



BRAND **GUIDELINE**

About Julien M.

Julien M. is a mortgage consulting and financial planning brand dedicated to helping individuals and families make smarter real estate decisions with confidence and clarity. We believe that every successful property investment starts with a well-structured financial plan and a deep understanding of each client's unique financial goals and responsibilities.

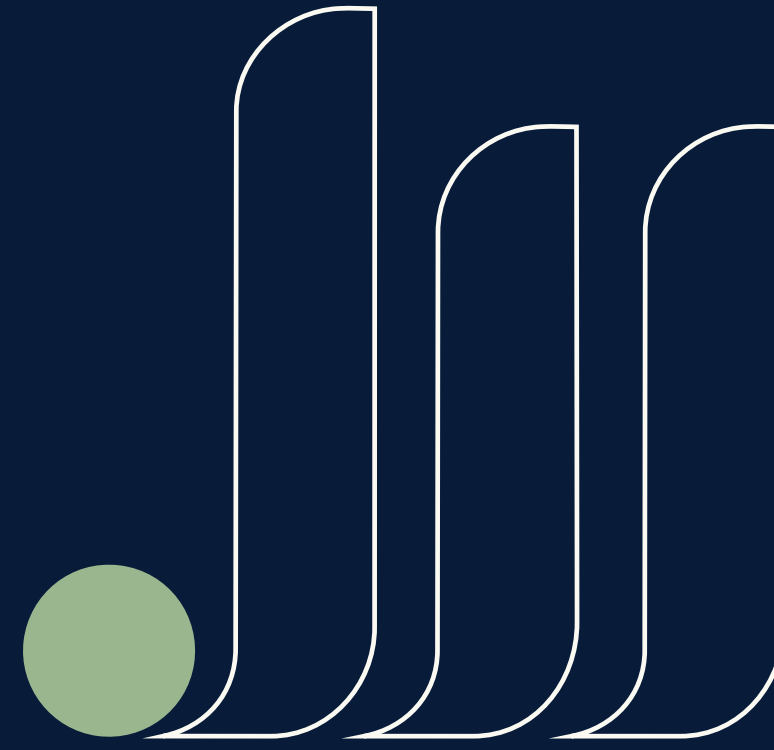
That's why we combine strategic financial insight with personalized consultation to deliver tailored mortgage solutions that support long-term stability and growth. Whether it's purchasing a new home, refinancing an existing mortgage, consolidating financial commitments, or planning local and international real estate investments, we guide our clients through every step with transparency, expertise, and care.

Through a client-focused approach, Julien M. aims to simplify complex financial decisions and transform them into clear, achievable opportunities for a more secure financial future.

01

Brand Logo

The logo section defines every allowed version, size, spacing and prohibition. It exists to protect the single most visible mark of Julien M. ensuring it always appears precise, powerful, and instantly recognizable across every medium, reinforcing trust and premium positioning with zero deviation.



The logo of Julien M. is built around a custom monogram that creatively merges the letters “J” and “M” into one unified symbol. The flowing vertical shapes create a modern architectural feel inspired by buildings, growth, and financial stability – reflecting the brand’s connection to mortgage planning and real estate consulting.

The rounded forms and smooth curves communicate trust, simplicity, and a client-friendly experience, while the structured alignment represents strategic planning, organization, and long-term financial vision. The green circular element adds a sense of balance and completion, symbolizing opportunity, security, and smart financial decisions.

Combined with a clean modern typography, the identity creates a premium yet approachable presence that reflects professionalism, clarity, and confidence in guiding clients through important real estate and mortgage decisions.

Primary Logo

The Primary Logo is the main and preferred representation of the Julien M. brand identity. It combines a custom geometric monogram formed by merging the letters “J” and “M” into a clean, modern symbol that reflects structure, planning, and forward thinking. The monogram is paired with a contemporary wordmark and the tagline “Plan It Wisely” to reinforce the brand’s professional and strategic personality.

