



STRATEGIC

MORTGAGE ADVISORS

This logo draws inspiration from the strategic planning often seen in a coach's playbook. The arrows converging towards the home not only evoke the notion of strategic thinking and planning but also subtly form the letter "S", representing Strategic Mortgage Advisors. By blending the imagery of sports strategy with the symbolism of home, this concept conveys the company's commitment to crafting personalized mortgage solutions tailored to each client's goals and needs to help them 'win' in the home buying process.

FONTS

Figtree

Figtree is a clean yet friendly geometric font. It's light-hearted and crisp when used for text, yet still retains some punch when used in uppercase – perfect for buttons and short labels/headlines.

Archivo Narrow

Archivo Narrow is designed for use in highlights and headlines.

Hex # 000066

Hex # 0066cc

Hex # 000033

Hex # cccccc

Hex # fad600

Hex # 00b7d6

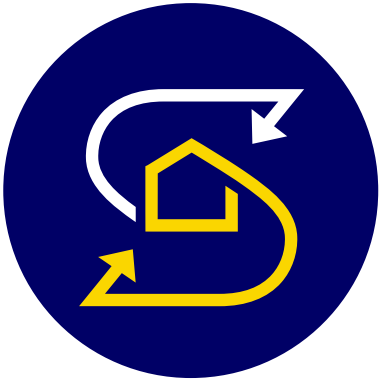
HORIZONTAL - LIGHT BACKGROUND



STACKED - LIGHT BACKGROUND



ICON - LIGHT BACKGROUND



HORIZONTAL - DARK BACKGROUND



STACKED - DARK BACKGROUND



ICON - DARK BACKGROUND



1 COLOR VERSIONS - DARK BACKGROUND



1 COLOR VERSIONS - LIGHT BACKGROUND

