



REV
M O R T G A G E

The logo features the word "REV" in a large, bold, sans-serif font. The letter "V" is stylized with a small star above its right vertical stroke. Below "REV", the word "MORTGAGE" is written in a smaller, spaced-out, sans-serif font. The entire logo is centered on a black background with white confetti.

BRANDING ESSENTIALS GUIDELINE

- 1 - LOGOS
- 2 - COLORS
- 3 - TYPOGRAPHY
- 4 - BRAND VOICE

LOGO



COLOR

- Use the logo only in solid black or solid white—never introduce other colors, gradients, or tints.

INTEGRITY

- Do not stretch, compress, rotate, skew, crop, flip, outline, recolor, add shadows, glows, textures, or otherwise modify any part of the wordmark, lettermark, brandmark, or combination lock-up.

CLEAR SPACE

- Maintain unobstructed space on all sides equal to the height of the capital “R.”



BACKGROUNDS

- Place the black logo on light or neutral backgrounds.
- Place the white logo on dark or photographic backgrounds with strong contrast.
- Never position the logo over busy patterns or colors that hinder legibility.

SIZING

- Scale proportionally using vector artwork; do not resize in a way that distorts the aspect ratio.

APPROVAL

- Any use outside these rules requires prior written approval from the REV Mortgage brand team.

PRIMARY:



- **Default mark** – use for 90 % of all branded touch-points (print ads, flyers, posters, landing pages, slide decks, video lower-thirds).
- **Minimum size** – 1.25 in / 90 px wide; anything smaller compromises legibility.
- **Clear space** – keep a margin on all sides equal to the height of the capital “R.”
- **Placement** – center- or left-align; never right-align or overlay on busy imagery.

SECONDARY:



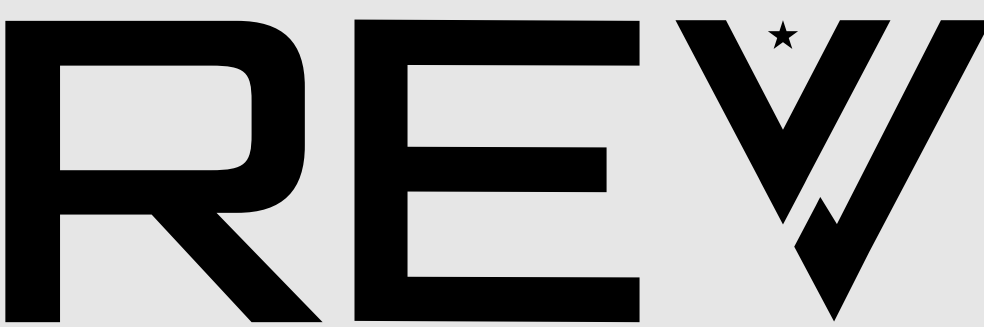
- **For horizontal real estate** – website headers, email mastheads, event backdrops, banner stands.
- **Minimum height** – 0.4 in / 30 px.
- **Never substitute** for the Primary mark where vertical space is sufficient.

WORDMARK:



- **Use when typography is critical** – legal documents, footer signatures, fine-print areas.
- **Do not pair** with any Brandmark or Lettermark; it must stand alone.

LETTERMARK:



- **Short-form identifier** – confined digital spaces such as web favicons, app icons, profile banners.
- **Avoid in consumer-facing materials** where “Mortgage” context is needed.

BRANDMARK:



- **Iconic emblem** – merchandise, social avatars, watermarks, favicon.
- **Minimum size** – 0.25 in / 20 px wide.
- **Never use** without broader REV Mortgage branding in long-form collateral.

COMBINATION MARKS:



- **Special applications** – event badges, promo stickers, lapel pins, presentation cover slides.
- **Do not replace** the Primary or Secondary logo in standard advertising.
- **Maintain integrity** – the circular text and Brandmark must remain locked up exactly as supplied.

