

Offerpad

Home, Sweet
Home 🏠



BRAND STYLE GUIDE

Questions? Contact marketing@offerpad.com. We're here to help!

OUR VISUAL VIBE

No cheesy stock photos allowed. Visually, our unique vibe is felt through a special filter used to create imagery and graphics that match our words to show how we 'see' real estate.



OUR MISSION

PROVIDE **YOUR** BEST WAY TO BUY & SELL A HOME. PERIOD.



PHOTOGRAPHY & GRAPHICS



We've created a strong visual presence for the Offerpad brand using compelling, high quality custom photography layered with a fun and whimsical palette of 'doodle' graphics to illustrate the words we use and bring it all home. This is the "Offerpad Filter" that brings our vibe into view and our mission to life.

IMAGE GUIDELINES

- Use high resolution images with a minimum of 300 dpi (dots per inch) for print and a screen resolution of 72 dpi for online visuals.
- Use file formats like TIFF or PNG to save images for print. For the web, JPEG files are best.
- Don't use free clip art. We have a library of our stylized 'doodle' graphics you can use. Just contact marketing@offerpad.com and let us know what you need.
- To avoid copyright issues, don't copy or use images from the web or other sources.
- Avoid using images from stock photography websites such as iStock, Shutterstock, Pixabay and others "as is." (Marketing can add doodles for you to stay on-brand.)

WEB BEST PRACTICES

For web images, the largest layout breakpoint is 1440px wide (desktop). For viewport-width images, ensure that the image is at least 1440px wide (preferably larger) to maintain crispness and readability. Higher-res images are encouraged for all image sizes, as Retina or other high-pixel density displays are becoming more ubiquitous. GIF, PNG, JPG, and SVG are the most common formats for web graphics.

GIF

- Supports transparency and animation.
- Good for images with limited colors or with flat regions of color.
- Best used with smaller sized images.
- Limited to 256 colors.

PNG-24

- Smaller file size (5% - 25% more compressed than GIF)
- Best bitmap image format for transparency (such as logos and icons)
- No jagged edges and no need for matte color matching
- Not suitable for large images due to large file size
- Cannot be animated

JPEG

- 24-bit color, with up to 16 million colors
- Rich colors, great for photographs
- Better for images with subtle variations of color such as large photos
- Higher compression tends to degrade quality: adjust compressions to avoid large file size and bad image quality
- Does not support transparency or animation

SVG

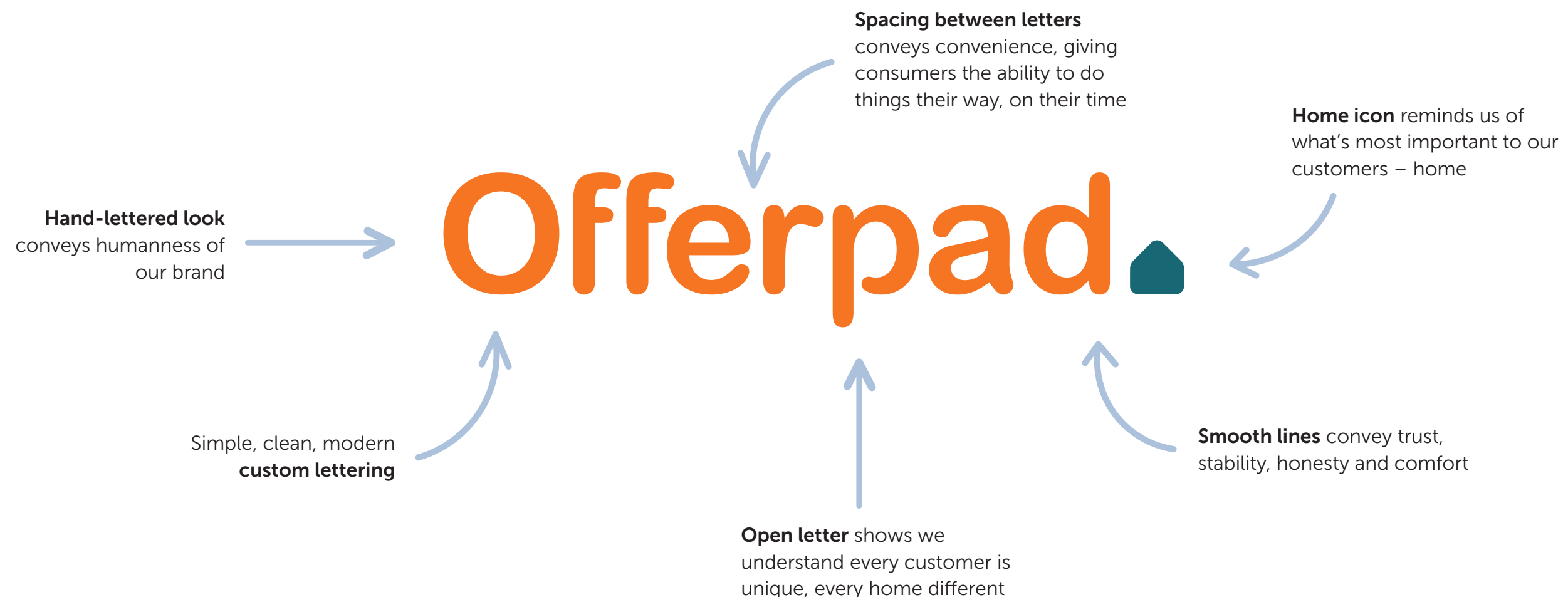
- XML-based graphics language for vector shapes, text and embedded raster graphics
- Strong mobile support due to scalable nature
- Supports transparency and animation