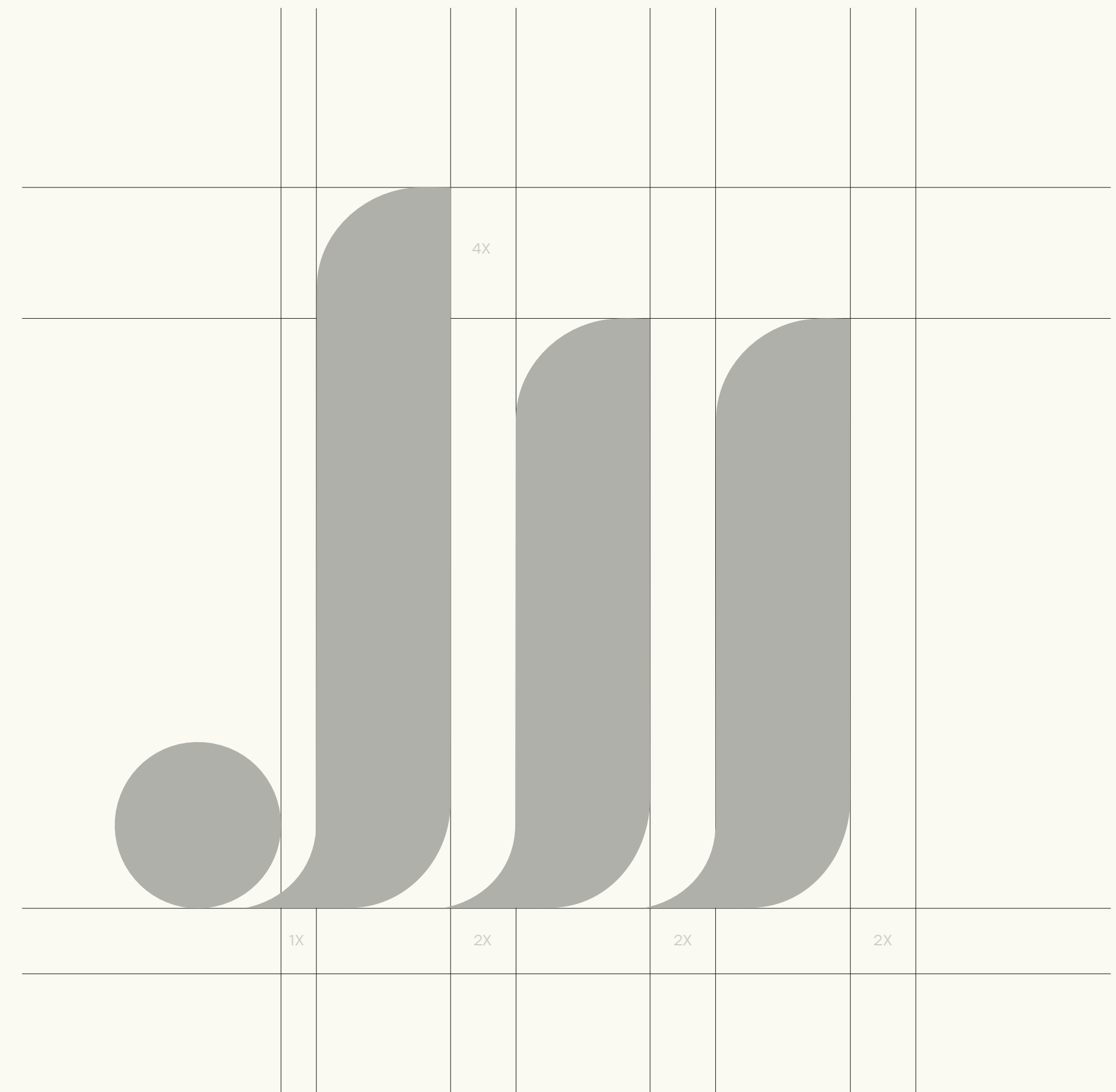
This horizontal lockup should be used whenever space allows, as it provides the clearest and most recognizable expression of the brand. Always use the approved artwork files and maintain consistent spacing, proportions, and colors across all applications.



Logo Structure

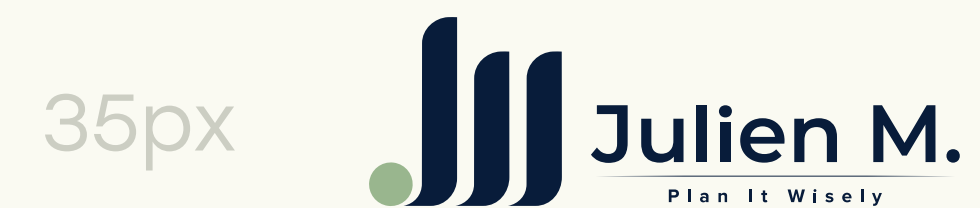
The Julien M. monogram is built on a clean geometric structure that combines the letters “J” and “M” into a unified and balanced symbol. The design is based on consistent stroke widths, smooth curves, and carefully aligned proportions to create a modern and professional appearance. Every element is intentionally constructed to maintain visual harmony, clarity, and scalability across all brand applications.

