

BRAND GUIDELINES

VERSION 1.1



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Please contact francesca.king@ipglobal-ltd.com
with any queries regarding the Liquid Expat brand.

OUR BRAND

- 1.1 Who we are
- 1.2 Our core values
- 1.3 Our tone of voice



1.1 WHO WE ARE

Liquid Expat is a full-service mortgage consultancy, focusing exclusively on the expatriate market.

We not only offer market leading, exclusive mortgage products, we also go beyond broking to consider every stage of the lending experience. This includes educating lenders and clients alike on market dynamics and opportunities and providing clients with clear information and balanced advice alongside support on cross-border currency transactions and the sourcing of suitable investment property.

OUR MISSION

To redefine the expat lending experience, going beyond broking to offer a range of added-value services delivered with empathy and efficiency.

1.2 OUR CORE VALUES

CLARITY

The expat mortgage market is complex and ever-changing.

Clients often find it difficult to access relevant, up-to-date information without facing a wall of words or a sea of jargon. At Liquid Expat, we believe in bringing clarity out of confusion. Our upfront, straightforward style means you can readily access the information and advice you need to feel confident in your lending decisions.





1.2 OUR CORE VALUES

EFFICIENCY

Finding the right deal is one thing, securing it is another. Expat lending is characterised by complex underwriting criteria and a due diligence process that far exceeds that applied to non-expats. Our expertise gives our clients a headstart in knowing what paperwork is required and our prompt, proactive style helps take the pain out of the process.

1.2 OUR CORE VALUES

RELATIONSHIPS

We know that the best value is that which is sustained over the long term. Our established relationships with both lenders and clients are something we value above all else.

1.3 OUR TONE OF VOICE

The words we use and the way we deliver them are powerful reflections of our personality and values. Whenever you are communicating, whether with colleagues, clients, partners or the media, please consider the following guidelines:

DIRECT

Use clear, short statements. Avoid unnecessary jargon and, where necessary, explain it. Get to the point, without being abrupt.

EMPATHETIC

Listen first, acknowledge and repeat client/lender requirements, explain why response/advice is appropriate, don't patronise, stereotype or jump to conclusions.

CONVINCING

Be relevant, professional and persuasive, know what you're talking about, do your homework beforehand, be enthusiastic but don't waffle.

OUR LOGO

- 2.1 Our logo
- 2.2 Clear space and minimum size
- 2.3 Logo variations
- 2.4 Logo misuse



2.1 OUR LOGO

The Liquid Expat logo should always be used as supplied, in the correct colours and should never be recreated or altered. Any deviation from the specified guidelines will undermine the status of the brand.



2.2 CLEAR SPACE AND MINIMUM SIZE

SAFE AREA

Ensure the right amount of clear space is around the logo - it should be one 'x' around the logo.



MINIMUM SIZE FOR WEB

The minimum logo width for web application is 140px
[width] x 44px [height]



MINIMUM SIZE FOR PRINT

The minimum logo width for print is 22mm [width]



2.3 LOGO VARIATIONS

There are also solid white and solid black versions of our logotype. These versions are only to be used when the main colour logotype cannot be used for technical reasons.

The solid white logotype should also be used when the logotype needs to appear against one of our core colours or a dark background.

The solid black logotype should be used where only pure black and white printing is possible, for example on fax sheets or franking machine stamps.



Full colour



Solid white logo on dark background



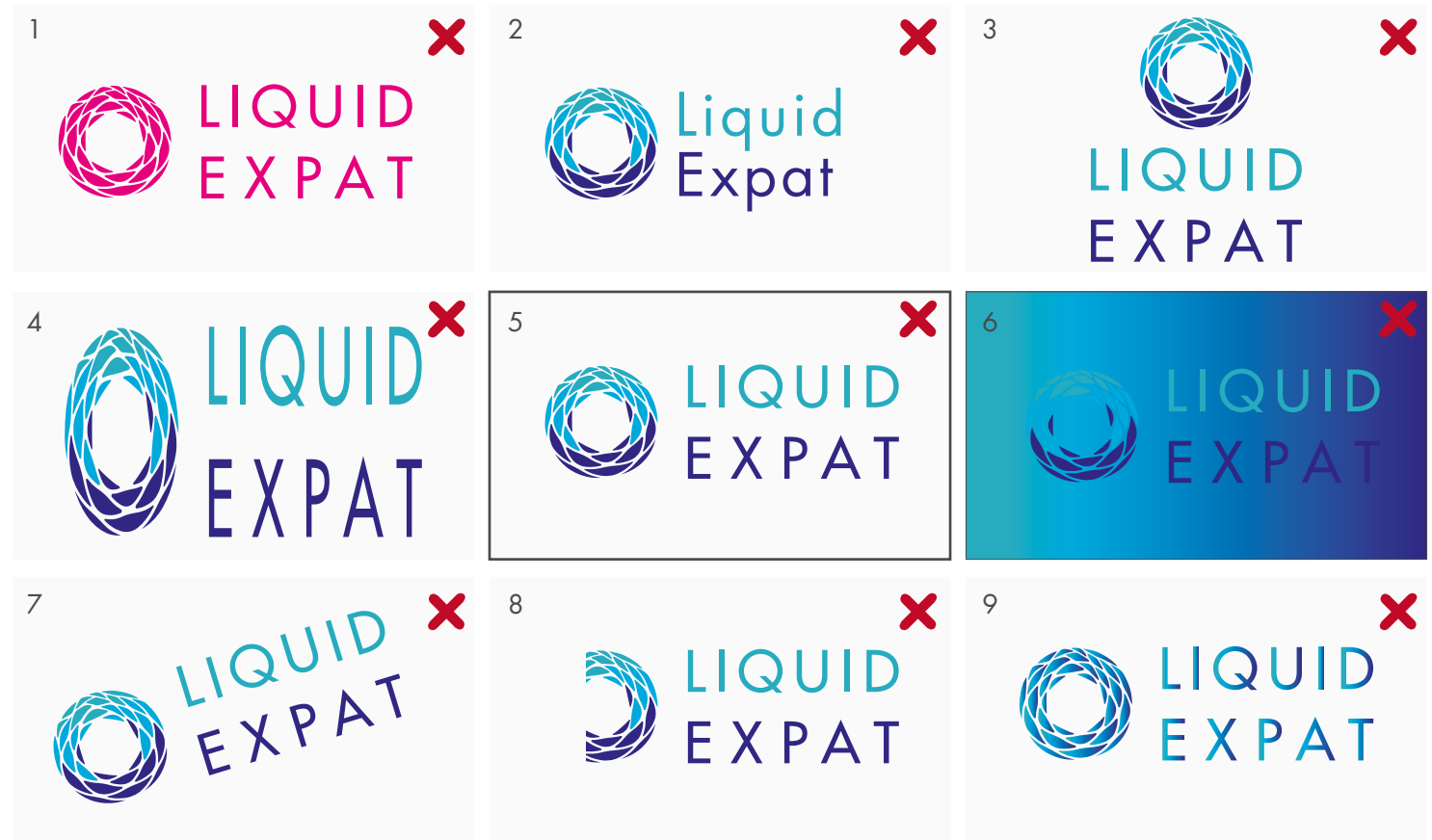
Solid colour logo to be used over light imagery



Solid black on light background

2.4 LOGO MISUSE

1. Do not use alternative colours
2. Do not re-typeset the logo
3. Do not move elements
4. Do not stretch, squash or skew logo
5. Do not place the logo in a contained field
6. Do not apply full colour logo to colourful background or pattern
7. Do not display the logo in tilted position
8. Do not crop off any part of the logo
9. Do not apply any filters or effects to the logo



