Sente
MORTGAGE



Branch Brand Standard Guide

Sente Mortgage Branch Brand Guidelines

INTRODUCTION

Sente Mortgage has developed "Branch Interior Brand Guidelines" as a reference for Branch Managers, personnel, associate architects, furniture dealerships, furniture manufacturers and contractor personnel who are involved in the design, furnishing, construction, and/or use of new and renovated office areas. It presents guidance for the allocation and design of office space at Sente Mortgage.

Branch Managers are responsible, with the help of the marketing team, for the look and feel of their branch. It is their responsibility to meet the minimum brand standards as outlined in this document and to ensure it meets their branch budget|P&L.

Overall Philosophy:

Sente, as a brand, is moving into a modern, open office concept because we have a variety of different types of branches:

- Satellite Branch - some satellite branches might not have interior or exterior signage and might not allow paint colors as recommended. Branding will be determined based on what is allowed by the landlord or building management.
- Full Branch- full branches should adhere to the standards and coordinate with the Marketing Department to make it easier on the Regional and Branch Manager.

Open office concept means more 'plug + play' spaces and areas for collaboration and engagement, and moving away from cubicles and private offices. One way to think of this is your favorite coffee shop – space to work, relax, meet, and engage.

Objectives:

- To provide a quality environment that enhances job satisfaction among staff members.
- To foster the recruitment and retention of top-quality employees.
- To create functional, efficient workspace for all staff.
- To encourage teamwork and interaction.
- Promote innovation and creativity in the office environment.
- To apply a consistent and professional look to office environments across all locations.

Approval and Selection Process/Who Does What:

Each element of the furnishing and design process should be a collaboration with Marketing (We are working toward a cohesive branch brand standard)

- **Furniture/Décor/Art Selections** – Made by Branch Manager in collaboration with Marketing. Please run selections by the Marketing Director before purchase. Refer to our furniture guide below while making your desired selections. Note that **existing and available furniture will be used first** before making any additional furniture purchases.
- **Moving, Installation, Technology, Construction, Execution** – Branch Manager will coordinate with Marketing and Finance. The IT Director will coordinate all technology components.
- **Signage** – Marketing will order + coordinate with Branch Manager (Sente interior sign, Sente exterior sign, Compliance signage and Hours of Operation signage)
    - **Core Values Poster** – ordered by Marketing and delivered straight to the office

Design Elements

Paint Colors:

These are the recommended paint colors for interior walls. Note that **painting walls is contingent on lease negotiations and budget**.

Primary color: Sherwin Williams - Worldly Gray SW 7043



Accent wall color: Benjamin Moore - Hale Navy HC-154









Flooring:

Ideal entryway flooring is wood in a vintage walnut.

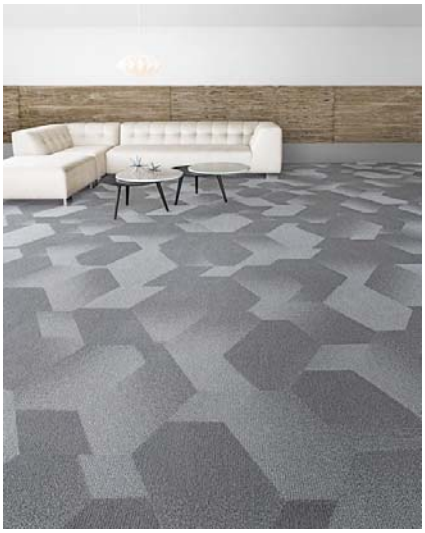




Carpet should match the Sente color pallet, floor and wall colors (examples below):









Artwork:

Each office should have the following artwork in their office lobby:

1. **Sente Logo Sign -** The Sente logo sign should be hung on the focal wall when entering the space. The sign should be hung on a wall that is painted Hale Navy.
2. **Core Values Poster -** We ask that each office hangs our Core Values Poster in their lobby, preferably on an adjacent wall to the logo sign. Marketing will order in coordination with Branch Design execution.
3. **Compliance Signage -** Each branch must frame and display the following compliance signage:
    a. Customer Identification Program, Notice to Customers
    b. Notice to Borrowers
    c. Home Mortgage Disclosure Act Notice
    d. Texas Consumer Complaint Notice
    e. Equal Housing Lender HUD-928.1 (MUST be sized 11x14)
    f. NMLS License Certificate (Printout from website when branch is approved)

4. **Hours of operation** Business Hours are posted on the door (HUD)

Furniture:

We invite you to make the office space warm and welcoming and to decorate to match your branch personality and location. We do ask that you choose items that are in good taste and match the color pallet and brand standards that Sente has laid out. Our goal is to create a modern inviting space for employees and customers.









Lobby Seating:

Lobby furniture appropriate fill the space in your office and create a welcoming atmosphere for guests and employees. We recommend the following styles and colors:







Area Rugs:

Rugs should be used as accent pieces and match the overall color palette. Following are some examples:





