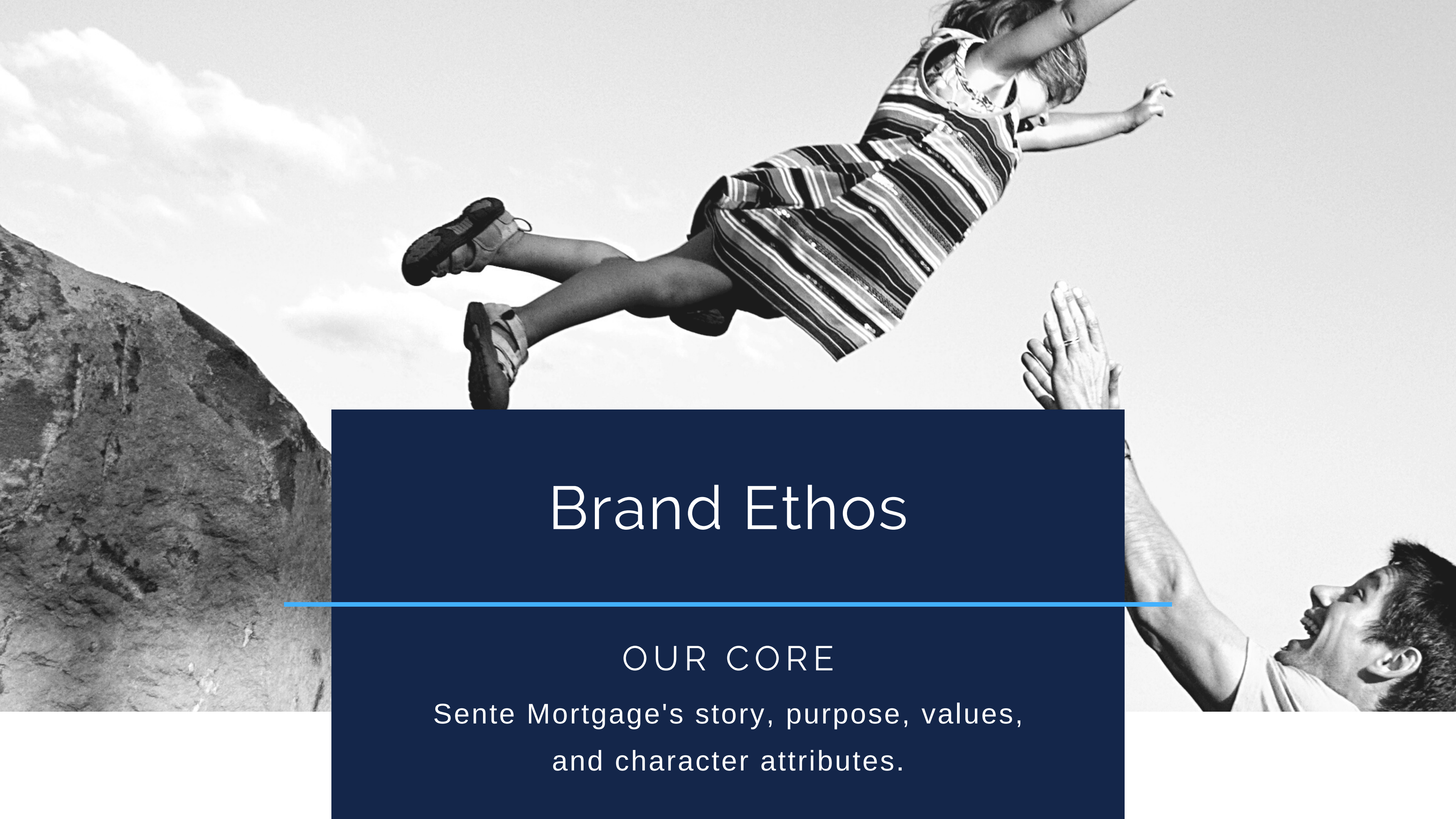


Brand Book

2021

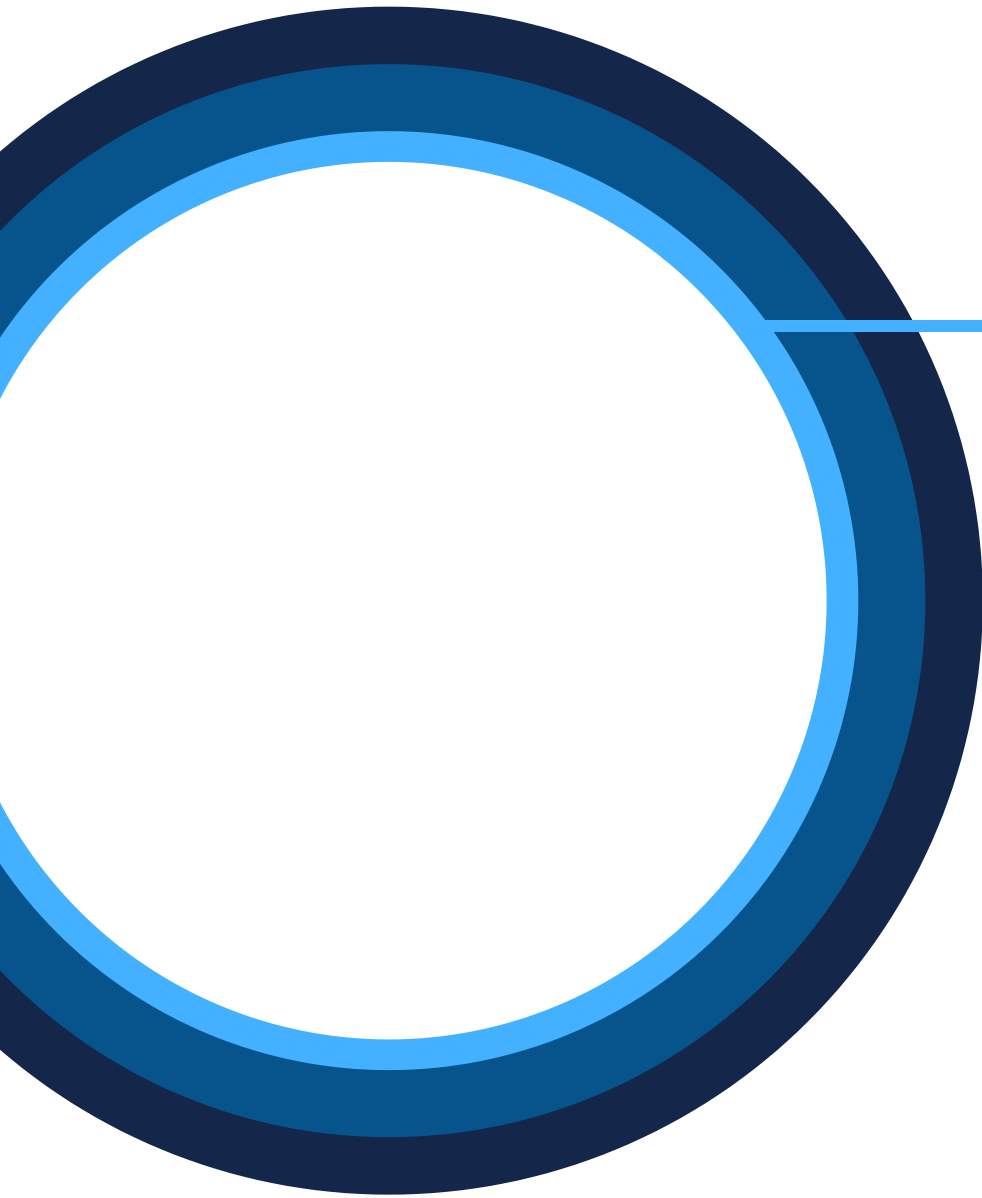




Brand Ethos

OUR CORE

Sente Mortgage's story, purpose, values,
and character attributes.



It's nice to meet you.

OUR HISTORY

Launched in the midst of one of the most historic and turbulent eras in mortgage banking, Sente Mortgage was formed with thoughtful leadership and a vision for an industry in crisis. While many were closing their doors, we launched with a unique name and model: purpose-driven, ethically grounded, and always improving.

Sente isn't just a mortgage company - it's where financial possibility is created through partnership.

