Credit Acceptance case study

OLD

NEW

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

PLAY LOGO VIDEO >

Tangerine
strength, warmth, positivity

Look closely and you'll see a steering wheel that represents each one of us driving what's possible for the next 50 years.

The two dots represent the dealer and consumer coming together

mark

The 'C' stands for us and our team members

Indigo
trust, respect

Each element has meaning and purpose.

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

Acceptance Medium

Acceptance Heavy

logotype

credit acceptance

Font: Acceptance
Lower case to demonstrate our approachability/ friendliness

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: Connary Fagen

Primary usage:

Headline, subheads

Typography

Acceptance

Abc123

ABCDEFGHIJKLMNOPPQRRSTUVWXYZ
aabbccddeefgghijklmnoppqqrsttuvwxyz
1234567890 <>

‹ ›

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

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

Visby Slab

Typography

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

Abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphic elements

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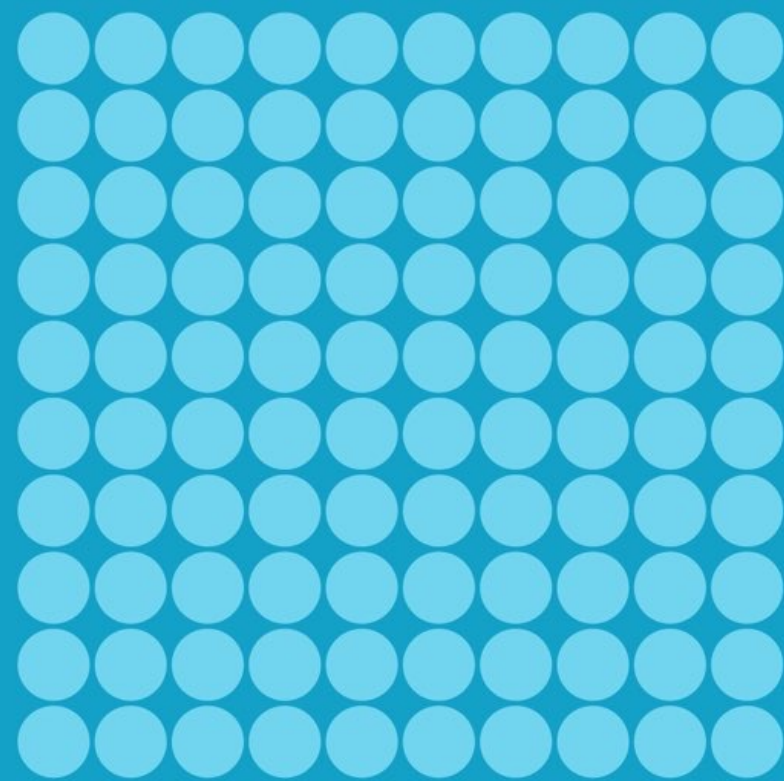
Graphic elements reinforced the distinctive new branding, and were easily adapted for patterns.

