

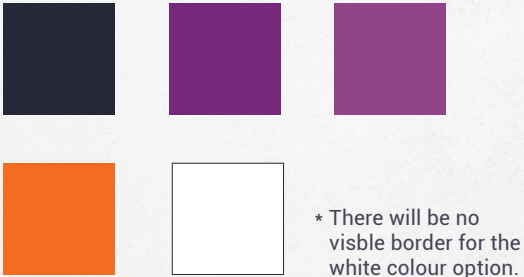
FUNDING CIRCLE BRANDING CASE STUDY

TYPOGRAPHY



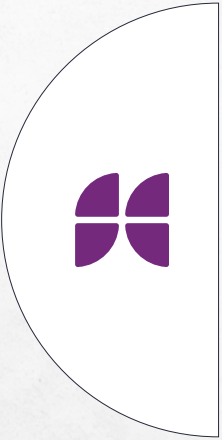
* Typeface used: Roboto. Primary copy will always be in white writing on background overlay over imagery.

COLOUR USAGE



* There will be no visible border for the white colour option.

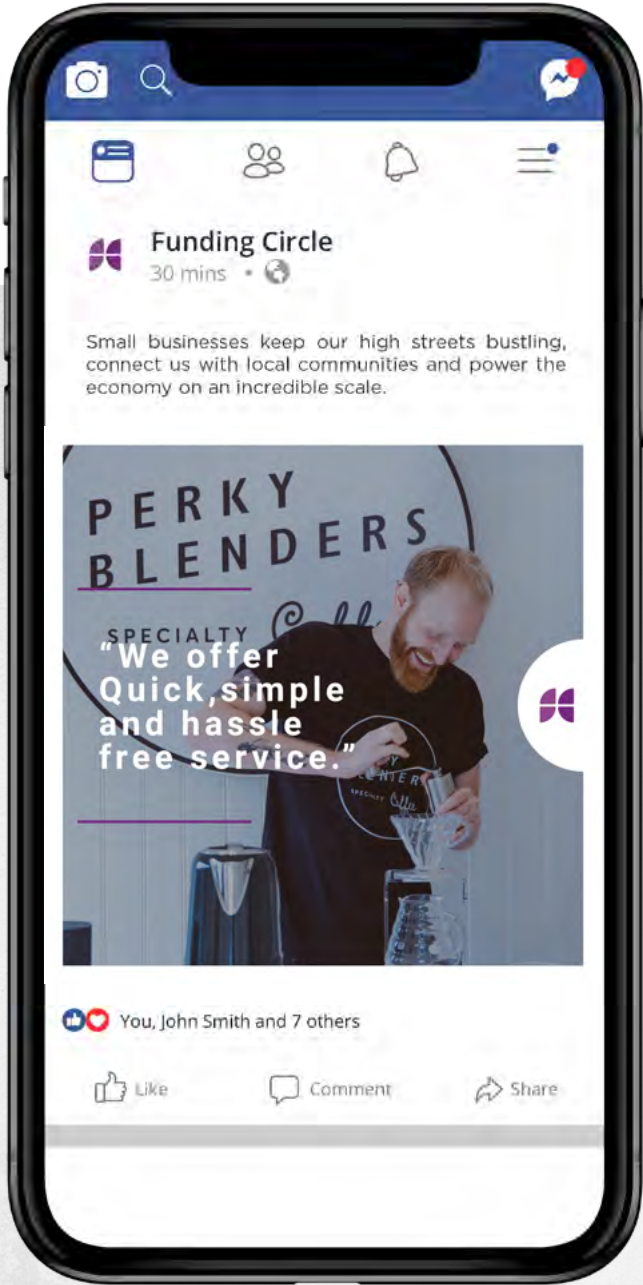
LOGO USAGE



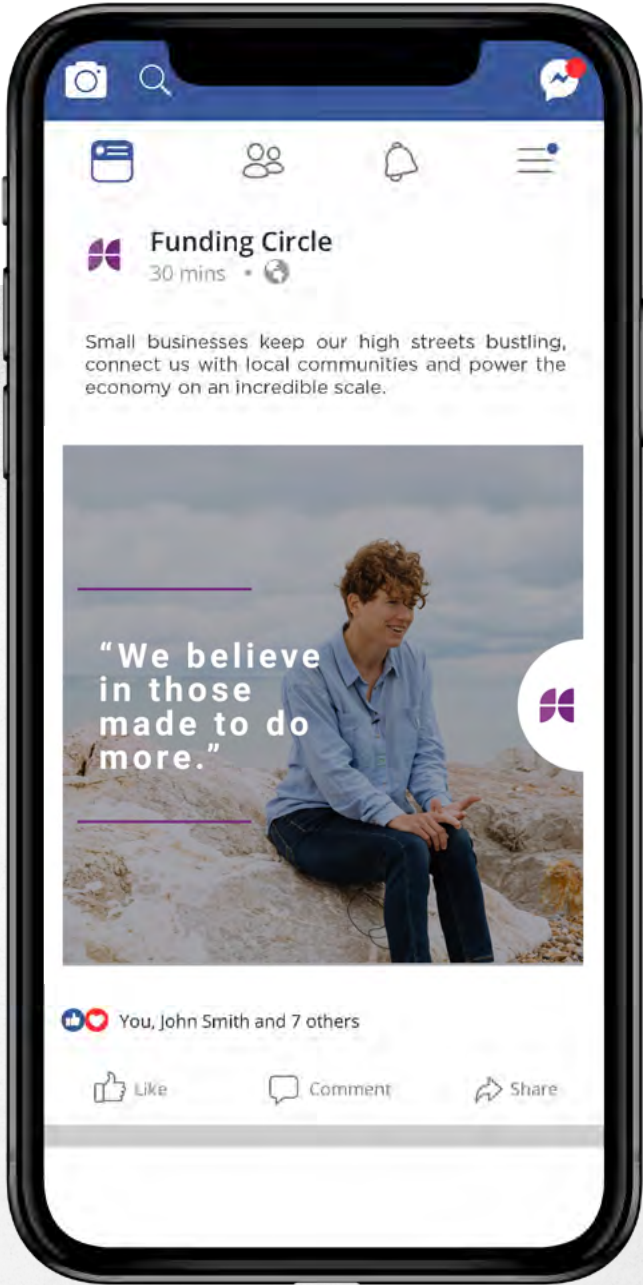
* There will be no visible border for the white colour.

* Funding Circle icon inside a white semicircle, always placed center-right on every post.

