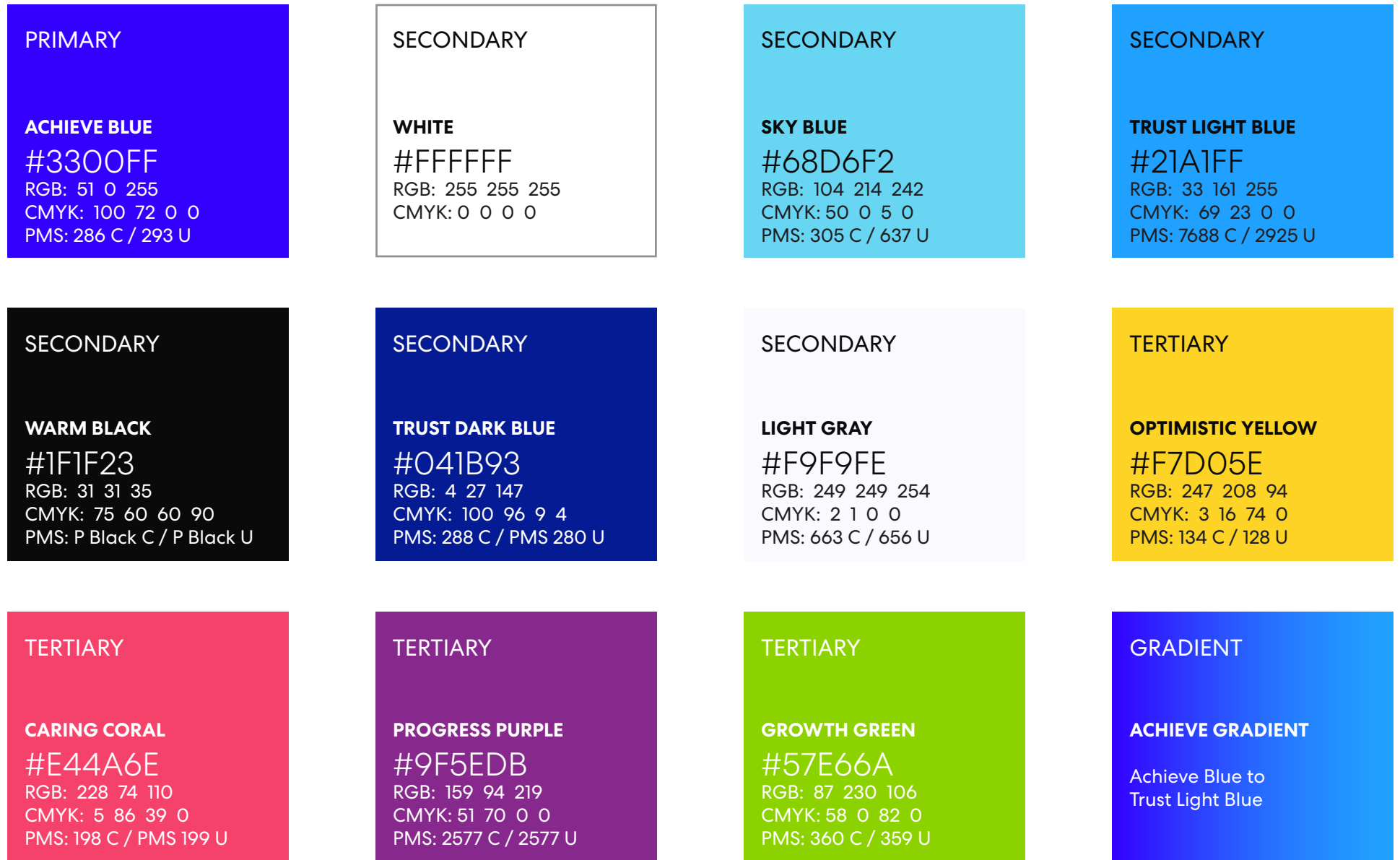


WARM  
BLACK



## COLOR

### Extended color palette



A a B b C c

## TYPOGRAPHY

### 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.

# 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 typeface

IBM Plex Serif

Regular

IBM Plex Serif Regular  
AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz 0123456789 !@%\$#

*Italic*

*IBM Plex Serif Italic*  
*AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq*  
*RrSsTtUuVvWwXxYyZz 0123456789 !@%\$#*

**Bold**

**IBM Plex Serif Bold**  
**AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq**  
**RrSsTtUuVvWwXxYyZz 0123456789 !@%\$#**

***Bold Italic***

***IBM Plex Serif Bold Italic***  
***AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq***  
***RrSsTtUuVvWwXxYyZz 0123456789 !@%\$#***

PHOTOGRAPHY



PHOTOGRAPHY

Our photography  
embraces an  
authenticity that  
comes from  
**real people  
with real  
stories.**





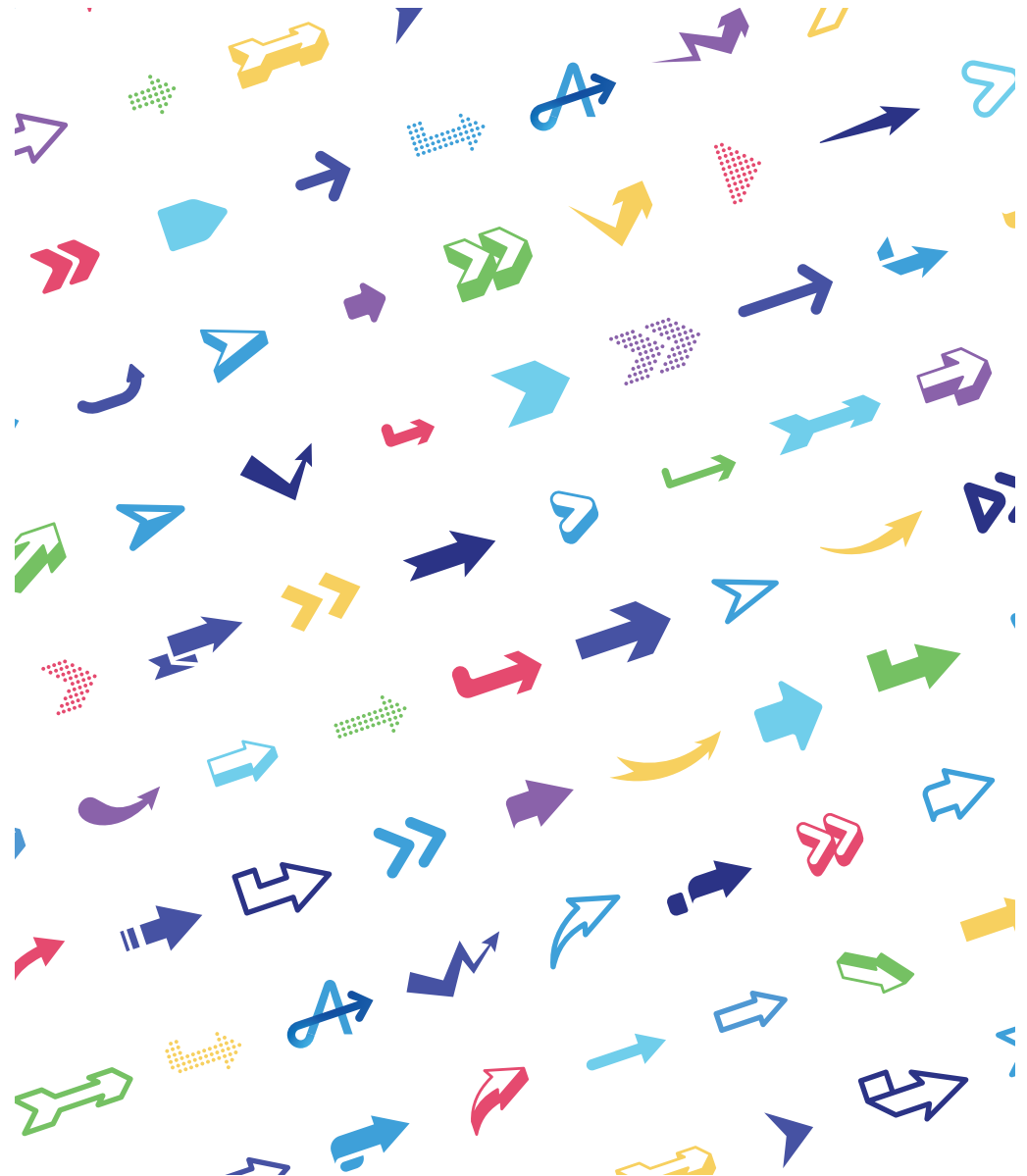
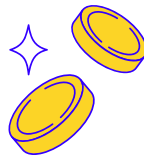
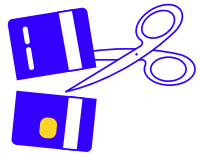


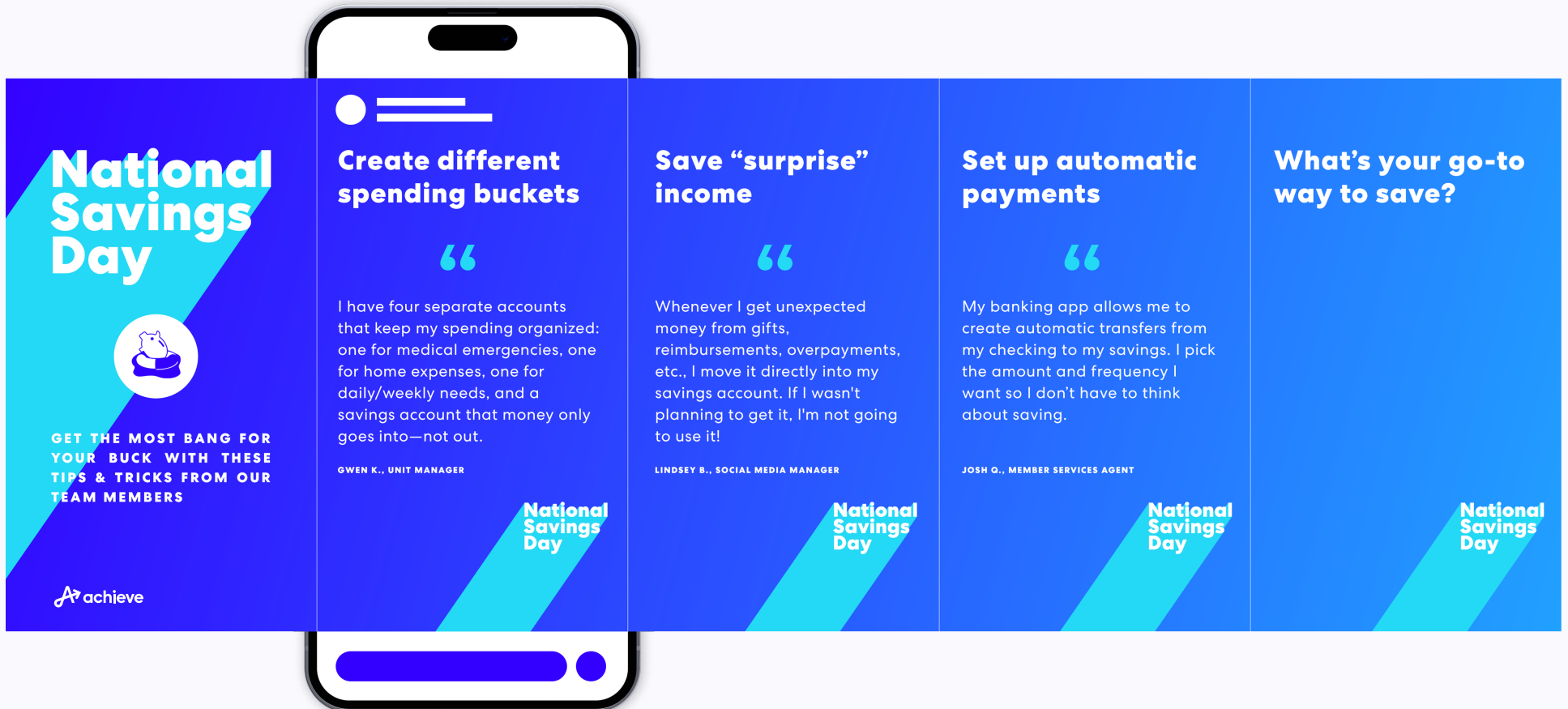
believe in

**better**

## ILLUSTRATIONS/ICONOGRAPHY

The purpose of any illustration or icon is to demonstrate, clarify, or support an idea or concept, and to encourage action on the part of the audience while reinforcing our brand expression. Illustrations and icons should be simple, straightforward, and—where appropriate—clever or witty.





# National Savings Day



GET THE MOST BANG FOR YOUR BUCK WITH THESE TIPS & TRICKS FROM OUR TEAM MEMBERS



## Create different spending buckets



I have four separate accounts that keep my spending organized: one for medical emergencies, one for home expenses, one for daily/weekly needs, and a savings account that money only goes into—not out.

GWEN K., UNIT MANAGER

National Savings Day

## Save “surprise” income



Whenever I get unexpected money from gifts, reimbursements, overpayments, etc., I move it directly into my savings account. If I wasn't planning to get it, I'm not going to use it!

LINDSEY B., SOCIAL MEDIA MANAGER

National Savings Day

## Set up automatic payments



My banking app allows me to create automatic transfers from my checking to my savings. I pick the amount and frequency I want so I don't have to think about saving.

JOSH O., MEMBER SERVICES AGENT

National Savings Day

## What's your go-to way to save?

National Savings Day





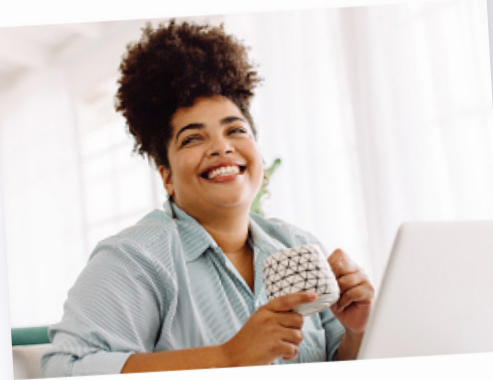
# We're glad you're here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras porta lectus ac porta aliquam. Nam malesuada mauris in ligula auctor vulputate.

[View dashboard](#)



Value key points title goes here



# We're glad you're here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras porta lectus ac porta aliquam. Nam malesuada mauris in ligula auctor vulputate.

[View dashboard](#)



LOREM IPSUM

Value key points title goes here



# We're glad you're here



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras porta lectus ac porta aliquam. Nam malesuada mauris in ligula auctor vulputate.

[View dashboard](#)



