rmkbl. MORTGAGE

BRAND GUIDELINES

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Brand Strategy

Culture Forming Beliefs

Culture Forming Beliefs aim to shift the underlying beliefs, values, and norms within Remarkable Mortgage, leading to a broader change in behavior that emerges naturally from a transformed mindset, rather than just enforced compliance through direct behavior modification tactics.

Our Purpose is Our People

The human experience is at the heart of everything we do. We prioritize empathy, understanding, and building genuine relationships that make people feel valued and supported.

We Aim for Mortgage Mastery

We are committed to mastering our trade as mortgage experts, which means staying ahead of industry trends, technologies, and opportunities.

We are our Clients' Champions

People don't want to feel like another transaction—they want someone to champion their desires, causes, and wishes in the home-buying process. We're going to see them through every circumstance in the journey.

We Keep It Real—Respectfully

We believe honesty is the foundation of trust, but it's always delivered with kindness and understanding. We are real humans engaging with real humans for what is likely the biggest purchase of their life.

We Keep The Promises We Make

Actions speak louder than words in our world. We honor every commitment and know that follow-through is the foundation of trust and loyalty.

We Make It Remarkable

Every interaction is a chance to create something unforgettable. We aim to leave a meaningful, positive mark on everyone we serve by adding value, showing care, and going above and beyond.

Brand Voice

Remarkable Mortgage's brand voice is human-first, expert-driven, resolute, and relational. It reflects their core belief that the human experience is at the heart of every mortgage journey. Their voice combines empathetic understanding with unmatched expertise, ensuring clients feel championed, supported, and empowered. Every interaction is guided by honesty, respect, and a commitment to making the experience not just seamless but truly remarkable. Their communication style is...

AUTHENTIC **UPLIFTING** **APPROACHABLE** **ADVOCATING**

When writing copy for RMKBL Mortgage, envision yourself as the loyal older sibling, who always wants what's best for their younger brother or sister and will do what it takes to see them win.

Client: I'm not sure If I'm ready to move forward with the mortgage process.

RMKBL Says: I totally get that, it's a huge decision to make and the all of the possibilities can be a lot to take in. I remember feeling similiarly when we purchased our first home, I was stoked about the potential of finally being a homeowner and at the same time painfully insecure about not knowing the ins-and-outs of how to get there. You just don't know what you don't know, but I can promise you this, I'll be here to walk you through this process from day one to signing day so if it makes you feel any better there really won't ever be a time that you're left in the dark wondering about something. Let me know how I can help clarify anything that you're still uncertain about, this way you at least have all the answers you need to make the best decision for you and the family. Sound good?

RMKBL Does NOT Say: What are you still so unsure about? I remember feeling similiarly when we purchased our first home, but at the end of the day, I jumped in and still made the decision to move forward. I can promise you w'ere here to help you. There really shouldn't be anything that you're unsure of or need to worry about. Let me know what questions you still have and I'll get you some responses as soon as I can get to it to make sure you're making the best decision for you and the family.

CLIENT: “I feel like I should understand more before moving forward.”

RMKBL Says: It’s a big decision and not a ton of time to process, I get it! These circumstance can make anyone feel a bit unsettled. I just want you to know that I’m here for you. We’ve got all the documentation ready to go on our end should you decide to move forward with this property and submit an offer. Whether it’s this home or if it’s the next, you and Jen got this! You’re crushing the home-buying process so far! Just let me know when you think you’ll have a decision and be sure to keep in mind that our deadline to submit the offer is 11pm tonight. Please reach out with any questions you guys come up with as you process this together — I’m in your corner! Talk soon.

RMKBL Does NOT Say: There’s a lot to understand but that’s why we’re here. Just trust us to work on the details while you focus on whether or not this is the right house for you and Jen. You guys did say that you loved this house and that it checked all of the boxes so keep that in mind as you process. Let me know when you have a decision so we can get things in before the deadline of tonight at 11pm. Coming up quick! Excited to see you guys take this big next step. Talk to you soon!

Brand Identity

PRIMARY LOGOS

Here are the RMKBL Mortgage Primary Logos in Left-Justified and Center-Justified orientations.

Both of these logos **are** considered ‘Primary’ and can be used interchangeably as needed.



PRIMARY LOGO LEFT-JUSTIFIED



PRIMARY LOGO CENTER JUSTIFIED

SECONDARY LOGOS

Here are the RMKBL Mortgage Secondary Logos in a Standard and “Holding Shape“ version.

The standard “r.m” mark should be considered first in any given design layout, however, the “Holding Shape” version may work better in small scale use-cases.



SECONDARY LOGO



SECONDARY LOGO W/HOLDING SHAPE

COLOR VARIATIONS

Here are the RMKBL Mortgage logos in their respective colorways.

The Full Color version is the primary version and should be used whenever possible when the background allows it.

The Inverted Color versions should be used thoughtfully depending on the background of the design. Whether the background of your design is dark or light, please use whichever version makes the most sense and has enough contrast between the logo and the background.









LOGO USAGE

DO NOT OUTLINE THE LOGO UNNECESSARILY

AVOID USING DROP SHADOWS WHEN POSSIBLE

DO NOT STRETCH LOGO

DO NOT CHANGE COLORS OF LOGO

DO NOT ADJUST SPACING OF LOGO ELEMENTS

DO NOT USE FULL LOGO AT SMALL SCALE

DO NOT MISALIGN LOGO ELEMENTS

DO NOT RESIZE LOGO ELEMENTS



DO NOT USE LOGO ON BUSY BACKGROUNDS

LOGO SPACING

Spacing is crucial for maintaining the visual integrity and impact of your logo. Adequate white space around the logo ensures that it stands out and remains the focal point within any layout, preventing it from being overshadowed by other elements. This buffer zone enhances readability, highlights the logo’s importance in the visual hierarchy, and ensures a clean, professional presentation that strengthens brand recognition.



