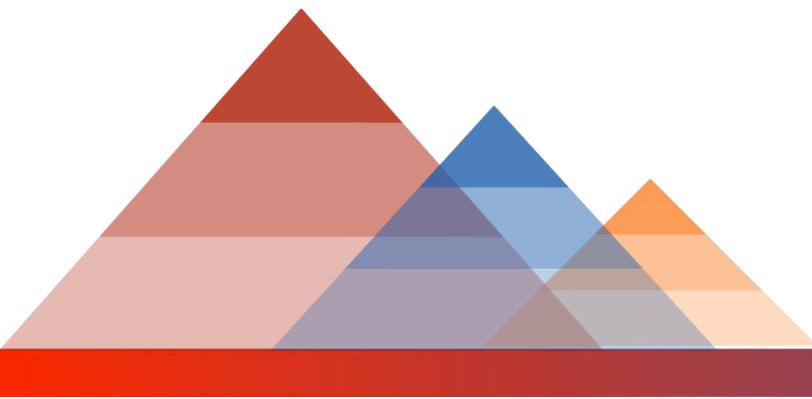




DHA Style Guide

EDITORIAL BRAND STANDARDS

MARKETING AND COMMUNICATIONS DEPARTMENT



Denver Housing Authority | Editorial Brand Standards

Everything we do from processing checks to celebrating resident successes says something about us. The more in sync we are when articulating—and living out—the Denver Housing Authority brand, the more effective we'll be at communicating how **DHA creates vibrant and sustainable communities.**

Mission

Denver Housing Authority's mission is to develop and provide high-quality, affordable housing with responsive services, enabling people and communities to thrive.

What is a brand?

A brand is who we are. It's not just the verbal and visual expressions of identity, it's also how we express our identity through action. Every transaction. Every email. Every client conversation matters. A brand is who we are down to our core. It's how we live our mission.

What is DHA's brand?

We create and develop thriving, sustainable communities and neighborhoods.

What does DHA do?

DHA provides affordable housing opportunities while helping families enjoy better quality of life and greater pride.

Who does DHA serve?

DHA serves over 26,000 very low-, low-, and middle-income Denver residents, managing over 12,000 housing units throughout the city

How does DHA do it?

We realize our mission through resources and partnerships, while focusing on high quality and high standards.

DHA's personality

We are mission-driven, collaborative, creative, empowering, and design-aware. We are committed to service. We are realistic. We demonstrate our humanity. And we put residents first, understanding that DHA helps people thrive in place and create housing trajectories with upward momentum.

Use these words to describe DHA:

1. Community-minded
2. Thoughtfully compassionate
3. Sustainable
4. Resident-focused
5. Innovative
6. Cutting-edge
7. Strategic

DHA's Voice

With every communication, we have an opportunity to strengthen our brand, which builds trust in what we do and how we do it.

Elevator Speech

Short form: The largest and most innovative housing authority in the Rocky Mountain West, the Denver Housing Authority has reinvented public housing into thriving communities where people want to live.

Long form: The largest and most innovative housing authority in the Rocky Mountain West, the Denver Housing Authority has reimagined public housing as vital, transit-oriented, mixed-income communities where people want to live. DHA's vision reflects the goal that every individual or family should have access to quality, affordable housing in communities offering empowerment, economic opportunity, and a vibrant environment.

Key Messages

Reinforce the following messages regularly when writing about DHA.

1. We build sustainable communities with innovation and compassion for community placemaking.

Proof point: DHA kept 48 percent of the residents living in the South Lincoln Park Homes complex in the Mariposa redevelopment. The national average retention rate for government-funded housing redevelopment projects ranges from 10-15 percent.

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2. We create vibrant communities, integrating relevant and holistic resident supportive services.

DHA partner Denver Health provides primary care and mental health services in an 8,000-square foot space on the ground floor at Vida, which serves low-income seniors and people with disabilities. Denver Health in partnership with Centura Health Fresenius Medical Care operates a 10,000-square foot dialysis treatment center on the same property.

3. We focus on being an outstanding financial and business management steward, able to bring to innovative, life-changing grant-, donation-, and city-funded projects.

