LoanPro

Brand Guidelines

Overview

LoanPro (formerly Simnang) has consolidated all of our products under the LoanPro brand.

The LoanPro brand is more than just a name. It's a set of values, attributes, and design principles that reflects the spirit of our company.
Using it will reinforce our enthusiasm in providing access, clarity, and functionally to our customers to manage their portfolios.

LoanPro produces software that facilitates and supports the loan lifecycle for mid-market and enterprise lenders. We have set ourselves apart from other loan software companies with a platform that's built entirely on a full-featured, robust API.

The Logo

Our Logo

The LoanPro logo is the combination of a simple and modern Wordmark with the Icon.

We are very proud of our logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

The Logo
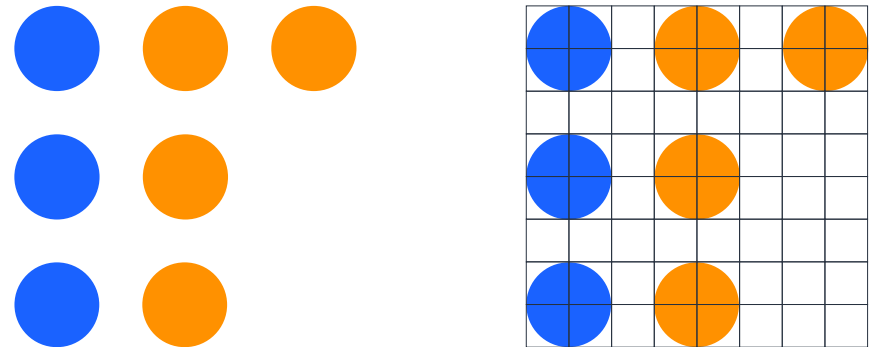
The Icon   **The Wordmark**

The Icon

The new logo features seven dots, braille for the letters "L" and "P", meaning LoanPro. These dots signify LoanPro's ability to provide our customers with visibility into their lending.

The icon is composed by geometric circles and 2 primary colours.

A 8x8 grid was used to create the icon. Note consistency of shapes, spacing and sizes. This geometry must always be maintained.

The icon meant to be used to represent Loanpro where size limitations don't allow the logo, and/or where we have square dimensions such as on application icon, favicon or any small use.
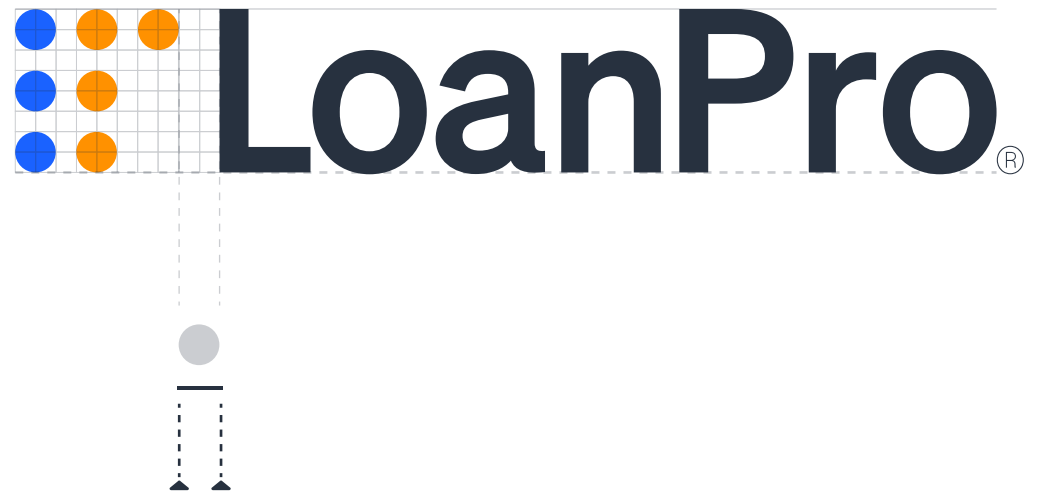
Logo Construction

The aligments create a solid lockup and allow for other elements to align with them

The Icon and Wordmark have specific placement relationships within the logo.

