



# Welcome to Esusu's brand toolkit

Our brand toolkit has been developed to uphold a consistent brand identity. In the sections that follow, you'll discover comprehensive information regarding our brands tone of voice and visual identity, covering logos (including minimum sizes and safe areas), colors, typefaces, and more. We provide practical guidance on utilizing these elements across different mediums.



01	<b>Tone of Voice</b>
02	<b>Branding</b>
03	<b>Color Palette</b>
04	<b>Typography</b>
05	<b>Photography</b>
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# Tone of Voice

Brand pillars are deep-rooted truths about your brand—collectively, they express what’s distinctive about it and what it stands for. In communications, leaning into brand pillars establishes consistency in language, which in turn reinforces strong sentiment and improved recall.

The tone of voice for our brand embodies a balance of warmth and professionalism, reflecting our values and connecting authentically with our audience. It's clear, concise, and engaging, with a touch of personality that aligns with our brand identity.

In the upcoming pages, we'll explore each pillar in depth, detailing how we implement our language guidelines in our communications. We'll provide examples of what to do and what to avoid, ensuring consistency and effectiveness in our messaging.

01 We are **bigger** than I

02 We are a friendly **ally**

03 Head in the **stars**, feet on the **ground**

04 We **see** you

05 We are a **movement**

06 We **empower** a better future for all

# We are **bigger** than I

<b>Foundation</b>	We stand for togetherness and community. We believe in the collective power of unity. If you want to go far, go together.
<b>Guideline</b>	Our language should reflect the concept of community and teamwork — we are doing this for our customers and are in the trenches with them.
<b>Do</b>	Use communications that embody the concept of “we.”
<b>Don't</b>	Allow language to create unnecessary separation between Esusu and its customers/consumers.

**Before we would say**

Esusu's platform helps residents boost credit scores while maximizing your bottom line.

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**Now we say**

At Esusu, we help residents boost credit scores while maximizing your bottom line

# We are a friendly ally

<b>Foundation</b>	We are always by your side through the ups and downs. We are more than just a financial platform. We are trustworthy, reliable, and approachable.
<b>Guideline</b>	Our language should reinforce our commitment and loyalty towards our consumers.
<b>Do</b>	Show empathy and support.
<b>Don't</b>	Show indifference or distance.

**Before we would say**

In addition to our services, residents can access our Renter's Toolkit, which has free services and programs focused on financial support and well-being.

**Now we say**

We've got your back at each step of the journey. Check how our Renter's Toolkit can help you boost your financial status with free services and programs.

# Head in the stars, feet on the ground

<b>Foundation</b>	We are hopeful and aspirational, but realistic. We are optimistic, but sensitive to risk.
<b>Guideline</b>	Encourage users to aim high, while also reminding them of the steps and actions needed to reach their goals.
<b>Do</b>	Inspire people to dream big.
<b>Don't</b>	Overpromise.

**Before we would say**

We report rent payments to major credit bureaus to help renters boost their credit scores, all while helping owners and property managers maximize returns.

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**Now we say**

We help people to achieve their financial goals by guiding residents and property managers through every step of their journey, from reporting rent payments to maximizing returns.

# We see you

<b>Foundation</b>	We believe that people should feel seen. We foster both compassion and recognition. Your financial health matters to us.
<b>Guideline</b>	Our customers are at the heart of everything we do. So, let's always remind them that we are a people-first brand.
<b>Do</b>	Make it personal and direct.
<b>Don't</b>	Be generic or vague.

**Before we would say**

Explore products and services with pricing and terms exclusive to Esusu renters, including renters insurance and auto-loan refinancing.

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**Now we say**

Enjoy exclusive products and services that are tailored to your budget and needs, like renters insurance and auto-loan refinancing.

# We are a **movement**

<p><b>Foundation</b></p> <p>We are active, not passive. We are on a journey and always evolving. Let's go forward together.</p>	<p style="text-align: center;"><b>Before we would say</b></p> <p style="text-align: center;">The Esusu platform provides rent reporting, rich property management analytics, and rental assistance, unlocking financial access and stability for renters and property owners alike.</p> <hr/> <p style="text-align: center;"><b>Now we say</b></p> <p style="text-align: center;">We are empowering residents and property owners to take the driver's seat of their financial journey by offering rent reporting, rich property analytics, and rental assistance.</p>
<p><b>Guideline</b></p> <p>Our language must reflect and inspire a movement, motivating users to not only take an active role in their credit journey — but to also be part of a larger cause (bridging the financial wealth gap).</p>	
<p><b>Do</b></p> <p>Write in an active voice — inspire, empower, and encourage change and participation.</p>	
<p><b>Don't</b></p> <p>Write in a passive voice — overly focusing on platform features.</p>	

# We **empower** a better future for all

<b>Foundation</b>	We make the impossible possible. We believe that the American Dream is worth rescuing. Improving financial status and bridging the racial wealth gap.
<b>Guideline</b>	Our language should shine a light on the possibilities, rather than the challenges, and highlight the shared goals and mutual growth.
<b>Do</b>	Focus on the solutions and collective benefits/ achievements.
<b>Don't</b>	Focus on the problems or elevate self-interest above collective goals.

**Before we would say**

Today, the barrier to financial stability for many in the United States is their credit score or lack thereof. More than 45 million Americans are deemed “credit invisible,” meaning one in every ten adults has no credit history with one of the three credit reporting agencies (Equifax, Experian, or TransUnion).

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**Now we say**

We leverage data to help people overcome the biggest barrier to financial stability and freedom: their credit score or lack thereof. We aim to make the impossible possible for more than 45 million Americans (one in every ten adults) who are “credit invisible,” with no credit history in any of the three major credit bureaus.

# Branding

The new Esusu logo represents the revitalized essence of our brand. Utilizing it consistently will foster brand awareness and cultivate recognition among our audience.



Emphasizing unity, equality, and community, our landmark symbolizes our commitment to standing by you every step of the way. Inspired by both the Bese Saka and the Celtic knot symbols, it embodies feelings of abundance, wealth, loyalty, trust, and protection.



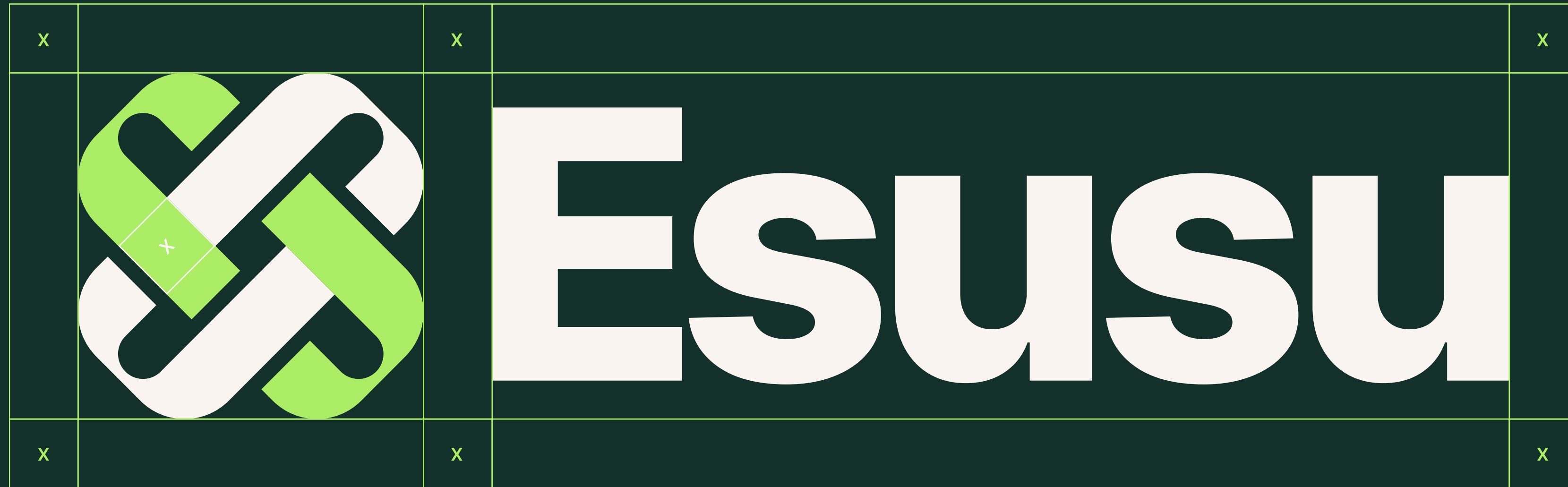
InterTight Extra Bold serves as the embodiment of our brand wordmark. It encapsulates the brand's tone of voice, exuding approachability and expertise. Its boldness instills trustworthiness and evokes a sense of robust foundation.

