

Brand Guidelines

Brand profile

Bright Mortgages & Insurance is a new brand, formed by Kieran Welsby – a financial adviser with over six years' experience. It operates in the Greater Wellington region, New Zealand. We give mortgage and life/living/health insurance advice for people and business owners.

Bright Mortgages & Insurance aims to build brighter futures for our clients by giving great financial advice that helps people get ahead. Whether it's help with a mortgage to buy their first home, help with buying or expanding a business or ensuring families are protected through life and risk insurance.



Kieran Welsby

Financial advisor

Founder of Bright Mortgages & Insurance

Value proposition

"Our goal is to help people brighten their financial future."

Our point of difference is the relationships we hold with our clients – they know they can rely on us into the future for good advice, and we know that mortgages and insurances can be daunting – we're here to ensure they're well-versed and prepared and help them through their journey.

We love seeing our clients thrive, their wealth grow and their positions strengthen. We love building bright financial futures. We are Bright Mortgages and Insurance.



BRIGHT FINANCIAL FUTURES

“We love seeing our clients thrive, their wealth grow and their positions strengthen. We love building bright financial futures. We are Bright Mortgages and Insurance.”

Value proposition

For the construction of the brand, the concept used was to seeking closeness with customers through the chosen elements, color, typography and geometric shapes in the house icon to form a "bright" logo.

VOICE TONE

A young and inclusive language will be used, combined with friendly graphics that generate confidence and optimism through the graphic resources used.

PRIMARY COLOR
HEX #000038

RGB 0 0 56
CMYK 100 94 42 63

PRIMARY COLOR
HEX #4E6FC8

RGB 78 111 200
CMYK 76 56 0 0

ACCENT COLOR
HEX #FF9200

RGB 255 146 0
CMYK 0 51 93 0

SECONDARY COLOR
HEX #001768

RGB 0 23 104
CMYK 100 91 33 25

SECONDARY COLOR
HEX #2E58E6

RGB 46 88 230
CMYK 85 66 0 0

Typographic family

Poppins font family

light . regular . medium . semibold . bold

Headings and paragraphs

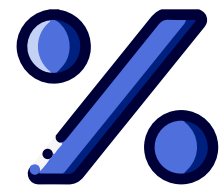
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Aa Bb Cc Dd
0123456789

Icons Pack



Dollar symbol



Percentage symbol



Sold sign



Paperwork



Piggy Bank



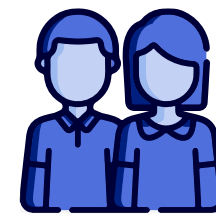
Wallet



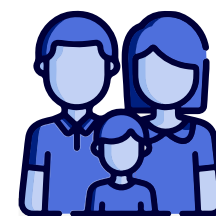
Store front



Hospital Plus



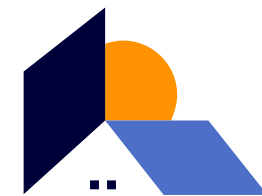
Couple



Family



House



RGB Logo

Use the logo in RGB for digital contexts:

- Web
- Mobile



CMYK Logo

Use the logo in CMYK for print contexts:

- Posters
- Flyers
- Cards



Do not use the logo in colors which are not corporate



**No image or text closer than the outside rectangle*

To ensure the logos are free to breathe, a clear area must be maintained around it at all times. No typography or imagery or other visual information should appear within this zone.



