



Brand Styleguide
02.21.20

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Core Values



Core values to live by:

- Maintain **Integrity** through truth and honesty
- Build **Empathy** for your clients
- Create **Connection** in your community
- Be **Innovative**, Bold and Knowledgeable
- **Educate** with passion, expertise and a personal touch.



Core Values



Communication Platform

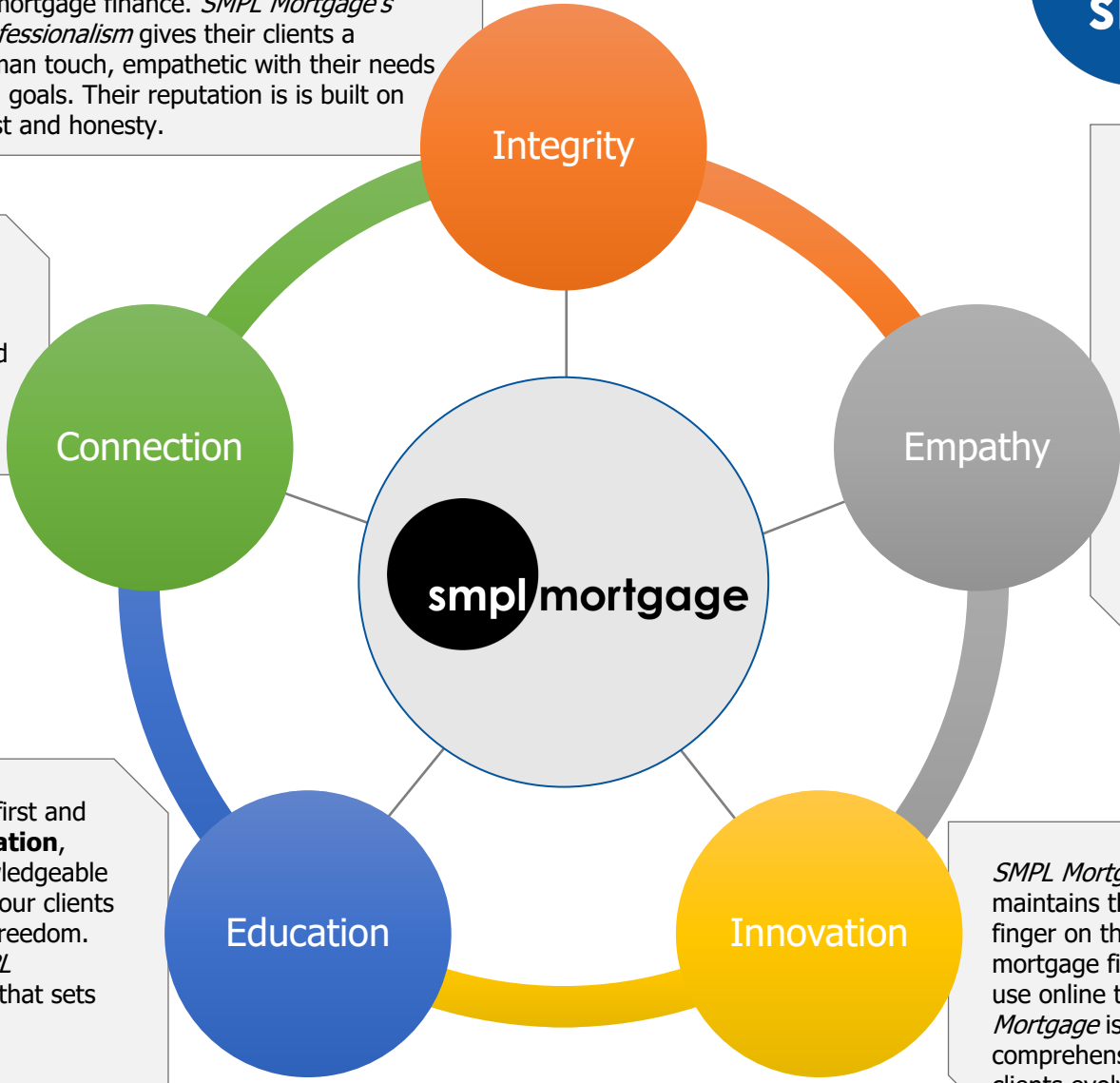
Leadership through **connection**. *SMPL Mortgage* connects to their community through various philanthropic efforts. This local approach for the San Gabriel valley establishes expertise in the market and a network for their clients through referrals. *SMPL Mortgage* provides tailored solutions to meet the needs of the changing world of mortgage finance.

