

Brand Guidelines for the Down Payment Resource Listing Icon

The DPR icon displays on listings eligible for one or more down payment programs. To ensure the best possible adoption and traffic, please follow the guidelines provided.

Icons Only: The dollar sign and check is provided only for listing views without sufficient space for icons with text.

This small icon is designed only for use in list views limited to 15x15px or 16x16px graphics.



This larger icon with an open blue check mark should be used for all other views without sufficient space for icons with text.



Icons with Call to Action: Use one of the following in the property detail view and all other listing views with sufficient space available.



Find Down Payment Help



Find Down Payments

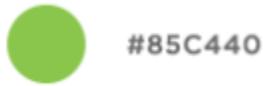


Down Payment Help
MAY BE AVAILABLE



Down Payment Money is available
SEE IF YOU'RE ELIGIBLE

Icon colors: Please note that these colors are different than those in our corporate logo.



How to use:

- Choose the call to action you prefer.
- Download the files from the Box.com folder. Both jpeg and png files are available.
- Use the largest size file possible.
- Download the appropriate size file or let us know if you need a new size created.
- Send to your website and MLS system vendors.
- Refer MLS members to the IDX instructions on the DPR Dashboard from within the MLS. It will review how they can add the icon to eligible listings to their own IDX sites.

Questions:

Please contact Melinda Harris at mharris@downpaymentresource.com.