

brand guidelines



MORTGAGE DIRECT SL

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about this brand

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand.

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.



*You never get a second chance
to make a first impression.*

Will Rogers



table of contents

01 THE LOGO

the Logo and its usage	6
black and grey scale	7
clearspace	8
minimum sizes and incorrect uses	9

02 TYPOGRAPHY

the primary & secondary font	12
typography and hierachy	14
place text on photo	16

03 COLOR SYSTEM

the Logo color palette	20
secondary color palette	21

04 THE STATIONERY

the letterhead	24
the business card and envelope	25

06 IMAGERY

the imagery & color effects	28
-----------------------------	----

05 GRID SYSTEMS

print grid systems	32
web grid systems	34

07 ADDITIONAL

stationary systems	38
--------------------	----

the logo design



Our logo is the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage.

1. the logo and its usage / 2. black, white and gray scale / 3. logo construction + clearspace / 4. minimum logo sizes and incorrect uses

01

logo and usage

The Mortgage Direct logo both corporate and fixed, yet fluid and adaptable. Through the use of clean and powerful lines is carries to correct “weight” of a company that deals in high finance, yet also has flowing lines symbolising the flow from problem to solution.

The logo is adaptable to other divisions within the parent company (“Premier” for example)

Used consistently, the mark will reinforce public awareness of the company.

The general logo



The corporate logo is presented through the use of colors, shapes and typography. The colors are a subtle gradients following the flowing curves. (Gradient angles are (left to right) 90°, -90°, 90°, -90°, 90°, 20°, 10°)

Light version



A variant of use when the background is dark colored.

Premier version



A variant of use when the background is dark colored.



100%



100%

If necessary, solid colored or stroked logos can be used, special use colour schemes are also possible:



black, white Multi-use!

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

The logotype and the symbol must be clearly distinguishable from the background color.

You must honour the Mortgage Direct Logo palette when possible, using black or white if necessary



logo construction + clearspace

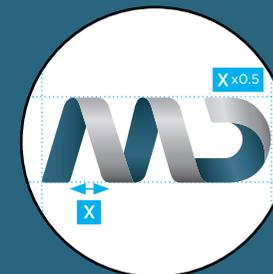
The Mortgage Direct logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the internal spacings of the elements. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.

FULL LOGO WITH TAGLINE



Here the tagline (for web use generally) is set in Myriad Pro regular



If you use the logo icon as a single object, it also needs clearspace all around.

MINIMUM LOGO SIZES

There are no predetermined sizes for the Mortgage Direct logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 34 mm width, for the symbol it is 10 mm width.

THE



34

SYMBOL



16 px

For digital uses the minimum size for the standard logo is 120 px. This is the smallest size apart from when using an ICO. The size for the ICOs is 16 px.

LOGO: INCORRECT USE

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in any way that is approved by our design department!



DON'T rotate the logo



DON'T add a drop shadow



DON'T realign elements



DON'T stretch the logo



DON'T use *unapproved* colours



DON'T add other elements



DON'T compress the logo



DON'T use it over an image

the **typography**



*Typography is 95% of design –
it's a driving force in all forms of
communication art*

1. the primary and secondary font / 2. typography and hierachy / 3. character and paragraph styles

02

primary font aleo

DESIGNER: ALESSIO LAISO

Aleo is a contemporary typeface designed as the slab serif companion to the Lato font by Łukasz Dziedzic. Aleo has semi-rounded details and a sleek structure, giving it a strong personality while still keeping readability high. The family comprises six styles: three weights (light, regular and bold) with corresponding true italics.

This font should be used in all Mortgage Direct communications - primarily as a title face - to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed

Aleo

THE QUICK BROWN FOX
JUMPS OVER THE LAZY
the quick brown fox jumps
over the lazy dog
1234567890

Light

Italic

Bold

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stvwxyz
1234567890

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stvwxyz
1234567890*

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stvwxyz
1234567890**

Open Sans

THE QUICK BROWN FOX
JUMPS OVER THE LAZY
the quick brown fox jumps
over the lazy dog
1234567890

Regular

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Italic

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890*

Bold

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890**

secondary font open sans

DESIGNER: STEVE MATTESON

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

This sans-serif font is available in multiple weights.

We use 3 of them. The regular, italic and bold versions.

typography and hierachy

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

Here are some of the most common technics for the designs.

