



# LoanWorks<sup>TM</sup> Brand Guide

The AI-Powered Loan Company



# About the LoanWorks Brand Guide

This brand guide is provided to help better understand the thinking behind the logo, wordmarks, type, color and structure of the LoanWorks brand.

Each page will include variations of the assets for different applications and situations. Please identify the proper resource in this guide, then reference the assets folder to access the correct version in the correct file type.

If you have any questions about the correct asset or file type for your application please contact [info@LoanWorks.ai](mailto:info@LoanWorks.ai).

DIN Condensed Bold (alternate Oswald)  
DIN Condensed Light (alternate Oswald)



Black #000000      Dark Blue #015fae  
Light Blue #0084b6      Turquoise #45c4d0

Note Required spacing is equal to the size of the dark blue block.



**LoanWorks**<sup>™</sup>  
The AI-Powered Loan Company



# LoanWorks™ in Speech and Word

We're LoanWorks™ – the AI-powered loan company.

We offer a number of financial solutions, including Agency/Conventional Conforming, Jumbo/Conventional Non-Conforming, Government/FHA, VA, USDA, Reverse and Renovation loans.

We always present the company name with a capital L and W, as LoanWorks, not with lowercase letters as Loanworks.

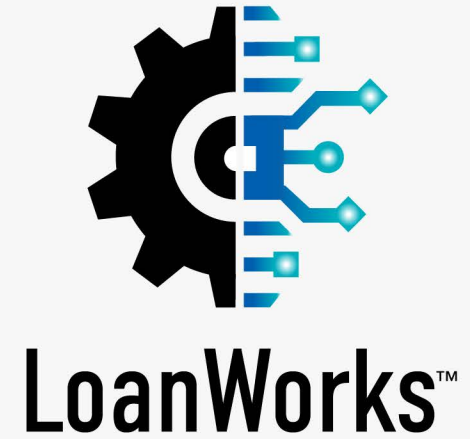
According to the United States Trademark and Patent Office (USTPO), "Each time you use your mark, it is best to use a designation with it. If trademarked, use an ™ after the mark. You may only use the trademark symbol with the mark on or in connection with the goods/services listed in the federal trademark registration. However, no specific requirements exist as to the precise use of the "™" symbol as to placement, e.g., whether used in a subscript or superscript manner."

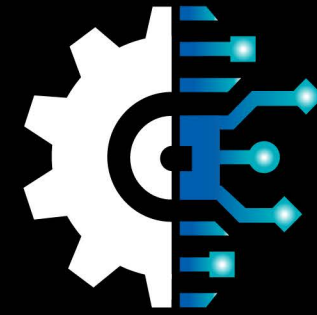
We also will use the mark every time it is presented. In the written form, it will be as LoanWorks™. In the use of product logos, the trademark symbol is the same height as the "o" within LoanWorks.



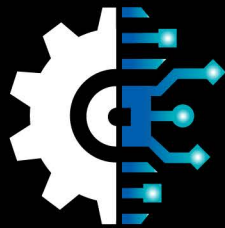
In correspondence, Arial is the preferred font. If not available, use Helvetica, San Serif. For titles, headlines and list names, use DIN Alternate Bold first, then Oswald, then San Serif Condensed Bold.



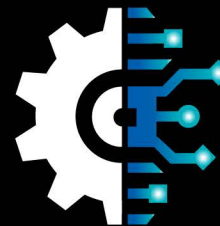




LoanWorks™



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The AI-Powered Loan Company



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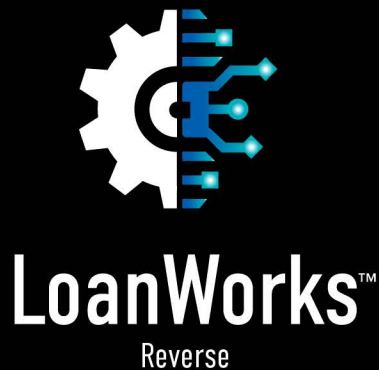