# Esusu

Our logo's lockup, combining the brand mark and logotype, is crucial for consistent branding. It's best for external use, as it helps establish brand recognition and provides context.



Always maintain ample space around the logo to preserve its balance and integrity, ensuring it's not crowded or constrained by nearby elements. Refer to the diagram for the appropriate spacing requirements.



X = Width of link in brand mark

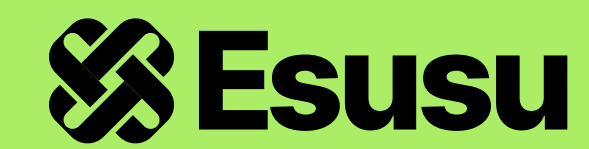
For optimal readability and legibility on all screens and digital devices, refrain from using the logomark, logotype, and lockup at sizes below 30 pixels.



Dark / Photo Backgrounds



Light Backgrounds



For our duotone logo to stand out on light backgrounds, we've designed a version enclosed within a rectangle with rounded edges. This shape can be anchored at the top or bottom of a layout for consistent placement.

Duotone logo Light Backgrounds



We've developed a logo lockup version that incorporates our brand tagline. This variant is specifically designed for creating campaign assets like broadcast/video end frames, out-of-home (OOH) advertisements, and printed materials.



Esusu works with many great partners and there will be times our logo will need to be integrated with a partners logo. To maintain clarity and visual harmony, we ensure a clear distinction between our logo and that of our partner by maintaining a separation

distance equal to 4X. Here, 'X' represents the width of a link in our brand mark. It is best when the height of our partner's logo does not surpass that of our symbol, except for minor overhanging elements.



Fannie Mae®

X = Width of link in brand mark

Line weight = 2pt

When possible, the partner logo should not exceed the height of our brand mark.



# Color Palette

Color plays a pivotal role in evoking mood and emotion, and the Esusu color scheme maximizes this potential by embracing a modern palette. Our brand comes alive through color, so it's essential to consistently incorporate our brand colors across all mediums to maintain a strong brand presence.



**Color Palette**

**Primary  
+  
Secondary**

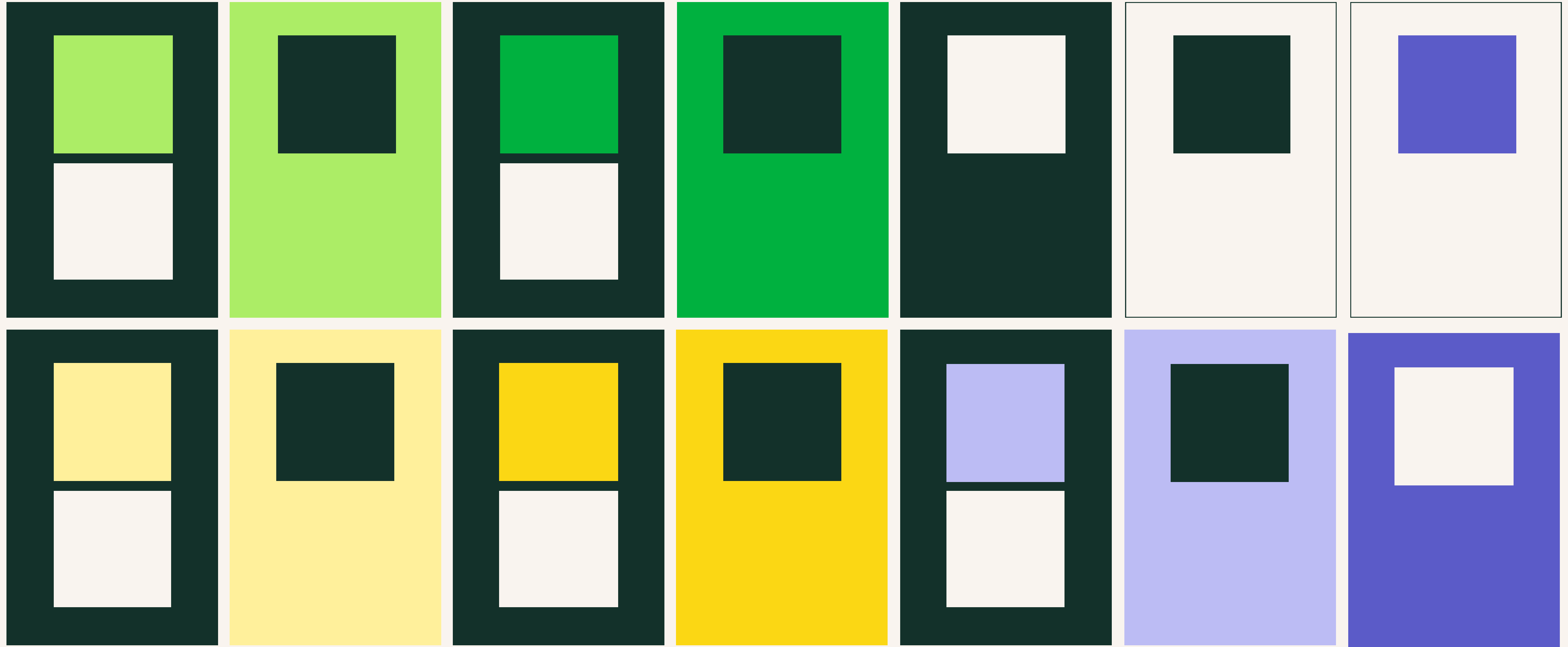
Our primary color palette adopts a monochromatic scheme centered around the color green. Each shade carries a distinct emotional resonance, reflecting our brand identity and the value we bring to our audience.

Our secondary colors, purple and yellow, infuse warmth and vitality into our palette, enhancing the energy of our brand. These hues harmonize seamlessly with our primary palette, enriching our brand identity with their vibrant presence.

		004519		4D9200		302E2C	<b>Creative</b> Purple Pantone 2725 C CMYK: 73, 70, 0, 0 RGB: 92, 91, 200 HEX: 5C5BC8
		006926		63B508		66625E	
		008630		81CD2F		A8A29D	
		009D39		98DB4F		D4CEC8	
		00A63C		A5E460		EBE4DD	
<b>Trust</b>	<b>Deep Green</b>	<b>Prosperity</b>	<b>Green</b>	<b>Unity</b>	<b>Vibrant Green</b>	<b>Stability</b>	<b>Beige</b>
							Pantone 270 C CMYK: 24, 24, 0, 0 RGB: 188, 188, 244 HEX: BCBCF4
Pantone	627 C	Pantone	354 C	Pantone	7487 C	Pantone	Cool Grey 1
CMYK:	84, 55, 70, 63	CMYK:	80, 0, 100, 0	CMYK:	34, 0, 78, 0	CMYK:	1, 2, 4, 0
RGB:	19, 50, 43	RGB:	0, 177, 64	RGB:	142, 221, 101	RGB:	250, 245, 240
HEX:	13322B	HEX:	00B140	HEX:	ADEE66	HEX:	FAF5F0
	425B55		33C166		BDF185		<b>White</b>
	718480		66D08C		13322B		
	A1ADAA		99E0B3		DEF8C2		Pantone Yellow 0131 C
	D0D6D5		CCEFD9		EFFCE0		CMYK: 1, 2, 47, 0
	E7EAE9		E5F7EB		F6FDEF		RGB: 255, 240, 156
							HEX: FFF09C

In order to ensure maximum accessibility for our products, it's crucial that we make them available to as wide an audience as possible. To achieve this goal, we kindly request that you prioritize using high-contrast color combinations when designing

text elements within Esusu products. Utilizing contrast checkers can swiftly evaluate the suitability of color pairings in meeting accessibility standards. However, for your convenience, we've provided a list of recommended matchups below for quick reference:



Our credit score color palette draws inspiration from the traditional ratings of Excellent, Good, Fair, and Poor. The color green represents Excellent in alignment with our brand identity.



# Typography

Typography is more than just selecting fonts; it's the narrative thread that underpins our brand identity. Consistent use of the right typeface fosters recognition and character. Our visual identity isn't limited to logos and colors; it's also defined by a robust typographic style and expression. Guided by principles of legibility, function, and format, correct application ensures a consistent look and feel across all platforms.

A large graphic of the letters 'Aa' in a bold, sans-serif font. The uppercase 'A' is a vibrant lime green, and the lowercase 'a' is white. Both letters have a slight drop shadow, giving them a three-dimensional appearance against the dark background.

InterTight is our primary brand typeface—a modern, streamlined font with compact letterforms and balanced proportions. Its efficiency and professionalism suit various design applications, from digital interfaces to printed materials.

