



Credit Acceptance case study

LUDWIG +

OLD



NEW



We created the mark, called the wheel, which brings them into today's simpler, cleaner and mobile-friendly world.



[PLAY LOGO VIDEO >](#)



Each element has meaning and purpose.

The logotype itself was also a custom font, which matches the circular shapes within the logo.

### 3.9 Creating photo effect

To create a more dynamic, in-the-moment feel, we used contrast, colorization, film grain and vignetting. This helps focus in on the subject, making it more emotional and painterly. Don't overdo, subtle changes in the styling makes it feel natural and not effect-like. We have created an Adobe Lightroom preset you can get it from your brand manager.



Above: this photo was slightly adjusted during photoshoot with more contrast, lowering the black point and desaturating.

Below: here we see utilization of film grain, a colorization which cooled grain, a colorization which warmed up off the background, yet warmed up the subject matter. This can be done through split-toning the highlights.

mattones and shadows. There is also a very subtle vignette, which darkened the corners like a vintage camera would.

CA Sunbake 400  
Multiply effect  
20% opacity

CA Sky 400  
Multiply effect  
20% opacity

Some images also have a color overlay, in one of our brand colors. It uses multiply effect, with 20-40% opacity depending on the image, whether or not its meant to be a dark background image effect or the color.

# credit acceptance



credit acceptance

We have a vertical logo - however, you must get permission to use it. Please reach out to the brand manager for approval.

The horizontal logo is used about 99% of the time. It is used in emails, display media, print, swag and websites.

### 3.9 Photography

The photography style is candid. It conveys action, movement, positivity, empowerment and emotion. The subject matter is unposed - capturing moments rather than planned composition. The colorization is desaturated, and has a higher contrast. Sometimes corner vignetting is utilized to hone in on the centrally-focused subject matter. Mixing close-ups in with larger environment shots is preferred.



An extensive brand guideline was created to guide and ensure brand consistency for internal and external teams



We chose strong colors that are bold and empowering.

### 3.4

Rugged, hearty, and warm, Acceptance is a versatile font family. Strong capitals and a smooth, open lowercase are effective in a variety of applications. The geometric, near-monoline construction lends a classic durability, tempered by softened edges and vibrant shapes.

Font: Acceptance

Foundry: Connery Fagen

Primary usage:

Headline, subheads

# Acceptance

Typography

Abc123

ABCDEFGHIJKLMNPPQRRSTUVWXYZ  
aabbccddeeffghijklmnopppqrstuvwxyz  
1234567890 <>



A custom font was commissioned by Connery Fagen, who designed it to work in harmony with 'the wheel' mark.

Select characters were modified from the font Greycliff. Connary Fagen designed this typeface as well as customized the new Acceptance font.

RCP<>

abcdgppqqt



Rounded characters to match with the rounded mark for Credit Acceptance

Negative spaces create a teardrop shape that is utilized as graphic/ image containers



Thin  
ABCCDEFGHIJKLMNOP  
OPPQRRSTUVWXYZ  
aabbccddeeffghijk  
lmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >

Light  
ABCCDEFGHIJKLMNOP  
OPPQRRSTUVWXYZ  
aabbccddeeffghijk  
lmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >

Medium  
ABCCDEFGHIJKLMNOP  
OPPQRRSTUVWXYZ  
aabbccddeeffghijk  
lmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >

Bold  
ABCCDEFGHIJKLMNOP  
OPPQRRSTUVWXYZ  
aabbccddeeffghijk  
lmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >

Heavy  
ABCCDEFGHIJKLMNOPOPPQRRSTUVWXYZ  
aabbccddeeffghijklmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >

Extra Light  
ABCCDEFGHIJKLMNOP  
OPPQRRSTUVWXYZ  
aabbccddeeffghijk  
lmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >

Regular  
ABCCDEFGHIJKLMNOP  
OPPQRRSTUVWXYZ  
aabbccddeeffghijk  
lmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >

Demi Bold  
ABCCDEFGHIJKLMNOP  
OPPQRRSTUVWXYZ  
aabbccddeeffghijk  
lmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >

Extra Bold  
ABCCDEFGHIJKLMNOP  
OPPQRRSTUVWXYZ  
aabbccddeeffghijk  
lmnopppqrsttuvwxyz  
1 2 3 4 5 6 7 8 9 0 < >



Certain characters were modified to be rounded in unique places, making it distinct and memorable.



3.4 Visby Slab is a geometric slab-serif built on the popular Visby font family. Delightfully expressive, Visby Slab is vibrant and strong.

Font: Visby Slab CF  
Foundry: Connary Fagen

Primary usage:  
Body copy, subheads/captions

# Visboy Slab

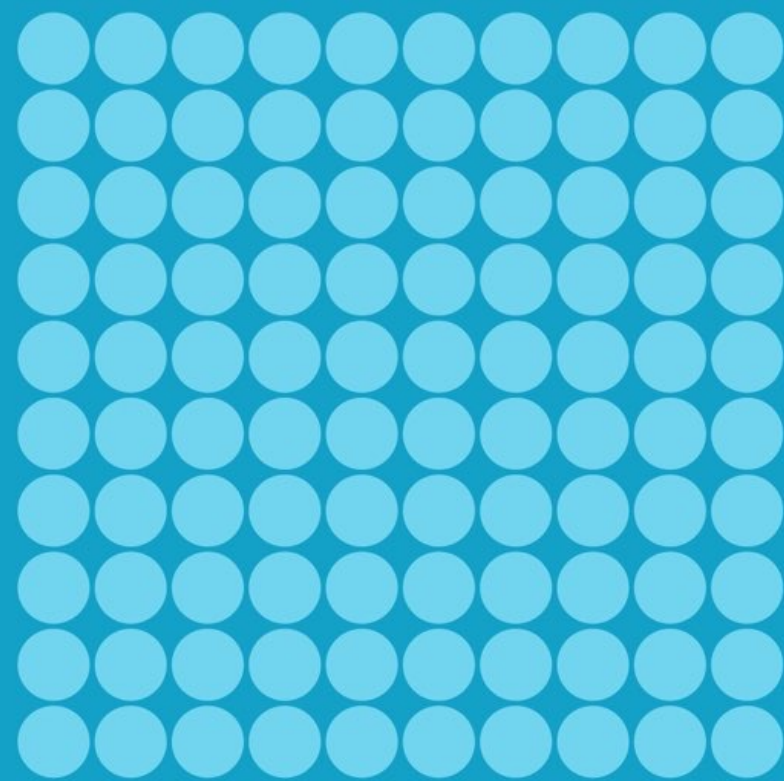
Abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

A secondary serif font pairs well with the clean geometric primary font. The font was also designed by the same foundry.

### 3.6 Graphic element containers

Having a library of graphic elements is also crucial to expand the flexibility of the design system. The shapes are based on the shape of the logo, the rounded corners of the mark and logotype, and the usefulness of the shape within the composition.



Graphic elements reinforced the distinctive new branding, and were easily adapted for patterns.

Secondary default

Secondary default

Pill default

Secondary default

Pill default

hover

hover

disabled

disabled

press

press

lpx down

lpx left

lpx left

lpx left

Secondary default

Secondary default

Pill default

Secondary default

Pill default

hover

hover

disabled

disabled

press

press

lpx down

lpx left

lpx left

lpx left

Email address\*

Enter email address here

We respect your privacy. We will only use this information to contact you regarding this program.

Please send me, via email, your monthly newsletter and other relevant information about your program.

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I'm not a robot

reCAPTCHA

SUBMIT

default

Quick Links

GET PRE-QUALIFIED

hover

Quick Links

GET PRE-QUALIFIED

large

GET APPROVED

medium (default)

GET APPROVED

small

GET APPROVED

Tertiary default

tag/keyword

desktop

hover

desktop

hover

desktop

tag/filter

desktop

disabled

desktop

ve Videos

or "Financing

lit Acceptance"

ver Credit

eries" videos.

WATCH VIDEOS

	Our company	Competitor O1	Competitor O2	Competitor O3
Feature O1 lorem ipsum dolor sit	✓	✗	...	...
Feature O2 lorem ipsum dolor sit	✓	✗	...	...
Feature O3 lorem ipsum dolor sit	✓	✓	✗	...
Feature O4 lorem ipsum dolor sit	✓	...	✗	...

Videos

See all >

9:41 AM

Estimated monthly payment

\$500

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GET PREQUALIFIED

FIND A CAR

Welcome to Credit Acceptance.

We're driving possibility.

