# Branding Center

MLS Launch Kit

CoreLogic

Welcome!

This launch kit is for the exclusive use of our multiple listing clients. It's designed to give you the resources you need to promote the **Branding Center** feature for the CoreLogic suite of real estate applications.

Overview

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. A great place to start is to look for agent logos that will set you apart from the competition.

Today, agents who use MLS Touch can manage their brand by selecting their **logo** and **colors**.

These brand settings appear in both MLS Touch and OneHome.
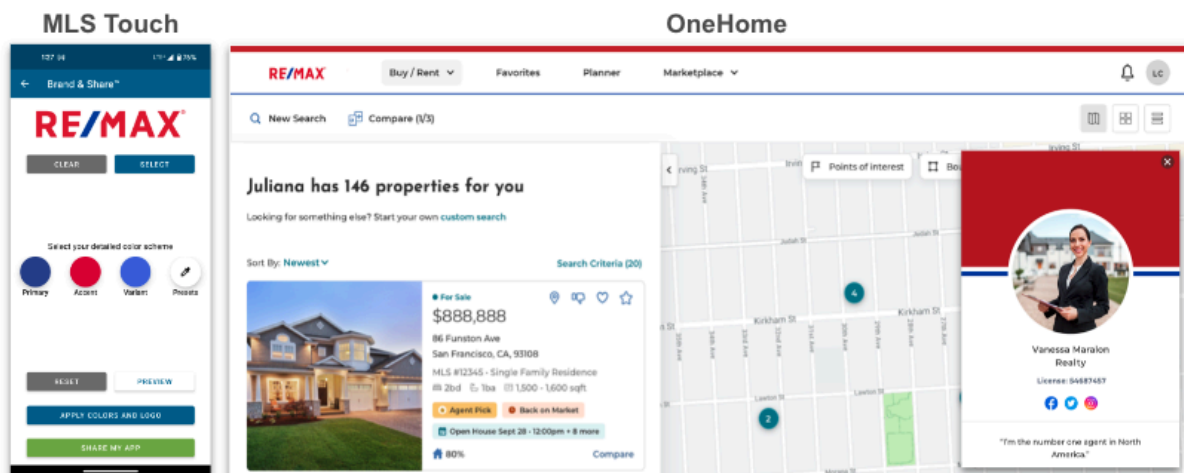
How it Helps

Brand Recognition
With a personalized logo, an agent's clients now have a visual representation to associate with their services. This makes it easier for clients to remember and refer the agent to others.

Consistency
An agent uses their logo across marketing materials, including business cards, flyers, websites, and social media profiles. Clients will be able to easily identify the agent's brand amidst a sea of generic real estate advertisements.

Professionalism
The customized logo gives an agent's business a more professional and polished look. This professionalism enhances a clients' perception of the agent's services and expertise.
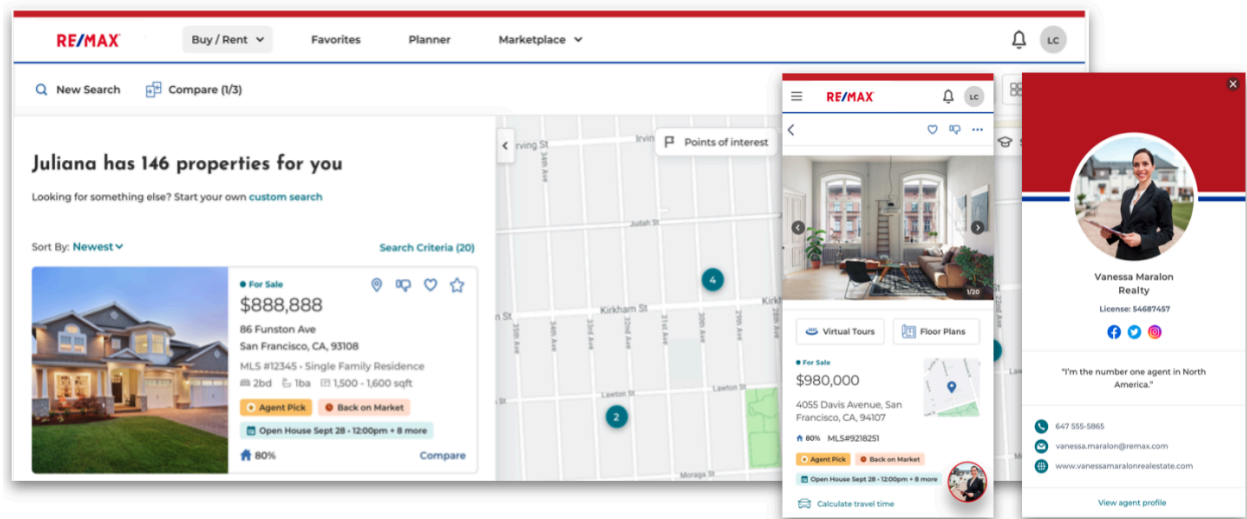
Current Experience

Currently Agents only use MLS Touch or Prospects CRM to set their branding. This branding includes

- Logo
- 3 Colors

Agents can choose from a preset brand, based on a national franchise. Or they can upload their own logo and set their own colors.
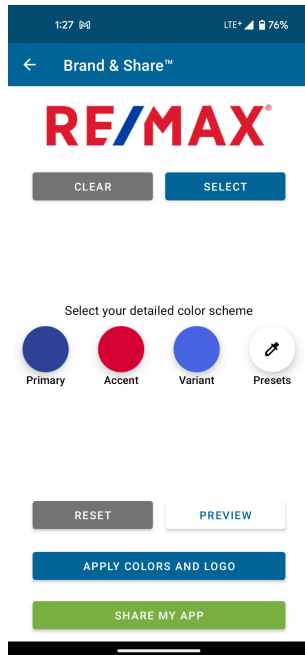
When set this branding appears in the agent's OneHome portal as well.

