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:
3  Our History, Mission & Values
4  Primary Logo
5  Secondary Logo
6  Logo Variations
7  Color Pallete & Typography
8  Incorrect Usage
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.
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.

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:

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

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.
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 11 0

Typography

HEADERS

Montserrat
SEMI-BOLD

AaBbCcDdEeFfGgHhIiJjKk
LmMnNoOpPqRrSsTtUu
VvWwXxYyZz

BODY COPY

Montserrat
REGULAR

AaBbCcDdEeFfGgHhIiJjKk
LmMnNoOpPqRrSsTtUu
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 RECREATE THE LOGO**
- **DO NOT ROTATE THE LOGO**
- **DO NOT PLACE A STROKE AROUND LOGO**
- **DO NOT STRETCH LOGO IN ANY DIRECTION**
- **DO NOT PLACE LOGO ON A BUSY IMAGE**