Quick Start Guide
The Branding Center

Confidential to 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 quickly 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
  - Android Browser
  - Chrome
  - Chrome Mobile
  - Firefox
  - Safari 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:

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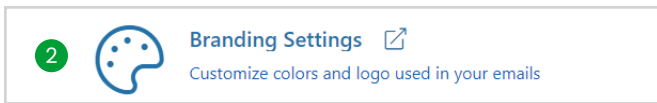 - Android Browser
  - Android Chrome

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

Branding Center Access

Matrix™

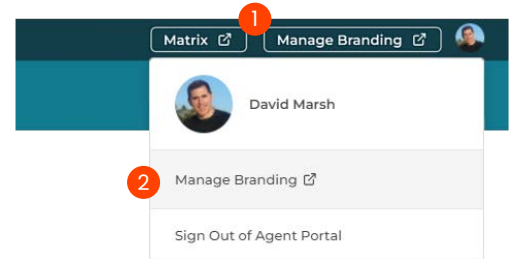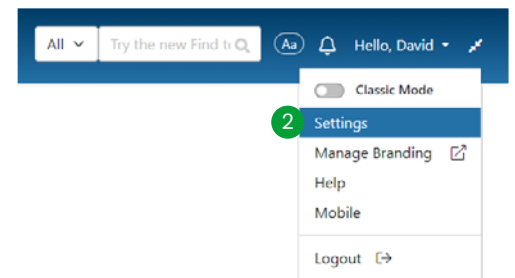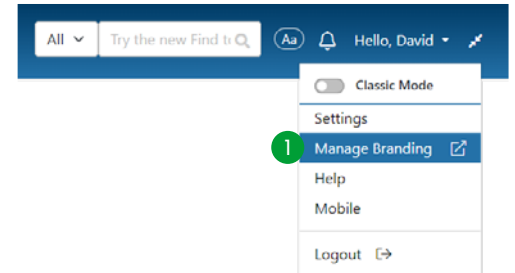Matrix offers the following two methods for accessing the Branding Center.

1. **Utility Menu:** from the Utility Menu, select "Manage Branding".
2. **Settings Section:** from the Utility Menu, select "Settings" and then select, "Branding Settings".

Branding Settings
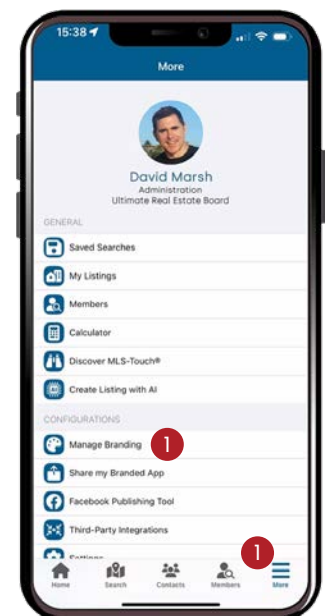Customize colors and logo used in your emails

