

ATLANTIC COAST MORTGAGE

BRAND GUIDELINES



ACM

Logos



PRIMARY LANDSCAPE

This is the preferred logo for use when ample space is available.

**For use on light/white background surfaces only.*



PRIMARY STACKED

Use in situations where the available placement area lacks sufficient horizontal space for landscape lock-up.

**For use on light/white background surfaces only.*



PRIMARY CONDENSED

Reserve the Primary Condensed logo exclusively for situations where the available space is too limited to ensure the legibility of horizontal and stacked lock-ups.

**For use on light/white background surfaces only.*



SECONDARY LANDSCAPE

The Secondary Landscape follows all guidelines from the Primary Landscape, but is only to be used on colored backgrounds and imagery for ample contrast

**For use on color/dark/image background surfaces only.*



SECONDARY STACKED

The Secondary Landscape follows all guidelines from the Primary Stacked, but is only to be used on colored backgrounds and imagery for ample contrast

**For use on color/dark/image background surfaces only.*



SECONDARY CONDENSED

Reserve the Secondary Condensed logo exclusively for situations where the available space is too limited to ensure the legibility of horizontal and stacked lock-ups.

**For use on color/dark/image background surfaces only.*


Spacing/ Padding

When using the logo alongside other graphic elements, ensure there is ample space around it for proper visibility. To establish the correct padding around the logo, take the height of the height of the ACM Logo Block and divide it by two. Apply this measurement to padding on all sides.



