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Doma Brand Guidelines

Table of Contents

Introduction

These brand guidelines will introduce who we are and who we serve at Doma as well as describe how to best use the visual and written elements that represent our brand.

These guidelines reflect Doma's commitment to clarity, transparency, and consistent style.

For any questions, please reach out directly to the Doma brand team at **brand@doma.com**.

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Who We Are

Doma is a technology company focused on creating a vastly more simple, efficient, and affordable closing experience for lenders, real estate professionals, and homebuyers.

What does Doma mean?

Doma means "house" in Latin.

The name indicates our market focus and is meant to embody our domain expertise in home closing.

The word Doma is easy to spell and easy to pronounce. It represents the same type of simplicity and transparency we are bringing to the home buying process.

Our Purpose

We exist to architect the future of real estate transactions.

The closing of a home today uses a process established in the 1890s and is supported by technology from the 1980s. This antiquated infrastructure results in burdensome procedures, countless hours chasing after responses, lack of clarity, reams of paper to sift through, and extreme frustration.

Doma is changing that. We're removing the friction and frustration from real estate transactions, making closing a home as simple and easy as booking a trip.

doma
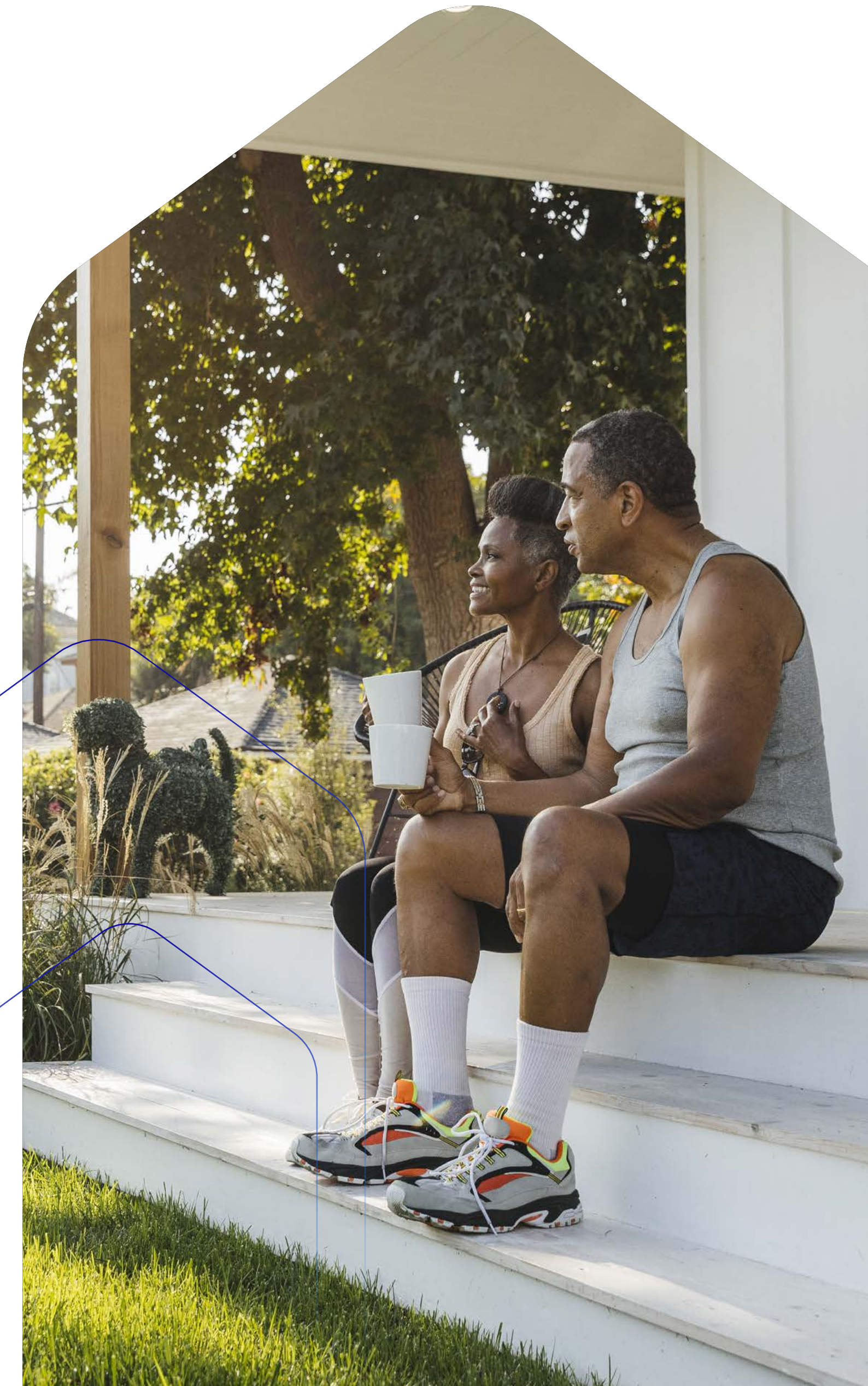
Our Mission

How we are going to achieve our purpose?

Using machine intelligence, our patented technology solutions and our deep human expertise, we're creating a vastly more efficient, affordable and simpler closing experience for lenders, real estate professionals, and homebuyers.

Our Impact

What used to take days can now be resolved in minutes.

No more countless hours spent retrieving, printing, and analyzing documents, wrangling a frantic process, and chasing responses.

- Response times are slashed and communications happen seamlessly.

- Costly reworks are prevented.

- Human errors are reduced or eliminated.

- Confusion and unintelligibility are replaced by clarity and transparency that allow all parties to move forward with confidence and ease.

- And ultimately, the cost of closing a mortgage is made more affordable.

That's the impact we deliver. That's the future we're enabling.

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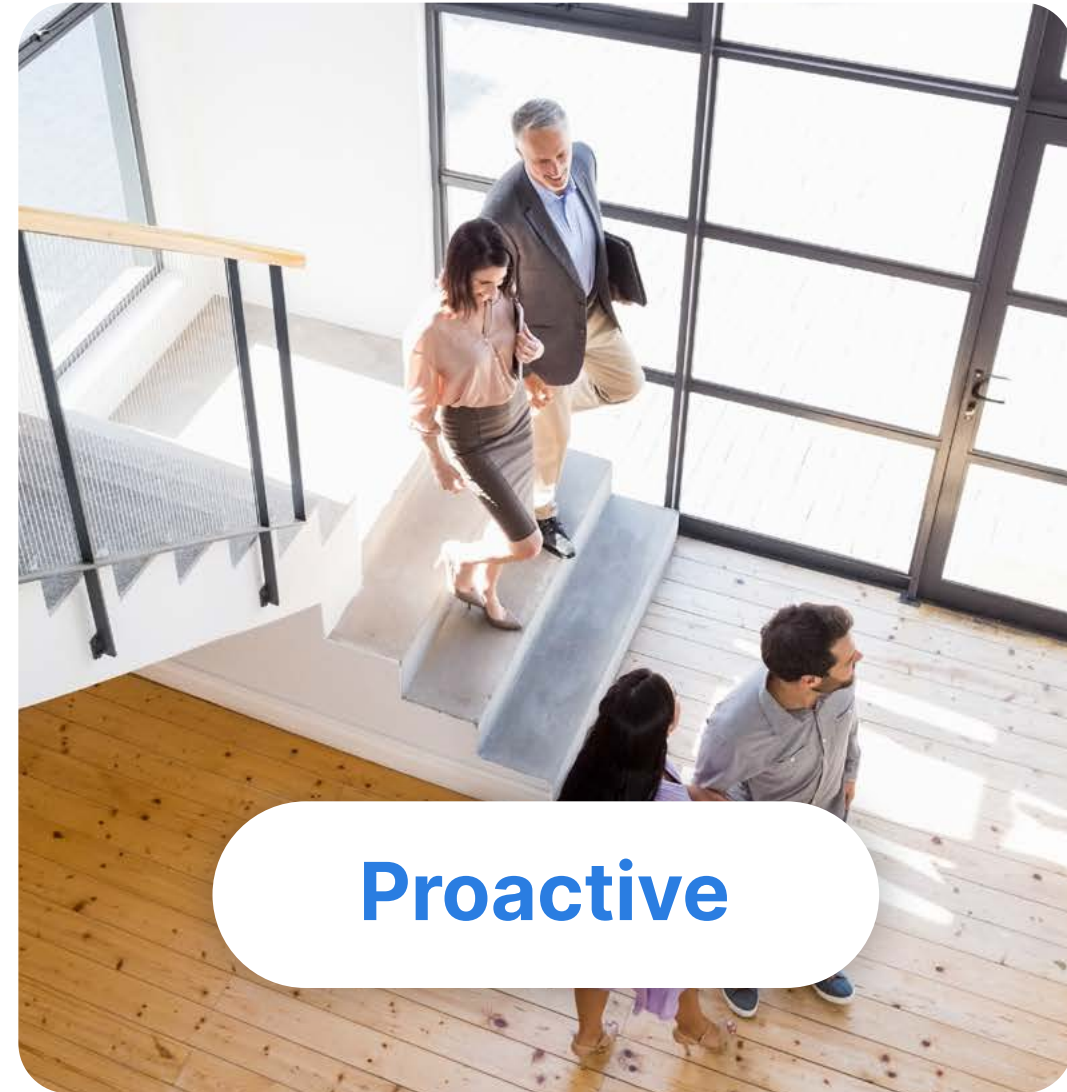
Who We Are

