

PRIMARY RESIDENTIAL MORTGAGE, INC.

# STYLE GUIDE





# WELCOME

## To The PRMI Style Guide

Our mission is to be a nationally respected, locally known home loan company that finances homeownership goals through positive and personal experiences.

This guide is here to provide a framework for our brand that aligns with this mission and helps you develop marketing materials for your business. Adherence to these guidelines is critical to projecting a clear and consistent look, tone and voice to the world. The public's awareness and perceptions of PRMI rest upon three pillars: our logo, our identity, and our brand. This introduction will define each pillar and explain why they matter.

# LOGO

## **What is a Logo?**

Symbols, words, color, and form that promote instant public recognition.

## **Why Do Logos Matter?**

Logos create a container in which customers can place experiences they have with an organization. Without a logo, an organization has no “face”.

# IDENTITY

## **What is an Identity?**

Our identity defines how we position ourselves to the world through visual and written communications, such as flyers, postcards, stationary, signage, colors, and fonts.

## **Why Does Identity Matter?**

This is where we can influence and attach meaning to the logo to guide the perception of our brand.

# BRAND

It's the sum total of what our customers say we are; their gut feelings, relationships, expectations, emotions, stories, memories, and behavior.

# HOW TO DEPLOY OUR BRAND

## **Consistency**

We all have the responsibility to aim our brand ideal through consistent application of our logo and identity.

## **Our Interactions**

A brand is built by the daily decisions and interactions of the employees and leaders.



A brand is a person's gut feeling about a product, service, or company.

It's not what **YOU** say it is.

It's what **THEY** say it is.

-Marty Neumeier, The Brand Gap





LOGOS

# PRIMARY LOGO

The PRMI logo represents our corporate brand identity and its integrity must be strictly maintained in order to continue to build and protect our brand.





# LOGO VARIANTS

These logos are to be used when the primary logo won't work due to contrast or space ratio issues. Each variant will have a possible use scenario. If you have any questions regarding additional use scenarios, contact the design team at ext.1000045.

## Monochrome Logos

Monochrome logos are available for when the blue/silver version wouldn't have sufficient contrast. On all monochrome versions, the pyramid has a cutout that should always be on the right side (in relation to the text). There are three categories for monochromatic logos: white, black, and other.

### White Logos

Should only be used when printing the logo on a dark-colored background.



### Black Logos

Should only be used when printing the logo on a light background on which the master logo will not work. Eg.: B&W printing only.



### Other Color Logos

These are to be limited to our primary and secondary color palettes and need sign-off from the marketing design team before public use.



# Public Use

These two logo forms can and should be used in all our public collateral.



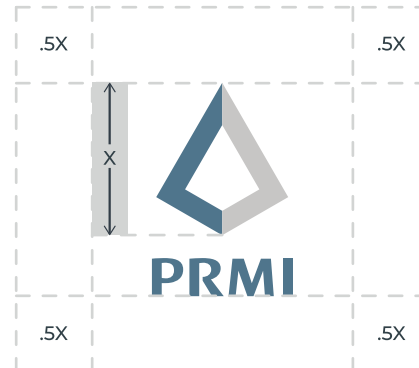
# Special Use

These logo forms should only be used when the public-use logos will have visibility issues with the full company name, such as apparel, etc.



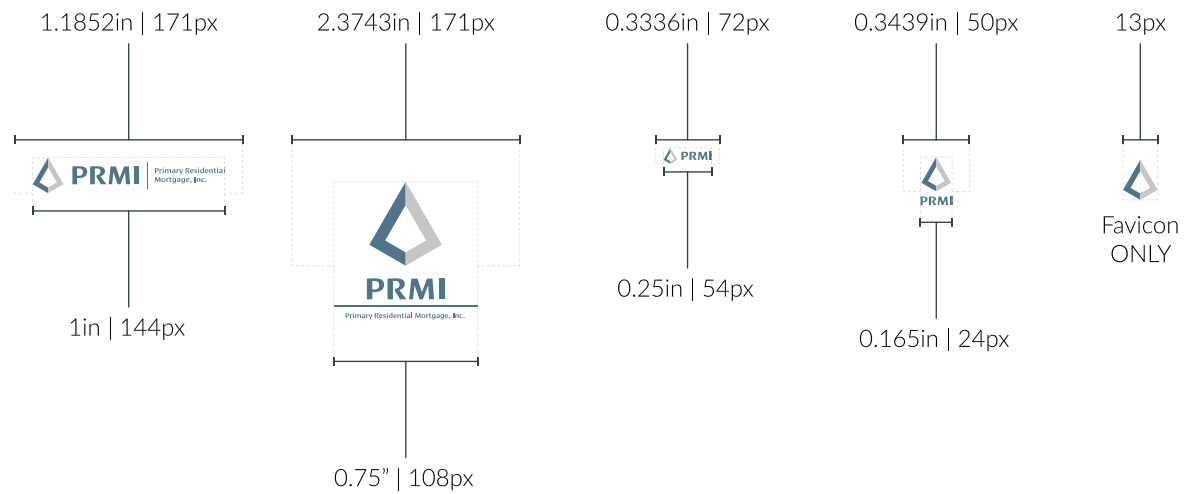
# SAFE AREA

This illustrates the minimum clear space that needs to surround the various PRMI logos. Maintaining this clear space ensures the logo always appears unobstructed and distinctly separate from other graphical elements. The x-height is based on the height of the pyramid.