A robust design system was created to be mobile-first and customer- centric.
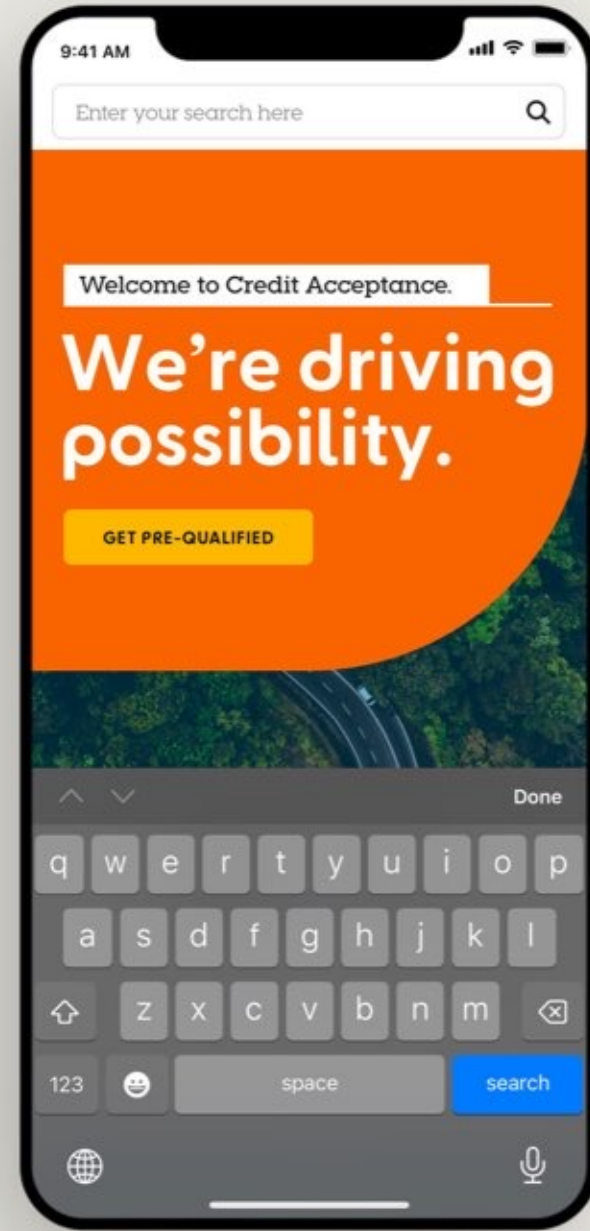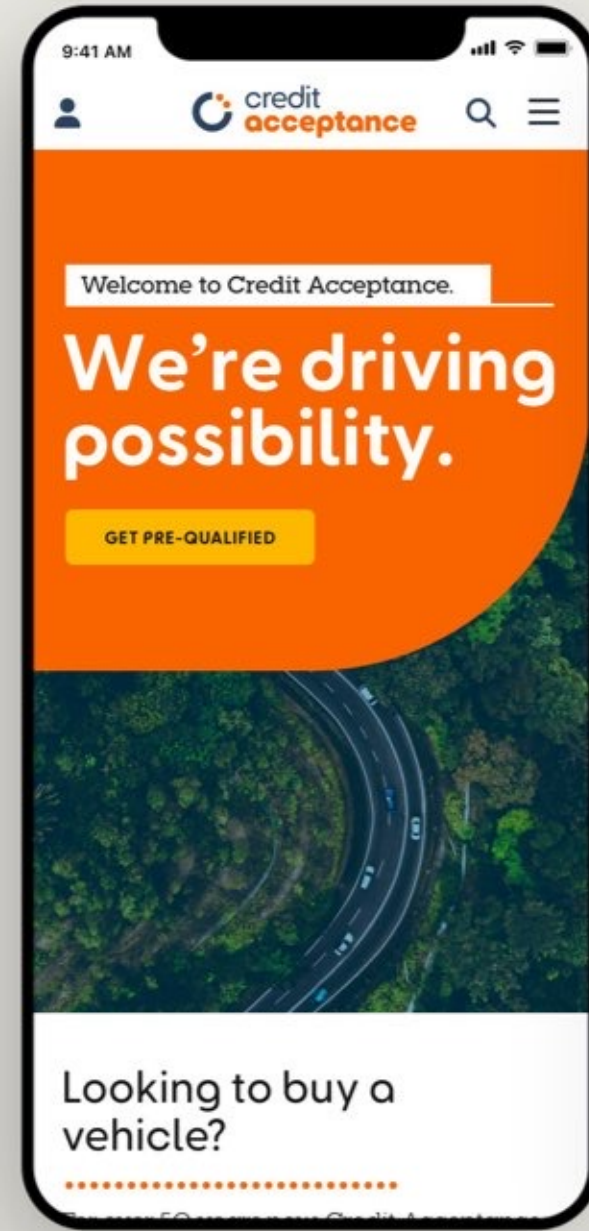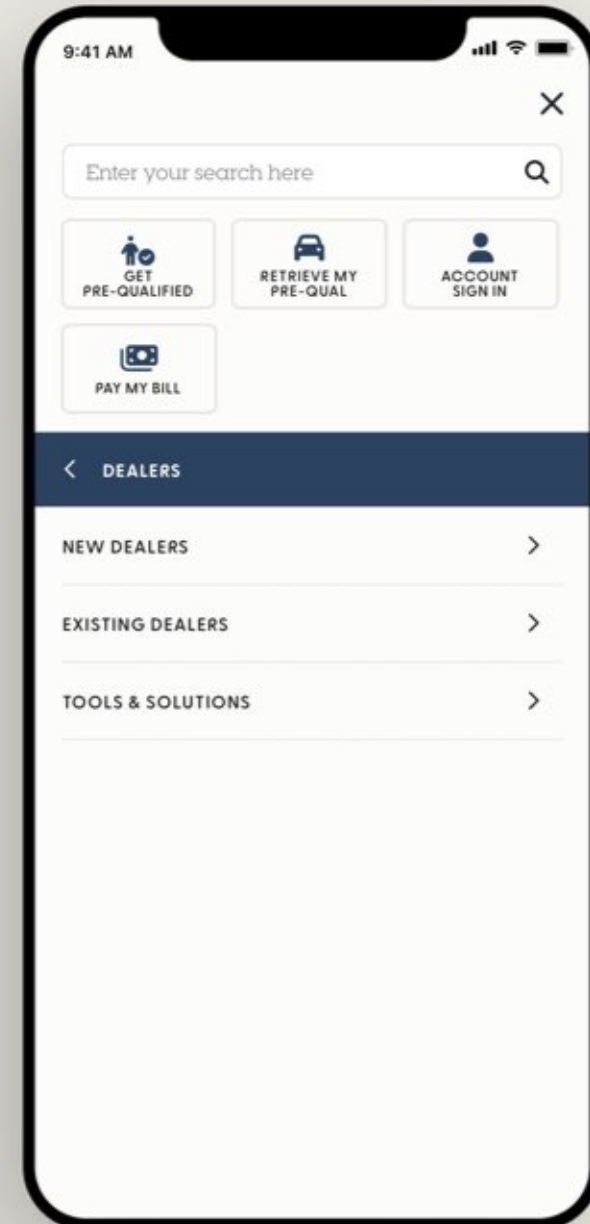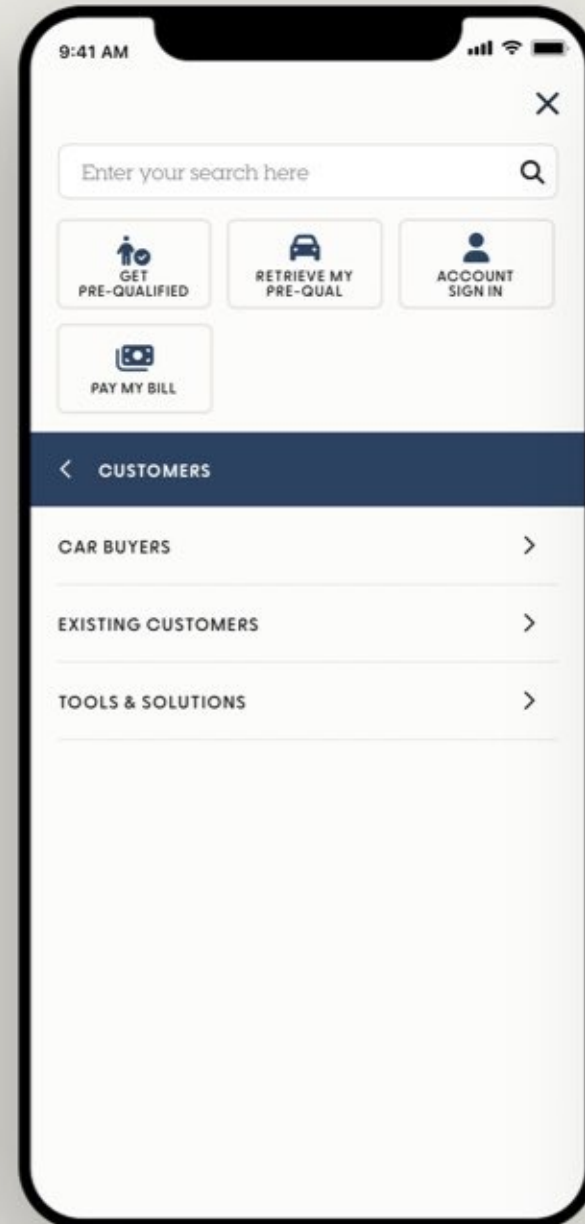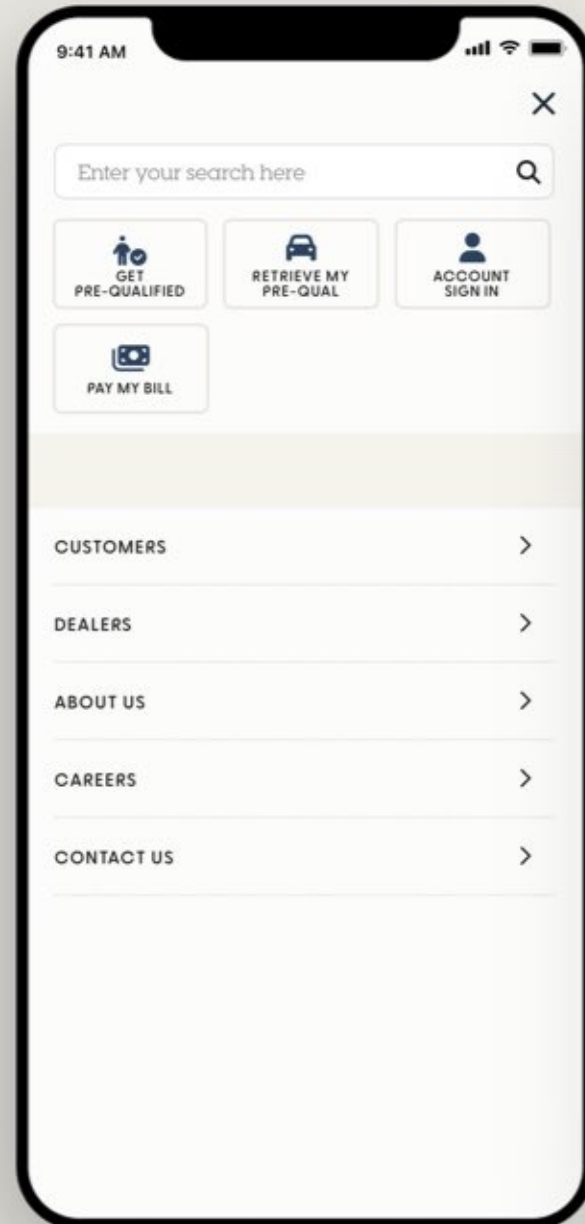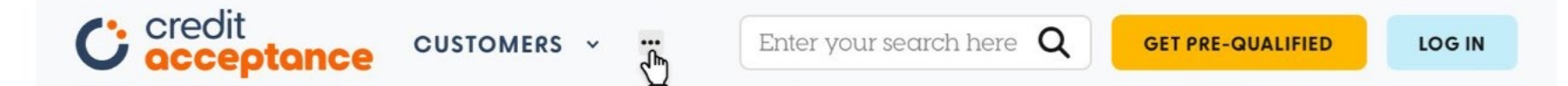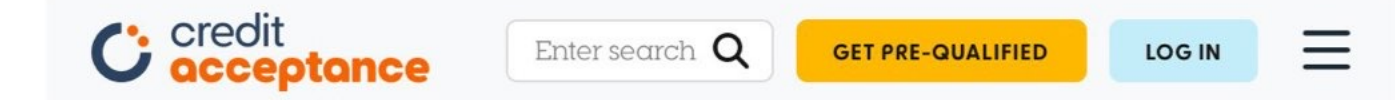
Every detail was thought through to make a human-centered experience.