We Are

Proactive

Agile

Smart

Warm

Enthusiastic

Empowering

Visionary

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How do we do business

We're Visionary

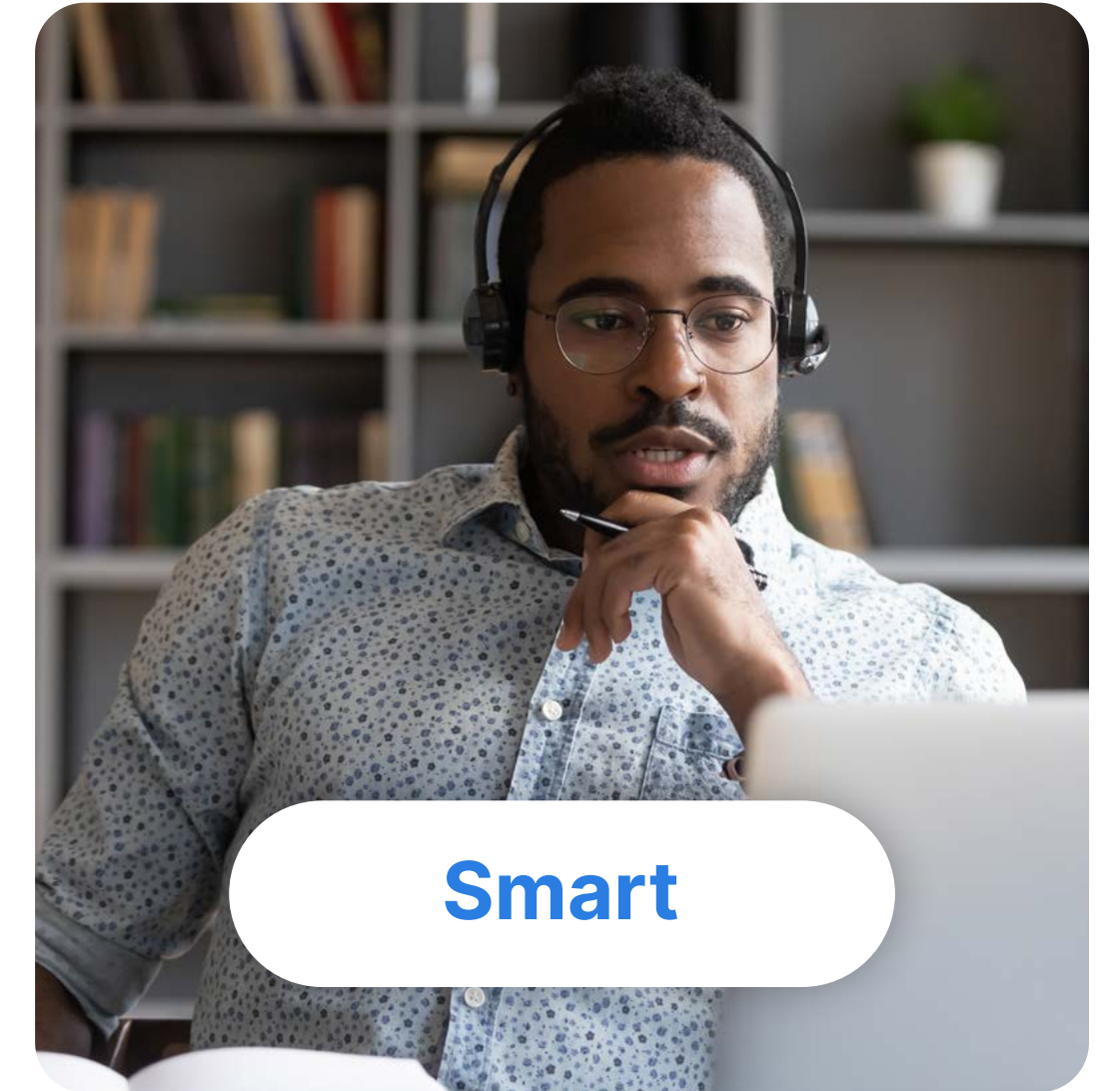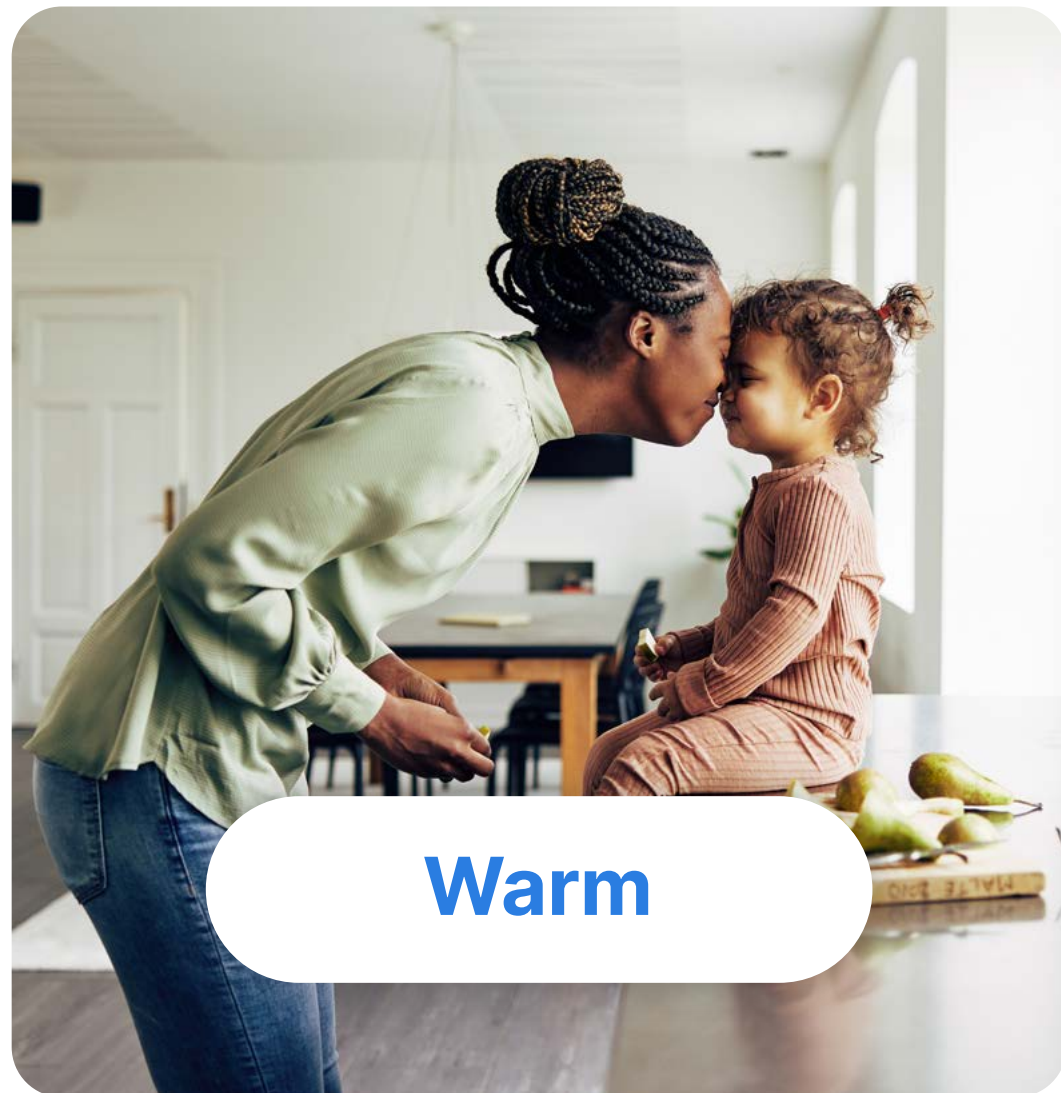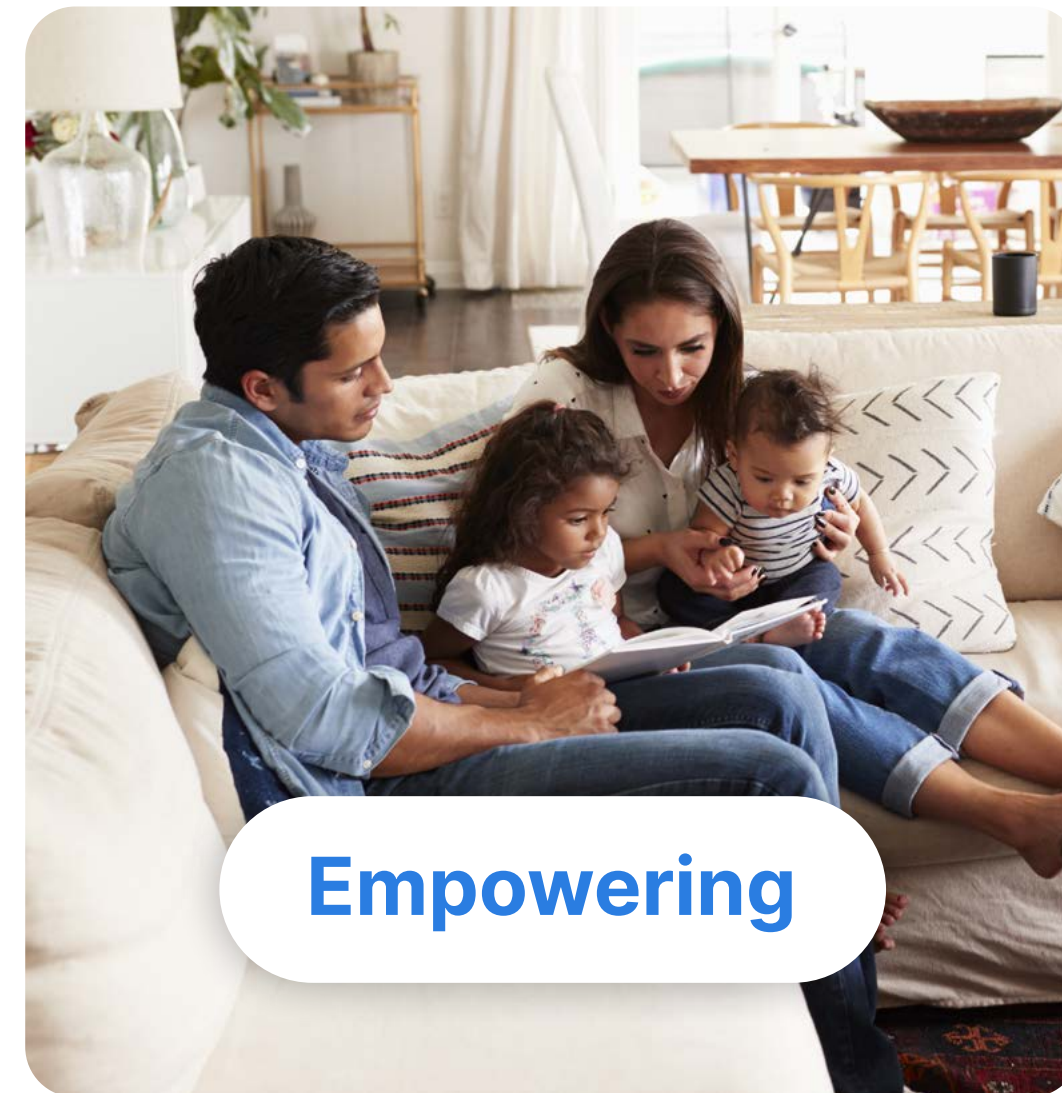We're constantly thinking about the future and are never satisfied with the status quo. We're investing in technology to disrupt an industry, to make real estate transactions simpler, more efficient, and more affordable.

We're Experts

We deeply understand real estate transactions. Customers know they can count on our people to stay ahead of their needs, address problems quickly, and solve the most complex problems.

We're Enthusiastic

We love what we do. We know we're building something transformative that will have an impact on millions of home buyers across the United States.

We're Empowering

We are powering the most optimal customer outcomes by combining technology with deep human expertise. We are partnering with our audiences to elevate their interests and make our vision of the future a reality.

We're Champions

We're removing the friction and frustration from real estate transactions. We don't just serve our customers – we champion their interests with dedication and relentless focus.

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Our brand voice

Optimistic

You're architecting a new future and delivering a tangible impact to millions of people in the country. You need to convey vision and excitement about the future you enable. Write and speak with optimism, energy and a sense of purpose.

Clear

You eliminate friction and simplify today's arcane and complex closing process. Always be clear, specific and simple in your writing to further reinforce the value you provide.

Confident

Speak and write with assurance without coming across as arrogant. You passionately believe in what you do and the positive impact you deliver to your customers.

Clever

You replace nonsense and frustration with clarity and ease that can be felt and experienced by all parties involved in a transaction. Demonstrate the difference Doma makes and highlight the intelligent and transformational nature of your solution. Whenever appropriate, feel free to use wit and humor to illuminate the significant improvements you bring to your customers and to the industry as a whole.

Friendly

Be friendly and approachable in your writing. You need to invite and engage people in a conversation about a better future. Ask questions if necessary. Show people you're a positive presence in their lives.

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Who We Serve

We serve four different sets of people, each with its own needs and perspectives.

Real Estate Agents

Real estate agents are tenacious hustlers, always on the move, often with an engaging personality and a love for action. They must wear many hats to complete a real estate transaction. They are clients' advocates, market analysts, contractors' managers, smart negotiators, effective sales people, and, yes, insightful therapists to stressed buyers.

It's all about relationships
Their local network of lawyers, title agents, contractors, and lenders are the trusted partners they rely on to succeed and make real estate transactions as smooth as possible for their clients.

Doma makes it easy… and makes them look good
No more wrangling a frantic and frustrating process across multiple parties. No more chasing after responses and assisting clients with a confusing, arcane and time-consuming process.

With Doma on their side real estate agents are finally free: simplified digital closing, title commitments in seconds, and completed settlement statements in less than a minute. The dramatically improved service removes frustrations, strengthens their relationships with partners, creates strong referrals from clients, and boosts their personal image.

Always there when they need us
And when challenges arise, Doma experts are always ready to sprint into action and go the extra mile (sometimes literally) to ensure success is delivered.

Lenders

Lenders are efficient and goal-oriented professionals. They're constantly looking for new technology solutions and process improvements that can boost their effectiveness and propel their company forward.

They know that buying a home is an emotional process fraught with burdensome requirements. Delays in receiving preliminary title reports and title commitments are a daily challenge. Their goal is to quickly and efficiently process as many loans as possible while delivering excellent customer service to strengthen referrals and repeat business.

Accelerating workflows and driving down costs
Doma replaces the week-long title search process with a 60-second solution delivering curative-free commitment for 80% of residential properties. Transactions are processed faster and accurately, increasing mortgage pull-through by up to 10% and saving lenders money.

A better customer experience that builds their brand
The economic benefits Doma delivers are coupled with the impact on the lender's brand. By saving time and removing friction from the closing process, lenders deliver a smoother customer experience that improves their image and allows them to close on time.

Specialized services to address the unexpected
Our expert agents are prepared for all contingencies and go beyond the expected to provide peace of mind needed to complete a real estate transaction.

Title Agents

Title agents play an important role in the closing of a real estate transaction. They verify that sellers have clean property rights and that outstanding mortgages, liens, and unpaid taxes are fully settled.

They are often required to act quickly so that lenders can finalize the mortgage. This can be quite stressful considering the chaotic nature and burdensome requirements of the closing process, often aggravated by communications breakdowns among lenders, real estate professionals and home buyers.

Removing friction, compressing timelines
By replacing the time-consuming and labor-intensive title search process with a predictive analytics algorithm, Doma empowers title agents to clear title commitments in a matter of minutes. Transactions are processed faster, with less back-and-forth between the parties, their agents, and financial institutions. Everybody wins!

Expert support when needed
Our experienced team provides quick and expert underwriting and title services to address complex situations, giving agents the confidence to support their customers no matter what comes their way.

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Home Buyers & Sellers

Buying a home is both an exciting and overwhelming experience. Financial considerations, personal preferences, and life goals make people anxious, particularly for first time home buyers.

A competitive and emotional experience

The competitive nature of buying a home adds uncertainty to the process and is often a source of frustration: a strong offer after months of research can be swept away in minutes and crash the dreams of home buyers.

The emotional nature of the experience is intensified by the seemingly inexplicable time necessary to close on a transaction. While today's buyers can search for homes and apply for a mortgage instantly, they have to endure a frustrating wait to satisfy the needs of a highly inefficient, entirely manual and costly title and escrow process still stuck in the 19th century.

Closing made simple, fast and affordable

Through the power of its patented machine intelligence technology, Doma replaces the arcane and cumbersome process with a modern, simple and fast experience designed for today's digital world. What used to take days, filled with confusing documents and pesky fees, can now be resolved in minutes, with clarity, ease and significantly reduced cost.

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Style Guide

Our visual brand must be a conduit to communicate our company's mission and purpose, must always provide clarity and transparency into how we provides value.

Our Visuals

Removing the friction and frustration

- Our visual branding must be empowering and empathetic to all the different needs of our users while never being dismissive or obscure.

- We visually position ourselves with who we serve as the primary focus and instead as a foundation or as an enabling framework to our customers' success.

- We do not visually appear to be above the interests of who we serve, holding them down or overpowering them.

- We champion the interests of who we serve while ensuring we are not unapproachable or unfocused.

Our Logo

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Our Logo

Our Brand Mark

- Our logo is smooth, and has no hard corners.

- Our logo embodies our company's vision for seamless and frictionless real estate transactions.

- The in our logo derives its shape from a home (or multiple homes) and always grounds our brand in the aspiration for home ownership.