OUR COLOUR PALETTE

- 3.1 Primary colour palette
- 3.2 Secondary colours palette



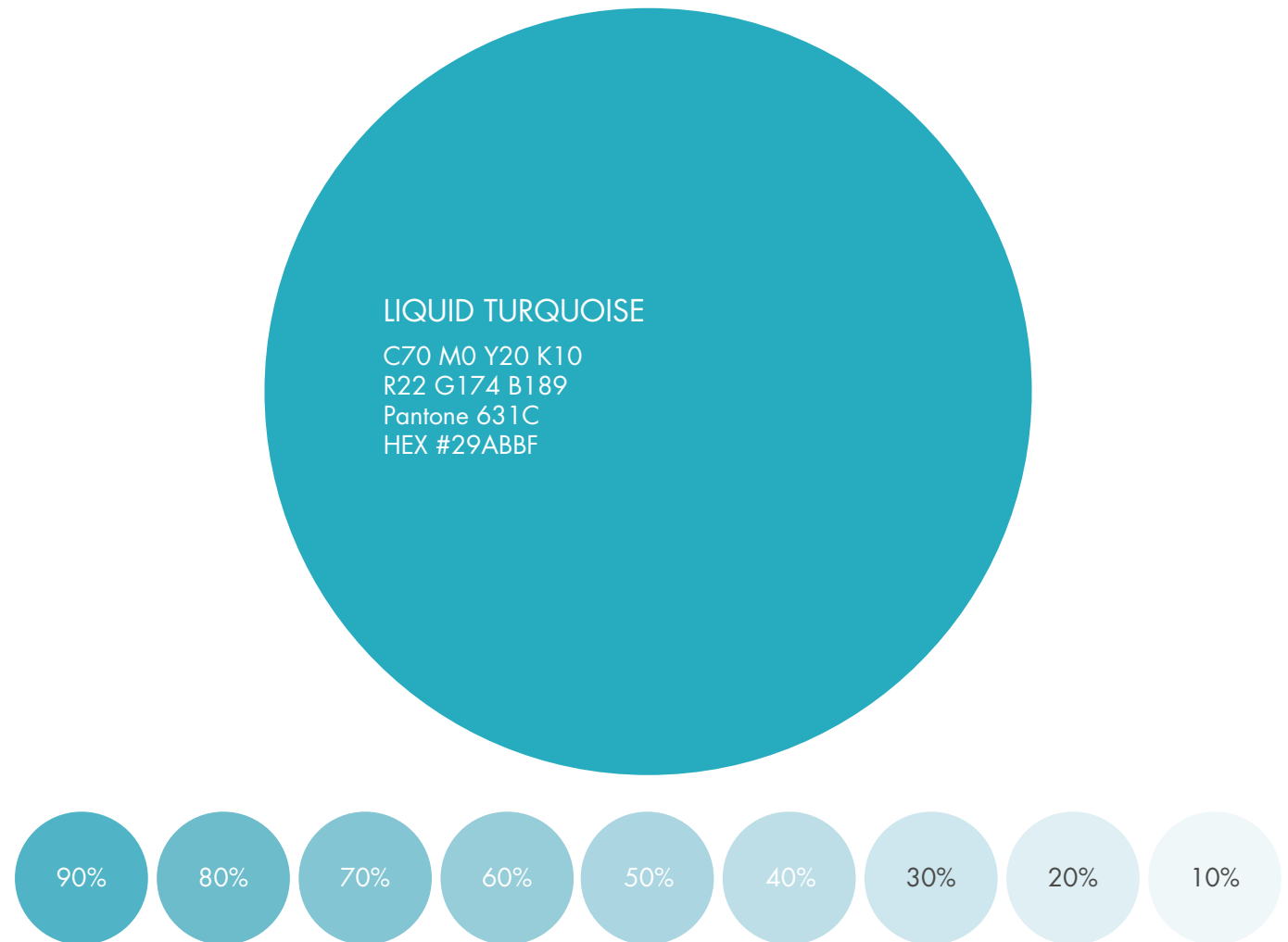
3.1

PRIMARY COLOUR PALETTE

The primary colour can be used as a single colour on the logo and should be more prominent than the rest, as demonstrated by the colour ratio.

Always use the correct colour breakdowns for the colour space you are working in. Pantone® and CMYK for print, RGB and Web colours for on-screen. Tints of these colours may also be used, see below.

Tints can be used to create different effects when overlaying the logo mark on backgrounds such as images, colours or on white. 20% tint is used on all the stationery.

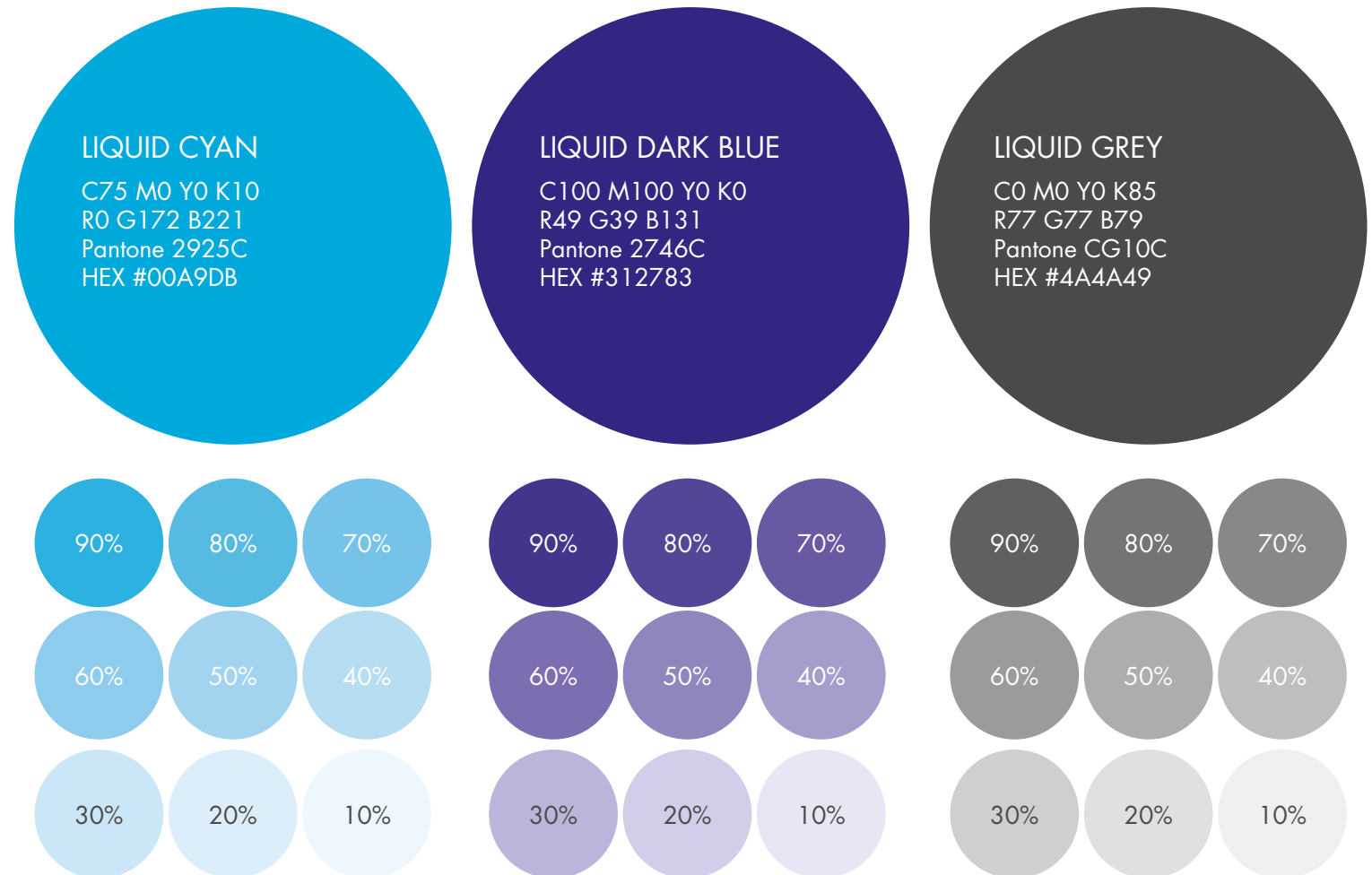


3.2 SECONDARY COLOUR PALETTE

The secondary colour palette comprises five colours that can be used flexibly in layouts and design compositions, mainly in the lines that make up our brand property. However, these colours should always be used carefully so they do not become overpowering. They can also be used on infographics and iconography. Tints of these colours can be used when a wider range is required.

The grey colour is used for body copy.

Always use the correct colour breakdowns for the colour space you are working in. Pantone® and CMYK for print, RGB and Web colours for on-screen. Tints of these colours may also be used.



TYPOGRAPHY

- 4.1 Primary font
- 4.2 Secondary font
- 4.3 Bringing it all together
- 4.4 Digital fonts



4.1 PRIMARY FONT

The primary Liquid Expat font is Futura St Book and Light. It is used as our logo font and in all pre-printed marketing and advertising material.

Futura Std Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (. , ; :) ? !

Futura Std Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (. , ; :) ? !

4.2 SECONDARY FONT

Helvetica Neue LT PRO 45 Light is used
for body copy on all printed collateral.

Helvetica Neue LT PRO 45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (. , ; :) ? !

Helvetica Neue LT PRO 45 Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (. , ; :) ? !

4.3 BRINGING IT ALL TOGETHER

Here you will find examples of the how the two fonts work together, using the colour palette. This is just a guide and different font sizes can be used.