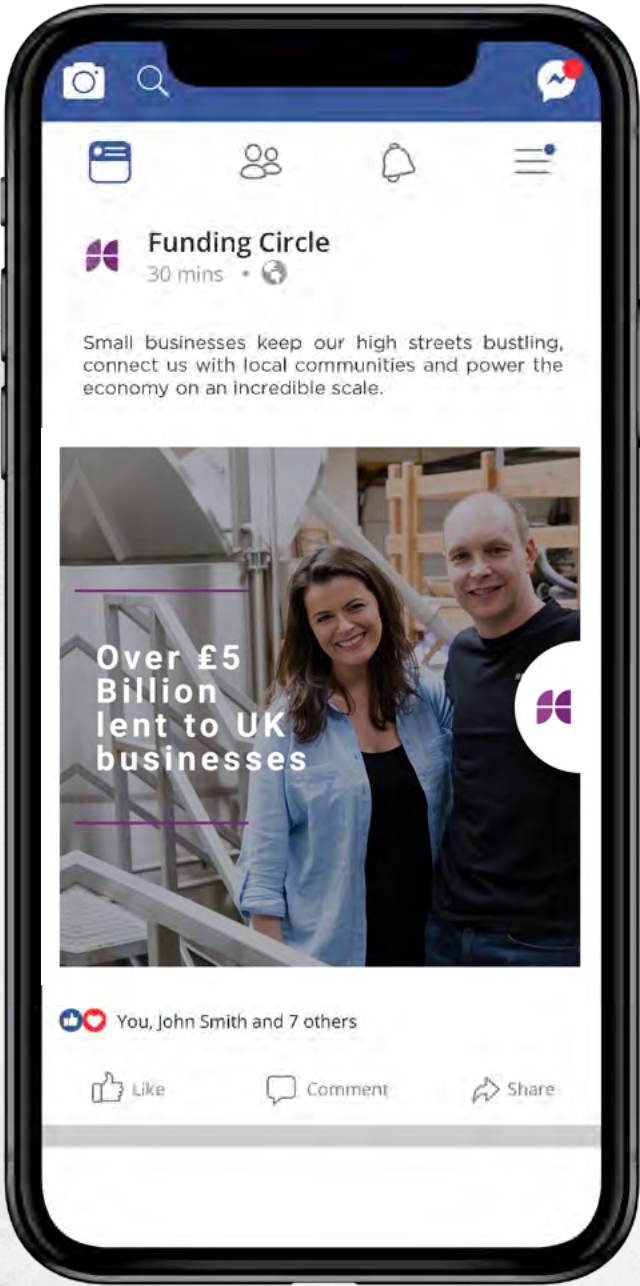
BUSINESS
OWNER
QUOTES



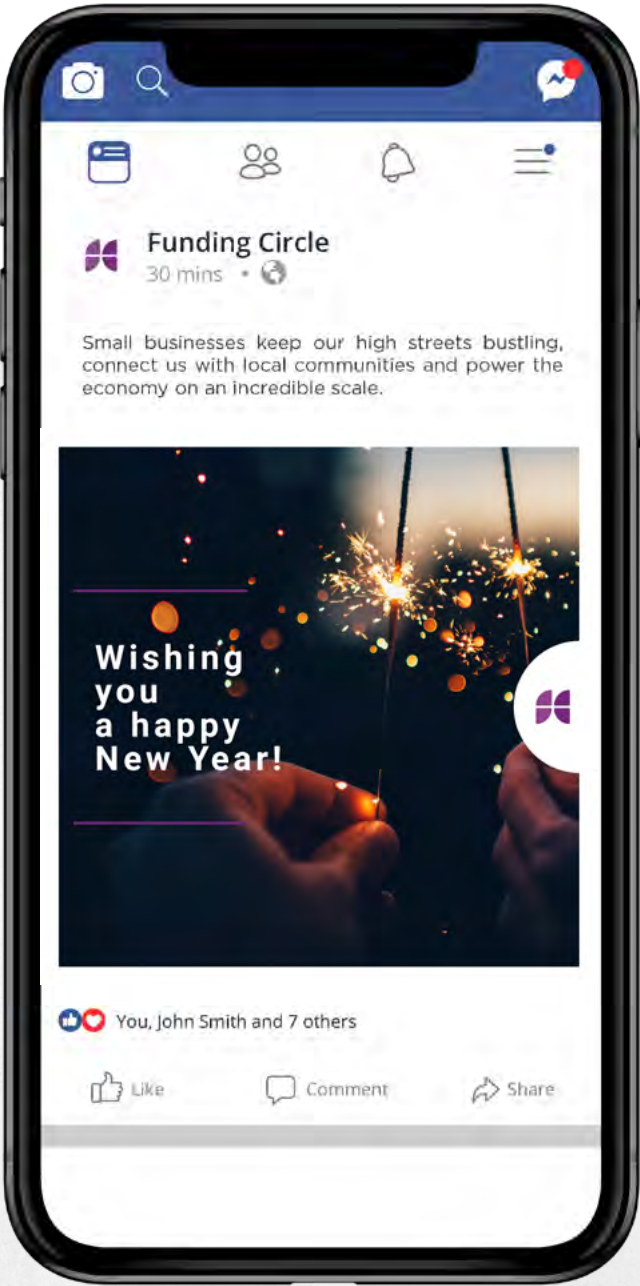
INSPIRATIONAL
QUOTES



GENERIC
BRAND
ADVERT



SPECIAL
OCCASIONS
POST





Funding Circle
30 mins

Small businesses keep our high streets bustling. connect us with local communities and power the economy on an incredible scale.