GET PRE-QUALIFIED

Members speak

nselfes

12K+

lers in our network

5MM+

nsurers financed

SUBMIT

9:41 AM

Enter your search here

GET PRE-QUALIFIED

RETRIEVE MY PRE-QUAL

ACCOUNT SIGN IN

PAY MY BILL

CUSTOMERS >

DEALERS >

Monthly payment calculator

\*Required fields

Lorem ipsum dolor sit amet consectetur adipiscing elit nonummy

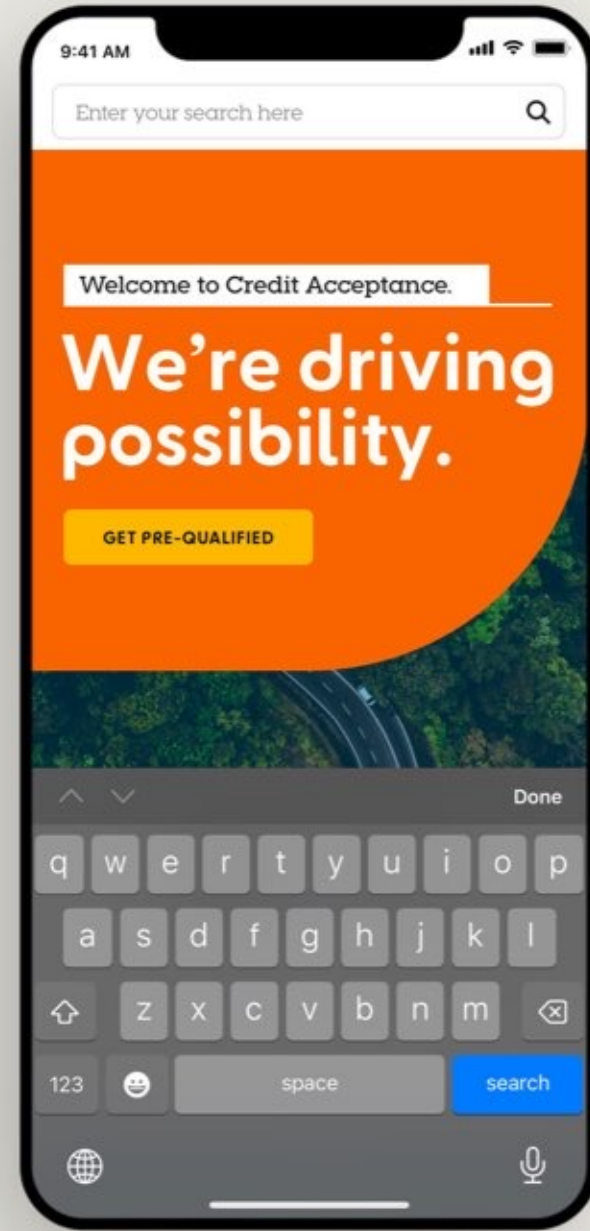
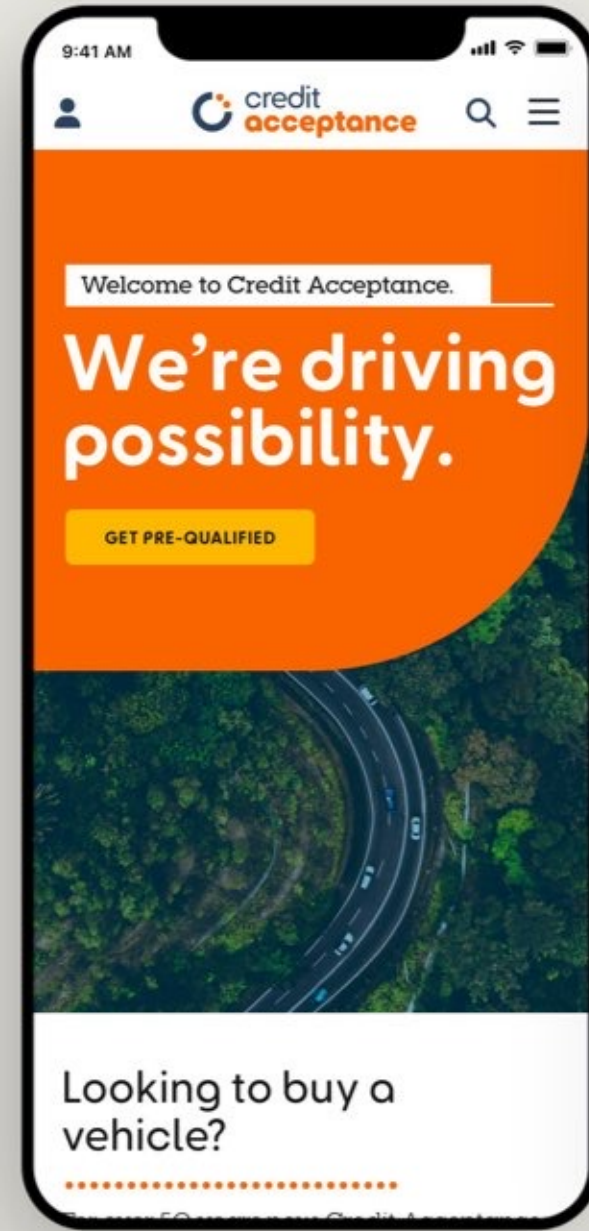
Looking to buy a vehicle?

Looking to buy a vehicle?

A robust design system was created to be mobile-first and customer-centric.

Default state

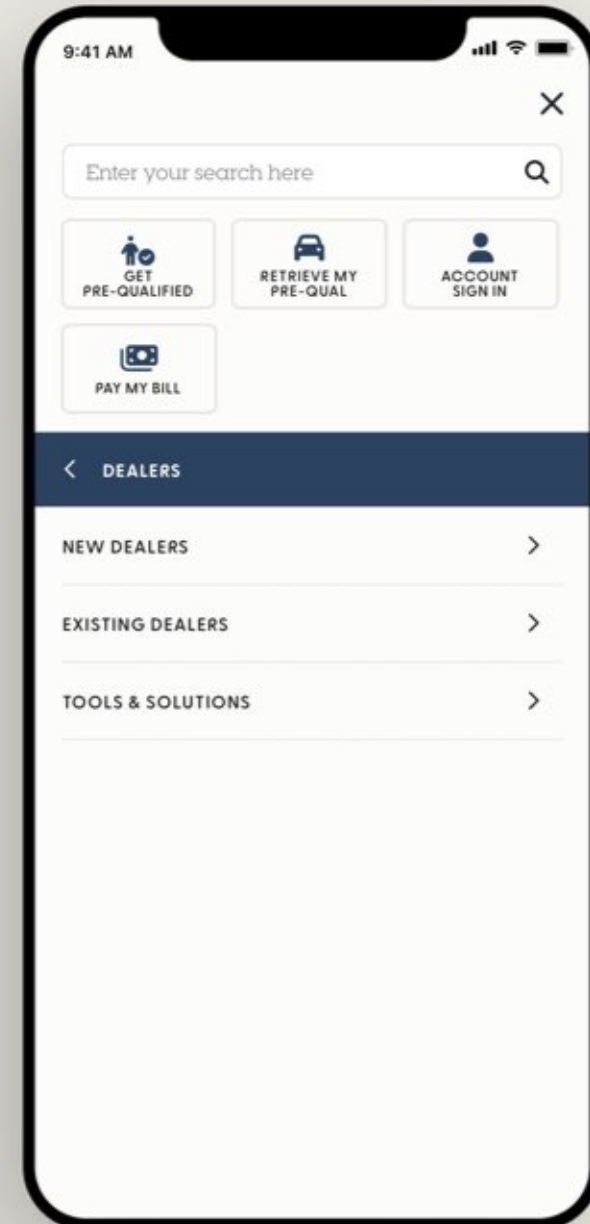
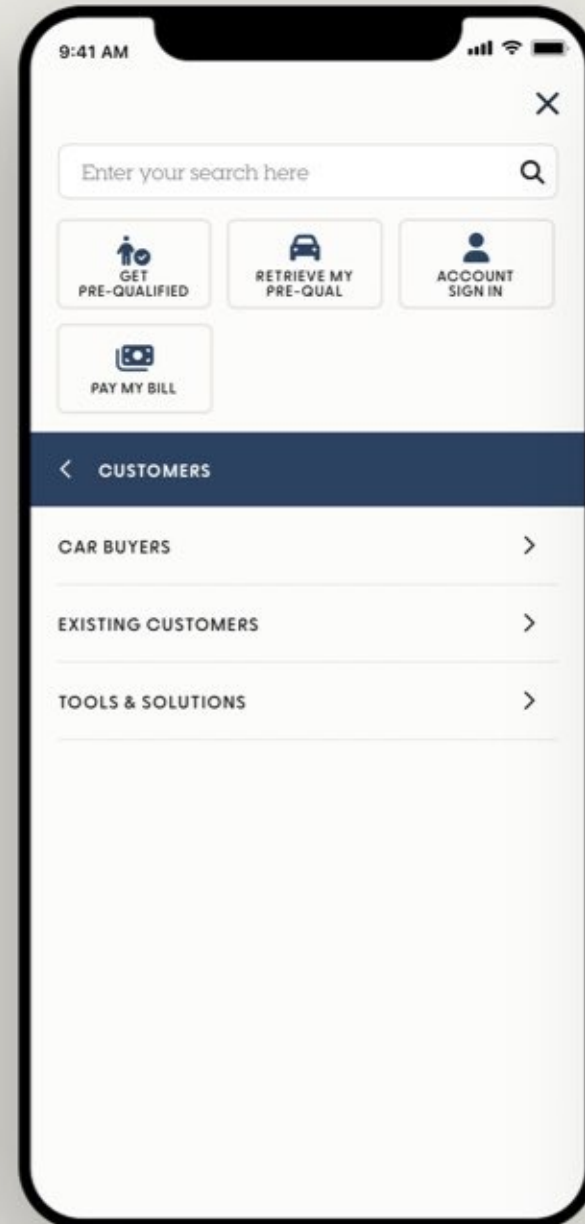
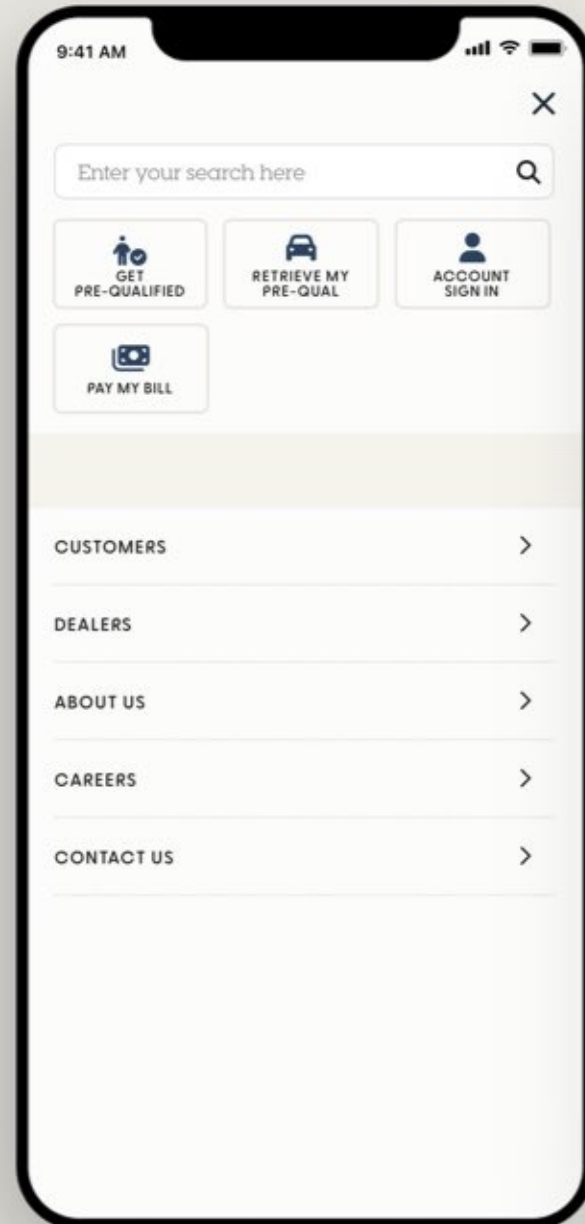
If search icon is clicked (search field overlays content. search button is within keyboard UI. clicking outside of field closes the search field)



