



DESIGN AND BRAND GUIDELINES

TMG THE MORTGAGE GROUP
THINK OUTSIDE THE BRANCH®

DESIGN AND BRAND GUIDELINES

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OUR COMPANY AND CORPORATE DESIGN GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **TMG The Mortgage Group's** corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **TMG's** commitment to quality, consistency and style.

The **TMG** brand, including the logo, name, colours and identifying elements, are valuable company assets and help project our company values to Canadians coast to coast.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **TMG** name and marks.

Please use this guide and contact Corporate Marketing for any brand queries you may have.

SECTION 1

OUR BRAND PROMISE

01

BRAND PROMISE

Our brand promise describes how people should feel when they interact with our brand, how we provide our products and services and what sort of character TMG The Mortgage Group has.

Essentially this is what our company promises to the people who interact with it – lenders, brokers and consumers. By delivering on our brand promises in all our communications, we will create real brand value.

WHAT IS A BRAND PROMISE

A brand promise is what the company commits to the people who interact with it. It's not a description of what a company does in a literal sense. It's a description of the company's character. To some extent, it's a mission; it's how the company creates and delivers value.

Also, it's the feeling the company conveys to its stakeholders. Two mortgage brokerages, for example, may have similar offerings, but provide different atmospheres, different associations, and different experiences based on their brand promises.

WHAT PEOPLE SAY ABOUT TMG...

- Family-focused
- Great people
- Loyalty to our brokers and our partners
- High level of professionalism across all areas of our company
- Our integrity and commitment to the highest principles of business
- Our experience in the mortgage industry – 25+ years
- Our stellar reputation in the mortgage industry
- Leaders in the mortgage industry from technology to ideas to best practices
- Muted warm neutrals convey a safe, friendly quality and are solid, enduring and timeless.



OUR BRAND THREE PILLARS FOR OUR PARTNERS AND OUR BROKERS

TMG is an organization that is built on three pillars, entrepreneurship, support and lender relationships, and our goal is to remove all the obstacles to growth of your business by designing the infrastructure, tools and resources to focus on your business from thought to implementation to sustainability and growth.

WE PARTNER WITH YOU

By developing strong lender relationships, we provide brokers the access they need to satisfy any mortgage funding options:

- Residential
- Commercial
- Private Lenders
- Deal Centre
- Management support for escalations

WE INNOVATE FOR YOU

As serial entrepreneurs, we are constantly working to provide brokers with the tools that they need to stay at the forefront of the marketplace by providing the systems needed to run a successful business:

- Business tools for brokerages
- Systems to develop your business

WE SUPPORT YOU

Training and support is the foundation of our organization. We provide upfront training and on-going learning through:

- Webcasts
- Deal Centre mentorship/deal review
- In-class training
- Resource and Lender Library
- BrokerNET

SECTION 2

OUR CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation

02

LOGO INTRODUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The **TMG corporate logo** comprises two elements, the logo symbol and logo type. The **logo symbol** is a powerful image evoking the concept of housing in the roof element and/or the concept of reaching the summit – the height of achievement; goals that we strive to achieve each and every day in all we do.

It has a particular relationship with the TMG name. The **logo type** has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is has also been chosen to compliment and balance perfectly with the logo symbol. An emphasis

has been placed on the word “mortgage” through colour and font weight to clearly identify to anyone viewing the logo the core service of our business.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are orange and grey. It is a fresh and appealing blend of colours chosen for their strong combination – modern – classic – timeless. The colours have been selected according to international standards as shown on the following pages and are easily implemented.

THE LOGOTYPE



1) The logo symbol

Consists of a simple series of lines evoking the concept of housing and achievement in a simple circular grey background. This element is called the TMG badge.

2) The logotype (the font)

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in grey and orange tones of the chosen corporate colour. The word "mortgage" is emphasized using colour and a bold typeface to identify the core elements of our business.

3) The corporate tagline

Think Outside the Branch® is our registered trademark. It is intended to promote our access to a multitude of lending options to consumers and other stakeholders.

The logo versions

The main logo without the tagline is shown first and should be used on white background or a 10% grey background when using it in a blocking grid format. This is the logo to be used on internal materials. The second version of the logo uses the tagline as part of the logo lockup and should be used on consumer marketing and any other public facing materials such as lender and consumer communications.

LOGO ON DARK BACKGROUND



LOGO ON LIGHT BACKGROUND



3) The logo on dark background

will be used when the background Colour is dark and should only be used with black and/or dark grey.

4) The logo on a light version

will be used when the background Colour is light coloured.

Recommended formats are:

.eps | .ai | .png | .jpg

Note:

Use of any stylized, animated, hand drawn or other versions of the logo is not permitted. This undermines the logo system and brand consistency. Please consult with Corporate Marketing if you have any questions or need further help with how to use the logo properly.