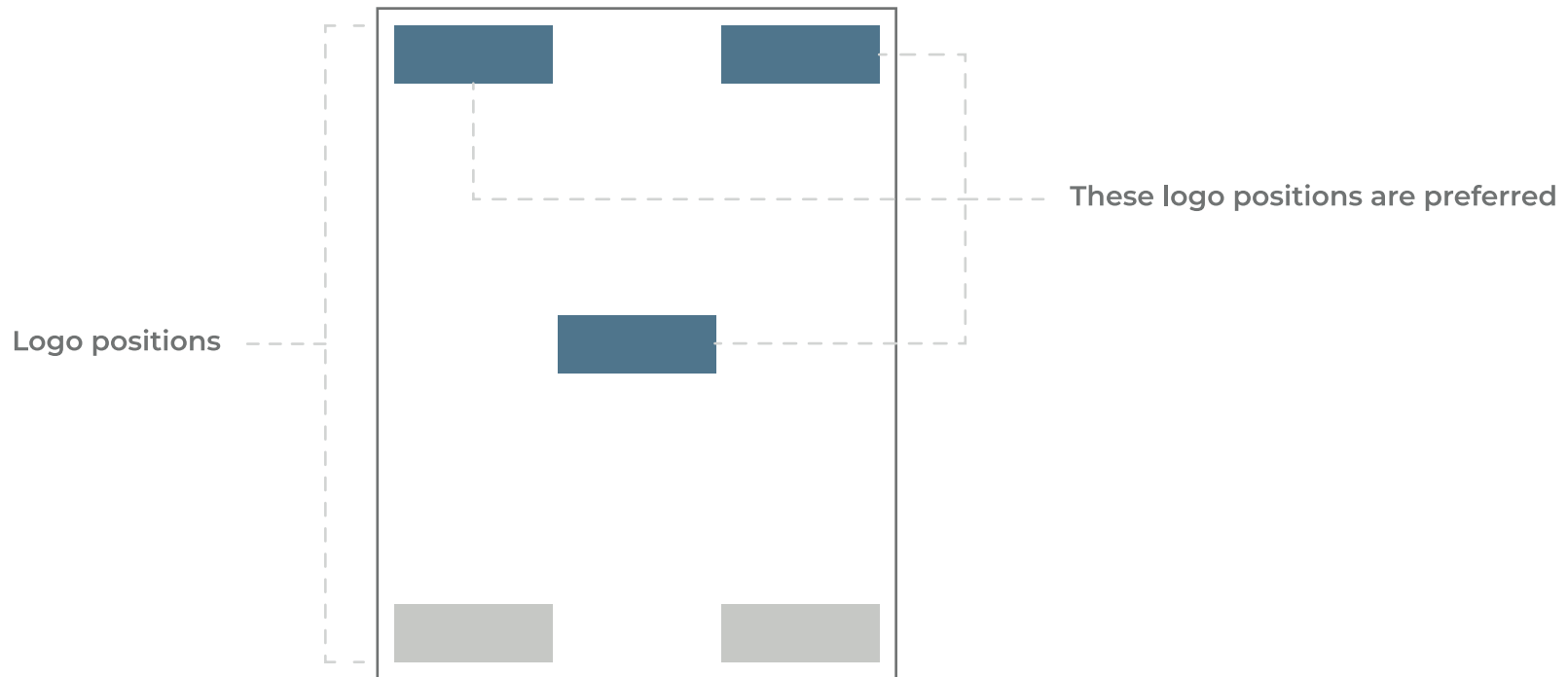
# SIZE & POSITIONING

## Minimum Logo Sizes



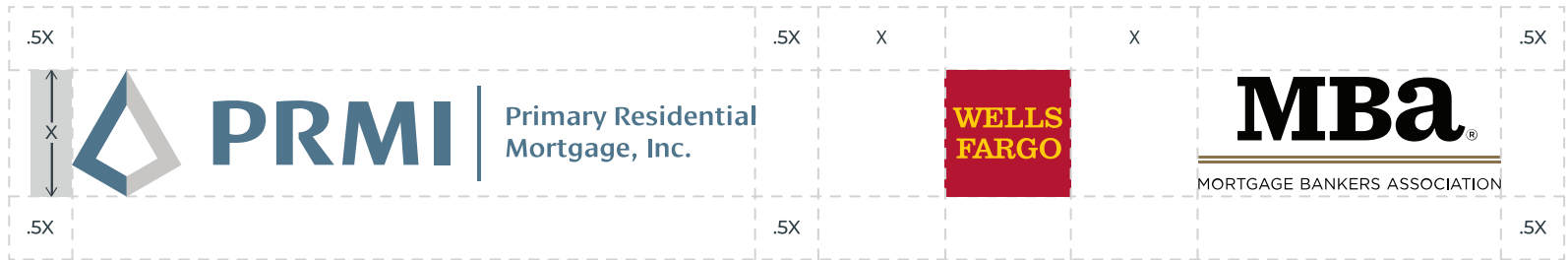
# Logo Positioning

This is a guide for placing the logo on any marketing piece—digital or print. This example uses a standard letter-sized sheet of paper.



## Our Logo with Other Logos

When other logos are used in conjunction with the PRMI logo, the height of the other logo(s) must not exceed the height of the PRMI pyramid (X). The spacing between logos should also correspond to the height of the PRMI pyramid (X).



# GROUP/TEAM LOGOS

If you have an approved group name, you may use it in conjunction with the PRMI logo as shown.

## The following are required:

1. Your group name must be approved by the Marketing and Compliance departments.
2. Your group name will go below the master logo.
3. Your group logo must be designed by the Marketing Department.
4. Your group name can only be used with the full horizontal logo.
5. Your group name must follow this naming convention: "The (Name or Geographic Area) Group or Team."



## Group/Team Logo Safe Area



# PROHIBITED LOGO USE

Here's a short list of prohibited logo use case scenarios. This is not an all-inclusive list. Any questions on logo use should be directed to the Marketing Design team either by phone or email. Extension: 1000046; Email: [marketing@primeres.com](mailto:marketing@primeres.com)

## **a. Omissions**

The logo should always be used in its entirety. We've provided multiple variations above, but nothing should ever be omitted from a logo. In the example below the omission of the pyramid from the original design makes this logo unacceptable for use.

## **b. Rearrangements**

The logo should always be used in its original arrangement. In the example below, the logo elements are rearranged from the original design and is not authorized for use.

