

STYLE GUIDE

# Black Home Initiative

Last updated 3.20.23

# PRIMARY LOGO

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

**Black Home Initiative**

Color Version  
1-color (PMS 433)

**Black Home Initiative**

Black + White Version

**Black Home Initiative**

Reversed (White) Version

## UNACCEPTABLE DISPLAYS OF LOGO

~~**Black Home Initiative**~~

Do not use different font

~~**Black Home Initiative**~~

Do not use non BHI approved colors

~~**Black Home Initiative**~~

Do not use distort the original logo appearance

## 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.

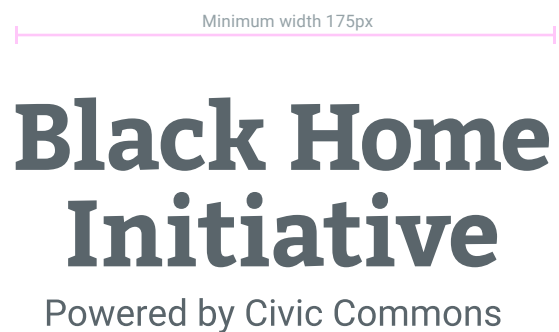
**Audience:** Current and potential BHI network partners.



## 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



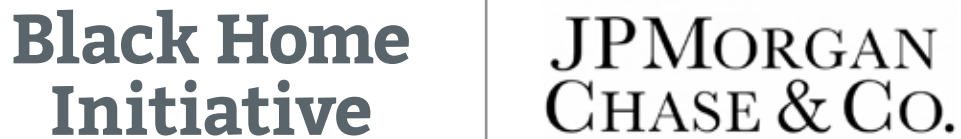
## ACCEPTABLE CLEAR SPACE

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.



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



## VERTICAL RELATIONSHIP



## UNACCEPTABLE



**Black Home Initiative**



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

No separating rule, no adequate clear space

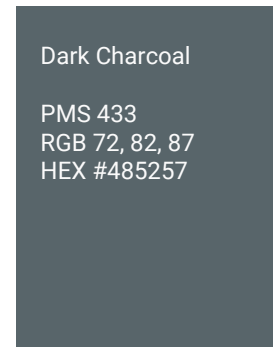
Partner's full name logo must be used. Do not merge the partner logo with BHI logo.

## PRIMARY COLOR PALETTE

For Main Color Blocks, Headlines, Text (digital only), and Backgrounds

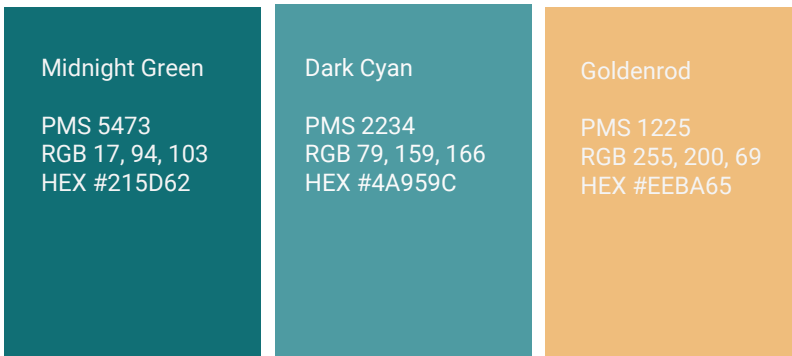


## BHI LOGO COLOR



## EXTENDED COLOR PALETTE

For Color Blocks + Backgrounds (not intended for large bodies of text)



## 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.



Bitter Regular

**Bitter Bold**

Roboto Regular

**Roboto Bold**

**POPPINS SEMIBOLD**

## FONT DOWNLOAD

### Bitter

This is an open-source Google font and can be downloaded for FREE here:  
<https://fonts.google.com/specimen/Bitter>

### Roboto

This is an open-source Google font and can be downloaded for FREE here:  
<https://fonts.google.com/specimen/Roboto>

### Poppins

This is an open-source Google font and can be downloaded for FREE here:  
<https://fonts.google.com/specimen/Poppins>

## EXAMPLE

### HISTORY

Section Header: Poppins SemiBold, Uppercase, 14pt Letter-spacing: +100

# The Homeowner's Gap

HEADLINE: Bitter Bold, 30p, Leading: 36pt

## Did you know?

Subheader: Bitter Bold, 18pt Leading: 22pt

Discriminatory housing practices such as redlining and racially restrictive covenants have a long history in the Seattle-Tacoma region.

