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Brand Standards

As MountainSeed continues to grow, it becomes more important that we present ourselves to the world in a consistent manner. Using standard formats for external communications will help customers, prospects, and other external audiences recognize the MountainSeed brand, and will aid in increased brand awareness. This site provides guidelines for the use of the MountainSeed name and logo, and for how we present ourselves to the world. Please follow these guidelines and we should begin to see increased recognition and understanding of our company.

This site will continually be updated with the latest information. As we evolve our brand, please check back to assure that you are using the latest version. Please bookmark this page – It will include ongoing notices outlining any updates to the brand standards.

If you have any questions about brand or logo use, or if you need assistance updating any existing documents, please contact marketing@mountainseed.com and we will be happy to work with you.

[Mission & Vision →](#)



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MountainSeed

Core Values

Our Mission

To provide opportunities that help people thrive using their God-given abilities.

Our Approach

Ultimately, we want our clients' businesses to succeed. By choosing MountainSeed, our clients have chosen a partnership built on trust and peace of mind. Our focus is on them, so their focus can be on the growth of their business.

Be a Self-Starter.

Constantly search out opportunities to improve yourself, your team, and the business. Have the courage to identify problems, and solve them or tell someone who can. Take action, take responsibility, and finish it on time.

Be a Team Player.

Encourage others and celebrate when they succeed. Be willing to pitch in when someone needs help, prioritizing team results above individual results. We believe MountainSeed will succeed to the extent that we can create healthy, high-performing teams.





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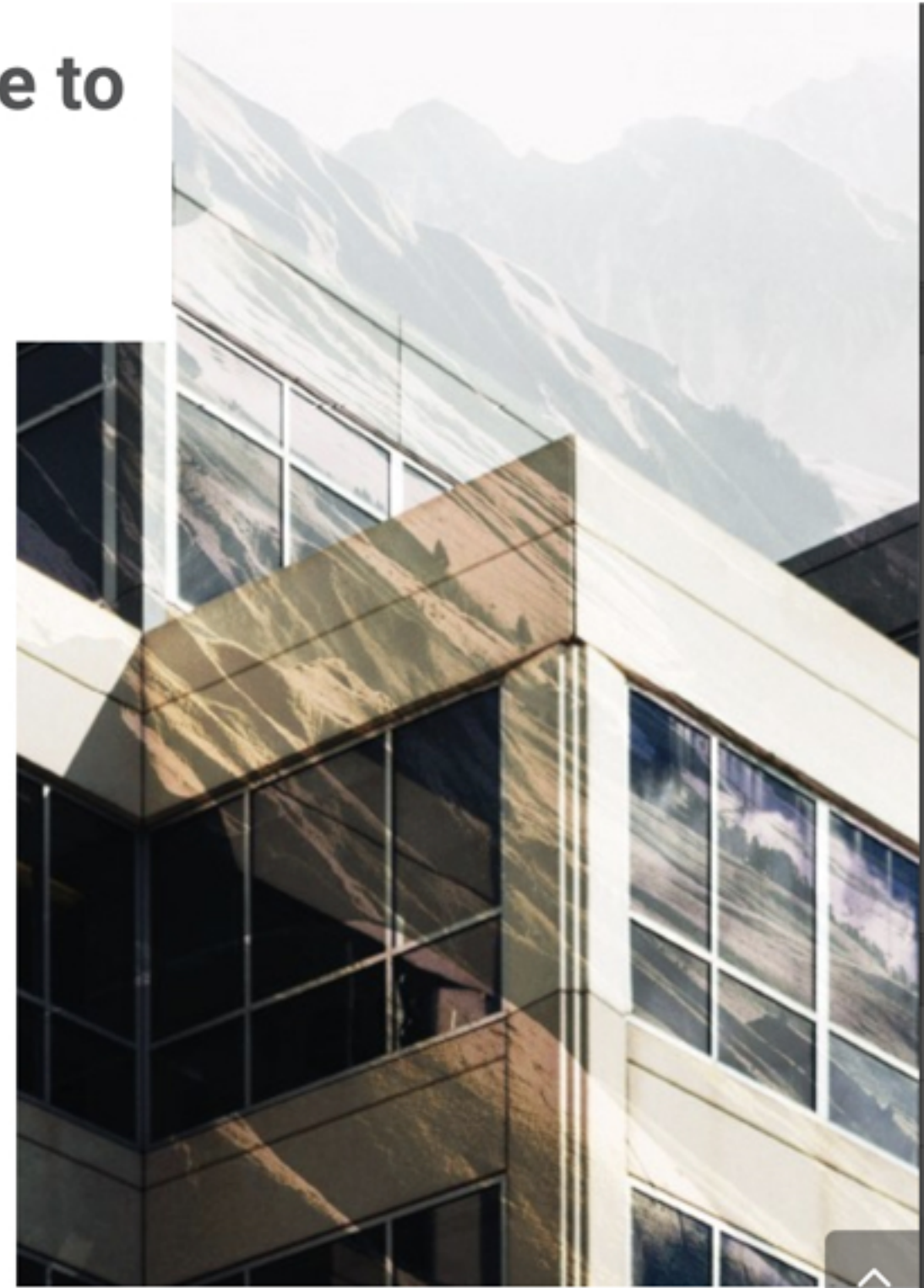


