



Brand Guidelines

Who We Are

For over 15 years, Asset Based Lending has been a **trusted leader** in the hard money lending space, providing fast, flexible bridge financing. Whether funding the purchase, renovation, new construction, or long-term refinance of single-family and multi-family properties, we're committed to empowering investors with the capital they need to succeed.

With the help of our team members, we work together to think like an owner and provide exceptional service to help our borrowers achieve their investment goals. **Together, we grow to new heights.**



Mission & Principles

Mission

THINK LIKE AN OWNER

- Make Good Loans
- Protect The Firm
- Provide Exceptional Service, Every Time
- Build The Future



Our **Missions & Principles** are woven into everything we do - including our brand visuals.

We assume responsibility to think like an owner, and work together to provide a **white-glove experience for our clients, every time.**

Principles

- Jump Into Action** When faced with a challenge, owners push themselves into action. They are not afraid to roll up their sleeves and get their hands dirty.
- Stay Curious** Owners have an insatiable thirst for knowledge. They are not afraid to say, “I don’t know” and they always ask “why.”
- Adapt and Embrace** In a fast-paced environment, change is the only constant. Owners understand the value of change and embrace it.
- See The Big Picture** Owners see at a 10,000 ft view. They have the foresight to know that every decision may have a far-reaching impact.
- Develop and Mentor** Owners not only work to elevate and develop themselves, but they are committed to developing and mentoring others.
- Build The Brand** Owners are constantly raising their standards to build ABL’s brand and their own. They don’t settle for “good enough.”
- Rethink The Obvious** Owners think creatively and are inspired to improve processes, create efficiencies, or develop something new.
- Hear Others, Be Heard** Owners are transparent, accessible, and authentic. They approach each interaction with an open mind and fresh perspective. Owners speak up.
- Know Your Customers** Owners know who their customers are, anticipate their needs, and work to earn and maintain their trust.
- Learn From You Mistakes** Everyone makes mistakes, owners recognize and learn from their mistakes and change in order to move forward.

Our Logo



Gradient Primary Logo

ABL's primary logo, featuring a **gradient**, is to be utilized when placed on a dark background.



Two-Tone Primary Logo

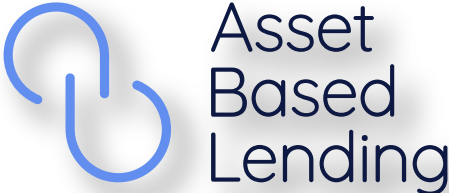
ABL's primary logo, featuring **two colors**, is to be utilized when placed on a light background.

Logo Usage on Backgrounds

	Asset Based Lending		Asset Based Lending
	Asset Based Lending		Asset Based Lending

When choosing a logo to place on a material, please **take note of the background color**. When applicable and appropriate, utilize our primary, full-color logos (left) and be mindful when to utilize one-color logos (right). This will help ensure accessibility. To check accessibility, visit: color.adobe.com/create/color-contrast-analyzer.

Logo Misuse



Do not add drop shadows



Do not distort



Do not alter the colors



Do not rotate the icon



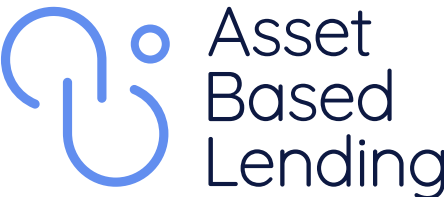
Do not change the orientation



Do not outline



Do not add special effects



Do not add elements



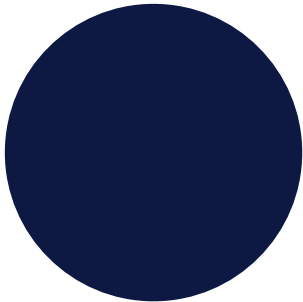

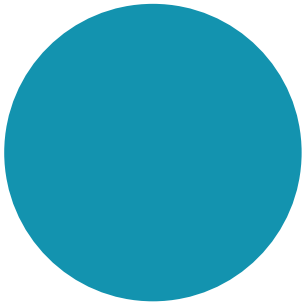
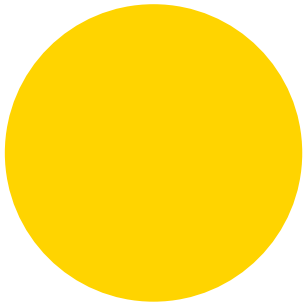
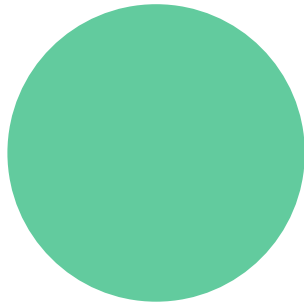

Do not crop out icon

Color Palette

ABL’s primary color palette leans into cool blues to evoke a **calming** and **professional** mannerism.

ABL’s secondary color palette features pops of brighter tones to evoke **friendliness**, **richness**, and **excitement**.

Within any material, a primary color must be used, and a secondary color may only be used if a primary color is already present.

Primary		
		
Hex #0d1942 CMYK 100 93 40 50 RGB 13 25 66 PMS 2768 C	Hex #628eef CMYK 61 42 0 0 RGB 98 142 239 PMS 2718 C	Hex #1393af CMYK 80 27 25 0 RGB 19 147 175 PMS 632 C
Secondary		
		
Hex #ffd400 CMYK 114 100 0 RGB 255 212 0 PMS 012 C	Hex #62cb9e CMYK 58 0 51 0 RGB 98 203 158 PMS 346 C	Hex #f1f5f5 CMYK 4 1 2 0 RGB 241 245 245 PMS 656 C

Color Palette: Gradients



Typography

The ABL Brand utilizes two typefaces:

1. Quicksand

Light
Regular
Medium
Bold

2. Poppins

Thin Italic
Light Italic
Regular Italic
Medium Italic
Bold Italic
Extra Bold Italic
Black Italic

STATEMENT HEADERS
ARE POPPINS LIGHT. (All Caps)
POPPINS BLACK CAN
BE USED FOR CONTRAST.

Secondary headers are Poppins Bold.

Quicksand Regular is to be used for subtext and paragraphs. **Quicksand Bold** can be used throughout paragraphs to emphasize **words and phrases**.

Occasionally, Poppins (any weight), can also be used throughout materials to layer in additional contrast for tinier details. *Italics can be used to add significance where deemed appropriate across any copy.*

Icons and Patterns

Icons

ABL’s icons are simplistic in design and organic in shape. Stroke lines are to be rounded and are accompanied by a hard-edged color block behind. Icons should feel sociable, but poised.



Patterns

ABL’s patterns are linear and should be rounded. They are to be used sparingly, and should not make a material feel too busy or cluttered.



Photography

ABL's photography is bright, warm, and clean. All images should feel modern and convey professionalism.

Images should **not** be dark, overwhelming, or dull.

As a hard money lender, photography should feel less residential and instead showcase construction in progress, staged rental properties, home remodels, site walk-throughs, etc.

Photography involving people should feel friendly, approachable, and allude to collaboration or partnership.

When applicable, please round image corners when placed in a material.



If you have any questions or reservations around acceptable use of Asset Based Lending's logo, assets, and brand materials, please reach out to marketing@ablfunding.com.

A member of our team will direct you accordingly.



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