Brand Iconography

ICONOGRAPHY

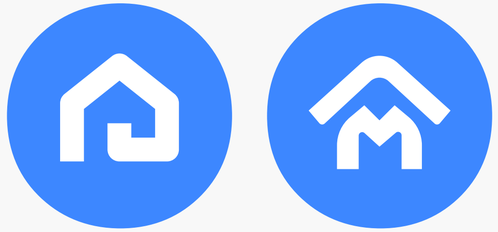
Here are the RMKBL Mortgage brand icons in a Standard and “Holding Shape“ version.

The Standard versions should be considered first in any given design layout, however, the “Holding Shape” version may work better in small scale use-cases.

If ever a need to develop an icon in the future for a specifc use-case, please email petedesigncompany@gmail.com



ICONS



ICONS W/HOLDING SHAPE

Typography

DM SANS

The brand’s main font for all key communications and headlines.

Aa

Light

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
0123456789

Light Italic

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
0123456789

Bb

Light

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
0123456789

Light Italic

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
0123456789

Cc

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
0123456789

Medium Italic

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
0123456789

Dd

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 0123456789

Bold Italic

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 0123456789

Color Palette

COLOR PALETTE

Your color palette is the life blood of your brand. This palette allows for flexibility and distinction when looking to stand out in any given use-case.

Along with using your colors in their fully saturated state (100%), you can also use their different tints to allow for more variation amongst your designs.

#3D87FF
R = 61, G = 135, B = 255
C = 70, M = 47, Y = 0, K = 0
PANTONE 2718 C
PANTONE 2727 U

Borrower Blue

#A6E88F
R = 166, G = 232, B = 143
C = 35, M = 0, Y = 58, K = 0
PANTONE 909 C
PANTONE 909 U

Cash-Down Green

#304F8C
R = 48, G = 79, B = 140
C = 92, M = 77, Y = 16, K = 3
PANTONE 4142 C
PANTONE 2146 U

Broker Blue

#FCF2E3
R = 252, G = 242, B = 227
C = 1, M = 4, Y = 10, K = 0
PANTONE 9224 C
PANTONE 9184 U

Contract Cream

#0D2945
R = 13, G = 41, B = 69
C = 98, M = 82, Y = 45, K = 47
PANTONE 7463 C
PANTONE 5395 U

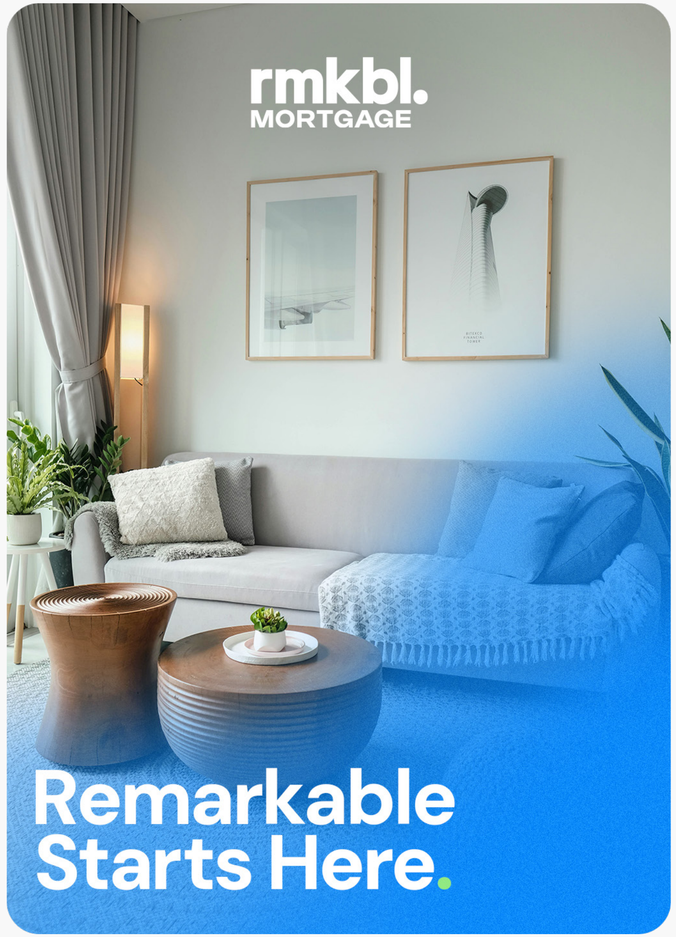
Principal Blue

#E3E3E8
R = 227, G = 227, B = 232
C = 9, M = 7, Y = 4, K = 0
PANTONE 663 C
PANTONE 5315 U

Re-fi Gray

Brand-In-Action

GRAPHIC & BRAND
AESTHETIC EXAMPLES





MARKETING MATERIALS
AESTHETIC EXAMPLES





MERCHANDISE
AESTHETIC EXAMPLES





BRAND SUITE





A Note Before You Go

The RMKBL Mortgage Brand Guide is an effective tool on how to utilize the brand properly. Of course, this guide doesn't necessarily cover every detail as it relates to each use case that you may find yourself in, however, it does lay a framework for how the brand will work in real time. If you have any questions or concerns regarding the handling of the RMKBL Mortgage brand that are not specified in this book, please contact petedesigncompany@gmail.com and we'd be happy to provide clarity.

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