New Capabilities

We are expanding the branding capability beyond MLS touch. So agents can manage their brand (logo and colors) from a new interface called the Branding Center.

An agent's brand will be displayed to their clients consistently across OneHome, MLS Touch and Matrix Emails.

Agents will be able to:
- Access the new Branding Center from Clareity, Matrix, OneHome & MLS Touch
- Select from franchise brands
- Create their own brand
- Apply their brand in Matrix Emails, OneHome, MLS Touch, Prospects CRM and more
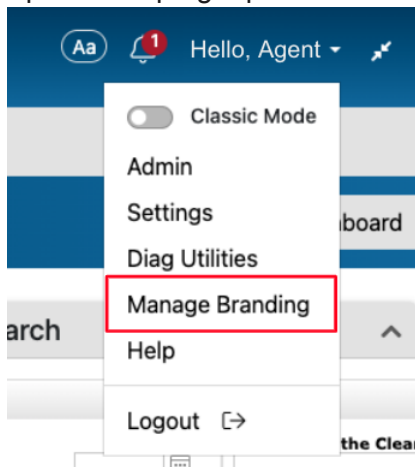
Accessing the Branding Center

Agents will be able to access the Branding Center from Matrix, MLS Touch, OneHome Agent Portal.
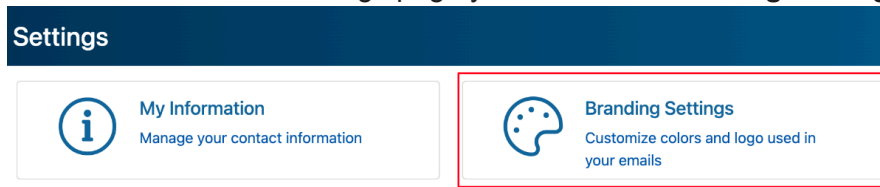
Matrix - Release 12.4.0

Agents can access the Branding Center from Matrix in 2 ways:

1. Open the top right profile menu and select **Manage Branding**

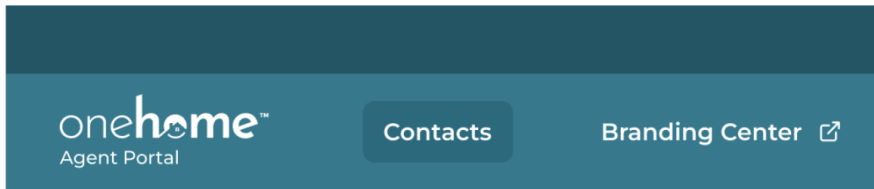2. In the Profile Menu > Settings page you will find a **Branding Settings** tile

In addition to the Manage Branding link, we also recommend MLSs add a dashboard tile and news item.
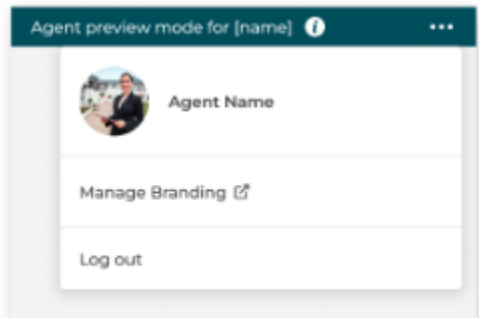
OneHome Agent Portal

Agents will be able to access the Branding Center from the OneHome Agent Portal. They must be signed in to access the links below
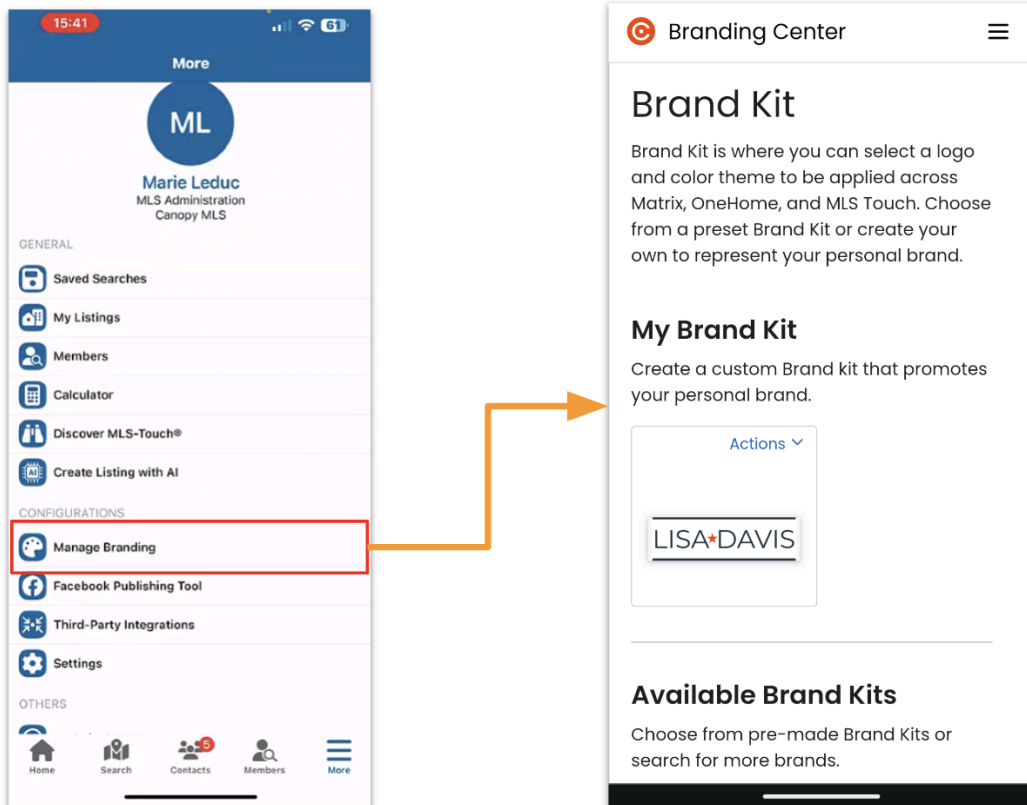
1. Main Menu - Branding Center
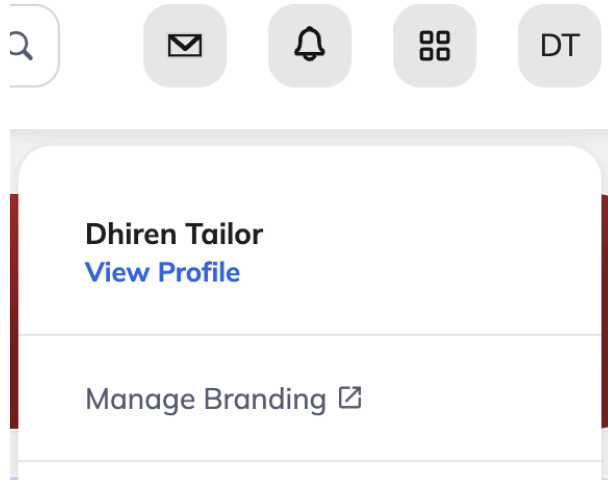

