



BRAND GUIDELINES

A guide to logo usage and creating a consistent look, tone, color and messaging.

08.03.2023

Our logo

Our logo was created to directly connect to our mission; help make the dream of homeownership accessible and affordable for all.



Data house

Signal to our current (and future) audiences that we are in the mortgage industry

The connected dots

Telegraph that our mission is enabled by sophisticated data science

The gradient

Convey a sense of optimism and energy

The gradient colors applied at a 45° angle are made up of the following:

- Blue: confident, secure, trust, loyal, progress, powerful, success, responsible
- Purple: calm, imaginative, individual, respectable
- Pink: caring, warmth, modern, assertive

The CreditXpert wordmark is set in TT Fors which is modern and approachable. Lowercase letters convey energy and friendliness.

Logo guidelines

The CrediXpert logo is part of a unit. Reducing or enlarging one part of the logo is not allowed without equal reduction or enlargement of others.

Never redraw or alter the logo, including the placement and size relationship of its letter. Doing so weakens our identity.

Use authorized artwork only.

The typeface in the logo is TT Fors. The typeface should not be altered.

Clear space

- Always maintain clear space around the logo to protect the logo from distracting graphics or typography
- Measure clear space by the height of the "x" in the word "credixpert"
- Never allow typography or other elements to invade the logo

Minimum size

The logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity – and effectiveness. So please: Never reproduce the signature smaller than 1" wide in printed environments. Digitally, no skinnier than 270 pixels. **Adjust if the logo pixelates.**



Logo colors

Feature the CreditXpert logo on a black or white background. Please use the right logo depending on use and background.

The all white logo can be used on the brand gradient.



C=3 M=96 Y=0 K=0
PANTONE Rhod. Red C
R=238 G=0 B=154
#ee009a



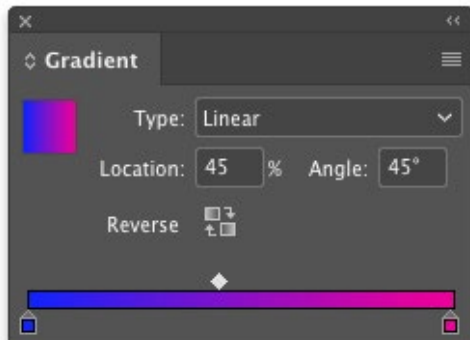
C=86 M=75 Y=0 K=0
PANTONE 2728 C
R=16 G=36 B=254
#1024fe



C=72 M=65 Y=61 K=62
R=44 G=45 B=48
#2C2D30



Brand Gradient



Quick Reference:

For print:

CMYK (ai, pdf and eps)

PMS (ai, pdf and eps)

For monitor display, powerpoint and web:

RGB/HEX (ai, eps, pdf, png, svg)

2.3 Secondary vertical logo

Options are provided when the preferred primary logo can't be used.



Our primary color palette

Our color palette is chosen to reflect our brand.



C=3 M=96 Y=0 K=0
PANTONE Rhod. Red C
R=238 G=0 B=154
#ee009a

Pink

caring, warmth, sensitive, modern, assertive



C=86 M=75 Y=0 K=0
PANTONE 2728 C
R=16 G=36 B=254
#1024fe

Blue

*Confident, secure, trust, loyal, progress,
powerful, success, responsible*



C=72 M=65 Y=61 K=62
R=44 G=45 B=48
#2C2D30

Green

*positive, trust, balance, sanctuary, stable,
health, wealth.*

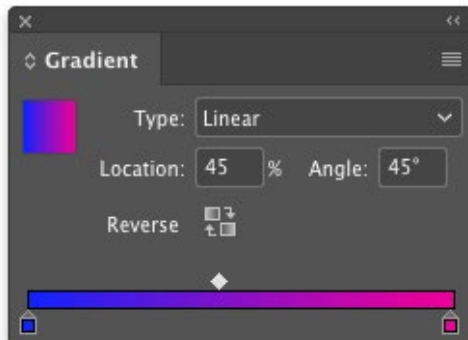
Yellow

Optimistic, happy, cheerful, energetic

CreditXpert Logo type



Brand
Gradient



Our secondary color palette

The colors below are support colors. Do not use them more than our primary. Use them about 10% of the entire color palette. Even though these colors are not used often, they are still useful in adding diversity to the palette.

