FIRST HERITAGE MORTGAGE



First Heritage Mortgage® - Brand Style Guide 2025

Updated to reflect the new FHMTG.com design system



Version: v1.1 **Date:** November 2025

Owner: Corporate Marketing × Arcbound Creative

Contact: marketing@fhmtg.com

Tagline: We help bring you home.

FIRST HERITAGE MORTGAGE

What's Inside

01 - Aesthetic & Principles	05 - Layout, Grid & Spacing
02 - Logo & Lockups	06 - Cards, Surfaces & Elevation
03 - Color System (roles, % usage)	07 - Iconography System
04 - Typography	08 - Photography & Video

Brand Essence & Voice

Collaborative

Community-centered, tech-forward, human.

Personalized

Calm, clear, quietly confident.

Fresh

Bright, Spacious, Modern, Structured, Optimistic.

One-liner: Friendly, modern mortgage guidance—clear, confident, and genuinely helpful.

Tone: Calm, direct, reassuring. Avoid jargon. Lead with benefits.

Brand Value Keywords: Honesty, Integrity, Care, Commitment to community, People-first culture

Aesthetic Principles

01

Air & clarity

White/negative space does the heavy lifting (clean, breathable sections).

02

Soft geometry

Rounded cards, pill CTAs, gently curved section bands.

03

Editorial simplicity

Sentence-case headlines; concise copy; generous line-height.

04

Micro-accents

Lime-green dot + subtle blue markers. Keep green ≤ 5%.

05

Human-first

Bright, candid, diverse imagery; surface proof (badges, stats, testimonials).

BRAND AESTHETIC KEYWORDS

Sleek
Modern
Bright
Professional
Minimalist
Trustworthy
Structured



First Heritage Mortgage

LOGO SYSTEM & LOCKUPS.

- **Approved:** full-color on white; white reversed on Blue/Navy; mark-only.
- **Clear space:** ≥ 1× the "H" cap height.
- **Minimum size:** Digital 24 px (mark), 32–40 px (lockup); Print 0.75" width.
- **Placement:** Top-left in headers; centered or top-left in decks; ample margins.
- **Don't:** stretch, recolor, add effects, or place on busy imagery without a white chip.
- **Files:** Brand/Logo folder contains Primary/Reverse SVG + PNG.







• PHILOSOPHY & RATIOS

COLOR SYSTEM.

Canvas first: White dominates; calm surfaces.

Blue leads, green punctuates: Primary Blue is the hero for CTAs/anchors; Accent Green is a micro-accent.

Neutrals tame the UI: Light greys for rules/cards; Dark Grey for body text.

Navy supports: Deep accents, headings on light, footer.

Baseline web distribution:

- **White:** 75-85%
- **Brand Blues (Primary + Navy):** 12-18% combined
- **Dark Grey (text):** 5-7%
- **Accent Green:** 2-4%
- **Light Grey (borders/bands):** 1-3%

Non-web (slides/one-pagers): Keep the same intent; background white/light-grey 70-80%; Green ≤ 5%.

• DIGITAL TOKENS

BRAND PALETTE.

CANVAS / BACKGROUND
#FFFFFF

#003594

#001B36

ACCENT GREEN
#93C90E

#53565A

LIGHT GREY (BORDERS/TINTS)
#E6EBF1

BRAND LIGHT GREY (BANDS/PRINT)
#C8C9C7

#F5F5F5

• DIGITAL TOKENS

COLOR EXTRACTION.



#003594

#93C90E

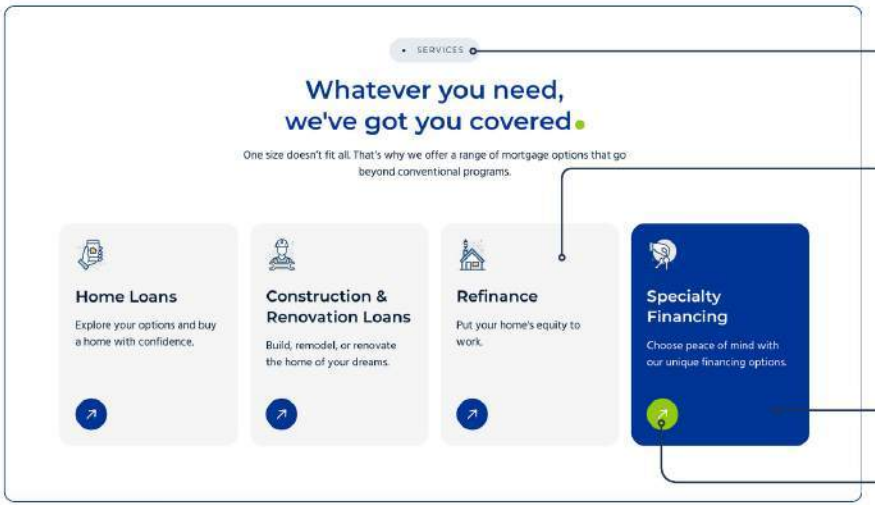
#001B36

#FFFFFF

First Heritage Mortgage

• DIGITAL TOKENS

COLOR EXTRACTION •



#E6EBF1

#F5F5F5

#003594

#93C90E

COLOR IN PRACTICE

HERO

Blue CTA on white; optional Blue device/mockup panel.