Heading 1: Aleo 48 pt light

Mortgage Direct

Heading 1: Aleo 48 pt bold

Mortgage Direct

Heading 2: Aleo 30 pt light

Mortgage Direct Mortgage Direct

Body text, Open Sans 10 pt regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum venenatis, justo quis mollis volutpat, nibh enim. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum venenatis, justo quis mollis volutpat.

Character & paragraph styles

**BASIC TEXT BOLD UPPERCASE
ONSEQUIAE RATAM NOS MOLOREPUDAM
ULPA IUR MA VOLORATIS ESSIMODIA SI
CONECER ROREPELICIA ILLUPTIOSAM AN-
DIGNIANT POS MINIMETUR, QUODICA
TESEQUATUR, ACCUM RENDAM. EHENITEM
SIMOLOR EHENTOT ASPELLABORE.**

Basic text italic with background

Ciis eumendi gnimos aut labores sequis sunt

quam fuga. Nequos eum facea vollab ius, odis ad

moloreh endest, sum il exerio. Ique alit que dolup-

ta musantis re que dero et abore. Hitis ipictias.

Basic text regular gray

Antem autem que perum as et la verum dolum doles deliaep tatibus voluptatia volecat emporen daernam, vernatur? Quia dolorate nonsernat.

Obis sam quos est eaturioris magnis aperestem illuptur magnihicias ullorit rehenia consequo doluptatae.

Basic text white center

Accum niti blamus. Iberro con rem etum accum reperferatem esseque nonsenist ulpa ea doluptati ariae acid quas de omnihilia dero voluptasped quis cullabo. Ro eatibuscia doluptatae pratecto vitam ulpa doloriorunt eius audit evelecae.

• *List with bullets*

• *Ciis eumendi gnimos aut labores etiam tu est*

• *Sequis sunt quam fuga.*

• *equos eum facea vollab ius, odis ad moloreh endest, sum il exerio.*

1. List with numbers

2. Denducil liquis re, quis eum sequi odiam recum,

3. im res con reicti dolut pliqui blabores samus essum ut omnimolut quam, que pos as maio.

4. Me pero doluptat et pa si utatur re, to quisci ullaborro blaut quiaturi officit ianima consequos el eius vent,

5. in explibus, te eosapit earchil imostrum expliquunt.

place text on photo

Place text on images according to the examples on the right. It is important to place the text on solid color parts of the background. It is not allowed to use text on complex backgrounds, because it will reduce the readability.

Colors for the text are white, dark gray, and our pre-specified Pantone shades. Other colors are not allowed.

25

35



OTHER EXAMPLES FOR IMAGES USING DELIMITED AREAS USING THE LOGO ANGLE (73.4°)



the **color system**

With 93% of customers influenced by colors and visual appearance, make sure you pick the right colors for your company.

1. the logo color palette / 2. secondary color

03

the general color palette

UNAPPOLOGETIC GRADIENTS!

The following palette has been selected for use in Mortgage Direct communications. Lighter tints of these colors are also allowed., but the Logotype + background may only be used with a 100% tint.

The primary colors include a subtle desaturated blue, that embodies the financial background and corporate seriousness of the company. The additional colors are gray and white to underline the calm we bring to problem solving. A powerful orange call to action helps guide people through the funnel on websites with maximum effect.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

PRIMARY COLOUR
PANTONE 7699 C

80%

60%

40%

20%

COLOUR CODES

CMKY 79 / 39 / 19 / 26
RGB 52 / 101 / 127
HEX #34657f
Pantone 7699 C

PRIMARY COLOUR
45% GREY

80%

60%

40%

20%

COLOUR CODES

CMKY 0 / 0 / 0 / 45
RGB 157 / 159 / 162
HEX #9d9fa2

PRIMARY COLOUR
DARK GRAY

80%

60%

40%

20%

COLOUR CODES

CMKY 69 / 63 / 62 / 58
RGB 51 / 51 / 51
HEX #333333

SECONDARY COLOR
PANTONE P 115-4 C

80%

60%

40%

20%

COLOR CODES

CMKY 37 / 0 / 0 / 0
RGB 164 / 213 / 238
HEX #A4D5EE
Pantone 1665 C

CTA COLOUR
PANTONE 151 C

80%

60%

40%

20%

COLOR CODES

CMKY 0 / 54 / 100 / 0
RGB 255 / 130 / 0
HEX #FF8200
Pantone 151C

secondary color palette

The secondary color palette includes specifications for Pantone colors on coated stock (C) and HKS on natural paper (N). When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).

