

CoreLogic

AUS/NZ

Brand Identity Guidelines

Helping people
build better lives

SEPT 2023



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PURPOSE

Why we exist and the core belief that drives our every move (which is different to the nuts and bolts of what we do).

Our brand purpose helps us to:

- Express what we believe in at a big-picture level
- Define our worldview and the reason for our existence
- Inspire and motivate our internal teams and external audiences

A brand purpose is used internally and externally to provide the big-picture context to the work we do.

At CoreLogic, we know that behind all the numbers, algorithms and sophisticated data technology there are people, families, communities, whole countries. There are hopes, dreams, ambitions, journeys, expectations, fears, crossed fingers and vulnerability. It's those things that matter. And it's those things that we want to connect with, enable and tackle.

Helping people build better lives.

PURPOSE

MISSION

To make the property industry faster, smarter and more people centric.

At CoreLogic, we are imagining new possibilities to increase productivity, minimize risk, grow businesses and grow relationships. We strive to transform industries for the better through our innovative data science and analytics, technology, workflows, software and platforms. We help our clients better serve their customers every day.

VISION

To fuel a thriving global ecosystem and a more resilient society.

Our work has real meaning to people, businesses and society. With CoreLogic, the property ecosystem becomes stronger, more efficient and effective. We're creating a future where more people are able to achieve the dream of home ownership, more accessible and sustainable properties are built, risk is better managed and even mitigated. Ultimately, leading to more resilient communities, where both property and people thrive.

PURPOSE

VALUES

Be yourself.

Come as you are, be true to yourself, and bring original ideas. We are stronger because of our differences and the unique experiences each of us brings. We value individuality, diversity, inclusiveness, and equity.

Lift people up.

Operate with empathy and integrity. When we put people first, we build better relationships, trust, and resiliency. In turn, this sustains stronger communities.

Make an impact.

Take personal initiative, own the results, learn from mistakes, and always look to improve. When we commit to improve something every day, we positively impact individuals, businesses, and society.

Clients first.

Clients are our North Star. We strive to know their businesses as well as our own. We co-create and collaborate to grow businesses and relationships. When that happens, we all win.

Innovate, always.

See the bigger picture. Be bold, think big, and ask 'what if'. We value brave ideas and insight that exponentially unlock new possibilities to better serve people throughout the property ecosystem.

Set the pace.

Operate with speed, agility, and purpose. We are the heartbeat of the property market, dynamically adapting and evolving the way the industry works for the better. We value the clarity, focus and energy it takes to be the industry leader.

LOGO

This is the primary version of the CoreLogic logo.

The logo is comprised of our black word mark and red square symbol. The custom word mark cannot be typed, and the square full-stop adds a ownable, visual punctuation to the logo.

Whenever possible, we suggest that you use this logo against a white or lighter-colored background for maximum contrast. The color values are as followed:

CMYK: 0-89-100-0

RGB: 239-68-35

HEX: EF4400

For general logo usage please refer to the following pages.

CoreLogic

LOGO - REVERSED

Where possible, use the white reverse logo on the CL orange.

CoreLogic

Where possible, use the CL orange logo on the CL grey background only.

CoreLogic

LOGO - CLEAR SPACE

Giving our logo room to breathe will make it more impactful.

In order to maximize its visual presence, the word mark requires a surrounding area clear of any other graphic elements or text.

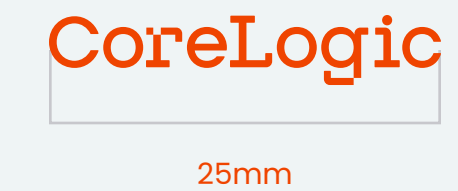


LOGO - MINIMUM SIZE

To ensure legibility at all times, the minimum size for the MinterEllison logo has been specified as:

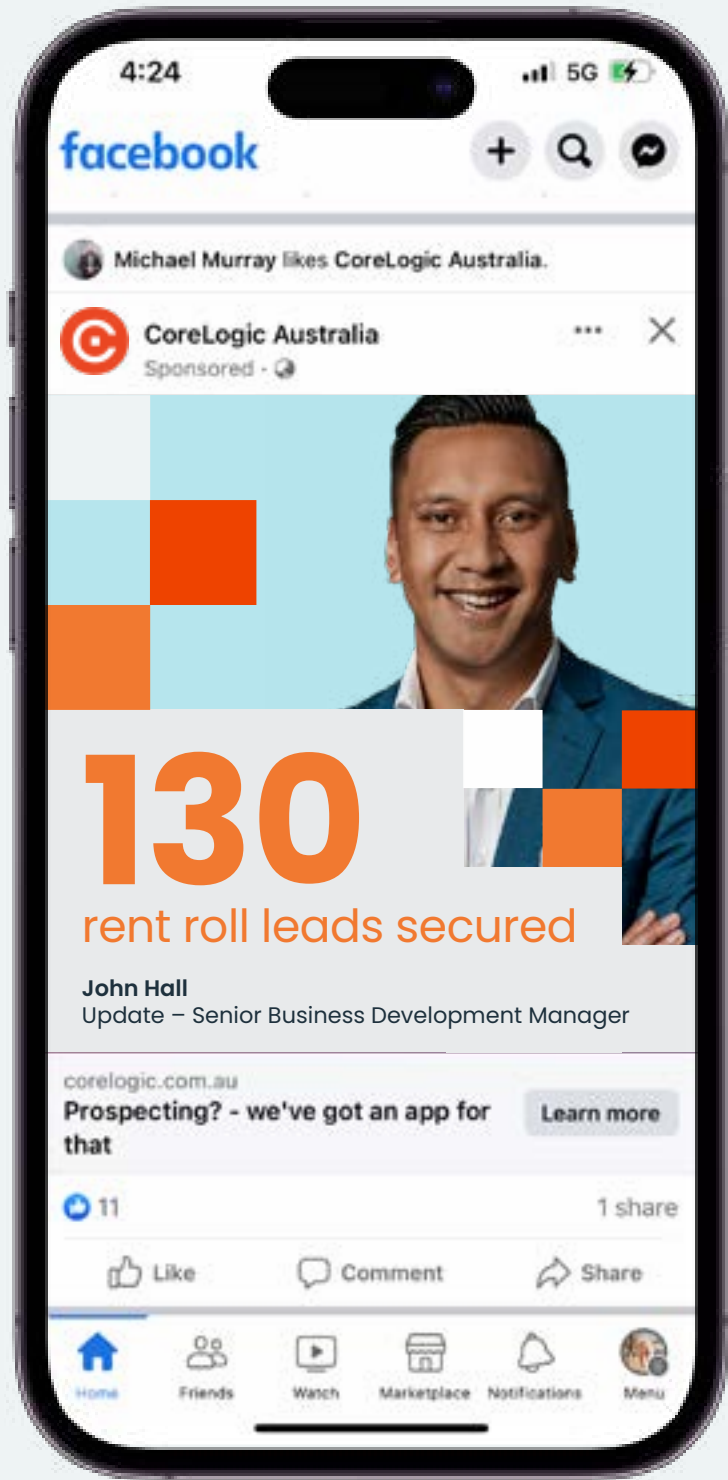
- 25mm wide for printing of the Horizontal logo
- 12mm wide for printing of the Stacked logo

Please note that the minimum sizes specified here are for a best case scenario. In practice, legibility varies depending on the application, stock and reproduction method. If in doubt, conduct a print/reproduction test prior to final output.



LOGO - SOCIAL GLYPH

The social glyph should only be used as an icon on social channels, and should never be used instead of - or live next to - our hero CoreLogic wordmark.



LOGO - WHAT NOT TO DO

- Don't stretch it
- Don't re-colour it
- Don't separate the elements
- Don't outline it
- Don't add to it
- Don't re-proportion it
- Don't re-draw it
- Don't add new colours

If you're not sure,
please ask.

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Core
Logic

CoreLogic

CoreLogic
property
data +
insights

CORELOGIC

CoreLogic

TYPOGRAPHY

Our typographic family reinforces our brand identity.

As with our logo, consistent use of our corporate typefaces further reinforces CoreLogic’s brand identity.

Poppins is a full-featured, highly legible font family. Large counters and a generous x-height make Poppins substantial and accessible to ensure that it is clearly legible even in small font sizes.

For general Powerpoint we use the regular versions of the font, and on occasion we bold to highlight important text.

Note for the website and certain campaign collateral we use Silka font family as heading only.

Please speak to the deign team if you need any further clarification on the above.

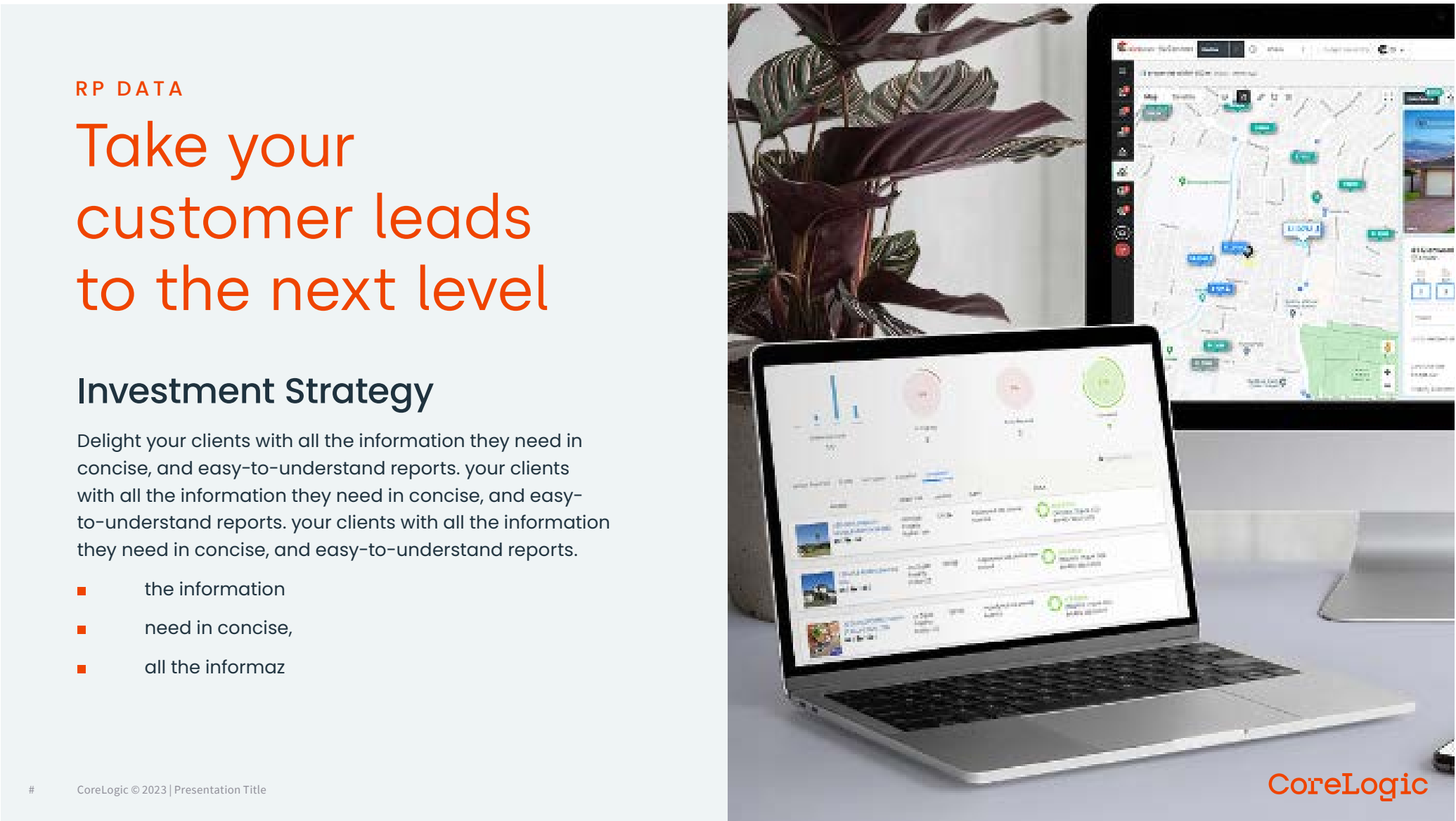
Poppins

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*

Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*



COLOURS

Our colour palette works with the logo and brand mark to bring excitement, life and consistency to our visual brand.

Primary colours

CoreLogic has used the primary colours of burnt orange and deep gray for many years, and those colours have become highly recognisable elements of our brand.

Use our primary colours for applications that:

- require maximum brand recognition, such as sales presentations
- are official or understated, such as stationery or precedent documents.

Secondary colours

The secondary colours can be used alongside our primary colours, to add visual interest and variation to our communications.

We predominantly would use them for our graphs and diagrams to highlight the various data points. See page XX for an example.

