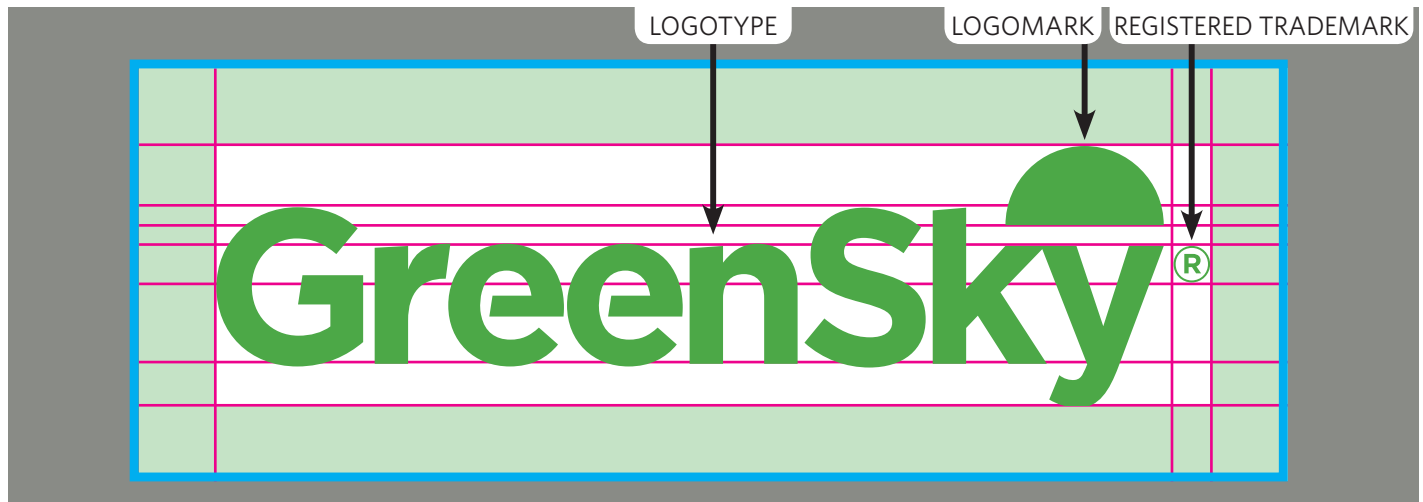


GreenSky®

This quick guide was developed to provide guidelines and standards for use of GreenSky Branding assets. It's meant to ensure consistency across all communication channels, so GreenSky is always represented with the quality our customers expect.

LOGO SPECIFICATIONS



Area inside the **Blue** border is Clear Space and must be kept free of other elements. **Magenta** lines indicate type of element alignment and boundaries.

The **Green** area denotes the gutter. Left and right gutter widths must be equal to the height of the logomark. Top and bottom gutter heights must be equal to the height of the logomark. All gutters are measured from the element closest to the Clear Space boundary.

LOGO MISUSE



**DON'T CHANGE
ELEMENT POSITION**



**DON'T STRETCH
OR DISTORT**



**DON'T CHANGE
ELEMENT SIZE**



**DON'T CHANGE
FONTS/COLORS**

COLOR SPECIFICATIONS

PRIMARY COLOR PALETTE Pantone, CMYK, RGB and HTML Hex



Pantone 362 C

C: 73%, M: 10%, Y: 100%, K: 0%

R: 74, G: 170, B: 66

Hex: #4AAA42

LOGO COLOR PALETTE

The GreenSky logo must always use the approved primary green with no transparency or gradient.



Pantone 362 C
CMYK: 73%, 10%, 100%, 0%
RGB: 74, 170, 66
Hex: #4AAA42

The GreenSky color palette typically uses the clean and crisp appearance of a pure white background with primary green, secondary green, accent colors, and neutral colors used for our logo and other design elements.

