



IDENTITY GUIDE

Overview

Aeldra Financial, Inc. is a Silicon Valley based corporation providing access to banking services in partnership with regulated U.S. financial institutions.

The brand name “Aeldra” (pronounced “Eldra”) means Noble in old English. It was chosen to reflect the values of integrity, trust and customer advocacy that the Company adheres to.

Thus, it is to be made sure these values are represented when showcasing any Aeldra brand identity assets or collaterals and that these guidelines are followed.



Content

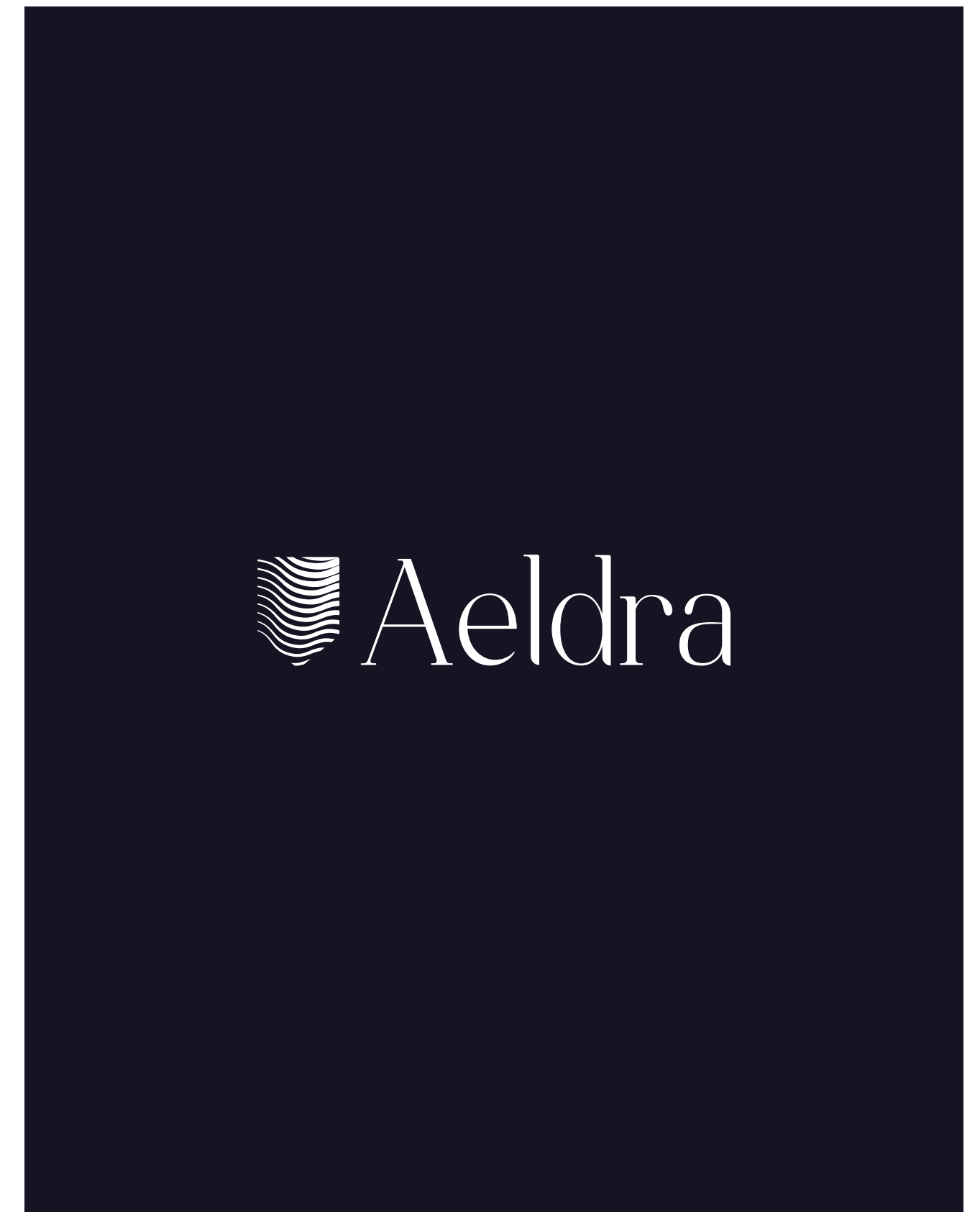
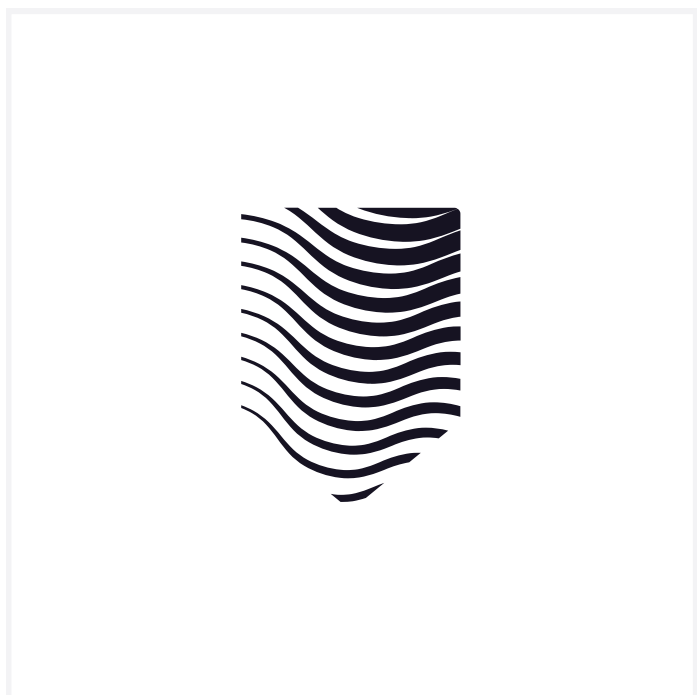
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Logo

