



# Co-Branding Guidelines



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**Thanks for being a Hometap partner**

We're excited you're here as a partner to help us make homeownership less stressful and more accessible.

**Why am I receiving this document?**

This document outlines how to use the Hometap brand correctly — and also how to use it alongside your own brand. Thank you for following these guidelines for successful co-branding.

## The Logo

Primary & Secondary Lockups:



Reduced Colors Lockups:

The reduced color lockups are a less expensive option used for silk screen printing the logo on material items, such as jackets, t-shirts, or bags. And for select print projects when the logo size is very small.



## Incorrect Logo Usage

✘



Rearranging any of the lockup elements.

✘



Changing the colors in any of the approved marks.

✘



Stretching the logo.

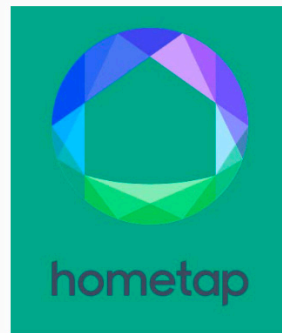
✘



hometap

Setting the logo in a solid color, unless it's the solid white lockup used on dark backgrounds only.

✘



hometap

Setting the logo on an obtrusive color.

✘



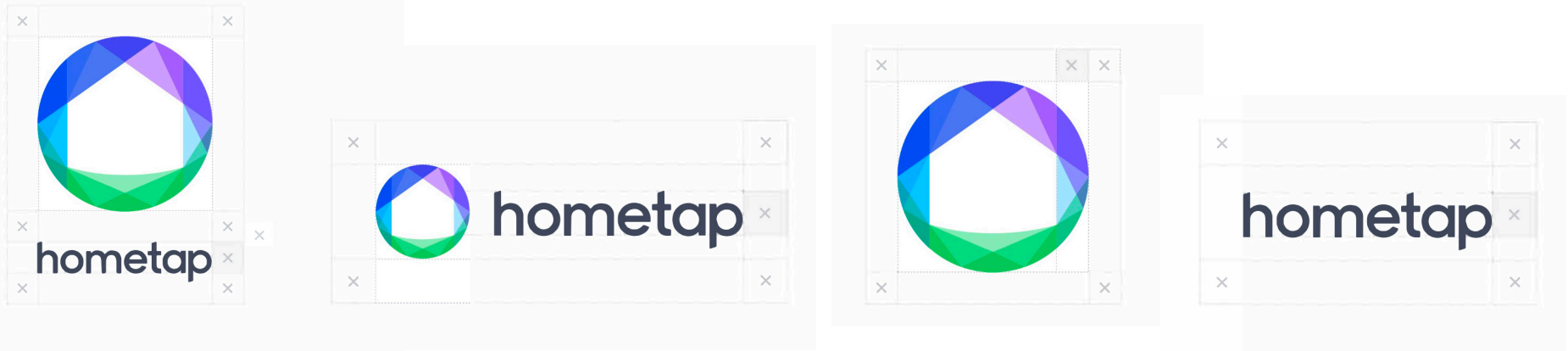
hometap

Outlining the angles of the logo.

## Clearspace

Clearspace is the amount of space a logo must have on all sides, no matter where it is used, to ensure that a logo maximizes visibility and impact.

