



jasmine

MORTGAGE TEAM

BRAND GUIDELINES

10.20.22



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PRIMARY LOGO

PRIMARY LOGO - VERTICAL



PRIMARY LOGO - HORIZONTAL



MINIMUM SIZE

The vertical logo should be sized to no wider than 1.25".
The horizontal logo should be sized to no taller than 1/3".



MINIMUM CLEAR SPACE

The logo is most effective when surrounded by as much open space as possible. Clear space is the area surrounding the logo that should be kept clear of any other text, graphics, trims or borders. Ensuring this protective border shields the logo from competing graphic elements and helps it to stand out on the page. The minimum clear space is equal to the "x" height of the word JASMINE within the logo. This value is relative to the scale of the logo.



LOGO RESTRICTIONS

NO DROP SHADOWS



DO NOT SQUEEZE VERTICALLY



DO NOT SQUEEZE HORIZONTALLY



DO NOT SHEAR IN ANY DIRECTION



DO NOT MAKE INTO A 3D IMAGE



DO NOT USE UNAPPROVED COLORS AND GRADIENTS



LOGO VARIATIONS

FULL COLOR VERTICAL



FULL COLOR HORIZONTAL



FULL COLOR ON CREAM BACKGROUND



REVERSED OUT ON CORAL BACKGROUND



REVERSED OUT ON BURGUNDY BACKGROUND



SECONDARY/ABBREVIATED LOGO



PRIMARY COLOR



CMYK = 0/72/69/0
R=243, G=101, B=74
#F3654A



#F3654A @ 80%



#F3654A @ 50%



#F3654A @ 20%

SECONDARY COLORS



CMYK = 2/3/10/0
R=252, G=246, B=234
#FCF6EA



CMYK = 28/0/81/0
R=204, G=219, B=75
#CCDB4B



CMYK = 35/85/53/50
R=109, G=41, B=54
#6D2936

TYPOGRAPHY

PRIMARY FONTS FOR DESIGN

HEADER (ROOBERT MEDIUM 36 PT - 100 KERNING)

SUBHEADER (ROOBERT MEDIUM 18PT)

Body Copy (Roobert Regular - 10pt | 14pt line spacing) This is a paragraph. 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.

- Bulleted List: Bulleted lists can use Roobert Regular
- Bulleted List: Bulleted lists can use Roobert Regular
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- Bulleted List: Bulleted lists can use Brandon Roobert Regular

MOCK UPS

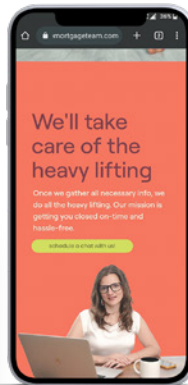
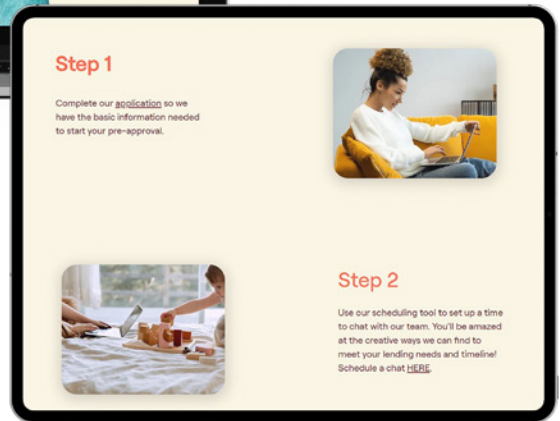
BUSINESS CARD




LETTERHEAD AND ENVELOPE



WEBSITE & EMAIL SIGNATURE









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