Our Logo

Clearance Space

- There should always be a minimum of X (height of "o" in Doma) surrounding the Doma Signature starting from M-height (height of "m" in Doma).

- The area of clear space ensures that text or other visual elements do not encroach upon the Signature. The outlined boundary box around the Signature shown here indicates this clear space.

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Our Logo

1

2

3

4

5

Acceptable Use Cases

1. Full color version whenever possible.

2. White full color should be used as an alternative to the full color signature when background colors are darker than, or equal to, 40% black.

3. Black should only be used for faxes, engravings and 1 color printing.

4. White should be used when the background is too dark or busy to use full color.

5. 35% black should only be used for headers in eBooks or case studies.

Our Logo

Unacceptable Use

The Doma Signature should only be used from the provided master artwork. Consistent use of our Signature will create a unified brand experience.

The demonstrations on this page show how NOT to use the Signature, with or without the Descriptor Line, in all print and digital media:

1. Don't change spacing between the letters

2. No dropshadows

3. Do not mix in other colors into the logo

4. No special effects

5. Do not place logo on gradient

6. Do not place full color logo on a busy photo

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Our Colors

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Our Colors

Our primary palette is anchored in our company's mission for simple, efficient and seamless communication.

- Our blue brings richness to our brand and is used to guide the eye and highlight what is important.

- Our black is primarily used for bold headlines and text.

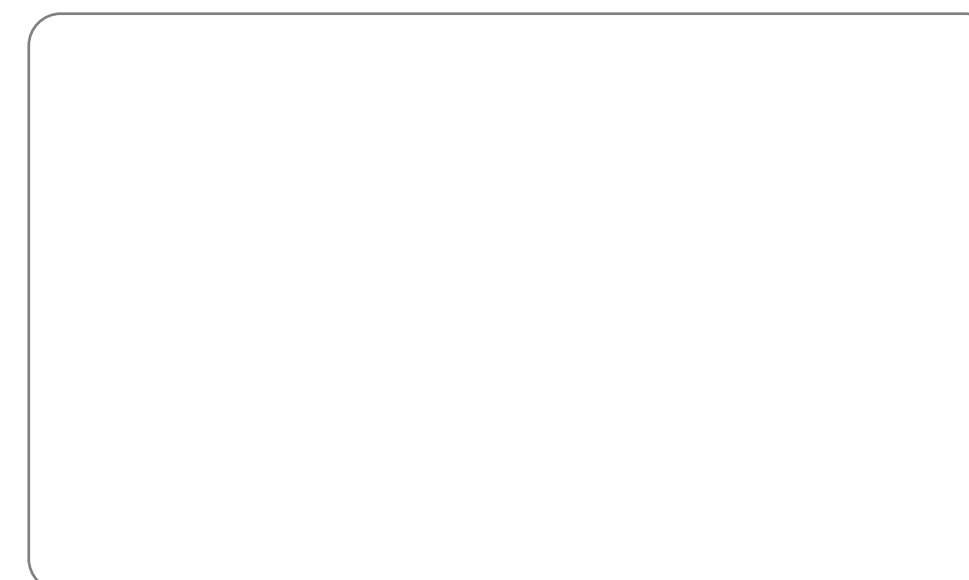- White is used for backgrounds and to help accentuate the boldness of our main colors.

Primary Palette

PMS Blue 072 C
RGB 16 6 159
HEX 10069F
CMYK 100 90 0 7
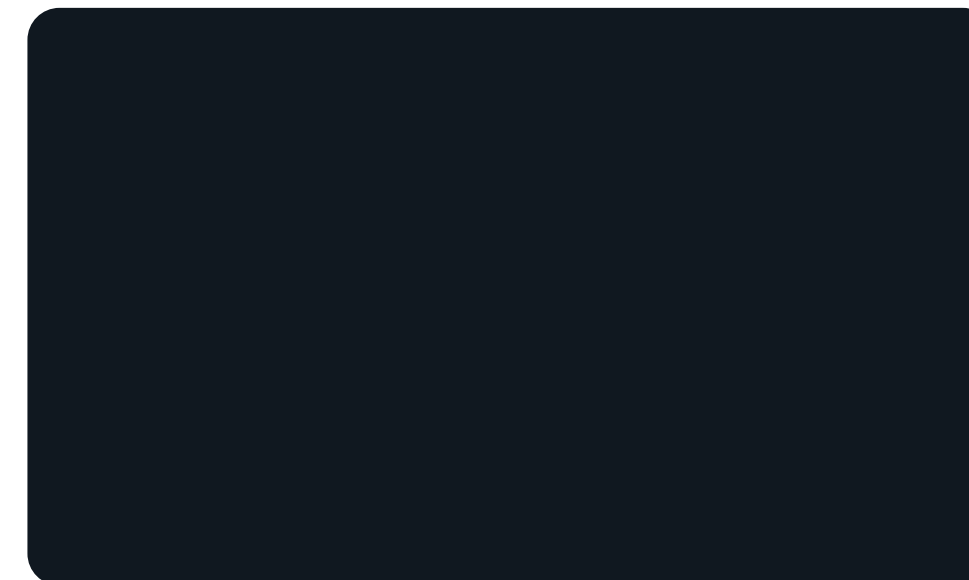
PMS Black 6 C
RGB 16 24 32
HEX 101820
CMYK 100 61 32 96

White
RGB 255 255 255
HEX FFFFFF
CMYK 0 0 0 0

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Our Colors

Our secondary palette is used to infuse warmth to our branding and works at its best when used subtly and to accentuate our primary colors.

- Our blue (2727C) can be found in our logo, as a secondary title color option to help differentiate content or as an important accent in our iconography.

- Our other colors can be used in moderation to help draw the viewers attention via iconography or product illustration.
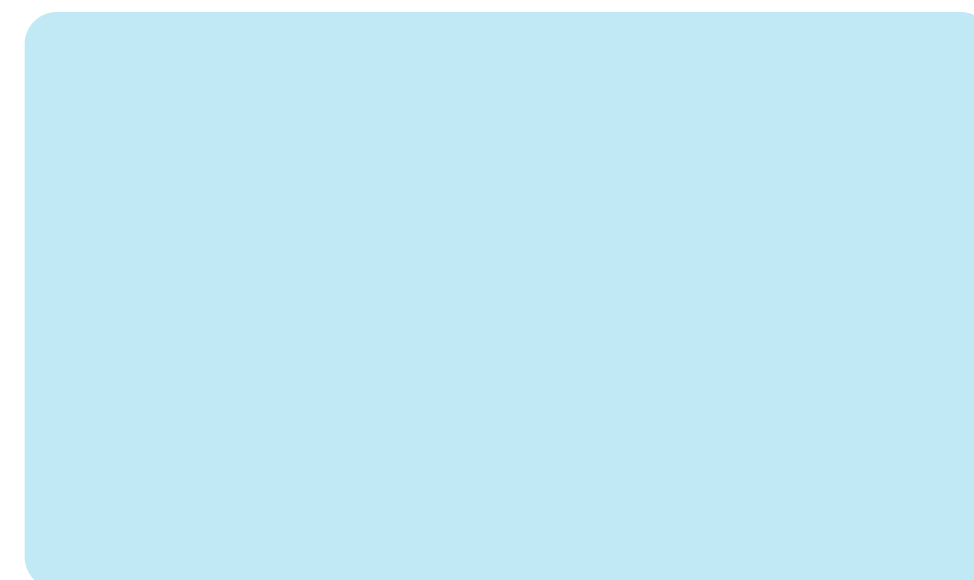
Secondary Palette

PMS 2727 C
RGB 42 125 225
HEX 2A7DE1
CMYK 75 45 0 0

PMS 130 C
RGB 242 169 0
HEX F2A900
CMYK 0 32 100 0

PMS 290 CP
RGB 193 232 245
HEX C1E8F5
CMYK 25 1 0 0

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Our Colors

Our extended palette consists of all the usable tints and shades of each color in the palette.

- Usage for these colors vary depending on the use case and can be useful in product focused illustrations or design components in our product.

Extended Palette

RGB 0 71 186
HEX 0047BA

RGB 127 177 237
HEX 7FB1ED

RGB 195 193 231
HEX C3C1E7

RGB 212 239 248
HEX D4EFF8

RGB 249 203 102
HEX F9CB66

RGB 253 233 191
HEX FDE9BF

RGB 163 171 176
HEX A3ABB0

RGB 224 227 227
HEX E0E3E3

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Style Guide

Typography

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Typography

Our primary brand typeface is Inter, which blends high functionality with visual clarity.

Inter is a flexible typeface that comes in a range of weights. The weights we use are: Inter Regular, **Semi Bold** and **Bold.**

Combined, they help us structure information in a refined and understandable way. We use these fonts across both our print and digital applications.

Primary Brand Typeface

Inter Regular

Regular

Inter Regular is used for body copy, call outs, quotes and for headlines / cover titles at a bigger font size.

Inter Semi Bold

Semi Bold

Inter Semi Bold should be used in rare cases when there is a need for hierarchical differences in secondary and tirachy titles.

Inter Bold

Bold

Inter Bold should be used for secondary and tertiary titles in many of our marketing collateral. It is never a headline or a cover title.

Typography

Our secondary brand typeface is Calibri.

This secondary typeface should only be used in PowerPoint, and other Microsoft applications. We use the typeface in two primary weights. Combined, they help us structure information in a refined and understandable way. We use these fonts across both our print and digital applications.

The weights we use are: Calibri Regular, and Calibri Bold.

Secondary Brand Typeface

Calibri Regular

Regular

Calibri Regular is used for body copy, call outs, quotes and for headlines / cover titles at a bigger font size.

Calibri Bold

Bold

Calibri Bold should be used for secondary and tertiary titles in many of our marketing collateral. It is never a headline or a cover title, only for Power Point applications if needed.

Photography

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Photography

Candid Photography Style

- Candid photography removes the posed aspect of the equation, with photographers taking shots of people in motion, or spontaneously.

- Our photography must capture life in a natural state related to experiencing and enjoying what they have achieved through Doma (real life, not still life).

- Our photography feels professional, compelling and well composed while not feeling artificial.

- Every photograph needs to signify positive energy and movement, and doesn't feel stilted or constricted.

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Photography

How to use photography in our branding

- Our photography should be authentic and aspirational. Be it home ownership or a more simplified real estate transaction.

- Our photography should be warm and enthusiastic, and never boring or unrelatable.

- Our photography should never be generic, staged or cold.

- Our photography should also convey the company's dedication to improved diversity and inclusion.

- We have 3 Pillars- Environment, Emotion, and HUman Centered Innovation

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Photography

Environmental

- Environment style photography should communicate that this is your house (1), or that this could be your home (2), and never a home that is unrelatable (4).

- Want an element of someone was just here but now they just stepped away (1 or 2) and not staged (3).

Acceptable and Unacceptal Use Cases

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Photography

Emotion

- Let the photography be the blank canvas for the viewers personal home buying aspiration (1, 2).

- Our photography should either inspire or create a sense of personal connection (1, 2).

- The emotion in our photography should never be manipulative (3), inauthentic (3) or staged (4).

Acceptable and Unacceptal Use Cases
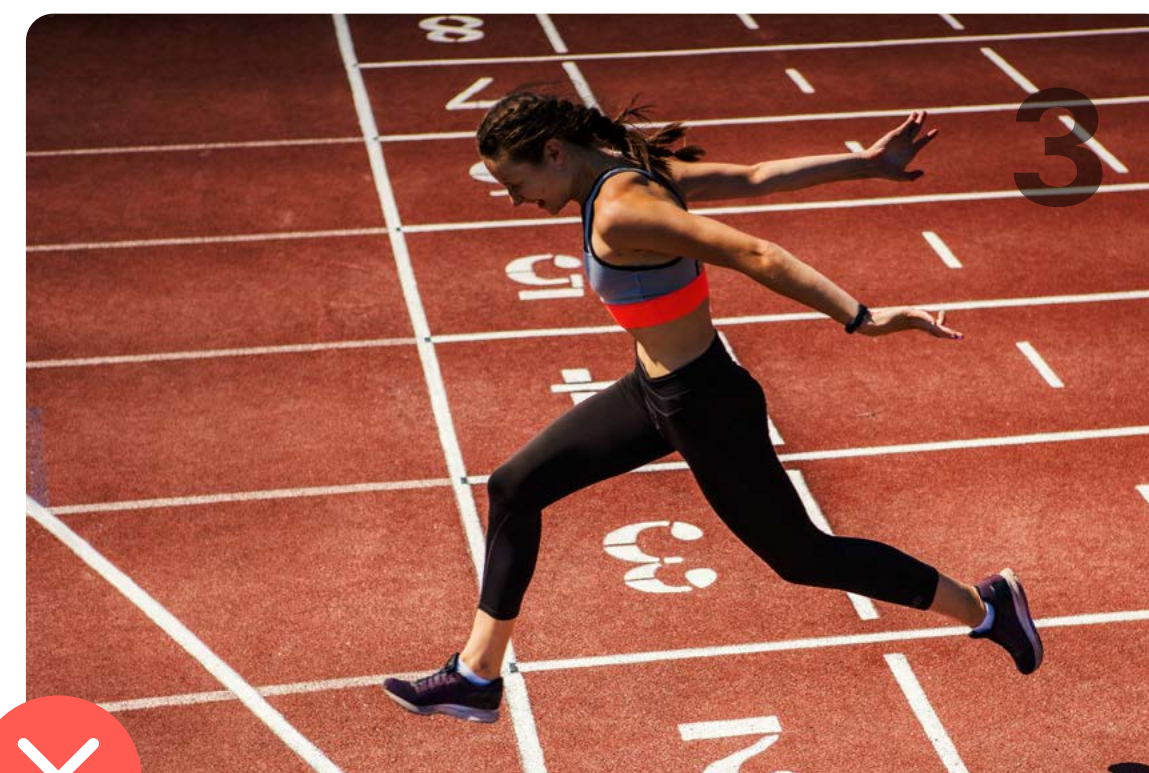
doma

Photography

Human Centered Innovation

- People should be used when communicating Doma's deep human expertise in the home closing process (1).

