

Bankrate.com Logo Spec and Color Sheet



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Sales print approved logos

Bankrate.com Logo Standards

Colors: Approved colors of the Bankrate.com logo are PMS 288, black and white. When white, the approved background color of our logo is PMS 288 or black. The lettering, underline and fever must always appear in the same color.

Directions and dimension: The logo should never be smaller than .5" from the "B" to the end of the fever. The circle with the trend line inside it is called the "fever." The Bankrate.com logo must never be placed on an angle or skewed to fit narrower spaces.

1. The Bankrate.com logo

The Bankrate.com logos below are shown in the PMS 288 color and in black.



PMS 288 logo

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComPMS288.eps



Black logo

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComBlk.eps

2. Bankrate.com logo with border

The logos below are PMS 288 and black on a white background with a PMS 288 frame and a black frame. There should be at least .11" of white space around the Bankrate.com logo from the frame.



PMS 288 logo with a single frame

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComPMS288wFrame.eps



Black logo with a single frame

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComBlkwFrame.eps

3. Bankrate.com logo with approved background colors

The logos below show the variations of approved color when using the Bankrate.com white logo with no frame. There should be at least .11" of space around the Bankrate.com logo from the edge of the color box.



White logo and PMS 288 background

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhwPMS288.eps



Black and white logo

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhwPBkBgk.eps

4. Bankrate.com logo with double frame

The logos below show the variations of approved color when using the Bankrate.com logo and a double frame. There should be at least .11" of space around the Bankrate.com logo from the inner frame. When using the double frame the inner frame is always .5" less than the outer frame. The distance from the inner frame to outer frame is .03" .



PMS 288 logo, white background and double frame

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateCom288DbfFrame.eps



White logo, PMS 288 background and double frame

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhw288BkdDbfFrame.eps



Reverse logo and double frame

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhwBlkBkdDbfFrame.eps

Editorial print approved logos - CMG and print publications

Bankrate.com Logo Standards

Colors: Approved colors of the Bankrate.com logo are PMS 288, and white. When white, the approved background color of our logo is PMS 288 or black. The lettering, underline and fever must always appear in the same color.

Directions and dimension: The logo should never be smaller than .5" from the "B" to the end of the fever. The circle with the trend line inside it is called the "fever." The Bankrate.com logo must never be placed on an angle or skewed to fit narrower spaces.

1. Bankrate.com logo with approved background colors

The logos below show the variations of approved color when using the Bankrate.com white logo with no frame. There should be at least .11" of space around the Bankrate.com logo from the edge of the color box.

Note: The placement of the logo on the CMG Fords and print publications is always centered and sitting on the inner frame. The color logo is only used if color is requested. Please see example below.




White logo, PMS 288 background

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtwPMS288.eps



Black and white logo

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtwPBlkBkg.eps



BANK RATE MONITOR®

Volume 18: Series 44 Sponsored by: Advertiser November 13, 2006

Mortgage rates fall again

The benchmark 30-year fixed-rate mortgage fell 2 basis points to 6.22 percent, according to the Bankrate.com national survey of large lenders. The benchmark 15-year fixed-rate mortgage fell 2 basis points to 5.96 percent. The benchmark 5/1 adjustable-rate mortgage fell 2 basis points to 6.11 percent. See pages 3-5.

Biggest key trend

On Monday, the National Association of Realtors announced that the typical American house lost value in the third quarter of this year - July through September. Of the houses resold in the third quarter, half of them cost more than \$224,900. In the same quarter a year earlier, half the houses had sold for more than \$227,600. That 1.2 percent decline in the median price was the first such year-over-year drop since the first quarter of 1993.

Bank Rate Monitor national index

	Rate	Change		Rate	Change
Deposit yields					
Money market	0.84	+0.01	Loan rates		
Checking	0.31	0.00	HELOC	0.84	0.00
3-month CD	2.88	+0.02	New Car	0.31	0.00
6-month CD	3.59	-0.01	Personal	14.51	0.00
1-year CD	3.81	-0.02	Credit cards		
2-year CD	3.83	-0.03	Fixed		
2 1/2 year CD	3.83	-0.03	Standard	13.16	-0.02
5-year CD	4.09	-0.03	Gold	11.51	-0.02
Mortgage rates					
15-year fixed	5.96	-0.02	Platinum	10.17	-0.02
30-year fixed	6.22	-0.02	Variable		
5/1 ARM	6.11	-0.02	Standard	14.79	-0.02
			Gold	13.36	-0.02
			Platinum	13.61	-0.02

What local markets are paying on deposits - Average rates and yields offered on November 30, 2006

Online Partner approved logos

Bankrate.com Logo Standards

Colors: Approved color of the Bankrate.com logo for Online Partner usage is hexadecimal #122A72 (which is the conversion of the corporate PMS 288 color to a hexadecimal value). The lettering, underline and fever must always appear in the same color.

Directions and dimension: The logo should never be smaller than .5" from the "B" to the end of the fever. The circle with the trend line inside it is called the "fever." The Bankrate.com logo must never be placed on an angle or skewed to fit narrower spaces.

1. The Bankrate.com logo

The Bankrate.com logo below is shown in the hexadecimal #122A72 (which is the conversion of the corporate PMS 288 color to a hexadecimal value).



Hexadecimal #122A72 logo

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/online/BankrateCom#122A72.gif

3. Bankrate.com logo with approved background color

The above logos are white with no frame and a #122A72 background. There should be at least .11" of space around the Bankrate.com logo from the edge of the color box.

Bankrate internal print and online approved logos

Bankrate.com Logo Standards

Print colors: Approved colors of the Bankrate.com logo are PMS 288, black and white. When white, the approved background color of our logo is PMS 288, PMS 542 and black. The lettering, underline and fever must always appear in the same color.

Online colors: Approved colors of the Bankrate.com logo for Online and Partner usage are hexadecimal #122A72 (which is the conversion of the corporate PMS 288 color to a hexadecimal value) and white. When white, the approved background color of our logo is hexadecimal #122A72 or hexadecimal #5E95BA (PMS 542 color to a hexadecimal value). The lettering, underline and fever must always appear in the same color.

Directions and dimension: The logo should never be smaller than .5" from the "B" to the end of the fever. The circle with the trend line inside it is called the "fever." The Bankrate.com logo must never be placed on an angle or skewed to fit narrower spaces.

Internal approved logos - print

1. The Bankrate.com logo

The Bankrate.com logos below are shown in the PMS 288 color and in black. When using our tagline the tagline must go below the Bankrate.com text, line and fever. The tagline must have .074" of space from the line in the logo to the top of the "C".



PMS 288 logo with tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComPMS288wTag.eps



PMS 288 logo without tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComPMS288.eps



Black logo with tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComBlkwTag.eps



Black logo without tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComBlk.eps

Internal approved logos - print

2. Bankrate.com logo with border

The logos below are PMS 288 and black on a white background with a PMS 288 frame and a black frame. There should be at least .11" of white space around the Bankrate.com logo from the frame.



PMS 288 logo, single frame and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComPMS288FrameWithTag.eps



PMS 288 logo, single frame, and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComPMS288wFrame.eps



Black logo, single frame and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComBlkFrameWithTag.eps



Black logo, single frame, and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComBlkwFrame.eps

3. Bankrate.com logo with approved background colors

The logos below show the variations of approved color when using the Bankrate.com white logo with no frame. There should be at least .11" of space around the Bankrate.com logo from the edge of the color box.



White logo, PMS 288 background, and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtwTagPMS288bkg.eps



White logo, PMS 288 background, and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtwPMS288.eps



Black and white logo with tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtwTagBlkBgk.eps



Black and white logo without tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtwPBkBgk.eps



White logo, PMS 542 background and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtwTag542bkg.eps



White logo, PMS 542 background and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWht542bkg.eps

Internal approved logos - print

4. Bankrate.com logo with double frame

The logos below show the variations of approved color when using the Bankrate.com logo and a double frame. There should be at least .11" of space around the Bankrate.com logo from the inner frame. When using the double frame the inner frame is always .5" less than the outer frame. The distance from the inner frame to outer frame is .03" .



PMS 288 logo, double frame and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComPMS288DbIFrmTag.eps



PMS 288 logo, double frame and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateCom288DbIFrame.eps



White logo, PMS 288 background, double frame and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWht288BkDbIFrmTag.eps



White logo, PMS 288 background, double frame and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWht288BkDbIFrame.eps



Reverse logo, double frame and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtBlkBkDbIFrmTag.eps



Reverse logo, double frame and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtBlkBkdDbIFrame.eps



White logo, PMS 542 background, double frame and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWhtwTag542bkg.eps



White logo, PMS 542 background, double frame and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/BankrateComWht288DbIFrm.eps

Internal approved logos - Online

1. The Bankrate.com logo

The Bankrate.com logos below are shown in the hexadecimal #122A72 (which is the conversion of the corporate PMS 288 color to a hexadecimal value). When using our tagline the tagline must go below the Bankrate.com text, line and fever. The circle with the trend line inside it is called the “fever.” The tagline must have .074” of space from the line in the logo to the top of the “C”.



Hexadecimal #122A72 logo and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/online/BankrateCom#122A72wTag.gif



Hexadecimal #122A72 logo and no tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/online/BankrateCom#122A72.gif

2. Bankrate.com logo with approved background color

The logo below is white with no frame and a #5E95BA background. There should be at least .11” of space around the Bankrate.com logo from the edge of the color box.



White logo and Hexadecimal #5E95BA background, single frame and tagline

Location and file name: http://stage.bankrate.com/images_MRA/BankrateLogoSpecSheet/Logos/Online/BankrateCwhtW5E95BA.gif