Nav

Brand Book

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Brand Overview

It's the one day you'll never forget

Brand Story

It's the one day you'll never forget – the day you took the leap of faith to start your own business. Who knew it was possible to feel optimistic, excited and freaked out all at the same time? You're really doing this. The dream is real.

Before long, though, your dream of starting a business collides with the reality of running and growing it. You bust your tail every waking hour, staying up late into the night trying to make the numbers work and praying enough customers walk in the door tomorrow. It's a constant hustle—but you're hooked.

To start, you likely funded your business yourself—maybe with help from friends and family—but, soon that well runs dry. You didn't start a business to deal with the finances, but you see your success depends on it. Desperate for help, you look towards outside funding options. But the banks and even suppliers turn down your credit requests, and online loan options seem crazy expensive. Nobody explains why or what you can do about it.

Business owners are experts in what they do, but they often struggle with the operations and finance end of running and growing their business. It often turns into a blind spot that makes them look risky to lenders and creditors, and as a result they can't qualify for financing or only qualify for financing they cannot afford or should not take.

Our Purpose

Nav empowers small business owners by making it easy for them to improve their business financial health, so they can focus on doing what they love and create the business of their dreams.

Brand Promise

Solving for small business

Attributes

Uncomplicated

Synthesizing data and the complex into an easy to understand, clear path forward.

Modern

Using technology and people to create clean, connected and actionable experiences.

Credible

Always delivering on the value we promise. Being correct with our recommendations and owning our limitations.

Committed

Wholeheartedly dedicated to our mission, creating long-term relationships with small business owners and partners.

Attitude

Voice and Tone

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Attitude

We're direct, transparent, and credible — a partner without a hidden agenda. We're truth-tellers and advocates. We bring confidence and peace of mind to small business owners in an area — finance and credit — that typically brings them only misery, disappointment, and frustration.

We simplify the complex into understandable and actionable advice. We avoid jargon and speak in layman's terms. Nav is expert, advocate, mentor and teacher. We connect the dots, and teach others to do the same.

Nav is expert, advocate, mentor and teacher.

Voice and Tone

Customer-centric

Energetic

Trustworthy

It's not about us — we make the small business owner feel like a hero. We do this by respecting their time, avoiding fluff and communicating benefits that bring them closer to their highest goals.

We excite small business owners to the possibility of an easier way. We do this by using engaging, direct, conversational language with action verbs.

We avoid jargon and synthesize complexities into straight-forward, simple language. We're unafraid to tell the truth. Our recommendations always deliver on the value promised.

Logo

We use the Nav wordmark as our logo. It is clear and uncomplicated. There is no need to add a symbol. The weight and width of the characters make the wordmark feel bold and strong, while the rounded corners are friendly and distinctive.
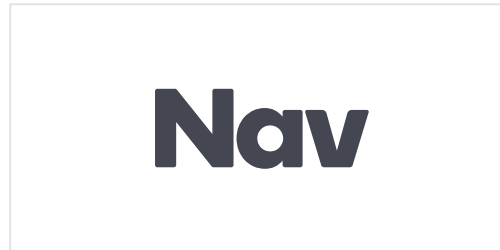
Nav

Logo Usage

Nav

It's always preferable to use the primary blue logo on a white background.

Nav

When necessary, the colors can be reversed with the white logo on blue.

Nav

When brand colors cannot be used, it's okay to use the black logo on white.

Nav

When brand colors cannot be used, it's also okay to use the white logo on black.

Nav

When placing the logo on a colored background, the white logo is always used.

Nav

When placing the logo on a photograph, the white logo is always used.

Typography

Averta

Our brand typeface is Averta. It's clear, friendly, and geometric. Averta Bold is used in all headlines to speak boldly and confidently to our audience.

Roboto

We use Roboto for all body copy. Roboto Bold is used for subheads and CTAs. Roboto Regular is used for all general copy. No light or thin fonts are used to ensure legibility.

Averta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 _ . , ; : ! ?

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 _ . , ; : ! ?

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 _ . , ; : ! ?

Color

Primary Color

AZURE
#0091EA

Nav blue is our primary brand color. It is a signal to our customers and unifies our brand and product. It is bold and vibrant and used strategically to draw attention.
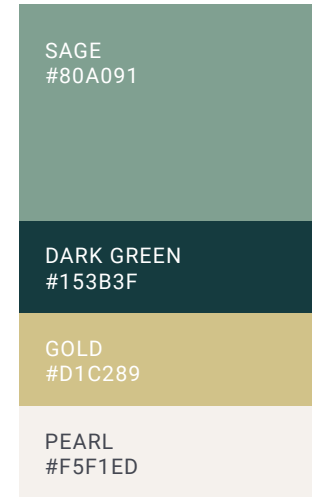
Secondary Colors

