

Housing Kent

A data-driven accountability network.

Housing Kent Brand Guidelines

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Housing Kent's Visual Identity

Housing Kent's identity goals reach further than just stylization and branded assets. This brand is focused on being approachable, yet assertive, informative and data-forward, inclusive and forward-thinking.

How to use this Guide

Although all items are subject to change and rely on natural evolution and cohesion, descriptions and style usages within this guide are highly suggested.

This guide acts as a library of reference points for visual treatments and usage styles of the Housing Kent visual identity consisting of: logos, color palette and type styles.

Brand Identity

Housing Kent

A data-driven accountability network.



MISSION & VISION

We are a committed network of community stakeholders creating a more comprehensive housing system driven by community data that prioritizes equitable housing access in Kent County.

Our community-based approach focuses on the housing spectrum from “No-Housing” to “Housed by Choice” and aims to develop an equitable housing system for all people in Kent County.

A data-driven accountability network.

Brand Details

Voice & Tone

Housing Kent is focused on data-driven facts and has an actionable and accountable tone.

Community Stakeholders

- Community Leaders
- Folks with lived experience
- Advocates
- Service providers
- Local government officials
- Funders
- Businesses owners
- Human service systems

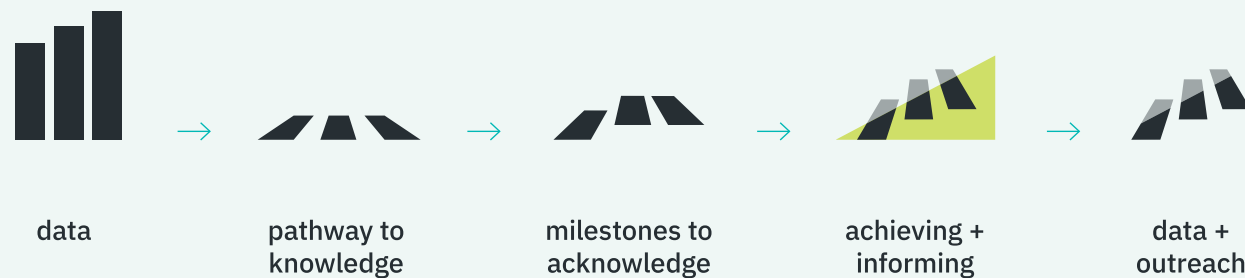
Audience

- Nonprofits across Kent County
- Executive directors
- Internal teams
- Community Leaders
- Funders
- Businesses

Logo & Wordmarks

Housing Kent

A data-driven accountability network.



Shape Recognition and Movement

Above is the “pathway” from receiving valuable data to retaining and informing ways to accomplish steps or milestones in a journey that coincides with the housing stability spectrum. These “steps” represent data and are a unique way of showcasing a multi-faceted organization that can easily approach severe issues with an assertive and trustworthy look and feel.

Angles

Up, to represent the direction of actionable steps toward stability.

Logo + Wordmark Variants

Primary Logo

Housing Kent 

**Housing
Kent** 

Wordmark Variants

Housing Kent
A data-driven accountability network.

Housing Kent

Primary Logo + Tagline

Housing Kent 
A data-driven accountability network.

**Housing
Kent** 
A data-driven accountability network.

Tagline + Brand Mark

A data-driven accountability network.



Logo + Wordmark Variants

Primary Logo

Housing Kent 

**Housing
Kent** 

Primary Logo + Tagline

Housing Kent 
A data-driven accountability network.

**Housing
Kent** 
A data-driven accountability network.

Wordmark Variants

Housing Kent
A data-driven accountability network.

Housing Kent

Tagline + Brand Mark

A data-driven accountability network.



Logo Usage & In-Context Samples: Primary Logo

Use the primary Housing Kent logo above wordmark variants unless specifically promoting certain aspects of the brand. The primary logo can be displayed alone or paired with its tagline.

The logo should only be displayed in Navy* or White*.

**Refer to Housing Kent Color Palette*



Image: Photo with Housing Kent primary logo without tagline.

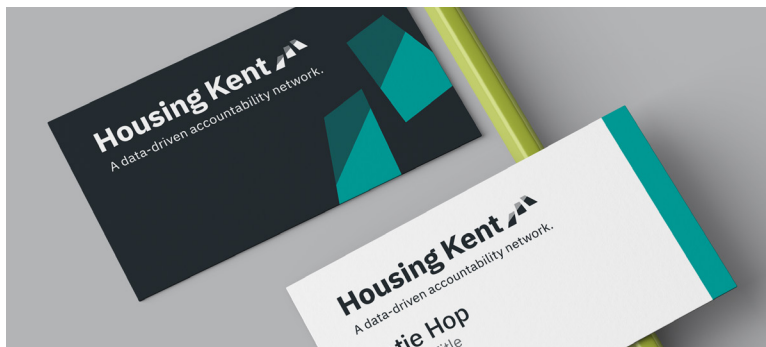


Image: Business Card

Logo Usage Samples >

Primary Logo

Housing Kent 

Primary Logo + Tagline

Housing Kent 

A data-driven accountability network.

Primary Stacked Logo + Supporting Content

**Housing
Kent** 

Our community-based approach focuses on the housing spectrum from “No-Housing” to “Housed by Choice” and aims to develop an equitable housing system for all people in Kent County.

Logo Usage & Samples: All Logos & Wordmarks

Logo manipulation should fully be avoided.

Keeping true to the logo color and form establishes a cohesive brand, and creates brand recognition.

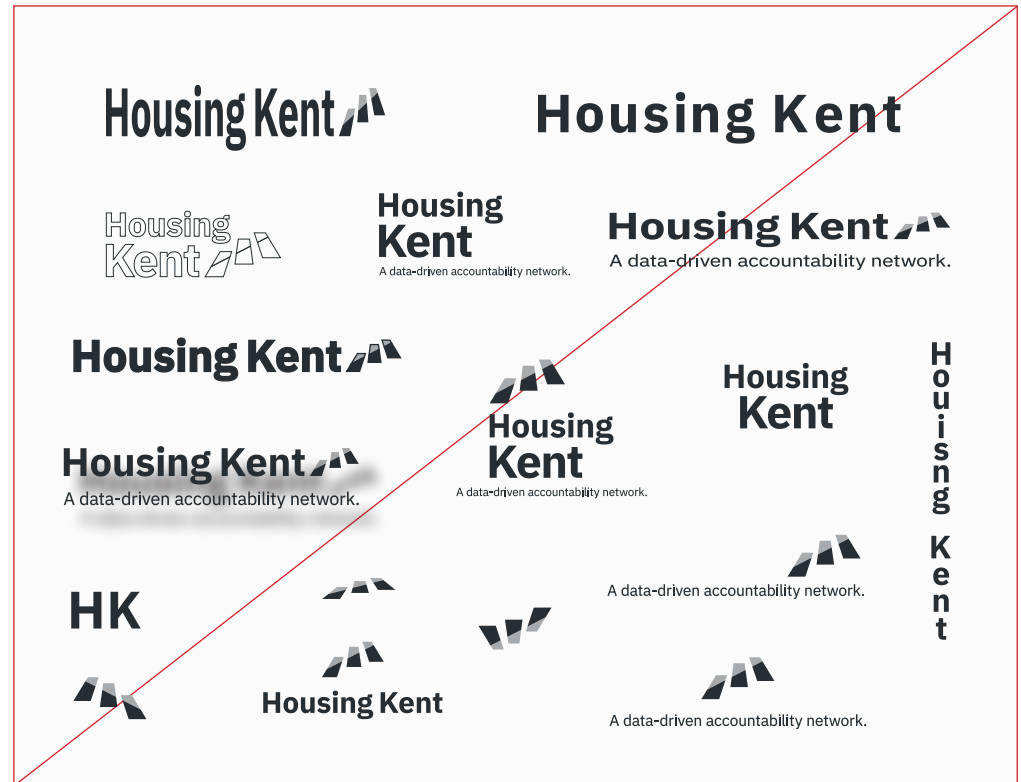
Do **NOT** replace logos with the “HK”.

AVOID:

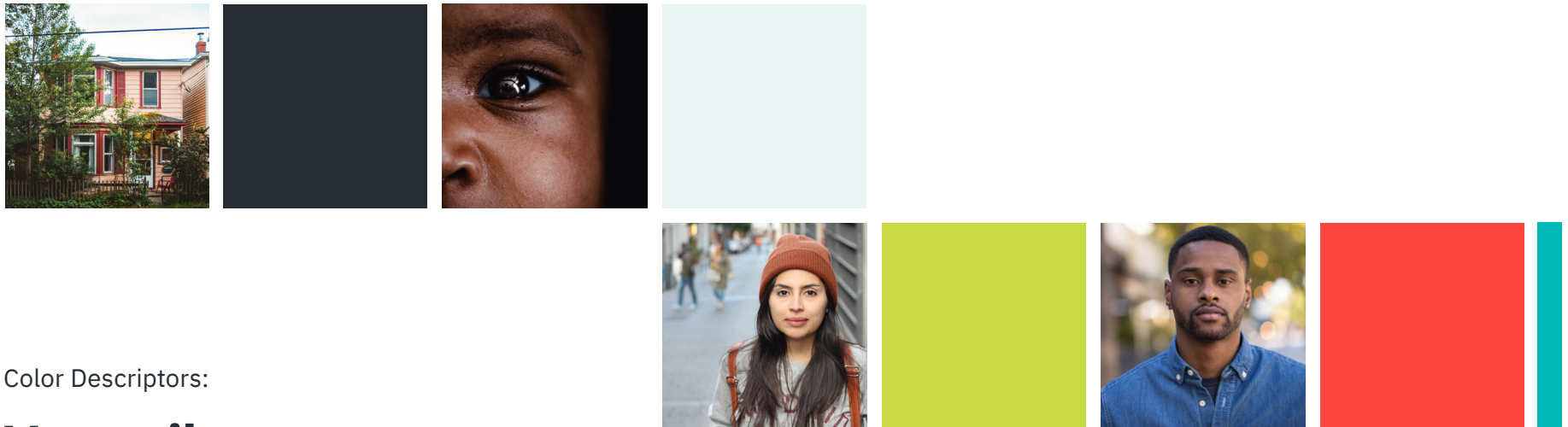
1. Shortening, or paraphrasing the logo.
2. Distorting size ratios.
3. Creating new wordmark alignments or stacks.
4. Adding embellishments into the existing logo.

*These suggestions pertain to all established Housing Kent logos.

Unacceptable Branded Representations



Color Palette



Color Descriptors:

Versatile
Actionable
Bold
Transparent

A disciplined color palette creates brand cohesiveness that allows for clarity and confidence. With a focused palette, Housing Kent can be versatile and accentuate the brighter tones, while also delivering quality information with limited use of color.