- When discussing our company, versus our product, we should always use our own people (2).

- People showcased in our photography should never feel staged, manipulative (3) or inauthentic (4).

Acceptable and Unacceptal Use Cases

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Style Guide

Gradations

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Gradations

Our gradations should be complementary, and never the primary focus.

Gradations should be used to communicate our company's vision to improve clarity and transparency in the real estate transaction process.

- Our gradients should never be overpowering or distracting. Doing so would be putting our branding before the focus, which is our customers.

- Gradients should never comprise no more than 20% of usable space on whatever materials or medium that it is being used.

- Gradients can also be used for floating elements (like the Home Silhouette and Wireframe) to solve for the hard edges that may be created when one of these elements is not grounded on the bottom.

Gradations

Sunrise Gradation

- There are two sunrise gradient options:
  (1) Sunrise Bright, (2) Sunrise or (3) Sunrise Light.

- When enlarging the Sunrise Gradation it should always be anchored to the bottom right corner and expanded towards the upper left corner OR upper left corner and expanded towards the bottom right.

- Blue should always be the dominant color. The yellow burst should never occupy more than 10% of the overall gradation.

1

2

3

Gradations

Sky Gradation

- This gradation is ideal for interfaces and provides an ownable alternative to using flat color. It can be used as a background to add dimension to layouts, call-out boxes, banner ads, and other instances where you need to draw attention to important information.

- The gradation is made with a linear fade from the Doma Blue on the left to the slightly lighter tint of blue to the right.
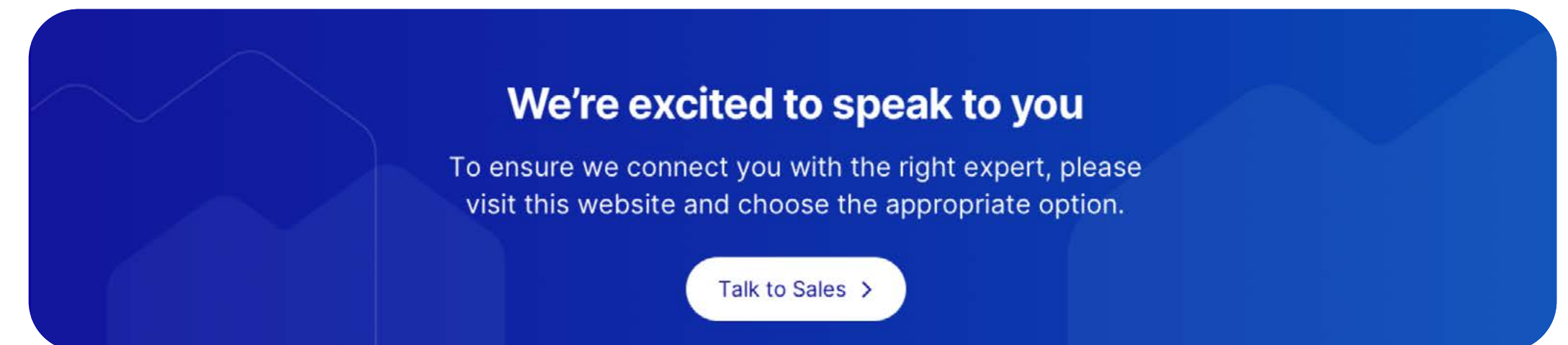
Sky Gradation

RGB 16 6 159
HEX 10069F

RGB 0 71 186
HEX 0047BA

Digital Application

We're excited to speak to you

To ensure we connect you with the right expert, please visit this website and choose the appropriate option.

Talk to Sales >

Style Guide

Graphic Devices

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Graphic Devices

Doma's branded graphic devices are divided into four areas to inform the graphic language of our brand.

Utilizing these graphic devices across branded marketing materials, both print and digital, will create a consistent look and feel.

Our branded graphic devices four options include:

1. Silhouette

2. Wireframe

3. Silhouette with Wireframe Combination

4. Silhouette Gradations

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Graphic Devices

Silhouette

- The Silhouette Device is the root of our design system.

- It is derived from the letter "m" in the Doma Signature—which was inspired by the Painted Ladies in San Francisco.

- This device represents the home as well as the collaboration and seamless connectivity that Doma brings to the industry.

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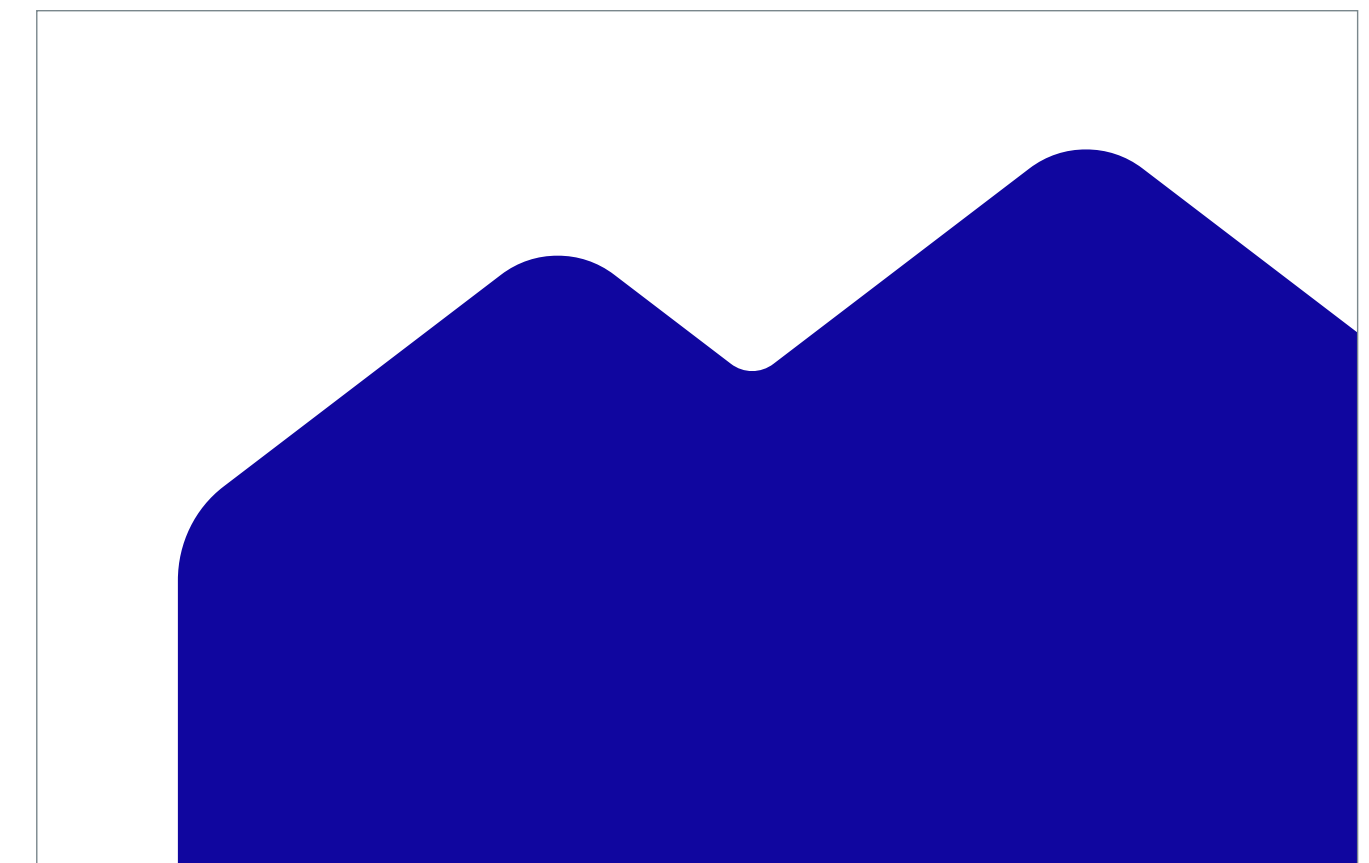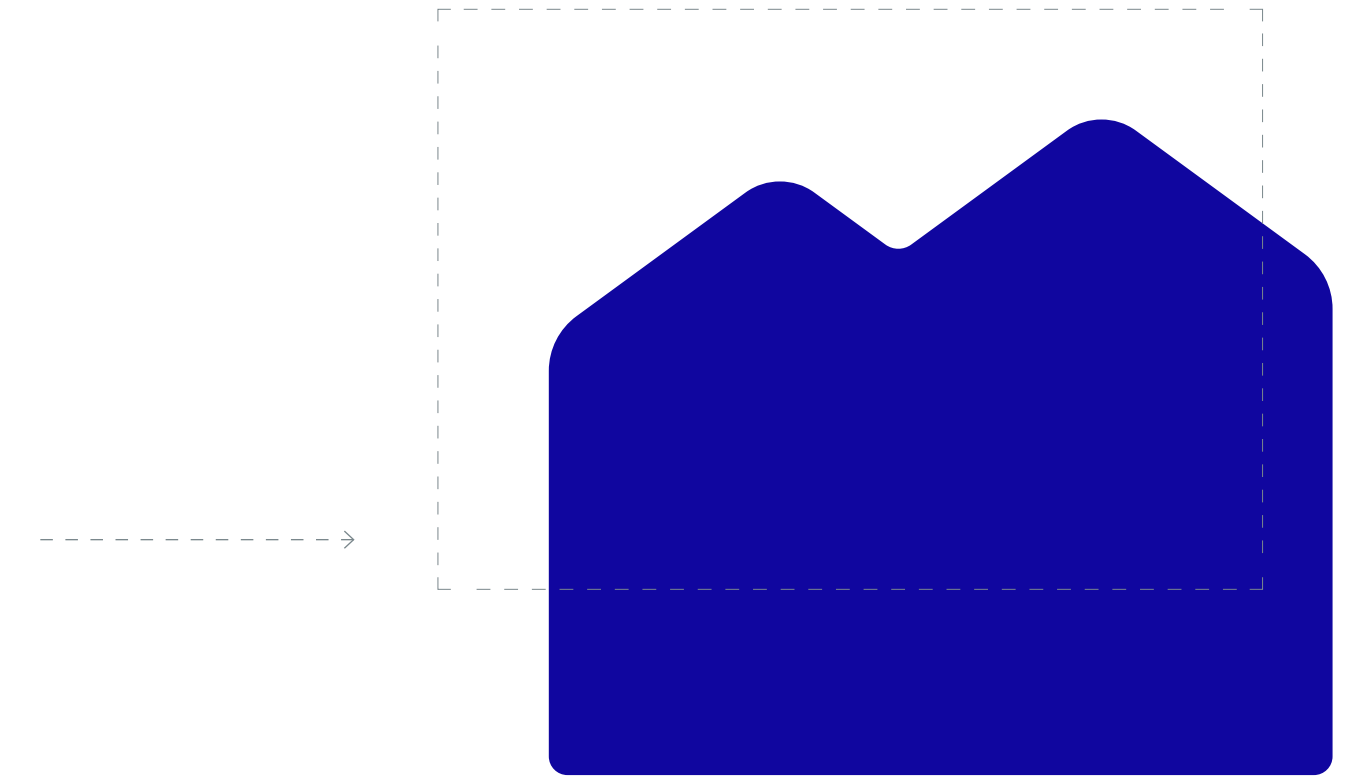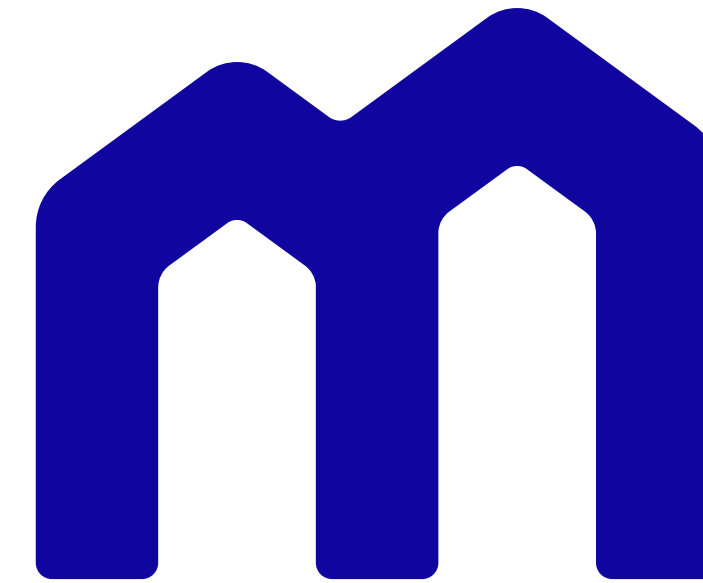
Graphic Devices

