



BRAND GUIDELINES 2025

MISSION STATEMENT

We make homeownership fast, seamless, and stress-free—one home, one family, and one community at a time. With a white-glove mortgage experience built on speed, precision, and care, we turn dreams into addresses and make every client feel exceptional.

VISION STATEMENT

We're not just doing mortgages—we're reinventing them. By fusing cutting-edge AI with a human touch, we're delivering a lightning-fast, ultra-precise, and deeply personal homebuying experience. Our mission? To set a new standard in mortgage lending—one that's built for speed, trust, and the people who dare to dream big.

BRAND SLOGAN

"We Do Mortgages Differently—Because the Old Way Sucks.

CORE VALUES

C lients First & Can-Do Attitude	Creating memorable experience while delivering exceptional results
A ligned and Accountable	Empowering each other to reach our full potential
R esilient and Resourceful	Turning setbacks into comebacks, we find a way or make one
E xcellence	Be driven to achieve and committed to making a difference

MESSAGING APPROACH

Teach	Educational content that increases the audience's knowledge
Touch	Heartfelt messages that connect emotionally with our audience
Tell	Updates and insights into our activities and market dynamic shifts
Sell	Persuasive content that encourages audience engagement with our products or events

TOPE OF VOICE

We're not your average mortgage company, so we don't sound like one either. Our voice is:

Bold and Unapologetic – We don't do boring, corporate fluff. We speak with confidence, cut through the noise, and say what we mean—straight up.

Conversational and Approachable – We talk like real people because we are real people. No jargon, no robotic corporate-speak—just clear, engaging, and friendly conversations.

Fast-Paced and Energetic – We move quickly, and so does our tone. Short, punchy sentences that keep things engaging and easy to digest.

Relatable and Fun – Mortgages are serious, but that doesn't mean we have to be stiff. We inject personality, humor, and warmth into our messaging—because getting a mortgage shouldn't feel like a root canal.

Reassuring and Trustworthy – While we keep things light, we never compromise on credibility. We make complex processes feel effortless and guide clients with absolute confidence.

COMMUNICATION STYLE BY AUDIENCE

1. CLIENTS: THE HOMEBUYERS & HOMEOWNERS

TONE: Encouraging, empowering, and hype-worthy. Buying a home is a big deal, and we make it exciting, not stressful.

HOW WE SPEAK:

🏠 "Buying a home? We got you. No confusing jargon, no endless paperwork—just a fast, seamless mortgage experience that gets you across the finish line stress-free. Think of us as your homebuying pit crew—working at top speed to get you home faster than ever."

2. PARTNERS: LOAN OFFICERS & REALTORS

TONE: Confident, collaborative, and results-driven. We're the kind of partner that makes them look like rockstars.

HOW WE SPEAK:

💬 "We don't just close loans—we create raving fans. Our seamless, tech-driven process gives you an edge, making every deal smoother, every client happier, and every closing faster. Let's build something game-changing together."

3. MARKETING & BRANDING CONTENT

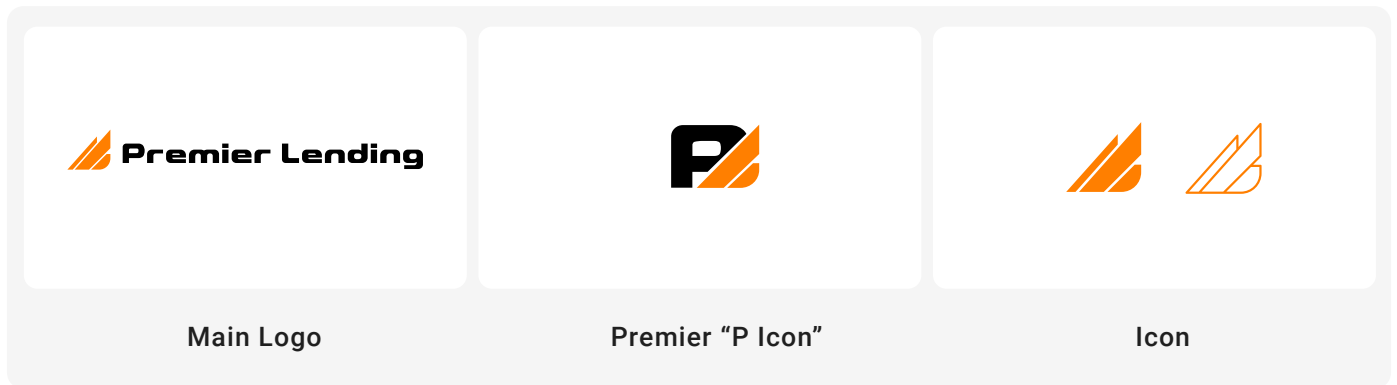
TONE: Dynamic, fun, and unforgettable. We don't just post content—we create experiences.

HOW WE SPEAK:

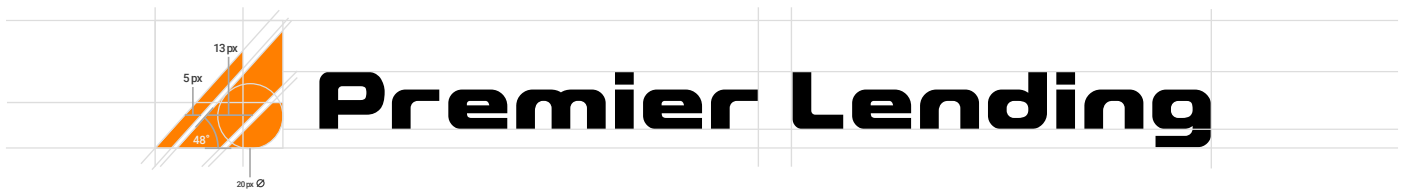
🎥 "Mortgages, but make them exciting. We're blending AI-driven precision with white-glove service to create a homebuying experience that's fast, smart, and totally different from the old-school mortgage grind. Ready to shake things up?"

Logo

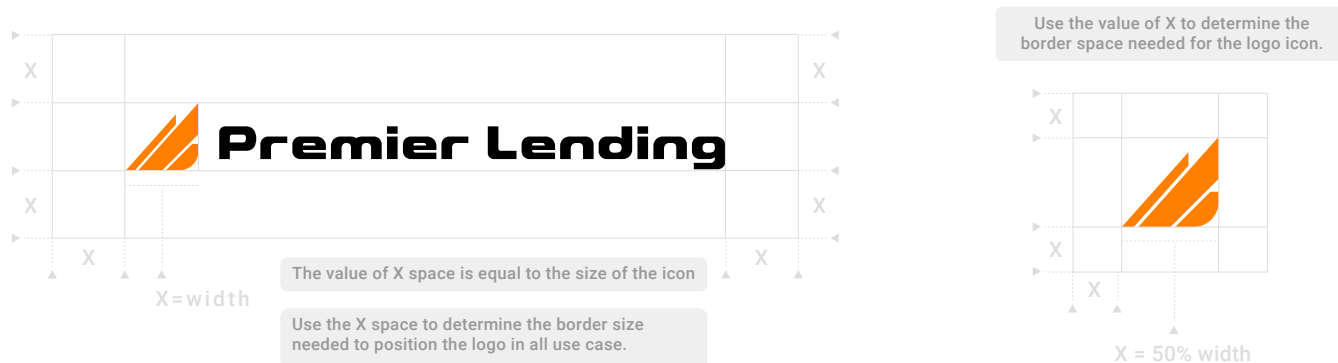
The Premier Lending logo is a bold statement of excellence, precision, and heritage—hallmarks of the brand we proudly represent. The strong, block-style lettering radiates confidence, stability, and trust, reflecting the seamless, secure, and streamlined journey we promise in every mortgage experience.



LOGO CONSTRUCTION



The three dynamic stripes, reminiscent of a falcon's wing, capture the spirit of ambition, resilience, and the pursuit of excellence. They honor the legacy of the three brothers who laid the foundation of Premier Lending, while also symbolizing the three pillars of the Jordanian flag—a tribute to our roots, culture, and family values that inspire and unite us.



Together, these elements forge a visual identity that is modern, timeless, and deeply meaningful—embodying our mission to empower dreams, elevate communities, and create lasting legacies.

LOGO DO'S AND DON'TS

		
✓ Do	✗ Don't stack the text and icon	✗ Don't tamper alignment
  		
✓ Do follow correct color usage	✗ Don't use any other shade.	✗ Don't use monotone.

LOGO ON TOP OF SOLID COLOR



The best appearance of the Premier Lending logo is on a primary background(solid black | solid white) with enough clear space.



when using a busy background image, opt to use a capsule. Mind the X space and keep the color to either black or white.

Color

PRIMARY



	White	HEX	#FFFFFF	RGB	255,255,255	CMYK	0,0,0,0
	Black	HEX	#000000	RGB	0,0,0	CMYK	0,0,0,0

SUPPORT COLOR GUIDE

	Black Shade 1	HEX	#111111	RGB	32,32,32	CMYK	72,66,65,74
	Black Shade 2	HEX	#404040	RGB	64,64,64	CMYK	68,61,60,47
	Black Shade 3	HEX	#606060	RGB	96,96,96	CMYK	61,53,52,24
	White Shade 1	HEX	#efefef	RGB	239,239,239	CMYK	5,3,3,0
	White Shade 2	HEX	#e5e5e5	RGB	204,204,204	CMYK	19,15,16,0
	White Shade 3	HEX	#999999	RGB	153,153,153	CMYK	43,35,35,1
	Orange Shade 1	HEX	#E57200	RGB	255,153,51	CMYK	7,67,100,0
	Orange Shade 2	HEX	#FF9930	RGB	191,95,0	CMYK	0,47,89,0
	Orange Shade 3	HEX	#FFC270	RGB	128,64,0	CMYK	0,26,64,0

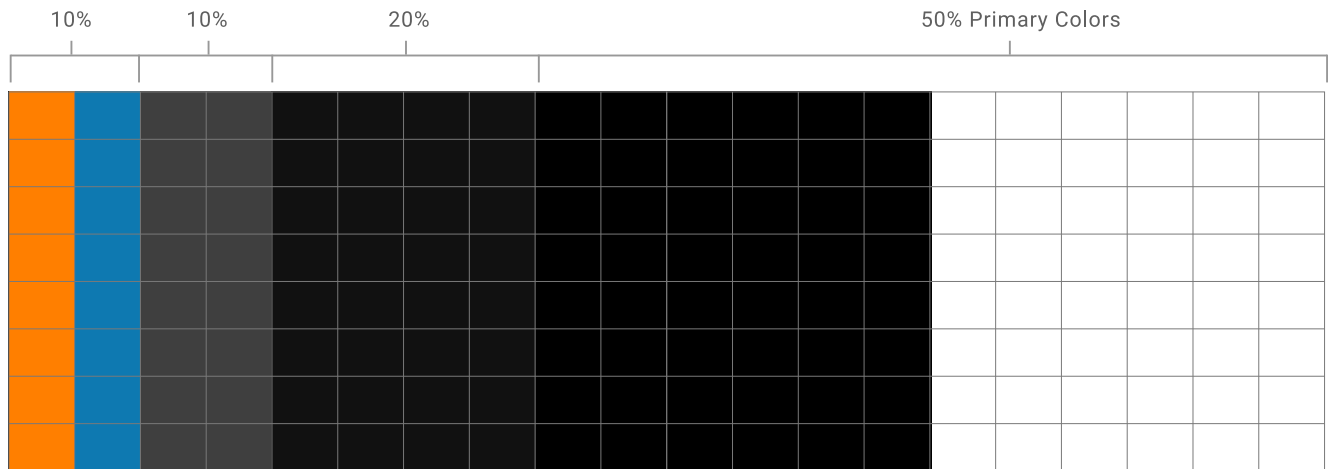
SECONDARY



SUPPORT COLOR GUIDE

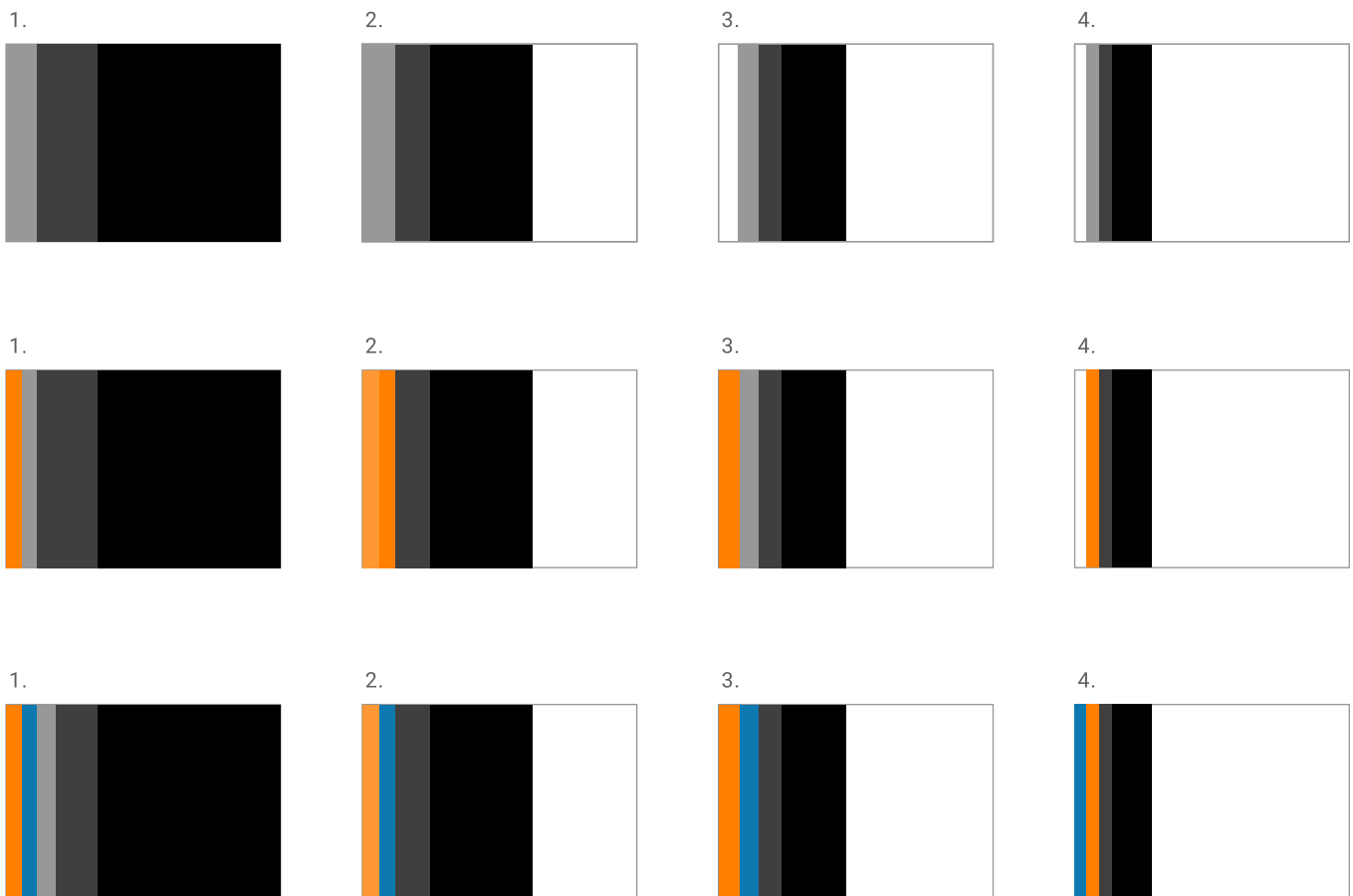
	Blue Shade 1	HEX	#0B5085	RGB	62,148,193	CMYK	99,73,23,7
	Blue Shade 2	HEX	#2589A8	RGB	11,91,133	CMYK	81,33,24,1
	Blue Shade 3	HEX	#6EB3D0	RGB	4,35,52	CMYK	55,14,11,0

Color Proportion



Primary + Accent Color Proportion Sample

COLOR BALANCE



Usage Design Examples



Typography

Title SubTitle Body

Your Trusted Financial Partner.

Empowering Dreams Through Tailored Lending Solutions.

Premier Lending is committed to providing personalized financial solutions that help you achieve your goals. Whether you're purchasing your first home, expanding your business, or consolidating debt, we offer competitive rates, flexible terms, and exceptional customer support to make your journey seamless and stress-free.

Stats Subtitle

100%

Satisfied Clients Served

95% Approval Rate for Loan Applications

\$1.2 Billion in Loans Processed

Roboto Type Family

Finance Loan Mortgage Equity Capital Growth Security Trust
Opportunity Investment Savings Approval Credit Solutions
Innovation Partnership Flexibility Support Success

PRIMARY TYPEFACE

A-Space

Pr

Premier Lending

A-Space Thin

Premier Lending

A-Space Light

Premier Lending

A-Space Bold

Premier Lending

A-Space Black

The A-Space font, should be reserved for just the logo typeface. We may make an exception for large numbers (when used in reporting dashboards)

Roboto

Pr

Premier Lending

Roboto Light

Premier Lending

Roboto Regular

Premier Lending

Roboto Bold

Premier Lending

Roboto Black

Typhography

PRIMARY TYPE HIERARCHY & SIZE GUIDE

Headline

Roboto Black

30pt 300%

Subhead

Roboto Bold

15pt 150%

Body

Roboto Bold

10pt 100%

Your Trusted Financial Partner.

Empowering Dreams Through Tailored Lending Solutions.

Premier Lending is committed to providing personalized financial solutions that help you achieve your goals. Whether you're purchasing your first home, expanding your business, or consolidating debt, we offer competitive rates, flexible terms, and exceptional customer support to make your journey seamless and stress-free.

Headlines and Subheads

Font:

- Headlines and subheads should use Roboto.
- Extremely large headlines or type (>100pt.) may use Roboto Thin based on incontext appearance.
- Subheads should use Roboto Bold.
- However, they may use Roboto Regular, Medium or Bold depending on the amount of subhead text, contrast with the background, and relative scale to the headline.
- Only use Regular, Medium or Bold if the subhead is scaled smaller than the headline.

Case:

- Headlines should use sentence case.
- Subheads should use sentence case.

Color:

- Headline: black or reversed out/white.
- Subhead: black or reversed out/white.

Size Guide: Shown here in display is a relative size guide. Start with choosing a font size for your body text, somewhere between 8pt-15pt, this will be your 100% base size. The **headline** will follow this base size by 300% bigger and 50% bigger for the **subhead**. Captions or small texts should be 50% - 55% of the body text.

SCALING

Headline

Roboto Black

30pt

Subhead

Roboto Bold

15pt



FAST & RELIABLE MORTGAGE SOLUTIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



FAST & RELIABLE MORTGAGE SOLUTIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Headline

Roboto Black

30pt

Body

Roboto Reg

8pt

Shown in this case, the subhead is changed to a body text to fit the 19:16 aspect ratio.

Type Weight: Weight changes can also call attention to key words or phrases in headlines as shown in the examples above.

Print Mockups



Digital Mockups



THE COMMUNITY HEROES MORTGAGE PROGRAM

OFFERING HOME PURCHASE LOANS AND REFINANCES WITH **NO ORIGATION FEES!**

At Su Casa Loans we want to recognize you professional men and women who support the public every day. The Community Heroes Mortgage Program was created to help you achieve the dream of homeownership!