if hamburger menu is clicked

if customers is clicked

if dealers is clicked



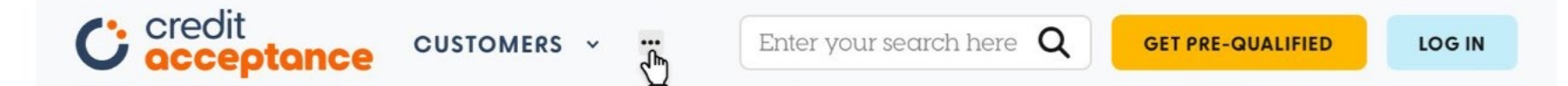
1440px width



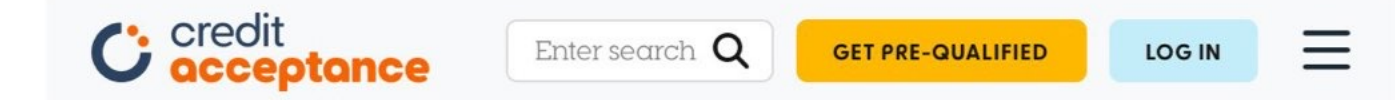
1024px width



768px width



600px width



375px width

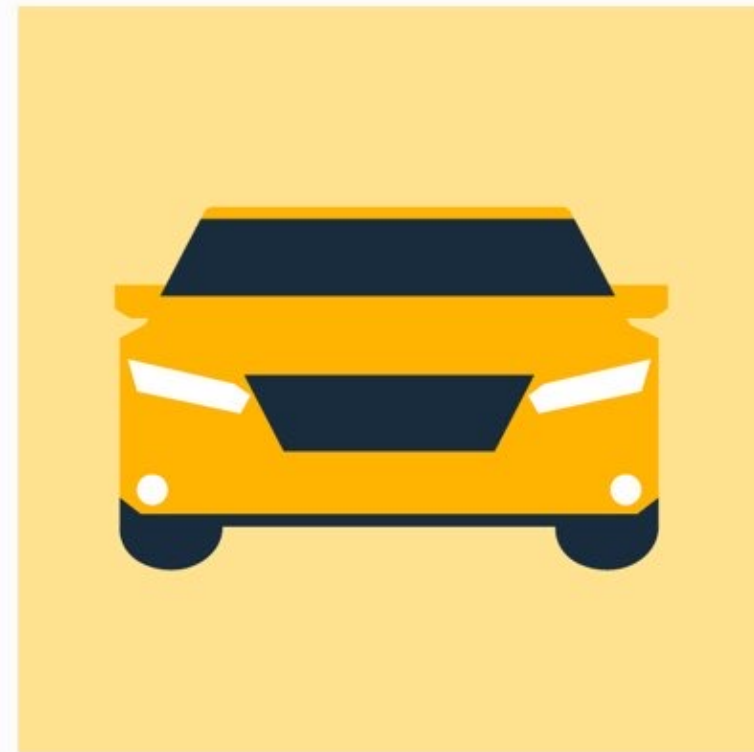


Every detail was thought through to make a human-centered experience.

# 3.8

## Illustration

We have incorporated a simple, flat-style illustration technique to help with our communications. They have elements of the brand shapes within them, and have used the color palette and tints to create depth and shadow within the illustration.

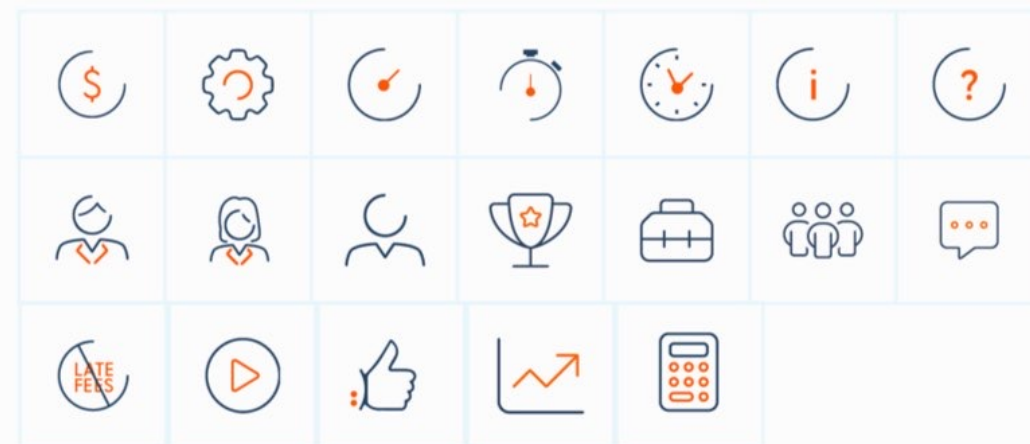


## 3.7 Iconography

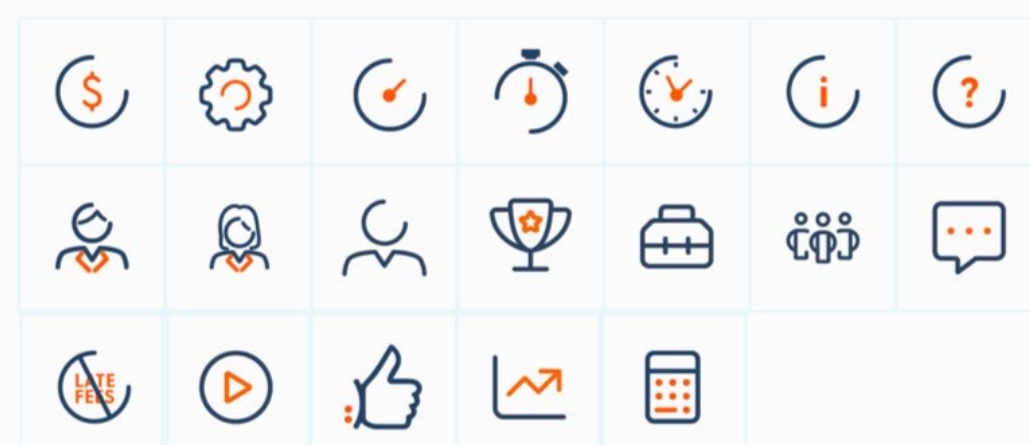
Our iconography is a blend of custom icons and from [fontawesome](#). The custom icons are designed to work together with them, and it allows for an extensive library of icons.

We are using thin, light and solid versions. When the icon is used large, use thin. When smaller, use the light version. When they get even smaller, for UI design for websites, use the solid version. Below are examples of two-color, and one-color is shown on the right.

Thin



Light



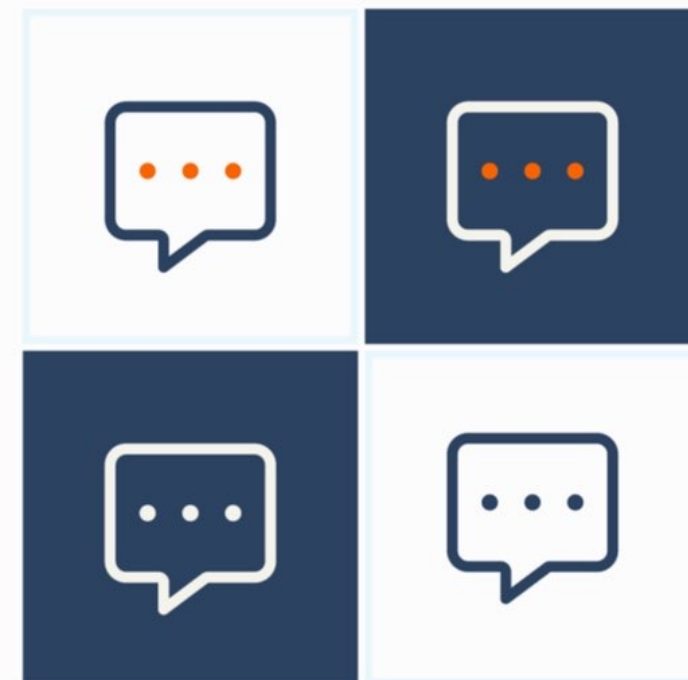
Thin



Light

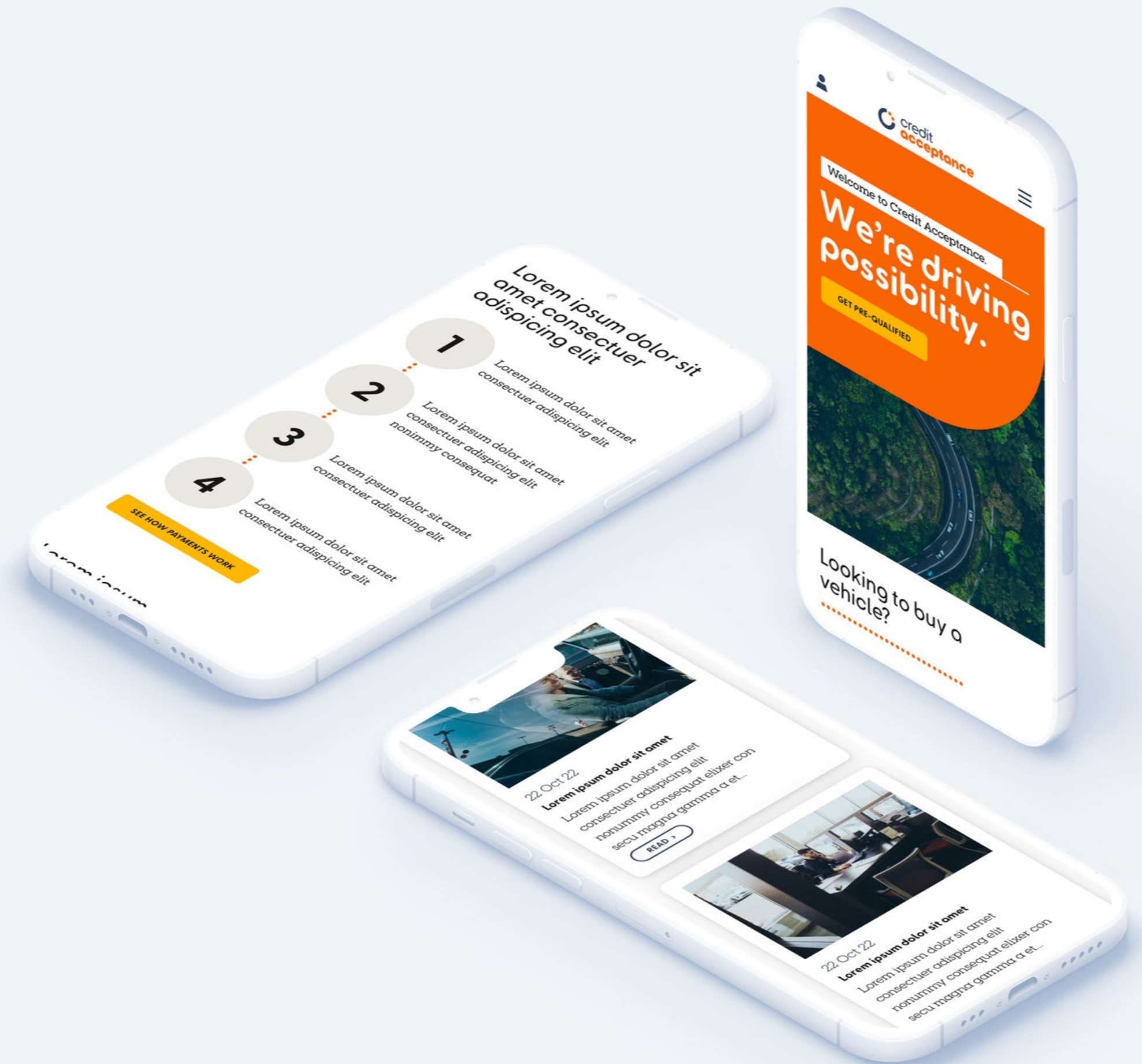


Solid



A unique library of icons was developed for more common uses, and had a system of icon weights and solids for different size use cases.

New look and simpler website is easier for dealers and consumers to navigate.





