



SecureMyOffer

BRAND & MARKETING USAGE GUIDE



PURPOSE OF THIS GUIDE

This document outlines how SecureMyOffer (SMO) Members can promote Home Seller Closing Insurance within their own marketing while using the SecureMyOffer brand correctly and consistently. **The goal is to protect the SMO brand**, avoid consumer confusion, and help REALTORS® confidently market the product in a way that builds trust and drives adoption.

Our goal is to make it easy for you to talk about SecureMyOffer in a way that **builds trust with sellers, strengthens your own brand**, and helps more homeowners understand the value of Home Seller Closing Insurance.



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01. POSITIONING YOUR PARTNERSHIP WITH SECUREMYOFFER CORE PRINCIPLE

Core principle



SecureMyOffer is designed to **support and enhance your brand**, not compete with it. REALTORS® are encouraged to reference SecureMyOffer as the trusted provider behind Home Seller Closing Insurance, while continuing to lead with their own brand and client relationships.

How to describe the relationship



Use language such as:

- “We offer Home Seller Closing Insurance powered by SecureMyOffer.”
- “Through SecureMyOffer, our clients can access Home Seller Closing Insurance.”
- “We’ve partnered with SecureMyOffer to offer Home Seller Closing Insurance to sellers.”

DO



- Position SecureMyOffer as a product provider or platform
- Keep the focus on your service, your expertise, and your value to clients
- Use SecureMyOffer to support your offering, not replace your branding

DON'T



- Imply you represent SecureMyOffer
- Suggest SecureMyOffer endorses you specifically
- Present yourself as “SecureMyOffer” or “official SecureMyOffer”

02.

PRODUCT NAMING & REQUIRED MESSAGING

Approved product name



The product must **always** be referred to as:

Home Seller Closing Insurance

This wording should be used consistently across:

- Websites
- Listing presentations
- Emails
- Social media
- Ads and landing pages

DO

- Use the full product name on first reference
- Keep messaging simple and consumer-friendly



Acceptable secondary descriptors



You may add short clarifiers such as:

- “Home Seller Closing Insurance by SecureMyOffer”
- “Home Seller Closing Insurance (powered by SecureMyOffer)”

DON'T

- Rename the product
- Use abbreviations or invented names
- Position it as a warranty, legal service, or guarantee



03.

LOGO USAGE GUIDELINES

General rules



- Only use approved SecureMyOffer logos provided in the brand kit
- Do not alter, stretch, recolor, or redraw the logo
- Maintain clear space around the logo at all times

Co-branding hierarchy



- Your logo should appear first or more prominently
- SecureMyOffer should appear as a secondary or supporting brand

DO

- Use approved logo files only
- Follow spacing and minimum size rules from the brand kit



DON'T

- Create combined or hybrid logos
- Place SecureMyOffer's logo in a way that overpowers your own
- Use outdated or unofficial logos



THE LOGO



TYPEFACE

Articulat medium
-2% Letter Spacing



04.

TONE, VOICE & MESSAGING GUIDANCE

Recommended tone



- Clear
- Professional
- Reassuring
- Consumer focused



Messaging principles

- Focus on seller protection, peace of mind, and smoother closings
- Emphasize value, not fear
- Keep explanations simple and jargon free



Example messaging

- “Home Seller Closing Insurance helps protect sellers from unexpected issues that could delay or derail closing.”
- “It’s an added layer of confidence for sellers during one of the biggest transactions of their lives.”



Avoid

- Legal or technical over-promising
- Absolutes (e.g. “guaranteed,” “risk-free”)
- Claims that SecureMyOffer replaces legal advice

05.

DIGITAL, SOCIAL MEDIA USE & PAID MEDIA

Websites & landing pages



- SecureMyOffer should be presented as part of your service offering
- Use your branding, colours, and voice first
- Link to SecureMyOffer only where appropriate

DO



- Educate sellers on the benefit
- Share examples of how it fits into your process
- Ads promoting Home Seller Closing Insurance as part of your services
- Mentioning SecureMyOffer as the provide

Social media



- You may mention SecureMyOffer in posts promoting Home Seller Closing Insurance
- Your brand should remain the primary voice and identity

DON'T



- Impersonate SecureMyOffer
- Create accounts or handles using the SecureMyOffer name
- Ads that appear to be from SecureMyOffer directly
- Use of SecureMyOffer branding in a way that implies ownership or endorsement
- Misleading headlines or claims

06.

WHAT REQUIRES APPROVAL

Please seek approval before:

- Creating custom co-branded assets
- Producing large scale campaigns using SMO branding
- Launching paid ads heavily featuring SecureMyOffer

07.

QUESTIONS & SUPPORT

If you're ever unsure how to use the SecureMyOffer brand or product messaging:

- Default to leading with your own brand
- Use the approved product name
- Reach out to the SecureMyOffer team for clarification