The space between the Icon and the Wordmark is equal to the braille dots. .

Knowing these special relationships is important for maintaining consistency accross the brand.
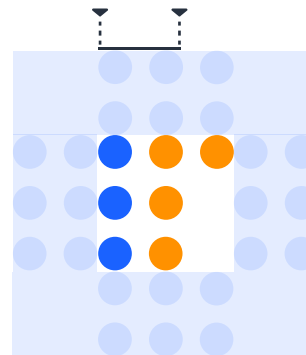
Clear Space

The clear space or exclusion zone is the absolute minimum safe distance that ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and other graphics.

The clear space is equal to 2 lines of Icon dots.

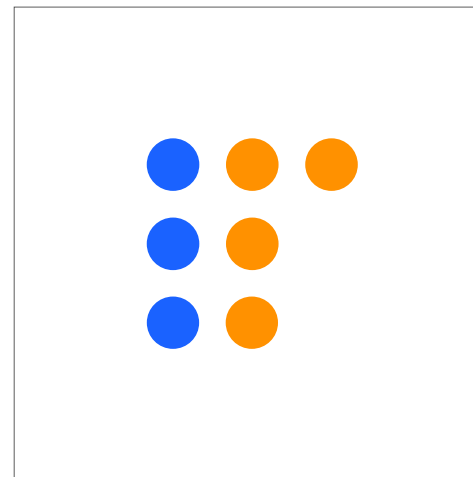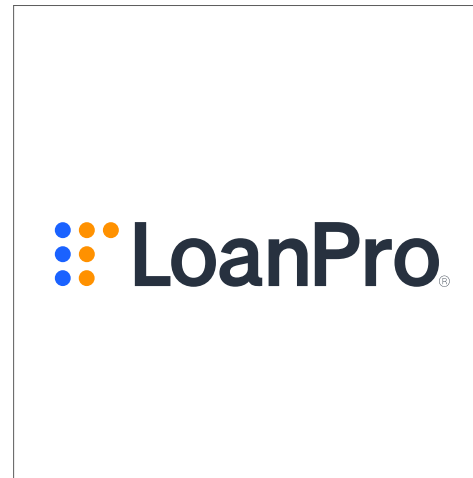If you are using the Icon instead of the Logo, the same rules apply.

Colour Options

The LoanPro full color Logo is our primary Logo Colourway.

The full color logos should be used only on white or Gunmetal backgrounds.

Avoid using full color logos on photographs unless the Logo sits on a white area of the image.

One Color Use

The LoanPro full color Logo will not perform well on all background colors. In those cases use the one-color logo instead.

One color Logo should be used only on background colors within the LoanPro color palette.
The one color Logo should only be used in white colorways as shown below.

The black and white versions are only to be used if necessary due to color restriction or background color.