Primary

RGB 239/68/0 HEX ef4400 CMYK 1/88/100/10	RGB 31/50/62 HEX 1f323e CMYK 86/68/53/52	RGB 232/232/235 HEX e8e8eb CMYK 8/6/5/0
60%	60%	RGB 255/255/255 HEX ffffff CMYK 0/0/0/0
30%	30%	
10%	10%	

Secondary

RGB 242/122/49 HEX f27a31 CMYK 1/65/92/0	RGB 151/37/44 HEX 97252c CMYK 26/95/85/24	RGB 46/100/93 HEX 2e645d CMYK 82/42/60/25	RGB 12/81/127 HEX 0c517f CMYK 97/70/27/10
20%	30%	30%	30%
30%	20%	30%	40%
RGB 242/188/65 HEX f2bc41 CMYK 5/27/86/0	RGB 238/44/59 HEX ee2c3b CMYK 0/96/80/0	RGB 31/162/91 HEX 1fa25b CMYK 82/10/87/1	RGB 92/189/202 HEX 5bbcc9 CMYK 60/5/20/0

PATTERN

Using data insights to help build better lives.

Just like our purpose, our data insights run throughout our whole business.

The CoreLogic logo plays on light/dark to emphasise the data insights that capture the movements of our everyday lives.

We've taken these elements and built out various configurations of data patterns as a way to express that. We use them very subtly in marketing collateral, as part of our overall brand identity to give the brand some ownership and personality. As well as reinforce our business purpose and help build better lives.

See collateral samples on pages XX to XX for more details.

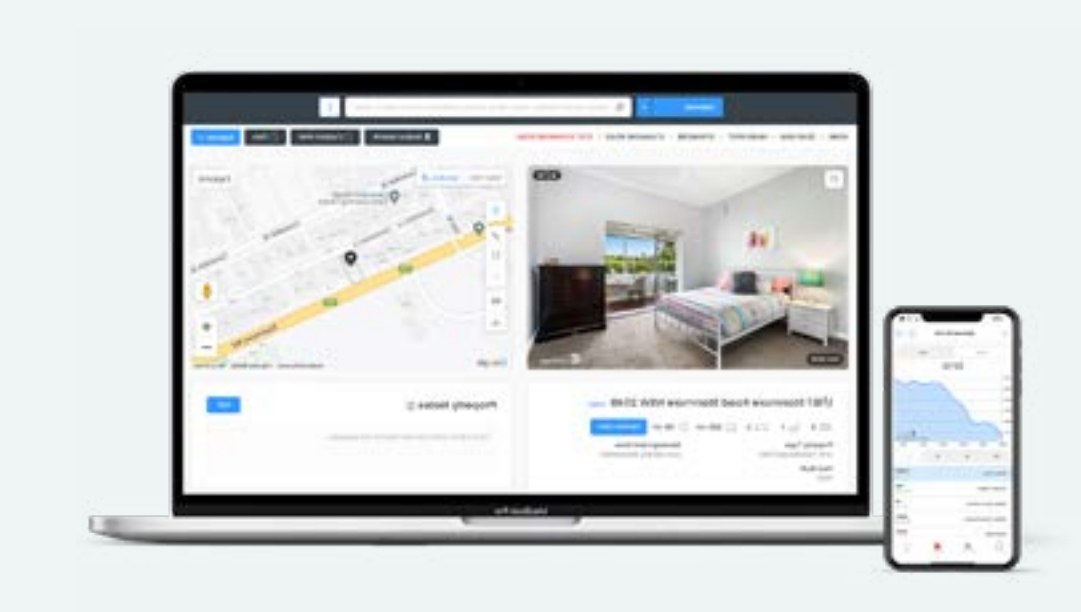
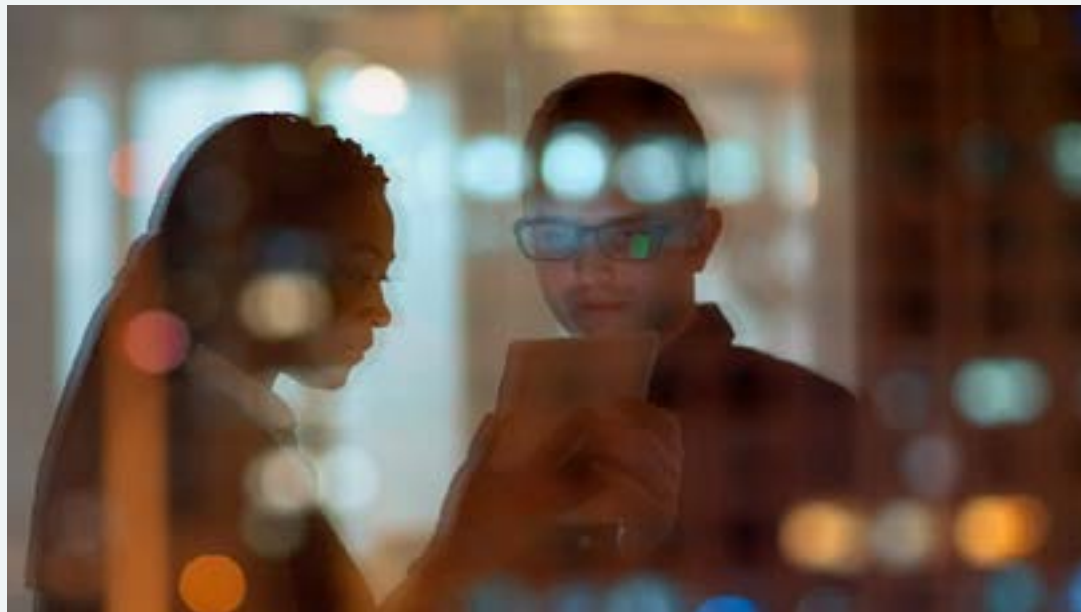
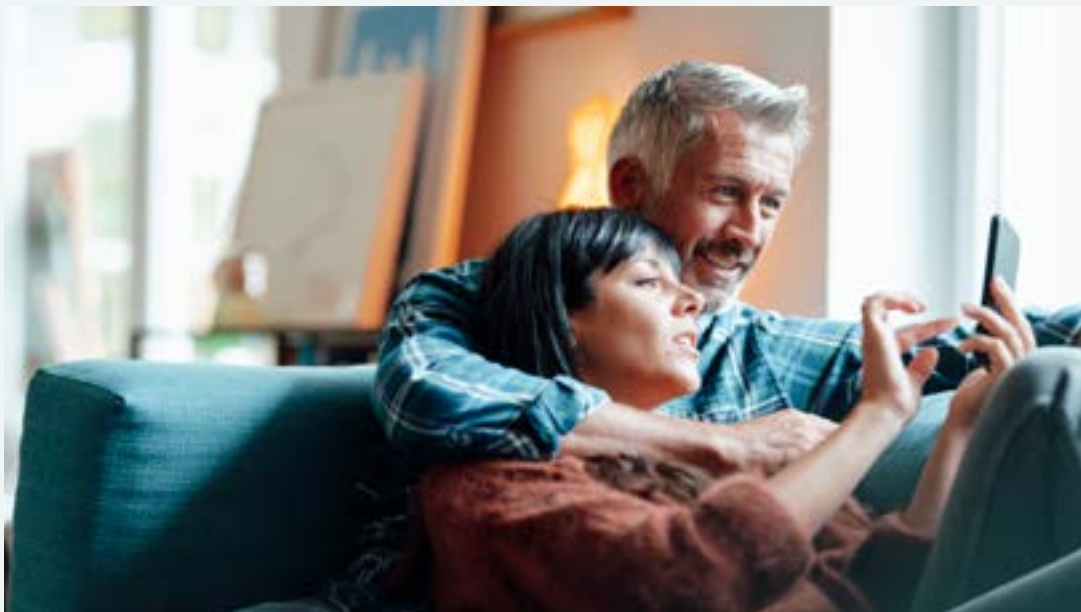


PHOTOGRAPHY

We have nine photography styles.

- 1 Real estate
- 2 Construction
- 3 Lifestyle
- 4 Data technology
- 5 Geographic
- 6 Line drawings
- 7 People on device with product
- 8 Products mockups
- 9 Portrait

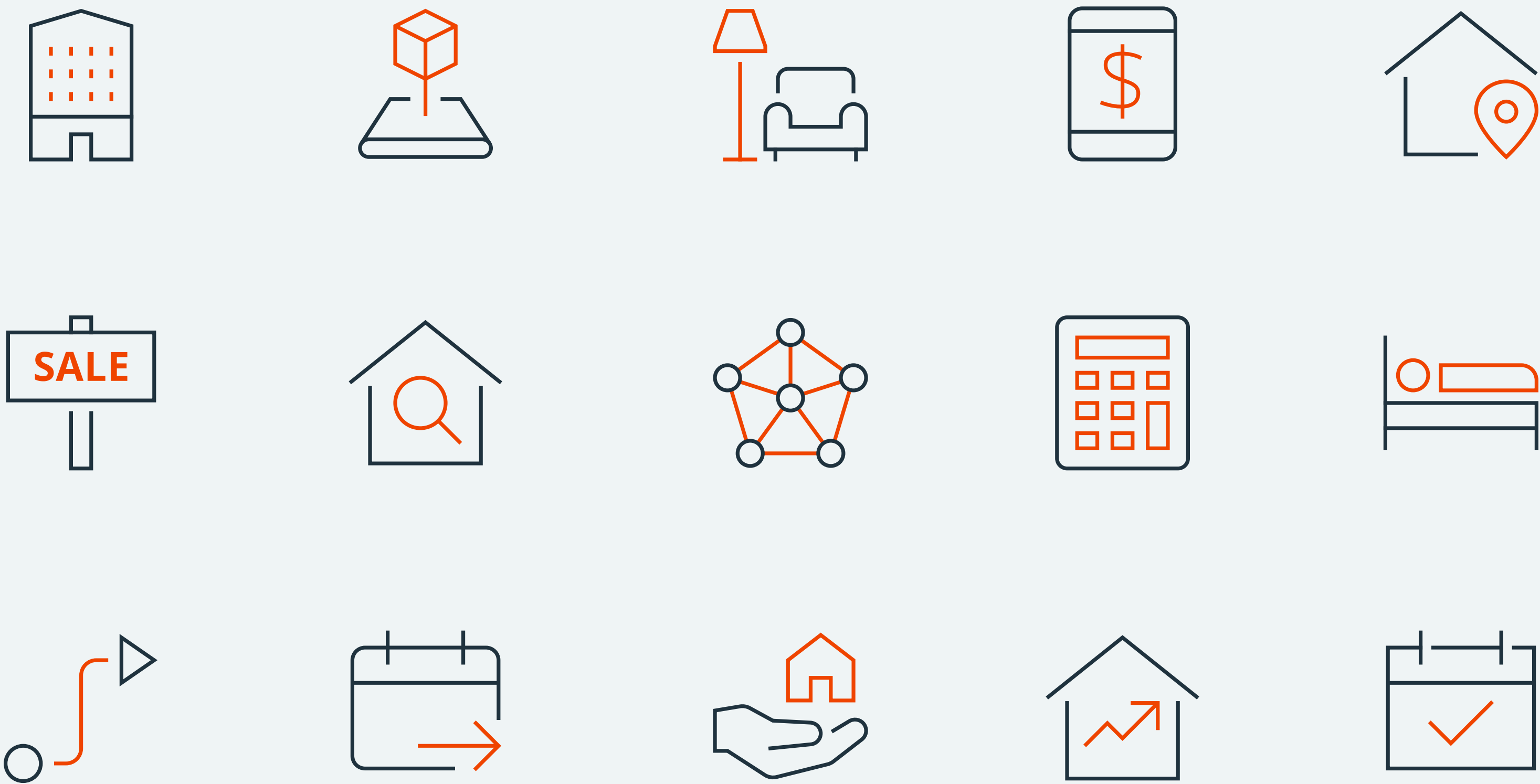
1	2	3
4	5	6
7	8	9



ICONOGRAPHY

Our large collection of over 600 icons span a range of industry, legal and consulting themes and are available for use in Microsoft® Powerpoint.

The outline style has a precise, analytical feel, with each icon coloured using CL orange and CL grey linework, making it recognisably CoreLogic.



