



Hearth
Brand Book
September 2022

**THE
“BUILT RIGHT”
BRAND**

A CATEGORY OF ONE OWNS A CULTURE

GROWTH PARTNER TO AMERICA’S PROS

We are here to help America’s contractors and home improvement professionals succeed.

We do this by being the most trusted partner and platform to grow their businesses.

We are not a suite of tools, we are an indispensable growth partner. We are not a collection of features, we are a vehicle for their success.

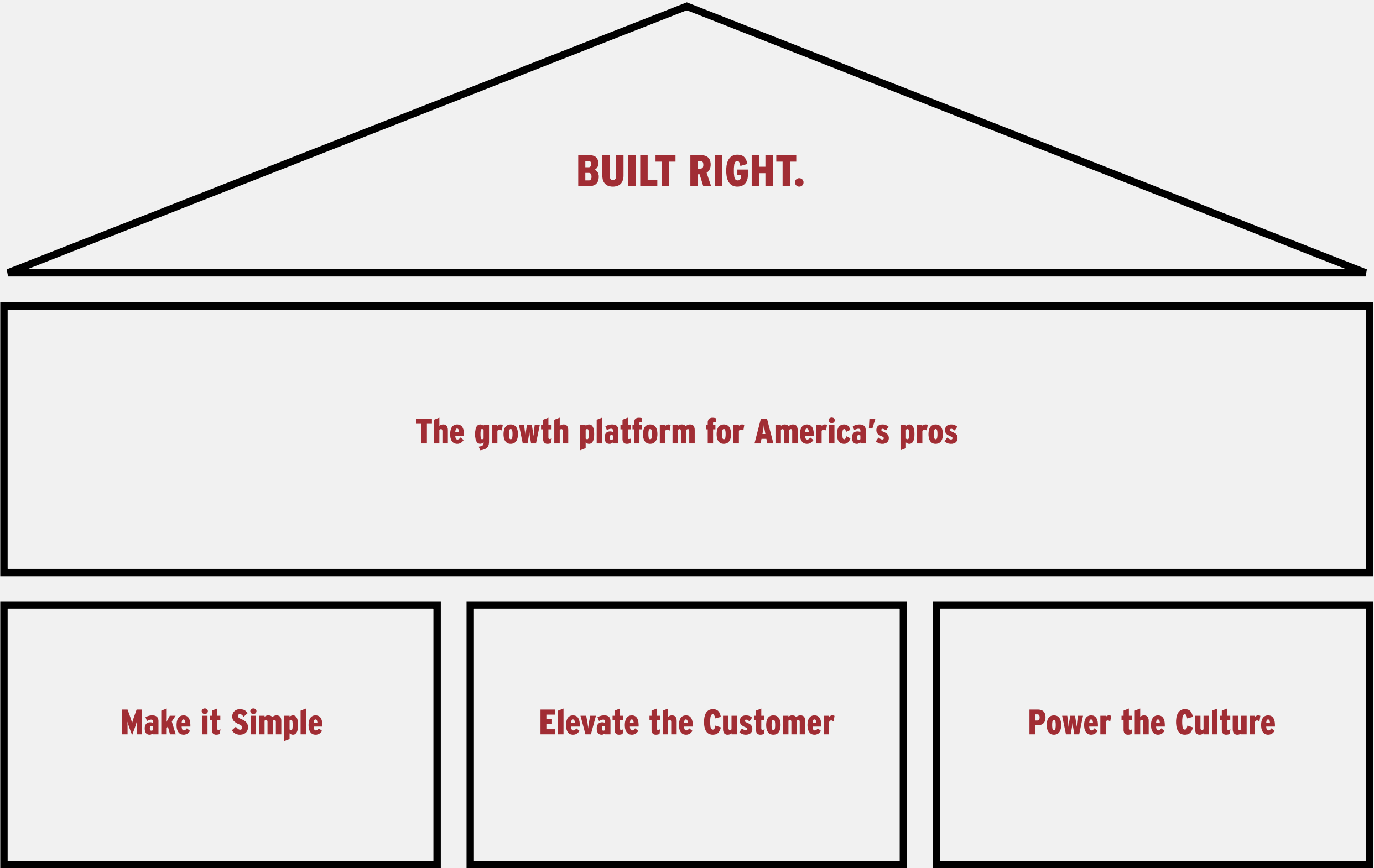
Our “category of one” is being THE growth partner to the pros. It’s about building trust and owning a culture.

When you own a culture you can transcend categories and create new value. Today, Hearth may be financing and business tools, tomorrow it may be full service banking and beyond.

BRAND BLUEPRINT

POSITIONING

We're for the pros. We define "the pros" as the home improvement professionals who are building America and doing it right.



VALUES

We make it simple, elevate the customer, and power the culture to embody the brand in everything we do – internally and externally.

NORTH STAR

Built Right" is more than a slogan, it's a way forward for the brand. It's about financial services and tools that are purpose-built for contractors and growing their businesses. It's about a partnership that works for them and helps them grow. It's also about trust and knowing that if it's from Hearth, it's going to work and be worth the time they invest in us.

'Built Right' represents a commitment and promise to the pros. It signifies two things to them:

- 1. Financial tools, intelligence, and coaching purpose-built for home improvement pros, who know a thing or two about building things right.
- 2. Built Right is a mantra, it's the North Star for pros, and for Hearth. Everything we do—from product experiences to marketing embodies this mantra.

BUILT RIGHT.

MANIFESTO

You can just feel it
when you get it right.
When it all fits together,
like it's supposed to.

You've done it a thousand times.
In a thousand different places.
But that feeling...
it never gets old.

The right team, the right tools,
and your gut is pretty much
what it always comes down to.

Now, imagine having that same feeling with your money
and your business, and how it all falls into place.

We're Hearth and we're your team. We're here to help you
grow with the right tools, the right people and the right
intelligence about your business.

Where it counts.

What's coming in.
What's going out.

Hearth
Built right.

BRAND ARCHETYPE

THE HERO

Hearth is the Hero, motivated by doing things right and leaving a mark. The Hero doesn’t just get the job done, he does it right. It’s about pride in a job well done in work, and in life.

Craft
Excellence
Legacy
All-American

BRAND ESSENCE

TRUST

Trust is the essence of “Built Right.” Trust in your skill, in your team, in your tools, and in your craft. Trust in how you run your business and in the partners that help you achieve your dream.

BRAND VOICE

NO BULLSHIT

The Hearth brand voice is straightforward, direct, and most importantly, always helpful.

