



Before



After

Altisource
Proposed logo upgrade.



Corporate Brand Guidelines

May 2020
Version 1.2

Altisource | Corporate Brand Guidelines | May 2020 | Copyright © 2020 Altisource. All rights reserved. 20-0211

Brand Guide Refresh

Imagery, typefaces (fonts), color palette — all modified to “mature the brand.”

Digital ads

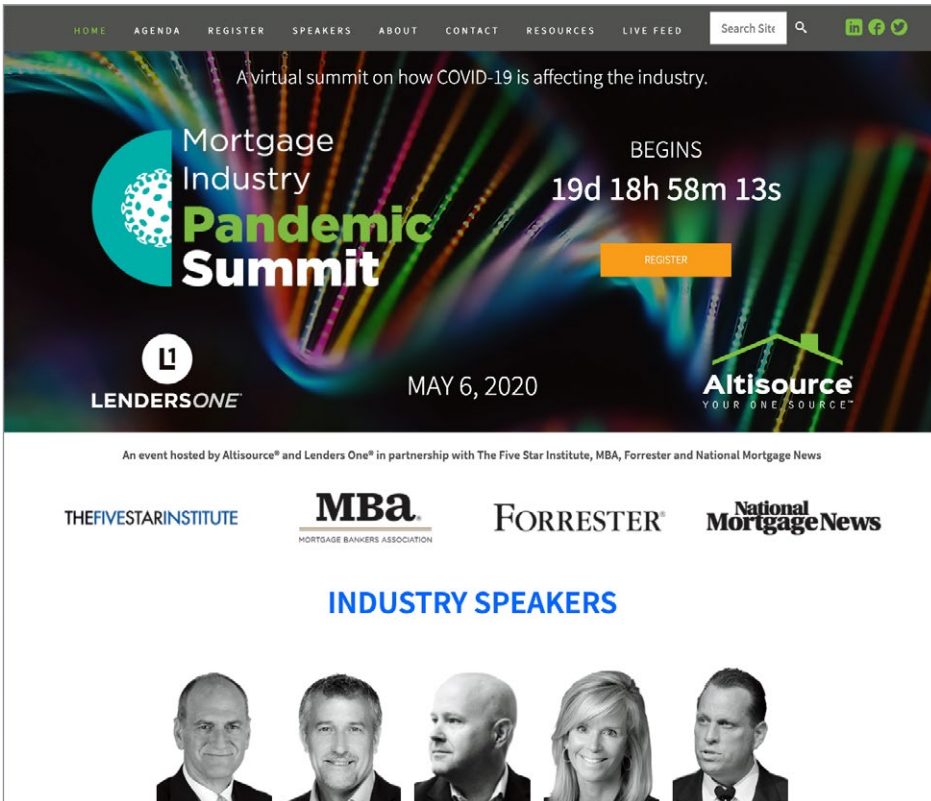
Leaderboard and tower ads for lead generation. SFR stands for Single Family Residences.



A large digital ad with a dark blue background and a gear pattern. The top half features three lines of large white text: 'Maximizing Results.', 'Minimizing Costs.', and 'Mitigating Risks.'. Below this, in smaller white text, is 'Mortgage and real estate solutions for originators, servicers and investors'. The bottom half of the ad is white and contains the Altisource logo, the text 'A Full Suite of Nationwide Servicing Solutions', and three business unit logos: 'hubzu' (Online real estate marketing platform), 'EQUATOR' (Default servicing workflow platform), and 'Altisource FIELD SERVICES' (Property maintenance & preservation). At the very bottom, it says 'Visit our booth or altisource.com to see how we can help you.'

Digital ad

Ad for the Five-Star Digital Summit.