Use example: charts, graphs, backgrounds



C=70 M=0 Y=75 K=0
R=0 G=210 B=120
#00d278



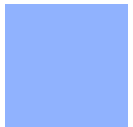
C=85 M=17 Y=84 K=4
R=2 G=148 B=91
#02945b



C=4 M=0 Y=87 K=0
R=255 G=245 B=47
#FFF52F



C=2 M=9 Y=85 K=0
R=255 G=223 B=66
#FFDF42



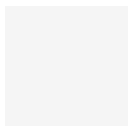
C=40 M=24 Y= 0 K=0
R=144 G=178 B=245
#90B2FE



C=80 M=67 Y= 0 K=0
R=54 G=88 B=255
#3658FF



C=92 M=84 Y= 0 K=0
R=0 G=17 B=212
#0011D4



C=3 M=2 Y= 2 K=0
R=245 G=245 B=245
#F5F5F5



C=27 M=22 Y= 22 K=0
R=186 G=186 B=186
#BABABAF

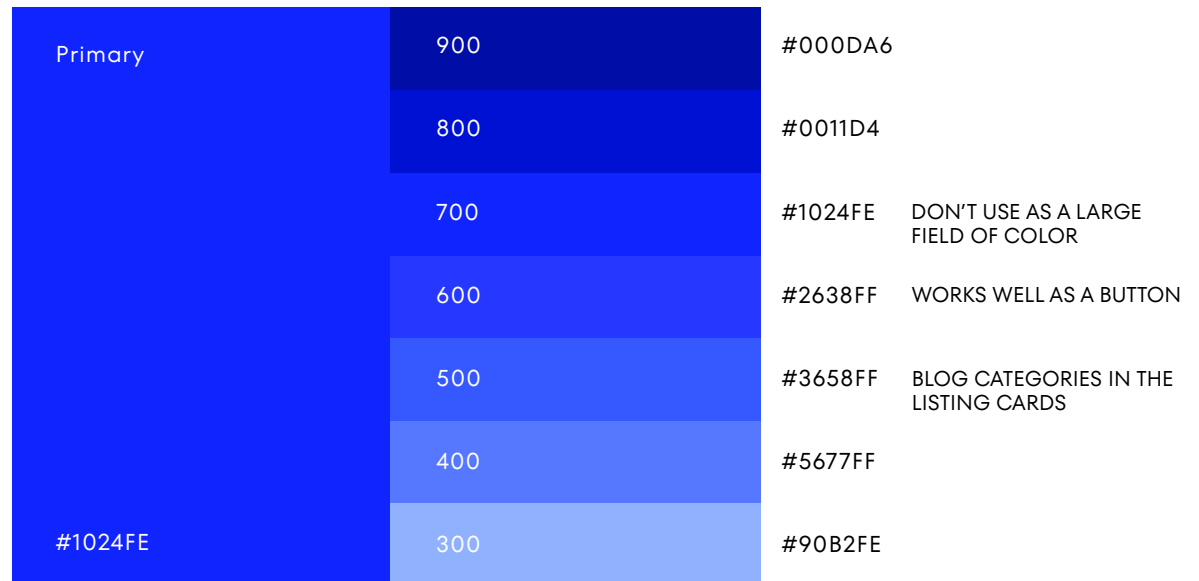
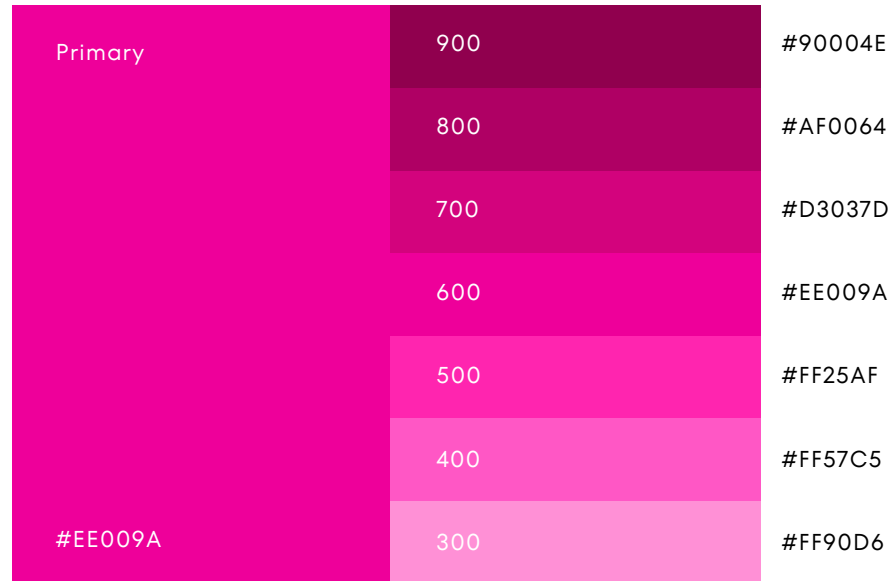