Agent Portal

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

1. **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

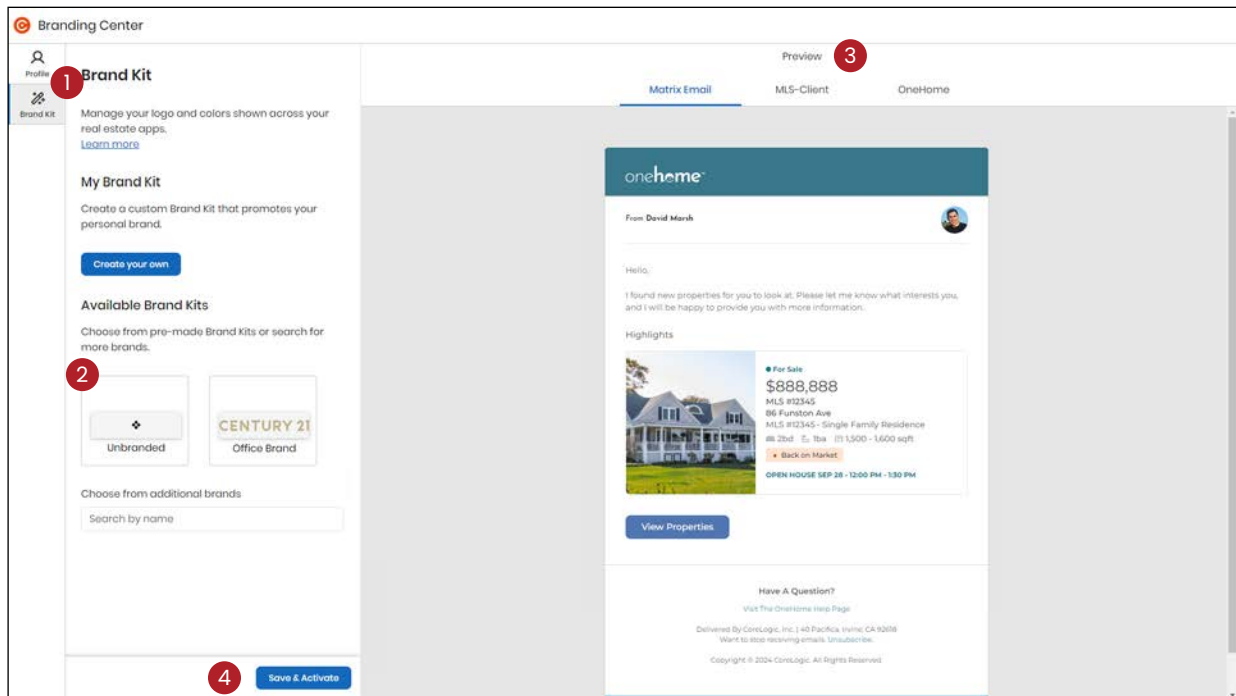1. From the "**More**" section, select the "**Manage Branding**" option.

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.
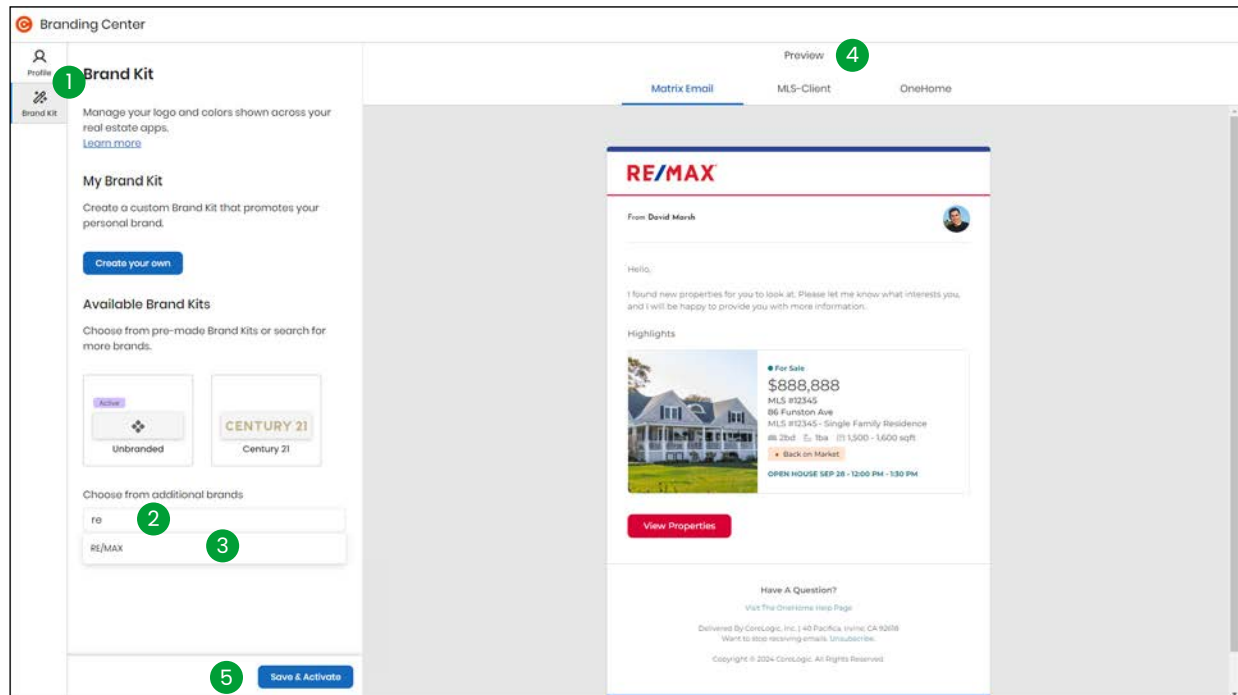
Default Brand Kit