Offer subject to standard third party costs and fees

WHO CAN BENEFIT

Educators * Emergency Medical Services * Firefighters * Law Enforcement Officers * Medical Professionals * Military and Veterans (active and reserves) * Union Members

READY TO GET STARTED? CALL US TODAY



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LETS CONNECT

Offer applies to loans that close with Premier Lending, Inc. in all licensed states. Offer valid through 12/31/25. Applicant must use program code "PLHERO". This is an advertisement and is not a commitment to lend, nor should it be construed as lending advice. Loans are subject to credit approval and terms. Refinancing an existing loan may result in total finance charges being higher over the life of the loan. Reduction in payments may reflect longer loan terms. Terms of the loan may be subject to payment of points and fees by the applicant. Premier Lending, Inc. is an Equal Housing Lender NMLS #238143 (www.nmlsconsumeraccess.org). Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act | Arizona License #1002240.



TURN I CAN'T INTO I'M HOME

THE PREMIER PATHWAY

Buying a home just got more affordable! The Premier Pathway to Home Program helps reduce your upfront costs, making home ownership easier for you.

WHY CHOOSE THE PREMIER PATHWAY?	PROGRAM BENEFITS
Get up to 5% Assistance: Cover your down payment and other upfront costs. No Hidden Costs: Enjoy 0% interest with forgivable options—no monthly payments. More Flexibility: Forgivable loans can be cleared after just 36 on-time payments. Broad Eligibility: Designed for buyers with credit scores starting at 600.	Lower Your Upfront Costs: Keep more money when buying a home. Simple Process: We make it easy to qualify and get approved. Options to Fit Your Needs: Choose the best plan for you.

READY TO GET STARTED? CONTACT US TODAY!



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Premier Lending

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UNLOCK YOUR WEALTH

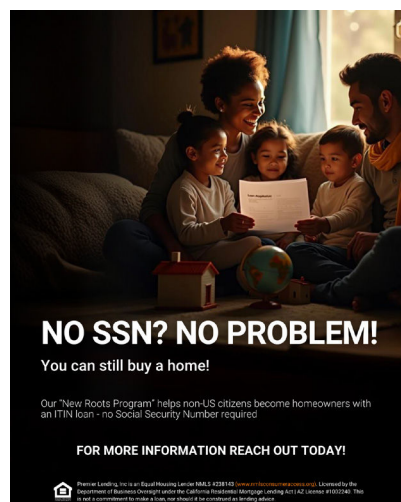
USING THE RIGHT STRATEGY THE RIGHT PRODUCT - **NOT JUST A LOW RATE!!!**



REDEFINING HOMEBUYING.

WHERE TECH MEETS PERSONAL TOUCH

Premier Lending
HOMES BUILT ON CARE



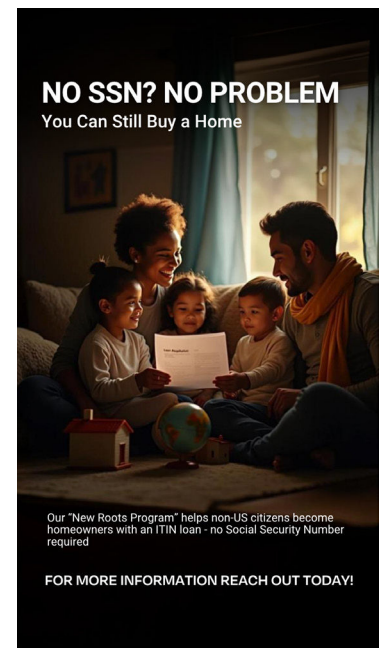
NO SSN? NO PROBLEM!

You can still buy a home!

Our "New Roots Program" helps non-US citizens become homeowners with an ITIN loan - no Social Security Number required

FOR MORE INFORMATION REACH OUT TODAY!

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