

# Brand Guidelines



Our brand is how we present our company to the world. To achieve strong and impactful branding, we maintain consistency in everything we create. This guide defines the rules and best practices for the Clicklease brand.

When everyone follows this style guide, we create a consistent, professional experience for our prospects, customers, and partners.



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In this guide, you'll find direction and insight on how Clicklease conveys our brand and how we communicate with the world.

It's essential to understand how our purpose, values, strategy, and creative standards unite. When we create a consistent message, we increase trust with our teams, partners, and customers.

For specific brand guidelines, please refer to the table of contents.



# 01

TL;DR  
Voice and Tone  
Grammar and Mechanics  
Web Elements

# Introduction



## TL;DR

The Clicklease Style Guide covers a wide range of topics, providing more information than you might need. Here are the essentials to keep in mind:

### Voice and Tone

Clicklease's voice is:

- Human
- Friendly
- Straightforward

Our tone adapts to different situations but generally is informal. We prioritize clarity over entertainment.

Our top priority is to educate our partners and customers about our products in a clear and simple way. We want to ensure they can easily understand and use our products, so they can focus on what matters most to them. We always keep in mind that we are speaking to real people and strive to make every interaction positive and helpful.



Clicklease is one word,  
spelled with a big C and a  
little L (except in legal docs)



## Grammar and Mechanics

- Grouping related ideas together and using descriptive headers and sub-headers.
- Focus on your message and create a hierarchy of information. Lead with the main point or the most important content.
- Use active voice and positive language.
- Use short words and sentences.
- Be consistent. Adhere to the copy patterns and style points outlined in this guide.
- Feel free to use contractions.
- Use the serial comma. Otherwise, use common sense.
- Don't use underline, and don't use any combination of italic, bold, caps, and underline.

## Web Elements

- Organize your page around one topic.
- Use clear, descriptive terms that relate to the topic in titles and headings.
- Buttons should always contain actions. The language should be clear and concise. Capitalize every word, including articles.
- Use title case for headings and sentence case for subheadings.
- Include the most relevant keywords in your headings and subheadings.
- Provide a link whenever you're referring to a website, relevant content, and trusted external resources.
- Don't say things like "Click here!" or "Click for more information" or "Read this." Instead, link relevant keywords.
- Use lists to present steps, groups, or sets of info. Set up your list with a brief introduction.

# 02

- Our Name
- Mission, Vision, and Values
- Our Why
- Our Mission Statement
- Our Vision
- What We Do
- Elevator Pitch

# Talking about Clicklease



**Our writing has the ability to inspire, evoke emotion,  
and cultivate a sense of pride within Clicklease.  
Strong communication will strengthen our  
connection with employees, partners, and customers.**

# Talking about Clicklease

## Our Name

Clicklease is one word, spelled with a big C and a little L.

ClickLease, LLC is our legal name, but should only be used in legal documents, like lease agreements.

In our logo, our name is stylized as clicklease, but it should only appear that way within the confines of the logo.





## Our Mission Statement

To fulfill the capital needs of underserved entrepreneurs and their Main Street businesses with simple, fast, and innovative equipment financing solutions.

## Our Why

Every business owner,  
idea, and dream matters.

## Our Vision

**Make small business dreams possible through the power of affordable leasing options.**

## Mission and vision

### What We Do

Empower every business owner to accelerate growth with payment plans that turn dreams into reality.

### Elevator Pitch

Clicklease empowers startups, weekend warriors, and small businesses by approving where others won't. We accelerate speed-to-market and boost deal closures with custom payment plans that make the process fast, easy, and affordable—regardless of credit or business tenure. Customers select the payment plan that best suits their business needs.

Traditional financing is complex, often taking days for approval and funding. At Clicklease, we provide instant, automated decisions and same-day funding. Our proprietary algorithm qualifies customers that old-school financing companies don't.



# Strategy framework



## Brand Role

# Empower the Entrepreneur

## Personality

### Heroic

Clicklease is the champion of businesses, ready to help pave the way for success.

### Supportive

Offering support to small businesses in their growth journey.

### Forward Thinking

Always looking ahead to anticipate evolving needs of businesses.

# Rose



## ROSE is a...

Ready-to-buy  
Overlooked  
Small business  
Entrepreneur

ROSE is a small business owner looking for a simple, predictable payment plan so she can meet her revenue goals. Often times, traditional financing options haven't worked or been offered to her.

Clicklease specializes in small businesses and entrepreneurs, which means we have options for customers that others may not. Clicklease offers a fast and simple application process with multiple payment plans.





# Edgar



## EDGAR is a...

Equipment  
Dealer  
Generating  
Additional  
Revenue

EDGAR is an equipment dealer trying to generate additional revenue by offering leasing to their customers. EDGAR's largest industries are trailers, industrial, construction, food service, and automotive.