2. Profile Menu - Manage Branding

MLS Touch - Release 4.1

Agents can access the Branding Center from MLS Touch by opening the menu and selecting **Manage Branding**

Clareity

If your MLS uses the Clareity dashboard, users can access the link from the profile dropdown in the top right corner.

Brand Kit Options

Using the Branding Center, agents will be able to select from a variety of branding options
- Unbranded
- Office
- Search Additional Brands
- Create their own brand

Quick Available Brand Kits

Branding Option	Notes
Use your Office Brand	The Branding Center will do its best to match an agent to their office. If the office belongs to a major franchise brand, the agent will be able to select it as their brand. If an agent chooses to use the office brand, the Branding Center will be able to track when they change offices, so that office brand automatically updates.
Search for a Brand	Agents will have the ability to search for a major franchise brand (e.g Century 21).

	Choose from additional brands Century 21 ✕ CENTURY 21 Century 21 The list of these presets are migrated from MLS Touch.
Reset to Unbranded	Resetting to Unbranded will revert to the "default" state. ❖ Unbranded OneHome & Matrix will show the OneHome branding in the Website and Emails. MLS Touch will show a generic logo and color

Creating Your Own Brand

Agents want to stand out from the crowd, and distinguish themselves with their own branding. The Branding Center will allow agents to upload their own Logo and set 3 colors for their brand look at feel.

My Brand Kit

Create a custom Brand kit that promotes your personal brand.

Create Your Own

Agents can upload a Logo and set 3 Colors (Primary, Secondary and Accent)

Create Your Own Brand Kit ✕

Build your own Brand Kit to represent your personal brand across our products.

1 **Start with a logo**
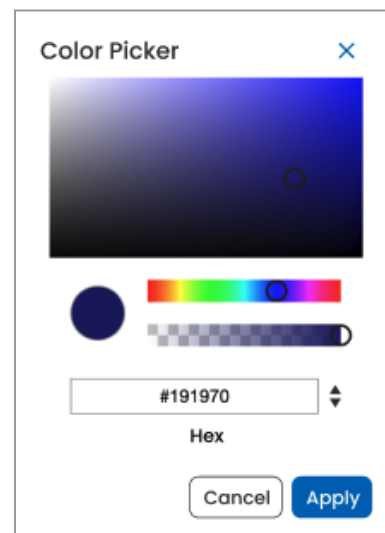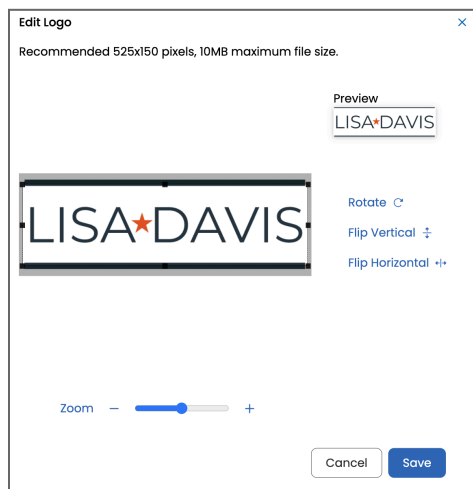Recommended 525x150 pixels, 10MB maximum file size.

```
Drag image here
⬆
Upload from computer
```

2 **Choose your colors**
Primary color will be applied to banners and headers, Secondary color is for accents, such as buttons.

Primary	Secondary	Variant
＋	＋	＋
Add Color	Add Color	Add Color

3 Review the Brand Kit. If everything looks good save it to make it active across all your products.

Cropping tools and color pickers will be available when the agent uploads the logo

Edit Logo ✕

Recommended 525x150 pixels, 10MB maximum file size.

Preview
LISA★DAVIS

LISA★DAVIS

Rotate ↻
Flip Vertical ↕
Flip Horizontal ↔

Zoom — +

Cancel Save

Color Picker ✕

#191970

Hex

Cancel Apply

Branding Center will auto suggest the colors based on the uploaded logo

1 **Start with a logo**
Recommended 525x150 pixels, 10MB maximum file size.

LISA★DAVIS

Change ⬆   Remove 🗑

2 **Choose your colors**
Primary color will be applied to banners and headers, Secondary color is for accents, such as buttons.