SMPL Mortgage builds trust through a confident approach that assures the highest **integrity** for the complex process of mortgage finance. *SMPL Mortgage's professionalism* gives their clients a human touch, empathetic with their needs and goals. Their reputation is built on trust and honesty.

With our client service, *SMPL Mortgage* provides a client goal-oriented personal touch. Making mortgage financing **HUMANLY POSSIBLE** through caring and passionate professionals. Not only do they understand the evolving market, but they **empathize** with the various life stages their clients go through. Helping families make positive financial changes to build their financial freedom.

SMPL Mortgage is committed to teaching first and earning second. With a passion for **education**, *SMPL Mortgage* stands above with a knowledgeable staff that constantly mentors and advises our clients empowering them to build their financial freedom. Through webinars and consultations, *SMPL Mortgage* has built an informative culture that sets them apart.

SMPL Mortgage's innovative approach maintains their reputation for having their finger on the pulse of the ever-changing mortgage finance market. Through easy-to-use online tools to informative webinars, *SMPL Mortgage* is committed to providing a comprehensive service set that helps their clients evolve with the market.



Tagline



Humanly Possible

Vision, Mission and Position



Vision Statement

To be the leader of generational lending in Southern California

Mission Statement

SMPL Mortgage specializes in generational lending. For clients who need mortgage financing, we provide a total solution that fits whatever life stage you are in.

Positioning Statement

To potential homebuyers and current homeowners, SMPL Mortgage is a generational lending leader in mortgage financing. We simplify this complex process through education, seminars and a personal approach that meets our clients needs whatever life stage they are in because we believe in people and their potential making their dreams of financial freedom ***Humanly Possible.***

Humanly Possible

SMPL Mortgage builds trust through a confident approach that assures the highest **integrity** for the complex process of mortgage finance. *SMPL Mortgage's professionalism* gives our clients a human touch, empathetic with their needs and goals. Our reputation is built on trust and honesty.

We are committed to teaching first and earning second. With a passion for **education**, *SMPL Mortgage* stands above with a knowledgeable staff that constantly mentors and advises our clients empowering them through webinars and consultations. *SMPL Mortgage* has built an informative culture that sets us apart.

SMPL Mortgage's innovative approach maintains our reputation for having our finger on the pulse of the ever-changing mortgage finance market. Through easy-to-use online tools to online webinars, *SMPL Mortgage* is committed to providing a comprehensive service set that helps our clients evolve with the market.

With our client service, *SMPL Mortgage* provides a client goal-oriented personal touch. We make mortgage financing *HUMANLY POSSIBLE* through our caring and passionate professionals. Not only do we understand the evolving market, we **empathize** with the various life stages our clients go through. We help families make positive financial changes to build their financial freedom.

--John Thompson

Corporate Identity



Logotype

Using the Century Gothic Bold font, a simple logotype was created. It is very important that the name reads well. It's sans serif roundness echoes a friendly and approachable logo. For use in body, headlines and navigation, it should always be capitalized as SMPL Mortgage.



Corporate Identity



Tagline

The addition of the tagline is an alternative 'nesting' of the logotype. It should be used most often. Font is Proxima Nova Regular.

HUMANLY POSSIBLE

Corporate Identity



Lockup Horizontal

The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.