Proof points: During a visit, Secretary of Housing and Urban Development Marcia Fudge said, “If you want to know how to do affordable housing, meet me at Sun Valley. If you want to know how to execute a CHOICE Grant, meet me at Sun Valley.”

The commercial condo at DHA’s Vida complex in Sloan’s Lake combines primary healthcare services with DHA’s Senior Activity Center, allowing DHA to creatively leverage New Markets Tax Credits (NMTC).

4. We are mindful of Denver’s need to revitalize neighborhoods with future-minded real estate.

Proof point: The Saint Francis Warren Residences was built inside of a former church at 1630 E. 14th Ave. to create supportive, dorm-like housing units for 48 people transitioning from homelessness. Acquisition of the site was made possible from the DHA Delivers for Denver Bond Program along with other partners.

Warren Village, which helps low-income, single-parent families, will open a new facility on land awarded by DHA and the City and County of Denver, through DHA’s Delivers for Denver Bond Program. When built, the new Warren Village facilities at 1394 W. Alameda Ave. and 1373 W. Nevada Place will house and support single-parent families experiencing chronic housing instability or homelessness.

5. We are mindful of community relationships and that sustaining communities also means sustaining people through equity, access, and education.

Proof point: The Youth Employment Academy (YEA) provides mentoring, education, employment, and training services which help address the educational, job-readiness, and career exploration goals of low-income youth in DHA’s neighborhoods.

Style Manual

This is a practical reference to use when writing for and about Denver Housing Authority. These guidelines are based on the Associated Press Stylebook and relate to the type of writing you might be doing for Denver Housing Authority. Some of the following style conventions might deviate from AP Style because of decisions we've made as an organization.

Acronyms

The housing sector uses acronyms, and many readers won't understand this insider shorthand. If you can, please avoid using them.

There will be cases when using acronyms is necessary. These are common acronyms that we use at DHA. Please write out on first reference.

AMI—Area Median Income

FSS—Family Self-Sufficiency program

HCV—Housing Choice Voucher program (formerly known as Section 8)

LRC—Local Resident Council(s)

RCB—Resident Council Board

RCS—Resident and Community Services

Acronyms (no need to define)

Some acronyms have become part of our language in the US. These are acronyms you can use without spelling them out of reference, for example HUD.

Contractions. Keep in mind that DHA is informal. Feel free to use contractions such as don't, won't, can't, and hasn't.

Departments and Programs

Capitalize if referring to a department's official name ala: "The Department of Real Estate Investments at DHA" or "DHA's Department of Real Estate Investments."

Do not capitalize the word "department" in this scenario: DHA's Real Estate Investments department.

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Denver Housing Authority or The Denver Housing Authority

How do we refer to ourselves as an organization? On first reference use Denver Housing Authority. Afterwards use DHA.

Email signatures

Please don't personalize your email signature. Adhere to this format:

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Diversity and Inclusion

When pertinent to the context of what you are writing, use African American or Black, Asian American, Latinx, students of color, people of color, Native American, Alaska Native, biracial, multiracial, gay, lesbian, bisexual, LGBTQ, transgender, nonbinary.

Gender

Use non-gendered terms such as chair or chairperson, councilperson, etc.

Names

Use first and last name on initial reference, last name thereafter.

Oxford Comma or Serial Comma

Use the third comma in a series, also known as the Oxford comma, as in: DHA communities offer empowerment, economic opportunity, and vibrant environments.

Periods

Please single space after ending a sentence with a period. Do not double space.

Programs

Capitalize programs. Refer to programs this way:

Pronouns

Use singular he, she or they, depending on context and gender identification. If an individual prefers a gender-neutral pronoun, use the person's name or explain their preference for the non-binary pronoun in text for clarity.

Titles

Capitalize titles when they precede an individual's name: "Denver Housing Authority's Executive Director David Nisivoccia is giving a speech on Feb. 12."

If the title follows the person's name, use lowercase: "David Nisivoccia, executive director of the Denver Housing Authority, is giving a speech on Feb. 12."

Do not use Dr. before someone's name unless the individual is a medical doctor and then only on first reference and when using the full name: "Dr. Jane Smith practices medicine in Denver." You could also write: "Jane Smith, M.D., practices medicine in Denver."