Notes: When placing the Logo on Gunmetal background, using the full color logo is strongly preferred. However, if design project is limit to 2 colors, then logo should be appear in white on gunmetal.
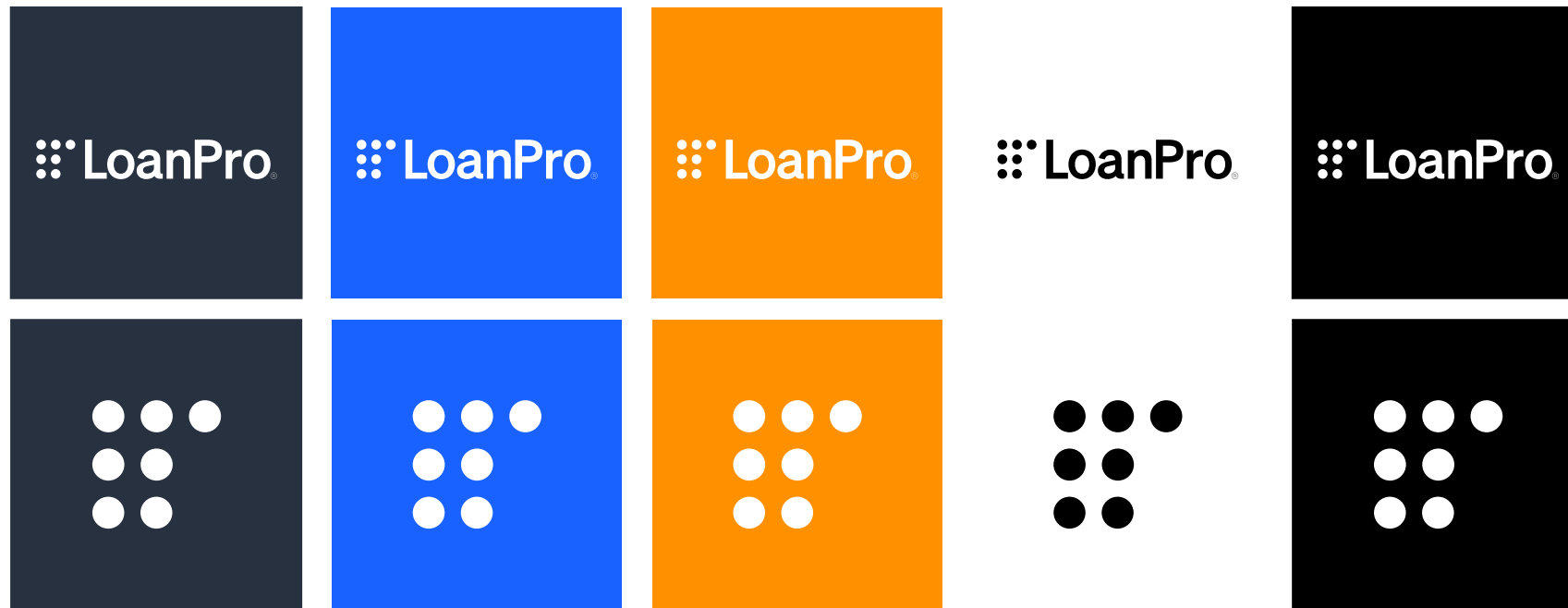
Incorrect Use

To maintain consistency of our logo, never do any of the following.

Don't use an old version of the logo

Don't use effects like shadows, dimensions, and gradients to the logo.

Don't cut, stretch, compress or affect in any way the shape of the logo.

Don't rotate the logo.

Don't place the Logo on cluttered and/or with not enough contrast background images.

Don't change the transparency of the logo

Don't shuffle around the colours of the icon.

Don't change the Logo colour or tone outside those colours specifed in the colour section of this guide.

Don't change the typeface nor recreate or manipulate the wordmark and the icon. Use only the provided fles

Don't outline or create a keyline around the Logo.

Don't try stacked version, use Icon version instead

Don't use use the Wordmark without the Icon.

Incorrect Use

More No-no's.

Don't use keyline or stroke around the logo.

Don't use Logo without ® Trademark.

Don't shuffle around the colours.

Don't change the Logo colour or tone outside those colours specifed in the colour section of this guide.

Don't use the logo as part of a sentence

Don't layer other content on top or below

Don't lock up the LoanPro logo with your own logo.

Don't place the logo over a pattern or any kind.

Don't place the color Logos on a colored backgrounds, even our brand colors.

