

STYLE GUIDE 2025

ProMort
DFY Mortgage Marketing



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PRIMARY LOGO VARIATIONS 01 - SET

Logo variations available in a number of formats, including ICON variants.

Negative logo format to be used on light coloured backgrounds or images.

Hero logo format to be used on dark coloured backgrounds or images.



HERO NEGATIVE



ICON NEGATIVE



HERO



ICON

SECONDARY LOGO VARIATIONS 02 - SET

Logo variations available in a number of formats, including ICON variants.

Negative logo format to be used on light coloured backgrounds or images.

Hero logo format to be used on dark coloured backgrounds or images.



VARIANT #1

HERO NEGATIVE



VARIANT #2

ICON NEGATIVE



VARIANT #1

HERO



VARIANT #2

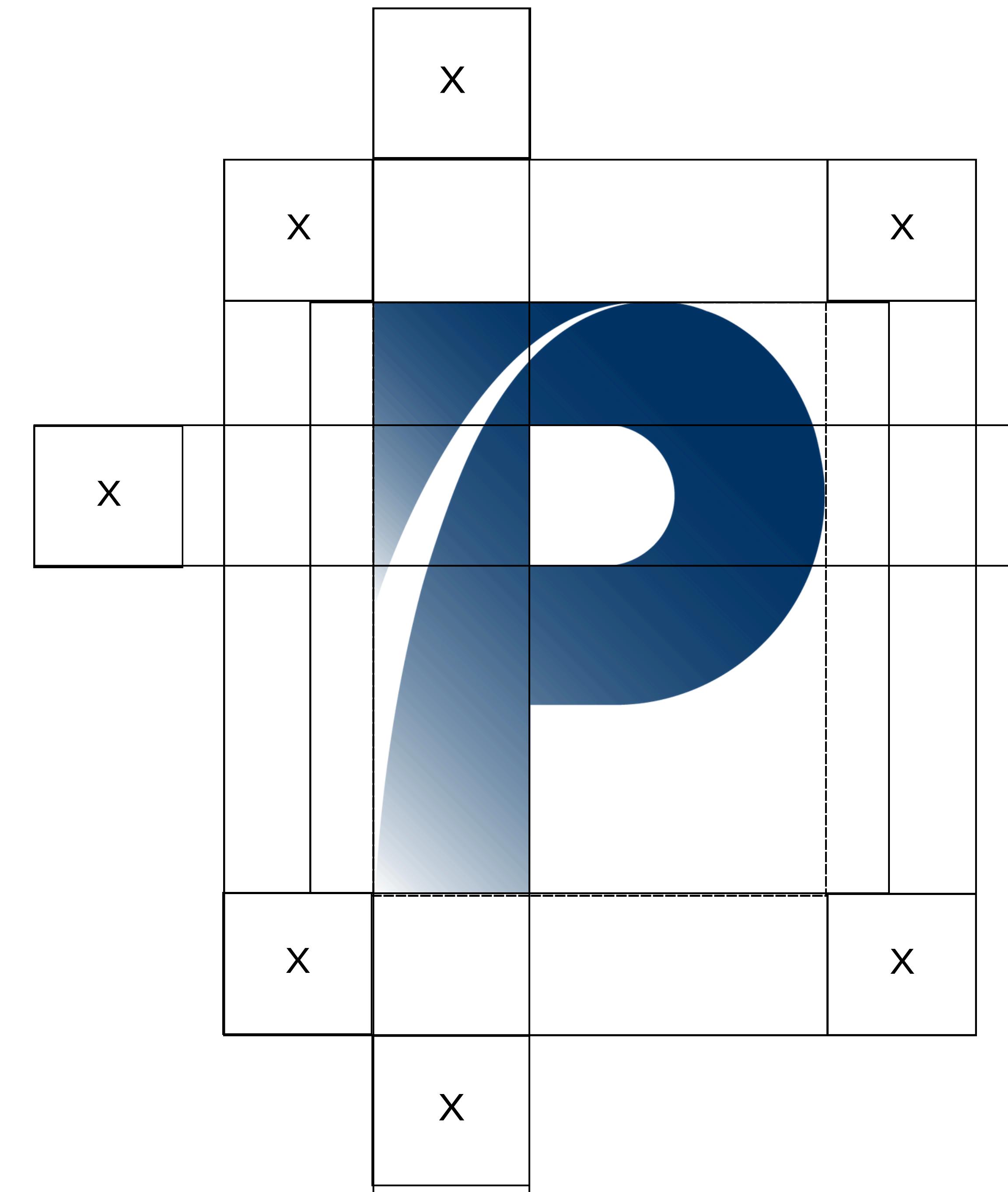
ICON

LOGO RULES

01 - CLEAR SPACE

Other elements should not appear in close proximity to the Promort Logo.

This clear space diagram details the clear space that must be allowed when in use.



LOGO RULES

05 - USAGE

The Promort logos should only appear as specified in the logo variations page so that the brands recognition is not compromised.

DO NOT:

- Reconfigure the elements
- Distort its ratio or shape
- Angle or shear
- Change colours outside specified use
- Create outlines or edit change font use



EXAMPLES OF WHAT NOT TO DO.
APPLIES TO ALL PROMORT EXPRESSIONS.

