



Homes for Heroes® Brand Guidelines

Implementing the Homes for Heroes brand in communications
Updated January 2021

Mission

To provide extraordinary savings to heroes who provide extraordinary services to our nation and its communities every day.

Our Promise

We honor the heart of a hero by meaningfully giving back.

SIMPLE

No red tape, no hidden fees, and no catch. The real estate and lending processes can be challenging, therefore making everything easy for the hero is priority #1.

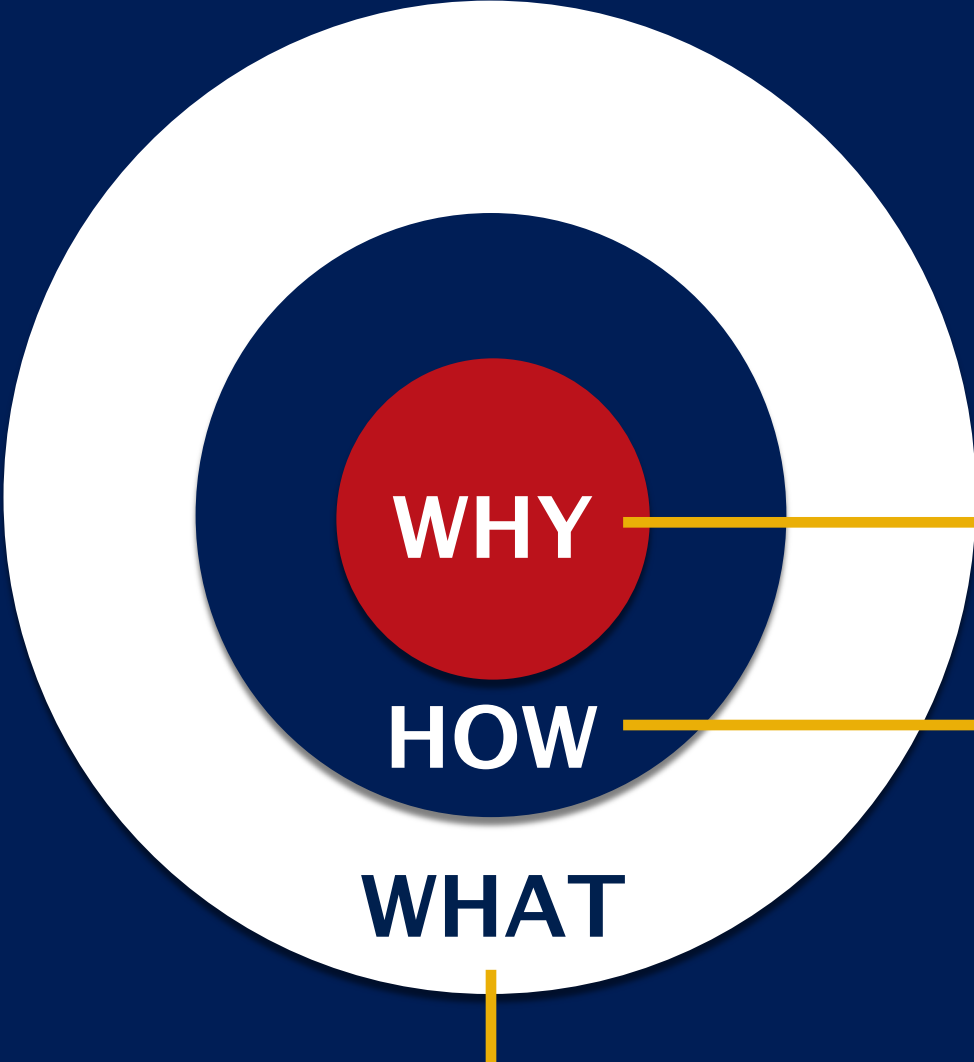
TRUSTWORTHY

We must be the industry leader and local specialists at fulfilling the needs of our heroes and maximizing their Hero Rewards.

REWARDING

Every hero should receive extraordinary service and extraordinary Hero Rewards.

Brand Positioning



WHY

Service Deserves Its Rewards®

HOW

Homes for Heroes provides a circle of giving strengthened by a caring network that gives back through exceptional service and meaningful savings to heroes who selflessly serve others.