## **c. Deformation**

The logo should always be used in its original ratios. To maintain the original ratio while changing the size of a logo in an Outlook email, select the image, click and hold one of the four corners, and drag to scale proportionally. In the example below the logo has been stretched vertically and compressed horizontally from the original design and is not authorized for use.

## **d. Color Alterations**

The logo should always be used in its original colors. In the example below, the

logo color has been changed from the original design and makes this example unacceptable for use.

## **e. Additions**

The logo should never have images or text added inside the safe area. In the example below, a heart and text have been added to the original logo within the safe area.

## **f. Effects**

The logo shouldn't have any effects applied to it (e.g., drop shadows, glow, patterns, or frames). In the example below, the logo has had a drop shadow added to the original design and is not authorized for use.

## **g. Busy Backgrounds**

The logo should never be placed over a busy background since it will lower the visibility and legibility.

## **h. Low Contrast**

The logo should never be placed on a background that is tonally similar as this will reduce contrast and legibility.

## **i. Low Resolution**

The logo shouldn't be used if it's going to pixelate. If you need a larger version of the logo, contact Marketing for the proper size based on usage.





a.



b.



c.



d.



e.



f.



g.



h.



i.

# PRMI LOGO ON SWAG

Item is white

Printer Allows Multiple Colors



Color Logo

Printer Allows Only One Color



Monochrome Logo (Blue or Black)

Item is a Dark Color



Monochrome Logo (White)

Item is a Light Color



Monochrome Logo (Black)



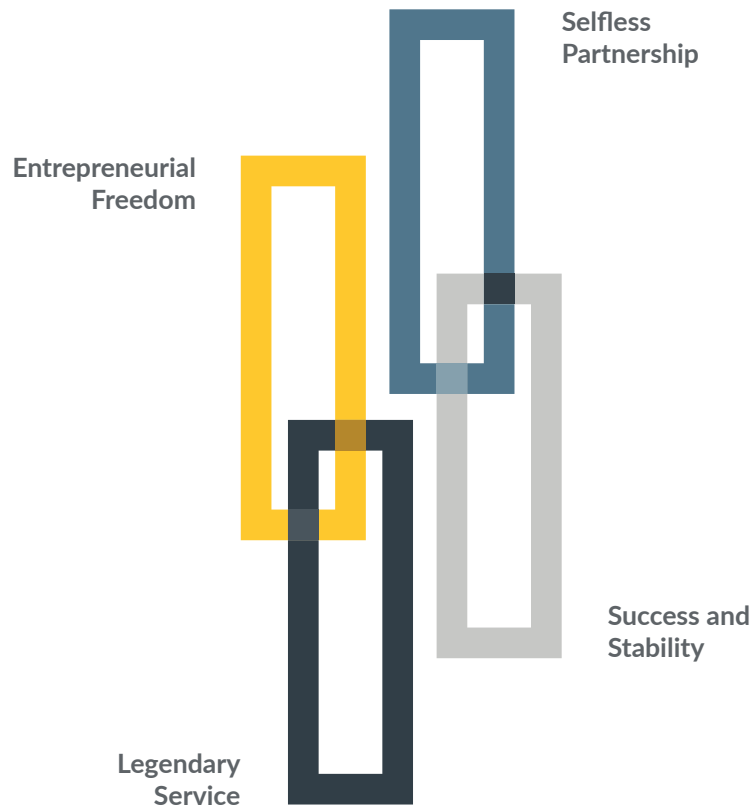
**IDENTITY**

# WHO IS PRMI?

PRMI believes **everyone deserves a home.**

## The Four Pillars of PRMI

PRMI's growth and longevity are built on our four foundational pillars.



## PRMI's Core Values

PRMI's core values shape the environment we want to create.

- Teamwork
- Stability
- Advocacy
- Empowerment
- Integrity
- Excellence
- Happiness

## What's Important to PRMI?

- Caring for People
- Making Time for Family and Friends
- Paying Attention to Others
- Improving People's Lives
- Instilling Trust in Our Communities

Our messaging should be rooted in our values and reflect our long-term dedication to service.

# THE CHARACTER OF PRMI

We use archetypes to connect with our customers on a more personal level. Archetypes give businesses the framework of a human identity. An archetype is essentially a brands' personality.

We chose archetypes for PRMI that ensure our communications match our identity.

## Primary Archetype—The Caregiver

The Caregiver helps the less fortunate and supports the lives of others through comfort and nurturing. They also protect others from harm whenever possible. The characteristics of this archetype should be present in all PRMI messaging.

## Secondary Archetype—The Sage

The Sage delivers truths that help the world make sense. They reveal meaning by making unexpected connections and support the learning and empowerment of others. By including elements of the sage archetype, we can become mentors to our audience members.

We'll occasionally use a third archetype, the Jester, to add humor when appropriate. The Jester lives to enjoy each moment in life and lighten up the world.

“A brand is not the same as a product.

People **buy** products but they have **relationships** with brands.

If you took away a person's product, they would just buy the next one on the shelf. **If you took away their brand, they would miss it.**”





COLORS

# PRIMARY PALETTE

These are the colors that do the heavy lifting, encompassing the colors of the logo and two complementary shades.

## How to Read the Palette

### **PMS (Pantone Matching System)**

These are all Pantone-based spot colors, each of which has a unique code that was developed to guarantee color consistency. Pantone is an international color standard.

### **CMYK (Cyan/Magenta/Yellow/Black)**

The CMYK color model refers to the four primary shades that are combined in different percentages to create any color in printing.

### **RGB (Red/Green/Blue)**

RGB is the primary color model for screens—this includes TVs, monitors, digital cameras and scanners. The values range from 0–255.

### **HEX (Hexadecimal)**

This can be used interchangeably with RGB, but was developed specifically for websites. HEX codes start with a # sign which is followed by six alphanumeric characters ranging from 00–FF that correspond to red, green, and blue.

