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WHY A BRAND GUIDE?

The Denver Housing Authority’s Brand Guide has been developed to ensure our brand is communicated consistently across all our audiences—internal and external.

“Our brand is how we are perceived in the community. We are the community. Hence, we are also the brand.”

-Keo Frazier, Director of Communications and Public Affairs
Every DHA staff member is a Brand Ambassador

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

Our brand guide is a collection of detailed specifications along with a few do’s and don’ts to help us present a cohesive visual brand to the world and present consistent messaging. It’s the guardrails that assist us with saying who we are and what our brand stands for.

While these guidelines are meant to be as comprehensive as possible, they may not clearly address every situation or answer every question. When in doubt, please contact Keo Frazier, Director of Communications and Public Affairs at kfrazier@denverhousing.org
MISSION & VISION

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

DHA’s vision is that every individual or family shall have quality and affordable housing, in communities offering empowerment, economic opportunity, and a vibrant living environment.
As a Brand Ambassador, we serve as the voice for DHA. The words we use when speaking or writing about the Denver Housing Authority affects the strength of its brand. The words we choose make a difference.

DHA’S VOICE

Tagline:

Creating vibrant communities and sustainable neighborhoods since 1938.

Words That Describe DHA
- Community-minded
- Thoughtfully Compassionate
- Sustainable
- Resident-focused
- Innovative
- Cutting Edge
- Strategic
Who is DHA?

Please use the following when explaining DHA, what we do and who we serve.

**What is the Denver Housing Authority?**

DHA, the largest Housing Authority in the Rocky Mountain Region, continues to build on over 80 years of experience in creating and developing thriving communities.

**What does DHA do?**

DHA provides affordable housing opportunities while helping families have a better quality of life and gain a sense of pride.

**Who does DHA serve?**

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

**How does DHA do it?**

DHA drives its mission by leveraging resources and partnerships, while focusing on high quality and high standards.
As a Brand Ambassador, it is important we use consistent messaging to tell the Denver Housing Authority story.

**Key Messages**

**Phrases that Describe DHA**

- Creative housing real estate developments
- Progressive, sustainable design standards
- Integrated housing management
- Resident services to improve quality of life -- hospitable, holistic, compassionate
- Outstanding financial and business management
Key Messages

How we tell the DHA story.

Denver Housing Authority…

1. Builds sustainable communities with innovation and compassion for community placemaking.
2. Creates vibrant communities, integrating relevant and holistic resident supportive services.
3. Focuses on being an outstanding financial and business management steward, able to bring to life challenging grant-, donation- City-funded projects.
4. Is mindful of the need in our City to revitalize neighborhoods with future-minded real estate.
5. Is mindful of community relationships and that sustaining communities also means sustaining people through equity, access and education.
Our logo is our defining visual image. It serves as our brand anchor, bringing us stability, consistency and longevity. So, please be kind to it and protect it.

UNIFYING LOGOS

Use:

The DHA logo must never be placed over a busy background photo, pattern or a color background that distracts from the primary logo’s colors. A solid, neutral background color is always preferred. The reverse (all white) logo versions are acceptable when contrast is needed on a photograph or color field.
## LOGO USAGE

<table>
<thead>
<tr>
<th>Main</th>
<th>Tagline</th>
<th>Full Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>The foundation of our family of logos, used for business and partner relationships or for entities and audiences who are unfamiliar with the Denver Housing Authority.</td>
<td>For existing relationships, entities, and audiences who are familiar with the Denver Housing Authority. The logo without the tagline may also be used for existing audiences.</td>
<td>Seldom used, this logo is available when necessary to spell out the full agency name.</td>
</tr>
</tbody>
</table>
Our logo is our defining visual image. It serves as our brand anchor, bringing us stability, consistency and longevity. So, please be kind to it and protect it.
Use
The logo should always be given some breathing room. Placement on a white or neutral background is preferred.

There are no predetermined sizes for the DHA logos. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the DHA logo.

Do’s
Allow clear space.
Separate it from its surroundings.
Keep the original proportions.

Minimum sizes are as shown here:

Digital: 75 pixels width
Print: .50 inches width
DON’TS

• Remake it in another color.
• Place it over a photo or dark or patterned background.
• Stretch or condense.
Use

The DHA logo is always attached to the name of each department. Follow the Do’s and Don’ts shown for use of the DHA logo on previous pages.

There are no predetermined sizes for the DHA logos. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the DHA logo. Guidelines and minimum sizes are as shown here.

Minimum sizes are as shown here:

Digital: 450 pixels width
Print: 1.5 inches width
Use:
The logo should always be given some breathing room. Placement on a white or neutral background is preferred.
TYPEFACE AND COLOR PALETTE
The popular Arial typeface is to be used on all DHA written communications. Arial is a sans-serif typeface and available on all DHA computers for easy access by staff.

Different font sizes and weights are used for headings, subheads and body copy. Use bold font for headings and subheadings; regular font for body copy; italic font for captions and call outs. Black font is only used for highlighting one of very few words.
The Candara typeface is to be used on all DHA written communications as a header font to add further style. Candara is available on all DHA computers for easy access by staff.