Silhouette Use Cases
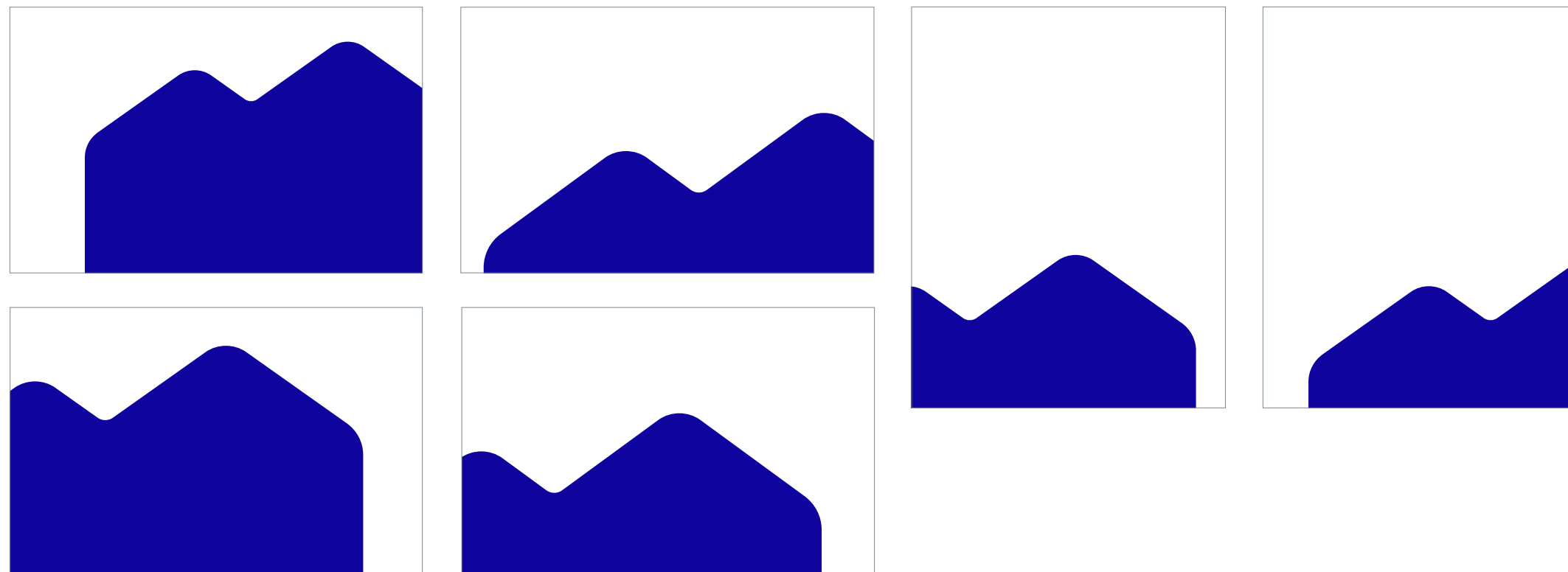
There are many possibilities for cropping the M Silhouette Device.

In all use cases, the house silhouette must always be used in a complementary fashion to focus and ground a section.
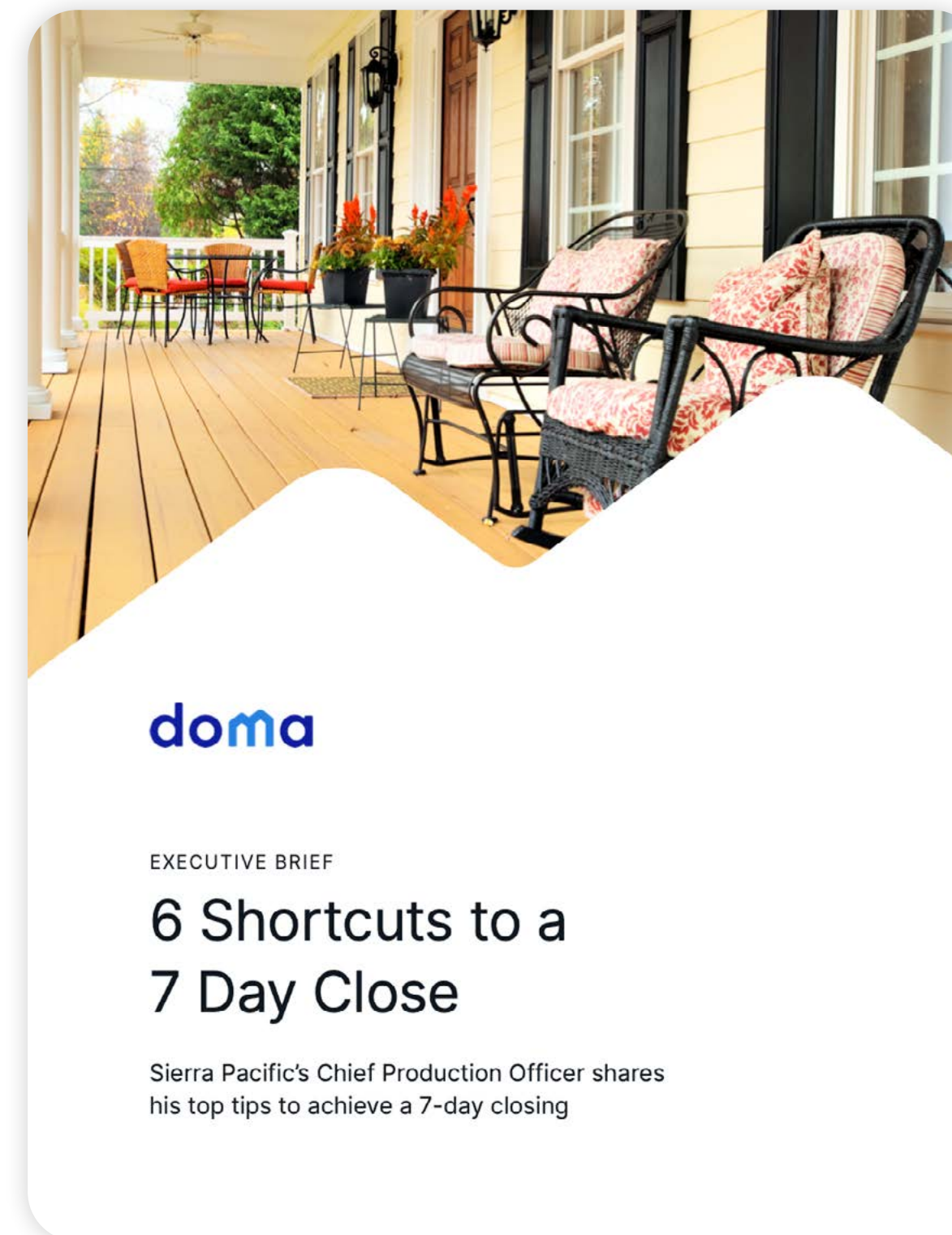
- When cropping the M Silhouette Device it should always bleed off of one side of the frame.

- It should always be anchored to the bottom of the page.

- Opposite of the side bleeding off of the frame— should always be visible. There must always be white space between this.
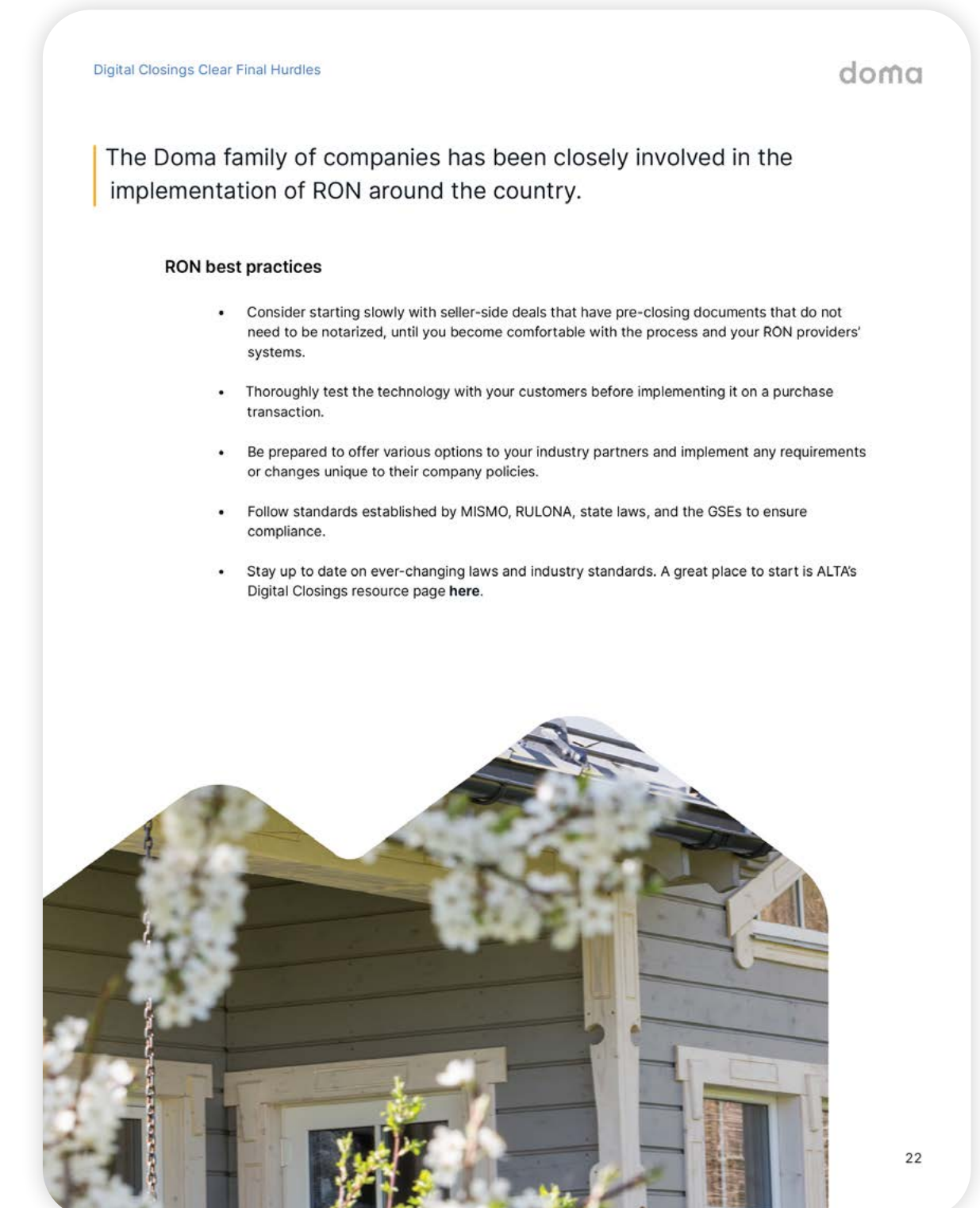
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Graphic Devices

Silhouette Examples

This page demonstrates how to use the Silhouette device as a standalone element.

Example 1

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EXECUTIVE BRIEF

6 Shortcuts to a
7 Day Close

Sierra Pacific's Chief Production Officer shares
his top tips to achieve a 7-day closing

Example 2

Digital Closings Clear Final Hurdles   doma

The Doma family of companies has been closely involved in the
implementation of RON around the country.

RON best practices

- Consider starting slowly with seller-side deals that have pre-closing documents that do not
  need to be notarized, until you become comfortable with the process and your RON providers'
  systems.

- Thoroughly test the technology with your customers before implementing it on a purchase
  transaction.

- Be prepared to offer various options to your industry partners and implement any requirements
  or changes unique to their company policies.

- Follow standards established by MISMO, RULONA, state laws, and the GSEs to ensure
  compliance.

- Stay up to date on ever-changing laws and industry standards. A great place to start is ALTA's
 Digital Closings resource page **here**.

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Graphic Devices

Wireframe

1. This device can be used as a feature graphic by itself and in conjunction with the M Silhouette Device.

2. The second is made from four shapes that create a neighborhood. This device should be anchored along the bottom of the page and used to add texture and unity to your layouts.

