New Website Photo & Icons Checklist

**Instructions:** Each of the non-bolded Items needs a photo. Think about the context of what kind of page the image is going on and what section it’s going in. Use images from Unsplash and realistic (lifestyle) - non posed - images that lean away from “corporate stock photography.”

Once you have found a photo for a specific page, download it, and save it in the folder for the appropriate page within the folder system in **\mortgagecenter.com\Employee Resources - Marketing Department\Website 2024**. If for some reason you are unable to download an image, put the url of the page you found it on and Chris Edmonds will take care of it.

Once you have added a photo to the folder, please type “Done - Your Initials - DD/MM/YY

* IF you are adding a link, don’t worry about this, just paste the link beside the label.

See “Logo” below under “Standard Page Menu Elements” for an example

# **Standard Page Menu Elements**

Logo Done **- Done - CE - 4/10/24**

Magnifying glass “Search” icon

# **Cross Page Elements**

What Mortgage Is Right For Me

“Other Suggested Products”

* Blog Titles
* Latest Webinar
* MC In the News
* Featured Calculator
* Featured Toolkit

Downloadable Tools with phone mask

Blog Photos

# **Standard Page Closing Elements**

About Us

Get In Touch

Apply Today or Request a Call

Google Reviews

Footer

# 

# **New Applications**

## **All Products Page**

Header Photo

### **Individual Product Page**

Header Photo

“Current Rate Configurations” Rate **Icons**

* 30 Fixed
* 15 Fixed
* 7/1Arm
* 5/1Arm

“High Level Product Features” (4 icons per product, icons are BENEFIT focused)

# **What Mortgage Is Right For Me?**

Header Opening Photo

Use Product Header Photo from individual product page for each suggested product

Apply Today or Request a Call

# **First Time Home Buyer**

### **FTHB Page**

Header Photo / Video

Downloadable Tools - Image will fit into a phone mask

Feature Icons

BC Demo Video

Team Member Highlights

# **Misc & Support**

### **LO Pages**

LO Photos with Hexagon

Quick Facts Icons

* Briefcase
* Weight
* Guitar
* Football
* Soccerball
* Baby
* Toddler
* Cell Phone
* Cell Phone - Texting

### **Support**

Popular Support Topics

Icons

* Calendar
* Email
* Chat

### **Rates Page**

Header Img

### **Rates Assumptions Page**

Header Img

### **Calculator Page**

No additional photos needed at this time

### **Careers Page**

Featured Job

Benefits Img

Work Environment

Hiring Process

How We Manage

Career & Compensation

Employee Value Prop

Culture Guide

Glass door logo

Need photos for job categories

* Origination
* Member Services
* Accounting
* Compliance
* Etc.

### **Revenue Partner Page - Phase 2**

# **About Us / General Info**

### **MC in the News**

Article Header Imgs to be used on this page

### **About Us**

Header

About Us

Awards & Articles

Leadership & Team Member Highlights

### **Stand Alone Contact Page**

Header

### **404 - Not Found**

Background + Icon

# **Existing Accounts**

### **Existing / Member Services**

### **Home**

Quick Nav Imgs - Use same for sections

* Make a Payment
* Hardship Assistance
* Setup Autopay
* Support Desk

Autopay Setup Video

### **Make a Payment**

Header Img / Video

Blog Article imgs

### **Hardship Assistance**

Header Img

Hardship Assistance Icons 4 of them

# **Credit Union Partners**

### **CU Partners**

Header Video

What we do Icons (4)

Other benefits (4)

* Tech Offerings
* Marketing Support
* 3
* 4

Keri’s Photo

Josh’s Photo

### **CU Partners Secret Page**

MC in the news photo that goes with the article

MC Assets img or icon

### **CU Partners Referral Page**

Header Image

Form

# **Mortgage University**

### **Mortgage U - Main**

Featured Article Img

Downloadable tools in phone mask

### **All Blogs Page**

Header img

### **Individual Blog Pages**

Header Img

Background image for dynamic area - this will parallax

Downloadable Tools with phone mask