Don't use a white Logo on any other color than the specified in this guide.
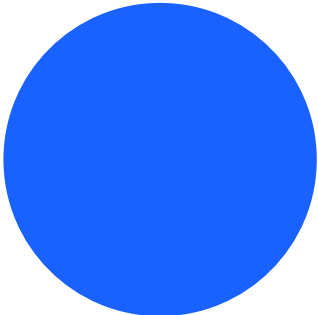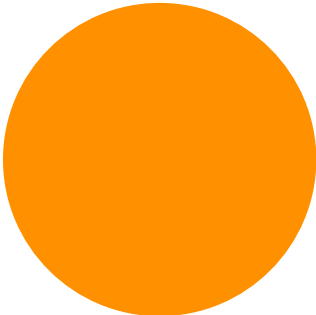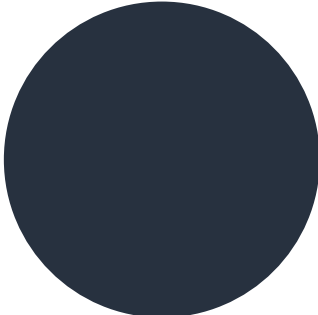
Colors

Color Palette

Below is the official LoanPro color palette. Avoid deviating from this set of colors or creating tints of these values.

Primary Colors

The "Logo colors" act as pop colors in illustrations or icons but should not be used in design elements such as text or fields of color. These should always be considered as the primary colors. Gunmetal is to be used very sparingly.

Ultramarine Blue

HEX	1A62FF
RGB	26, 98, 255
HSB	221, 90, 100
CMYK	89, 61, 0, 0
PMS	2727 C

Orange Color Wheel

HEX	FF9100
RGB	255, 145, 0
HSB	34, 100, 100
CMYK	0, 43, 100, 0
PMS	144 C

Gunmetal

HEX	27313F
RGB	39, 49, 63
HSB	215, 38, 25
CMYK	38, 22, 0, 75
PMS	7546 C

Accent Colors

Use the accent colors to create visual interest and engagement.

Vivid Violet

#8D42FF
RGB (141, 66, 255)

Dark Pastel Green

#22C03C
RGB (34, 192, 60)

Typography

Typography

Roboto is our primary Typeface. Website and tools are set in it.
Roboto should be used in all communication materials
Use type size and weight to establisha clear hierarchy of information.
Do not substitute any other typeface for Roboto.

Roboto Black
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
0123456789

Roboto Bold
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
0123456789

Roboto 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
0123456789

Roboto 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
0123456789

Roboto Light
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
0123456789

Brand Application

Brand Application

Please be thoughtful about the item on which you're putting our brand.

The Color Logo should only be used on white and Gunmetal backgrounds or materials.
The solid White Logo may be used directly on primary color backgrounds, or background colors that have enough contrast.

If you'd like some help brainstorming ideas please contact the LoanPro Team.

Products

Loan Management System

Loan Management System is the core LoanPro product so is represented with LoanPro logo.

It is a SaaS-based software solution pioneer in the Fintech space, It provides the best loan servicing software and system of record on the market today providing both cost savings and much-desired feature sets, which help our clients run their businesses more efficiently.
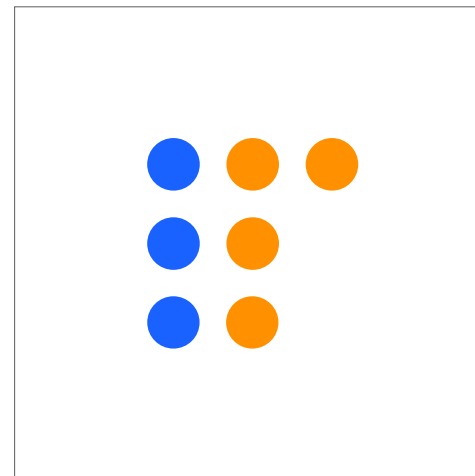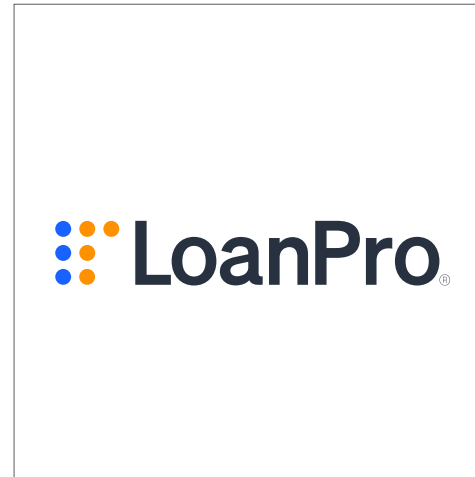
Secure Payments