The palette allows the addition of secondary colors to enrich the Mortgage Direct visual identity as a whole. Lighter tints of these colors are also allowed.

These colors are complementary to our official colors, but are not recognizable identifiers for our company.

Use the orange colour extremely sparingly.

the stationery



*When it comes to developing the stationery,
consistency is the key for all
layouts and designs*

1. the letterhead / 2. business card and envelope

04

the letterhead

Our stationery is one of the most widespread forms of contact for business and corporate communications.

Clean and simple, we designed our stationery to align with our visual system. The letterhead features the logo in the top left corner with the business contact information on the opposite site.

Dimensions:

DIN A4

Paper:

100 g/m² offset white

297

210



Subject
Your application

Date
21st April 2021

Sent to:
Bob Smith

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sincerely

Kevin Monger
Director

123 High Street, Valencia, Spain | info@mortgagedirectsl.com | +34 96665412 | www.mortgagedirectsl.com

BUSINESS CARDS

The business card will be used for all official contact and communication of our company. These are the approved layouts.

Dimension:

85 mm x 55 mm

Print:

350 g/m² glossy white paper



ENVELOPES

The envelope will be used for all official contact and communication of our company. These are the approved layouts.

Dimension:

Din lang with address window

Print:

80g/m² offsetww white paper



NOTICE:

The backside of all envelopes will be plain. Other formats are allowed.

the imagery



Brand image is the overall impression in consumers' mind that is formed from all sources

1. the imagery & color effects / 2. examples and rules

05

the imagery & color effects

Good imagery helps to reinforce our values and creativity. Any photography needs to be professional in its approach and engaging in its content. It is essential for our Mortgage Direct brand, because it creates emotions and has a distinct personality. Avoid clichés and obvious poses.

The uniqueness of each photo will help to reiterate the independent spirit of our brand.