The monogram’s structure ensures strong recognition whether used in digital platforms, print materials, or large-scale signage. To preserve the integrity of the identity, the logo should never be redrawn, distorted, or modified. Always use the approved master artwork and maintain the original proportions and spacing system.



Logo Scale

To ensure legibility and impact, never display the Primary Logo smaller than 70 px width on screen or 20 mm in print. The monogram-only version must never go below 25 px (digital) or 8 mm (print). Respecting these minimum sizes guarantees the logo remains sharp, recognizable, and authoritative across all mediums.



Logo Variation

To ensure a strong and adaptable visual identity, the logo of Julien M. was developed in multiple variations that maintain the same professional character across different applications. The identity includes a primary logo version for official brand communication, secondary lockups combining the monogram with the full brand name and tagline, as well as simplified versions designed for smaller digital uses such as social media profiles, icons, and watermarks. This flexible system allows the brand to maintain consistency, clarity, and recognition across all touchpoints while preserving its premium and trustworthy appearance. Whether used in print materials, digital platforms, presentations, or marketing assets, the logo remains visually balanced and aligned with the modern and strategic nature of the brand.



Logo Background

The Julien M. logo achieves its strongest visual impact when placed on clean, high-contrast backgrounds. The preferred version features the light monogram and wordmark on deep navy or dark backgrounds to maintain a refined and professional appearance. A full white version may be used on darker color fields, while darker logo variations should only appear on light or neutral backgrounds.

Avoid placing the logo over busy visuals, low-contrast surfaces, or unapproved color combinations, as this may reduce clarity and weaken brand recognition. Maintaining clear visibility and visual balance across all applications is essential to preserving the elegance and consistency of the Julien M. identity.



