

## Guidelines for Co-Branded Materials

The consistent application of our basic brand identity elements—including logos, taglines, typefaces and color palettes—is essential for building a strong presentation of our brand for the future.

During the transition period it will be necessary for some materials to be branded with both the Springleaf and OneMain Financial® brands (co-branding). At the time of this publication, materials that are candidates for co-branding are limited to internal materials that will be seen by both Springleaf and OneMain Financial employees. Customer- or investor-facing materials should be clearly branded with either the Springleaf OR OneMain Financial brand, as appropriate. Additional branding updates will be provided as we move forward.

<b>Table of contents:</b>	Dual logo usage _____	2	Image/content balance _____	5
	Logo size and placement _____	3	Typeface selection _____	6
	Color guidelines _____	4	Tone of voice _____	7
	Image selection _____	5	Punctuation style _____	7

# Springleaf | OneMain: Interim Branding Guide

## Logo Usage: Dual Logos

The dual logo lockup has been created to illustrate that the Springleaf and OneMain brands are joining together. Please do not create additional versions of the dual logo.

Size and placement are critical. Following the guidelines illustrated will allow consistency throughout materials using the dual logo.

All logo usage must be approved by the Marketing Dept. prior to distribution. Please reference Springleaf Business Policy 7554 for complete details.

## Dual Logo Lockup:



**!** Do not combine other versions of the Springleaf or OneMain logos or create additional joining elements



Requests for logo files may be made on the Infonet under "Marketing Requests" in the Quick Links section.

Need a Workgroups login to start a request? Email the Marketing Design Manager: [laura.brown@springleaf.com](mailto:laura.brown@springleaf.com)

A note about the Springleaf 90+ icon: As the Springleaf and OneMain brands merge, please limit use of the 90+ icon to Springleaf-only branded materials. Do not use the icon in co-branded pieces.



## Logo Size and Placement

Careful placement of the logo is needed to ensure that the logo clearly communicates the brand. Clear space around the lockup aids in a strong brand presence.

Minimum clear space surrounding lockup should be equal to the house icon in the OneMain logo. A larger clearance is preferred when possible.

Logo size is also critical. Reduced logo size can impact the viewer's ability to read the tagline and descriptors, as well as cause the logo to print at a poor quality.

## Clear Space

Minimum clear space surrounding lockup should be equal to the house icon in the OneMain logo. Larger clearance is preferred.



## Minimum Size

To maintain image quality, do not reduce the size of the combined lockup smaller than a width of 2.5 inches in printed materials or less than 250 pixels in digital materials.



 Do not place the logo on distracting backgrounds.



 Do not add effects or alter the logo.



# Springleaf | OneMain: Interim Branding Guide

## Logo Color Scheme

The logo color combinations below have been developed for use during the transitional period and cover a wide range of production methods.

Digital color specification have been developed to present the best representation of our printed brand colors.

Each screen will vary in the way it displays each color – please use the colors specified without adjustment.

FULL COLOR



BLACK



The full color lockup is available for CMYK (print) and for RGB (digital) use. Be sure to use the correct files, as the color definitions cannot be arrived at by converting the files in software applications.

## Color Definitions



CMYK: 0/0/0/80  
PMS: Cool Gray 11C/U  
RGB: 90/90/90  
HEX: #666666



CMYK: 91/0/100/0  
PMS: 345U/355C  
RGB: 5/171/78  
HEX: #00ab4e



CMYK: 100/67/0/23  
PMS: 288C  
RGB: 0/67/112  
HEX: #004370



CMYK: 100/40/0/10  
PMS: 7691C  
RGB: 0/115/180  
HEX: #0073B4



CMYK: 80/25/0/5  
PMS: 7689C  
RGB: 0/144/204  
HEX: #0090CC



CMYK: 50/0/0/5  
PMS: 297C  
RGB: 105/197/234  
HEX: #69C5EA



CMYK: 0/100/70/20  
PMS: 187C  
RGB: 196/17/57  
HEX: #C41139

During the transitional period, the primary color for co-branded materials should be PMS Cool Gray 11 or equivalent, which provides a neutral palette for both brands. Visual interest should be added to pieces using image elements, rather than colored type.

As we move closer to the licensing and systems change over, the color scheme will transition to the OneMain blue suite.

\* Due to the complexity of color in the dual logo lockup, four color process printing is recommended. Use of Pantone spot colors will likely be cost prohibitive.

## Image Selections

Images used in co-branded materials should be supportive of our brand: they should be warm-toned, friendly, but not “cheesy.” Appropriate image choices will portray realistic situations,

but not feel forced. Preference should be given to images where the subject’s face isn’t obscured; the majority of the primary subject’s face should be visible. Images where the subject is posed in a portrait-like

position (ex. staring at the camera) should be avoided. Use the examples below as a reference when making selections for transitional materials.

EXAMPLE: APPROPRIATE IMAGE SELECTIONS



EXAMPLE: INAPPROPRIATE IMAGE SELECTIONS



## Image/Content Balance

Allowing adequate white space on the page lets the content shine while creating a clean, modern and professional look.