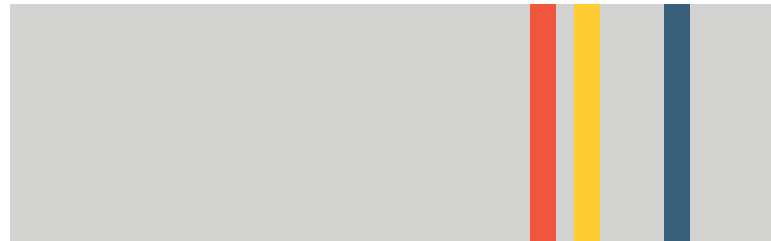
## PRMI Blue

PMS: 5405c  
CMYK: 68, 35, 17, 40  
RGB: 79, 117, 139  
HEX: 4F758B



## Overcast

PMS: 420c  
CMYK: 6, 4, 7, 13  
RGB: 199, 201, 199  
HEX: C7C9C7



## Marigold

PMS: 123c  
CMYK: 0, 19, 89, 0  
RGB: 255, 199, 44  
HEX: FFC72C



# SECONDARY PALETTE

Accent and copy

## Storm

PMS: 432C  
CMYK: 65, 43, 26, 78  
RGB: 51, 63, 72  
HEX: 333F48



## Tornado

PMS: 424C  
CMYK: 30, 20, 19, 58  
RGB: 112, 115, 114  
HEX: 707372



# TERTIARY PALETTE

Used for specific needs only

## Sandia

PMS: 7625c  
CMYK: 0, 82, 80, 0  
RGB: 225, 82, 61  
HEX: 1523D



## Azure

PMS: 661C  
CMYK: 100, 75, 0, 6  
RGB: 0, 53, 148  
HEX: 003594



## Scarlet

PMS: 7627C  
CMYK: 5, 94, 88, 22  
RGB: 167, 43, 42  
HEX: A72B2A



## Electric Blue

PMS: 299C  
CMYK: 86, 8, 0, 0  
RGB: 0, 163, 224  
HEX: 00A3E0



## Zest

PMS: 144C  
CMYK: 0, 51, 100, 0  
RGB: 237, 139, 0  
HEX: ED8B00



## Bluebird

PMS: 2985C  
CMYK: 60, 0, 3, 0  
RGB: 91, 194, 231  
HEX: 5BC2E7











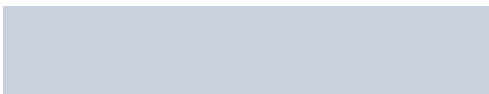
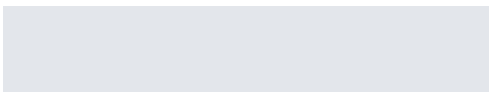
## Sun

PMS: 114C  
CMYK: 0, 4, 87, 0  
RGB: 251, 221, 64  
HEX: FBDD40



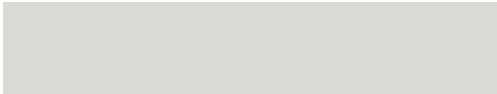
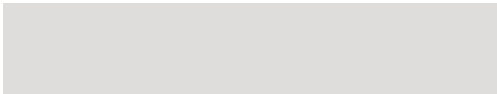
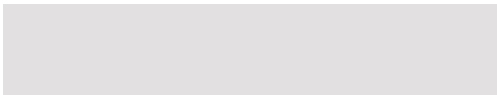
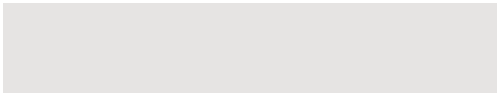
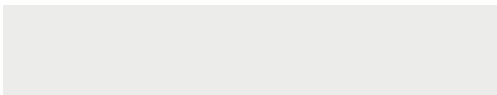
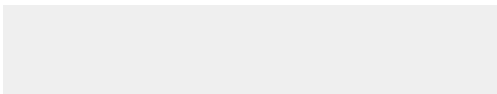
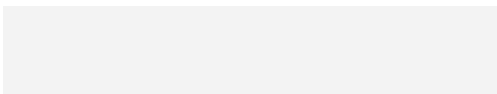
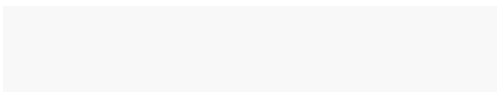


# COLOR TINTS









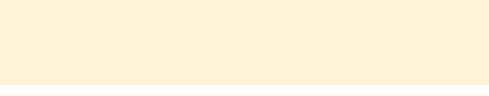
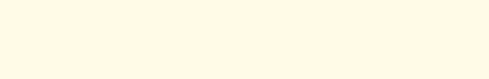
## PRMI Blue

100%	
CMYK: 68, 35, 17, 40	
HEX: 4F758B	
90%	
CMYK: 76, 52, 34, 10	
HEX: 618397	
80%	
CMYK: 54, 28, 14, 32	
HEX: 7291A2	
70%	
CMYK: 47, 24, 12, 28	
HEX: 849FAE	
60%	
CMYK: 41, 21, 10, 24	
HEX: 95ACB9	
50%	
CMYK: 34, 18, 9, 20	
HEX: A7BAC5	
40%	
CMYK: 27, 14, 7, 16	
HEX: B9C8D1	
30%	
CMYK: 21, 11, 5, 12	
HEX: CAD5DC	
20%	
CMYK: 14, 7, 3, 8	
HEX: DCE3E8	
10%	
CMYK: 7, 4, 2, 4	
HEX: EDF1F3	

## Overcast

100%	
CMYK: 6, 4, 7, 13	
HEX: C7C9C7	
90%	
CMYK: 5, 5, 6, 12	
HEX: CDCFCC	
80%	
CMYK: 5, 4, 6, 10	
HEX: D2D4D1	
70%	
CMYK: 4, 4, 5, 9	
HEX: D8D9D7	
60%	
CMYK: 4, 3, 4, 8	
HEX: DDDFDD	
50%	
CMYK: 3, 3, 4, 7	
HEX: E3E4E2	
40%	
CMYK: 2, 2, 3, 5	
HEX: E9E9E8	
30%	
CMYK: 2, 2, 2, 4	
HEX: EEEFEE	
20%	
CMYK: 1, 1, 1, 3	
HEX: F4F4F4	
10%	
CMYK: 1, 1, 1, 1	
HEX: F9F9F9	