Monochrome Version

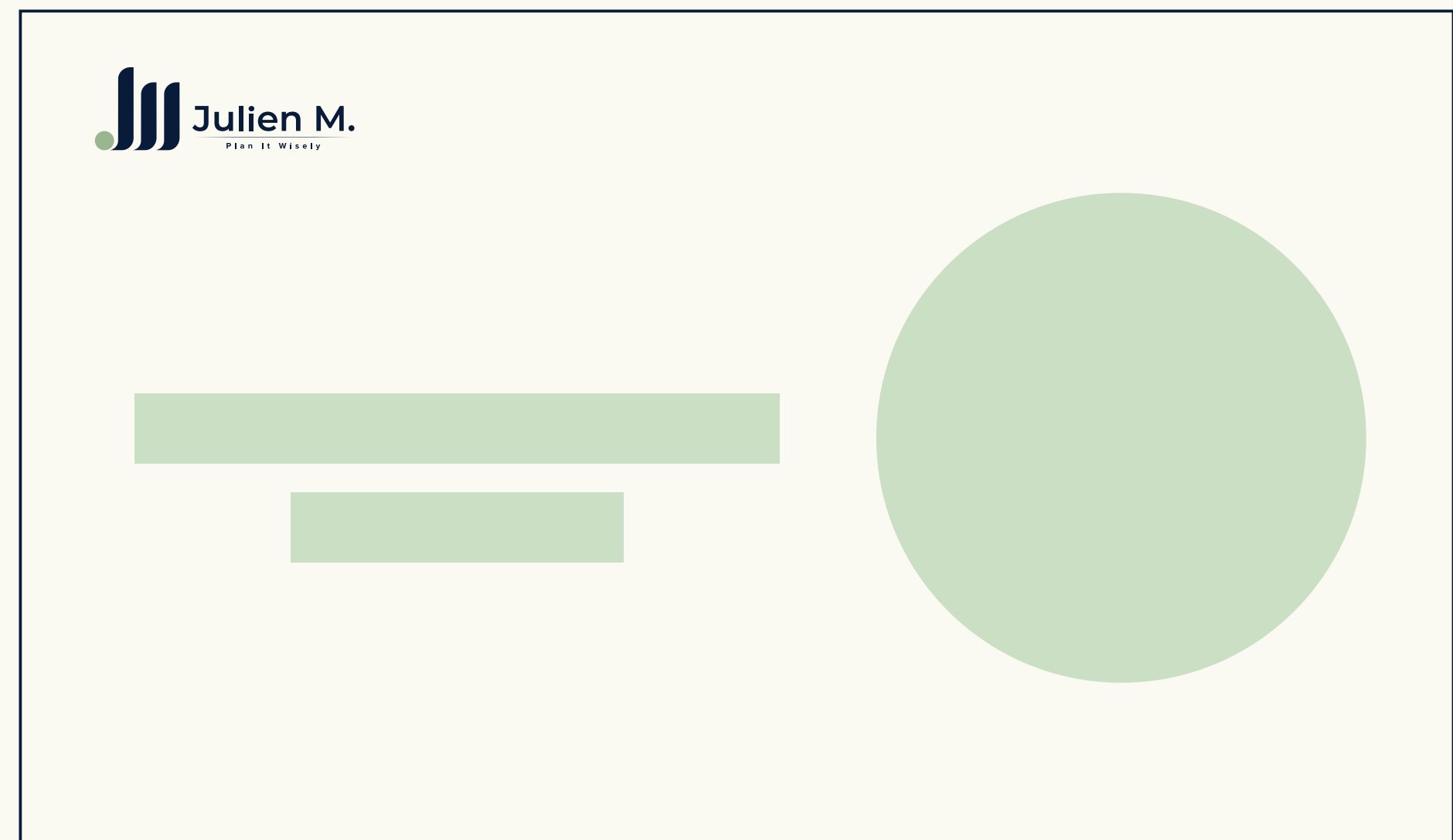
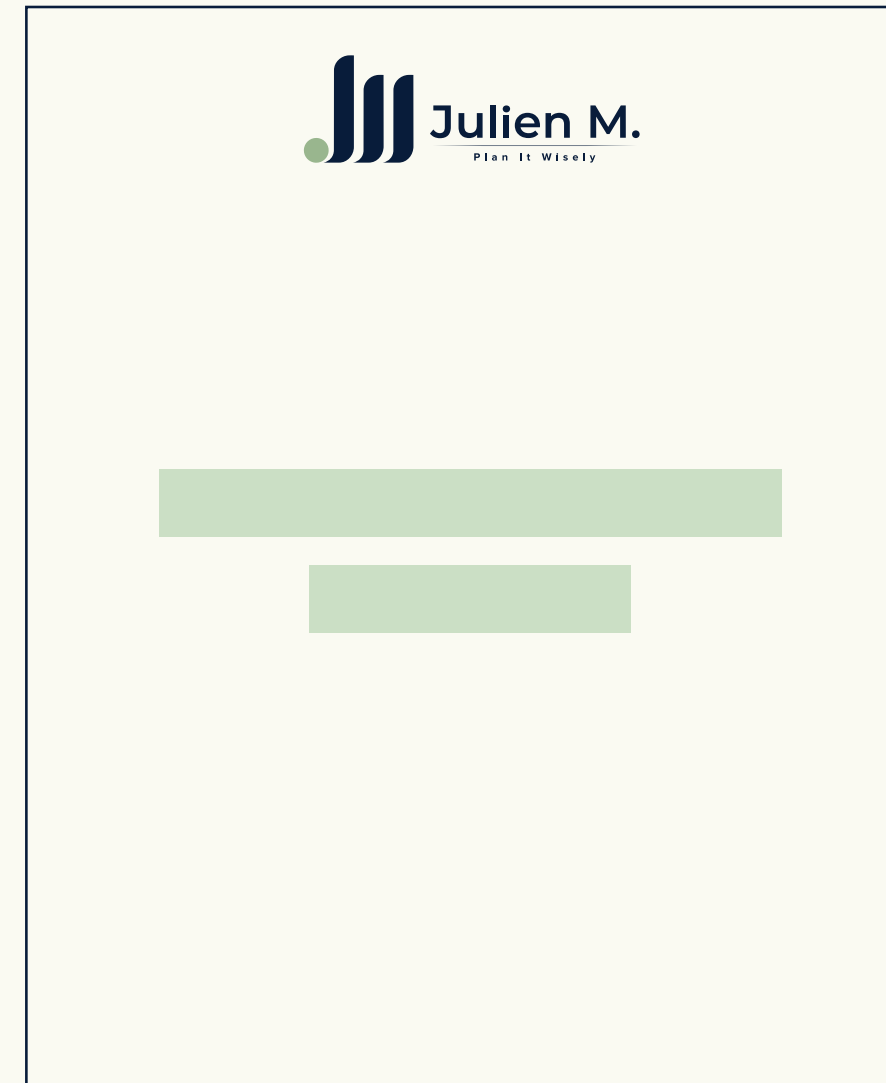
The monochrome version of the Julien M. logo is intended for one-color printing, engraving, embossing, or situations where the primary brand colors cannot be reproduced. Use the solid white version on dark backgrounds and the solid black version on light or neutral backgrounds to maintain maximum clarity and visibility.