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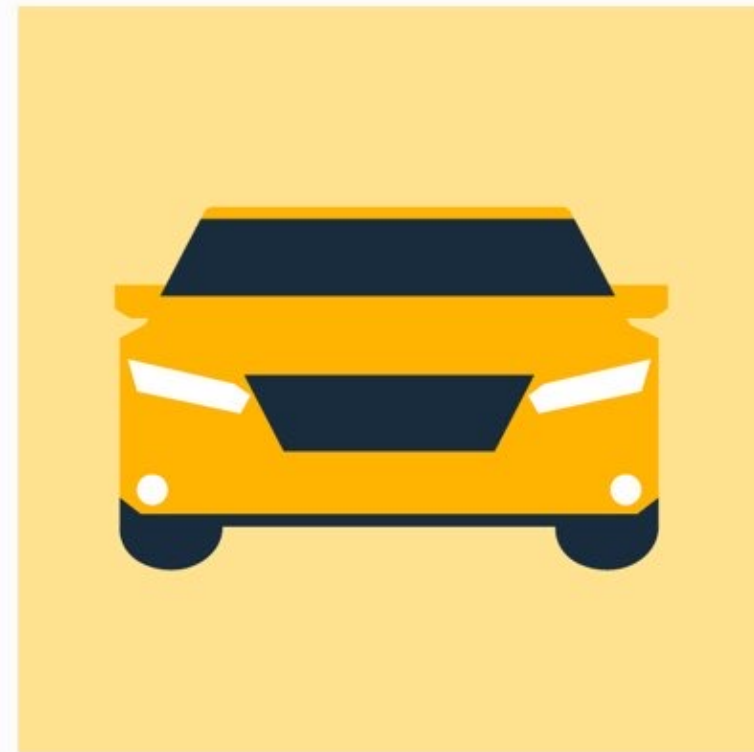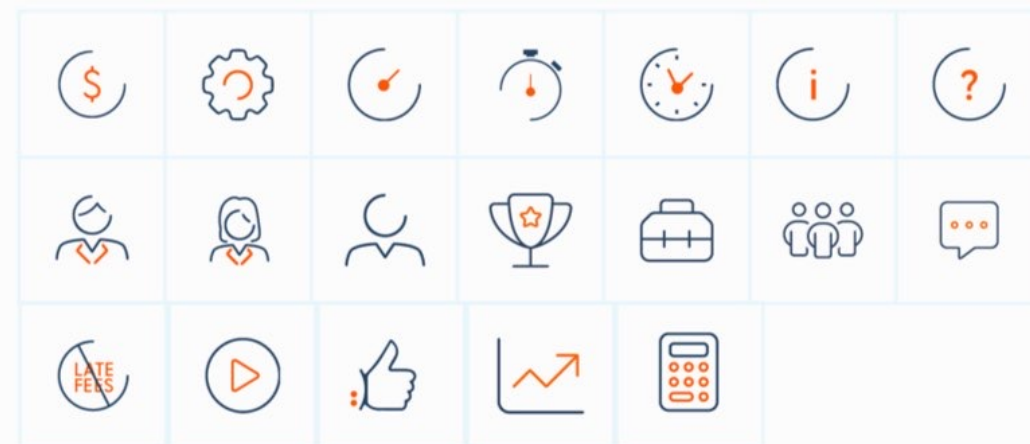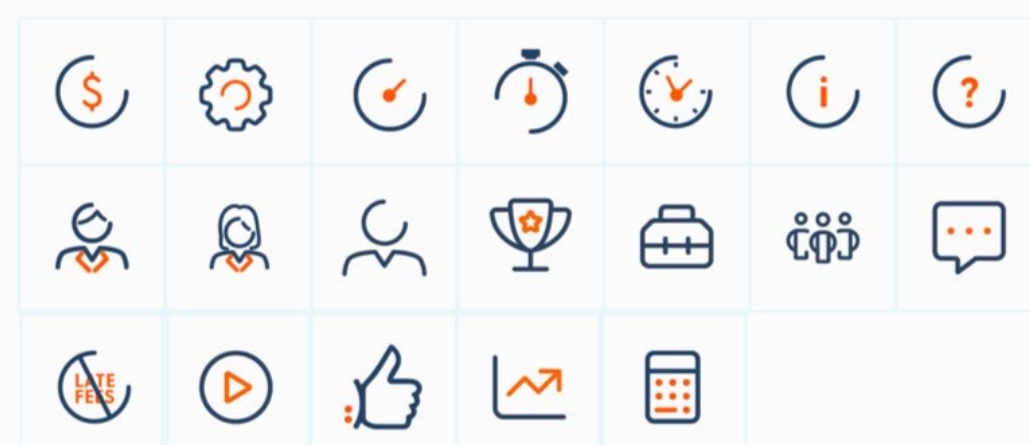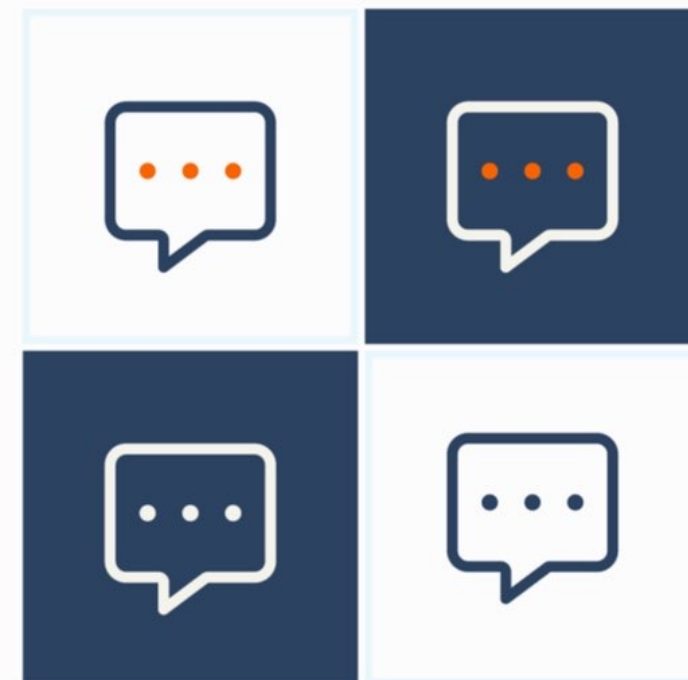
A unique library of icons was developed for more common uses, and had a system of icon weights and solids for different size use cases.

New look and simpler website is easier for dealers and consumers to navigate.
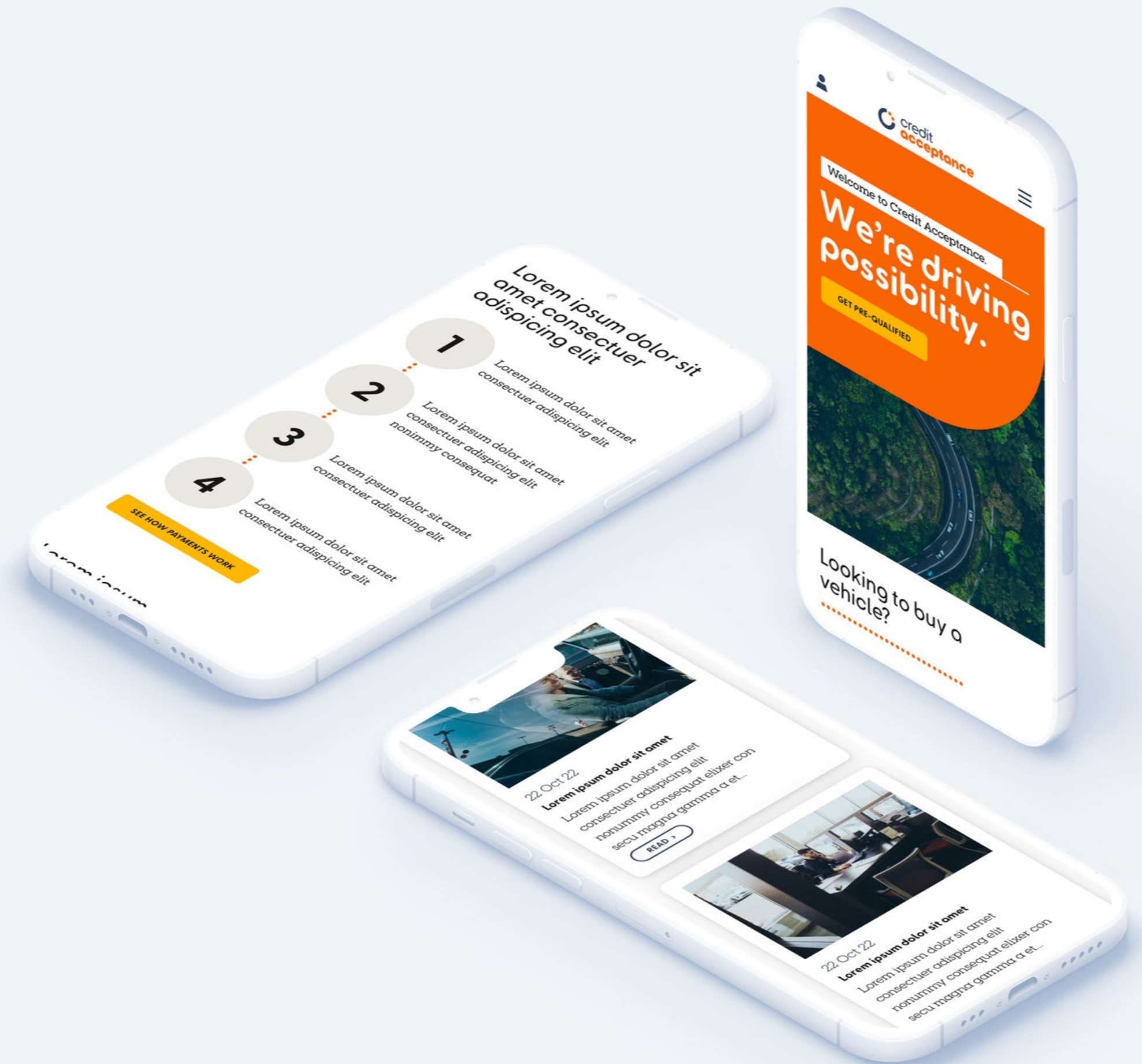
From auto financing programs to dealer rewards, we covered it all.
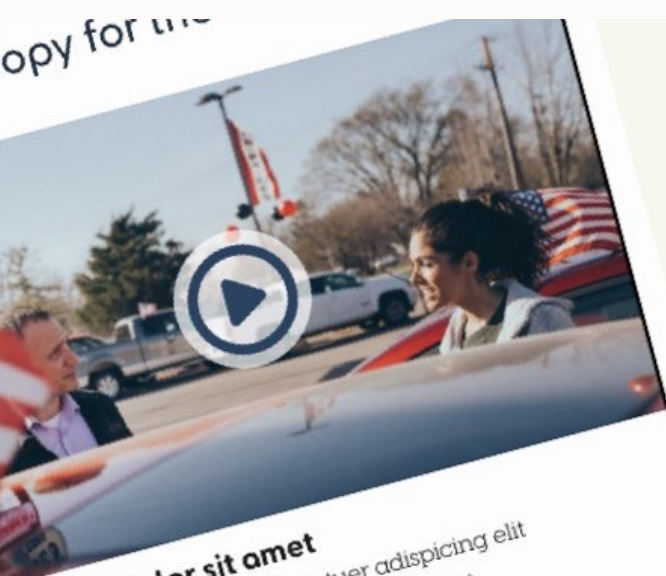
Hard-working toolkits withs message of support, speed and strong products.

