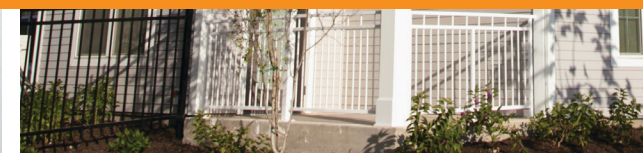




SAHA BRAND STANDARDS GUIDE



PURPOSE

As an evolving agency, the San Antonio Housing Authority is strengthening its reputation in the community, raising awareness of its programs and services and engaging with its diverse audience through a variety of platforms.

SAHA's brand is the pillar of the organization that sets the tone and is the first impression of the agency. A brand is much more than a logo; it's the thread that weaves an organization, its employees, its stakeholders and its goals into one vibrant tapestry.

The SAHA brand is one of vision, inspiration, action, innovation and humanity. It breathes momentum, encourages strength and propels progress. These admirable traits are communicated both visually and verbally to represent the organization at its core.

To ensure brand consistency and integrity, the SAHA brand guidelines will evolve the SAHA identity in the community and inspire all those that encounter SAHA with the same values that have grown the organization into what it is today.



PRIMARY LOGO

The starburst is the centerpiece and art element of the San Antonio Housing Authority logo. The logo should always be used as a complete unit (both starburst and logotype). It should never be split up and used separately.

The logo must be used in accordance with the design standards for all visual materials. The consistency of this style will increase the public awareness of the San Antonio Housing Authority's services and protect our identity.

Our standards outline all uses for the San Antonio Housing Authority logo and its components. Though it does not cover every possible design situation, adherence is mandatory.

✓ **Do** use approved logos.



✗ **Do not** skew or scale the width/height.



✗ **Do not** change the typeface of the logo or increase/decrease the size of the words.



✗ **Do not** use colors other than those in the selected palette or add effects like drop shadows.



✗ **Do not** rearrange or remove the logotype or the mark of the logo.



LOGO USAGE

Protected Areas

The logo design promotes SAHA and its facilities, programs and departments as units. Therefore, other elements should not be placed around the logo. This area adjusts as the scale of the logo increases or decreases. The clear area around the logo is equal to the width/height of the starburst on all sides.

Logo Size

The horizontal logo should not be used smaller than 1.5" wide. Smallest size for the vertical logo is 1" tall. For materials smaller than 8.5" x 11", the horizontal logo should be used at about 3" wide or vertical logo at 1.75" tall. Pieces larger than 8.5" x 11" should use the horizontal logo at 3.5" wide or vertical logo at 2" tall. There are some exceptions to these rules in which case one should consult with **SAHA's Graphic Designer**.



TYPOGRAPHY

Gotham is the primary font to be used for both internal and external communications. Stationary and signage should use this font exclusively. Proxima Nova is another sans serif font that can be used to compliment a layout or design, but should be used consistently.

Complimentary fonts can be used sparingly and with approval by the **agency designer**.

USING MORE THAN TWO OR THREE DIFFERENT FONTS IS NOT RECOMMENDED.

Gotham

Primary Font

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 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

Proxima Nova

Google Font

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 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

Montserrat

Google Font Alternate

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 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

Verdana

Email Font

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 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













COLOR PALETTE

The SAHA logo and text can be published in CMYK as indicated. The logo contains a total of 15 different color shades.







For legibility purposes, the SAHA logo is best used on a white background, as well as any other solid color background where the value is no darker than 40 percent such as light gray.

If the logo is to be placed on any of the colors on the right, the logo should be white, with the exception of the yellow.