SECTION 2 CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation

LOGO CONSTRUCTION, CLEARSPACE AND USAGE RESTRICTIONS

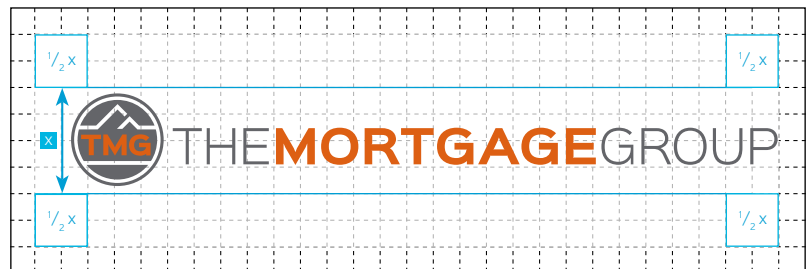
It is important to keep the corporate mark clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest

any other graphic element or message can be positioned in relation to the mark, the symbol itself and our company name. They have a fixed relationship that should never be changed in any way.



CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



LOGO RESTRICTIONS

The consistent application of our logo helps to reinforce and build brand equity. Any deviation from our standards could weaken our brand. Use approved artwork sourced from Design Services or Corporate Marketing.



Do not change the position or scale of the logo elements.



Do not reproduce the logo in unofficial colours.



Do not skew, distort or alter the logo in any way.

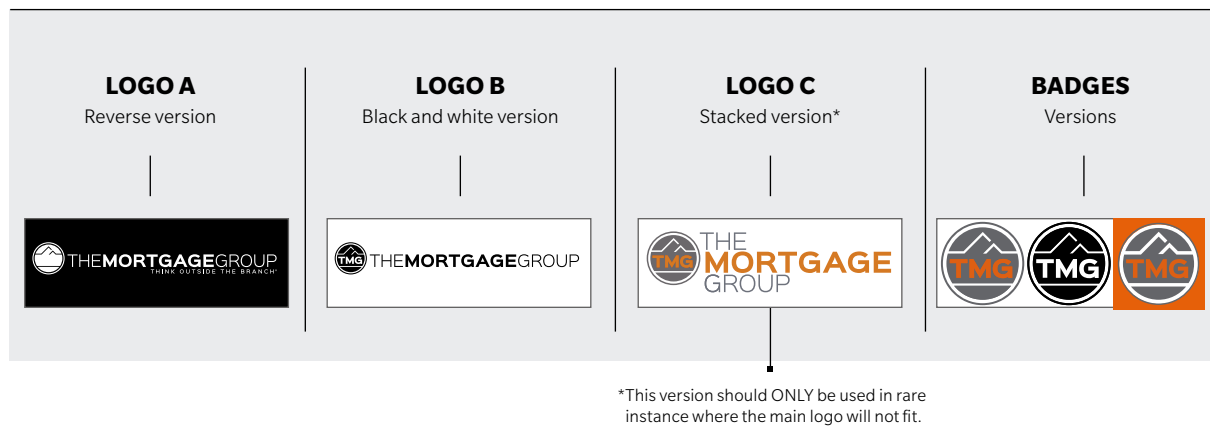


Do not apply any treatments to the logo like drop shadows, glows or any other treatments

APPLICATION ON VARIOUS BACKGROUNDS

There may be instances where the logo will need to be applied in a non-conventional format. Several examples are shown here. The TMG badge is intended for usage on swag/merchandise and other areas where the main logo will not easily fit. The badge is not intended as a

replacement to the main logo or the tagline version of the logo. If you require a non-standard version of the logo, please contact Corporate Marketing to get the other versions and advice on how to use the alternate colour versions of the logo properly.



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 30 mm x 4 mm



Logo Symbol

Minimum Size: 5 mm x 5 mm



SECTION 3

CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierachy

03

THE CORPORATE FONTS AND TYPOGRAPHY

THE CORPORATE TYPOGRAPHY

Careful use of typography strengthens our communications and helps ensure strong visual consistency and recognition across a wide range of TMG communications. These typefaces have been chosen to enhance and support our brand positioning and should be used in all communications.

The fonts Slate and Open Sans have been chosen to help inject energy and enthusiasm into the entire TMG communications, as the primary and secondary corporate typefaces in print and digital formats.

PRIMARY CORPORATE FONT – PRINT

PRIMARY FONT SLATE

DESIGNER :
ROD MCDONALD
CANADIAN FONT DESIGNER

-

THE FONT

Slate is a neo-grotesque sans-serif typeface designed by Rod McDonald at Monotype Corporation in 2006, and it is designed for high levels of legibility.

McDonald had done research with the Canadian National Institute for the Blind (CNIB) focusing on maximizing the legibility of characters and readability of text. As a result, he designed the Slate family to achieve maximum legibility for both print and screen.

TYPE EXAMPLES SLATE

This is the corporate typeface to be used for printed materials, signage and promotional items. Computer system fonts such as Arial, Times, Calibri and more should **not** be used for printed materials.

Further usage guidelines can be found in the typographical usage section.

S L A T E

Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Italic

a b c d e f g h i j k l m
n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § \$ % & / () = ? ` ; :
ı “ ¶ ¢ [] | { } ≠ ¿ ‘
« » € ® † Ω “ ” / ø π • ± ‘
æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¢
√ ~ μ ∞ ... – ≤ < > ≥ ~ > < ◇

SECTION 3

CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierarchy

PRIMARY CORPORATE FONT - DIGITAL/PRESENTATIONS

PRIMARY FONT OPEN SANS

DESIGNER :
STEVE MATTESON

-

THE FONT

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corporation

This is a GOOGLE font that has been designed for optimal usage online and in presentations.