Headlines are hard-hitting and to the point, yet with a clever twist.
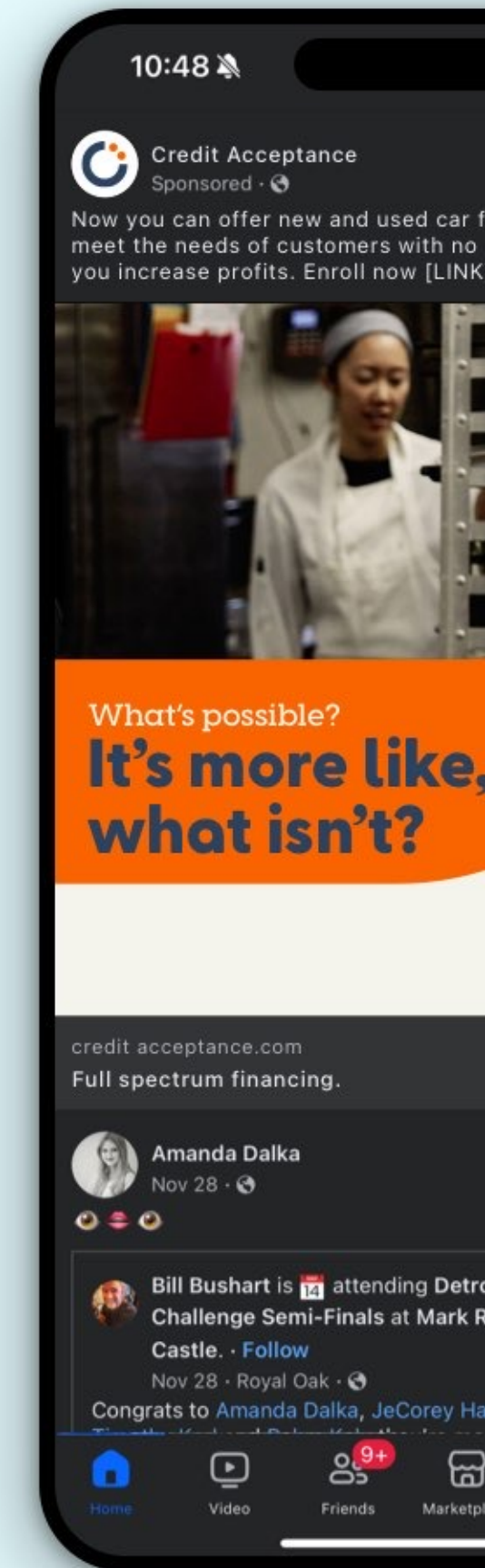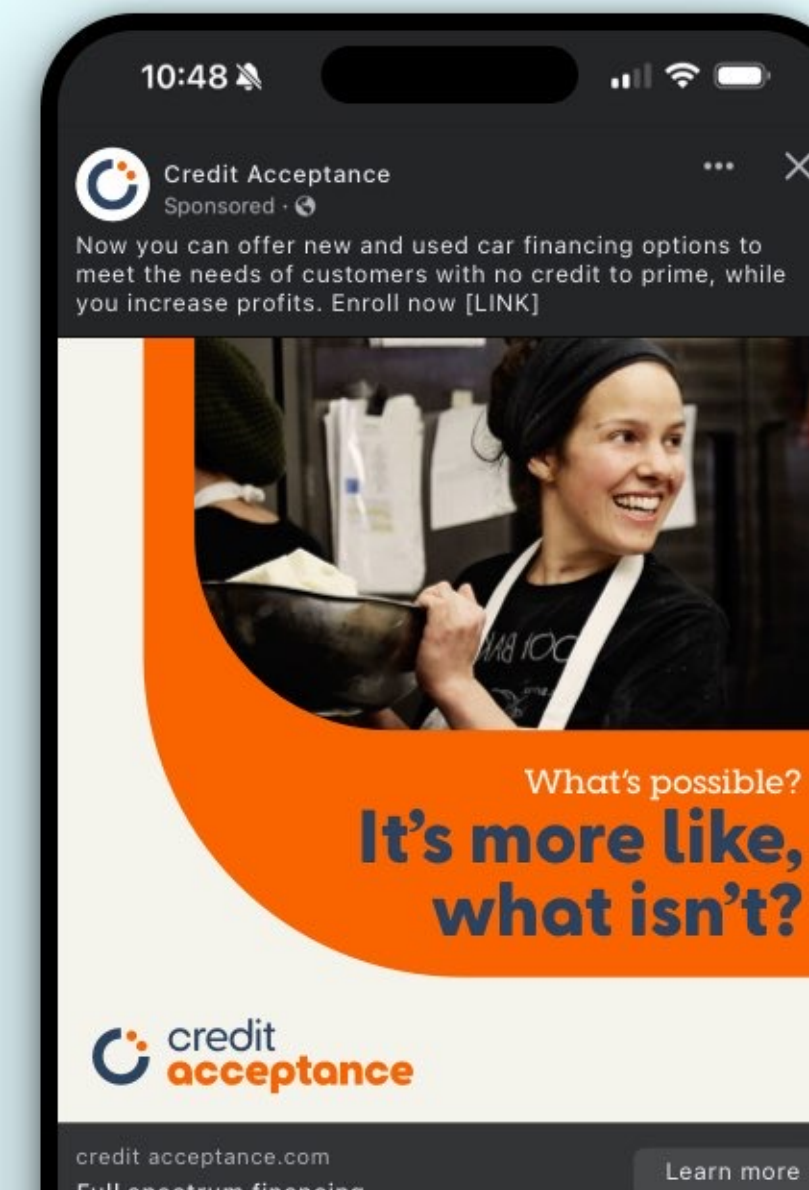