GRAPHS/DIAGRAMS

Secondary

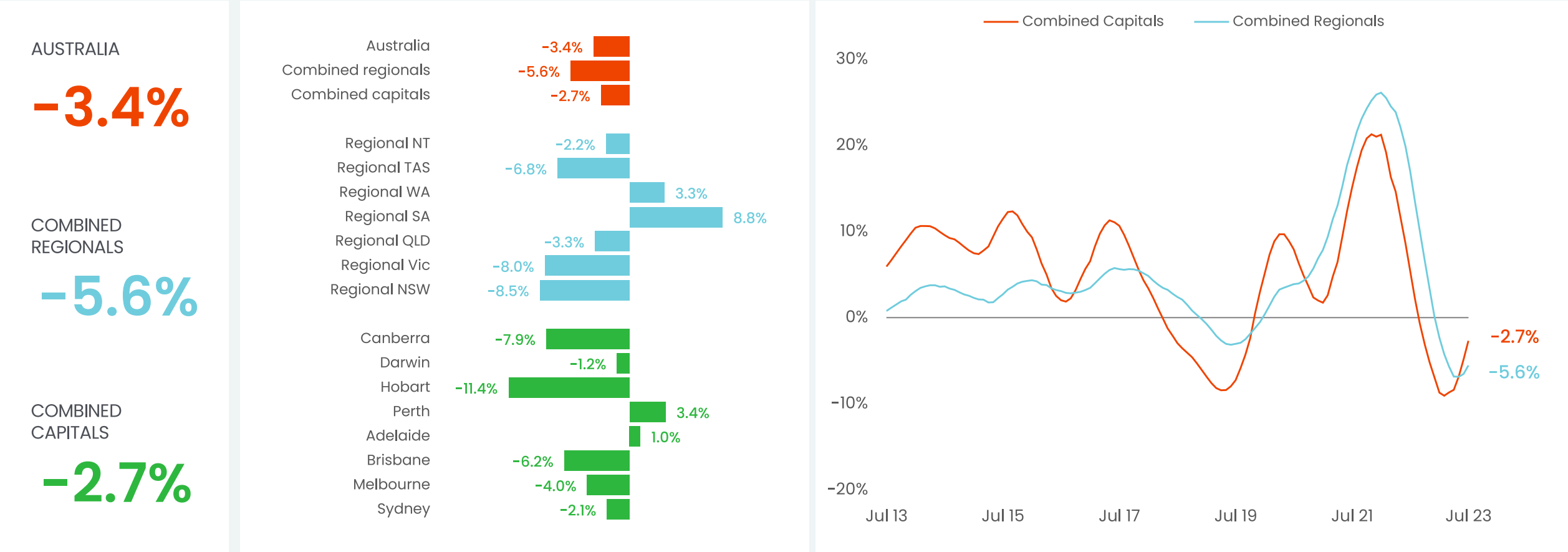
RGB 242/122/49 HEX f27a31 CMYK 1/65/92/0	RGB 151/37/44 HEX 97252c CMYK 26/95/85/24	RGB 46/100/93 HEX 2e645d CMYK 82/42/60/25	RGB 12/81/127 HEX 0c517f CMYK 97/70/27/10
20%	30%	30%	30%
30%	20%	30%	40%
RGB 242/188/65 HEX f2bc41 CMYK 5/27/86/0	RGB 238/44/59 HEX ee2c3b CMYK 0/96/80/0	RGB 31/162/91 HEX 1fa25b CMYK 82/10/87/1	RGB 92/189/202 HEX 5bbcc9 CMYK 60/5/20/0

AUSTRALIAN DWELLING CHANGES

12 month changes

Change in dwelling values, twelve months to July 2023

Rolling annual change in dwelling values



Applications

Our communications strategy and graphic elements are combined to create applications such as client pitches, presentations, advertisements and online graphics. The communication requirements are different for each, so colour combinations, layouts, messages and formats change to suit the task. However, if the approved strategy and graphic elements are used, all applications will work effectively and look like they come from CoreLogic.

POWERPOINT

Landscape presentations

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Harnessing the power of property data to fuel smarter property decisions

Property Investment Report

AUGUST 2023

PLEZZEL

For all aspects of your business

- Sales
- Property Management
- Projects
- Commercial
- Holiday

Instagram

Facebook

Google Display

CoreLogic

INDUSTRY CHALLENGE

But to reach them is difficult because social and digital is always changing it takes time effort and skill

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RP DATA

Take your customer leads to the next level

Investment Strategy

Delight your clients with all the information they need in concise, and easy-to-understand reports. your clients with all the information they need in concise, and easy-to-understand reports. your clients with all the information they need in concise, and easy-to-understand reports.

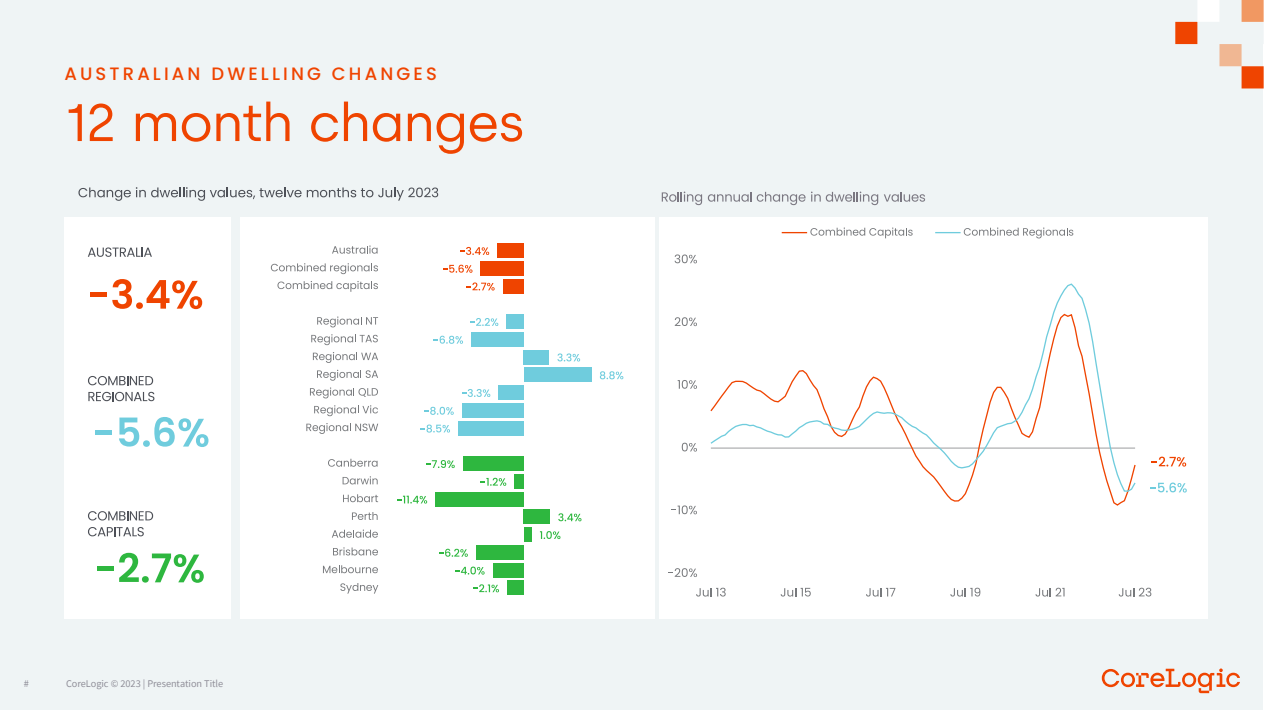
- the information
- need in concise,
- all the informaz

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INSIGHT

Your customers spend about 2+ hours a day on social media

CoreLogic



TITLE

Heading

Body Heading

Et eicia eatiam, cum autatlis eaquamusam, unt quas elum voluptate rerae lab in con ut et andoerumque eliquae ex ent laborit prat.

Body Heading

Et eicia eatiam, cum autatlis eaquamusam, unt quas elum voluptate rerae lab in con rersped mint asplitendest, ipsam qui omnimus ut et andoerumque eliquae ex ent laborit prat.

Body Heading

Et eicia eatiam, cum autatlis eaquamusam, unt quas elum voluptate rerae lab in con rersped mint eliquae ex ent laborit prat.

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HELPING SUPPORT THE ENTIRE

real estate life cycle

Research

Understand your market

- RP Data
- Market Trends

Prospect

Find and engage new prospects

- Plezzel - Just Sold, - Official Agent ads
- Enquiry management
- CET
- Marketing Suite

List

Engage and nurture prospects in your database

- Lead Sourcing
- RITA Digital Property Reports
- Enquiry Management
- CP

Sell

Win listings

- Proposals
- R3 forms (Agency agreements)
- RP Data CMA

Research

List - Promote your listings

- OTH
- Plezzel - Just Listed
- Enquiry/Buyer Management
- CP
- Marketing Suite

Sell

Support vendors through the negotiation process

- RP Data (conditioning vendors/buyers)
- AVM
- Comparables
- Market Trends

Research

Understand & improve business performance

- ABR Market Scorecard
- CP

UNPARALLELED DATA UNIVERSE

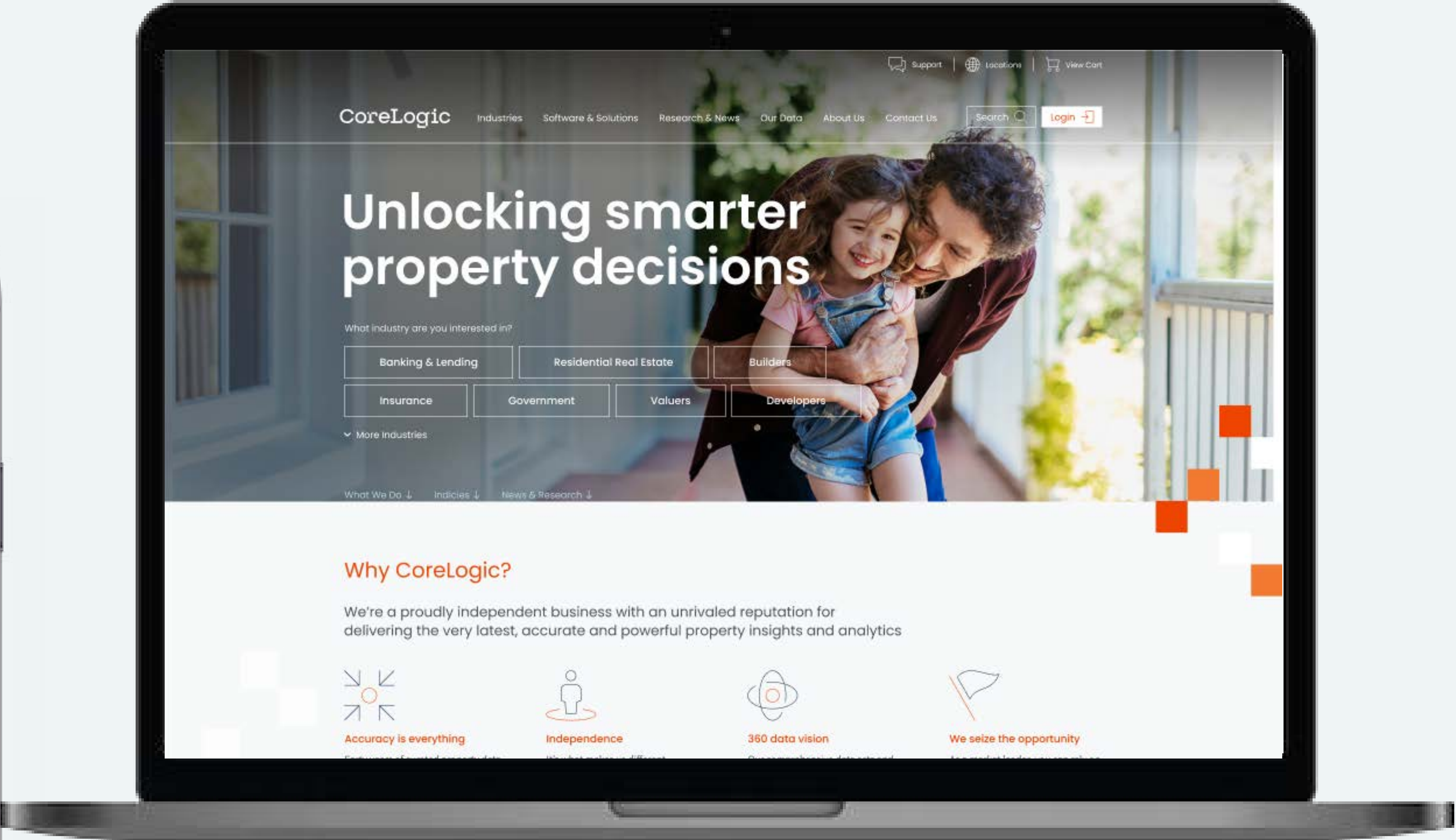
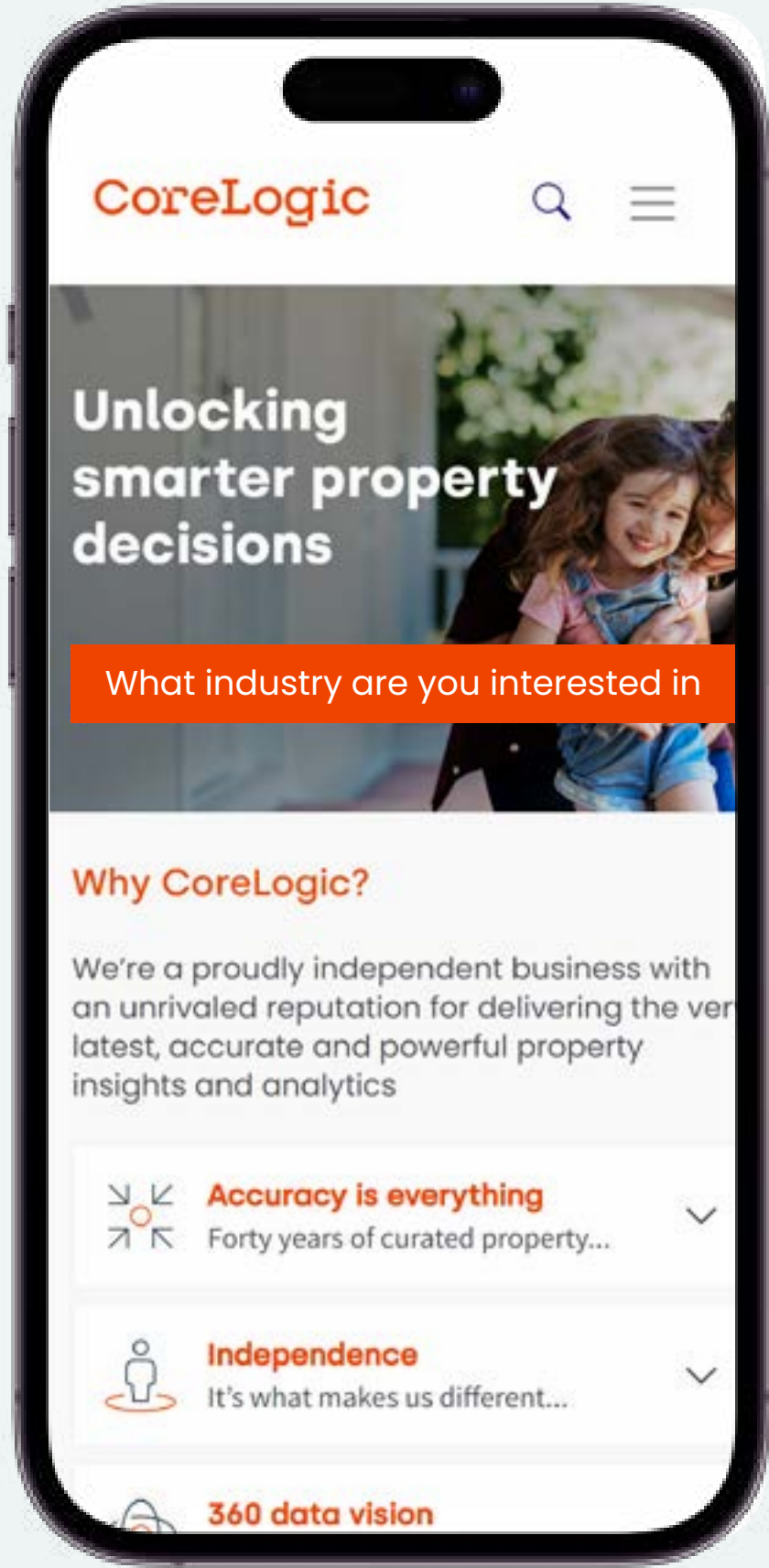
Combined with 40+ years' of deep property market expertise, AI-powered analytics & cloud computing unlock actionable property insight at each step of the home lending customer lifecycle.

