homefirst

We'll take you home

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About

Home First Finance Company is young housing finance company built on a single premise: we believe everyone should own their dream home. We blend technology and personalization, so the loan process is easy and hassle-free. Simply put: our customers always come first.

Our Vision

Shape the future of Financing Homes, and empower people to live better!

Our Mission

Be the **Fastest** provider of Home Finance for the aspiring **middle class**. Delivered with Ease and Transparency!

Master Logo

homefirst
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Headline color		C:90 M:50 Y:0 K:0		R: G:131 B:219
Tagline color		C:80 M:0 Y:55 K: 0		R:12 G:204 B:175
Notes color		C:80 M:0 Y:55 K: 0		R:12 G:204 B:175

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Logo Variations

Black and Grey (BG - White C:0 M:0 Y:0 K:0)

Main typo color	C:0 M:0 Y:0 K:100	R:0 G:0 B:0
Tagline color	C:0 M:0 Y:0 K: 60	R:137 G:137 B:137
Notes color	C:0 M:0 Y:0 K: 60	R:137 G:137 B:137

White and off-white (BG - Black C:0 M:0 Y:0 K:100)

Main typo color	C:0 M:0 Y:0 K:0	R:254 G:254 B:254
Tagline color	C:0 M:0 Y:0 K: 30	R:197 G:198 B:198
Notes color	C:0 M:0 Y:0 K: 30	R:197 G:198 B:198

Black and Grey (BG - Blue C:90 M:50 Y:0 K:0)

Headline color	C:0 M:0 Y:0 K:0	R:254 G:254 B:254
Tagline color	C:0 M:0 Y:0 K:0	R:254 G:254 B:254
Notes color	C:0 M:0 Y:0 K:0	R:254 G:254 B:254

Logo Usage

Exclusion zones

Always allow a minimum space around the logo.

Minimum Size for Logo (Digital Platform)

Minimum size of logo for digital platforms (500x180px)

Logo Ratio

Always maintain the ratio of logo.

Avoid Stretching or Shrinking in any case

Brand Mascot

Home loans do come with its own set of complexities. It is a daunting task! Some nagging questions which keep haunting us – "Am I eligible for a home loan?", "If yes, how much amount can I get", "When will I get it?", "What if I don't have enough paperwork?", "What would my EMI be?", "Will the loan officer approve my loan without unnecessary hassles?"

Result? Taking a Loan = Anxiety! More often than not "Home Loan lena" becomes a "Horror Story"!
So, here we are, introducing "NAOL"

Just like a guide, NAOL is fully equipped with all the necessary ammo that ensures a smooth and hassle-free home buying journey for each customer. For instance, his binoculars help him see things clearly, even from a distance! This enables him to wipe out any confusion that customers may have regarding their home loans. Besides, he can also spot any possible obstacles from afar and find solutions to overcome them. His satchel is fully loaded with tools like auto-prepay, build-up downpayment, grupee etc. that not only ensure that the customers enjoy a worry-free loan process but also have flexible repayment options on their home loans!

"NAOL" stands for No Anxiety On Loans.

Typography

ERAS BOLD ITC

Headline Font

ABCDEFGHIJKLMNO

abcdefghijklmno

123456789!#$%

ERAS DEMI ITC

Tagline Font

ABCDEFGHIJKLMNO

abcdefghijklmno

123456789!#$%

CALIBRI REGULAR

Paragraph Font

ABCDEFGHIJKLMNO

abcdefghijklmno

123456789!#$%

CALIBRI ITALICS

Paragraph Highlight Font

ABCDEFGHIJKLMNO

abcdefghijklmno

123456789!#$%

CALIBRI BOLD

Paragraph Title Font
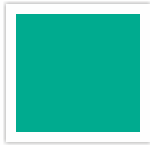
ABCDEFGHIJKLMNO

abcdefghijklmno

123456789!#$%

Color Palette (CMYK)

Primary Colors

C:90 M:50 Y:0 K:0

C:80 M:0 Y:55 K:0

Secondary Colors

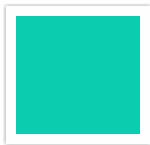C: 0 M:30 Y:90 K:0

C:0 M:0 Y:0 K:90

C:0 M:0 Y:0 K:0

Color Palette (RGB)

Primary Colors

R:0 G:131 B:219

R:12 G:204 B:175

Secondary Colors

R:255 G:200 B:87

R:68 G:68 B:68

R:254 G:254 B:254