WHAT

Homes for Heroes, Inc., is a nationwide hero savings network of affiliate real estate specialists and local businesses committed to providing Hero Rewards, which are easy ways for firefighters, EMS, law enforcement, military (active, reserves and veterans), healthcare professionals and teachers to save significant money on a home; and when they make everyday home-related purchases. Hero Rewards is our way to say “Thank You.”

Brand Attributes

APPRECIATIVE

Value heroes' selfless service. Graciously and purposefully recognizing and rewarding their dedication, sacrifice and leadership. With gratitude, we give back to heroes through meaningful savings.

TRUSTWORTHY

Principled. Values driven. Doing what is ethical and right. Acting with integrity. Dependable and honest.

ACCOUNTABLE

Responsible and reliable. Keeping promises. Committed to problem-solving and teamwork. Focused to achieve a common goal.

EXCELLENCE

Going above and beyond what's expected to find solutions and satisfy our customers. Knowledgeable and informative, we adapt to serve customers' needs, lead with a strong work ethic and humbly serve. And are mindful of what matters most, from the biggest concerns to the smallest details.

CARING COMMUNITY

Homes for Heroes has a culture of service for those who serve our country and communities. Authentically caring, we treat everyone with respect, kindness and a sincere desire to help.

Brand Tone of Voice

Relatable While Professional

Simple, straightforward language. Using words that respectfully show our audiences we understand who they are, what they do and what they value.

Helpful and Active

Service oriented. Purpose-driven. Taking action to give our audiences what they need.

Positive and Caring with a Confident Undertone

Authentic. Expressing care, concern and confidence.

Sincerely Grateful

With a thankful heart, we genuinely demonstrate our gratitude.

Targeted Hero Groups

This is how Homes for Heroes identifies the specific hero groups we serve, both in written and in visual form. The hero icons are available in multiple colors. They are available for downloading in the Marketing folder of the Affiliate Toolbox.

Firefighters and EMS



Law Enforcement



Military Active, Reserves and Veterans



Healthcare Professionals



Teachers



Communicating Homes for Heroes Affiliation

Real Estate Agents and Loan Officers are:

TO HOMES FOR HEROES: **“affiliate real estate / mortgage PARTNERS”**

TO HEROES: **“affiliate real estate / mortgage SPECIALISTS”**

NOTE: When we speak of both real estate agents and loan officers we use:

- **“affiliate real estate and mortgage specialists”** when speaking to heroes
- **“affiliate real estate and mortgage partners”** when speaking to both agents and loan officers

National and Local Businesses are:

“local business specialists”

Communicating Hero Rewards®

Below is the approved language to use when referencing Hero Rewards in online and within any communication or ad materials.

Approved Hero Rewards General Description

“When heroes work with Homes for Heroes affiliate real estate, mortgage and local business specialists, they receive Hero Rewards® savings when buying, selling or refinancing a home; or when making everyday home-related purchases.”

Real Estate Agent and Lender Statements:

“Buy or sell a home and receive a check from Homes for Heroes in the mail.”

“Buy or refinance and receive reduced lending fees.”

National and Local Business Statement:

“Local business specialists provide special hero deals.”

Required Hero Rewards Legal Disclaimer

IMPORTANT: This disclaimer must be present in any Homes for Heroes marketing, communication or ad materials that reference Hero Rewards®.

©2021 Homes for Heroes®. All rights reserved. Homes for Heroes, Inc. is a licensed real estate company in the state of Minnesota. *Hero Rewards not available in all states. Hero Rewards offers are limited and/or restricted in Alaska, Kansas, Louisiana, and Mississippi. All savings amounts are estimates. The actual Hero Rewards amount may vary based on the services used, sale price of the home (less appropriate credits), and in special circumstances, including, but not limited to, new construction, below average commission, and For Sale By Owner sales. You must be enrolled with Homes for Heroes and be represented at closing by a Homes for Heroes real estate specialist to be eligible for home price savings. You must work with a Homes for Heroes mortgage specialist and business affiliates to be eligible to receive additional service-related savings. Contact Homes for Heroes for further details.