Our secondary colors are organized into four separate palettes. These palettes consist of warm, natural, organic colors. They are meant to support our brand, never overshadowing or distracting from Nav blue. When creating an image, only one palette is used.
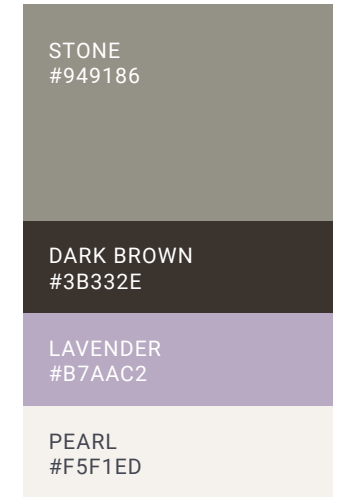
Blue Palette

BLUE
#99ABC5

DARK BLUE
#2B304D

PEACH
#D9A380

PEARL
#F5F1ED

Sage Palette

SAGE
#80A091

DARK GREEN
#153B3F

GOLD
#D1C289

PEARL
#F5F1ED

Rose Palette

ROSE
#B68F96

DARK RED
#432321

TEAL
#94BCC2

PEARL
#F5F1ED

Stone Palette
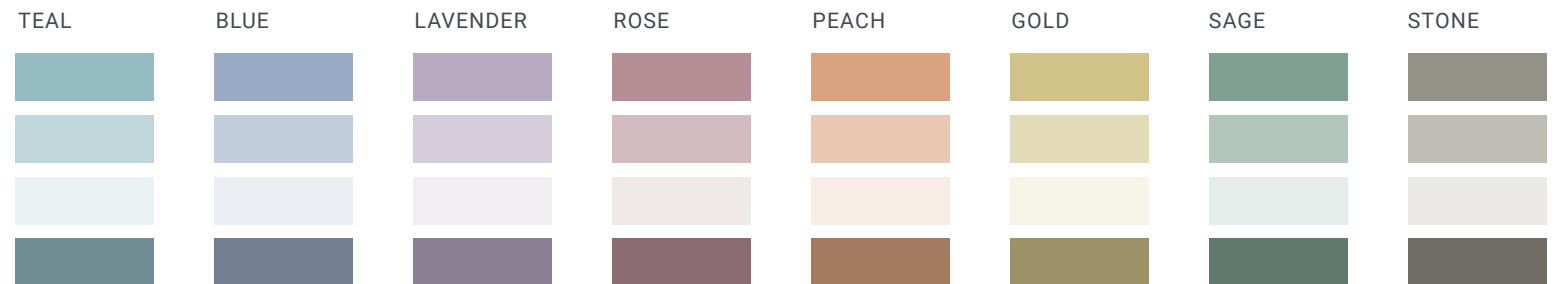
STONE
#949186

DARK BROWN
#3B332E

LAVENDER
#B7AAC2

PEARL
#F5F1ED

Shades

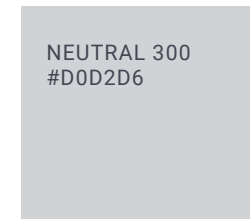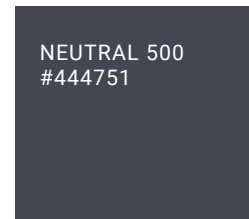Shades of the colors in our secondary palettes are used when extra colors are needed. They are only used when necessary.

| TEAL	BLUE	LAVENDER	ROSE	PEACH	GOLD	SAGE	STONE

Color Continued

Grayscale

These shades of gray are used for type and make up the core of our product.

| NEUTRAL 500 #444751 | NEUTRAL 400 #919499 | NEUTRAL 300 #D0D2D6 | NEUTRAL 200 #ECEDEF | NEUTRAL 100 #F5F6F7 |

Status Colors

Status colors are used to show credit scores and other notifications within the product. They are not used in marketing materials.

| COPPER RED #E56262 | TUSCAN #FACE97 | OCEAN GREEN #4CB68F |
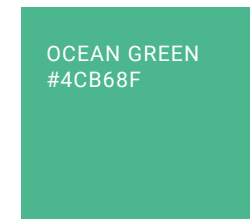
Imagery

Business owners are the core of our company. We use imagery to tell their stories. Our images are warm and human, like a friend that can help rather than another piece of software to learn.

Stylistic Elements

Human
Small business owners are the lifeblood of Nav. We feature them as often as possible.

Texture
We use texture from natural materials to connect our digital imagery to the real world.

Shapes
We use geometric shapes to frame textures and create a collage aesthetic.

Hand-drawn lines
Hand-drawn lines add a human, hand-crafted element to all our imagery.

