



Brand Guidelines



CONTENTS

This guide documents Responsive Mortgage's logo kit, color palette, typography, UI components, and photography direction. Read it in full before using brand assets in any application. Colors, typography, and the logo kit are locked; photography direction and iconography remain open for future definition.

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LOGO LOCKUP



On Light



On Dark

GENERAL INFO

This is the primary Responsive Mortgage logo lockup — icon mark and wordmark combined. Use it as the default representation of the brand across web, print, and digital media.

USAGE

The lockup is the primary instance of the identity. On light backgrounds use Primary (navy on white); on navy or photographic backgrounds use Inverse or White.

LOGO VARIANTS



Primary
Light backgrounds
Site header, default usage



Inverse
Navy backgrounds
Footer, dark sections



White
Photography / busy backgrounds
Single-color white for clashing contexts



On Orange
Orange backgrounds
Accent-colored sections



Black
Print, single-color contexts
Fax, B&W print, engraving

Two additional compliance lockups (with the required NMLS disclosure) exist for consumer-facing and advertising use — see **Compliance Lockup** on page 8.

STACKED LOGO



Primary
Light backgrounds
Default usage — profile photos, app icons



Inverse
Navy backgrounds
Dark-mode placements, signage



White
Photography / busy backgrounds
Single-color white for clashing contexts



On Orange
Orange backgrounds
Accent-colored sections



Black
Print, single-color contexts
Fax, B&W print, engraving

For square or near-square placements — social profile images, signage, app icons — where the horizontal lockup would crop too tight or scale illegibly small. Available in the same **Primary, Inverse, White, On Orange, and Black** variants as the horizontal lockup. Compliance-line (NMLS) versions exist for Primary, Inverse, and On Orange — see **Compliance Lockup**, page 8.

LOGO & WORDMARK USAGE



✓ REPRESENT THE LOGO WELL

The Responsive Mortgage logo should never be altered, recolored, distorted, or embellished. Below are the most common mistakes to avoid.

CLEARSPACE



X equals the height of the icon mark. Maintain at least this much clear space on all sides of the lockup — keep other logos, text, and edges outside this boundary.



Incorrect logo stretching



Incorrect effects added



Incorrect recoloring

LOGO ON COLOR



On Surface, Surface Subtle, and Surface Muted backgrounds, always use the Primary (navy) lockup. On Ink or Ink Raised backgrounds, use Inverse or White. On Accent (orange) backgrounds, use the navy Primary mark for required contrast — never white.

COMPLIANCE LOCKUP



Stacked — square placements



Required for consumer-facing use

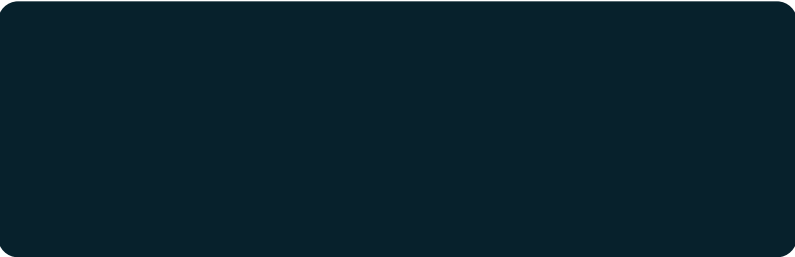
As a licensed mortgage lender, Responsive Mortgage must include its NMLS disclosure on consumer-facing marketing, advertising, and loan officer materials.

Use the **compliance lockup** — which pairs the primary mark with “a division of Gold Star Mortgage · NMLS #3446” — anywhere the standard logo would otherwise appear in a regulated context: print ads, email signatures, social graphics, and loan officer landing pages.

A **stacked** version is available for square placements such as social profile images and signage.

COLOR

These are the official Responsive Mortgage brand colors, locked for use across web and print. Ink and Accent are drawn directly from the logo mark; Secondary Blue is reserved for future use and not yet assigned a role.



Ink
#07212C
Headings and every navy band. The primary text color.



Ink Raised
#0E2C38
Cards and panels placed on navy backgrounds.