Unsecured Loans
£10K - £500K

You, John Smith and 7 others

Like Comment Share



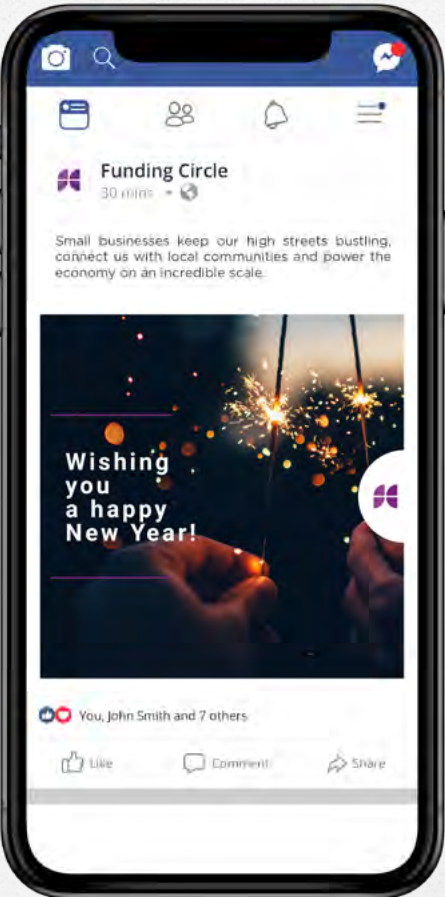
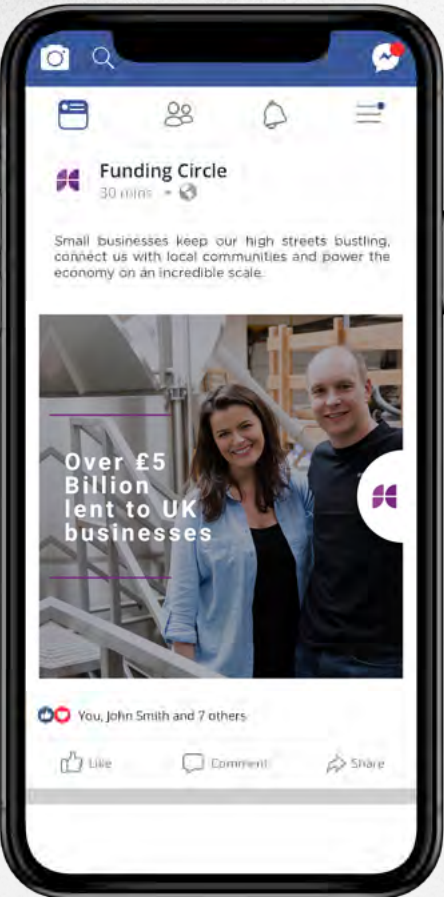
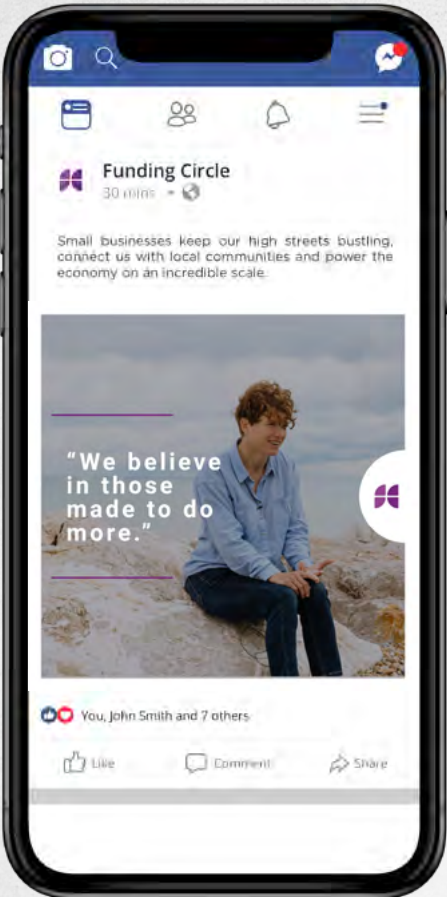
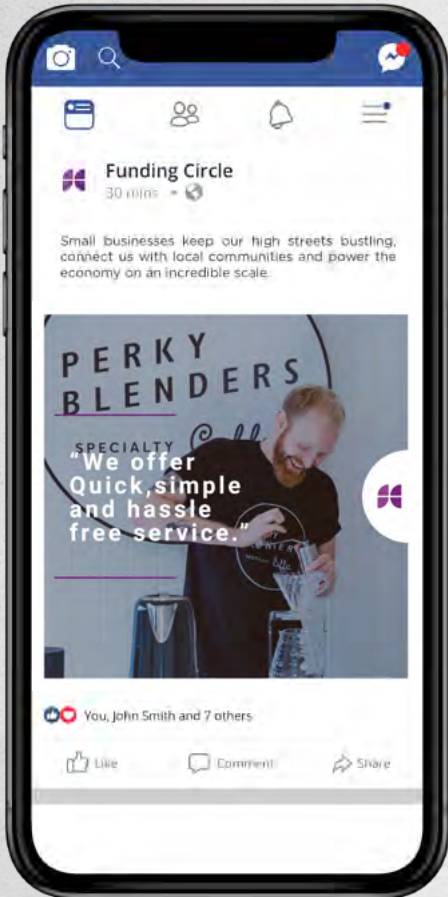
Rates from
1.9% per year



