



**PLATINUM  
CREDITPLUS**  
LENDING CORPORATION

**BRAND GUIDE AND SOCIAL MEDIA STYLE GUIDE**

# Brand Guide

## Brand Names

1. Platinum Creditplus Lending Corporation
2. PCLC

## Tagline

**Manage your financial needs - simple at mabilis. #KaagapaySaBiyahe**

## Voice

**Tone:** Light and casual but professional.  
**Language:** English, Tagalog, Taglish

## Digital Assets

-  [www.platinumcreditplus.com](http://www.platinumcreditplus.com)
-  [fb.com/OfficialPCLC](https://fb.com/OfficialPCLC)
-  [@OfficialPCLC](https://@OfficialPCLC)

## Brand Feel

1. Warm, at home, friendly
2. Strong sense of inclusivity
3. Being taken care of (great customer service experience) - making it easier and comfortable for the client to apply for a loan
4. Being in the “now” for strong sense of financial stability in the future

## Top Competitors

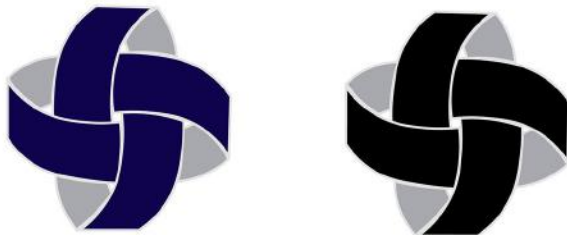
1. Asialink/Wisefund
2. Global Dominion
3. Cashalo

# Brand Guide

## Logo Variation



## Logo Icon Variation



# Brand Guide

## Primary

**Font Name:** URWForm Normal

### Headline

**Font size:** 46px

**Font style:** Poster

### Title

**Font size:** 18px

**Font style:** Bold

### Body

**Font size:** 16px

**Font style:** Light

## Secondary

**Font Name:** Open Sans

### Headline

**Font size:** 46px

**Font style:** Extra Bold

### Title

**Font size:** 18px

**Font style:** Bold

### Body

**Font size:** 16px

**Font style:** Light

# Brand Guide

## Color and Imagery

### Look and Feel:

1. Warm and friendly
2. Reliable and dependable
3. Security and stability

 Blue - shows security, honesty, stability

 Yellow - shows warmth and optimism

PRIMARY

SECONDARY



color palette 2.2

COOLoRS

### HEX Code

 #0f034d

 #f2bb05

 #33658a

 #6d696a

 #f7f9f9

# Brand Guide

## Target Market

### Direct Target

**Gender:** Male and Female

**Age:** 20 to 55 years old

**Location:** Nationwide

**Main Target Location:** Manila Area (near Marine Agency offices), Metro Manila, Visayas, Southern Luzon, and Central Luzon

**Occupation:** Seafarer/Seaman

**Target Salary:** \$4,000/monthly

**Minimum Salary Required:** \$800/monthly

**Employment Status:**

- currently onboard or about to board the ship

**Decision Making:**

**Major role in the following:**

- Getting a loan
- Loan amount
- Loan interest rate
- Loan payment terms

### Indirect Target

**Gender:** Male and Female

**Age:** 20 to 55 years old

**Location:** Nationwide

**Main Target Location:** Manila Area (near Marine Agency offices), Metro Manila, Visayas, Southern Luzon, and Central Luzon

**Occupation:** Wife/Husband/Partner of Seafarer/Seaman

**Decision Making:**

**Major role in the following:**

- Influencing their partner in getting a loan
- Loan amount
- Loan interest rate
- Loan payment terms

# Brand Guide

## Client Personas

### Direct Target **Persona 1**

**Name:** Alex Dela Cruz

#### **Personal Background:**

- 42 years old
- Married with 3 children
- 2 children are in senior high, 1 is in grade school
- Visayas area
- Salary is \$4,000
- Solo earner for the family
- Wife is stay at home with small business

#### **Lifestyle:**

- House is mortgage and still 10 years to pay
- Car is mortgage and still 2 years to pay
- Financial is okay but still want to have a stable income for the future
- Planning to have their house improved when in vacation
- Looking forward to a great holiday spent with family

