Assurance®
FINANCIAL

BRAND
GUIDELINES

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BRAND OVERVIEW



OUR MISSION

We do more than help to buy a home; we serve to create a community.

OUR CORE VALUES

We Care. Period. About our local communities, our customers, and our employees.

We are committed to excellence. We strive to exceed our customers' expectations.

We operate with integrity and honesty. We always want to do what is best for the customer.

OUR VISION

Across industry channels, cultures, and life stages, we couple technology-focused solutions with superior customer service to provide a seamless and enjoyable home buying experience that exceeds expectations.

PHILANTHROPY

AssuranceCares®

Through **Assurance Cares**, our nonprofit foundation, we invest in the communities we serve by supporting meaningful causes, expanding volunteer efforts, and creating opportunities for our teams to make a lasting impact.

As a proud **corporate partner of St. Jude Children's Research Hospital**, we're committed to helping children and families facing childhood cancer and other life-threatening diseases.

BRAND VOICE



Our voice is warm, clear, and confident, reflecting the people-first experience we deliver.

Our voice reflects who we are: approachable experts focused on guidance and genuine care. We keep communication simple so every customer feels understood and supported.

Our Tone

- Personal: Conversational and relatable.
- Clear: Straightforward, easy to understand.
- Confident: Reassuring, knowledgeable, steady.
- Supportive: Focused on guidance and empathy.

We Avoid

Jargon, overly formal language, and anything that feels pushy or impersonal.

LOGO

PRIMARY LOGOS

Our primary logo should be used whenever possible.
When space is limited, use the horizontal logo.





DOWNLOAD LOGOS

VARIATIONS



LOGO MARK

The logo mark is a supporting element and may be
used in compact spaces with corporate approval.
The primary logo should always be used when possible.





LOGO USAGE

PROTECTIVE SPACE



DO NOT let objects come closer than “X”.

X = The height of the lowercase letterforms in Assurance.

MINIMUM SIZE

DO NOT reproduce the logo smaller than the sizes below to ensure legibility.



- Print: 1 inch wide minimum
- Digital: 120 px wide minimum

INCORRECT USAGE



DO NOT distort the proportions.



DO NOT produce in non-approved colors.



DO NOT separate the logo elements. Use the full logo or the approved logo mark only.



DO NOT place the logo on low-contrast or busy backgrounds.

COLORS

PRIMARY COLORS

Pantone 2175 C
HEX #0066CC
RGB 0, 102, 204
CMYK 86, 61, 0, 0

Pantone 3395 C
HEX #00C488
RGB 0, 196, 136
CMYK 72, 0, 65, 0

Pantone 541 C
HEX #003E77
RGB 0, 62, 119
CMYK 100, 83, 27, 13

SUPPORTING NEUTRALS

Pantone 656 C
HEX #E6F0FA
RGB 230, 240, 250
CMYK 8, 2, 0, 0

Pantone WHITE
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

ACCENT COLORS

Pantone 116 C
HEX #FFCD00
RGB 255, 205, 0
CMYK 0, 14, 100, 0

Pantone 171 C
HEX #FF7865
RGB 255, 120, 101
CMYK 0, 51, 52, 0

Pantone 2592 C
HEX #AA60BF
RGB 170, 96, 191
CMYK 37, 60, 0, 0

HOW TO USE **OUR COLORS**

- Blue anchors the brand and should lead most layouts
- Green is a primary brand accent that may be used to call attention to key moments or actions
- Navy grounds the palette and supports legibility
- Accent colors are used sparingly for emphasis and highlights

Ensure sufficient contrast between text and background. Use navy or blue for body text on light backgrounds, and white when placing text on primary or accent colors.

