Black Home Initiative
This is the primary logo for Black Home Initiative. Use this logo in combination with the approved taglines. See Logo + Tagline Use section (page 2) for specific uses according to audience. Logo font is Bitter Bold.

Black Home Initiative

- Color Version
  1-color (PMS 433)

- Black + White Version

- Reversed (White) Version

UNACCEPTABLE DISPLAYS OF LOGO

- Do not use different font

- Do not use non BHI approved colors

- Do not use distort the original logo appearance
LOGO + TAGLINE USE

VERSION A - FOR RECRUITMENT
Use primary logo + tagline “Network” for all Black Home Initiative recruitment communications and PPT presentations. Tagline color is PMS 630 or Robins Egg Blue. Tagline font is Bitter Bold.

Audience: Current and potential BHI network partners.

VERSION B - FOR GENERAL USE
Use primary logo + tagline “Powered by Civic Commons” for all general BHI marketing communications (brochures, website, flyers, etc.). Tagline color is the same as Primary logo (PMS 433, Charcoal Gray). Tagline font is Roboto Regular. Alt: Left alignment ok for website use only.

Audience: Potential BHI network partners and general public.

VERSION C - FOR HOME BUYERS
Use primary logo + tagline “Closing the racial wealth divide through homeownership” for marketing communications for potential home buyers. Tagline color is the same as Primary logo (PMS 433, Charcoal Gray). Tagline font is Roboto Regular.

Audience: Potential home buyers

ACCEPTABLE CLEAR SPACE
Always leave adequate clear space around the logo and tagline. Do not allow text blocks and other competing graphics (such as: logos, see co-branding guidelines) enter within the clear space. Use the Cap Height of the logo as a general guide to determine the clear space. See page 3 for examples of unacceptable clear space.
CO-BRANDING GUIDELINES

Use the primary logo (no tagline) for co-branded spaces. The two logos must appear equal in relationship and weight to each other. The separating line is always colored in black with 1pt width. The line separating the two logos should not exceed the overall height of the BHI logo. Same guidelines apply for clear space around logo (page 2). The full name version of the partnering logo must be used for clarity.

HORIZONTAL RELATIONSHIP

Black Home Initiative  |  JPMorgan Chase & Co.

VERTICAL RELATIONSHIP

Black Home Initiative

JPMorgan Chase & Co.

UNACCEPTABLE

Unequal relationship + weight, no separating rule, no adequate clear space

No separating rule, no adequate clear space

Partner’s full name logo must be used. Do not merge the partner logo with BHI logo.
BHI COLORS

**PRIMARY COLOR PALETTE**
For Main Color Blocks, Headlines, Text (digital only), and Backgrounds

- **Brown Olive**
  - PMS Black 7
  - RGB 61, 57, 53
  - HEX: #3E3A34

- **Antique White**
  - Cool Grey 1
  - RGB 226, 221, 209
  - HEX: #E9E4D8

- **Deep Tangerine**
  - PMS 2429
  - RGB 194, 94, 28
  - HEX: #C27647

**BHI LOGO COLOR**

- **Dark Charcoal**
  - PMS 433
  - RGB 72, 82, 87
  - HEX: #485257

**EXTENDED COLOR PALETTE**
For Color Blocks + Backgrounds (not intended for large bodies of text)

- **Midnight Green**
  - PMS 5473
  - RGB 17, 94, 103
  - HEX: #215D62

- **Dark Cyan**
  - PMS 2234
  - RGB 79, 159, 166
  - HEX: #4A959C

- **Goldenrod**
  - PMS 1225
  - RGB 255, 200, 69
  - HEX: #EEBA65

**ACCENT COLORS**
For specific use to highlight an important phrase or call to action (such as a text link, button, stat), Communications relating to Civic-Commons role or BHI Partner and/or Sponsorship.

- **Accent Blue**
  - PMS 630
  - RGB 116, 204, 212
  - HEX: #74CCD3

- **Accent Green**
  - PMS 584
  - RGB 210, 215, 85
  - HEX: #C4D189
Discriminatory housing practices such as redlining and racially restrictive covenants have a long history in the Seattle-Tacoma region. Their harmful impacts have been exacerbated by the current shortage of affordable housing and our area’s red-hot growth. Today’s homeownership gap directly reflects the persistence of this systemic discrimination.
The Braid is the primary pattern for BHI. It symbolizes community, working together, and the "weaving" of the network creating a strong connection. Braid pattern can be used as a general unifying graphic for CC and BHI. The Rice pattern symbolizes the generational wealth and prosperity that comes with opportunity of owning a home. The rice pattern is intended to be decorative in combination with photography associated with a homeowner or positive unifying statement. Use the rice pattern in either white or goldenrod only. The Rooftops pattern symbolizes the overall idea of increasing homeownership.

All graphic patterns are intended to be used at 50% opacity or less and are not to be used as a dominant stand alone graphic or displayed 100% opacity. Exception: Rice pattern may be shown in goldenrod at 100% as an accent (see below).
The following badges are shared assets for our sponsors and/or partners to use in their marketing materials. Recommended minimum size for readability is no smaller than 190px x 190px.
APPLICATION EXAMPLES

SOCIAL TILE EXAMPLES

We all do better when we all do better

42% of Black households in Washington have zero net worth.

DID YOU KNOW?

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Join the Network

MASTHEAD OR PRESENTATION FOOTERS

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