

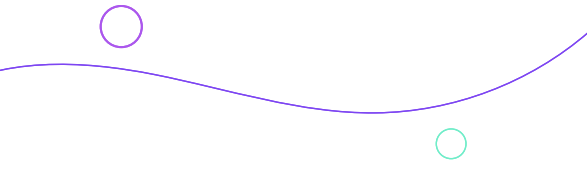


BRAND GUIDELINES

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WHO WE ARE



Who We Are

Passionate
Modern
Educational
Authentic

Our goal as a brand is to convey these adjectives through all of our communications whether it is business-to-business, business-to-consumer, or internal. The primary focus and messaging should be centered around communicating one or more of these adjectives to a specific audience.

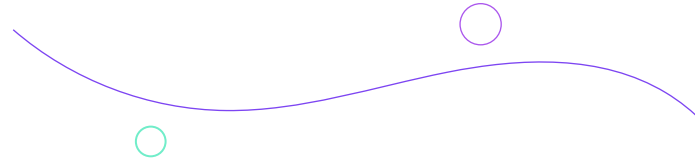
Who We Are Not

Authoritative

We do NOT want our brand to convey that we are authoritative in our messaging.



LOGOS



Primary Logo

Full Color



Spacing

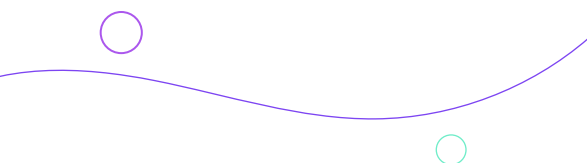


Solid Grey indicates Logo Clear Space.

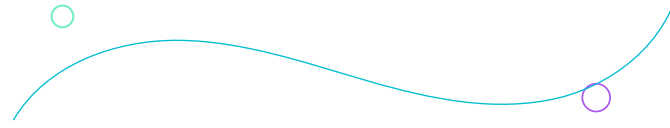
This area must be kept free of all other graphical and visual elements. The minimum required clear space is defined as the width of the house icon. The width is equal to the height.

Striped Area indicates Logo Safe Zone.

Other graphical and visual elements can be safely positioned up to the adjoining grey area.



LOGOS



Icon

Full Color



Spacing

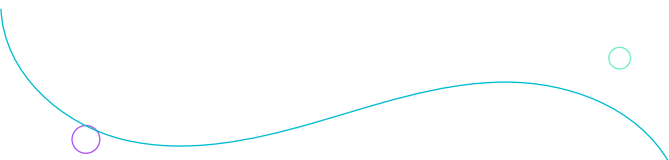


Solid Grey indicates Logo Clear Space.

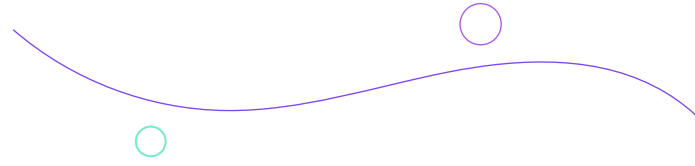
This area must be kept free of all other graphical and visual elements. The width is equal to the width of the house icon.

Striped Area indicates Logo Safe Zone.

Other graphical and visual elements can be safely positioned up to the adjoining grey area.



LOGOS



Logo Color Use

Full Color

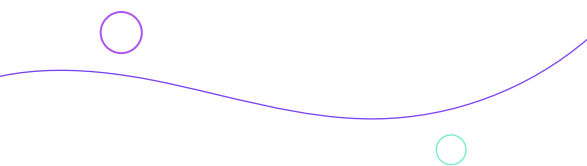


Full Color Logo: used on light and dark shaded backgrounds.

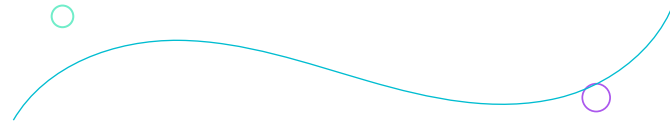
One Color



One Color Logo: used on any background outside of the defined light and dark backgrounds in the above full color options.



LOGOS



Do Not Resize



U Mortgage



U Mortgage



U Mortgage

Do not change the sizing of any aspect of the logo.

Do Not Change Fonts



U Mortgage



U Mortgage



U Mortgage

Do not use any other font, even if you feel it is close to the look of the logo font.

Do Not Distort



U Mortgage



U Mortgage



U Mortgage

Do not transform the logo in any way. All resizing must be scaled in proportion.

Do Not Change Colors



U Mortgage

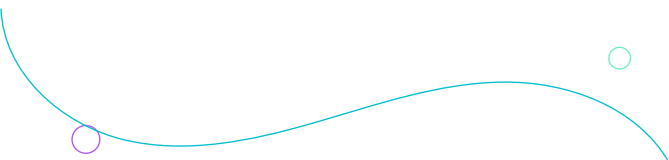


U Mortgage



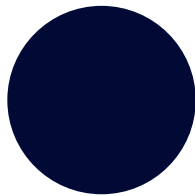
U Mortgage

Do not change the colors in any way.



