mortgages+

MORTGAGES+ · ASCENT IDENTITY · BRAND GUIDELINES V1.0 · NOVEMBER 2026

The next level of home finance.

A QUUICK PRIVATE CLOUD SOLUTION / POWERED BY ROCKETSHIP

A roof that becomes a rising arrow.



The Ascent mark is a home whose roofline breaks out and rises as an arrow: equity growing, rates compared, a household moving up. The plus sits inside the walls, so the name and the promise are one shape.

Royal Plum carries the trust of the Royal Plum system. Ascent Cyan and Signature Teal bring the energy and warmth of PowerfuLove. Champagne is the finishing detail.

Primary, secondary and icon.



PRIMARY · HORIZONTAL



SECONDARY · STACKED



ICON ONLY



REVERSED



STACKED REVERSED



APP ICON

Clear space, minimum size, one-colour.



Keep clear space of **x** on every side, where x is the height of the plus in the mark (about ¼ of the mark height). Nothing else (text, edges, other logos) enters this zone.

Minimum size

mortgages+ Horizontal: 120 px / 30 mm wide

Icon: 24 px / 6 mm. Favicons use the bolder favicon file.



One-colour versions for print, embroidery, newsprint and knock-outs.

Please don't.



✕ Don't stretch or squash



✕ Don't recolour the mark



✕ Don't rotate



✕ Don't add effects



✕ Don't place on busy photos

Mortgages Plus

✕ Don't rebuild the wordmark

Royal Plum leads. Cyan moves. Champagne elevates.

Royal Plum
HEX #52246B
RGB 82, 36, 107
CMYK 23 / 66 / 0 / 58
Primary · 60–70%

Ascent Violet
HEX #750787
RGB 117, 7, 135
CMYK 13 / 95 / 0 / 47
Signature · pre-approval

Ascent Cyan
HEX #17CBE3
RGB 23, 203, 227
CMYK 90 / 11 / 0 / 11
Action · 15–20%

Signature Teal
HEX #42E0D0
RGB 66, 224, 208
CMYK 71 / 0 / 7 / 12
Action on dark

Deep Plum
HEX #260D38
RGB 38, 13, 56
CMYK 32 / 77 / 0 / 78
Depth

Night Plum
HEX #170823
RGB 23, 8, 35
CMYK 34 / 77 / 0 / 86
Dark canvas

Champagne
HEX #E3BF85
RGB 227, 191, 133
CMYK 0 / 16 / 41 / 11
Detail · 5–10%

Orchid Mist
HEX #ECDCF1
RGB 236, 220, 241
CMYK 2 / 9 / 0 / 5
Soft surface

Lavender Blush
HEX #F2E7F5
RGB 242, 231, 245
CMYK 1 / 6 / 0 / 4
Soft surface

Soft Ivory
HEX #FCF8FC
RGB 252, 248, 252
CMYK 0 / 2 / 0 / 1
Paper

Deep Ascent Teal
HEX #08707A
RGB 8, 112, 122
CMYK 93 / 8 / 0 / 52
Accessible teal

Plum Ink
HEX #2A1838
RGB 42, 24, 56
CMYK 25 / 57 / 0 / 78
Body text

Proportion and accessible pairs.



Aa	Aa	Aa	Aa	Aa
11.5 : 1 AAA	8.9 : 1 AAA	9.4 : 1 AAA	7.0 : 1 AAA	5.8 : 1 AA

Avoid: cyan text on white (2.0 : 1), white text on cyan, champagne text on light backgrounds. Teal text on light surfaces uses Deep Ascent Teal #08707A. Cyan buttons always carry Deep Plum text.

Manrope for headlines. Chivo for everything else.

Aa

Manrope ExtraBold

Headlines, the wordmark, numbers. ExtraBold, tight tracking (-0.02em), sentence case.

Aa

Chivo Regular / Bold

Body, UI and forms. Regular 400 at 16–18px, 1.6 line height.

Display
Manrope 800 · 56–64px · -0.03em · 1.04

H1
Manrope 800 · 40–48px · -0.025em · 1.08

H2
Manrope 800 · 30–36px · -0.02em · 1.15

H3
Manrope 700 · 20–24px · -0.01em · 1.25

Eyebrow
Chivo 700 · 12–13px · 0.16em · uppercase

Body
Chivo 400 · 16–18px · 1.6

Caption / legal
Chivo 400 · 12–13px · 1.5

Real homes. Real people. Warm light.









Photography. Natural light, real homes and multigenerational families; plum overlays (night → royal plum) for text. Unsplash/Pexels licences only, self-hosted, credited where listed. No stock clichés: no handshakes over keys in a void, no money piles.

Icons. 2 px rounded strokes on a 24 px grid, round caps and joins, echoing the mark's line. Teal or cyan on plum; plum or deep teal on light. Check marks for pre-approval steps use violet.

Confident, warm, clear, upward.

Confident, not cocky

We know mortgages. We say what we know plainly and never promise what a lender decides.

Warm and human

A home is personal. Write like a trusted friend who happens to understand amortisation.

Clear over clever

Short sentences, real numbers, no jargon without a plain-English explanation.

Upward

Every message moves the reader a step forward: compare, calculate, get pre-approved.

