

# BRAND GUIDELINES

VISUAL IDENTITY

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*positively impacting lives*



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# OUR STORY

**N**eighborhood Loans is a Residential Mortgage Lender headquartered out of Chicago. Founded in 2005, our mission at Neighborhood Loans is to educate and enable our clients while keeping them a top priority. Over the past two decades, we have been able to establish an environment where this is the norm. With multiple strategically placed locations throughout the United States, we are dedicated to providing customer service that exceeds industry standards. Our dedicated team runs all operations in-house in order to maintain control and assure rapid turn times throughout the mortgage process.

Neighborhood Loans has been consistently recognized by INC 5000, Scotsman Guide, National Mortgage News, and Crain's Best Places to Work for its growth, volume, and customer service. Our loan officers are our top priority and are the backbone of our success. We will always search for new ways to uplift and innovate the mortgage process in order to simplify and speed up our team's production. By strategically planning and taking on new challenges, we will continue to go above and beyond expectations.

Our mission is to provide the finest service based on the highest standard of ethics, values, and customer care. In doing so, we will earn the loyalty and trust of homeowners who will become our lifelong customers and friends.



Reno Manuele  
*President*



Tony Ameti  
*Vice President*



## CORE VALUES

*positively impacting lives*

**Integrity**



**LOYAL**

**GROWTH  
MINDSET**

**TRANSPARENT**

*Compassionate*

*Humble*

**PROCESS**

**DRIVEN**

***ABOVE  
&***

***BEYOND***

**NIMBLE**



# CORE VALUES EXPLAINED



## **Growth Mindset**

We are always looking to grow our company and take any new opportunities head on.



## **Humble**

We believe every client or employee can work together to reach solutions that benefit all parties involved.



## **Transparent**

We promise to keep open communication with our clients and conduct our business honestly.



## **Integrity**

We go about our business and relationships in a respectful, professional, and honest manner.



## **Above & Beyond**

We will always go the extra mile for our employees and clients by providing the resources they need to be successful



## **Loyal**

We will remain loyal to our clients and community and devote ourselves to the well-being of others.



## **Process Driven**

We know the mortgage process can be difficult. That's why we make sure our in-house operations team works with diligence to help you along the way.



## **Compassionate**

We care about how our clients are doing before, during, and after the mortgage process. We will make sure you are comfortable throughout.



## **Nimble**

We vow to work efficiently and effectively while keeping our clients enlightened.

# LOGOS & USE



Primary logo, used on any backgrounds



For dark backgrounds or overlays



For one-color or high-contrast applications



For NL Foundation use only



For internal cookoff events



Standalone brand mark



Example team logos



Example team logos

# LOGOS & MISUSE



**DON'T** use the wrong green.



**DON'T** change the colour of the logo, use other variations if the original isn't working.



**DON'T** stretch or skew the logo. Please lock and maintain proportions when resizing our logo.



**DON'T** add gradients to the logo. Some gradients are allowed as backgrounds, but the logo should remain white or black on these.