TYPOGRAPHY

HEADER

Aa

BOLD REGULAR

DIN NEXT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternative Font: Barlow Condensed

SUBHEADER
BODY

Aa

BOLD REGULAR

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SCRIPT
ACCENT

Aa

Italic Bold

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HOW TO USE
OUR TYPE

DIN Next Condensed
- Use for: Primary headlines, section headers, numerals
- Avoid: Long sentences or body copy

Gotham
- Use for: Body copy, subheaders, captions, UI text
- Avoid: All-caps paragraphs

Garamond
- Use for: Pull quotes, accents, emphasis, campaign moments
- Avoid: Full paragraphs or legal copy

PHOTOGRAPHY STYLE

OVERALL LOOK & FEEL

- Authentic, approachable, modern
- Real people in real moments.
- Natural lighting, not staged

PEOPLE & LIFESTYLE IMAGERY

- Diversity in age, race, background, and experience
- Candid interactions, genuine expressions
- Natural light whenever possible
- Environments that feel lived-in and relatable

WHAT TO AVOID

- Overly staged poses
- Cheesy or generic stock photography
- Forced smiles or unnatural lighting





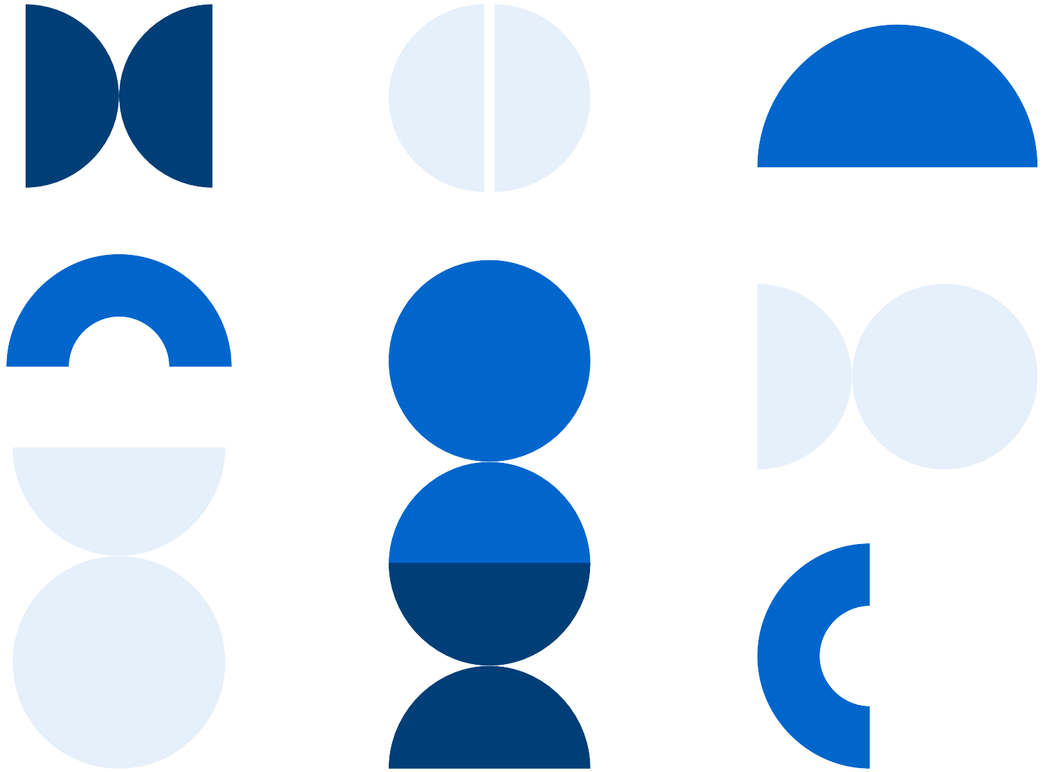




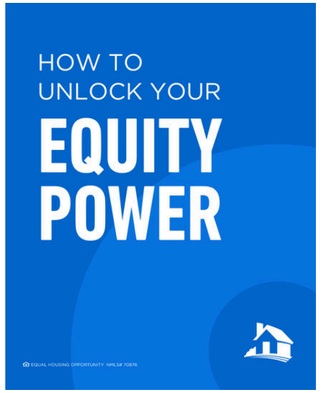


BRAND ELEMENTS

SHAPES



EXAMPLE



HOW TO USE **SHAPES**

Our shapes and patterns are inspired by the brand's core geometry and are used as subtle design accents. They should support layouts, not compete with content or photography.