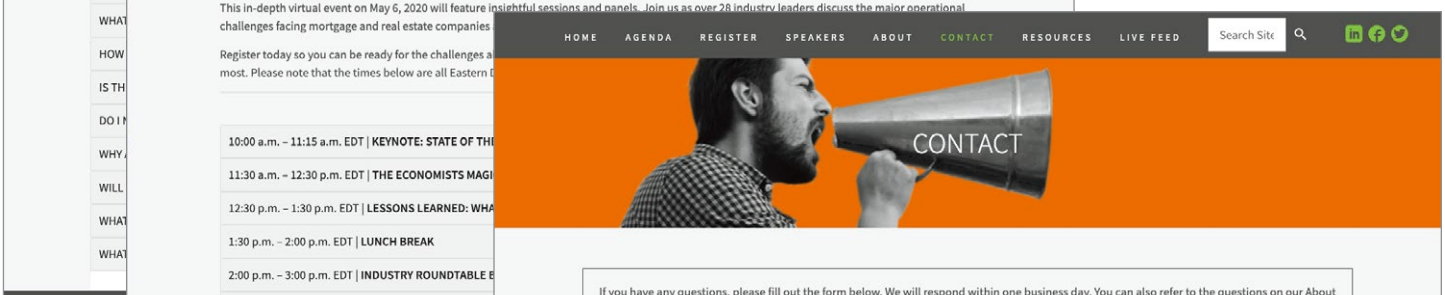
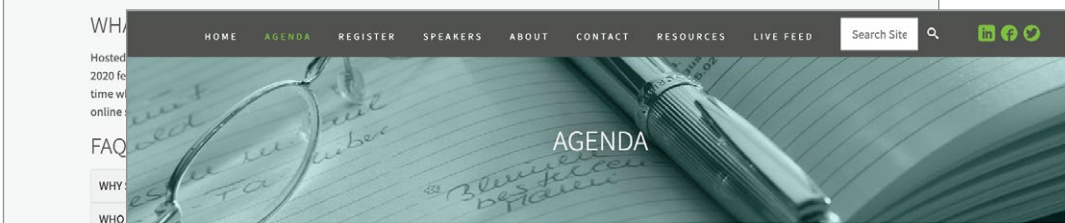
Event Mark

Designed for COVID strategy event in the Mortgage Industry.

Industry-first virtual summit

Designed the event site in conjunction with a 3rd party development company. The DNA strand in the background was animated.

The event had high attendance.





Social Media graphic

Formatted for LinkedIn, Facebook and Twitter (X).



Email header

Email was targeted to the mortgage industry in general.



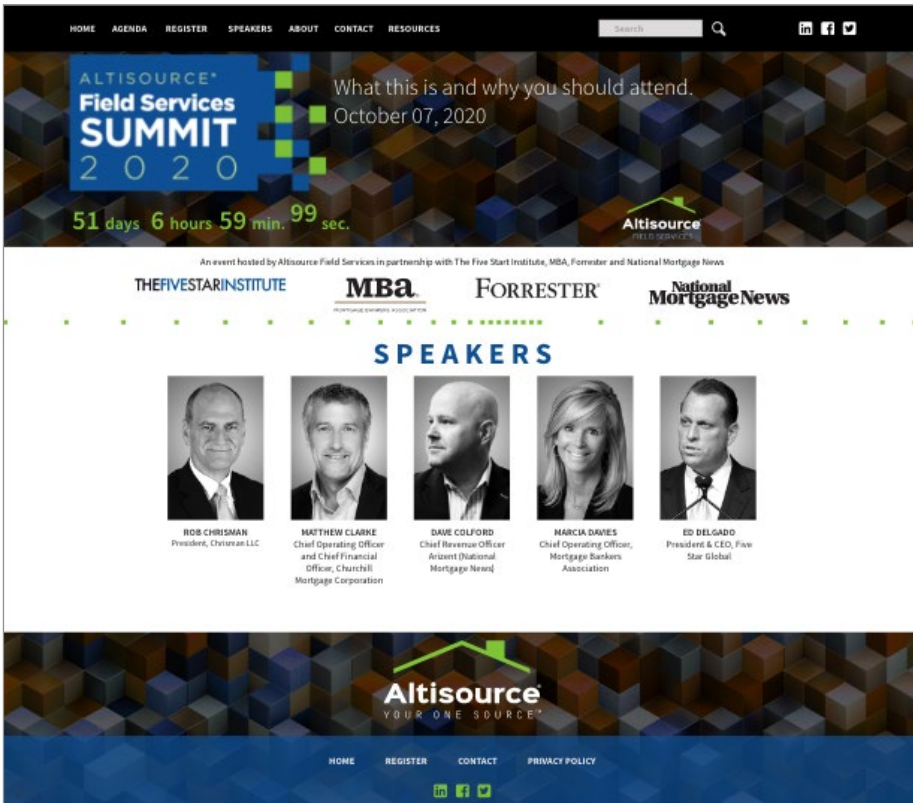
Video

Part of the "learn more" attendee journey.