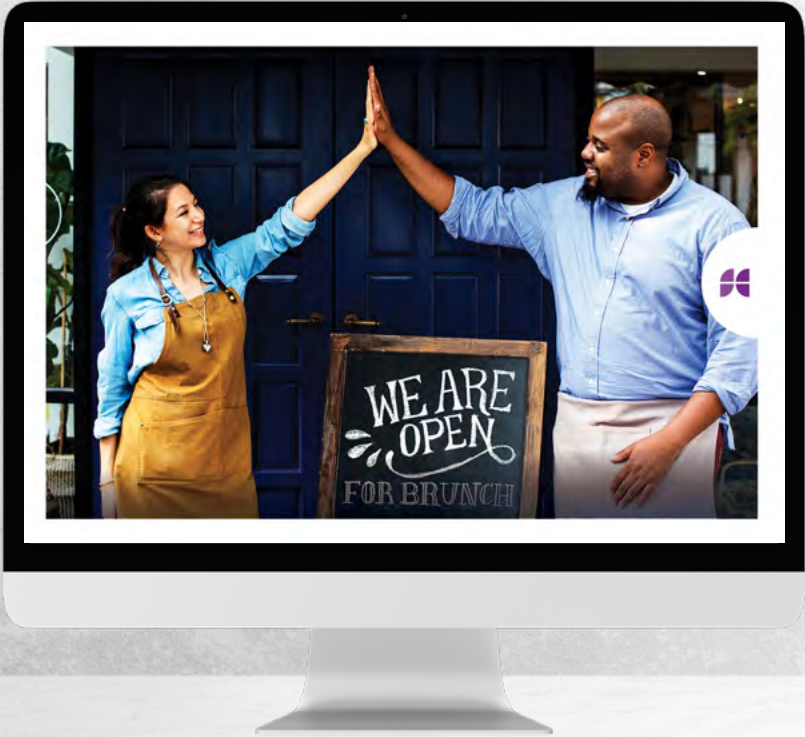
Get a decision
in as little as 5 hours



No fees for full early
repayment



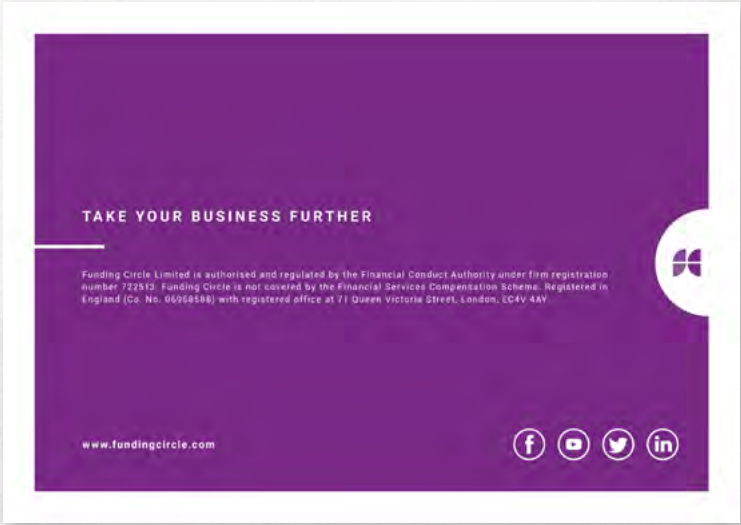
OPENING SCREEN



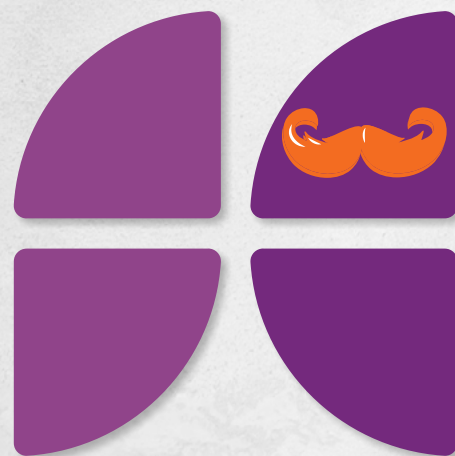
FRAME TEMPLATE



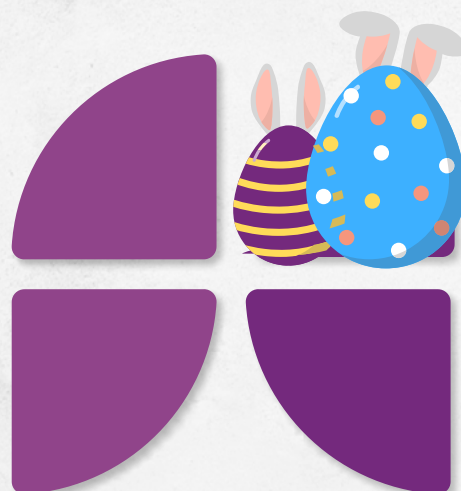
CALL TO ACTION



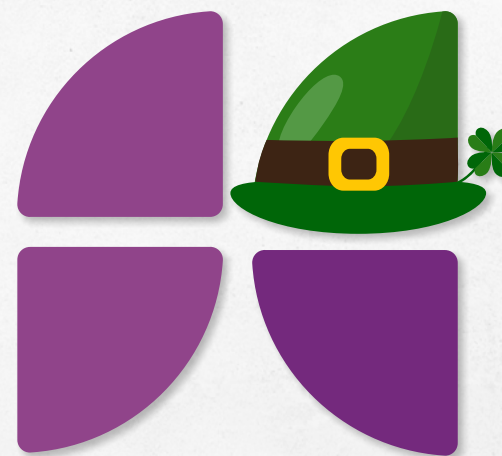