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

TYPE EXAMPLES OPEN SANS

This is the corporate typeface to be used for digital mediums such as websites, and apps, email marketing. Computer system fonts such as Arial, Times, Calibri and more should **not** be used for printed materials.

Further usage guidelines can be found in the typographical usage section.

O P E N S A N S

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Italic

*a b c d e f g h i j k l m
n o p q r s t u v w x y z*

Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § \$ % & / () = ? ` ; :
ı " ¶ ¢ [] | { } ≠ ¿ '
« » € ® † Ω ° / ø π • ± '
æ œ @ Δ ° ª © ¢ ¤ , å ¥ ≈ ¸
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for TMG layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text
TMG type specifications
Slate light
7 pt type / 9 pt leading

Copy Text
TMG type specifications
-
Slate light
10.5 pt type / 12 pt leading / .125 pt space after (between paragraphs)

Headline text
TMG TYPE SPECIFICATIONS
-
Slate medium – all capitals with 20 pt tracking
15pt type / 17pt leading / .125 pt space after

HEADLINES AND OTHER TYPE BREAKS

Subheads
Sections
TMG type specifications
-
Slate medium – sentence case with 20 pt tracking
12pt type / 13pt leading / .125 pt space after

Big Headlines
and Title
TMG
-
Slate medium – sentence case with 30 pt tracking
30pt type / 27pt leading / .25 pt space after

SECTION 4

CORPORATE COLOUR SYSTEM

04

THE PRIMARY COLOUR SYSTEM AND COLOUR CODES

THE COLOUR SYSTEM

Colour plays an important role in the TMG corporate identity program. The colours here are recommendations for various media. A palette of primary colours has been developed, which comprise our “One Voice” colour scheme. Consistent use of these colours will contribute to the cohesive and harmonious look of the TMG brand identity across all relevant media. Check with your designer or printer when using the corporate colours so that they will be always be consistent.

Orange has been chosen as it is a warm and happy

colour – very much like TMG – a warm, friendly company. Orange has some drama and a good sense of humour. It is energetic and upbeat without aggression.

Grey is the colour of intellect, knowledge, and wisdom. It is perceived as long-lasting, classic, and often as sleek or refined. It is a colour that is dignified, conservative, and carries authority. In many ways, that is exactly also whom TMG is.

COLOUR THEORY

- Blues express reliability, trustworthiness, dependability and inspire confidence and security.
- Greens convey a feeling of safety and security, as well as a natural soothing quality.
- Purples communicate wisdom and worldliness.
- Yellows emulate light and warmth and are identified with imagination and enlightenment.
- Oranges are gregarious and happy. They have some drama and a good sense of humour.
- Rose/Burgundys are healthy and optimistic.
- Muted warm neutrals convey a safe, friendly quality and are solid, enduring and timeless.

PRIMARY COLOUR SYSTEM

-

Explanation:

TMG has two official colours: orange and grey. These colours will become a recognizable identifier for the company.

Usage:

Use them as the dominant colour palette for all internal and external visual presentations of the company.

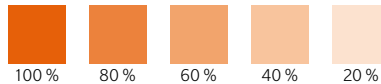


PRIMARY COLOUR ORANGE

-

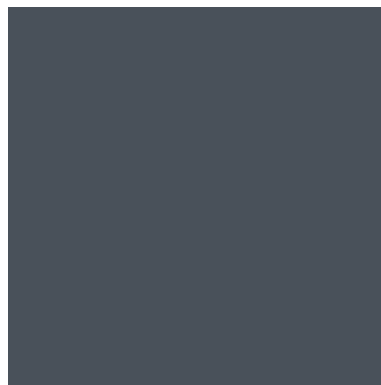
COLOUR CODES

CMYK : C0 M72 Y100 K3
Pantone : 1595
RGB : R213 G92 B25
Web : #D55C19



100 % 80 % 60 % 40 % 20 %

COLOUR TONES

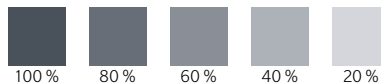


PRIMARY COLOUR DARK GREY

-

COLOUR CODES

CMYK : C40 M30 Y20 K66
Pantone : Cool Grey 10
RGB : R99 G102 B106
Web : #63666A



100 % 80 % 60 % 40 % 20 %

COLOUR TONES

SECTION 4 CORPORATE COLOUR SYSTEM

THE SECONDARY COLOUR SYSTEM AND COLOUR CODES – LIGHT/MUTED PALETTE

SECONDARY COLOUR SYSTEM

-

Explanation:

The secondary colours are complementary to our official colours, but are not recognizable identifiers for TMG company. Secondary colours should be used as accents to complement the main colour palette.

Usage:

Use them to accent and support the primary colour palette.



