



Strategically Integrated. Expertly Driven.

Brand Guidelines

Brand Essence - (The Heart and Soul of the Brand)

Centennial Mortgage is a privately held client-focused lender providing proactive, end-to-end solutions exclusively for multi-family and healthcare developers and owners seeking HUD/FHA/USDA financing. Our approach is delivered with a high-touch level of customer service found only with a specialized lender.

Our team is highly integrated, working across disciplines – collaborating with all partners and advocating tirelessly to make the loan happen. We then seamlessly service each loan, ensuring continuity, stewardship and peace of mind.

Our expertise, in-depth knowledge and invaluable experience regarding the nuanced complexities of securing HUD and USDA financing consistently result in one of the industry's highest loan approval rates.

Brand Franchise - (The Promise to the Client)

Privately held, Centennial Mortgage is strategically integrated to expertly maneuver multi-family and healthcare developers and owners through HUD/FHA/USDA requirements.

We collaborate to pilot your project through the intricate process. We drive to close then service every loan, delivering continuity, stewardship and peace of mind.

We advocate tirelessly to make each loan happen. Our unique strategy and depth of experience have led to one of the industry's highest loan approval rates.

Equals

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Corporate Colors

Main colors:

PMS 3025C / hex 004e72 / R0, G78, B114 / C100, M64, Y37, K21 -
Deep Blue: Confident, professional and sophisticated

PMS 715C / hex f98e2b / R249, G142, B43 / Co, M54, Y93, KO -
Orange: Optimistic, persuasive, self assured

Secondary color:

PMS 422C (50% black if using 3-color) / hex 9fa2a3 /
R159, G162, B163 / C40, M31, Y32, K1 -

Gray: Positive, practical, timeless

Accent color:

Black / accent color: Associated with authority, power, stability and strength



Logo

Logo: The logotype font is Telex Regular - easy to read, modern font



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Use the tagline with the logo whenever possible. If the logo needs to be reduced in size, for example if imprinted on a pen, then the logo can be used without the tagline.

Logo Consistency - It is important that the logo is used consistently.

Don't change the typeface of the logo or tagline;

Don't use the logo on a busy background;

Don't use the logo in anything other than the brand colors, black, or white when reversed out;

Don't skew or change logo proportions;

Be mindful of the clearspace needed around the logo (diagram below);



Font

Catamaran family - free download: www.fontsquirrel.com/fonts/catamaran

Catamaran Regular (body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?" abcdefghijklmnopqrstuvwxyz

Catamaran Light (body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?" abcdefghijklmnopqrstuvwxyz

Catamaran Bold (Headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?" abcdefghijklmnopqrstuvwxyz

This is Your Headline (bold)

Your Subhead Will Look Like This (semibold)

Body copy will look like this. Body copy will look like this.
(Light or Regular depending on how large the copy is being used.)

Email Signature

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Cell: 720 317 9591
Web: CentennialMortgage.com
Centennial Mortgage

Helvetica bold / 10 pt.
Helvetica reg / 10 pt.

Helvetica reg 12 pt
(blue text = hex 0004e72)