MOVEMBER



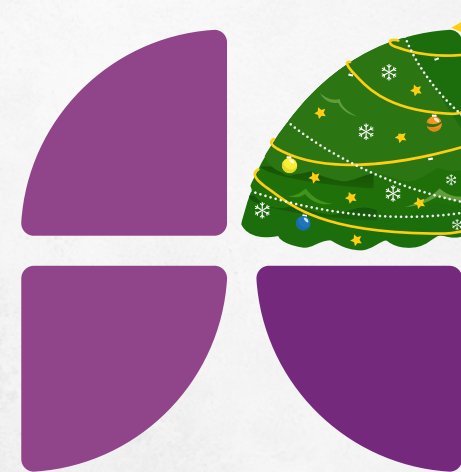
EASTER



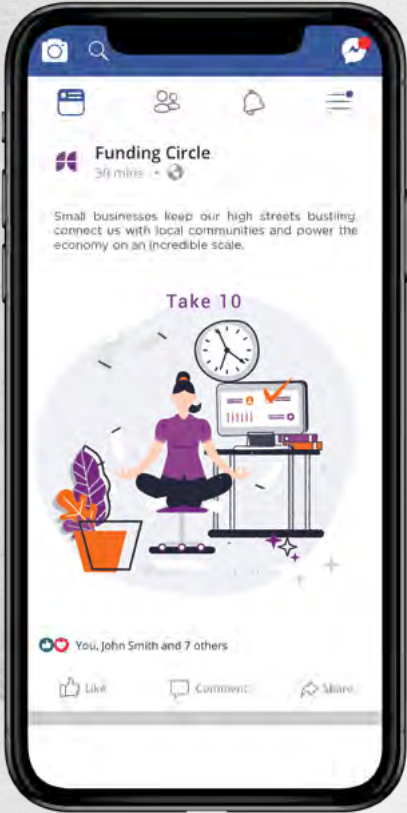
ST PATRICK'S



CHRISTMAS



TAKE 10



EXPLAINER



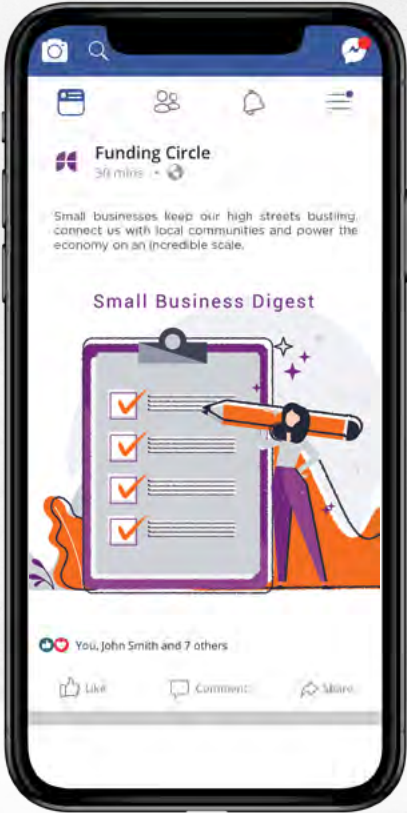
JUST FOR FUN



INSIGHT & ANALYSIS



SMALL BUSINESS
DIGEST



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