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

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.

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 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 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

Do Not:
- Reverse the Image
- Add Drop Shadows
- Use Our Old Logo
- Skew, Rotate or Stretch
- Use Different Colors

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.

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

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

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 leasership 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).

<table>
<thead>
<tr>
<th>Version</th>
<th>The correct logo must always appear as provided by NeighborWorks America, in the highest resolution.</th>
</tr>
</thead>
</table>
| ![Logo](image1)
| ![Logo](image2)
| ![Logo](image3)
| ![Logo](image4)
| ![Logo](image5) |

<table>
<thead>
<tr>
<th>Proportion</th>
<th>Do not distort the logo. When increasing or decreasing size, keep the logo proportionate.</th>
</tr>
</thead>
</table>
| ![Logo](image6)
| ![Logo](image7)
| ![Logo](image8)
| ![Logo](image9)
| ![Logo](image10) |

<table>
<thead>
<tr>
<th>Orientation</th>
<th>The chartered member logo must appear horizontally. Do not turn sideways or rotate.</th>
</tr>
</thead>
</table>
| ![Logo](image11)
| ![Logo](image12)
| ![Logo](image13)
| ![Logo](image14)
| ![Logo](image15) |

<table>
<thead>
<tr>
<th>Isolation</th>
<th>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.</th>
</tr>
</thead>
</table>
| ![Logo](image16)
| ![Logo](image17)
| ![Logo](image18)
| ![Logo](image19)
| ![Logo](image20) |

<table>
<thead>
<tr>
<th>Size</th>
<th>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.</th>
</tr>
</thead>
</table>
| ![Logo](image21)
| ![Logo](image22)
| ![Logo](image23)
| ![Logo](image24)
| ![Logo](image25) |

<table>
<thead>
<tr>
<th>Color</th>
<th>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</th>
</tr>
</thead>
</table>
| ![Logo](image26)
| ![Logo](image27)
| ![Logo](image28)
| ![Logo](image29)
| ![Logo](image30) |
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 to 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:

**Erica Babcock**
Marketing & Communications Officer
*e.babcock@betterhousingcoalition.org*

**Stacie Birchett**
Director of Communications
*s.birchett@betterhousingcoalition.org*