



Better Housing
COALITION

Better Homes. Better Communities. Better Lives.



Brand Identity Guide

Who We Are

BHC Mission, Vision, Goal & Values

MISSION

The Better Housing Coalition changes lives and transforms communities through high-quality, affordable housing.

VISION

To ensure that every citizen in our region, regardless of their economic status, has good choices in where they live and how they reach their fullest potential.

VALUE PROPOSITION

Quality housing at an affordable price is a springboard for success in educational, employment and health pursuits.

GOAL

To influence policymakers who can create systems change and invest in catalytic community building to make this vision a reality.

VALUES

We Build Opportunities for People and Communities

While our primary lines of business involve bricks, mortar and building, our ultimate goal is to help people and the places they call home realize their fullest potential.

We Care, We Learn, We Share

We are passionate about our work and each other. As we move towards our mission, we are open to taking calculated risks as long as we learn and grow from these experiences. We want to share our knowledge with one another and our industry to improve community impacts.

We Do What's Right and Not What's Easy

We stand for integrity. In everything we do, we want to be held accountable for quality, meaningful and respectful service to our residents, partners and colleagues.

We Embrace Change for Good

We seek innovative thinking and action to result in greater efficiencies and effectiveness to advance our mission, improve our company and realize positive community change.

We Strive to Be the Best While Having Fun

We want to be the best employer, partner and industry leader in making good things happen for the families and communities we serve. We want to utilize the highest standards of excellence in all aspects of our business. As we go about doing our work, we want to have joy in our hearts and smiles on our faces.



Who We Are

BHC Personality & Position

BRAND PERSONALITY

Bold, Creative, Supportive, Committed, Optimistic

Better Housing Coalition and its employees embody these characteristics as we work to improve the lives of our residents and the overall impact on the community.

BRAND POSITION

People: We help seniors age in place, help children aspire to higher education, and help adults gain self-sufficiency. Turning around a struggling neighborhood is a complex undertaking. But as every BHC community reveals in its own distinct way, the effort is more than worth it, both for those who live in our communities and those who live nearby.

Transformational: As a leader in community revitalization, our award-winning organization works with residents, local governments and agencies, other nonprofits and the philanthropic community to create lasting change for the better.

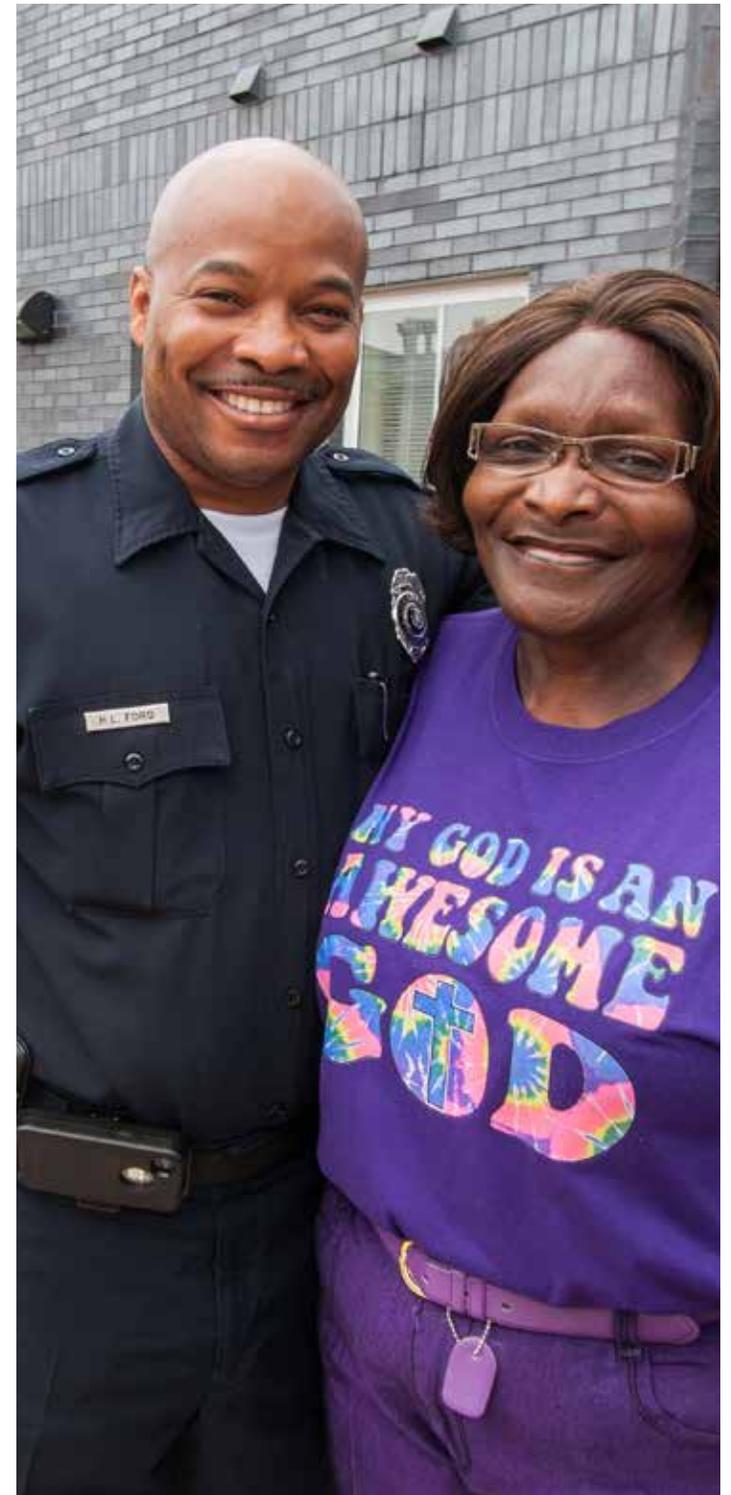
Community: Affordable homes and apartments coupled with market-rate housing can accelerate a community's rebirth into a healthy, self-sustaining, mixed-income neighborhood. Each community's needs are distinct. When the availability of real estate in a neighborhood presents us with an opportunity, we consult residents for their thoughts and ideas to determine the best course of action.

Respect: We are driven by respect for residents, sustaining the environment and preserving neighborhood character. All housing, including affordable housing, should be built in a way that minimizes its impact on the environment, both during construction and after.

Lasting Change: For change for the better to last, affordable housing must be architecturally appropriate for the community and have the curbside appeal of attractive market-rate housing. BHC takes a thorough yet flexible approach on several fronts.

HOW WE SHARE WHO WE ARE + WHAT WE DO

The Better Housing Coalition is the Richmond region's largest nonprofit community development corporation. BHC creates high-quality homes for residents of modest means, and empowers them with programs and tools to help them reach their fullest potential, at all stages of life.



BHC Logos

Meet Our Brands

Better Housing Coalition

Tagline: Better Homes. Better Communities. Better Lives.

The mother company that houses each of the other departments. Its logo is the primary identity of BHC communications in regards to company business/governance, resident services, events, and policymaking.

- Only show the BHC logo in orange, black or white.
- Don't alter, rotate or modify the logo.
- Don't use previous versions of the logo.
- Follow the clear space and minimum size guidelines.



Misuse



⊗ **Do Not** - Reverse the Image



⊗ **Do Not** - Skew, Rotate or Stretch



⊗ **Do Not** - Add Drop Shadows



⊗ **Do Not** - Use Different Colors

⊗ **Do Not** - Use Our Old Logos



Color Versions



Better Housing
COALITION



Better Housing
COALITION

Black Versions



Better Housing
COALITION



Better Housing
COALITION

Reversed Versions



Better Housing
COALITION



Better Housing
COALITION

Clear Space

When using the logo with other graphical elements, give it room to breathe. The empty space around the logo should be 175% the shorter side of the logo.