**DON'T** place team logos too close to or overlapping with the NL logo.

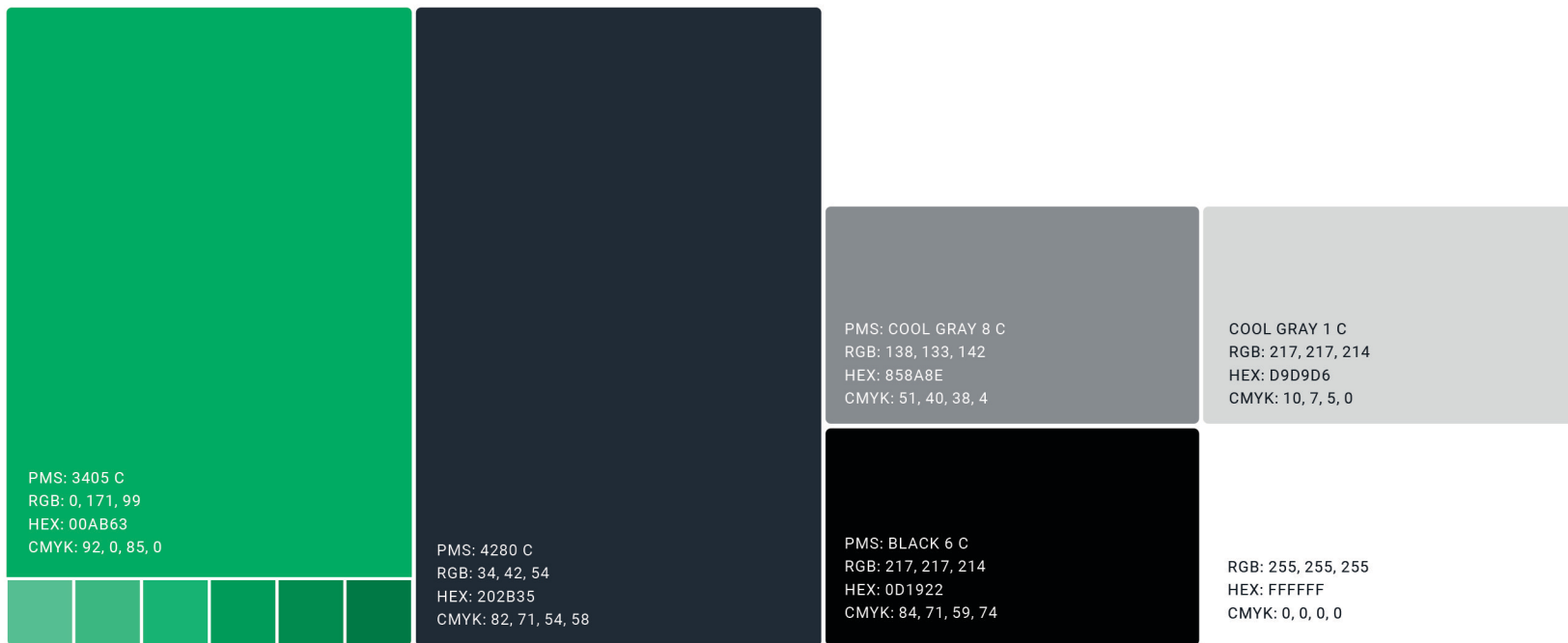


**DON'T** make the team logo larger than the NL logo.



**DON'T** overshadow the NL logo with other branding elements.

# COLOR PALETTE



# FONTS

## Primary: Roboto Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(.,;:?!\$&\*)

## Primary: Roboto Family Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(.,;:?!\$&\*)

## Secondary: Gotham Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(.,;:?!\$&\*)

## Special: theSignature Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( . , ; : ? ! \$ & \* )

Roboto Thin  
*Roboto Thin Italic*  
Roboto Light  
*Roboto Light Italic*  
Roboto Regular  
*Roboto Italic*  
**Roboto Medium**  
**Roboto Medium Italic**  
**Roboto Bold**  
**Roboto Bold Italic**  
**Roboto Black**  
**Roboto Black Italic**

Roboto Condensed Light  
*Roboto Condensed Light Italic*  
Roboto Condensed Regular  
**Roboto Condensed Bold**

Gotham Thin  
*Gotham Thin Italic*  
Gotham Extra Light  
*Gotham Extra Light Italic*  
Gotham Light  
*Gotham Light Italic*  
Gotham Book  
*Gotham Book Italic*  
Gotham Medium  
*Gotham Medium Italic*  
Gotham Bold  
*Gotham Bold Italic*  
Gotham Black  
*Gotham Black Italic*  
Gotham Ultra  
*Gotham Ultra Italic*

