

# Advertising Guidelines



John R. Kasich Governor of Ohio | Douglas A. Garver Executive Director

It is important to us that you have what you need to market effectively to your customers while offering the Ohio Housing Finance Agency's programs. We ask that you follow some simple guidelines to ensure the standardized representation of the OHFA brand and the accuracy of program information. Please contact us directly before you launch new advertising programs so that adequate staffing at OHFA can be dedicated to handle increased call volume or questions that may arise from your campaign. It is imperative that we work together to help provide affordable housing to Ohioans.

The guidelines below will provide you with basic parameters of how to use the OHFA logo and where to get it, how to reference an OHFA program, and how to use OHFA marketing materials. If you have questions regarding the guidelines or how to advertise an OHFA program, please contact Molly Moses at [mmoses@ohiohome.org](mailto:mmoses@ohiohome.org) or 614-728-2911.

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## Using the OHFA Logo

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The Office of Communications & Marketing maintains EPS and JPEG files for all OHFA logos. If you use an OHFA logo on any printed material, please request an EPS file from OHFA, as this will ensure proper image quality. If you would like to use the logo on your website, a JPEG image is sufficient and should also be requested. Please know that the Office of Communications & Marketing may request a sample of your materials prior to production.

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## Referencing OHFA in Advertising

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Occasionally, our partners reference the Ohio Housing Finance Agency in print, online, radio, or television advertising. We are always looking to expand our partnerships to spread the word about our programs. However, it is important that you clarify your relationship with OHFA so that customers do not confuse our products or services. We have several hundred partners and cannot show preference for any specific company.

We ask our partners to do the following:

1. Contact OHFA prior to launching a campaign. We want to make sure that OHFA has adequate staffing in place to handle increased call volume.
2. Work with OHFA's Office of Communications & Marketing to review the content for an advertisement or radio or television spot prior to production. This ensures that changes will not need to be made after the ads are placed.
3. Use our products and services under their official names, as they appear in OHFA-approved materials. Altering the names of our programs or advertising them as your products is strictly prohibited.
4. Identify your company as a partner of OHFA or a participating lender in OHFA's programs. For example, "Friendly Neighbor Bank is a participating lender with the Ohio Housing Finance Agency."

 **web** [www.ohiohome.org](http://www.ohiohome.org) | **tollfree** 888.362.6432

The Ohio Housing Finance Agency is an Equal Opportunity Housing entity. Loans are available on a fair and equal basis regardless of race, color, religion, sex, familial status, national origin, military status, disability or ancestry. Please visit [www.ohiohome.org](http://www.ohiohome.org) for more information.



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## Advertising OHFA

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The following items **MUST** be included when advertising OHFA:

**The Equal Housing Logo:** The Equal Housing Logo icon is a simple line drawing of a house with an equals sign inside.

### **Fair Housing Language**

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## Using OHFA Marketing Materials

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OHFA has produced a variety of marketing materials that you can share with your customers. On many of these materials, there is a white space or an interactive section where you can enter your own contact information. We know that rules vary for each company about the information and disclaimers that are needed. We ask that you contact your compliance department or legal team prior to distributing any pieces that you have customized.

Please visit our website and Lender Online regularly for new and recently updated materials. You can also contact Molly Moses at [mmoses@ohiohome.org](mailto:mmoses@ohiohome.org) or 614-728-2911, to obtain electronic files if needed.