

We're scrappy, and not big on rules, but here's a few guidelines to help you bring our brand to life.

HOMEPRO

1

Freedom

2

Personality

3

Branding

4

Usage



30'-0"

30'-0"

1

Freedom

Most consumers will see **HOMEPRO** as another property management platform— but we're more than that.

To even have a seat at the table, our products have to perform better than everything else out there.

We're self-funded and growing. This type of freedom is rare in the space, and allows us to create the products we wish existed.

From Property Management, to Sales & Escrow, to AI tools. Our products speak to the conscious landlords who make an effort to purchase brands that align with their personal values and beliefs.

We're always working on refining our products to empower landlords to be the best versions of themselves, and to demonstrate why we're the tech company that's on their side.



2

Personality

Your personality is enduring and makes you you. Ours helps us maintain consistency in everything we put out into the world. Our brand's personality can be summed up with a few words.



Opinionated

Every product we develop is grounded in an informed point of view— Through personal experience, listening to users, and taking calculated risks.

This way of thinking creates clarity and connection with our users, and allows us to be opinionated in how we focus on solutions to meet users' needs.



Inclusive

Real estate has provided generations of investors with wealth. Historically, that upward mobility has been reserved for those with capital, connections and efficiency. **HOMEPRO** aims to turn that idea on it's head. There is no moat. We consider transparency and inclusion in every feature we build.

As **HOMEPRO** grows, you can count on a trustworthy and reliable experience each time you engage with us.

3

Branding

Logo

You may use our logo when mentioning us or when using our data. Please do not alter our logo, add effects, or change its colors.

Name

The proper way to write our name is HOMEPRO, a single word with capital letters. Not homepro, homePro, or HomePro.

HOMEPRO

HOMEPRO

HOMEPRO

Style Guide

Font

Rubik

Colors



#509BD6



#243865

4 Usage

App Intelligence

HOMEPRO utilizes state of the art machine learning in order to identify common home repairs with high accuracy. Results provided have not paid for placement.

Attribution in Coverage

You may use company information we publish publicly as long as you provide proper attribution.

- When used inline, add "provided by HOMEPRO".
- When used as a reference, add "Source: HOMEPRO".
- When used online, make sure to link to our website: <https://www.home-professional.com>.