HEADING HERE

Futura Std Book - 50pt - Tracking 50

HEADING HERE

Futura Std Book - 40pt - Tracking 50

HEADING HERE

Futura Std Book - 30pt - Tracking 50

SUB HEADING

Futura Std Light - 12pt - Tracking 50

SUB HEADING

Futura Std Light - 12pt - Tracking 50

SUB HEADING

Futura Std Light - 12pt - Tracking 50

Body copy - Helvetica Neue LT Std - 9pt/11pt
- 85% Black

Con ped qui rest eum nonsequatur audae quod ut aliquo dem unt sae. Nam quia dit alita ducidipsunt. Ed moditas net liandipit valoritatem. Ita audae et fuga. Ut que cupstate perum doluptur si distota nonsedi senis etum voluptat etus deriatur rest officte sit est et, sectur aspitia quaspiciid quate voluptae.

Pull quote - Futura Std Light - 16pt/18pt

“Pull quote here on ped qui rest eum nonsequatur audae quod ut aliquo dem unt sae. Nam quia dit alita ducidipsunt. Ed moditas net liandipit valoritatem. Ita audae et fuga. Ut que cupstate perum doluptur si distota nonsedi senis etum.”

4.4 DIGITAL FONT

For digital collated and online, where Futura isn't available use Open Sans.

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (.,;:)?!

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (.,;:)?!

Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (.,;:)?!

EXAMPLE APPLICATIONS

- 5.1 Stationery
- 5.2 Word templates
- 5.3 Contract
- 5.4 Powerpoint presentation templates
- 5.5 eDM templates



5.1 STATIONERY



5.1 STATIONERY

Envelope design on previous page is with a window and double sided. This design incorporates a sticker for address and single sided printing with contact details on flap.



5.2

WORD TEMPLATES

Our Word templates have a number of inbuilt table and content styles to help you create internal documents such as agendas, meeting minutes and invoices.



AGENDA

Date:DAY, MM/DD/YEAR

Location:James House, 312 Ripponden Road, Manchester, OL4 2NY, UK

Attendees:

Agenda

1. Heading here

Description here

Description here

Description here

2. Heading here

Description here

Description here

Description here

3. Heading here

Description here

Description here

Description here

4. Heading here

Description here

Description here

Description here

5. Heading here

Description here

Description here

Description here

Description here

Description here

Liquid Expat Mortgages, James House, 312 Ripponden Road, Manchester, OL4 2NY, UK Registered No. 0000000000

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MEETING MINUTES

Meeting title:

Date:

Location:

Attendance:

Item

Action by

EL

ALL

EL

Item

Action by

EL

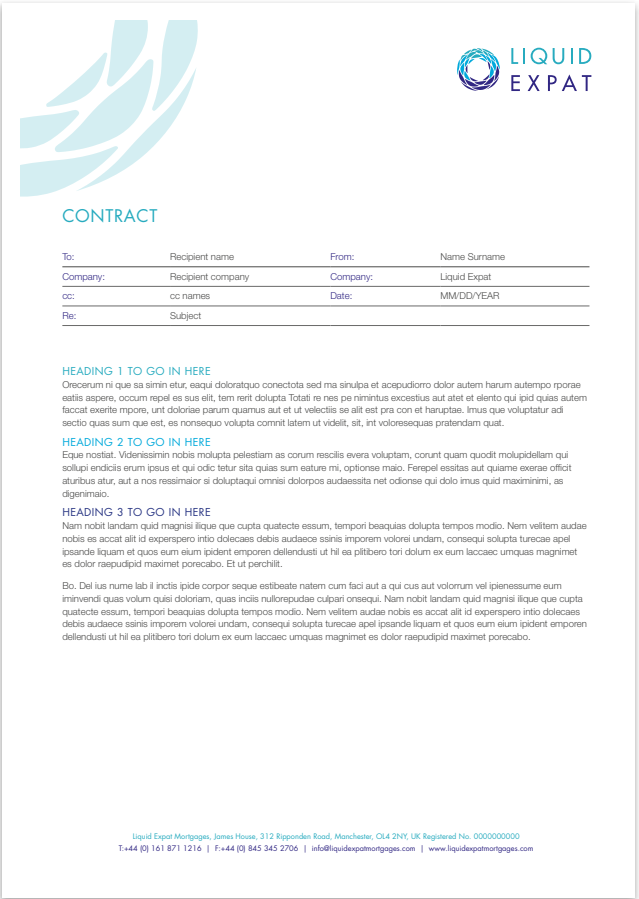
ALL

EL

Liquid Expat Mortgages, James House, 312 Ripponden Road, Manchester, OL4 2NY, UK Registered No. 0000000000