Tones

COLOUR CODES

CMYK : C0 M3 Y32 K5
Pantone : 7499
RGB : R244 G229 B177
Web : #F4E5B1



Tones

COLOUR CODES

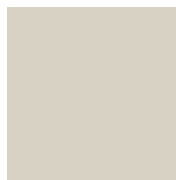
CMYK : C37 M4 Y21 K0
Pantone : 7464
RGB : R160 G208 B203
Web : #A0D0CB



Tones

COLOUR CODES

CMYK : C36 M10 Y63 K0
Pantone : 577
RGB : R171 G195 B128
Web : #ABC380



Tones

COLOUR CODES

CMYK : C3 M4 Y14 K8
Pantone : 7527
RGB : R218 G215 B203
Web : #DAD7CB



Tones

COLOUR CODES

CMYK : C45 M15 Y15 K0
Pantone : 550
RGB : R140 G184 B202
Web : #8CB8CA

THE SECONDARY COLOUR SYSTEM AND COLOUR CODES – DARK/BOLD PALETTE

SECONDARY COLOUR SYSTEM

-

Explanation:

The secondary colours are complementary to our official colours, but are not recognizable identifiers for TMG company. Secondary colours should be used as accents to complement the main colour palette.

Usage:

Use them to accent and support the primary colour palette.



Tones

COLOUR CODES

CMYK : C91 M63 Y20 K3
Pantone : 647
RGB : R35 G96 B147
Web : #236093



Tones

COLOUR CODES

CMYK : C99 M37 Y44 K10
Pantone : 7474
RGB : R0 G117 B130
Web : #007582



Tones

COLOUR CODES

CMYK : C44 M94 Y42 K23
Pantone : 683
RGB : R127 G40 B85
Web : #7F2855



Tones

COLOUR CODES

CMYK : C0 M32 Y94 K0
Pantone : 1235
RGB : R225 G184 B29
Web : #FFB81D



Tones

COLOUR CODES

CMYK : C45 M15 Y15 K0
Pantone : 550
RGB : R140 G184 B202
Web : #8CB8CA

SECTION 5

CORPORATE STATIONERY

05

THE TMG STATIONERY

THE TMG STATIONERY SYSTEM

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity.

There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different

regions of the world. This section illustrates approved layouts for standard business stationery in Canada. It includes specifications for typography, colour and word processing.

Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, cheques, email tags or other business processes.

THE COMPANY LETTERHEAD

THE TMG LETTERHEAD

Explanation:

This shows the primary elements of the TMG stationery system for letterhead.

Usage:

The letterhead will be used for all official communication that is going out of TMG.

PARAMETER

Dimensions

8.5 x 11 inches

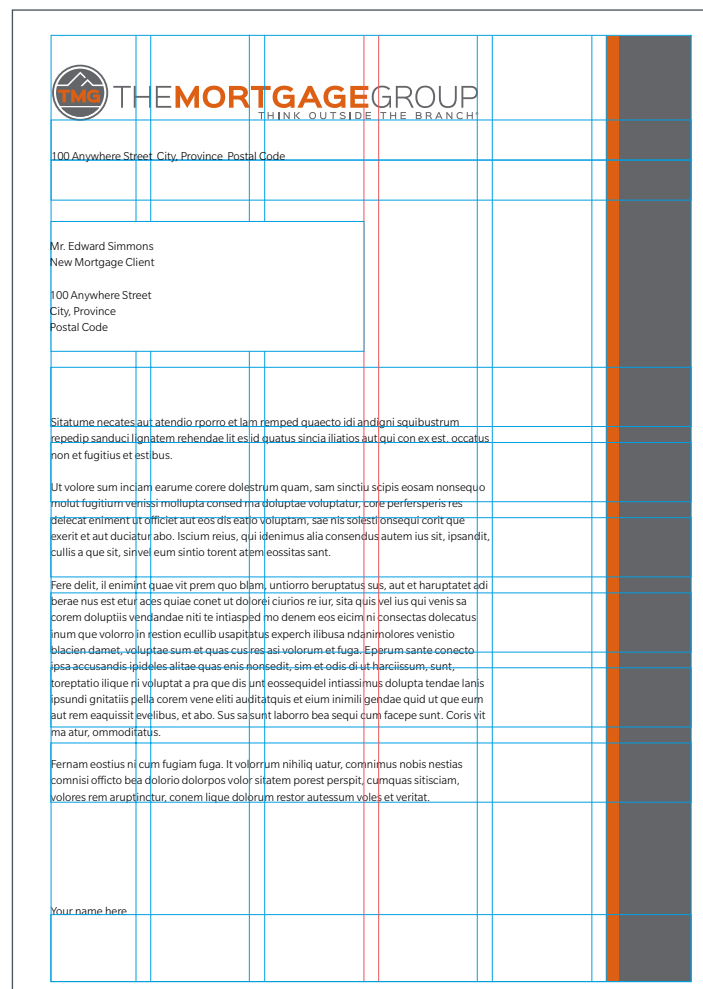
Weight

120g/m

Uncoated white

Print

CMYK



SECTION 5 CORPORATE STATIONERY

THE TMG BUSINESS CARDS

THE TMG CORPORATE BUSINESS CARD

-

Explanation:

This shows the layout with the primary elements of the TMG stationery system for our corporate business cards.

Usage:

The business cards will be used for all official contact and communication of TMG.

Front



THE MORTGAGE GROUP

Mark Kerzner President, AMP

Direct: 416.645.7411 • **Toll-free:** 1.877.390.5462

Cell: 416.417.2538 • **Fax:** 1.877.390.5495

Email: mark@mortgagegroup.com

310 Davenport Road, Suite 200
Toronto, Ontario, Canada M5R 1K6

 @kerzner

www.mortgagegroup.com

FSC® #10315

PARAMETER

Dimensions

3.5 x 2 inches

Stock

Uncoated white

Print

CMYK

Back



THINK OUTSIDE THE BRANCH®

THE TMG ENVELOPE

THE TMG COMPANY ENVELOPE

-

Front (back is blank):

Explanation:

This shows the layout with the primary elements of the TMG stationery system for our corporate envelope.

PARAMETER

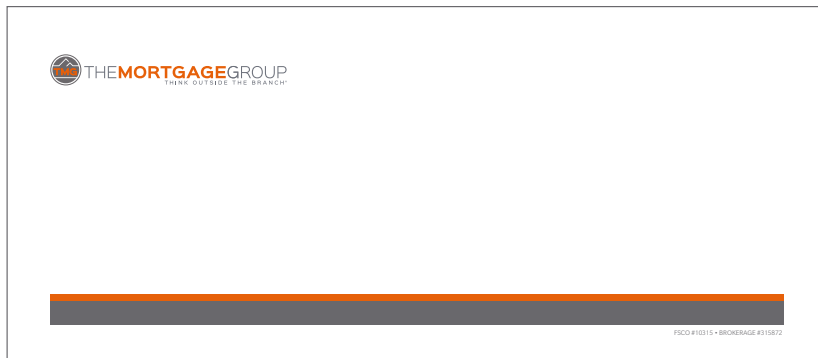
Dimensions

#10 envelope

4.125" x 9.5"

Print

CMYK



SECTION 6

LOGO PLACEMENT

06

THE CORRECT LOGO PLACEMENT

WHY THIS IS IMPORTANT?

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and won't distract from other messages you wish to communicate.

Clear area around the TMG logo: When using the TMG logo on its own or with "TMG" leave at least 4 stroke widths on either side and at least 2 stroke widths above or below so that it does not appear connected to other elements. In some cases, you may need to adjust the space for visual balance.

CORRECT LOGO PLACEMENT

PARAMETER

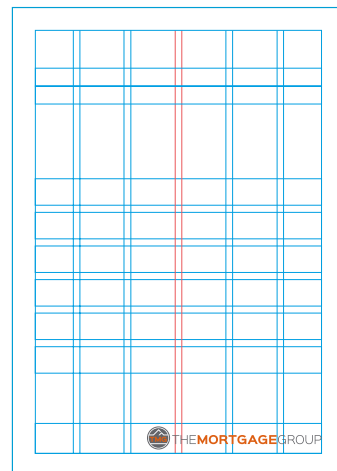
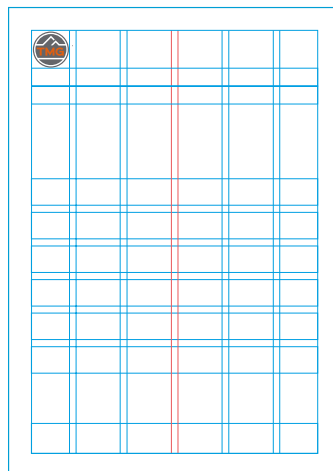
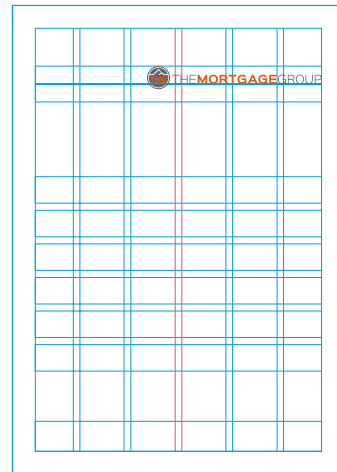
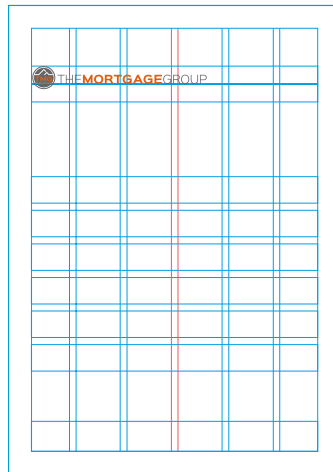
THE LOGO PLACEMENT

Explanation:

To place the TMG logo in the correct way please use one of the approved styles that are shown on the right.

EXAMPLE

8.5" x 11"



SECTION 7 GRID SYSTEMS

07

THE TMG GRID SYSTEM

THE GRID SYSTEM

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images,

glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

Neighbours of Edgemont...