Emblem and Wordmark

Logo

Aeldra, to distinguish itself from other neo banking brand, follows clean color schemes with a gold shade to connect with the idea of faith, nobility and loyalty.

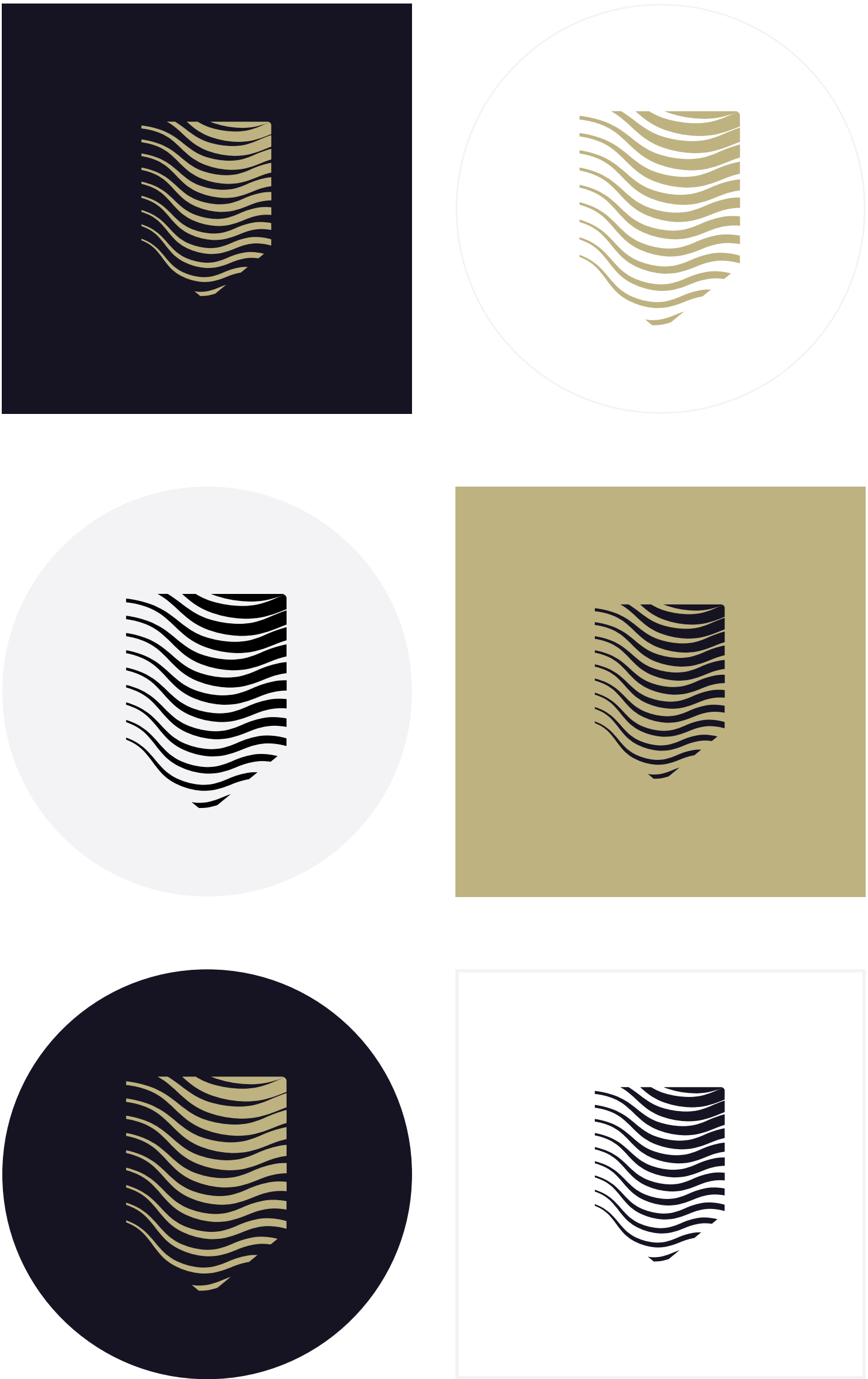


Emblem

Aeldra emblem represents a shield and can be used individually to represent the brand. It is to be made sure then when, only the emblem is used there must not be any other element(s) or word around it, that might create unwanted correlation.

As the emblem is not a perfect rectangle the white space creates visual imbalance, to solve this the emblem is to be shifted **downward by 6 pixels**, whenever used without the wordmark.

