

## INSTRUCTIONS

# Using your logo with *Older Americans Housing guides*

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If you plan to share the *Older Americans Housing* guides with customers, members and clients, you may want to add your logo to the covers of the booklets. We've provided the legal requirements to do this, and practical instructions on how to work with the PDF file.

### Requirements for adding your logo:

- You (the "Licensee") are agreeing to the licensing agreement on [pages 2-3](#) of this document.
- You'll add your logo to the cover (instructions on [pages 4-5](#)).

Please read the licensing agreement carefully. These instructions and agreement apply to the *Older Americans housing guides* only, not to other CFPB publications. The CFPB logo cannot appear on content you create yourself.

# Trademark Licensing Agreement

This Trademark Licensing Agreement (the "Agreement") is binding and enforceable upon the Consumer Financial Protection Bureau ("CFPB" or "Licensor") and the Licensee. The CFPB grants to the Licensee a limited, non-exclusive, worldwide, revocable, non-transferable, royalty-free license to use the CFPB's trademark-protected searchlight logo ("Logo") in connection with *Older Americans Housing* guides ("materials"), subject to the following conditions:

## 1. Specific use restrictions

- (a) Where the Logo appears on the cover of the materials, Licensee must not make any changes to the content of the materials without the CFPB's express written permission.
- (b) Licensee must not use the Logo for any purpose other than on the cover of the materials, unless authorized by the CFPB.
- (c) Licensee must not modify the Logo; combine it with another mark; or use, adopt, or register any marks confusingly similar to the Logo.
- (d) In adding Licensee's logo to the materials, Licensee must comply with all of the CFPB's graphic design requirements set forth in the instructions incorporated into this document.

## 2. Nonconforming materials

If Licensee becomes aware, or if the CFPB deems and notifies Licensee at any time that the materials bearing Licensee's logo do not conform to this Agreement, Licensee will at its sole cost:

- (a) Immediately cease all nonconforming use of the Logo;
- (b) Immediately discontinue distribution of all nonconforming materials; and
- (c) Remove the Logo from all nonconforming materials or, if it is impractical to remove the Logo, destroy all nonconforming materials.

## 3. CFPB Ownership of the Logo

Licensee acknowledges the CFPB's exclusive right, title, and interest in and to the Logo, and that nothing in this Agreement will be construed to accord to Licensee any rights in the Logo except as expressly provided in this Agreement.

## 4. Representations of Licensee

Licensee represents and warrants that:

- (a) Licensee is duly organized and in good standing under the laws of its jurisdiction of organization;
- (b) Licensee has taken all actions necessary or advisable for it to enter into this Agreement;
- (c) The person making this Agreement on behalf of Licensee is authorized to do so; and
- (d) Licensee will not challenge the CFPB's rights under this Agreement and will not challenge the validity of any CFPB mark including without limitation the Logo.

## **5. Limitation of the CFPB's Liability**

The CFPB is not liable for Licensee's lost profits or special, incidental, or consequential damages arising out of or in connection with this Agreement or the Licensee's use of the Logo.

## **6. Termination of this Agreement**

- (a) Either Licensee or Licensor may terminate this Agreement for any reason or no reason, effective upon receipt by the non-terminating party of the terminating party's notice.
- (b) Upon termination of this Agreement, the license granted in this Agreement immediately terminates, and Licensee must:
  - i. Immediately remove the Logo from all materials;
  - ii. Destroy all materials in its possession containing the Logo, if removal of the Logo is not feasible or is impractical; and
  - iii. Certify to such removal or destruction upon the request of the CFPB.

## **7. Assignment or Sublicense**

Licensee must not transfer or sublicense its rights or obligations under this Agreement in whole or in part to any third party without the prior written consent of the CFPB.

## **8. Governing law**

This Agreement will be interpreted and implemented in accordance with the laws applicable to the United States Government.

## **9. Severability**

If any provision of this Agreement is held to be invalid or unenforceable for any reason, the remaining provisions will continue in full force and effect.

## **10. Entire Agreement; waiver**

This Agreement sets forth the entire understanding and agreement of the parties with respect to the use of the Logo in connection with the materials. This Agreement may not be amended except in writing signed by both parties.

## **11. Acceptance of and effective date of Agreement**

By placing its logo on the materials in accordance with the CFPB's instructions, Licensee acknowledges that it agrees to and will follow all provisions of this Agreement and that this Agreement takes effect as of the Licensee's first use of the Logo.

# Steps to add your logo

## 1. Download the file

Go to [consumerfinance.gov/housingdecisions](http://consumerfinance.gov/housingdecisions) to download and save the booklet files. These files are available in English and several other languages and have additional space for your logo on the covers. The files are optimized for commercial printing.

- There are many different methods of binding documents. These guides are optimized for saddle stitch binding. You must have the number of pages in a multiple of four (this is a requirement of saddle stitch binding and booklets may need to include blank pages to accommodate this requirement). Your commercial printer can advise you on the best binding method for your guide.
- Layout in “reader spreads” to show how pages will look in the final product and give your printer flexibility in how they arrange the booklet for production.
- Bleed so that when printed, the background color goes all the way to the edges.

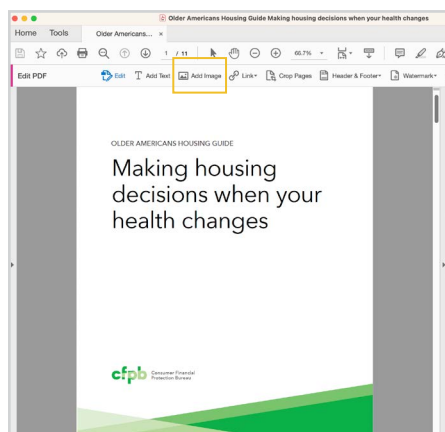
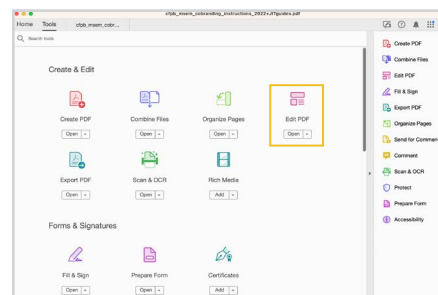
## 2. Prepare your logo

To achieve the best results, make sure you have a high-resolution, 300 dpi or greater, CMYK jpg file. The size shouldn't exceed a width of 2.5 inches or height of 0.875 inches.

## 3. Add the logo to the PDF

The instructions provided use Adobe Acrobat Pro DC, available at [adobe.com](http://adobe.com). If you have or would like to use different software, consult your user guide for instructions on adding an image.

- Open the PDF in Acrobat, and then choose **Tools > Edit PDF > Add Image**
- In the **Open** dialog box, locate the image file you want to place.
- Select the image file, and click **Open**.
- Click where you want to place the image. A copy of the image file appears on the page, with the same resolution as the original file.
- Use the bounding box handles to resize the image, or the tools in the right hand panel under Objects to **Flip**, **Rotate**, or **Crop** the image.



#### 4. Position and size your logo

Your logo should be placed in the bottom right corner of the guide's cover, as shown. The size shouldn't exceed a width of 2.5 inches or height of 0.875 inches. The PDF is now ready for printing.

##### PLACEMENT EXAMPLE

