



5450 Orange Ave Suite #107 · Cypress, California 90630-4601 · Telephone 714.761.8187 · Fax 888.361.2673

7/31/2022

Kinetic Mortgage today revealed a refreshed corporate logo treatment that revamps its original 20-year design with a new visual icon.

The new Kinetic Mortgage logo strongly represents the company's commitment to its legacy and its vision for the future. It now displays a new typeface and color palette along with a new design element of industrial sharpness and energetic, forward motion. The four access points to the middle of the invisible wheel represent finding solutions for all mortgage loan borrowers in an ever-changing market, but the roads are not always symmetrical. The four access points also represent Kinetic Mortgages specialties — conventional, FHA, VA, and reverse mortgages.

Kinetic Mortgage's former trapezoid logo dates back to 2002 with the company's inception. The mortgage loan specialty was highlighted with red, white, and blue to accentuate the US-based company with Kinetic Mortgage's distinguishable name inserted inside.

"As we continue to evolve and adapt to meet the ever-changing mortgage market, we believe that our brand identity should also reflect this change," said Shirley Bradley, Kinetic Mortgage's owner and Responsible Broker. "We believe this new treatment and our updated tagline— *A mortgage to move you forward*—reflects our commitment to our 20-year legacy as well as our vision for the future."

The new logo is now live at www.kineticmortgage.com and was showcased at the company's relocation grand opening event on Sunday, July 31, 2022. Over the course of 2022, the company will begin transitioning its external and internal communications channels to include the new design, including its advertising and sales materials.

Kinetic Mortgage is a subsidiary of ARBS Incorporated, a financial services company headquartered in Cypress, California. Kinetic Mortgage focuses on relationships and finding the best solution for all mortgage consumers.

"A mortgage to move you forward."

DRE #01378124 | NMLS #292142