The diagram illustrates the vertical alignment adjustment of the emblem. It consists of two circles. The left circle shows the emblem centered vertically within the circle, with a height of 70 pixels indicated by a dashed line. The right circle shows the emblem shifted downward by 6 pixels, with a height of 76 pixels (+6) indicated by a dashed line, and a bottom margin of 64 pixels (-6) indicated by a dashed line.



Wordmark

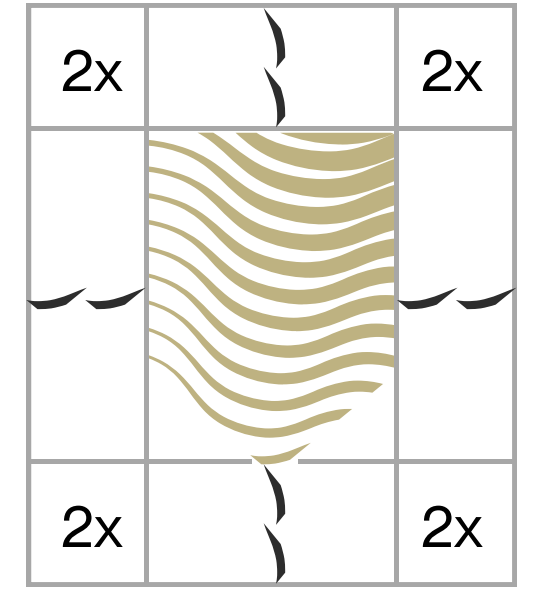
The wordmark is a custom-shaped font. Everything is balanced in a rectangular shape. Exception to this is the letter 'A'. To form a visual balance of the letter, the apex of the letter is decreased in height to match with ascender of 'l' and 'd'.