Secure Payments under a PCI-DSS Level 1 Attestation of Compliance (AOC), provides tokenization of payment profiles and standardization of payment processors.

The Secure Payments full color Logo is our primary Logo Colourway. The full color logos should be used only on white or Gunmetal backgrounds.

If design project limits to use only one color, Logo should be used only on Green background color within the LoanPro color palette.

The black and white versions are only to be used if necessary due to color restriction or background color.

The Icon meant to be used to represent Secure Payments where size limitations don't allow the Logo
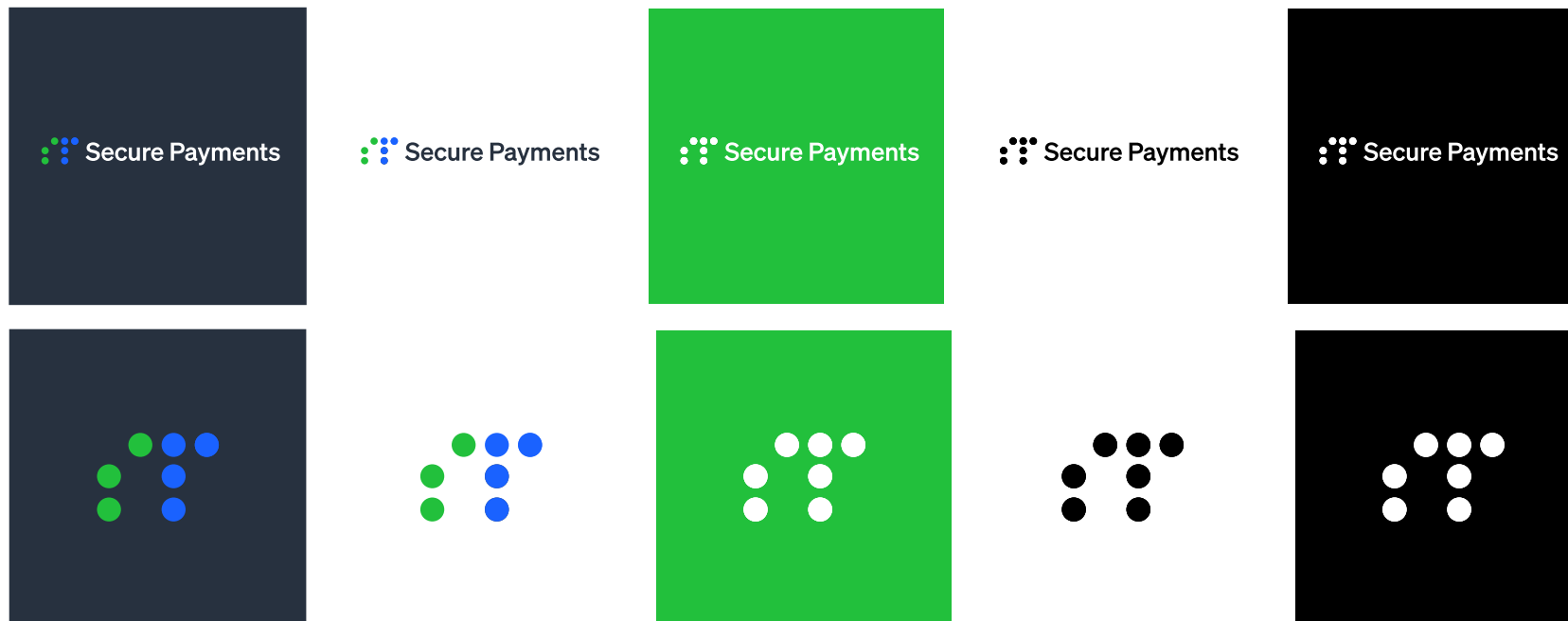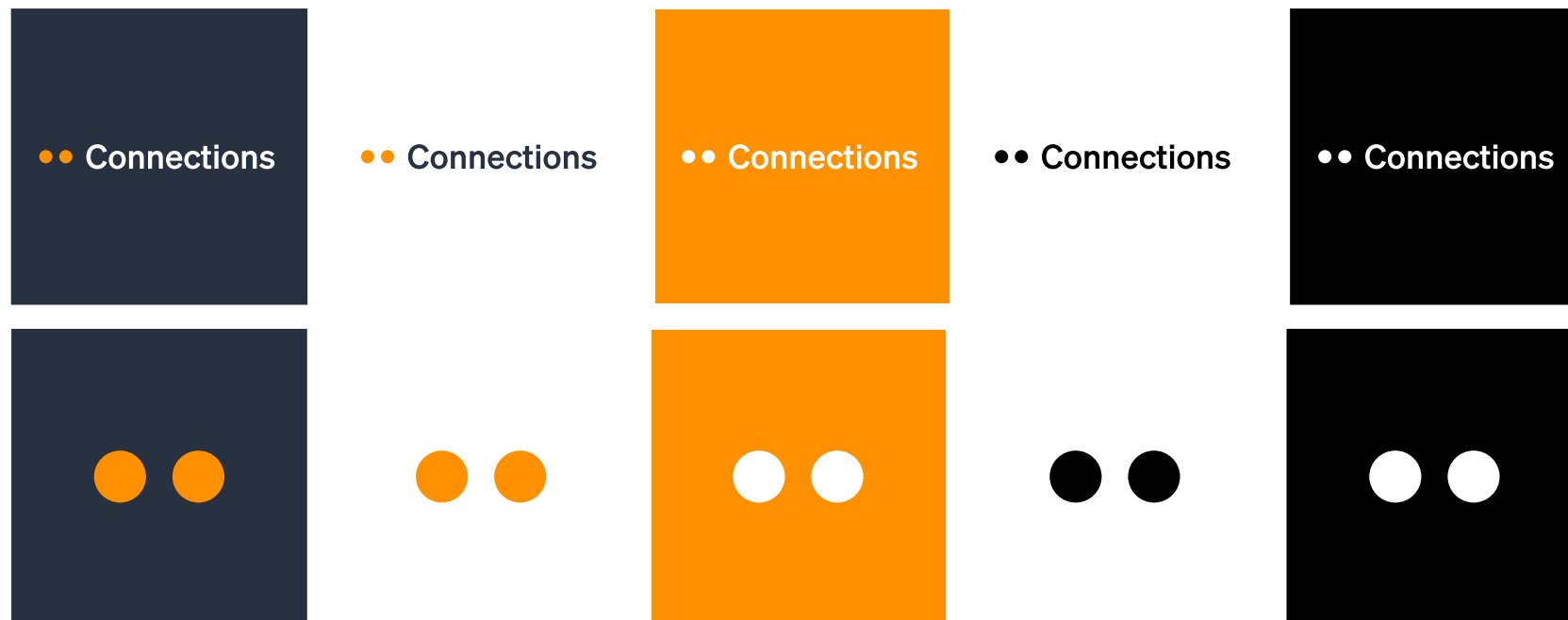
Connections

Connections provides consulting, business-best-practice training, onboarding, and technical assistance to clients using LoanPro products.

The Connections full color Logo is our primary Logo Colourway. The full color logos should be used only on white or Gunmetal backgrounds.

If design project limits to use only one color, Logo should be used only on Orange background color within the LoanPro color palette.