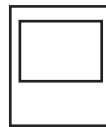
MASTERBRAND COLORS



Pantone 376 C
CMYK: 55%, 5%, 100%, 0%
RGB: 130, 189, 65
Hex: #82BC00



Pantone 364 C
CMYK: 73%, 35%, 100%, 20%
RGB: 74, 118, 40
Hex: #4A7628

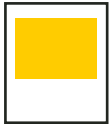


White
CMYK: 0%, 0%, 0%, 0%
RGB: 255, 255, 255
Hex: #FFFFFF



Pantone Black 3 C
CMYK: 72%, 60%, 72%, 72%
RGB: 34, 39, 32
Hex: #222720

ACCENT COLORS



Pantone 116 C
CMYK: 0%, 19%, 100%, 0%
RGB: 255, 206, 0
Hex: #FFCE00



Pantone 138 C
CMYK: 9%, 60%, 100%, 1%
RGB: 226, 124, 0
Hex: #E27C00



Pantone 229 C
CMYK: 47%, 95%, 47%, 37%
RGB: 105, 32, 69
Hex: #692045



Pantone 519 C
CMYK: 68%, 90%, 35%, 25%
RGB: 92, 49, 94
Hex: #5C315E



Pantone 659 C
CMYK: 50%, 28%, 0%, 0%
RGB: 124, 163, 220
Hex: #7CA3DC



Pantone 7684 C
CMYK: 87%, 68%, 10%, 1%
RGB: 55, 93, 157
Hex: #375D9D



Pantone 5255 C
CMYK: 87%, 87%, 48%, 60%
RGB: 31, 25, 51
Hex: #1F1933

NEUTRAL COLORS



Pantone 439 C
CMYK: 60%, 65%, 63%, 55%
RGB: 69, 54, 53
Hex: #453635



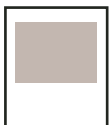
Pantone Warm Gray 11 C
CMYK: 52%, 53%, 60%, 25%
RGB: 112, 98, 89
Hex: #706259



Pantone Warm Gray 9 C
CMYK: 47%, 47%, 50%, 12%
RGB: 134, 120, 111
Hex: #86786F



Pantone Warm Gray 6 C
CMYK: 37%, 35%, 40%, 1%
RGB: 167, 156, 148
Hex: #A79C94



Pantone Warm Gray 3 C
CMYK: 25%, 25%, 28%, 0%
RGB: 193, 184, 175
Hex: #C1B8AF



Pantone Warm Gray 1 C
CMYK: 14%, 14%, 17%, 0%
RGB: 216, 209, 202
Hex: #D8D1CA

FONTS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!\$&@") 0123456789

LAYOUT

Page size: 8.5"x11", 11"x17", 6"x4", 11"x17",
Trifold. (Not limited to)

Margins: 0.25"

Bleed: 0.125"

PARAGRAPH

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

Leading: 14pt

Whitney

The Whitney typeface consists of six chosen weights. Usage guidelines are detailed below.

Whitney Light

Body text / ingress / medium headings

Whitney Book

Body text / ingress

Whitney Medium

Large / medium / small heading / replacement to bold

Whitney Semibold

Large / medium / small heading / replacement to bold

Whitney Bold

Splash text / headings

Whitney Black

Splash text / headings

ALTERNATIVE FONTS

These fonts are for Microsoft Office users (Powerpoint and Word).

Trebuchet MS

The Trebuchet MS typeface consists of four chosen weights. Usage guidelines are detailed below.

Trebuchet Regular

Body text / ingress / medium headings

Trebuchet Italic

Body text / ingress

Trebuchet Bold

Large / medium / small heading / replacement to bold

Trebuchet Bold Italic

Large / medium / small heading / replacement to bold

FONTS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!\$&@”) 0123456789

LAYOUT

Page size: 8.5”x11”, 11”x17”, 6”x4”, 11”x17”,
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Margins: 0.25”

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PARAGRAPH

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

Leading: 14pt

BRANDED DOME BULLETS

- Using Archer to illustrate key benefits
- And GreenSky program highlights

Archer

The Archer typeface consists of five chosen weights. Usage guidelines are detailed below.

Archer Light

Body text / ingress / medium headings

Archer Book

Body text / ingress

Archer Medium

Large / medium / small heading / replacement to bold

Archer Semibold

Large / medium / small heading / replacement to bold

Archer Bold

Splash text / headings

ALTERNATIVE FONTS

These fonts are for Microsoft Office users (Powerpoint and Word).

Rockwell

These Rockwell typeface consists of four chosen weights. Usage guidelines are detailed below.

Rockwell Regular

Body text / ingress / medium headings

Rockwell Italic

Body text / ingress

Rockwell Bold

Large / medium / small heading / replacement to bold

Rockwell Bold Italic

Large / medium / small heading / replacement to bold






Apply today at greensky.com or call **866.936.0602**

Home Improvement Financing to Fit Your Needs

The GreenSky® program's focus is simple. We want to help you create the home of your dreams. From deferred interest promotions to affordable budget-minded options, our loans are an easy and convenient way to pay for any home improvement project.*

- Credit Limits Up to \$55,000¹
- Fast Approvals
- No Prepayment Penalties

- Friendly Customer Service
- Multiple Ways to Make a Payment
- Affordable Payment Options

Quick Paperless Application Process

Apply Online
greenskycredit.com/consumer

Apply by Phone
866.936.0602

When applying, you'll need your GreenSky Contractor Number:

12345678

LICENSES: NMLS #1416362; CT SLC-1416362; NJ MT #501607 C22

12 Months Deferred Interest, No Payments

Plan Number **3128**

*Financing for GreenSky® consumer credit programs is provided by federally insured, federal and state chartered financial institutions without regard to race, color, religion, national origin, sex, or familial status.
†Fixed APR during the life of the loan. Subject to qualifying credit approval.
*Subject to credit approval. Interest accrues during the promotional period but all interest is waived if the purchase amount is paid in full within 12 months.

Monday – Saturday: 6am – 1am (ET)
Sunday: 8am – 12am (ET)








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12345678

LICENSES: NMLS #1416362; CT SLC-1416362; NJ MT #501607 C22

12 Months Deferred Interest and No Payments

Plan Number **3128**

Option 2⁴

9.99% APR for **84** Months

Plan Number **1187**

PROJECT COST	INTEREST PAYMENTS	AMORTIZED PAYMENTS
\$ 5,000	\$ 41.63	\$ 86.62
\$ 10,000	\$ 83.25	\$ 173.25
\$ 15,000	\$ 124.88	\$ 259.87
\$ 20,000	\$ 166.50	\$ 346.49

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†Fixed APR during the life of the loan. Subject to qualifying credit approval.
*Subject to qualifying credit approval. Interest accrues during the promotional period but all interest is waived if the purchase amount is paid in full within 12 months.
*Subject to credit approval. Fixed APR of 9.99% for 84 months. For each \$1,000 financed, 5 payments of \$8.33 followed by 79 amortized payments of \$17.32.

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greenskycredit.com/consumer

Apply by Phone
866.936.0602

When applying, you'll need your GreenSky Contractor Number:

12345678

LICENSES: NMLS #1416362; CT SLC-1416362; NJ MT #501607 C22

12 Months Deferred Interest and No Payments

Plan Number **3128**

Option 2⁴

12 Months Deferred Interest With Payments

Plan Number **4123**

Option 3⁵

9.99% APR for **84** Months

Plan Number **1187**

PROJECT COST	INTEREST PAYMENTS	AMORTIZED PAYMENTS
\$ 5,000	\$ 41.63	\$ 86.62
\$ 10,000	\$ 83.25	\$ 173.25
\$ 15,000	\$ 124.88	\$ 259.87
\$ 20,000	\$ 166.50	\$ 346.49

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Monday – Saturday: 6am – 1am (ET)
Sunday: 8am – 12am (ET)








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Contractors report up to 50% increase in sales with financing offers from the GreenSky® program¹

ABC Company has teamed up with the GreenSky® program, the leader in home improvement financing. Trusted by thousands of contractors in the U.S., the GreenSky® program provides consumer financing options to help you close more sales and grow your business.

Work can be performed anywhere
Customers can finance projects wherever they need work to be done.

- Primary Residence
- Rental Property
- Vacation Home
- Anywhere Else!

Apply Now to Get Started Today
greensky.com/sponsor/abccompany
844.123.4567 Use Sponsor Number: 123

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†Fixed APR during the life of the loan. Subject to qualifying credit approval. *See operating instructions for further details. LICENSES: NMLS #1416362; CT SLC-1416362; NJ MT #501607 C22

Close More Sales

- Deferred Interest plan¹
- Credit limits up to \$55,000¹
- High approval rates¹

Seamless Funding⁴

- Immediate funding upon authorization
- No paperwork, completion certificates or sales contracts required

Delight Your Customers

- Paperless application process³
- Decisions in seconds
- GPS-enabled mobile app helps your customer

Apply Now to Get Started Today
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