It also possesses friendly and approachable characteristics, ensuring it maintains a welcoming demeanor while conveying professionalism. With clean lines and subtle details, InterTight offers a contemporary aesthetic and versatile appeal.

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz

1234567890

!@#\$%^&\*()\_+

Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Semibold  
*SemiBold Italic*  
Bold  
*Bold Italic*  
ExtraBold  
*ExtraBold Italic*  
Black  
*Black Italic*

Approachable, Impactful, Confident, Clear

InterTight

DM Sans is a modern sans-serif font radiating professionalism, cleanliness, and accessibility. With balanced proportions and clear letterforms, it adds a touch of contemporary sophistication to any brand identity.

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz

1234567890

!@#\$%^&\*()\_+

Regular  
Medium  
Bold

Clean, Modern, Accessible, Professional

DM Sans

Eyebrow	Inter Tight ExtraBold	Font Size: 24 Tracking: +10 Leading: 24 (same as font size)	All Caps
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Headline	Inter Tight ExtraBold	Font Size: 150 Tracking: 0 Leading: 150 (same as font size)	Sentence Case
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Subhead	Inter Tight SemiBold	Font Size: 34 Tracking: 0 Leading: 38 (+4 of font size)	Sentence Case
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Body Copy	DM Sans Regular	Font Size: 24 Tracking: 0 Leading: Auto	Sentence Case
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CTA	DM Sans Regular	Font Size: 24 Tracking: 0 Leading: Auto	Title Case
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## RENT REPORTING

**Embrace**  
your worth

### Get the credit you deserve

Numbers can't measure potential. So, how could a score ever define you? We're here to redefine the standards and open the doors to a better financial future. All it takes is believing in your worth, just like we do.

Learn More at [Esusurent.com](https://www.esusurent.com)

Header	Inter Tight ExtraBold	Font Size: 34 Tracking: 0 Leading: 34	Title Case
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Headline	Inter Tight Semibold	Font Size: 114 Tracking: 0 Leading: 114	Sentence Case
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Body Copy	DM Sans Regular	Font Size: 24 Tracking: 0 Leading: Auto	Sentence Case
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Title	Inter Tight Semibold	Font Size: 28 Tracking: 0 Leading: 32	Title Case
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Text	DM Sans Regular	Font Size: 15 Tracking: 0 Leading: Auto	Sentence Case
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## Working with Esusu

# Unity leads to opportunity

Esusu builds more resilient portfolios and renters through rent reporting, rent relief, and social impact data. Esusu is a short-and long-term solution to maximize residents' financial stability while increasing property performance.

## Rent Relief

Short-term loss of income can hurt residents and your bottom line. Our partnership with The Stable Home Fund brings rent relief to your properties and residents. It provides them with access to 0% interest rental loans (paid directly to the property manager), helping reduce delinquencies and avoid costly evictions. 81% of Esusu residents continue to pay rent after receiving rent relief.

Numbers + Captions

Dollar Sign  
Inter Tight SemiBold  
Font Size: 109  
(Scaled 50% smaller than numbers)  
Superscript

\$145M

Numbers  
Inter Tight SemiBold  
Font Size: 198  
Tracking: -3

Inter Tight SemiBold  
All Caps

Iconography  
Supporting iconography can  
be used to fill the top 50% of  
hero numbers



Capital  
Raised

Caption  
Inter Tight ExtraBold  
Font Size: 34  
Tracking: 0  
Leading: 44  
Title Case

Max two lines, don't  
exceed 50% height of  
hero numbers.

Numbers + B2C Headline

Headline  
Inter Tight ExtraBold  
Font Size: 34  
Tracking: 0  
Leading: 44

Renters who report rent  
with Esusu see a

+36

point average increase in  
their credit scores

Headline  
Inter Tight Semibold  
Font Size: 34  
Tracking: -3  
Leading: 44

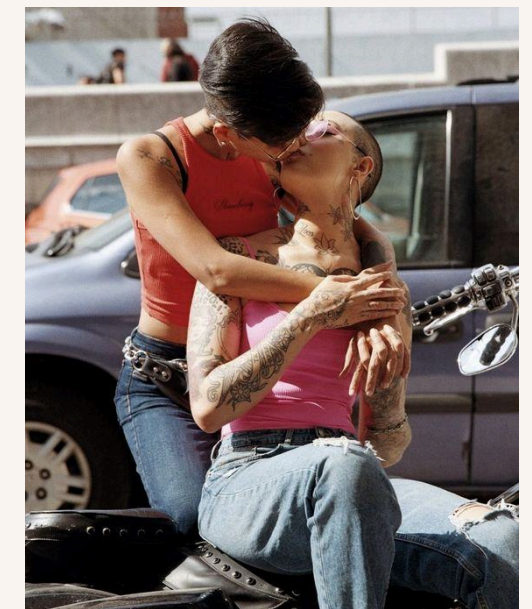
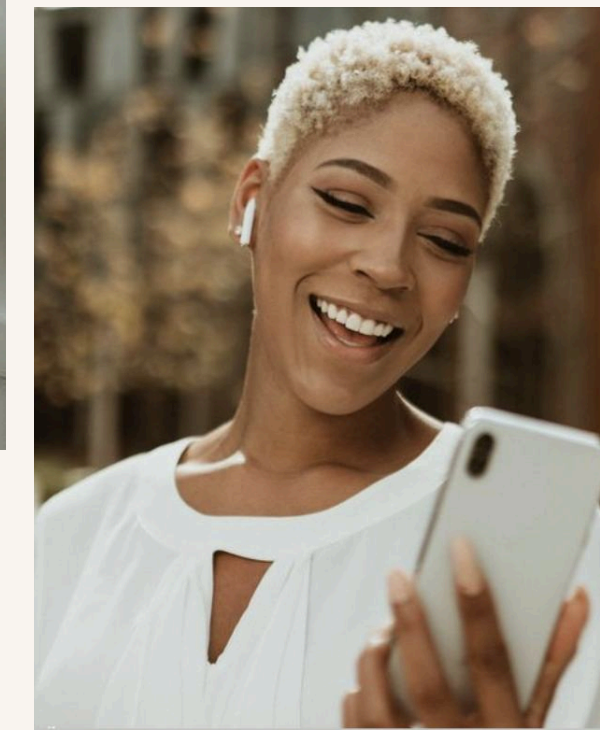
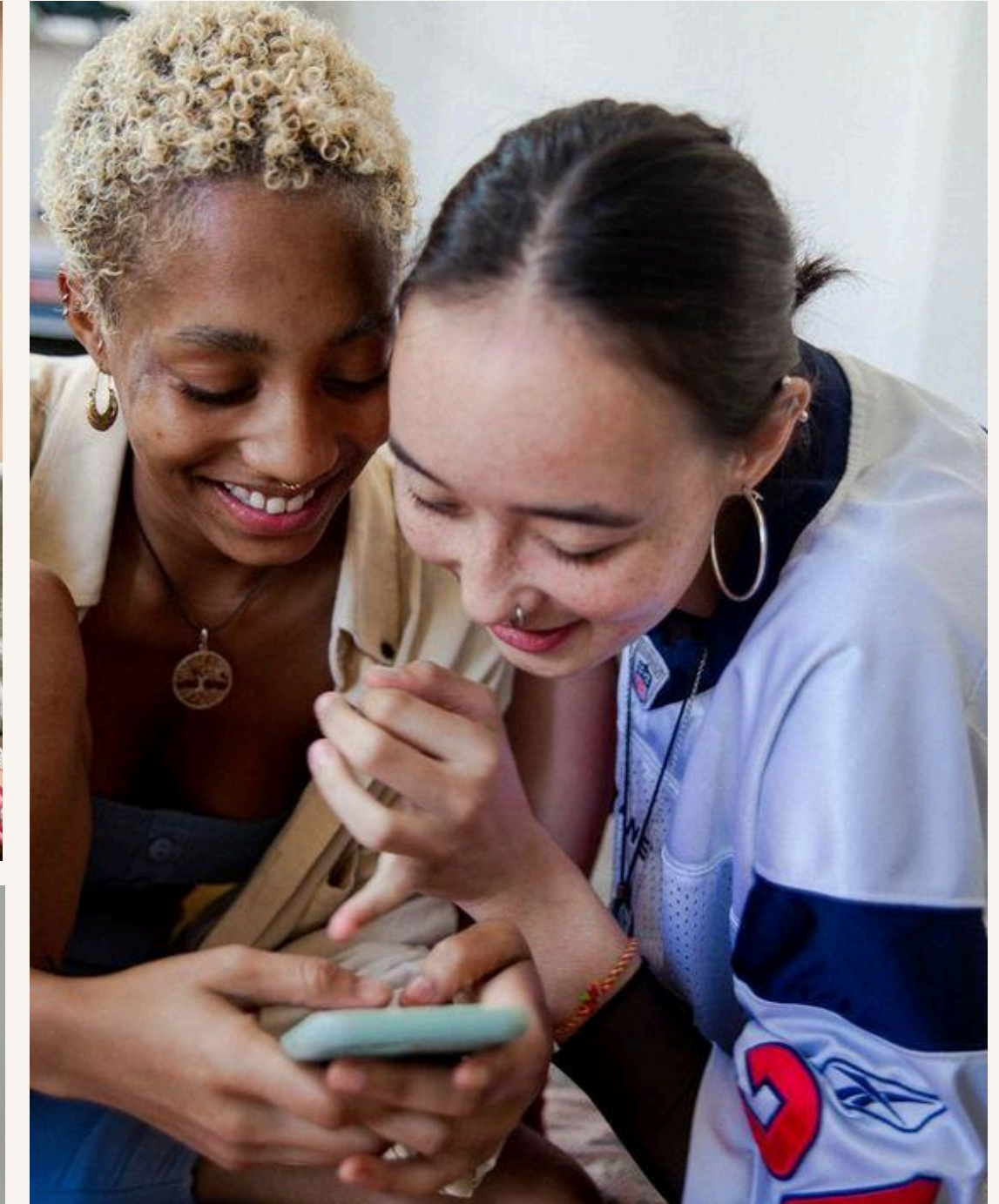
Plus Sign  
Inter Tight SemiBold  
Font Size: 109

