

<KORNERSTONE LIVING



> CONTENT

Introduction Messaging	02 03	Logo Improper Usage Color	08
Lingo Compliance Logo	04 05	Typography Photography	09
Logo Improper Usage	06 07	Design Elements	10
	08		11
			12
			13



> INTRODUCTION

Making Lower Cost Payment Options Available to All

The following branding guide for Kornerstone Living includes all of the elements that create our brand, including: graphic visual, and written components. Proper use of these tools and guidelines will enable us to maintain a consistent voice to the public while providing you with the most effective campaign.

Please refer to this guide when developing any internal or external materials associated with Kornerstone Living.



➤ MESSAGING

The tone of Kornerstone Living is logical and encouraging. The voice explains in simple terms how our lease-to-own programs work, and it reassures customers that it's so easy, why wouldn't they use it?

Kornerstone Living uses the following taglines and call-to-actions in our materials:

Taglines: Stretching Your Dollar Further Easy as 1, 2, 3 Uncomplicated financing for life's essential items. No Credit Needed Financing

CTAs:

Keep your savings. Apply today.

Call or Apply Today for Almost Instant Response

Apply on the go with our app.

See if you qualify. Apply today.

Get What You Need. Apply Today

Marketing Phrases:

Our leasing options won't ping your credit score, so you can finance life's most essential items with bad or no credit. All you need is a job and a bank account.

You can fill out our simple application in just a few minutes and even do it on your phone as you head toward the store. You'll know almost instantly if you qualify.

Buy life's essential items today and repay over 90 days, one year or any time in between to fit your budget.

We'll schedule your payments close to your paydays so that you won't have to worry about fitting it into your budget.

Set up payments close to paydays for effortless budgeting that fits your income.



> LINGO

Do use

No Credit Needed
Approved Without Credit
90 Day Buyout Option
Leases Lease Fees
Instant Response Initial
Payment Almost Instant
Response

Don't use

No Credit Score Needed
No Credit Check 90
Days Same as Cash 90
Days to Pay Loans
Finance Charges Instant
Approval Build Good
Credit Down Payment



> COMPLIANCE

Due to compliance management issues, Kornerstone Living must be represented properly in advertising and marketing materials. Therefore, we request that artwork for any ads featuring our company name or logo be sent to us for review. Please send the file to marketing@kkliving.org, and a review will be completed as quickly and efficiently as possible. However, be aware that any design or copy elements that don't meet compliance regulations will require a change. Please allow a **minimum of two days prior to a production deadline for the review to be completed.**

Whenever prices are quoted in relation to Kornerstone Living be sure to use the below disclaimer. Suggested display size is 6 pt.

The advertised transaction is a rental-purchase agreement in all states; except in NV, a lease agreement with an option to purchase; in CT, NH and VT, a rent-to-own agreement; in AK, DC, DE, HI, ID, KS, OR, SD, VA and WA, a lease-purchase agreement; or in MA, a lease. Customer does not acquire ownership of the property unless total amount of payments is completed, or the early purchase option is exercised. Ownership is optional. Not available in WI, MN, VT, NJ, Puerto Rico, outside the United States, or where prohibited by law.



> LOGO

The Kornerstone Living logo consists of two components: the text and box. The Kornerstone Living logo is used on both internal and external materials and products. Use of the Kornerstone Living logo is regulated by a set of simple and practical rules. We use different colors for different brands, so be careful not to use the wrong colors. Kornerstone Living's logo must always be surrounded by a minimum amount of 0.5" white space.

No other elements should overlap this area. Maintaining proper spacing is essential to maximizing legibility of Kornerstone Living's logo. Whenever possible use Kornerstone Living's full color logo.

When the need arises you may use the full black logo, the full white logo, or the logo with black text and green text.

If only one boxed logo is exposed externally, use the boxed logo with the text attached at the bottom.

The full black text version of the logo should only be used when printing in black and white or when printing in color on a lighter background that causes the full color version of the logo to lose legibility.

No other variations should be used without permission from Kornerstone Living.



> LOGO

<<K <<K <<K <<K

<<KORNERSTONE
LIVING

<<KORNERSTONE
LIVING

<<KORNERSTONELIVING



› LOGO IMPROPER USE

Incorrect Color

◁KORNERSTONE
LIVING

◁KORNERSTONE
LIVING

◁KORNERSTONELIVING

◁KORNERSTONELIVING

Incorrect Ratio

◁KORNERSTONE
LIVING

RNERSTO
LIV

◁KORNERSTONELIVING

◁KORNERSTONELIVING

> COLOR



Kornerstone Green

CMYK 50 / 0 / 100 / 0

RGB 139 / 198 / 62
HEX #8bc63e

Main
Color



Kornerstone Black

CMYK 75 / 68 / 67 / 90
RGB 0 / 0 / 0

HEX #000000

Sub



Kornerstone Blue

CMYK 70 / 0 / 0 / 0

RGB 0 / 185 / 239
HEX #4dffff



Kornerstone Purple

CMYK 50 / 100 / 0 / 0

RGB 147 / 15 / 124
HEX #8000ff



Kornerstone Yellow

CMYK 0 / 15 / 100 / 0

RGB 255 / 217 / 0
HEX #ffd900



Kornerstone Orange

CMYK 0 / 70 / 100 / 0

RGB 237 / 108 / 0
HEX #ff4d00



Kornerstone Warm Grey

CMYK 60 / 60 / 70 / 0

RGB 125 / 107 / 85
HEX #66664d

> TYPOGRAPHY

Din Alternate is our primary typeface for headers. It is a clean and modern sans serif font with a bold, stylized look.

Aa

AaBbCcDdEeFfGgHh

Ii0123456789

+;%@*

Din Alternate. Rorrum nimmeriam quiam, conet ommoditias aliaffit fugit, eost occum facipsam faccum in eatem eossunt etur sapis rerspid estem qui ad moluptati nimod.

> TYPOGRAPHY

Din is our primary typeface for body text. It is a modern sans-serif with six different weights.

Light AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Regular AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Alternate **AaBbCcDdEeFfGgHhIiJjK LlMmNnOo**
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Aa

Medium AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Bold AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Black AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

➤ PHOTOGRAPHY

Kornerstone Living positions itself as a partner to the retailer, offering a financing solution that provides a desired lifestyle to a customer through purchasing of needed items. Our imagery is selected based on the emotional reaction it conveys and not on any particular product. It's also designed to complement (and not compete) with visual marketing materials in the store that are product specific. Therefore, we avoid using product photos in our materials and instead focus on images featuring people. These photos are bright, clean and generally capture a moment that evokes the way the customer would feel once that item is purchased.



> DESIGN ELEMENTS

The Kornerstone chevron can be used as a graphic design element to emphasize copy or images.



> BLOBS

Kornerstone Living incorporates Canva.com-generated design blobs as background elements in images. The complexity setting for these blobs must be limited to a maximum of 5. Color selection for the blob is unrestricted and not limited to brand colors. When implementing a blob background, the original image background must be removed.