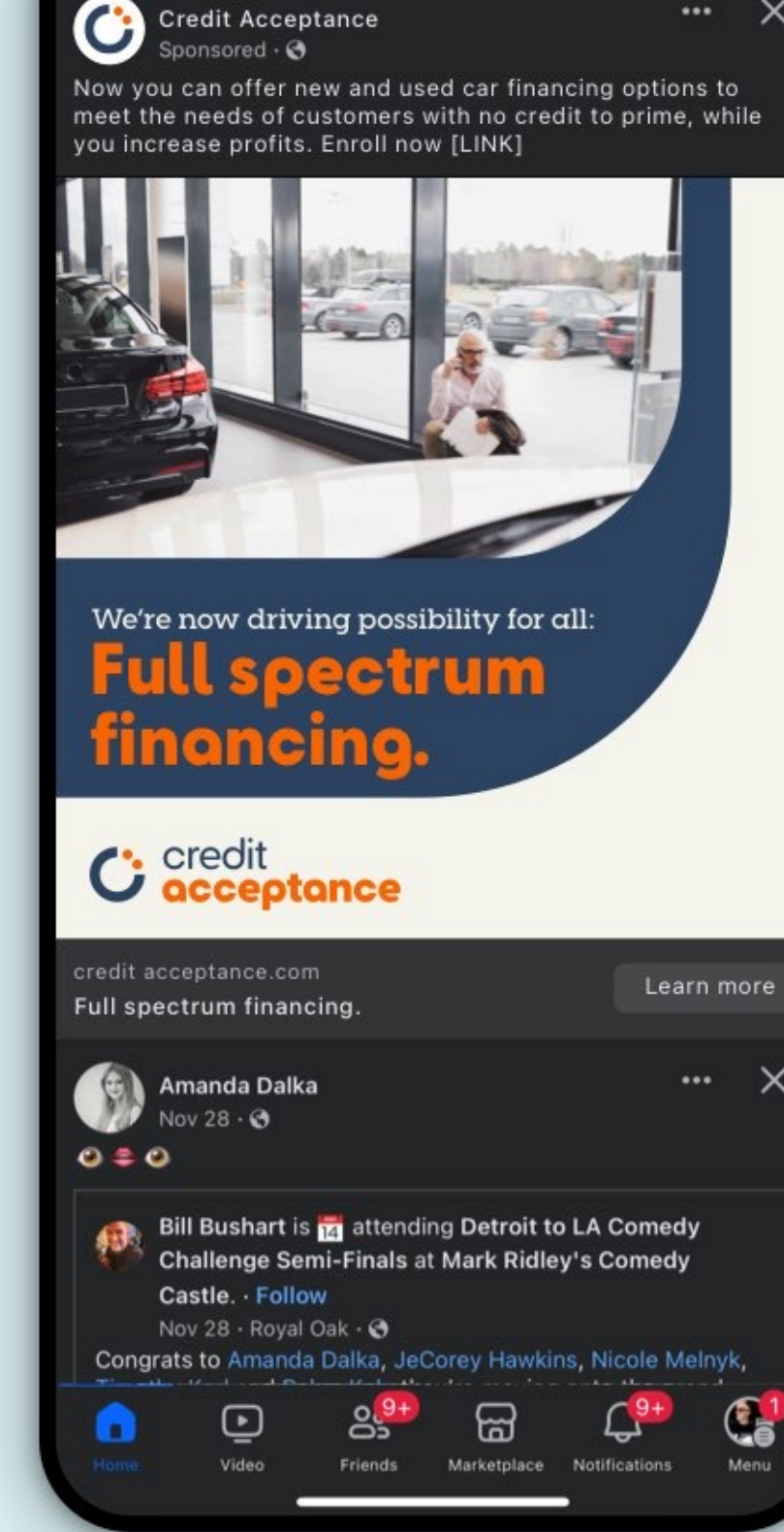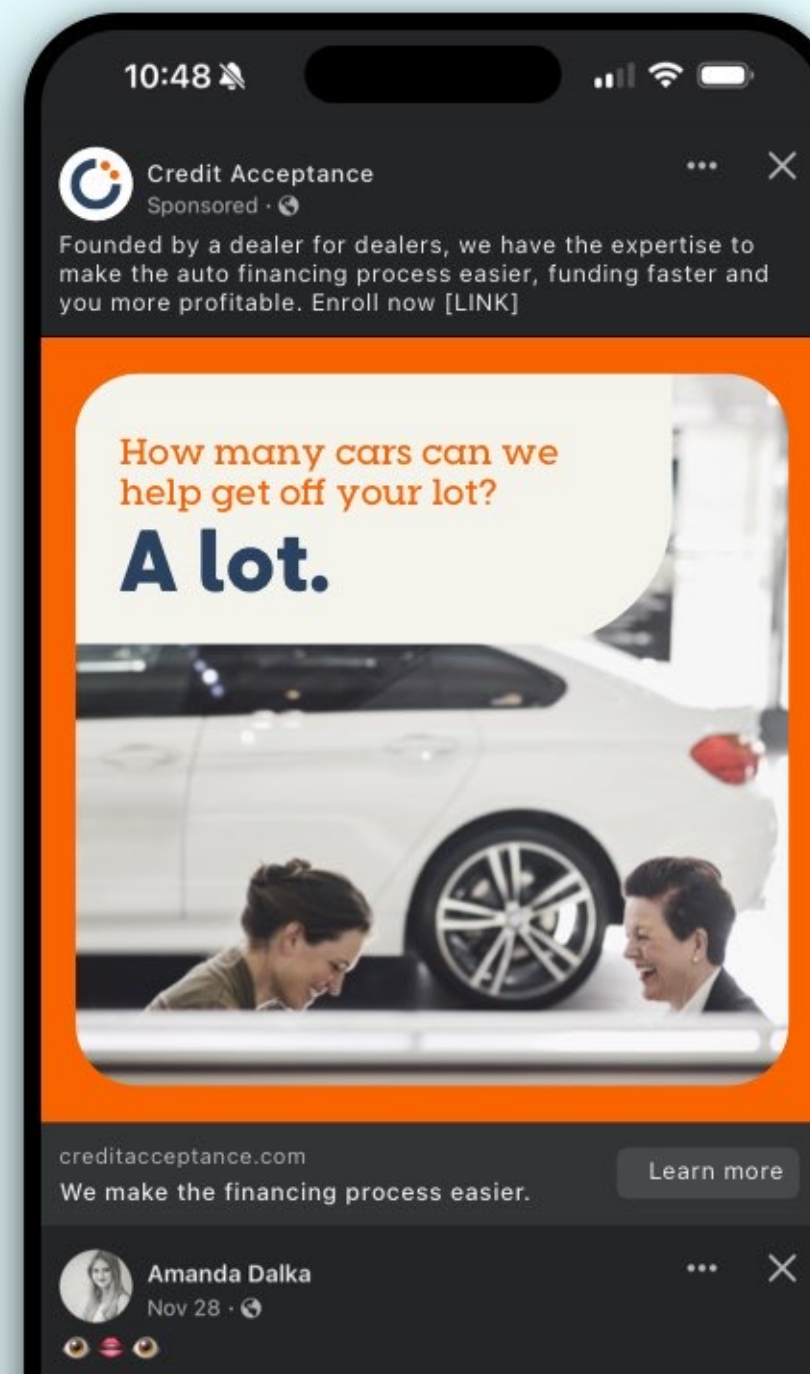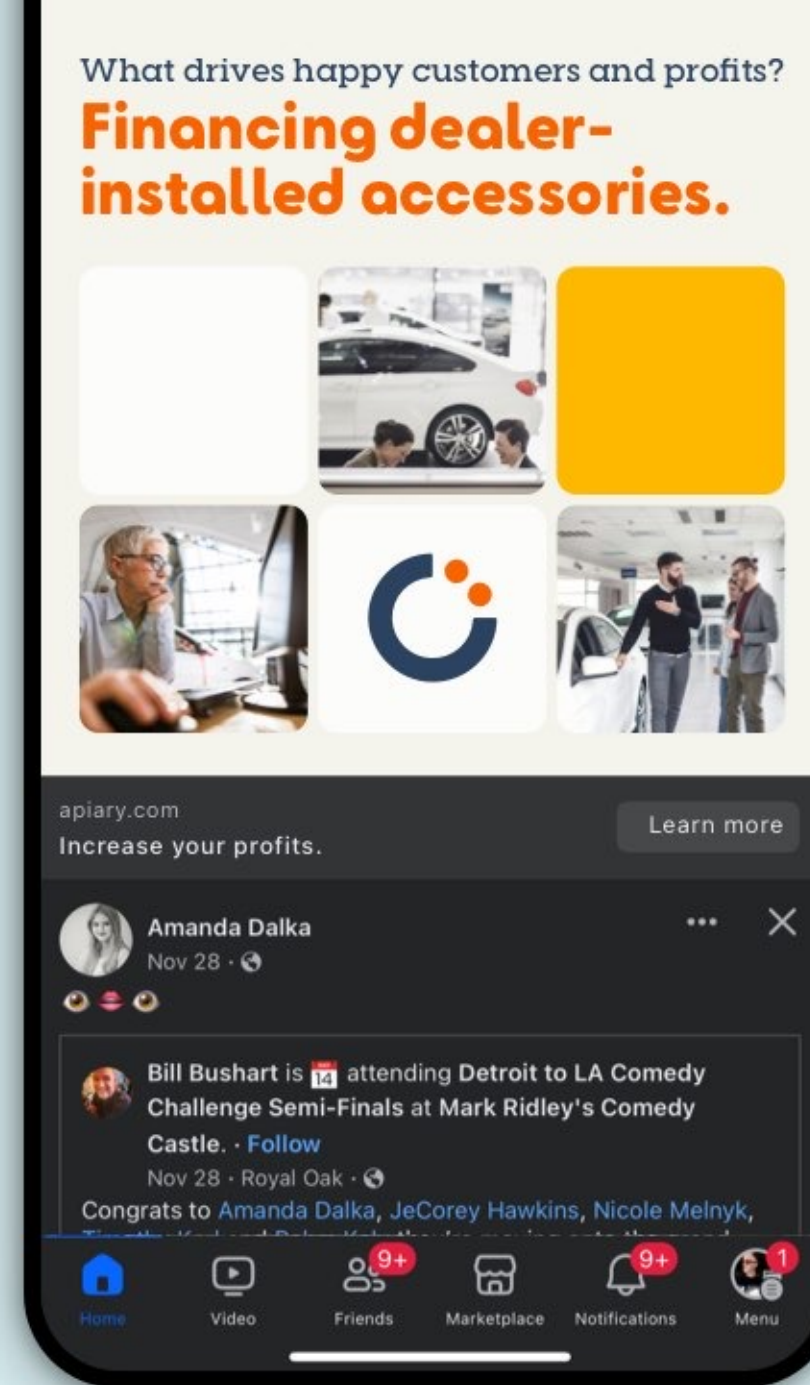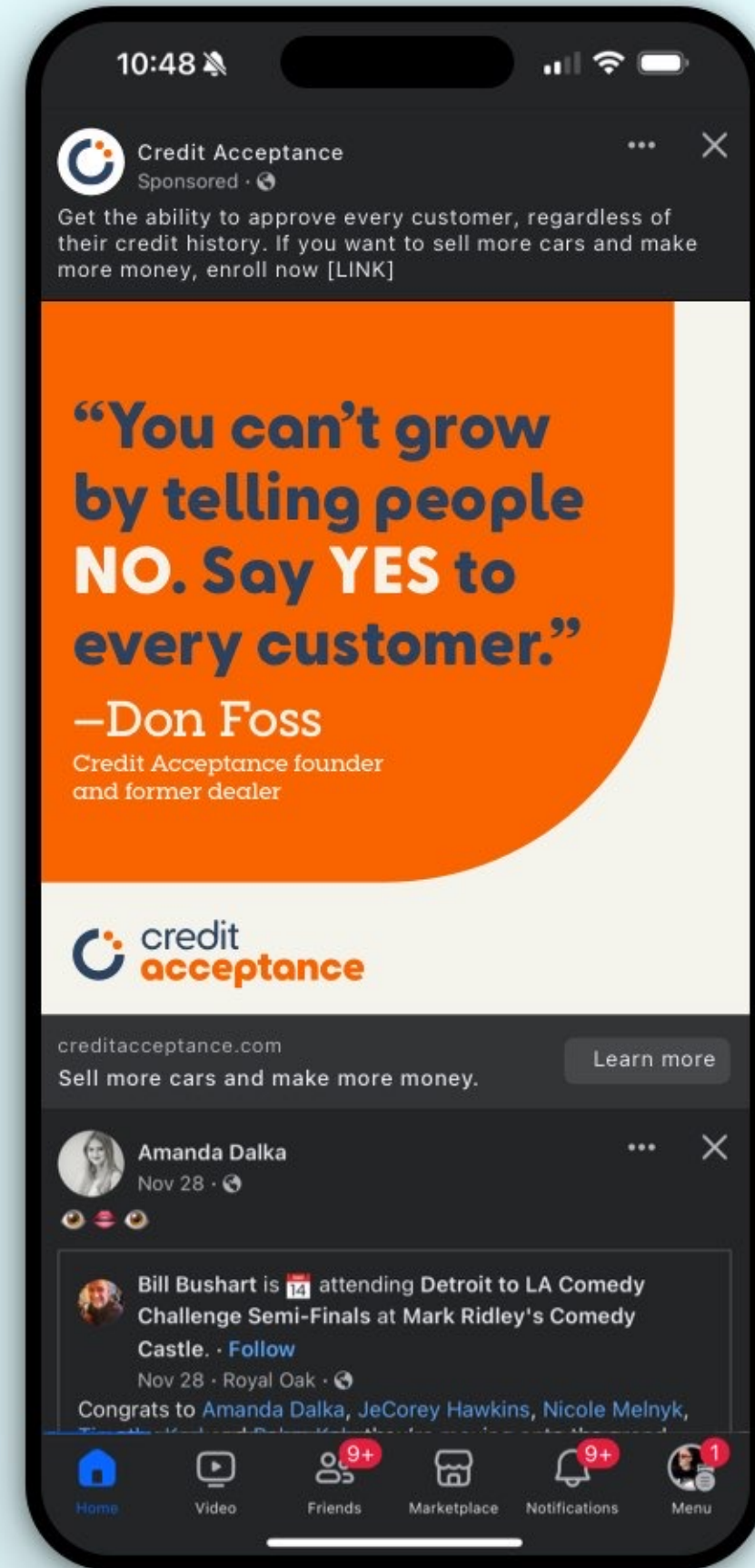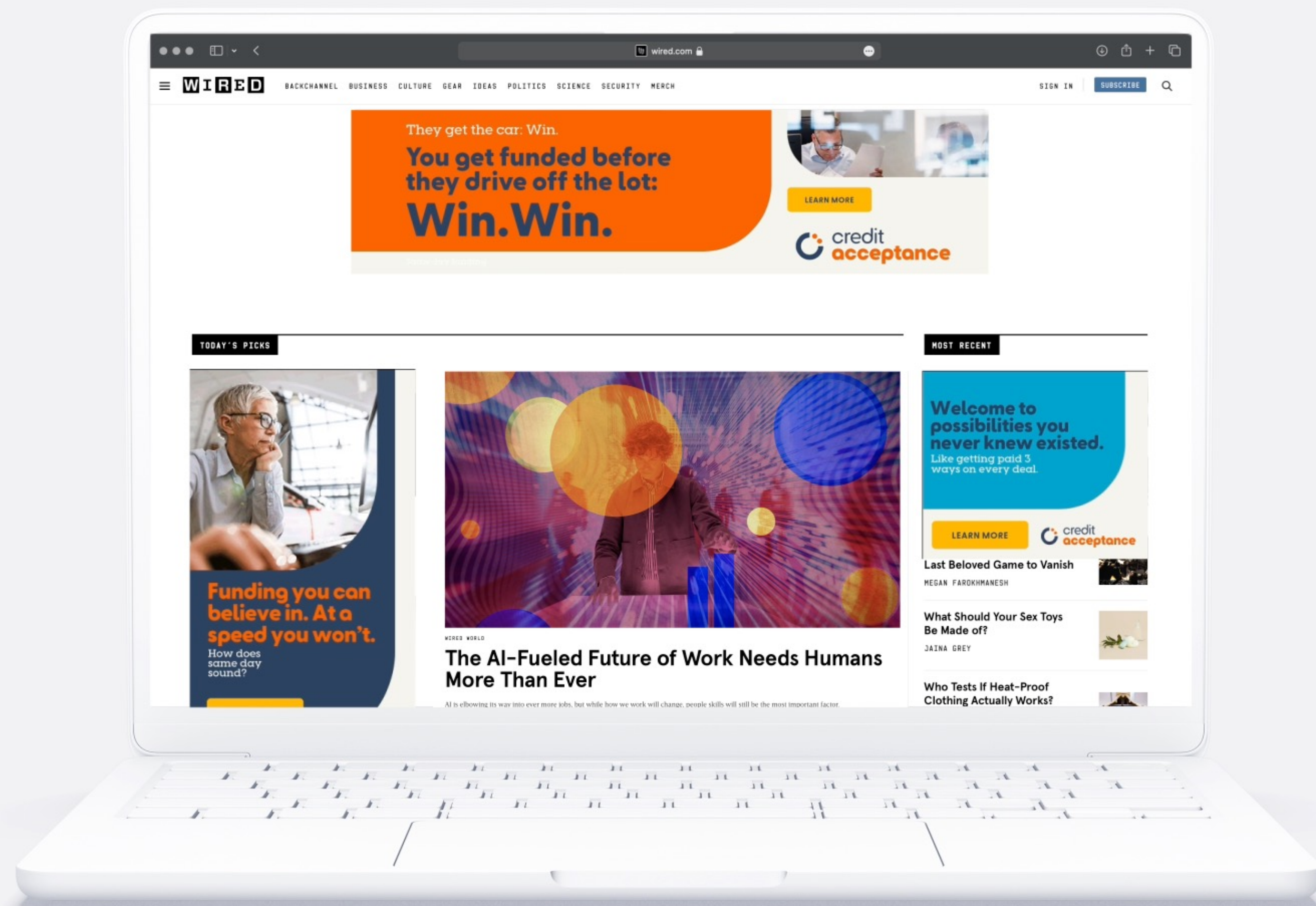
Digital display advertising telegraphs the possibilities of success with Credit Acceptance.