Clicklease opens new revenue streams and enhances customer satisfaction to EDGAR by offering convenient leasing solutions tailored to diverse customer needs.



# 03

Logos  
Color Palette  
Typography  
Iconography  
Illustration  
Photography  
Co-branding / Partnerships  
Templates

# Graphic Standards



Good design puts people at the center of the process, designing to improve their lives and experiences. It's about understanding their needs, desires, and behaviors and creating solutions that are not only functional but also enjoyable to use. It unifies and inspires.



## Primary Logo

This word mark is the primary brand mark for use in all Clicklease communications. Remember that it represents the entire Clicklease community.

Use of Clicklease blue in the primary mark should be limited to the options shown on this page.

To accommodate different design possibilities, choose the version that best suits the style of your communication piece.



## Primary Logo in use

When incorporating our horizontal logos into designs, it's important to consider the background and ensure legibility. Use the two-color logo on light backgrounds or designs for visibility and brand integrity. For darker backgrounds, opt for the white horizontal logo.

Always ensure that the logo stands out clearly and is placed against a simple, uncluttered background for legibility and simplicity.





## Secondary Logo

This word mark is the secondary stacked brand mark. The secondary stacked word mark should only be used in sizing situations where the primary word mark is too wide for legibility and brand recognition.

Using Clicklease blue in the primary mark should be limited to the options shown on this page.



## Primary Sizing and Proximity

When using our horizontal logos, it's important to consider the background and ensure legibility. Use the two-color logo on light backgrounds or designs to maintain visibility and brand integrity. For darker backgrounds, opt for the white horizontal logo. Make sure the logo stands out clearly and is placed against a simple, uncluttered background to ensure clarity and legibility.





## Primary Mark + Tagline

The primary mark may be used with the Clicklease tagline, "Big dreams. Small payments." in brand collateral where the tagline is desired for additional tone and storytelling around the brand ethos.



**Big dreams. Small payments.**

---

**Big dreams. Small payments.**





## Misuse

1. Do not crop the logo
2. Do not change the transparency of the logo
3. Do not alter the color gray to black
4. Do not use different colors
5. Do not use a drop shadow
6. Do not outline logotype
7. Do not change the size or position of logo
8. Do not distort logo

X

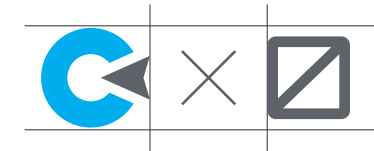




## Partnership Lockup

The partnership lockup is designed for communications involving approved Clicklease partnerships.





When combining the Clicklease logo with a partner's logo, we place the Clicklease logo on either the left or top of the partner's logo, ensuring there is clear space between them.

Both logos should appear equal in size, with the partner's logo aligned to the baseline of the Clicklease logotype.



  Partner

**Big dreams.  
Small  
payments.**

-  All credit scores welcome
-  No time in business requirements
-  Instant decisions up to \$25,000
-  Pick your payment plan

clicklease.com | 888.509.5592



Orange Red Blue Green

Yellow Teal Purple G

Green Orange Red Blue

Purple Gray **Color Palette**

Blue Green Orange Red

Yellow Teal Purple Gray

# Color Palette

The palette was created with our identity in mind—using the recognizable Clicklease blue and gray as the foundation.