From auto financing programs to dealer rewards, we covered it all.

- Interest rates
- Higher front-end advances
- No credit to prime credit options
- Same-day funding
- Approvals in 30 seconds or less
- Ability for you to say "yes" to every customer

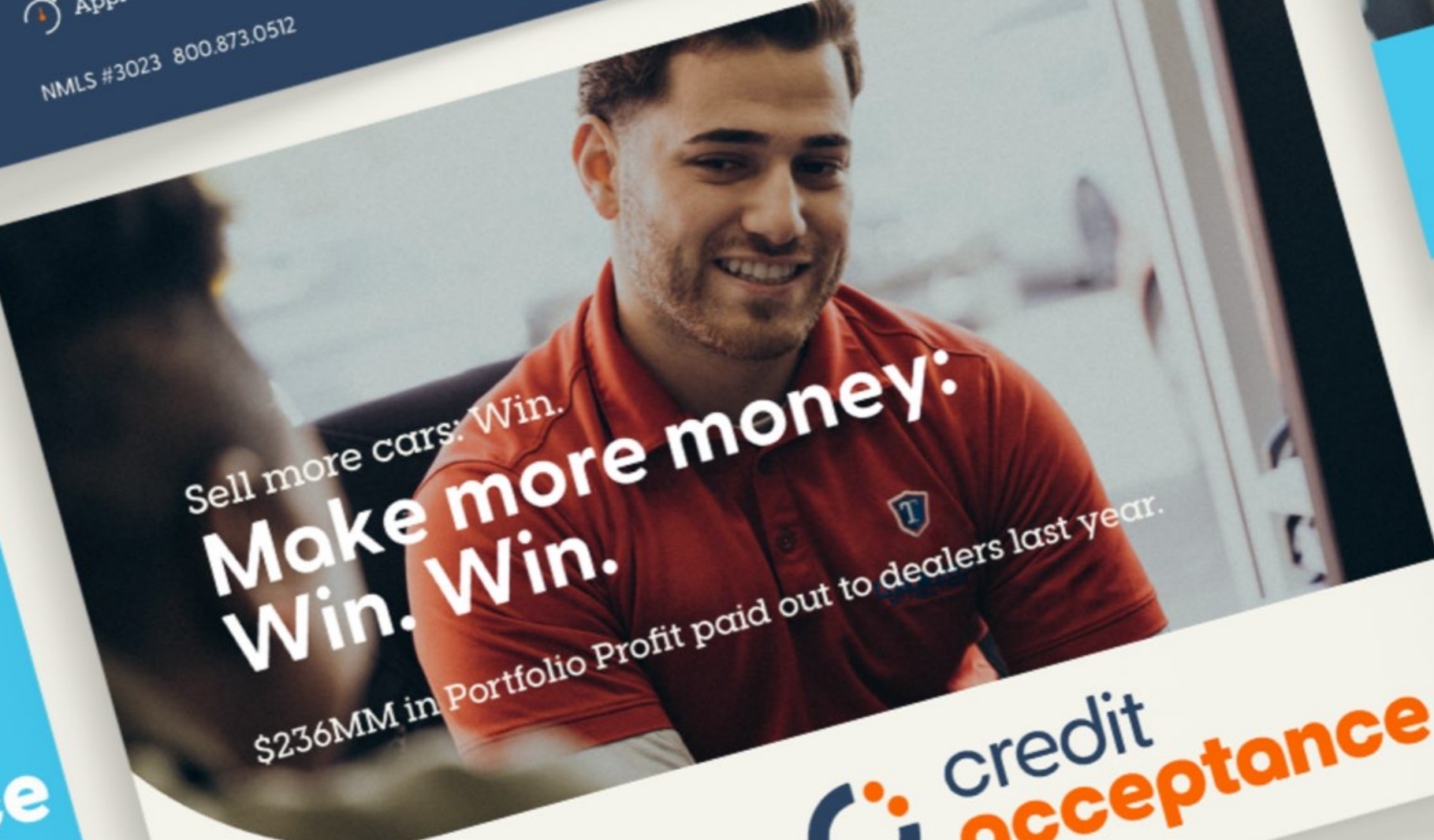
You have the drive to get ahead.  
**Good thing you have a team like ours behind you.**



\$236MM in Portfolio Profit paid out to dealers last year.



- No credit to prime
- Same-day funding
- Approvals in 30 seconds or less



Sell more cars. **Win. Win.**  
**Make more money:**  
 \$236MM in Portfolio Profit paid out to dealers last year.