Tower ad

Targeted to the mortgage industry in general.



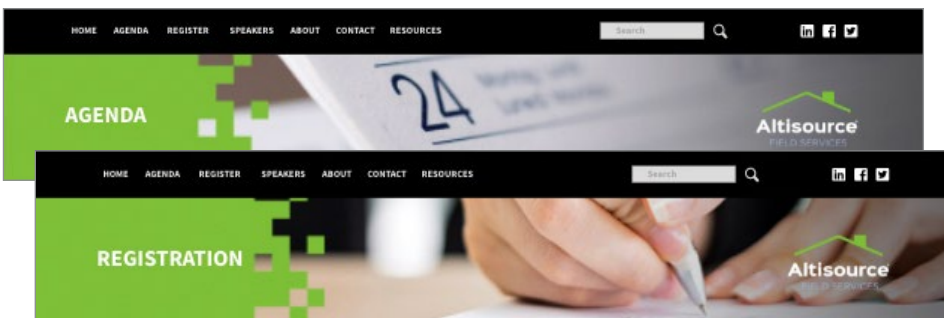
Event Mark

Designed for annual vendor summit, but reflecting the shift to digital for this department.



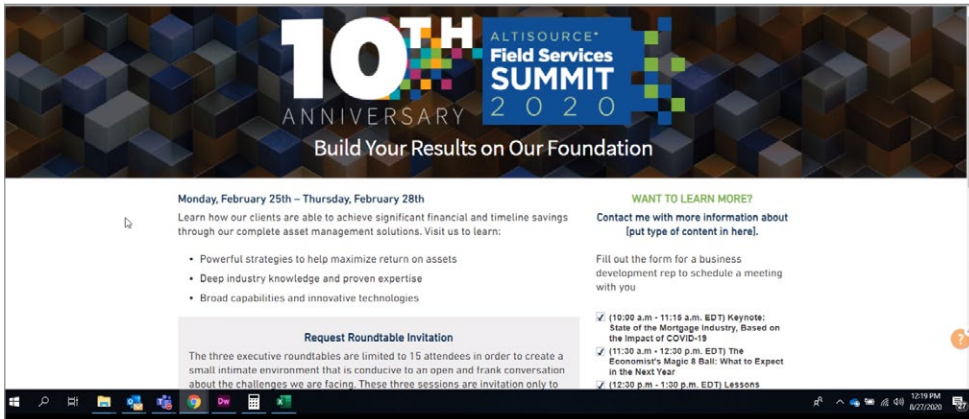
Anniversary Mark

Designed in conjunction with the digital shift for the summit.

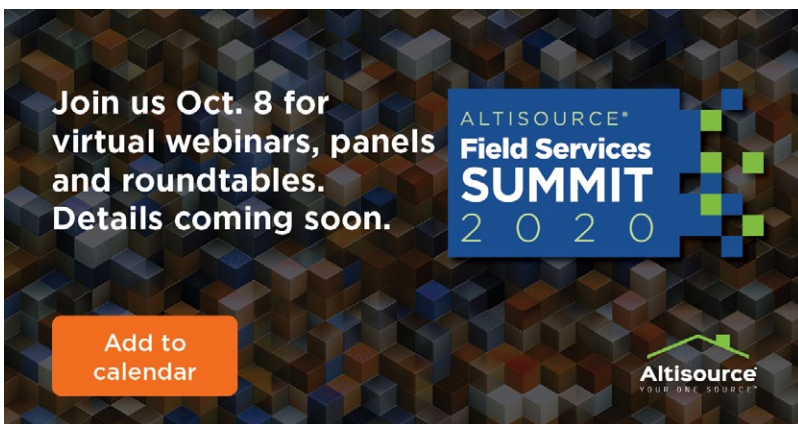


Summit website

Designed the event site in conjunction with a 3rd party development company. This site promoted a virtual event.



Sample page Registration.



Social Media graphic

Formatted for LinkedIn, Facebook and Twitter (X).



Email header

Email was targeted to company vendors.