# Premier Lending

BRAND GUIDELINES 2025

Premier Lending

## 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

| | |
|---|---|
| **Clients First & Can-Do Attitude** | Creating memorable experience while delivering exceptional results |
| **Aligned and Accountable** | Empowering each other to reach our full potential |
| **Resilient and Resourceful** | Turning setbacks into comebacks, we find a way or make one |
| **Excellence** | 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 |

## TONE 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:**

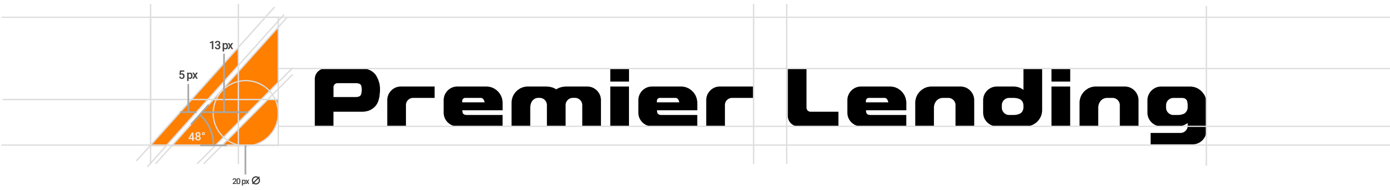
🎯 "Mortgages, but make them exciting. We're blending AI-driven precision with white-glove service to create a homebuying experience that's fast, smart, and totally different from the old-school mortgage grind. Ready to shake things up?"

# Logo

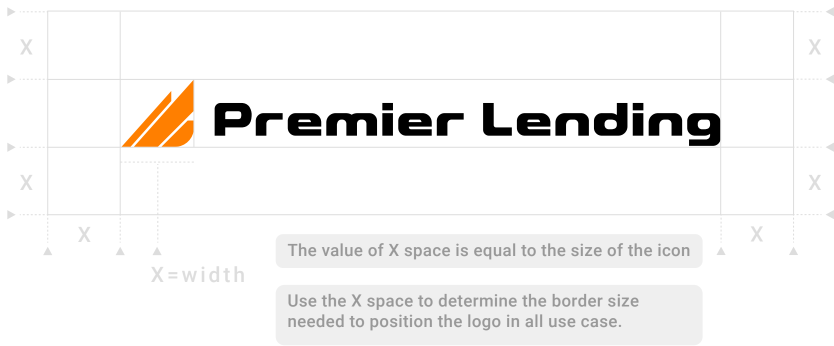
The Premier Lending logo is a bold statement of excellence, precision, and heritage—hallmarks of the brand we proudly represent. The strong, block-style lettering radiates confidence, stability, and trust, reflecting the seamless, secure, and streamlined journey we promise in every mortgage experience.

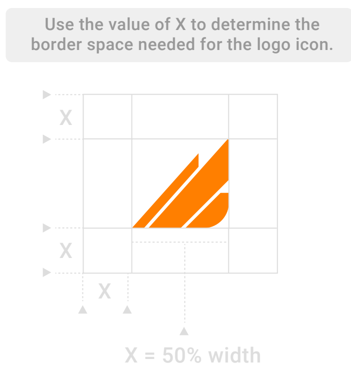
| Main Logo | Premier “P Icon” | Icon |
|---|---|---|

## 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

Premier Lending

✓ Do

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✗ Don't stack the text and icon

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✗ Don't tamper alignment

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#FF8000

✓ Do follow correct color usage

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✗ Don't use any other shade.

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Premier Lending

✗ Don't use monotone.

## LOGO ON TOP OF SOLID COLOR

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


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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

| #000000 | #FFFFFF | FF8000 |
|---|---|---|

| | | | | | | |
|---|---|---|---|---|---|---|
| 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 |