Image Hierarchy

Our brand images are organized into a system that is used throughout our products and marketing materials. This is to ensure that every image is stylistically consistent with our brand.
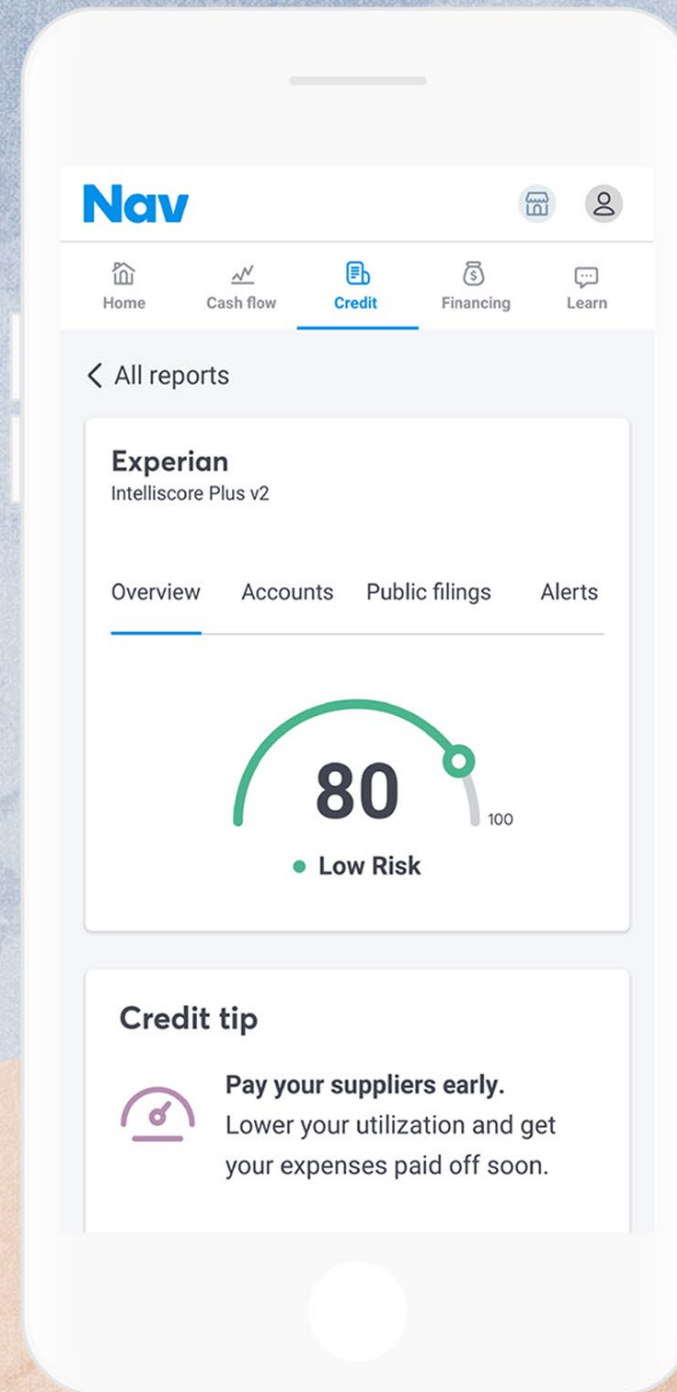
Hero

Scene

Spot

Glyph

Icon

Hero

Hero images are used to communicate a central message. They are the largest, boldest images on a page. Each hero image is created using one of our secondary palettes.