I'VE MOVED! COME VISIT!





A NEW YEAR. A NEW LOCATION FOR YOUR MORTGAGE SPECIALIST KERRY CASIDY!

I am **still** in the heart of our village at a **NEW** office – Edgemont Commons. As a long-time resident and business owner in our community, I understand the unique characteristics of our local real estate market. I am here to help you navigate the **best mortgage options**.

Let's connect! **Kerry Casidy**, Mortgage Specialist
304 – 3053 Edgemont Boulevard
604.868.7081 | kerry@casidy.ca | casidy.ca

Trusted knowledge • Inspiring results

REFINANCE AND SAVE!



REFINANCE YOUR MORTGAGE, AVOID MONEY TRAPS AND SAVE!

With historically low interest rates and high property values, now is the perfect time to renew or refinance your mortgage! Here are **4 great reasons to refinance**:

- Lower your monthly payments and increase your cash flow
- Pay your mortgage down quicker
- Use your home equity to finance home repairs and renos
- Consolidate and pay down high-interest debt

I can assist you with refinancing options to help you achieve your financial goals.

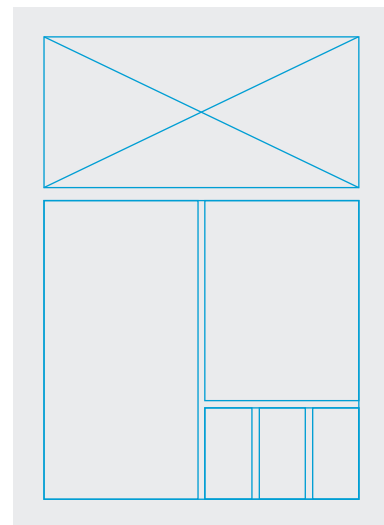
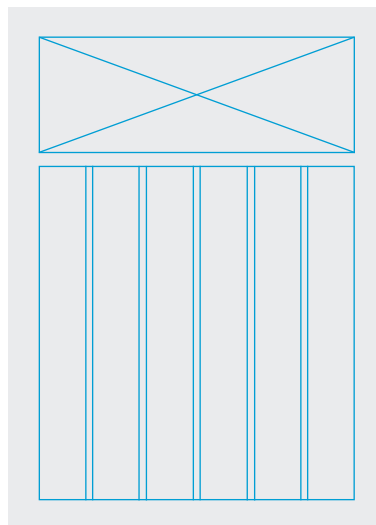
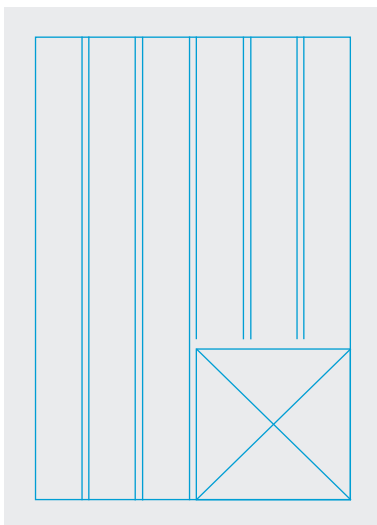
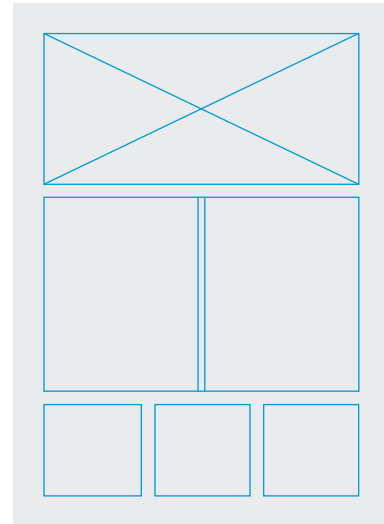
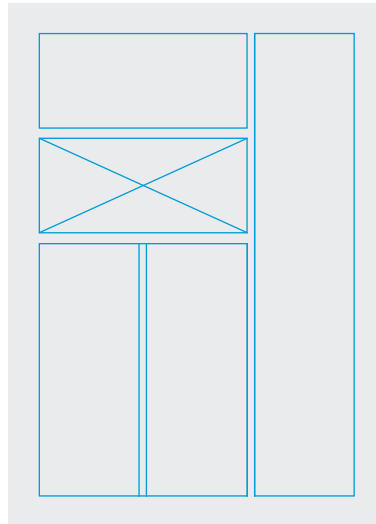
Contact me today for your mortgage review!

Let's connect! **Kerry Casidy**, Mortgage Specialist
604.868.7081 | kerry@casidy.ca | casidy.ca
304 – 3053 Edgemont Boulevard, North Vancouver

THE MORTGAGE GROUP
TRUSTED KNOWLEDGE • INSPIRING RESULTS

REVERSE MORTGAGE
TRUSTED KNOWLEDGE • INSPIRING RESULTS

GRID SYSTEM EXAMPLES



SECTION 7 GRID SYSTEMS

TMG Grid Systems
TMG White Space and Colour Bars

TMG GRID SYSTEM LAYOUT GUIDELINES

The five design principles:

The TMG brand collateral system allows for maximum flexibility in creating a look that is ownable and distinct.