Corporate Identity



Hero Logo

Using the Hero color Blue, this is the lockup with color. When placed over a dark background, use the reverse logo.



reverse logo

Corporate Identity



Typograph

y Use the Proxima Nova Family of Fonts for its clean and modern simplicity. To supplement the options, a headline font echoing the logotype is included...
Century Gothic Bold

PROXIMA NOVA BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

1.

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

PROXIMA NOVA MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

CENTURY GOTHIC BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

Corporate Identity



Colors

There is a limited color palette for the brand. Hero Blue is the Hero color and must always be used in a corporate environment.



Brand Blue

USE: This colors the circle icon. It can also have various transparencies when used as graphic element.

RGB

R - 6
G - 85
B - 157

CMYK

C - 98
M - 74
Y - 7
K - 0

PMS

P 7686 C

HEX

#06559d



Medium Gray

USE: Various shades of gray, all achromatic, can be part of this family. It can have various levels of transparency, as well.



Black

USE: This colors the logotype and body copy. It can also be used as graphic element.



White

USE: White is the main background when using the lockup. The "smpl" should always be in white

Corporate Identity

Business Cards

FRONT



10.

BACK



Creative Platform



The Circle of Life

The creative platform for SMPL Mortgage is **THE CIRCLE OF LIFE**. Circles are a great metaphor for the circle of life, which supports the Generational Lending position. They are friendly, they become great devices for backdrops in brochures, picture holders, infographic elements and more.

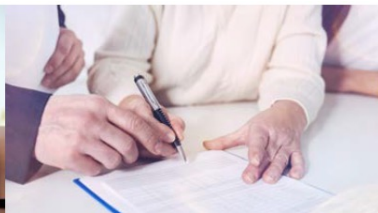
In the timeline of life, SMPL Mortgage can intersect at various life stages to provides solutions to your financial freedom.

Use of Imagery



Humanly Possible

The strategy for connecting with such a diverse group within a category of Generational Lending is to show happy and satisfied people celebrating their financial freedom. Southern California's diversity should be represented, as well as gay couples, single mom's and retired couples. This human approach will make the brand relatable as it mixes some expected photography of homes and keys and contracts. Celebrate the simplicity with a human touch.



Brochure



We are Generational Lending Experts

EDUCATION
Through webinars and consultations, we have built an informative culture that sets us apart.

TRUST
We build trust through a confident approach that assures the highest integrity for the complex process of mortgage finance.

smpl mortgage
HUMANLY POSSIBLE

626-583-1623
Branch Address:
99 S Lake Ave., Ste 201
Pasadena CA 91101

Social Media



Website



The screenshot shows the SMPL Mortgage website homepage. At the top, there is a blue navigation bar with social media icons for Facebook, Twitter, and LinkedIn, and a dropdown menu for "Select a Loan Officer". Below this is the SMPL Mortgage logo and tagline "HUMANLY POSSIBLE". To the right of the logo are three buttons: "Apply Here", "Get Pre-Qualified", and "Mortgage Calculator". A secondary navigation bar includes links for "Apply Now", "Our Customer Reviews", "Loan Tools", "About", "Realtor Resources", and "Shop for a Home".

The main content area features a large image of a smiling couple. Overlaid on this image is the text "We are Generational Lending Experts" and "Tell us what your goal is:". Below this text are two buttons: "Purchase Quote" and "Refinancing Quote".

Below the main image is a text block: "We specialize in generational lending. For clients who need mortgage financing, we provide a total solution that fits whatever life stage you are in. Here is what our customers think...".

This text is followed by a row of five images. The first is a man with sunglasses. The second is a man and woman. The third is a quote: "The SMPL team simplified this complicated process for us." - Curt and Debra D. The fourth is a family of four. The fifth is a woman laughing.