3. The third represents a community. It is made from many shapes and provides opportunity.
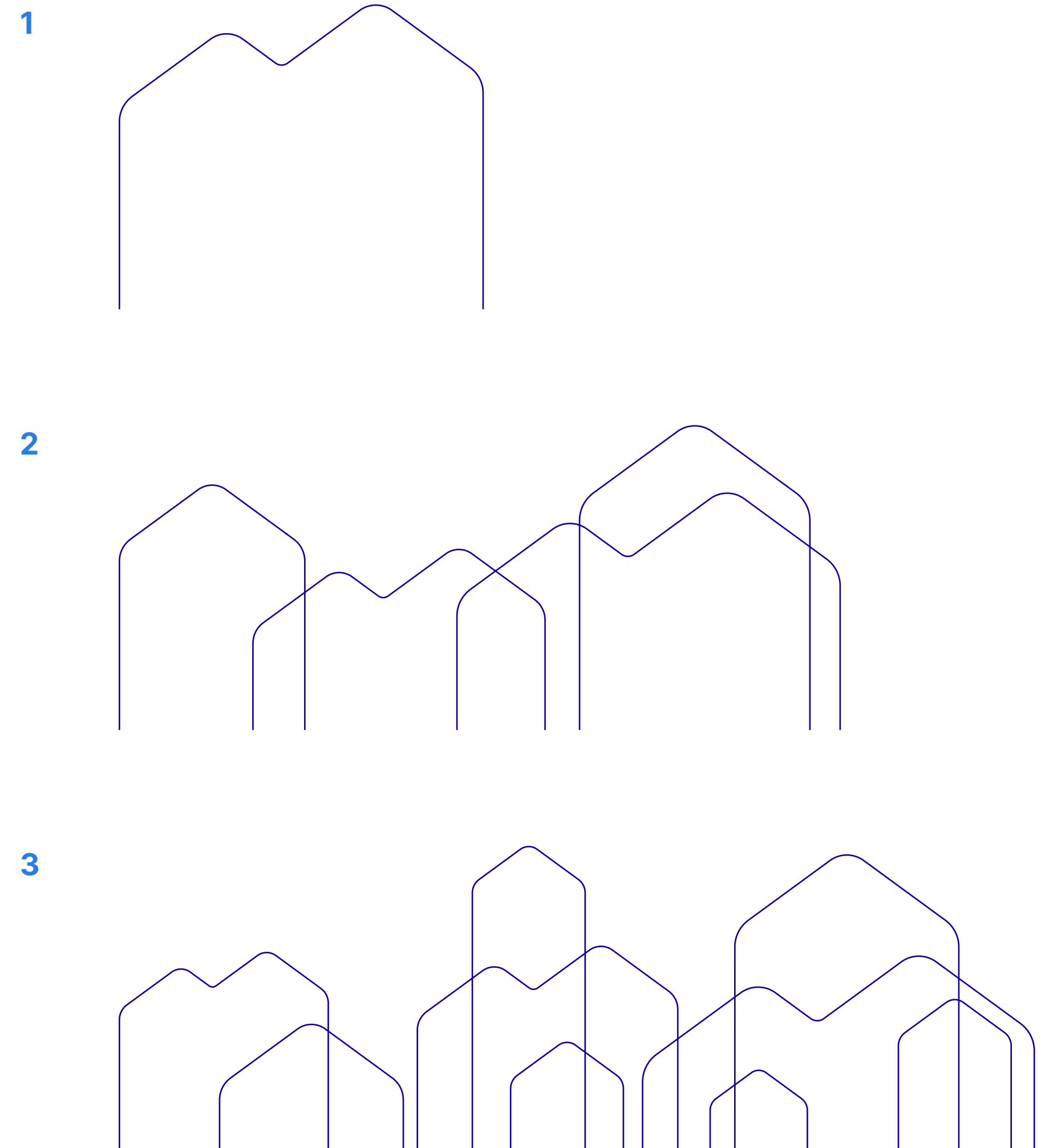
Graphic Devices

Wireframe Use Cases
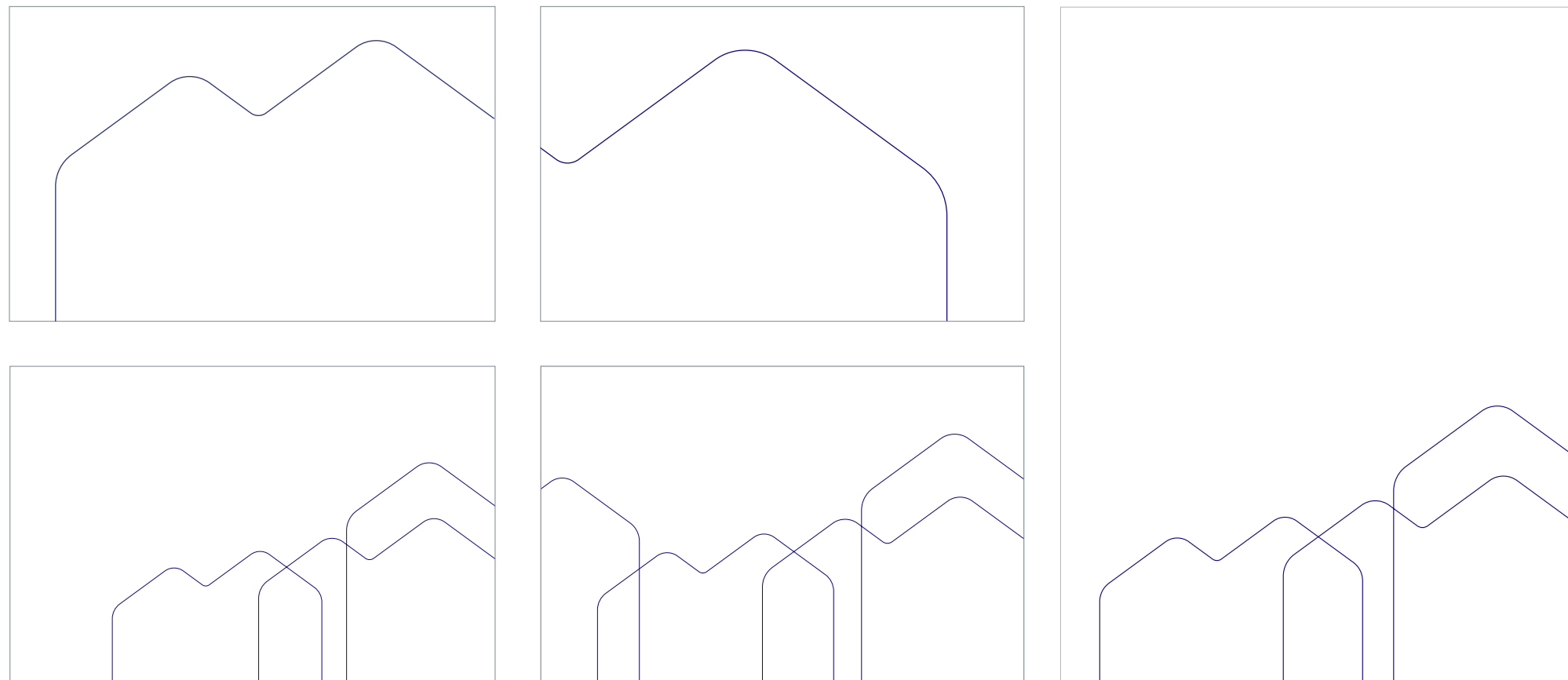
The M Wireframe Device is derived from the letter "m" in the Doma logo—which was based on the universal symbol for the home—and inspired by the flow and continuity that Doma brings to the industry.

- Examples show the device should always bleed off one side or both and anchored to the bottom.

- Wireframes can be used simply as a standalone device on a white background or as a low opacity white lines on either Doma blue backgrounds or or photography.

- The M Wireframes Device can be used over photographs and colored backgrounds. It can be used in conjunction with the Sunrise Gradation and Sky Gradations.
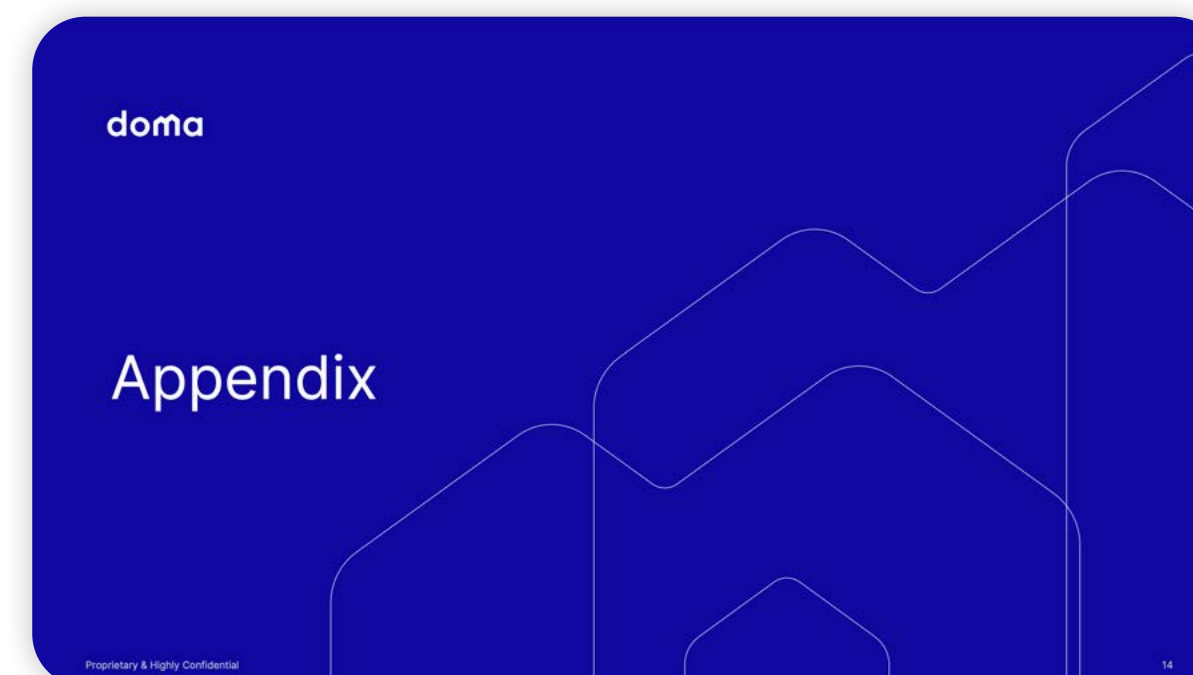
Graphic Devices

Wireframe Examples

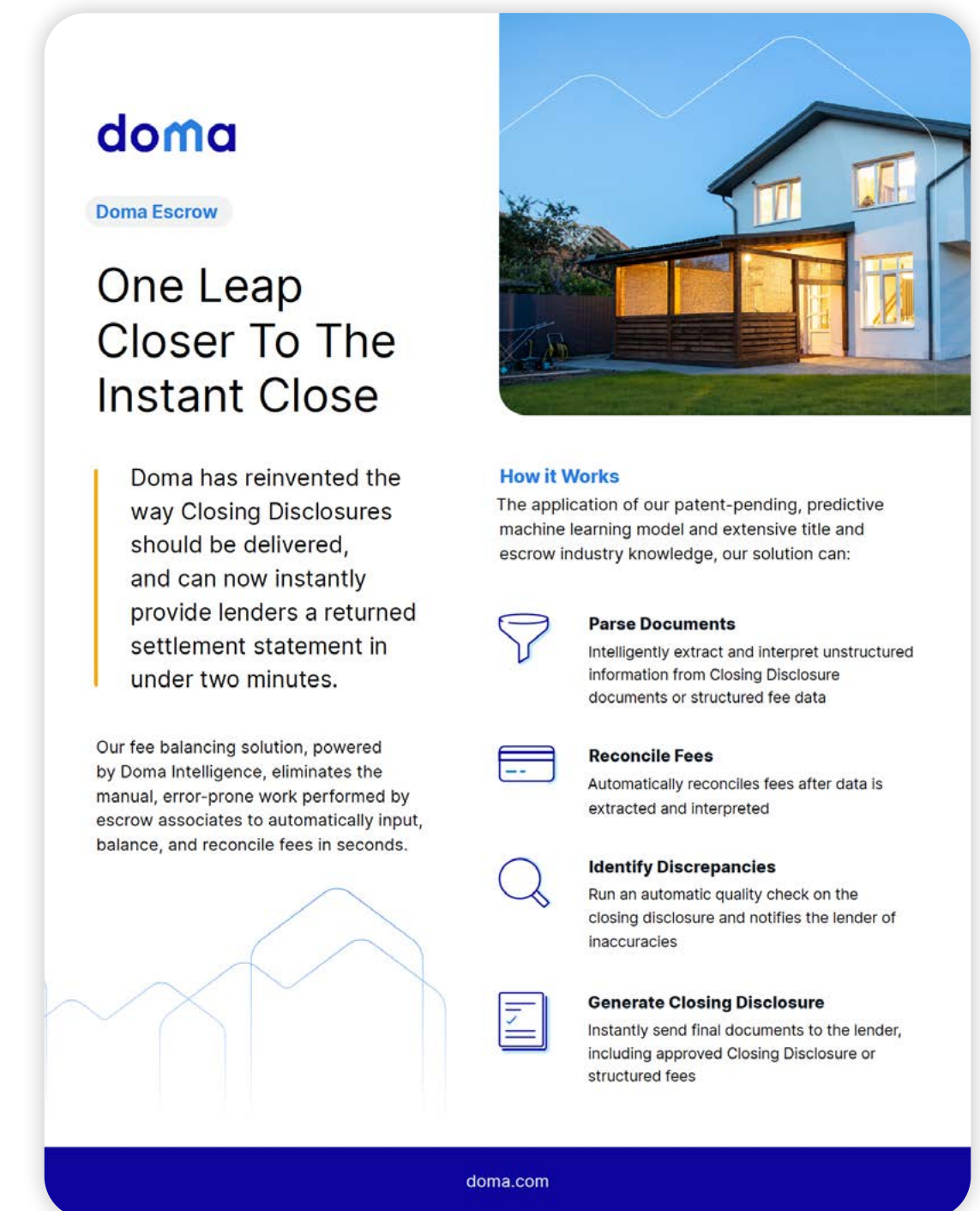This page demonstrates how to use the Wireframe device as a standalone element.
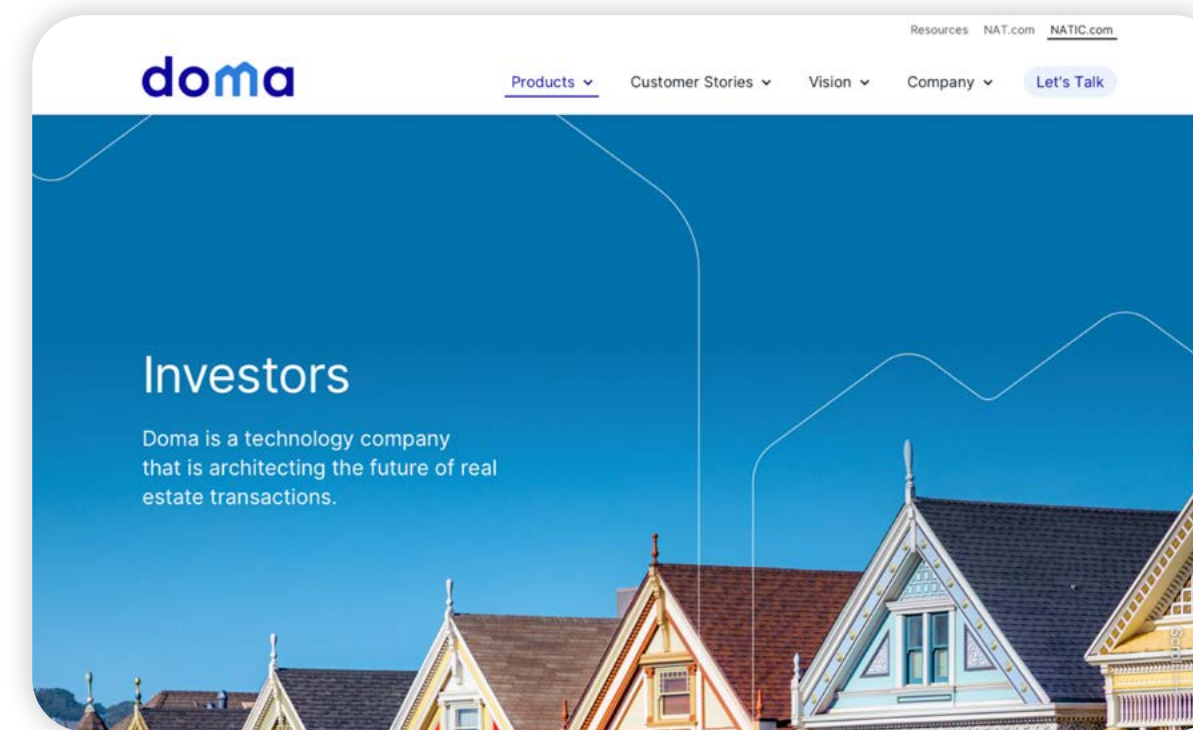
Example 1


