

Trademarks and Usage | Version 2.0

BROOKLYN

Style



We are **wemlo** – visionaries in the mortgage loan processing industry. We offer mortgage professionals the **flexibility to scale** when necessary and a **highly qualified processing team** they can trust. Our process is **fully transparent** for tech-empowered control. We provide **attentive service** to every borrower for business-building **customer satisfaction**.



BRAND STANDARDS

Trademarks and Usage
Version 2.0

The [wemlo Brand Standards](#) are periodically updated.
[wemlo approved suppliers](#) can request the
most up-to-date version by emailing info@wemlo.io.

If you have any questions, email info@wemlo.io.

[wemlo, LLC](#) is an Equal Opportunity Employer and supports the Fair Housing Act.

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PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



ACCENT COLOR PALETTE



Color Palette

The wemlo logos may only appear in wemlo black, cyan, and white. The secondary and accent color palettes also apply to all marketing material background colors and themes. These alternative palettes contain the only approved colors for use behind the wemlo logos.

wemlo Black

PMS - 426C
CMYK - 75/68/58/63
RGB - 40/42/48
HEX - 282a30

Green

CMYK - 70/0/100/0
RGB - 48/186/1
HEX - 30ba01

Grey

CMYK - 70/60/49/31
RGB - 75/80/89
HEX - 4b5059

Cyan

PMS - 2191C
CMYK - 100/0/0/0
RGB - 0/174/239
HEX - 00aeef

Orange

CMYK - 0/52/100/0
RGB - 255/145/0
HEX - ff9100

Yellow

CMYK - 3/3/100/0
RGB - 253/231/5
HEX - fde705

Purple

CMYK - 50/82/0/0
RGB - 155/33/218
HEX - 9b21da

Red

CMYK - 0/100/89/0
RGB - 237/27/48
HEX - ed1b30

Typography

The typefaces below are recommended for use. Using these recommended typefaces helps build brand consistency for wemlo. All typefaces may only appear in the colors included in the approved wemlo color palette. Montserrat Regular and Montserrat Medium are preferable for standard copy, and kerning should always be set to zero. Fave Script Pro should only be used in Title case or all lowercase as an accent font. Whenever the primary typeface is unavailable, use the secondary typeface.

PRIMARY TYPEFACE

Montserrat Black
Montserrat ExtraBold
Montserrat Bold
Montserrat SemiBold
Montserrat Medium
Montserrat Regular
Montserrat Light
Montserrat ExtraLight
Montserrat Thin

ACCENT TYPEFACE

Fave Script Pro
Fave Script Pro Bold

SECONDARY TYPEFACE

Arial Bold
Arial Italic Bold
Arial Regular
Arial Italic



Fonts

Logo Usage

Our Logo is the core visual expression of wemlo. It should be displayed prominently on all of wemlo's communications. Logo variations should only be used on black, cyan, and white backgrounds. The wemlo logos may appear on a background image so long as the logo is easily legible and there are no cluttered design elements behind or around it. It is not permitted to add shadows, glows, or other effects to the logo to make it more legible.

wemlo.®

wemlo.®

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wemlo.®



Logos cannot be modified or altered in any way. No other logos may be used beyond the following, unless specified in this manual or provided by wemlo Headquarters for specific applications.

Clear Space

A clear space equal to half the height of the letter “O” in “wemlo” must surround all four sides of wemlo logos (including the wemlo period).



Smallest Scalable Size

The smallest permitted width for wemlo logos is 3/4 of an inch. The only exception to this rule is on social media, where space may be limited.

Please note: The service mark will need to be sized separately so it is legible at a reduced size but not so big that it is distracting when enlarged.



For example, a standard writing pen typically displays a wemlo logo width of approximately 1-1/4 inch.

wemlo's Flying w. icon

The "Flying w." icon should be used in small size executions (like app buttons, social media icons, favicon, etc.) and in specific cases when there is a need to avoid overuse of the wordmarks.

These icons can also be used as stylistic elements for branded materials (like promo items).



Logo with Service Names

To quickly display wemlo's service offerings, the primary wemlo logo may be accompanied by the official service names displayed below. The service names should only be displayed to the right of the primary wemlo logo and can only be used as illustrated here. Just like primary logos and icons, logos with service names displayed should only be used on black, cyan, and white backgrounds and must never be altered.



Tagline Usage

The three wemlo taglines encapsulate the services offered by our company, how we differ from the competition, and express these important selling points to our audience quickly and succinctly. Just like primary logos and icons, these taglines should only be used on black, cyan, and white backgrounds as shown below and must never be altered.

Processing with a PurposeSM

Reimagined for BrokersSM

Everything You Need.
Nothing You Don't.SM

Processing with a PurposeSM

Reimagined for BrokersSM

Everything You Need.
Nothing You Don't.SM

Processing with a PurposeSM

Reimagined for BrokersSM

Everything You Need.
Nothing You Don't.SM

Imagery

Imagery helps define the brand, which is why consistency in visuals is so important for marketplace differentiation. Wemlo typically leverages photos of people using the platform and highlights our technology.

It is permitted to use elements to overlay photography, using a low percentage opacity as illustrated on page 12.





Bright



Personal

Light

Opacity of wemlo Black 15% →



Clean



W.