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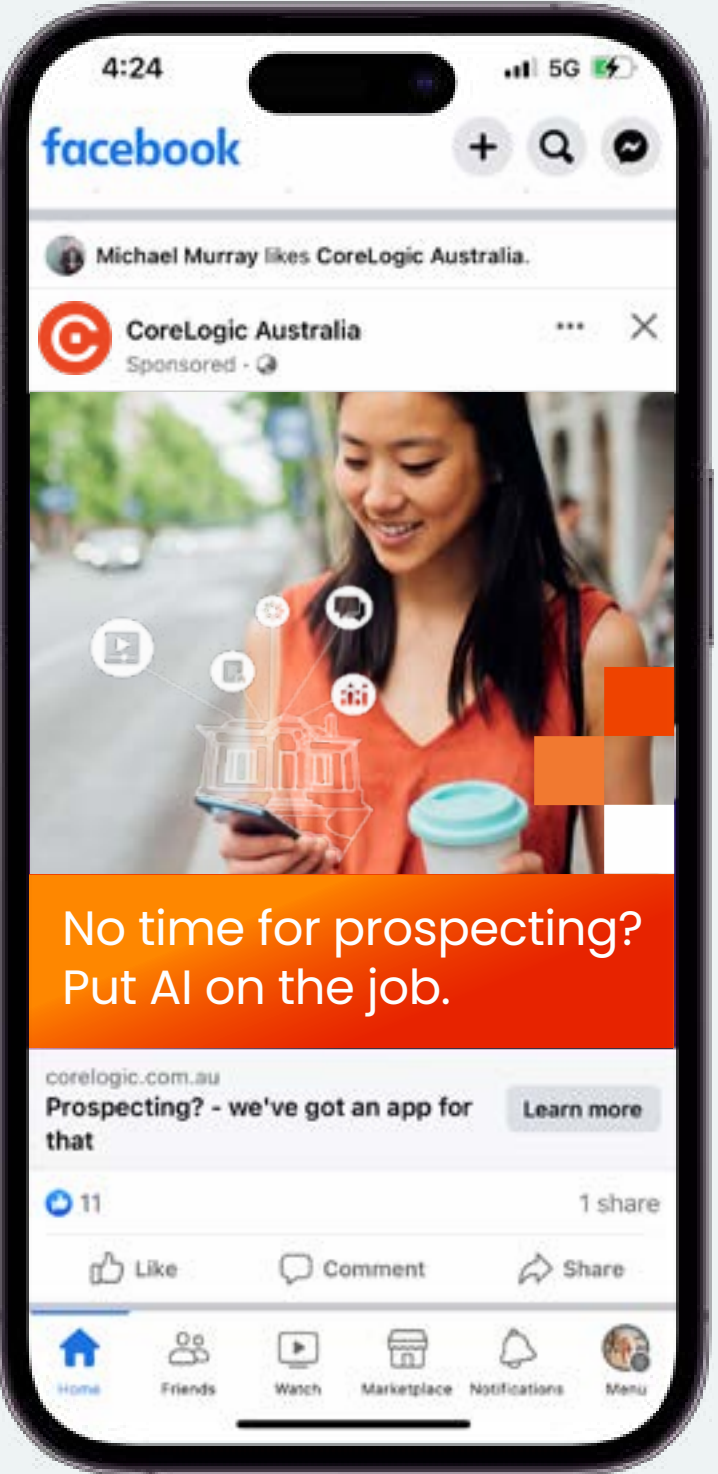
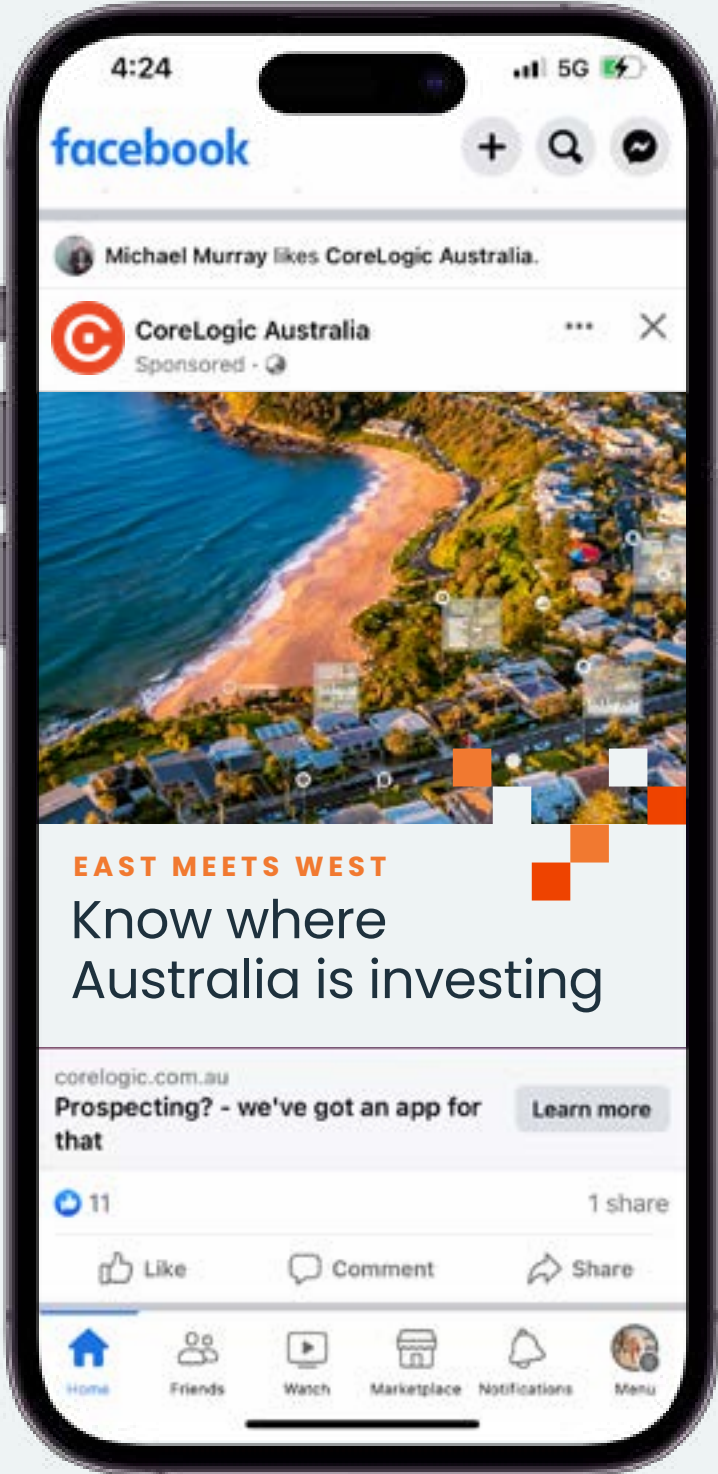
Helping people build better lives