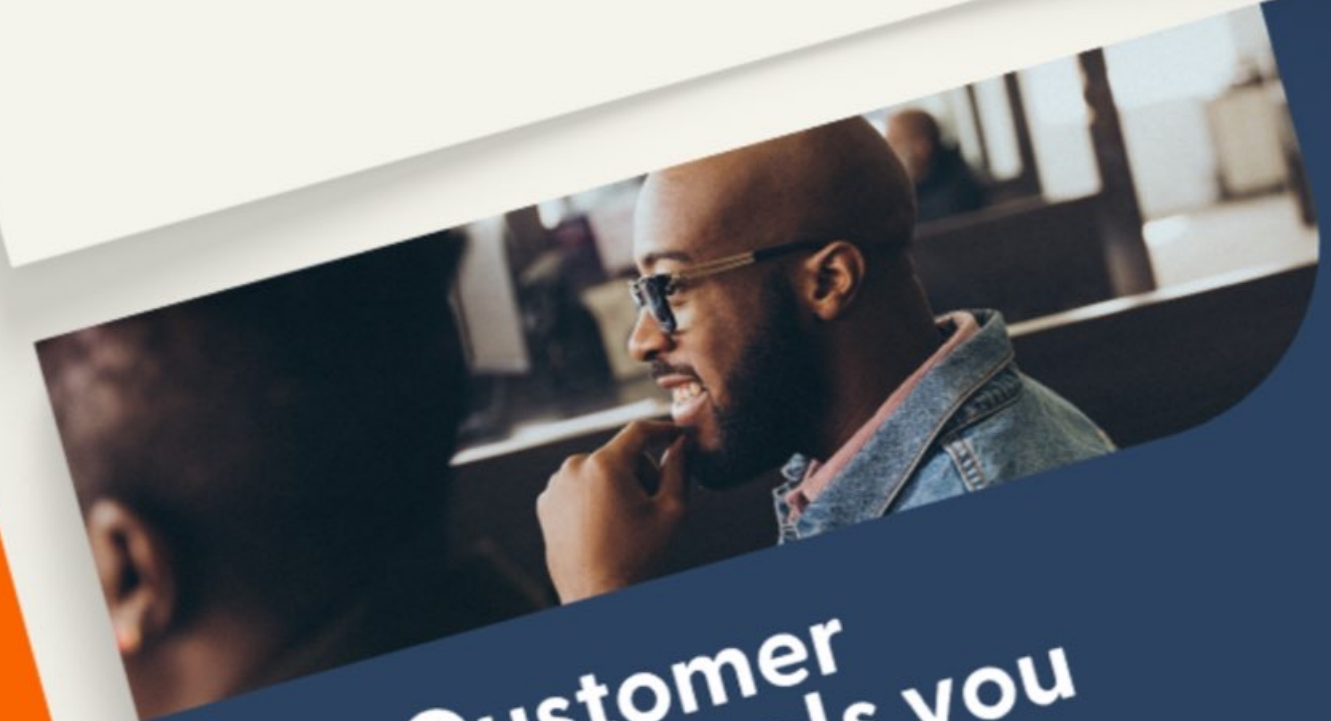


\$236MM in Portfolio Profit

Sell more cars  
**Make Win**  
 \$236MM



What's possible?  
**It's more like that isn't.**



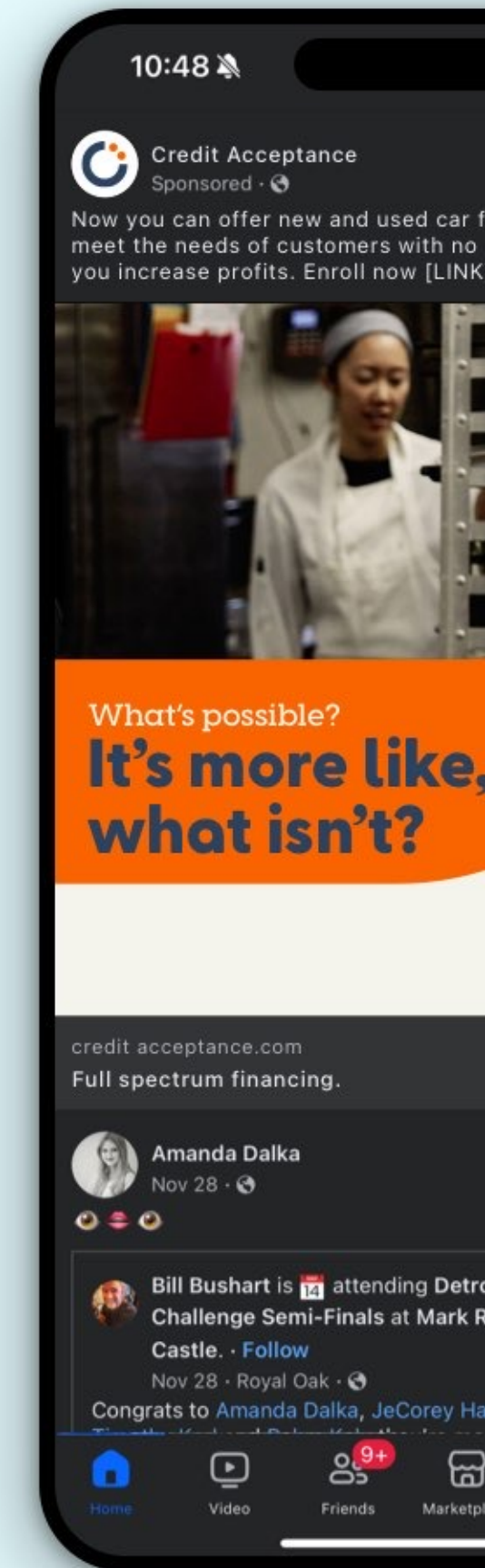
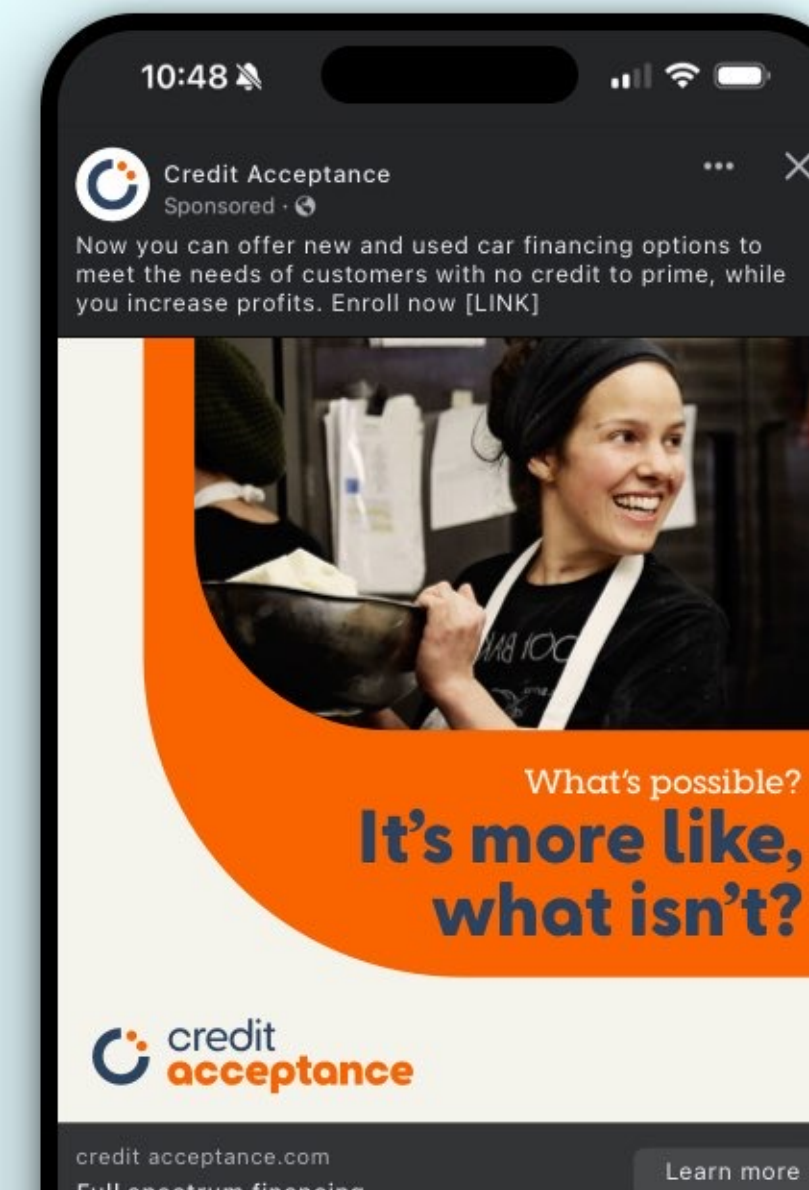
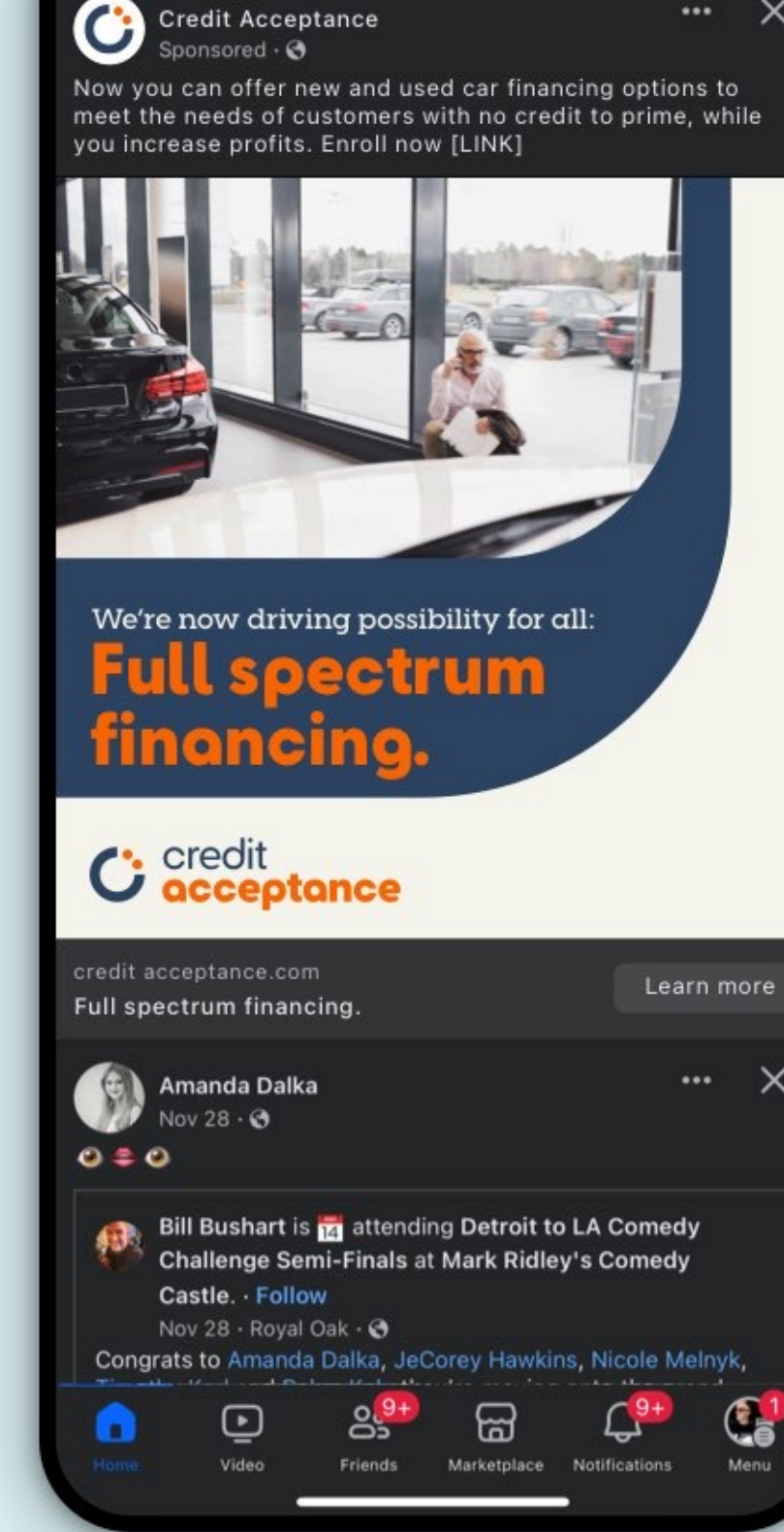
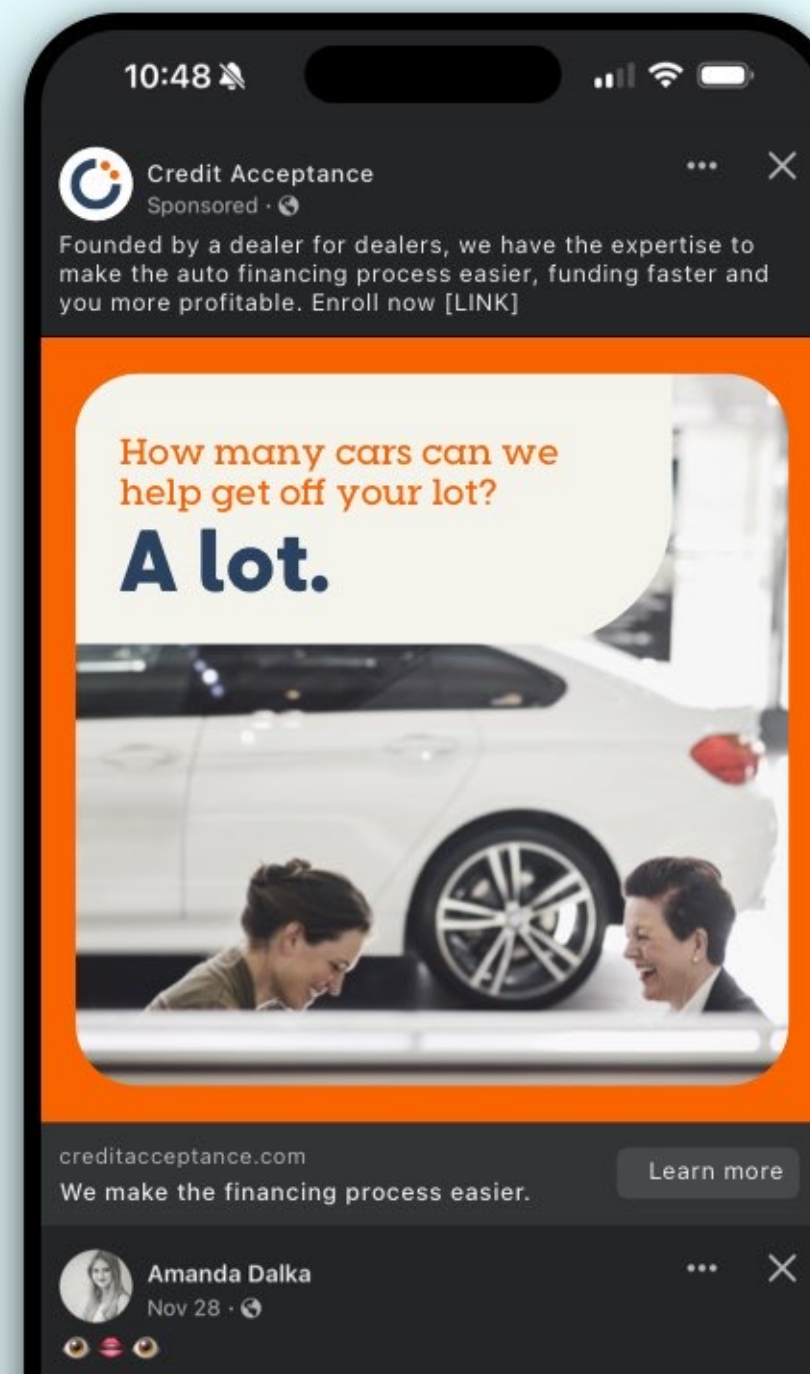
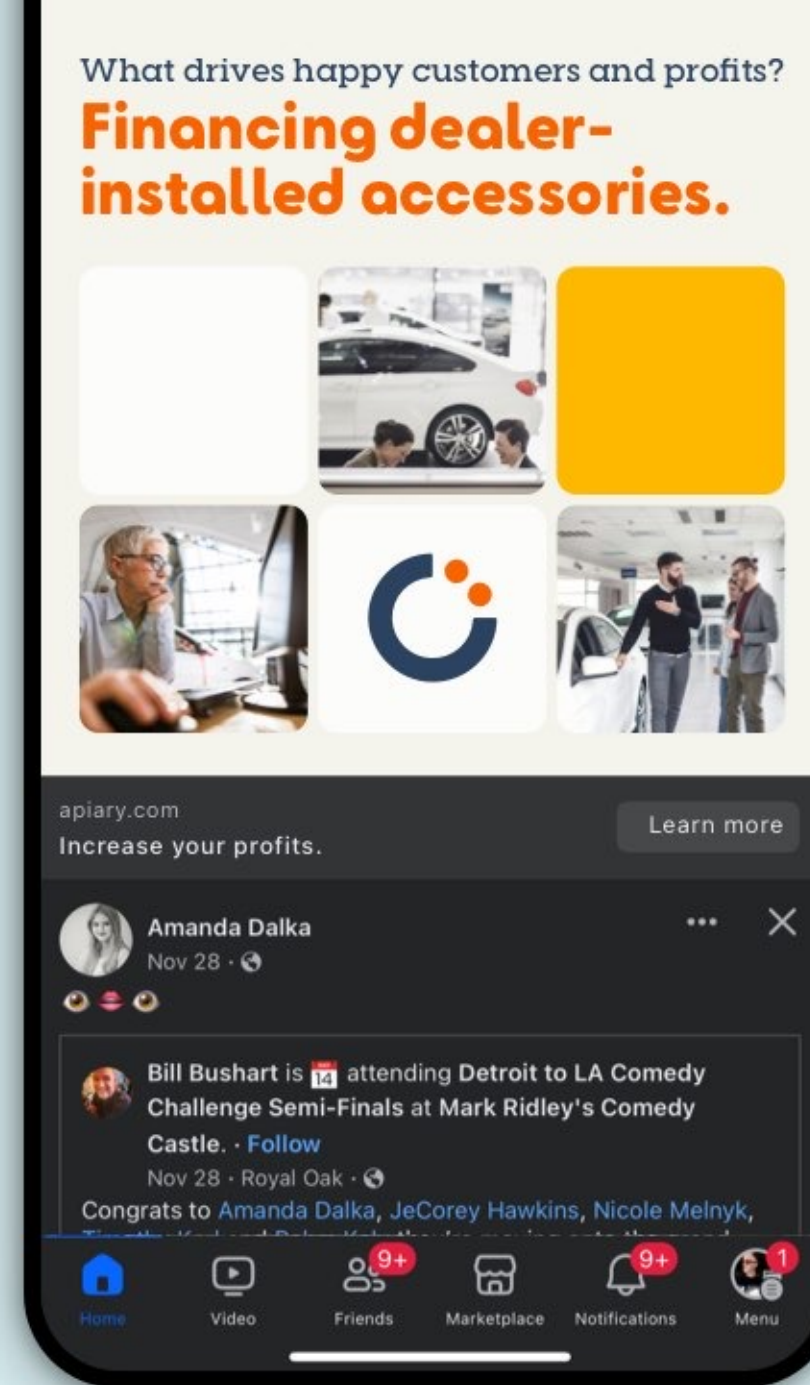
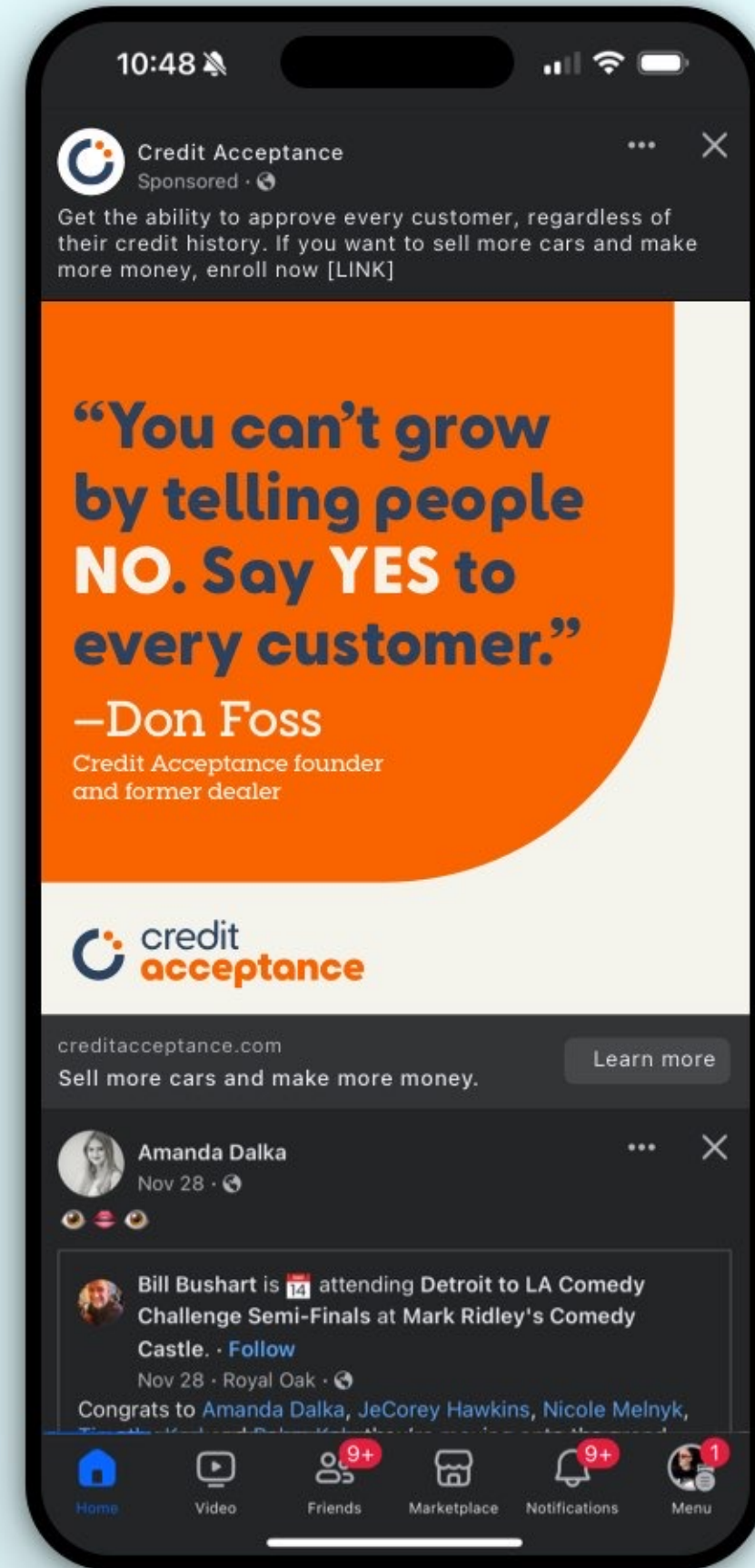
**Customer approvals you can bank on.**  
 \$236MM in Portfolio Profit paid out to dealers last year.

