



FINANCE

Brand Guide

Logo

Primary Mark



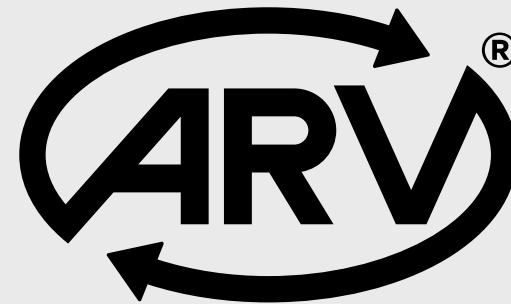
Logo

Secondary Marks

Horizontal ▾



Monogram ▾



Logo

Spacing



R = X



R = X

Logo

Misuse



Do not
Stretch or
Distort



Do not
Use Unspecified
Colors



Do not
Use Drop Shadows
or Effects



Do not
Scale or Re-Arrange
Elements



Do not
Exaggerate or
Reflect the Tilt



Do not
Add New
Elements

Typography & Colors

Typography

Primary (Logo) ✓

AKZIDENZ GROTESK NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary (Titles) ✓

Europa Grotesk SH Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

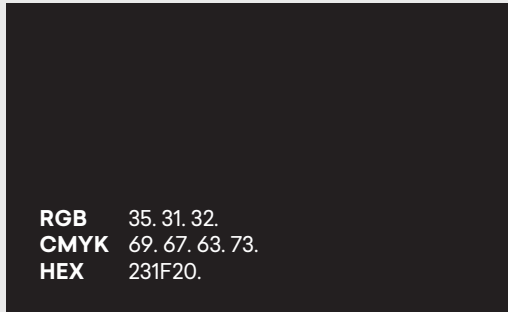
Secondary (Text) ✓

Sailec Regular

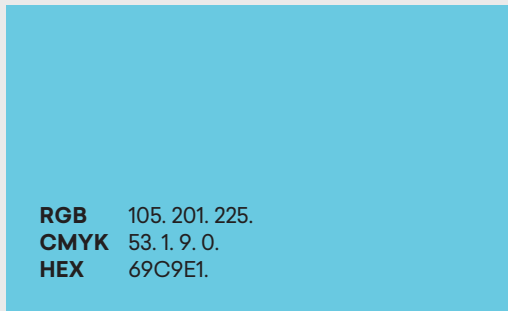
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Colors

Primary




Secondary



Typography & Colors

Color Application

Always 



Never 



Icons & Elements



Loans



Fix and flip



Construction



Borrowers
submit deals



Deal for
final approval



Investors receive
payments