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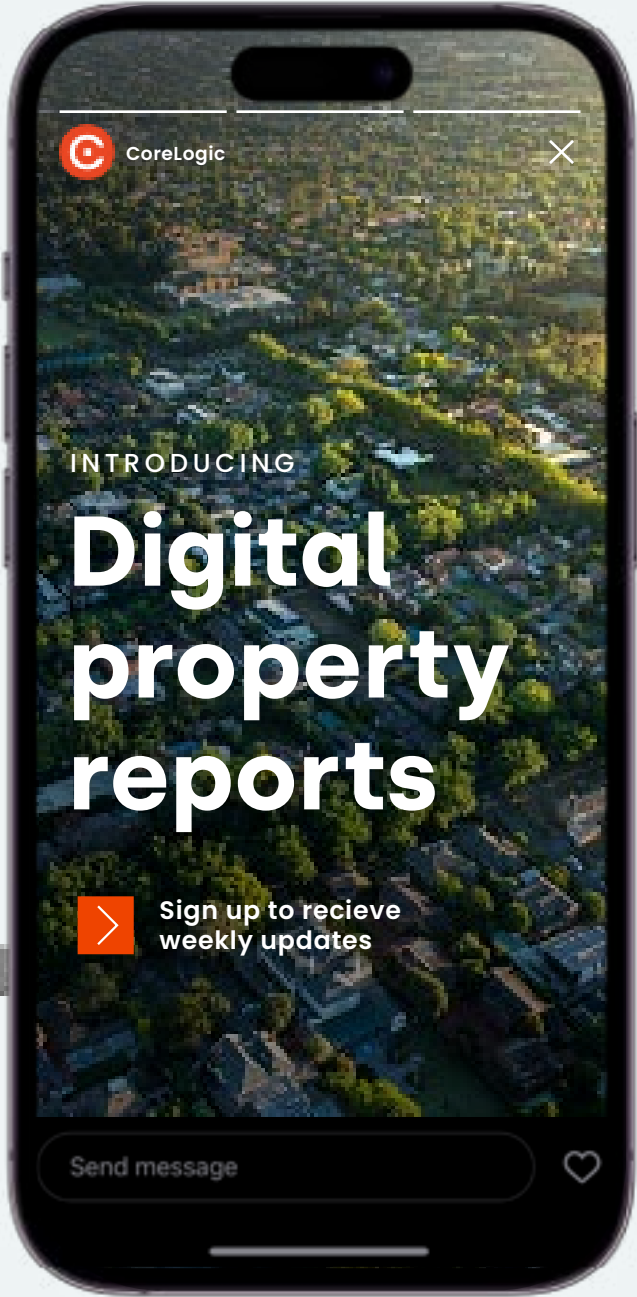
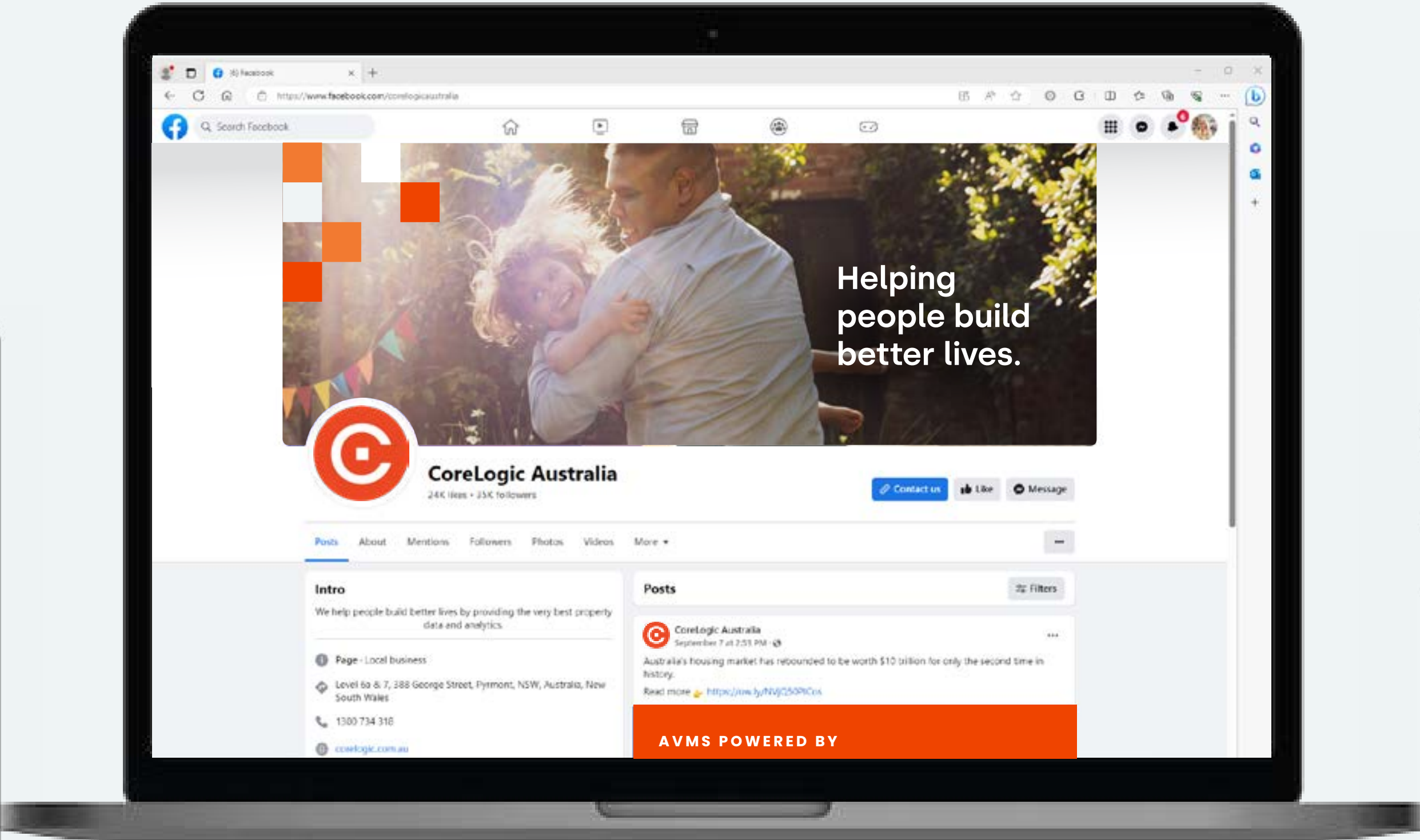
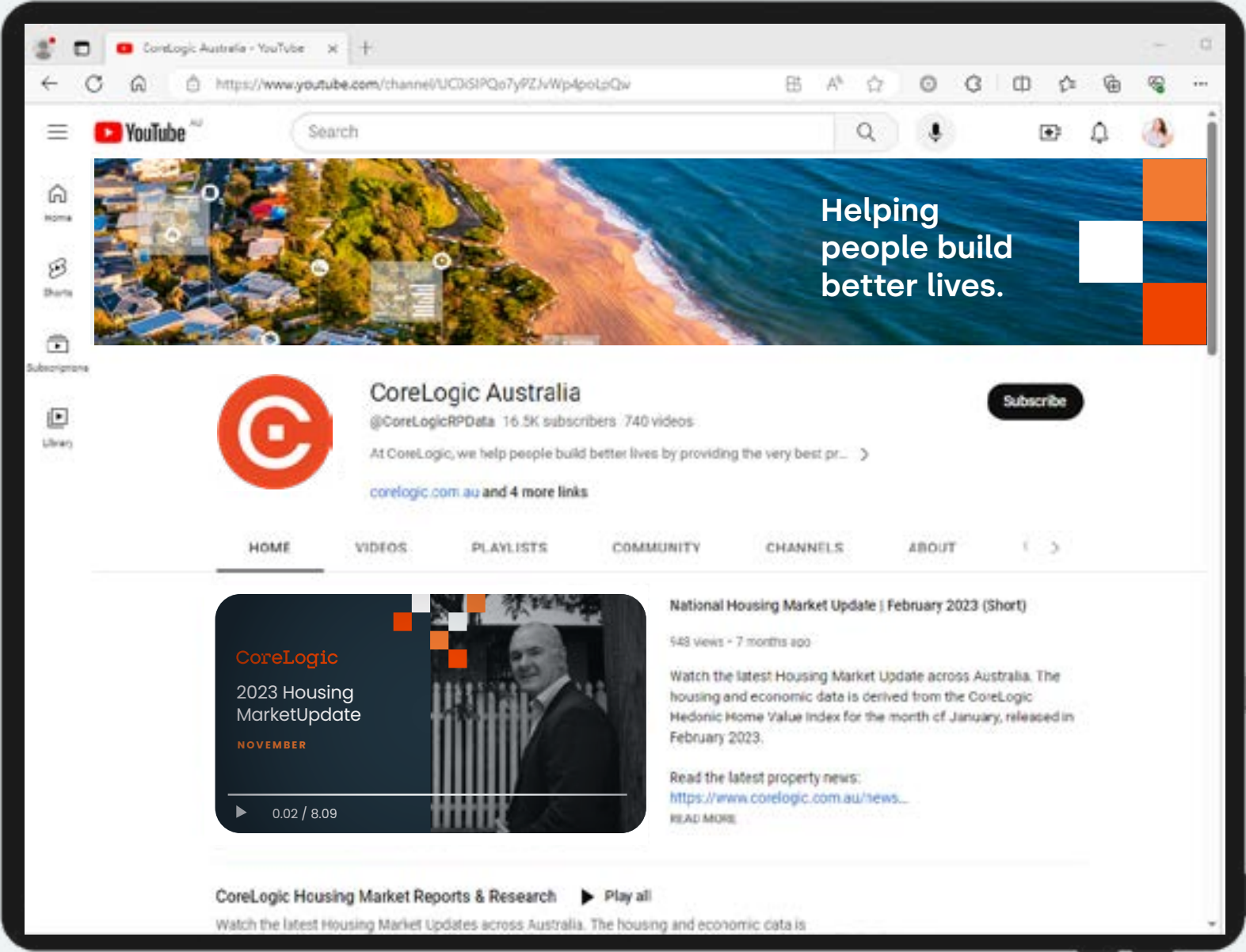
WEBSITE



ONLINE ADVERTISING



SOCIAL PLATFORMS



FLYERS

CoreLogic

RP DATA

Take your customer leads to the next level

Offer your website visitors valuable property reports to help capture their contact details and create warm leads with the Customer Engagement Tool.

Enhance your website with valuable property information

Delight your clients with all the information they need in concise, and easy-to-understand reports.

Reach out at the right time

Reduce blind marketing with key insights into which prospects are ready for a conversation and what properties or suburbs they are interested in.

Understand your customers

Gain insights into customer behaviours so you can better assess their needs.

Build your leads

Have the contact details of potential clients who are actively searching for property information.

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RP DATA

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RP DATA

Data-driven features for your customers and your business

Enhance your website with valuable property information

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Gain insights into customer behaviours so you can better assess their needs.

Build your leads

Have the contact details of potential clients who are actively searching for property information.

Digital Property Reports

Subject to your subscription, show your expertise to your customer base with tailored reports on local property values and market trends.

CRM Integration

Direct leads to the right person at the right time – wherever they are. With direct integration to your CRM, your sales agents can follow up with leads promptly.

130

rent roll leads secured

John Hall Update – Senior Business Development Manager

Enhance your website with valuable property information

Delight your clients with all the information they need in concise, and easy-to-understand reports.

For more information please call 1300 734 318 or email ask@corelogic.com.au

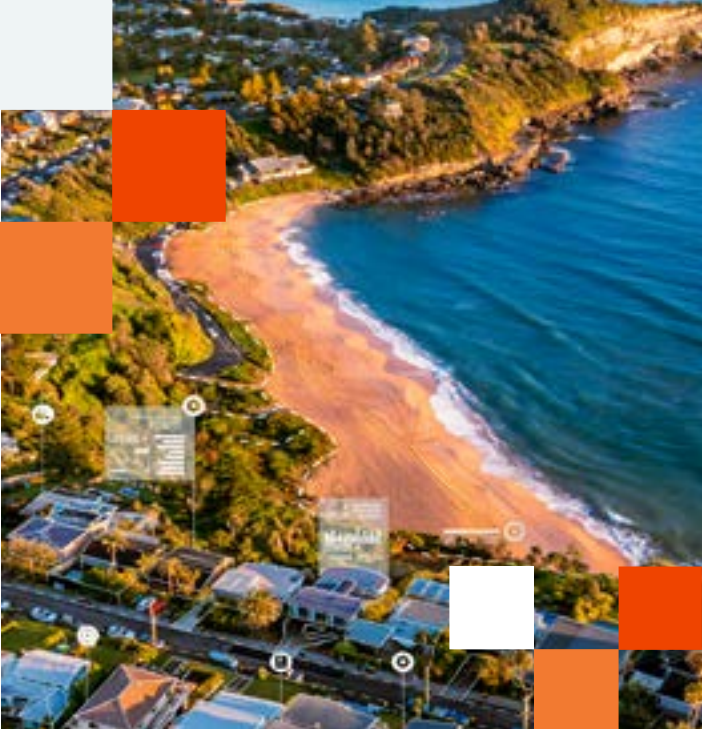
corelogic.com.au

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CoreLogic

EVENTS



CoreLogic

UNLEASH EFFICIENCY:
Automated
prospecting
made simple



CoreLogic

Helping
people build
better lives.