Sente, explained.



The winning, most advantageous position in the ancient strategic board game, Go, is called "Sente." We adopted this name as a metaphor for helping create strong financial situations. This concept is also the foundation of our company's purpose.

Wisdom through experience and cultivated expertise. Drive and initiative to always learn, stretch, and grow. Sente bridges the knowledge of an established mortgage company with a commitment to adaptability.



Our Purpose

WHY DOES SENTE EXIST?

We create financial possibility.

What We Stand For

SENTE'S CORE VALUES

Together we will...

01 

Learn,
Stretch,
and Grow

02 

Deliver
on Our
Promises

03 

Embrace
Challenges as
Opportunities

04 

Improve
and
Innovate

05 

Care so Much
We Make a
Difference

06 

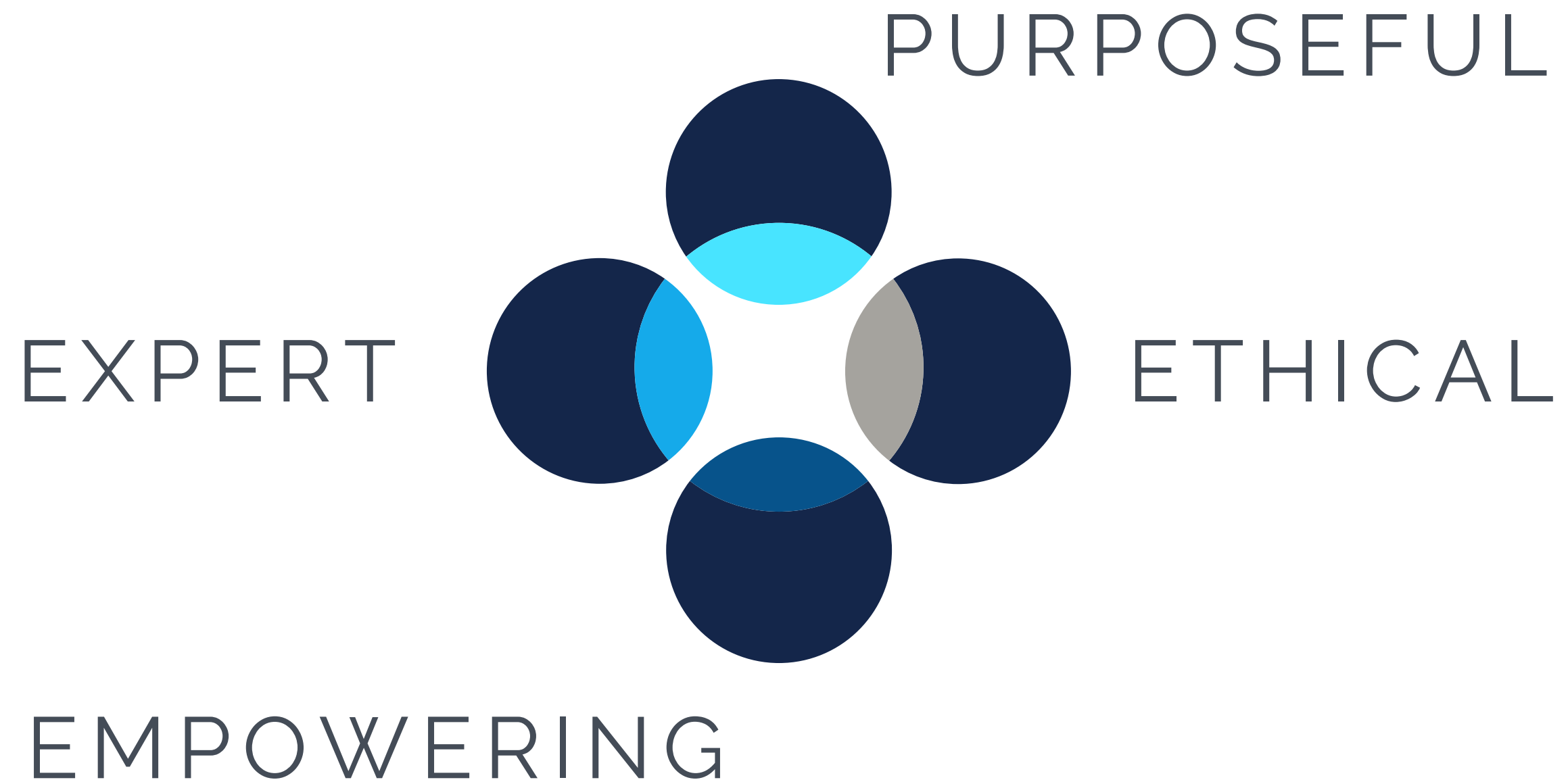
Always
Do the Right
Thing

07 

Think
Long-Term

Sente's Attributes

THE PRIMARY ELEMENTS OF OUR PERSONALITY



Sente's Attributes

BRAND PERSONALITY & CHARACTERISTICS

PURPOSEFUL

Our values are our backbone. We know why we're here. We're motivated by our ambitious goals, and we've set our intention to make a difference, which translates to every aspect of our business and interactions. Finesse, focus, and empathy help us deliver on our promises.

EXPERT

