HIGHLANDS
RESIDENTIAL MORTGAGE

BRAND STANDARDS AND GUIDELINES

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Introduction

HIGHLANDS
RESIDENTIAL MORTGAGE

We have the vision to be the world's most respected mortgage brand. To accomplish this, we have created a culture that supports our team members, so they can deliver unmatched service and products to our customers and industry partners, while fulfilling the American Dream of homeownership.

Our Mission is to provide superior quality service that employees are proud of, customers refer to their family and friends and Realtors/builders recommend to their clients. We are committed to bettering the lives of our employees, our customers and communities – while inspiring others to do the same.

Light Background Logo Variations

Dark Background Logo Variations

Breathing Space

Three main sizes provided for common use:

Sizes shown should be considered the minimum for print/online use

50px (.6944") tall for web banners, online ads, and signatures
63px (.875") tall for most printed materials
72px (1") tall for larger prints and web pages

Minimum space around logo:

18px (.25") clear space from page edges
9px (.125") clear space from other text and icons

Color palette

Blue
RGB 14, 9, 62
CMYK 100, 94, 0, 60
HEX #0E093E
Pantone P 101-16C

Gray 01
RGB 163, 164, 167
CMYK 38, 30, 29, 0
HEX #a3a4a7
Pantone cool gray 7C

Gray 02
RGB 192, 192, 191
CMYK 25, 20, 21, 0
HEX #c0c0bf
Pantone cool gray 4C

Gray 03
RGB 214, 215, 216
CMYK 15, 11, 11, 00
HEX #d6d7d8
Pantone 427C

Gray 04
RGB 223, 223, 223
CMYK 11, 08, 09, 00
HEX #dfdfdf
Pantone P 179-2 C

White
RGB 255, 255, 255
CMYK 00, 00, 00, 00
HEX #ffffff
Pantone P 1-1C

COLOR USAGE RECOMMENDATION (APPROXIMATE RATIO):

Brand Typeface 01

Times New Roman

Ucianda sin repro dit occulla boratque velit untiam fuga

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?,.’

Electur rectus comnis estibus ciistes totaestorum ipicipi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&!?,.’*

Bitatiore perianit oditae est, con expedi offic tesequas qui

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?,.’

Bitatiore perianit oditae est, con expedi offic tesequas qui

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?,.’

Brand Typeface 02
Lato

Ucianda sin repro dit occulla boratque velit untiam fuga

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?,.'

Electur rectus comnis estibus ciistes totaestorum ipicipi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&!?,.'*

Bitatiore perianit oditae est, con expedi offic tesequas qui

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?,.'

Bitatiore perianit oditae est, con expedi offic tesequas qui

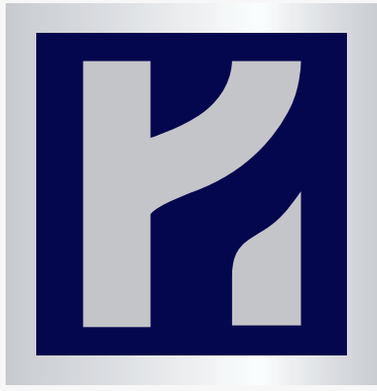
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?,.'

Team Logos

Compliance rules for team logos

- Team logos must not be larger or more prevalent than the HRM logo on advertising
- The team logo may not, in any fashion, be representative of a DBA
- The team name may never be used independently of HRM's main logo on any advertising
- The team logo may not, in any fashion, alter the appearance of HRM's main logo

Examples of acceptable logos:

Examples of unacceptable logos:

Examples of unacceptable team logos: