



---

BRAND STANDARDS GUIDE

# OVERVIEW

- OUR STORY
- MISSION & VALUES
- TONE OF VOICE
- DO'S AND DONT'S
- LOGO USAGE
- COLOURS & GRADIENTS
- VISUAL ELEMENTS
- CONTACT



# OUR STORY



## Lending Reimagined

Named by CB Insights to the 2018 Fintech 250, a list of the world's top fintech startups, Progressa is Canada's fastest growing financial technology lender focused on changing the way pay cheque to pay cheque Canadians access and build credit. Since 2013, our mission has been to build a socially responsible consumer finance company that encourages borrowing for the right reasons that Canadians can be proud of. Our enterprise solutions suite, driven by the 5th Generation Progressa Score™, is built for collection agencies, enterprise, and point of sale finance.

We empower collection agencies and enterprise to offer proactive solutions and drive healthy recoveries while protecting brand reputation with industry leading NPS and servicing. For point of sale finance we allow platform partners and other originators to expand their merchant offerings to service non-prime consumers and achieve industry leading approval rates.

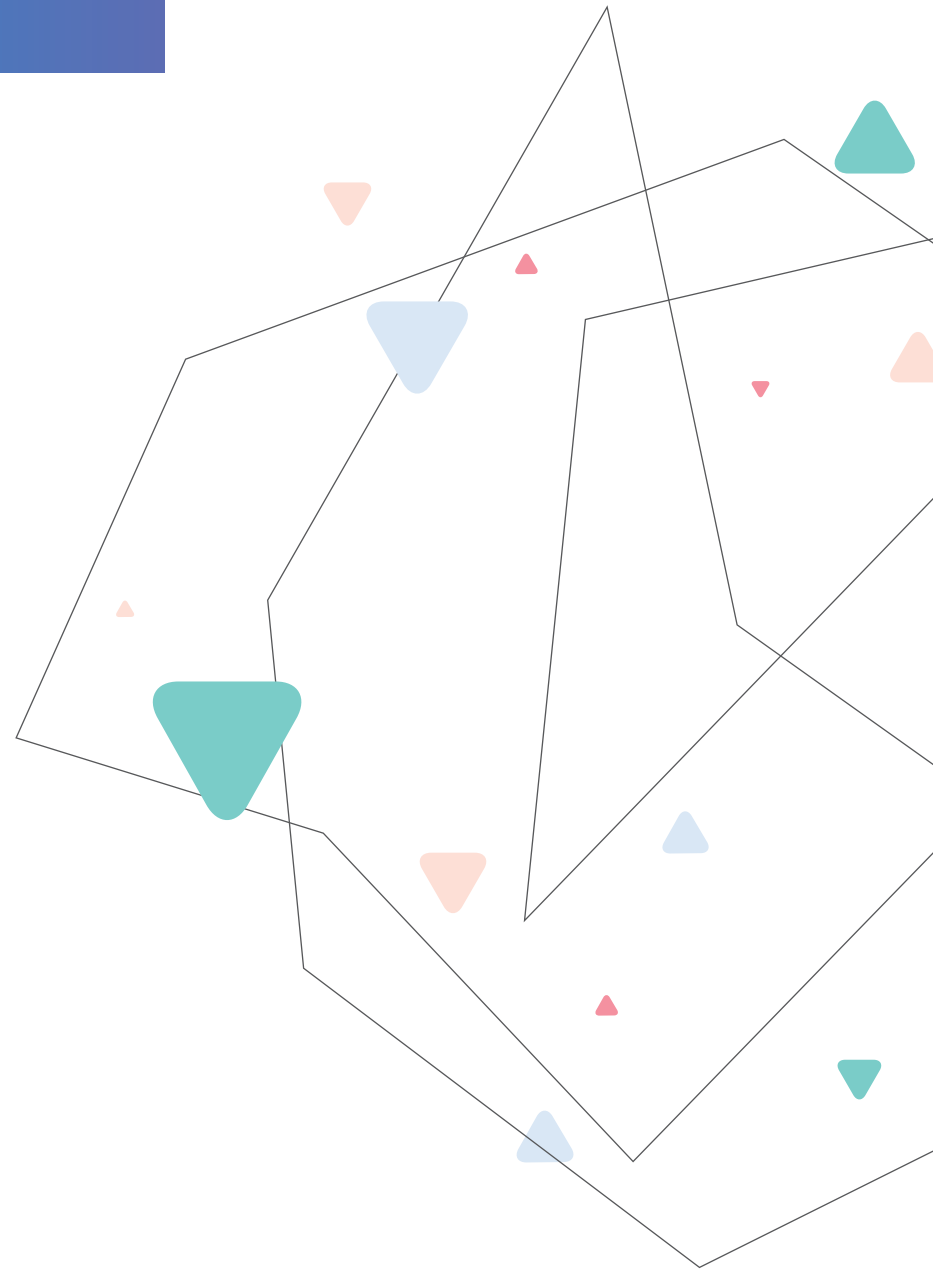
# MISSION & VISION

## Mission

Building a socially responsible consumer finance company that encourages borrowing for the right reasons and Canadians can be proud of.

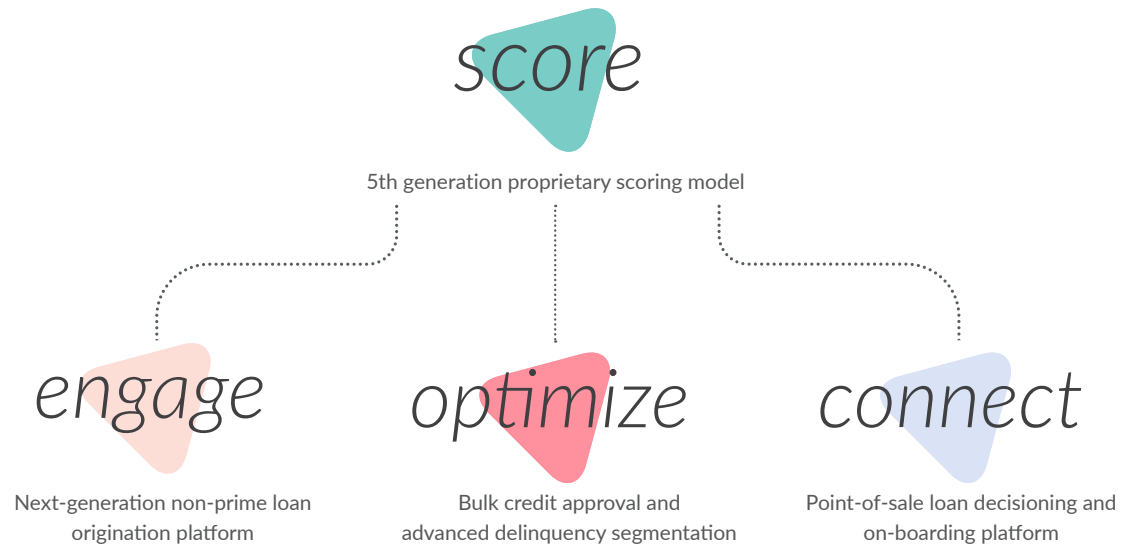
## Vision

To empower businesses to offer more products and services to better serve Canadian consumers currently restricted by poor or no traditional credit scores.



# OUR PRODUCTS

Boost customer value by unlocking true credit worthiness with next generation credit and scoring solutions for Canadians with traditionally non-prime credit scores. The Progressa solutions suite is built for enterprise, collection agencies, point-of-sale platforms and originators.



# TONE OF VOICE

## What Is The Progressa Voice?

When we talk about the Progressa 'tone of voice', we're talking about the way we represent our company, our employees, our beliefs and our mission as a cohesive persona when we interact with our audience.

So who are we? We are professional, but we've got no desire to intimidate, alienate or otherwise distance our audience, so we maintain a level of informality. We limit jargon, and we work to maintain an open, honest and supportive conversation. After all, we want to help our customers--be they borrowers or investors--to reach their goals. While we obviously need to tailor how we speak to each audience, it's important to remember that we're coming from the same place and have a similar end goal.

Our tone of voice is an expression of our values, and is our primary tool to build trust with our customers. As a brand persona, we are: clear, professional, direct, capable, relaxed, honest, dependable, adaptable, modern, steady and amiable.