We take our craft seriously. We don't just process loans expediently - we're pros with industry mastery that speaks for itself. We're hungry to learn, improve, innovate, and constantly hone our talents. As thought leaders, we're determined to offer the best of the best.

Sente's Attributes

BRAND PERSONALITY & CHARACTERISTICS

EMPOWERING

We're committed to giving people the tools, resources, and support needed to create true financial possibility. As partners through every stage of homeownership, we're a hub of trustworthy and valuable insight to help bolster your greatness and opportunities. To us, it's critical that you have what you need to succeed.

ETHICAL

We do the right thing with the trust we're given. We have intimate insight into our borrowers' lives, and we know that comes with great responsibility. We'll always take the high road, regardless of the shortcuts. You can count on us for honesty and high ethics, driven by our core values.



Style Guide

VISUAL IDENTITY

Reference for logos, typeface, color palette, and image collateral

Logo Usage

PROPER USAGE



IMPROPER USAGE



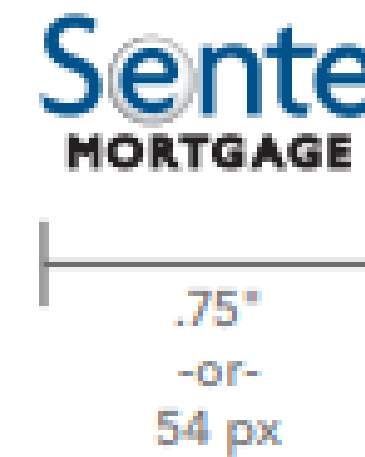
Logo Size and Clearance

CLEARANCE



Always apply the Sente logo with an appropriate amount of free space around it. At a minimum, clear space should equal the height of the "S" in Sente.

SIZE MINIMUM



The minimum size of the logo is .75" in printed materials and 54 px when used on screen.