CMYK



Grayscale



70% tint



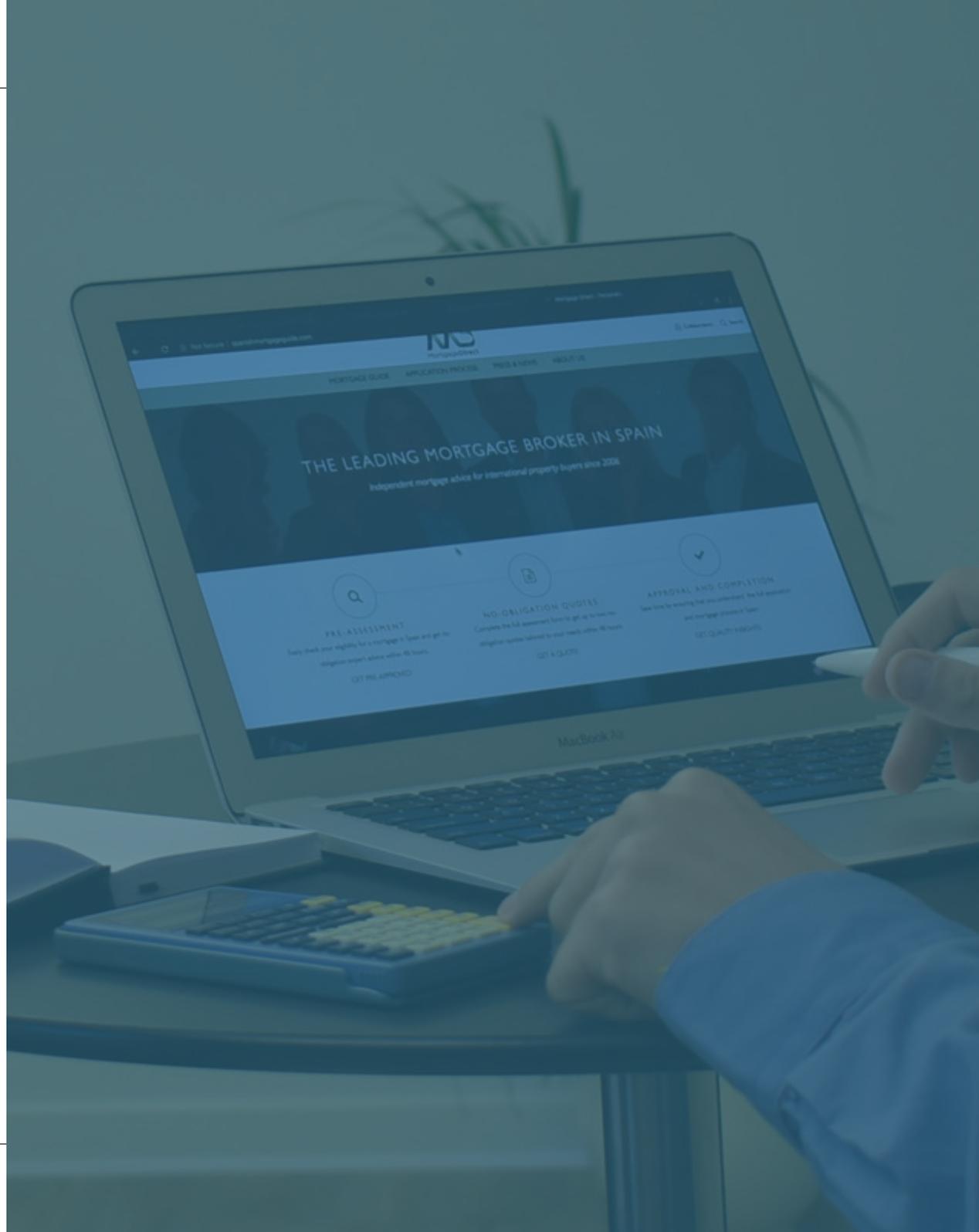
Text

EXAMPLES AND RULES

REQUIREMENTS:

1. Use desaturated colors with vintage color style
2. Emphasise team photos
3. All photos should be light and clean
4. Use the pictures of sufficient quality and resolution
5. Grayscale images for print and web are permitted
6. Use of imagery that demonstrates professionalism, teamwork, and problem solving.
7. Use CMYK (RGB for web) modus, when the background is white or the colorscheme fits with the colors of Mortgage Direct.
8. Use grayscale images, when the colorscheme doesn't fit with the background.
9. Use grayscale images with color overlay, when you want add additional text

the grid system



Using a grid system is one way to achieve a level of consistency that would be otherwise extremely difficult to master

1. print grid system / 2. web grid system / 3. grid system for images

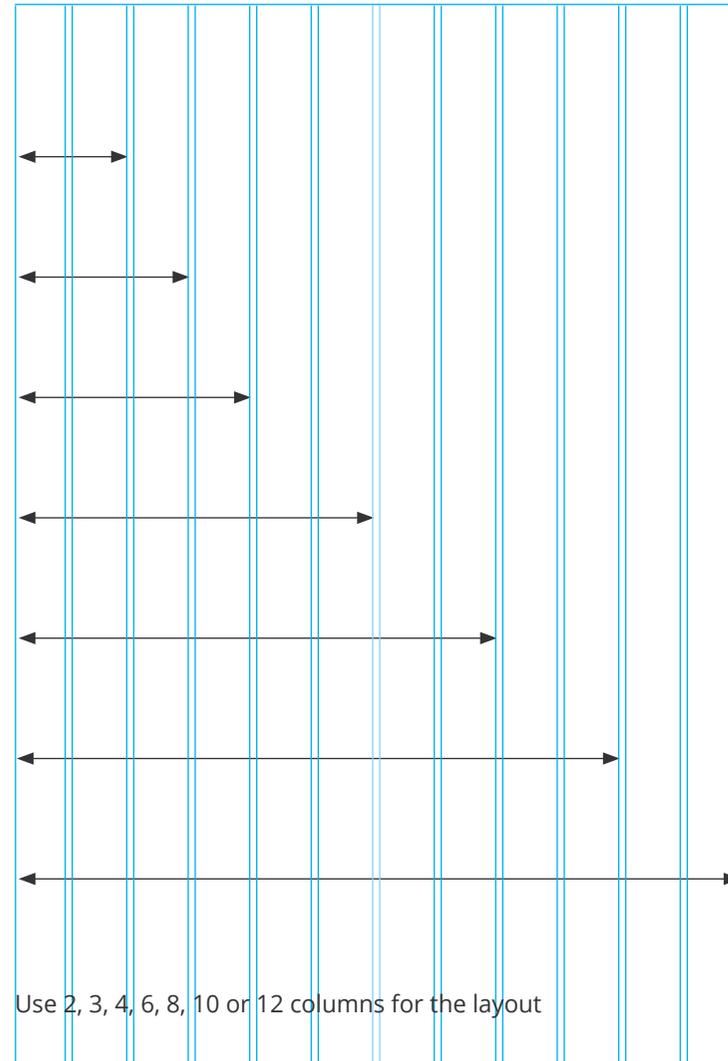
06

print grid systems