Approved Uses

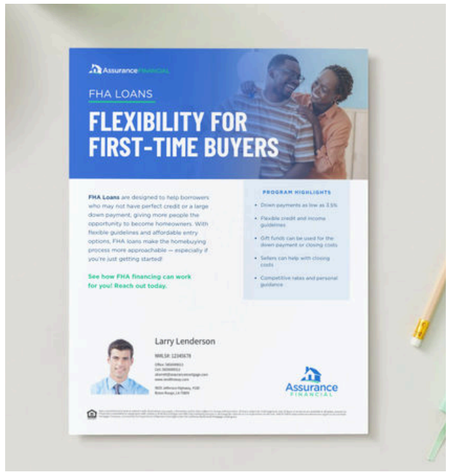
- Background accents
- Section dividers or framing elements
- Subtle overlays in print or digital layouts

Guidance

- Shapes should remain secondary to photography, typography, and messaging.

BRAND IN ACTION

PRINT & OUTDOOR

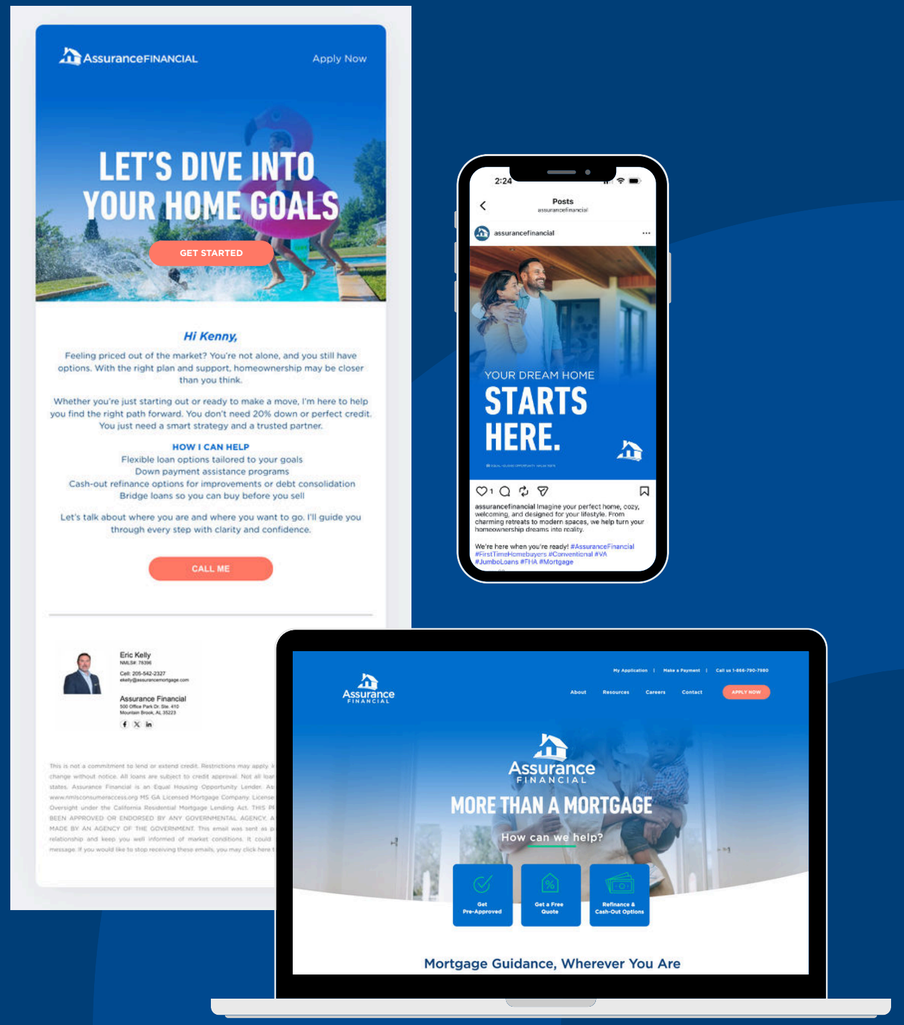








DIGITAL



RESOURCES

DOWNLOADS

- Logos
- Executive Bios & Headshots

WEBSITES

- AssuranceMortgage.com
  Official Website
- AssuranceMortgageLO.com
  Careers
- Experience.com
  Reviews and Reputation

SOCIAL MEDIA

COMPANY FACT SHEET

ABOUT

Founded in 2001 and headquartered in Baton Rouge, LA, Assurance Financial is an independent, full-service mortgage lender helping individuals and families achieve homeownership across the country.