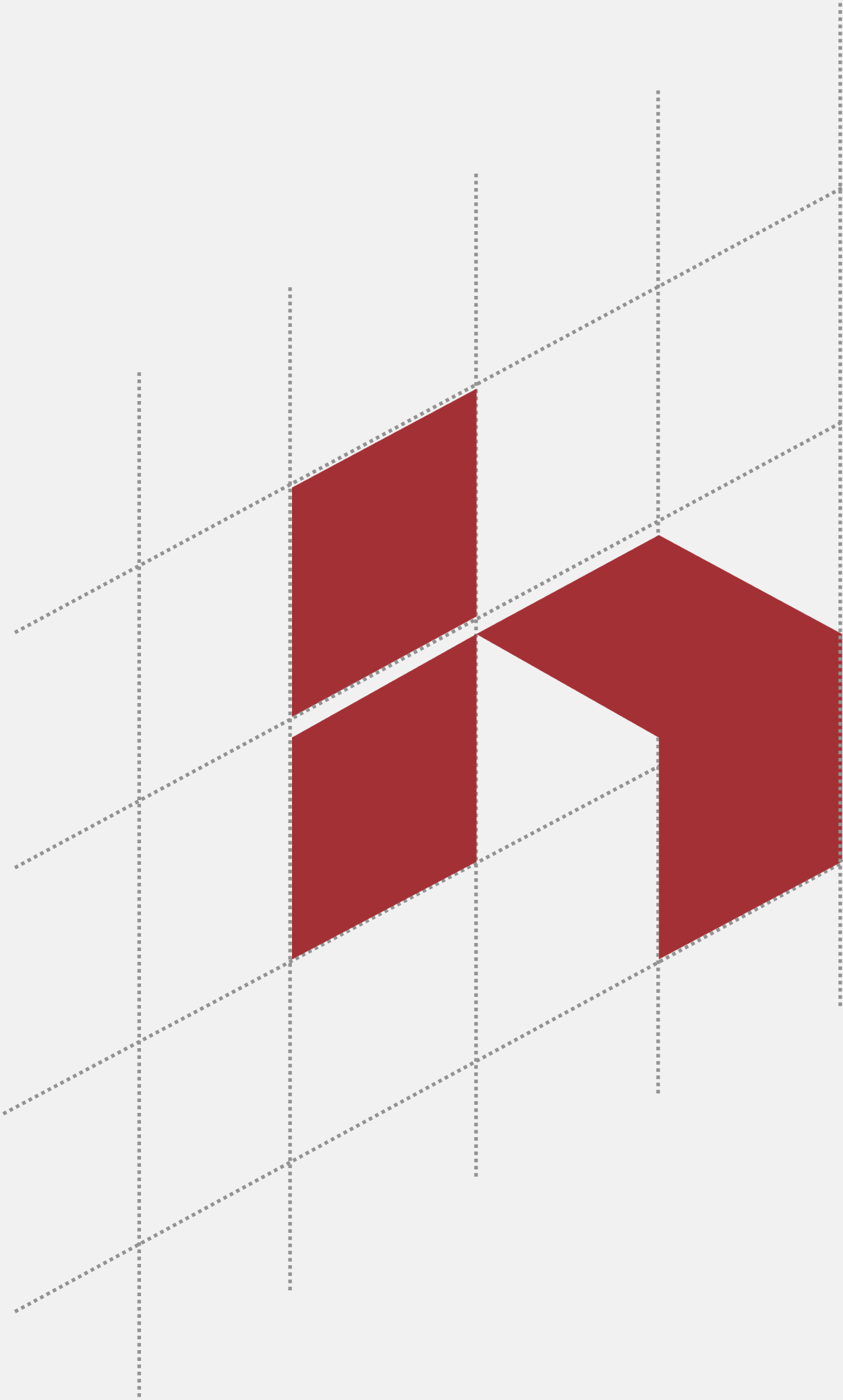
LOGOMARK

The Hearth logomark symbolizes the trust and quality that we embody in our products, people, and actions. It consists of two elements: 1) the hero mark; and 2) the Hearth logotype. The logomark should be used as a lockup except for promotional material (hoodie, hat, sticker, etc.).

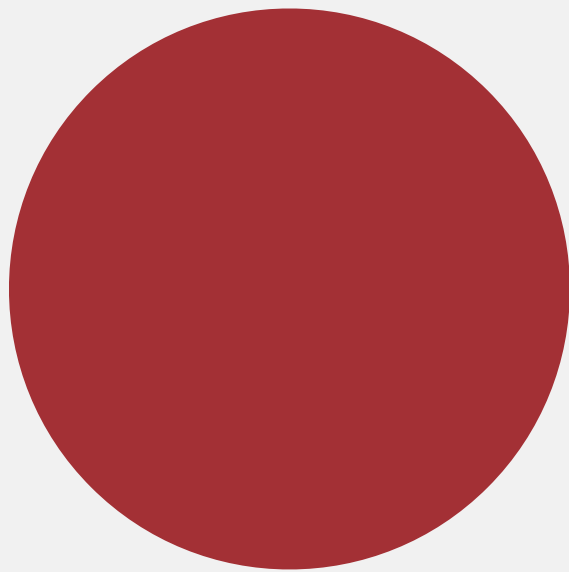


THE HERO MARK

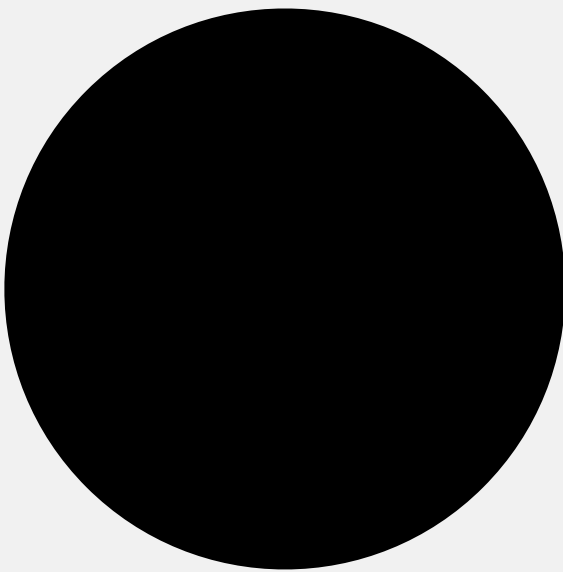
The Hearth Hero mark is made up of 4 diamonds and a fifth diamond in the negative space that all form the shape of an H. In addition to representing a house, the right side of the letterform (the chevron) points towards the upper right symbolizing our commitment to our customers’ growth.



COLOR PALETTE



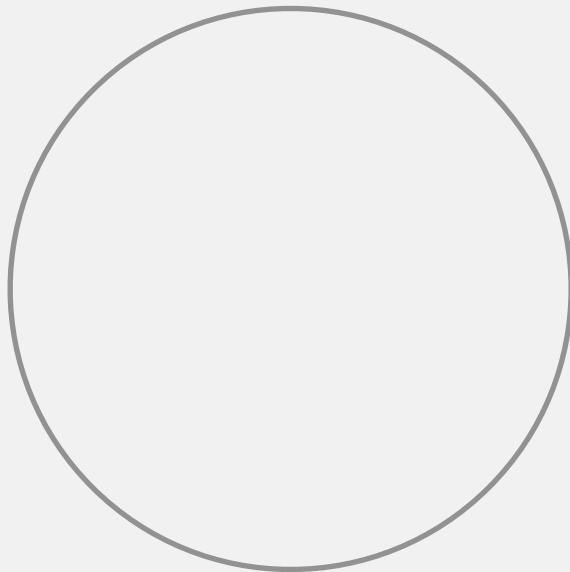
Hero Red
HEX (A33035)
HSL (357, 54%, 41%)
CMYK (0, 71, 67, 36)
PMS 201 C



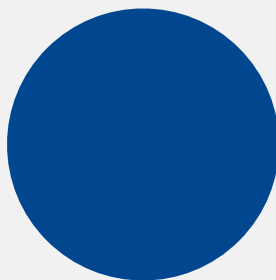
Black
HEX (000000)
HSL (0, 0%, 0%)
CMYK (0, 0, 0, 100)
PMS Black



White
HEX (FFFFFF)
HSL (0, 0%, 100%)
CMYK (0, 0, 0, 0)



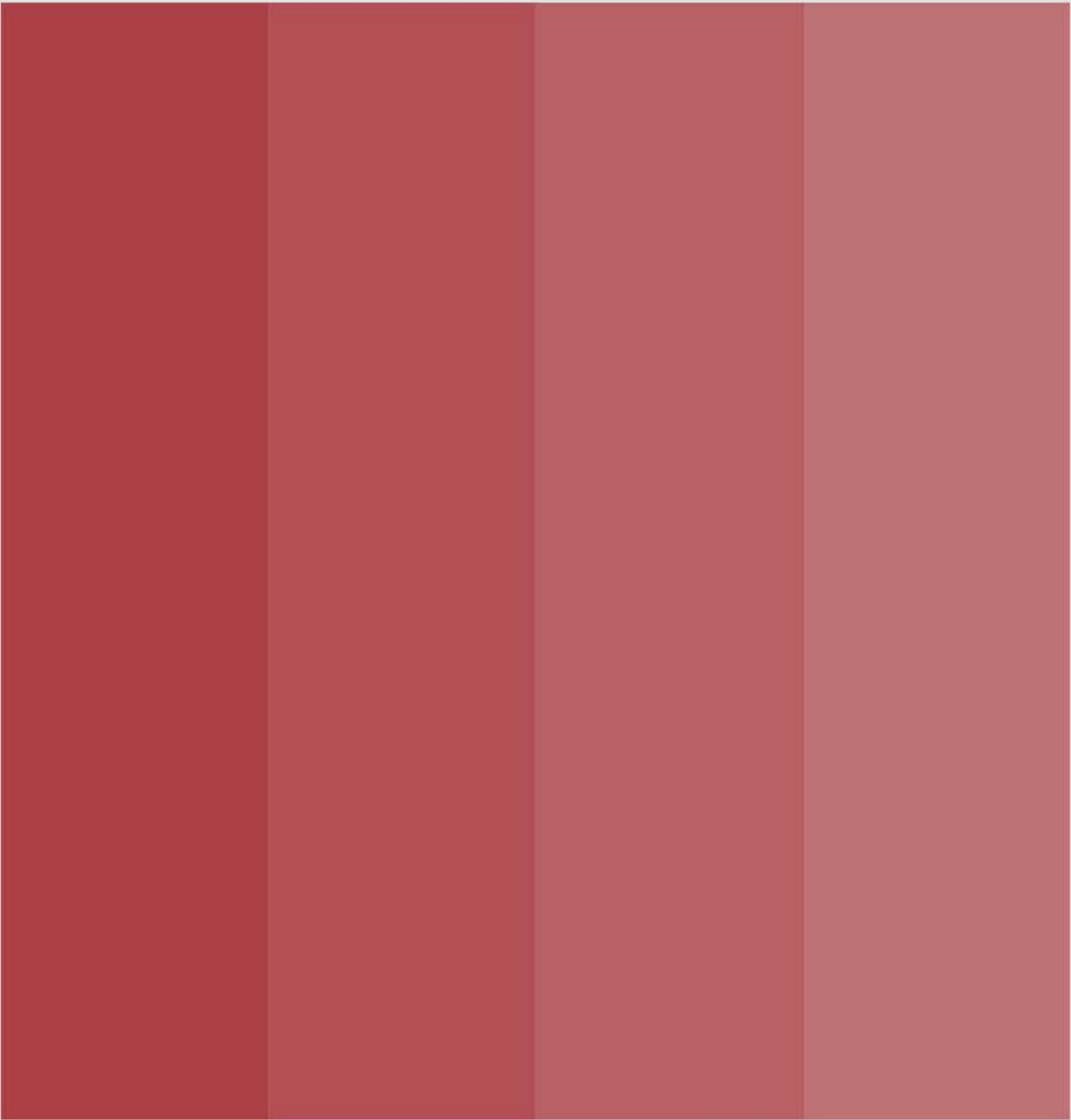
Grey
HEX (F1F1F1)
HSL (0, 0%, 95%)
CMYK (0, 0, 0, 5)
PMS P 99-1 C



Accent Blue
HEX (004790)
HSL (210, 100%, 28%)
CMYK (4, 2, 2, 0)
PMS 301 C



Accent Gold
HEX (FDC023)
HSL (43, 98%, 56%)
CMYK (0, 24, 86, 1)
PMS 136 C



Hero Red
HEX (A33035)

Red 2
HEX (AB4347)

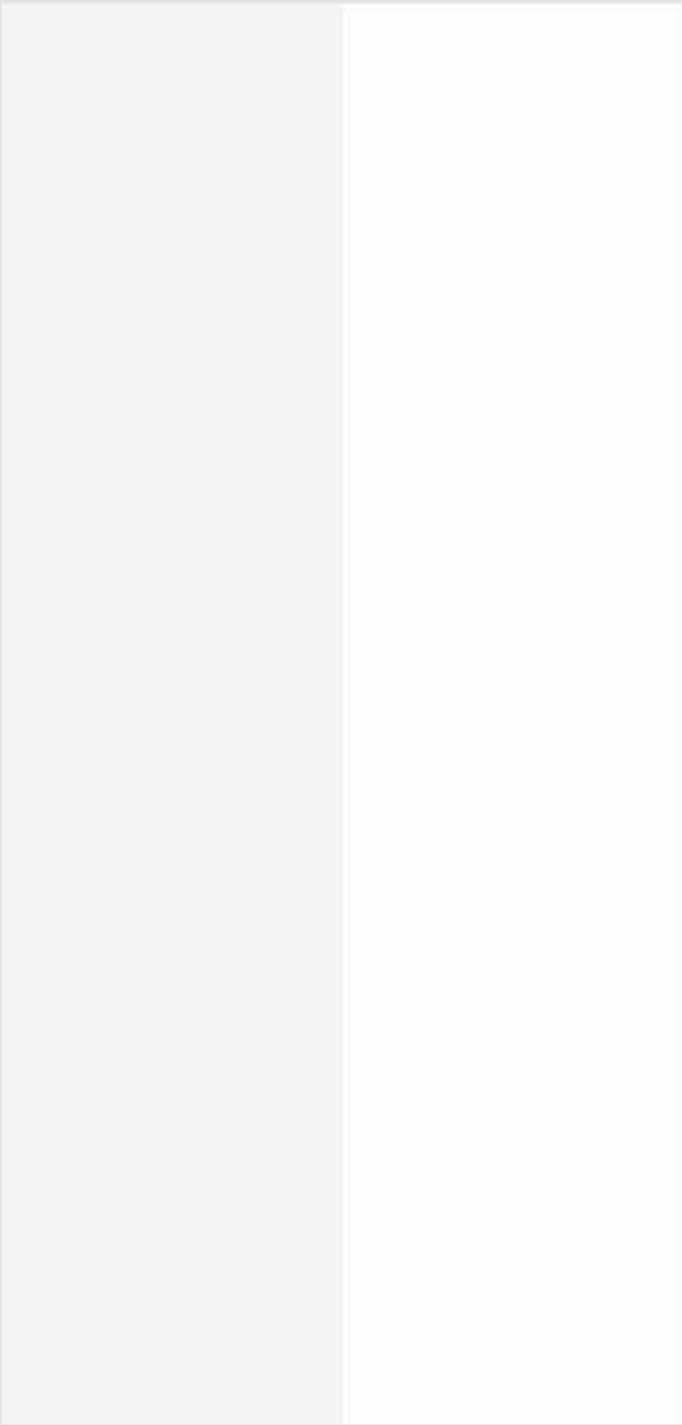
Red 3
HEX (B3575B)

Red 4
HEX (B56468)



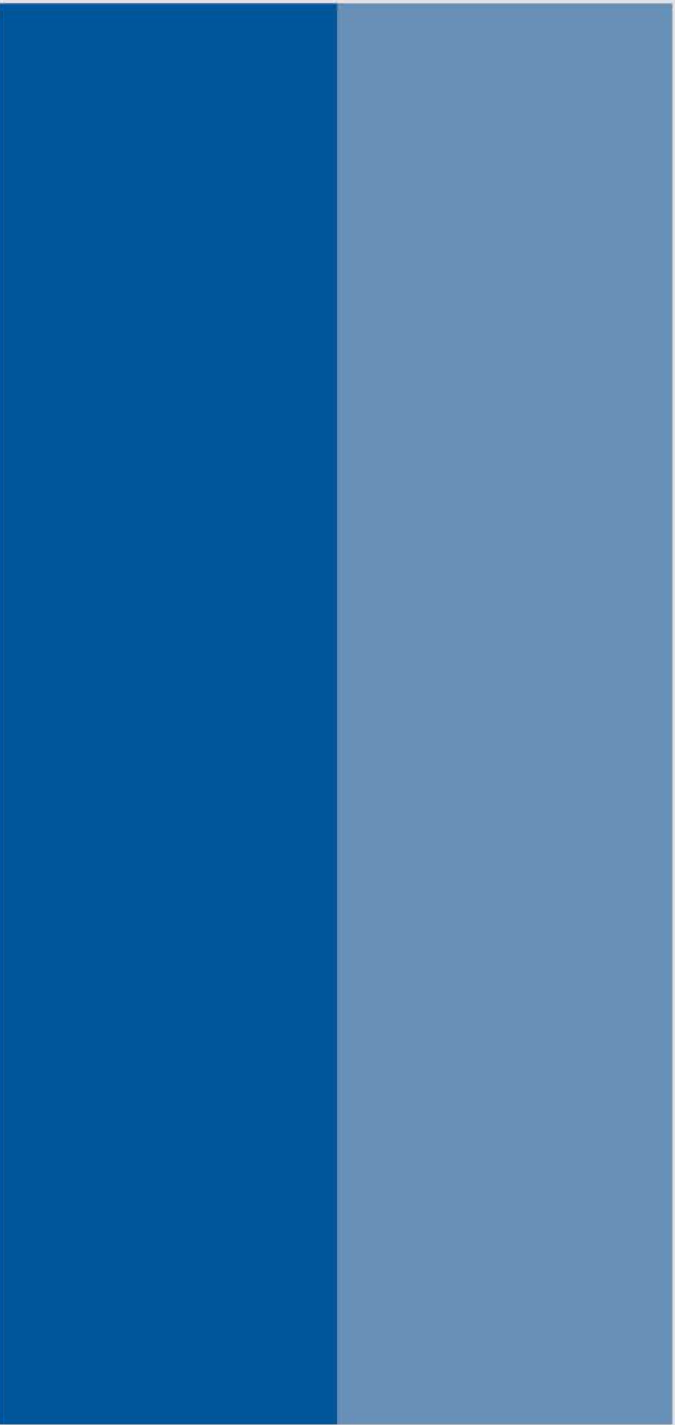
Black
HEX (000000)

Dark Gray
HEX (303030)



