

01

A KEY MORTGAGE

# BRANDING GUIDELINES



November 2022

BRAND GUIDELINES

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# A KEY MORTGAGE

## AN INTRODUCTION

Powered by Loan Factory – the #1 mortgage brokerage in the U.S. in 2021 and 2022, we are the great team leading by Hannah, an independent woman, with 16 experience in mortgage and financing.

We believe your American dream come true, with A Key Mortgage

WORDS TO LIVE BY

"We put customer first, and this is the reason why 92% they would recommend A Key Mortgage to their family and friends."







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ABOUT

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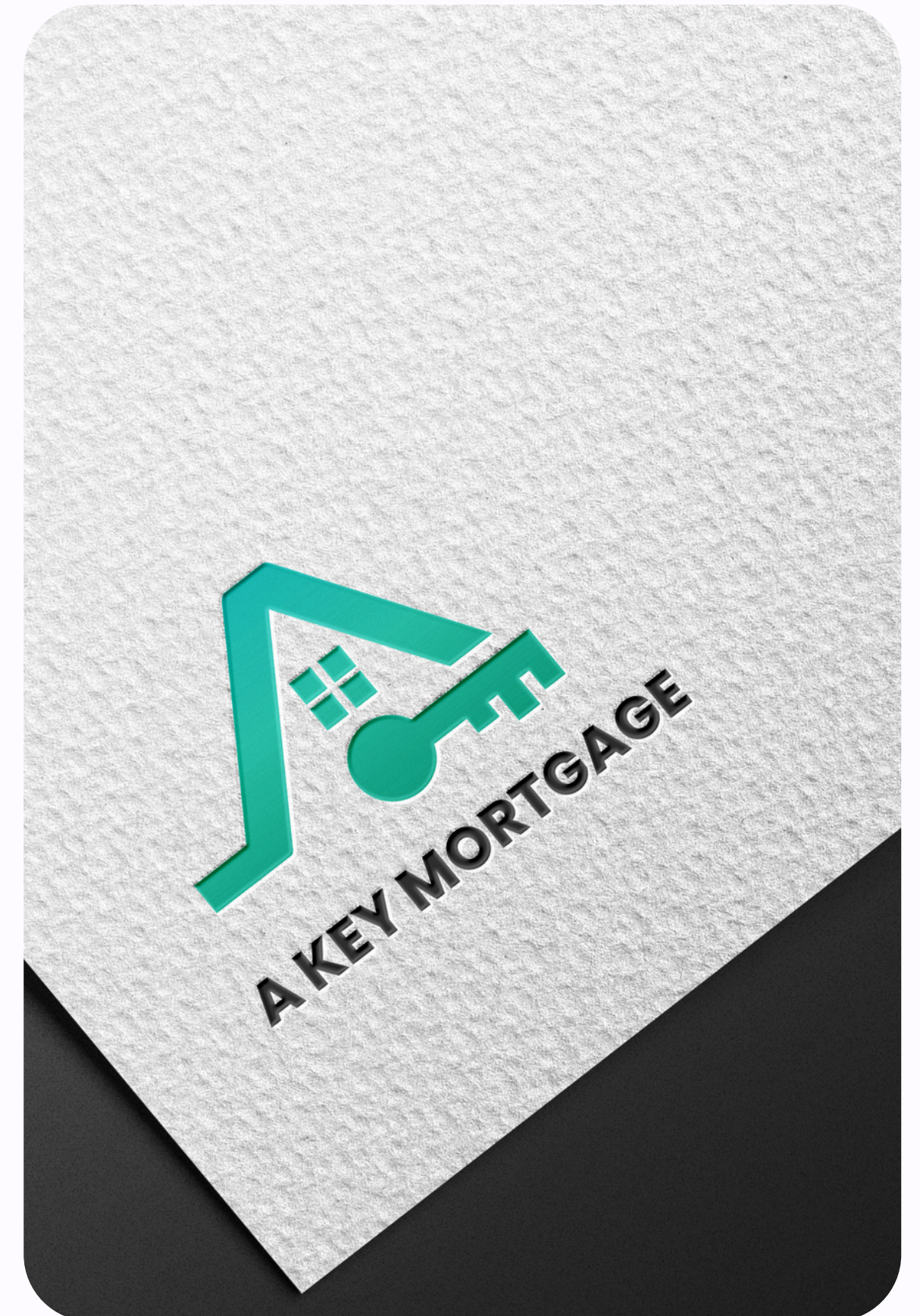