C=61 M=52 Y= 52 K=22
R=98 G=98 B=98
#626262

Digital primary color palette

Our digital color palette includes primary and secondary colors complete with dark and light primary variants.

SURFACE	#FFFFFF
LIGHT	#FFFFFF
DARK	#F5F5F5



Digital secondary color palette

Secondary	700	#02945B	
	600	#00D278	
	500	#1BF07E	TEXT ON BLACK BACKGROUND
#00D278			
#FFF52F		#FFDF42	
Primary	900	#1D1D1F	USED AS HEADERS
	800	#343434	
	700	#626262	SMALL & LARGE BODY COPY PARAGRAPHS
	600	#929292	
	500	#BABABA	
	400	#DCDCDC	
	300	#F5F5F5	
#1D1D1F			

Gradients and usage

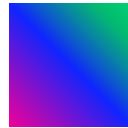
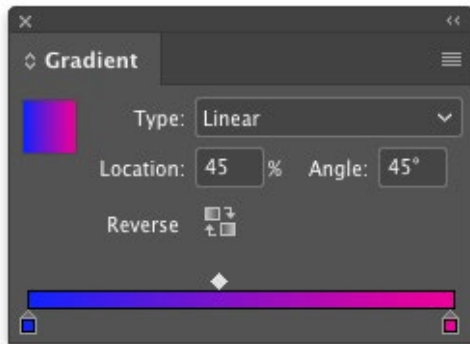
The gradients are used to support our brand. Use it on a limited basis.

Dos and Don'ts of gradient usage:

- Use for line work to complement primary and secondary colors
- Do not use on a fully printed page
- Can be used as a section background but not in a dominant way.
The strength of the gradient is quite strong.
- Use on charts and graphs
- Use as a footer



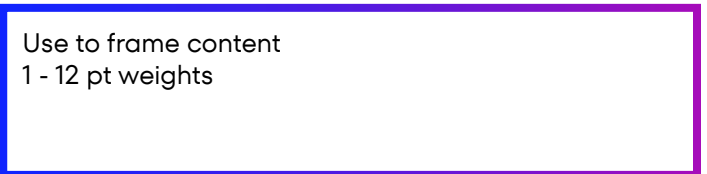
Brand Gradient



Gradient option

The angle of the gradient is around 45%.

#ee009a pink
#1024fe blue
#00d277 green



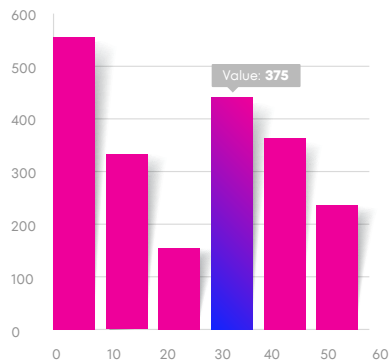
Use to frame content
1 - 12 pt weights



Use to stroke a line, 1 - 12 pt weights



Use on charts and graphs to accent results



50+ Point Increase
on Credit Score