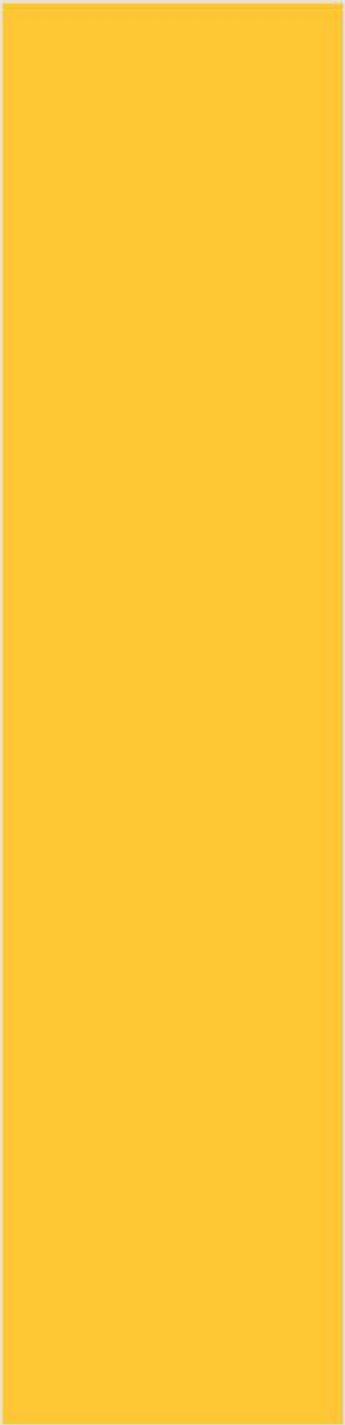
Gray
HEX (F1F1F1)

White
HEX (FFFFFF)



Accent Blue
HEX (004790)

Blue 2
HEX (608BB7)



Accent Gold
HEX (fdc023)

GRADIENTS

ACCENTS

LOGOMARK USAGE

The only colors we use for the logomark are Hero Red and black, all black when Hero Red is used as a background color, and all white when black (or another dark color) is used as a background color.

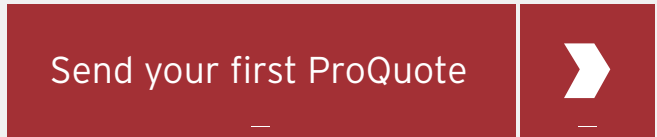


LOGOMARK STACKING

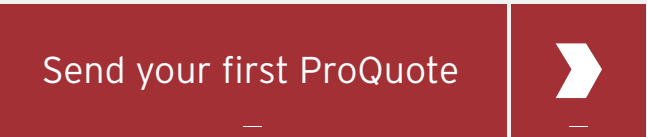
The Hearth logo can be used horizontally or stacked. When used horizontally, the logomark should be placed in the upper or lower left so that the Hero mark creates the left margin. When stacked, the logomark should be centered with space around it at least equal to the height of the Hero mark.



**GROW YOUR ROOFING
BUSINESS FASTER**



**GROW YOUR ROOFING
BUSINESS FASTER**



LOGOMARK USAGE

Do not resize the Hero mark or logotype.



Do not use other colors for the logomark.



Do not use other fonts for the logomark.



TYPOGRAPHY

HEADLINES

Interstate Condensed Black (all caps)

**YOUR BUSINESS
BUILT RIGHT**

ALTERNATE HEADLINES

Inter Black (all caps)

**YOUR BUSINESS
BUILT RIGHT**

BODY COPY

Interstate Light

Financial tools, intelligence, and coaching for home improvement pros who know a thing or two about building things right

ALTERNATE BODY COPY

Inter Light

Financial tools, intelligence, and coaching for home improvement pros who know a thing or two about building things right

PHOTOGRAPHY

Images that we use are meant to show real pros in the moments of their days and work where they are “doing it right,” and where Hearth can be a real partner (i.e., sending a quote from the truck, having lunch and looking at the month’s revenue, etc.).

Photography should try to capture the best of people, ideally with golden hour lighting that makes people look heroic, but with a little bit of grit to keep it real.

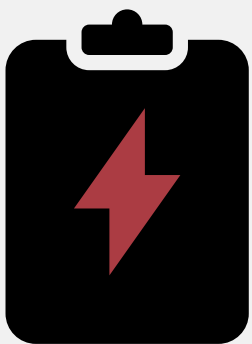


ICONOGRAPHY

Brand iconography is clear and simple, with the ⚡ lightning icon symbolizing financing and fast growth as a repeating symbol across the range of Hearth products and services. The icons use two colors when used on F1 or white background color, and all white on Hero red background.



