



VISUAL DESIGN TRAINING / VERSION 6.0 / AUGUST 2026

SnapMortgage Design Training

Standards for identity, composition, typography, color, iconography, imagery, motion, copy, interfaces, campaigns, presentations, and print.

06

IDENTITY / COMPOSITION / TYPE / COLOR / ICONS / IMAGERY / MOTION / COPY / APPLICATIONS

The SnapMortgage design system

Use these three parts together. Identity establishes recognition. Composition creates hierarchy. Assets give the work its visual character.

01

Identity

Use the supplied logos, exact palette, Outfit type family, and Geist Mono labels.

02

Composition

Lead with one dominant idea. Use scale, alignment, imagery, bands, and open space before containers.

03

Asset language

Use dimensional illustrations for concepts, specific imagery for subjects, and simple glyphs for controls.

CORE STANDARD

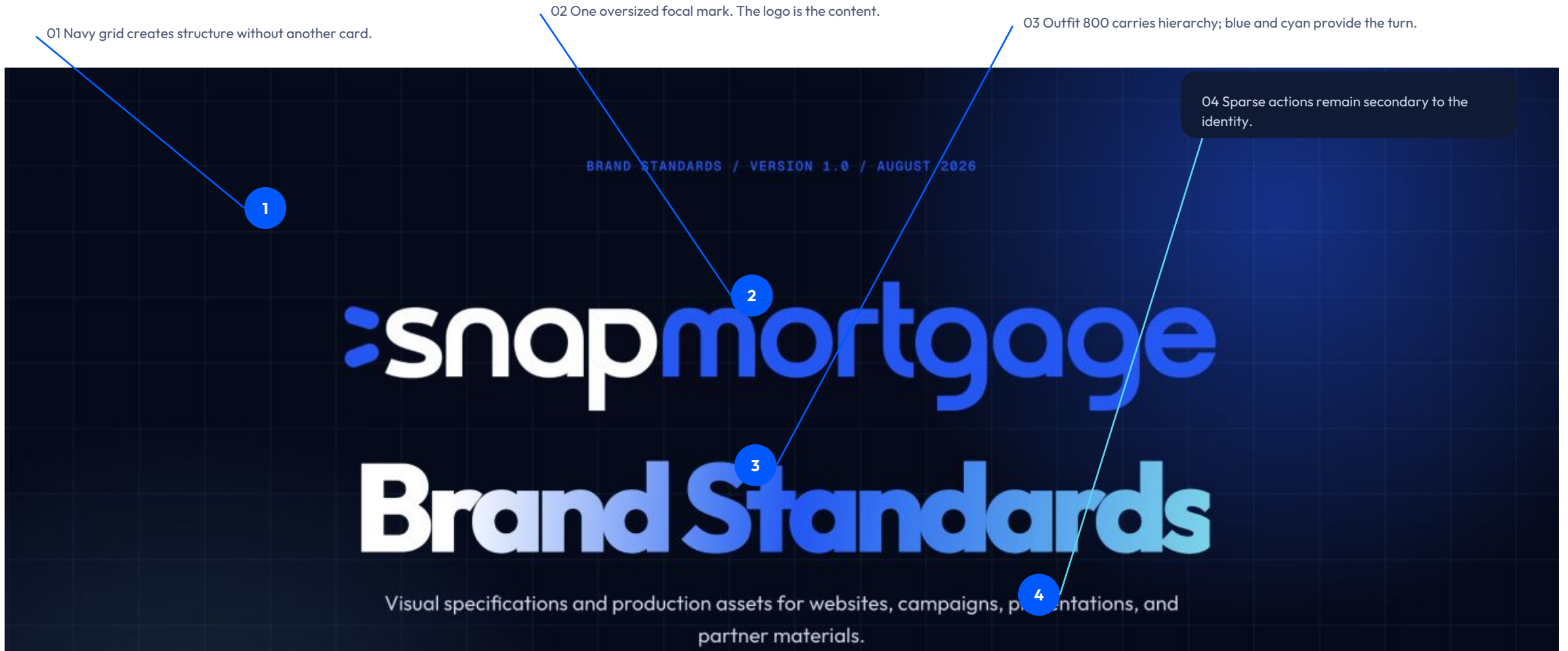
Every design needs a clear first read.
Every element needs a reason to exist.

STARTING POINT

Define the audience, format, message, required facts, and primary action. Select approved assets. Build the hierarchy before adding decoration, containers, or motion.

Study the relationships, not just the assets

This approved page shows the intended balance of identity, scale, open space, color, typography, and restrained detail.



Six rules shape every SnapMortgage composition

Apply these rules to marketing, products, presentations, print, and internal systems. The format changes; the design judgment does not.

