



## Trademark & Program Naming Addendum

### Official Program Naming

**Primary Trademark Name:** Keys2Home™ Pathway Program

**Common / Marketing Name (AKA):** Keys2Home™

### Required Usage

On first reference in any material, the program must be referred to as **Keys2Home™ Pathway Program (also referred to as “Keys2Home™”).** Subsequent references may use **Keys2Home™** for readability.

### Standard Trademark Footer (Use Everywhere)

**Keys2Home™ Pathway Program, also known as Keys2Home™, is a proprietary program and trademark of its owner. Unauthorized use, reproduction, or distribution is prohibited.**

### Scope

This trademark guidance applies to all website pages, PDFs, flyers, FAQs, orientation materials, partner and consultant materials, and any public-facing content.