



VERTICAL



HORIZONTAL

LOGO (WORDMARK)

The logo or wordmark is the primary identifier of the LendingPoint™ brand.
Please use logos and lockups provided in this kit do not attempt to recreate.



MINIMUM CLEAR SPACE

The LendingPoint™ logo must be clear and legible. There should be adequate clear space around the logo as shown. Minimum clear space guidelines have been established for this purpose. The logo must have at least the distance 2x above and below, and 2x on either side, where x is distance from the bottom of the “L” to the apex of the “L”.

MINIMUM SIZE

Follow these specifications for minimum size when scaling logo lockup. The minimum size of .875” (inches) shown is for both print and screen usage. Do not reduce the logo any smaller than the size specified.



LENDINGPOINT™

1 COLOR BLACK



LENDINGPOINT™

CMYK | RGB | PANTONE



LOGO VARIATIONS

Logo has been provided in the following configurations for flexibility in use.



Use the logo variant best suited to the background you are reproducing it against.



Use the positive logo over light photographs in areas that do not compete with the logo and provide sufficient contrast.



Use the reverse logo over dark photographs in areas that do not compete with the logo and provide sufficient contrast.



Use the all-black logo over fields of light color (less than 50% grey value).



Use the all-white logo over fields of dark color (more than 50% grey value).



Do not alter the specified symbol/wordmark lock-up.



Do not alter the color.



Do not stretch, distort or alter the shape.



Do not rotate.



Do not combine non approved terms.



Do not place in a holding space or shape.



Do not change the typography.



Do not remove TM.



Do not add graphics.



Do not re-position elements in the lockup.



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1 COLOR BLACK



CMYK | RGB | PANTONE



1 COLOR REVERSE

LOGO VARIATIONS

Logo has been provided in the following configurations for flexibility in use.



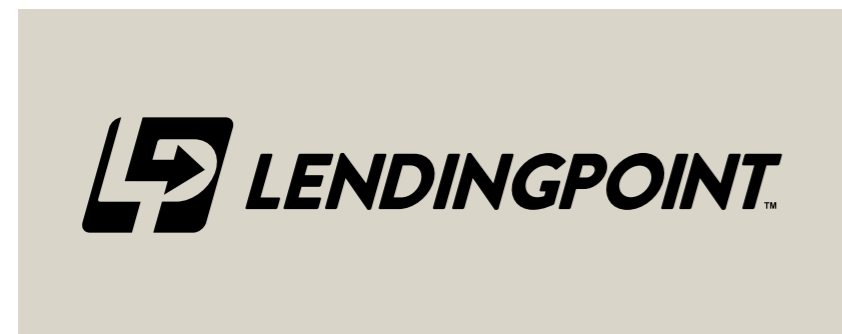
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