# Photography

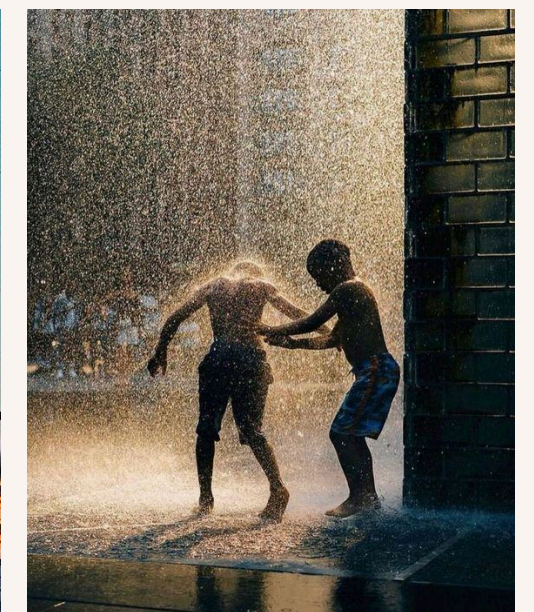
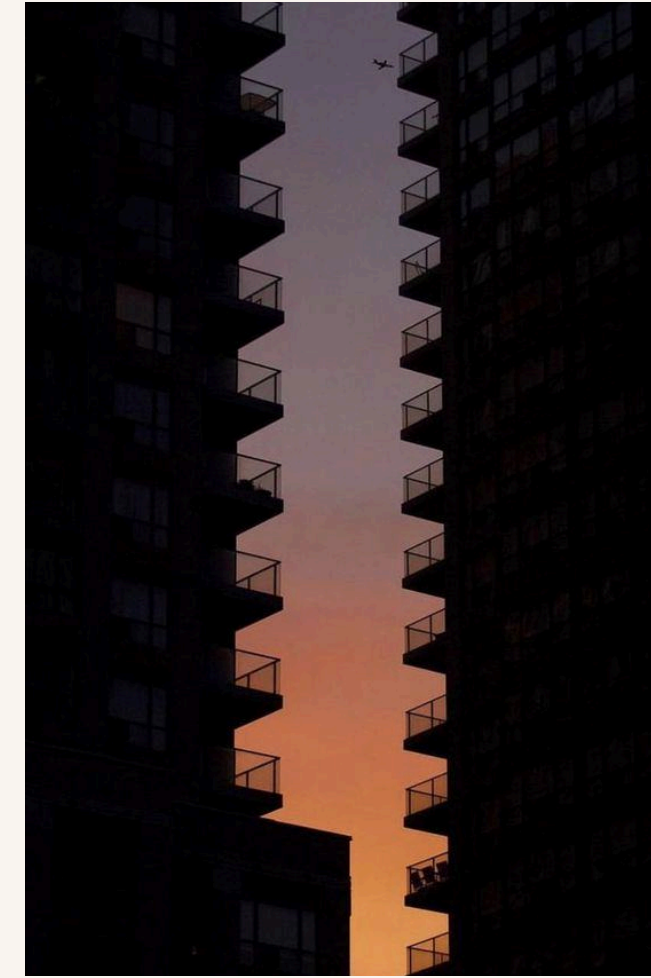
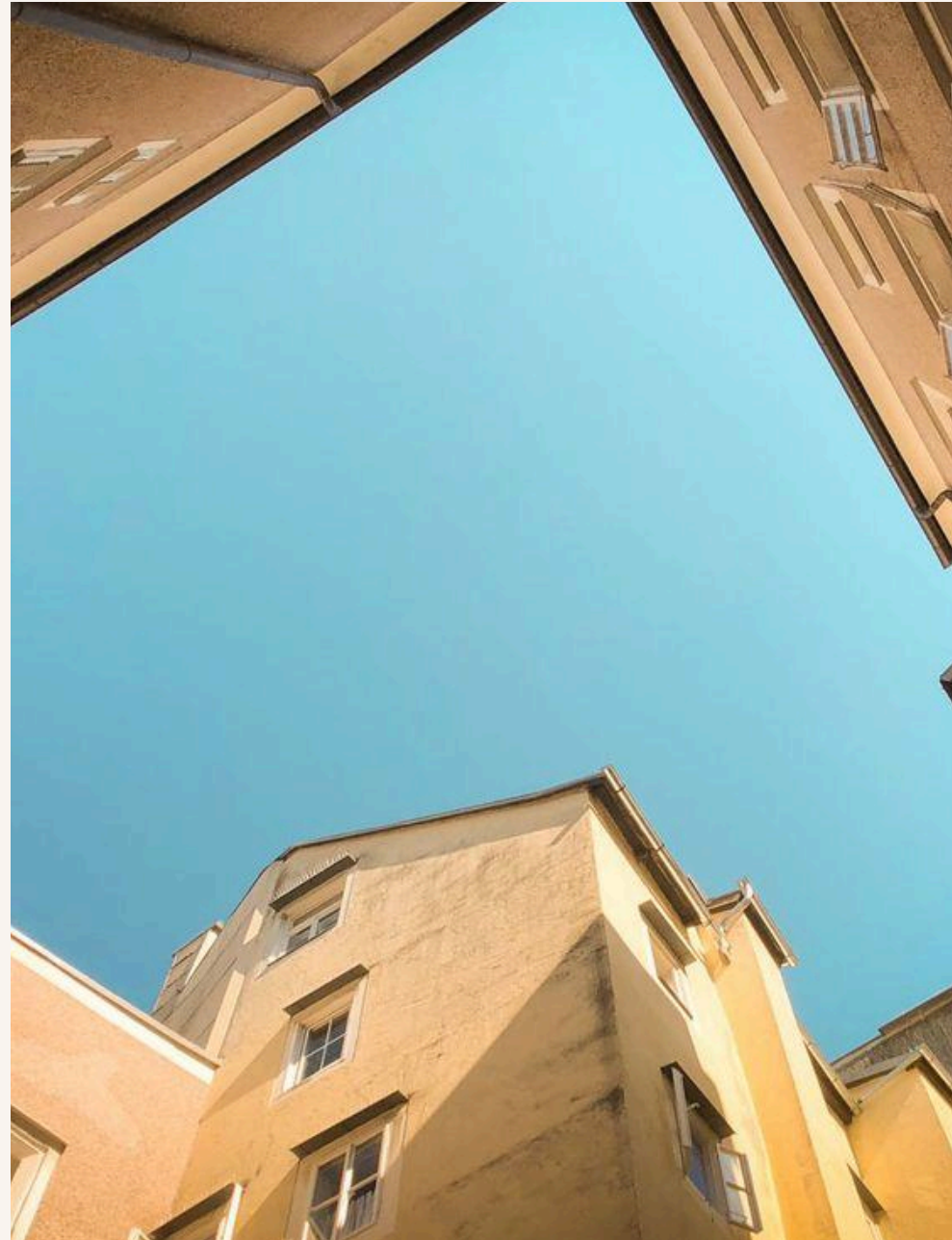
Photography is essential for authentically telling human stories. Through images, we capture genuine moments and emotions that resonate deeply with our audience. Our photography style focuses on authenticity and connection, allowing us to communicate our brand's narrative effectively. Consistent use of photography is vital in conveying our story and building meaningful connections with our audience.