*theSignature Regular*

# LANGUAGE

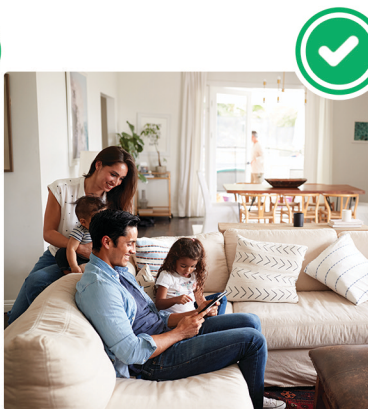
## Tone of Voice

- 🕒 Professional yet approachable – friendly and informed
- 🕒 Trustworthy and knowledgeable – clear guidance without jargon
- 🕒 Solution-oriented – we meet clients where they are and lead with clarity

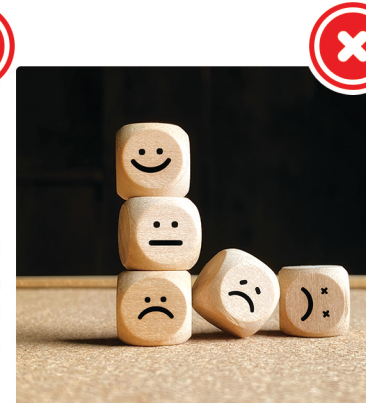
## Examples of Tone in Action (for social media posts, etc.)

- 🕒 “Positively Impacting Lives”
- 🕒 “Your Mortgage, Powered by Your Neighbor.”
- 🕒 “We’re here to make your home loan process smooth and stress-free.”

# IMAGERY



We use authentic, welcoming photos that reflect real people, real homes, and the spirit of *homeownership*





# BRAND ASSETS



## ✓ MORTGAGE GUIDES

## ✓ HOMEBUYING GUIDES





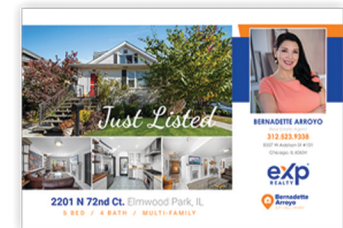
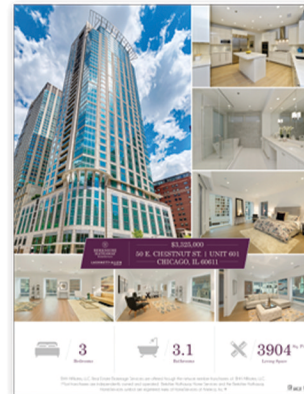
# BRAND ASSETS



✓ OPEN HOUSE FLYERS +  
✓ PROPERTY MARKETING



✓ PROGRAM FLYERS  
✓ POSTCARDS  
✓ BROCHURES



# BRAND ASSETS

## ✔ CRM SYSTEMS



## ✔ APPAREL

## ✔ BANNERS

## ✔ VIDEO BROCHURES & MORE



# USAGE & COMPLIANCE

## Statements or Keyword to Avoid in Social Media Posts:

- 1 **Best loan products**  
(ex: "...clients finding the **best** loan products...")
- 2 **Lowest or best price or rates**  
(ex: "...if you are a borrower looking to get into a home with nothing down and the **lowest price** possible.")
- 3 **Top 1% originator or #1 originator or lender**  
(If accurate, provide the source of statement).
- 4 **Guaranteed approval or guaranteed closed loans**
- 5 **Very low monthly payments or reduce their monthly payments**  
(Not providing the terms and conditions)

## Payment Scenario Disclaimer:

Payments are for illustrative purposes and subject to credit qualification. Actual payments may be greater and not all borrowers may qualify. Rates, terms, and Annual Percentage Rate (APR) are dependent on credit profile, property selected, down payment, and program. Rates as of this date XX/XX/XXXX. Not a commitment to lend.

## Standard Disclaimer:

Neighborhood Loans, 1333 Butterfield Rd. Suite 600 Downers Grove, IL 60515 1 800.207.8595  
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# neighborhoodloans®

————— Your Neighborhood Lender —————



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