



UNITED

MORTGAGE CORP

Brand Guideline

UPDATED AUGUST, 2024

UNITED
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The Logo.

When using the logo, make sure to respect the spacing around the symbol.



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LOGO (COLOR)



LOGO (WHITE)

The primary color palette.

The primary color palette allows for a versatile voice ranging from consumer firendly “bright” tones to a navy and greyscale palette suitable for conveying the brand’s voice as a respectable financial institution.



BRAND COLORS



NEUTRAL COLOR TONES