PRIMARY

				
CMYK 0, 0, 0, 100	CMYK 6, 0, 0, 73	CMYK 0, 12, 80, 0	CMYK 38, 5, 64, 0	CMYK 53, 21, 96, 3
RGB 35, 31, 32	RGB 95, 101, 106	RGB 255, 219, 79	RGB 166, 201, 128	RGB 133, 160, 65
HEX #231F20	HEX #5F656A	HEX #FFDB4F	HEX #A6C980	HEX #84A041
				
CMYK 55, 65, 53, 31	CMYK 52, 73, 0, 17	CMYK 7, 85, 74, 9	CMYK 0, 65, 84, 0	CMYK 0, 38, 100, 0
RGB 100, 78, 83	RGB 118, 80, 144	RGB 206, 71, 66	RGB 244, 121, 61	RGB 251, 170, 25
HEX #644E53	HEX #765090	HEX #CE4742	HEX #F3793C	HEX #FBAA19

SECONDARY

					
CMYK 38, 5, 64, 14	CMYK 38, 5, 64, 34	CMYK 47, 73, 0, 31	CMYK 0, 95, 20, 19	CMYK 0, 89, 88, 0	CMYK 0, 53, 100, 0
RGB 145, 177, 113	RGB 117, 145, 92	RGB 110, 69, 126	RGB 199, 31, 104	RGB 239, 68, 50	RGB 247, 142, 30
HEX #91B171	HEX #75915C	HEX #6E457E	HEX #C71F68	HEX #EF4432	HEX #F78E1E



PHOTOGRAPHY

Photography is an intricate part of the SAHA brand identity. Photos should always be authentic, professional and of high quality.

Clip art and stock photos should not be used as they diminish SAHA's integrity and authenticity.



VERBAL IDENTITY

Verbal identity is about establishing what an organization says, and the way in which it is said. It includes the following:

OUR MESSAGE & FOCUS

- + About the people we serve
- + Advocate for and empower our residents
- + About our growth, progress and innovation
- + Thought leaders on housing

OUR TONE

How we say it

- + Visionary
- + Proactive
- + Transparent

OUR VOICE

Our persona embodying our brand attributes

- + Authentic
- + Inspiring
- + Empowering
- + Collaborative



STYLING

EDITORIAL STYLE

- + Refer to Associated Press (AP) style for all spelling and grammar
- + For hyphenation, avoid widows and orphans

CAPITALIZATION

Program Terms

- + Jobs Plus
- + Family Self-Sufficiency (FSS) program
- + Education Investment Foundation
- + Workforce on Wheels Bus (WOW Bus)
- + ConnectHome
- + Home Buyer Readiness Workshops
- + Community Garden Revitalization project
- + Critical Community Improvements Plan
- + Resident Opportunities and Self-Sufficiency (Ross) program

Housing Development Terms

- + Gardens at San Juan Square
- + BiblioTech South
- + East Meadows I
- + East Meadows II
- + Alazan-Apache Courts
- + Mirasol Homes
- + Cassiano Homes
- + Lincoln Heights Courts

- + Wheatley Choice Neighborhood
- + Wheatley Park Senior Living
- + Blueridge Homes
- + The Park at Sutton Oaks
- + Sutton Oaks
- + Madonna Apartments

Partnerships

- + Resurgence Collaborative
- + Energy Performance Contract (EPC)

Honors

- + Moving to Work (MTW)
- + The National Association of Housing and Redevelopment Officials (NAHRO)
- + Rewarding Educational Achievement and Cultivating Hope (REACH) Awards
- + National Association of Housing and Redevelopment Officials (NAHRO) Award of Excellence
- + White House Neighborhood Revitalization Initiative (NRI) grants:
- + Choice Neighborhoods
- + Promise Neighborhoods
- + Byrne Criminal Justice Innovation
- + Promise Zone designation

SAHA Departments

- + Board of Commissioners
- + Beacon Communities
- + SAHA Homeownership Department
- + SAHA Sustainability Department
- + SAHA Community Development Initiatives Department
- + SAHA Development Services and Neighborhood Revitalization Department
- + SAHA Federal Housing Programs

Organizations

- + U.S. Department of Housing and Urban Development (HUD)
- + New York City Center for Economic Opportunity
- + Alamo Colleges
- + Workforce Solutions Alamo
- + Urban Strategies
- + Department of Justice
- + Westside Development Corporation
- + Franklin Development

SPANISH LANGUAGE GUIDELINES

Spell out all references and acronyms for San Antonio Housing Authority brand name and related entities. Brand names and related entities are not translated into Spanish or any other language.





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SAHA.ORG • 818 S. FLORES ST.
210.477.6000 [f](#) [t](#) [i](#) [in](#) [v](#)