COLORS

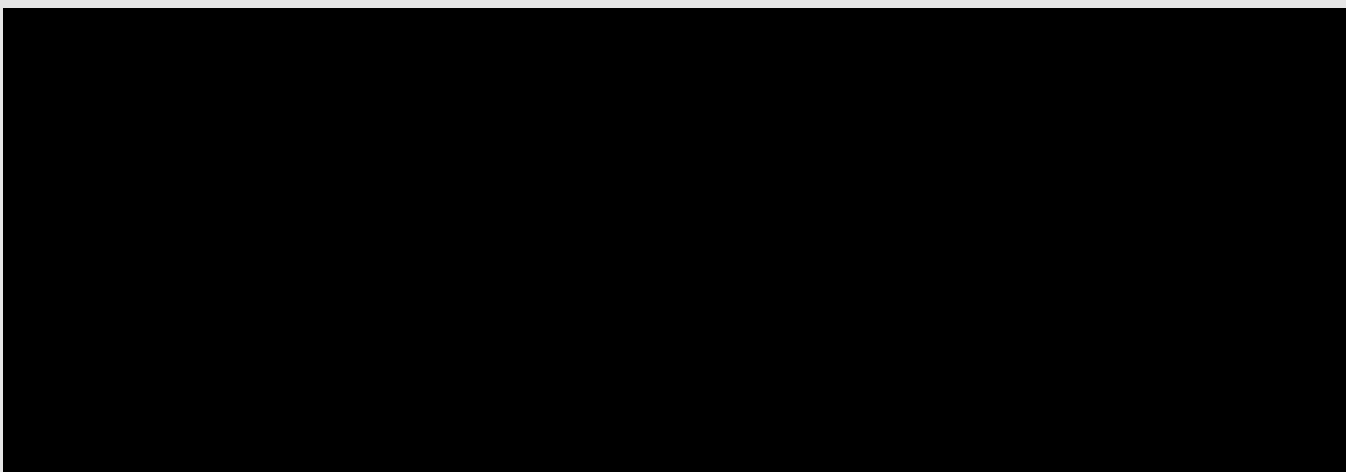
PRIMARY COLORS:



WHITE

Hex: #FFFFFF

Default backgrounds, body copy on dark fields

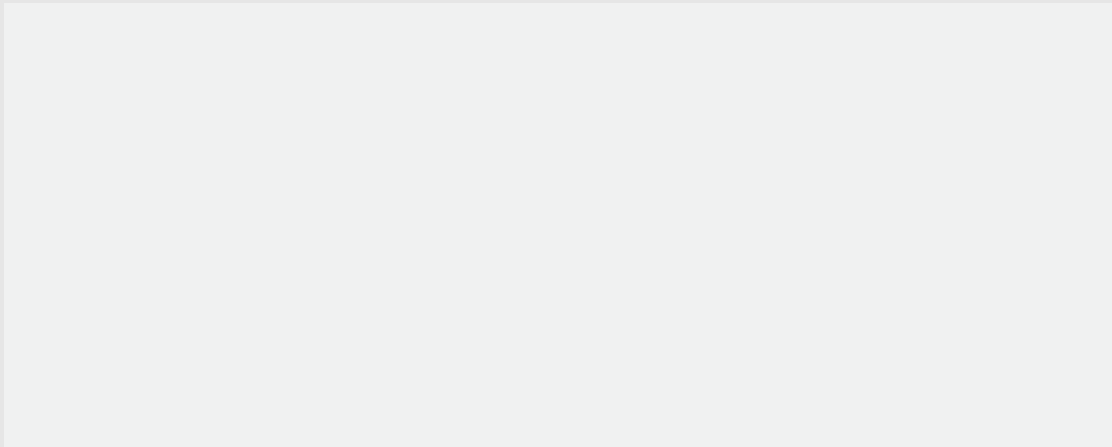


BLACK

Hex: #000000

Headlines, body copy on light fields, key icons

SECONDARY COLORS:



