



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

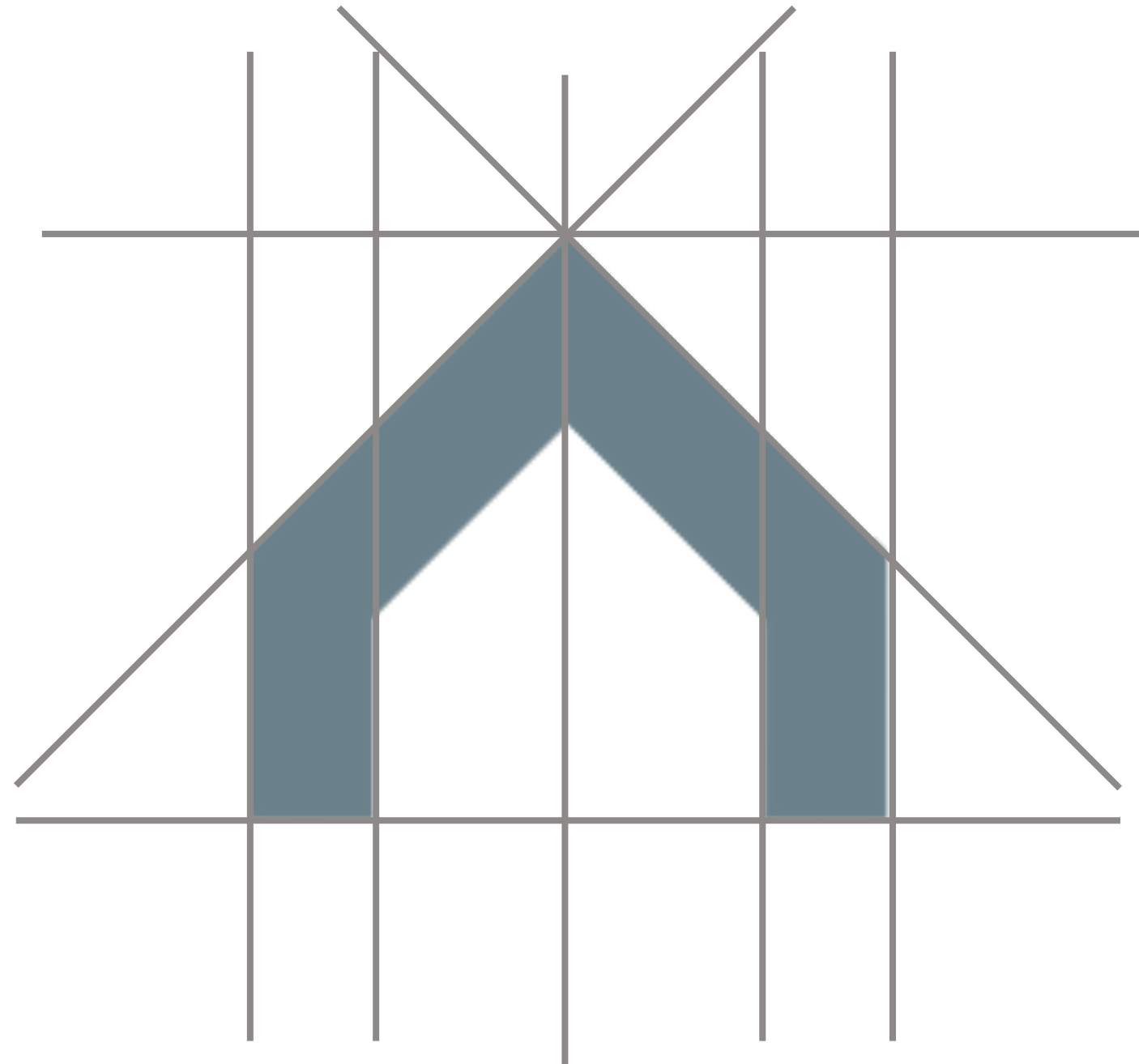
The Embark Home Loans logo combines bold lettering with a door-shaped "E" and a roof-like "A," symbolizing new beginnings in homeownership. The dark blue color evokes trust and professionalism, aligning with the company's mission to guide clients to their dream homes.

EMBARK

HOME LOANS



LOGO CONSTRUCTION



COMPANY LOGO BRANDING



TYPOGRAPHY (MAIN)

Aa Monserrat

Aa Hind

The quick brown fox jumps over the lazy dog

H1 (MAIN FONT)

The quick brown fox jumps over the lazy dog

PARAGRAPH (SECONDARY FONT)

COMPANY LOGO BRANDING



COLOR SCHEME

A large, solid dark blue circle.

#1a3c4e

A large, solid teal circle.

#005960

A large, solid dark grey circle.

#343434

COMPANY LOGO BRANDING

