



Fannie Mae®



Marketing and Brand Identity Guidelines **September 2017**

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1. Overview

We ask lenders and housing professionals authorized to use the Fannie Mae name, logo, or any of the Fannie Mae product names or logos, (“Marks”), in their outreach to various audiences, including lender staff, borrowers, and real estate professionals, to follow the basic guidance in these guidelines.

These guidelines focus on:

- Marketing collateral – flyers, FAQs, letters, statement inserts, email content, brochures, web copy, video
- Identity reproduction – logos
- Social Media – content and platforms
- Live events with Fannie Mae – in person events and webinars with Fannie Mae participants

2. General principles

The Marks may be used on promotional materials such as websites, flyers, brochures, or local advertisements, but solely under formal license with Fannie Mae and in connection with the promotion of eligible products, technology, and services. The Marks are trademarks of Fannie Mae. Click [here](#) for a list of registered trademarks and logos.

- Use of the Marks by Sellers is governed by the Fannie Mae Selling Guide section [A2-6-01](#): Fannie Mae Trade Name and Trademarks. Use of the Marks by Servicers is governed by the Fannie Mae Servicing Guide.
- Use of the Marks by other housing professionals is governed by specific trademark license agreements in place with Fannie Mae or terms and conditions posted in connection with certain initiatives (e.g., HomeReady or Day 1 Certainty).

Lenders and other housing professionals:

- Are solely responsible for the contents of the marketing materials they and their correspondent and mortgage brokers create,
- May not characterize their relationship with Fannie Mae as a “partnership,” misrepresent in any way any association between an organization and Fannie Mae absent any specific agreement to that effect, nor imply any endorsement by Fannie Mae of the lenders’/housing professionals’ products or services,
- May not state or imply that they have an exclusive arrangement with Fannie Mae, and
- May refer to the Fannie Mae Marks (with the exception of the Fannie Mae logo) in their branded marketing materials under only to the extent there is no confusion possible on the respective roles of the lenders/housing professionals and Fannie Mae.

3. Marketing collateral

The Fannie Mae [Marketing Center](#) is a free online tool lenders and other housing professionals can use to access and customize a variety of marketing and informational materials.

Lenders and other housing professionals can use the Marketing Center to support their purchase and refinance-related outreach to consumers and housing partners. Users will find marketing pieces to promote HomeReady mortgage, HomeStyle[®] Renovation, HFA Preferred[™], HARP, and more.



4. Identity reproduction

Please note the following before using Fannie Mae logos:

- The symbols and wordmarks arranged as provided form the overall logo, such as the HomeReady logo, at right. Do not alter the size/space relationship between the symbols and the wordmarks.
- If adjusting the size of the overall logo, do not flatten or stretch it. In other words, ensure that the width and height are both adjusted in tandem so that the overall proportions of width to height remain constant.
- Ensure that the size of the overall logo is large enough that all aspects and individual words within the logo are legible.
- When featuring a Fannie Mae product, technology, or service with a logo as a graphical element, use only the artwork from the electronic files supplied. Do not attempt to recreate a Fannie Mae logo using typography.
- Keep a clear space around a logo when using it in layouts. Never crowd the logo by placing words or graphics within the clear space. Use the size of the letter “e” as guidance for clear space (see example in the HomeReady logo, above). This is the minimum amount of room needed around the logo.
- If a product, technology, or service name is used in text (i.e., in a sentence rather than as a standalone graphical element) spell it out using the same font as the accompanying text, but use capitalization and style to match the trademarked word. For example, capitalize both the “H” and the “R” in HomeReady with no space between words and add a super-script registered trademark (®) symbol to the right of the word, but do not attempt to match the font used in the HomeReady logo. In the case of Day 1 Certainty™ write it exactly as shown. For example, do not run the words together or change 1 to One. The ™ should be used if possible (not required on web pages if not consistent with your protocol).
- When using a Fannie Mae logo or referencing a Fannie Mae product, technology, or service in text, include an attribution footnote, for example, "HomeReady is a registered trademark of Fannie Mae."



5. Social media and hyperlinking

In connection with social media posts by Fannie Mae, lenders or other housing professionals:

- May share, like, retweet, or engage with any content Fannie Mae issues on Fannie Mae’s social media channels.
- May tag Fannie Mae in social posts using the company’s handle on the social media platform (@FannieMae for the majority of social media platforms).
- May promote or share on social media any content available on a public-facing Fannie Mae website, such as FannieMae.com, TheHomeStory.com, KnowYourOptions.com, and HomePath.com.
- May provide a link from their own web site to public-facing Fannie Mae website, subject to the linking conditions (See [Linking Conditions](#) in Fanniema.com terms and conditions).



6. Live events with Fannie Mae

These basic guidelines are for offering live events – in person and/or online – with Fannie Mae.

- Participants – If the audience is to include third parties, such as real estate professionals, housing counselors, and/or mortgage brokers, the lender must not limit invitations to only those with whom the lender does most of its business. The invitation should be widely distributed.
- Venue – The location should be at the lender's offices or a typical venue for a lender event. The venue may not be at a location that would not otherwise be used by the lender for business (e.g., an exclusive or expensive restaurant where the venue becomes the value of the event and not the content).
- Swag – If any door prizes or other gifts are used, they should be of de minimus value per person.
- Marketing – Lender will be responsible for the cost of marketing and hosting the event.
- Signage – Lenders may use trademarked product names and logos on trade show signage in accordance with the branding guidelines outlined above.

7. Contact

For additional questions, please contact Marketing_Center@fanniemae.com. Typical response time is within 24 hours.

