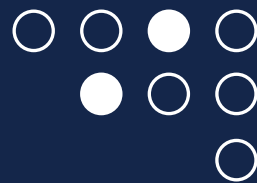


Brand Quick Reference Guide

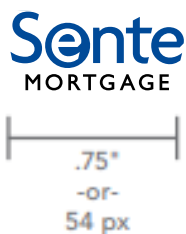


Logo

Clearance



Size Minimum



Proper Usage



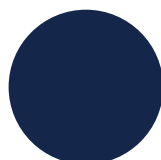
Improper Usage



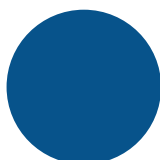
If co-branding, the Sente logo must be as big as or larger than the co-branding entity.

Color Palette

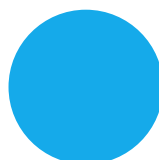
Primary



#14264A



#07538B

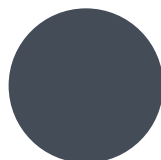


#15AAEA

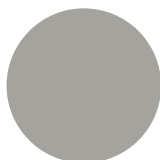


#48E4FF

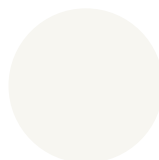
Neutrals



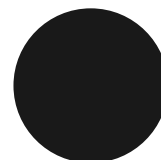
#444C57



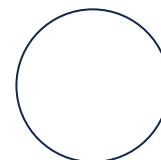
#A5A39E



#F7F6F1



#191919



#FFFFFF

Typography

A a

Headlines and Body Copy: **Raleway**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A a

Callouts and Captions: **Avenir**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Please submit a ticket for approval of all marketing materials to concierge@sentemortgage.com

Logo Usage

PROPER USAGE



IMPROPER USAGE

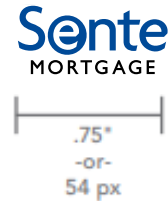


Logo Size and Clearance

CLEARANCE



SIZE MINIMUM



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.

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

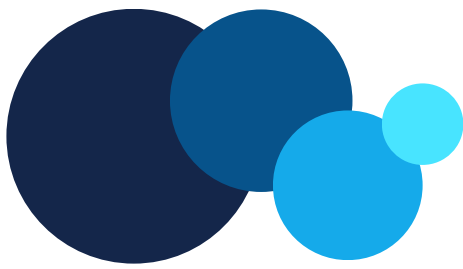
Raleway is the preferred primary font for headlines and body copy. Variations such as Medium, Bold, and Black can be used appropriately to distinguish text and headers.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

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
ABCDEFGHIJKLMNopqrstuvwxyz

TYPOGRAPHY



PROPORTIONS

Color Palette

PRIMARY & ACCENTS

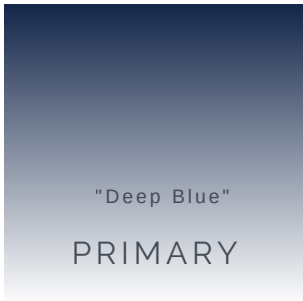
Tint and shade variations are acceptable pending the use case and when they will support better legibility or improved aesthetics.

hex #14264A

hex #07538B

hex #15aaaa

hex #48e4ff



"Deep Blue"

"Sente Cerulean"

"Vivid Blue"

"Light Cyan"

PRIMARY

SECONDARY

ACCENTS

Color Palette

NEUTRALS

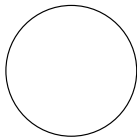
Neutrals can be used to add dimension and sophistication, and for palpable ux - ie, giving the eye a rest. These serve as good background alternatives to white when looking for a subdued highlight.

B & W

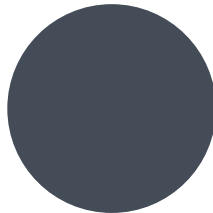
Use rich black when printing. For digital, avoid pure black (#000000) for backgrounds/text as it overpowers and is straining to the eye. Use clean white to create contrast and clarity through negative space.



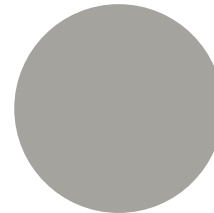
hex #191919



hex #ffffff



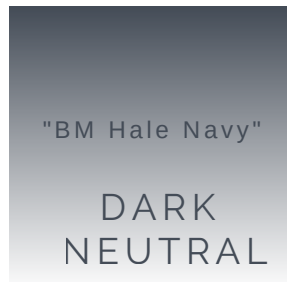
hex #444c57



hex #a5a39e



hex #f7f6f1



"BM Hale Navy"

"Sente Grey"

"Universal Cream"

DARK NEUTRAL

WARM NEUTRALS