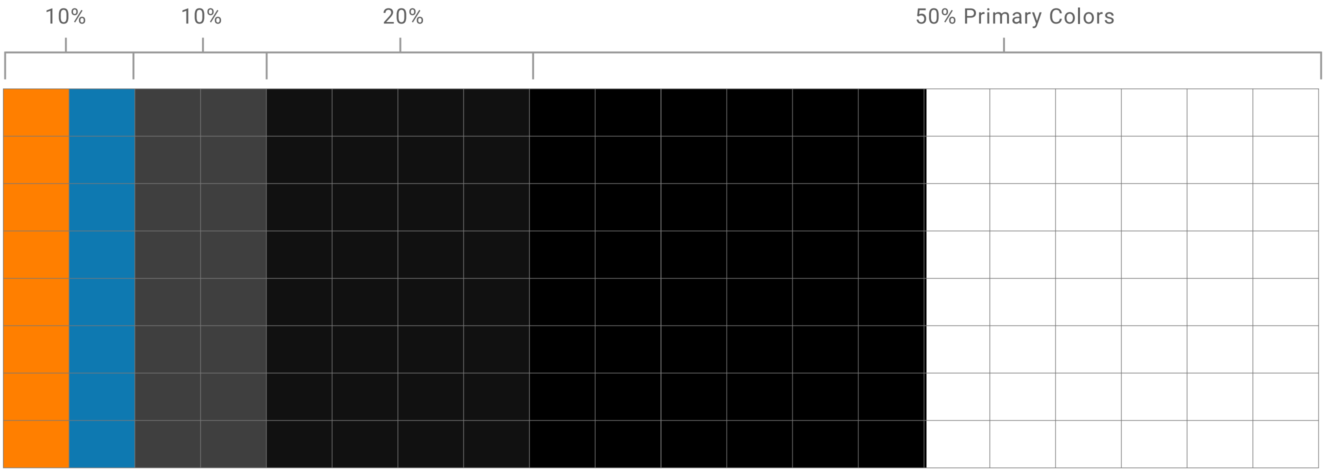
## SECONDARY

0E79B2

## SUPPORT COLOR GUIDE

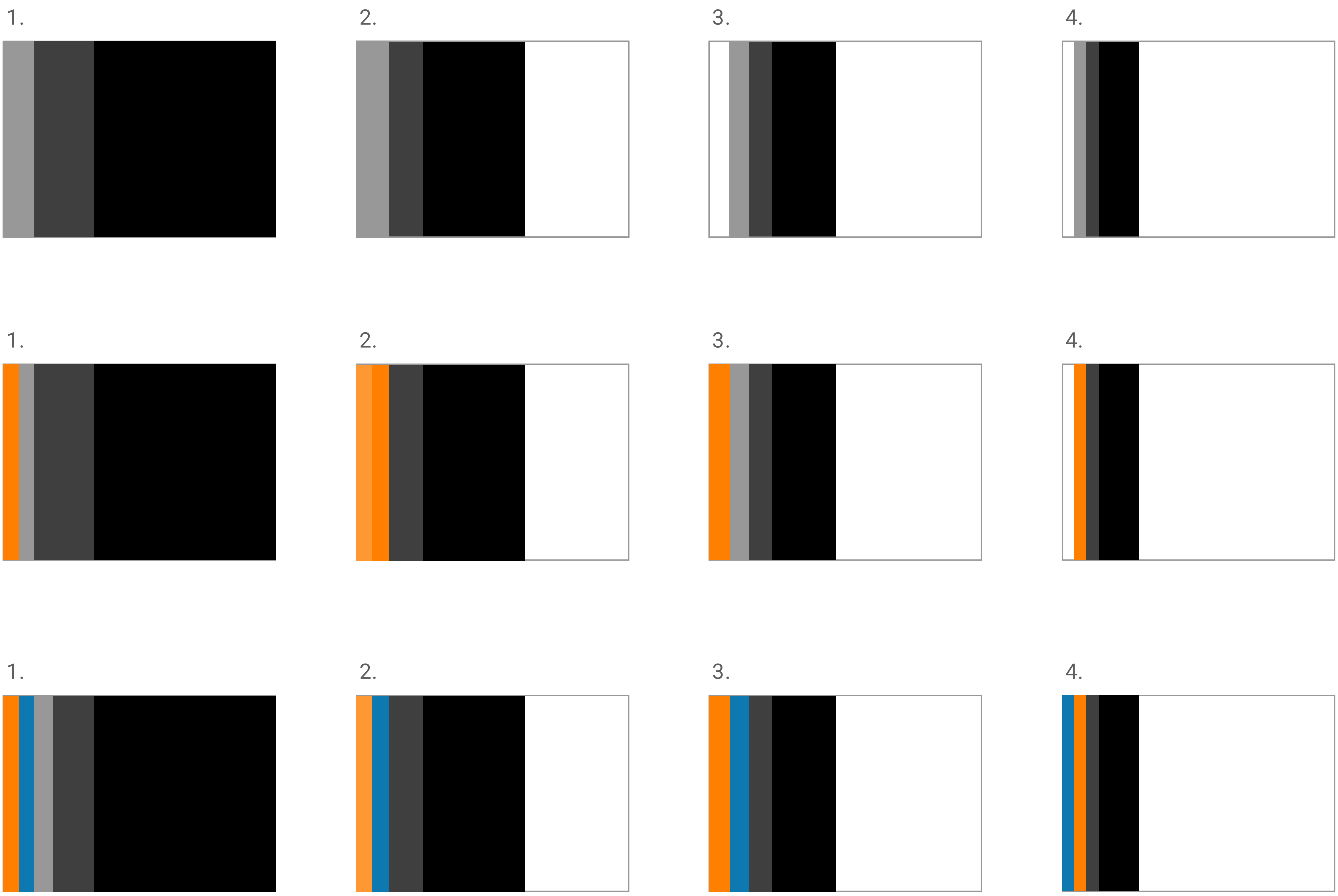
| | | | | | | |
|---|---|---|---|---|---|---|
| Blue Shade 1 | HEX | #0B5085 | RGB | 62,148,193 | CMYK | 99,73,23,7 |
| Blue Shade 2 | HEX | #2589A8 | RGB | 11,91,133 | CMYK | 81,33,24,1 |
| Blue Shade 3 | HEX | #6EB3D0 | RGB | 4,35,52 | CMYK | 55,14,11,0 |

# Color Proportion




Primary + Accent Color Proportion Sample

## COLOR BALANCE



# Usage Design Examples






# Typhography

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%

# Your Trusted Financial Partner.

Subhead
**Roboto Bold**
15pt 150%

## Empowering Dreams Through Tailored Lending Solutions.

Body
**Roboto Bold**
10pt 100%

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



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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# Digital Mockups