ProQuotes™



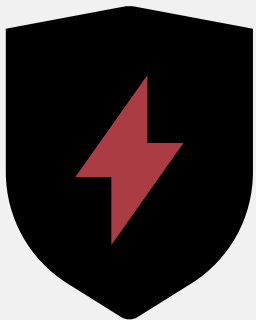
ProInvoices™



ProBanking™



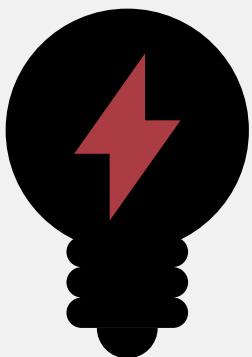
ProFinancing™



ProInsure™



ProData™



ProGuides™



ProTools™



APPLICATION

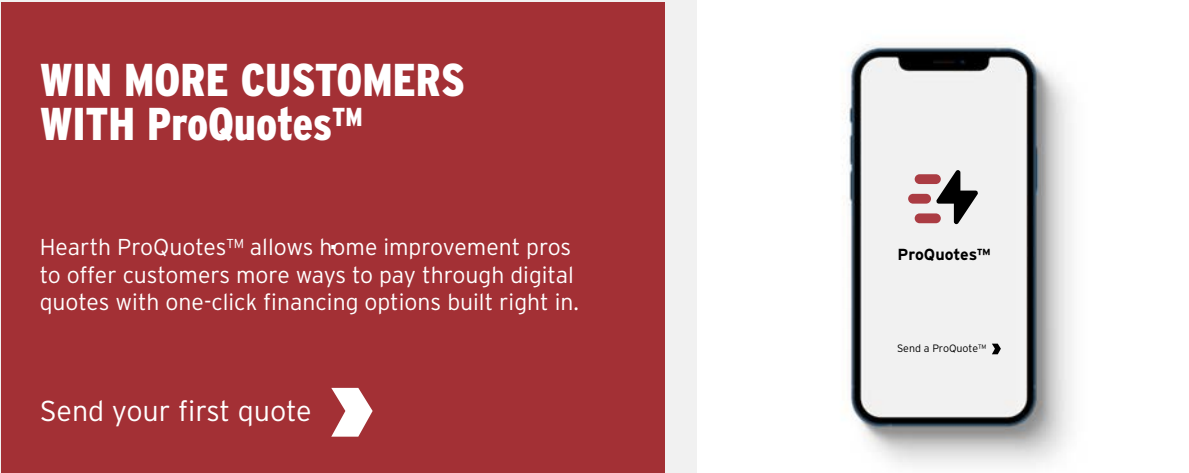
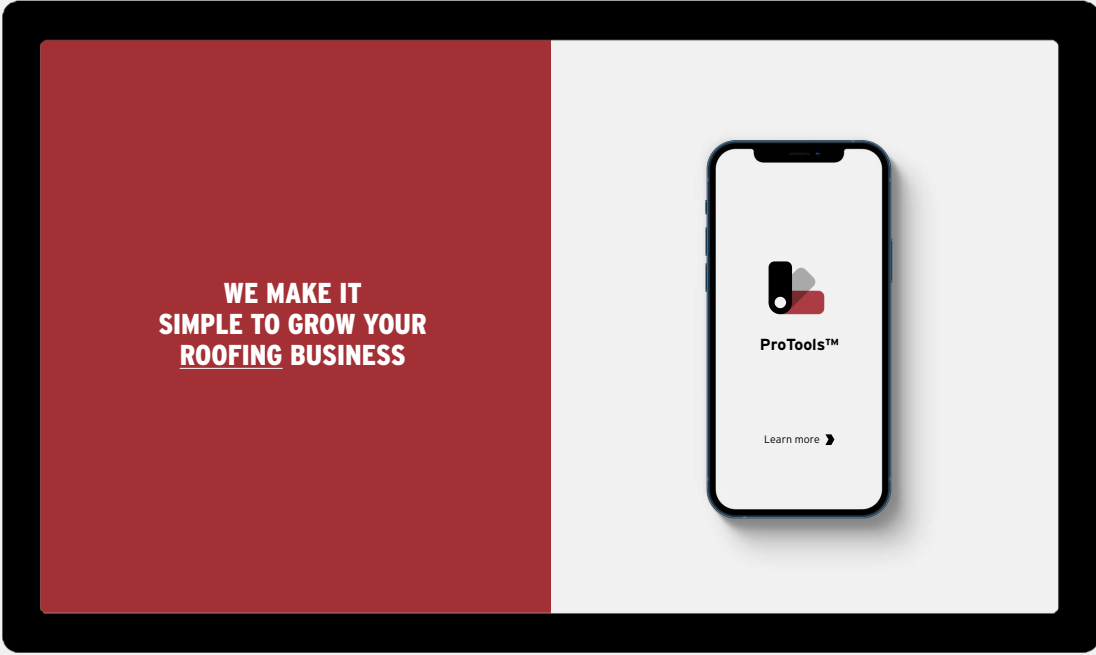
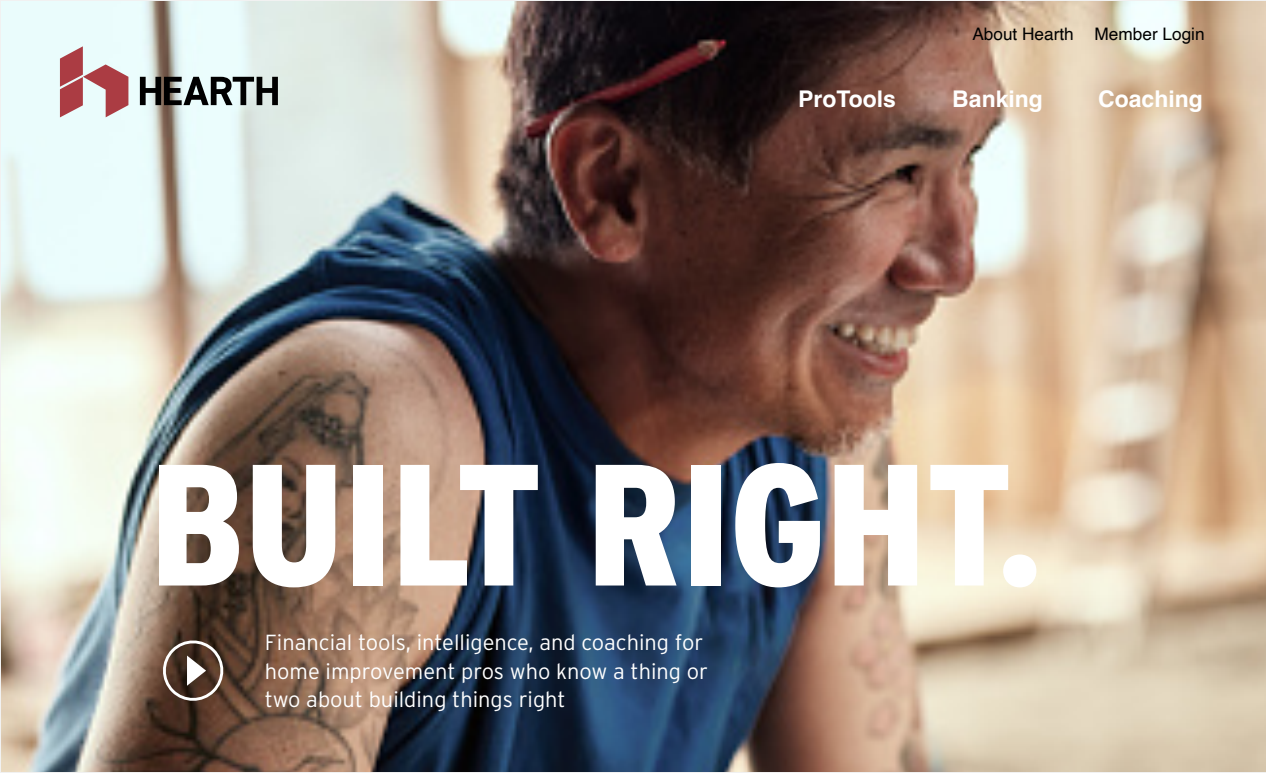
WEB

DIRECTION 1

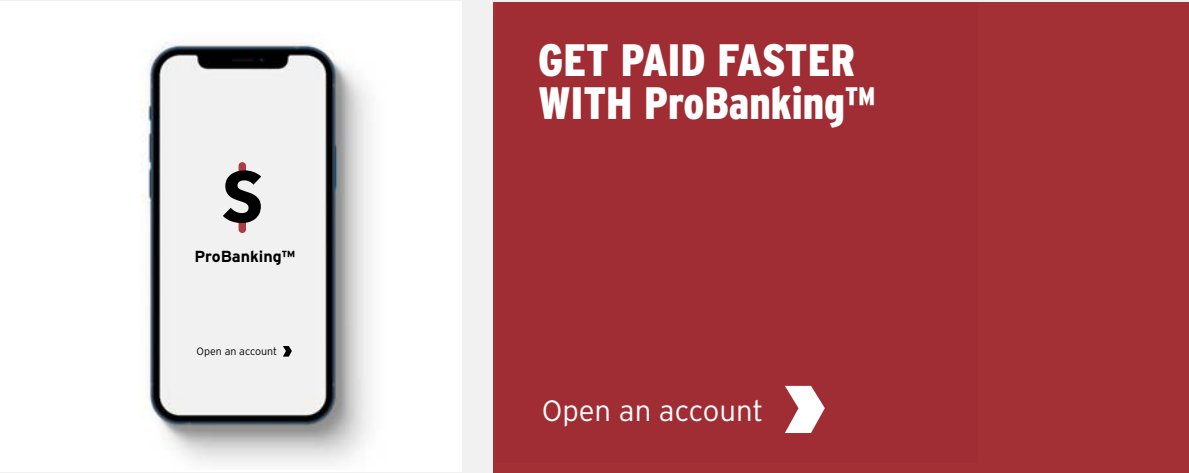


WEB

DIRECTION 1

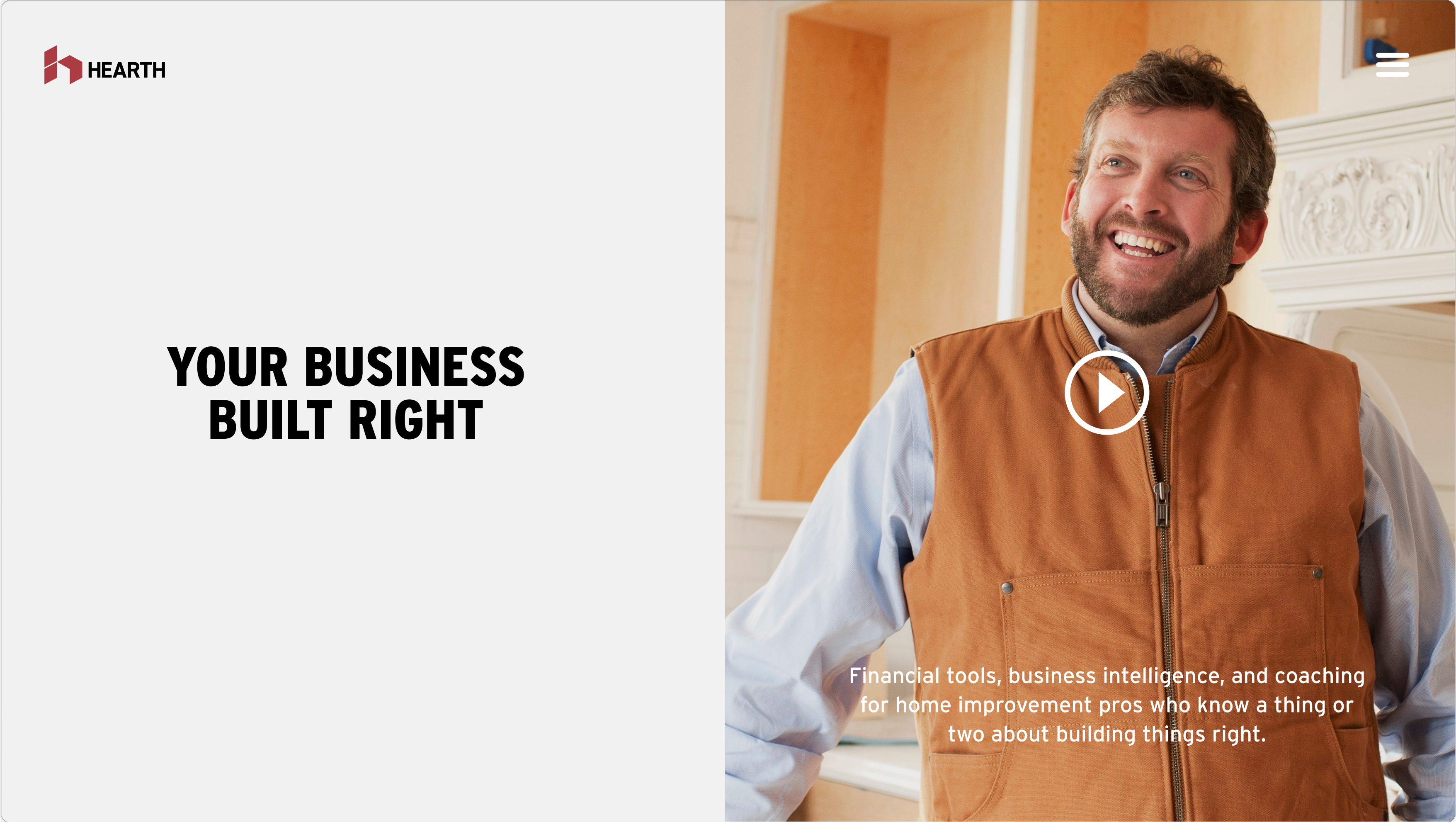


“ProQuotes™ are killing the game for us! I have closed 24% more business with them.”
- Hearth Customer