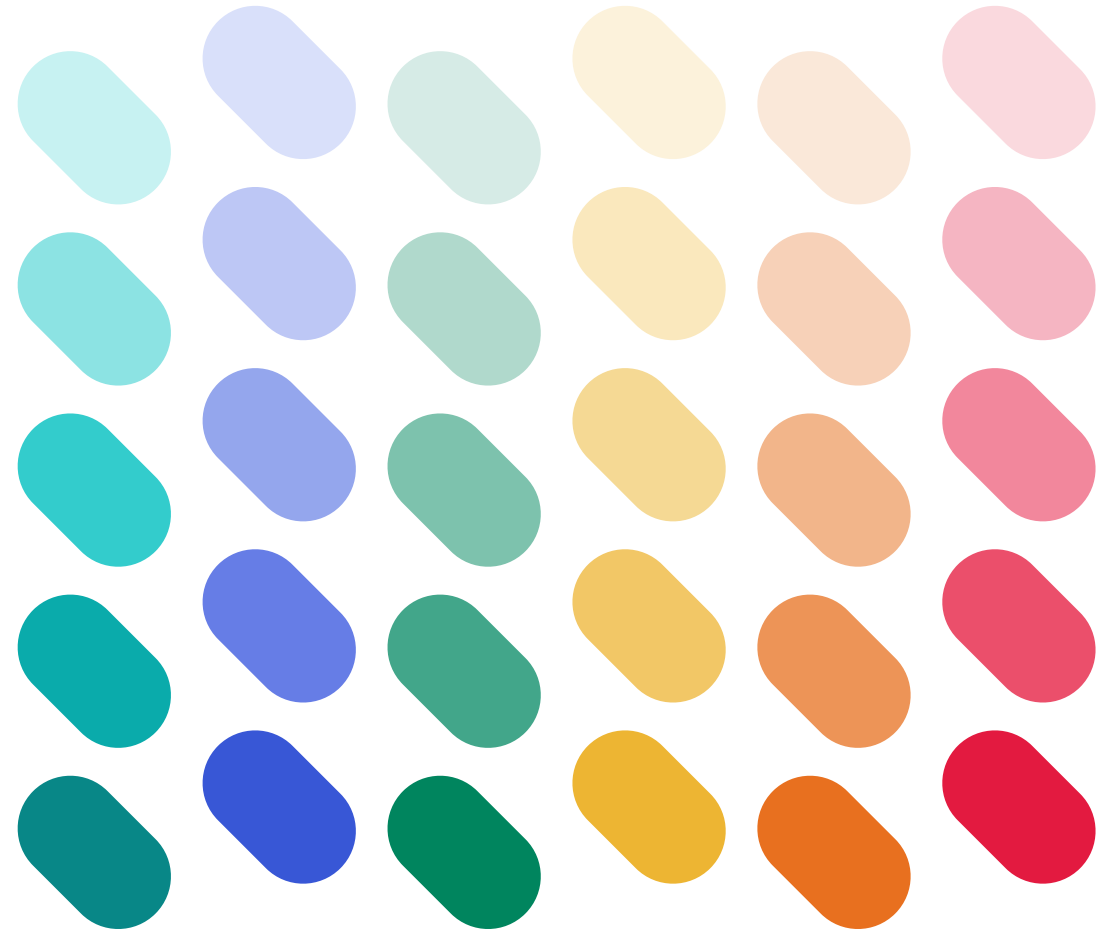
The use of blue reflects our values of trust, reliability, and responsibility. Gray reflects our strong foundation. Secondary colors are used to define industries we serve.

As core branding elements, these colors make our materials cohesively Clicklease. The use of colors outside the specific brand colors presented in this guidelines document is strictly prohibited.

Primary Colors



Secondary Colors

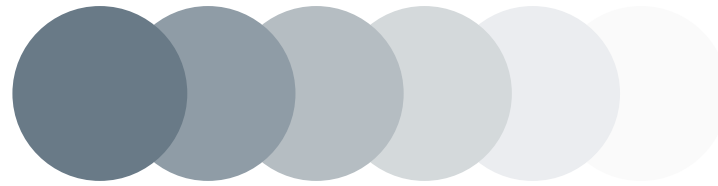


# Color Palette

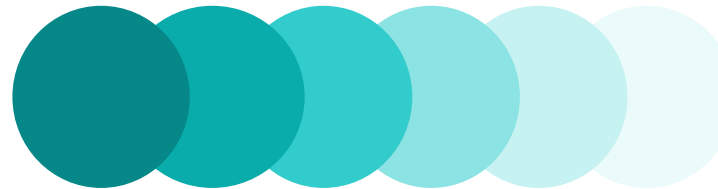
## Industry specific

Each EDGAR industry is assigned a specific color. This helps instantly identify each industry, ensuring clear communication and targeted engagement. EDGAR's color-coded system increases understanding and connectivity across platforms. This color-coded system not only aids in immediate industry identification but also reinforces brand identity.

