



ROUNDPOINT
MORTGAGE COMPANY

Logo Styleguide

Brand Values

An expression of a brand's personality in a way that is clear, relevant and compelling to the customer.

Forward Thinking

Modern / Advanced

RoundPoint is a new kind of mortgage company. We are driving to revolutionize the process through innovation and technology.

Trustworthy

Honesty / Transparency / Security

Homeownership is a huge decision in anybody's life. RoundPoint ensures that their customers feel safe and secure through the entire process by being honest and transparent.

Dependable

Educational / Guiding / Enabling

Guidance and education ensure that our customers have the knowledge they need to make the right decisions.

Agile

Simple / Efficient

RoundPoint is focused on creating the simplest, fastest and most efficient mortgage experience for their customers.

RoundPoint Logo

1

Large Logo

Optimized for: ~4 x 2.2in and above
File folder: *RoundPoint_Logo_Top_L*

1



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2

Medium Logo

Optimized for: $\sim 2 \times 1.3\text{in} - 4 \times 2.2\text{in}$
File folder: *RoundPoint_Logo_Top_M*

3

Small Logo

Optimized for: $\sim 1.5 \times 1\text{in} - 2 \times 1.3\text{in}$
File folder: *RoundPoint_Logo_Top_S*

4

Favicon

Optimized for: $16 \times 16\text{px}$
File folder: *Favicon*

2

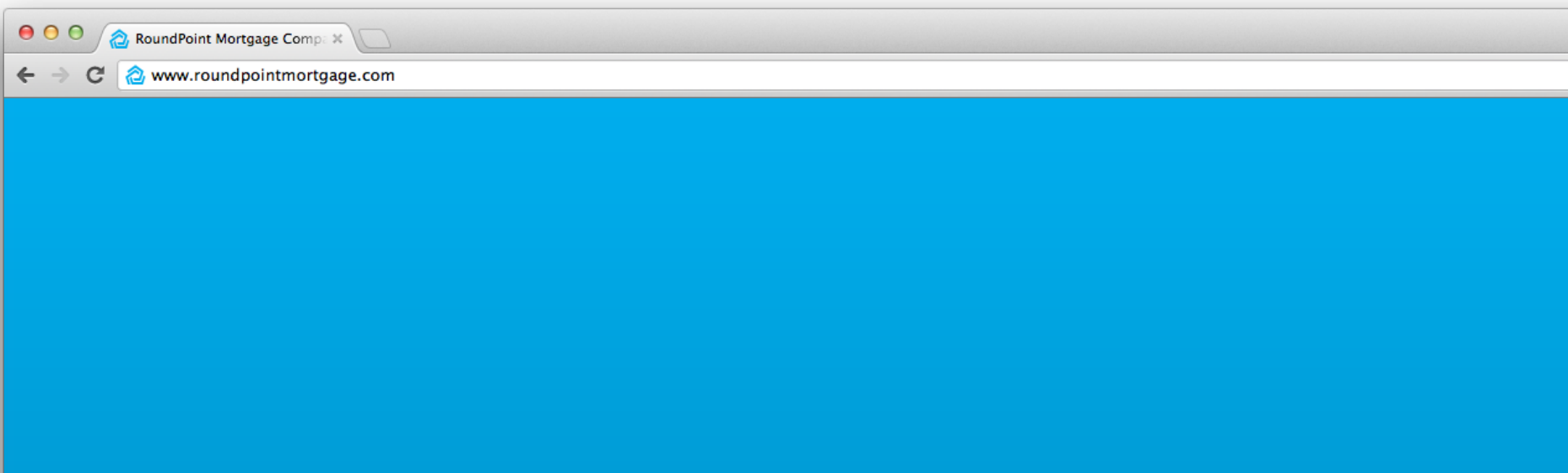


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Logo Proportions

The sizing of all elements of the logo are based on multiples of the cap-height.

Clearspace and lockup proportions scale relative to the logo size.

5



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Clear Space

Always make sure the logo gets the breathing room it needs.

The clear space around all dimensions of the logo should be equal or greater to the wordmark's cap-height.

Clearspace and lockup proportions scale relative to the logo size.