# A KEY MORTGAGE

A Key Mortgage's Brand Guidelines exist to help empower our staffs and customer to make design decisions that are aligned with our visual identity

In this document, you will find information on how to use our logo, how to format typography and reference to the colors we currently have in use.



LOGGO

LOGGO

**LOGGO**

LOGGO

LOGGO





# BRAND'S FACE

## INSPIRATION AND ELEMENTS

- Letter "**A**" represent the best service rating
- Symbol "**Key**" represent the access to the house, as well as all mortgage digital tool when in loan process
- "**The house**" represent the American dream, which is the ultimate goal we service for the customers.





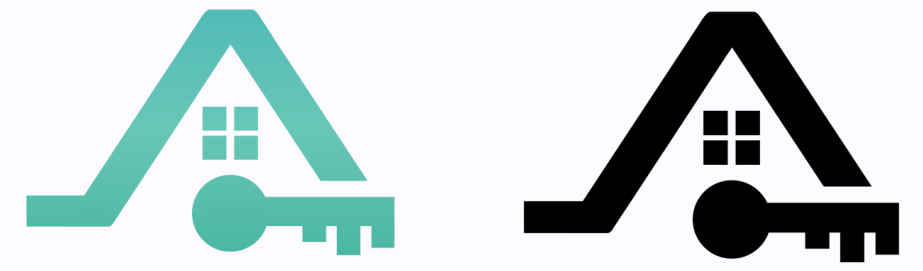
**PRIMARY LOGO**

**A KE  MORTGAGE**

**WORDMARK**



## USAGE ONLINE



Logo on white background



Logo on tint background



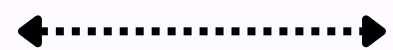
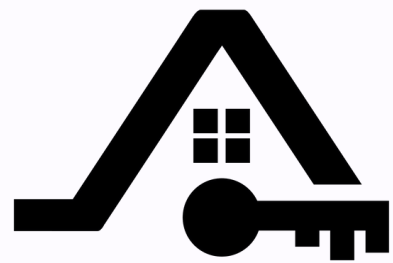
Logo on black background



# SIZE

## MINIMUM SIZE

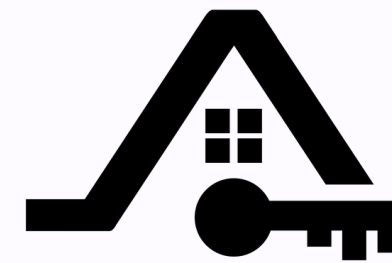
The minimum logo size is based on the width of A Key Mortgage wordmark, regardless of the size at which the logo is reproduced. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size. There is not maximum reproduction size of the logo.



150 px

Minimum size for screen

For print applications, the wordmark should not be reproduced in a size smaller than 2" wide. For web applications, the wordmark must never appear smaller than 150 pixels wide.



2 inch

Minimum size for print



TYPOGRAPHY

TYPOGRAPHY

**TYPOGRAPHY**

TYPOGRAPHY

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A KEY  
MORTGAGE

Title and Heading

Clear Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 1 2 3  
4 5 6 7 8 9 0

A KEY  
MORTGAGE

Content and blogs

Poppins Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0





# FONT HIERARCHY

## BASIC PRINCIPLES

A Key  
Mortgage  
Inc.

## BASIC PRINCIPLES

A Key Mortgage  
Inc.



# USE CASE

- Limit type to **no more** than **three sizes** throughout **document**
- Use Book or Medium for increased **legibility** at small sizes or over backgrounds
- **Disclaimers** should never be smaller than **6 point** for most print materials or **5 point** on assets that are roughly 3 x 4 inches or smaller
- **Sentence Case** is our standard for all body copy
- **Headlines** can be in sentence case or all caps, but **use all caps for titles**, short headings or subheadings, and never for full paragraphs
- Do not use **all-lowercase type**, unless it's a specialty request and used minimally
- Do not **kern type** less than -25 or more than +500
- Do not **stretch** or **squish** type



# OUR COLOR PALETTE

## APPROVED VALUES

**WHITE**  
#FFFFFF

**BLACK**  
#000000

**MINT**  
#03989E



# Iconography

A main goal of using icons should be to help the customers absorb and process information more effectively. Icons should highlight the content of the design, not overshadow or replace it







## DESIGN STYLE

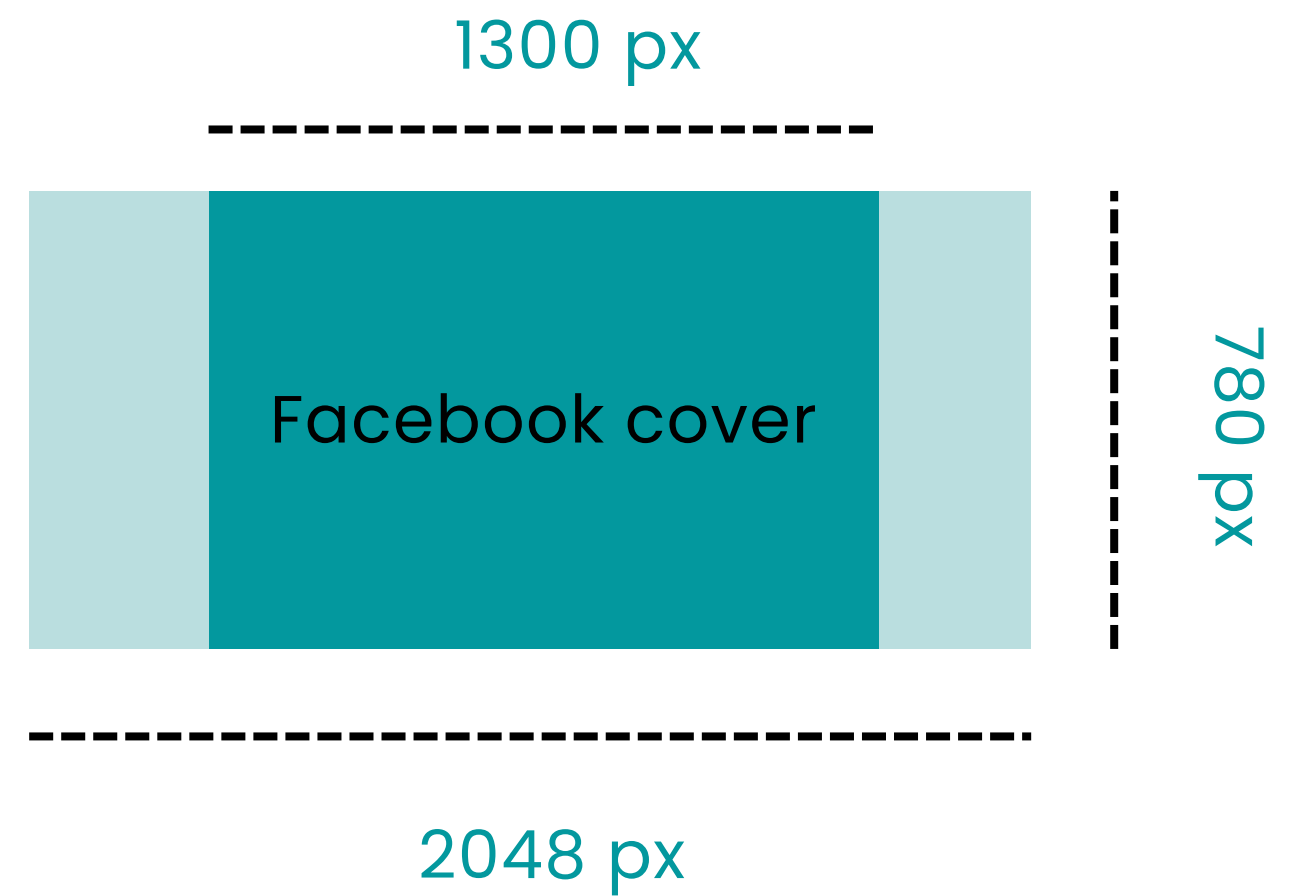
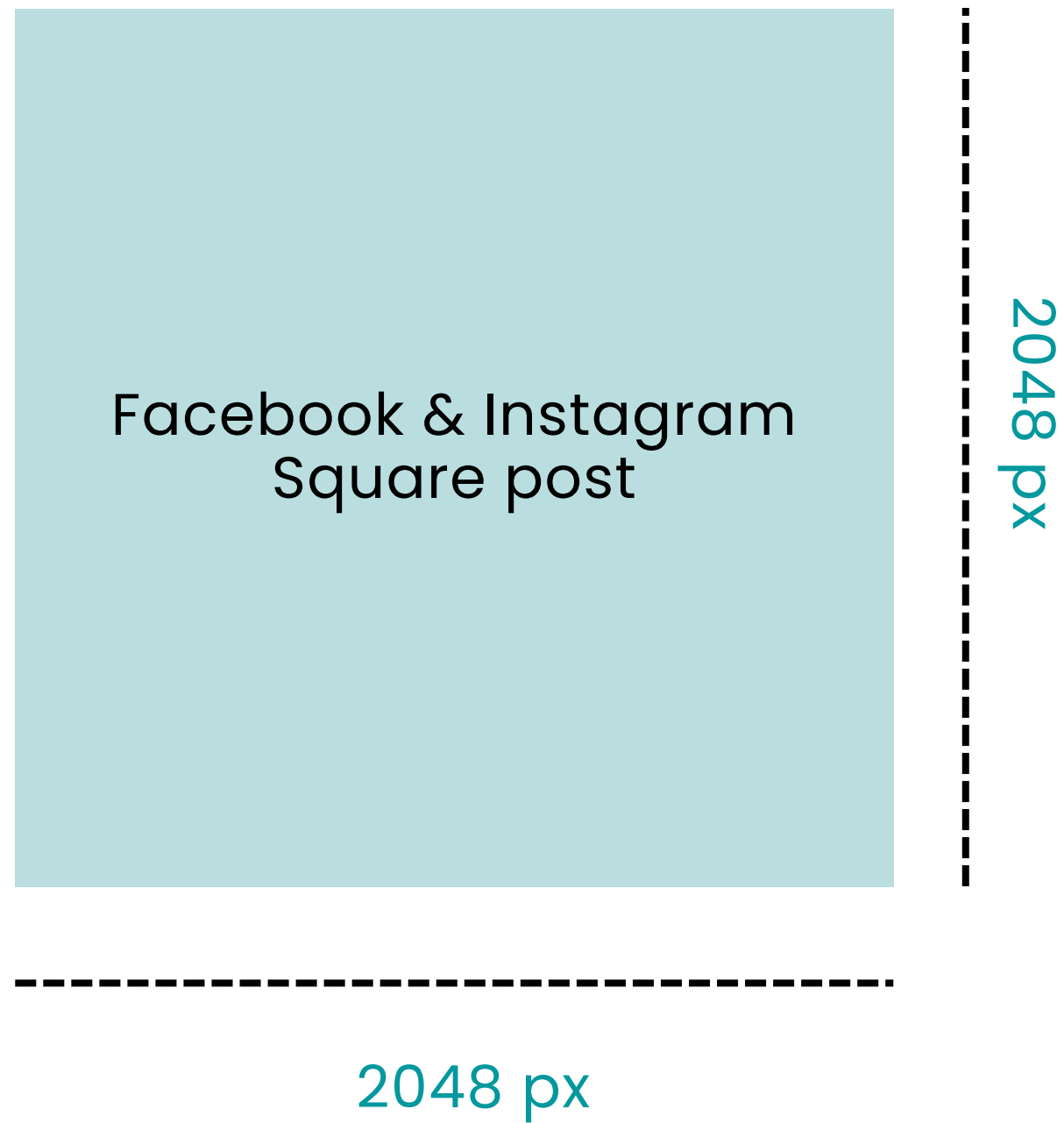
Designs need to have the clean and modern looks. The main focus of designs should be around the messages and content