#### **Challenges/Pain Points:**

- Savings almost ran out because of pandemic
- Needs money for business capital
- High expense with no extra income for high-end leisure activities
- High expense with no extra income for home renovation
- High expense due to price increase of necessity products

#### **Where they get information:**

- Heavy user of FB Messenger for easy communication with the family
- Mostly on Facebook for content
- Heavy internet use mostly uses mobile

# Brand Guide

## Client Personas

### Direct Target **Persona 2**

**Name:** Ambet De Jesus

#### **Personal Background:**

- 50 years old
- Married with 4 children
- 1 child is married, 2 children are in college, 1 is in senior high
- Visayas area
- Salary is \$1,500
- Solo earner for the family
- Wife is stay at home without extra income

#### **Lifestyle:**

- House is mortgage with 3 more years left to pay
- Already have a car, but still want to buy a new one for retirement
- He has a motorcycle
- Financial pressure is relentless because of high college tuition fee
- Looking forward to retiring soon

#### **Challenges/Pain Points:**

- Savings were spent because of pandemic
- High expense due to price increase of necessity products
- High college tuition fee and gadgets for school
- High expense with no extra income for retirement plan

#### **Where they get information:**

- Heavy user of FB Messenger for easy communication with the family
- Mostly on Facebook for content
- Heavy internet use mostly uses mobile



# Brand Guide

## Client Personas

### Direct Target **Persona 3**

**Name:** Justin Fuentes

#### **Personal Background:**

- 33 years old
- Married with 2 children
- Both children are not in school yet
- South Luzon
- Salary is \$6,000
- Solo earner for the family
- Wife is stay at home with no extra income

#### **Lifestyle:**

- House is mortgage with 20 more years left to pay
- No car yet but planning of getting one
- Financial is okay but still looking for a more stable or extra income
- Planning to get house improved
- Dreaming of having own business

#### **Challenges/Pain Points:**

- Was not able to save up because of pandemic
- Needs money for home improvement
- Needs money for business capital
- Needs money for car DP
- Preparing for children's future education
- High expense due to price increase of necessity products

#### **Where they get information:**

- Heavy user of FB Messenger for easy communication with the family
- Mostly on Facebook for content
- Heavy internet use mostly uses mobile

# Brand Guide

## Client Personas

### Indirect Target **Persona 1**

**Name:** Jane Dela Cruz  
(wife of Alex Dela Cruz)

#### **Personal Background:**

- 40 years old
- Married with 3 children
- 2 children are in senior high, 1 is in grade school
- Visayas area
- Stay at home with small business

#### **Lifestyle:**

- House is mortgage and still have 10 years to pay
- Car is mortgage and still have 2 years to pay
- Planning to have their house improved
- Looking forward to a great holiday spent with family

#### **Challenges/Pain Points:**

- Savings almost ran out because of pandemic
- Needs money for business capital
- High expense with no extra income for high-end leisure activities
- High expense with no extra income for home renovation
- High expense due to price increase of necessity products
- Husband's salary is okay but still want to have a stable income for the future

#### **Where they get information:**

- Heavy user of FB Messenger for easy communication with the family
- Mostly on Facebook for content
- Heavy internet use mostly uses mobile
- Heavy user of YouTube

# Brand Guide

## Client Personas

### Indirect Target **Persona 2**

**Name:** Cristine De Jesus  
(wife of Ambet De Jesus)

#### **Personal Background:**

- 48 years old
- Married with 4 children
- 1 child is married, 2 children are in college, 1 is in senior high
- Visayas area
- Stay at home without extra income

#### **Lifestyle:**

- House is mortgage with 3 more years left to pay
- Have a car, but still want to buy a new one for retirement
- Financial pressure is relentless because of high college tuition fee
- Looking forward to retiring soon

#### **Challenges/Pain Points:**

- Savings were spent because of pandemic
- High college tuition fee and gadgets for school
- High expense with no extra income for retirement plan
- High expense due to price increase of necessity products

#### **Where they get information:**

- Heavy user of FB Messenger for easy communication with the family
- Mostly on Facebook for content
- Heavy internet use mostly uses mobile
- Heavy user of YouTube

# Brand Guide

## Client Personas

### Indirect Target **Persona 3**

**Name:** Carmela Fuentes  
(wife of Justin Fuentes)

#### **Personal Background:**

- 32 years old
- Married with 2 children
- Both children are not in school yet
- South Luzon
- Stay at home with no extra income

#### **Lifestyle:**

- House is mortgage with 20 more years left to pay
- No car yet but planning of getting one
- Husband's salary is okay but still looking for a more stable or extra income
- Planning to get house improved
- Dreaming of having own business

#### **Challenges/Pain Points:**

- Was not able to save up because of pandemic
- Needs money for home improvement
- Needs money for business capital
- Needs money for car DP
- Preparing for children's future education
- High expense due to price increase of necessity products

#### **Where they get information:**

- Heavy internet use mostly uses mobile
- Mostly on FB for easy communication with the family
- Heavy user of FB Messenger
- Heavy user of YouTube

# Social Media Guide

## Content Bucket

### Product push based on business facts

- Frequently Asked Questions
- Interest Rate
- Mode of Payment
- How-Tos
- List of Requirements
- Testimonials
- Types of Loan\*

### Product push based on drives

- Enrollment or Educational Needs
- Business Capital
- Home/House Improvement
- Investments
- Transportation Needs
- Quick Cash

### Informative/Educational

- Important news related to Seafarers
- How to Manage Finances
- Business Opportunities
- Exchange Rate\*

## Content Schedule

### Product push based on business facts

- 1 to 3x/weekly

### Product push based on drives

- 1 to 3x/weekly

### Informative/Educational

- 1 to 3x/weekly

# Social Media Guide

## Sample Social Media Imagery

### Sample 1

#KaagapaySaBiyaha

“  
**I believe that through knowledge and discipline, financial peace is possible for all of us.**  
— Dave Ramsey

Apply for a Seaman's Loan

**SEND US A MESSAGE NOW**

[www.platinumcreditplus.com](http://www.platinumcreditplus.com)

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### Sample 2

#KaagapaySaBiyaha

**Stop worrying.**

**Achieve your financial goals.**  
Apply now for a Seaman's Loan!

Note: Currently not accepting loan applications from Passenger or Cruise Ship

**SEND US A MESSAGE NOW**

[www.platinumcreditplus.com](http://www.platinumcreditplus.com)

PLATINUM CREDITPLUS

# Social Media Guide

## Sample Social Media Imagery

### Sample 3



**REQUIREMENTS**

**BORROWER:**

- ✓ POEA Contract and OEC (Overseas Employment Certificate)
- ✓ Passport
- ✓ E-reg and Seaman's Book
- ✓ 1 Valid ID
- ✓ Proof of Billing

**CO-BORROWER:**

- ✓ 2 Valid IDs
- ✓ Proof of Billing

#KaagapaySaBiyah

www.platinumcreditplus.com

**PLATINUM CREDIT PLUS**  
Lending. Empowering.

**SEND US A MESSAGE NOW**

### Sample 4



#KaagapaySaBiyah

## Mabilis at secure.

**REQUIREMENTS**

**BORROWER:**

- ✓ POEA Contract and OEC (Overseas Employment Certificate)
- ✓ Passport
- ✓ E-reg and Seaman's Book
- ✓ Proof of Billing

**CO-BORROWER:**

- ✓ 2 Valid IDs
- ✓ Proof of Billing

**INTEREST RATES**

- 2.4%** New Accounts
- 1.99%** Renewal Accounts

Apply for a Seaman's Loan

**SEND US A MESSAGE NOW**

**PLATINUM CREDIT PLUS**  
Lending. Empowering.

www.platinumcreditplus.com

# Contact Us

## Mabini Office

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Cor. A. Flores St. Ermita, Manila

☎ (02) 8296-8374  
0963-016-5584 (Talk N' Text)  
0970-144-6689 (Talk N' Text)

✉ info@platinumcreditplus.com

## Kalaw Office

📍 Unit 101 SunView Palace Bldg. MH Del Pilar  
St. Cor. T.M Kalaw St. Ermita, Manila

☎ (02) 8275-8577  
0966-997-1753 (GLOBE)  
0928-954-9405 (SMART)

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