

COLORS

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



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

Secondary



PEACH = #FFDED3
 RGB = 255, 222, 211
 CMYK = 0, 15, 12, 0
 Pantone = 698 C



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



BROWN = #944309
 RGB = 148, 67, 9
 CMYK = 28, 79, 100, 25
 Pantone = 1535 C

FONTS

Arial (main)

Arial Bold (Headings)

Arial Regular (Body)

Arial Italic (Captions)

Arial Black (Highlights)

Candara (headers)

Candara Bold

CANDARA BOLD

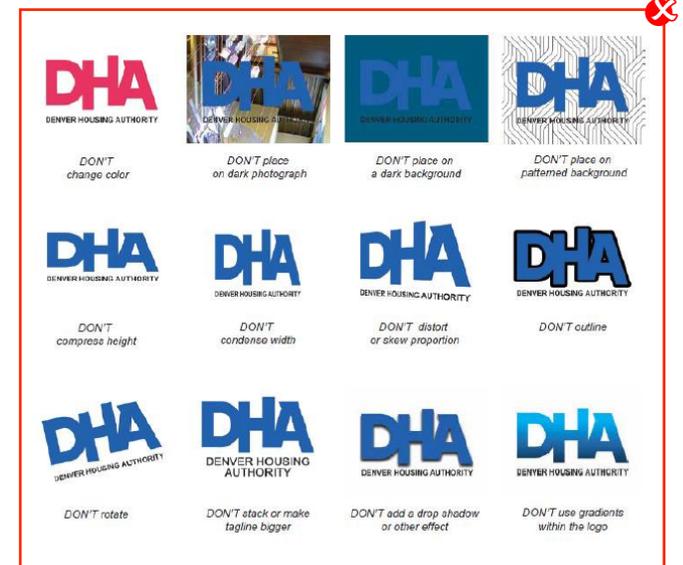
Candara Regular

CANDARA REGULAR

LOGOS

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 logo should always be given breathing room.**

MINIMUM SIZES
 Digital: 75px width
 Print: .50" width



ALTERNATE LOGOS

The DHA logo is always attached to the name of each department. The logo should always be given some breathing room. Placement on a white or neutral background is preferred.

MINIMUM SIZES

Digital: 450px width

Print: 1.5" width

DHA COMMUNITY CONNECTIONS

DHA HOUSING CHOICE VOUCHER

DHA HOUSING MANAGEMENT

DHA RESIDENT & COMMUNITY SERVICES

DHA REAL ESTATE INVESTMENTS

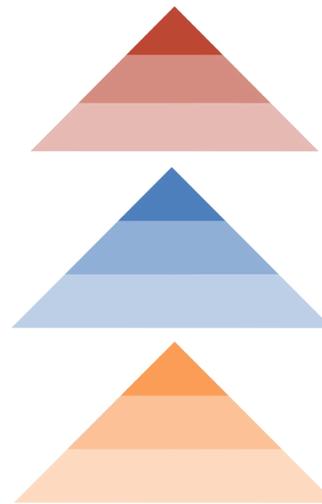
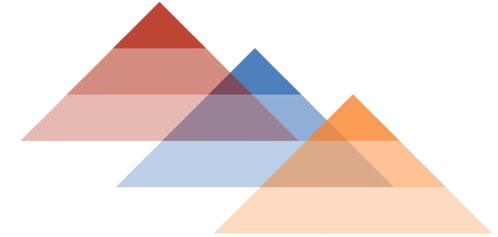
IMAGERY



TRIANGLE LEVELS

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.



Always use a colored triangle as an individual image with a transparent space around it.

Exception: When a colored triangle(s) overlaps another triangle 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 turn triangles upside down or tilt sideways.

Don't place photos inside of the triangles.

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.

Don't use photos from photo stock companies. Unless previously approved by the Communications team. Don't use cartoons. Don't use black and white/grayscale.

To learn more about DHA's branding, visit www.denverhousing.org/branding/.