Example 2

Example 3

Graphic Devices

Silhouette / Wireframe Combination

- The Silhouette can be used with the single or multiple wireframe devices as long as it does not clutter the design.

- The Silhouette can be filled with the Doma Blue, White, 80-90% translucent white— over images, and the Sunrise Gradation.

- The Line and the Silhouette can be used to house and highlight information.

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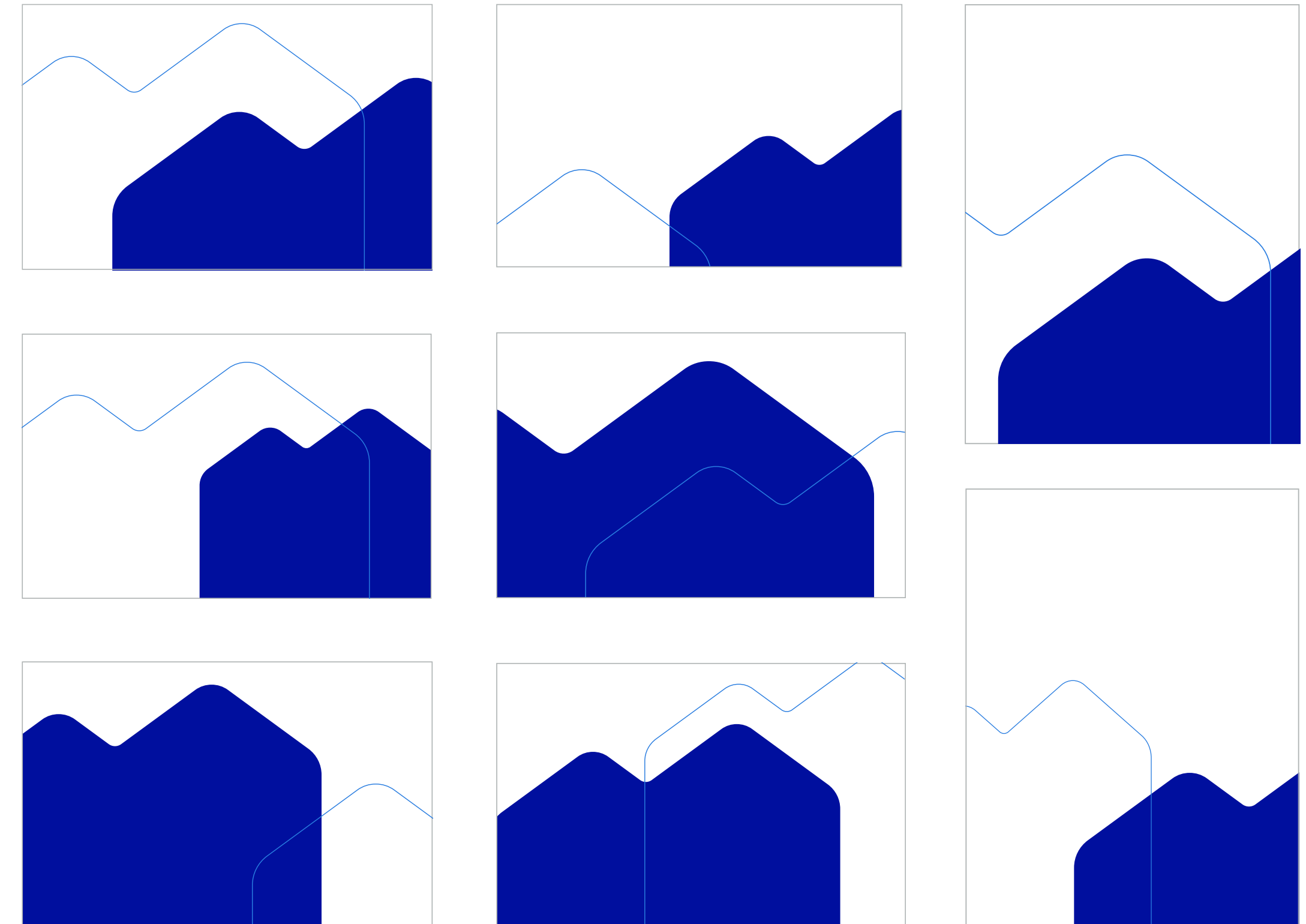
Graphic Devices

Silhouette / Wireframe Combination Use Cases

This page demonstrates how to use the Silhouette / Wireframe Combination. The adjacent demonstrations show a variety of options that are possible with this versatile graphic device.

Example 1

Homepoint and Doma: A Shared Vision of a Better Customer Experience

Example 2


Example 3

Press Release

Graphic Devices

Silhouette Gradations

- By combining the M Silhouette Device with the Sunrise Gradation we are able to create a dynamic stationary and floating element that can be used to create backgrounds, focus attention, and highlight information.

- When cropping the gradation blue should always be the dominant color. The yellow burst should never occupy more than 10% of the overall gradation.

**Sunrise Gradation**
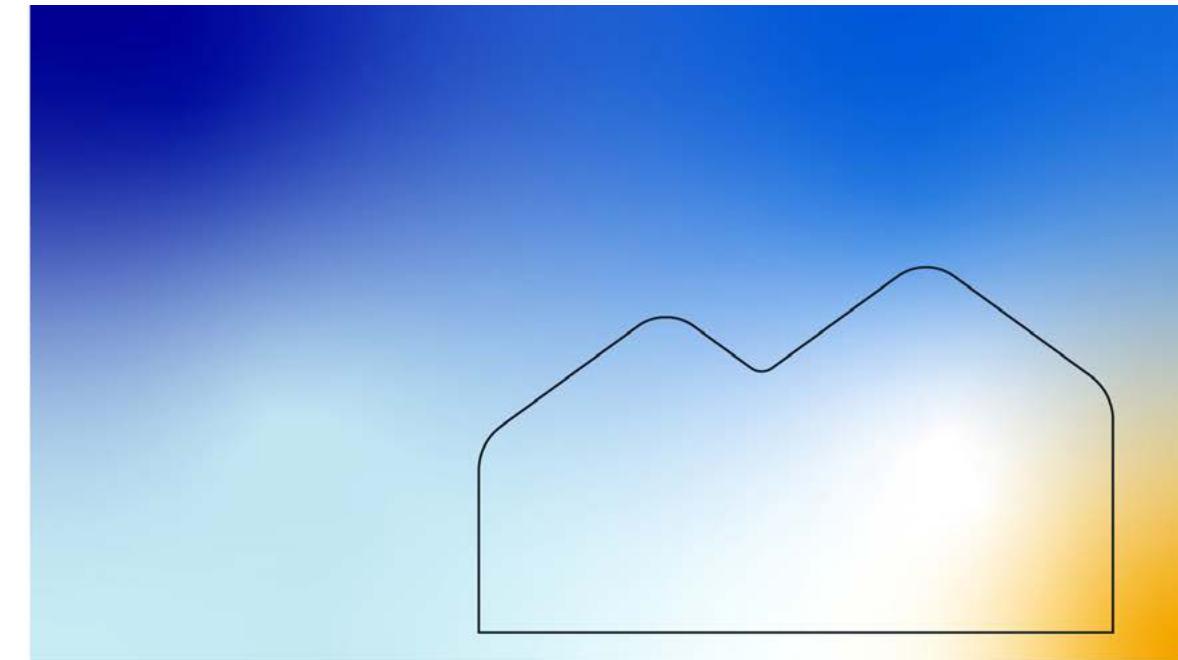
Sunrise Gradation Light

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Example 1

Graphic Devices

Style Guide
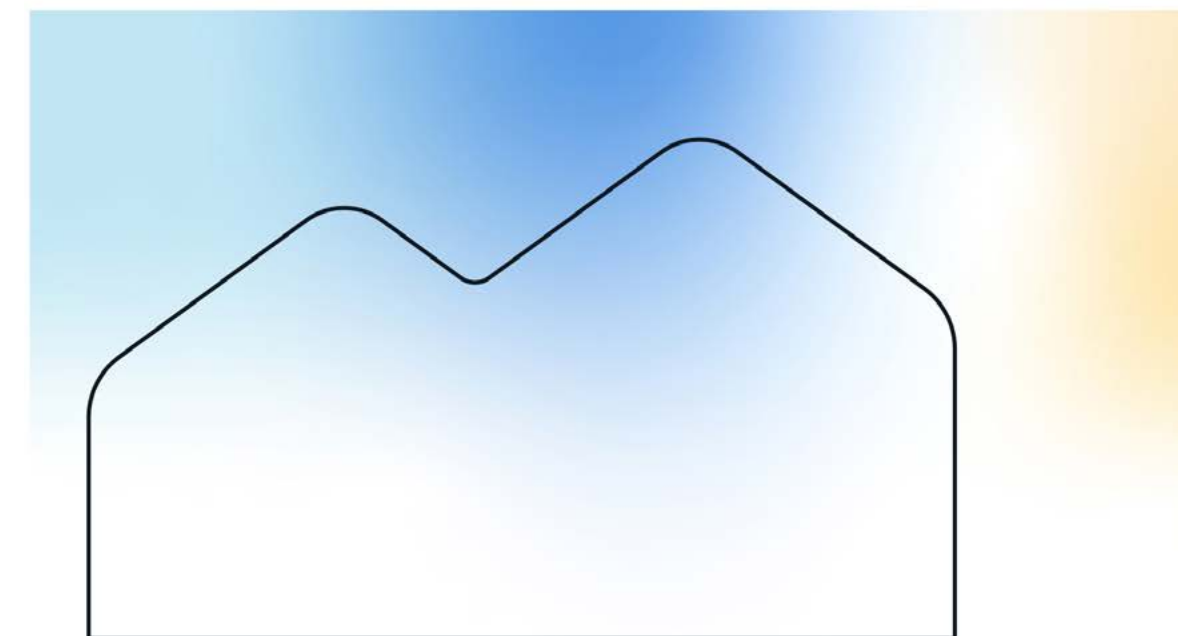
Silhouette Gradations Use Cases

- The silhouette can only be used with the M home Wireframe Device.

- The Sunrise Gradation with M home Silhouette should only be used on white.

- Avoid cluttered and overly complicated arrangements, no more than 20% usage on 1 piece

- M home Silhouette Gradation must have a 0% opactiy bottom if it is floating and not anchored.