01

A clear first read

One oversized message, identity, person, or product moment wins attention before supporting detail.

02

Open composition

Large fields, section bands, imagery, and alignment establish hierarchy before containers do.

03

Selective energy

Blue marks the brand or useful turn. Cyan adds contrast on dark fields. Neither is sprayed everywhere.

04

Useful evidence

Product cards, metrics, imagery, or comparison structure prove the idea without becoming the idea.

05

Dimensional illustration

Approved 3D assets explain products and concepts. Simple interface glyphs operate controls.

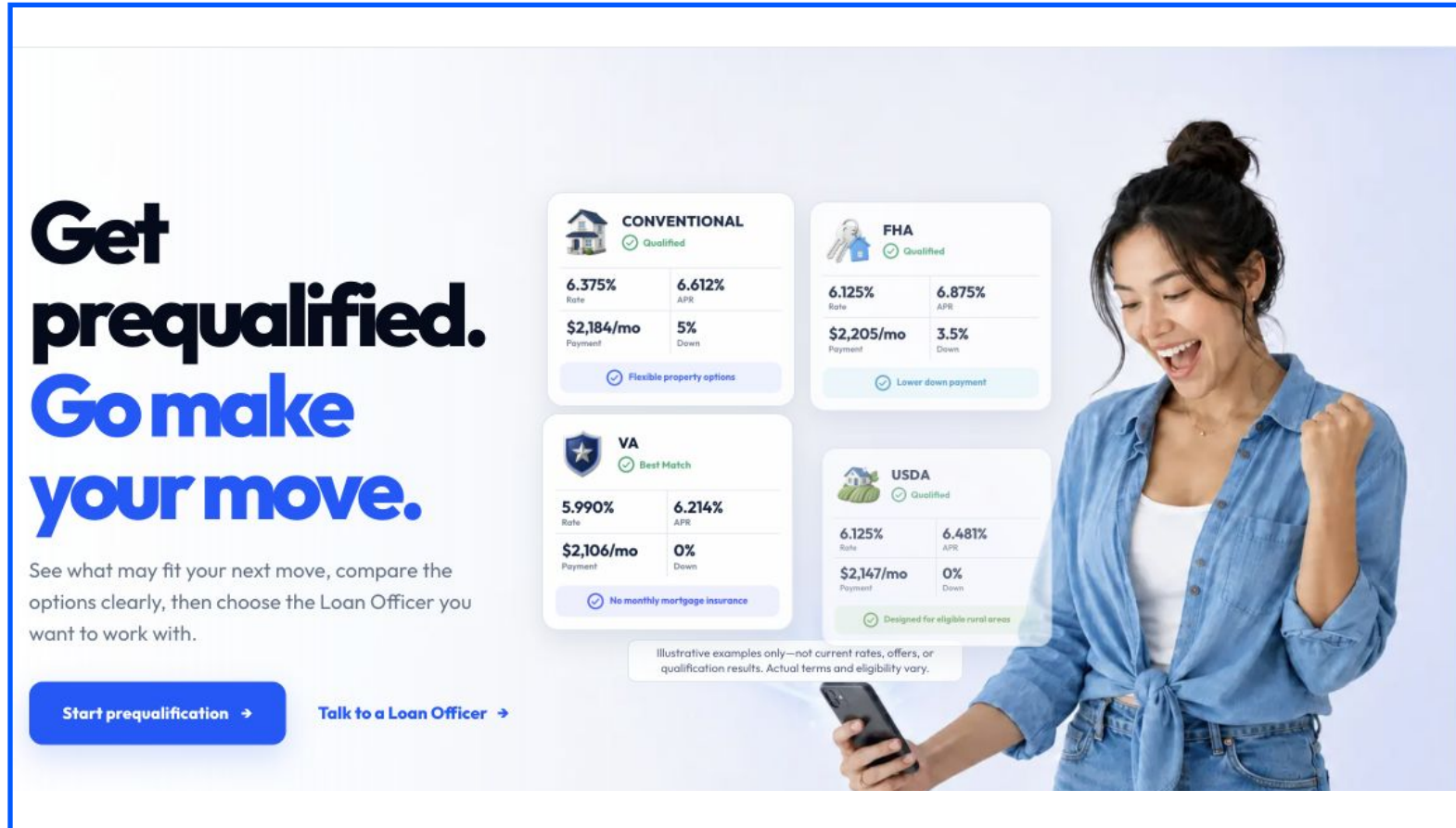
06

Direct language

Headlines state the job. Support copy adds only the context needed to understand or act.

Use open canvas before adding containers

SnapMortgage pages are strongest when hierarchy comes from scale, spacing, background fields, imagery, and rules – not a grid of interchangeable boxes.



01

One decision per section

The homepage hero answers one question: start prequalification or talk to a Loan Officer.