# Marigold

100%	
CMYK: 0, 19, 89, 0	
HEX: FFC72C	
90%	
CMYK: 0, 17, 80, 0	
HEX: FFCD42	
80%	
CMYK: 0, 15, 71, 0	
HEX: FFD256	
70%	
CMYK: 0, 13, 62, 0	
HEX: FFD86C	
60%	
CMYK: 0, 11, 53, 0	
HEX: FFDD80	
50%	
CMYK: 0, 10, 45, 0	
HEX: FFE395	
40%	
CMYK: 0, 8, 36, 0	
HEX: FFE9AB	
30%	
CMYK: 0, 6, 27, 0	
HEX: FFEEBF	
20%	
CMYK: 0, 4, 18, 0	
HEX: FFF4D5	
10%	
CMYK: 0, 2, 9, 0	
HEX: FFF9E9	

## Sandia

100%  
CMYK: 0, 82, 80, 0  
HEX: E1523D



90%  
CMYK: 0, 74, 72, 0  
HEX: E46451



80%  
CMYK: 0, 66, 64, 0  
HEX: E77564



70%  
CMYK: 0, 57, 56, 0  
HEX: EA8678



60%  
CMYK: 0, 49, 48, 0  
HEX: ED978B



50%  
CMYK: 0, 41, 40, 0  
HEX: FOA89E



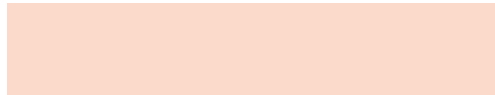
40%  
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HEX: F3BAB1