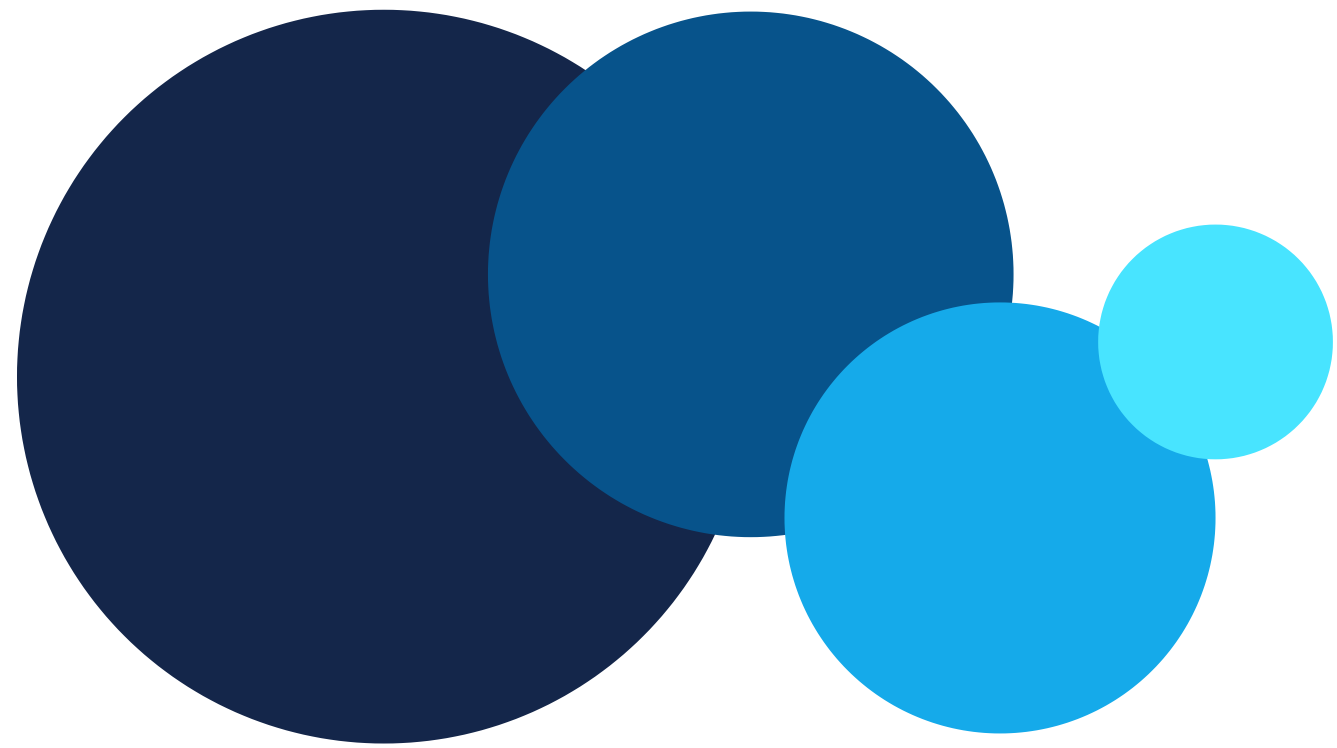
Raleway is the preferred primary font for headlines and body copy. Variations such as Medium, Bold, and Black can be used appropriately to distinguish text and headers.

abcdefghijklmnopqrstuvwxy
 z
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ

Avenir can be used as an alternative body font, specifically for callouts and captions. Variations such as Heavy and Italic can be used as necessary.

abcdefghijklmnopqrstuvwxy
 z
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ

Arial should be reserved for web-based designs where primary fonts are not supported.



PROPORTIONS

Color Palette

PRIMARY & ACCENTS

Tint and shade variations are acceptable pending the use case and when they will support better legibility or improved aesthetics.

hex #14264A

hex #07538B

hex #15aaea

hex #48e4ff

"Deep Blue"

PRIMARY

"Sente Cerulean"

SECONDARY

"Vivid Blue"

ACCENTS

"Light Cyan"

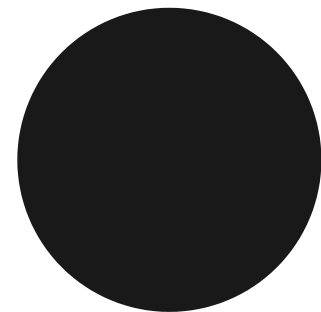
Color Palette

NEUTRALS

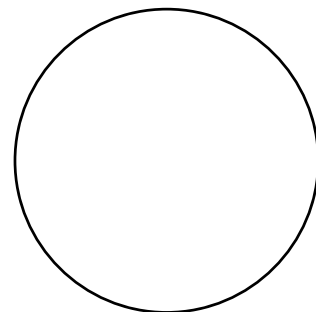
Neutrals can be used to add dimension and sophistication, and for palpable ux - ie, giving the eye a rest. These serve as good background alternatives to white when looking for a subdued highlight.

