

Alternative BOLT Logo



Text Extending Out of Box: Text should always be all caps and bold.
New credit card look and advertising heading example.



Text Blocking: Can be text between blocks or an image. Blocks are to go from one edge to either beyond center or extend to document opposite edge.

New Location

OCTOBER 18

Same Better Banking



Heading or Call Out Text in Box: Can be all one color, knocked out, or one word an accent color and all caps for emphasis. Added kerning for additional emphasis. Added kerning can be used for entity with short headings as seen above.

Low **AUTO LOAN** Rates at GFA

Text in Brackets: Used for heading, subheadings, and important info (used as an alternative to putting text in a box.). Can put text at top or bottom between brackets as heading or ending text as seen in third example.

[Auto Loans]

- Get prequalified before you buy
- FREE Auto Buying Service
- Refinancing available

Let Auto Advisors Help

- They'll work with you to find the vehicle you want
- Negotiate a price that works for you
- Assist with the loan paperwork
- All without leaving your house!

Fonts: Current fonts used are clean and modern sans serif. Examples: Montserrat, Mr. Eaves, San OT, Proxima Nova. Our official brand font is Helvetica, but we have been trying to freshen our look up a bit with these. We have also used Ariel as an alternative.