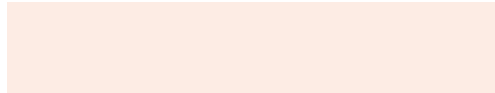
30%  
CMYK: 0, 25, 24, 0  
HEX: F6CBC4



20%  
CMYK: 0, 16, 16, 0  
HEX: F9DCD8



10%  
CMYK: 0, 8, 8, 0  
HEX: FCEDEB



## Scarlet

100%  
CMYK: 5, 94, 88, 22  
HEX: A72B2A



90%  
CMYK: 5, 84, 79, 20  
HEX: B04140



80%  
CMYK: 4, 75, 70, 18  
HEX: B95555



70%  
CMYK: 4, 66, 61, 15  
HEX: C26B6A



60%  
CMYK: 3, 56, 53, 13  
HEX: CA807F



50%  
CMYK: 3, 47, 44, 11  
HEX: D39594



40%  
CMYK: 2, 38, 35, 9  
HEX: DCAAAA



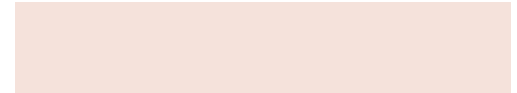
30%  
CMYK: 2, 28, 27, 7  
HEX: E4BFBF



20%  
CMYK: 1, 19, 18, 4  
HEX: EDD5D4



10%  
CMYK: 1, 10, 9, 2  
HEX: E6E9E9





## Zest

100%  
CMYK: 0, 51, 100, 0  
HEX: ED8B00



90%  
CMYK: 0, 46, 90, 0  
HEX: EF971A



80%  
CMYK: 0, 41, 80, 0  
HEX: F1A233



70%  
CMYK: 0, 36, 70, 0  
HEX: F2AE4D



60%  
CMYK: 0, 31, 60, 0  
HEX: F4B966



50%  
CMYK: 0, 26, 50, 0  
HEX: F6C57F



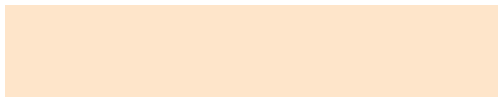
40%  
CMYK: 0, 20, 40, 0  
HEX: F8D199



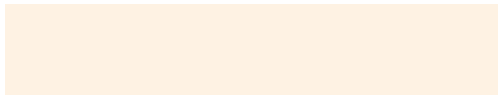
30%  
CMYK: 0, 16, 30, 0  
HEX: FADCB2



20%  
CMYK: 0, 10, 20, 0  
HEX: FBE8CC



10%  
CMYK: 0, 5, 10, 0  
HEX: FDF3E5



## Sun

100%  
CMYK: 0, 4, 87, 0  
HEX: FBDD40



90%  
CMYK: 0, 4, 78, 0  
HEX: FBE053



80%  
CMYK: 0, 3, 70, 0  
HEX: FCE466



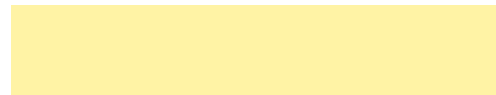
70%  
CMYK: 0, 3, 61, 0  
HEX: FCE77A



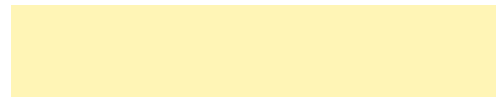
60%  
CMYK: 0, 2, 52, 0  
HEX: FDEB8C



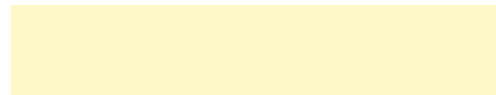
50%  
CMYK: 0, 2, 44, 0  
HEX: FDEE9F



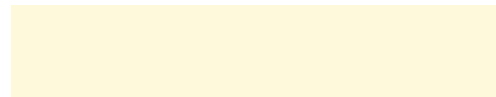
40%  
CMYK: 0, 2, 35, 0  
HEX: FDF1B3



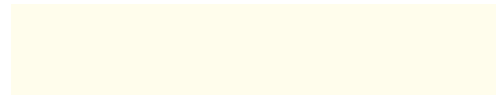
30%  
CMYK: 0, 1, 26, 0  
HEX: FEF5C5












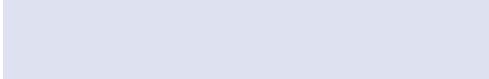
20%  
CMYK: 0, 1, 17, 0  
HEX: FEF8D9











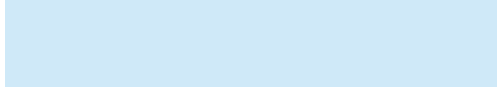
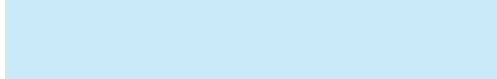
10%  
CMYK: 0, 0, 9, 0  
HEX: FFFCEC









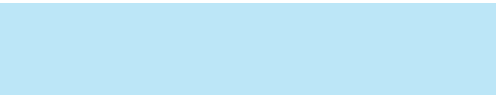
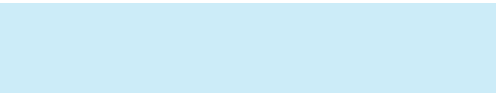
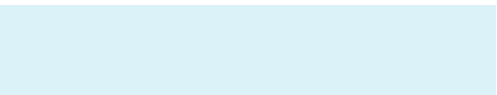
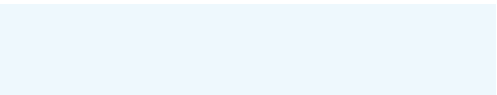
## Azure

100%	
CMYK: 100, 75, 0, 6	
HEX: 003594	
90%	
CMYK: 90, 67, 0, 5	
HEX: 1A4A9F	
80%	
CMYK: 80, 60, 0, 5	
HEX: 335DA9	
70%	
CMYK: 70, 52, 0, 4	
HEX: 4D72B4	
60%	
CMYK: 60, 45, 0, 4	
HEX: 6686BF	
50%	
CMYK: 50, 38, 0, 3	
HEX: F79AC9	
40%	
CMYK: 40, 30, 0, 2	
HEX: 99AED4	
30%	
CMYK: 30, 23, 0, 2	
HEX: B2C2DF	
20%	
CMYK: 20, 15, 0, 1	
HEX: CCD7EA	
10%	
CMYK: 10, 8, 0, 1	
HEX: E5EAF4	

## Electric Blue

100%	
CMYK: 86, 8, 0, 0	
HEX: 00A3E0	
90%	
CMYK: 77, 7, 0, 0	
HEX: 1AACE3	
80%	
CMYK: 69, 6, 0, 0	
HEX: 33B5E6	
70%	
CMYK: 60, 6, 0, 0	
HEX: 4DBFE9	
60%	
CMYK: 52, 5, 0, 0	
HEX: 66C8EC	
50%	
CMYK: 43, 4, 0, 0	
HEX: 7FD1EF	
40%	
CMYK: 34, 3, 0, 0	
HEX: 99DAF3	
30%	
CMYK: 26, 2, 0, 0	
HEX: B2E3F6	
20%	
CMYK: 17, 2, 0, 0	
HEX: CCEDF9	
10%	
CMYK: 9, 1, 0, 0	

# Bluebird

100%	
CMYK: 60, 0, 3, 0	
HEX: 5BC2E7	
90%	
CMYK: 54, 0, 3, 0	
HEX: 6CC8E9	
80%	
CMYK: 48, 0, 2, 0	
HEX: 7CCEEC	
70%	
CMYK: 42, 0, 2, 0	
HEX: 8DD4EE	
60%	
CMYK: 36, 0, 2, 0	
HEX: 9DDAF1	
50%	
CMYK: 30, 0, 2, 0	
HEX: ADE0F3	
40%	
CMYK: 24, 0, 1, 0	
HEX: BDE7F5	
30%	
CMYK: 18, 0, 1, 0	
HEX: CDEDF8	
20%	
CMYK: 12, 0, 1, 0	
HEX: DEF3FA	
10%	
CMYK: 6, 0, 0, 0	
HEX: EEF9FD	

## Storm

100%  
CMYK: 65, 43, 26, 78  
HEX: 333F48



90%  
CMYK: 58, 39, 23, 70  
HEX: 48535B



80%  
CMYK: 52, 34, 21, 62  
HEX: 5C656D



70%  
CMYK: 45, 30, 18, 54  
HEX: 71797F



60%  
CMYK: 39, 26, 16, 47  
HEX: 858C91



50%  
CMYK: 33, 22, 13, 39  
HEX: 999FA3



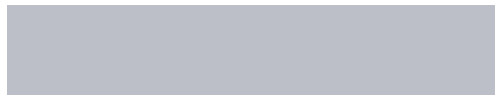
40%  
CMYK: 26, 17, 10, 31  
HEX: ADB2B6



30%  
CMYK: 20, 13, 8, 24  
HEX: C1C5C8



20%  
CMYK: 13, 9, 5, 16  
HEX: D6D9DA



10%  
CMYK: 7, 4, 3, 8  
HEX: EAEBEC



## Tornado

100%  
CMYK: 30, 20, 19, 58  
HEX: 707372



90%  
CMYK: 27, 18, 17, 52  
HEX: 7F8180



80%  
CMYK: 24, 16, 15, 46  
HEX: 8D8F8E



70%  
CMYK: 21, 14, 13, 40  
HEX: 9B9D9D



60%  
CMYK: 18, 12, 11, 35  
HEX: A9ABAA



50%  
CMYK: 15, 10, 10, 29  
HEX: B7B9B8



40%  
CMYK: 12, 8, 8, 23  
HEX: C6C7C7



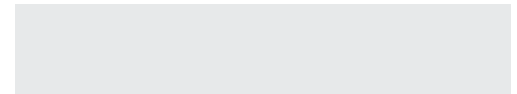
30%  
CMYK: 9, 6, 6, 16  
HEX: D4D5D4



20%  
CMYK: 6, 4, 4, 12  
HEX: E2E3E3



10%  
CMYK: 3, 2, 2, 6  
HEX: F0F1F1





# COLOR MODES

Color modes are ways to explain the quantities of color. This section is for reference on what they are and use case scenarios.