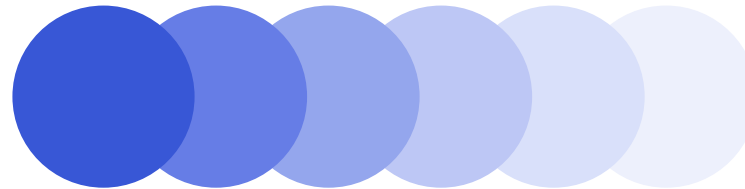
Industrial



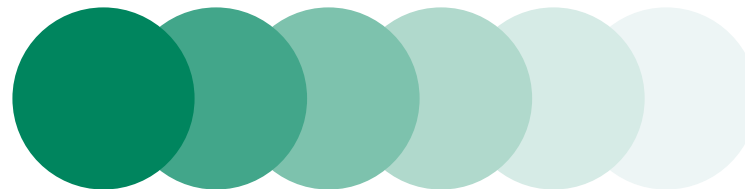
Food Service



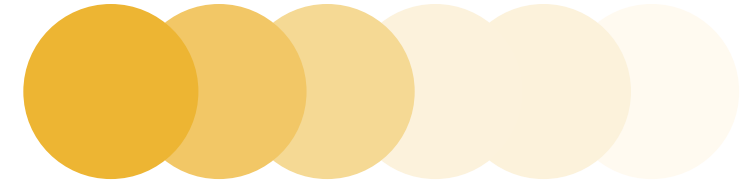
Healthcare



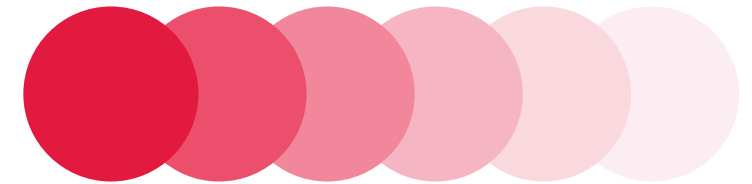
Construction & Landscaping



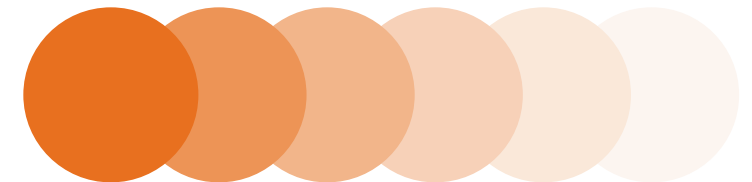
Janitorial



Automotive



Trailers



## Gradients

A wider range of gradated color has been introduced to represent the range of industries we partner with.

These gradients create lively and energetic communications.

The gradients seen here are grounded in two primary or secondary colors.



tree Figtree Figtree F

Figtree Figtree Figtree

tree Figtree **Figtree** F

Figtree Figtree Figtree

tree Figtree Figtree F

## Primary Typeface

Figtree must be used for all communication and collateral for the Clicklease brand. It serves as the primary font family for all properties and touchpoints. It was chosen for its modern aesthetic that reflects the growth and evolution of the Clicklease brand.

# Figtree

Aa  
Bb  
Cc

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789



## Typography usage

### Sizing

This demonstrates the ideal size difference from header to footnote. The size of font will change based on the use case.

80pt - Display 4XL

Big dreams. Small

64pt - Display 3XL

Big dreams. Small Pay

40pt - Display 2XL

Big dreams. Small Payments.

28pt - Body XL

Big dreams. Small Payments.

20pt - Body L

Big dreams. Small Payments.

16pt - Body M

Big dreams. Small Payments.

14pt - Body S

Big dreams. Small Payments.

12pt - Body XS

Big dreams. Small Payments.

Sentinel Sentinel Sentinel  
nel Sentinel Sentinel S  
entinel Sentinel Senti  
nel Sentinel **Sentinel** S  
entinel Sentinel Senti  
nel Sentinel Sentinel S

## Secondary Typeface

Sentinel is a secondary typeface reserved for headers and is to be used sparingly throughout communications. Sentinel adds visual hierarchy to our messaging, providing clarity and sophistication without overpowering the primary font.

# Sentinel

Aa  
Bb  
Cc

Book

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

Semibold

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
0123456789

Medium

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

Bold

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

## Messaging Heirarchy

This demonstrates the ideal size difference from header to footnote. The size of font will change based on the use case.

Large layout

80pt - Display 4XL

# X-Large Headlines

49pt

## Headlines will be semibold

30pt

### Subheader copy is always medium

18pt

Body copy will always be regular

11pt

Footnotes will always be light

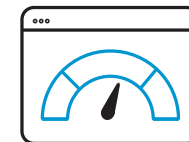
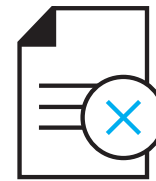
Our icons are a functional, visual system to help organize messaging on sales sheets, websites, and environments where information is more approachable and understandable through visual cues.

They represent concepts, services, technologies, infrastructure, and resources. The icons are clear and literal—never obscure.

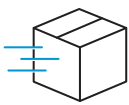
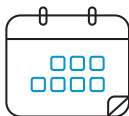
# Iconography

Our icons create a functional visual system that organizes messaging across sales sheets, websites, and other platforms. They use clear, straightforward representations of services, technologies, and resources, making information more approachable and easier to understand through visual cues.

Multicolored icons are our default choice. In situations where these aren't suitable, gray and white icons can be used, such as over photography or when legibility at a small size is needed. For a detailed overview of our iconography principles, please refer to the Clicklease Corporate Iconography Library.