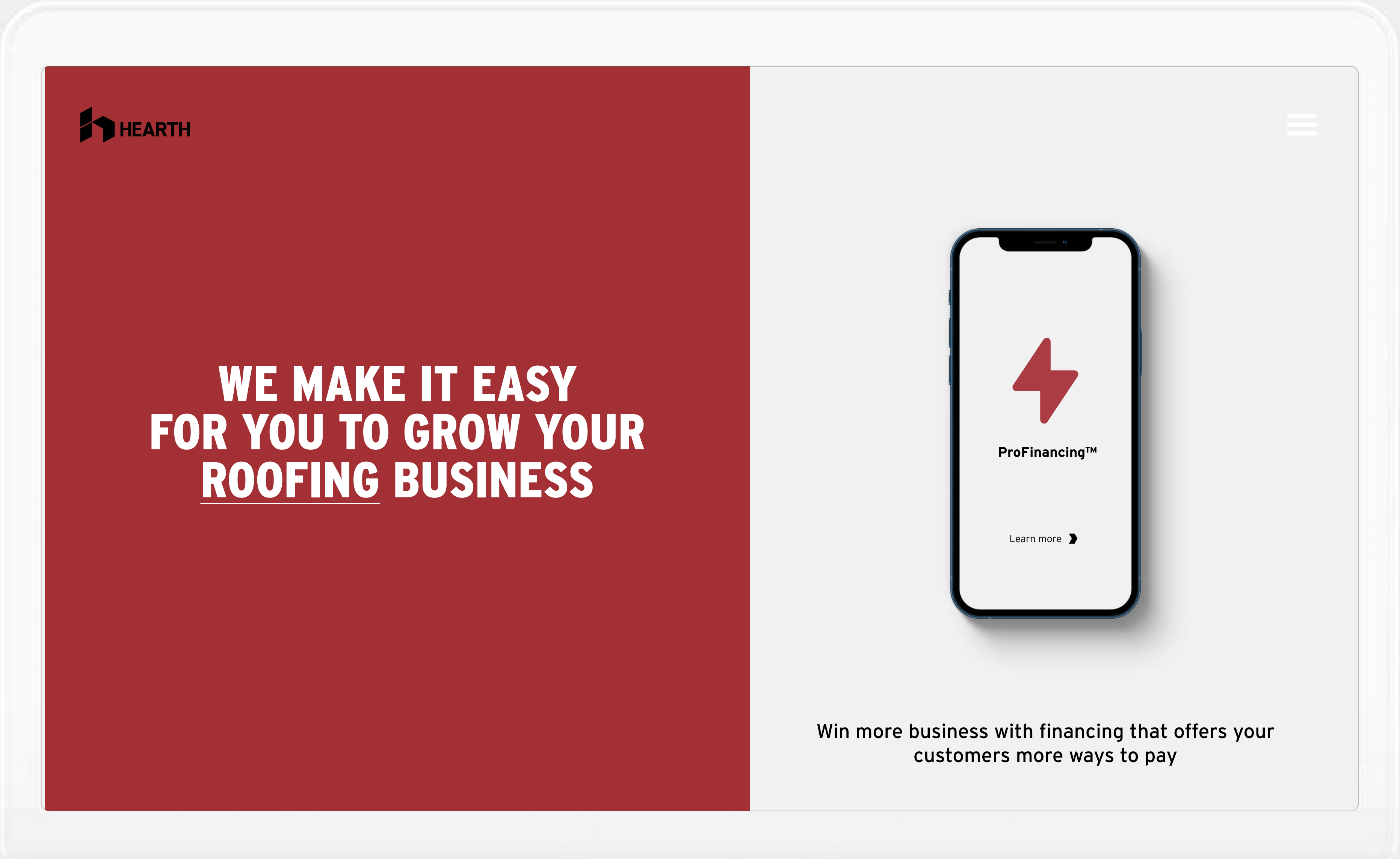


WEB

DIRECTION 2

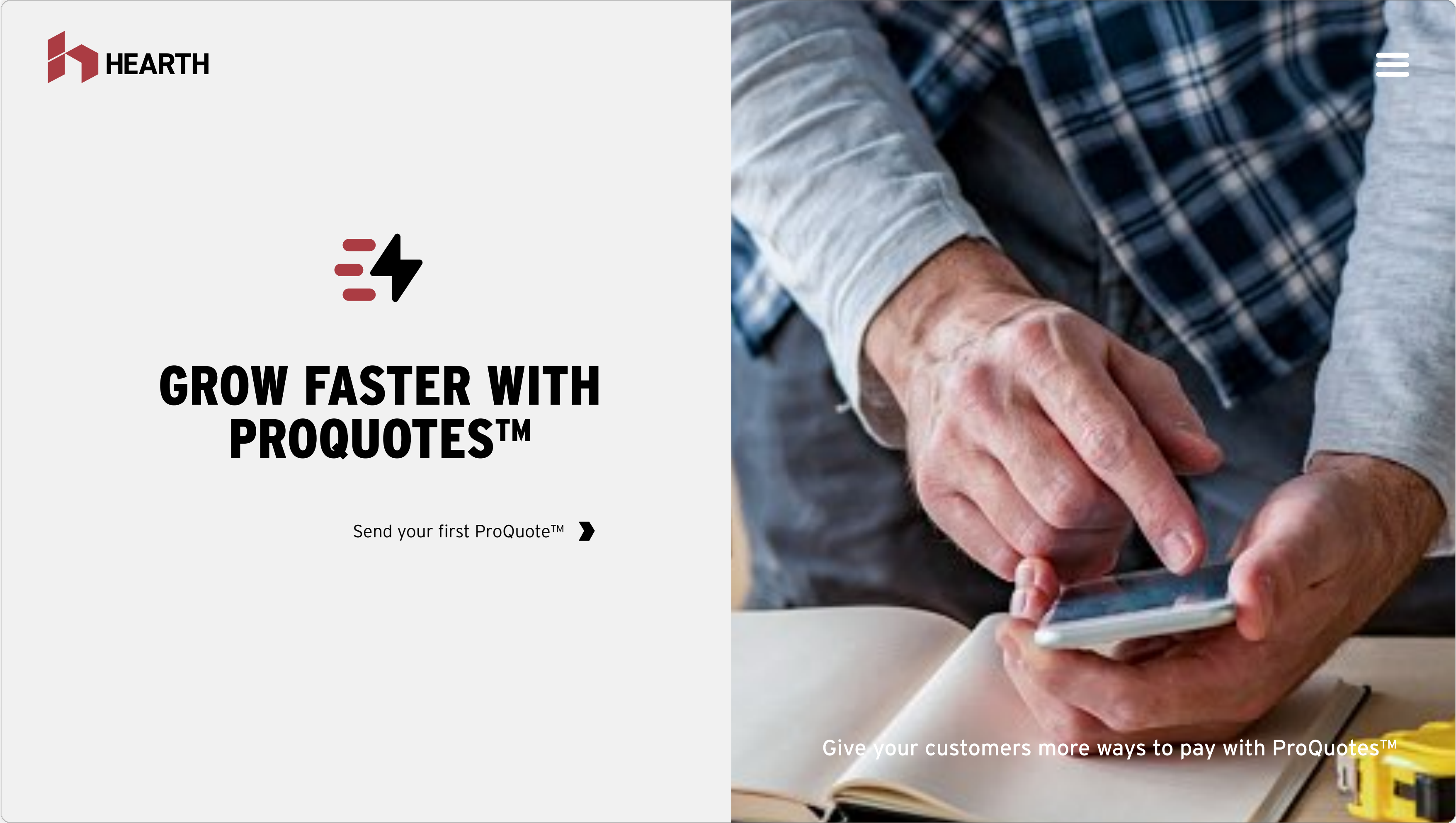


WEB
DIRECTION 2



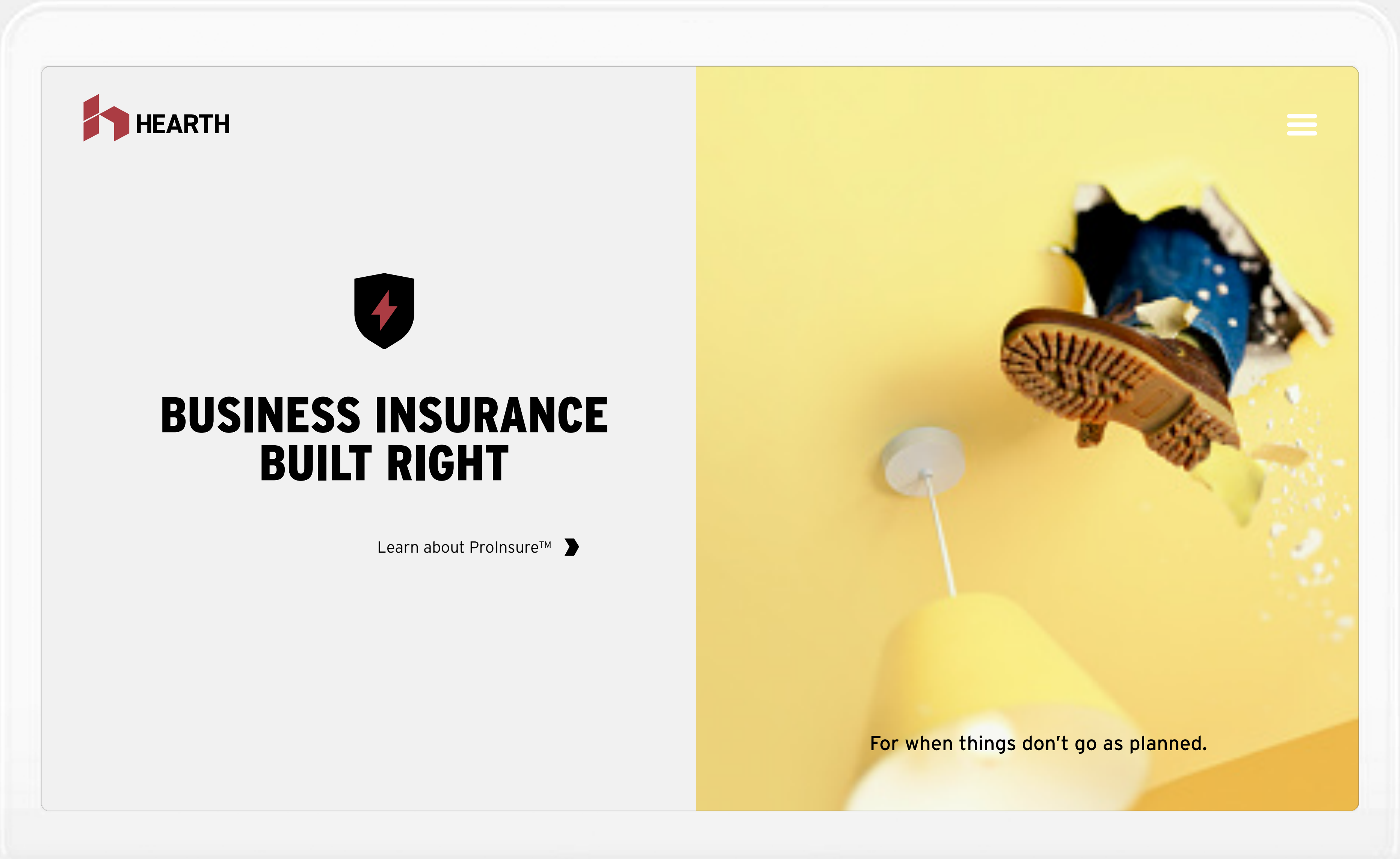
WEB

DIRECTION 2



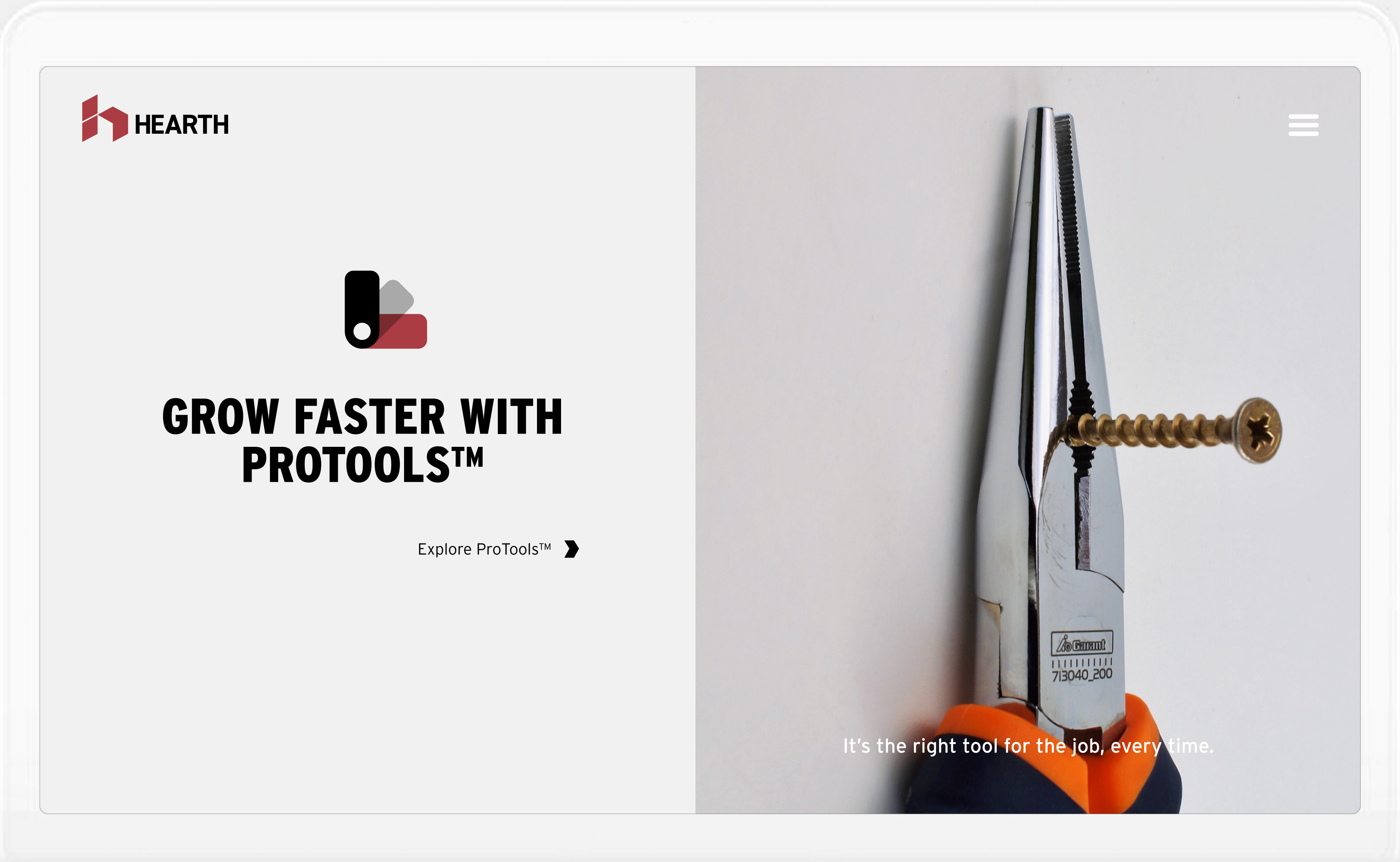
WEB

DIRECTION 2

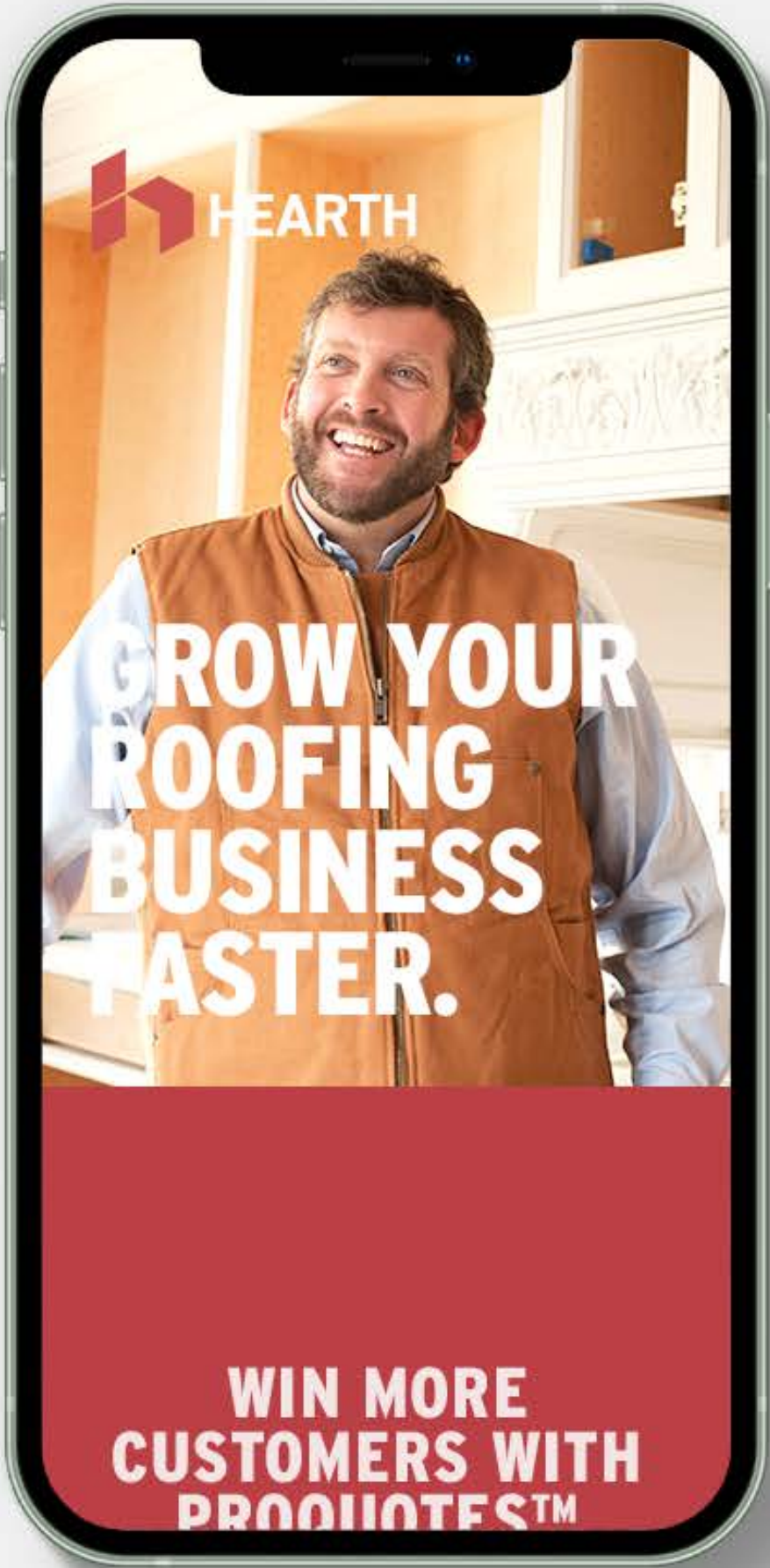
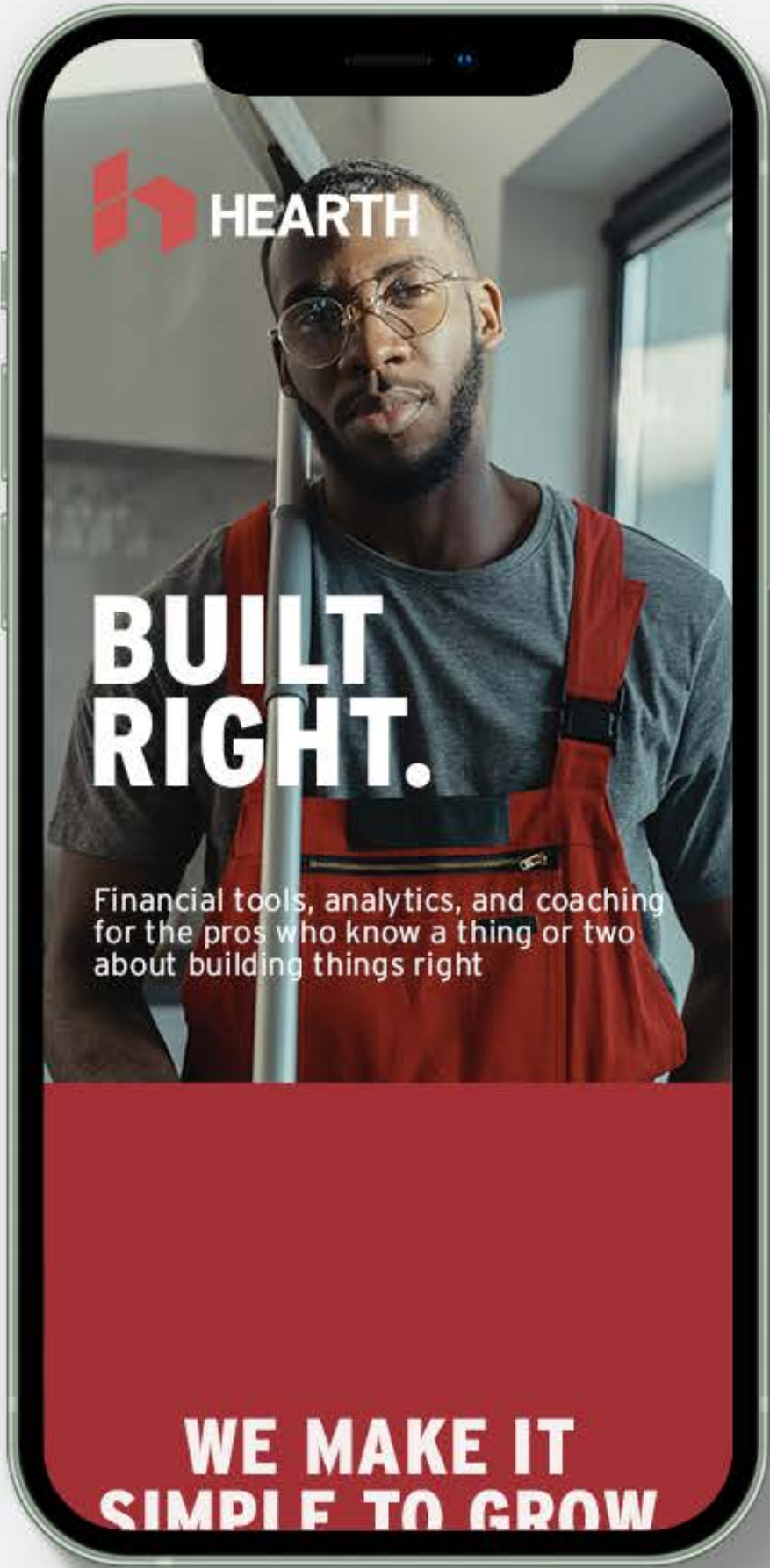


WEB

DIRECTION 2



MOBILE





YOUR BUSINESS BUILT RIGHT

Financial tools, intelligence, and coaching for
home improvement pros who know a thing or
two about building things right

POSTER

This format (image,
oversized headline, logo)
can be used in print,
digital, OOH, etc.





Financial tools, analytics, and coaching for home improvement pros who know a thing or two about building things right