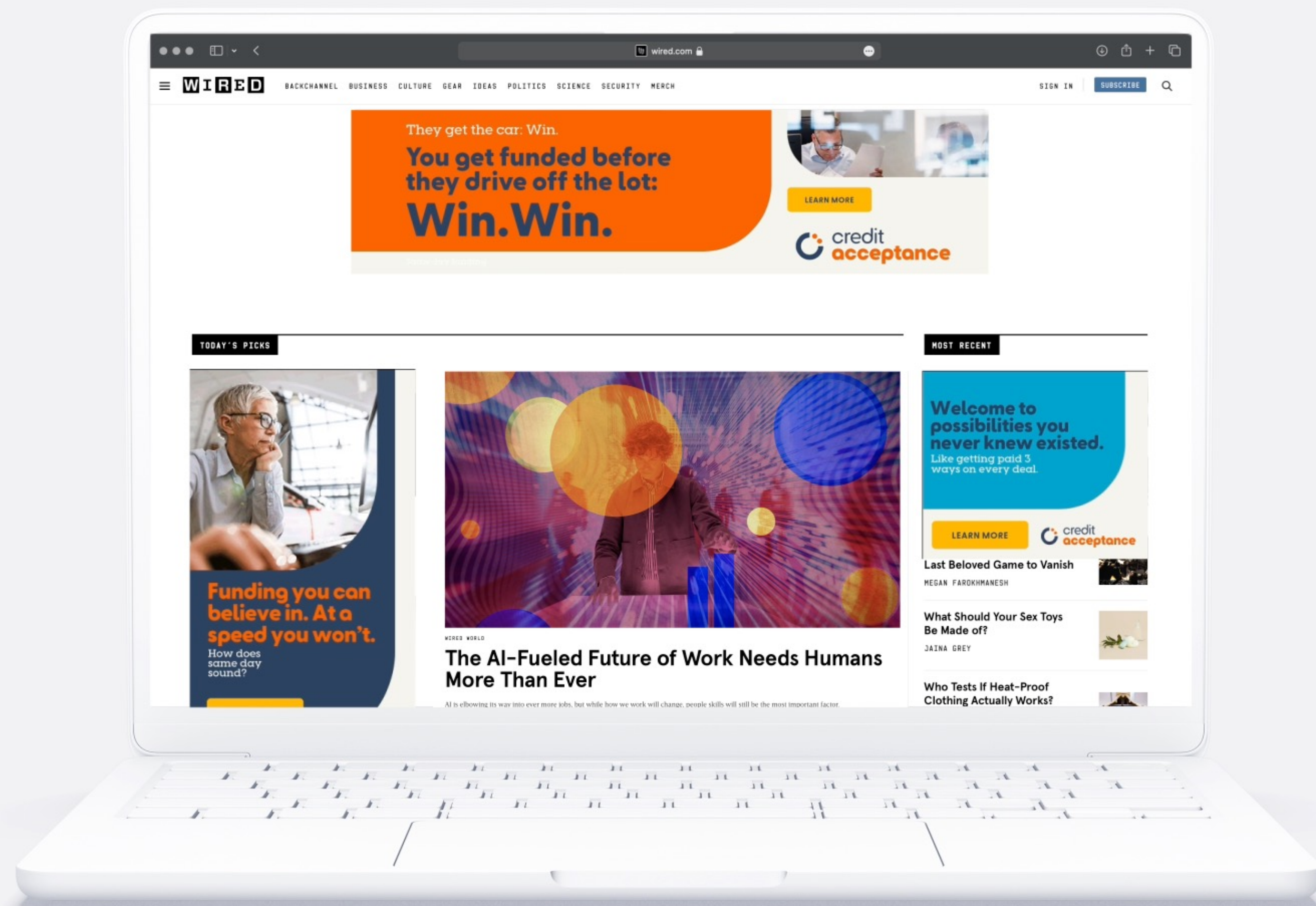


Hard-working toolkits with message of support, speed and strong products.

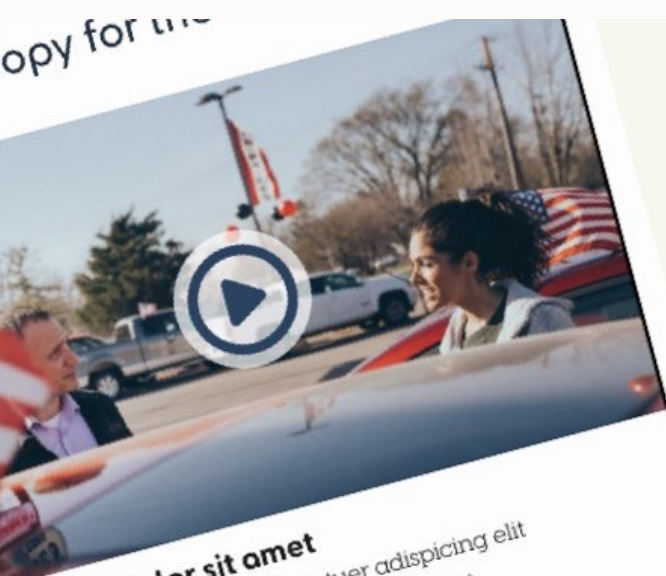


Headlines are hard-hitting and to the point, yet with a clever twist.





