

## Marketing and Advertising Guidelines

We are here to help you effectively market and advertise the GSFA affordable housing programs to your customers. We ask that when you do so, that you follow some simple guidelines to ensure the standardized representation of the GSFA brand and the accuracy of program information.

The guidelines below will provide you with basic parameters of how to use the GSFA logo and where to acquire it, how to reference a GSFA homeownership program, and how to use GSFA marketing materials.

If you have questions regarding the guidelines or how to advertise a GSFA program, please contact the Marketing Dept. by email [marketing@gsfahome.org](mailto:marketing@gsfahome.org) or call (855) 740-8422.

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### Using the GSFA Logo

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GSFA maintains various graphic formats for the GSFA logo. If you use the GSFA logo on any printed material, please request a PNG or EPS file will ensure proper image quality. If you would like to use the logo on a website, a JPEG image is sufficient and should also be requested.

Send a logo request to [marketing@gsfahome.org](mailto:marketing@gsfahome.org) with the following information included in the request:

- Your name and contact info.
- Your company name and connection to GSFA.
- What GSFA Program(s) you are marketing or promoting.
- How the Logo will be used.
- What graphic format you need.

The logo should be clear and easy to read, maintaining its original colors and dimensions. Please note that GSFA may request a sample of your materials and request changes prior to approval.

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### Referencing GSFA or GSFA Homeownership Programs in Advertising

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We encourage our business partners to reference and promote GSFA and the GSFA Homeownership Programs to help spread the word about our affordable housing programs and increase

homeownership opportunities. However, it is important that you *clarify your relationship with GSFA* so that customers do not confuse our products or services.

**We ask that our partners do the following when referencing GSFA or GSFA Programs:**

1. Work with the GSFA Marketing Department to review the content for an advertisement or radio or television spot prior to production. ***Approval prior to production is not required but encouraged.***
2. Use our products and services under their official names, as they appear in GSFA-approved materials. ***Altering the names of our programs or advertising them as your products is strictly prohibited.***
3. Identify your company as a partner of GSFA or a Participating Lender in GSFA’s programs. For example, “John Doe Lending is a Participating Lender with Golden State Finance Authority.”
4. Identify GSFA in all marketing and advertising with the following statement: “Golden State Finance Authority (GSFA) is a duly constituted public entity and agency.”

**By advertising GSFA programs, you agree and represent the following:**

- If you a mortgage or real estate professional, you certify that you or your company are a validly licensed mortgage lender, broker or real estate professional in California.
- You may not misrepresent your relationship with GSFA, nor present false or misleading information about GSFA programs.
- Any pre-designed literature provided to you by GSFA is provided as-is without any warranty of any kind.
- You acknowledge that legal issues may arise in connection with co-branding marketing materials and that you are responsible to ensure that all materials, as customized by you, are in compliance with all federal state, and local laws and regulations.
- This agreement does not constitute a trademark license in GSFA trademarks.

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**Marketing Templates Supplies by GSFA**

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Maximize Your Time and Resources with Downloadable Literature from GSFA

Pre-designed marketing literature (in English and Spanish) is available for download on the GSFA website [www.gsfahome.org](http://www.gsfahome.org) under the menu “Business Resources/Marketing Center”. These materials may not be altered, except to customize them with your company and contact info and any applicable

disclaimers and licensing information. The artwork may not be used for any other purposes or placed into other documents.

The literature (ie. Flyers, brochures, etc) are provided in PDF template format and program specific. These templates contain information about program advantages and basic guidelines. They are not a substitute for complete program guidelines, as published in program Term Sheets or other applicable documents. GSFA Participating Lenders are responsible for furnishing loan applications, applicable fees, APRs and complete program guidelines to consumers.

### **How to “Customize” (Add Contact info)**

The marketing templates are intentionally designed with blank **text fields** to add contact information. Note: **These are text fields only.**

If you do not have a version of Adobe Acrobat or another graphics program that allows you to electronically add contact information, you may want to affix a business card or label with your contact information on the materials. Some lenders have even chosen to purchase an ink stamp and stamp the materials with their contact information and/or logo.

Due to time and resource constraints, GSFA is unable to customize the templates for individuals or individual companies.

GSFA does not need to approve your marketing IF you are using the pre-designed marketing literature provided by GSFA and following the above guidelines.

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Additional questions, please contact the Marketing Dept. by email [marketing@gsfahome.org](mailto:marketing@gsfahome.org) or call toll-free (855) 740-8422.