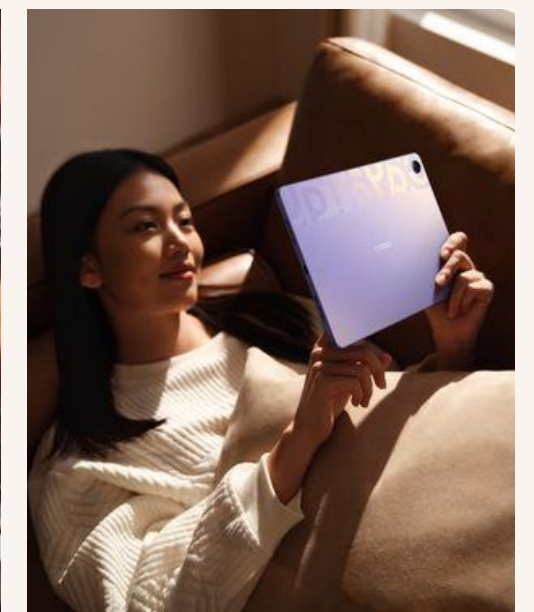
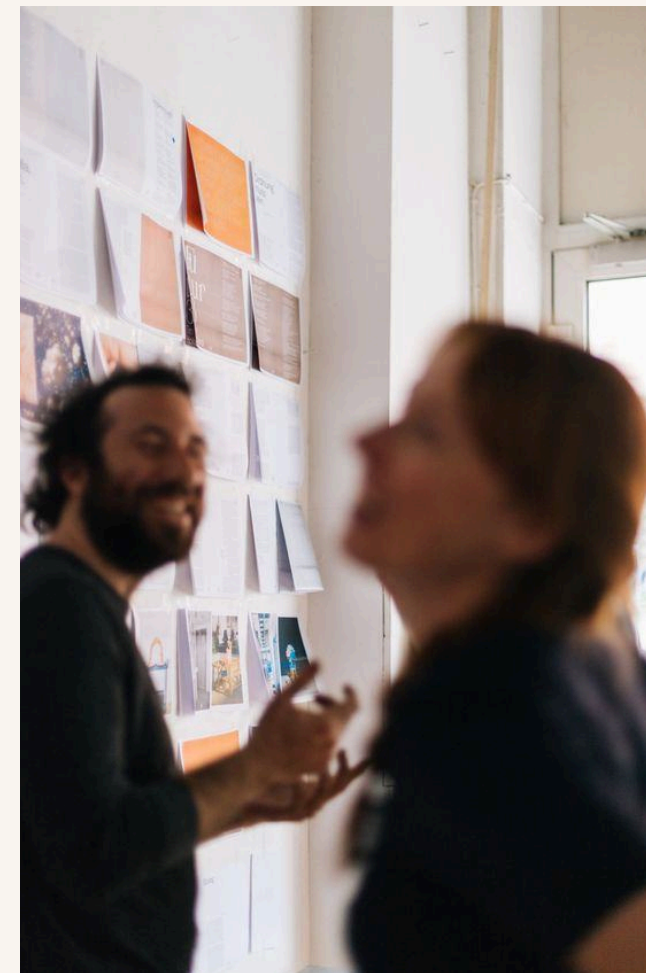
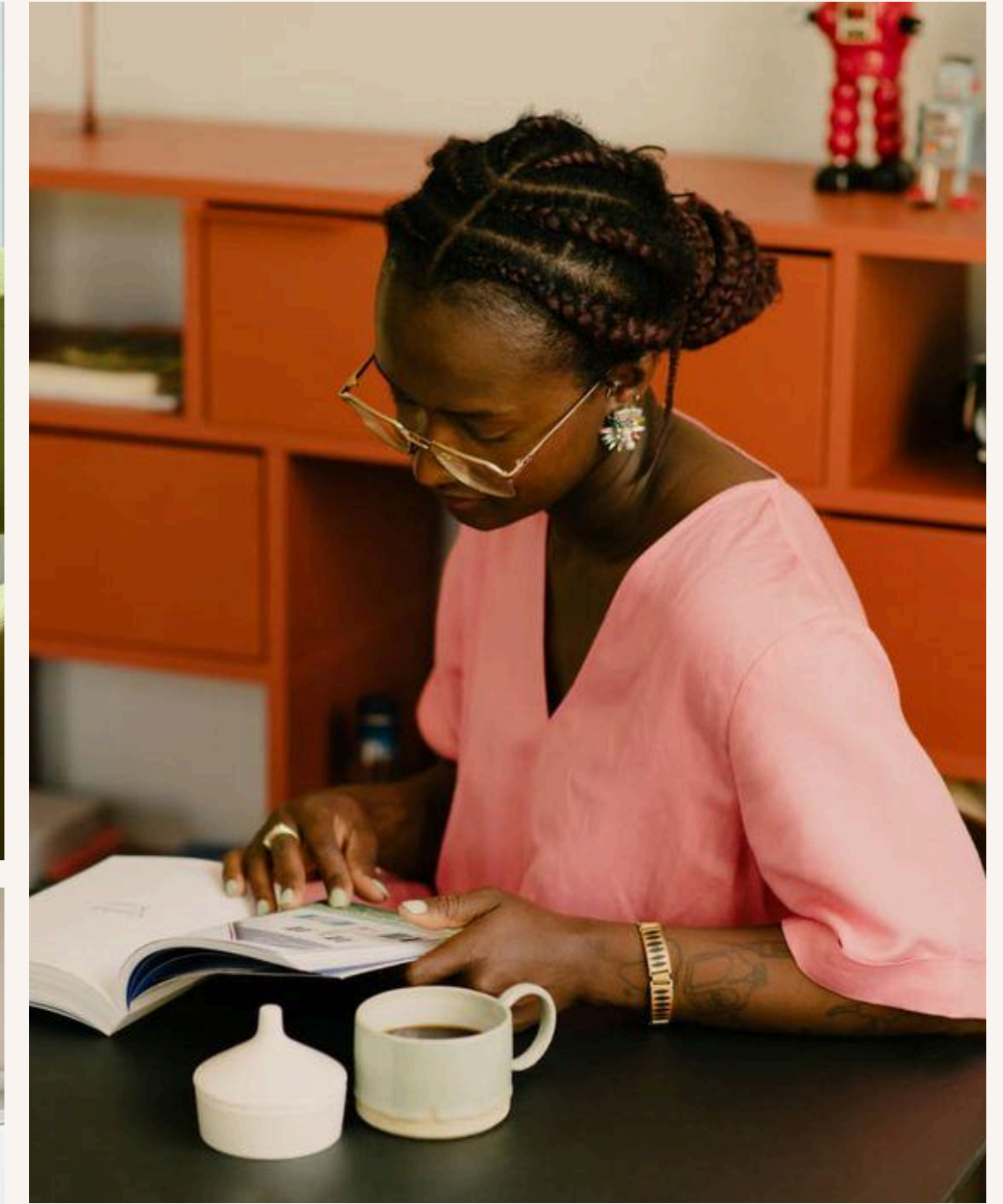
Our lifestyle photography aims to capture the authenticity and reliability while infusing each image with energy. It portrays the diverse backgrounds of the Esusu community coming together, settling into their homes, savoring domestic moments, engaging in work, and connecting with each other



Our texture photography emphasizes the environmental details found within the cities and communities where our audience resides.



Our B2B photography style encapsulates authenticity seamlessly blended with professionalism, reflecting our lifestyle approach. It is our preferred aesthetic for most B2B communications.



Full Bleed

Images can serve as full bleed backgrounds.



Simple Mask

Images can be incorporated within a circle, square or rectangle.



Dynamic Mask

We utilize masking techniques to incorporate images into our iconography shapes, enriching the narrative we convey. Additionally, images can break traditional boundaries, enhancing the layout's dynamism by breaking the frame



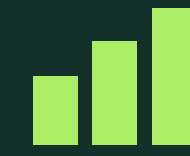
# Iconography



Our iconography is designed to complement our bold and straightforward visual language. This library continues to expand, with new icons crafted as needed, all maintaining the same distinctive style and can appear in our full color palette.



