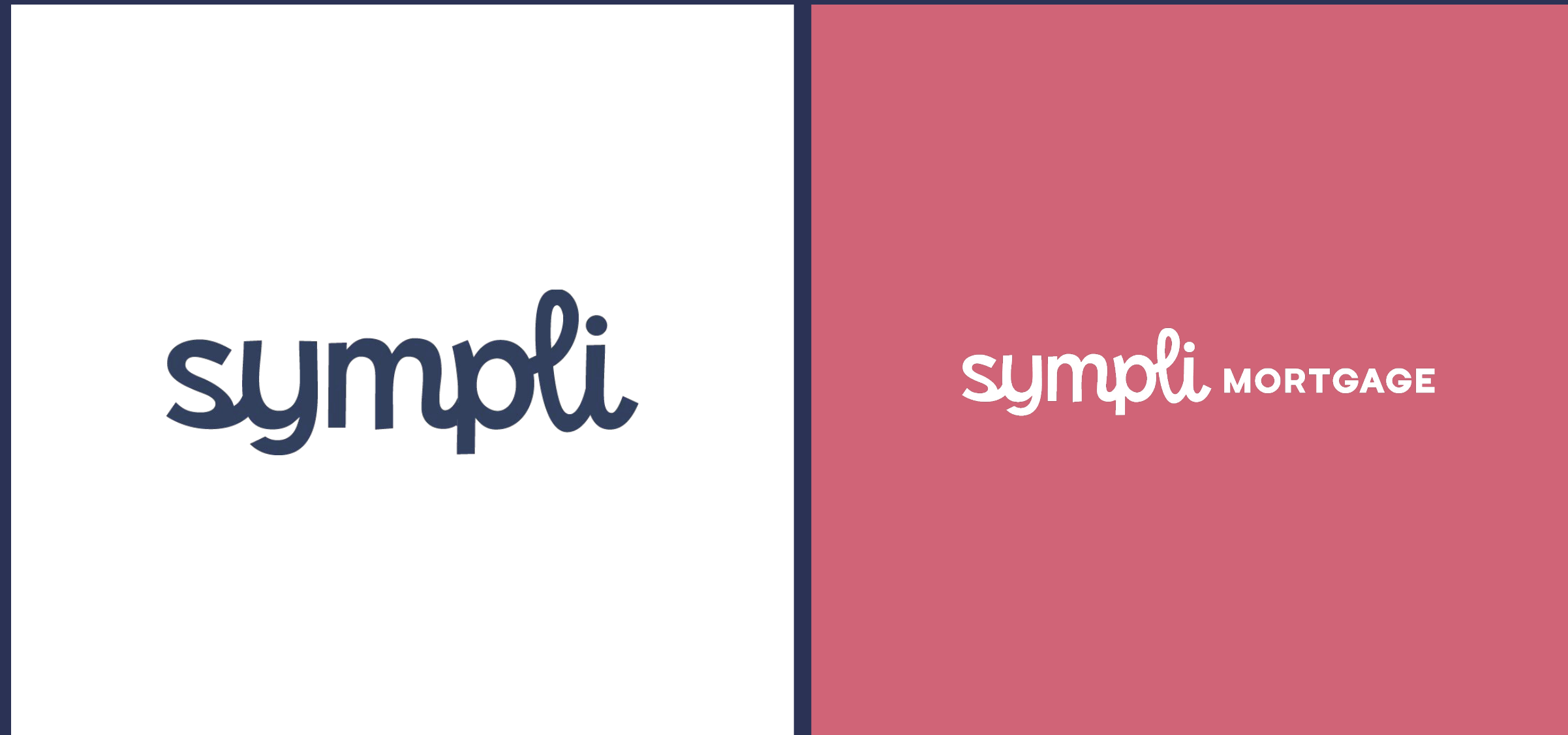


Brand Guidelines

CONTENTS

This document breaks down how our brand should be showcased to both customers and businesses.

1. Logo
2. Color
3. Typography
4. Text styles



LOGO

The Sympli brand logo should be used until it becomes too small to be legible, that is the point in which our brand mark will be enforced.



sympli MORTGAGE

The image shows the logo 'sympli MORTGAGE' centered within a dashed grid. The word 'sympli' is in a dark blue, rounded, lowercase script font, while 'MORTGAGE' is in a dark blue, bold, uppercase sans-serif font. The grid consists of vertical lines at approximately 34%, 44%, 47%, and 88% of the page width, and horizontal lines at approximately 38%, 46%, 54%, and 62% of the page height.

MARK

The Sympli brand mark should be used when the primary logo is too small to be legible.

That way, we make sure to retain recognizability at different scales.

The word "sympli" is written in a white, lowercase, rounded script font against a solid blue background. The letters are thick and have a friendly, approachable feel.The word "sympli" is written in a dark blue, lowercase, rounded script font against a white background. The letters are thick and have a friendly, approachable feel.

COLOR

Colors play a large part in our brand identity. Wherever possible we want to make sure that our logo can be seen and stands out, using the approved color palletes seen here.

Large block sections should be black, white or red/blue- using contrasting colors to ensure readability.

We can use color where necessary to highlight certain information.



sympli MORTGAGE



sympli MORTGAGE



sympli MORTGAGE

DARK BLUE

#193056

R: 25

G: 48

B: 86

WHITE

#ffffff

R: 255

G: 255

B: 255

PALM BLUE

#508de2

R: 80

G: 141

B: 226

UTAH RED

#d26075

R: 210

G: 96

B: 117

DO'S AND DONT'S

There are some basic guidelines to follow in order to keep the brand cohesive across all platforms and present our best selves to the world.



PRIMARY TYPEFACE

Our brand identity revolves around a consistent approach to use of typography.

Alliance No.2 was designed by Fontastica on New Year's Eve, 2018

We should use Quart in nearly all of our headings both in print and online, unless the legibility is affected.

QUART REGULAR

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

QUART

SECONDARY TYPEFACE

Poppins is our Digital Wording Font, meaning text that must be legible rather than stylistic should use this font family.

Poppins Font Family was designed by Indian Type Foundry and Jonny Pinhorn.

Poppins Black
Poppins ExtraBold
Poppins Bold
Poppins SemiBold
Poppins Medium
Poppins Regular
Poppins Light
Poppins ExtraLight
Poppins Thin

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

Poppins

TEXT STYLES

It is important to have a font that links in with the rest of our brand- Poppins is the perfect match for Sympli.

It should be used in heavy and large bodies of text online.

01 HEADLINES

Headlines use Quart Regular, Body text uses Poppins Light.

03

 *Quotations are used to highlight opinions.*

02

The main bulk of text will be published in Poppins, Light. This develops across all printed and digital mediums in order to push the same brand

04

- Bullet points are essential tools
- when developing an important list.

guidelines and recognisable elements to the identity.