Isolation Area

The center of the emblem should be aligned with the center of the wordmark horizontally - this completes the 'Logo'. The spacing between the two should be 1x. The isolation area around the logo should be 2x.

While using only the emblem, the isolation area should be 2x all around.



Logo Balance

As the logo emblem is not a perfect rectangle and has white void in the bottom, in order to balance it the emblem extends more than the base of wordmark. This needs to be maintained.



Logo Variations

Primary logo is the combination of emblem and wordmark horizontally.

Secondary variation is using only the emblem.

It is to be noted that showing only the wordmark as the logo is **not** accepted.

Other colour variations that are acceptable can be referred from the pages 'Logo' and 'Emblem'.



Colors

Aledra brand colors

Primary Colors

#BEB281

R 190
G 178
B 129

#161322

R 22
G 19
B 34

#F3F3F5

R 243
G 243
B 245

Secondary Colors

#000000

#FFFFFF

Gradient

#BEB281

R 190
G 178
B 129

#E5D697

R 229
G 214
B 151

Logo Lockup

Partner brand lockup

Partner Logo Lockup

While arranging partner logo lockup the Aledra logo should be considered with the isolation space referred in 'Isolation area' page.

Things to remember for lockup:

- The height of the partner logo should match the height of the Aledra logo from the base of the word 'd' to its ascender.
- For logo lockup the entire logo consisting of the emblem and wordmark must be used.
- The 'Aledra logo' and the partner logo will be separated by a vertical line with 2x space on each side. (Refer Examples)
- The colour of this line can be the color that matches the overall aesthetic of the combinations, but the height should be the same as the logo height.
- For arranging the logo vertically the width that needs to be considered should be whichever logo proves to be the longest.
- The logos can be center aligned to fit the overall style, along with the spacing between them being 4x inclusive of isolation area.

Examples-

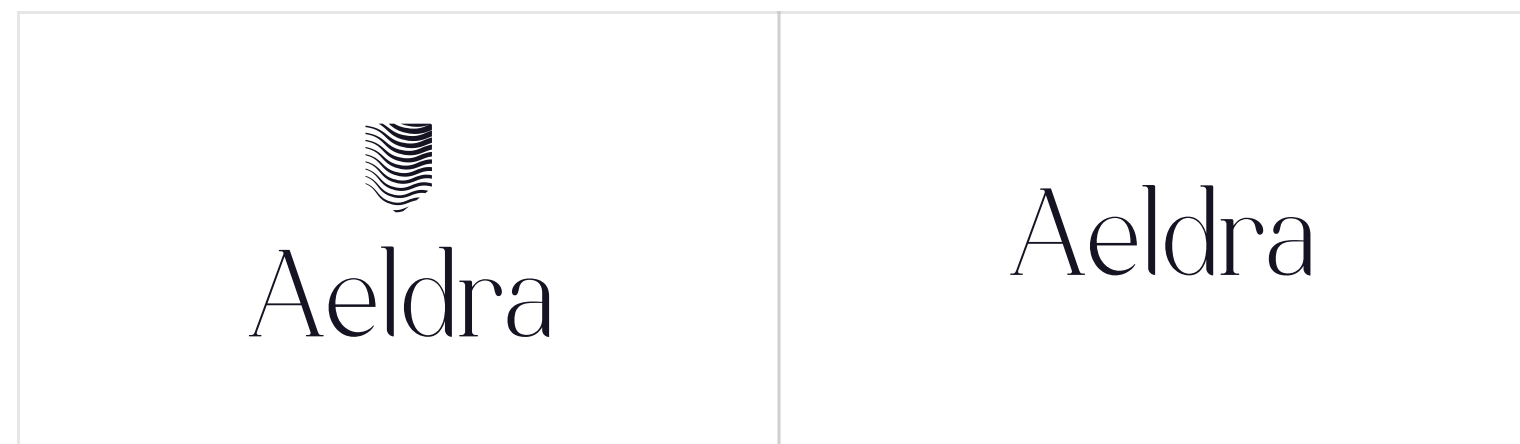


Things to Avoid

Logo is important to the brand and thus must be clearly shown abiding by these guidelines