Credit Score



Growth / Data



Visibility



Key



Home



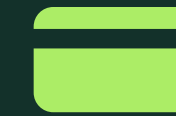
Profile



Lock / Security



Money



Credit Card



United States



Heart / Social Impact



Reviews



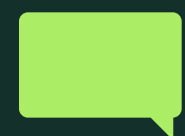
File



Message



SMS



Chat



Folder



Computer

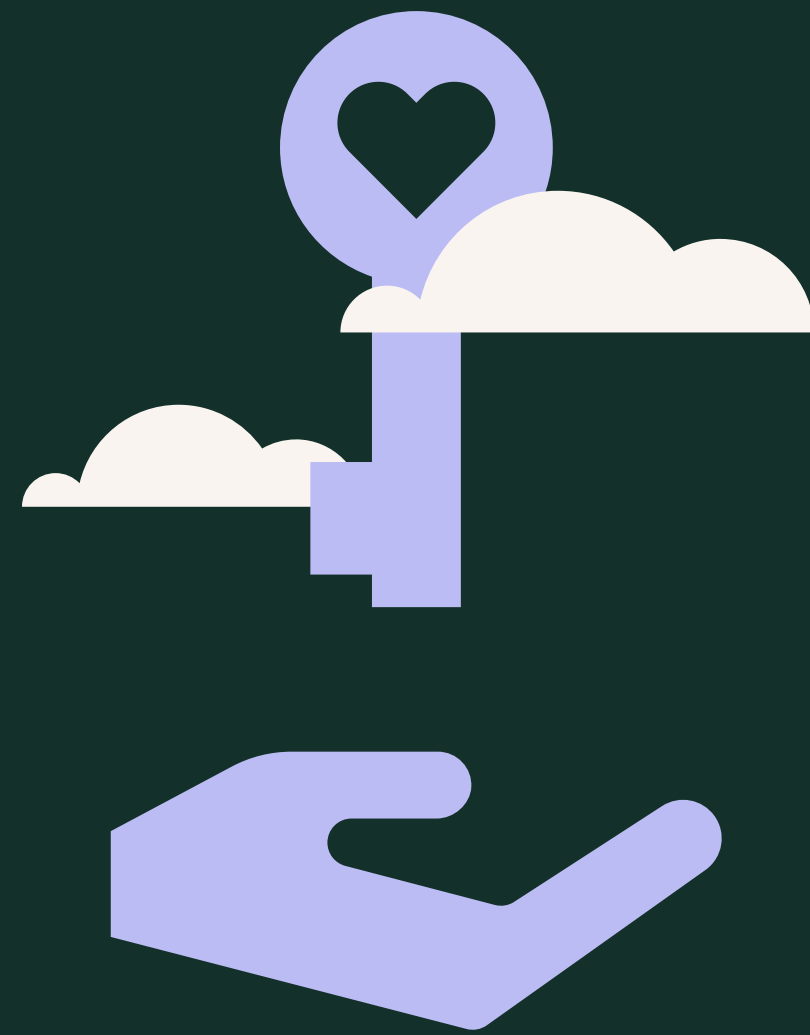


Partner

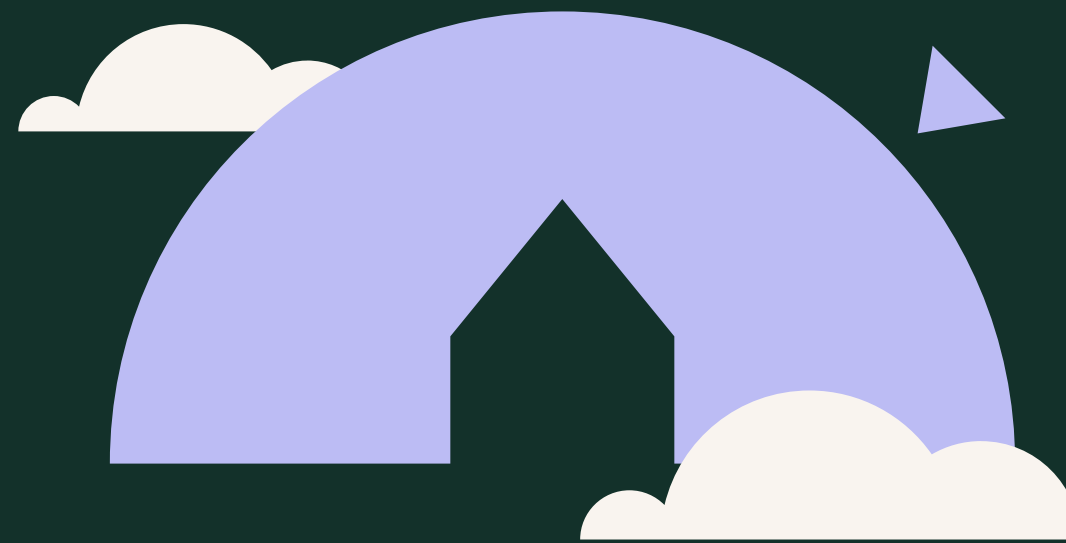


Approval

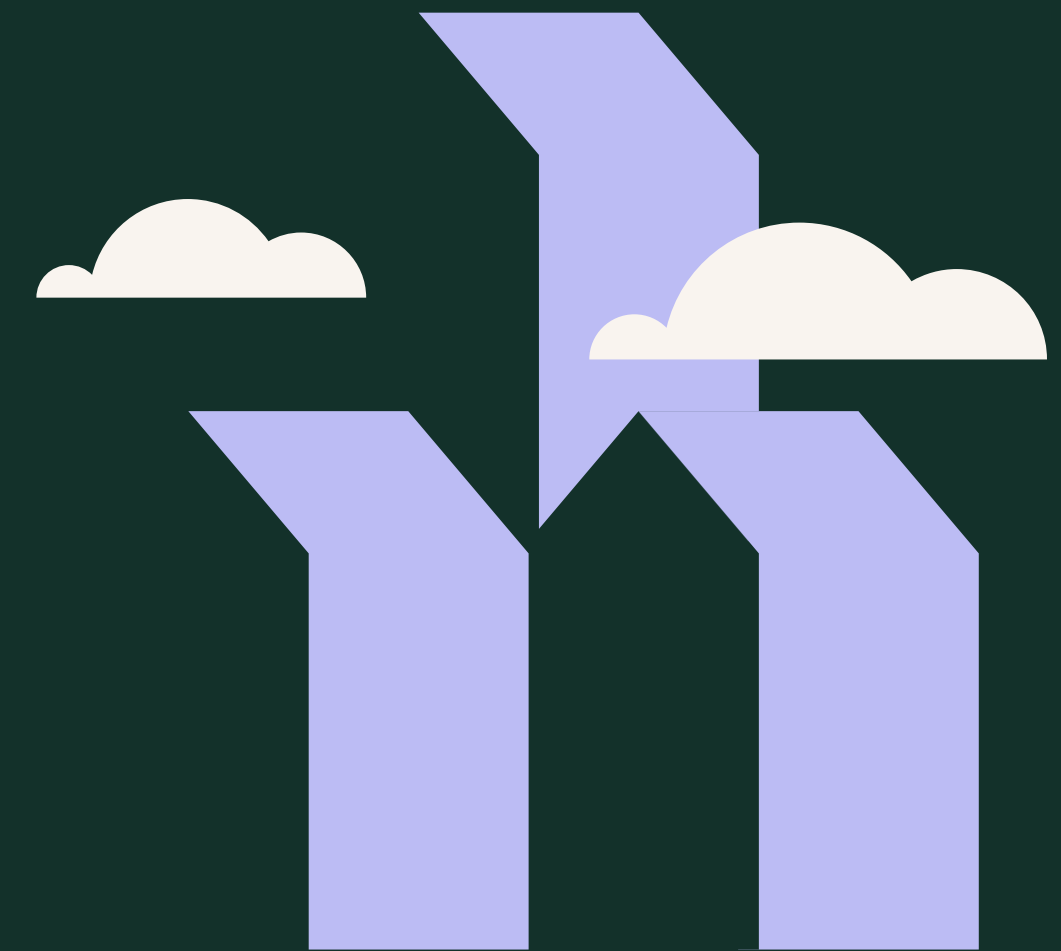
Our graphic icons are versatile, capable of being scaled up to create simple pictograms. These pictograms effectively communicate our services, our narrative, and the stories of our consumers.