Do not use colored background as part of the logo



Do not change the color of the logo



Do not transform the logo



Do not change the orientation of the logo



Do not rearrange any proportion of the logo



Do not outline the logo







Kieran Welsby
Mortgage and Insurance Adviser

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- 021 719 303
- kieran@makeltbright.co.nz



Bright
Mortgages
& Insurance



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Mortgage and Insurance Adviser

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Dear Sir

Address goes here. Street, City, Country
contact@yourmail.com
000-000-000-000

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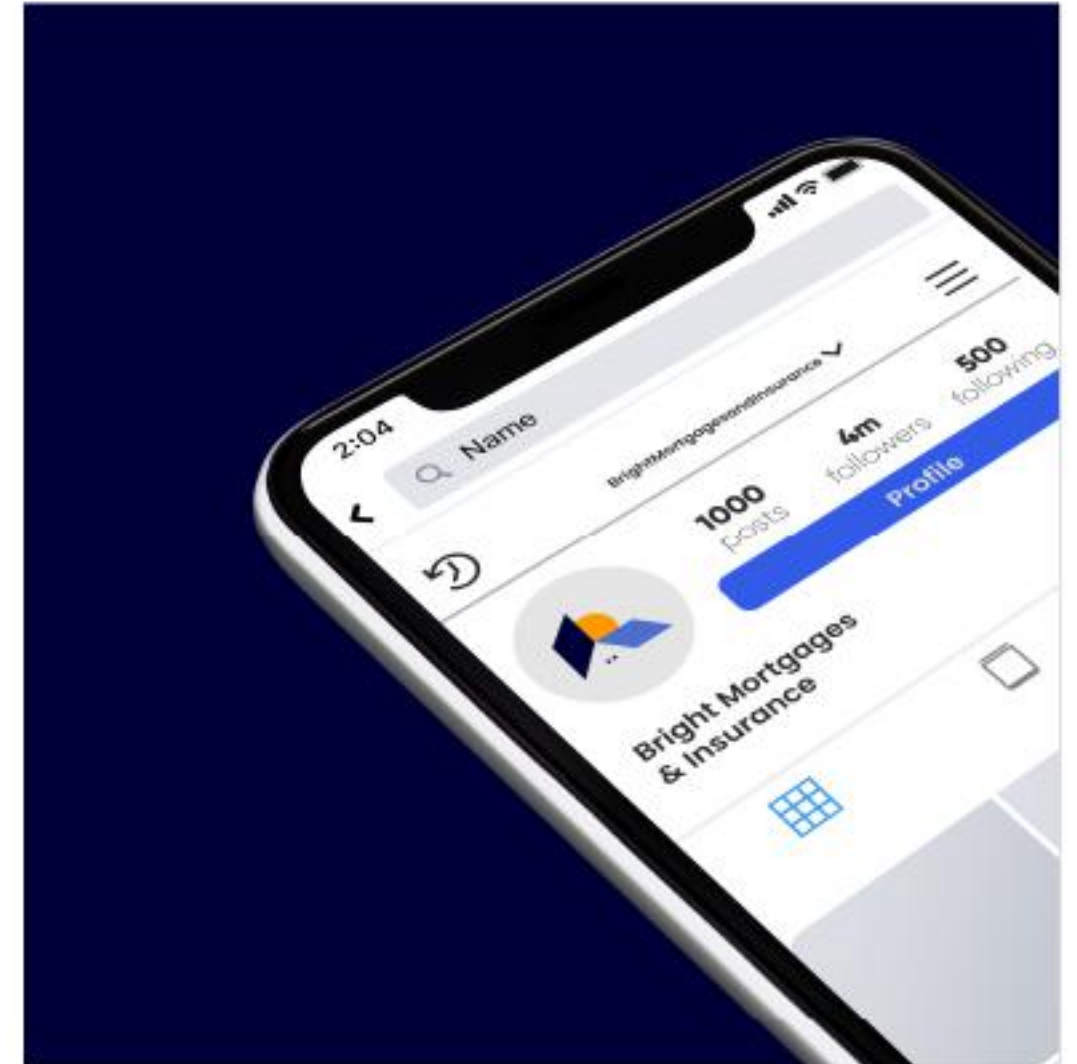
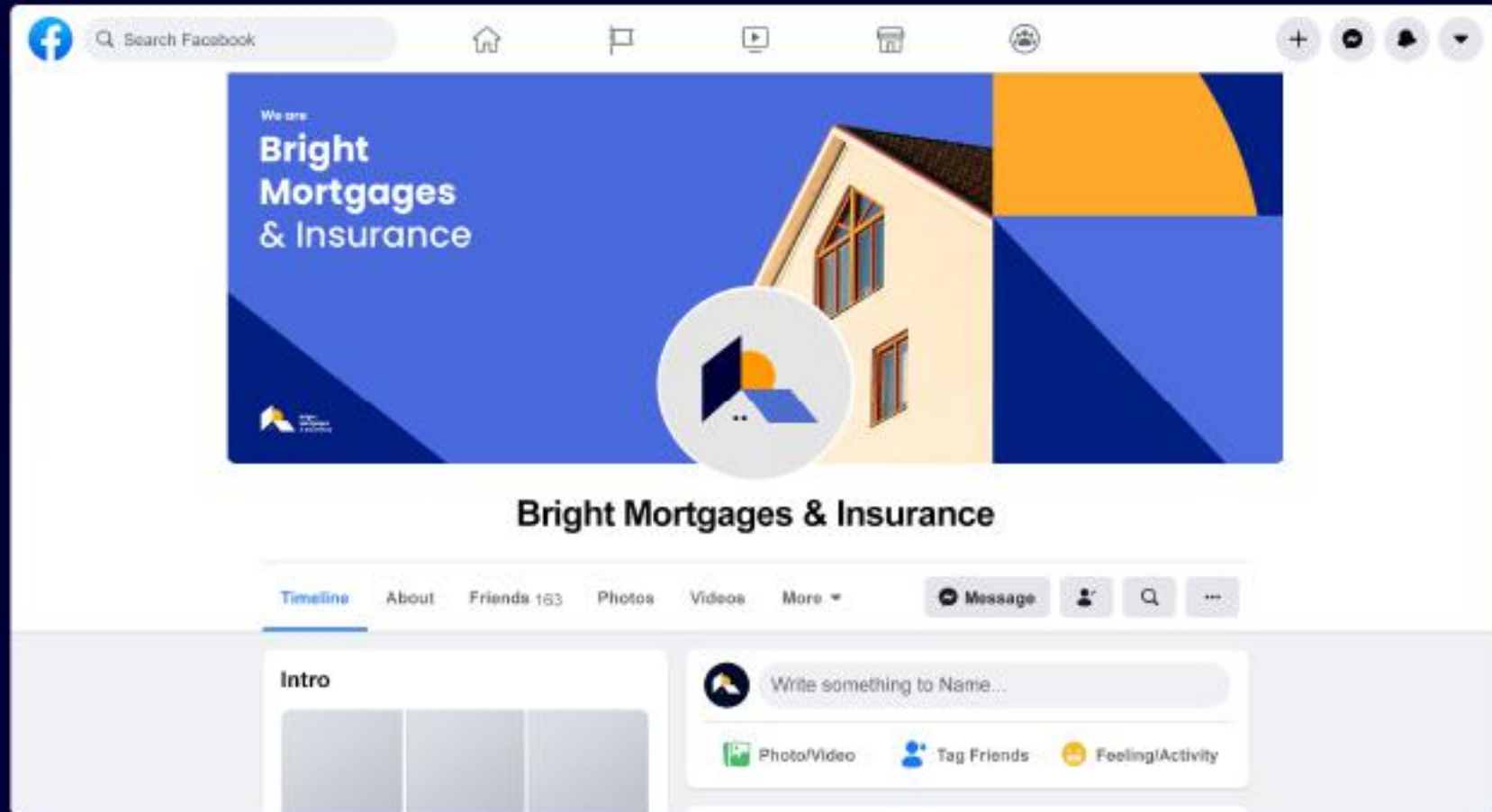
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Kieran Welsby
General Manager

