

Fannie Mae Marketing Center

Reference Guide for Single-Family Marketing Materials

Last Updated 09/29/16



Fannie Mae™

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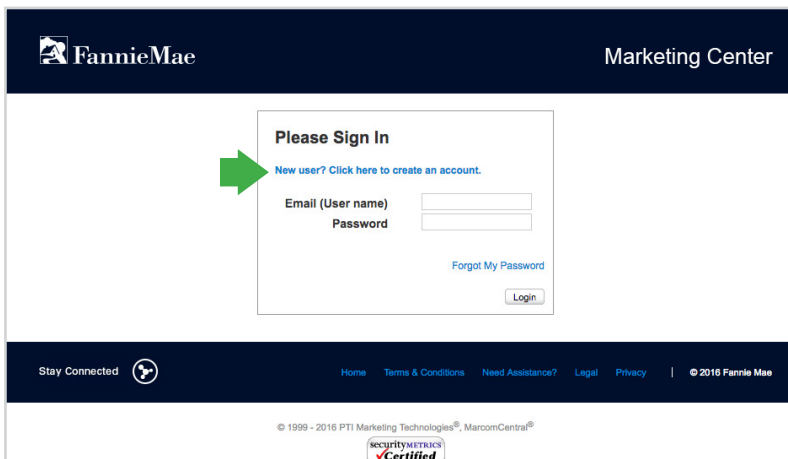
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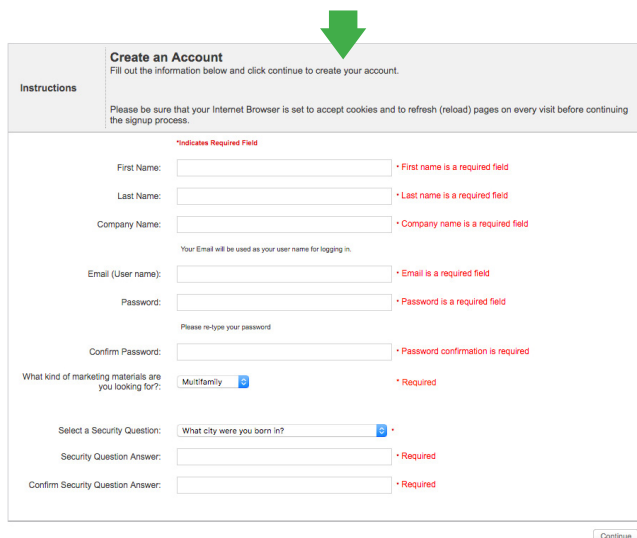
Creating an Account

Use the following steps to create a new account and profile.

1. Go to www.fanniemae.com/marketing to access the Marketing Center.
2. Click **New User** on the Marketing Center login page to create an account.



3. Complete all the required fields on the Account Setup page.
 - Your email address will serve as your user id for logging into the Marketing Center.
 - Your password must be at least 6 characters long, and it can't repeat more than 3 characters.
 - Your security question and response will be used if you forget your password and need to reset it.





- 4. Click **Continue** to finish setting up your account, and agree to the Terms of Use for the Marketing Center.
- 5. Complete your Account Profile setup, and hit **Save & Continue** to begin using the Marketing Center.

Update Account Profile

Edit and keep your information up to date in the additional fields provided below. Please note, the address fields will be used to pre-populate the customized materials where applicable.

John Smith

Email (User name): johnsmith@yourmortgagecompany.com

Password: *****

Please re-type your password

Confirm Password: *****

Select a Security Question: What city were you born in?

Security Question Answer: *****

Confirm Security Question Answer: *****

Company Type (i.e. Lender, Servicer, etc.): Your Mortgage Company

Job Title: Loan Officer

Address 1: 1234 Main Street

Address 2: Suite 300

City: Washington

State (i.e. CA): DC

Zip Code: 20001

Phone Number: 555-555-5555

Fax: 555-555-5555

Save & Continue Apply Changes





Navigating the Marketing Center

Profile

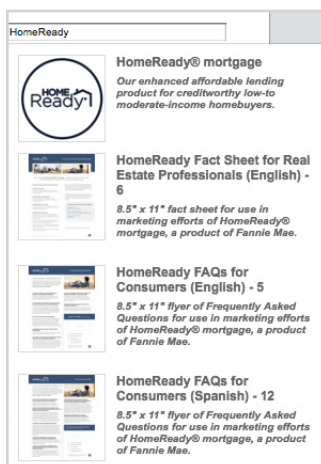
- **My Profile** – lists your contact and address information. You may update this information as necessary. You can also change your password or security question.
- **Download History** – details what marketing materials you have customized and downloaded to date.