QUESTIONS ABOUT SIZING IMAGES? CONTACT MARKETING@OFFERPAD.COM

OUR LOGO

Our logo is our stamp on the world. Our cosmic calling card or, technically speaking, our 'visual identifier.' It's also (technically) a 'type' logo designed to visually reinforce our core messaging and welcome people 'home' using a custom stylized font chock full of meaning. It also provides a glimpse into our personality and the quirks that characterize our brand as a whole: **human, helpful and here for you.**



NEED A LOGO? CONTACT MARKETING@OFFERPAD.COM AND WE'LL SEND YOU CAMERA-READY ART FILE(S) TO MEET YOUR NEEDS.

LOGO USE

LOGO SPECS

PRIMARY 2-COLOR TYPE LOGO/ICON



2-COLOR WHITE OUTLINE



REVERSED-OUT WHITE



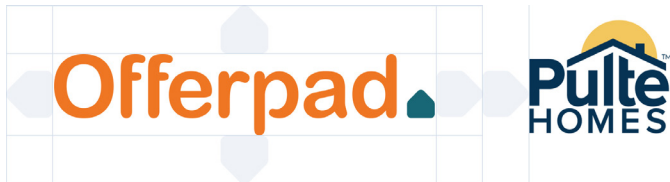
LOGO SPACING




1-COLOR BLACK



CO-BRANDING



- 1 The Offerpad type logo is our primary logo and is always used with our home icon. 
- 2 The 2-color logo is Monarch Orange with the icon in Viking Blue. The logo can also be set in reversed-out white or black. **The logo cannot be used in any other color.**
- 3 Unlike the Offerpad type logo, the home icon can be used on its own in certain instances.
- 4 Minimum logo print size is 0.75 inches wide. Minimum web size is 72 pixels wide.
- 5 Minimum logo print size for logo with tagline is 1 inch wide. Minimum web size is 96 pixels wide.
- 6 Use the home icon as a guide for spacing around the logo to ensure it's legible and stands out.
- 7 Use the full, 2-color logo and home icon on lighter images.
- 8 Use the reversed-out white or 2-color/white outline logo on darker images.
- 9 "SELL • BUY • MORTGAGE" is the only tagline used (in limited cases) with our logo. It is set in Monarch Blue Museo 500 in all caps.
- 10 For co-branded material, the Offerpad logo should be to the left or on top of the partner logo, bottom aligned using two home icons as spacing. Logos can also be positioned separately on opposite sides of a layout.

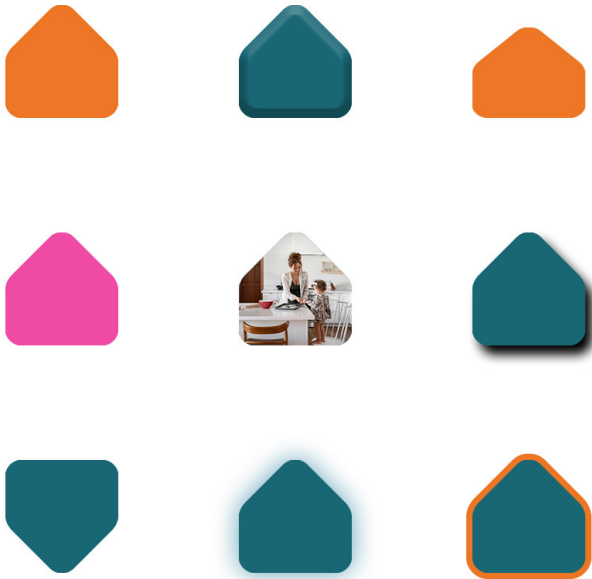
LOGO/ICON: DO'S & DON'TS

DO

YOUR BEST WAY
TO BUY AND
SELL A HOME.
PERIOD



DON'T



DON'T



TO PROTECT THE INTEGRITY OF THE HOME ICON:

In most cases, the home icon lives with the logo. It can, though, be used sparingly as a design element as long as the full Offerpad logo is used elsewhere on a piece or in areas where the relationship to the brand is established. Examples of using the home icon as a design element:

- Stylized bullet or as period at end of a headline or callout
- Part of a background design, such as a wallpaper
- The icon can be set in Viking Blue, black or white only. A Monarch Orange icon may only be used as part of a background design element.
- Never add any effects such as glows, bevels, outlines, drop shadows, etc., to the home icon.
- Never place images within the icon unless it's being used as a suggestive design element.
- Never alter the shape of the home icon.
- Never use it upside down in a downward-facing direction.

TO PROTECT THE INTEGRITY OF OUR LOGO:

- Never use any colors other than Monarch Orange, white or black.
- Never alter the shape of, distort, warp or stretch the logo.
- Never separate the logo and the home icon.
- Never place images within the logo or add any effects such as glows, bevels, outlines, drop shadows, etc., to it.
- If the logo appears as a design element in the background of something (e.g., in a photo), it must also be used elsewhere in the design to clearly stand out on its own.

PRODUCT LOGOS

Our product logos are a combination of the primary Offerpad logo and word marks, a text-only typographic treatment of the product name. Only word marks created by Marketing may be used for product logos. Currently, we have product logos for Offerpad Direct+, Offerpad RENOVATE and Offerpad MORTGAGE, LLC.



Offerpad
RENOVATE

Offerpad
DIRECT

Offerpad
MORTGAGE, LLC

REVERSED-OUT WHITE

Offerpad
RENOVATE

Offerpad
DIRECT

Offerpad
MORTGAGE, LLC

1-COLOR BLACK

Offerpad
RENOVATE

Offerpad
DIRECT

Offerpad
MORTGAGE, LLC



As our flagship **cash** and **list** product offerings are at the heart of what we do – buy and sell homes – they are, by nature, represented by the primary Offerpad logo and don’t need a standalone identity.

- ❗ Product word marks are always used with the Offerpad logo, never as a standalone logo (e.g., just “RENOVATE”). In other words, do not separate the two.
- ❗ Word marks are used in Museo Sans 700 in Viking Blue with the 2-color Offerpad logo. Product logos can also be 1-color black and reversed-out white. No other brand colors (see p. XX) or fonts (see p. XX) are used.
- ❗ Word marks (e.g., RENOVATE, Direct+, MORTGAGE) are left-justified and aligned with the letter “p” under the Offerpad logo. Text height is aligned with the bottom tail of the “p.”
- ❗ Minimum logo print size is 1 inch wide. Minimum web size is 96 pixels wide.
- ❗ The RENOVATE word mark is always all caps (in logo and in text).
- ❗ A plus sign (+) is always used with the Direct+ word mark with no extra space between it and “Direct” in logo and in text. Do not spell out “plus.”
- ❗ The word mark MORTGAGE, LLC is always all caps in logo but use title case “Offerpad Mortgage, LLC” in text.
- ❗ In text, Offerpad product names should be set in same color (usually Museo Sans 300/500 black) as other body copy. RENOVATE and Direct+ may be used without “Offerpad” after first reference to full product name in text. However, always spell out “Offerpad Mortgage” in text (not just “Mortgage”).
- ❗ Never use 2-color product logos on a Viking Blue background.

Offerpad

Offerpad

SAMPLE
USE OF
LOGOS



Offerpad

Offerpad



Offerpad
RENOVATE

Offerpad
RENOVATE

Offerpad
MORTGAGE, LLC

Offerpad
MORTGAGE, LLC

Offerpad

COLORS

Our primary brand colors are Offerpad Monarch Orange and Offerpad Viking Blue. These colors help reflect that our brand is energetic, innovative, unique and bold.