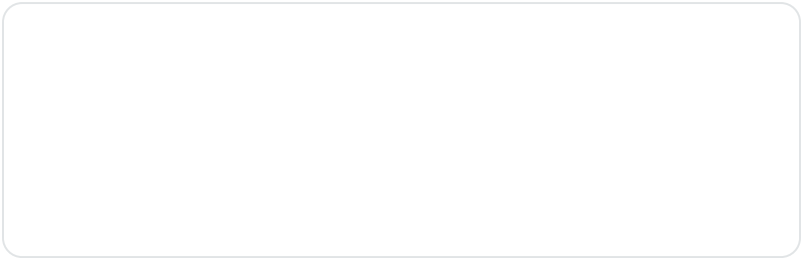
Accent
#FF7F47
Primary buttons and rule marks on major sections.



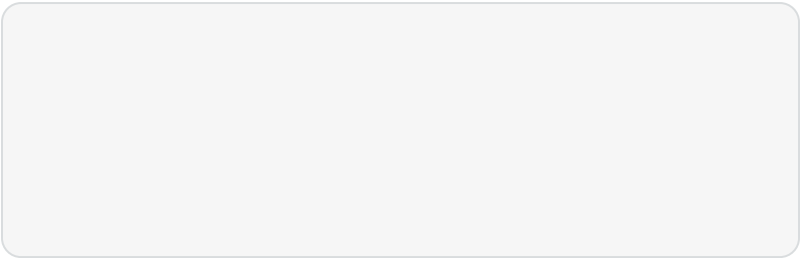
Accent Dark
#5F301C
Button hover states; orange text on light backgrounds.



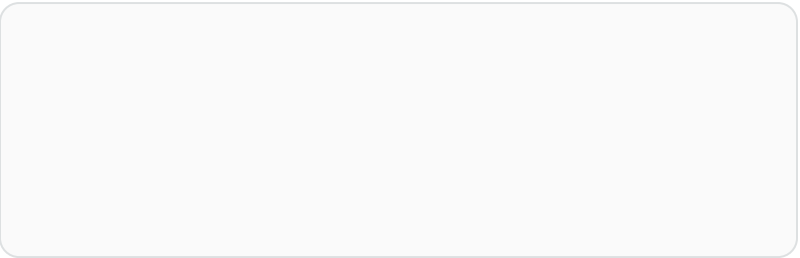
Body / Ink Muted
#696E77
Paragraph copy and field hints — never lighter for body text.



Surface
#FFFFFF
Default page background.



Surface Subtle
#F6F6F6
Alternating bands and input fills.



Surface Muted
#FAFAFA
The How It Works band.



Danger
#B42318
Form errors only.



Success
#1A6A59
Form success states.



Secondary Blue
#1C276D
Reserved — usage not yet defined.

TYPOGRAPHY

Aa

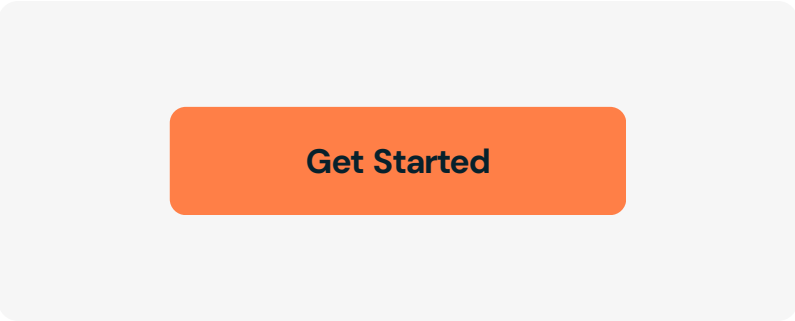
DM Sans

DM Sans is a low-contrast geometric sans-serif with a warm, approachable character. It is the sole typeface across the Responsive Mortgage brand — used for every heading, label, and paragraph. No secondary typeface is defined.