Note: This feature allows you to select one or all the items you have downloaded and download them again, saving time if you are at a different computer trying to access your marketing piece(s).



Search

The search bar allows you to do a quick search for an item. Items related to your search will appear with an image and a description.





Main Navigation



On the main navigation, you will find:

- **Catalog** – takes you to the catalog of materials organized by topic, type and audience.
- **About** – gives you more information on why we created the Marketing Center.
- **Help** – takes you to our FAQs, reference guide, and a link to our customer support.
- **Other Resources** – provides you with hyperlinks to a variety of resources Fannie Mae offers to housing professionals and consumers. Making it more convenient for you to find the information you might need about one of our products or programs while using the Marketing Center.



Browsing the Marketing Center

Use the following steps to browse through the materials on the website.

(Please Note: All materials are cross referenced to ease your search.)

1. Browse items using the **Catalog** option in the navigation bar
2. Or find materials by clicking on the **View Catalog** icon, and you'll find materials displayed by:

Catalog

Welcome to Fannie Mae's Marketing Center catalog. Choose from a variety of outreach materials to help you promote financing solutions that meet your customers' needs – all at no cost.

The screenshot shows a web interface for the Fannie Mae Marketing Center catalog. At the top, there is a navigation bar with 'View: [icon] Items per page: All' on the left and 'Displaying 1-3 of 3 Page 1 / 1' on the right. Below the navigation bar, there are three filter categories, each with an icon and a description:

- By Topic**: View materials categorized by mortgage-related topic—including Origination and Refinance—to find a variety of products and programs. Come back soon for additional topics including Avoiding Foreclosure.
- By Type**: View materials categorized by type, including flyers, fact sheets, letters, statement inserts, emails, logos, and more.
- By Audience**: View materials categorized by the audience you want to reach, including consumers and other housing stakeholders.

- **Topic** – view materials categorized by mortgage-related topic to find a variety of products and programs.
- **Type** – view materials categorized by type of marketing materials you want.
- **Audience** – view materials by the audience you want to reach.