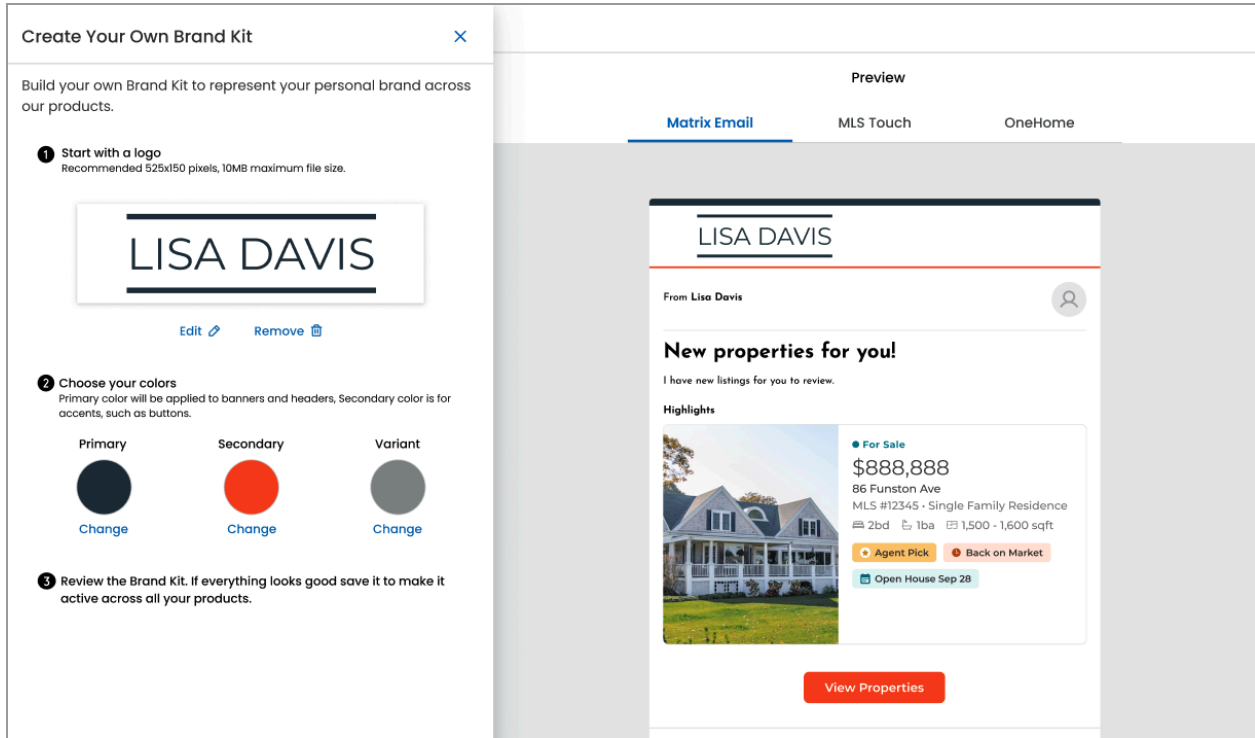| Primary	Secondary	Accent
⬤	⬤	⬤
Change	Change	Change

✦ We've chosen these colors from your logo, but you're welcome to adjust them to your liking.

A preview of the branding will be shown as the agent updates the Logo and Colors

Selecting **Save & Activate** will enable the brand to make it available across our real estate products

Branding Previews

When a brand is active, agents and their clients will see it in Matrix Emails, MLS Touch and OneHome.

Preview Type	Notes
Matrix Emails Emails (e.g Direct or Auto emails) sent by the agent to their clients will include the logo along with primary and secondary colors above and below the logo.	**Emails will be Branded in Matrix Release (12.4.0)** The preview tab for Matrix Emails will only be shown when the MLS updates their Matrix instance to the above release version. The emails will be branded in the following areas

	Primary Color ─── (top bar) **Logo** ─── Home Team | kw KELLERWILLIAMS **Secondary Color** ─── From Lisa Davis DT ─── **Primary Color & Contrasting White or Black Initials** (When agent has not uploaded a headshot in the Matrix OneHome tab) **New properties for you!** I have new listings for you to review. **Highlights** ● For Sale $888,888 For this share 86 Funston Ave San Francisco, CA, 93108 MLS #12345 - Single Family Residence 🛏 2bd 🛁 1ba ⊞ 1,500 - 1,600 sqft ● Agent Pick ● Back on Market 📅 Open House Sep 28 🏠 80% **Secondary Color & Contrasting White or Black text** ─── View all properties Got a question or looking for more guidance? Visit the OneHome Help page Delivered by CoreLogic, Inc. | 40 Pacifica, Irvine CA 92618 Want to stop receiving emails? Unsubscribe. © 2023 CoreLogic, All Rights Reserved. **Accent Color** ─── (bottom bar)
MLS Touch/Client MLS Touch & Client applications will display the agent's logo along with primary color on buttons and navigation	2:51 ᵃ..ᵈ ⬢ ▣ **Logo** ─── **LISA DAVIS** Hi Lisa Davis ✉ ⊙ **Primary Color & Contrasting White or Black text** Used in all tiles and icons ─── (tiles: Advanced Search, Map Search, Saved Searches, Search by Number, My Favorites, InstaView, My Agent) 🏠 Home Search Messages Calculator ≡ More

OneHome

OneHome Client and Agent portals will display the agent's logo along with the primary and secondary colors above and below the logo.

The primary and secondary colors will also be shown in the agent's profile card.

Desktop Preview

Mobile Preview

Screenshots & Videos

Branding Kit Screenshots
- [Branding Center – Getting Started](#)
- [Branding Center – Start with your Logo](#)
- [Branding Center – Branding Kit](#)
- [Branding Center – MLS-Touch / Prospects Mobile](#)
- [Branding Center – OneHome Mobile](#)
- [Branding Center – OneHome Desktop](#)
- [Before Image](#)
- [After Image](#)

Branding Kit Video Walkthrough
- [Linked Video](#)

Branding Center Pre Launch

Objective

Let your members/subscribers know about the upcoming Branding Center feature, how to access it, and what it can do for them. Format according to your own branding guidelines.