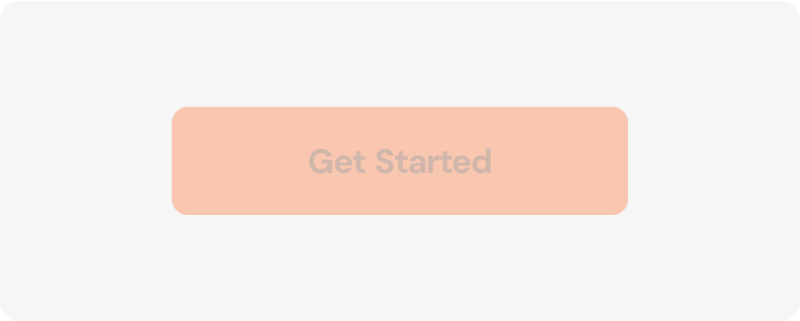
DISPLAY	56–96px	700 Bold	Motto band only
H1	36–56px	700 Bold	Page heroes
H2	30–36px	700 Bold	Section headings
H3	20–24px	600 Semibold	Items within sections
SECTION INTRO	18px	400 Regular	Paragraph under section headings
BODY	16px	400 Regular	Default paragraph
LABEL / META	14px	500–600 Medium–Semibold	Field labels, captions

400 REGULAR	Whether you’re purchasing your first home or refinancing.
500 MEDIUM	Whether you’re purchasing your first home or refinancing.
600 SEMIBOLD	Whether you’re purchasing your first home or refinancing.
700 BOLD	Whether you’re purchasing your first home or refinancing.

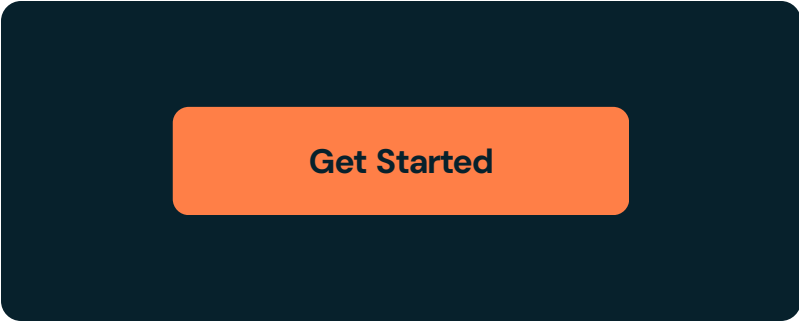
BUTTONS & UI



Primary
Header nav, form submits, hero CTAs



Disabled
Reduced opacity, all sizes



On Navy Band
Orange fill with a white focus ring

Border Radius	8px — buttons, cards, inputs, panels
Border Radius (Pill)	100px — badges only
Shadows	None — depth from surface tone and hairline rules
Borders	Ink at 8% on light surfaces · White at 10% on navy
Band Padding	lg / md / sm / hero — scaled vertical rhythm per section
Motion	150–200ms hover · 0.7s ease-out-expo entrance, staggered 80ms

KEY RULE

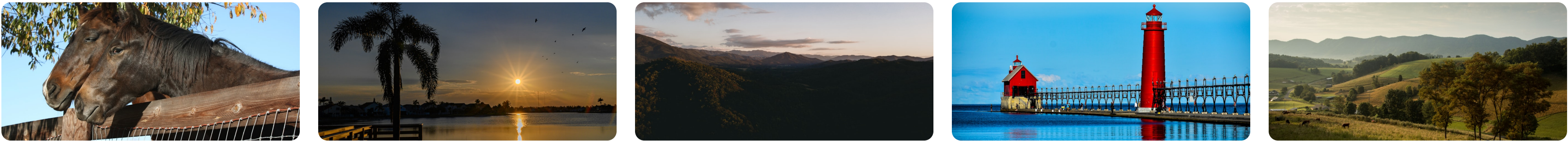
Button text on orange is always Ink — never white. This maintains a 6.6:1 contrast ratio; white on orange fails accessibility standards at 2.5:1.

PHOTOGRAPHY

Photography direction is not yet formally locked. Current usage across the site favors real people and real branches over stock or abstract imagery — loan officer headshots are cropped to a circle on a neutral background; location photography is shot landscape and represents the actual city or branch; lifestyle photography centers real homeownership moments.



TEAM HEADSHOTS — CIRCULAR CROP, SHOULDERS VISIBLE, NEUTRAL BACKGROUND



LOCATION PHOTOGRAPHY — LANDSCAPE, REAL BRANCH CITIES



LIFESTYLE PHOTOGRAPHY — REAL HOMEOWNERSHIP MOMENTS, WARM AND CANDID



Thank You