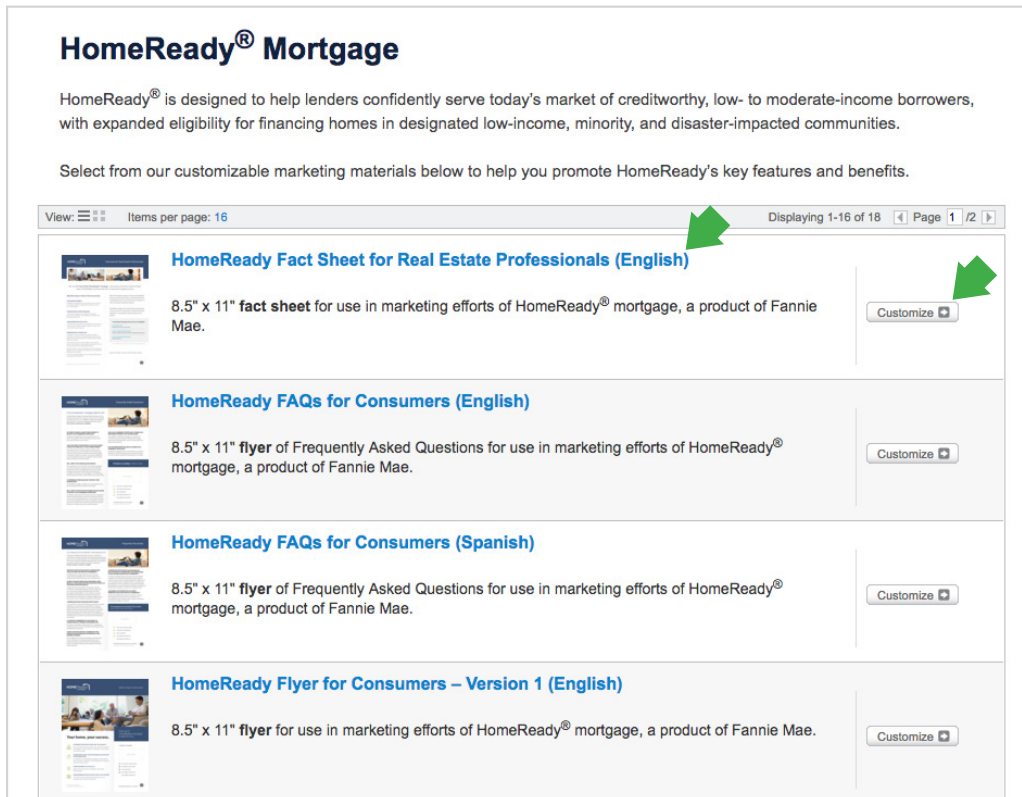


Customizing Materials

Once you select a specific item within a category on the Marketing Center, you will see all the materials that are available within that category.

Selecting an Item to Customize

- Click on the name of one of the items you want to customize or click the customize button.
- Customize the content to your specifications, which can include editing the product name, selecting a logo, selecting an image, adding your personal information, and customizing the background colors.



HomeReady® Mortgage

HomeReady® is designed to help lenders confidently serve today's market of creditworthy, low- to moderate-income borrowers, with expanded eligibility for financing homes in designated low-income, minority, and disaster-impacted communities.

Select from our customizable marketing materials below to help you promote HomeReady's key features and benefits.

View: [icon] Items per page: 16 Displaying 1-16 of 18 Page 1 / 2

- HomeReady Fact Sheet for Real Estate Professionals (English)**
8.5" x 11" **fact sheet** for use in marketing efforts of HomeReady® mortgage, a product of Fannie Mae. [Customize](#)
- HomeReady FAQs for Consumers (English)**
8.5" x 11" **flyer** of Frequently Asked Questions for use in marketing efforts of HomeReady® mortgage, a product of Fannie Mae. [Customize](#)
- HomeReady FAQs for Consumers (Spanish)**
8.5" x 11" **flyer** of Frequently Asked Questions for use in marketing efforts of HomeReady® mortgage, a product of Fannie Mae. [Customize](#)
- HomeReady Flyer for Consumers – Version 1 (English)**
8.5" x 11" **flyer** for use in marketing efforts of HomeReady® mortgage, a product of Fannie Mae. [Customize](#)



Customization Options

Different customization options are available, which include:

Enter Your Mortgage Product Name

If you have a unique name for your product, enter it below. Otherwise, leave as HomeReady mortgage.

Mortgage Product*

Mortgage Product Name

Edit the mortgage product name if you have a unique name for your product.

Select a Logo

Select one of our logo options from the drop down field below, or upload your own logo.

If you have your own logo that you would like to use instead of the provided options, simply click the upload button and select the appropriate file that you want to use from your computer. Please read the [reference guide](#) for the instructions on setting up and uploading your own logo.

Mortgage Product Logo*

(Recommended logo dimensions are 2" x .75" for this collateral piece.)

Selecting a Logo

Change the logo by selecting one from our drop down menu, or click on the **Upload** button to add your own logo (we note what logo dimensions are optimal).

Select an Image

Use the image provided or select one from the image gallery.

Main Image*

Selecting an Image

Keep the image shown in the piece or change it by clicking on the **Gallery** button to select another option.



Personalize Your Information

1) Enter your contact information below following our suggested format, or choose option 2 below to customize how your contact information appears.

Company Logo

(Recommended logo dimensions are 2.5" w x 1" h for this collateral piece.) [View upload specs](#)

First Name

Middle Initial

Last Name

Suffix

Title

Company

Agent NMLS

Company NMLS

Phone Number

Email Address

Web Address

Address Line 1

Address Line 2

City

ST

ZIP Code



Personalizing Information

Enter your contact information to personalize it. We have a suggested format for you to use. You have the option of filling in all or just some of the fields.

In some instances, you can choose to customize a piece with the fields you want and in the order you prefer. In addition, you will find options to add a company logo, a call to action, and necessary disclaimers.

