

Brand Guidelines.

Mortgage without the mess.



Meet Neat Capital

It's time to tidy-up your home
buying experience.

Brand Guidelines

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Meet Neat Capital

It's time to tidy-up your home
buying experience.

Introduction.

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John Doe

Job Position Here



What's better than a three-minute mortgage application?

A totally secure, "this stays between us," three-minute mortgage application.

Quiam voluptae dicium enihil id et ex et reped maximinci tem faccatquibus aut reptatur audae. Ut optatur ressuntiis es ditissintem quam ea dereper ehendio nsersperibus qui sequissit, simet etus quas evendam qui te nonsedipsam quaspiet pero cornist intotatque lame plant qui aut utam venditat a debitatum ducilique nonsequi blaborios alitate nimpore resciant eum ellentur sitecab int volupti offic tet aut enit, tet exeri voluptatum fugiasperum que volluptis eseri omnimol orioritest

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Icon Only



Standard Logo



On Dark Background Colors

The word Capital switches to white when used on darker background colors to allow it to pop.



Black & White

In cases of limitations only.



typography.

Primary Typeface

The primary font selection controls body (or “paragraph”) text across your website, while the secondary font selection controls headlines.

Aa

Museo Sans

Museo is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use.

AaBbCcDd EeFfGg
HhIi0123456789
+;%@*

Typography.
Primary Typeface Weights

Regular. AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:-_*")

Italic. *AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo*
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:-_")*

Bold. **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:-_*")

Context Text.
and Headlines

Caption Text	Caption Text
Write Your Text Right Here	Write Your Text Right Here
Montserrat Light 8 pt Type / 9.6 Leading	Montserrat Light 8 pt Type / 9.6 Leading
Caption Text	Caption Text
Write Your Text Right Here	Write Your Text Right Here
Montserrat Light 8 pt Type / 9.6 Leading	Montserrat Light 8 pt Type / 9.6 Leading

typography.

Secondary Typeface

The secondary font selection controls headlines.

Aa

Palatino

Palatino is a highly functional typeface that can be used in in any setting, for any purpose. It's widely used as a corporate typeface, for advertising headlines and text, as well as other display purposes.

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

Italic.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;- *")

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color palette.

Color Palette. Primary Color System

Neat Capital's primary color is Navy, the Teal color should be used as an accent color.

NAVY



HTML #0A2644

TEAL



HTML #18CCDD

ROYAL



HTML #2C1973

ORANGE



HTML #FDB35D

Color Palette. Secondary Color System

Red



HTML #e87770

GREY



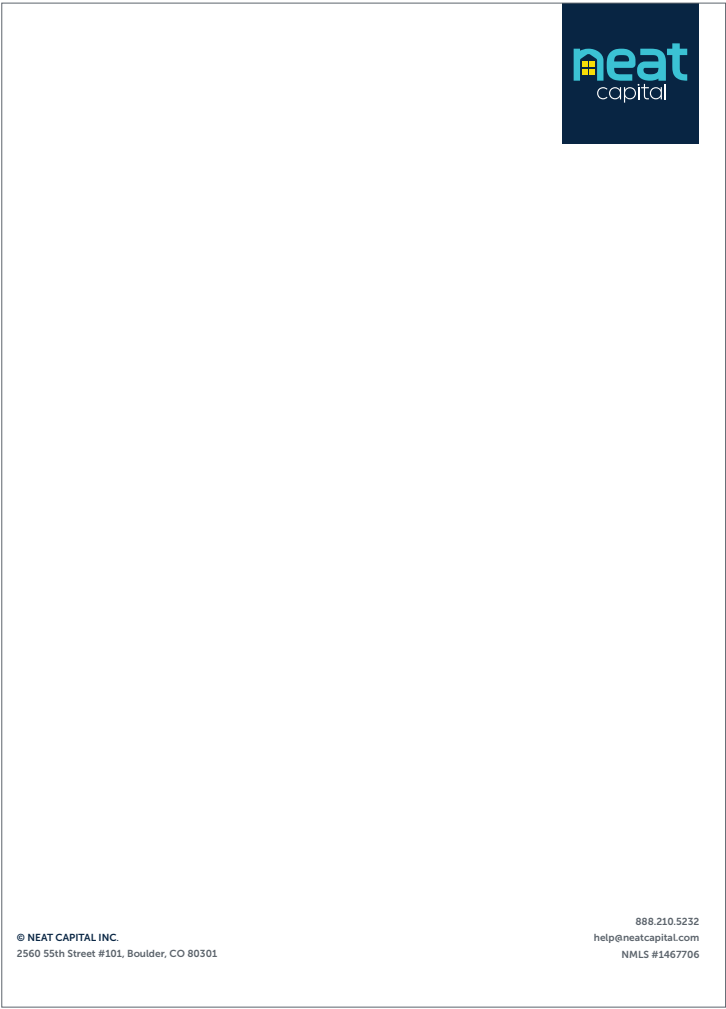
HTML #F3D9D1

company stationery set.

Letterhead. and Business Card

Business Card Parameter.

Card Dimensions
85 x 55 mm
Paper Weight
260 gram white
Print Color Format
CMYK



Letterhead Parameter.

Card Dimensions	Paper Weight	Print Color Format
297 x 210 mm	120 gram white	CMYK

buttons

Buttons

Primary Color System

Primary buttons are to be used for main Calls to Actions. Secondary Buttons can be used in applications. Width may vary up to 240 px but not to exceed that length. Text Links should be used when the action does not drive conversion. Corners should always be rounded to 4 px. Text within the button fields is always camel case Museo Sans 500, 18 px, or 16 px when the buttons are 100 px wide. Buttons shall be right aligned on forms. Headers and banners will require the button to be centered.

Primary Buttons



Height: 30 px **Width:** 200 px
Color: #fdb35d **Text Color:** #0a2644
Type: Museo Sans: 18 px

Hover



Height: 30 px **Width:** 200 px
Color: #e5913e **Text Color:** #e5834b
Type: Museo Sans: 18 px

Secondary Buttons



Height: 30 px **Width:** 200 px
Color: #0a2644 **Text Color:** #ffffff
Type: Museo Sans: 18 px

Hover



Height: 30 px **Width:** 200 px
Color: #3b5169 **Text Color:** #ffffff



Height: 30 px **Width:** 100 px
Color: #ffffff **Text Color:** #0a2644
Type: Museo Sans: 16 px

Hover



Height: 30 px **Width:** 100 px
Color: #0a2644 **Text Color:** #ffffff

company icon set.

Icon Set
Use in place of videos and images.



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neatcapital.com