02

Balance copy and image

The person, product cards, and CTA form one composition instead of three unrelated panels.

03

Emphasis is selective

Blue appears on the useful turn, primary action, and product details – not every headline.

04

Do not containerize the obvious

A heading, intro, or image does not need its own white card when spacing already separates it.

Use one of the six supplied logos

Select by background and shape. Never rebuild the wordmark with type.



Never stretch, recolor, outline, shadow, rotate, crop, or place over uncontrolled detail. Use the actual file.

Color has a job

Use the production palette by function. Default to solid color; copy a gradient only when recreating an approved component.



PRIMARY ACTION



DARK DATA FIELD



Outfit builds the voice. Mono labels the evidence.

Use Outfit for headings, body, buttons, navigation, and display values. Use Geist Mono for compact labels, dates, periods, and codes.

Aa01

OUTFIT / PRIMARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & \$ %

Use Outfit for display, headings, body, buttons, navigation, and numeric values.

400 Body copy and explanation

500 Interface text and emphasis

600 Navigation and compact titles

700 Cards, buttons, and subheads

800 Display and section headings

GEIST MONO 600 / LABEL + DATE

CAMPAIGN 04 / VERSION 2.3 / AUGUST 2026

Do not set paragraphs or major values in mono.

Use dimensional art for concepts. Use glyphs for controls.

The approved 3D families explain products, data, schools, and military topics. Arrows, menus, search, close, accordions, and map controls stay simple.



PREQUALIFY



HOME VALUE



DIRECTION



SCHOOLS



CONVENTIONAL



MILITARY

01

No white tile

Transparent artwork sits directly on the chosen surface.

02

One family per group

Do not mix legacy rounded line illustrations with dimensional assets.

03

No duplicate adjacent asset

Choose a different approved metaphor unless repetition communicates a repeated state.

04

Not a control

Never use a 3D icon as a menu, arrow, close, or map control.

The image must identify the person, place, home, or decision

Use licensed, owned, or reviewed synthetic imagery. A synthetic person cannot be presented as an employee, customer, or testimonial subject.



01

Use each photo once

Repeated imagery makes a composition feel automated and unfinished.

03

Alt text states the useful subject

Do not repeat the filename or decorate with generic adjectives.