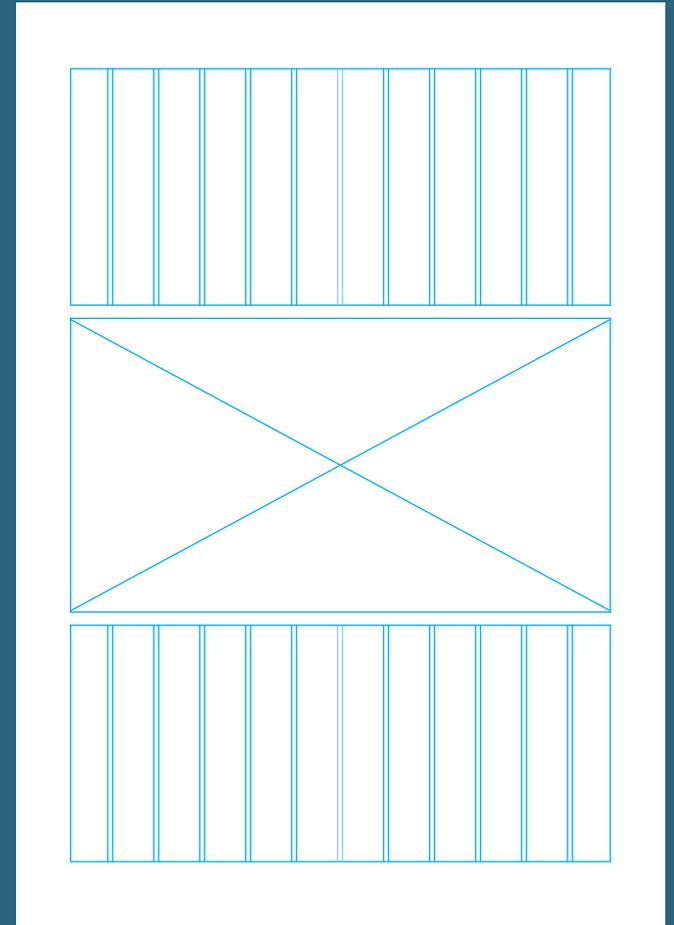
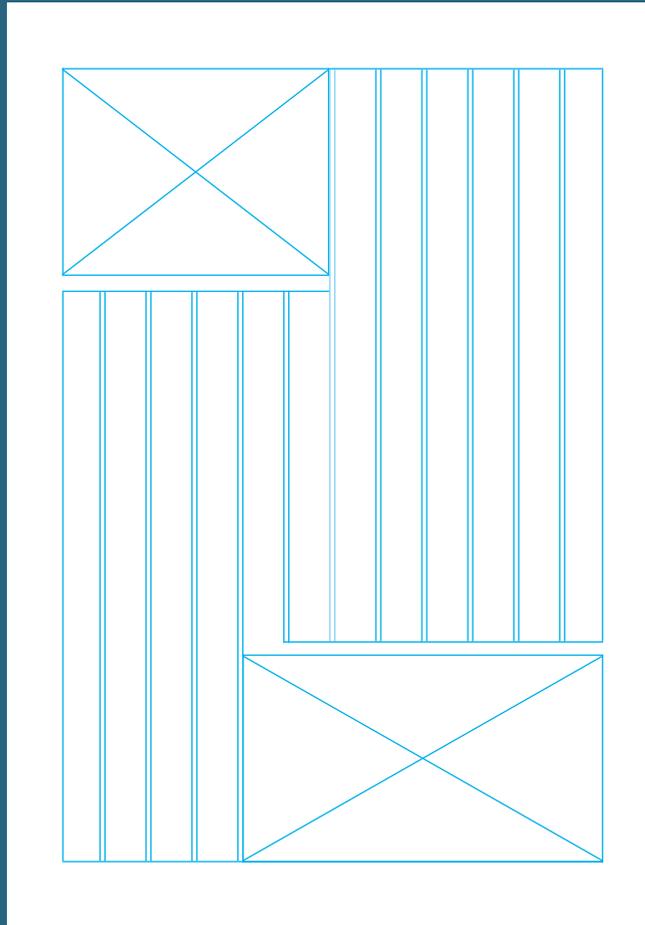
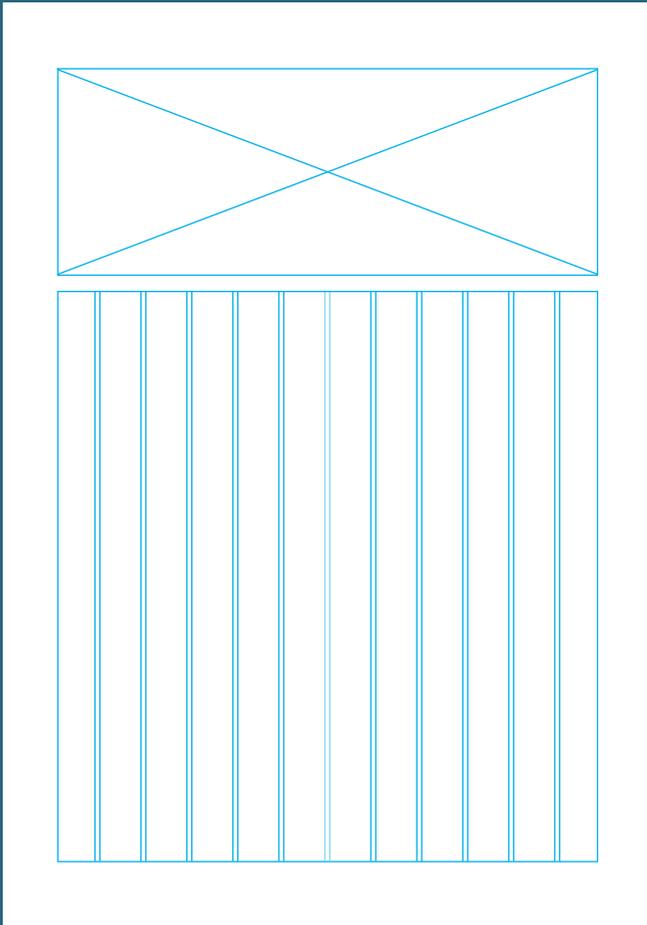
USE ON DIN A4 AND LETTER FORMAT