This system has five basic tenets that should be followed on all collateral. The other aspects of the collateral system described in this section are best practices, and we encourage you to use them as well to maintain the integrity of the brand collateral system.

① Title treatment

② Colour bars

③ Colour palette

④ Branded lifestyle imagery

⑤ White space

Providing the right
mortgage solution for you.



For over a quarter century, we have helped over 300,000 Canadians finance their homes. We are an award-winning Canadian mortgage brokerage with over 800 professionals with the expertise to get you the best financing solutions.

We sweat the details so you don't have to. We call it our No Sweat Mortgage®. It's a brand promise we deliver on every day.



THE MORTGAGE GROUP
THINK OUTSIDE THE BRANCH®

mortgagegroup.com

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TMG WHITE SPACE AND COLOUR BAR GUIDELINES

Rationale:

The overall look of our materials includes the use of energetic, bold photography; the open, saturated colour bar; and touches of white space. The combination of these elements gives our communications a fresh, contemporary look and feel that is engaging and differentiating.

White space. White space should be evident on every page and can be placed in a variety of locations, as shown. It can frame photos, fall at the top and bottom of the page, as well as at the top and middle or the bottom and middle of designs. It should account for at least 1/2" of vertical space. If white space falls between a photo and a colour bar, it should be 6 points or .083" in height.

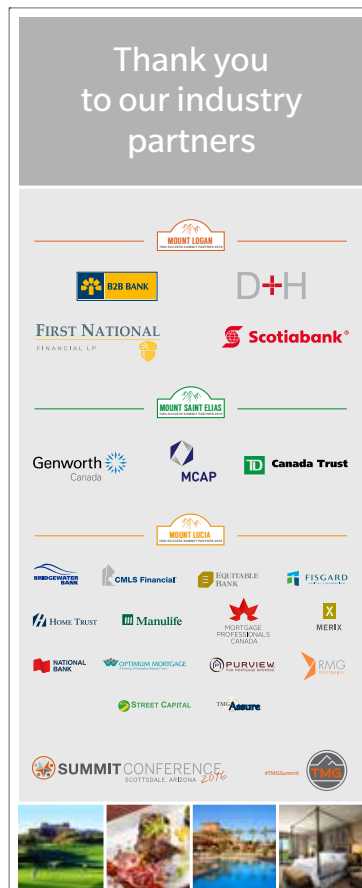
Colour bar. The colour bar should always span the length of the design. It should never run vertically on a page. The bar can also bleed off the top or bottom of a page. The height of the bar can range from one-quarter to one-half of the total page height and depends on how the photograph is cropped and the amount of copy to be contained within the bar. If copy is included, then the bar should be approximately one-third to one-half the total page height.



Signage



Book cover



Banner

Signage



SECTION 8

IMAGERY AND USAGE

08

THE TMG

CORPORATE IMAGE : IMAGERY GUIDE

THE CORPORATE IMAGE SYSTEM

Corporate images are used to transfer the values of TMG to our lenders, brokers and their customers or potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance,

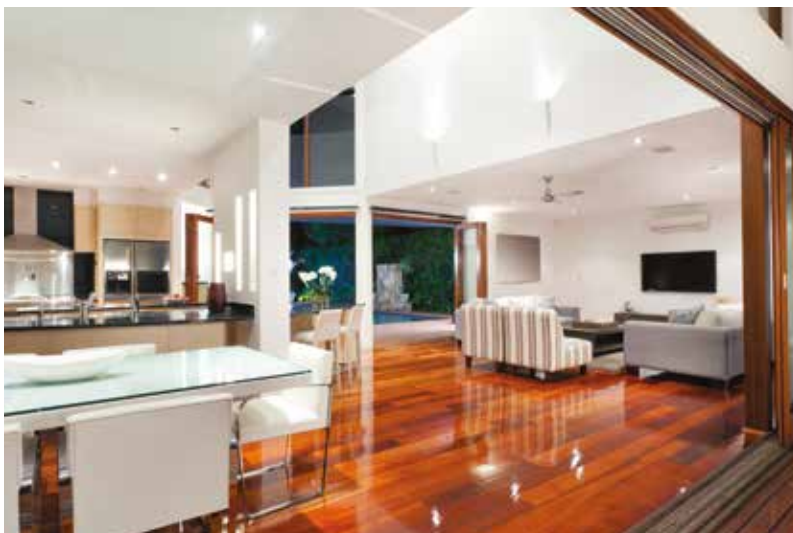
pronouncements, etc. TMG use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



EXAMPLES FOR TMG CORPORATE IMAGE SYSTEM

Requirements:

