BRAND STYLE
GUIDELINES

ATLANTA
HOUSING

ABOUT
ATLANTA HOUSING

Led by President and CEO Eugene Jones, Jr., the Housing Authority of the City of Atlanta, Georgia (AH), is the largest housing authority in Georgia and one of the largest in the nation. AH provides and facilitates affordable housing resources for nearly 27,000 low-income households comprised of approximately 45,000 people. These affordable housing resources include AH-owned residential communities, AH-sponsored mixed-income, mixed-finance residential communities, tenant-based vouchers, project based rental assistance, supportive housing arrangements and homeownership opportunities. AH's programs are funded and regulated by the U.S. Department of Housing and Urban Development.

MISSION
To open doors to safe, quality affordable homes, build inclusive communities of choice, and create opportunities for economic mobility.

ABOUT
THE LOGO

These are the official logos for the Atlanta Housing brand and should be used whenever printing or digital specifications allow.

1.

2.

3.

LOGO **USAGES**

Primary Logo
Use these in applications when it is necessary to place a white logo on top of a darker solid background or a photo.

LOGO **USAGES** cont

Horizontal Logo
These are official logos for Atlanta Housing when a horizontal logo format lends itself to the design layout. This format should be used whenever printing or digital specifications allow.

1.

2.

3.

COLOR **PALETTE**

PRIMARY COLORS

C: 92 M: 73 Y: 11 K: 1

R: 42 G: 86 B: 152

#2B5597

PANTONE 7686C

C: 69 M: 60 Y: 64 K: 54

R: 55 G: 58 B: 54

#373A36

PANTONE 447C

SECONDARY COLORS

C: 92 M: 73 Y: 11 K: 1

R: 42 G: 86 B: 152

#2B5597

PANTONE 367C

C: 60 M: 0 Y: 6 K: 0

R: 75 G: 198 B: 231

#4BC6E7

PANTONE 305C

C: 100 M: 92 Y: 33 K: 23

R: 35 G: 46 B: 98

#232E62

PANTONE 655C

TYPOGRAPHY

MONTSERRAT FONT FAMILY

This font is mainly used for our Headers/Titles in our branded assets.

BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z 0 1 2 3 4 5 6 7 8 9

BLACK

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z 0 1 2 3 4 5 6 7 8 9

AVENIR FONT FAMILY

This font is mainly used for our body text in our branded assets.

BOOK

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z 0 1
2 3 4 5 6 7 8 9

BLACK

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z 0 1 2 3 4 5 6 7 8 9

ROBOTO FONT FAMILY

This font is used as a secondary font for our Header/Title in our branded assets.

BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z 0 1
2 3 4 5 6 7 8 9

BLACK

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z 0 1
2 3 4 5 6 7 8 9

LOGO **SPACE & ** MINIMUM **SIZING**

Primary Logo
The minimum size that the logo
can be reduced to is 1 1/8" X 3/4"

Primary Logo Mark
The minimum size that the logo
can be reduced to is 3/8" X 5/16"

Horizontal Logo
The minimum size that the
horizontal logo can be reduced
to is 1 1/2" X 5/16"

Horizontal Logo Type
The minimum size that the logo
type can be reduced to is
1 1/8" X 1/4"

BRAND **NO-GOs**

Avoid using any other colors that deviate from the specified brand colors.

Avoid using excessive drop shadows that diminish the clarity of the logo.

Avoid stretching, squishing, or distorting the logo mark or type in any way.

Never add a custom slogan or unauthorized tageline.

Do not use any other fill color than specified when placing the logo on a photo or solid color.

Do not change the spatial relationship and size of the internal elements of the logo.

BRAND **STYLE**
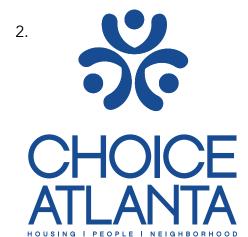# GUIDELINES

CHOICE ATLANTA

HOUSING | PEOPLE | NEIGHBORHOOD

ABOUT
THE LOGO

These are the official logos for the Choice Neighborhoods brand and should be used whenever printing or digital specifications allow.

1.

CHOICE ATLANTA
HOUSING | PEOPLE | NEIGHBORHOOD

2.

CHOICE ATLANTA
HOUSING | PEOPLE | NEIGHBORHOOD

3.

CHOICE ATLANTA
HOUSING | PEOPLE | NEIGHBORHOOD

LOGO USAGES

Primary Logo
Use these in applications when it is necessary to place a white logo on top of a darker solid background or a photo.

LOGO USAGES cont

Horizontal Logo
These are official logos for Choice Neighborhoods when a horizontal logo format lends itself to the design layout. This format should be used whenever printing or digital specifications allow.

COLOR PALETTE

CHOICE ATLANTA
HOUSING | PEOPLE | NEIGHBORHOOD

CHOICE ATLANTA
HOUSING | PEOPLE | NEIGHBORHOOD

PRIMARY COLORS

C: 98 M: 80 Y: 12 K: 2	C: 61 M: 0 Y: 100 K: 0	C: 72 M: 13 Y: 0 K: 0
R: 28 G: 75 B: 145	R: 110 G: 189 B: 68	R: 0 G: 172 B: 226
#1C4B91	#6EBD44	#00ACE2
PANTONE 2945C	PANTONE 360C	PANTONE 2995C

SECONDARY COLORS

C: 34 M: 0 Y: 29 K: 0	C: 87 M: 42 Y: 18 K: 1
R: 169 G: 217 B: 194	R: 0 G: 124 B: 168
#A9D9C2	#007CA8
PANTONE 573C	PANTONE 7704C

TYPOGRAPHY

NOYH GEOMETRIC FONT FAMILY
This font is mainly used for our Headers/Titles in our branded assets.

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

AVENIR FONT FAMILY
This font is mainly used for our body text in our branded assets.

BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

MONTSERRAT FONT FAMILY
This font is used as a secondary font for our Header/Title in our branded assets.

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

LOGO SPACE & MINIMUM SIZING

Primary Logo
The minimum size that the logo can be reduced to is 1 1/8" X 3/4"

Horizontal Logo
The minimum size that the horizontal logo can be reduced to is 1 1/2" X 5/16"

Primary Logo without Tagline
The minimum size that the logo can be reduced to is 3/8" X 5/16"

Horizontal Logo Type
The minimum size that the logo type can be reduced to is 1 1/8" X 1/4"

Primary Logo Mark
The minimum size that the logo can be reduced to is 3/8" X 5/16"

BRAND NO-GOs

Avoid using any other colors that deviate from the specified brand colors.

Avoid using excessive drop shadows that diminish the clarity of the logo.

Avoid stretching, squishing, or distorting the logo mark or type in any way.

Never add a custom slogan or unauthorized tageline.

Do not use any other fill color than specified when placing the logo on a photo or solid color.

Do not change the spatial relationship and size of the internal elements of the logo.

If you have questions regarding the Atlanta Housing logo standards please contact:

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ATLANTA
HOUSING