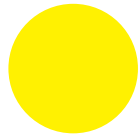
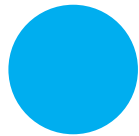
## For Print – CMYK & Spot Color

### CMYK – Cyan | Magenta | Yellow | Key (Black)

This is the most common color mode because it's what all basic color laser and inkjet printers use to create a range of colors and tones. Print shops will often call this process color since it makes colors by adding differing quantities of these four colors. Each value is represented in percentages from 0% to 100%.

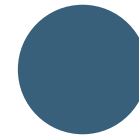
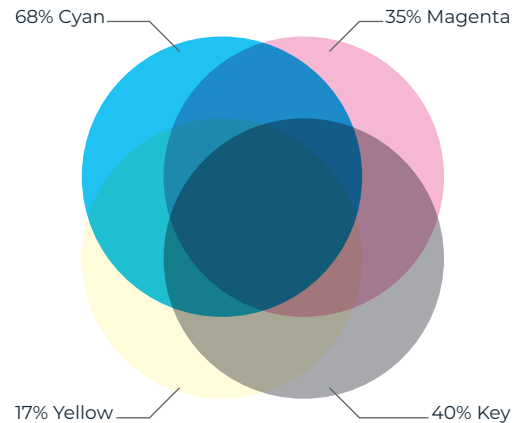
### Spot Color

Spot color refers to premixing the color before printing. This leads to bolder, “cleaner” color.



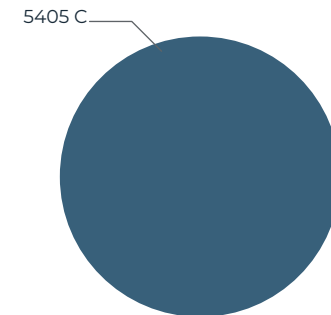
### PRMI Blue

CMYK: 68, 35, 17, 40



### PRMI Blue

PMS: 5405 C



## For Digital – RGB & HEX

### RGB – Red | Green | Blue

These are the primary colors of light and are used on anything that projects light from screens to projectors. The values are represented by numbers 0–255 for each.

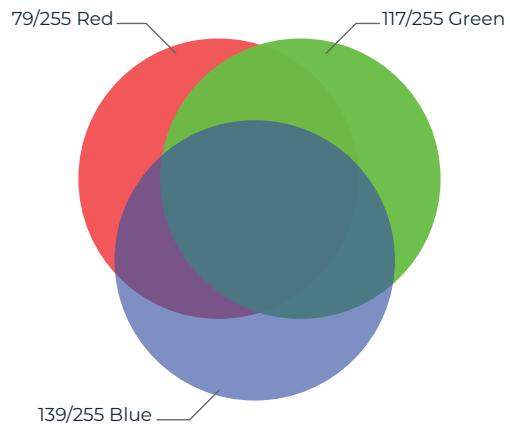
### HEX – Hexadecimal

This is used in web development to represent the primary colors of light RGB in a six figure code that contains alphanumeric characters. The values are represented in pairs from 00–FF for each color. #RRGGBB



### PRMI Blue

RGB: 79, 117, 139

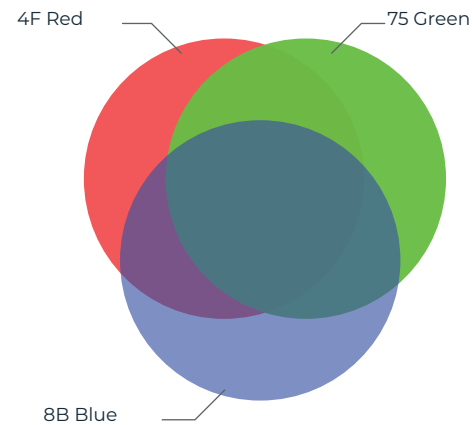


000000  
111111  
222222  
333333  
444444  
555555  
666666  
777777  
888888  
999999  
AAAAAAAA  
BBBBBB  
CCCCCC  
DDDDDD  
EEEEEE  
FFFFFF



### PRMI Blue

HEX: 4F758B



# COLOR PERCEPTION

Here are some overarching associations that people have with different colors in the United States. Be aware that different cultures will have different perceptions of specific colors.

## Red

Powerful, intense, passionate, exciting,  
courageous, assertive, dynamic,  
determined, warm, and bold.



## Orange

Fun, energetic, warm, extroverted,  
adventurous, confident, social,  
enthusiastic, vital, and refreshing.





## Yellow

Hopeful, happy, enthusiastic, confident, optimistic, action, and fun.



## Blue

Sincere, calming, secure, traditional, stable, reliable, trustworthy, intelligent, truthful, loyal, and confident.



## Silver/Gray

Neutral, stable, calm, composed, dramatic, dignified, sophisticated, high-tech, and modern.





# FONTS

# PRINT FONTS

## Myriad Pro

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Semibold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&\*()?+|**

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&\*()?+|**

# Montserrat

Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Extra Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Semi Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Extra Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Black ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

# WEBSITE FONTS

## Lato

100 Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

300 Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

400 Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

700 Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&\*()?+|**

900 Black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&\*()?+|**

## Montserrat

100 Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

300 Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

400 Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

700 Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&\*()?+|**

900 Black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&\*()?+|**



# EMAIL FONTS

## Arial

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

**Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&\*()?+|**

## Calibri

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()?+|

**Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%&\*()?+|**

# FONT PAIRINGS

Here are some examples of headline and body copy pairings that have good contrast.