B & W

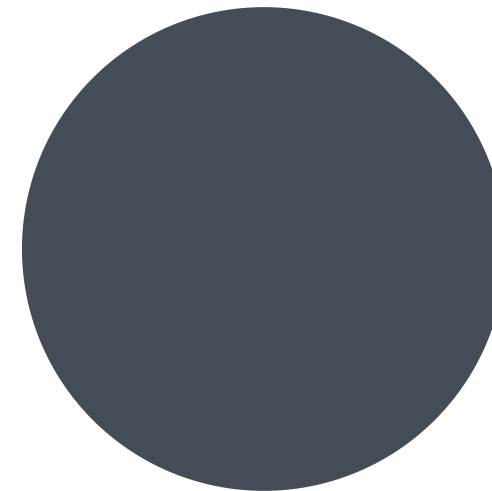
Use rich black when printing. For digital, avoid pure black (#000000) for backgrounds/text as it overpowers and is straining to the eye. Use clean white to create contrast and clarity through negative space.



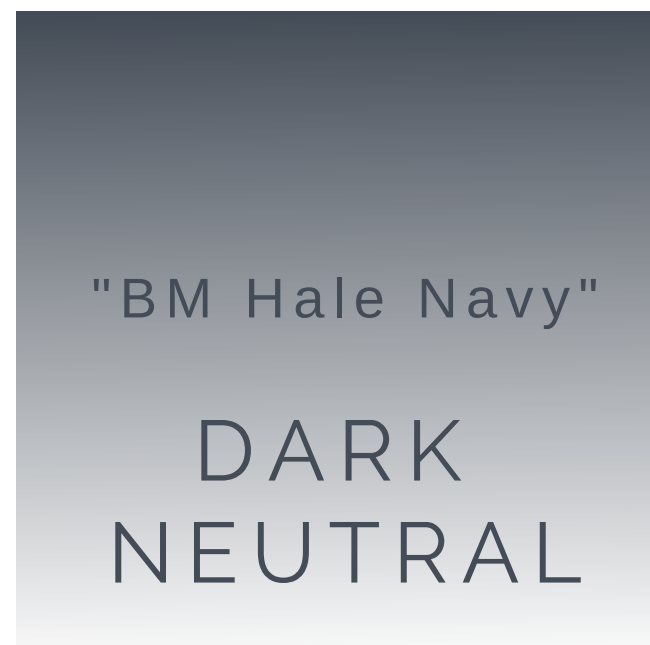
hex #191919



hex #ffffff

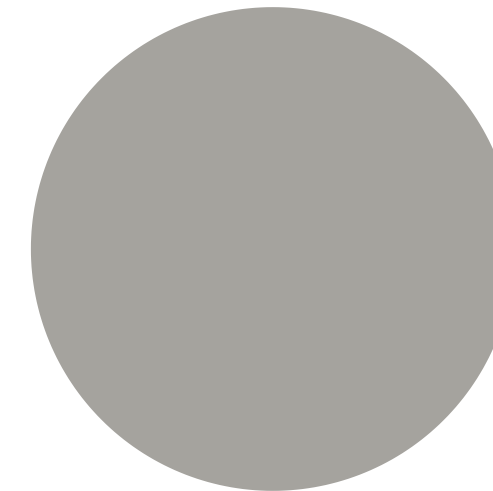


hex #444c57



"BM Hale Navy"

DARK
NEUTRAL



hex #a5a39e



"Sente Grey"

WARM NEUTRALS



hex #f7f6f1



"Universal Cream"

We focus on reality.

The joys of finding your castle. The family at the center of a home. Landscapes that invoke Sente's values, movement forward and upward, and the journey to success. Snapshots of a high-functioning business.



Image Standards



Image Standards

OUR VISUAL CONTENT...

- Is current, candid, and contemporary
- Has a clear focal point
- Uses environments and subjects that tell genuine stories and avoid posed, obvious stock photos that feel sterile or generic
- Is clutter-free
- Inclusive and diverse
- Maintains sharpness, appropriate contrast and professional quality
- Has a shallower DOF, where possible



Editorial Guide

WRITTEN ASSETS

Reference for voice, messaging and
target stakeholders



VOICE

Voice is consistent and constant

Casually sophisticated. Approachable.

