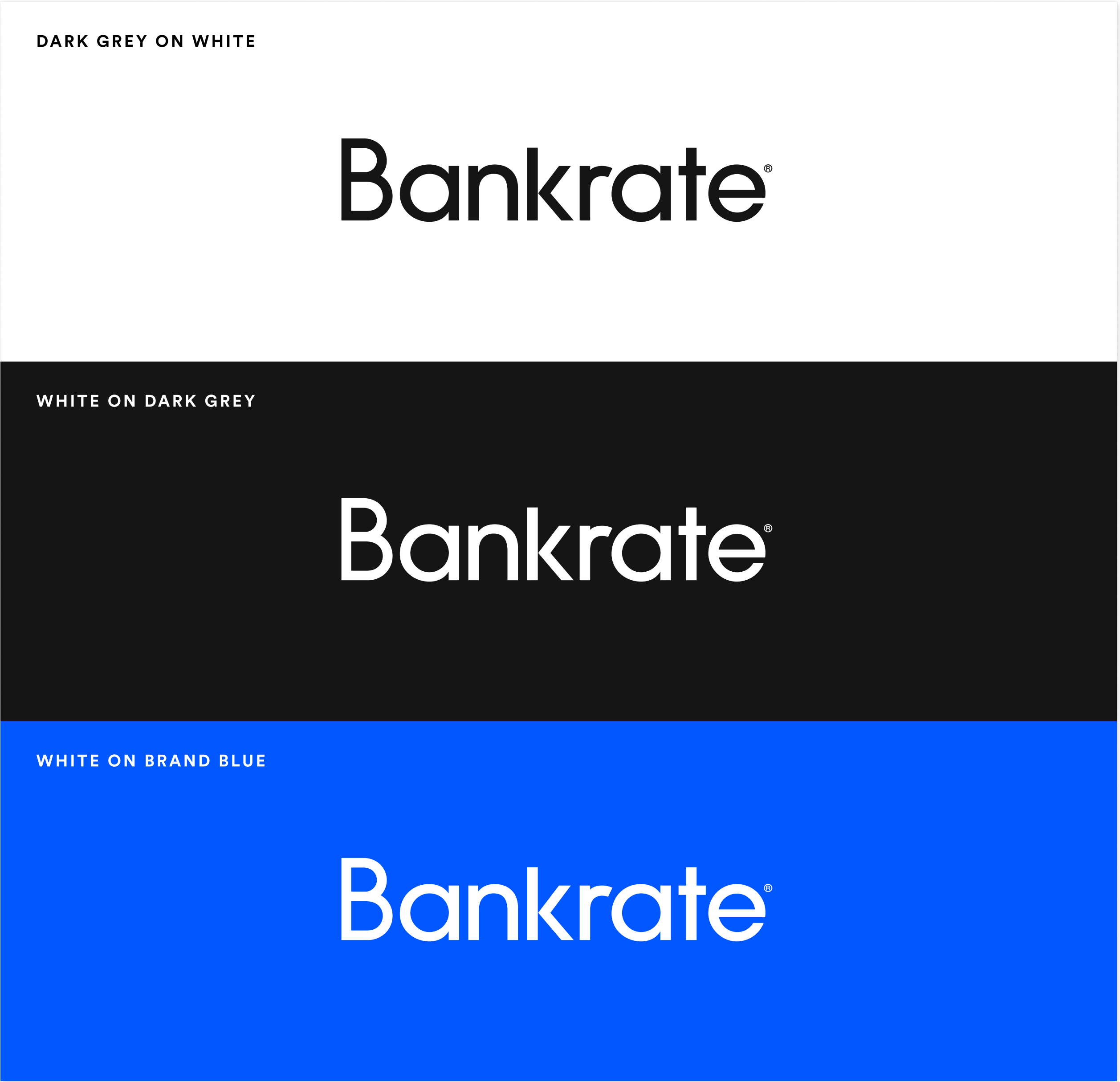


Using our brand

Our primary logo is our wordmark. Wherever possible, we aim to use the dark grey wordmark with a white background color. Currently, we do not pair the wordmark with the “B” square logo; they are used separately.

We use the wordmark against 3 solid backgrounds:

- 1. Dark grey on white
- 2. White on dark
- 3. White on brand blue



Logo usage guidelines



When you’re using the wordmark with other graphical elements, make sure to give it some room to breathe. Spacing around the logo should be the size of the ‘a’ in the wordmark.

Things to avoid



Don’t use colors or strokes other than those specified in guidelines.



Don’t use wordmark with the “B” square logo.



Don’t add gradients, textures or other styles.



Don’t place over colors with poor contrast.



Don’t rotate, stretch, squeeze, or adjust spacing.



Don’t remove the registered trademark symbol, ®.



Don’t use patterns or imagery for backgrounds.



Don’t add supplementary text.

Color

Bankrate’s primary color palette is composed of three core colors: blue, dark grey, and white.

Color	Hex	RGB	CMYK
Brand Blue	#0157FF	1	100
		87	66
		255	0
			0
Color	Hex	RGB	CMYK
Dark Grey	#151515	21	0
		21	0
		21	0
			92
Color	Hex	RGB	CMYK
White	#FFFFFF	255	0
		255	0
		255	0
			0