YOUR BUSINESS BUILT RIGHT.

**OVERSIZE
TYPOGRAPHY**

When you want to make a point with our messaging, say it loud with oversized type.

Headline, Interstate
Condensed Black
Body Copy, Interstate
Light



POSTER

This format (image, oversized headline, logo) can be used in print, digital, OOH, etc.

Financial tools, analytics, and coaching
built to help you grow your business faster



BUILT RIGHT

Financing, tools, and guidance
built for pros like you

POSTER

This format (image, oversized headline, logo) can be used in print, digital, OOH, etc.



Hearth ProQuotes™ gives customers more ways to pay with one-click financing options built right in.

QUOTES THAT KEEP THE ENGINES RUNNING

POSTER

This format (image, oversized headline, logo) can be used in print, digital, OOH, etc.

Nancy's Lawn Care, Athens, Georgia



BUILT RIGHT

We're helping you grow your home improvement businesses with financing, tools, and guidance built right just for you

COPY POSTER

This format (image, oversized headline, logo) can be used in print, digital, OOH, etc.



BUILT RIGHT

We're helping you grow your home improvement businesses with financing, tools, and guidance built right just for you



YOUR BUSINESS BUILT RIGHT

Financial tools, intelligence, and coaching
for home improvement pros who know a thing
or two about building things right





