

LoanStar Home Lending Logo

Consistent use of the LoanStar Home Lending logo will aid in the visibility and recognition of the brand. Maintaining the legibility and the integrity of the logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised.

LoanStar Home Lending Logo Requirements

Maintaining the legibility and the integrity of the logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size and placement, the logo is not compromised.

HORIZONTAL

Preferred Version

4C/Spot
Print and Web



HORIZONTAL

Minimum size
Requirement



VERTICAL

4C/Spot
Print and Web



VERTICAL

Minimum size
Requirement



HORIZONTAL

Reverse



BRAND ICON

4C/Spot
Print and Web






LoanStar Home Lending Primary Color Palette




The LoanStar logo may be reproduced in black or the company primary Pantone color match.

Please use specific CMYK percentages when printing on a four color laser printer or 4-color press. Use acceptable RGB color values for documents used for electronic distribution and/or online applications.

To facilitate design and continuity of the graphic image, a palette of coordinating accent colors is approved for use. They can be used for background, type and graphics. You should never reproduce the logo in these accent colors.

PMS: 7495 C		Black 100%		Black 85%	
	R G B 143 153 62 C M Y K 42 5 98 29 Web # 999933		R G B 0 0 0 C M Y K 0 0 0 100 Web # 000000		R G B 0 0 0 C M Y K 0 0 0 80 Web # 5c6236

LoanStar Home Lending: Accent Colors

PMS: 7498 C		PMS: 181 C		PMS: 5415 C	
	R G B 92 98 54 C M Y K 60 44 88 31 Web # 5c6134		R G B 133 51 45 C M Y K 31 86 81 32 Web # 84322c		R G B 93 126 149 C M Y K 68 43 30 4 Web # 5d7e95

LoanStar Home Lending Typography

The two key typefaces of LoanStar Home Lending are Cambria and Calibri. They're clear and readable regardless of the media application. They also have a timeless quality and feel modern without being trendy.

CAMBRIA TEXT

for use in headers
and subheaders

BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
ITALIC	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
BOLD ITALIC	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

CALIBRI TEXT

for use in body text

BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
ITALIC	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
LIGHT ITALIC	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
BOLD ITALIC	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz