



Brand Guidelines

for Home Is Possible™ — A Program of
the Nevada Housing Division

What's Inside

Brand Guidelines

» Brand Identity	4
» Logo	6
» Color	11
» Typography	13
» Imagery	16
» Brand Consistency	19

Brand Identity

What is a brand?

A brand is the collective perception of an organization or product. The Home Is Possible™ brand is what people (homebuyers, lenders, etc.) think of Home Is Possible.

Who is Home Is Possible?

Home Is Possible improves lives and strengthens Nevada communities by creating affordable housing opportunities.

Home Is Possible is:

- » **Informative**
- » **Resourceful**
- » **Trustworthy**
- » **Optimistic**
- » **Welcoming**
- » **Accessible**
- » **Authentic**

Home Is Possible is not:

- » **Corporate**
- » **Elitist**
- » **Judgemental**
- » **Paternalistic**

Logo

What is a logo?

A logo is a tangible, identifiable symbol that works alongside color, typography, graphics and photography to demonstrate the Home Is Possible brand identity.

Nevada Housing Division Logo

Primary Logo

Home Is Possible is a program of Nevada Housing Division and utilizes the NHD logo with Home Is Possible identifying language. This one-color blue mark is the primary logo and should be used for all applications unless there is a dark color or image background.



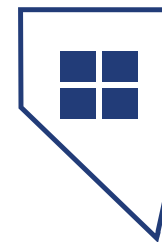
Reverse

Use the white version of the logo with white type on dark or busy backgrounds when blue primary logo would not be legible.



Icon

This icon is derived from the logo and is a secondary design element. Examples of where to use this would be as a favicon, bullet point graphic, or background element.



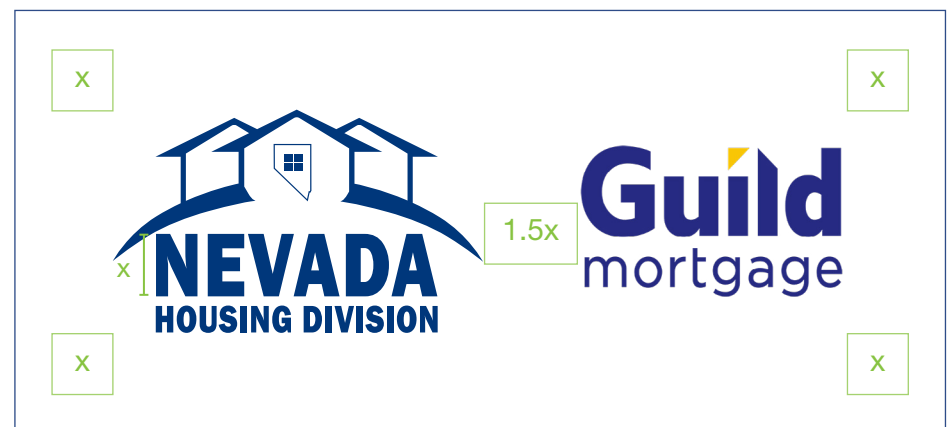
Logo Sizing & Spacing

The Nevada Housing Division logo comprises two elements, the logo symbol and logo type. The spacing between the logo symbol and logo type should never be adjusted.

When using the logo, providing clear space [X] helps the audience see it quickly and reinforces the brand. Determine how much clear space should be provided around the logo by using the height of the “N” in the logo symbol.

In printed materials, the logo should be at least 0.25 inches in height with at least 0.25 inches in clear space.

Please note: When displaying the NHD logo with a partner logo, the space between the logos should equal 1.5x the clear space (height of the “N” in the logo) and logos should be center-aligned vertically. The logos should be balanced, with the partner logo never taking up more space visually than the NHD logo.



Logo Misuse

Consistency is key for achieving the goals of the Home Is Possible brand. Please keep this in mind when implementing the logo or providing to vendors.



DO NOT move or resize any part of the logo



DO NOT distort, rotate or warp the logo in any way



DO NOT change any colors within the logo



DO NOT move or alter the logo font



DO NOT use the incorrect color version of the logo against a dark background



DO NOT add special effects, drop shadows or strokes



DO NOT put logo over image or graphic where it can be obscured



DO NOT allow logos to crowd together or allow partner logos more prominence



DO add overlays to photos for laying underneath correct color version of logo



DO include proper spacing when pairing Home Is Possible with a partner logo and give both logos equal visual weight

Color

What are brand colors?

Brand colors ensure cohesive brand communication. Use these colors to enhance your materials, but with discretion. All colors are not required in a single piece and black type is often the best choice for legibility. Legibility should guide design. Ensure there is always adequate contrast between text and background.

Primary

At-Home Blue

HEX: #234382

Pantone: 7687C

Secondary

Classic Blue

HEX: #3462AC

Blue Skies

HEX: #92C8FC

Lightest Blue

HEX: #C9E3FE

Red Light

HEX: #E91B20

Green Leaves

HEX: #87C341

Sandstone

HEX: #EAD1B4

Typography

Brand Typography

Uniform font use is very important for brand consistency. If unable to use Helvetica Neue, please use Helvetica or Arial and contact the Home Is Possible team for more assistance. Helvetica Neue 75 Bold is used for headlines, subheaders, and special call outs. This is a very robust font and should be used sparingly and never for large amounts of copy. Helvetica Neue 55 Roman is a very legible font and is used for all paragraphs and captions.

Helvetica Neue 75 Bold

Helvetica Neue may be substituted with Helvetica or Arial when necessary.

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 55 Roman

Helvetica Neue may be substituted with Helvetica or Arial when necessary.

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Marketing Example

Header — Helvetica Neue 75 Bold

There's a new way to get into your first home — announcing Home First

Home First, the newest homebuying program from Nevada Housing Division, is making ownership possible for first-time homebuyers throughout Nevada. With generous down payment support and liberal home price limits, it's easier than ever to get the keys to your first home.

High-resolution image evoking home ownership

Wide margins and white space surrounding graphics and copy

Body copy — Helvetica Neue 55 Roman

Subhead/callouts – Montserrat Extra Bold in primary color

Program Benefits

- \$15,000 down payment assistance
(cannot be used for closing costs)
- Forgivable after 3 years *(if you stay in home)*
- 30-year fixed rate mortgage
- Purchase price up to \$570,000
(see website for details)

Eligibility Requirements

- Must be first-time homebuyer
(cannot have owned a home in the last 3 years)
- Minimum of 6 months Nevada residency
- Minimum credit score 660
- Must complete homebuyer education course
- Income must fall within Household Income Limits *(see website for details)*

NEVADA HOUSING DIVISION
homeispossiblenv.org

Imagery

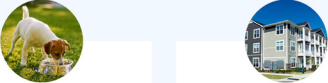
Photography

Home Is Possible uses bright, high-resolution images with little editing. There is diversity in the style of home, geography, and demographic of the Nevada population. Images should depict a variety of Nevada-specific (north and south) homes, landscapes and demographics.



Graphic Treatment Examples

Home Is Possible uses bright, minimal shapes from the primary and secondary palette on white to convey a friendly and informational tone, and to support legibility. Icons and graphic shapes should be used to break up large areas of text or when the area is too small for photography.



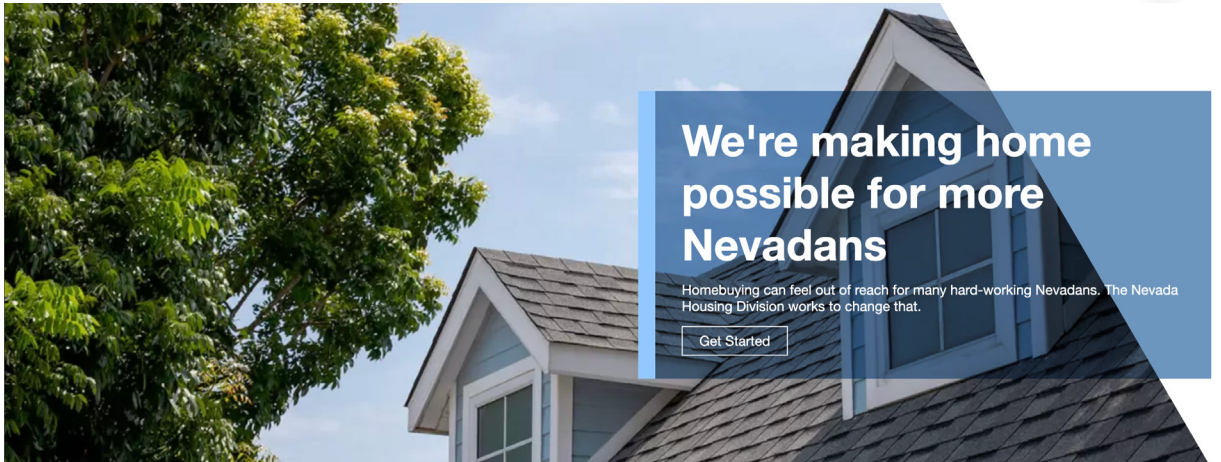
Home Is Possible For First-Time Homebuyers
Down-payment assistance and competitive interest rates for first-time buyers.
[Learn More](#)

Home First \$15,000 Down Payment Assistance
Generous down payment support and liberal home price limits for first-time buyers.
[Learn More](#)



**IN GOOD TIMES AND TOUGH TIMES,
WE HELP NEVADANS THRIVE.**

**IMPACT
REPORT**



We're making home possible for more Nevadans

Homebuying can feel out of reach for many hard-working Nevadans. The Nevada Housing Division works to change that.

[Get Started](#)



**FIND A
HIP LENDER**




4 Don'ts
when buying a house

[➤](#)

1 DON'T BUY ALL NEW FURNITURE

Buying all new furniture is not ideal when buying a new home, especially your first. This can cause your credit score to drop when you take on new debts. The process of buying a home is tricky and having extra money will also come in handy in case of an emergency. Bring your old furniture with you until you're in a comfortable position to spend freely.



Brand Consistency

Consistent Branding

Being consistent with a brand logo in all communication pieces helps the viewer immediately identify who is sharing information.

It is incumbent upon Home Is Possible staff and stakeholders to enforce logo consistency.

- » All communications should carry the Nevada Housing Division logo, including: website, emails, media releases, letters, newsletters, social media channels and posts (when necessary) and videos.
- » Adhere to rules on separating the Nevada Housing Division logo and partner logos for legibility.

Brand File Sharing

It is best practice to send a zip folder containing horizontal and stacked, full and one-color vector format versions to external parties such as print vendors.

If you need assistance with finding the proper logo or font, contact the Home Is Possible team or Estipona Group at info@estiponagroup.com.