With a growing national presence, Assurance Financial combines the resources and technology of a nationwide lender with the personalized service and relationships of a local team. From application to closing, our experienced mortgage professionals provide a streamlined lending experience and financing solutions tailored to each borrower's needs.

OUR MISSION

We do more than help to buy a home; we serve to create a community.

OUR VISION

Across industry channels, cultures, and life stages, we couple technology-focused solutions with superior customer service to provide a seamless and enjoyable homebuying experience that exceeds expectations.

QUICK FACTS

- Focused on residential lending since 2001
- Fannie Mae/Freddie Mac seller/servicer and Ginnie Mae issuer approved
- The company handles the entire process in-house – from application to servicing.
- Offering an extensive menu of competitive loan products for multiple purposes: owner-occupied homes, second homes, new construction, refinance, or investment – targeting all buyer types, including first-time home buyers, veterans, buyers with limited credit or funds for a down payment, investors, and more.

KEY EXECUTIVES

- Kenny Hodges, Chief Executive Officer
- Chris Payton, Managing Partner
- Steve Ward, President
- Chad Hebert, Chief Financial Officer
- Scott Alexander, Chief Operating Officer
- Jim Clapp, Chief Lending Officer
- Mac Cregger, Executive VP of Strategic Growth

PRODUCTS

- Conventional
- FHA
- VA
- USDA Rural Development
- Jumbo
- Construction
- First-Time Homebuyer Programs
- 100% Financing Programs
- Down Payment and Closing Cost Assistance (for specified areas)
- Renovation
- Refinance including Cash-Out, HARP, & VA IRRRL
- 203K
- 203H
- Non-QM
- Medical Professional Loans
- Manufactured Home Loans

TEAMS

- 200 team members across 25+ branch locations and a Branch Operations Division in Baton Rouge, LA
- Licensed to originate in 37 states – Alabama, Arkansas, California, Colorado, Connecticut, District of Columbia, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Montana, Nebraska, New Hampshire, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, Washington, West Virginia, and Wisconsin.

RECOGNITION

- A+ rated by the Better Business Bureau
- National Mortgage News Top 50 “Best Mortgage Companies to Work For” (2022-2025)
- Experience.com “#1 Mortgage Company for Customer Satisfaction” - large division (2025)
- Experience.com “Top Mortgage Company for Customer Satisfaction” (2019, 2021, 2023, and 2024)
- Total Expert “The Tech Trendsetter” (2022)
- Mortgage Executive Magazine “50 Best Mortgage Companies to Work For”
- Greater Baton Rouge Business Report “Best Place to Work” for Headquarters
- Named a Top Mortgage Employer by National Mortgage Professional Magazine
- U.S. Department of Agriculture “Top Retail Originator of USDA Guaranteed Single-Family Rural Housing Loans in LA”
- Department of VA “Top 300 Lender by Total Volume – Purchase”

Updated October 2026

BRAND MANAGEMENT & CONTACT

APPROVAL PROCESS

All brand assets, materials, and external-facing communications should follow the guidelines outlined in this brand guide. For questions or approvals, contact the Marketing team.

REQUESTING NEW ASSETS

To request new marketing assets, templates, or creative support, contact the Marketing team with details about your request, timeline, and intended use.

PRESS OUTREACH

All media inquiries, press requests, and public statements must be coordinated through Marketing prior to release.

MARKETING CONTACT

marketing@assurancemortgage.com

Assurance Financial Brand Guidelines, October 2026