BRAND STYLE GUIDELINES

ACCESS LOGOS
HERE



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.





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.





3. ALANIA









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

R: 75 G: 198 B: 231

R: 35 G: 46 B: 98

#2B5597

#4BC6E7

#232E62

PANTONE 367C

PANTONE 305C

PANTONE 655C

ABCDEFGHIJKLMN OPQRSTUVWXYZ01 23456789

TYPOGRAPHY

MONTSERRAT FONT FAMILY

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

BOLD

ABCDEFGHIJKLM NOPQRSTUVWXY Z0123456789

BLACK

ABCDEFGHIJKL MNOPQRSTUVW XYZ0123456789

AVENIR FONT FAMILY

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

BOOK

BOLD

ABCDEFGHIJKLMN OPQRSTUVWXYZ01 23456789

BLACK

ABCDEFGHIJKL MNOPQRSTUVW XYZ0123456789

ROBOTO FONT FAMILY

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

BLACK

ABCDEFGHIJKLMN OPORSTUVWXYZ01 23456789

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 Mark

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 11/8" 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.



ATLANTA HOUSING

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

BRAND STYLE GUIDELINES

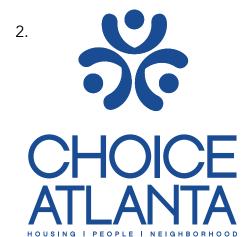
ACCESS LOGOS
HERE



ABOUT THE LOGO

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







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





PRIMARY COLORS







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

BOLD

ABCDEFGHIJKLMNOPQ RSTUVWXYZ01234567 89

BLACK

ABCDEFGHIJKLMNOPO RSTUVWXYZ01234567 89

AVENIR FONT FAMILY

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

BOOK

ABCDEFGHIJKLMN OPQRSTUVWXYZ01 23456789

BLACK

ABCDEFGHIJKL MNOPQRSTUVW XYZ0123456789

MONTSERRAT FONT FAMILY

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

BOLD

ABCDEFGHIJKLM NOPQRSTUVWXY Z0123456789

BLACK

ABCDEFGHIJKL MNOPQRSTUVW XYZ0123456789

LOGO SPACE & MINIMUM SIZING



Primary Logo

The minimum size that the logo can be reduced to is 11/8" 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 11/8" 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



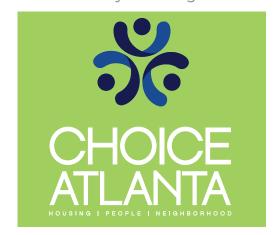
Avoid using any other colors that deviate from the specified brand colors.



Never add a custom slogan or unauthorized tageline.



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



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



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





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:

BARRI JONES

Multimedia Specialist



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RASHEL MALONE

Director, Marketing and Public Engagement



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