



# Brand Usage Guidelines for HIP partners



[HomelsPossibleNV.org](http://HomelsPossibleNV.org)  
[housing.nv.gov](http://housing.nv.gov)



We are so glad you are part of the Home Is Possible™ family and are helping to make the dream of homeownership possible for so many Nevadans.

Promoting and sharing our programs is a valuable part of our partnership. To tell the truth, without you, we couldn't really do this at all. These guidelines will help clarify the ways in which you can use HIP-provided marketing materials and keep all of us on the same page. To maintain our copyright for Home is Possible, we must maintain a strict brand standard. By following these guidelines, our partners help ensure we are compliant.

(Look at you, going above and beyond again!)



### Nevada Housing Division logo

Our NHD logo is included on HIP marketing materials, including our website. This logo mark is for the exclusive use of NHD.

#### Do

- Contact NHD about possible co-sponsorship opportunities that may warrant use of our logo. These will be determined on an individual basis. (775) 687-2236 | [dpace@housing.nv.gov](mailto:dpace@housing.nv.gov)

#### Don't

- Use the NHD logo on your personal or company materials, even if you are an approved partner.



# Home Is Possible website - HomelsPossibleNV.org

This website is designed as a resource for our partners and your clients.



## Do

- Reference it often, and send your clients links to relevant pages.
- Access the free marketing materials designed for your use.
- Include links to our site in your marketing materials to share program information with clients and colleagues.
- Offer suggestions for information and/or resources we could add to make it even better.  
(775) 687-2236 | [dpace@housing.nv.gov](mailto:dpace@housing.nv.gov)

## Don't

- “Steal” art and graphics from our website to use in your own materials.  
(These are copyrighted materials.)



## HIP flyers

We have developed both standard and customizable flyers for all HIP programs on our website. If you want to include your personal contact information on a program flyer, our Word documents make it easy.

## Do

- Download our Word docs, add your information, save and print or email the flyer.
- Make suggestions for flyers not available that would be of value to you.  
(775) 687-2236 | [dpace@housing.nv.gov](mailto:dpace@housing.nv.gov)

## Don't

- Do not alter the top of the flyer in any way.
- Do not clip flyer art out and reuse it.