These aspects of our brand personality should always support the three main traits we'll want to focus on as we communicate with our audience, to ensure that our customers have a positive, consistent interaction with our content.

## We Are Trustworthy

We know the loan industry can be predatory. People can trust us to be the alternative.

So we say this: To us, being a socially responsible lender means saying no as often as we say yes.

Or this: We have a strong, established track record for our investors, having paid out tens of thousands of dollars in interest payments to primary lenders since July of 2013.

Not this: Get the cash you need, now!\*

## We Are Supportive

We are dedicated to demystifying the loan process and establishing a level of comfort in our customers.

So we say this: At Progressa, we want to build a loan that will help get you ahead--not leave you further behind. To ensure that, we take the time to get to know you and your financial situation.

Or this: Credit Loans Canada gives Canadians a second chance at credit. We provide loans to low debt load, high job stability Canadians who may have suffered some personal tragedy.

Not this: When the banks say no, we're here to make sure you can get the access to the funds you need.

# DO'S & DON'T'S

## We are progressive

We are a new sort of loan company with a directive to build improved financial literacy.

**So we say this:** We are an alternative lender built with the sole purpose of helping Canadians improve their financial health.

**Not this:** We are built to provide loans when other lenders will not, provided you meet [X requirement].

DO maintain the first person perspective.

DO keep sentences short and uncomplicated. Limit run-ons and the excessive use of commas. Be concise!

DO be specific.

DO check content for conversational flow.

DO keep the supporting traits in mind.

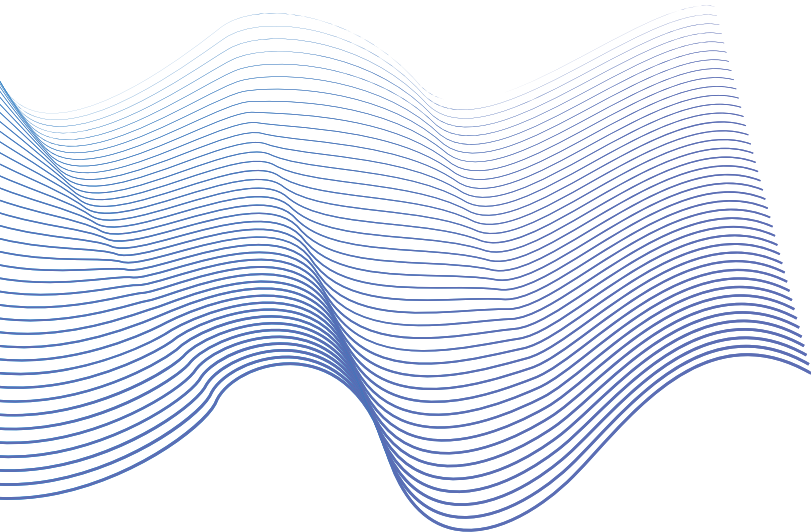
DO remember that you are speaking as the brand. You have the opportunity to build trust, but also to break it.

DON'T oversimplify.

DON'T get tempted by jargon.

DON'T assume a prior level of knowledge or familiarity with the product, industry or company.

DON'T diverge greatly between borrower and investor sections. It all needs to come from the same voice, even when the content dictates different language.



# LOGO USAGE

## Final Logo

The final logo was not designed by Mairin Deery Group, but the logo has been carefully considered and colours have been tweaked to reflect clean modern branding, and the styleguide will reflect this.

## Spacing

There is a particular amount of spacing we require to have around the Progressa logo. Please use the equivalent of 2 Progressa paper planes to each side of the logo.

## Final Colour Variations

There are few colour variations for the Progressa logo, as we like to keep our brand colour strong. Please use any of the varieties below, and no others, unless absolutely necessary. Please keep an adequate amount of space around the logo, minimum 1/4" or 80px. On it's own, the logo may be displayed in or outside of a circular emblem, in all logo colours.





# COLOURS & GRADIENT

## Colour Usage

Colours are used to maintain brand visuals when not displaying brand graphics. These colours can be used in photographs, charts, diagrams and infographics to maintain brand consistency.