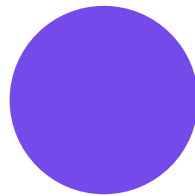
COLORS

PRIMARY COLORS



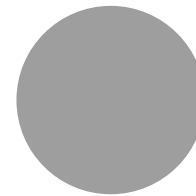
Navy

Pantone 2678 C
Hex #000A35
RGB 0.10.53
CMYK 97.89.44.62



Purple

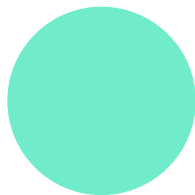
Pantone 2665 C
Hex #7549EA
RGB 117.73.234
CMYK 68.73.0.0



Grey

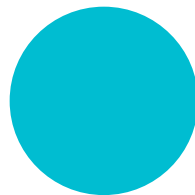
Pantone 422 C
Hex #9E9E9E
RGB 158.158.158
CMYK 41.33.33.1

SECONDARY COLORS



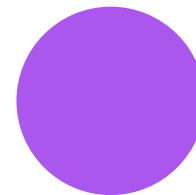
Mint

Pantone 3375 C
Hex #71ECCA
RGB 113.236.202
CMYK 47.0.32.0



Teal

Pantone 3115 C
Hex #00BDD1
RGB 0.189.209
CMYK 71.0.18.0



Magenta

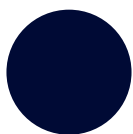
Pantone 7442 C
Hex #AB57ED
RGB 171.87.237
CMYK 51.72.0.0

Usage: Primary colors may be used in conjunction any number of times, while no more than two secondary colors may be used at the same time.

COLORS

Any variety of tints of each color may be used for an expanded palette. This can be done in Illustrator by creating global swatches, or use the hex codes from below to use a tint color.

PRIMARY COLORS



TINTS



75%
#404767



65%
#59607C



45%
#8C91A4



25%
#BFC2CC



75%
#9776EF



65%
#A589F1



45%
#C1ADF6



25%
#E3DBFB



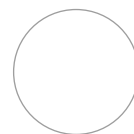
75%
#B6B6B6



45%
#D3D3D3

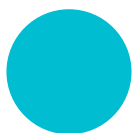


25%
#E7E7E7



0%
#FFFFFF

SECONDARY COLORS



75%
#94F1D7



65%
#A3F3DD



45%
#BFF6E7



25%
#DBFAF2



75%
#40CDDC



65%
#59D4E1



45%
#8CE1EA



25%
#BFEEF3



75%
#C081F1



65%
#C892F3

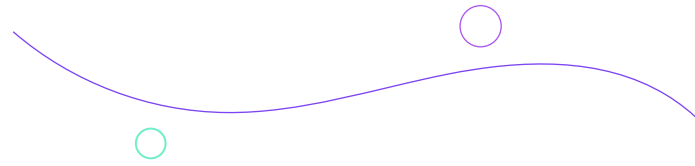


45%
#D9B3F7



25%
#EAD5FA

GRADIENTS



#7549ea → #ab57ed



#7549ea → #7549EA (TINT)

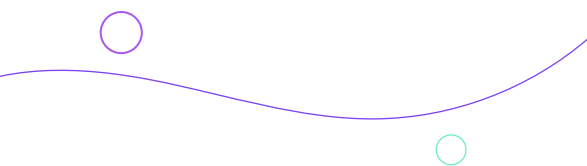


#7549ea → #00bdd1



#7549ea → #71eccc

Usage: No more than 1 gradient swatch should be used at a time in a single graphic.



FONTS

Logo Font

The logo for U Mortgage features a stylized house icon with a blue outline and a white interior. Inside the house shape is a blue letter 'U'. To the right of the house icon, the word 'Mortgage' is written in a dark blue, bold, sans-serif font.

Font: HK Nova Extra Bold
Case: Title Caps

Primary Font Family

HK Nova

Typeface Weights: Light, Medium, Semi Bold, Bold, Extra Bold & Heavy

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m
n o p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0 ! @ \$ % ^ & * ()

Level One Font Examples

HK Nova Semi Bold

HK Nova Bold

HK Nova Extra Bold

These weight systems may be used for all top level information; headlines, subheadlines, areas requiring call-to-action within body copy. These weights can be used in all uppercase.

Level Two Font Examples

HK Nova Light

HK Nova Medium

These weight systems may be used for standard body copy, links, email font, website navigation, stationery and all secondary information text blocks. Should **not** be used in all uppercase.

FONTS

Accent Font Family

Hepta Slab

Typeface Weights: Light, Medium, Bold, & Extra Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m
n o p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0 ! @ \$ % ^ & * ()

UMortgage

UMortgage

UMortgage

UMortgage

UMortgage

Usage: Hepta Slab should be used as an accent font to highlight certain words within a headline, for subtitles and buttons, and occasionally for short amounts of graphic copy. Should not be used solely as a headline font.