Affiliate Use of Homes for Heroes Brand Assets

EXPECTATION

To uphold the integrity of our brand identity and ensure consistent appearance and language for all communications that includes Homes for Heroes:

- Registered Trademarks
- Brand Logos and Names

used in any advertising or promotional materials (both print and digital formats), photography, signage or graphics that are not approved materials provided by Homes for Heroes **MUST BE approved by Homes for Heroes headquarters prior to production or use.**

Homes for Heroes Logos

The Homes for Heroes logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable company asset that must be used consistently in the proper, approved forms.

Download logos from your **Affiliate Toolbox > Marketing**



Main Format (Square)

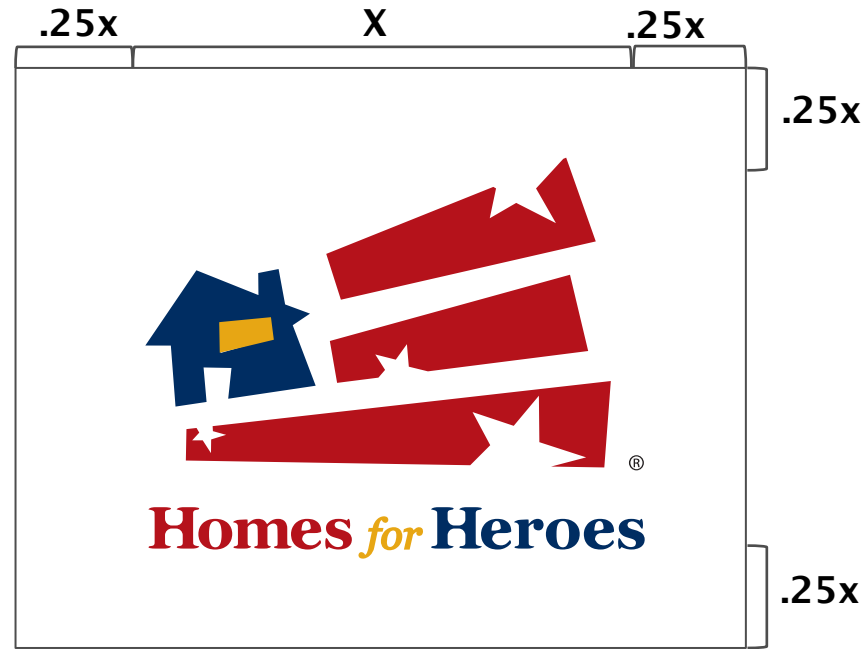
Homes *for* Heroes®

Text Format (Horizontal)

IMPORTANT: Logo modification is not permitted.

Required Space Around Logos

Clear Space



IMPORTANT: Do not apply a glow, shadow or outline to the logo.

Additional Approved Homes for Heroes Logos

Grey Scale / Black and White Logos



Homes *for* Heroes®

White Logos



Homes *for* Heroes®

NOTE: Blue background used to display white logo examples.

Logo Background Requirements

The full color logo is intended to be placed on a white background. Although lighter-tone backgrounds are acceptable, they are not preferred.

Only use the WHITE LOGO for dark backgrounds.



PREFERRED
Red, WHITE and Blue
(White Background)



Acceptable
(Light Background)



Unacceptable
(Dark Background)

The Homes for Heroes Foundation Logo

IMPORTANT - The use of this logo is only with express written permission and / or under license, and must follow general guidelines for the Homes for Heroes standard logo.



IMPORTANT

When using Homes for Heroes Foundation or the HFH Foundation logo, one must also have the following legal copy:

"Homes for Heroes" is a registered trademark of Homes for Heroes, Inc., and the Homes for Heroes Foundation uses its name under license from Homes for Heroes, Inc. The Homes for Heroes Foundation is a nonprofit private charitable foundation exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. EIN #26-3538794

General Homes for Heroes Foundation Statement

This is the approved copy to use in all marketing, communication and ad materials when referencing the Homes for Heroes Foundation:

"Homes for Heroes, Inc., donates a portion of its earnings to the Homes for Heroes Foundation. Every time a hero buys or sells a home using the Homes for Heroes program, they are helping heroes in need."

® Registered Trademarks and Usage

When written, the first occurrence of "Homes for Heroes®", "Service Deserves Its Rewards®", "Thanking Heroes One Home at a Time®" and "Hero Rewards®" should include the registered trademark symbol ®.

