

LOAN NEX

Brand Guidelines

March 2013

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BRAND MESSAGE

Defining Personality & Position

The Brand

This brand book has been created to articulate the Loan NEX brand to help our organization and partners clearly understand and convey the brand. By utilizing these brand marketing guidelines, we can ensure a consistent voice company-wide and deliver a better brand experience for customers.

Definition

A brand's definition works to identify the unique space the brand occupies in the marketplace and the industry, and how it resonates in the customer's mind. It should serve as the unifying statement from which all marketing communications originate and is composed of the following elements:

Target

Mortgage Investors, Mortgage Lenders, Borrowers, Company Investors, Prospective Employees and Other Partners

Business Designation

The leading innovator in the mortgage industry. Experts at using technology and refined processes to facilitate access, transparency and alignment of mortgage investors, lenders and borrowers.

Promise

To provide an accessible technology platform that brings mortgage parties together with extensive visibility in to key data.

Personality

Innovative

We are pioneers in the mortgage industry, seeing the most critical need and filling it with superb technology and process.

Informative

With our data-driven technology, we focus on bringing all pieces of the puzzle together in one place for all parties to see.

Friendly

We take the unknowns out of the mortgage process so that everyone can work together towards a common goal.

Positioning Statement

Loan NEX isn't just another lending platform. It's a mortgage industry revolution. With cutting edge technology that promotes unprecedented transparency and patented processes that align all parties, Loan NEX provides a comprehensive marketplace where borrowers, lenders and mortgage investors all work together.

Supportive Statement

- Loan NEX leverages technology to ensure an environment of total transparency and access between all parties.
- The Loan NEX process creates alignment between the parties so that lender, borrower and investor work together.
- No other mortgage lending platform allows borrowers to see what investors are offering for borrowers like them, and understand how they can improve their results.
- No other mortgage investment platform provides investors with as much insight in to prospective borrowers and overall market activity.

Tagline

ALIGNMENT. TRANSPARENCY. ACCESS.



IDENTITY STANDARDS

Logo Usage, Color, & Typography

Print & Web Logo

The Loan NEX logo incorporates an innovative style and color palette that reflects a professional, forward thinking, and trustworthy brand philosophy. The logo should be used in full color whenever possible in print materials and with effects whenever used for digital

Primary Logo

The primary logo consists of the word "Loan" in a light blue, sans-serif font, followed by "NEX" in a bold, dark blue, sans-serif font. The "NEX" is stylized with a double 'X'.

Tagline Logo

The tagline logo features the same "Loan NEX" text as the primary logo, but with the tagline "ALIGNMENT. TRANSPARENCY. ACCESS." in a smaller, light blue, sans-serif font centered below it.

Clear Space

The Loan NEX logo requires a minimum amount of clear space in order to maintain the integrity of the brand and ensure legibility. In all applications, the logo should be surrounded with a space equal to the height of the uppercase “N” in the Loan NEX logo.

Horizontal



Tagline Clearspace

The clear space guidelines apply exactly the same when the logo is used with the tagline.

Horizontal



Logo Usage

The primary logo should be used whenever possible. Substitute the alternate logos only when limited by constraints such as printing, colors, electronic media, etc.

Two-Color

The logo consists of the word "Loan" in a light blue sans-serif font, followed by "NEX" in a dark blue sans-serif font. The "X" is stylized with a diagonal cut.

One Color

The logo consists of the word "Loan" in a dark grey sans-serif font, followed by "NEX" in a dark grey sans-serif font. The "X" is stylized with a diagonal cut.

Reversed



Logo Misusage

Avoid the following manipulations to any version of the logo.



Do not add a stroke.



Do not add a drop shadow.



Do not use unapproved colors.



Do not add a gradient.



Do not rotate the logo.



Do not distort the logo.

Color Palette

These brand colors should be used for print and web related materials. Blue should be used as the primary color in branded materials as the base color, creating a calm, professional appearance. Green serves as an accent color and should be used to as the call to action or to give a sense of engery. Orange should be used when urgency is needed, generally in small amounts. Gradients may be used on the web only.

**R:64 G:136 B:212****C:73 M:40 Y:0 K:0****PANTONE 279 C****HEX #408D4****R:255 G:168 B:85****C:0 M:39 Y:83 K:0****PANTONE 1375 C****HEX #FFA855****R:136 G:192 B:103****C:51 M:3 Y:86 K:0****PANTONE 368 C****HEX #88C067**

Typography

The Loan NEX brand uses several typefaces to portray a modern, professional appearance. The following typefaces should be used in this stylistic hierarchy.

Proxima Nova Semibold — Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !”#\$%&’()*+,-./:;<=>?[\\]^_{|}~

Proxima Nova Light — Subsections

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !”#\$%&’()*+,-./:;<=>?[\\]^_{|}~

Source Sans Pro — Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !”#\$%&’()*+,-./:;<=>?[\\]^_{|}~



COLLATERAL MATERIALS

Business Cards & Letterhead

Business Cards



Front



Back

Letterhead