Marketing Asset
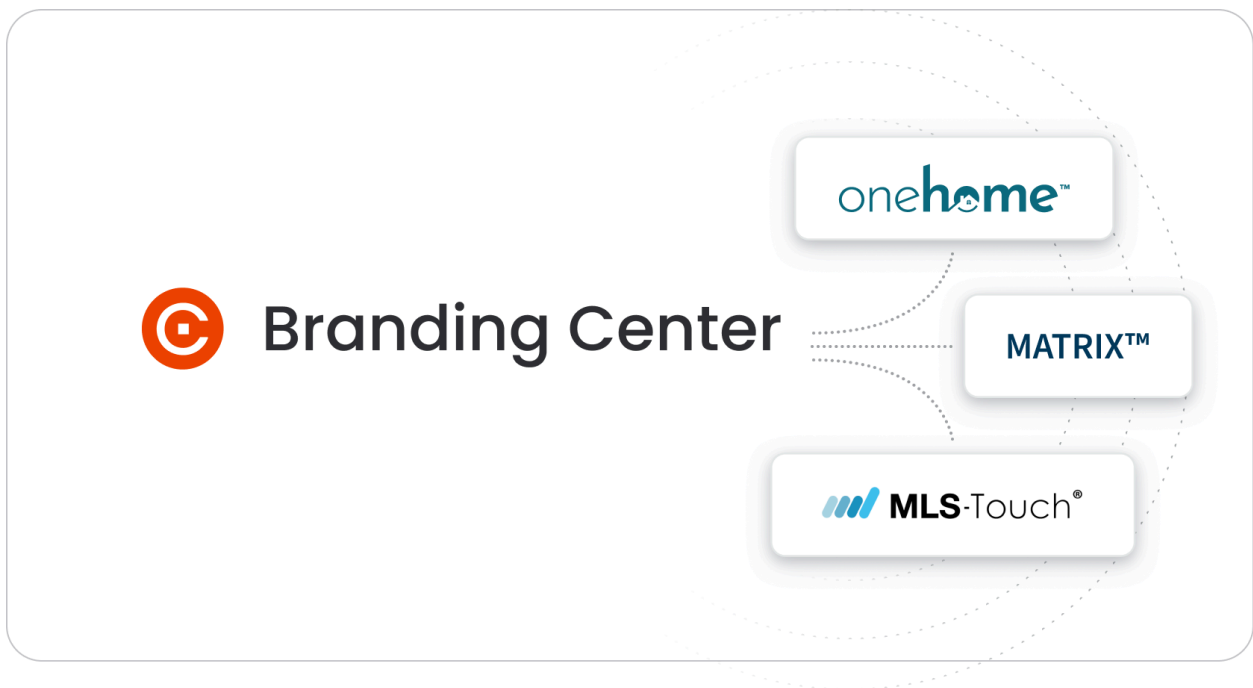
**Click Here To Download**

Matrix News and Member Email Copy
Format according to your own brand guidelines.

Branding Center is coming for [MLS Name] members!
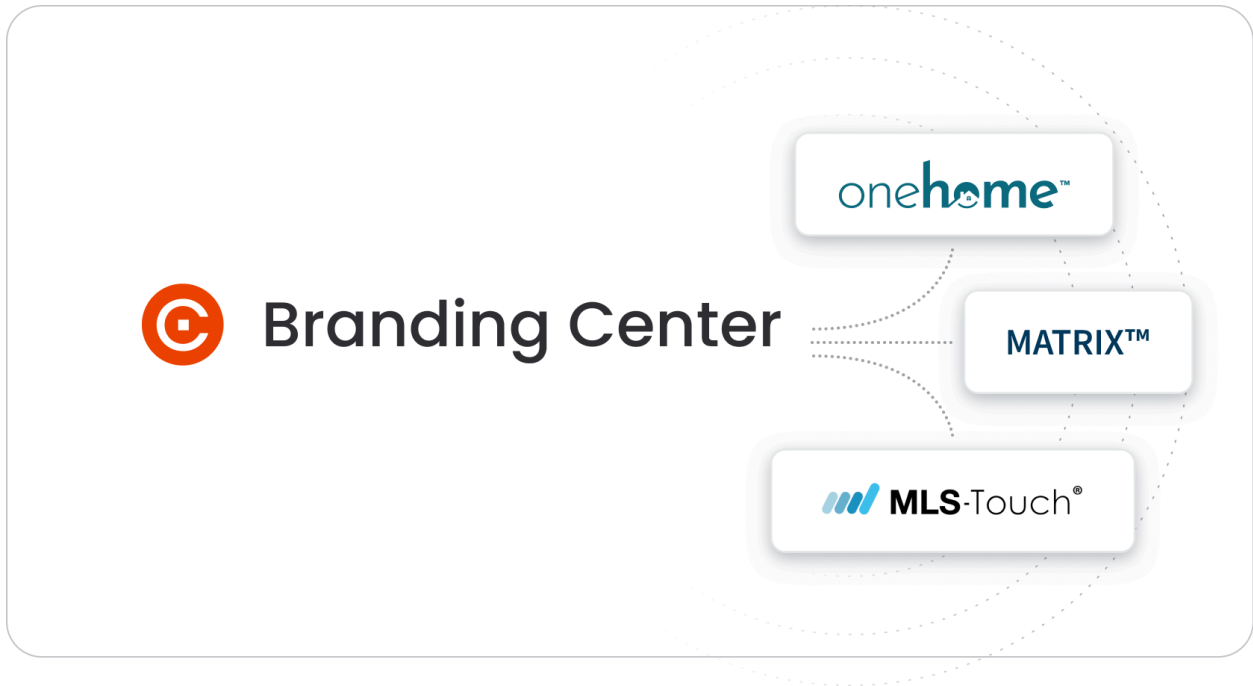
Being a real estate agent is one of the most competitive roles in the market today, which is why it is essential to stand out.

