

ReverseVision Overview

ReverseVision is more than just an LOS, it's our flagship brand that all our consumer products fall under.

Any product bearing the ReverseVision name let's people know that it features the latest, innovative technologies in the reverse mortgage space and that it is represented by a mission to provide the the most powerful software solutions to the reverse mortgage industry.

Position

Positioning should focus on the benefits we offer our users and keep in mind our tagline:
Connecting the Reverse Mortgage Industry since 2007.

Examples:

RV Exchange Connects You to the Entire Reverse Mortgage Industry.

From loan origination, to services, documents to closing.
RV Exchange (RVX) does it all.

RVX is the only LOS you need for Reverse Mortgage Loans.

Voice

When we communicate with our customers, we hold up the expressions of the brand that encompasses our commitment to the industry, technology and connecting people.

Examples:

Innovative, Experts, Connecting,
Preferred, Powerful, Solutions

ReverseVision Branding

Guidelines

- Logo cannot be altered
- No other logos should be placed within 1/4" of RV logo
- RV logo should be the most distinct unless on a product page
- When referring to the company name in copy it is always one word, V capitalized = ReverseVision

Logo Usage



PRIMARY LOGO



REVERSE LOGO



B&W LOGO

ReverseVision Branding

Colors



Hex: #ED1C24

RGB: 237, 28, 36

CMYK: 0, 100, 100, 0



Hex: #FCAF17

RGB: 252, 175, 23

CMYK: 0, 25, 100, 0



Hex: #0B9444

RGB: 11, 148, 68

CMYK: 86, 17, 100, 3



Hex: #0E76BC

RGB: 0, 110, 179

CMYK: 90, 50, 0, 5

Fonts

Ad and Logo Font = Avenir Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Web Font = San Serif, Arial, Helvetica Font Family

ReverseVision Products

RV Sales Accelerator (RVSA)

Product color is RV blue.



Hex: #0E76BC

RGB: 0, 110, 179

CMYK: 90, 50, 0, 5

Acceptable Logos:

RVSALES ACCELERATOR

PRIMARY LOGO

RVSA

LETTERS ONLY LOGO

RV Sales Accelerator - Sales Origination Think Tank (SOTT)

Special group under Joe Rinner to assist with brainstorming for RVSA.

Also has a LinkedIn Group

Acceptable Logos:



Creating a Better Reverse
Mortgage Sales Experience.



ReverseVision Products

RV University (RVU)

Product color is RV green.



Hex: #0B9444

RGB: 11, 148, 68

CMYK: 86, 17, 100, 3

Acceptable Logos:

RVUNIVERSITY

PRIMARY LOGO

RVUNIVERSITY
Classroom

LOGO WITH DESCRIPTOR



ICON LOGO

ReverseVision Products

RV Exchange (RVX)

Product color is RV red.



Hex: #ED1C24

RGB: 237, 28, 36

CMYK: 0, 100, 100, 0

Acceptable Logos:

RVEXCHANGE

PRIMARY LOGO

RV Professional Services (RVPS)

Product color is RV red.



Hex: #ED1C24

RGB: 237, 28, 36

CMYK: 0, 100, 100, 0

Acceptable Logos:

RVPRO SERVICES

PRIMARY LOGO