Color Palette: Formulas



■ NAVY

RGB 38, 46, 51

HEX #262E33

CMYK 77, 66, 59, 60

■ DUSTY BLUE

RGB 239, 247, 245

HEX #EFF7F5

CMYK 5, 0, 3, 0

■ SAFETY GREEN

RGB 199, 217, 69

HEX #C7D945

CMYK 26, 0, 90, 0

■ TECH-RED

RGB 255, 69, 64

HEX #FF4540

CMYK 0, 87, 74, 0

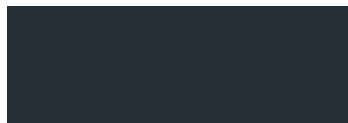
■ TEAL

RGB 0, 184, 181

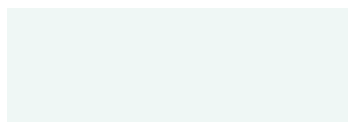
HEX #00B8B5

CMYK 74, 1, 35, 0

Primary Colors



■ NAVY



■ DUSTY BLUE

Secondary Colors

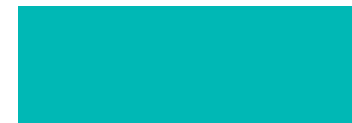


■ SAFETY GREEN



■ TECH-RED

Accent Colors



■ TEAL

Color Palette: Definitions

Primary Colors

These primary colors are minimal and quiet, yet bold and confident without needing extra colors or flare to compensate for messaging and data points.

Swatches



NAVY

DUSTY BLUE

Sample



Secondary Color

This color is a flex tone. It can accentuate and compliment the primary colors (Navy & Dusty Blue) and the accent colors (Tech-Red & Teal).

Swatch



SAFETY GREEN

Sample



Accent Colors

Accent colors are meant to accentuate, highlight and bring out certain design elements within a brand asset or collateral piece. These colors should be used sparingly and strategically.

Swatches



TECH-RED

TEAL

Sample



Color Usage: Hierarchy

Color hierarchy and combinations are important when displaying the Housing Kent logo and supporting materials.

When possible, always display logos in Navy. If displaying logo on color backgrounds, use the White logo only.

Do **NOT** change color of logos to Safety Green, Tech-Red, or Teal.

AVOID:

1. Using Dusty Blue for any logo or type color.
2. Using patterns in backgrounds.
3. Displaying logo in colors other than Navy or White.

*Usage samples on the following pages

Primary + Secondary Colors

NAVY, DUSTY BLUE, SAFETY GREEN

Housing Kent 

Housing Kent 

Housing Kent 

Housing Kent 





































Accent Colors

TECH-RED, TEAL

Housing Kent 

Housing Kent 

Color Usage: Context Samples

 Housing Kent  A data-driven accountability network.	 Housing Kent  A data-driven accountability network.	 Housing Kent  A data-driven accountability network.	 Housing Kent  A data-driven accountability network.
 Housing Kent  A data-driven accountability network.	 Housing Kent  A data-driven accountability network.	 Housing Kent  A data-driven accountability network.	
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	 Housing Kent  A data-driven accountability network.	 Housing Kent  A data-driven accountability network.	 Housing Kent  A data-driven accountability network.

Type System

Housing Kent 
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Our Mission & Vision

DATA-DRIVEN

We are a committed network of community stakeholders creating a more comprehensive housing system driven by community data that prioritizes equitable housing access in Kent County.

Our community-based approach focuses on the housing spectrum from “No-Housing” to “Housed by Choice” and aims to develop an equitable housing system for all people in Kent County.

[website.com](#)

Header/Title

**IBM Plex Sans - Bold
Lettercase**

Sub Header/Highlighted Body Copy

**IBM PLEX SANS - BOLD
UPPERCASE**

Sample

“DATA-DRIVEN”

Paragraph/Body Copy


IBM Plex Sans - Regular
Lettercase

Accent

**IBM Plex Sans - Bold
Lettercase**

Type Usage: In-Context Samples

→ **Housing Stability Spectrum**



NO HOUSING HOUSED BY CHOICE

View Kent County's shared housing stability spectrum measurement chart.

website.com

Header/Title


**IBM Plex Sans - Bold
Lettercase**

Sub Header

**IBM PLEX SANS - BOLD
UPPERCASE**

Sample

“HOUSED BY CHOICE”

Housing Kent 

A data-driven accountability network.

Katie Hop
Position Title

contact@gmail.com
(616) 000-0000 Ext. 0

Paragraph/Body Copy

**IBM Plex Sans - Regular
Lettercase**

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website.com

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