Color Guide

Brand Colors




Primary

HEX

#0D2FA8

CMYK

100 80 0 0




Primary Dull

HEX

#E2EDFC

CMYK

17 6 0 0




Primary Muted

HEX

#99B3F7

CMYK

47 23 1 0



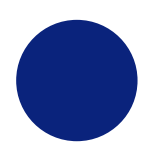
Primary Shaded

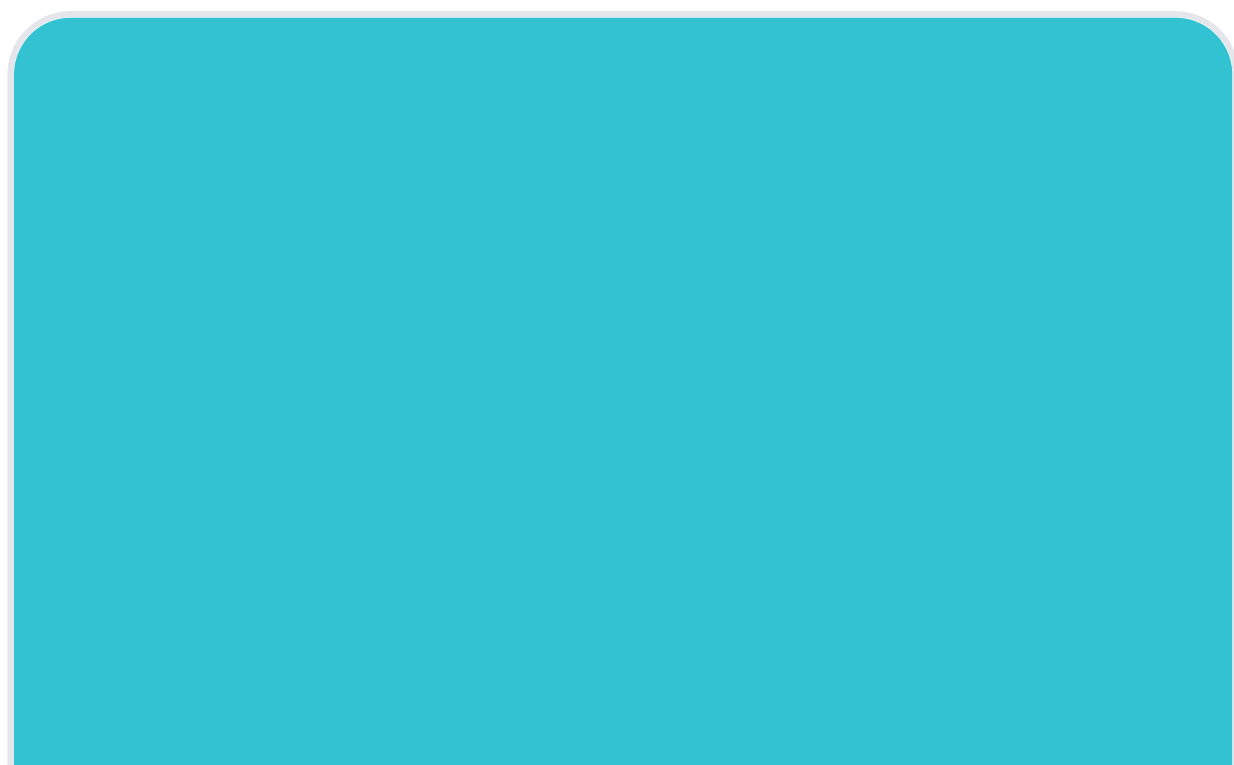
HEX

#0A237D

CMYK

100 71 0 49






Secondary

HEX

#32C2D2

CMYK

65 6 20 0




Secondary Dull

HEX

#DDF5F8

CMYK

65 6 20 0




Secondary Muted

HEX

#9FE3EA

CMYK

41 3 13 0




Secondary Shaded

HEX


#1A899F

CMYK


75 0 11 47





Gradients



Gradient on Light







HEX


#10B981

HEX


#10B981


HEX


#10B981



Gradient on Dark







HEX

#9FE3EA


HEX

#32C2D2

HEX

#099BC9

Utility Colors




Neutral

HEX

#8E9297

CMYK

8 5 0 55




Neutral Muted

HEX

#8E9297

CMYK

8 5 0 55



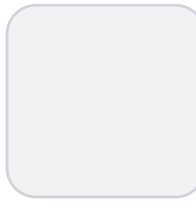
Neutral Shaded

HEX

#8E9297

CMYK

30 5 0 92



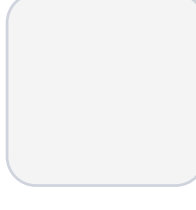
Surface Dark

HEX

#8E9297

CMYK

1 1 0 4




Surface Light

HEX

#8E9297

CMYK

1 0 0 2



Surface White

HEX

#8E9297

CMYK

0 0 0 0

Typography

Font Families

Gotham

Primary Typface

Pinarak

Signature Typface

Approved Weights

Gotham Ultra

AAaa

USES: Hero Text
Call-outs
Features
Visual Design

Gotham Bold

AAaa

USES: Large Headlines
Subheadlines
Call-outs

Gotham Medium

AAaa

USES: Small Headlines
Descriptions
Paragraph Text

Gotham Book

AAaa

USES: Paragraph Text
Disclosures

Pinarak

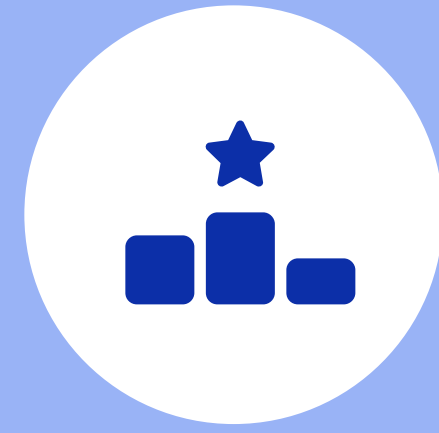
AAaa

USES: Visual Emphasis
Visual Design

Vision: Empower people to build brighter futures through the financial freedom and security of homeownership.

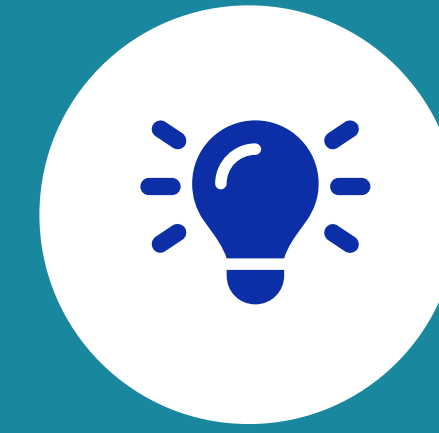
Mission: To help our clients achieve their homeownership and financial goals through innovative, personalized, and stress-free mortgage solutions, building lasting relationships based on trust and excellence.

Core Values:



Commitment to Excellence:

We are dedicated to delivering the highest quality service in everything we do.



Innovation:

We embrace creativity and forward-thinking to stay at the forefront of the industry.



Respect:

We foster a culture of respect, valuing diversity and treating everyone with dignity.



Character:

We hold ourselves to the highest ethical standards, ensuring that honesty, integrity, and respect guide our actions and decisions.



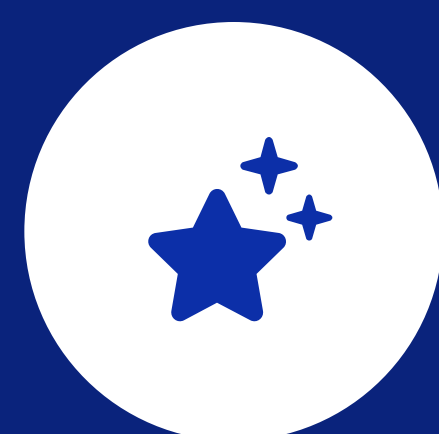
Hard Work:

Our determination and perseverance are the cornerstones of our success, driving us to overcome challenges and achieve our goals.



Team Players:

We believe in the power of collaboration and understand that the strength of our team is greater than the sum of its parts.



Talent:

We recognize and nurture individual skills, fostering a culture of continuous learning and personal growth.



Positive & Fun:

We maintain a positive outlook, creating an enjoyable and inspiring work environment.



Customer Focus:

Our clients are at the heart of everything we do, striving to exceed their expectations.

Taglines:

**Here To
Guide You
Home.**

PRIMARY

**Simple,
Easy, and
Stress-Free.**

SECONDARY

**Next-Gen
Home
Lending.**

RECRUITMENT

Personality:

Atlantic Coast Mortgage embodies a brand personality that is:

Trustworthy: Demonstrates reliability and integrity in all interactions, ensuring clients and employees feel secure.

Innovative: Embraces new technologies and creative solutions to stay ahead in the industry.

Dynamic: Adapts quickly to changes and embraces opportunities for growth.

Supportive: Fosters a nurturing environment for employees and clients, promoting personal and professional growth.

Examples:

Trustworthy:

"We uphold the highest ethical standards, ensuring honesty and transparency in all our actions."

Innovative:

"We embrace creativity and forward-thinking to stay at the forefront of the industry."

Tone & Voice:

Tone: The tone of ACM is friendly, supportive, and professional, aiming to instill confidence and trust in clients and employees.

Voice: The voice is clear, aspirational, reassuring, and client-centric, focusing on empowerment and providing exceptional service, guidance, and education.