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

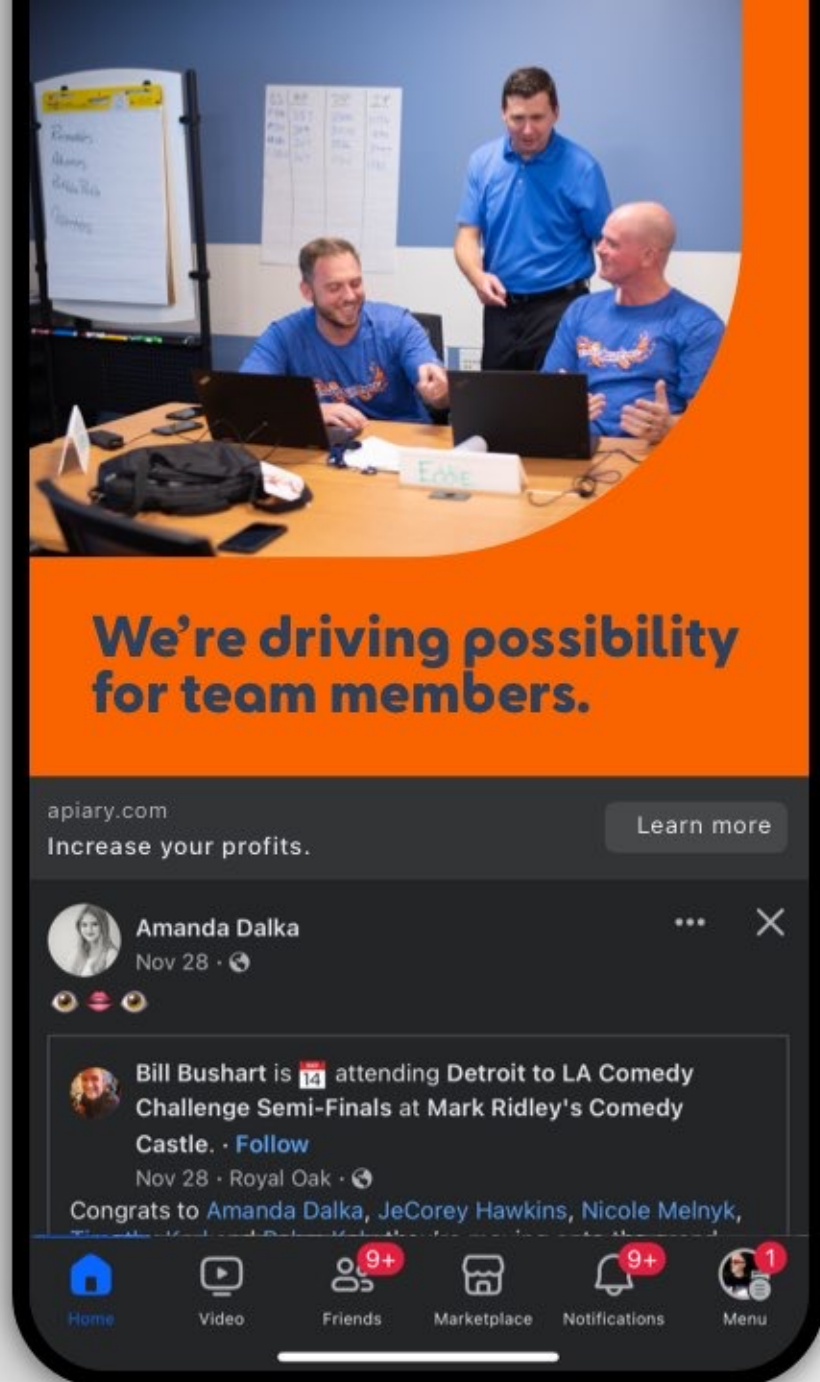Eye-catching tradeshow banners promote why you should work with Credit Acceptance.
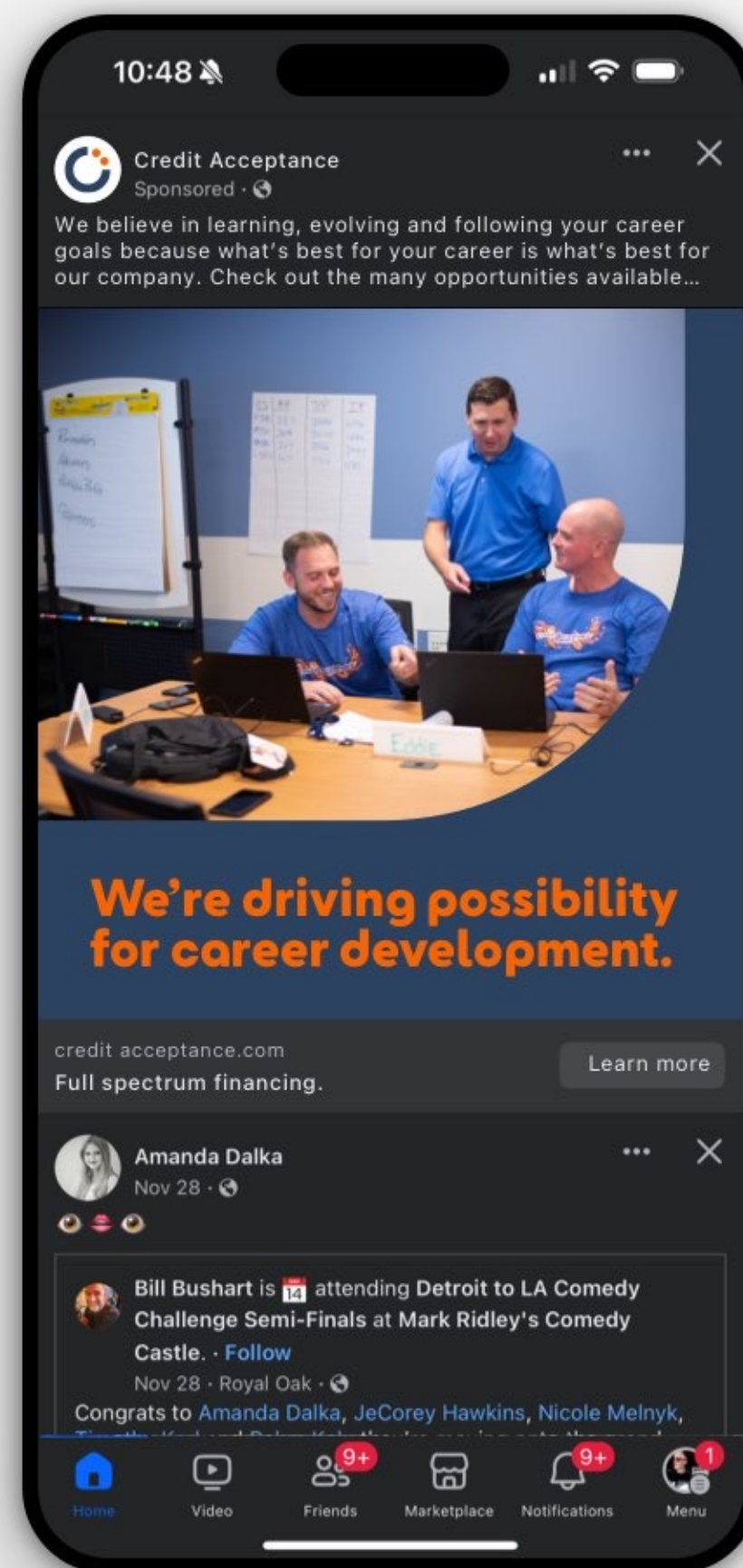