

HOME Advantage[®]

Partner Co-Branding Policies

The HomeAdvantage® Partner Co-Branding Policies govern how the HomeAdvantage brand may be used in your marketing materials. Please review them prior to creating any new marketing pieces. This version was released in June 2021 following an enhancement to the HomeAdvantage logo.

Access to Resources:

All logos and files referenced in this document can be found online within the HomeAdvantage Resource Center. Please log in at www.mycuhomeadvantage.com with your credit union employee login credentials, and select Resource Center.

Compliance Reviews:

The HomeAdvantage team requires that all marketing materials that reflect the HomeAdvantage brand be submitted for compliance review. Please email your drafts to marketing@homeadvantage.com and allow 24 to 48 hours for turnaround.

Questions:

For questions about our Co-Branding Policies, or for access to the Resource Center, please email your Regional Account Manager or marketing@homeadvantage.com.

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Logos

Variations

Logo use will often depend on the background color and production method. When using the logo on a white background the full color or black versions of the logo should be used. A white version is available for use on darker backgrounds.

The logo consists of the word "HOME" in a bold, blue, sans-serif font, followed by "Advantage" in a blue, sans-serif font with a registered trademark symbol (®) to its upper right.The logo consists of the word "HOME" in a bold, black, sans-serif font, followed by "Advantage" in a black, sans-serif font with a registered trademark symbol (®) to its upper right.The logo consists of the word "HOME" in a bold, white, sans-serif font, followed by "Advantage" in a white, sans-serif font with a registered trademark symbol (®) to its upper right.

Logos

Clear Spaces

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. Measure the clear space for primary logomark by the letter H turned on its side.



Logos

Modifications

No modifications to the logo are permitted. Do not stretch, compress, use an unapproved color, or make any other modification to the logo.

✓ HOMEAdvantage®

✗ HOMEAdvantage®

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✗ HOMEAdvantage®

Logos

Sizing

The minimum width of the logo in print should be no smaller than 1.25". The logo should be no smaller than 90px wide when used in electronic applications.

Print
Minimum width: 1.25"



Electronic use
Minimum width: 90px



Colors

Primary Colors

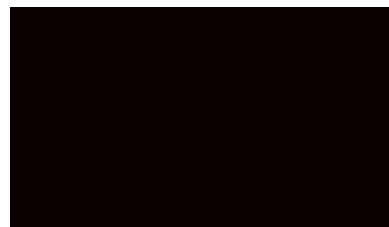
For creative reference, we've included the official HomeAdvantage color palette of primary brand colors.



cmyk 100 45 0 18
rgb 0 91 153
hex #005b99
pantone 301c



cmyk 55 19 0 0
rgb 0 117 170 219
hex #75aadb
pantone 284c



cmyk 0 0 0 100
rgb 0 0 0
hex #000000
pantone process black



cmyk 0 13 15 45
rgb 153 137 124
hex #666666
pantone 409

Disclaimers

Full Disclaimer

All marketing materials that promote HomeAdvantage Cash Rewards must include the full or simple disclaimer. Please also note the following:

- The first appearance of the words “HomeAdvantage Cash Rewards” should accompany an asterisk, though you may choose to asterisk all references to Cash Rewards.
- An additional disclaimer should be added when your marketing includes specific monetary examples of Cash Rewards (see page 11).

HomeAdvantage is available to you through your membership with [CU name]. Cash Rewards are available to members who register to use HomeAdvantage and who use a real estate agent in the HomeAdvantage network to buy or sell their home. Using [CU name] for a mortgage is not a requirement to earn Cash Rewards. Cash Rewards amounts are dependent on the commissions paid to the agent. [CU name] may have specific rules on how your Cash Rewards will be paid out. Cash Rewards are void where prohibited by law or the lender. Please consult with your credit union to get details that may affect you.

Simple Disclaimer

See website for complete details.

Messaging

When referencing HomeAdvantage or elements of the program in text or graphics, please note the following:

Referencing "HomeAdvantage"

- When referring to HomeAdvantage in text, it is REQUIRED that the first in-text occurrence includes the registration mark (®).
- If the first in-text occurrence is within a title, you may opt to add the registration mark to the first occurrence within the body copy instead.
- If the marketing piece has multiple pages, only the first in-text appearance on the first page of the entire document needs to be marked.
- While the logo appears with the word "Home" in all caps, only the H is capitalized in text.
- HomeAdvantage is one connected word, not two.

Messaging

Referencing "Cash Rewards"

- It is REQUIRED that HomeAdvantage Cash Rewards be referenced as either "HomeAdvantage Cash Rewards" or "Cash Rewards" in text.
- We prefer that the first in-text occurrence include all words: "HomeAdvantage Cash Rewards".
- The first in-text occurrence should also include an asterisk reference to the full or simple disclaimer.
- The first letters of Cash Rewards must be capitalized always.

Messaging

Sharing Specific Cash Rewards Amounts

HOME SALE PRICE	CASH REWARDS*
\$100,000	\$600
\$200,000	\$1,200
\$300,000	\$1,800
\$400,000	\$2,400
\$500,000	\$3,000
\$600,000	\$3,600
\$700,000	\$4,200
\$800,000	\$4,800
\$900,000	\$5,400
\$1,000,000	\$6,000

*These values are examples of Cash Rewards.
See website for complete details.

- We suggest that our partners use the Cash Rewards chart, or create a similar one, to visually communicate the monetary value of the program.
- The chart on the left, as well as any customized versions, must infer that these are EXAMPLES of Cash Rewards since calculations do vary based on the agent's commission rate.
- It is also required that an asterisk and the following footnote be added to the chart: "These values are examples of Cash Rewards. See website for full details."
- When monetary examples of Cash Rewards are shown in your marketing, please include the following verbiage in addition to the full or simple program disclaimer (see page 8):

Examples of Cash Rewards amounts shown are based on 3% commission rates. Your agent's commission rate may differ.

Messaging

Referencing “Realtors”

- The National Association of REALTORS® (NAR) owns the trademark for REALTOR® and REALTORS®, and governs that it is not a generic term for real estate agent.
- We suggest that our credit union partners NOT use these words as a generic reference to real estate agent(s). Instead, use ‘real estate agent’, ‘agent,’ or ‘real estate professional’ (or similar).
- For more information on NARs rules, watch this video:
<http://www.realtor.org/videos/why-nar-protects-the-realtor-trademark>.

Member Tutorial Video

Your credit union has the opportunity to utilize a co-branded member tutorial video. This is a brief explainer video introducing the benefits of HomeAdvantage to your members. You may customize your video with your logo, choice of two colors, and contact info. Other customizations may be available for additional fees. To request production of your video, please email marketing@homeadvantage.com with the following information:

- Logo - EPS file format
- Contact phone # and any special logos/disclaimers to appear on the final screen of the video
- Hex color codes for your choice of primary and secondary colors

Adspace

Banner advertising, also known as Adspace, allows your credit union to place unlimited banner images, with corresponding links, on your co-branded HomeAdvantage portal. Use these banners to cross-promote mortgage packages, home-buying seminars, or any other products and services you'd like to spotlight.

Your Adspace will appear and rotate on various pages in the top banner ad location. To post your ads, email the following to marketing@homeadvantage.com:

- Ad in .PNG (not transparent) file format, 260 x 272 pixels, 72 dpi
- Corresponding URL for the ad



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