ASSETS IN USE

SECONDARY GRAPHICS

To further strengthen the Promort brand, the stylised secondary graphics have been created to be used as complimentary graphic assets.

**PROgress.
PROduce.
PROfit.**

**PROgress.
PROduce.
PROfit.**

**PROgress.
PROduce.
PROfit.**

STACKED TAGLINE

PROgress. PROduce. PROfit.

LANDSCAPE TAGLINE

ASSETS IN USE

MOCKUPS

MERCHANDISE

When collating secondary graphics, they may be used together - only sparingly and never drawing away from the other graphic elements.



CARDS



MUG



COLOUR

O1 - SPECIFICATIONS

[VARIATIONS](#) | [RULES](#) | [ASSETS](#) | [COLORS](#) | [TYPEFACE](#)

PRIMARY



CMYK: 100, 87, 33, 23

RGB: 0, 51, 102

HEX: #003366

SECONDARY



CMYK: 67, 43, 27, 2

RGB: 97, 129, 155

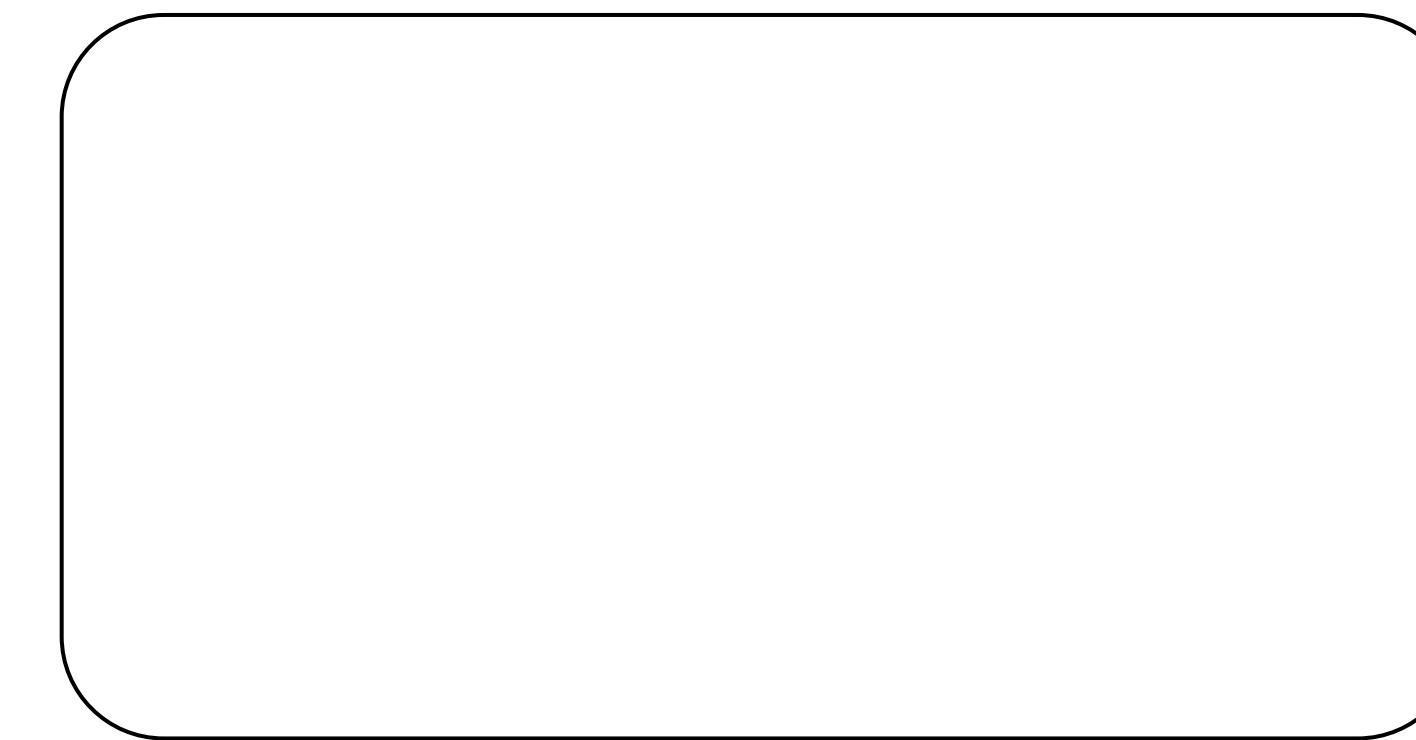
HEX: #61819B



CMYK: 99, 74, 24, 8

RGB: 13, 79, 131

HEX: #OD4F83



CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

TYPEFACE

O1 - USE

HEADINGS + SUB HEADINGS

Zabal DEMO
Bold

A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

HEADINGS + SUB HEADINGS

Zabal DEMO
Regular

A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SUMMARY

2025

Promort pride them selves on representing their brand to it's correct use, these guidelines which are detailed and must be followed.

However, If you have any queries about working with the Promort expression, please make contact with the team directly.

Email Address: info@promort.com
Website Link: <https://promort.com/>
Contact Number: +1 407-934-0170

[<---BACK](#)

PROgress.
PROduce.
PROfit.