Digital display advertising telegraphs the possibilities of success with Credit Acceptance.



ipsum dolor sit amet  
consectetur adipiscing elit  
sed diam nonummy nibh  
euismod tincidunt ut laoreet  
dolore magna aliquam erat  
dispartem.

[Read more >](#)

### Fresh Content



**Subhead area lorem ipsum dolor sit amet consectetur 2 LINES**  
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[MORE >](#)



**Subhead area lorem ipsum dolor sit amet consectetur 2 LINES**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.

[MORE >](#)



**Helpful tip: Lorem ipsum dolor sit amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.**

[MORE >](#)



**Subhead area lorem ipsum dolor sit amet consectetur 2 LINES**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.

[MORE >](#)

Credit Acceptance  
NMLS #5023. Please do not  
Finance Lenders License  
© 2023 Credit Acceptance Corporation. All rights reserved.

# credit acceptance possibilities

Franchise Edition  
Volume 1 | Issue 1

## News/enhancements



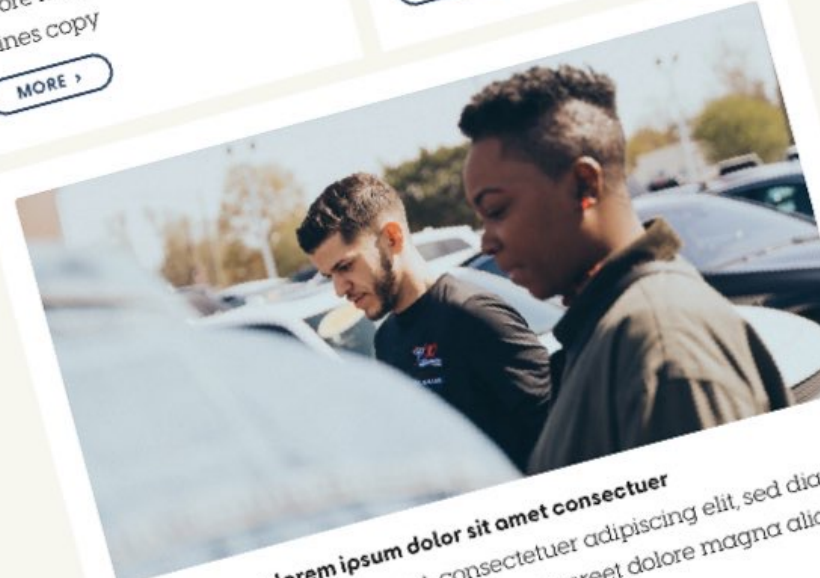
**Subhead area lorem ipsum dolor sit amet consectetur 2 LINES**  
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[MORE >](#)



**Product announcement lorem ipsum dolor sit amet**  
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[MORE >](#)



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[MORE >](#)

## Dealer Case Studies

Jane Smith - title lorem ipsum dolor 2 lines

**Helpful tip: Lorem ipsum dolor sit amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.**

[MORE >](#)

**Summary: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.**

[MORE >](#)

## Events

**LAST CHANCE TO REGISTER**

**Event name lorem ipsum dolor sit amet consectetur adipiscing elit**



**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.

**Date: Jun 30 - Jul 2**  
**Location: Nice, France**  
**CODE 1023945**

[REGISTER NOW](#)

[Event website >](#)

## Leaderboard



**Subhead area lorem ipsum dolor sit amet consectetur 2 LINES**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.

[MORE >](#)



**Helpful tip: Lorem ipsum dolor sit amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.**

[MORE >](#)

## Events

**LAST CHANCE TO REGISTER**

**Event name lorem ipsum dolor sit amet**



**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat dispartem.**

**Date:**  
**Location:**  
**Code:**

Tips, tool and trends to help dealers grow their business.