Logo Clarity

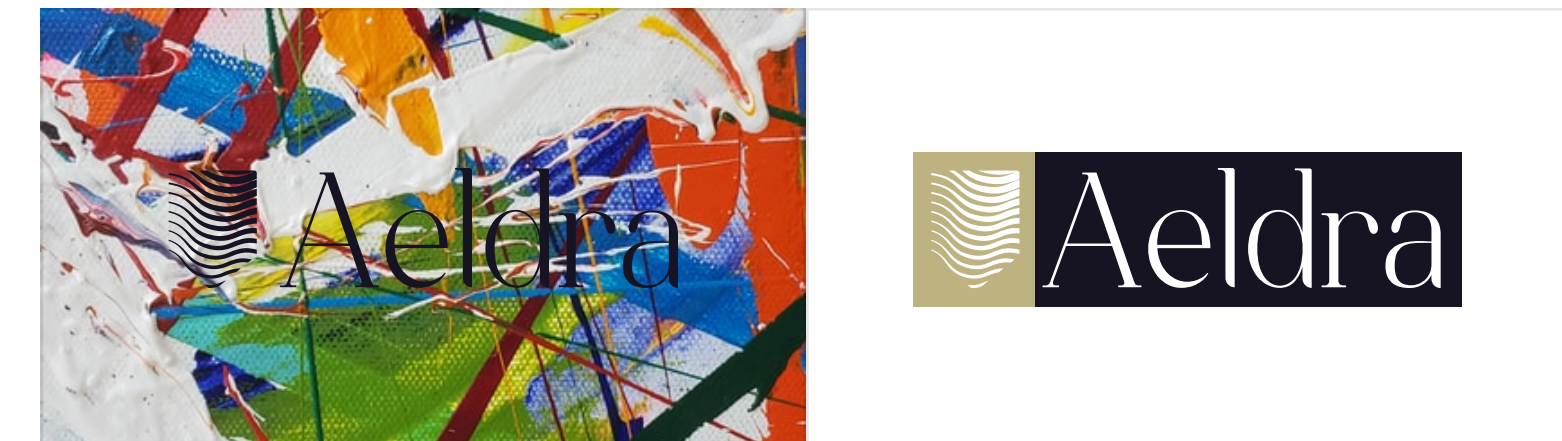
The logo is an important part that reflects the brand. It is to be taken with utmost importance to not distort or showcase the logo in such a way that doesn't reflect the brand's ideology and recognition. The following are some of the examples of how to **not** present the Aeldra logo on assets and collaterals:



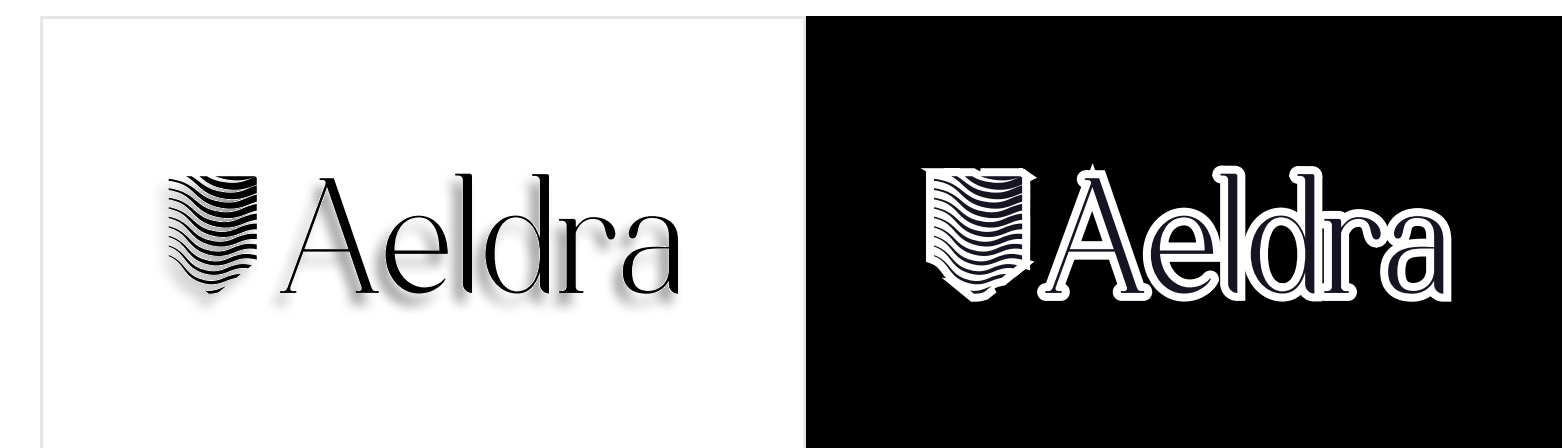
- Do not place the emblem above the wordmark or in any other manner not mentioned in this guide.
- Do not remove the emblem, using only the wordmark as logo is not allowed.



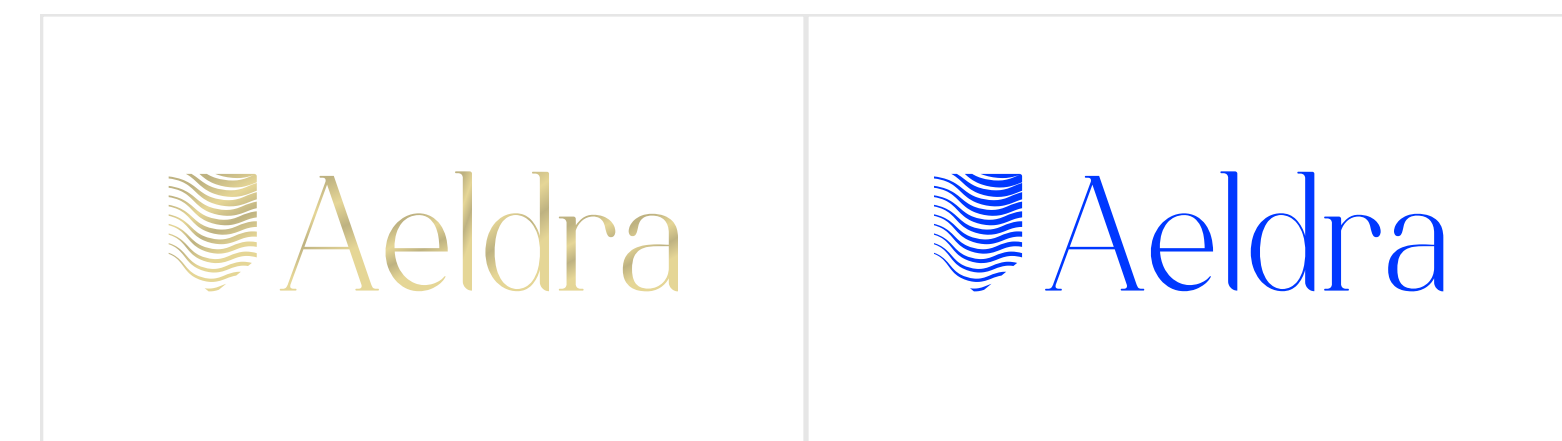
- Do not stretch or squeeze the logo in any manner.
- Distortion of any kind must be avoided.



- Do not place the logo on top of bright colorful backgrounds/images that could make the logo hard to see.
- Do not place multiple colors behind the logo separating the emblem and wordmark.



- Do not add shadow, stroke, blur or any other kind of effects.



- Although gradient is a part of the brand palette but it is not to be used on the logo.
- Apart from the brand colors no other colors are to be used on the logo.



THANK YOU!