



**BRAND STYLE
GUIDELINES**



ATLANTA
HOUSING



ABOUT ATLANTA HOUSING

President and Chief Executive Officer Terri M. Lee leads The Housing Authority of the City of Atlanta, Georgia (AH), the largest housing authority in Georgia and one of the largest in the nation. AH carries the prestigious Moving to Work (MTW) designation and serves as an industry leader in providing and facilitating affordable housing resources for nearly 27,000 low-income households comprised of approximately 45,000 people through its AH-owned residential communities, tenant-based and project-based vouchers, supportive housing, as well as down payment assistance, where innovation leads the approach to making the dream of homeownership attainable for more Atlantans. Atlanta Housing programs are funded 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.

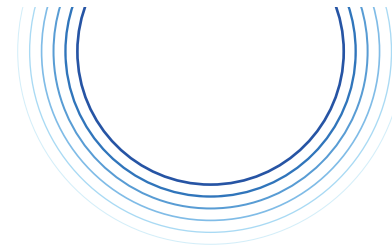


● LOGO USAGES

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.



● 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
#A0D160
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

MONTERRAT 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"

Logo mark should only be used when logo is needed to be sized smaller than 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"

● 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.



Logo mark should only be used when logo is needed to be sized smaller than 11/8" x 3/4"

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

BARRI JONES

Multimedia Specialist



404.432.9535



barri.jones@atlantahousing.org

RASHEL MALONE

Marketing Director



404.759.3537



rashel.malone@atlantahousing.org