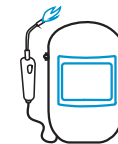
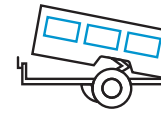
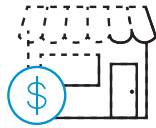


# Black & Blue Iconography



# Black & Blue Iconography

## Industry Specific Icons



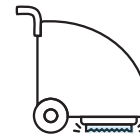
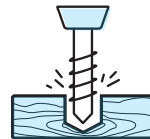
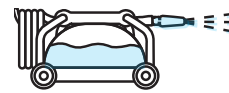
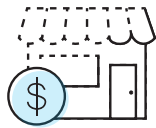


# Black + Blue accent Iconography



# Black & Blue Iconography

## Industry Specific Icons



# Iconography - two color



# Iconography - two color

## Industry Specific



# Iconography - one color



# Iconography - two color

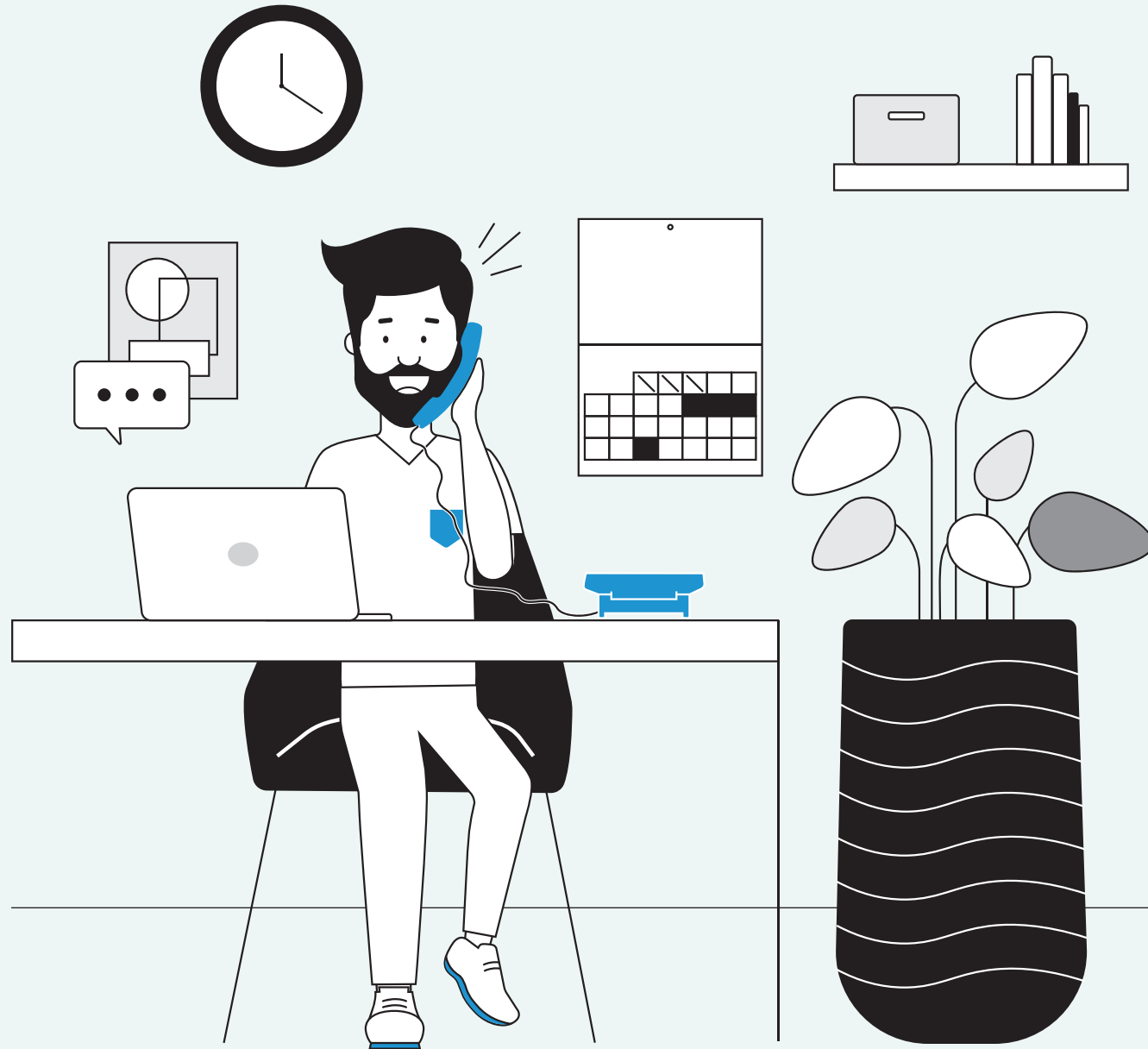
## Industry Specific



## Illustration style

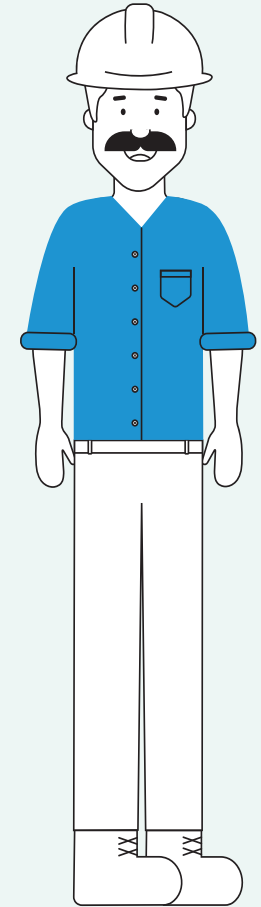
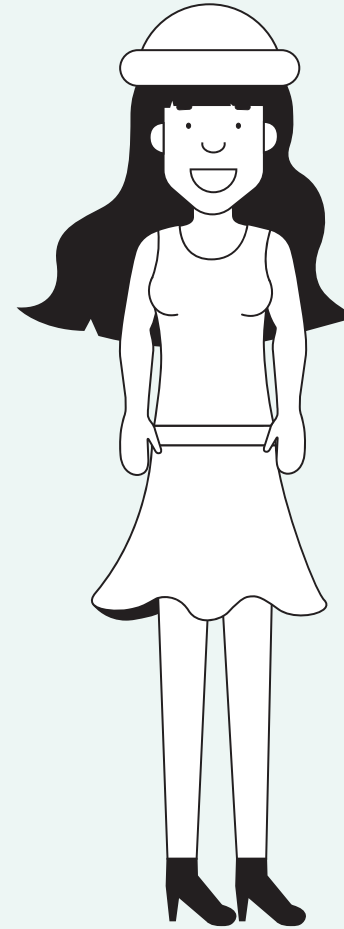
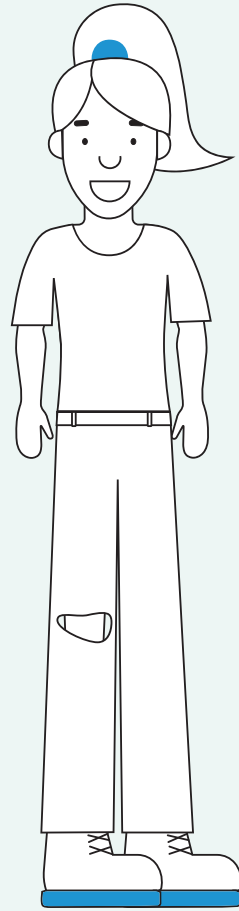
Our illustration style is bold, modern, and heavily defined by the use of flat shapes and bold colors. It was created to embody the Clicklease brand and is used across a range of communications.

Please use these examples when creating and integrating illustrations into the Clicklease brand.




## Illustration style

Incorporating diversity into our illustrations ensures that everyone can see themselves reflected in our visual storytelling. By using a range of ROSEs and EDGARs, our illustrations are inclusive and represent our diverse customer base. Each character represents unique traits and backgrounds, celebrating the diversity within our community.





A young man with a beard and mustache, wearing a light blue button-down shirt and a tan apron with brown leather straps, is smiling warmly at the camera. He is standing behind a bar. In the background, there is a chalkboard with some writing, a bottle of beer, and a container of black straws. The lighting is warm and focused on the man.

Our photography is genuine and authentic, creating personal connections and a welcoming brand presence.

The imagery should have an editorial, lifestyle-inspired tone.

# Photography

## The Clicklease Formula

Every photo should follow this formula for a consistent, premium look:

- Correct subject matter
- Creative use of light
- Thoughtful composition
- Appropriate depth of field
- Real-world models
- Dynamic action
- Compelling settings
- Accurate props and industries

Finally, our photos are retouched for a cohesive look that supports our brand identity: Sharp, vibrant, balanced, clean, and even. This establishes a distinct look that is uniquely Clicklease, regardless of subject, location, or industry.



## Photography do's

When choosing images for our brand, we prioritize these elements:

- **Balanced composition:** Place the subject slightly away from the edges of the frame to draw attention without feeling crowded.
- **Good lighting:** Highlights details and creates a warm, inviting atmosphere.
- **Contrast and warmth:** Adds depth and clarity, emphasizing key features and create visual interest.
- **Storytelling:** Images should tell a story that resonates with our audience.
- **Consistency and professionalism:** Ensure images are consistent and maintain a professional look.



## Photography don'ts

When choosing images for our brand, we avoid these elements:

- **Harsh sunlight or sunbursts:** Can detract from the subject and obscure details.
- **Flat lighting:** Results in lackluster images that fail to highlight textures and depth.
- **Busy environments and cluttered scenes:** Distract from the focal point.
- **Blurred foregrounds:** Disrupt the focal point and visual clarity.