Rent Relief

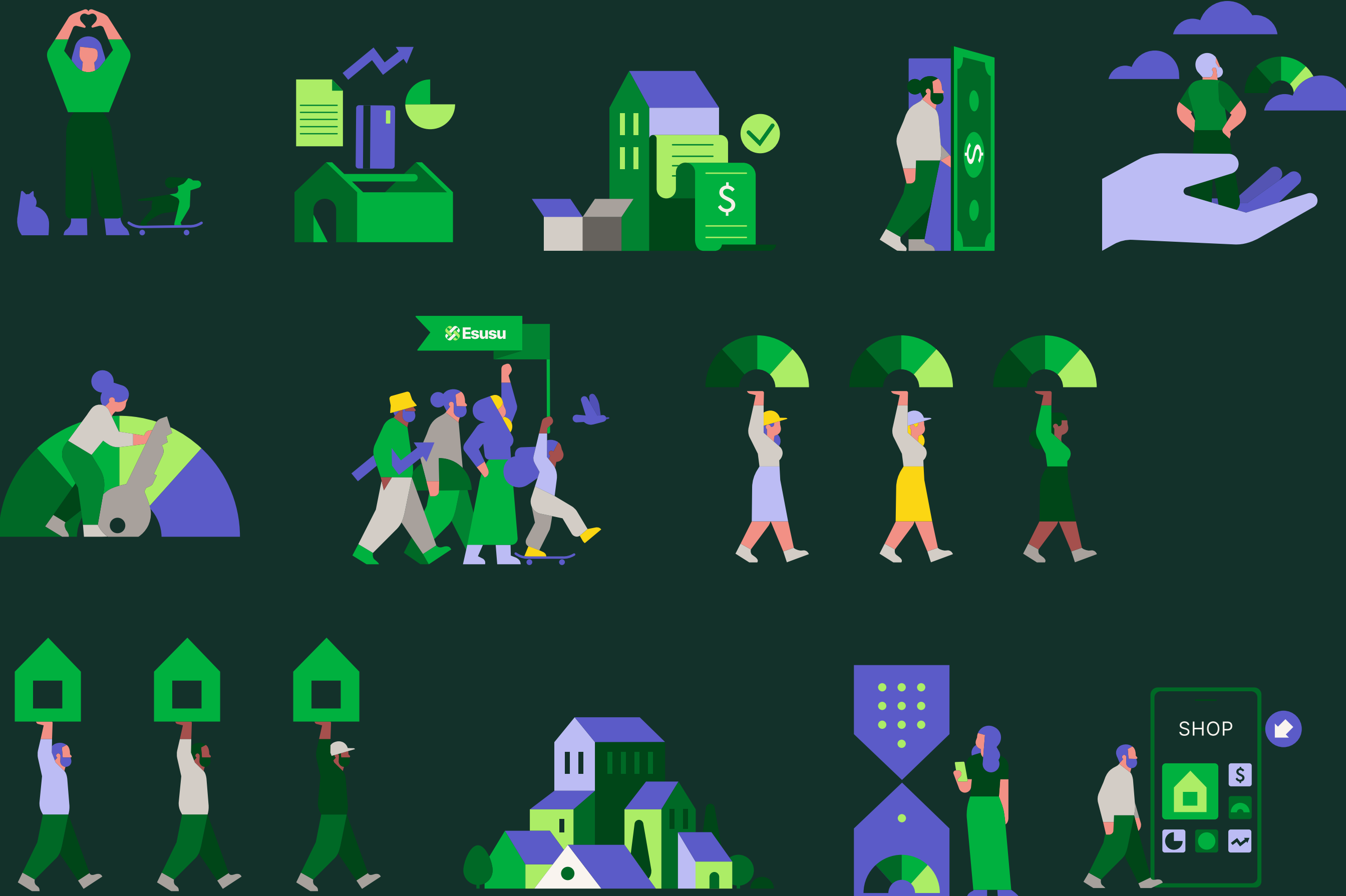


Rent Reporting

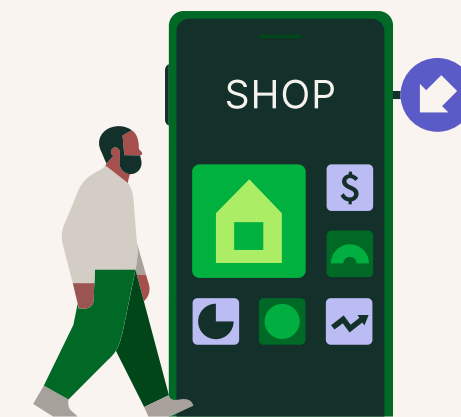
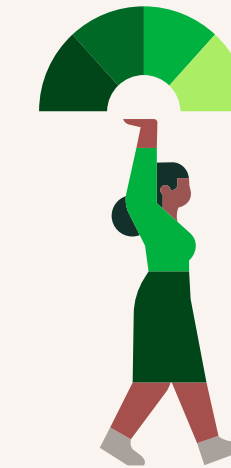
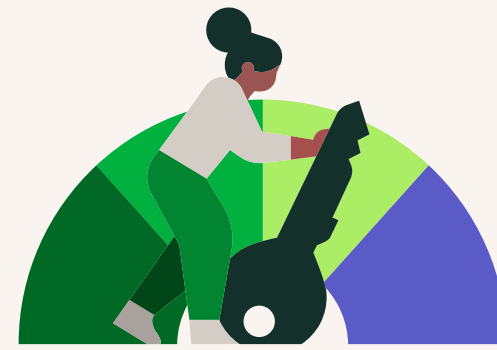
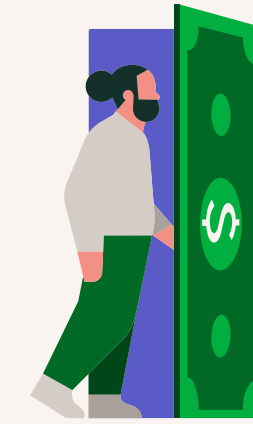
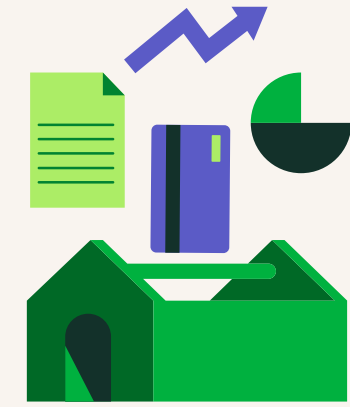


Property Owners

Our graphic icons are versatile, capable of being scaled up to create simple pictograms. These pictograms effectively communicate our services, our narrative, and the stories of our consumers.



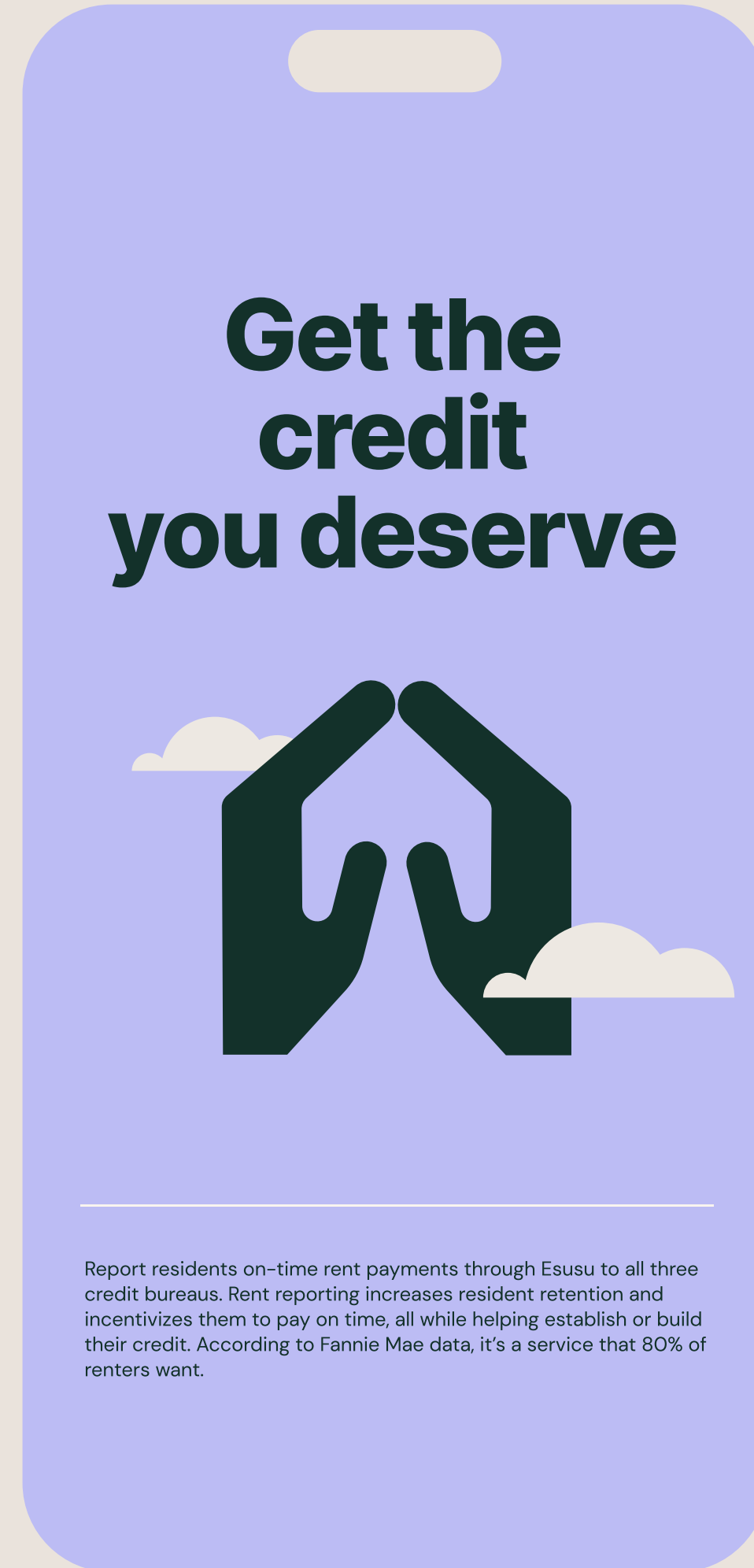
Our graphic icons are versatile, capable of being scaled up to create simple pictograms. These pictograms effectively communicate our services, our narrative, and the stories of our consumers.




