# New Hampshire Housing Finance Authority

## HOMEOWNERSHIP DIVISION MARKETING BRAND STANDARDS

These brand standards are subject to change. Please contact New Hampshire Housing for details and most current brand standards.

**GoNewHampshireHousing.com**          v1.0 (04/20)

# Overview

These brand standards are presented to provide guidelines to maintain the strength of the New Hampshire Housing logo and brand identity and to maintain its integrity throughout its assets. Brand standards maintain a cohesive look and feel for the New Hampshire Housing brand.

This guide includes ways in which to use the New Hampshire Housing logo along with other visual elements such as primary and secondary color palettes, typography, and photographic style.

New Hampshire Housing's mission is to promote, finance and support affordable housing and related services for the people of New Hampshire.

Our Homeownership programs feature safe, fixed-rate mortgages targeted to homebuyers with incomes up to $116,300.

We work through a network of local Participating Lenders and Participating Originators. We value and work to promote:

- Responsible lending practices;
- Education and information for homebuyers; and
- Successful homeownership, through an active and engaged consumer

By offering responsible mortgage products, supporting homeownership education and counseling, and providing resources for homeowners to succeed, we hope to build a better economic future for New Hampshire residents.

### Fair Lending

It is the policy of New Hampshire Housing Finance Authority (New Hampshire Housing) to comply with both the spirit and letter of all: 1) applicable Fair Lending Laws; and 2) regulations and laws prohibiting unfair, deceptive and abusive acts and practices (UDAAP).



**EQUAL HOUSING OPPORTUNITY**

Advertisements must not contain any words, symbols, models, or other forms of communication that suggest a discriminatory preference or policy of exclusion based on a Protected Criteria.

Advertisements of real estate products must include a facsimile of the prescribed equal housing lender logo (for written advertisements) or prescribed language (for oral advertisements).

In marketing products and services, New Hampshire Housing will evaluate marketing material to ensure compliance with the regulations, particularly the Fair Lending laws.

# Tone of Voice

Tone of Voice provides New Hampshire Housing with a consistent message and use of familiar industry language. This includes but is not limited to, spelling of certain words and terms and how NHHFA refers to itself in print. The list of words on this page reflect New Hampshire Housing's Tone of Voice and should be consistently used in all print formats. Variations of these words do not reflect New Hampshire Housing's Tone of Voice and should not be used.

Spelling of words that reflect New Hampshire Housing's Tone of Voice:

- Downpayment
- First-time homebuyer
- Home *Flex*
- Home *Flex* Plus
- Home *Preferred*
- Home *Preferred* No MI
- Home *Preferred* ROCs
- Home *Start*
- Homebuyer Tax Credit
- Homebuyer Fair
- Homeownership
- New Hampshire Housing
- New Hampshire Housing Finance Authority
- NHHFA
- Resident-Owned Community
- Single family
- Single-family home

# Logo Approved for Use & Layout Specifications

In no instance should the NHHFA logo be redrawn or altered in any way, including placement and size relationships within the logo.

## CLEAR SPACE

A minimum clear space around the perimeter of the logo must be maintained at all times to prevent graphics and/or typography from distracting from or deemphasizing the logo. This clear space is the same on all sides, and should be equal to the width of the NH state outline within the logo, as seen at right.

## MINIMUM SIZES

The logo must never appear smaller than 1.125 inches (270 px in digital applications). This is to prevent the words from becoming illegible and losing detail when printing.

**NEW HAMPSHIRE**
**HOUSING**

**CLEAR SPACE**

**MINIMUM
1.125 IN WIDE**

**NEW HAMPSHIRE**
**HOUSING**

# Acceptable Logo Treatments

In no instance should the NHHFA logo be redrawn or altered in any way, including placement and size relationships within the logo.

## PLACEMENT INSTANCES

When being placed on a white or light-colored background, the full-color logo should be used. When being placed on black or dark-colored background, the reversed logo should be used. The black logo should only be used in instances of one-color applications.

The NHHFA logo should only be placed on photographs in instances where the contrast is high between photo colors and logo.
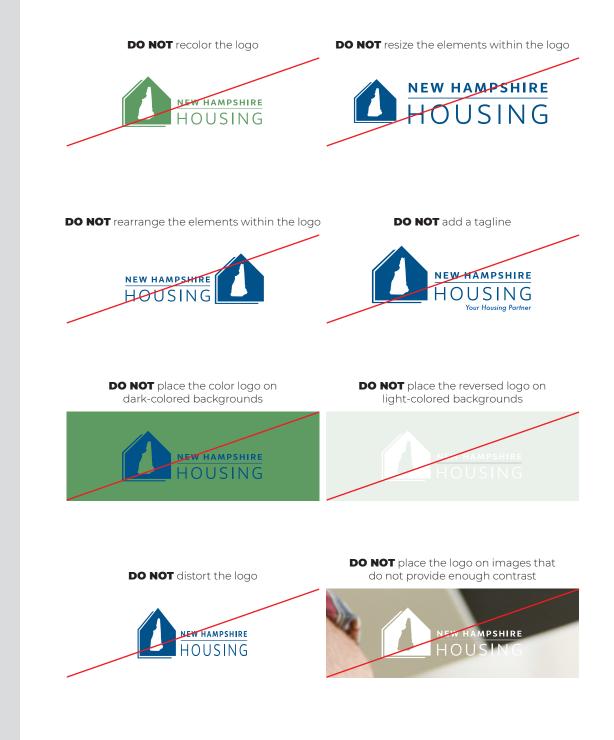
# Unacceptable Logo Treatments

In no instance should the NHHFA logo be redrawn or altered in any way, including placement and size relationships within the logo.