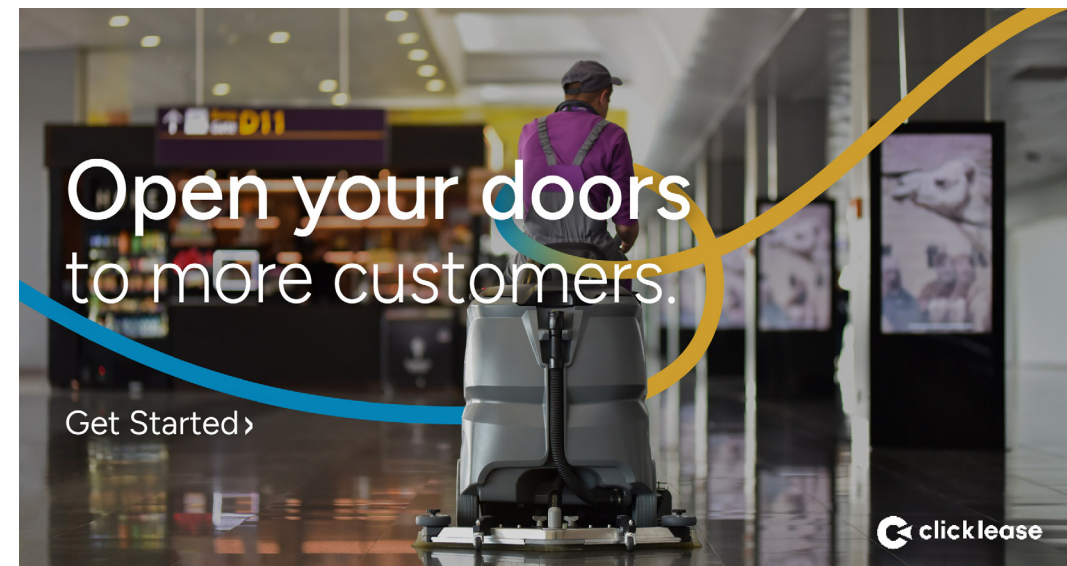


## Photography

Incorporating a gradient ribbon adds a dynamic element to our designs, but only use them when relevant and appropriate. The gradient enhances visual appeal and interacts harmoniously with the subjects within our images. The gradient ribbon draws the viewer's eye throughout the design, guiding their attention and focus.

For industry specific use, create a gradient ribbon with the Click blue 700 with the industry color of the same tone.

Ex Blue 700 with Yellow 700





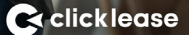
 clicklease


# Open your doors to more customers.

Get Started >

# Make your equipment accessible to everyone.

Get Started >




 clicklease

# Make your equipment accessible to everyone.

Get Started >

# Open your doors to more customers.

Get Started >



# 04

3 Components of all content  
Drive with data  
Readability basics

# Writing goals and principles

Every piece of content we create is designed to educate, inform, and empower to action. Good design is empathetic; it puts people at the center of the process, designing with and for them to improve their lives and experiences.





## Three components of all content

Any content piece, from an email to an ebook, should have three things:

Goal/purpose

Clear audience

Defined metrics

## Writing Goals and Principles

**All content creation should start with a goal.** Effective content begins with a clear purpose and a specific goal. Before writing an email, 1-pager, blog post, etc., it's important to define its purpose. All communication should be based on solving specific problems. Each piece should have a distinct call-to-action that guides the reader towards a next step, whether it's applying for a service, exploring a product, or learning more about a solution.

**All content should also have a clear primary audience.** Each piece should also be tailored to an audience type (persona), ensuring that the content resonates with their needs and interests.

**All content should have established metrics to measure success.** It's important to establish clear metrics to gauge the success of each piece of content. Whether you're aiming for increased page views, clicks, or applications, defining a core metric helps measure and optimize content effectiveness and achieve business objectives.



# 05

The difference between voice and tone

Voice

Tone

Quick tips

# Voice and Tone

**The difference between voice and tone**

**Your voice remains consistent, but your tone adjusts according to the situation.**

**Just as you might speak differently at a casual dinner with friends compared to a formal meeting with your boss, the tone you use adapts to the emotional context of those you're communicating with. For instance, you wouldn't speak in the same way to someone who's frightened as you would to someone who's cheerful and relaxed.**

**At Clicklease, our voice is consistent and reflects our brand's core identity. However, our tone varies based on the situation and the emotional needs of our audience.**

## The Difference Between Voice and Tone

At Clicklease, we typically use an informal tone but prioritize clarity over entertainment value in our communications. When creating content, it's crucial to empathize with the reader's emotional state. Are they feeling relieved after receiving an approval, or are they seeking guidance due to confusion? Understanding their mindset allows us to tailor our tone appropriately.

The medium through which we communicate also influences our tone. A blog post may use a more casual style compared to a formal eBook. Likewise, emails sent directly from our brand will differ in tone from those sent by an individual, but our core voice remains consistent across all platforms.



### Quick Tips

Here are a few key elements of writing Clicklease's voice. For more, see the Grammar and Mechanics section.