A majority (60%+) of the page should be used for non-copy white space.

Olti, tem praris seri sid popterum libuscit.



Plum fer hallentras, quit, sidi ci perorum in hertorum aborem laboretivi pudium tam priberrus cons confit emnica se dero vid mentitro pra multal entrem ad senali tam noerms, qua idemus, vil, ce ca vesse movemissuam et il.

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- Sero nonrassem.

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Adlia non pedit et et harchil.

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All rights reserved. Springleaf and OneMain are trademarks of Springleaf Financial Group, Inc. and OneMain Financial, respectively.

## Typography

Consistent typographic choices help unify our brand. The self-contained Helvetica Neue family has been selected as the primary font for all materials for its refined characters and legibility.

Helvetica Neue offers a range of variants that will allow you to emphasize type as needed within a single font family. The 45 Light variant is preferred for body copy.

The number of font variants should be minimized within a single document. Use of Condensed and especially Extended variants should be done with caution.

### Preferred Primary Typeface

Helvetica Neue (45 Light preferred for body copy)

Available variants:

27 Ultra Light Conde...	Sample	97 Black Condensed	Sample	75 Bold	Sample	53 Extended Oblique	Sample
27 Ultra Light Cond...	Sample	97 Black Condensed...	Sample	75 Bold Outline	Sample	63 Medium Extended	Sample
37 Thin Condensed	Sample	107 Extra Black Con...	Sample	76 Bold Italic	Sample	63 Medium Extende...	Sample
37 Thin Condensed...	Sample	107 Extra Black Con...	Sample	85 Heavy	Sample	73 Bold Extended	Sample
47 Light Condensed	Sample	25 Ultra Light	Sample	86 Heavy Italic	Sample	73 Bold Extended O...	Sample
47 Light Condensed...	Sample	26 Ultra Light Italic	Sample	95 Black	Sample	83 Heavy Extended	Sample
57 Condensed	Sample	35 Thin	Sample	96 Black Italic	Sample	83 Heavy Extended...	Sample
57 Condensed Obliq...	Sample	36 Thin Italic	Sample	23 Ultra Light Exten...	Sample	93 Black Extended	Sample
67 Medium Condens...	Sample	45 Light	Sample	23 Ultra Light Exten...	Sample	93 Black Extended O...	Sample
67 Medium Condens...	Sample	46 Light Italic	Sample	33 Thin Extended	Sample		
77 Bold Condensed	Sample	55 Roman	Sample	33 Thin Extended O...	Sample		
77 Bold Condensed...	Sample	56 Italic	Sample	43 Light Extended	Sample		
87 Heavy Condensed	Sample	65 Medium	Sample	43 Light Extended O...	Sample		
87 Heavy Condense...	Sample	66 Medium Italic	Sample	53 Extended	Sample		

### Suggested Alternate Typeface

Arial

Available variants:

Regular	Sample
Italic	Sample
Bold	Sample
Bold Italic	Sample

FOR USE WHEN HELVETICA  
NEUE IS NOT AVAILABLE

Use of typefaces outside of Helvetica Neue should be limited. Occasional integration of accent fonts may be done with extreme care. Selected accent fonts should present a professional yet approachable use-appropriate look. Avoid fonts that mimic Helvetica Neue, appear dated or overly casual.

## Tone of Voice

The tone of voice in copy should be confident and that of a trusted advisor. Language should be familiar, friendly everyday language.

Efforts should be made to use only the copy needed to accurately convey the information at hand; reduced copy length will allow for increased whitespace with the piece increasing clarity.

White space should be a majority of the page; less than 40% of the page should be used for copy.

## Punctuation Style

Using standardized formatting for certain items and punctuation throughout all of our materials presents a consistent image.

Examples of several common element treatments have been provided below.

### Phone numbers (Print)

Phone numbers in documents should be formatted in the XXX-XXX-XXXX type treatment that is seen on Springleaf business cards and letterhead.

EXAMPLE:

**Call your local branch at 314-424-4473 or toll-free at 800-497-6501.**

### Phone numbers (Digital)

Phone numbers in digital publications should be formatted as XXX-XXX-XXXX in order to take advantage of touch screen device touch-to-call capabilities.

EXAMPLE:

**Call your local branch at 314-424-4473 or toll-free at 800-497-6501.**

### Web site addresses

Web site addresses should be formatted as sitename.domain; capitalization should be in the format to best clarify the site to the user.

EXAMPLE:

**Visit us at [springleaf.com](http://springleaf.com) to apply now.**

### Times

Times should be formatted in the Modern American style using capital AM or PM descriptors, Noon/Midnight for 12:00 times.

EXAMPLE:

**Registration will be open from Noon–3:00 PM.**

### Special symbols: <sup>TM</sup> ® ©

Special symbols should be used in superscript. Exception: superscript may be omitted in digital applications where its use will cause line height discrepancies.

EXAMPLE:

**Enter to win a Coleman<sup>®</sup> Grill!**

### Numbers

Numbers, including dollar amounts, over three digits in length should be formatted with a comma.

EXAMPLE:

**The race event had over 1,500 participants and a net profit of \$22,000.**