Cordell[®]
A CoreLogic Business

Over 50 years
of construction
industry
intelligence



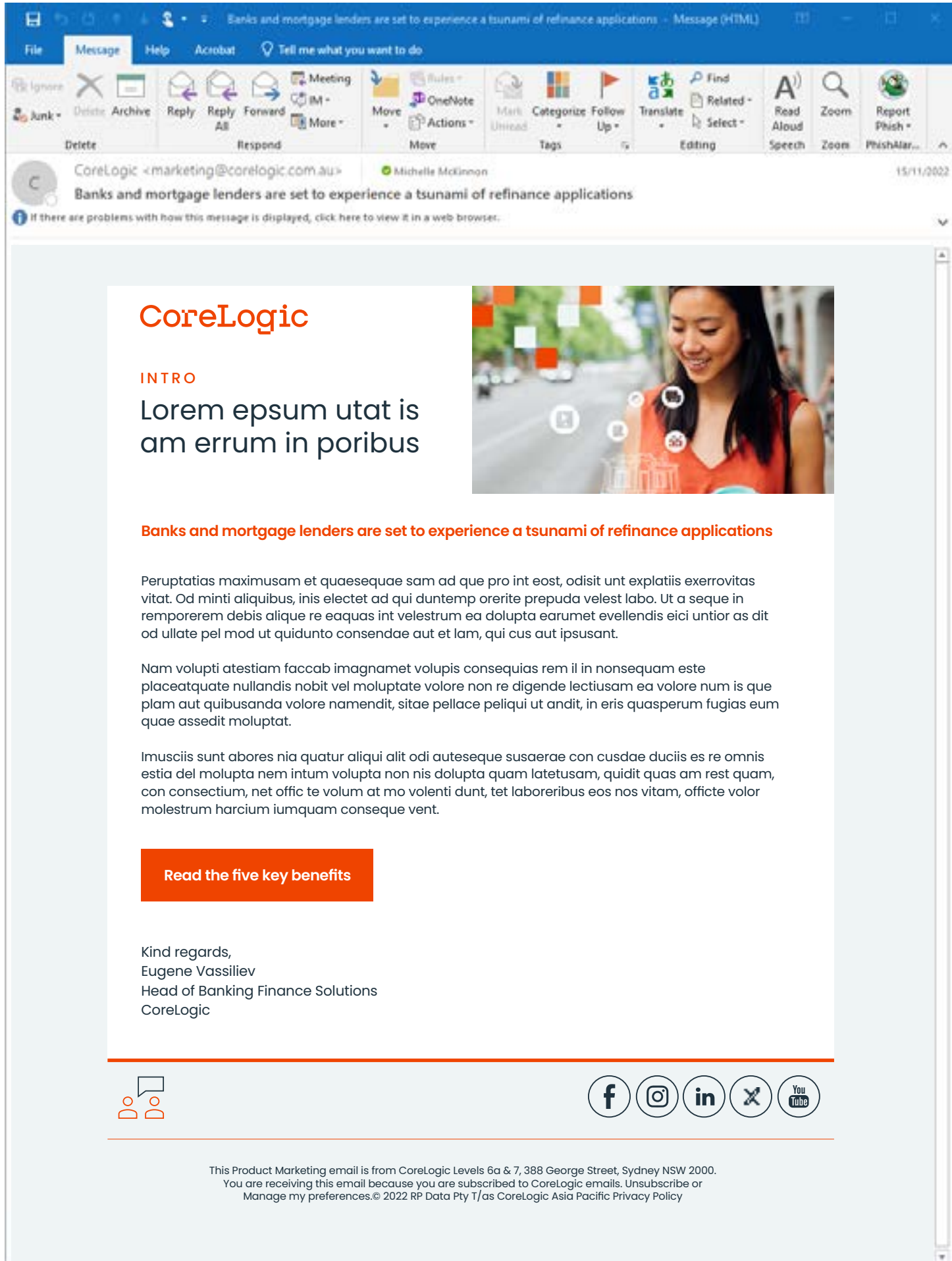
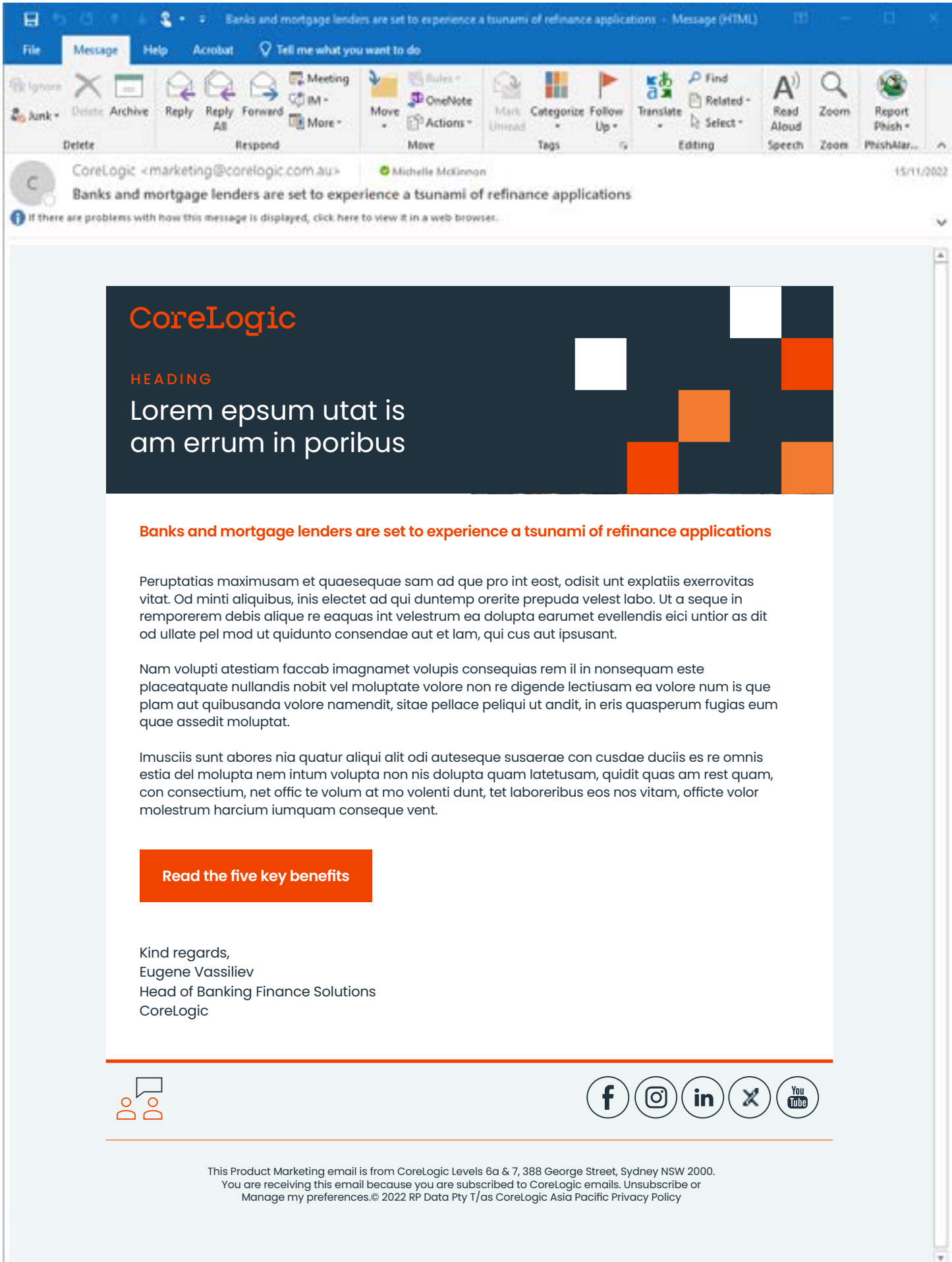
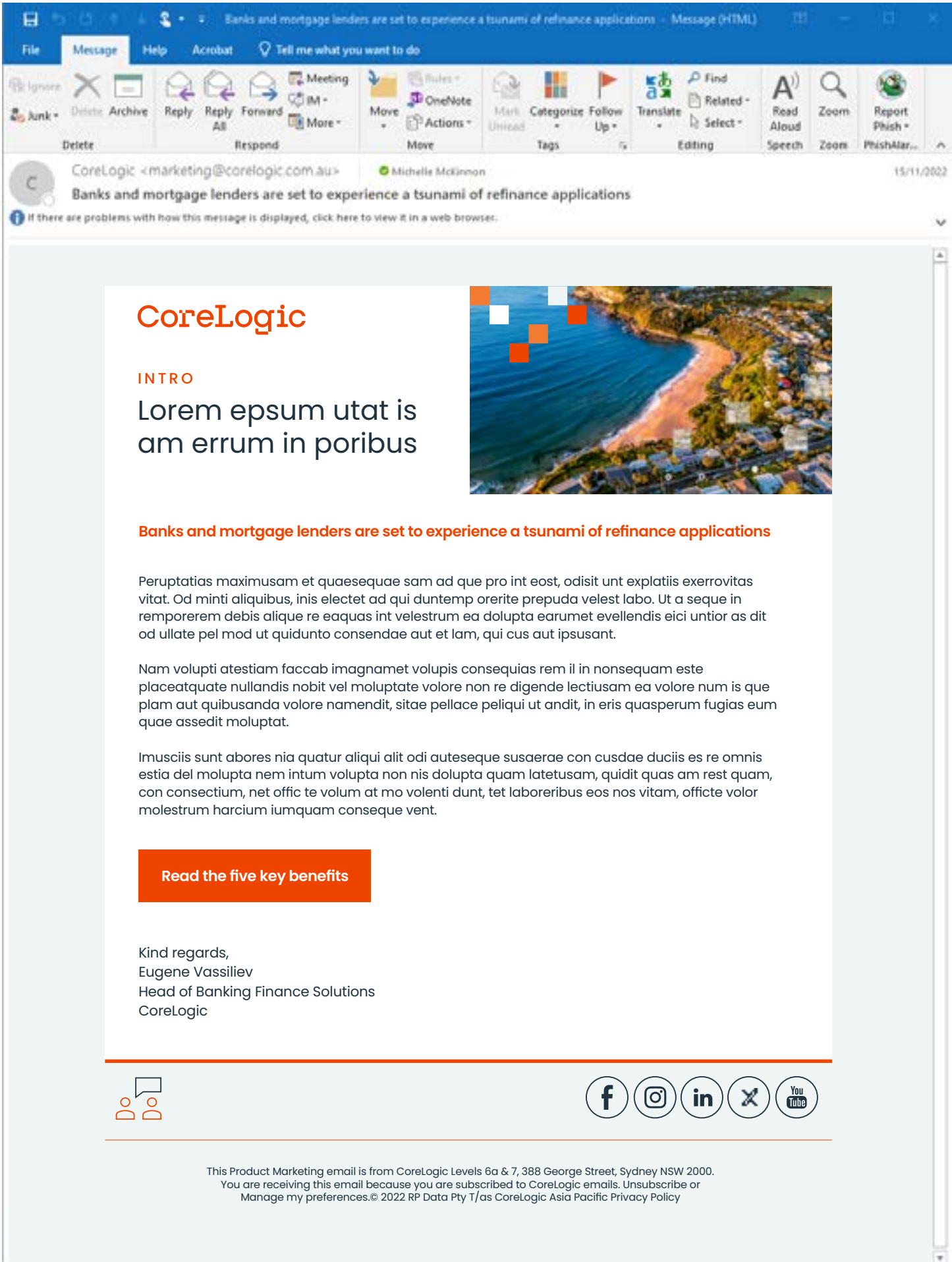
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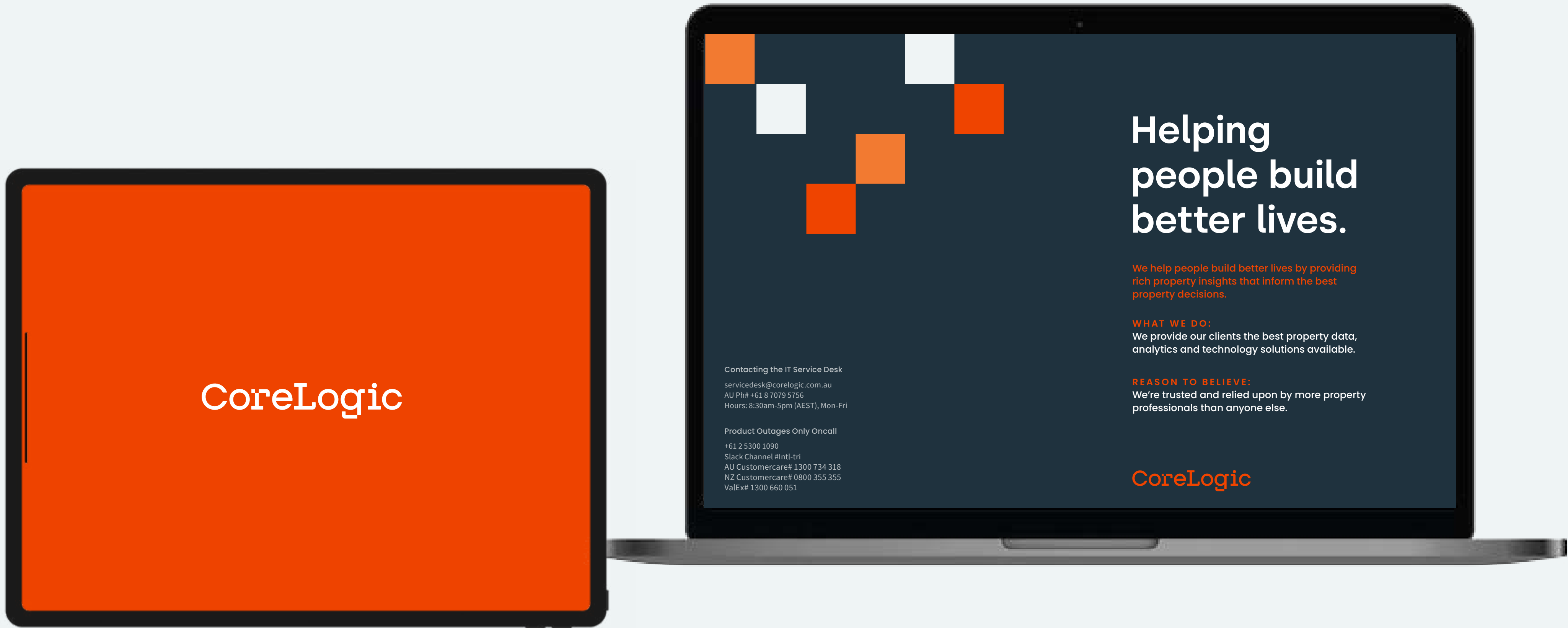


