

AIMME

ASSOCIATION OF INDEPENDENT
MORTGAGE EXPERTS

2020 Brand Guidelines

OUR LOGO



Logo on light background.

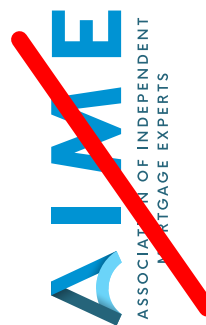


Logo on dark background.

Incorrect Usage



Do not use the AIME logo on a similarly colored background.



Do not rotate the AIME logo.



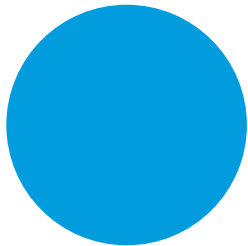
Do not alter any part of the AIME logo.

Clear Space



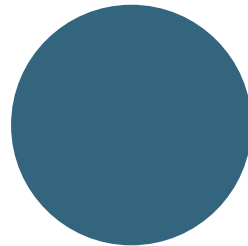
The space around the AIME logo should be equal to at least half of the AIME A height.

OUR COLORS



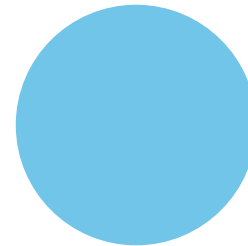
PRIMARY

Hex: #009CDE
R0 G156 B222
C75 M24 Y0 K0
PMS: 2925 C



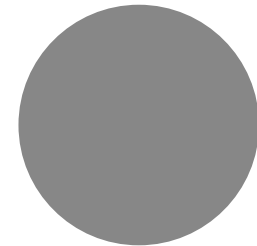
SECONDARY

Hex: #34657F
R65 G100 B125
C80 M55 Y35 K12
PMS: 7699 C



TERTIARY

Hex: #71C5E8
R113 G197 B232
C51 M5 Y3 K0
PMS: 297 C



NEUTRAL

Hex: #878787
R135 G135 B135
C49 M41 Y41 K5
PMS: 877 C

OUR FONTS

Our fonts should be used in all caps for headings and titles.
Body copy should be in sentence case.

Primary Font

This font should be used whenever available.

Avenir Next

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()...

Demi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()...

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()...

Secondary Font

This font should only be used when primary
font is not available.

Roboto

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()...

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()...

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()...

Font Pairings

It is important to pair our fonts correctly. This maintains our brand voice and creates a clear hierarchy. Avenir Next Demi Bold should be paired with Avenir Next Regular. Roboto Medium should be paired with Roboto Light.

Avenir Next

5 REASONS WHY
AIME SUPPORTS YOU

Roboto

5 REASONS WHY
AIME SUPPORTS YOU

CO-BRANDING

We encourage you to co-brand with our logo. Our logo should appear to the right of the co-branded company with a thin line in AIME blue or white separating the two. If co-branding with an entity of AIME (eg. Brokers are Better, Womens Mortgage Network, etc.) the AIME logo should appear to the left instead of the right. The two logos should always appear at similar sizes.



Example of Co-branding with AIME.



Example of Co-branding with an entity of AIME.

BROKERS ARE BETTER

Most of you are probably well aware of Brokers are Better. If you are not, it is our facebook group and broker exclusive community. Brokers are Better has it's own branding apart from AIME and is as follows.

Logo Usage

The Brokers are Better logo is primarily used in the stacked version but may also be used horizontally when necessary.



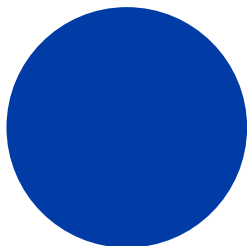
This logo should be used when generally referencing Brokers are Better.



This logo should be used when referencing Brokers are Better in connection with any of our contracted partners who provide exclusive tools and services to AIME members.

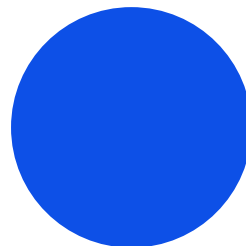
Brokers Are Better Colors

The Brokers are Better blues are different from the AIME blues. Please reference the below colors when working with the Brokers are Better brand.



PRIMARY

Hex: #013BA6
R1 G59 B166
C99 M64 Y0 K35
PMS: 2145 C



SECONDARY

Hex: #0D50E7
R13 G80 B231
C94 M65 Y0 K9
PMS: 2175 C

WOMEN'S MORTGAGE NETWORK

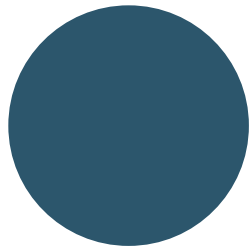
The Women's Mortgage Network is another Facebook group created and managed by AIME. This group is exclusive to female mortgage brokers and is meant to empower them in the broker channel. The Women's Mortgage Network has its individual branding as well and should be followed as below.

Logo Usage



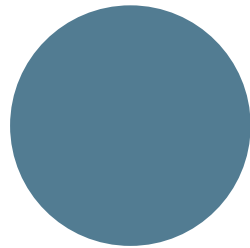
Women's Mortgage Network Colors

The Women's Mortgage Network logo should only appear in the two color options above. When using typography or background colors the following may be used.



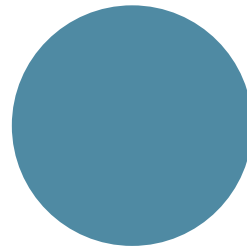
PRIMARY

Hex: #2C566C
R44 G86 B108
C59 M20 Y0 K58
PMS: 5405 C



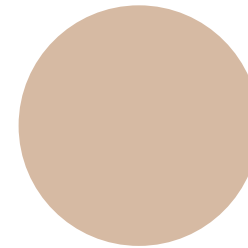
SECONDARY

Hex: #527C92
R82 G124 B146
C44 M15 Y0 K43
PMS: 5415 C



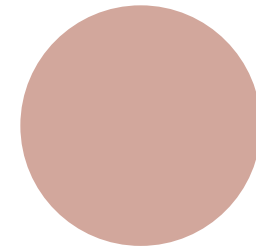
TERTIARY

Hex: #4F8AA3
R79 G138 B163
C52 M15 Y0 K36
PMS: 549 C



NEUTRAL

Hex: #D6BAA3
R214 G186 B163
C0 M13 Y24 K16
PMS: 481 C



NEUTRAL

Hex: #D2A79C
R210 G167 B156
C0 M20 Y26 K18
PMS: 5015 C