



**BRAND STYLE  
GUIDELINES**



ATLANTA  
H O U S I N G

# ABOUT ATLANTA HOUSING

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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

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

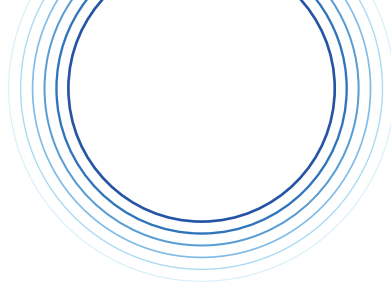


# ● LOGO USAGES

## 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.



## ● 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: 41 M: 0 Y: 81 K: 0  
R: 160 G: 209 B: 96  
#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

### BEBAS FONT FAMILY

THIS FONT IS USED AS A SECONDARY FONT FOR OUR HEADER/TITLE IN OUR BRANDED ASSETS.

#### REGULAR

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

## • 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 tagline.



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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