Bright
Mortgages
& Insurance

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Kieran Welsby

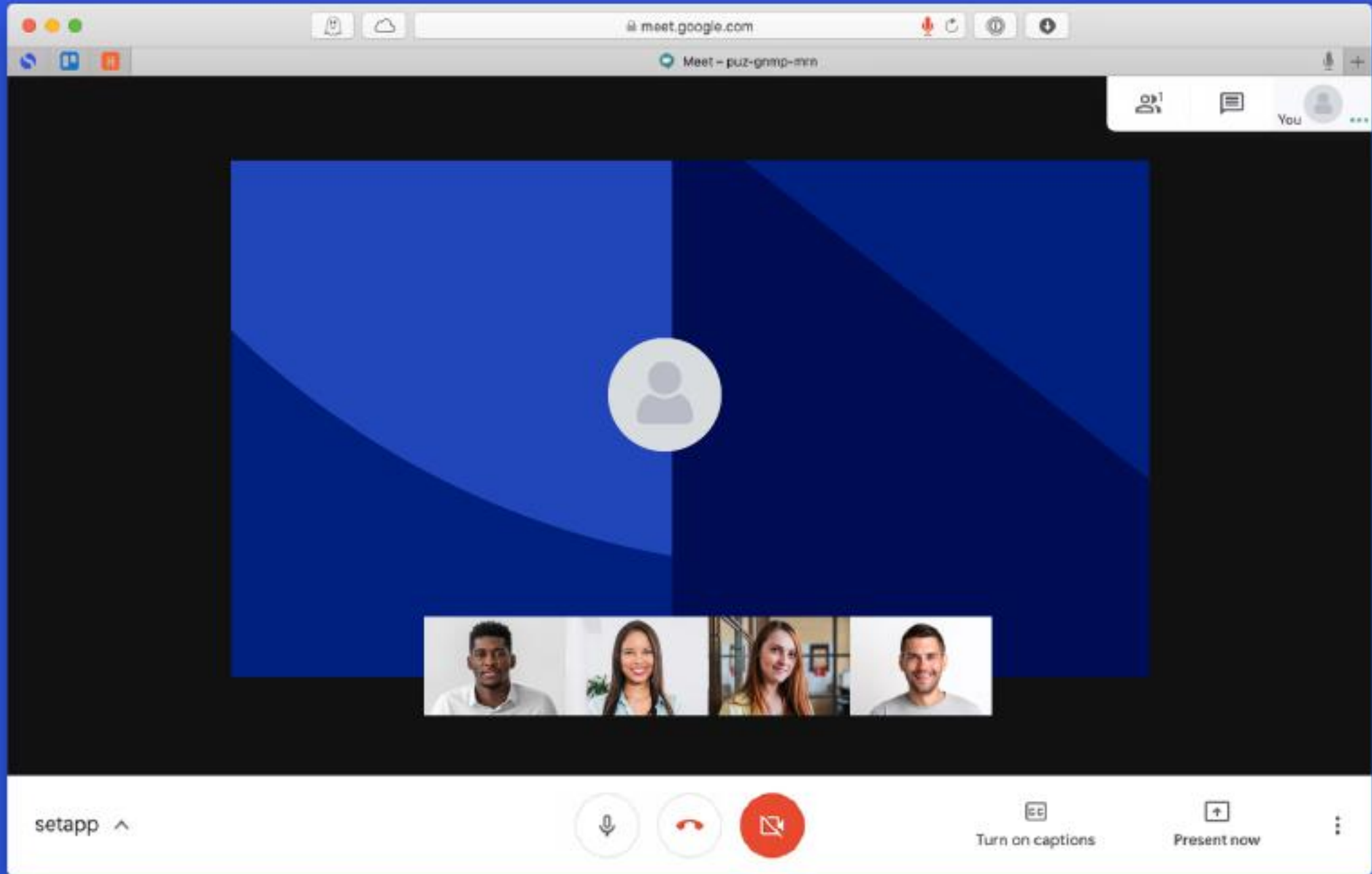
Mortgage and Insurance Adviser

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☎ 021 719 303

✉ kieran@makeitbright.co.nz







High
Performance
Solutions

Presentation

Power Point

Thank you!

Bright Mortgages & Insurance