Candara – sentence case
CANDARA – upper case
Candara Light – sentence case
CANDARA – upper case
COLOR PALETTE - MAIN

BLUE = #2261AE
RGB = 34, 97, 174
CMYK = 90, 65, 0, 0
Pantone = 7455 C

DARK BLUE = 1F1E38
RGB = 31, 30, 56
CMYK = 88, 85, 47, 57
Pantone = 5255 C

ORANGE = FA852D
RGB = 250, 133, 45
CMYK = 0, 59, 93, 0
Pantone = 158 C

RED = F82800
RGB = 248, 40, 0
CMYK = 0, 95, 100, 0
Pantone = 172 C

DARK RED = AD1A00
RGB = 173, 26, 0
CMYK = 22, 99, 100, 16
Pantone = 7626 C
DHA provides one of the essential needs for survival… housing. While stylizing the new brand, we wanted to showcase the hierarchy of needs. Housing is essential to all humans and we take pride in providing homes for Denver residents. The triangle image reminds us of the steps we take to climb higher in our dreams. Also the triangle reminds the viewer of the Rocky Mountains that nestle behind the beautiful city of Denver.
“A TALE OF TIME...”
Story Telling/History Palette

Sepia Style

For story telling and history-based presentations and documentation

When telling stories and sharing important board related documents, a sepia color tone and style is to be used.

Softer tones to denote a more personal touch.

Sepia styles are timeless and DHA has 80+ years of impactful history. On historical based web pages and internal board documents, a sepia design can convey importance and 'freezing' information in time.
COLOR PALETTE
MINOR

PEACH = FFED3
RBG = 255, 222, 211
CMYK = 0, 15, 12, 0
Pantone = 698 C

TAN = FFAE68
RBG = 255, 174, 104
CMYK = 0, 37, 65, 0
Pantone = 714 C

BROWN = 944309
RBG = 148, 67, 9
CMYK = 28, 79, 100, 25
Pantone = 1535 C
The sepia color palette provides skin tone colors as the secondary color palette to add a humanistic and warm element to the new brand style.
TRIANGLE USAGE

DO’S

Always use a colored triangle as an individual image with a transparent space around it, as shown throughout this Brand Guide.

Exception: When a colored triangle(s) overlaps another triangle (as shown on the previous slide) or featuring all 3 and bottom banner collectively.

Can shrink the triangles moderately.

Only use a few colored triangles on each page and place in an eye-pleasing arrangement.

DON’T S

No turning triangles upside down or sideways.

No placing photos inside of the triangles.
TRIANGLE USAGE

Footer Use:
Colored triangles should be used sparingly throughout your designs. Only use the colors provided in the color palette. They are to be used in the footer or off to the side to add a bit of design to any presentation. All three triangles are great to use on simplistic documents that have little design in other areas.

Singular Use:
Use a single triangle in any of the main base color scheme in the footer, in the right or left hand corners. The single triangle should be used on flyers, small and large designs in which you do not want to take any focus from the content presented.
STYLE
PHOTOGRAPHY USAGE

The people we serve and the communities we create are the foundation of DHA’s brand. This theme of authenticity carries through to the photographic images we use on our electronic and printed materials.

DO’S
Use residents and/or community partners for your photo choices.

Access DHA’s Resource Photo Library for your selection.

Have signed Waivers for all the photos that you take and use.

DHA Photo Authorization forms are located on the website.

DON'TS
Use photos from photo stock companies. Unless previously approved by the Communications team.

Use cartoons.

Use black and white/grayscale.
PHOTOGRAPHY EXAMPLES

The images should demonstrate a participant vs observer perspective.

The imagery needs to feel engaging, demonstrate emotions and have a soul.
PHOTOGRAPHS CAN BE OVERLAYED WITH THE MINOR OR MAJOR COLOR PALETTE WITH A OPAQUE RATING OF 30%
The need for brand conformity includes our email signature on every email that we send.

DO’S
Must conform to the prescribed format.

DON’TS
Add a personal quote or any other personal information.
PROPERTY SIGNAGE

Note:
When using a property signage template, the signs are to have a full call to action and clear information for the viewer. These are for print.

SAMPLE TEXT
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
FLYER SIGNAGE

Note:

When using a flyer template, the flyers are to have a full call to action and clear information for the viewer.

These flyers can be used for print or digital.

These can be printed in both color or black and white.
Mastheads are used to stylize a header of any kind. They are used for digital branding. Use these as the social media banners for Facebook, etc. You can also use these on email headers, newsletters, etc.
DHA takes pride in being a partner with the City and County of Denver to create communities in Denver neighborhoods that are vibrant, healthy, and safe. We are committed to developing affordable homes for all. We are committed to creating communities that thrive. And, we are committed to our great City of Denver.
LIST OF COLLATERAL

Brand Guide
Editorial Guide
Word templates
PPT templates
Logos
Thank You card image
Design Triangles
Business Cards
Notepads
Banners
Flyers
Fonts
For any questions regarding DHA’s brand and applications contact:

Keo Frazier, Director of Communications and Public Affairs

kfrazier@denverhousing.org