

FEDERAL REGULATIONS - FAIR HOUSING ADVERTISING

(CFR Title 29, Part 109; added 45 FEDERAL REGISTER 57105,
Effective 09/22/80)

In all space advertising (advertising in regularly printed media such as newspapers or magazines), the following standard should be used:

SIZE OF ADVERTISING	SIZE OF LOGOTYPE IN INCHES
1/2 page or larger.....	2 x 2
1/8 page up to 1/2 page	1 x 1
4 column inches to 1/8 page	1/2 x 1/2

In any other advertisements, if other logotypes are used in the advertisement, the Equal Opportunity logo should be of a size at least equal to the largest logotypes; if no other logotypes are used, then the type should be bold display face which is clearly visible., Alternatively, when no other logotypes are used, three to five percent of an advertisement may be devoted to statement of the equal housing opportunity policy.

In space advertising, which is less than 4 column inches (one column 4 inches long or two columns 2 inches long) of a page in size, the Equal Opportunity slogan should be used. Such advertisements may be grouped with other advertisement under a caption which states that the housing is available to all without regard to race, color, religion, sex, or national origin, handicap, and familial status.

ILLUSTRATION OF LOGOTYPE, STATEMENT, AND SLOGAN EQUAL HOUSING LOGOTYPE:



EQUAL HOUSING
OPPORTUNITY