credit  
acceptance

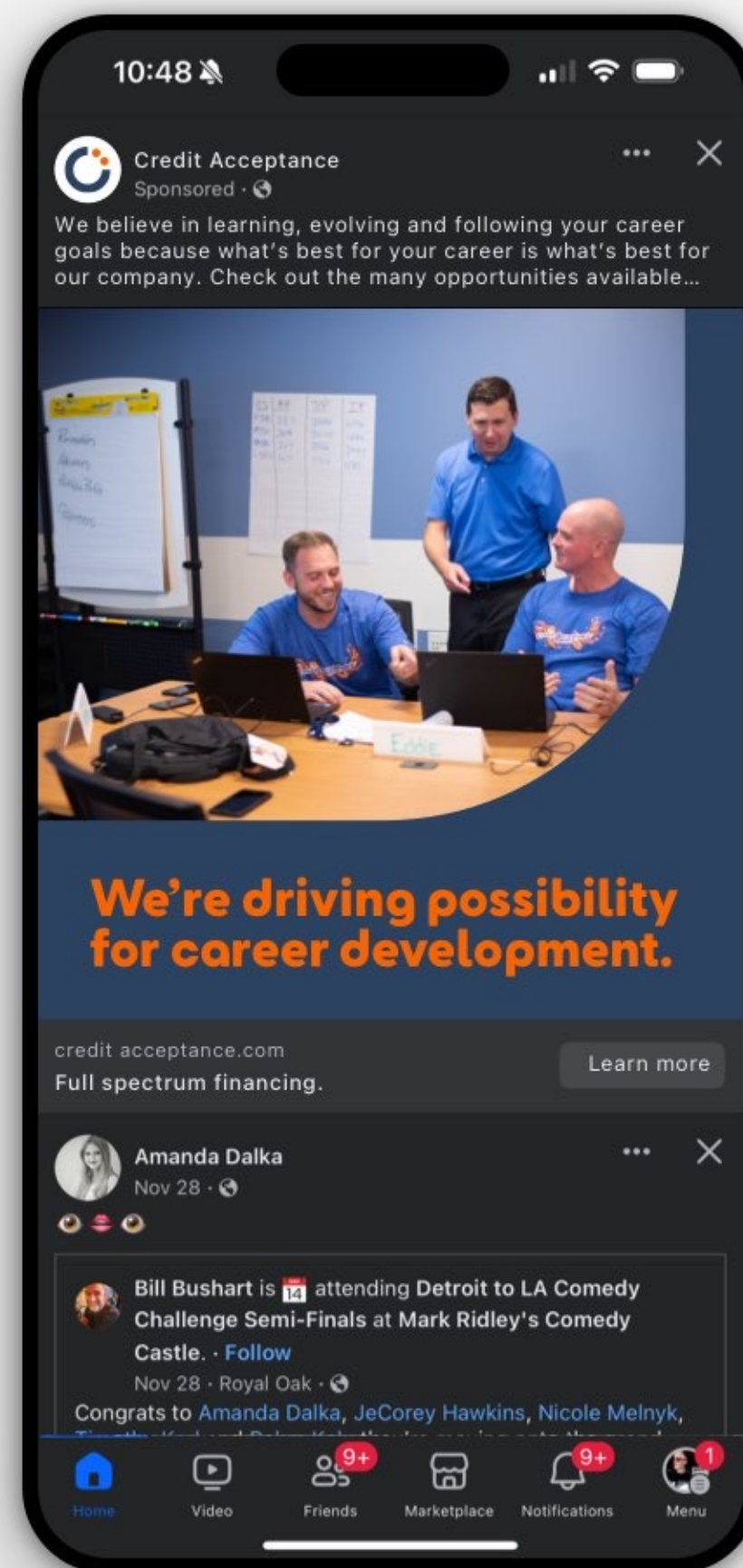
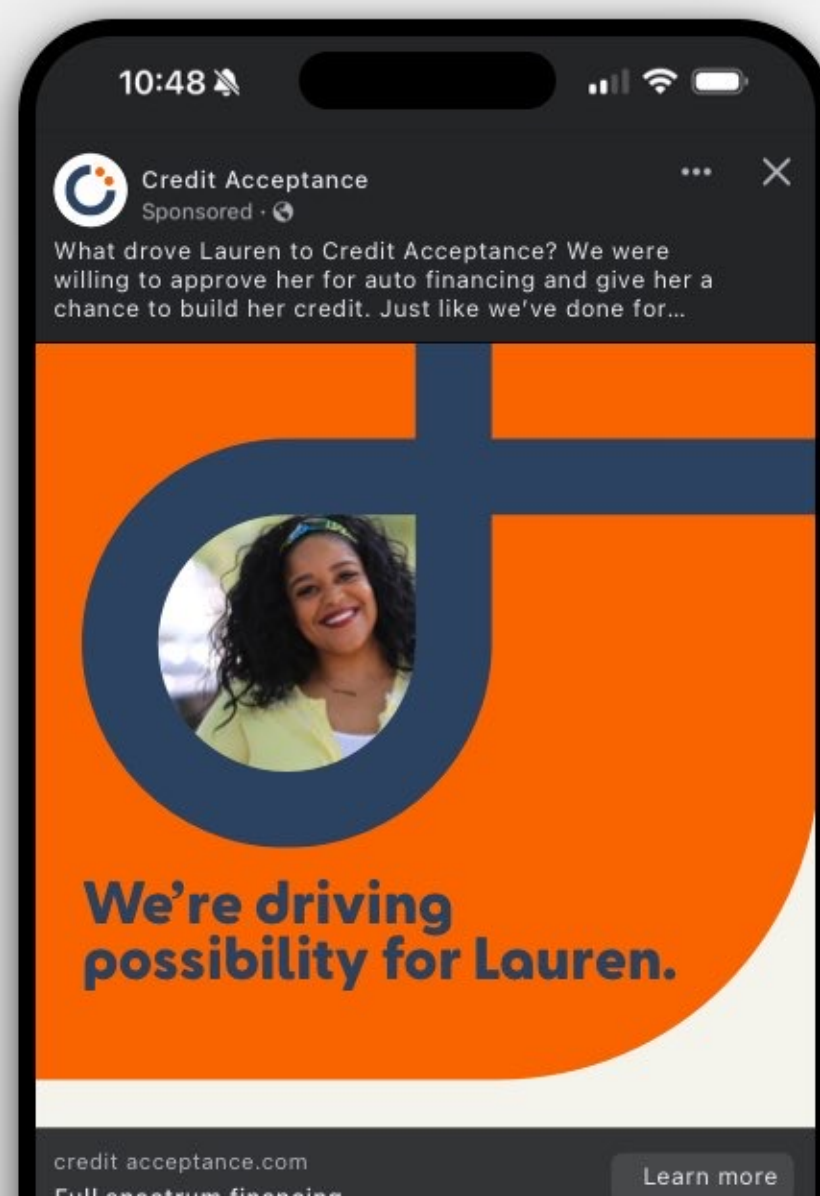
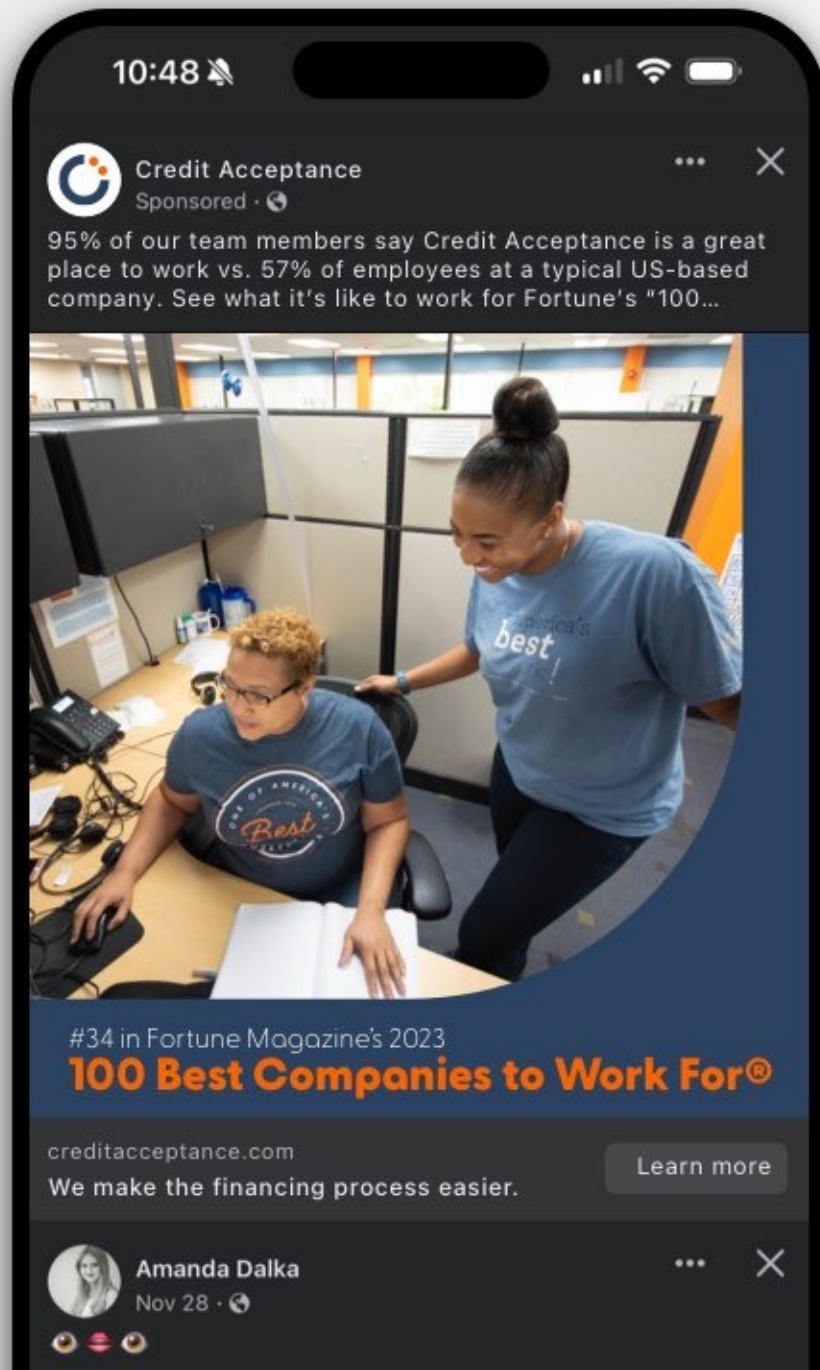
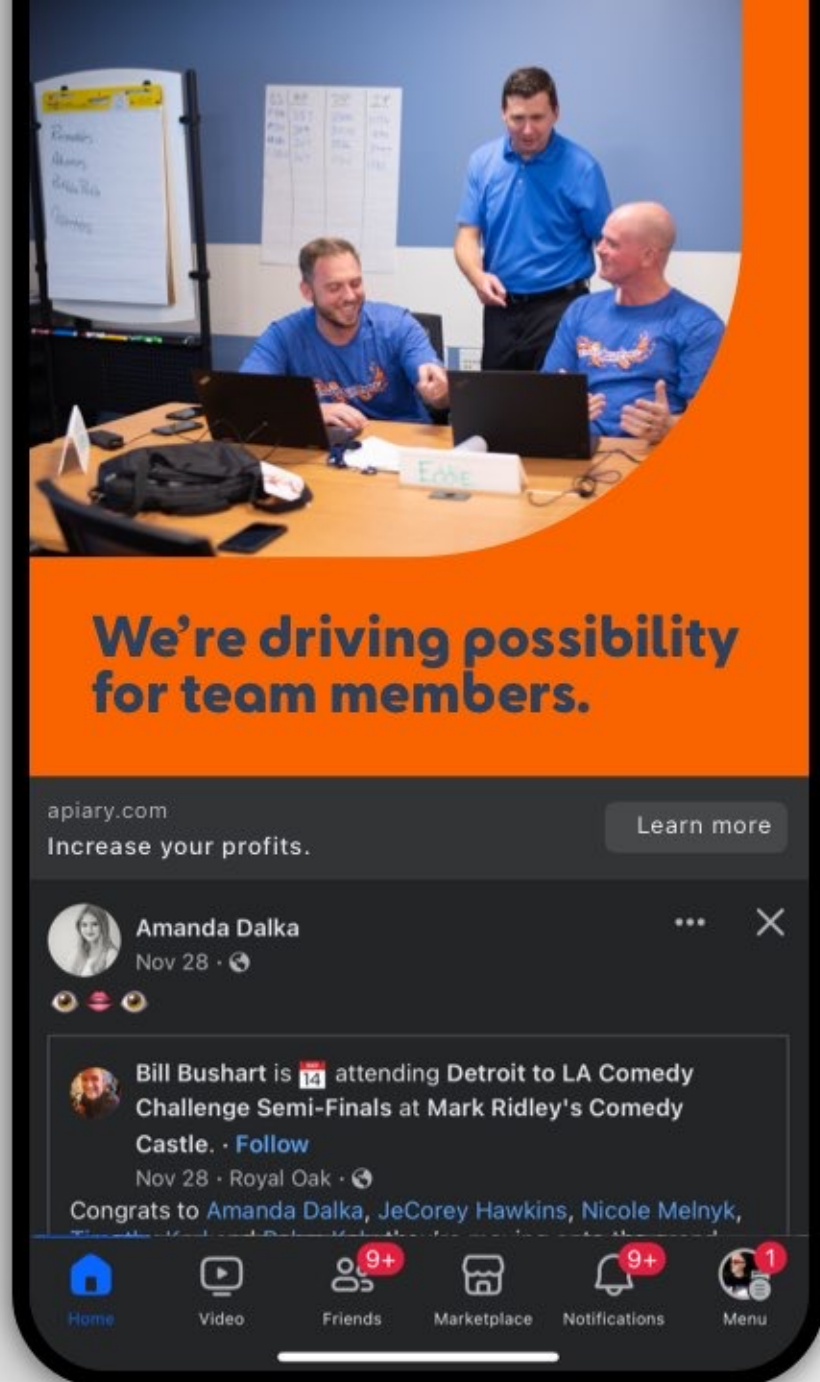
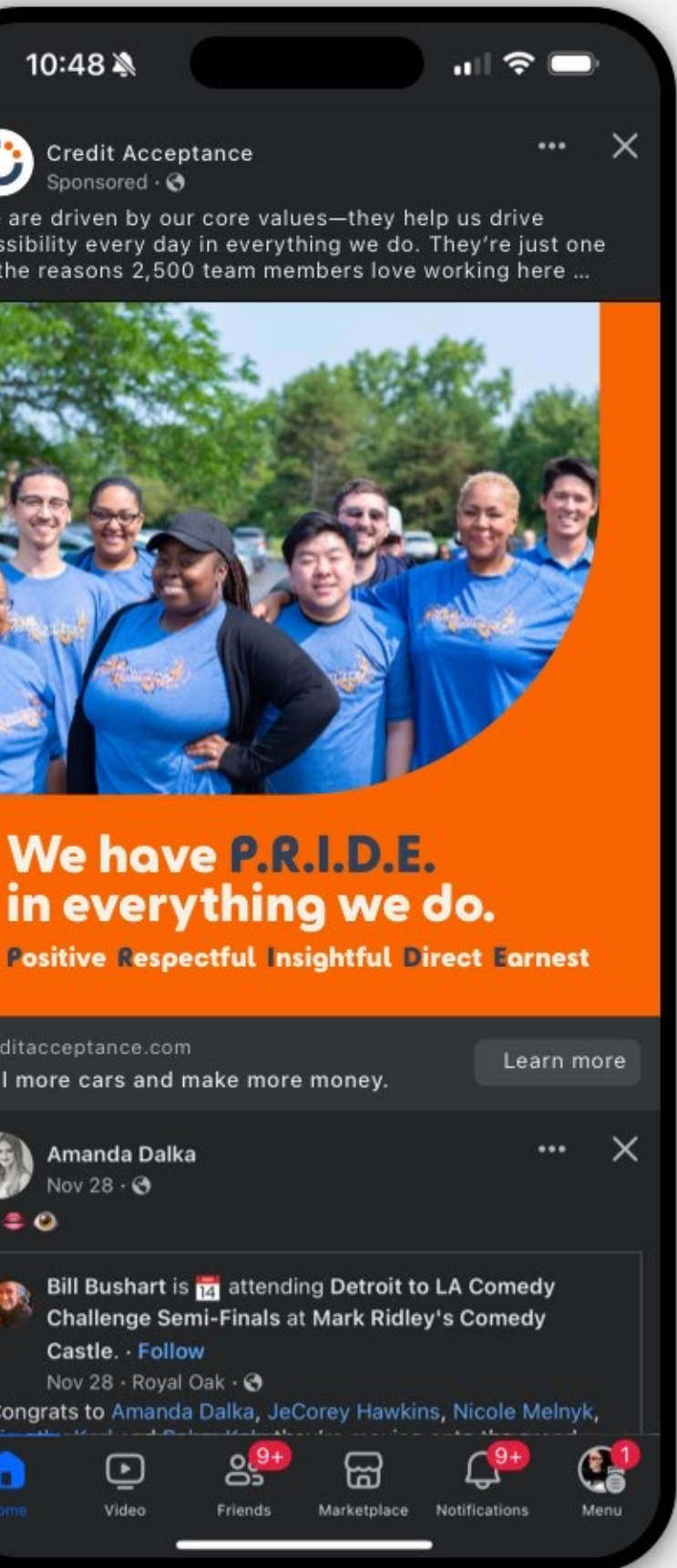
Learn. share. grow.



Welcome  
to the  
Dealer  
Exchange  
Meeting

[creditacceptance.com/dealers](https://creditacceptance.com/dealers)

Eye-catching  
tradeshow banners  
promote why you  
should work with  
Credit Acceptance.



Team members and recruits see what's possible when they work for a great company.