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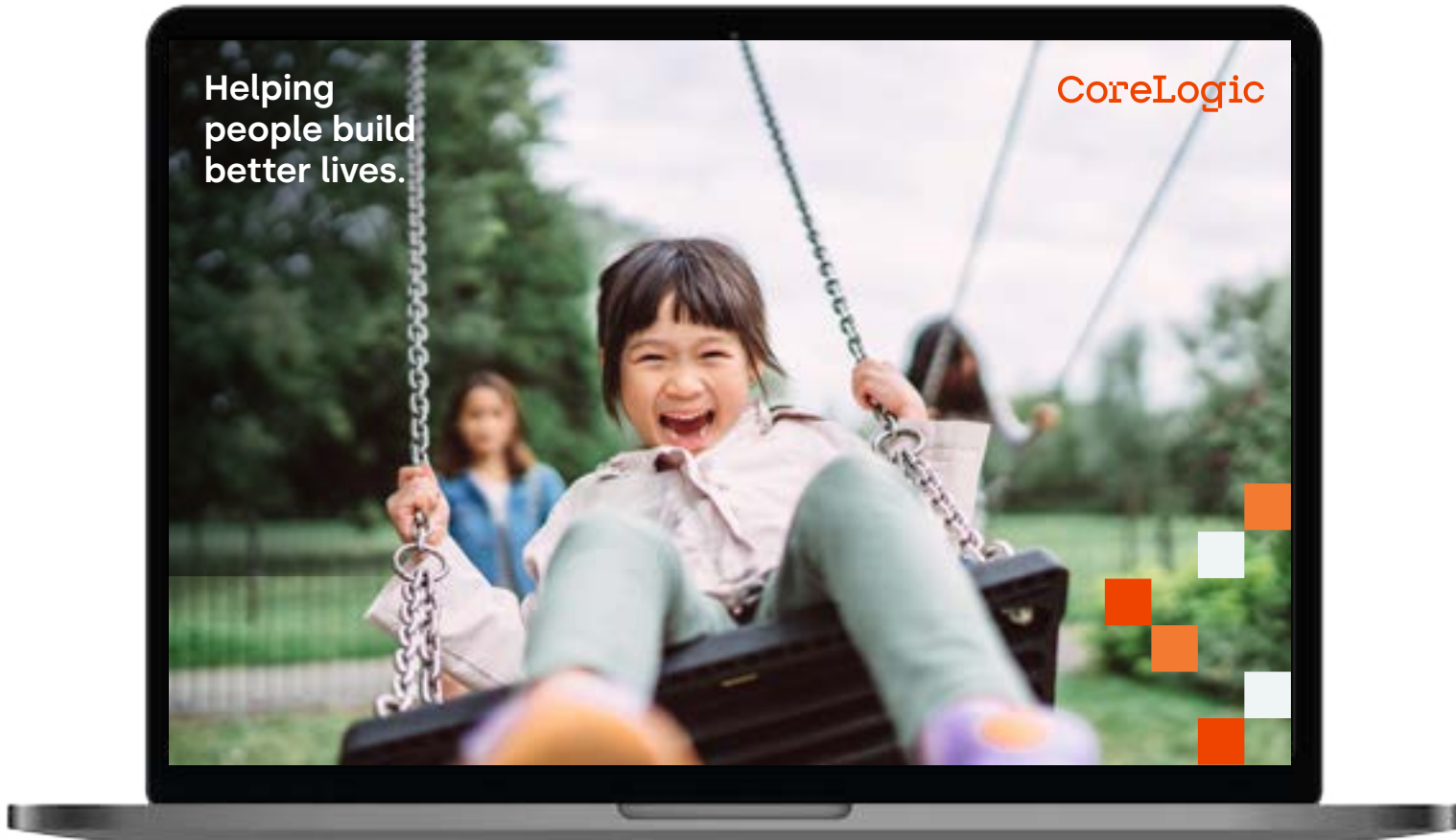
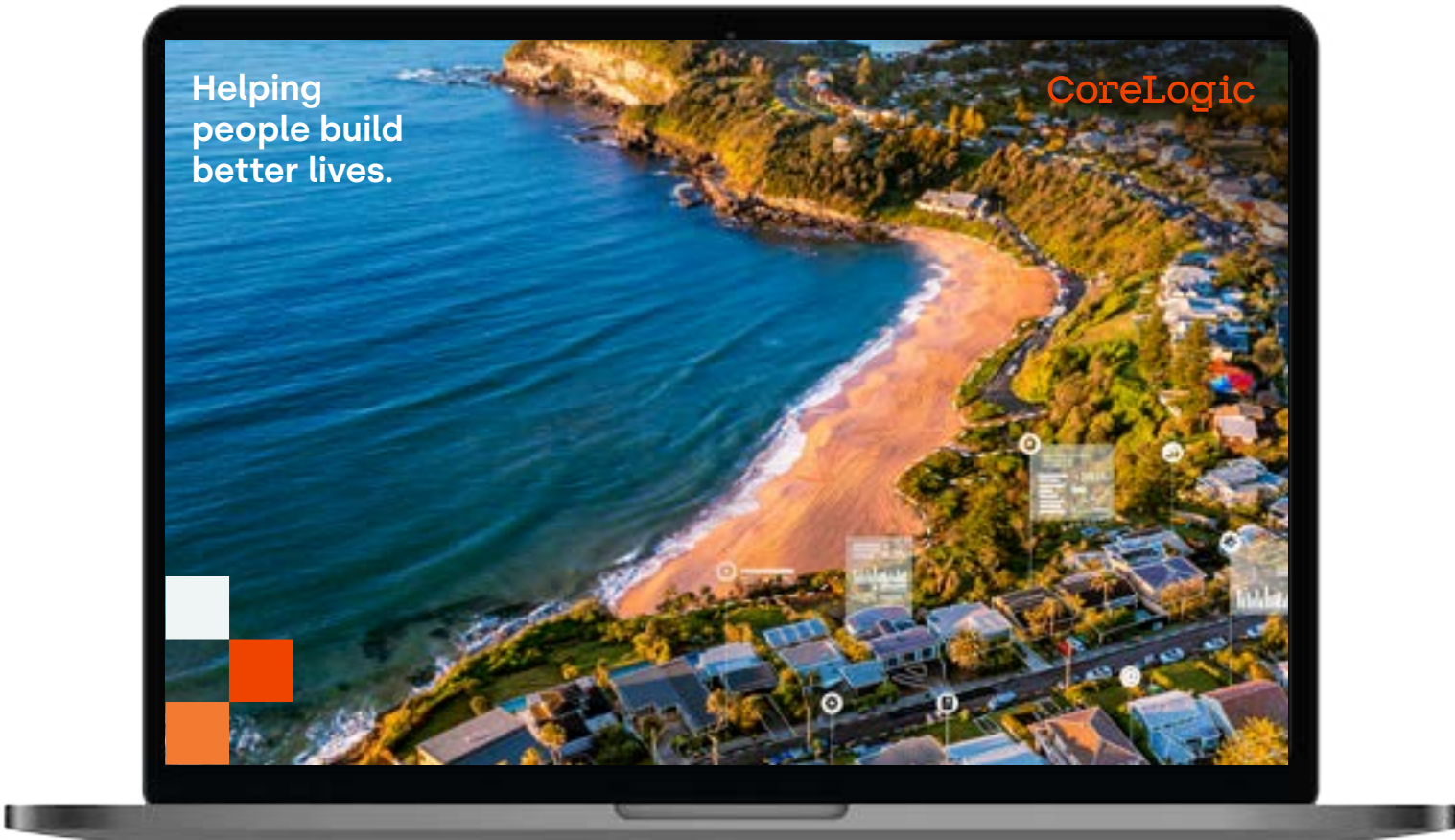
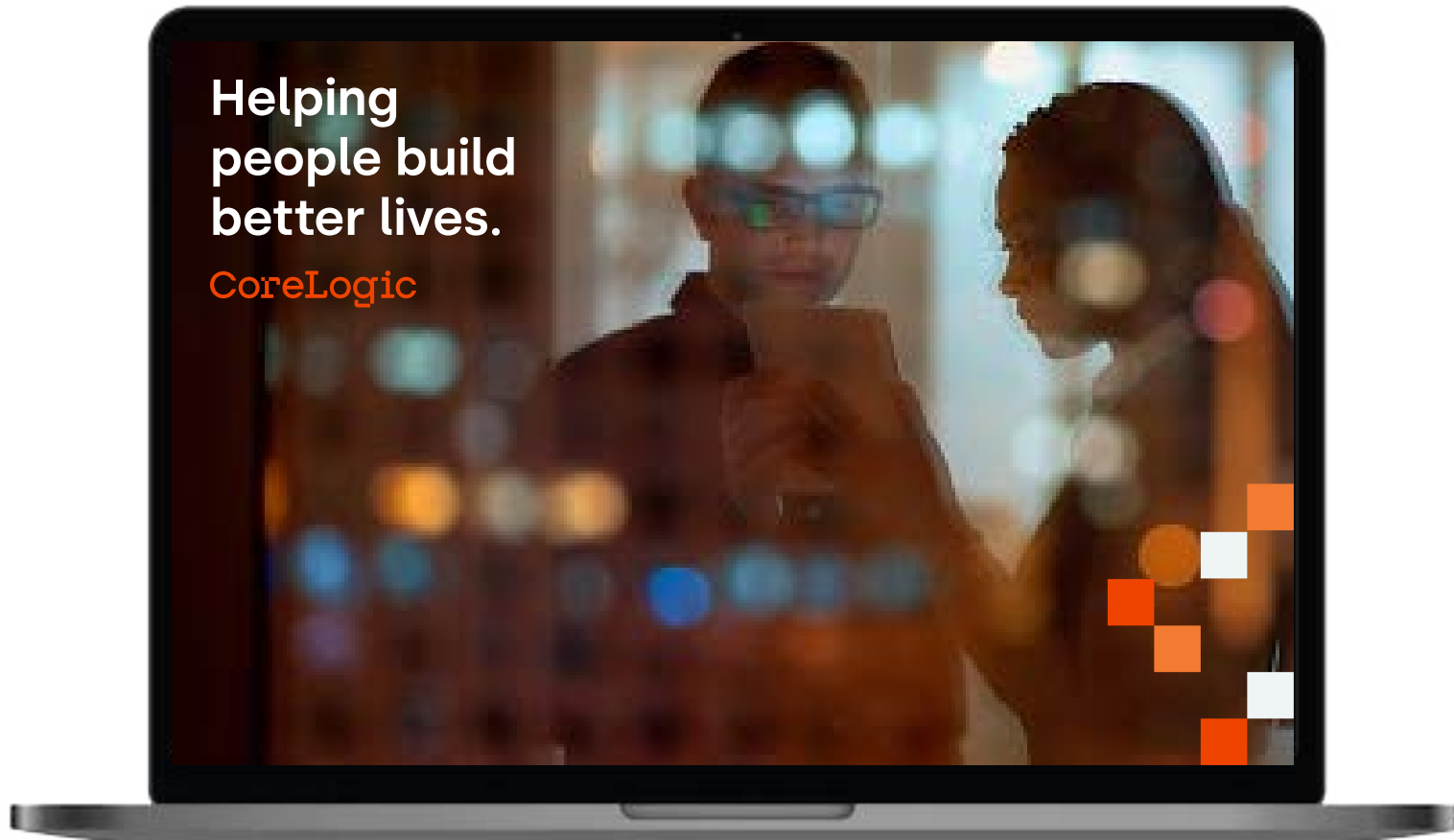
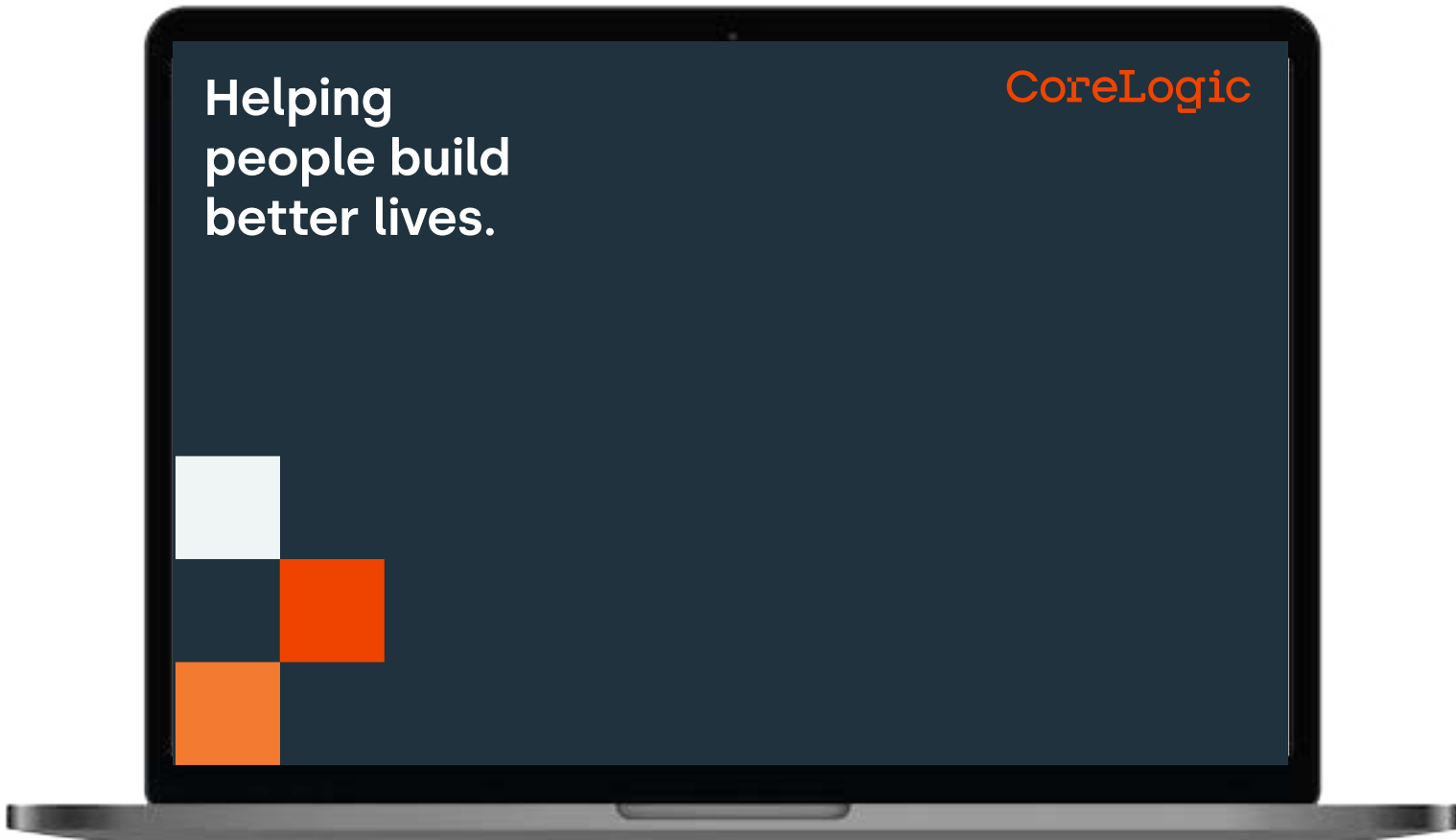
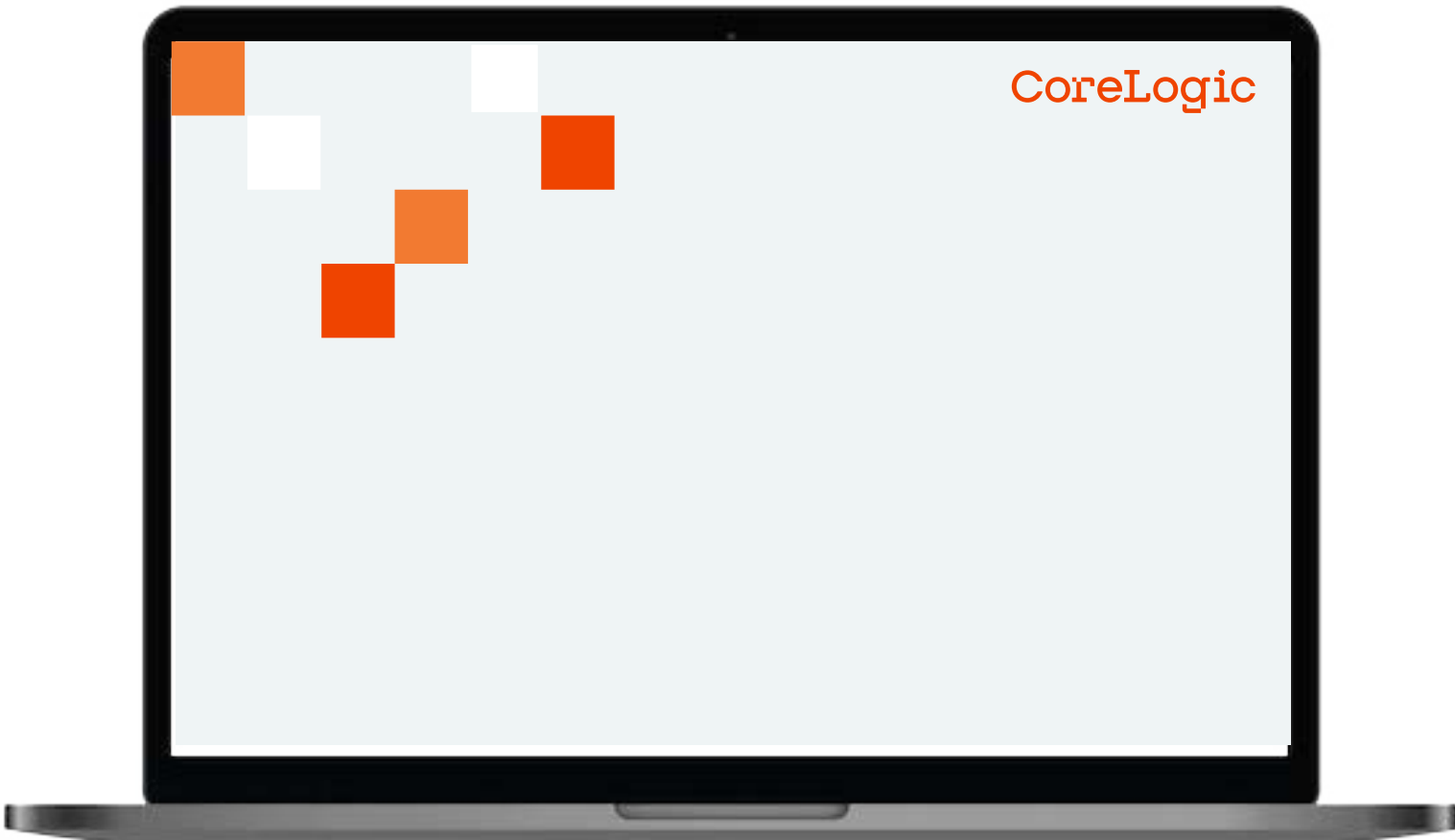
EMAIL TEMPLATES