Our secondary brand colors are Offerpad Clear Day Blue and Offerpad Sunbeam Yellow. These colors are used optionally to provide creative flexibility in designs.

Our tertiary brand colors are not used often, however, they are still helpful in adding diversity to the palette. A favorable reference point for the use of these colors is 10% of the entire color palette.

COLOR HIERARCHY

Monarch Orange is our primary brand color, however, there are exceptions to this rule with approval.

PRIMARY COLORS

Monarch Orange

ENERGETIC
BOLD
INNOVATIVE



PANTONE 158 C
CMYK 3 / 66 / 99 / 0
RGB 236 / 118 / 37
#EC7625

Viking Blue

UNIQUE
RELIABLE
LOYAL



PANTONE 3155 U
CMYK 88 / 47 / 44 / 16
RGB 27 / 103 / 117
#1B6775

Clear Day Blue

APPROACHABLE
GENUINE
SUPPORTIVE



PANTONE 651 U
CMYK 31 / 16 / 5 / 0
RGB 173 / 194 / 219
#ADC2DA

Sunbeam Yellow

OPTIMISTIC
POSITIVE
CONFIDENT



PANTONE 109 U
CMYK 0 / 22 / 99 / 0
RGB 255 / 199 / 9
#FFC709

TERTIARY COLORS



PANTONE 113-14 C
CMYK 82 / 34 / 11 / 0
RGB 0 / 137 / 187
#0089BB



PANTONE 124-6 C
CMYK 60 / 0 / 24 / 0
RGB 17 / 226 / 219
#11E2DB



PANTONE 96-8 C
CMYK 77 / 96 / 0 / 0
RGB 95 / 50 / 150
#5F3296



PANTONE 101-15 C
CMYK 98 / 90 / 43 / 50
RGB 20 / 30 / 65
#141E41



PANTONE 65-8 C
CMYK 3 / 96 / 43 / 0
RGB 232 / 40 / 99
#E82863



PANTONE 148-6 C
CMYK 62 / 0 / 80 / 0
RGB 98 / 196 / 103
#62C467



PANTONE 48-8 C
CMYK 0 / 98 / 98 / 0
RGB 240 / 35 / 35
#F02323

TYPOGRAPHY

Our typography - the art of arranging words and letters in a way that makes copy clear and visually appealing - is an important part of our visual vibe. Like that used in our logo, the easy-to-read lettering we use in our fonts conveys a bold yet comfortable, warm and welcoming vibe to show our human side.

PRIMARY FONT

Use for headlines, body text and everything inbetween on all marketing materials.

Aa MUSEO SANS

- 100 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890 1234567890
- 300 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890 1234567890
- 500 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890 1234567890
- 700 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890
- 900 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY FONT (OPTIONAL)

Use sparingly in internal communications or when primary font is not available.

Aa MUSEO SANS ROUNDED

- 100 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890 1234567890
- 300 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890 1234567890
- 500 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890 1234567890
- 700 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890 1234567890
- 900 ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890 1234567890

DECORATIVE FONTS

Decorative fonts offer a customized look to a brand. Bourton Hand is used for headlines, while Palmer Lake Print is used for subheads. Avoid using decorative fonts in body text as their details are often lost. In instances where web fonts are needed, revert to the Museo guidelines for headers/subheaders. In cases where Museo is unavailable for the web, use the web font, Montserrat.

BOURTON HAND

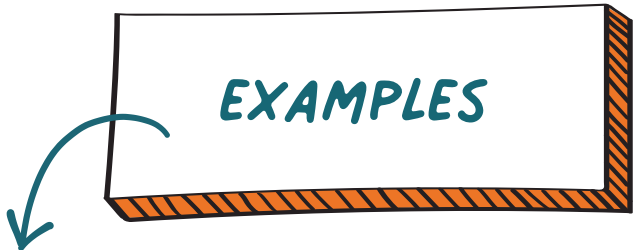
BOURTON HAND BASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOURTON HAND DROP STRIPES A
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOURTON SKETCH A
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PALMER LAKE PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



HOW IT WORKS
CHOOSE YOUR BEST WAY



TYPOGRAPHY HIERARCHY

Here's a sample of the hierarchy, or order, for arranging type with appropriate spacing:

Choose your best way to sell

Tell us a little about your home and within 24 hours we'll get back to you with a solution that's just right for whatever situation you're in.

Deciding to sell your home is a BIG decision. But don't worry -- we got you! Whether you're looking for a quick cash sale or to list your home, we make it easy to choose your best way to sell. Let's take a look at a couple of options to see which one best fits your needs.