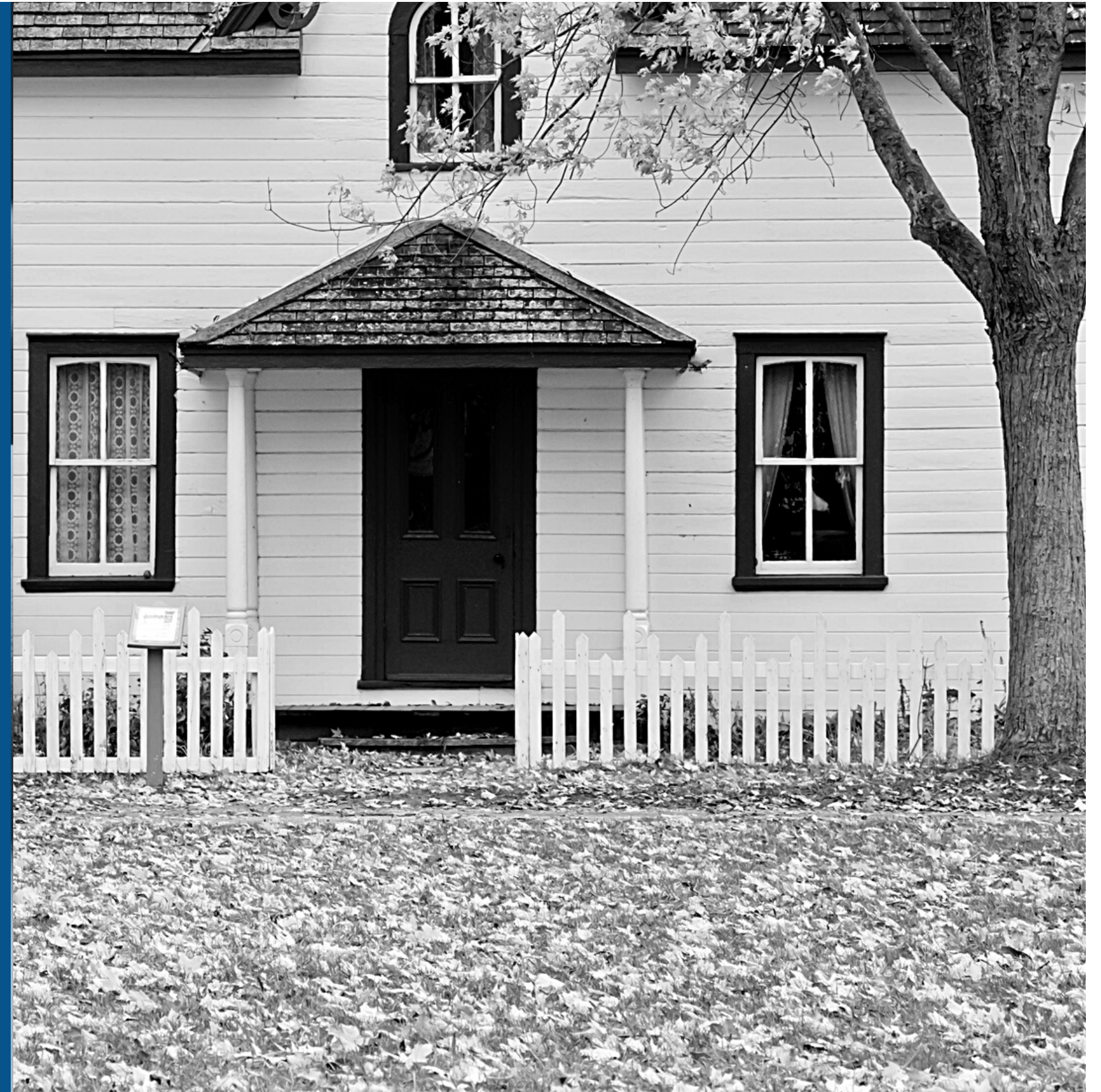
Down-to-earth, friendly, and sincere, we're not interested in aloof corporate jargon or spin. We care about people, so we care about how we interact. Instead of being elusive, intimidating or dismissive, we're accessible experts. You know we're always working in your best interests.

TO NE

Tone is fluid, based on context

- Polished, yet unpretentious
- Professional, not patronizing
- Educational, not overbearing
- Translators - we make what's complex feel straightforward

In an industry known for its transactional dryness, we'll feel human (and may occasionally inject some well-placed humor).



Accurate as of
JAN 2021

