



Brand Identity At A Glance

Asset Suite

Logo and font files are available at eagleleasing.com/brand

Logo Breakdown

Print Minimum Size



Digital Minimum Size



Color Breakdown

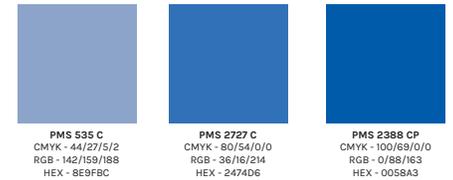
Primary



Neutral



Secondary



Color Proportions

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.



Typography

Information

Name and use	Karla family is used to clearly and objectively communicate information.
Weights	Regular or Bold for heads and subheads. Regular for body copy. Bold or Italic for emphasis.
Cases	Upper- and lowercase or ALL CAPS. Sentence case, NOT title case.
Colors	Preferred: Black When necessary: PMS Owl's Eye PMS 2727 C

Tone of Voice

How we talk is as important as what we talk about.

Genuine - We'll always give it to you straight. No frills. No sales pitch. No up-sells or over-promises. We aim to give our customers the most honest information possible to solve any problem they have, big or small.

Down-to-Earth - We speak your language. That means we relate to your business challenges and speak to them in a familiar, warm, and accessible way. No fancy words or fluffy metaphors.

Empathetic - We understand your problems because we've been there. We know the obstacles that your business faces. We're one of you. We treat all of our customers like they are a part of our family.

Helpful - Our number one priority is making sure we do whatever it takes to solve any problems that our customers have. We are patient, understanding, and will go to every length to ensure our customers are heard and taken care of. No problem is too large to overcome.