## UNACCEPTABLE TREATMENTS

The examples on this page of treatments of the logo do not comply with these brand guidelines.

**DO NOT** recolor the logo



**DO NOT** resize the elements within the logo



**DO NOT** rearrange the elements within the logo



**DO NOT** add a tagline



**DO NOT** place the color logo on dark-colored backgrounds



**DO NOT** place the reversed logo on light-colored backgrounds



**DO NOT** distort the logo



**DO NOT** place the logo on images that do not provide enough contrast

# Color Palette

The primary color palette reflects the main logo color (blue), plus the main colors seen on the NHHFA Homeownership websites (**GoNewHampshireHousing.com** and **NHHFA.org**). They reflect the strength and boldness of the brand.

The secondary color palette consists of supporting colors that are used mainly for differentiation. They are to be used more sparingly and as accent colors.

Special attention must be paid to the color of type placed on any of the colors from the color palette. The color of the type on a background of any of these colors must provide enough contrast to maintain legibility.

## PRIMARY COLORS

| | |
|---|---|
| PANTONE | **286** |
| CMYK | **100 / 75 / 0 / 0** |
| RGB | **0 / 84 / 166** |
| HEX | # **0054a6** |

| | |
|---|---|
| PANTONE | **7730** |
| CMYK | **54 / 0 / 68 / 26** |
| RGB | **70 / 147 / 89** |
| HEX | # **469359** |

| | |
|---|---|
| PANTONE | **7563** |
| CMYK | **0 / 41 / 90 / 11** |
| RGB | **227 / 159 / 41** |
| HEX | # **e39f29** |

## SECONDARY COLORS

| | |
|---|---|
| PANTONE | **319** |
| CMYK | **70 / 0 / 22 / 0** |
| RGB | **22 / 190 / 207** |
| HEX | # **16becf** |

| | |
|---|---|
| PANTONE | **7416** |
| CMYK | **0 / 70 / 68 / 0** |
| RGB | **253 / 107 / 77** |
| HEX | # **fd6b4d** |

| | |
|---|---|
| PANTONE | **577** |
| CMYK | **36 / 0 / 60 / 4** |
| RGB | **161 / 208 / 120** |
| HEX | # **a1d078** |

| | |
|---|---|
| PANTONE | **687** |
| CMYK | **16 / 56 / 0 / 4** |
| RGB | **199 / 126 / 181** |
| HEX | # **c77eb5** |

# Typography

To maintain a consistent visual identity, typography must be carefully considered and applied throughout all NHHFA Homeownership marketing communications. The use of consistent typography aids in tying each piece together to the main brand.

The Homeownership Marketing collateral typeface is Montserrat. Montserrat is a clean, modern typeface which provides a sense of progressiveness, approachableness, and boldness.

In instances when Montserrat isn't available, use Helvetica.

Do not apply any custom shearing to any typography at any time. Maintain the horizontal and vertical scales at 100% at all times.

Main headlines should be set **Montserrat Black**.

Body copy should be set **Montserrat Regular**.

## Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

### Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ  /  abcdefghijklmnopqrstuvwxyz
0123456789

### Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz
0123456789

### Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ/abcdefghijklmnopqrstuvwxyz
0123456789

## Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

### Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ  /  abcdefghijklmnopqrstuvwxyz
0123456789

# URL, Social Media, EHL

The arrangement seen at right is the generally accepted way of showcasing the URL, social media icons, and the Equal Housing Lender logo, along with the the New Hampshire Housing logo. These arrangements may be altered as needed, depending on layout and size.

The URL and divider line should remain one-color to avoid reproduction problems.

**NOTE:** The arrangements of these specific elements with the logo are the only acceptable instances where non-logo elements are allowed to invade the logo clear space as defined on page 4.

## WEBSITE REFERENCE

Generally, only **GoNHHousing.com** is used on NHHFA Homeownership advertising.

**NHHFA.org**, the organization's main website, is used as appropriate on collateral requiring co-branding, such as brochures, fact sheets, etc.

# Blue Color Overlay

In the majority of NHHFA print and digital advertisements, the use of a color overlay is appropriate and should be used when possible. The purpose of the blue bar is to reinforce the NHHFA brand and also provide a legible area for the ad copy to be placed.

The arrangement consists of a full-bleed image with a color overlay on top of the image. Generally, the color overlay should be on the left half of the image, but in vertically-oriented ads may be set to cover the top half of the image. In no instance should the overlay occupy more than 50% of the ad space.

The overlay should always be the primary color blue as specified on page 8, and should always be set to 80% opacity.