Be flexible and creative in using elements to highlight titles and information

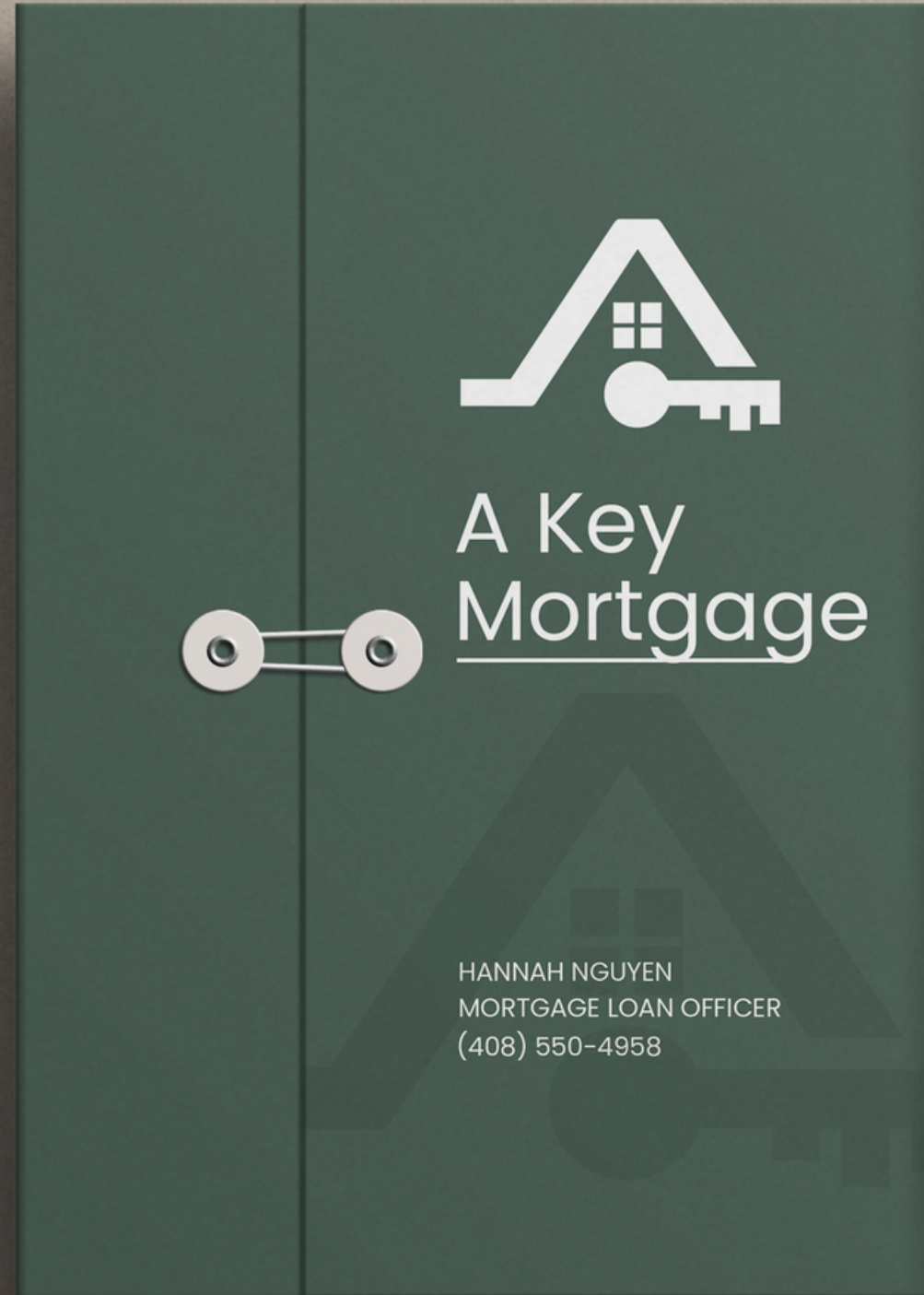
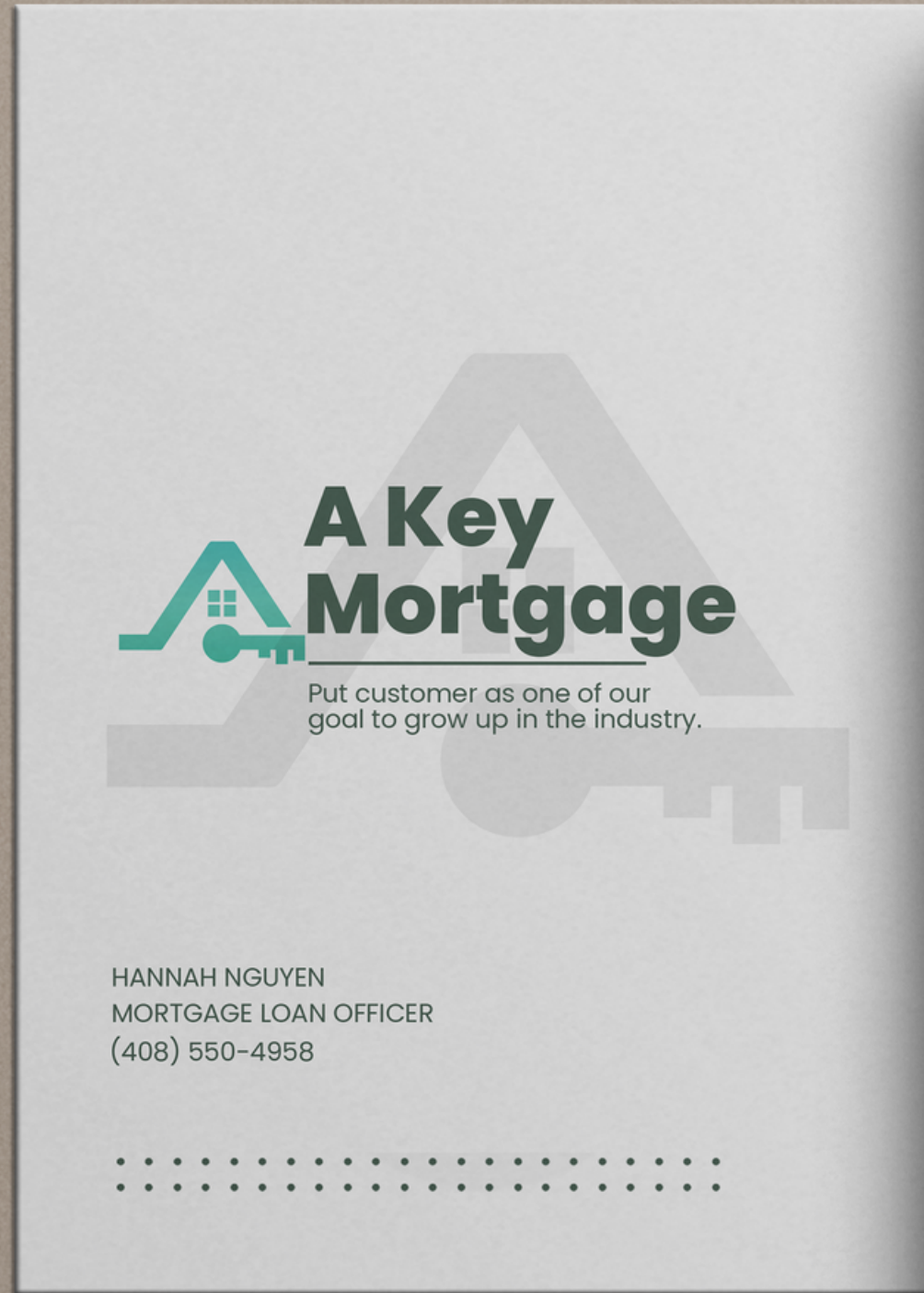


# SOCIAL MEDIA DESIGN

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# A KE MORTGAGE

[www.akeymortgage.com](http://www.akeymortgage.com)

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