Minimum Size

The horizontal logo should not be any smaller than 1.25 inches. The vertical logo should not be any smaller than 1 inch.



BHC Logos

Meet Our Brands

BHC Management

Tagline: *Where you live can change your life.*

BHCM houses property management operations and services. BHCM comprises of 15 rental communities, eight of which are for seniors. BHCM also offers property management services to third parties.

- Only show the BHCM logo in blue, black or white.
- Don't alter, rotate or modify the logo.
- Don't use previous versions of the logo.
- Follow the clear space and minimum size guidelines.



PMS 634U
PMS 7707C
CMYK 100 18 12 52
RGB 00 97 127
HEX #00617F

Misuse



⊗ **Do Not** - Reverse the Image



⊗ **Do Not** - Skew, Rotate or Stretch



⊗ **Do Not** - Add Drop Shadows



⊗ **Do Not** - Use Different Colors



⊗ **Do Not** - Use Our Old Logo

Color Versions



Reversed Versions



Black Versions



Clear Space

When using the logo with other graphical elements, give it room to breathe. The empty space around the logo should be 150% the shorter side of the logo.



Minimum Size

The horizontal logo should not be any smaller than 1 inch.
The vertical logo should not be any smaller than .5 inch.



BHC Logos

Meet Our Brands

BHC Homes

Tagline: *Turning your dream of home ownership into a reality.*

This department builds and sells single family homes to first-time homebuyers and also offers homeownership counseling.

- Only show the BHC Homes logo in green, black or white.
- Don't alter, rotate or modify the logo.
- Don't use previous versions of the logo.
- Follow the clear space and minimum size guidelines.

 PMS 382U
PMS 376C
CMYK 50 0 100 0
RGB 140 198 63
HEX #8CC63F

Misuse



⊗ **Do Not** - Reverse the Image



⊗ **Do Not** - Skew, Rotate or Stretch



⊗ **Do Not** - Add Drop Shadows



⊗ **Do Not** - Use Different Colors

⊗ **Do Not** - Use Our Old Logo



Color Versions



Black Versions



Reversed Versions



Clear Space

When using the logo with other graphical elements, give it room to breathe. The empty space around the logo should be 200% the shorter side of the horizontal logo and 125% the width of the vertical logo.



Minimum Size

The horizontal logo should not be any smaller than 1.25 inch.
The vertical logo should not be any smaller than .75 inch.



Meet Our Co-Brands

Builder's Society

Individual donors who give \$1,000 or more in a calendar year are recognized in this special group. Members enjoy benefits such as VIP receptions, early access to event tickets, reserved seating, discounts and exclusive BHC merchandise.



Cornerstone Society

Donors who designate a bequest or legacy gift to BHC. Members are recognized at annual induction ceremonies, featured in BHC donor spotlights, and receive VIP access to BHC events and tours.



Community ROI Circle (Resources Organized for Impact)

This group is made up of business and industry members who help BHC advance the Richmond region via provocative conversations, purposeful collaborations, and meaningful volunteerism. Memberships start at \$2,500 and include invitations to our annual ROI Networking Breakfast and Hard Hat Happy Hour.



The BHC Brick

Quarterly newsletter sent to board and committee members and the leadership staff.



BHCyp

Better Housing Coalition Young Professionals (BHCyp) is a group of enthusiastic young professionals from the Greater-Richmond area who are interested in spreading the news about the work of BHC. They work closely with BHC staff and volunteer at BHC events. They are active in social media, in their communities, and in their professions.



Chartered Member Requirements

NeighborWorks Logo

Better Housing Coalition officially became a chartered member of NeighborWorks in the summer of 2016.