The grid is used as a guide for how to place text, photos and advertisements on the page. The font size that you use should be proportionate to the grid. Using a font that is too large will cause odd hyphenation and breaks, which can be difficult to read and using a typeface that is too small can cause strain on a reader trying to get from the start of a line to the end.

The 12 column grid is always the basic. For special prints, a 6 column grid is also allowed.



GRID SYSTEMS FOR IMAGES



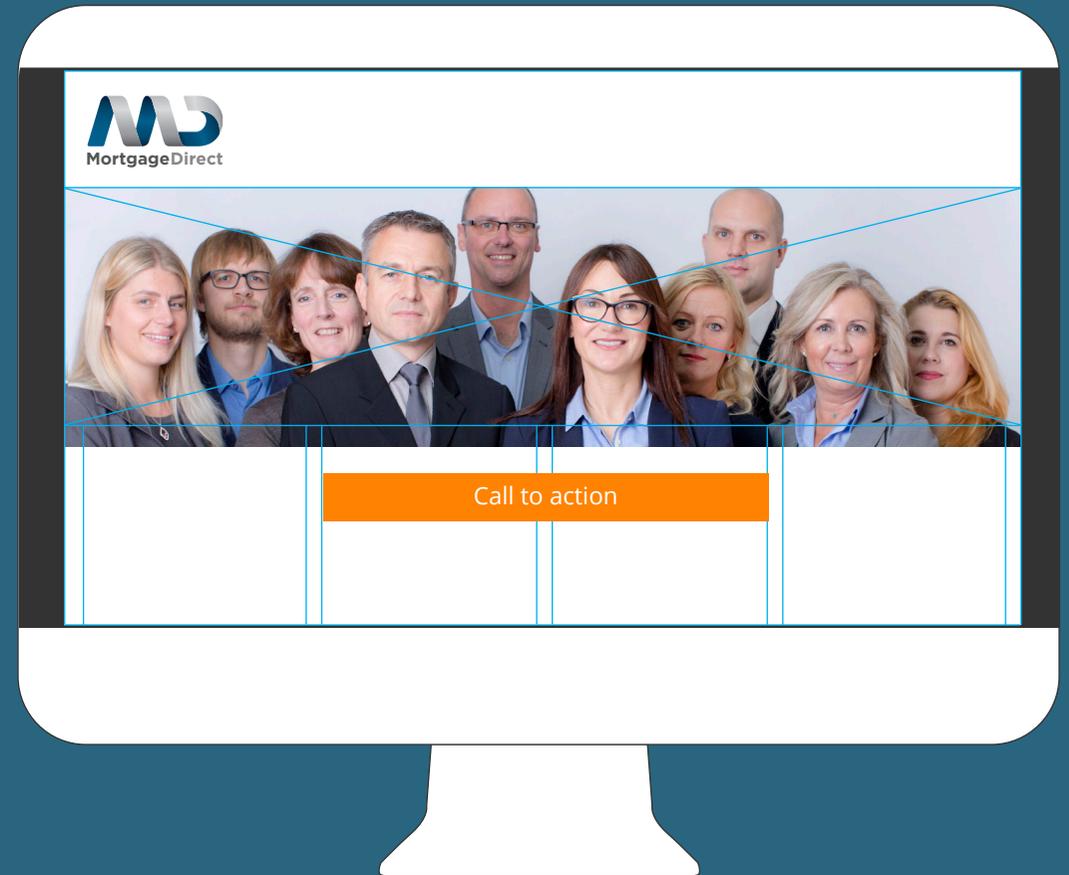
web grid systems

USE ON DIFFERENT DEVICES.

Grid systems are used for creating page layouts through a series of rows and columns that house your content. Here are some examples.

We use a 12-column responsive grid system online based on Bootstrap 5.

Please follow the rules, to have a consistent visual appearance.



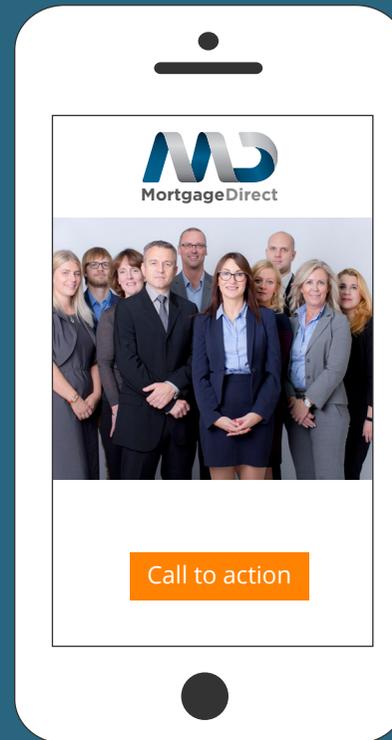
GRID SYSTEM WEB LAYOUT

The layout is based on a 12 columns bootstrap grid system. The Bootstrap 5 grid system has six tiers of responsive behaviour. We build *Mobile First*



TABLET VERTICAL GRID

The layout is based on a 12 columns Bootstrap grid system.



MOBILE DESIGN

The layout is based on a 12 columns Bootstrap grid system.

FONTS

Online we are using a system font-stack for optimal legibility and speed, backed up with Aleo titles.

COLOURS

The basic color for the websites is always white. Use light grey to highlight some articles. The orange colour is only used for calls to action

MOBILE FIRST

Always think "Mobile First!" On mobile screens the website should function almost like an installed app.

SIMPLICITY

Use the paradigm.... "Don't make me Think!"

the
additional



*An organization, no matter how well designed,
is only as good as the people who
live and work in it.*

1. office supplies / 2. corporate icons

06

stationary system

When used on t-shirts, mugs etc. any of the approved logos can be used. The symbol may also be used separately from the lettering.

For the background use always white, black or the primary shade of blue.





OTHER SUPPLIES

For other office supplies use always the same color, no matter what printable object you use.

Possible are:

Pencil or ball pen

USB Sticks

Mobile phone cover



the checklist

Best to have a checklist. Then you know you've done everything perfectly!



01 THE LOGO

Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on color backgrounds without being reversed out.



02 COLOR

Please make sure that only your approved primary and secondary colors are used.



03 TYPOGRAPHY

Use the font Aleo for all top headings. For body text and smaller headings use font Roboto. Both fonts are also available for web.



04 IMAGERY

Use desaturated photos with vintage color, grayscale photos or photos with color overlay. Please follow the rules.

Thank you!

help or feedback?

to provide feedback, share information or seek answers

to questions you may have about this brand, please

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brand guidelines