Say

Compare offers side by side · Run the numbers · Get pre-approved · See what your home can do · Explore your options

Never say

Guaranteed approval · Lowest rate anywhere · No credit check (unless true for that product) · Free money · Act now or lose out

Taglines: The next level of home finance. · Finance without friction. · The smarter way home. · Your home, on the rise. · Compare. Calculate. Climb.

What we say about Mortgages+.

Compare, don't guess

Side-by-side offers and 16 free calculators turn the biggest purchase of your life into clear numbers.

From pre-approval to closing

One place for every phase of a home loan: pre-qualification, pre-approval, house hunting, underwriting, closing and beyond.

Put your biggest investment to work for you

Home equity, reverse mortgages for homeowners 62+, refinancing: see what your home can do.

Lenders near you

Find mortgage loans near you and talk to a real person on the Mortgages+ desk.

Boilerplate. Mortgages+ (mortgages.plus) is a home-finance marketplace that helps people make smarter mortgage decisions at every phase of a home loan. Visitors compare offers side by side, use 16 free mortgage calculators, explore reverse mortgages and home equity options, find mortgage loans near them and start a pre-approval in minutes, with a real person on the Mortgages+ desk at 1-800-633-4427. Mortgages+ is a marketing platform, not a lender; it connects consumers with licensed lending partners. Mortgages+ is a QUUICK Private Cloud solution, powered by R0cketShip.

Required language for financial marketing.

Not a lender
Mortgages+ is a marketing platform, not a lender or mortgage broker, and does not make loans or credit decisions. Loans are offered by licensed lending partners; terms, rates and approval are set by the lender and subject to credit, income, property and underwriting review.

Rates & offers
Rates, payments and offers shown are illustrative estimates, not commitments to lend. APR and terms vary by borrower and lender.

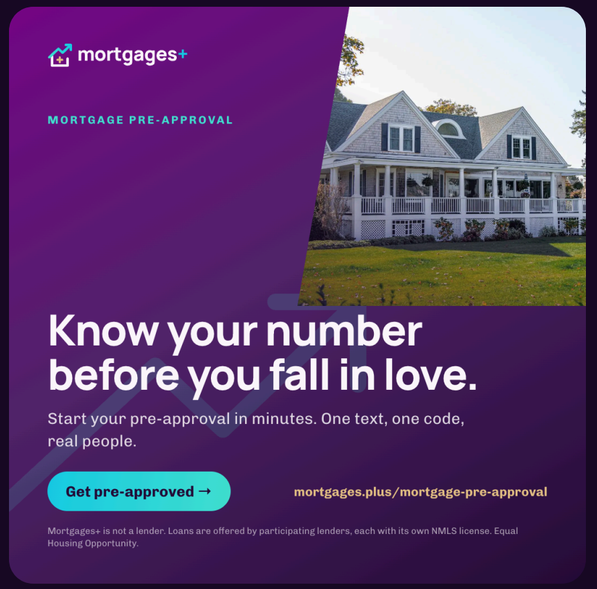
Equal housing
Equal Housing Opportunity. We support the Fair Housing Act and the Equal Credit Opportunity Act.

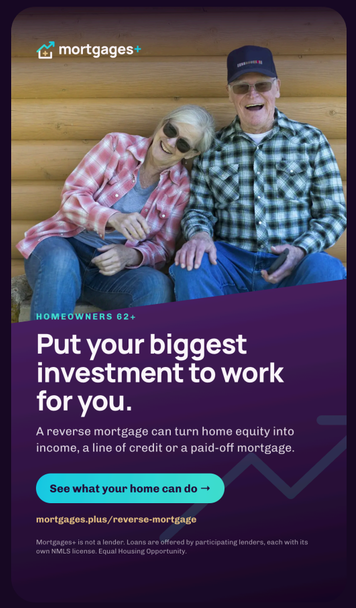
NMLS
Loans are offered by participating lenders, each with its own NMLS license. Verify any lender or loan officer at www.nmlsconsumeraccess.org.

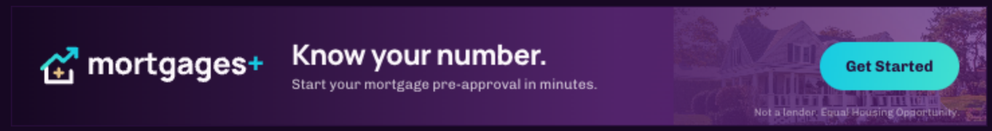
Reverse mortgages
Reverse mortgages: borrowers must be 62 or older, live in the home as a primary residence, keep paying property taxes, insurance and upkeep, and complete HUD-approved counselling. The loan becomes due when the last borrower leaves the home.

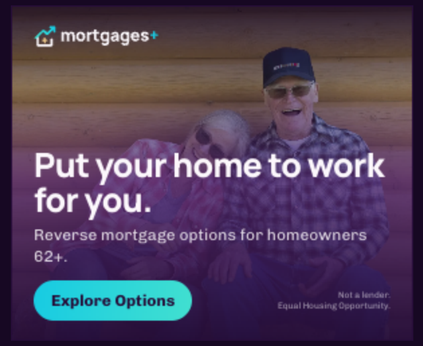
Ads & social
Every ad, post and press mention must carry the 'not a lender' line (or link to it), avoid unsupported approval or rate claims, and name the participating lender with its own NMLS ID wherever a specific loan offer is shown.

One signature system everywhere.











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