# LoanWorks™ : Products



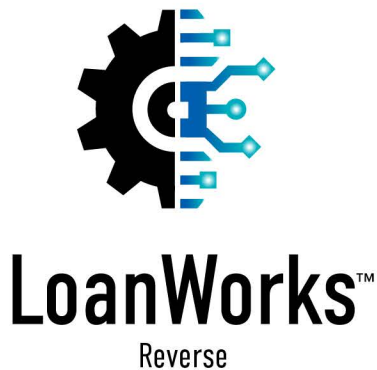


# LoanWorks : Products

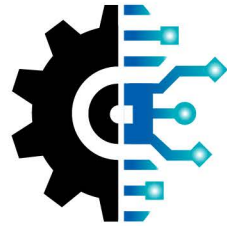




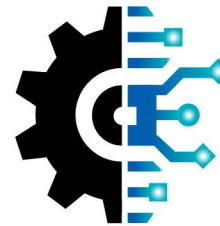
# LoanWorks™ : Products



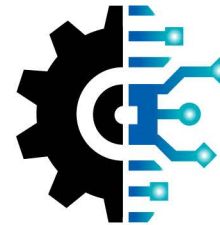
# LoanWorks™ : Alternatives



**LoanWorks™**  
AI-Powered Professionals

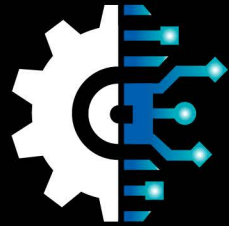


**LoanWorks™**  
AI-Powered Professionals

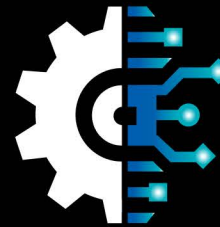


**LoanWorks™**  
LoanWorks, Inc. • NMLS 2506079

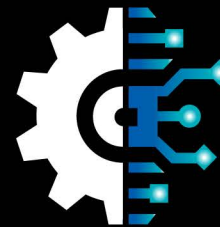
# LoanWorks™ : Alternatives



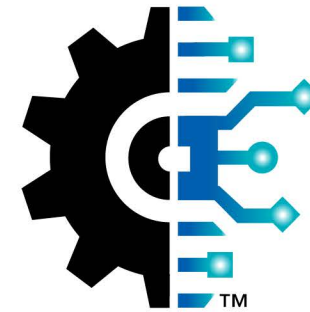
**LoanWorks™**  
AI-Powered Professionals



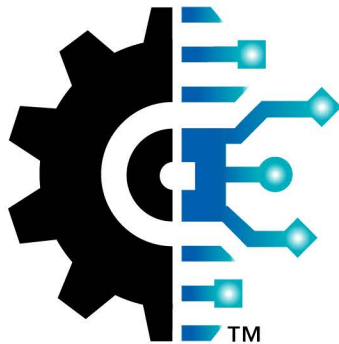
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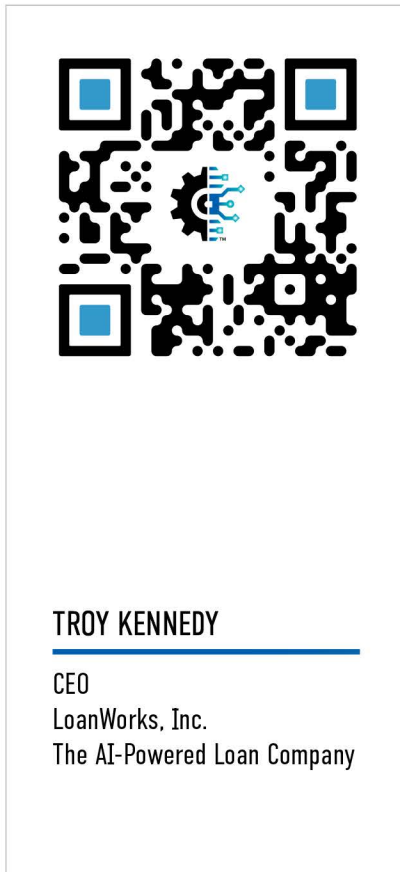
**LoanWorks.ai**



The AI-Powered Loan Company™

# LoanWorks™ : Digital

Digital Card



App Icon



Email Signature