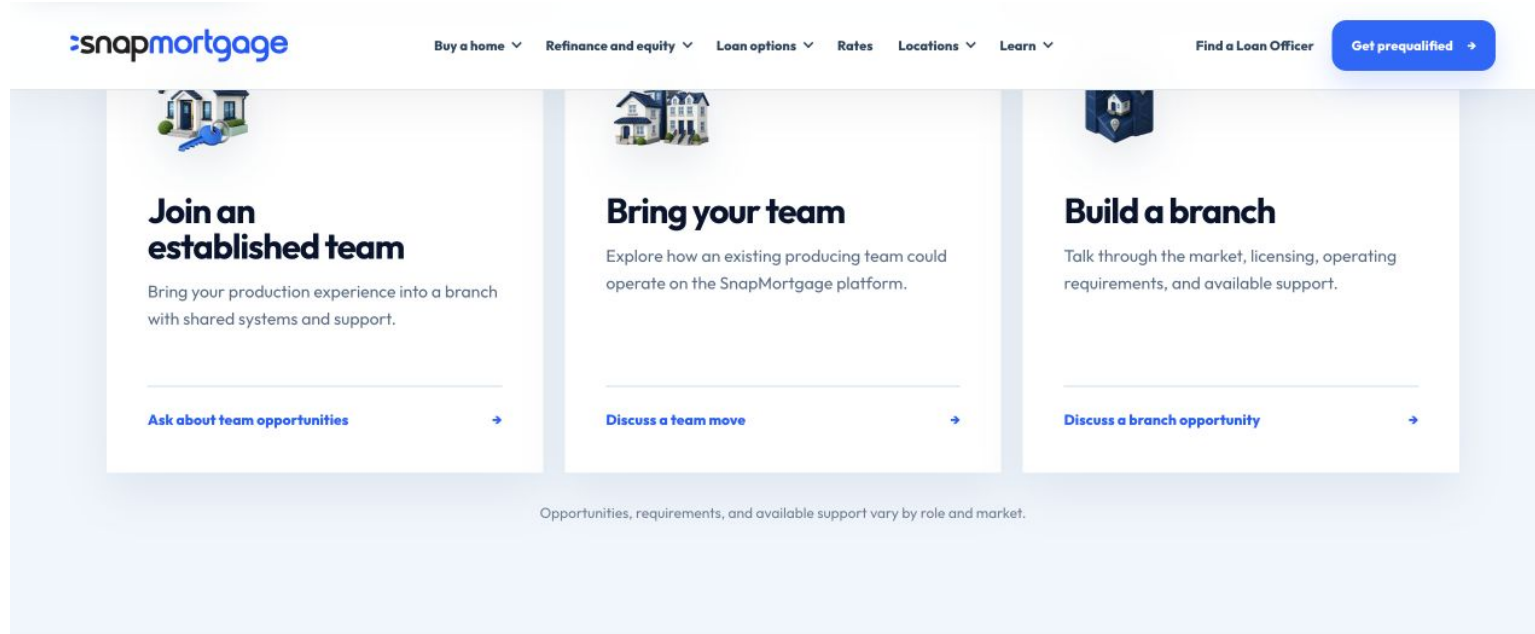
02

Define crops by format

A social post, presentation, and wide banner need separate crop decisions.

Choices, proof, then interaction

This production reference shows how parallel choices, a restrained transition, and an interactive destination can form one continuous story.



EXPLORE THE MAP

SnapMortgage Apex

01

Cards represent real paths

Three equal surfaces are justified because each choice has a different audience and action.

02

The section ends before the next begins

A quiet field and short qualifier create a deliberate transition instead of another container.

03

Motion introduces the next idea

The fixed SnapMortgage phrase stays close to one changing, color-coded word.

04

Interaction is the destination

The animated headline leads toward the map; it is not motion added to decorate the page.

The repeated corrections define the standard

These decisions resolve the most common design mistakes. Treat approved patterns as the default and rejected patterns as explicit boundaries.

01	BOXES	APPROVED	Use open fields, bands, or one purposeful feature surface.	REJECTED	Do not turn every heading, rule, or example into another rounded white card.
02	ICONS	APPROVED	Use large dimensional art from one approved family.	REJECTED	Do not use retired line art, white icon tiles, tiny assets, or repeated house metaphors.
03	IMAGERY	APPROVED	Use a relevant subject, intentional crop, and unique image within the composition.	REJECTED	Do not reuse the same picture in nearby sections or substitute a generic category image.
04	LAYOUT	APPROVED	Center equal information cards; complete rows; let a single remaining item span.	REJECTED	Do not leave orphan half-width cards, unexplained empty columns, or clipped navigation.
05	COPY	APPROVED	Use short direct support copy that gives type and imagery room.	REJECTED	Do not add filler to make a design appear thoughtful or valuable.
06	MOTION	APPROVED	Use one controlled animation and keep the still frame complete.	REJECTED	Do not stack several loops or let animated words drift away from the fixed phrase.

Animate one idea, then let it breathe

Approved motion adds rhythm or clarifies a state change. The composition must still work when motion is paused.

SnapMortgage

Ultra

Elite

Apex

Velocity

Origin

Your Brand

FIXED PHRASE / CHANGING WORD

The rotating word stays physically close to SnapMortgage, occupies a stable slot, and uses a different accent for each word.

01

One motion system

Choose a word swap, icon rail, entrance reveal, or interface response - not all at once.

02

No layout shift

Animate opacity or transform. The surrounding composition stays locked.

03

Readable timing

The viewer gets enough time to read each word or asset before it changes.

04

Useful reduced state

If motion stops, the chosen frame still communicates the full idea.

A boundary must earn its place

Use a surface for a real comparison, metric, tool, interaction, or deliberate feature field. Identity and editorial statements usually remain open.

USE OPEN SPACE

For identity, headings,
and editorial emphasis.

Do not box a short message merely to make the page feel fuller.

USE A SURFACE

REAL UNIT

Comparison, tool, metric,
or action.

01

Center equal cards

Icon, label, value, and helper line form one centered stack.

02

Complete the row

A final single item spans the row instead of leaving an empty half.

03

Let copy use width

Do not force a short paragraph into many narrow lines while space sits unused.

04

Use quiet depth

Prefer flat structure. If lift is needed, use one cool broad shadow – not border, glow, and shadow together.

Information cards must stay centered and complete

The content changes by use case. The visual contract remains: one concept, one clear label, one dominant value, and any necessary context.

REUSABLE INFORMATION PATTERN

Icon. Label. Value.
Context when it matters.

The same visual grammar can explain a rate, audience, product result, campaign metric, or operational status without turning every use case into a different component.