CARDS

White fill; 1 px Light Grey border or soft shadow.

DIVIDERS

Very pale grey (#EDEFF1).

BADGES/TESTIMONIALS

Color logos on white chips; avoid blue floods.

• PRIMARY

TYPOGRAPHY SYSTEM.

DISPLAY & UI

Montserrat — Bold (700), Medium (500), Regular (400).

ALL BODY TEXT

Hind — Regular (400), Medium (500).

CASE

Sentence case; avoid ALL CAPS for long strings (except overlines).

FALLBACKS

Montserrat → system sans.

KERNING/TRACKING

Normal (0).

HYPHENATION

Off where possible.

• PRIMARY

TYPOGRAPHY SYSTEM.

- **WEB SCALE (REFERENCE):**

H1 / Hero (Montserrat Bold) -

Lorem Ipsum

(48–56 px · lh ~1.1)

Usage: Page titles, hero headers

H2 / Section (Montserrat Bold) -

Lorem Ipsum

(28–36 px · lh ~1.2)

Usage: Section headers, major content dividers

H3 / Lead / Card Titles (Montserrat 600) -

Lorem Ipsum

(22–24 px · lh ~1.25)

Usage: Card titles, subsection labels, lead-ins

Body (Hind Regular / Medium) -

Lorem Ipsum

(16–18 px · lh 1.55–1.65)

Usage: Paragraph text, descriptions, content

Caption / Labels (Hind 400 / 500) -

Lorem Ipsum

(12–14 px · lh ~1.5)

Usage: Small labels, helper text, form text

Buttons / CTAs (Hind Medium) -

Lorem Ipsum

(16–18 px · 1–3 words)

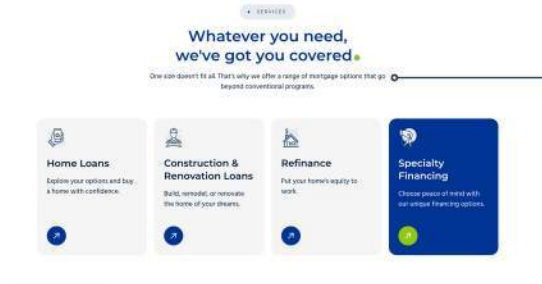
Usage: Button text, short actionable items

• PRIMARY

TYPOGRAPHY EXTRACTION.



Montserrat
(Bold)



Hind
(Regular)

First Heritage Mortgage

How Fonts Map to the Website.

Hero

H1 - Montserrat Bold (Blue) + green dot;
Subhead - Montserrat Regular (Dark Grey) 1–2 sentences;
Primary CTA - Montserrat Medium.

Feature cards

H3 - Montserrat 600; Body/bullets - Hind Regular 16–18 px;
Text link - Hind Medium.

Tools/inputs

Labels - Montserrat Medium 13–14;
Values - Montserrat Regular 16.

Media rows

Titles - Montserrat Bold ≤ 6 words;
Blurbs - Hind Regular ≤ 18 words.

Testimonials

Quote - Hind Medium;
Name/Role - Montserrat Medium.



• RATES, %

NUMERALS & DATA

- Use Montserrat Bold for headline numbers (e.g., "3.99%").
- Calculators/tables in Hind Medium 16 px; use tabular figures when available.

NUMERALS & DATA .



Radii tokens

Large image/cards -20–24 px; small cards/inputs - 12–16 px; Buttons/chips pill - (999 px).



Strokes

1 px #EDEFF1 for inputs / secondary cards.



Shadow

0.8px 24px rgb(0,0,0,0.06).



Section bands

Light-grey (#C8C9C7) full-width with rounded top/bottom for spotlight areas.

• WEBSITE

ICONOGRAPHY



Style:

Clean, minimal, and line-based icons with soft rounded edges for a modern, friendly appearance.

Consistency:

All icons maintain uniform stroke weight and geometric balance.

Color Usage:

- Primarily use FHM Primary Blue (#004F9D or #003594) and FHM Navy (#003865) for default icon sets.
- Accent Green (#93C90E) is used sparingly for highlights or interactive elements.
- Dark Grey (#53565A) may be used for neutral or inactive states.

Functionality:

Icons support intuitive navigation and visual reinforcement of content themes (e.g., homeownership, support, digital tools).

