

Brand Guide



www.migonline.com/branding

Equal Housing Lender — MIG NMLS #34391

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MORTGAGE INVESTORS GROUP
Brand Consistency



Brand consistency is a powerful idea and one that can't be overstated, especially when it comes to our logo and the way we express our name. The purpose of this document is to represent the Mortgage Investors Group

(MIG) brand through asset usage, color and typeface management, imagery, digital and print media, and more. The MIG Brand Guide policies are necessary to build and communicate a clear company brand identity to all audiences.



HOME OFFICE
8320 EAST WALKER SPRINGS LANE, KNOXVILLE, TN 37923

Our Story

Mortgage Investors Group (MIG) has been in business since 1989, providing residential mortgage loans, including both government and conventional loan products. MIG's story begins with two industry leaders who had a vision to provide home financing unlike any other lender. The Mortgage Investors Group brand was built

from the ground up by a team of five mortgage professionals in a small west Knoxville office. MIG is now spread across the southeast providing the American dream to all types of homeowners while living up to our mission of always doing what is right.

MIG LOGO EVOLUTION



1989



2011



2019

”

**The green M
is our muse,
the face of
our brand.**

Logo Specifications

To maintain a high-level of quality and consistency in messaging, the MIG brand guide must be followed. All assets and branding requirements can be located at www.migonline.com/branding.

QUALITY, SIZE & SPACING

The MIG logo should be reproduced from digital, vector-based files. To maintain readability, the logo should be no smaller than 2.5 inches wide or 180 pixels in length. Maximum visual appeal of the logo may be achieved by 0.5" or 36 pixels of padding added to all sides; see visual and specifications below.

COLOR

Printed applications should use the CMYK color space version of MIG assets. All digital representations should use the RGB color space with hexadecimal values.



MINIMUM SIZE
2.5" W / 180 PX



- A  **MORTGAGE
INVESTORS GROUP**
- B  **MORTGAGE
INVESTORS
GROUP**
- C  **MORTGAGE
INVESTORS GROUP**
▶ The right home loan
- D  **MORTGAGE
INVESTORS GROUP**
CORRESPONDENT LENDING
▶ Our priority is your relationship
- E  **MORTGAGE
INVESTORS GROUP**
DIGITAL LENDING
- F  **HIPOTECASA** 
Una división de **MORTGAGE INVESTORS GROUP**

- A. PRIMARY LOGO: 2 LINES, 2 COLOR
- B. SECONDARY LOGO: 3 LINES, 2 COLOR
- C. PRIMARY LOGO WITH TAGLINE: 3 LINES, 2 COLOR
- D. PRIMARY LOGO CORRESPONDENT LENDING: 4 LINES, 2 COLOR
- E. PRIMARY LOGO DIGITAL LENDING: 3 LINES, 2 COLOR
- F. HIPOTECASA LOGO: 2 LINES, 2 COLOR

Team Logos

MIG BRANDING GUIDELINES

Loan Officers may work directly with the Marketing Team to design their own custom team logo. All Team Logos should be clearly visible as part of the MIG brand and meet the guidelines below:

- Must incorporate MIG branding
- To be built from 1 of the 3 MIG Branded Team Logo Assets Variations (guideline).
- Colors should include MIG green (PMS 355) and/or Black
- Typefaces should be a member of the MIG typeface family or comparable variation
- Loan Officer Name must not exceed MIG Primary Symbol or Word Mark
- Must INCORPORATE MIG branding with the following:
 - MIG Primary Symbol M
 - MIG Official Word Mark

PRIMARY
SYMBOL



OFFICIAL
WORD MARK

- A 
- B 
- C 



Question? Contact us.

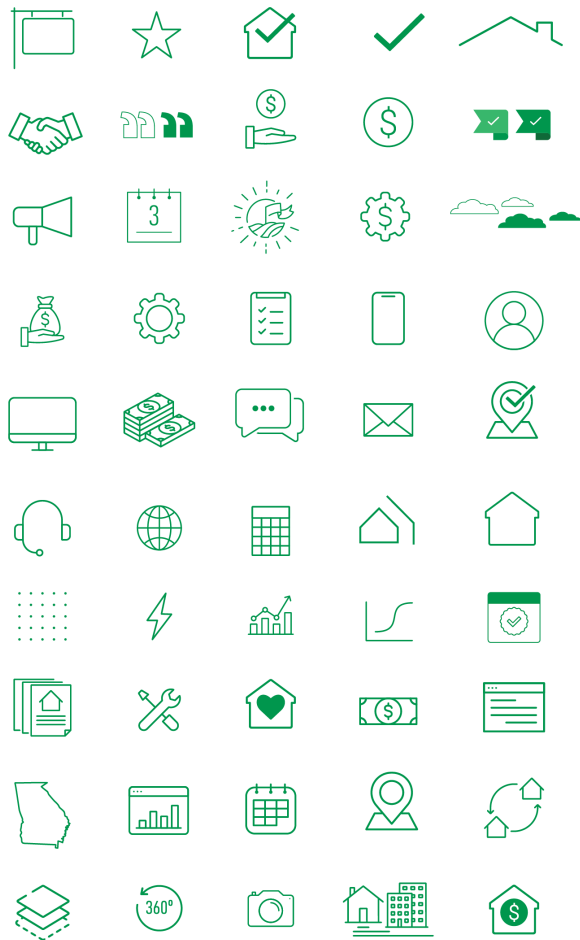
 **MIG MARKETING SUPPORT**
MARKETING@MIGONLINE.COM

Icons & Symbols

The official tagline is an expression of the MIG brand; it is the essence of who we are and what we represent and provide.

From the bold color and strong symbols, our identifiable assets represent MIG and the presence we have in the community.

ICONS



PRIMARY
SYMBOL



SECONDARY
SYMBOLS

LOCAL 
HOME LOANS

LOCAL 
LENDER

YOUR TRUSTED LOCAL LENDER

► **The right home loan**

HOME LOANS | PURCHASE & REFINANCE

MIG #TeamMIG

ACCESS &
DOWNLOADS



ADOBE CREATIVE SUITE
MIG LIBRARIES

Request Access



MIG DOWNLOADS
ASSET IMAGE FILES

www.migonline.com/branding

Type & Color

WE LOVE GREEN.

Representing a fresh and inviting beginning with a modern edge to the type block. This expanded palette nods subtly to our heritage and propels us into the future as a leading lender. We always ensure the presence of the MIG brand green, either within the composition or through the presence of a logo.

The MIG brand includes two primary typefaces and two secondary with endless possibilities. Our primary typefaces present an elegant yet modern feel and are consistently seen throughout our branding, including in the MIG word mark.



MIG GREEN

PMS 355
HEX 009447



WHITE

PMS 11-0601
HEX FFFFFFFF



BLACK

PMS BLACK
HEX 000000



LIGHT GREEN

PMS 3405
HEX 37B86E



RED

PMS 177
HEX EA7E78



YELLOW

PMS 379
HEX DCE467



BLUE

PMS 7688
HEX 4E87BC



ORANGE

PMS 151
HEX FF8300

MIG TYPEFACES

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

DIN-Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Sign Painter Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910



THE EXPRESSIONS OF MIGGIE REPRESENT A FUN AND INVITING EXPERIENCE



LAUGHING



TONGUE



HAPPY



WINK



SMILING



CURIOUS



MIG GREEN

PMS 355
HEX 009447



DARK GREEN

PMS 349
HEX 007036



DARK GRAY

PMS 419
HEX 282828



GRAY

PMS 441
HEX B8C2C4



RED

PMS 177
HEX EA7E78



ALL ASSETS AND
BRANDING REQUIREMENTS

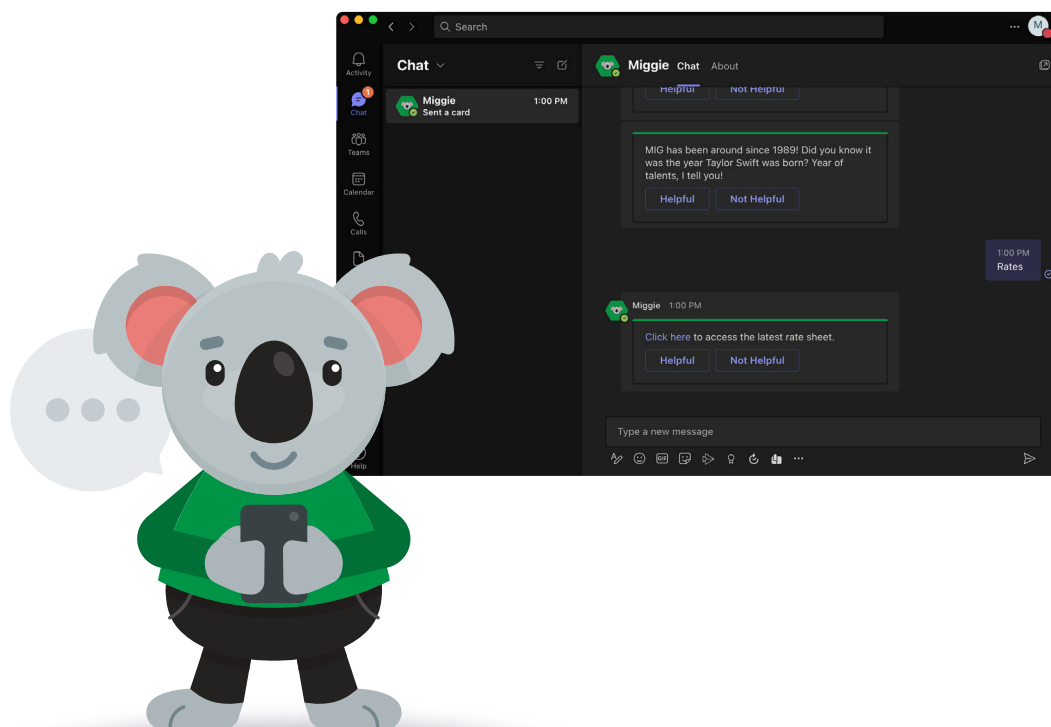
www.migonline.com/branding

QUALITY, SIZE & SPACING

Miggie should be reproduced from digital, vector-based files. To maintain readability, he should be no smaller than 1.5" wide or 108 pixels in width (full body composition) & 1.25" or 90 pixels in width (facial expressions). Maximum visual appeal of the logo may be achieved by 0.25" or 18px of padding added to all sides; see visual and specifications below.

COLOR

Printed applications should use the CMYK color space version of MIG assets. All digital representations should use the RGB color space with hexadecimal values.



Brand Application

In order to maintain the MIG brand reach, all collateral must fall within the brand guidelines and include a consistent, modern look and feel. Creative, including various mediums, print and digital being the highest, should be identified impression after impression. With a heavy focus on our iconic symbol, the green M, all other assets and imagery should complement and expand the MIG brand.

IMAGERY GUIDELINES

- Individuals, single people, active, happy
- Two people, couple, partners
- Personal, family, celebration, good life
- Home financing experience
- Enjoying lifestyles
- Diverse and distinct, balanced

HELPFUL TIPS

- Bright and inviting imagery (note the MIG green 009447)
- Cheerful occasions that represent change for the good
- Portray natural settings, enjoying life
- Through all stages of life : young, single, couple, married, family, retired, grandparents
- Incorporate home, real estate, financing, money



Brand Imagery

Expansion of the MIG brand includes expressions of life through various moments and experiences. These moments present additional opportunities for the public to connect with MIG

through situational and seasonal branding. MIG's purpose is one of value and change for the good that is strongly communicated through voice and creative in various mediums.



NAVY BLUE

PMS 2766

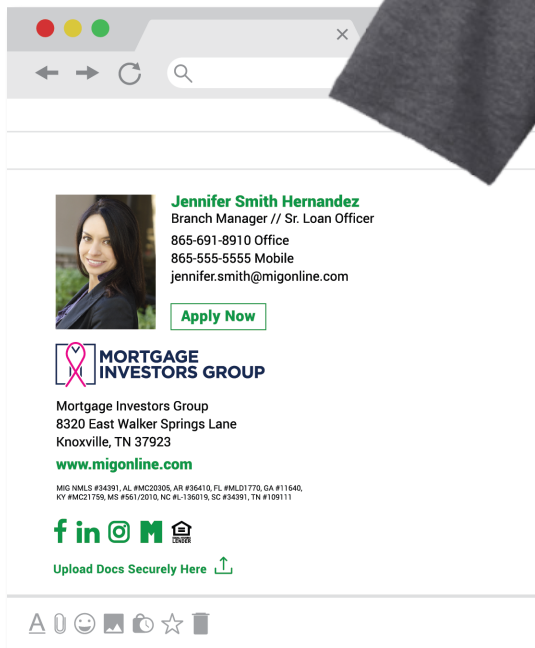
HEX 172950



MAGENTA

PMS 225

HEX E90C8B



Terminology

The Mortgage Investors Group brand is often referred to as “**MIG**”. The acronym was phrased early as the brand was being built from the ground up. This term is now often used in communications and terminology.

In addition to maintaining MIG's brand in all mediums by following guidelines and branding, all creative and voice must follow a similar model for consistency. Communications must tie in the MIG branding with messaging.

ACCOLADES

MIG accolades also require a superscript mark and reference to the claim. For reference: www.migonline.com/awards-and-recognition

AWARDS

It is **BEST PRACTICE** to include MIG's accomplishments when promoting the company in a publication marketing work environment or branch achievements. Award logos and symbols are available by clicking on the link below or requesting from marketing@migonline.com. *See examples below (not all included).*

AWARD
LOGOS



Disclaimers

As a financial institution, there are rules and regulations that govern an aspect of MIG marketing. These laws are in place to protect our customers from any type of financial misrepresentation while protecting their investment. RESPA (Real Estate Settlement Procedures Act) was enacted by Congress to provide homebuyers and sellers with improved disclosures of settlement costs and to eliminate abusive practices in the real estate settlement process. Furthermore, RESPA is also in place to govern referral business and co-marketing arrangements between real

estate agents and lenders. All MIG team members are required to take educational training and testing on critical privacy policies and financial lending laws. Disclaimers, taglines and accolade references are to be displayed small, towards the bottom of each marketing piece in either corner, or centered. They should be smaller than all other assets, with text no smaller than 5pt.

The Equal Housing Lender (EHL) is required on applications where the MIG logo is present. Go to www.fdic.gov for more information.

All marketing collateral must include both Loan Officer NMLS and MIG NMLS.

For more legal information, go to www.migonline.com/legal-information

DISCLAIMER SAMPLE

MINIMUM SIZE
0.375" W / 27 PX



EQUAL HOUSING
LENDER

MIG NMLS #34391

Acceptable EHL logo substitute disclaimer:

Equal Housing Lender — MIG NMLS #34391



www.migonline.com/branding

Equal Housing Lender — MIG NMLS #34391