PRIMARY RESULT

742

Label the scope and period when relevant



DIRECTION

12% higher

Use the real measure - never a substitute



AUDIENCE COUNT

3,416

Context stays attached to the value



COMPLETION RATE

54.0%

One dominant value per card

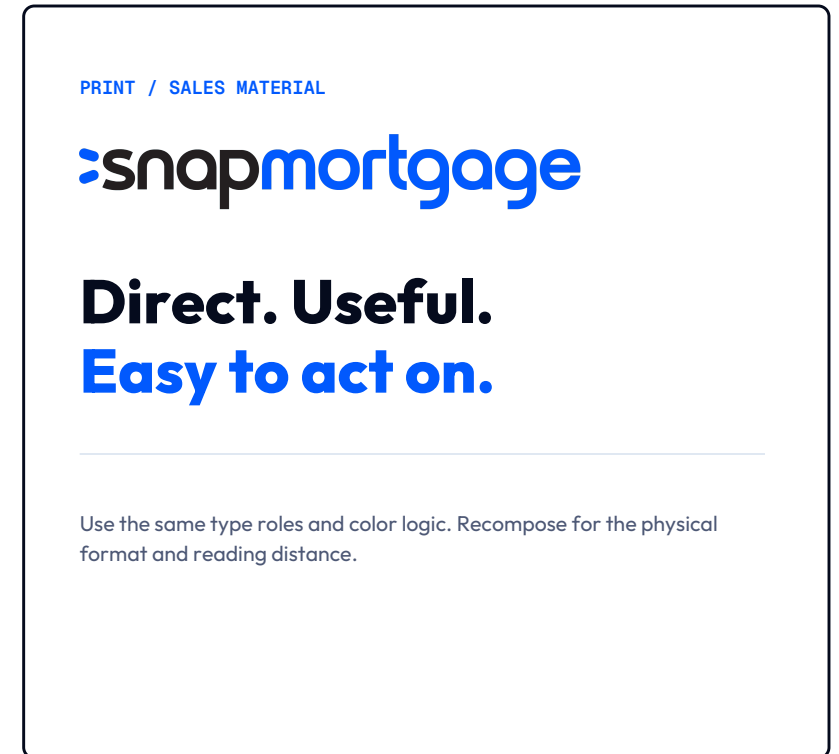
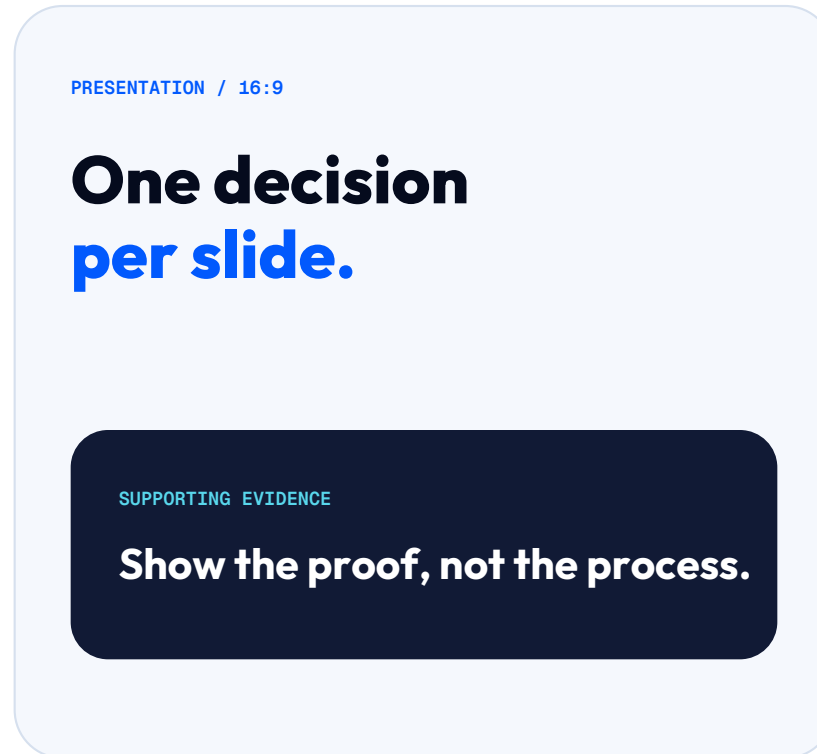
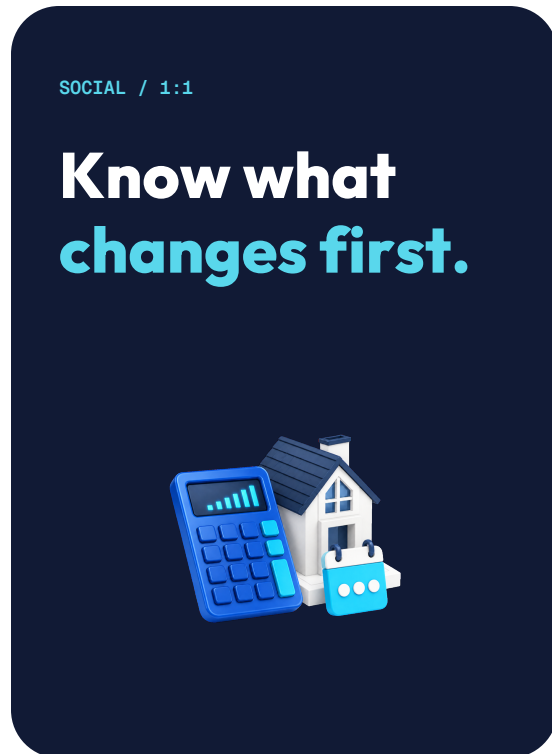
Direct copy gives the design room

State the subject, useful fact, and next action. Remove filler, fake sophistication, broken attribution fragments, and copy written only to justify the layout.

