sdhf

SAN DIEGO HOUSING FEDERATION

SDHF Logo Guidelines

Last updated: 12/11/20

Who is this guide for?

Member organizations of the San Diego Housing Federation can use this guide as a framework when including the SDHF logos in their own marketing materials.

Stakeholders and communicators of the San Diego Housing Federation can use this guide as inspiration when developing internal and external communications, promotions, and marketing materials.

Contents in this guide:

History

The San Diego Housing Federation was formed in 1990 with the goal of strengthening the non-profit affordable housing development industry in San Diego County. In our early years, we were known as the Nonprofit Federation for Housing and Community Development. In 2001, our name was changed to San Diego Housing Federation in order to better reflect the growing diversity of our membership. San Diego Housing Federation is organized as a 501 (c) 3 tax-exempt charitable organization governed by an 11-member Board of Directors.

Mission

Working as a coalition of affordable housing developers, advocates, and other organizations, we promote the creation of quality affordable housing focused on lower income families and people in need.

Values

San Diego Housing Federation values policies, programs and projects that demonstrate a commitment to a long-term and holistic approach to community development by:

- Serving households with lower incomes;
- Delivering permanent affordability;
- Building to the highest and most environmentally sustainable standards;
- Contributing to and improving upon the social and physical fabric of the surrounding community;
- Incorporating broader community development strategies;
- Demonstrating good stewardship of public resources and maximizing public benefit; and
- Contributing to strategies for ending poverty.

SAN DIEGO HOUSING FEDERATION

Clear Space

The logo should have enough empty space around it when other elements are close. The height of the "S" in the logo is a good rule of thumb for this:

Primary Logo Use

The primary logo is the face of SDHF. It is used for high-level marketing materials such as business cards, collateral, letterheads and on the website.

Minimum Size

The minimum width of the logo is 1 inch, ensuring legibility across all mediums.

MINIMUM SIZE: 1 INCH

Clear Space

The logo should have enough empty space around it when other elements are close. The height of the triangle in the logo is a good rule of thumb for this:

Minimum Size

The minimum width of the logo is 1 inch, ensuring legibility across all mediums.

MINIMUM SIZE: 1 INCH

Secondary Logo Use

The secondary logo is used for newsletters and communications materials. The slogan "San Diego's Voice For Affordable Housing" pairs with this logo perfectly.

Logo Variations

Use these logo variations against color backgrounds or images,
in cases where the primary logo is not legible.

Color Pallete

SDHF BLUE

PMS **7687 C**

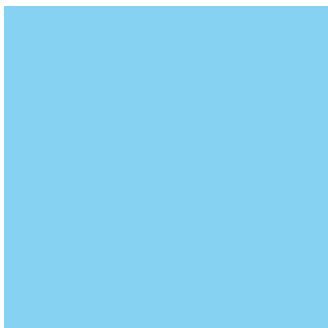HEX **#263D8A**

RGB **38 61 138**

CMYK **100 91 11 2**

SKY BLUE

PMS **7689 C**

HEX **#0089C7**

RGB **0 137 199**

CMYK **81 35 2 0**

LIGHT BLUE

PMS **2905 C**

HEX **#86D2F2**

RGB **134 210 242**

CMYK **43 1 1 0**

Typography

HEADERS

Montserrat
SEMI-BOLD

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

BODY COPY

Montserrat
REGULAR

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Incorrect Usage

The following are examples of how the logo should not be used. This keeps the integrity of the brand intact. The same rules apply to the secondary logo.

DO NOT CHANGE THE COLOR

DO NOT PLACE A STROKE AROUND LOGO

DO NOT RECREATE THE LOGO

DO NOT STRETCH LOGO IN ANY DIRECTION

DO NOT ROTATE THE LOGO

DO NOT PLACE LOGO ON A BUSY IMAGE