

EMBARK HOME LOANS



BRAND GUIDELINES



LOGO DESIGN OVERVIEW



The Embark Home Loans logo features bold, modern typography with an "E" designed as an open door, symbolizing new opportunities in homeownership.

The "A" is stylized as a roof peak, reinforcing the homeownership theme.

The dark blue color conveys trust, stability, and professionalism, reflecting the company's mission to help clients confidently navigate the mortgage process.

COMPLETE LOGO

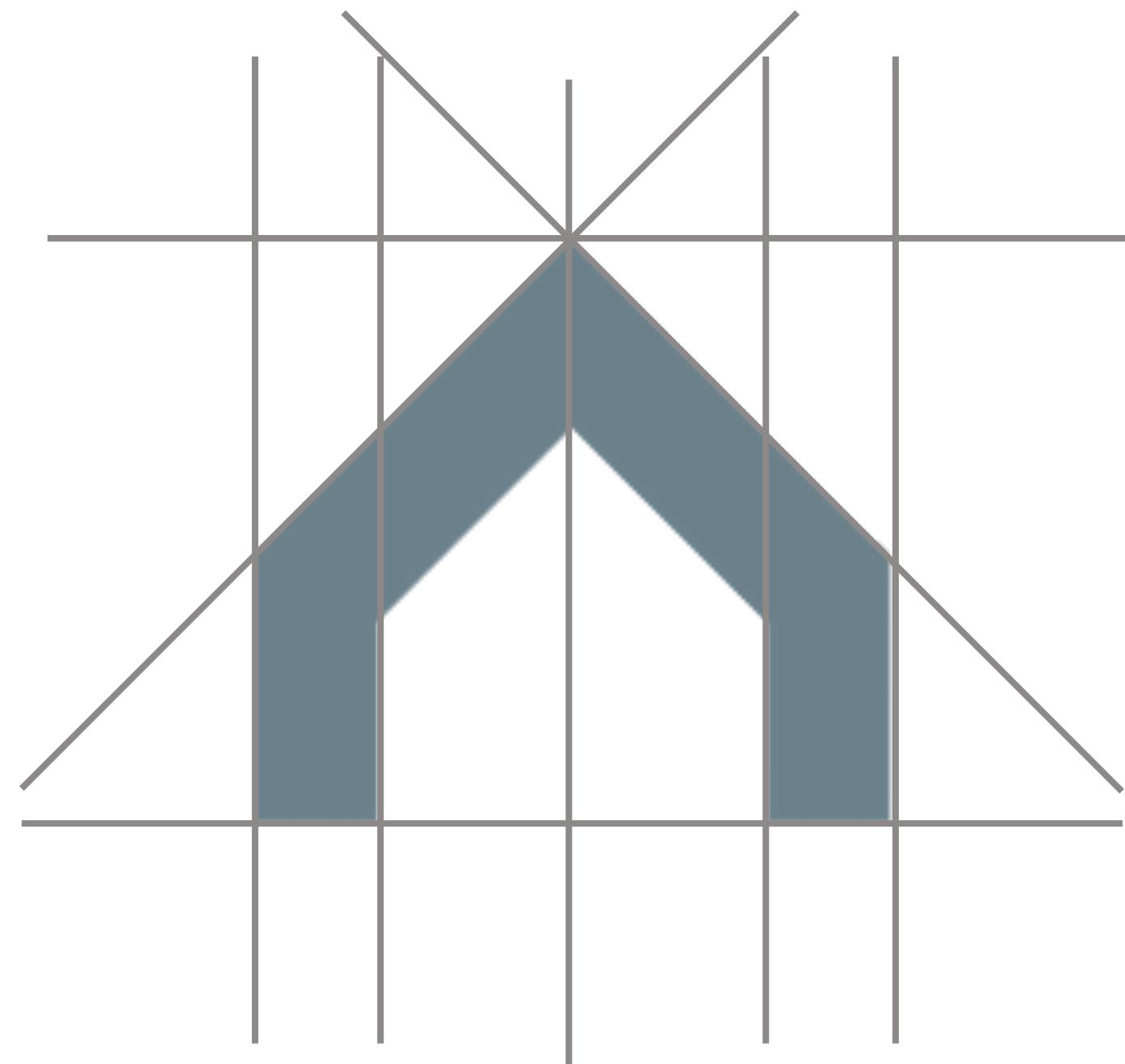


The Embark Home Loans logo combines bold lettering with a door-shaped "E" and a roof-like "A," symbolizing new beginnings in homeownership. The dark blue color evokes trust and professionalism, aligning with the company's mission to guide clients to their dream homes.





LOGO CONSTRUCTION



COMPANY LOGO BRANDING



TYPOGRAPHY (MAIN)

Monserrat

Aa

Hind

Aa

The quick brown fox jumps over the lazy dog

H1 (MAIN FONT)

The quick brown fox jumps over the lazy dog

PARAGRAPH (SECONDARY FONT)



COLOR SCHEME

#1a3c4e

#005960

#343434