## Contrast by Font Size

*Montserrat  
Regular*

The spectacle  
before us was  
indeed sublime.

*Montserrat  
Extra Light*

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

*Myriad Pro  
Regular*

The spectacle  
before us was  
indeed sublime.

*Myriad Pro  
Regular*

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

## Contrast by font weight

*Montserrat  
Extra Bold*

**The spectacle before  
us was indeed sublime.**

*Myriad Pro  
Regular*

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

*Myriad Pro  
Bold*

**The spectacle before  
us was indeed sublime.**

*Montserrat  
Light*

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.



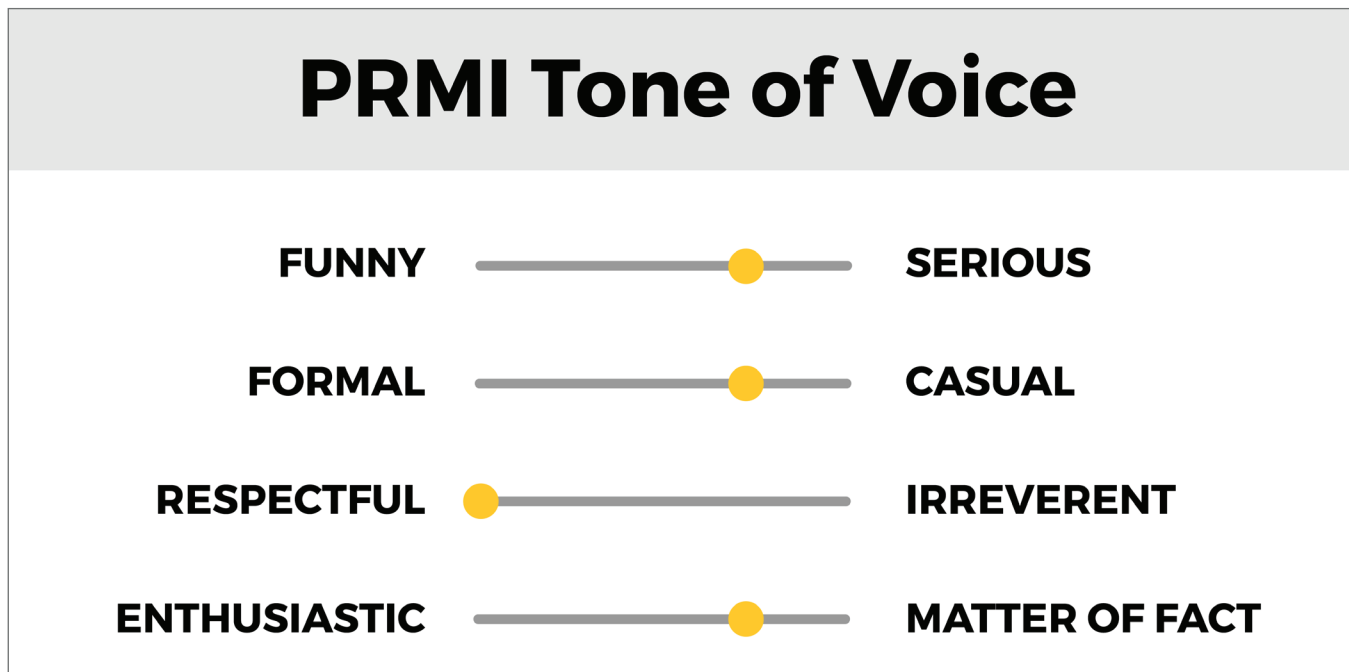


COPYWRITING

# PRMI'S VOICE AND TONE

As we channel our selected archetypes, we also need to keep a consistent voice and tone.

PRMI's voice is always respectful. We want to be direct and serious because we are helping people with important financial decisions. We speak to them like a trusted friend by avoiding overly formal language and using a casual tone.



Our messages should be warm, inviting, friendly and clever.  
Our tone should feel secure and optimistic.



## What Does PRMI Sound Like?

- Approachable
- Friendly
- Genuine
- Charismatic
- Uplifting
- Respectful

## How Does PRMI Make the Audience Feel?

- Understood
- Reassured
- Empowered

# WRITING ABOUT PRIMARY RESIDENTIAL MORTGAGE, INC.

Our name must always be written as Primary Residential Mortgage, Inc.—note the comma and period. If you're going to use our name at least twice in one publication, use the full name at first mention followed by the PRMI initials in parentheses. Then, on every subsequent mention, you may use the initials alone.

- Use the term **organization** instead of business, company or corporation.
- Use the term **Loan Originator** instead of Loan Officer.
- **Capitalize all department names and position titles** in internal communications, including, but not limited to, Underwriter, Loan Originator, Processor, Closer, Funder, Partner, Branch, Branch Partner and Investors.
- Use the term **Team Member** instead of coworker.

# USAGE AND STYLING

## Punctuation

We follow the AP Stylebook\* for punctuation and styling guidance. We do not use the Oxford comma.

## Homebuyer and Homeowner

Style homebuyer as one word rather than two.

Style homeowner as one word rather than two.

## Prequalified

Style as one word with no spaces.

## Pre-approved

Style as one word with a hyphen.

## Realtor or Real Estate Agent?

All Realtors are real estate agents, but not all real estate agents are licensed as Realtors. If the person you're writing about isn't licensed as a Realtor, use real estate agent instead.

If the person you're writing about is licensed as a Realtor, capitalize Realtor.

## They/Them

They and them are acceptable gender-neutral terms that can be used to reference a group or an individual.

When writing about a broad audience, please use they or them rather than he/him or she/her.

## Phone Numbers

Phone numbers are styled with the area code in parentheses followed by a space, three numbers, a dash, then four numbers:

(111) 111-1111

# ACCESSIBILITY

Clarity is essential. We prioritize making sure our customers clearly understand our content. For tips on writing with accessible and clear language, visit [plainlanguage.gov](https://www.plainlanguage.gov).

\*<https://www.apstylebook.com/>