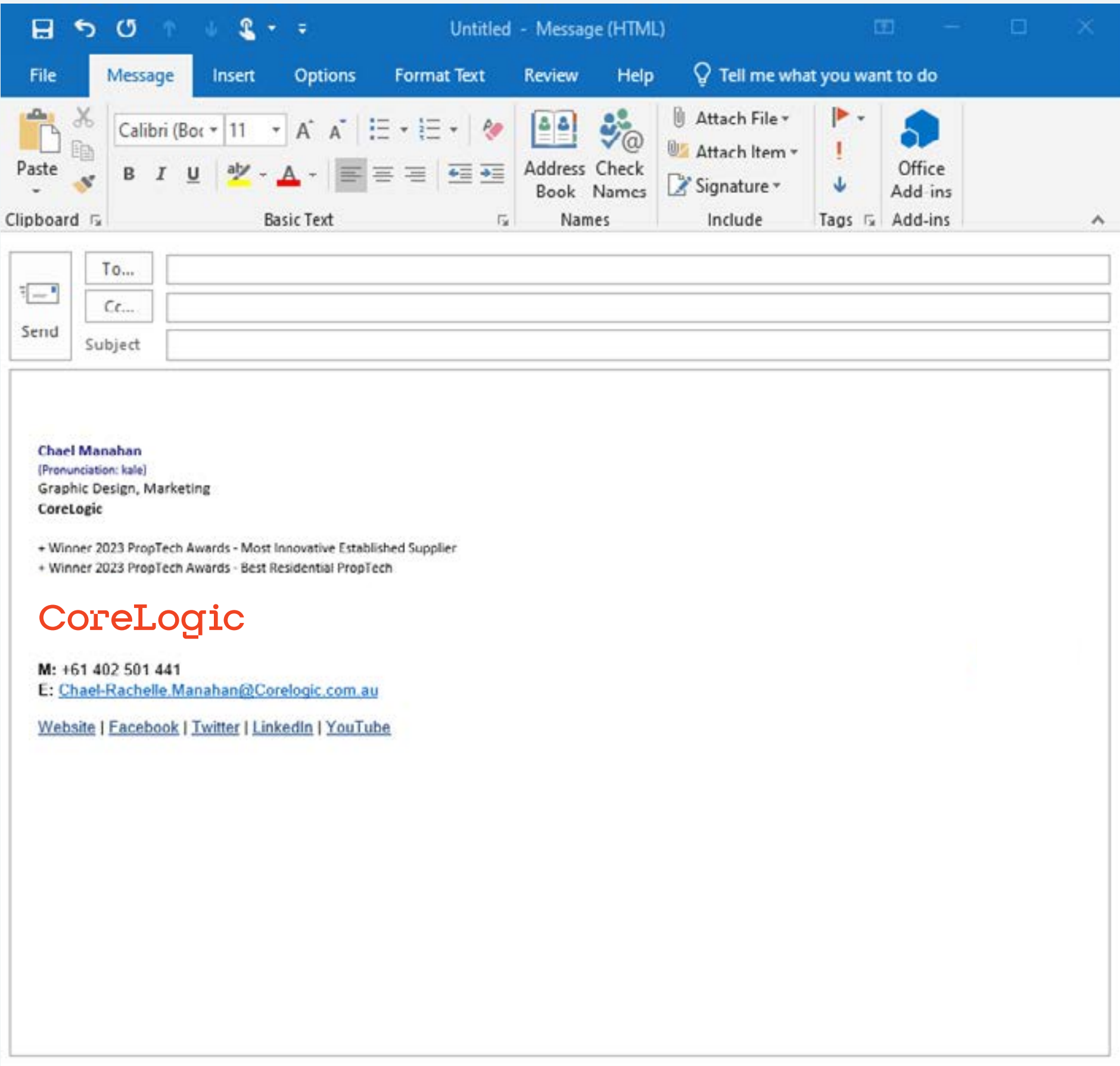
DESKTOP & SCREENSAVER



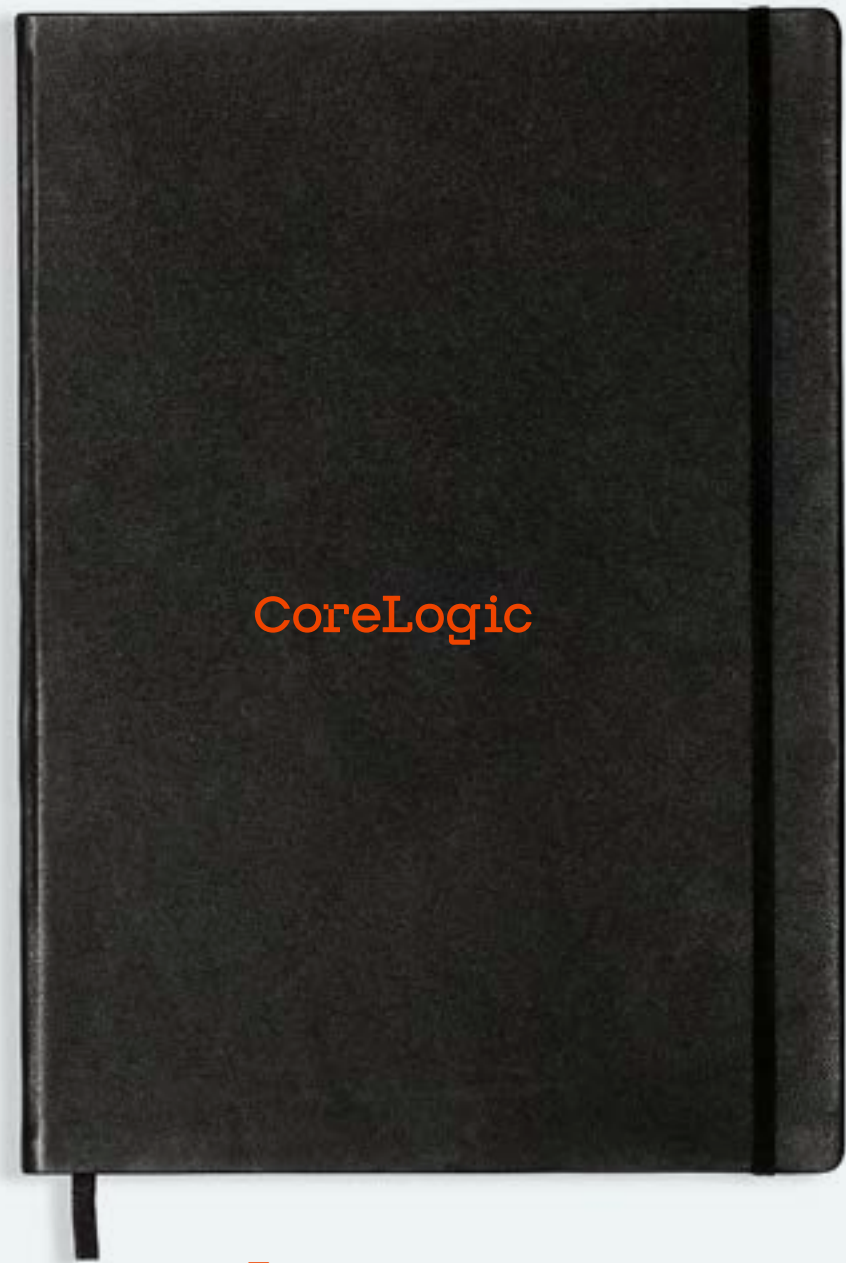
ZOOM BACKGROUNDS



EMAIL SIGNATURE



MERCHANDISE



A5 NOTEBOOK



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For any questions please contact the marketing
or design team via Jira ticketing system.

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