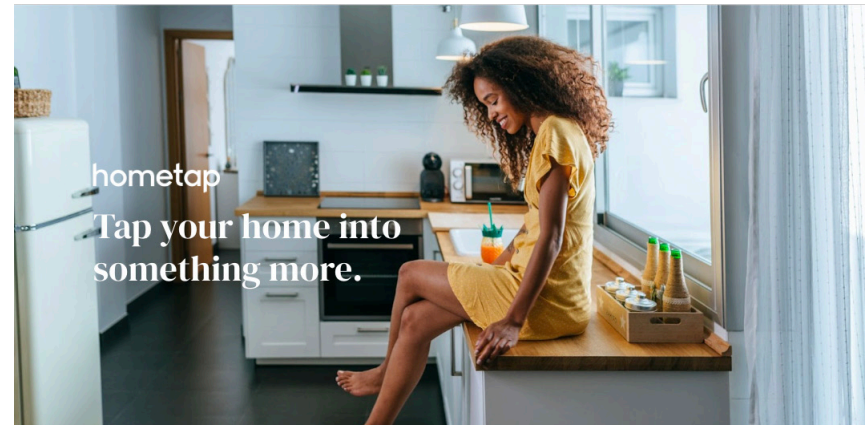
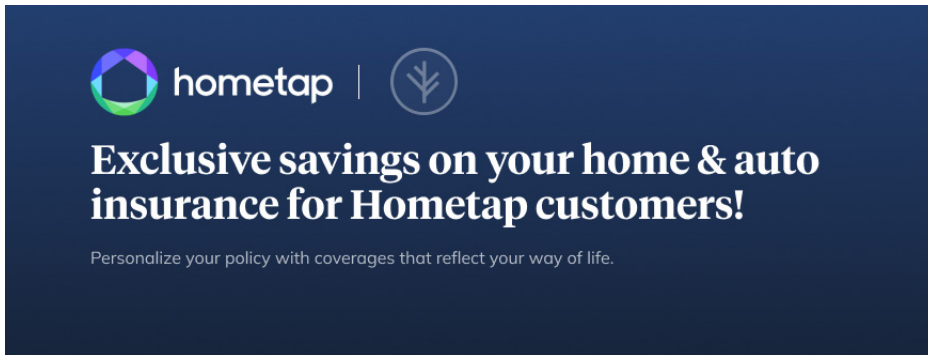
The slightly highlighted “x” on all 3 logos represents a measurement used to indicate how much space should be used surrounding the mark and the type.




## Logo Placement

Our colored logos should be used in most designs; whenever possible, even if you need to add a white bar on the bottom of a graphic that has a full bleed image or dark background to incorporate the colored logo into the design. Example on the right.

On occasion we will use our colored logo mark and white text on a dark background, or just the “hometap” text sans the logo mark. Examples below.




## Color Palette



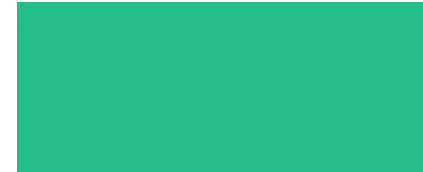
**Hometap Blue**

<b>HEX</b>	#366CED
<b>RGB</b>	54, 108, 237
<b>CMYK</b>	77, 54, 0, 7



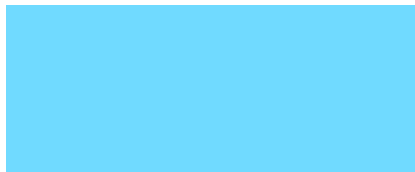
**Hometap Purple**

<b>HEX</b>	#7070FF
<b>RGB</b>	112, 112, 255
<b>CMYK</b>	56, 56, 0, 0




**Hometap Green**

<b>HEX</b>	#25BE8A
<b>RGB</b>	37, 190, 138
<b>CMYK</b>	99, 34, 0, 46




**Hometap Light Blue**

<b>HEX</b>	#70DAFF
<b>RGB</b>	112, 218, 255
<b>CMYK</b>	56, 15, 0, 0



**Hometap Teal**

<b>HEX</b>	#35B2AD
<b>RGB</b>	53, 178, 173
<b>CMYK</b>	70, 0, 3, 30



**Hometap Black**

<b>HEX</b>	#152033
<b>RGB</b>	21, 32, 51
<b>CMYK</b>	59, 37, 0, 80

### Typography

Mulish is our sans-serif font that comes in a variety of weights. Mulish Light is used mostly on print. Regular is used mostly on web. Semi-Bold is used for a bolder weight and Bold is used sparingly.

Tiempos Headline is our serif font that is primarily used for larger text and headlines to create visual hierarchy within our brand layout.

#### Mulish Font

Mm

Light  
*Light Italic*  
Regular  
*Italic*  
Medium  
*Medium Italic*  
SemiBold  
*SemiBold Italic*  
Bold  
**Bold Italic**

#### Tiempos Headline Font

Tt



### Typography In Use

Tiempos Headline font should be set in title case or sentence case and can work well in larger sizes to establish the overall visual hierarchy.

Mulish can be set in all caps, title case, or sentence case to achieve a desired typographic hierarchy within the Hometap brand. Example on the right.

**Life is good,  
fund it well.**

**A better way to finance life.**

Hometap makes investments in residential properties, giving homeowners a simple, new and debt-free way to use the equity in their homes to intelligently finance life.