Application:

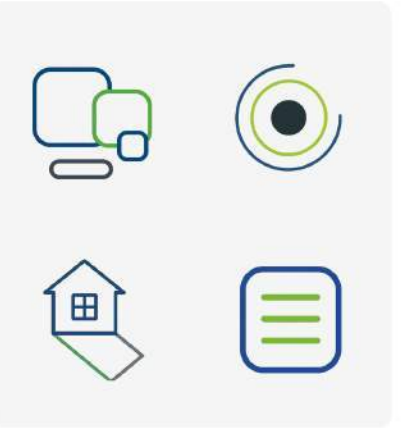
Used across the website UI; always paired with ample white space to preserve clarity.

• DIGITAL ASSETS

ICONOGRAPHY.

Custom Deck Iconography

- Designed specifically for FHM internal decks and presentations.
- Icon style: Rounded, clean-line vector style with subtle dual-tone fills.
- Color palette: FHM Primary Blue, Accent Green, and Dark Grey used in soft contrast.
- Purpose: Adds visual clarity to concepts (e.g., digital tools, property insights, summaries).
- Consistent with FHM's modern, professional tone—minimalist yet distinctive.



• SERVICE PICTOGRAMS

ICONOGRAPHY.

Style

Flat, solid, two-color.
Lime pictogram on a Navy square tile, plus a bare glyph variant.

Tile radius

12–16 px (S), 20–24 px (L);
Clear space ≥ internal margin.

Hover

Lift 2–4 px; subtle tint ≤ 10%.

Set

Home Loans (house) · Construction (roofline) · Mortgage/Rates (%) · Refinance ($) · Specialty Financing (key).

Sizes (@1x/@2x)

24 · 32 · 40–48 (feature cards) · 64.

• SERVICE PICTOGRAMS

ICONOGRAPHY.

USE PATTERNS:

- Feature cards: M tile → H3 → 2–4 bullets → text link.
- Programs callouts: framed tile left of headline.
- Tools/education: bare glyph 24–32 px inline or framed tile above a short blurb.
- Money moments: % or $; one icon per module.

Don't: Gradients, outlines, off-brand colors; Don't place Green glyph on Primary Blue without a Navy tile; Don't mix styles in the same section.

RULES FOR RADII OF ROUNDED CORNERS ON BOXES.

Radii Tokens

- Large image/cards: 20–24 px
- Small cards/inputs: 12–16 px
- Buttons/chips: Full pill (999 px)

Usage

- Apply consistent radius tokens across all modules (cards, tiles, image frames).
- For spotlight areas, use rounded top/bottom section bands to maintain the brand's soft-edge system.

• SERVICE PICTOGRAMS

ALIGNMENT OF GREEN DOT ON HEADLINES .

Dot Placement

- Align the dot to the vertical centerline of the headline text.
- Position it just right of the final character, with tight, consistent spacing (≈ one character's width).
- Dot size stays proportional to headline weight—large enough to register, small enough to stay accent-only.

Usage

- Use the green dot on major headlines only (H1/H2) as a signature brand cue.
- Keep spacing consistent across all sections; do not mix dot styles within one page.

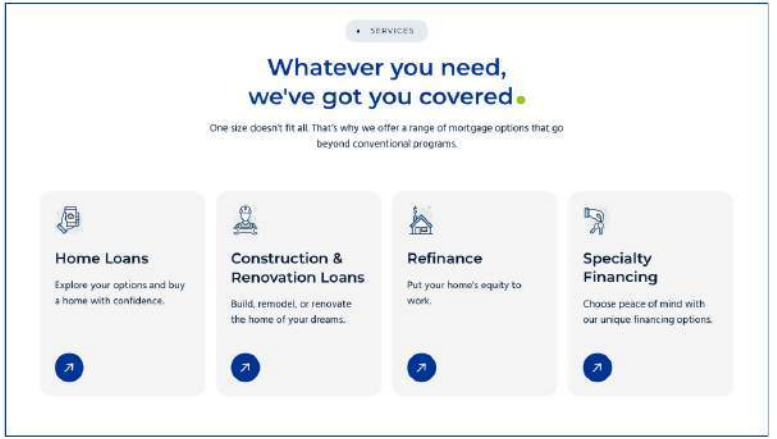
WEBSITE.



Home Page

First Heritage Mortgage

WEBSITE.


SERVICES
Whatever you need, we've got you covered.
One size doesn't fit all. That's why we offer a range of mortgage options that go beyond conventional programs.
Home Loans
Explore your options and buy a home with confidence.
Construction & Renovation Loans
Build, remodel, or renovate the home of your dreams.
Refinance
Put your home's equity to work.
Specialty Financing
Choose peace of mind with our unique financing options.


ABOUT US
A good house has a strong foundation.
At First Heritage Mortgage, we know the same is true of any business. That's why we take pride in what got us here in the first place: A commitment to serving our communities with honesty, integrity, and care.
Nearly 30 years in the industry have taught us that homeownership is more than a significant financial investment — it's a sense of belonging. It's peace of mind for you and your family. We're honored to be a part of that.
Our lending experts aim to support and empower you through each step of the mortgage process — and beyond.
Our Story

BUTTON STYLING AND PADDING/HOVER EFFECTS.

- Pill-shaped buttons with FHM blue background and white text.
- Centered label in brand typeface with comfortable horizontal padding and ~48px height.
- Hover: slightly darker blue or subtle shadow.
- Focus: clear outline for accessibility.





• STILLS

PHOTOGRAPHY .

Look & feel: Bright, natural light; candid; diverse households; agent-client moments.

Composition: Hero 16:9 or 3:2 with negative space; cards 1:1 or 4:3; radius 24 px; room to breathe.

Color harmony: Neutrals/denim/earth tones; subtle Blue/Green props.

Avoid: overprocessed HDR, harsh flash, staged handshakes.

VIDEO & B-ROLL

- Slow, steady pans; gentle transitions.
- Scenes: keys, boxes, app-in-hand, front doors, neighbourhood cafés, dog in yard.
- Keep motion calm; no whip pans.



CROSS-CHANNEL APPLICATIONS.

Social

White/Blue covers; one framed icon (L, 64 px); Montserrat headline ≤ 6 words + green dot.

Carousels

Slide 1 big headline; Slides 2–5, one idea each (≤ 35 words) with bare glyph;
Final slide Blue CTA chip.

LinkedIn single

White card (radius 24), headline 28–32 px, 25–40 words, Blue CTA chip.

Email

White header; H1 Montserrat + green dot;
≤ 3 short paragraphs; One Blue CTA;
Simple footer.

Print

1" margins; 12-col grid; H1 36–44 pt Montserrat; body 11–12 pt Hind; curved callout boxes (radius 16) for programs.

COPY & MESSAGING RULES.

Headlines (Bold)

Benefit-led (e.g., "Whatever You Need, We've Got You Covered.")

Subhead (Medium)

One sentence of clarity.

Body (Regular)

Short, scannable paragraphs; ≤ 4 bullets per card.

Buttons

Action-first verbs (Get, Learn, See, Start).

Voice tips

Avoid jargon; explain plainly; emphasize guidance and partnership.

Governance & File Locations.

Single Source of Truth:

This deck + Brand folder (logos, colors, templates).

When to update:

When new components ship or templates change.

Review path:

Route new assets through FHM Creative for compliance/design approval.

Contacts:

Lindsay / Erica / Arcbound PM.

Recommended folder structure:

- /Brand
- /Logo (SVG/PNG, light/dark)
- /Color (ASE/ACO, tokens)
- /Type (Montserrat Bold/Medium/Regular; Hind Regular/Medium)
- /Icons (SVG, PNG @2x)
- /Templates (PPT/Keynote/Canva, Social PSD/PNG)
- /Examples (approved references)

• PRE-PUBLISH

QUALITY CHECKLIST

- **White canvas:** Dominant; sections breathe.
- **H1:** Montserrat Bold (Blue) + green dot; Body in Hind.
- **Blue pill primary CTA**; ≤ 3 words.
- **Rounded cards** (20–24 px) + subtle border/shadow.
- **Icon usage** correct (framed vs. glyph); one per card.
- **Imagery:** bright, candid, diverse; room for copy.
- **Color ratios** align to baseline; green ≤ 5%.
- **AA contrast:** focus states; tap targets.
- One idea per module; surface proof (badge/stat/testimonial).
- Looks like it belongs on the homepage.

• APPENDIX A:

STOCK & B-ROLL SHOT LIST .

People & moments

Keys handoff, measuring, cooking first meal, kid's room, dog in yard, agent walk-through, neighborhood café.

Objects

Moving boxes, welcome mat, phone with LoanNow app, documents, tape measure, paint swatches.

Angles: off-center with negative space; natural light; shallow depth of field.

• APPENDIX B:

ICON FILE PREP & EXPORTS.

Master

SVG single-color fill.

PNGs

@1x/@2x for 24, 32, 48, 64 px.



Variants

icon-name_tile-navy_green.svg (framed) · icon-name_glyph-green.svg (bare).

Package

with naming, sizes, and usage doc.

• APPENDIX C:

WEB FONT KIT .

Montserrat

Bold · Medium · Regular (WOFF2; subset Latin).

Hind

Regular · Medium (WOFF2).

Performance

Preload display weights; font-display: swap; limit variants on media-heavy pages.

THANK YOU.

Questions, template requests, or brand reviews:



marketing@fhmtg.com

FIRST HERITAGE MORTGAGE