



Brand Guidelines

Logos



Spacing



Clear Space

Maintain space equal to the height of the triangle mark on all sides of the logo. Nothing breaks the bounding box — not type, not shapes, not photography.

Minimum size

Print: no less than 0.75 inches wide.
Digital: no less than 80 pixels wide.

Color Guide

Primary palette

Ternus Blue

#0878B7

RGB 8, 120, 183

Hex on dark or light backgrounds. Verify legibility before use.

Dark Blue

#263A7D

RGB 38, 58, 125

Hex on dark or light backgrounds. Verify legibility before use.

Teal

#019696

RGB 1, 150, 150

Hex on dark or light backgrounds. Verify legibility before use.

Color Guide

Secondary palette

Orange
#F26A24

Sky Blue
#50A5D3

Soft Teal
#4DBCC0

Pale Blue
#EAF3F6

Typography

Font Families

Outfit

Primary Typface

Poppins

Primary Typface

Outfit Bold (700)

Headlines, key statements, CTA buttons (UPPERCASE only for CTA).

Capital that thinks like you.

Outfit SemiBold (600)

Subheads, section labels, button text in body context.

Subheads carry the structure.

Outfit Medium (500)

Body copy. Default reading weight.

Default reading weight for paragraphs and longer-form copy.

Vision

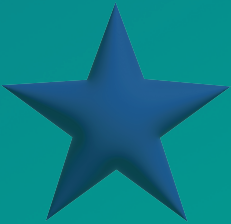
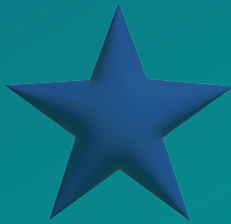
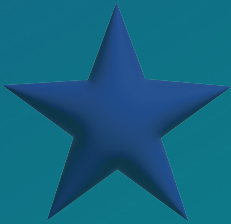
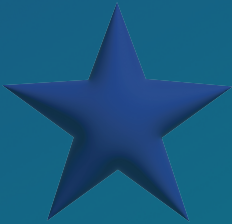
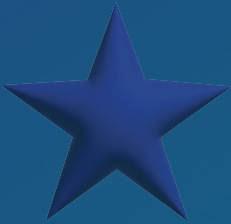
Change the industry. Be the lender our customers deserve.

Purpose: To make real estate investing faster, simpler, and more profitable for the people doing the work.

Mission

The Investors' Lender — we partner with real estate investors to provide fast, reliable capital to help create wealth and build a legacy.

STARS – our five values



S

Speed

When investors move, we move.

T

Transparency

No hidden terms. No surprises.

A

Accountability

We keep our word — every time.

R

Respect

Investors are partners, not transactions.

S

Service

More than capital. Guidance and support.

Personality

Ternus embodies a brand personality that is:

Direct. Confident. Steady. Investor talking to investor.

Straightforward

Plain language. Short sentences. Lead with the point.

Confident

We know what we're doing.
We don't hedge unnecessarily.

No-nonsense

Cut the fluff. No corporate filler.

Steady

Calm under pressure

Voice

Write like an investor talking to an investor.

The voice is a knowledgeable peer. It leads with the outcome rather than the process that produced it. It supports claims with specific numbers, dates, and evidence. It favors short, direct sentences — tightening wherever possible. It closes with a clear next step. It uses active voice, and first person where it fits naturally.