2) Enter in your customized content in your preferred format.

Custom Content

(maximum of 10 lines of contact information)

Enter a call-to-action (optional).

Call-to-Action

Enter your legal disclaimers.

Disclaimer



Customize Colors

If you wish to change the color blocks within this collateral piece, simply change the CMYK values for each section below. Please read the [reference guide](#) for more information on CMYK colors.

Enter CMYK values for COLOR 1 (SMALL BOX).

Cyan (C) Value*

Magenta (M) Value*

Yellow (Y) Value*

Black (K) Value*

Enter CMYK values for COLOR 2 (LARGE BOX).

Cyan (C) Value*

Magenta (M) Value*

Yellow (Y) Value*

Black (K) Value*

Customizing Colors

Enter the appropriate CMYK values to change the color blocks to your company colors or preferences.

Please see the "Customizing CMYK Colors" section for more information about obtaining values for input.

Saving and Using Content for Autofill

Save This Content for Autofill

To save your content for use in other materials, first complete all of the information in the fields and then click the **Save this Content for Autofill** link. Give your saved content a name and click save.

[Save This Content For Autofill](#)

Save Autofill Content ✕

Save your entries/selections for future use in Autofill.

Autofill

When you want to recall saved content when customizing other pieces, simply click **Autofill**, select your saved content and the information will be applied to the current fields.

[Autofill](#)

Autofill Options

Display: [All Saved Content](#)

View: Items per page: 15

<u>Name</u>	<u>Date Saved</u>
John Smith	2016-Mar-27



Previewing a Proof

Once you have completed the customization of material on the Marketing Center, make sure you preview the proof to verify your changes.

Please note: Before you can download via digital delivery, previewing the proof is required.

Basic View

Click the green **Preview** button to preview your proof and to see your customizations.

Step 2: Preview Proof
To view your changes, please click the green 'preview button'.

Preview

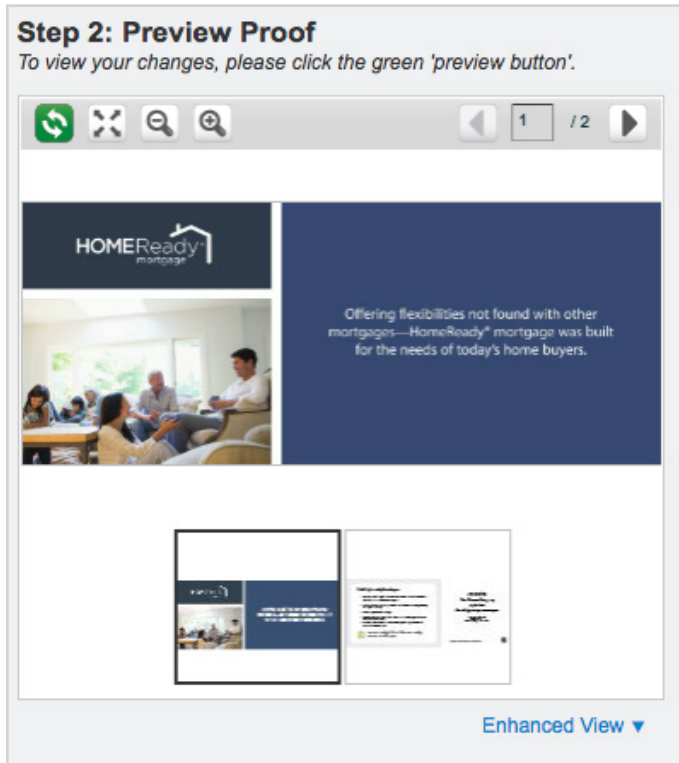
The previewed advertisement includes the following elements:

- Header:** HOMEReady mortgage logo.
- Image:** A photograph of a family sitting on a sofa in a bright living room.
- Main Text:** "Offering flexibilities not found with other mortgages—HOMEReady™ mortgage was built for the needs of today's home buyers."
- Section Header:** "Flexibility for today's home buyers."
- Bullet Points:**
 - Qualify for a mortgage with help from co-borrowers—even those who don't live in the home with you.
 - With relatives, roommates, or other household members, you may qualify more easily.
 - Down payments as low as 3%.
 - Savings over the life of the loan with private mortgage insurance that may be cancelled.
 - Convenient online education prepares you to buy and own a home for the long run.
- Call to Action:** "Contact us today to find out if the HOMEReady mortgage is right for you."
- Form Field:** "[Enter your contact information and any legal disclosures here]"
- Footer:** "HOMEReady is a trademark of Fannie Mae."