Product Hero

Since small business owners are the heroes of our brand, we show them more often than we show our product. However, sometimes it's necessary to use product imagery when referencing a specific feature or benefit.
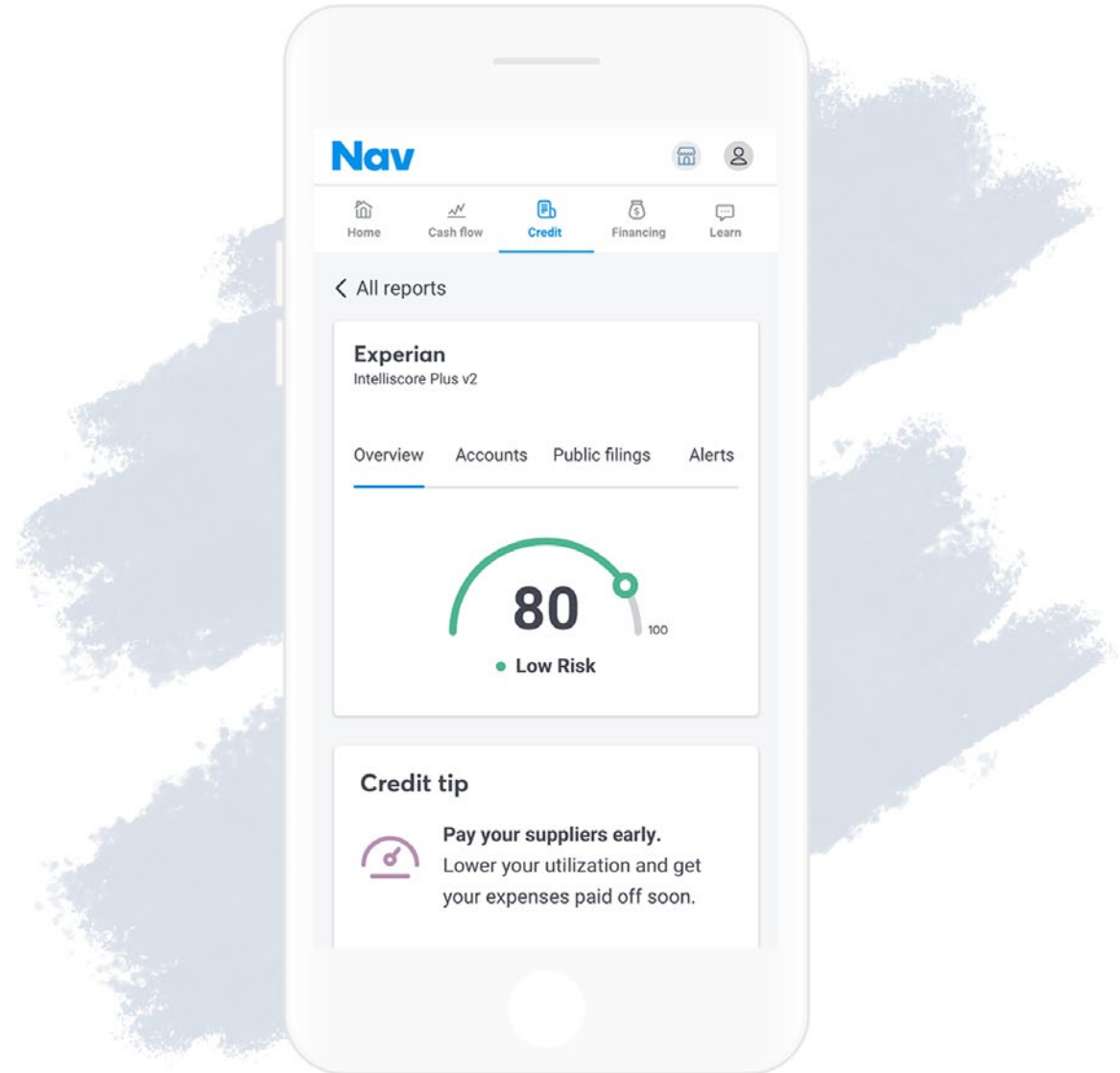
Scene

Scene images support key concepts. They are stylistically similar to hero images but not quite as bold. Each scene image is created using one of our secondary palettes.

Product Scene

Scene images can also be used to showcase our product when necessary. We use a textured brush stoke to frame the device.
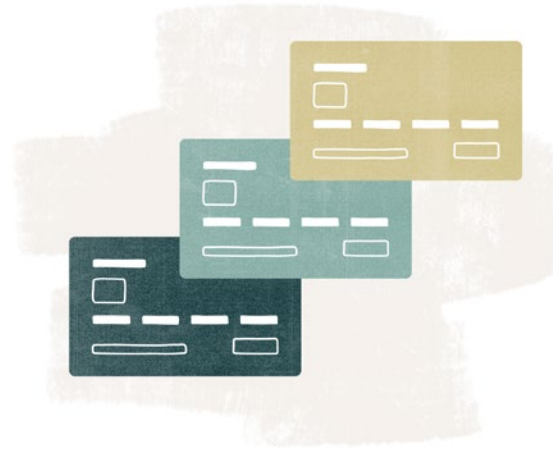
Spots

Spot illustrations represent specific content. They can be literal or metaphorical as long as they closely relate to the subject matter.

Each spot illustration is created using one of our secondary palettes. All four colors from the chosen palette are used.

When several spots are used together on a page, they should all have the same color palette.

Save money with personalized financing options

Build your business credit with free tools and insights

Glyphs

Glyphs are small illustrations that represent a single concept. They are similar to spot illustrations but smaller and simpler.

Each glyph is created using one of our secondary palettes. However, only two colors from the chosen palette are used: dark blue and peach, dark green and gold, dark red and teal, or dark brown and lavender.

When several glyphs are used together on a page, they should all have the same color palette.

Add your business to your profile

Get on track for financing

We need to know more about you in order to recommend the best financing options

Chat with our unbiased credit and lending experts for free advice

Icons

Icons are small, simple graphics that help organize content. They are used like bullet points or for navigation.

Free credit scores specifically for small business

Financing based on your credit and business profile

Build better business credit with our free tools

Safeguard your identity

Track other companies you do business with

Protect what you've built, 24 hours a day

Thank you

Nav