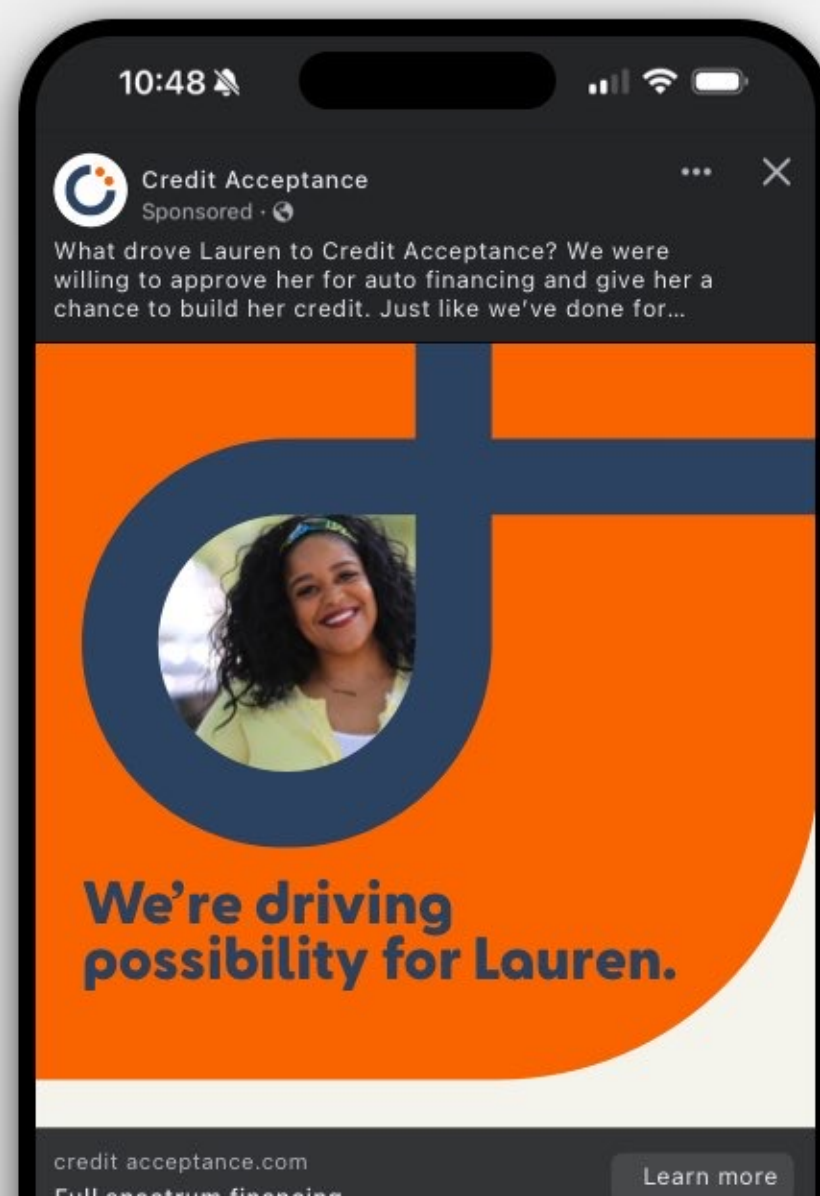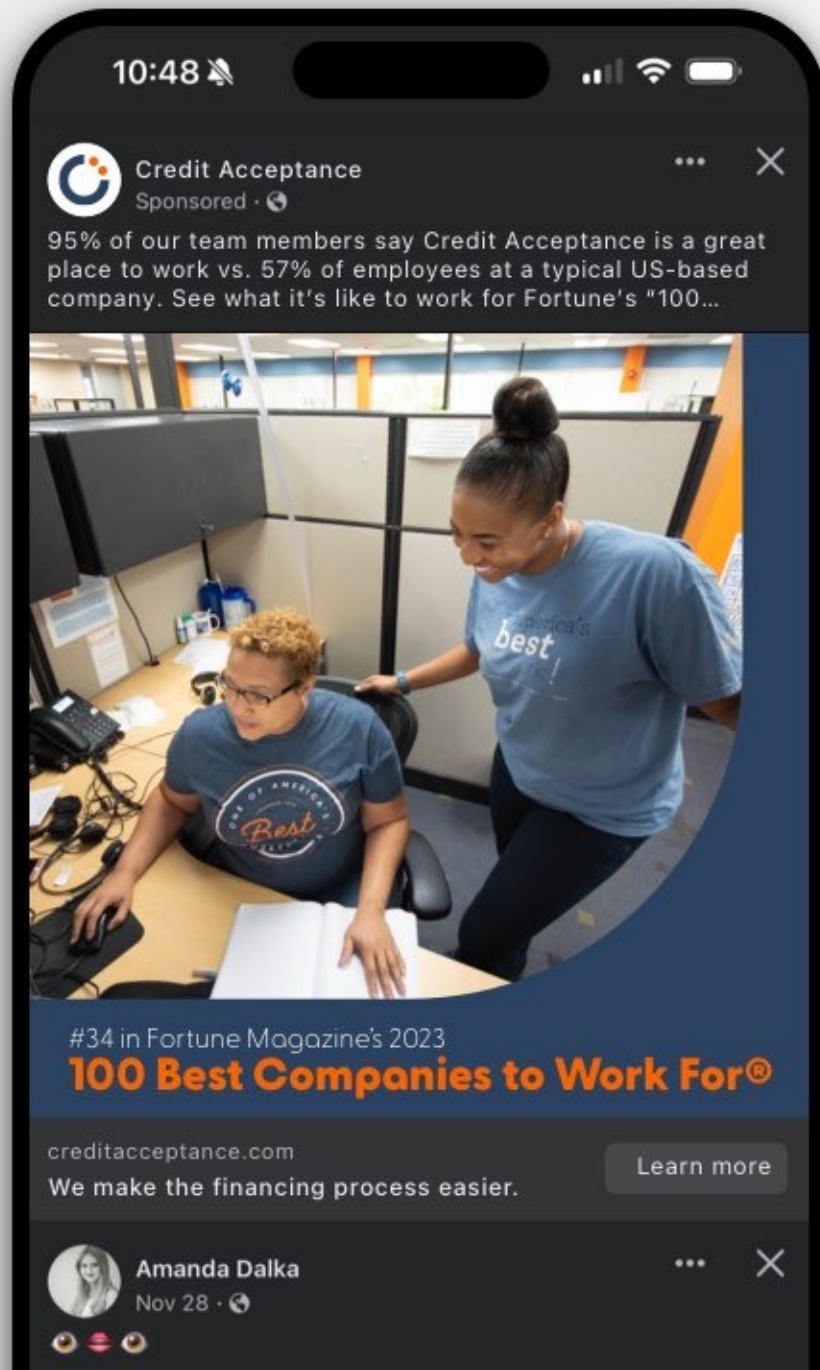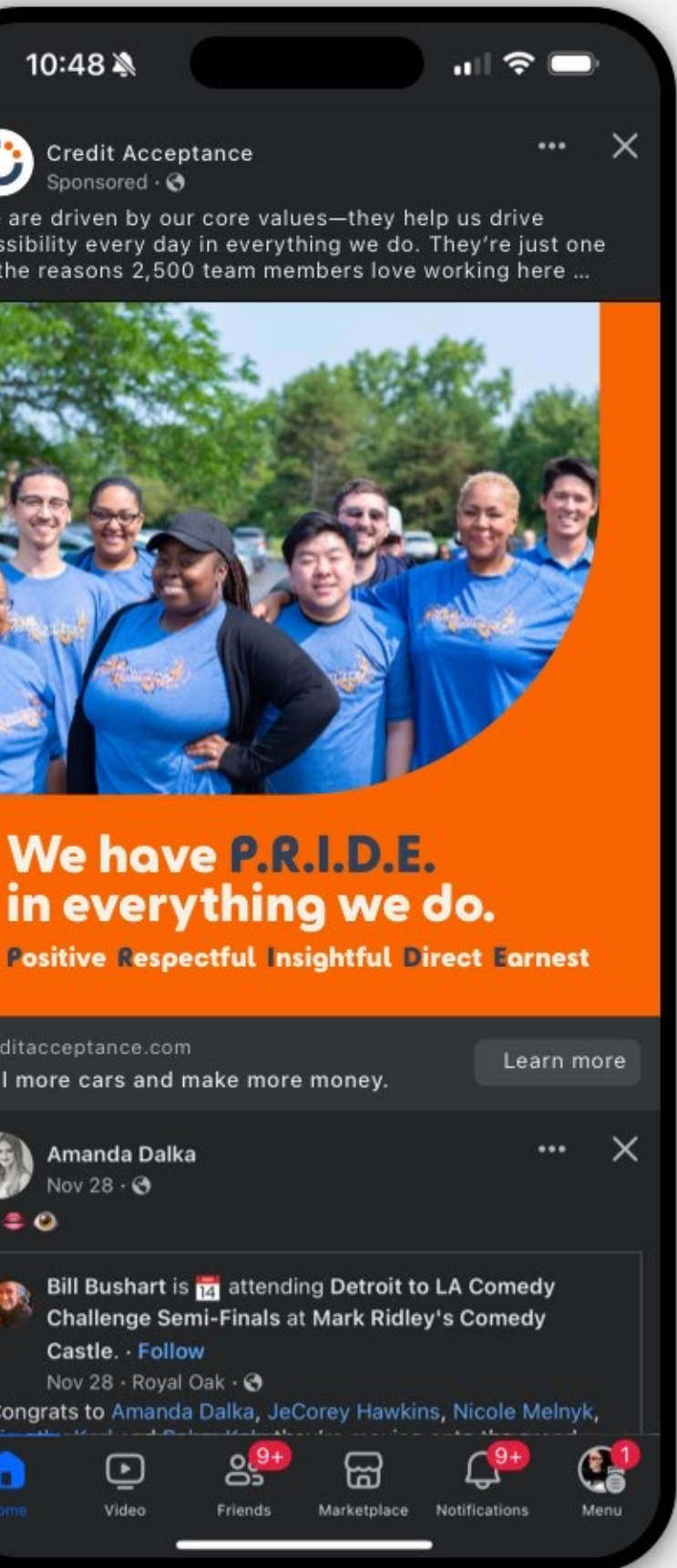
Team members and recruits see what's possible when they work for a great company.