PALE GREY

Hex: #F1F2F2

Light UI panels, table rows, background tint



CHARCOAL

Hex: #414042

Sub-headlines, secondary body copy, borders



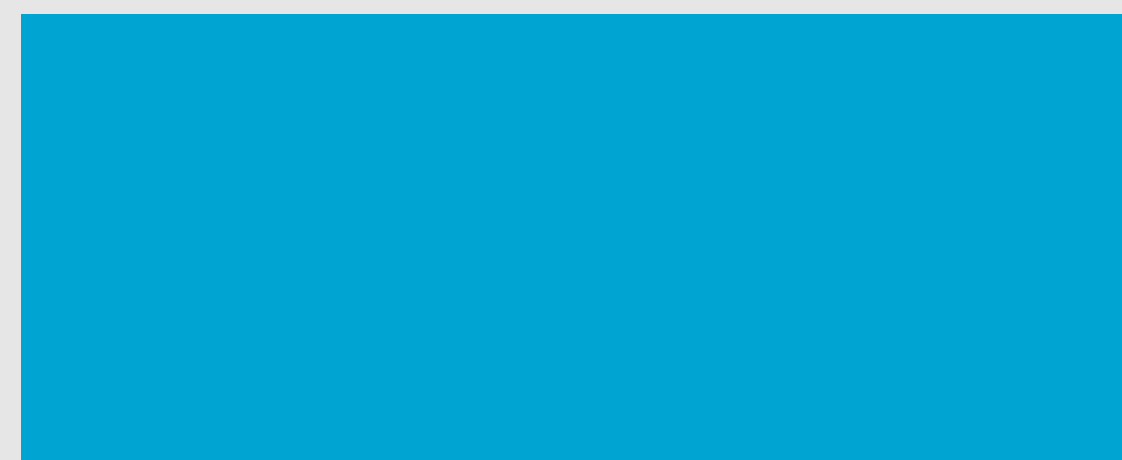
DEEP GREY

Hex: #131413

Dark sections, footer backgrounds, high-impact overlays

COLORS contd.

ACCENT COLORS:



ELECTRIC BLUE

Hex: #25A2CE



DEEP RED

Hex: #C13021



BUILDER YELLOW

Hex: #E5BD13

HIERARCHY & PROPORTIONS

- 70 % Primary, 20 % Secondary, 10 % Accent is the default ratio across any single layout.
- Never place more than one accent hue in a single component or headline—pick the one that best fits the message.

COLORS contd.

USAGE RULES

PRIMARY COLORS:

- Use White or Deep Grey/Black for large background blocks to anchor the design.
- Body copy should be Black on light backgrounds or White on Deep Grey; always meet WCAG 2.1 AA contrast ($\geq 4.5:1$).

SECONDARY COLORS:

- Pale Grey: panels, cards, dividers—never for primary text.
- Charcoal: secondary text, captions, subtle UI strokes.
- Deep Grey: hero sections, footer strips, tonal contrast behind White logos or text.

ACCENT COLORS:

- Electric Blue is the lead accent—buttons, hyperlinks, active states.
- Deep Red signals urgency (error, warnings) and should never be used for routine CTAs.
- Builder Yellow highlights achievements or informational tags; avoid pairing directly with Deep Red.
- Maintain clear contrast: white type on Electric Blue & Deep Red, black type on Builder Yellow.

TYPOGRAPHY

LEVEL	TYPEFACE	WEIGHT	TYPICAL USE
H1 –Primary Headline	MADE TOMMY	Bold	Hero headlines, event names, campaign slogans
H2 –Secondary Headline	GEOM GRAPHIC	Semi-Bold	Section headers, slide titles, ad sub-claims
H3 –Tertiary / Intro	GEOM GRAPHIC	Semi-Bold	Call-outs, pull-quotes, card titles
Body Copy	Poppins	Bold	Paragraph text, captions, UI labels
Fine Print / Footnotes	Poppins	Regular	Legal copy, disclaimers, footers

TYPOGRAPHY contd.

USAGE RULES

HIERARCHY DISCIPLINE:

- Use one H1 per page or screen to preserve focus.
- Never skip levels (e.g., H1 - H3)—step down sequentially.

WEIGHTS & STYLES:

- Headlines must always be MADE TOMMY; do not substitute weights.
- Subheads remain Geom Graphic Semi-Bold for a distinct geometric flavor.
- Body copy defaults to Poppins Bold for a confident, legible texture; switch to Poppins Regular only for dense passages exceeding 100 words.

CASING:

- Headlines: Title Case (Capitalize Major Words).
- Subheads & Body: Sentence case for readability; reserve ALL CAPS for urgent CTAs only.