Enhanced View

Use the following buttons to view your changes and preview your proof using the enhanced view.



Refresh and Preview Proof

Click the green button to preview your proof and to see your customizations.

View Full Screen

Click the icon with the four arrows to have the proof appear in a separate window for better viewing. Then click the **X** in the far right corner of the screen after you have previewed it.

Zoom Out

Click the (-) magnifying glass icon to make the proof smaller on the page.

Zoom In

Click the (+) magnifying glass icon to make the proof larger on the page.

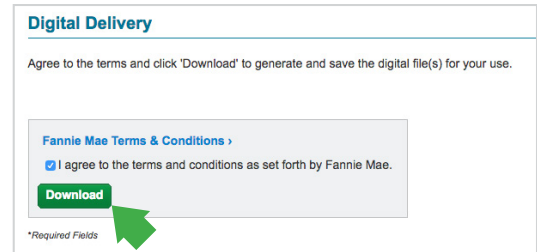


Digital Delivery

After you have finished customizing a piece on the Marketing Center, you will need to do the following to download your customized piece for printing.

Agree to the Terms and Conditions

- Read the Terms and Conditions.
- Check the box if you agree to the Terms and Conditions.
- Click **Download** to continue to digital delivery.

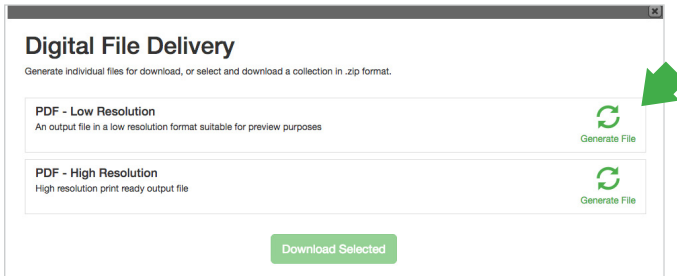


Select and Download Files

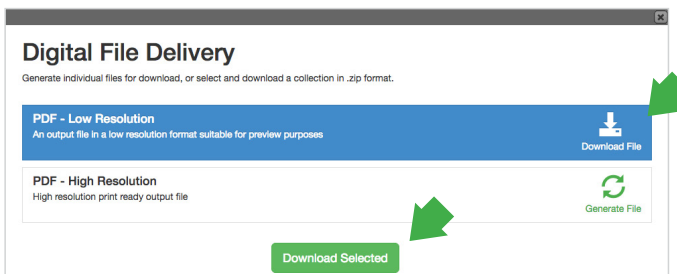
Downloading Files Individually

1. Generate files individually for download by clicking **Generate File**.

Please Note: *The Generate File icons will turn orange as your files are processing.*



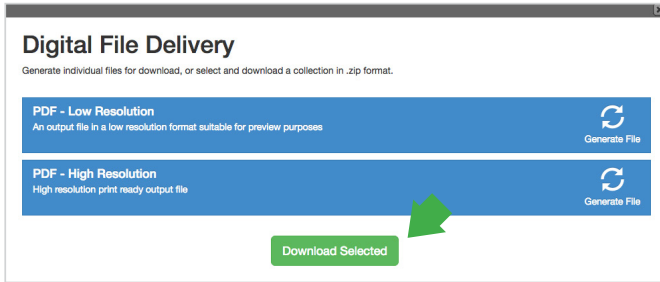
2. Click on **Download File** or **Download Selected** to save to your computer.



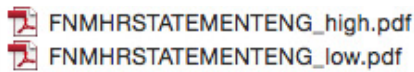


Downloading Files as a Collection (.zip file)

1. To generate files collectively to download as a .zip file, select the items (selected items turn blue) and then click **Download Selected**.