## Gradient Usage

A brand gradient is used across our website and marketing materials. It consists of our main colours listed to the right. If you wish to use this as an effect over a photo for print or marketing graphics, you must use the 'overlay' effect in photoshop with the photo and then reduce the photo opacity to 30%. For web use, you can contact us for the SVG gradient file and then reduce the opacity to 30%.



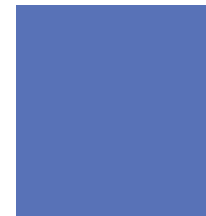
## Main Colours



PANTONE  
115-15 U

FOR WEB USE  
R: 42 G: 172 B: 226  
HEX: #2aace2

FOR PRINTING USE  
C: 69 M: 14 Y: 00 K: 00



PANTONE  
103-05 U

FOR WEB USE  
R: 88 G: 114 B: 183  
HEX: #5872b7

FOR PRINTING USE  
C: 71 M: 56 Y: 00 K: 00

## Secondary Colours



PANTONE 281 U

FOR WEB USE  
R: 47 G: 72 B: 126  
HEX: #2f487e

FOR PRINTING USE  
C: 90 M: 80 Y: 24 K: 09



PANTONE 447 U

FOR WEB USE  
R: 95 G: 98 B: 95  
HEX: #5f625f

FOR PRINTING USE  
C: 61 M: 51 Y: 55 K: 24

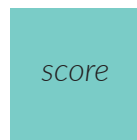


PANTONE 427 U

FOR WEB USE  
R: 196 G: 199 B: 201  
HEX: #c4c7c9

FOR PRINTING USE  
C: 23 M: 17 Y: 16 K: 00

## Product Suite Colours



PANTONE 130-4 U

FOR WEB USE  
R: 122 G: 204 B: 199  
HEX: #7accb7

FOR PRINTING USE  
C: 50 M: 00 Y: 26 K: 00



PANTONE 53-9 U

FOR WEB USE  
R: 253 G: 222 B: 214  
HEX: #fcded6

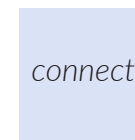
FOR PRINTING USE  
C: 00 M: 14 Y: 11 K: 00



PANTONE 71-4 U

FOR WEB USE  
R: 245 G: 144 B: 158  
HEX: #ff919e

FOR PRINTING USE  
C: 00 M: 54 Y: 21 K: 00



PANTONE 104-9 U

FOR WEB USE  
R: 217 G: 227 B: 244  
HEX: #d9e3f5

FOR PRINTING USE  
C: 13 M: 06 Y: 00 K: 00

# VISUAL ELEMENTS

## Font Usage

One main font is used for the Progressa Brand, to maintain consistency on and offline, are noted below. Please also note that sizes are used by your discretion, designer should use their judgement as to sizing for these fonts.

## HEADINGS

Lato Bold

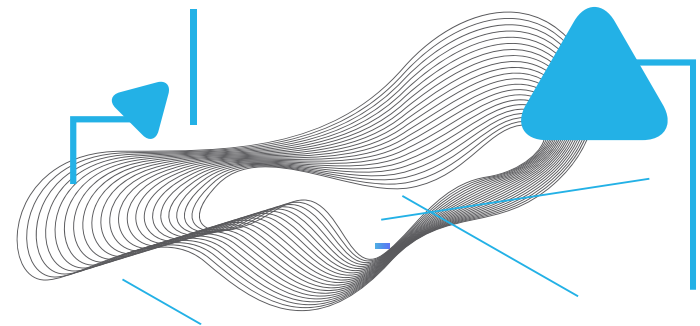
Body Copy

Lato Regular

## Geometric Shape Usage

The Progressa brand will use various geometric shapes across the brand. These shapes and illustrations represent the connected journey we have with our customers.

These shapes can be used when appropriate and must combine well with the colour and gradient pallets listed on the previous page.



## Photography Usage

The Progressa photo resources can be divided into four categories: Finance, people, happiness, and freedom. Please avoid using overly posed stock photography and blurred/pixelated photography





---

#### Contact Information

Philipp Postrehovsky - SVP, Marketing

604-657-2775

[philipp.postrehovsky@progressa.com](mailto:philipp.postrehovsky@progressa.com)