COLORS:

- Primary text color is Black on light backgrounds or White on Deep Grey.
- Accent colors (Electric Blue, Edge Red, Builder Yellow) may highlight one to three words inside a headline—never entire paragraphs.

TRACKING & KERNING:

- MADE TOMMY: set letter-spacing to -2 % to tighten the naturally wide forms.
- Geom Graphic & Poppins: default tracking (0 %); adjust only to correct obvious gaps.

LINE LENGTH:

- Ideal body copy width: 45–75 characters per line for optimal readability.

ACCESSIBILITY:

- Maintain a minimum 4.5 : 1 contrast ratio for all copy.

BRAND VOICE

PERSONALITY	tone	AUDIENCE RELATIONSHIP	PURPOSE
Energetic, encouraging, veteran-first ally	Up-beat, celebratory, benefit-driven, occasionally urgent	A trusted guide who rallies the “REV Family,” removes jargon, and spotlights wins	Empower veterans and their partners to achieve (and celebrate) home-ownership

CORE VOICE PILLARS

PILLAR	HOW IT SHOWS UP	EXAMPLE
1. Collective Pride (“We’re in this together”)	Frequent use of “REV Family,” group shout-outs, team milestones	“REV Family... MEET YOUR MAY 2025 MILLION DOLLAR CLUB!!!”
2. Positive Momentum (Cheering the next step)	Countdown posts (“7 DAYS UNTIL...”), future-focused verbs, emojis, lots of exclamation points	“7 DAYS UNTIL SUMMIT! Register at the link in our bio”
3. Benefit-First Messaging	Headlines lead with outcomes (“kick-start your dream-home journey,” “free to attend”) before logistics	The ultimate one-stop-shop for everyone dreaming about building their own home!”
4. Servant-Leader Heart	Service language (“invest in what matters,” community partnerships) and veteran-centric tags	“Today, we teamed up with our friends at View Homes to invest in what matters ...”
5. Celebration Culture	Spotlights on closings, new hires, Million-Dollar Club, holidays	“Happy Valentine’s Day ❤️ from your REV Family!”

BRAND VOICE contd.

SIGNATURE VOCABULARY & PHRASES

TRIBAL NOUNS

“REV Family,” “Million Dollar Club,” “Builder Summit,”
“Home-Building Experience.”

BENEFIT VERBS

register, secure, kick-start,
unlock, invest, celebrate,
empower.

VETERAN FOCUSED

“Serving Those Who Served,” “VA Home Loan,” “100% financing.”

COUNTDOWN LANGUAGE

“X DAYS UNTIL...,” “Seats are limited,” “Once seats are gone, they’re gone.”

DIRECTIONAL CTA’S

“Hit the link in our bio,”
“DM us,” “Tag a friend,”
“Plan your route! GPS locked on 5590 Summit Parkway.”

GRAMMAR, PUNCTUATION & FORMATTING RULES

1. **Exclamation-heavy:** One per sentence is common; double or triple for milestones.
2. **Emoji after key nouns** (🏔 Summit, ❤ Valentine’s), never mid-word.
3. **Sentence-case** body copy, ALL-CAPS for urgency words (“FREE,” “TOMORROW”).
4. **Uses numbered** Step 1 / Step 2 lists when giving event directions.
5. **CTA line** is typically isolated at end, preceded by a line-break or emoji arrow.

BRAND VOICE contd.

VOICE “DO / DON’T” CHEAT-SHEET

DO	DON'T
“Secure your seat—100 % FREE for veterans.”	“We have an event you may like.”
“REV Family, let’s welcome our February new hires!”	“We hired new employees.”
“Register at the link in our bio before seats run out.”	“Please visit our website for more details.”

HOW TO APPLY IN OTHER CHANNELS

- **Email:** keep subject lines punchy (“3 Days to Builder Summit—Claim Your Spot”).
- **Landing pages:** headline = benefit + countdown (“Own Your Home Faster—Free Registration Ends Soon”).
- **Ads:** open with the desired outcome (“Build, Buy, or Refi—We’ve Got Your Six”).



REV MORTGAGE BRANDING ESSENTIALS GUIDELINE