- high contrast
- sharp images
- minimalistic look
- modern
- lifestyle focused



SECTION 8 IMAGERY AND USAGE

THE TMG CORPORATE IMAGE : LIFESTYLE

EXAMPLES FOR TMG CORPORATE IMAGE SYSTEM

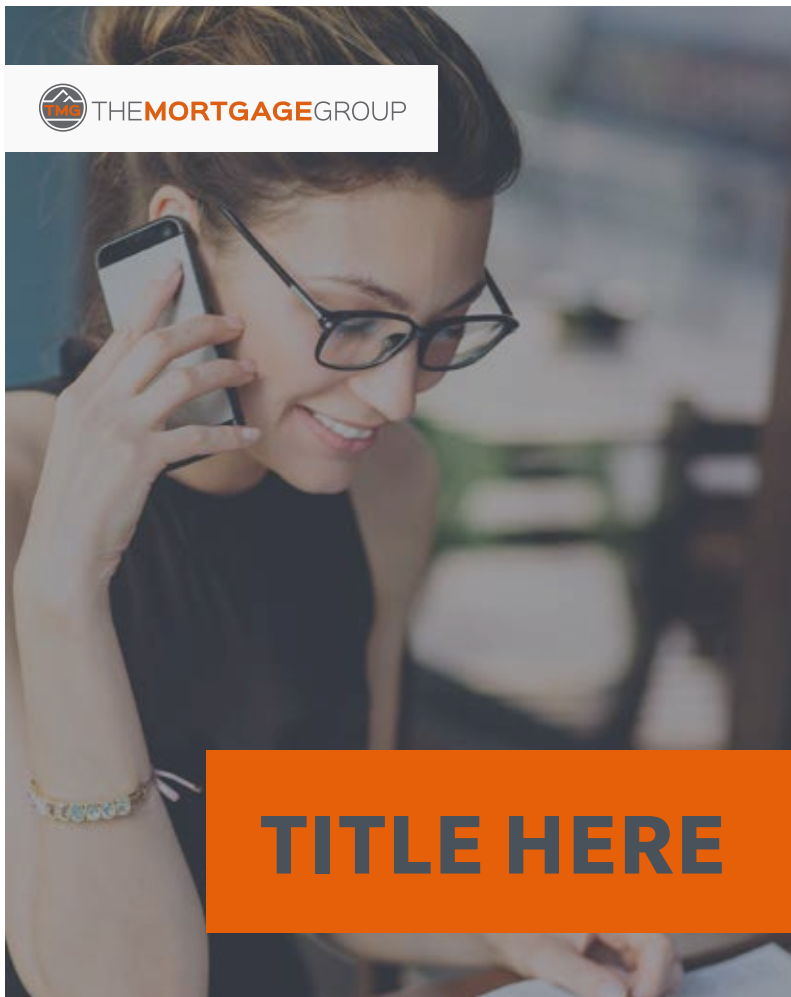
-

Requirements:

- black and white colours
- high contrast
- sharp images
- minimalistic look
- modern and businesslike



THE TMG BLENDING MODES FOR IMAGES



TMG BLENDING MODES

Explanation

Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

How to:

- use a placeholder with an orange or grey background depending on the tone values
- adjust the layer style to “multiply” and adjust background coloured layer to 80-50% of the colour



SECTION 9

CORPORATE ICONOGRAPHY

09

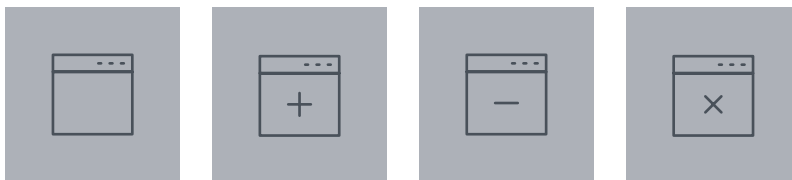
THE TMG

CORPORATE ICONOGRAPHY

THE ICONOGRAPHY SYSTEM

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture

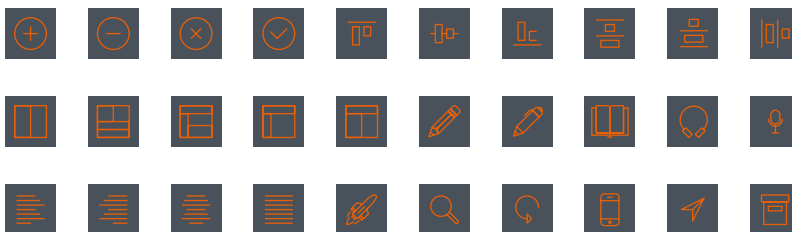
or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.



EXAMPLES FOR TMG CORPORATE ICONOGRAPHY SYSTEM

How to:

- recommended usage of icon is with a screened background
- orange background should use a white stroke
- dark grey or black background should use orange stroke
- lighter backgrounds should use our dark grey colour at 100% for the stroke
- minimum stroke size: 0.5 pt
- upscale only proportional





SHORT SUMMARY, CONTACT AND SUPPORT INFORMATION

A SHORT SUMMARY

TMG growth across the country over the past 25 years has been outstanding. The TMG leadership has carefully nurtured a forward-thinking company with good, old family values at its core.

Our strength is in our people – that's you! Each year we strive to deepen our relationships and our commitment to you.

All new TMG marketing materials and merchandise moving forward will use the new brand system. Over time, we will migrate from the previous brand to the new one as signage is replaced and websites are updated.

CONTACT

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