



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.