



Debt Blaster

Brand Guidelines

LAST UPDATED: JULY 24, 2026

Brand purpose

These guidelines help media, reviewers, partners, and publishers present Debt Blaster consistently and accurately.

Product name

Always write the product name as:

Debt Blaster

Do not write:

- DebtBlaster
- debt blaster
- Debt-Blaster

Exception: DebtBlaster.com is the website address.

Preferred description

Debt Blaster is debt payoff planning software that helps people organize their debts, choose a payoff strategy, and see exactly what to pay next.

Preferred descriptor

Debt payoff planning software

Primary brand colors



Navy
#0B3768



Orange
#F47A00



Green
#109C63

Logo usage

- ✓ Use the official supplied logo files.
- ✓ Leave clear space around the logo.
- ✓ Scale the logo proportionally.
- ✗ Do not stretch or compress it.
- ✗ Do not recolor or recreate it.
- ✗ Do not rotate, crop, or add effects.

Company

ZilchWorks
Founded 1991
Cape Cod, Massachusetts

Website

DebtBlaster.com

Media contact

Michael J. Riley
Founder, ZilchWorks
rileymj@zilchworks.com