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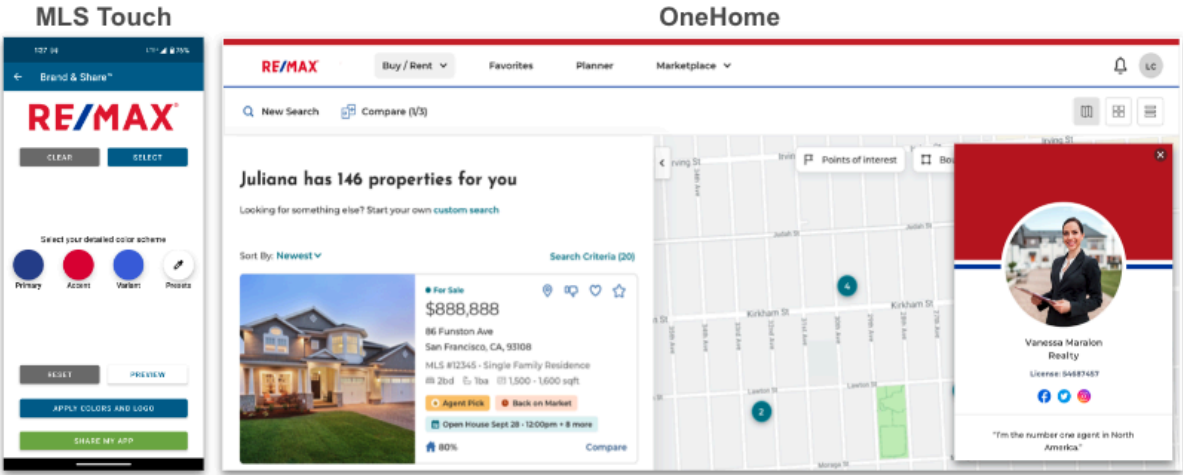
We have expanded this capability with Branding Center, so agents can manage their logo and colors from Matrix, MLS Touch and OneHome.

For a quick overview, check out the training video on **YouTube**

Branding Center Features

This will include a modern interface, providing agents with the ability to:
1. Select from a list of major franchise brands
2. Create their own brand by uploading a logo and setting their colors
3. Preview what their branding will look like in Matrix emails, MLS Touch and OneHome

Accessing the Branding Center

Agents will be able to access the Branding Center from Matrix, MLS Touch and the OneHome Agent Portal.
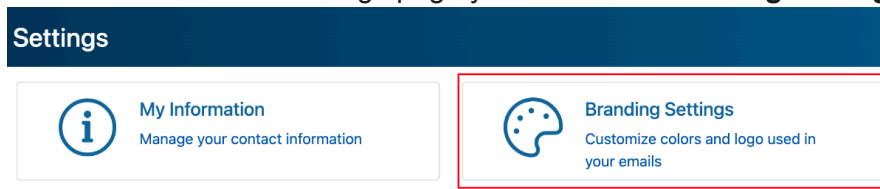
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Agents can access the Branding Center from Matrix in 2 ways:

1. Open the top right profile menu and select **Manage Branding**

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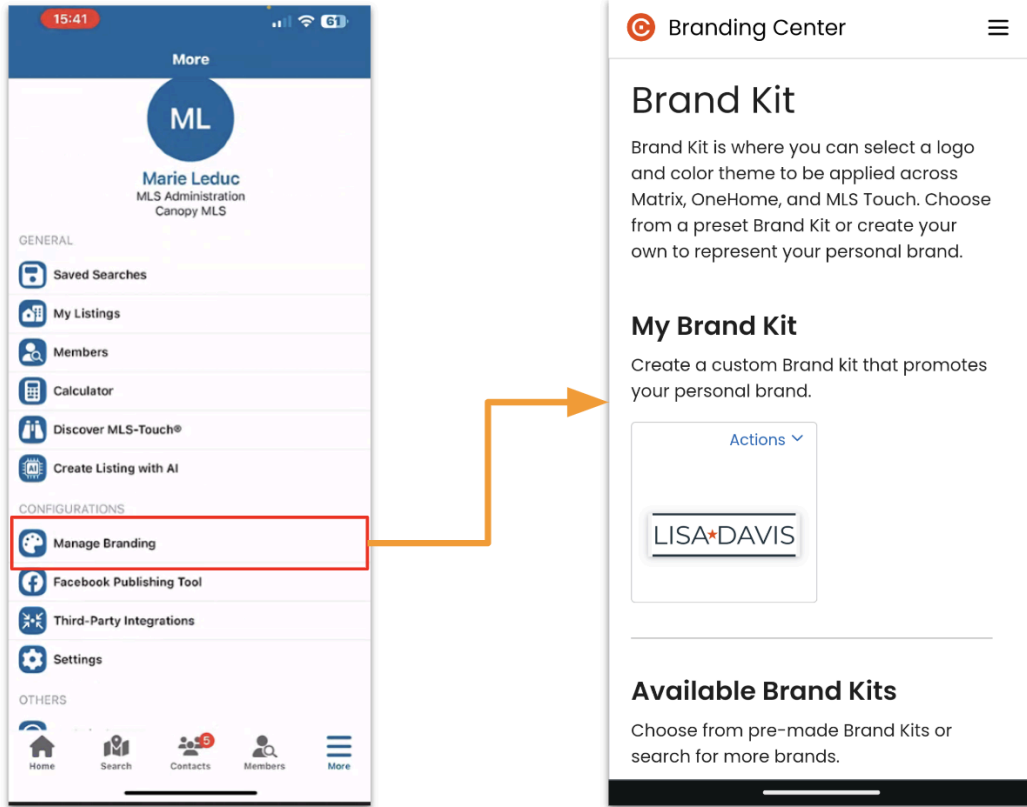
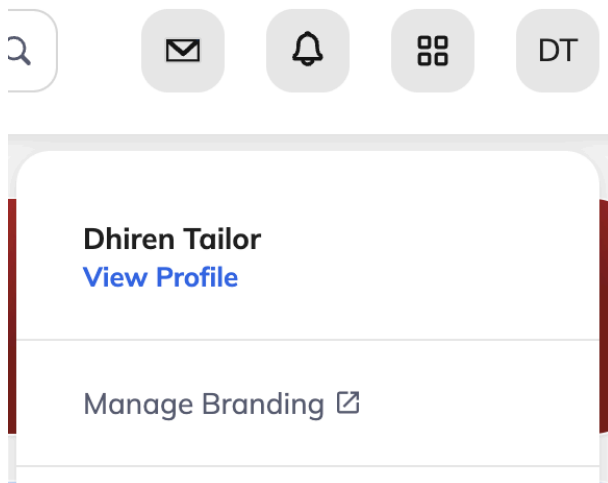3. Main Menu - Branding Center