Below this row is a blue section featuring a circular profile picture of John Thompson, Mortgage Advisor. To the right of the photo is a quote: "To potential homebuyers and current homeowners, SMPL Mortgage is a generational lending leader in mortgage financing. We simplify this complex process through education, seminars and a personal approach that meets our clients needs whatever life stage they are in because we believe in people and their potential making their dreams of financial freedom *Humanly Possible*." Below the quote is a "Learn More" button.

At the bottom of the page is a row of logos for various awards and affiliations: "50 BEST COMPANIES TO WORK FOR", "BBB", "NABM", "TOP MORTGAGE LENDERS 2015", "As Featured in Mortgage Professional", and "SAN DIEGO BUSINESS JOURNAL".

Collateral



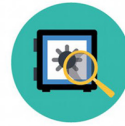
LOAN APPLICATION

To be completed either on paper or online.



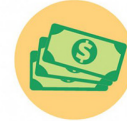
PROOF OF INCOME

One pay stub or W-2 form—or one or two of your tax returns, if you're self-employed or own a business. You may also need to verify other forms of income, such as Social Security payments or dividends or child support.



ASSETS

Likely one or two bank statements, as well as statements for other accounts, such as your IRA or 401K. Or, you may simply supply your bank account numbers if your lender is able to gather this information electronically.



DOWN PAYMENT

Where your down payment is coming from, such as an account statement or a gift letter if you're using money given by a parent or relative. If you're selling a home and plan to use the profits for the down payment, provide the purchase contract on your current home.



DRIVER'S LICENSE

So your lender can verify your identity.



PAYMENT HISTORY

Credit card bills for the past few billing cycles or canceled checks for rent or utility bills to show your payment history.



DEBTS

Account numbers or statements for all loans you have, such as car loans, furniture loans, student loans or retail credit cards.



PURCHASE CONTRACTS

The contract for the house you're buying (if you have one or as soon as you get one if you're seeking preapproval).

626-583-1623 Branch Address: 99 S Lake Ave., Ste 201 Pasadena CA 91101 www.smpl-mortgage.com

Do's and Do Not's

Do

use the SMPL icon
As a stand alone
element.



use the logotype
In conjunction with
and without the
tagline



Use the Lockup with
The tagline as much
As possible.



Do Not

Do Not re-arrange
the lockup



Do Not re-color
Any part of the
lockup



Do Not place
the lockup at an
angle



Do Not squash
the circle
to other
shapes



Do Not put
the SMPL
Into any
other shapes



Do Not make the Icon
Transparent.



Do Not skew the icon
Or logotype













Files and Naming





Nomenclature

LOGOS.....[HERE](#)..... STYLEGUIDE.....[HERE](#)

-  SMP_FINAL_BLUE_NOTAG.ai
-  SMP_FINAL_BLUE_NOTAG.png
-  SMP_FINAL_BLUE.ai
-  SMP_FINAL_BLUE.png
-  SMP_FINAL_BW_NOTAG.ai
-  SMP_FINAL_BW_NOTAG.png
-  SMP_FINAL_BW.ai
-  SMP_FINAL_BW.png
-  SMP_FINAL_COLOR_NOTAG_REVERSE.png
-  SMP_FINAL_COLOR_REVERSE.png

BUSINESS CARDS.....[HERE](#)

-  SMPL_BIZCARD_BACK_DT2020 copy.pdf
-  SMPL_BIZCARD_BACK_JT2020 copy.pdf
-  SMPL_BIZCARD_BACK_KA2020 copy.pdf
-  SMPL_BIZCARD_FRONT_DT2020 copy.pdf
-  SMPL_BIZCARD_FRONT_JT2020 copy.pdf
-  SMPL_BIZCARD_FRONT_KA2020 copy.pdf

Contact



SMPL MORTGAGE

99 S. Lake Ave., Suite 201
Pasadena, CA 91101

www.smpl-mortgage.com

John Thompson
john@smpl-mortgage.com
o (626) 583-1623