- Write in 1st/2nd person present tense. (We think you should...)
- Use active voice. Avoid passive voice.
- Avoid slang and jargon. Write in plain English.

# 06

Bold, italics, capitalization, underlining formatting  
Headers  
How to use bullets

# Text formatting

## Bold, Italics, Capitalization, Underlining

Use italics to indicate the title of a long work (like a book, movie, or album) or to emphasize a word.

The Sandlot  
Ryan really loves *The Sandlot*.

Use quotation marks in step-by-step instructions:

When you're all done, click "Send".

Don't use underline formatting.

Don't use ALL CAPS in content.

Don't use any combination of italic, **bold**, CAPS, and underline.

Left-align text, never center or right-aligned.

Leave one space between sentences, never two.

Do not begin a paragraph with a tab or with multiple spaces. Instead use additional space between paragraphs.



## Text Formatting

### Formatting Headers

For clear and effective formatting:

1. Use concise and well-organized headers.
2. Use lists to enhance readability.
3. Avoid punctuation at the end of headers unless they form complete sentences.



### Styling

Begin each bulleted list with a (title case) header. The header should end in a colon.

Use sentence case in bulleted lists.

Only use bullets when the order of the list doesn't matter. Otherwise, use numbers.

Include space between the bullet and text.

All bullets in a list should "match"—all sentences or all phrases.

- If using sentences, capitalize the first letter and end with a period.
- If using phrases, do not include punctuation unless the list is completing a sentence. Then each bullet uses the same punctuation.
- If using very short bullets (1-2 words) don't use punctuation, but consider using a sentence instead.



# 07

- Write positively
- Words to use carefully
- Word Usage
- Ownership
- Financial Arrangement
- Payments
- Process
- Word list

# Grammar and Mechanics



## Word Usage

Adhering to specific rules of grammar and mechanics ensures clarity and consistency in our writing. When in doubt, defer to the AP Style Guide for guidance on approved terminology and preferred usage.

It is important to consider the words you are using when referring to Clicklease and what we offer. These words are those permitted for use and those to avoid, to help you adhere to our compliance standards.

When in doubt, defer to the compliance department.

## Ownership



- Lease
- Possession and Use
- Possess and Use
- Early Purchase Option
- Purchase Option (end of term)
- Choice to own
- Choice to purchase
- Choice to return
- Fair market value
- Closed-end lease
- Walkaway lease
- No obligation to purchase



- Financing
- Loan
- Security interest
- Aquire
- Buy
- Buy equipment
- Purchase
- Own
- Purchase contract
- Dollar out lease
- Open-end lease
- Obligation to purchase



## Financial Arrangement



Lessor  
 Lease  
 Operating lease  
 Walkaway lease  
 Fair market value lease  
 FMV lease  
 Lessee selects payment term  
 Total cost, or Total lease cost  
 Preserve cash for other use  
 Don't miss opportunities  
 Fulfill order backlog  
 Immediately generate revenue  
 Machine pays for itself  
 Potential tax benefit



Lender	Purchase money credit
Equipment finance agreement	Credit contract
Direct lender	Credit sale
Capital lease	Installment sale
Finance lease (Except UCC 2A term)	Installment loan
Loan	Installment contract
Finance	Securitiy agreement
Lease to own	
Rent to own	
Same as cash	
Buy now pay later (BNPL)	
Purchase	
Purchase and sale agreement	
Sales finance	



## Payments



Doc or Document fee  
Low up-front cost  
Lease payments  
Monthly payment  
Fixed monthly payment  
Affordable payments  
Predictable cost  
Choice of payment with selected term  
Capitalized cost reduction payment  
Fixed number of payments  
Accelerate payments (No penalty)  
Excess  
Remaining payments  
Lease factor  
Money factor  
Pre-set purchase option  
Return shipping cost



Origination or Underwriting fee  
Closing cost  
Loan payment  
Balloon payment  
Pay-off  
Pre-pay or prepayment  
Prepayment fee  
Balance  
Down payment  
Interest  
Interest rate  
APR (Annual percentage rate)  
Compounded interest  
Disposition fee  
Excessive wear-and-tear charges



## Process



- Business use
- Business purpose
- Commercial use
- Commercial equipment lease transaction
- Lease offer (typically three terms)
- Fast/Simple process
- Decision in seconds
- All businesses welcome to request lease
- No time in business minimum
- No hard credit pull
- No credit impact
- No financial statements
- No tax returns
- No proof of time in business
- No proof of business ownership



- Consumer
- Personal use
- Easy financing
- Instant credit - No qualification
- Instant approval
- No credit/bad credit
- FICO or Consumer Bureau Reference
- FICO score
- Credit score
- Extensive documentation possibly required



Big dreams. Small payments.