



Missing Middle Housing™ Graphic Usage Policy

We appreciate that the concept of Missing Middle Housing™ has resonated with you and that our images are helpful!

As you may know, we created both the name “Missing Middle Housing,” and the Missing Middle Housing diagram to help communities understand the possibilities for allowing and building more housing choices that support and enhance low-rise walkable neighborhoods. In order to protect the concept of Missing Middle Housing and prevent dilution or alterations that might weaken the intention or support of these housing types, we have found it necessary to put some protections around the use of the diagram and housing type images. We appreciate your support in this as well as your respect of our intellectual property.

You are welcome to use the diagram and housing type images providing you agree to and adhere to the following conditions:

1. No modifications or alterations of the diagram or housing type images are allowed. The diagram must be used in its complete form including the Opticos logo and copyright.
2. Additional credit must also be provided in proximity to the image as follows and at a size easily readable by the audience:
Missing Middle Housing term created by Daniel Parolek/Image © Opticos Design, Inc./For more info visit www.missingmiddlehousing.com
3. Embed the link to www.missingmiddlehousing.com in Missing Middle Housing graphics when applicable.
4. Positive verbal recognition must also be given when presenting the image, of Daniel Parolek and Opticos Design’s leadership on the topic of Missing Middle Housing (something similar to the credit listed above) and mention our book that is now available, called Missing Middle Housing.

Please respond by email to marketing@opticosdesign.com to confirm acceptance of these terms prior to using the diagram. If you have any further questions, please don’t hesitate to ask. We hope this is helpful to furthering conversation and increasing housing choices in your area!

For further questions, please contact marketing@opticosdesign.com.