



LendingTree Unveils New Logo and Brand Identity

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After nearly a decade, LendingTree refreshes its brand mark and identity

CHARLOTTE, N.C., July 18, 2018 /PRNewswire/ -- [LendingTree®](#), the nation's leading online loan marketplace, has unveiled the evolution of its brand identity, including a modernized, simplified and timeless version of its iconic logo to better reflect the company and its transformation over the last 20 years. LendingTree, as well as the entire online financial services industry, has undergone a significant transformation since 2009, which is the last time the company made any significant changes to its logo. The purpose of the refresh is to re-introduce LendingTree and its more diversified, innovative products and services to consumers.



The main mark is a leaf at its core, a trait that has been incorporated into all iterations of LendingTree logos since the company was founded. However, the new brand mark has subtle nods to the following:

- An eternal flame representing the company's strength and perseverance
- The leaf is open, representing LendingTree's empowering, open and candid culture
- Reminiscent of a pen or quill tip: something one might use to sign a loan

"This update is more than a mere palette swap," said Brad Wilson, CMO of LendingTree. "We went deep, examining who we are to our customers, and who we could be. Every decision we made—from how we talk, to the color gradient on our leaf—grew from our singular purpose: to help simplify financial decisions for life's meaningful moments through choice, education and support. Using color theory, research and user-testing, we're taking our well-known brand in a more mature direction that stands out among competition but finds itself somewhere between an innovative start-up and an established, trusted financial institution."

The evolved brand identity, designed and produced by LendingTree's in-house Creative Agency, will be progressively rolled out to all LendingTree products, web & mobile digital assets, and experiences over the next few weeks. Additionally, LendingTree's [new 30 second TV spot](#) which illustrates how the brand serves its purpose in one family's journey – or their meaningful moments – will also feature the new company logo.

To learn more about the new brand and logo or to download creative assets, visit www.lendingtree.com/creative.

About LendingTree

LendingTree (NASDAQ: TREE) is the nation's leading online marketplace that connects consumers with the choices they need to be confident in their financial decisions. LendingTree empowers consumers to shop for financial services the same way they would shop for airline tickets or hotel stays, comparing multiple offers from a nationwide network of over 500 partners in one simple search, and can choose the option that best fits their financial needs. Services include mortgage loans, mortgage refinances, auto loans, personal loans, business loans, student refinances, credit cards and more. Through the [My LendingTree](#) platform, consumers receive free credit scores, credit monitoring and recommendations to improve credit health. My LendingTree proactively compares consumers' credit accounts against offers on our network, and notifies consumers when there is an opportunity to save money. In short, LendingTree's purpose is to help simplify financial decisions for life's meaningful moments through choice, education and support. LendingTree, LLC is a subsidiary of LendingTree, Inc. For more information, go to www.lendingtree.com, dial 800-555-TREE, like our Facebook page and/or follow us on Twitter @LendingTree.

MEDIA CONTACT:

Megan Greuling

704-943-8208

Megan.greuling@lendingtree.com

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