Quick Start Guide

The Branding Center



CoreLogic[®]

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Introduction

Welcome

Being a real estate agent is one of the most competitive roles in the market today, which is why it is essential to stand out.

The Branding Center is a tool that allows you to guickly and easily showcase your own professional brand across your Matrix emails, the MLS-Client/GoAgent app, and the OneHome client portal.

With your new Branding Center, you can:

- Position yourself as the expert who is ready to assist your clients and prospects on their home buying and selling journey
- Personalize public-facing content with your own professional brand
- Make it super easy for clients to recognize and remember you and your professional brand
- Ensure your brand is consistent across all CoreLogic[®] platforms with a single update
- Enhance your clients' perception of your services and expertise by providing a professional, consistent, polished look.

Branding Center Desktop Compatibility

The Branding Center is compatible with the latest browser versions supported by mainstream operating systems.

Operating systems and browsers such as Windows XP, Windows Vista and Internet Explorer 8 and 9 (IE8, IE9) are no longer in mainstream support. Anyone using a previous version of these browsers will see a warning at login to encourage upgrading. Browser-related issues that can't be resolved by upgrading to the latest version will be reviewed and resolved on a priority and best-effort basis. CoreLogic will support upgrades to browsers as soon as reasonably practical following availability of the new browser version in new retail computers.

Desktop users who choose to use Internet Explorer (IE) on Windows 7 and Windows 8 can upgrade to IE11. Windows 10 users can use IE11 or Edge Browser. Firefox and Chrome automatically update to their most recent versions regardless of underlying operating system. Matrix[™] supports the following desktop browsers:

- Internet Explorer 11 and Edge Browser
- And the most recent versions of:
 - Safari - Chrome - Firefox
 - Android Browser - Chrome Mobile

Branding Center Mobile Compatibility

iPad and Android tablet users should install the most recent version of their browser.

The Branding Center supports the following Mobile browsers:

- Android Browser - Android Chrome - iOS Safari - iOS Chrome

Defects reported against other mobile platforms will be fixed on a best-effort basis.

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Introduction 1

- Safari Mobile

Branding Center Access

Matrix™

Matrix offers the following two methods for accessing the Branding Center.

- Utility Menu: from the Utility Menu, select "Manage Branding".
- Settings Section: from the Utility Menu, select "Settings" and then select, "Branding Settings".

Branding Settings
 C
 Customize colors and logo used in your emails

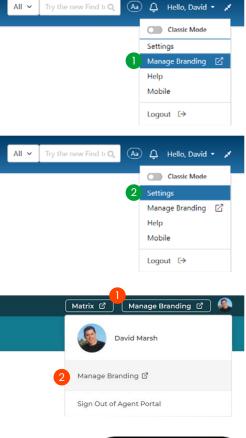
Agent Portal

The Agent Portal offers the following two methods for accessing the Branding Center.

- Agent Header: from the Agent Header, select the "Manage Branding" button.
- 2 Utility Menu: from the Utility Menu, select, "Manage Branding".

MLS-Touch | Prospects Mobile

1 From the "**More**" section, select the "**Manage Branding**" option.





Brand Kit

Each Brand Kit contains a company logo and its associated color scheme.

To apply consistent branding across each of your select CoreLogic real estate applications, you may either choose to use the **default** branding, a Brand Kit from a list of popular **pre-set** options or create a **custom** Brand Kit of your own.

Default Brand Kit

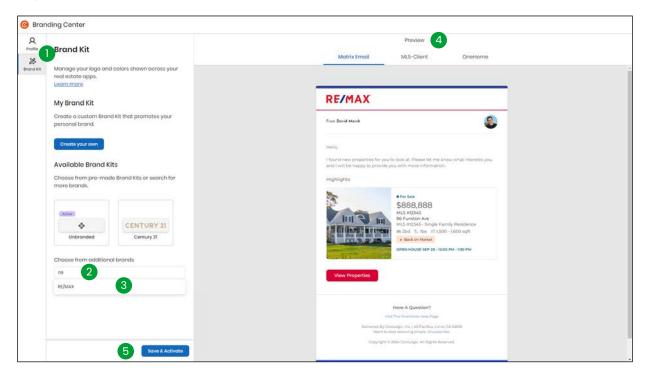
The Default Brand Kit applies each product's default logo and color scheme to its associated application – ensuring a consistent look that represents each CoreLogic brand.