AVOID Unlock the home of your dreams with a revolutionary lending experience.	USE See what you may qualify for before you shop.
AVOID Experience the future of mortgage lending with our cutting-edge platform.	USE See the technology and support available to your business.
AVOID Learn more	USE Compare loan options
AVOID Snap into speed. Snap ahead. Snap your next move.	USE Use one approved signature line per design: Snap In. Stand Out.

Keep the logic. Recompose the format.

SnapMortgage should remain recognizable outside a website without turning every deliverable into a screenshot of a webpage.



SAME DNA

One focal idea / selective blue and cyan / open space / direct copy / relevant image or icon / restrained depth

Snap systems use the same visual standards

Internal products and operational tools can be denser than marketing work, but the hierarchy, typography, color roles, and surface restraint remain the same.

SYSTEM VIEW / EXAMPLE

Make the next action obvious.

BORROWER	Avery Morgan	NEXT ACTION	Review income
APPLICATION			Complete
DOCUMENTS			2 needed
PRICING			Ready

01

Display the decision

The next action is more important than decorative dashboard chrome.

02

Use color semantically

Blue is brand/action. Green and red communicate status only when paired with text.

03

Keep dense views aligned

Tables and rows share strong columns; cards are reserved for true grouped units.

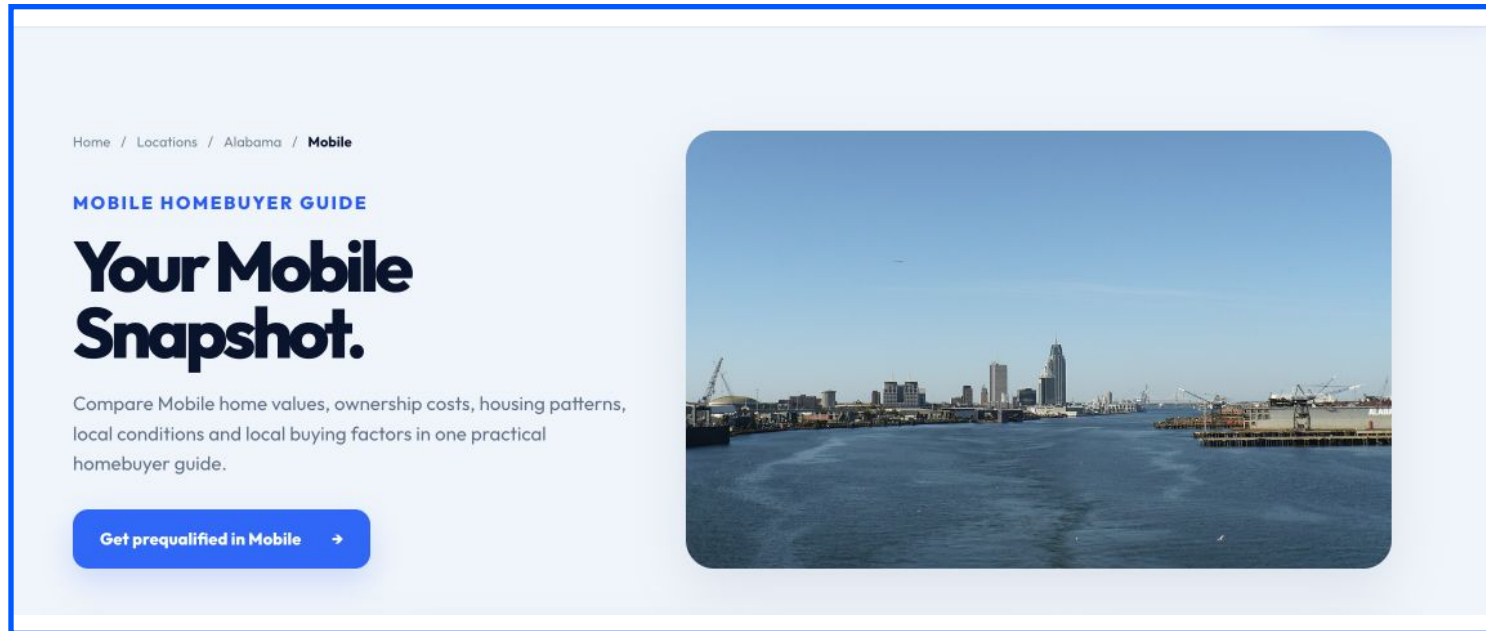
04

Keep controls literal

Buttons and links say exactly what happens next.