The NeighborWorks logo must be legible at all times with only BHC's logo larger than the chartered member logo. The logo must appear on the following items:

- Letterhead
- Business Cards
- Brochure (general information)
- Website (home page)
- Newsletter (printed & electronic)
- Annual Report
- Signage (home office)

Boilerplate Language

Better Housing Coalition is part of the NeighborWorks network, an affiliation of more than 240 nonprofit organizations located in every state, the District of Columbia and Puerto Rico. The NeighborWorks network was founded and is supported by NeighborWorks America, which creates opportunities for people to live in affordable homes, improve their lives and strengthen their communities.

Questions?

Email brand@nw.org or visit member.nw.org/marketing (must have username and password).

Version

The correct logo must always appear as provided by NeighborWorks America, in the highest resolution.



Proportion

Do not distort the logo. When increasing or decreasing size, keep the logo proportionate.



Orientation

The chartered member logo must appear horizontally. Do not turn sideways or rotate.



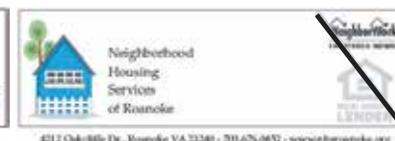
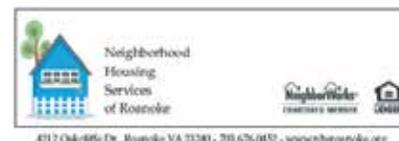
Isolation

A designated "clear" area surrounding the logo (equal to the height of the "N" in "NeighborWorks") must be free of competing elements, such as type and other graphics.



Size

The chartered member logo should be legible at all times. Be careful when reducing to less than one inch in length. Only your organization's logo should appear larger than the chartered member logo.

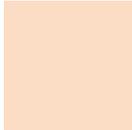
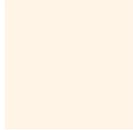
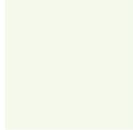
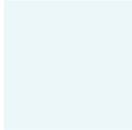


Color

The chartered member logo must be printed or displayed only in an approved single color, black or white. These may be used against colored backgrounds



BHC Color Palette

		TINT: 75%	50%	30%	20%	10%
	PMS 173U PMS 173C CMYK 0 69 100 4 RGB 232 108 31 HEX #E86C1F					
	PMS 143U PMS 143C CMYK 0 35 85 0 RGB 251 176 53 HEX #FBB035					
	PMS 1215U PMS 1215C CMYK 0 9 45 0 RGB 254 228 155 HEX #FEE49B					
	PMS 382U PMS 376C CMYK 50 0 100 0 RGB 140 198 63 HEX #8CC63F					
	PMS 2975U PMS 2975C CMYK 30 0 5 0 RGB 173 224 237 HEX #ADE0ED					
	PMS 634U PMS 7707C CMYK 100 18 12 52 RGB 00 97 127 HEX #00617F					

BHC Typefaces

Lora

This Google Font typeface is highly legible at small sizes and in long paragraphs, therefore intended primarily for use in body text. In office applications for which this font isn't available, please use Georgia.

Lora Bold

Lora Bold Italic

Lora Regular

Lora Italic

Adobe Garamond Pro

This classic typeface can look dated if used too heavily, so we save it for special use (BHCM and Builder's Society logos) which calls for a more refined look.

Adobe Garamond Pro Bold

Adobe Garamond Pro Bold Italic

Adobe Garamond Pro Semibold

Adobe Garamond Pro Semibold Italic

Adobe Garamond Pro Regular

Adobe Garamond Pro Italic

Lato

This Google Font typeface is intended primarily for use in title, headings and other accent or display situations, but can also be used as body text when appropriate. In office applications for which this font isn't available, please use Tahoma.

Lato Black

Lato Black Italic

Lato Bold

Lato Bold Italic

Lato Regular

Lato Italic

Lato Light

Lato Light Italic

Lato Hairline

Lato Hairline Italic

**Need help?
Have questions?**

Contact Us:

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Stacie Birchett

Director of Communications
s.birchett@betterhousingcoalition.org

