





## **INTRODUCTION**

Founded in 1996 by Steve Fredrickson and Kevin Stevenson, the vision for the company was to create a professional business in the nonperforming loan market. Specifically, the goal was to build a company that treated customers fairly and with respect, met high levels of compliance and reliability, and created rewarding careers for its employees.

## **USE & STYLE GUIDE APPLICATION**

The elements set forth in this guide should be used consistently in all company communications, as they work together to define how PRA Group, Inc. (PRA) presents itself to its customers, its associates and the outside world. The guide documents how we can protect the company's identity by ensuring the use of visual elements consistently and structuring all messages to reflect an accurate vision of PRA. This document exists to provide guidance for instances when many possibilities exist to communicate the PRA brand, and offers clarity to both users of and designers for the PRA brand.

## **ABOUT US**

As a global leader in acquiring and collecting nonperforming loans, PRA Group returns capital to banks and other creditors to help expand financial services for consumers. With thousands of employees worldwide, PRA Group companies collaborate with customers to help them resolve their debt.

## **MISSION**

To deliver nonperforming loan solutions that drive success through a long-term focus and customer care.

## **VISION**

To be the trusted leader, changing the world's perception of the nonperforming loan industry.

## **VALUES**

All employees share a common set of values and commitments that define how we treat each other, how we relate to our customers, and the responsibilities we have to shareholders, regulators, clients, and others. Simply put, they're the principles that reflect our company's culture, why PRA was started, and who PRA is today. Our goal is for every PRA employee to personalize and live these shared values—because they are guidelines for everything we do.



COMMITTED to always doing our best work.

ACCOUNTABLE for our actions.

RESPECTFUL in our interactions with each other.

ETHICAL in every situation.

SUCCESSFUL because we work together as a team.

## Logo Usage

Consistent usage of our logos and supporting color palette (*see next page for swatch specifications*) help build recognition of our brand and ensure that our logo is always rendered with proper impact and legibility.

If using any variation of the PRA Group logo for marketing collateral (sponsorship marketing, SWAG/promotional items, etc.) you must receive Corporate Communications usage approval from prior to publicizing or printing. Submit all proofs for review and approval using the below button.

**SUBMIT ARTWORK  
FOR APPROVAL HERE**

*Or send an email to [communications@pragroup.com](mailto:communications@pragroup.com)*

# Space & Scale Specifications

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space. The minimum size of the logo that may be used for print applications is 1 inch wide.

## CLEAR SPACE



## MINIMUM SCALE



# Incorrect Logo Usage



**DO NOT:**

1. Change logo's orientation.
2. Add extraneous effects to the logo. This includes but is not limited to bevel and emboss, lighting effects and drop shadows.
3. Place the logo on a busy photo.
4. Change the logo colors.
5. Attempt to recreate the logo or add site specific locations to logo.
6. Scale the logo unproportionally.
7. Display the logo type treatment without the corresponding icon.
8. Display the logo without the full name of the company.
9. Display the logo without the trademark (™) symbol.

## Logo Variations



**WHEN UTILIZING THE PRA GROUP LOGO FOR PUBLIC FACING MATERIALS,  
APPROVAL MUST BE OBTAINED PRIOR TO PUBLICIZING OR PRINTING.**

*[Download Logo Suite](#)*

**SUBMIT ARTWORK  
FOR APPROVAL HERE**

Our full color logo and reversed color logo options should be used on approved brand colors and imagery where the logo is clear and unobstructed. Application of our full color or reversed color logo should serve as our brand's first impression whenever possible.

Our one-color logo should only be used in special cases when our full color or reversed color logos will not be adequate.