2. Save the .zip file to your computer. Unzip the file to find individual PDFs for distribution or printing.





Setting Up and Using Your Logo

Most of the marketing pieces have an option for you to upload your own logo. For maximum results, please adhere to the following instructions.

Supported File Types

.jpg, .tif, .png, .gif, .pdf, .eps

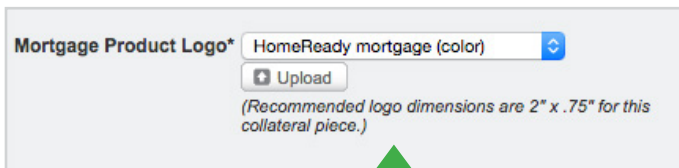
Please note: .jpg and .tif do not support transparent backgrounds. .Png, .gif, .pdf and .eps files do support transparent background. If possible, we recommend using .eps files.

Considerations

- Use a vector, high-resolution version of your logo if possible.
- Your logo must have a transparent background, or a background that you can match when customizing CMYK color blocks.
- When a marketing piece uses a color block behind the logo:
 - Use lighter color backgrounds for dark logos.
 - Use darker colors for light or reversed logos.

Logo Size

Each customized piece that allows you to use your own logo has the recommended size listed. Please create a version of your logo at the recommended size for best results.





Customizing CMYK Colors

The Marketing Center provides many pieces that allow you to customize color blocks—and text in some situations—to allow you to adhere to your company’s branding guidelines. The best policy is to ask for your branding guidelines and use brand specific CMYK colors to customize pieces for your look and feel.

What is CMYK Color?

The CMYK color model is used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow and key (black).

Customize Colors

If a color is editable, you will be provided fields (with a description) for the CMYK colors. Simply enter your values and click **Refresh** to see your changes.

Customize Colors

If you wish to change the color blocks within this collateral piece, simply change the CMYK values for each section below. Please read the [reference guide](#) for more information on CMYK colors.

Enter CMYK values for COLOR 1 (SMALL BOX).

Cyan (C) Value*

Magenta (M) Value*

Yellow (Y) Value*

Black (K) Value*

Enter CMYK values for COLOR 2 (LARGE BOX).

Cyan (C) Value*

Magenta (M) Value*

Yellow (Y) Value*

Black (K) Value*



CMYK Conversion Resource

In the event you have other brand color model values (RGB, HEX) but not the CMYK values, or maybe even an image that has brand colors, use this resource for color conversion.

Adobe Color

- <http://color.adobe.com>
- There are two ways to generate CMYK colors on this screen—**inputting other color model values** or **uploading an image**.



Uploading an Image

Click the camera icon **Create From an Image** and use the selectors to sample the color you want to know the CMYK values for.

Once an image is uploaded, the camera icon changes to a color wheel. To view the values, click the **Create From Color Wheel** icon (🎨) and note the CMYK values.

Using Other Color Values

Type in the RGB, LAB, HSB or HEX color. Note the values in the CMYK fields and use when customizing colors.



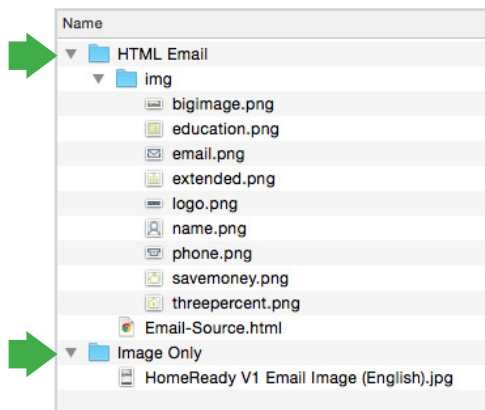
Email Templates

Fannie Mae provides email templates for you to use in your marketing efforts. Whether you use an enterprise system such as Exact Target, a hosted solution such as MailChimp or simply want to include an image for your email communication, we have packaged both HTML and imagery for use in any of these situations.

Downloading and Unzipping the Email Templates

Use the following steps to download and unzip email templates.

