

Co-Branding Do's & Don'ts

We've recently updated our HomeAdvantage® branding. New logos and updated Co-Branding Policies can be found in our Resource Center. Here are a few Do's and Don'ts to practice:

DO

HOMEAdvantage®



Use our new logo.

We have a new HomeAdvantage logo! Be sure to replace all instances of our old logo with this new one by December 31, 2021.



Download our updated Co-Branding Policies.



We've updated our Partner Co-Branding Policies. Please review them before producing any new HomeAdvantage-related marketing materials.



Disclaimers

Use our program disclaimers.



When referencing HomeAdvantage and HomeAdvantage Cash Rewards in your marketing, please use one of several official program disclaimers offered in our Co-Branding Policies.

DON'T

CU REALTY SERVICES



Don't reference CU Realty Services.

The CU Realty name, logo, and term 'Powered by CU Realty Services' should no longer be used. Please remove any reference to CU Realty Services from your marketing materials.



Don't use the HomeAdvantage 'house' logo.

The older 'house' HomeAdvantage logo has been retired. If you are using this version, please replace it with our new logo.



Rebate



Don't use the word 'rebate'.

Please do not refer to HomeAdvantage Cash Rewards as a 'rebate.' Use 'cash-back benefit' to describe it instead.