An information page needs structure without repetition

This approved composition establishes one subject with hierarchy, useful context, a literal action, and specific imagery before supporting information appears.



01

Open with one subject

The headline, intro, action, and image establish the page before data appears.

02

Pair copy with specific imagery

The image identifies the place or subject; it is not a generic category placeholder.

03

Keep the action literal

The button names what happens next and belongs to the subject established above it.

04

Use the field as structure

Alignment and background tone organize the opening without wrapping it in another card.

Fix the composition, not just the symptom

When a design feels wrong, identify the structural cause. These corrections reflect the decisions repeatedly applied to SnapMortgage work.

REJECT 01	TOO MANY BOXES	Four equal white cards repeat the same hierarchy.	CORRECT 01	OPEN FIELD + ONE FEATURE SURFACE
				Use one focal statement, a supporting field, and only the containers required by content.
REJECT 02	TINY ICONS	Illustration becomes decoration instead of information.	CORRECT 02	MEANINGFUL SCALE
				Let a dimensional icon carry enough visual weight to identify the concept immediately.
REJECT 03	SQUEEZED COPY	A short paragraph wraps into seven lines while space sits unused.	CORRECT 03	USE THE WIDTH
				Widen the text measure or change the layout before reducing type or adding height.
REJECT 04	INCOMPLETE ROW	One half-width card leaves an unexplained empty column.	CORRECT 04	COMPLETE THE ROW
				Let the final item span the available row or choose a layout designed for the actual count.
REJECT 05	REPEATED IMAGE	The same photo appears in several nearby sections.	CORRECT 05	ONE JOB PER IMAGE
				Choose a distinct image for each concept, place, person, or decision.
REJECT 06	GENERIC COPY	Fluffy language adds length without changing the decision.	CORRECT 06	STATE THE JOB
				Use a direct headline, necessary context, and a literal next action.

Choose a hierarchy before choosing components

Match the composition to the communication job. Do not default every assignment to the same hero, card grid, or dashboard layout.

01 / CAMPAIGN

Message-led

Oversized headline

Relevant person or product

One primary action

02 / INFORMATION

Subject-led

Intro + image

Equal facts or comparisons

Visible section transitions

03 / SYSTEM

Decision-led

Current state

Next action

Aligned supporting detail

04 / PRESENTATION

Point-led

One idea per slide

One proof element

Minimal persistent chrome

SAME IDENTITY. DIFFERENT INFORMATION SHAPE.

Preserve the type roles, palette, asset language, directness, and restraint. Recompose everything else for the job.

Choose assets by communication job

The correct asset makes the subject obvious before the caption is read. Select by meaning, not because an illustration is attractive or available.



01 / ACTION

A product step or customer action

Large focal illustration or information card



02 / DATA

Movement, comparison, or direction

Metric, chart companion, or editorial explanation



03 / EDUCATION

School or education topic

Education-specific content only



04 / MILITARY

Service-related editorial topic

Military content; not an official seal

01

TRANSPARENT

No baked white tile behind dimensional art.

02

SPECIFIC

The metaphor matches the exact subject.

03

CONSISTENT

One illustration family within a visual group.

04

UNIQUE

No adjacent duplicate unless repetition explains state.

Write for the communication job

SnapMortgage copy is direct, specific, calm, and useful. Match the headline structure and action language to the audience without changing the voice.

01 / CONSUMER

Get prequalified. Go
make your move.

See what may fit before you shop.

Start prequalification

ONE SIGNATURE LINE PER DESIGN

Do not stack Snap phrases, use vague CTAs, or add marketing filler to occupy space.

02 / RECRUITING

Snap In. Stand Out.

See the platform and support available to your business.

Explore opportunities

ONE SIGNATURE LINE PER DESIGN

Do not stack Snap phrases, use vague CTAs, or add marketing filler to occupy space.

03 / LOCAL

Know the place. Choose
the home.

Compare local conditions before choosing a property.

Explore the market

ONE SIGNATURE LINE PER DESIGN

Do not stack Snap phrases, use vague CTAs, or add marketing filler to occupy space.

Base instruction for design work

Paste this instruction into the project context when using AI. Add the assignment details from page 26 and supply the approved assets required for the job.

SNAPMORTGAGE_DESIGN_CONTEXT

You are creating SnapMortgage design work. Follow the SnapMortgage Visual Design Training document, approved examples, and supplied asset files.