In subsequent occurrences, the trademark symbol should be omitted.



Homes *for* Heroes®

Homes for Heroes®

Service Deserves Its Rewards®

Hero Rewards®

Thanking Heroes One Home at a Time®

Approved Color Palette

These are the approved base colors.

GRAPHIC DESIGN PROFESSIONALS:

We will accept any level of transparency or gradients applied to the blue, yellow, and neutral hues ONLY. DO NOT modify the value of the red.

DIGITAL USE



RGB: 0, 30, 86 Hex Code: 001E56

RGB: 181, 18, 27 Hex Code: B5121B

RGB: 231, 166, 20 Hex Code: E7A614

RGB: 84, 88, 90 Hex Code: 54585A

RGB: 160, 160, 160 Hex Code: A0A0A0

RGB: 225, 225, 225 Hex Code: E1E1E1

RGB: 248, 224, 142 Hex Code: F8E08E

RGB: 184, 204, 234 Hex Code: B8CCEA

PRO PRINTER

Pantone: 282-C CMYK: 100, 68, 0, 54

Pantone: 1807-C CMYK: 0, 100, 96, 28

Pantone: 131-C CMYK: 0, 32, 100, 9

Pantone: 425-C 100% CMYK: 0, 0, 0, 77 100%

Pantone: 425-C 50% CMYK: 0, 0, 0, 77 50%

Pantone: 425-C 15% CMYK: 0, 0, 0, 77 15%

Pantone: 1205-C CMYK: 0, 5, 31, 0

Pantone: 2708-C CMYK: 17, 6, 0, 0

Primary Fonts – Approved Variations

Primary: Lucida Sans

Regular

Bold

Bold Italic

Demibold Roman

Demibold Italic

Italic

Lucida Grande

Regular

Bold

Lucida Sans Handwriting

Lucida Sans Unicode

Lucida Sans Typewriter

Regular

Bold

Bold Oblique

Oblique

Secondary Fonts – Approved Variations

Georgia

Georgia

Georgia Italic

Georgia Bold

Georgia Bold Italic

Additional Design Fonts (Graphic Designers Only)

Keyboard SSi Light

Keyboard SSi Light Condensed

Keyboard SSi Display

Keyboard SSi Condensed

Keyboard SSi Medium

Keyboard SSi Bold Condensed

Keyboard SSi Bold

Approved Website Domain

ONLY Approved Website:

HomesForHeroes.com

This is the only approved depiction of the Homes for Heroes website in written form.

UNACCEPTABLE Domain Depictions (Examples)

www.HomesForHeroes.com

www.homesforheroes.com

homesforheroes.com

HomesforHeroes.com

Web Domains and Personal Web Address Use

Using Homes for Heroes in Domain Name

Using “Homes for Heroes” in any domain name is **strictly prohibited**. This includes similar variations.

ONLY EXCEPTION: An official Homes for Heroes Affiliate Web Address as noted below.

ACCEPTABLE Affiliate Web Address (Example)

www.HomesForHeroes.com/Affiliate/John-Smith

This URL example is similar to what each Homes for Heroes Affiliate receives upon completion of their initial contract and payment.

UNACCEPTABLE Domain Name Use (Example)

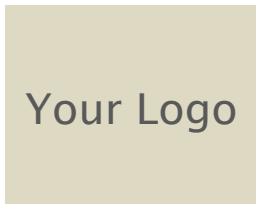
www.JSmithHomesForHeroes.com

Standard Email Signature

The email signature is required for all Homes for Heroes employees and a co-branded version is recommended for Affiliate use.

Affiliate Recommendation

Bobby Nelson
Title/Homes for Heroes Specialist



Main: 444-444-4444 | **Direct:** 555-555-5555
bobby.nelson@examplebusiness.com

Connect with me on social media:
<LINKS TO PREFERRED SOCIAL CHANNELS>

HFH Employee Example

Bobby Nelson
Account Manager

Homes for Heroes®

Main: 444-444-4444 | **Direct:** 555-555-5555
bobby.nelson@homesforheroes.com

Connect with Homes for Heroes





9201 West Broadway Avenue, Suite #615
Minneapolis, MN 55445
(866) 443-7637

HomesForHeroes.com