# Brand Application

In this section, we showcase examples of how our brand elements harmonize to embody the essence of our brand.








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FEBRUARY'S

# Educated Renter

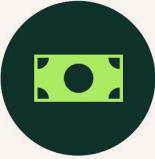


**WEMIMO ABBEY**  
Esusu Co-Founder & CO-CEO

Read our latest blog from one of our CEO's [Wemimo Abbey](#), where he reflects on Black History Month, the arts, his journey as an immigrant and how that paved the way for Esusu's core mission.

[Read Blog Post](#)

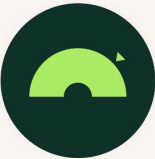
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## Financial Tips

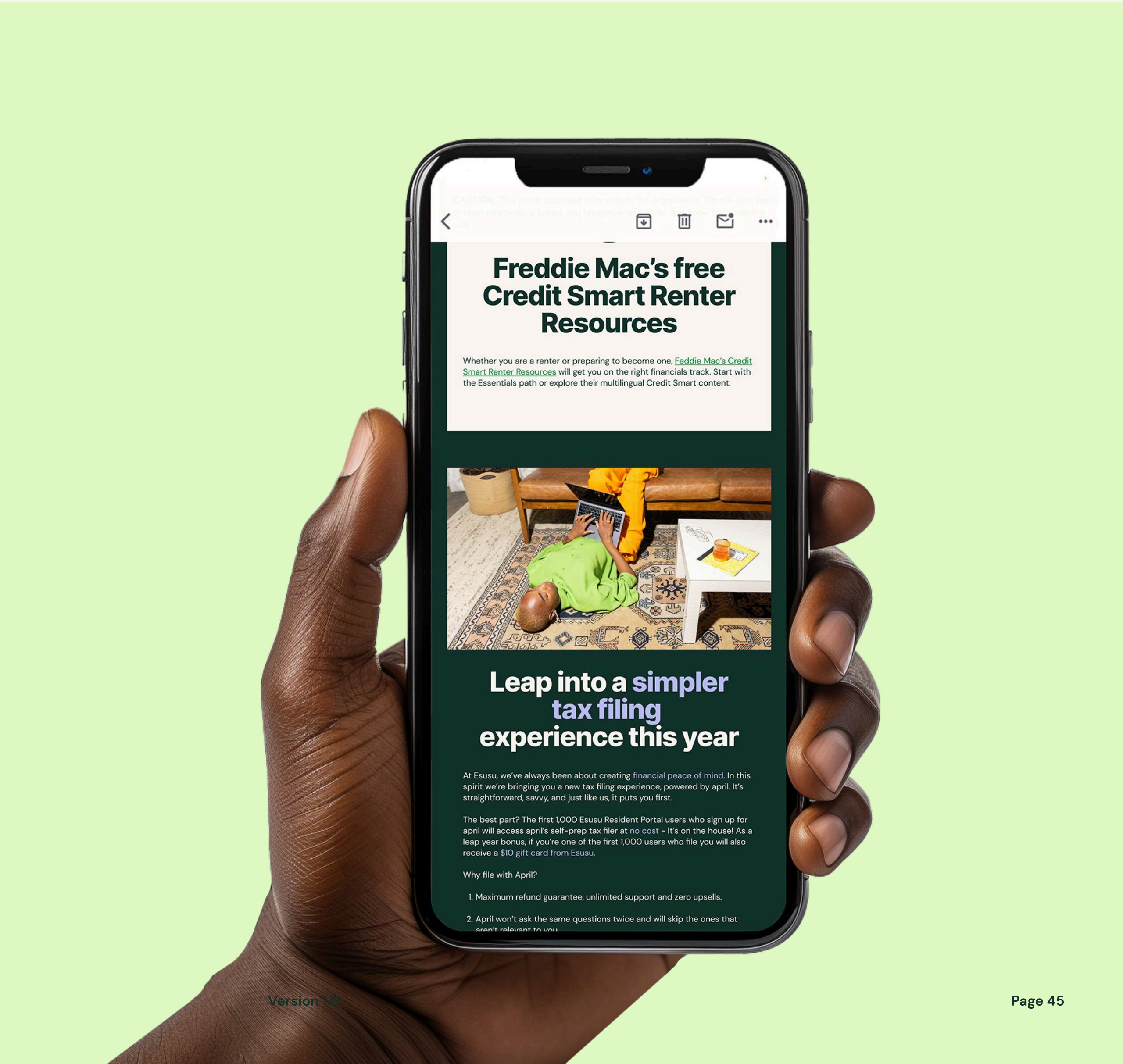
Call your insurance, internet, cell phone and utilities providers to see if there's a way to reduce your monthly bills. There is no harm in asking for lower rate on any of your services. Many companies have customer retention plans and other promotions in place you just have to ask about them

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## What are credit bureaus and credit scoring models?

Often people talk about a credit score as if everyone has just one. In fact, there are three different credit bureaus that each provide separate scores. Then there are other companies that provide different scoring models for



Cover Example

**Esusu**

Working with Esusu

# Unity leads to opportunity

Esusu, Inc. 215 W 125th St.  
New York, NY 10027

Esusurent.com (646) 664-8947

Interior Page Example

**Working with Esusu**

Esusu builds more resilient portfolios and renters through rent reporting, rent relief, and social impact data. Esusu is a short- and long-term solution to maximize residents' financial stability while increasing property performance.

**50** **State Coverage**

**\$145M** **Capital Raised**

**+5M** **Unit Coverage of Partners**

**65%** **Percent of Partners in NMHC's Top 50**

Esusurent.com Page XX

Interior Page Example

**Our Services**




<p> <b>Rent Reporting</b></p> <p>Report residents on-time rent payments through Esusu to all three credit bureaus. Rent reporting increases resident retention and incentivizes them to pay on time, all while helping establish or build their credit. According to Fannie Mae data, it's a service that 80% of renters want.</p>	<p> <b>Rent Relief</b></p> <p>Short-term loss of income can hurt residents and your bottom line. Our partnership with The Stable Home Fund brings rent relief to your properties and residents. It provides them with access to 0% interest rental loans (paid directly to the property manager), helping reduce delinquencies and avoid costly evictions. 81% of Esusu residents continue to pay rent after receiving rent relief.</p>
<p> <b>Social Impact</b></p> <p>Measure and report the key social impact metrics that support a data-driven and scalable ESG strategy. The Esusu Dashboard has data sets for reporting investor letters, GRESB, and other ESG disclosures.</p>	<p> <b>Resident Portal</b></p> <p>Esusu's Resident Portal gives your residents a convenient hub to monitor their credit scores, check their enrollment status in Rent reporting, and access to free financial education and financial assistance.</p>


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Interior Page Example

**How Our Process Works**

We integrate with some of the largest property management systems to make onboarding with Esusu seamless. We take a flat file approach to with any systems in the industry and have extensive experience working with partners large and small.



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**Esusu helps  
on-time renters  
build credit**



Over 100K+ new credit lines established

[Learn More](#)




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**45M**  
Americans  
have  
**little to no**  
established  
**credit**


We are working  
to **change** that

**We drive  
social impact  
and  
portfolio  
performance**

Learn More at [Esusurent.com](https://Esusurent.com)

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**Esusu**

**Embrace  
your worth**

**Build  
your  
credit  
through  
rent**

**Esusu**  
Unlock Tomorrow

**Rent  
Reporting**



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**Esusu**

**Farther**



**together**

**Rent Relief**



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