

Mortgage Alliance Brand Standards

All communications/advertising you produce must follow the guidelines below and those laid out in the advertising policy and should be approved by the Mortgage Alliance Marketing Department prior to production.
For any questions regarding these standards, email marketing@mortgagealliance.com

CORPORATE LOGO



White background and border around the logo must be included

USE OF CORPORATE LOGO

The Mortgage Alliance logo must be present in all marketing material promoting mortgage services.

COLOUR OPTIONS:

- The logo must be in original colours or black and white.
- Use of a transparent background is NOT allowed unless explicitly approved by the Marketing Department.

TEAM NAMES:

- Any team graphics must include the Mortgage Alliance logo in the same size or greater.
- Team names must include the words "team", "group" or ".com".

OTHER BRANDING REQUIREMENTS

REQUIRED INFORMATION:

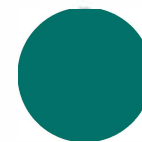
- Full name as registered with provincial regulator
- Regulatory title
- Brokerage Licence number if operating in Ontario
- Corporate address or franchise head office address where applicable
- Affiliation statement (franchise only)

CO-BRANDING:

- Multi-service advertising is not permitted for regulatory reasons.

TYPE & COLOR

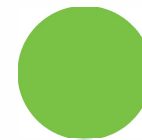
Font: "Centrury Gothic"
Font Size: Min. 6pt



GREEN

Pantone 328C
C 100 M 31 Y 65 K 16
R 0 G 113 B 102

Complimentary Colors



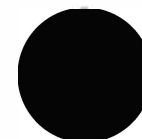
Limegreen

C 57 M 0 Y 98 K 0
R 121 G 193 B 69



Aqua

C 55 M 7 Y 33 K 0
R 114 G 187 B 178



Black

C 75 M 68 Y 67 K 90
R 0 G 0 B 0



Grey

C 0 M 0 Y 0 K 65
R 119 G 120 B 123