SCULLI
MORTGAGES

BRANDING GUIDELINE

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Introduction

The following document has been designed as a guideline for Sculli Mortgage's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency. The Sculli Mortgages logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

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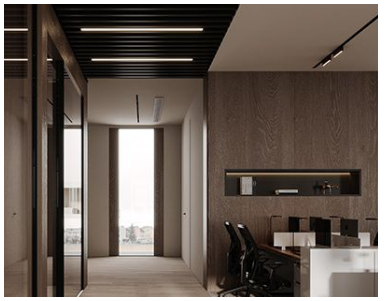
Imagery

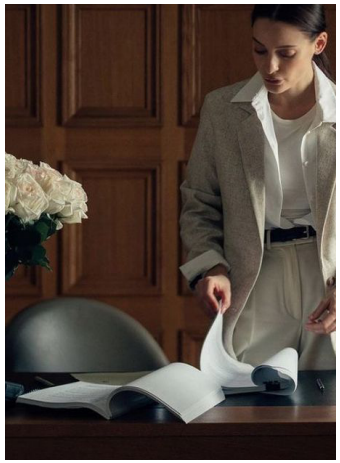
Imagery is essential to your brand as it serves as a visual and conceptual foundation for the brand's identity. The following is a mood board and list of key words to ensure that every design element is cohesive and aligned with the brand's personality.

Mood Board








Key Words

Passionate	Trustworthy	Expertise	Aspirational
Energetic	Reliable	Honest	Modern
Refined	Secure	Approachable	Partnership

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Logo

Your logo is the visual cornerstone of your brand. The following is an outline for your logo to inform your audience on how to use your logo correctly and why.

Primary Logo

The Sculli Mortgages logo exudes a sense of trust, sophistication, and stability with a modern and minimalist design. The logo features a stylized horse head with flowing, curved lines that give it an elegant and streamlined look.

The horse, a symbol of strength and reliability, reinforces the idea of a dependable mortgage service. The use of lavender tones brings a sense of calm and professionalism, balancing strength with a welcoming softness. Altogether, this design is both memorable and inviting, promising quality and assurance in financial services.





Clearspace



Minimum Size



Print: 12 mm W

Digital: 45 px W



Print: 38 mm W

Digital: 108 px W

Logo Principles

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

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Colours

A colour palette is a vital component of any brand's identity. It evokes emotions and creates a cohesive visual experience, making your brand instantly recognizable and memorable. The following is an outline for your colour palette, specifically designed to reflect your brand's personality and identity.

Navy Blue

HEX: #141338
RGB: 20,19,56
CMYK: 64,66,0,78

Lavender

HEX: #CDC1DB
RGB: 205,193,219
CMYK: 6,12,0,14

Pale Purple

HEX: #E9E4F0
RGB: 233,228,240
CMYK: 3,5,0,6

Off White

HEX: #F6F4F5
RGB: 246,244,245
CMYK: 0,1,0,4

Mushroom

HEX: #BBA48F
RGB: 187,164,143
CMYK: 0,12,24,27

Colour Palette

The Sculli Mortgages colour palette draws on a balance of strength, stability, and elegance. The deep navy speaks to professionalism and reliability, creating a strong foundation that clients can trust. Lavender adds a feminine touch that celebrates the brand's identity as a woman-owned company, providing a hint of warmth and individuality. The neutral and earthy hues bring a grounded, enduring feel, evoking strength and confidence.

Together, these colours combine to form a modern and polished aesthetic that communicates empowerment, sophistication, and stability—values at the core of Sculli Mortgages.

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Typography

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand. This is an outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.

Typefaces

The heading font is Gilroy Medium. With it's clean and modern design, this sans serif font conveys professionalism and approachability. Its balanced geometric structure reflects Sculli Mortgages' commitment to stability and clarity, making it perfect for headlines and key messages.

Shree Devanagari 714 is a serif font with a traditional and contemporary balance. Its sophisticated character projects trustworthiness and timelessness, which are crucial in the financial industry. Its clean and minimal look enhances readability and reinforces Sculli Mortgages' focus on reliability and Professionalism.

Together, these two fonts establish a dynamic typographic identity that is both classic and contemporary, elevating Sculli Mortgages as a brand that is modern and timeless.

Gilroy

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Shree Devanagari 714

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Font Hierarchy

Headlines
Gilroy
27px
Medium
Sentence Case

Subheadings
Gilroy
16px
Medium
Sentence Case

Body Copy
Shree Devanagari 714
12px
Regular
Sentence Case

Headline

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eget nulla facilisi etiam dignissim diam quis. A condimentum vitae sapien pellentesque. Morbi enim nunc faucibus a. Est sit amet facilisis magna. Sagittis purus sit amet volutpat consequat. Dui vivamus arcu felis bibendum ut tristique. Cursus turpis massa tincidunt dui ut ornare lectus.

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Brand Elements

Secondary design elements that are used to help make up and strengthen a brand’s identity.

Graphic Device

Brand elements are graphic components that work together to add depth and character to a brand, making it more engaging and distinctive.

For Sculli Mortgages, the logo icon can be used at a low opacity and kept to the left side of the page as a background, as shown below. This design uses the horse icon as a refined and understated detail, adding a sense of elegance and personality without overwhelming the layout. The integration of the icon enhances the brand's identity, providing a subtle yet recognisable presence. This background is perfect for softer, customer-facing materials, ensuring a welcoming and professional tone while maintaining a consistent brand image.



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Mockups

A series of mock-ups to demonstrate the application of your brand across a variety of collateral.


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