



HighTechLending

HTL BRAND STYLE GUIDE

Company Name: HTL / HighTechLending
Phone Number Format: (888)555-1111
Email Format: email@hightechlending.com



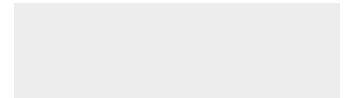
Primary
Hex: 044371
RGB: 4 67 13
CMYK: 96 41 0 58



Secondary
Hex: 00A2C0
RGB: 0 16 192
CMYK: 100 16 0 25



Accent
Hex: EB7B3C
RGB: 235 123 60
CMYK: 0 48 74 8



Background
Hex: EDEDED
RGB: 237 237 237
CMYK: 0 0 0 7

Logos



Fonts

Primary: Century Gothic

BOLD
ITALIC

Secondary: Arial

BOLD
ITALIC

PRINT HEADLINE: BEBAS
(TRIPLE SPACE BETWEEN WORDS)

BOLD
ITALIC

Email Signature Format: Font - Arial | Font Size - 16

Name

Title | NMLS#

HighTechLending, Inc NMLS #7147

Phone Number

email@hightechlending.com