



ATLANTIC COAST MORTGAGE

Corporate Brand Guidelines



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ATLANTIC COAST MORTGAGE

DESIGN AND BRAND GUIDELINES

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SECTION 0 INTRODUCTION

Welcome & Introduction



ACM

THE ATLANTIC COAST MORTGAGE DESIGN GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the general visual and verbal elements that represent Atlantic Coast Mortgage corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Atlantic Coast Mortgage commitment to quality, consistency and style.

The Atlantic Coast Mortgage brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us are responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Atlantic Coast Mortgage name and marks.

SECTION 1

CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation



01

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol

itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

Atlantic Coast Mortgage Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful timeless image evoking the culture of the mortgage industry - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Atlantic Coast name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface

is Halyard Display and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Blue and Wite. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE



1) The Logo Symbol

Consists of Initials of Atlantic Coase Mortgage in white with a blue square background.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in blue of the chosen corporate color. The font that is used here is Halyard Display.

1) The General Logo

The main logo is the Filled Blue Box logo used on white or Light colored backgrounds. For darker backgrounds you will find an alternative below.

LOGO VERSION ON COLOR VARIANTS



3



4



5

3) The White Logo Alt Version On Blue

will be used when the background color is on blue or lighter toned dark colors.

4) The White Logo Alt Version On Graphic

will be used when the background is either an image, pattern, or any styling other than solid color.

5) The Blue Logo Alt Version

when the background color is not blue, but a specific tone that does not give enough contrast to be legible when using the White Logo Alt Version.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

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CORPORATE LOGO

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LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or

message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



APPLICATION ON A BACKGROUND

LOGO A
Colored Version



LOGO B
Colored Version



LOGO C
Colored Version



MINIMUM LOGO SIZES

Full Logo
Minimum Size: 1.5in width



Logo Block
Minimum Size: 0.3in x 0.3in



SECTION 2

CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierachy

02

THE CORPORATE FONTS AND TYPOGRAPHY

THE CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Atlantic Coast communications. We have

selected Halyard Display and Halyard Text, which helps inject energy and enthusiasm into the entire Design.Inc communications, as the primary and secondary corporate typefaces.

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PRIMARY CORPORATE FONT

PRIMARY FONT HALYARD DISPLAY

THE FONT

Halyard radically extends the typographic utility of the now hyper ubiquitous category: the Grotesque Sans. Each of Halyard's subfamilies were purpose built to perform optimally at its intended optical size.

While starkly different in appearance, when seen together, the Halyard superfamily maintains a consistent personality at their intended size creating the impression of a single type design. The Halyard superfamily is beautifully robust and lively, ready to work at any size.

TYPE EXAMPLES HALYARD DISPLAY

H A L Y A R D

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
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

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
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

Figures

0 1 2 3 4 5 6 7 8 9 0

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TYPE EXAMPLES HALYARD TEXT

H A L Y A R D

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
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

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
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

0 1 2 3 4 5 6 7 8 9 0

SECTION 3

CORPORATE COLOR SYSTEM

The Corporate Colors
Primary Color System
Secondary Color System

03

THE PRIMARY COLOR SYSTEM AND COLOR CODES

THE COLOR SYSTEM

Color plays an important role in the Atlantic Coast corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute

to the cohesive and harmonious look of the Atlantic Coast brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

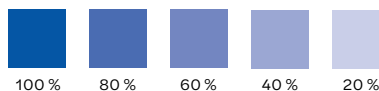
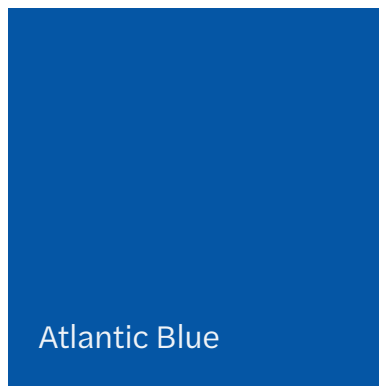
PRIMARY COLOR SYSTEM

Explanation:

Atlantic Coast has two primary color: Our Atlantic Blue and four secondary colors and four complimentary colors. These colors have become a recognizable identifier for the company.

Usage:

Use this as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR ACM BLUE

-

COLOR CODES

CMYK : C097 M074 Y001 K000
Pantone : 2132C
RGB : R019 G080 B188
Web : #1350BC

COLOR TONES

PRIMARY COLOR LIGHT GREY

-

COLOR CODES

CMYK : C006 M002 Y001 K000
Pantone : 656 C
RGB : R236 G241 B246
Web : #E1EDFF



SECTION 3

CORPORATE COLOR SYSTEM

The Corporate Colors
Primary Color System
Secondary Color System

THE SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

-

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Atlantic Coast Mortgage. Secondary colors should be used sparingly, that is, in less than 15 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.



Mariner



Tones

COLOR CODES

CMYK : C097 M057 Y001 K035
Pantone : 104-16 C
RGB : R033 G059 B131
Web : #193059



Aquatic Blue



Tones

COLOR CODES

CMYK : C054 M013 Y000 K000
Pantone : 2915 C
RGB : R094 G185 B244
Web : #5EB9F4



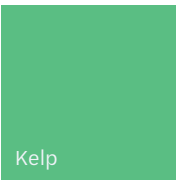
Ocean Mist



Tones

COLOR CODES

CMYK : C062 M043 Y000 K000
Pantone : 2381 C
RGB : R092 G141 B245
Web : #5C8DF5



Kelp



Tones

COLOR CODES

CMYK : C064 M000 Y066 K000
Pantone : 7479 C
RGB : R69 G206 B134
Web : #45CE86

SECTION 7

CORPORATE TAGLINES

07

TAGLINE EXPLANATION

Atlantic Coast Mortgage Taglines are strong supplemental copy points that can be used in a very versatile way. The taglines bring a personable, resonating tone to target audiences. The taglines can be used in instances such as heroes, sublines, and subtly as design elements. There are two specific target audiences that use different taglines on specific materials.

CONSUMER TAGLINE

The “Here To Guide You Home” tagline is directly targeted to consumers and homebuyers. It's a powerful message that encapsulates what we do as a company and reinforces that the Loan Officer is there every step of the way.

Here To Guide You Home

GENERAL CONSUMER TAGLINE

The “Simple. Easy. Stress-Free.” tagline is our over-arching messaging directed toward homebuyers to elaborate the ease and simplicity of using Atlantic Coast Mortgage for the home lending needs.

Simple. Easy. Stress-Free.

INDUSTRY TAGLINE

The “Next Generation Lending” tagline is directly targeted to industry professionals. Meant to illustrate that we are a modern company supporting our team in the modern digital age.

Next Generation Lending.

Variations:

- Next Generation Home Lending.
 - Next Generation Lending for the Here and Now
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