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.

1. Select the "**Brand Kit**" tab.
2. From the "Available Brand Kits" section, select the "**Unbranded**" Brand Kit.
3. **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.

1. Select the "**Brand Kit**" tab.
2. From the **search** textbox, begin typing your office name.
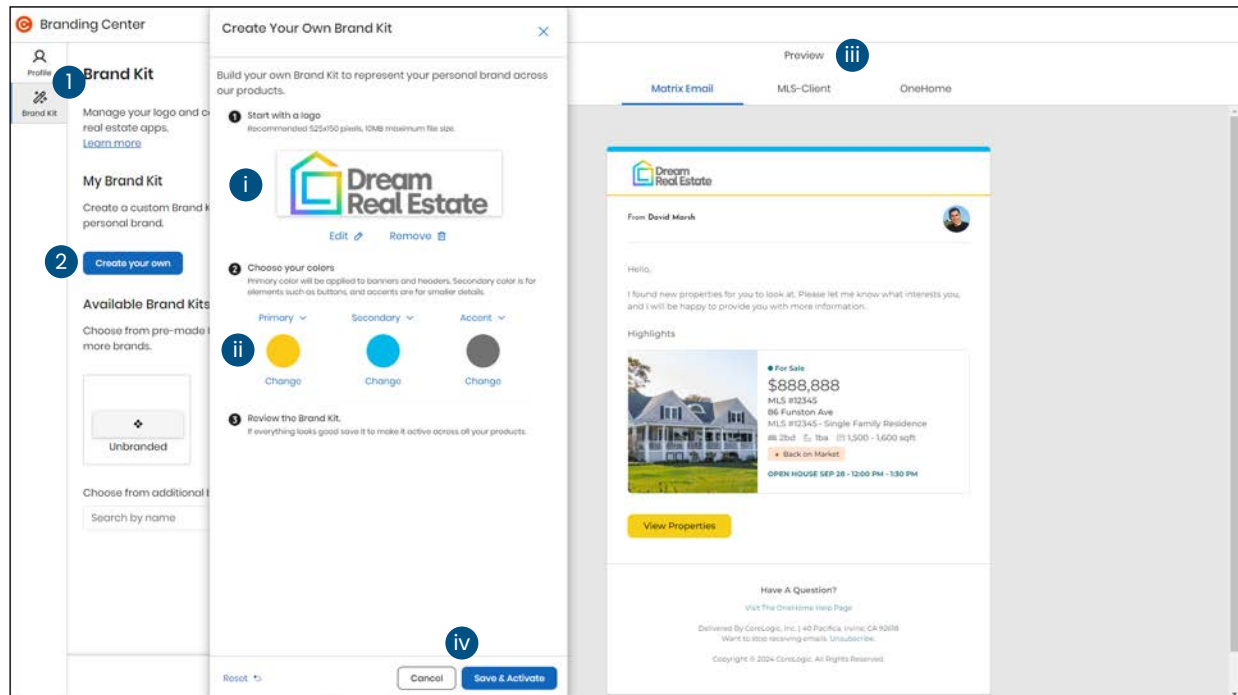3. From the suggested names, **select your office**.
   NOTE: if your office is not listed as a pre-set option, you will need to create your own Custom Brand Kit.
   NOTE: if the agent roster includes your office details, then your pre-set Brand Kit may already be selected by default.
4. **Preview** how the selected brand appears in each app.
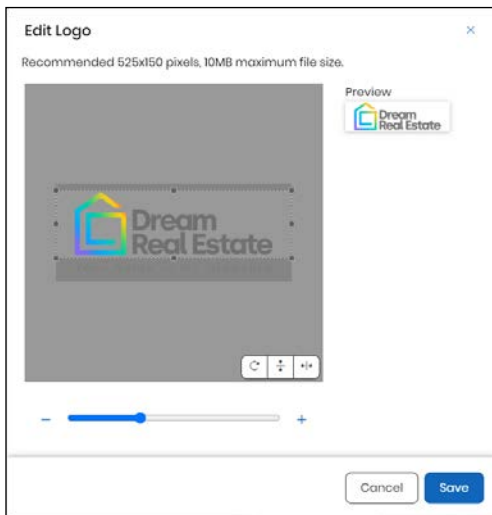5. Select the "**Save & Activate**" button.