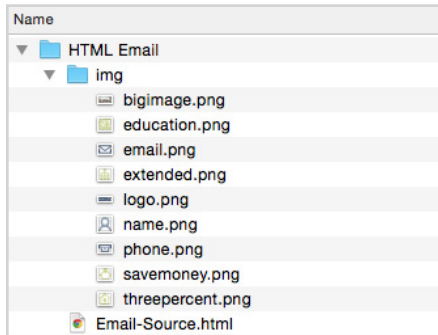
1. Select an email template from the product catalog.
2. Agree to the terms and conditions and click the **download** button.
3. In the digital file delivery box, select and click **download file**.
4. The file will either prompt you to **save** the .zip file at a location on your computer or go into your downloads folder.
5. Navigate to the .zip file and **double-click**. The .zip file will uncompress and create two folders—HTML Email and Image Only—on your computer for your use.





HTML Email

Fannie Mae has provided responsive HTML source code and imagery for use in your email marketing platforms. Please follow the instructions from your email marketing platform to create HTML emails.



Editing the Image Path

The URL for images in the Email-Source.html file are “relative” and follow this structure:

```

```

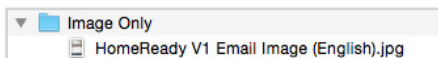
You will need to change the URL path for images within your email marketing platform once you have uploaded them. An example of your URL path may look like:

```

```

Image Only

Fannie Mae has provided one large image with all of the marketing content within it for use in your email marketing efforts. With this image, you can embed or attach to emails for email marketing.





Using HomeReady® mortgage Logos

To help promote HomeReady mortgage to potential home buyers and housing partners, we are providing you access to the HomeReady mortgage logo graphic files. HomeReady is a registered trademark of Fannie Mae; therefore reproduction of HomeReady mortgage graphics must adhere to the Terms of Use. Note that the Fannie Mae corporate logo may not be used for HomeReady marketing.

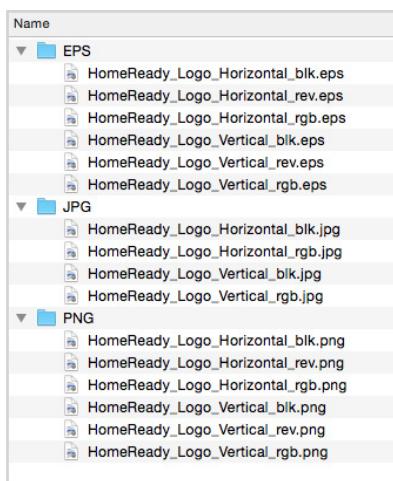
[Read the Full Terms of Use](#)

Lender and housing partners may use the “HomeReady mortgage” marks and designs, as applicable and as identified in the Terms of Use, solely on promotional or informational materials such as websites, flyers, brochures, emails or printed advertisements. Lender and housing partners are solely responsible for the contents of the materials they create.

Download Logos

Use the following steps to download, unzip and access HomeReady mortgage logos.

1. In the catalog, navigate to Catalog > By Type > Logos > HomeReady mortgage Logos
2. Agree to the terms and conditions and click **Download**.
3. Save the .zip file to your computer and double-click to uncompress.
4. A folder will be created on your computer with the following file structure:





File Types and Colors

Fannie Mae has provided the HomeReady mortgage logo in full color, black and reversed (white) as .eps, .jpg, and .png file formats. The most versatile format is .eps, which is vector and allows scaling without image quality loss.



Identity Reproduction

Please note the following before using the HomeReady mortgage logo:

- The symbols and wordmarks arranged as provided form the overall HomeReady mortgage logo. Do not alter the size/space relationship between the symbols and the wordmarks.
- If adjusting the size of the overall logo, don't flatten or stretch it. In other words, ensure that the width and height are both adjusted in tandem so that the overall proportions of width to height remain constant.
- Ensure that the size of the overall logo is large enough that the word "mortgage" is legible.
- When featuring the HomeReady mortgage name as a graphic element, use only the artwork in the supplied electronic files. Do not attempt to recreate the HomeReady logo using typography.
- If the HomeReady mortgage name is used in text—i.e. in a sentence rather than as a standalone graphical element—spell it out using the same font as the accompanying text. Also, capitalize both the "H" and the "R" with no space between words and add a super-script registered trademark (®) symbol to the right of the word HomeReady.
- When using the HomeReady logo or referencing HomeReady in text, include the footnote "HomeReady is a registered trademark of Fannie Mae."