6



Left Logo Lockup

This logo lockup can be used for situations with limited horizontal space

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Large Logo

Optimized for: ~6 × 1.3in and above

File folder: [RoundPoint_Logo_Left_L](#)



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8

Medium Logo

Optimized for: $\sim 3 \times 0.5\text{in} - 6 \times 1\text{in}$

File folder: *RoundPoint_Logo_Left_M*

9

Small Logo

Optimized for: $\sim 1.5 \times 0.3\text{in} - 3 \times 0.6\text{in}$

File folder: *RoundPoint_Logo_Left_M*

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Logo Proportions

The sizing of all elements of the logo are based on multiples of the cap-height

Clearspace and lockup proportions scale relative to the logo size.



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Clear Space

Always make sure the logo gets the breathing room it needs

The clear space around all dimensions of the logo should be equal or greater to the wordmark's cap-height.

Clearspace and lockup proportions scale relative to the logo size.



Left Logo Lockup
(Without Tagline)

This logo lockup can be used for situations with limited horizontal space

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Large Logo

Optimized for: ~6 × 0.9 in and above
File folder: *RoundPoint_Logo_LeftSans_L*

12



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13

Medium Logo

Optimized for: ~3 × 0,4 in – 6 × 0,9 in
File folder: *RoundPoint_LeftSans_M*

14

Small Logo

Optimized for: ~1,5 × 0,25in – 3 × 0,4in
File folder: *RoundPoint_LeftSans_S*

13



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ROUNDPOINT

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Logo Proportions

The sizing of all elements of the logo are based on multiples of the cap-height

Clearspace and lockup proportions scale relative to the logo size.

15



16

Clear Space

Always make sure the logo gets the breathing room it needs

The clear space around all dimensions of the logo should be equal or greater to the wordmark's cap-height.

Clearspace and lockup proportions scale relative to the logo size.

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Logo Colors

They are what give a logo its personality

The primary color for the logomark is RoundPoint blue. The wordmark and tagline are both RoundPoint black.

When using color isn't possible one can use the black or white version of the logo instead.

RoundPoint Blue

CMYK: 70/14/0/0
RGB: 0/173/237
HEX: #00ADEE
Pantone Process Cyan C

RoundPoint Black

CMYK: 75/68/67/90
RGB: 0/0/0
HEX: #000000
Pantone Process Black C

Logo Color Formats

Use this guide to find the right logo color format to use.

17 2 Color Spot

Colors optimized for professional print production.

Filename Example:

RoundPoint_Logo_50_2Spot.eps

18 4 Color Process

Colors optimized for web and home printing.

Filename Example:

RoundPoint_Logo_50_4Process.eps

19 Black

1 color black version of the logo

Filename Example:

RoundPoint_Logo_50_Black.eps

20 White

1 color white version of the logo

Filename Example:

RoundPoint_Logo_50_White.eps

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Logo Typeface

This typeface is only used within the logo lockup, and always in ALLCAPS.

Typeface available from
Hoefler & Frere-Jones here:
[http://www.typography.com/fonts/
font_overview.php?productLineID=100009](http://www.typography.com/fonts/font_overview.php?productLineID=100009)

21

Verlag Black

Wordmark Typeface

22

Verlag Book

Tagline Typeface

21

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

22

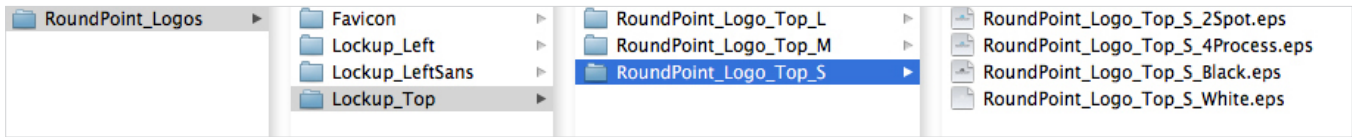
Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

Logo File Structure

Here is a quick guide to how the logos are organized.

Below is a screenshot of the folder hierarchy and the file naming conventions. All logo lockups are located in their respective folders. Logos are then organized by scale optimization (L/M/S, see p.6-12 for size guidelines). Within each of those folders are all the logo eps files sorted by the various color optimizations.



Conceptual Logo Applications

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Business Cards

RoundPoint business card design.
Front and Back.

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T-shirt

Custom RoundPoint T-shirt design.

23



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RoundPoint Pattern

Custom pattern created out of the RoundPoint mark. This pattern can be used throughout branded material.

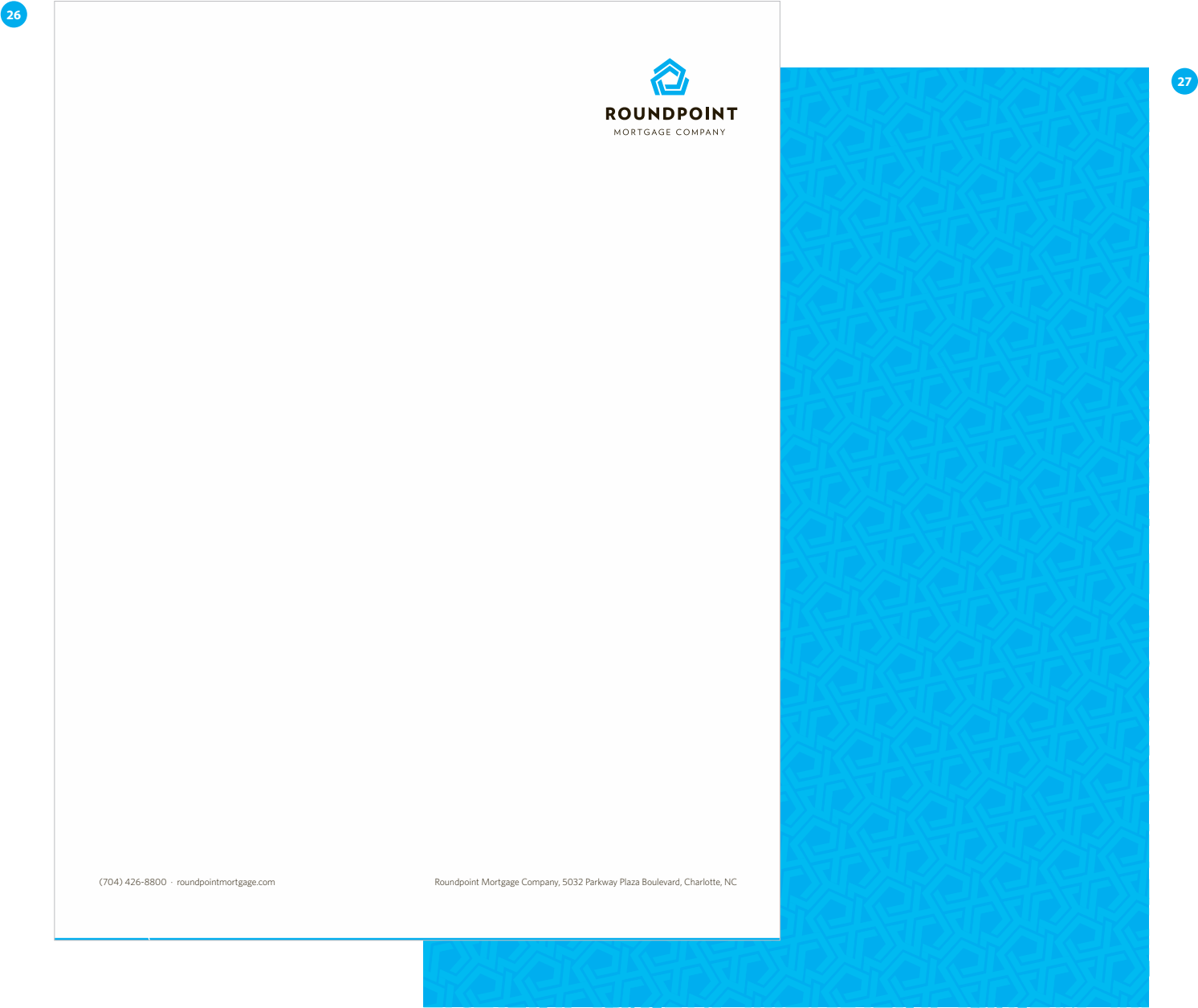


Letterhead

Custom RoundPoint stationary

26 Front Side

27 Back Side



Logo Styleguide

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