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.

1. Select the "**Brand Kit**" tab.
2. Select the "**Create your own**" button.

   i. **Start with a logo.**

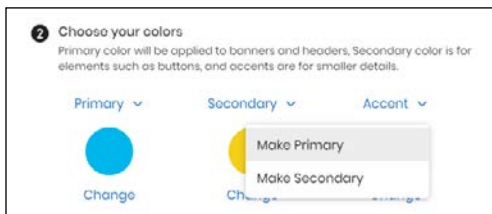   a. **Drag or upload** your office's .jpg or .png image from your device.

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.
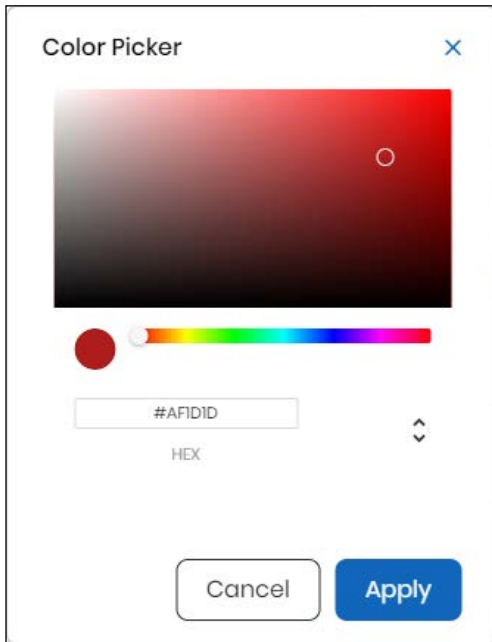

ii Choose your colors.

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.

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.
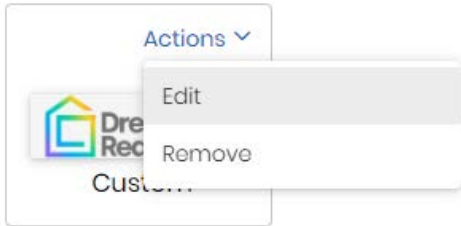
c. Select the "**Apply**" button.

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

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

Custom Brand Kit (Edit)

1 Select the "**Brand Kit**" tab.

2 From your custom Brand Kit, select the "**Actions**" dropdown list.

3 Select "**Edit**".

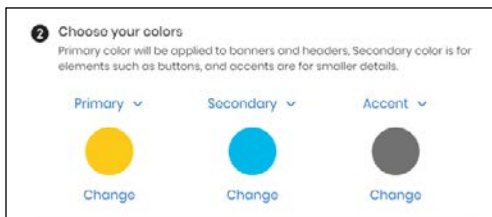*NOTE: selecting "Remove" will delete this custom Brand Kit.*

i **Start with a logo.**

    a.   Select the logo's "**Edit**" option to adjust the image.

        NOTE: *selecting "Remove" will delete the image.*
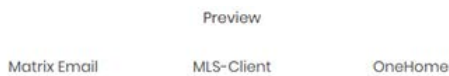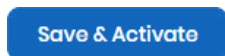

ii **Choose your colors.**

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

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

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

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

Learn more at corelogic.com

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