IDENTITY: use one of the six approved logo files without alteration. Use Outfit as the visual voice and Geist Mono only for compact labels, dates, codes, or technical metadata.

COLOR: use Snap Blue #0159FD, Ink #050B1D, Deep Navy #111A35, Ice #E8F0FF, Signal Cyan #59D7EC, and white. Blue identifies the brand or useful action. Cyan is selective energy, especially on dark fields. Use solid color by default.

COMPOSITION: begin with one dominant idea. Build hierarchy with scale, open space, imagery, background fields, alignment, and rules before adding containers. Do not distribute every element evenly or make a catalog of equal cards.

SURFACES: use a bounded surface only for a real comparison, metric, tool, interaction, or feature. Center equal information cards. Complete rows. Let an orphan item span. Let short copy use available width.

DEPTH: most work is flat. When lift is necessary, use one cool, broad, quiet shadow. Do not stack border, glow, gradient, and shadow on the same object.

ICONS: use approved dimensional art for products and concepts. Keep transparent backgrounds, meaningful scale, one visual family, and unique adjacent metaphors. Controls use simple glyphs.

IMAGERY: choose a specific person, place, home, or action. Crop around the useful subject. Do not repeat an image within one composition or imply a synthetic person is real.

MOTION: use one animated idea - a right-to-left icon rail, restrained reveal, fixed-slot word change, or meaningful interface response. Preserve the still composition.

COPY: state the subject, useful fact, and next action. Use literal verb-plus-object CTAs. Remove filler, hype, broken attribution, fake sophistication, and explanation written only to justify the design.

CROSS-MEDIUM: preserve the same hierarchy, type roles, palette, imagery judgment, and restraint in websites, internal systems, ads, social, presentations, print, and future formats. Recompose for the format; do not paste a webpage into it.

REJECT: repetitive white boxes, tiny centered content, incomplete rows, squeezed copy, duplicate images, mixed icon styles, white tiles behind icons, generic placeholders, decorative complexity, and any composition that looks filled instead of designed.

Describe the assignment clearly

Use the base instruction on page 24, then add the relevant assignment starter below. Replace bracketed fields with real information.

01

SOCIAL CAMPAIGN

Create a three-image social campaign announcing [MESSAGE] for [AUDIENCE]. Use one visual idea across the set; vary crop, scale, and emphasis so the assets are related but not duplicated.

02

PRESENTATION

Create a [COUNT]-slide presentation about [TOPIC]. Give every slide one decision, comparison, image, or proof point. Do not create a card grid on every slide.

03

PRINT / SALES

Create a [FORMAT] for [AUDIENCE] about [OFFER]. Design for the actual reading distance, one primary action, and a clear information path.

04

DIGITAL EXPERIENCE

Design a [PAGE/TOOL/SYSTEM] that helps [AUDIENCE] [ACTION]. Define the dominant decision, necessary evidence, approved assets, and the few surfaces that have a real job.

Approved decisions should be visible in the result. A SnapMortgage logo alone is not the style.

Six inputs define the work

Complete these fields before design begins. They provide the information required to choose the right hierarchy, assets, copy, and format.

01	DELIVERABLE	Website, interface, ad, social set, presentation, document, print piece, motion concept, or other format
02	AUDIENCE	Who will see or use it, and what they already know
03	DECISION	The one thing the person should understand, compare, or do
04	MESSAGE	Required headline, facts, offer, disclaimer, or product information
05	ASSETS	Approved logo, imagery, icon family, product capture, or source material
06	CONSTRAINTS	Format, dimensions, channel, deadline, required links, and anything that must remain unchanged

Use the supplied families instead of inventing substitutes

The SnapMortgage asset package includes the approved identity, fonts, and dimensional illustration families listed below.

01

LOGOS

Six approved PNG lockups: black/blue, white/blue, and all-white; horizontal and stacked.

02

FONTS

Outfit 400, 500, 600, 700, 800 plus Geist Mono 500 and 600, with licenses.

03

ACTION ICONS

Prequalification, buy, sell, payments, rates, refinance, and home-equity illustrations.

04

LOCATION + DATA

Home value, market direction, ownership, costs, housing, tax, insurance, loan, and place illustrations.

05

SCHOOL

Graduation, college-readiness, attendance, and discipline illustrations.

06

MILITARY

Dimensional service-topic illustrations; do not describe them as official seals unless separately verified.

Recognition comes from consistent decisions

Use the same identity, hierarchy, asset language, restraint, and directness while adapting the composition to its audience and format.

Use the approved identity and assets.
Reject filler, repetition, and decoration.
Make the purpose obvious at first glance.

Apply those standards across identity, composition, imagery, typography, color, motion, copy, products, campaigns, presentations, print, and new formats.