The primary brand colors should not be applied within monochrome executions, as this version is designed specifically for technical and minimal applications while preserving strong recognition and visual consistency across all media.



Placements

The Julien M. logo must always be positioned in one of the four corner placements—never centered or freely floating within the layout. This intentional positioning establishes a strong visual hierarchy and reinforces a sense of structure, refinement, and brand discipline across all applications. Whether used on business cards, documents, presentations, or digital interfaces, the logo should always respect clear space requirements and align precisely with edges or defined safe zones to ensure consistency, elegance, and maximum visual impact.



Logo Misuses

These examples illustrate common violations that compromise the Julien M. brand. Never stretch, rotate, recolor, add effects, outlines, shadows, textures, or break the lockup. Every misuse weakens recognition and dilutes the precise, premium identity we protect. Always use only the official artwork exactly as supplied.



Do not stretch or distort the logo



Do not add drop shadow or glow



Do not add extra outline or stroke



Do not change the official orange color



Do not rotate or tilt the logo



Do not rearrange or break the lockup



Do not use unapproved color combinations



Do not apply texture or pattern fills

App Icon

The Julien M. app icon uses the standalone monogram centered within a rounded square (%12 corner radius). The primary version features a clean, solid background with the monogram in its signature tone, while the dark mode version inverts the scheme to maintain optimal contrast and clarity. No text, gradients, shadows, or visual effects are permitted under any circumstances. The icon must remain minimal, precise, and untouched in form always using the official, platform-ready assets to ensure perfect consistency and sharp rendering across iOS, Android, and all device sizes.



02

Brand Color

Julien M. color system is carefully curated to reflect elegance, balance, and modern sophistication. It relies on a restrained palette of primary and neutral tones that work together to create visual harmony and consistency across all brand applications. The primary colors define the brand's identity and recognition, while supporting shades provide flexibility across digital and print materials. Consistent use of the approved color palette ensures clarity, strengthens brand recognition, and maintains a cohesive visual presence across all platforms.

R=249 G=249 B=239

R: 249 G: 249 B: 239

C: 2 M: 1 Y: 5 K: 0

L: 98 A: -2 B: 4

G: 3

R=204 G=222 B=196

R: 204 G: 222 B: 196

C: 20 M: 4 Y: 26 K: 0

L: 87 A: -10 B: 10

G: 16

R=154 G=182 B=142

R: 154 G: 182 B: 142

C: 42 M: 16 Y: 52 K: 0

L: 71 A: -16 B: 17

G: 34

R=76 G=93 B=115

R: 76 G: 93 B: 115

C: 75 M: 59 Y: 38 K: 17

L: 39 A: -3 B: -15

G: 65

R=9 G=29 B=60

R: 9 G: 29 B: 60

C: 98 M: 85 Y: 45 K: 55

L: 11 A: 2 B: -23

G: 90

03

Typography

Julien M. typography is refined and intentional, pairing an elegant headline typeface with a highly readable body font. This balanced system ensures clarity, sophistication, and consistency across all touchpoints. Careful and consistent application of the typography reinforces a strong, cohesive brand identity while maintaining a modern and professional visual tone across both print and digital media.

Primary English Typeface

**We are using
Montserrat typeface.**

Aa

Montserrat Family

9 Different Weights (thin - Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxy
z0123456789!@#\$%^&(*)

Secondary English Typeface

We are using
Stolzl typeface.

A a

Stolzl Family

6 Different Weights (thin - Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&(*)

Arabic Typeface

ح ظ

Almarai

4 Different Wights
(Light - ExtraBold)

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي

أ ب ت ث ج د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي

نحن نستخدم خط
Almarai

إنه حديث وجريء وأنيق
يعكس وضوح وقوة علامتنا التجارية.

04 Brand Patterns

Brand Patterns

Julien M. patterns are subtle, refined graphic systems derived from the core letterforms and structural geometry of the monogram. These seamless repeating elements are designed to reinforce brand identity through rhythm, balance, and visual continuity. Use the light pattern variation for backgrounds and soft overlays at low opacity (%20–8), while the more defined monogram repeat can be applied sparingly as an accent or texture element. Patterns should always remain minimal and controlled, used only in approved brand colors to maintain elegance and avoid visual noise. Never apply full opacity over text or key content, and ensure all usage preserves clarity, sophistication, and consistency across all brand materials.



05 Stationery & Print





THANK YOU



SCAN ME