		Proview 3	
Brand Kit		Matrix Email MLS-Client OneHome	
Manage your logo an real estate apps, <u>Learn more</u>	d colors shown across your		
My Brand Kit		one heme :	
Create a custom Bran personal brand.	nd Kit that promotes your	From Devid Marob	
Create your own		(Holio)	
Available Brand Kits Choose from pre-mode Brand Kits or search for more brands.		1 found new properties for you to look at. Please let me know what interests you, and I will be happy to provide you with more information.	
		Highlights	
2		• For Sale S&S83, 888 MS 892345 ØF Fundon Ave ØF Fundon Ave MS 872345 MS 872345 M	
Unbranded	Office Brand	Michael Sand Sand Sand Sand Sand Sand Sand Sand	
Choose from addition	al brands	OPEN HOUSE SEP 26 - 1200 PM - 130 PM	
Search by name		View Properties	
		Have A Question? Visit The Oran Keys Page	
		Detivered By CoreCope, Inc., 140 Pacifica Invine CA-8008 Want to also recovery emails. Unsubscribe.	
	A Save & Activate	Copyright & 2024 Concupie: All Provinsi Reserved	

- Select the "Brand Kit" tab.
- Prom the "Available Brand Kits" section, select the "Unbranded" Brand Kit.
- **9 Preview** how the default brand appears in each app.
- 4 Select the "Save & Activate" button.

Pre-set Brand Kit

The Pre-set Brand Kit allows customers to select from a list of preloaded offices — instantly applying that office's logo and color scheme to their applications.



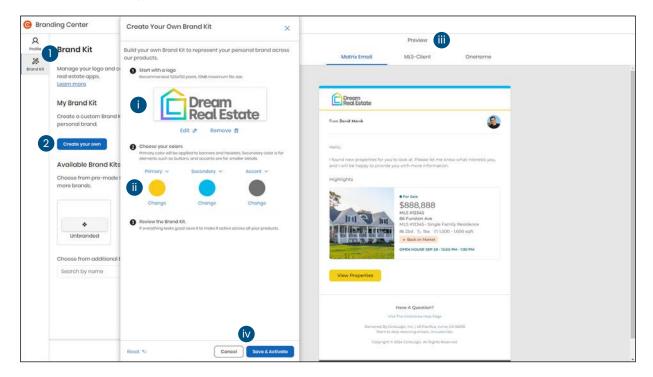
- Select the "Brand Kit" tab.
- Prom the search textbox, begin typing your office name.
- **3** From the suggested names, **select your office**.

NOTE: if your office is not listed as a pre-set option, you will need to create your own Custom Brand Kit. **NOTE:** if the agent roster includes your office details, then your pre-set Brand Kit may already be selected by default.

- **Preview** how the selected brand appears in each app.
- 5 Select the "Save & Activate" button.

Custom Brand Kit (Add)

The Custom Brand Kit allows users to upload their own logo and choose their own color scheme – providing a personalized look that aligns with their unique brand identity.



Select the "Brand Kit" tab.

- 2 Select the "Create your own" button.
 - Start with a logo.
 - a. Drag or upload your office's .jpg or .png image from your device.



- b. Use the slider to **adjust** the size of the logo to fit within the viewing area.
 Use the transform buttons to rotate the logo, flip it horizontally or flip it vertically. **NOTE:** manually shift the viewing area or grab its handles to adjust the visible portion of the image.
- c. Select the "Save" button.

	Proview Cream Real Estate
Dream Real Estate	
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	+

Choose your colors.

Change

a. Select each "+" icon to choose your brand's Primary, Secondary and Accent colors.

NOTE: by default, the Custom Brand kit will automatically identify the Primary, Secondary and Accent colors of your selected image.

Choose your colors
Primary color will be applied to banners and headers, Secondary color is for
elements such as buttons, and accents are for smaller details.

 Primary
 Socondary
 Accent
 Make Primary
 Make Secondary

Ch____

NOTE: select the arrow icon for color swap options.

b. From the **Color Picker**, either select a color from the palette or use the arrows to enter a specific HEX, RGB or HSL value.

c. Select the "Apply" button.

Color Picker	×
-	0
#AFIDID	0
#AFIDID HEX	٥

- (ii) **Preview** how the selected image and colors appear in each app.
- iv Select the "Save & Activate" button.

Custom Brand Kit (Edit)

- Select the "Brand Kit" tab.
- 2 From your custom Brand Kit, select the "Actions" dropdown list.
- 3 Select "Edit".

L	Actions ~	
	Edit	
	Remove	
Cust		

NOTE: selecting "Remove" will delete this custom Brand Kit.

🕕 Start with a logo.

a. Select the logo's "Edit" option to adjust the image.
 NOTE: selecting "Remove" will delete the image.

0	Start with a logo Recommended 525x150 pixels, 10MB maximum file size.
	Dream Real Estate
	Edit 🖉 Remove 🖻

🕕 Choose your colors.

Choose your color	'S	
	applied to banners and head ttons, and accents are for sn	
Primary ~	Secondary ~	Accent 🛩
Change	Change	Change

NOTE: for more information, see "Choose your colors" in the "Custom Brand Kit (Add)" section.

Preview how the selected image and colors appear in each app.

Preview			
Matrix Email	MLS-Client	OneHome	

🚺 Select the "**Save & Activate**" button.



For more information, visit corelogic.com or call 866.774.3282.

Learn more at corelogic.com

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