MountainSeed gives **companies more time to grow** their business with solutions to help them improve efficiencies & effectiveness.

Experienced. Credible. Secure.

Your nationwide commercial real estate experts.

MountainSeed is your nationwide commercial real estate expert and trusted partner to nearly 10% of US community banks and credit unions, covering all 50 states. Through our services in commercial appraisal management, data solutions, debt brokerage, and whole loan trading, **MountainSeed** touches an average of \$5 billion in commercial properties each month.





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Identities

MountainSeed Range

The MountainSeed logo is the most immediate representation of our company, our culture, and our brand. These guidelines describe how to use it consistently in its proper, approved forms.

[Download The Logos](#)

Circle Logo

With Logotype

The Circle Logo is a secondary mark with two treatment options. The Circle Logo should not be used on formal brand documents such as stationery, financial documentation, reports, and/or forms.

Guide Menu

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[Writing for Accessibility](#)

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[TL;DR \(Summary\)](#)

Style & Voice Guide

This is our company style guide, created for MountainSeed employees and vendors. It helps us write clear and consistent content across teams and channels. Please use it as a reference when you're writing for MountainSeed.

This guide goes beyond basic grammar and style points. It's not traditional in format or content. We break a number of grammar rules for clarity, practicality, or preference.

We've divided the guide by topic based on the types of content we publish, so you can reference it as needed or browse in order.



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Logo and Typography

[MountainSeed Logo Archive](#)

[Roboto Font Family](#)

[Roboto Slab Font Family](#)

[Color Guide](#)

[How to Change Outlook default font to Roboto – PC](#)

*Using the Roboto font in your Outlook emails is entirely optional;
Roboto may show odd spacing in your Outlook for PC email
composer, but spacing will appear normal to email recipient*

[How to Change Outlook default font to Roboto – MAC](#)

Using the Roboto font in your Outlook emails is entirely optional

LinkedIn Banners

Use these banners if you would like to “dress up” your LinkedIn profile with the MountainSeed brand. To use a banner, click the link below, then right click the image that appears and save to your

LinkedIn Cards

You can use one of these cards as your LinkedIn image to announce to your network that MountainSeed is hiring or that you’ve just joined MountainSeed. Click a link below, then right-click on the image and save to your computer.

[We Are Hiring – Card 1](#)

[We Are Hiring – Card 2](#)

[We Are Hiring – Card 3](#)

[We Are Hiring – Card 4](#)

[Just Hired – Logo Card](#)

[Just Hired – Card 2](#)

Laptop Wallpapers

To add a wallpaper to your laptop, click the link below, then right click the image that appears and save to your computer. Find the file on your computer, right-click on the photo, and click “Set as

MountainSeed

Who we are. . .

MountainSeed gives financial institutions more time to grow their business with real estate solutions to help them improve efficiencies & effectiveness.

MountainSeed is a nationwide commercial real estate expert and trusted partner to nearly 10% of US community banks and credit unions, covering all 50 states. Through our services in commercial appraisal management, data solutions, debt brokerage, and whole loan trading, **MountainSeed** touches an average of \$5 billion in commercial properties each month.

Articles and Awards

The Forbes logo, featuring the word "Forbes" in a white, serif font on a black background.The MPA logo, featuring the letters "MPA" in a large, bold, blue sans-serif font, with "MORTGAGE PROFESSIONAL AMERICA" in a smaller, blue sans-serif font below it.The Markets Insider logo, featuring the words "MARKETS" and "INSIDER" in a black, sans-serif font, stacked vertically.