The black and white versions are only to be used if necessary due to color restriction or background color.

The Icon meant to be used to represent Connections where size limitations don't allow the Logo

Support

Support is a internal tool exclusively of LoanPro use. It provides consulting, business-best-practice training, onboarding, and technical assistance to clients using LoanPro products.

The Support full color Logo is our primary Logo Colourway. The full color logos should be used only on white or Gunmetal backgrounds.

If design project limits to use only one color, Logo should be used only on Violet background color within the LoanPro color palette.

The black and white versions are only to be used if necessary due to color restriction or background color.

The Icon meant to be used to represent Support where size limitations don't allow the Logo
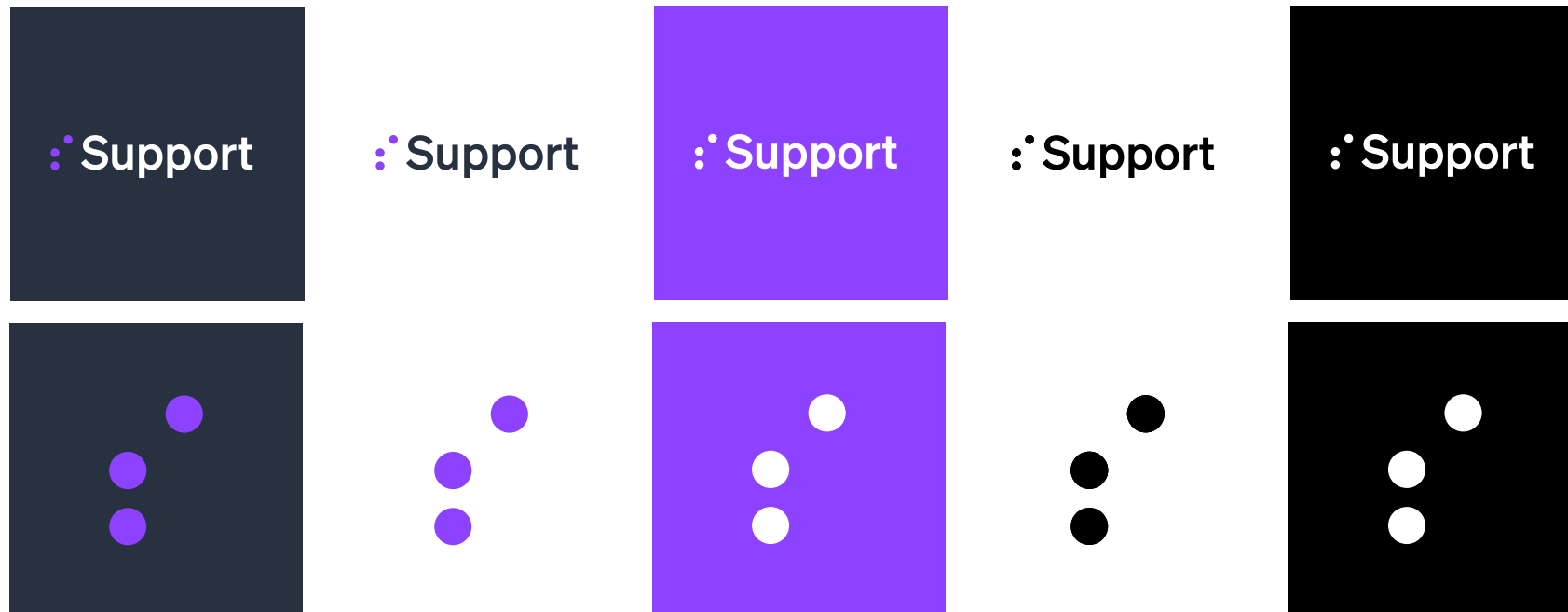
LoanPro

If you are having trouble with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your commmunication best represents the LoanPro brand, please contact the LoanPro Team.

Thank You