Example 2
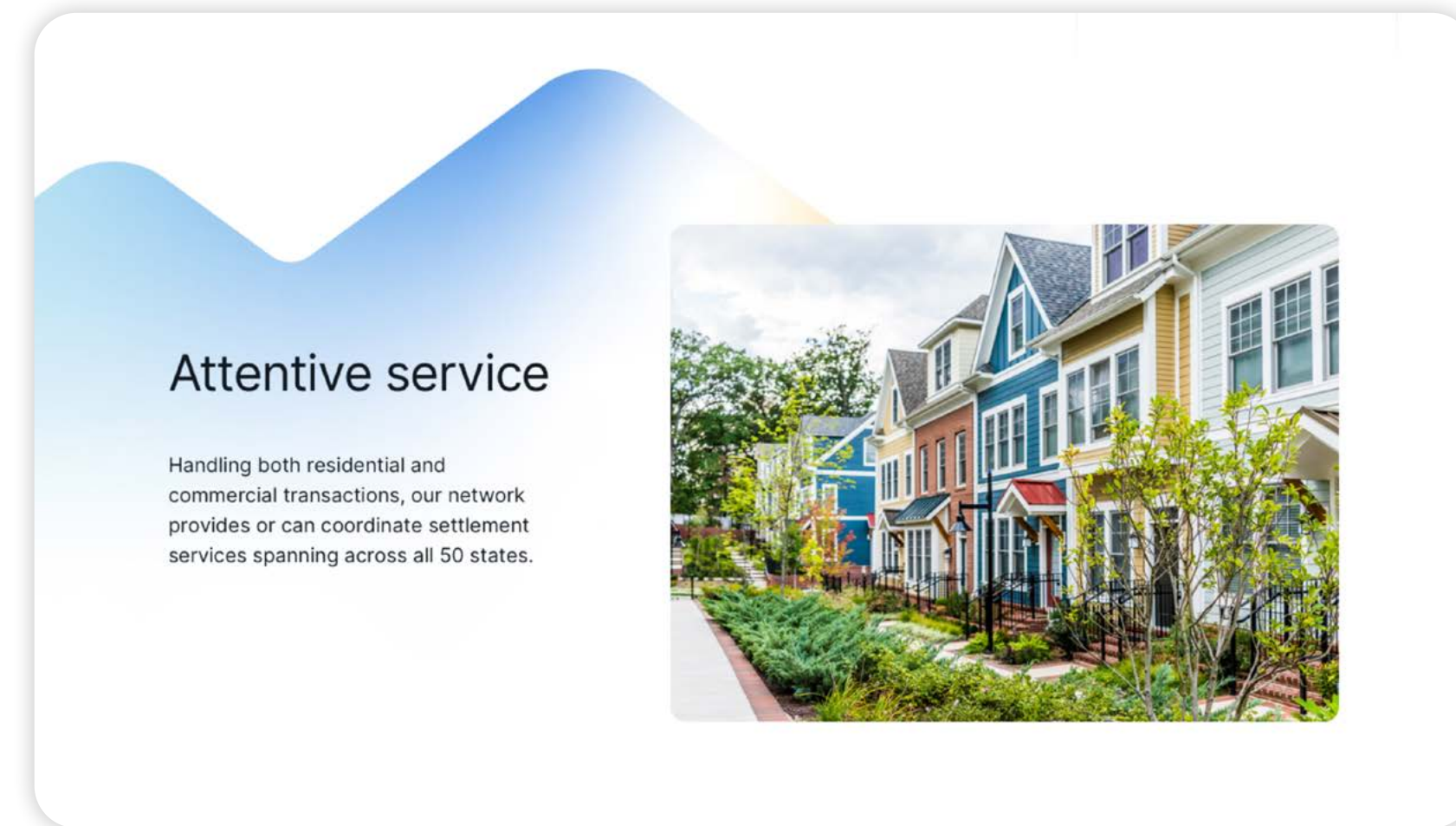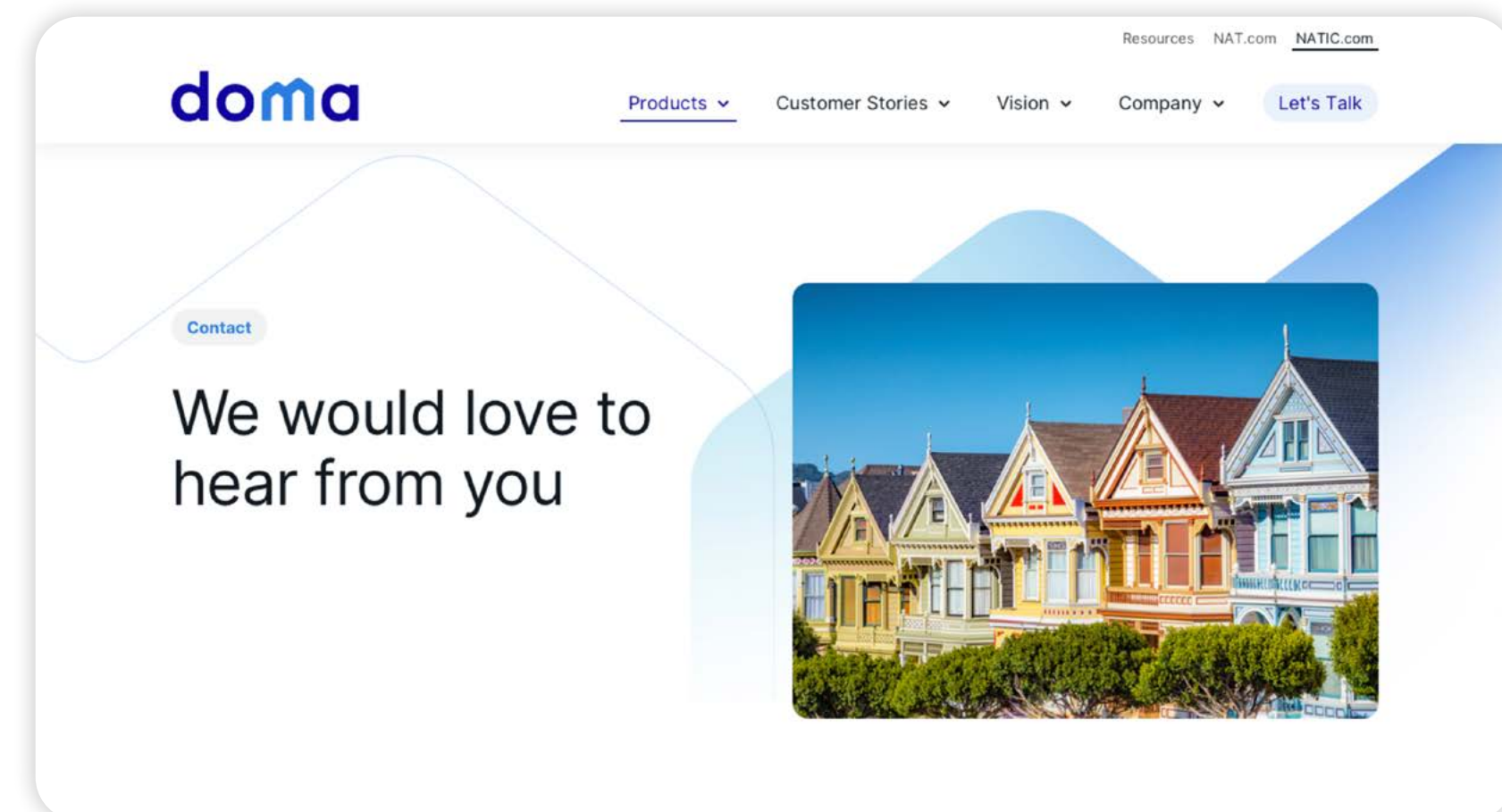

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Style Guide

Iconography

Iconography

The Doma library of icons are available for the purpose of adding a visual emphasis to branded content for digital and printed marketing materials.

There are two sets of icons:

1. A main icon library used to communicate complex ideas with an additional inverse for marketing use only.

2. A simplified set of symbols for use at smaller scale for website use only.

Main Icons- white background
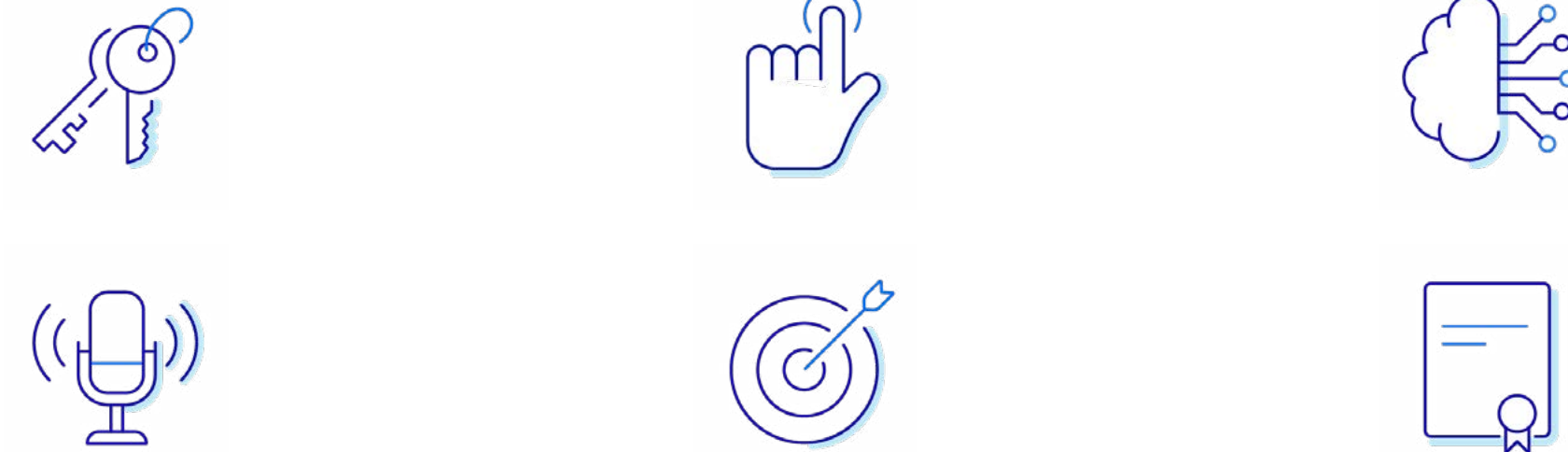
Inverse Icons- royal blue background
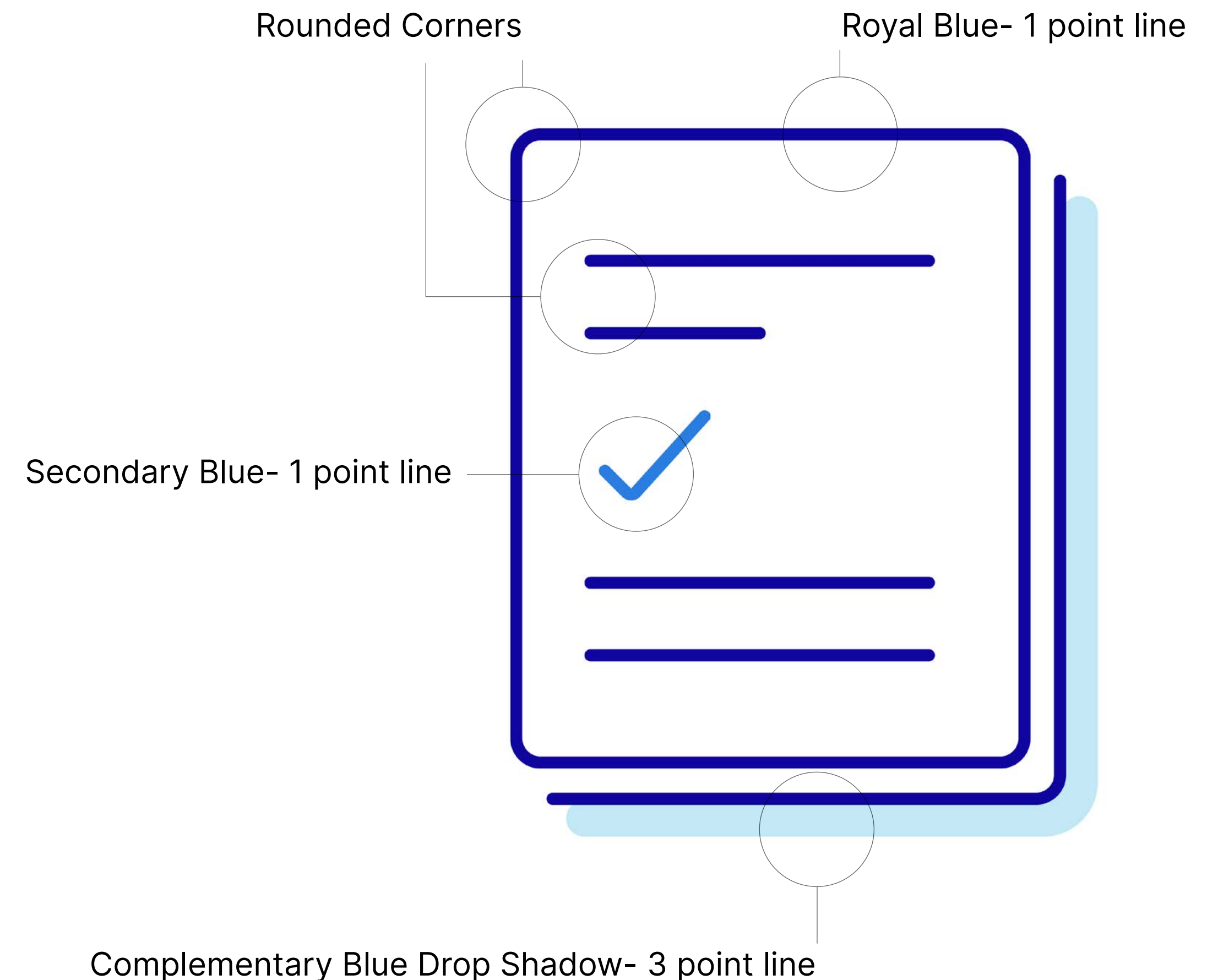

Simplified Icons- web only

Please note simplified icons are meant to be 40% smaller than main icons

Iconography

- Royal blue is always the primary color used for our icons as it helps to draw attention from the viewer.

- Our secondary blue is used to provide depth and character to our iconography and should be used.

- The stroke should never be larger than 1pt for the main icon design and 3pt for complementary blue drop shadow.

- Icons should be used only on a white background, or as a negative on our blue background and always have rounded corners.

Rounded Corners

Royal Blue- 1 point line

Secondary Blue- 1 point line

Complementary Blue Drop Shadow- 3 point line

doma