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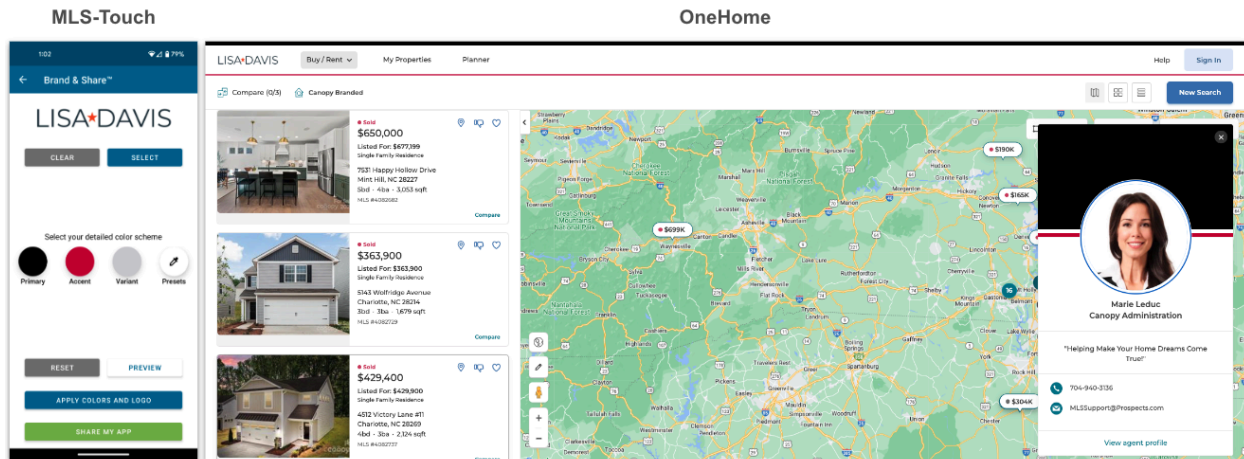
Branding Center Post Launch

Format according to your own brand guidelines.

The Branding Center is now available for [MLS Name] members!
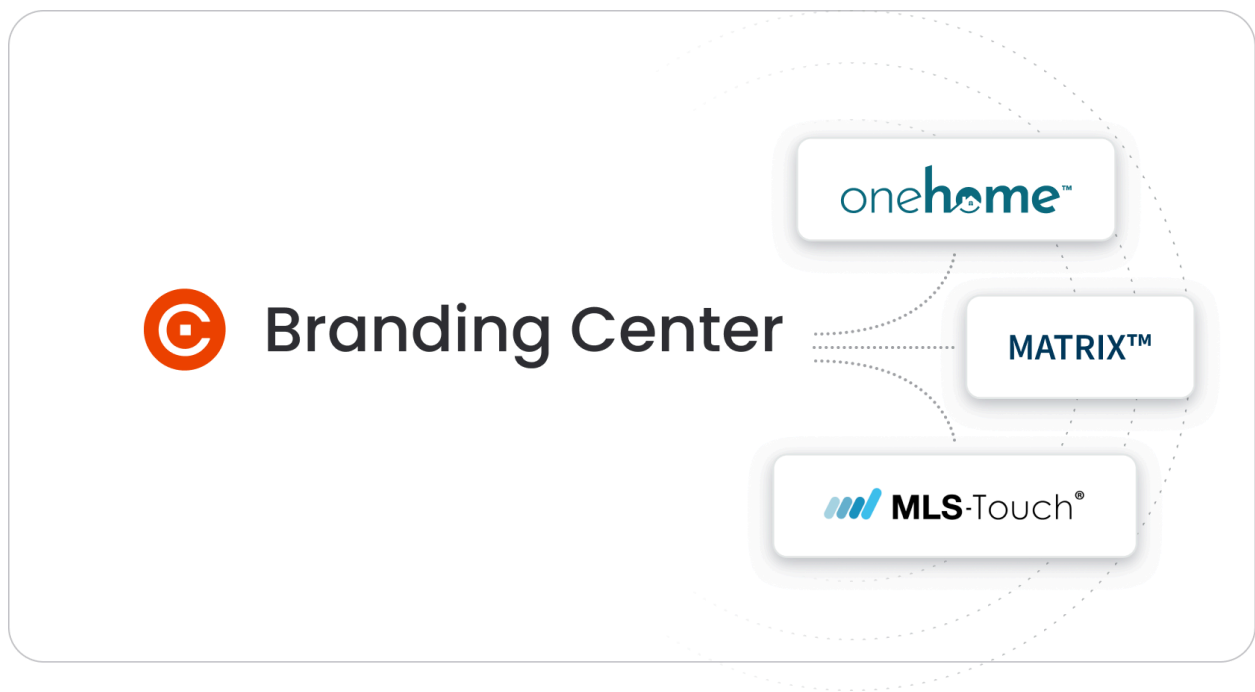
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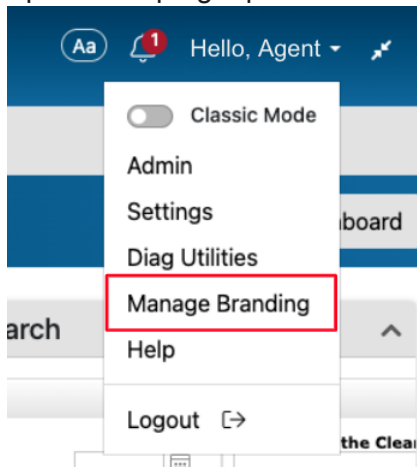
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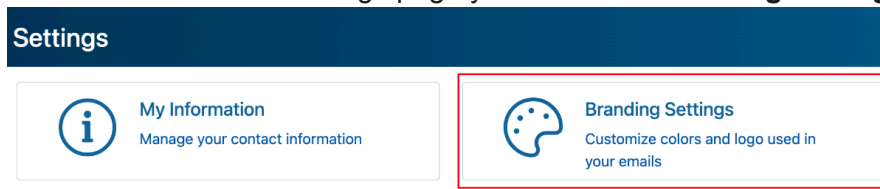
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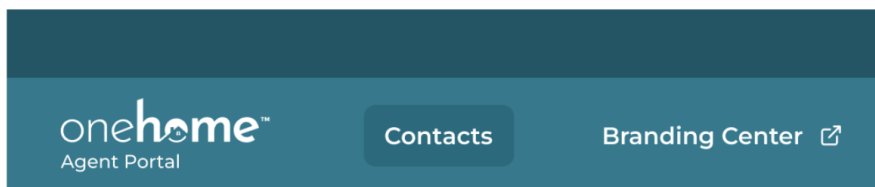3. Open the top right profile menu and select **Manage Branding**

