

INSPIRATION GUIDE:

BetterLend.

a better way to borrow

Colours:

1DA1F2

1CF2B5

271CF2

Design Styles Options:

I like the idea of a tick forming part of the house, possibly the roof. And I want 'lend' to contrast from 'better' similar to what I have done at the top.

- These are design concepts we like.
- On image 2 and 3 I like how the tick is incorporated into the house design.



shutterstock.com • 1373886791

- With these 2 images I like how the Loan/'s is differentiated from the first word.
- With the ClickLoans design, I like how modern it is. It is sharper and more contemporary than both the 'Inversa' and 'Home loan experts' examples.



Fonts:

Assistant (Google)

Lato (Google)

COHEADLINE