MISMO

JULY 2026



Brand Guidelines

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The Pathway Forward

MISMO is the shared infrastructure that helps mortgage finance move with greater clarity, consistency, and confidence. The Pathway identity brings that role into view. Its distinctive S places Standards at the center—not as a static rulebook, but as the connective layer linking the people, systems, and organizations that move the industry forward.

The brand should feel trusted, modern, and useful. Its voice is confident, plainspoken, collaborative, and focused on outcomes. It translates technical complexity into practical value and speaks with authority without sounding bureaucratic.

Its visual language is clean, structured, and forward-moving. Purposeful space, disciplined hierarchy, and the Pathway motif should communicate alignment, precision, and momentum—not decoration for its own sake. Every expression of MISMO should reinforce one idea:

Shared standards reduce friction, strengthen trust, and give the mortgage industry a clearer pathway to better serve homeowners.

Brand Expression

Confident, not loud.
Clear, not complicated.
Modern, not trendy.
Collaborative, not competitive.
Essential, not optional.

LOGO

PRIMARY LOGO



SECONDARY LOGO



LOGO IN BLACK



LOGO IN WHITE



LOGO

To protect legibility of the logo, the recommended minimum size should not be less than 125 px wide

500px



250px



125px



Do not change the colors



Do not outline the logo



Do not stretch or condense



Do not add graphics



Do not add drop shadows



Do not rotate



TYPEFACE

1

Trade Gothic

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

2

Nexa Slab

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

HIERARCHY

NEXA SLAB REGULAR / 64PT / HEADLINE 1

NEWS AND ACCOMPLISHMENTS

NEXA SLAB THIN / 64PT / HEADLINE 2

Industry Insights

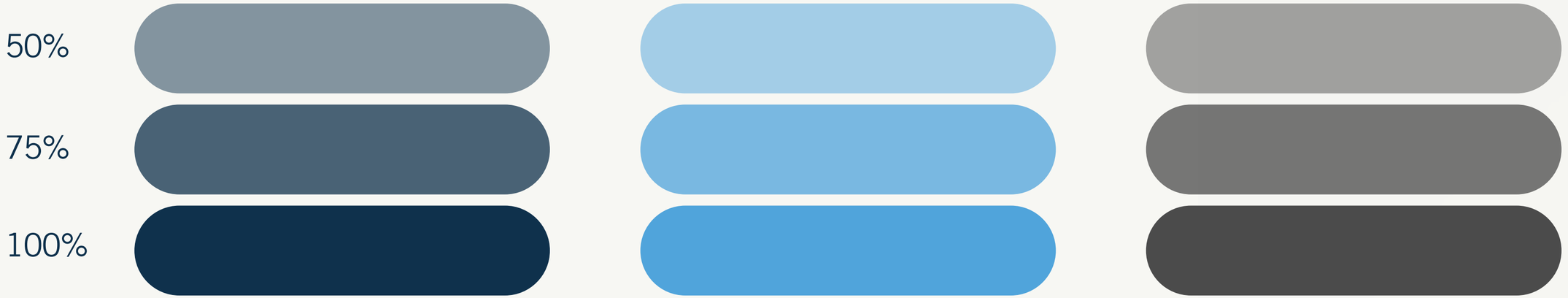
TRADE GOTHIC BOLD / 24PT / SUBHEAD

New Collection Coming Soon

TRADE GOTHIC / 18PT / TEXT

MISMO is setting the standard for the mortgage industry as we continue our efforts to collaborate with industry participants to develop standards and best practices to further increase efficiency, accelerate our industry's digital transformation, and enhance the interoperability of data, systems, and technology platforms in real estate finance.

COLORS



Deep Circuit

#0F314C
CMYK 97, 78, 45, 41
RGB 15, 49, 76

Pixel Stream

#50A4DB
CMYK 0, 10, 23, 60
RGB 80, 164, 219

Signal Grey

#4B4B4B
CMYK 66, 58, 57, 38
RGB 76, 75, 76

IMAGERY



ASSETS

LinkedIn



Presentation



Youtube



Event