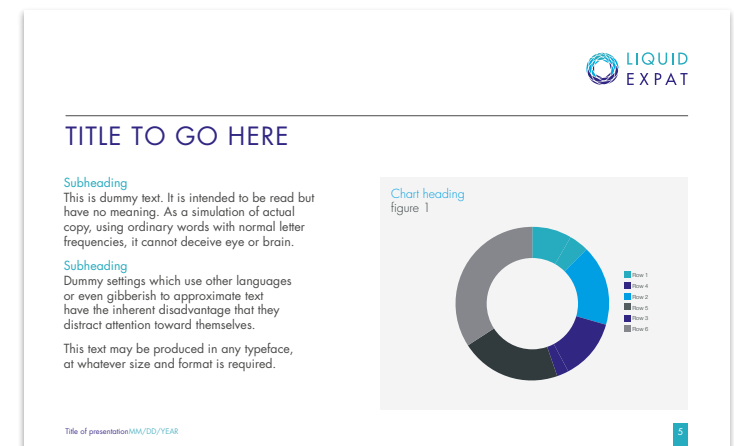
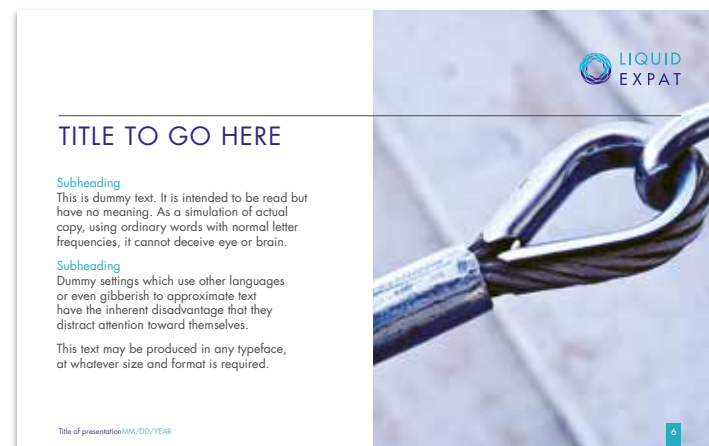
T: +44 (0) 161 871 1216 | F: +44 (0) 845 345 2706 | info@liquidexpatmortgages.com | www.liquidexpatmortgages.com

5.3 CONTRACT



5.4 POWERPOINT PRESENTATION TEMPLATES

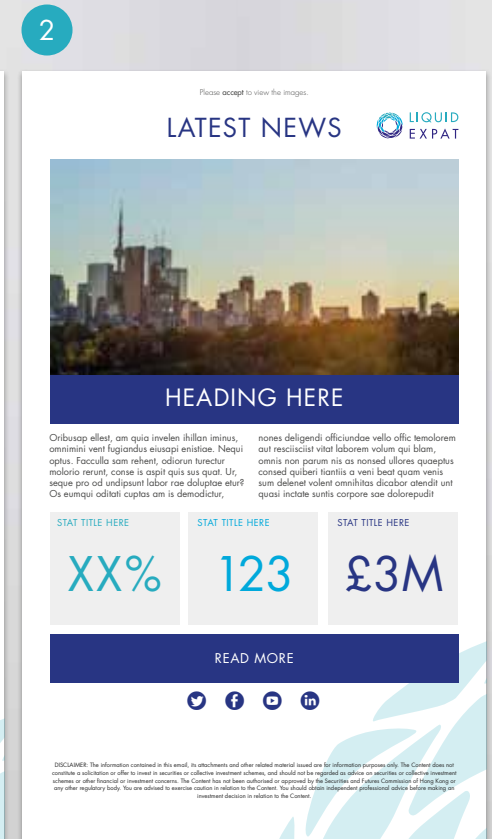
This is our PowerPoint template which has variations inbuilt to help customise your document. A logo doesn't have to appear on every page but must be on both the front and back covers.



5.5 EDM TEMPLATES

Two version:

1. Opportunity - new investment opportunity
2. Latest News - keeping customers up to date with the latest announcements, rates and mortgage products





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