## Typography Don'ts

Headline type should never be smaller than the sub or body copy.

All type should be color compliant for legibility. Hometap black, dark navy, or grey font should be displayed on a white background and white font should be displayed on a dark background.



Life is good, fund it well.

**A better way to finance life.**

**Hometap makes investments in residential properties, giving homeowners a simple, new and debt-free way to use the equity in their homes to intelligently finance life.**

**NO INTEREST. NO MONTHLY PAYMENTS. NO KIDDING.**

## Photography Do's

Photography should be used when it is important to accurately represent a place, person, or tangible object OR in cases where we have too much content to realistically support through illustration.



When using a photo of the interior or exterior of a home, choose a photo that feels aspirational, but not overly so.



Always choose photos with good lighting to depict a positive association with homeownership.



When using photos of people, choose photographs that feel more natural and less staged and represent the diversity of our homeowners.



All images should be high-resolution. It's important that images of real subjects maintain the same level of quality and polish that is present throughout the rest of the brand.

## Photography Don'ts



Photos should not be overly saturated or treated with any filters, color overlays, or other treatments/enhancements.



When using stock-photography we avoid using direct shots that could be portrayed as forced or unnatural.





We don't wish to use imagery of a home that feels unattainable for homeowners.



No blurry or distorted photography.

## Co-branding with Documents

When Hometap partners with another brand, the Hometap logo should appear side-by-side (not stacked) and should have enough space surrounding it to ensure legibility and impact of the logo against competing visual elements. See below examples for reference.

### Tomorrow's home equity, today.


Hometap is a smart new loan alternative for tapping into your home's equity without taking on debt. You can receive debt-free cash by selling a percentage of the equity in your home to Hometap. You can use the cash for anything, from paying off credit card debt to starting a business to buying a second home. When you settle the Investment by refinancing, buying it out with savings, or selling your home, Hometap is paid out an agreed-upon percentage of the sale price or current appraised value.

Receive up to \$600,000 to fund the renovation of your dreams – from a modest bathroom upgrade or in-law addition to a back deck and more.


**1 in 4** homeowners who receive a Hometap Estimate plans to use the funds for renovations.

**MATTHEW**


“I went from simply paying off my debt, to now being able to take out extra money that will allow me to make additions to my property, that will increase my value.”

★ Trustpilot 


**WHY HOMEOWNERS CHOOSE HOMETAP**



**FAST**  
Complete your application, get your Estimate, sign documents, get cash; the entire process can take as little as three weeks.




**SIMPLE**  
Complete your Hometap Application online in less than 10 minutes.



**SMART**  
Get cash in exchange for a share of the future value of your home. No loans, no monthly payments — no kidding.

### How does it work?

- WE PREPARE AN OFFER**  
If we think an investment is possible, we'll send the homeowner an Investment Estimate, which includes estimated terms specific to the homeowner's property.
- THE HOMEOWNER RECEIVES THE MONEY UPFRONT**  
We invest alongside homeowners, providing cash today and participating in the proceeds at the time of a sale or settlement.
- THE HOMEOWNER SELLS WHEN READY**  
The homeowner can either sell the house during the effective period or buy out the investment with savings, by taking out a loan, or through refinancing.





How Hometap compares	HOMETAP	HOME EQUITY LOAN	HELOC	CASH OUT REFINANCE	REVERSE MORTGAGE
<b>CREDIT SCORE</b>	Typically over 600 (min score of 500)	Min score of 680	Min score of 680	Min score of 620	No firm requirement
<b>AVERAGE LOAN-TO-VALUE</b>	Max LTV of 75%	Max LTV of 80-90%	Max LTV of 80-90%	Max LTV of 70%	50-60%
<b>AVERAGE DEBT-TO-INCOME</b>	N/A	43%	43%	50%	N/A
<b>OTHER RESTRICTIONS (VARY BY LENDER)</b>	No prepayment penalties	Prepayment penalties	Minimum annual draw requirements Prepayment penalties + cancellation fees occur with some lenders	Prepayment penalties + cancellation fees	Must be 62+ years old, must own home outright or have single primary

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617-415-4419





**NO MONTHLY PAYMENTS. NO INTEREST. NO KIDDING.**

In Partnership with 