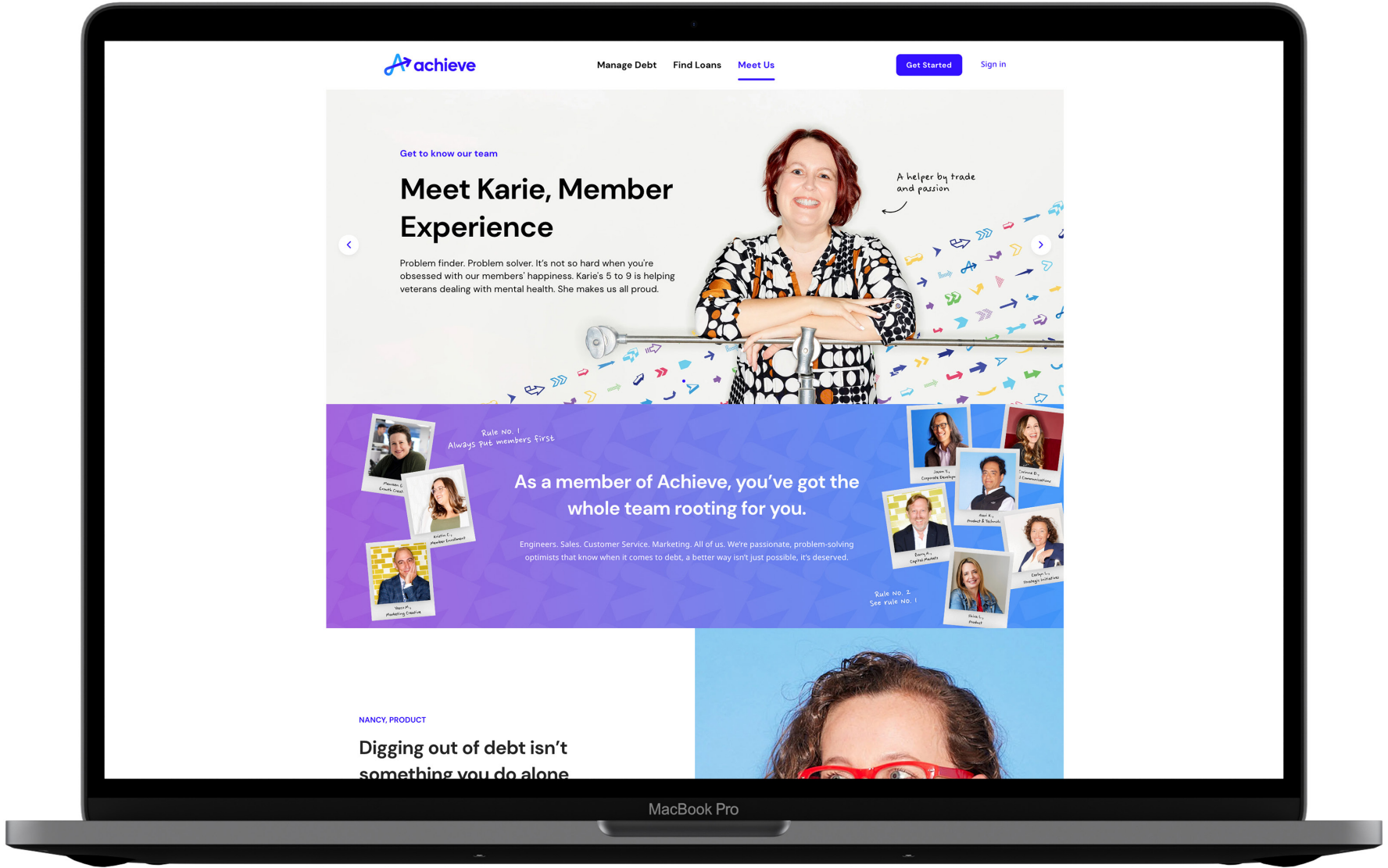
LOREM IPSUM

Value key points title goes here



Set up your Achieve Member Dashboard

ABRIDGED 2023 ONLY  
Self-service your loan anytime  
• See loan details



Manage Debt Find Loans Meet Us

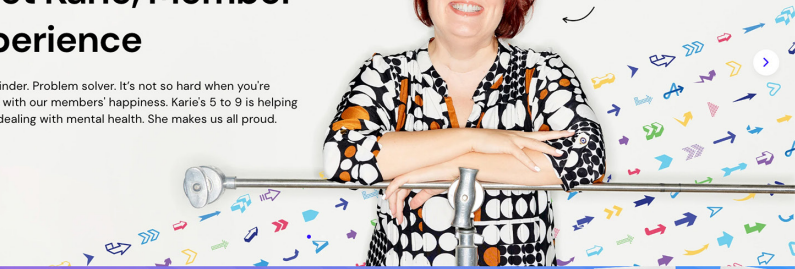
Get Started Sign In

Get to know our team

## Meet Karie, Member Experience

Problem finder. Problem solver. It's not so hard when you're obsessed with our members' happiness. Karie's 5 to 9 is helping veterans dealing with mental health. She makes us all proud.

A helper by trade and passion



Rule No. 1  
Always put members first

### As a member of Achieve, you've got the whole team rooting for you.

Engineers. Sales. Customer Service. Marketing. All of us. We're passionate, problem-solving optimists that know when it comes to debt, a better way isn't just possible, it's deserved.



Rule No. 2  
See rule NO. 1



NANCY, PRODUCT

Digging out of debt isn't something you do alone



MacBook Pro