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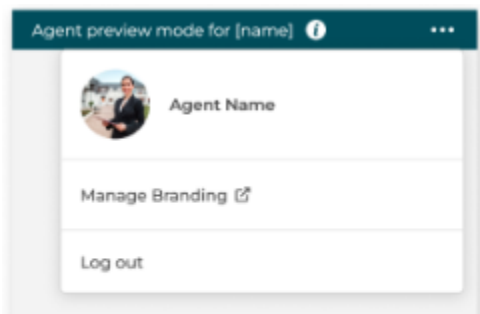

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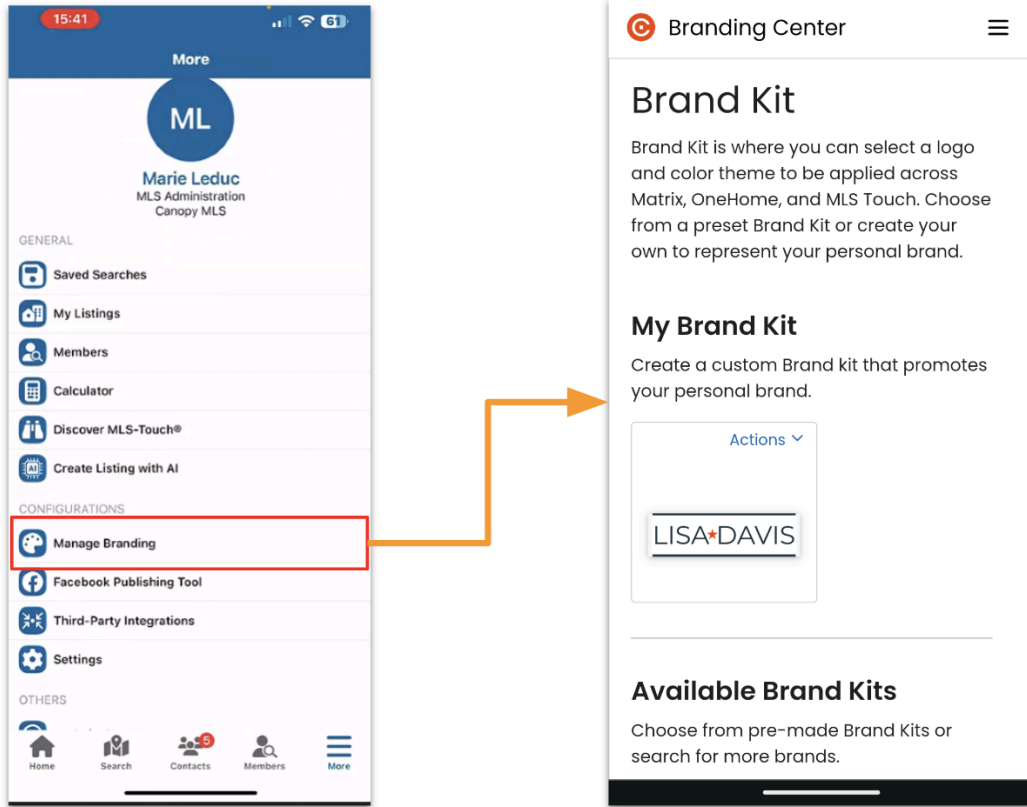
5. Main Menu - Branding Center
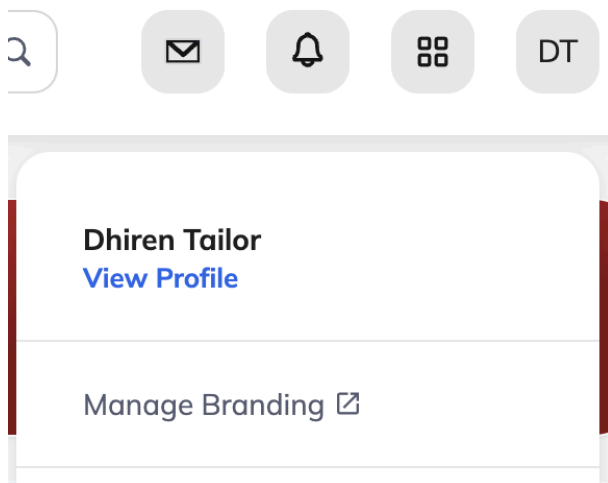

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LINKS

[LMS](#)
[TRAINING VIDEO](#)
[MARKETING KIT](#)