Get started at offerpad.com today!

Offerpad Brokerage, LLC



Footnotes and legal copy

Museo Sans 300/500



Headline

Typically Museo Sans 700/900



Sub Headlines

Typically Museo Sans 500/700/900



Paragraphs/Body Text

Museo Sans 300/500



Call to Action

Museo Sans 700/900

GUIDELINES

- Museo Sans 900 or 700 Regular are preferred for main headlines. Museo Sans 300 and 500 may also be used.
- Museo Sans 700 Regular is preferred for subheads. Museo Sans 300, 500 or 900 may also be used.
- Use any brand-approved colors (see pages XX-XX) for headlines and subheads, keeping in mind legibility/readability. (E.g., does the color provide enough contrast so word(s) can be easily read on a background?)
- Museo Sans 300 and 500 Regular in black, Viking Blue or reversed-out white (on solid backgrounds) are preferred for body copy. Museo Sans 100 is not recommended for body copy.
- All subheads and body copy should be left-justified. (In some cases, such as callouts for quotes, right justified is acceptable.) Headlines may be centered. Never full-justify copy.
- Museo Sans 500 and 700 Regular and Italic are preferred for callouts. Font size should be larger than body copy and smaller than subheads.

BEST PRACTICES

HEADLINES & SUBHEADS

✓ Left-align text. Use sentence case and keep the font size consistent.

Choose your best way to sell
We can help you do literally (almost) everything.

✓ Capitalize text and combine branded colors to emphasize words/phrases.

**YOUR ALL-IN-ONE WAY TO
SELL, BUY, MORTGAGE A HOME.**
We can help you do literally (almost) everything.

Do more, save more when you **sell, buy and get
a loan** with Offerpad.

✓ Center text within a layout as needed.

SELL • BUY • HOME LOANS
WE MAKE BUNDLING AND SAVING EASY.

BODY & FOOTNOTE TEXT

✓ Left-align text. Use sentence case and keep the font size consistent. Footnote copy is always one or two font sizes smaller than body copy but must be legible (i.e., not so small you can't read it).

We make home selling easy. Tell us a little bit about your home and within 24 hours, get a free, no obligation cash offer* and other options to sell your best way.

*Terms and conditions apply

✓ Center text within a layout as needed.

We make home selling easy. Tell us a little bit about your home and within 24 hours, get a free, no obligation cash offer* and other options to sell your best way.

*Terms and conditions apply

✓ Combine different font weights and color variations of Museo to emphasize words/phrases.

We make home selling easy. Tell us a little bit about your home and within 24 hours, **get
a free, no obligation cash offer*** and other options to sell your best way.

*Terms and conditions apply

CALL TO ACTIONS



Left-align text. Use sentence case and keep the font size consistent.

Visit offerpad.com to learn more.



Combine branded color variations to emphasize certain words/phrases.

Visit offerpad.com to learn more.



Center text and use variations of Museo to emphasize words/phrases.

Visit offerpad.com to learn more or call [844.388.4539](tel:844.388.4539).



Align text to the baseline of the letter "O" when next to the Offerpad logo.

Visit offerpad.com to learn more. **Offerpad** 



Don't use too many different styles, colors or fonts.

Visit offerpad.com to learn more.

ADDITIONAL BEST PRACTICES



Use periods to separate numbers within phone numbers.
[844.388.4539](tel:844.388.4539)



Lowercase our website within text and call to actions.
www.offerpad.com



Only use one space after periods and one space before and after an em-dash (per AP Style).

Let us help sell your home, find your dream property and handle your home loan. Bundle services for some serious savings – up to \$4,000!



Use Viking Blue or Monarch Orange for bullet points.

- Competitive cash offer within 24 hours
- Sell without listing



MEDIA RESOURCES



For help or questions on using our style guide and all things Offerpad brand, please contact
marketing@offerpad.com



MEDIA RESOURCES

Use of approved Offerpad logos and visuals may be downloaded from www.press.offerpad.com

LOGOS & BRAND STYLE GUIDE



Offerpad

Offerpad

Offerpad MORTGAGE, LLC

Offerpad RENOVATE

DOWNLOAD ▾

IMAGES




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GRAPHICS



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VIDEOS



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CASE STUDIES



DOWNLOAD ▾

CURRENT MARKET MAP

If you need an updated market map, please contact marketing@offerpad.com



QUESTIONS?

marketing@offerpad.com