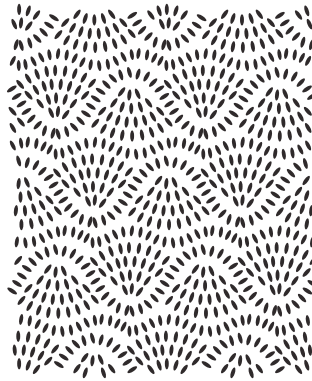
Intro: Bitter Regular, 18pt Leading: 22pt

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.

Body: Roboto Reg, 12pt, Leading: 16pt



PRIMARY PATTERN - BRAID



DECORATIVE - RICE



ROOFTOPS

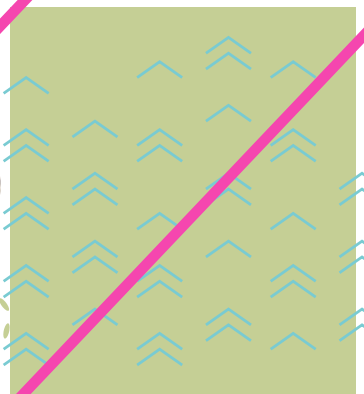
The **BRAID** is the primary pattern for BHI. It symbolizes community, working together, and the “weaving” of the network creating a strong connection. Braid pattern can be used as a general unifying graphic for CC and BHI. The **RICE** pattern symbolizes the generational wealth and prosperity that comes 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).

## ACCEPTABLE



## UNACCEPTABLE



# BHI GRAPHIC ELEMENTS - BADGES

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.



NEUTRAL

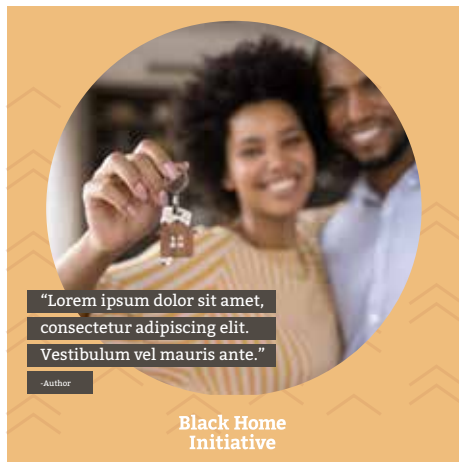
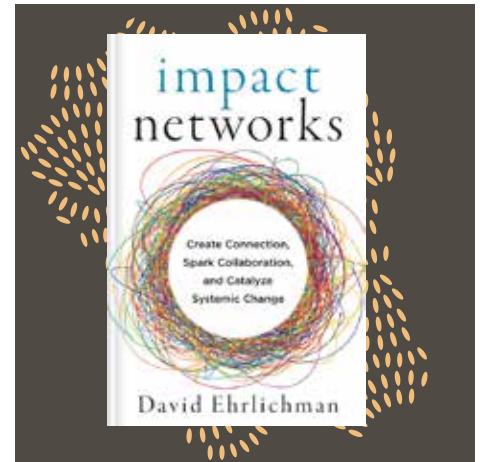
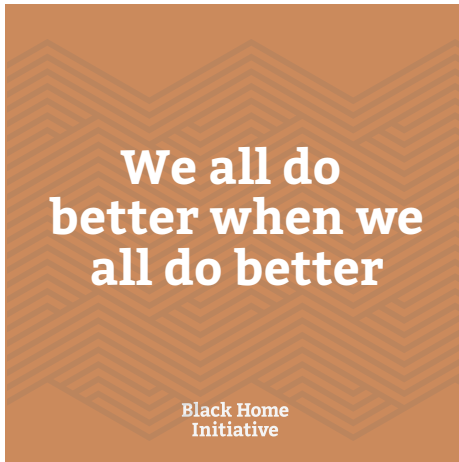


COLOR-CODED

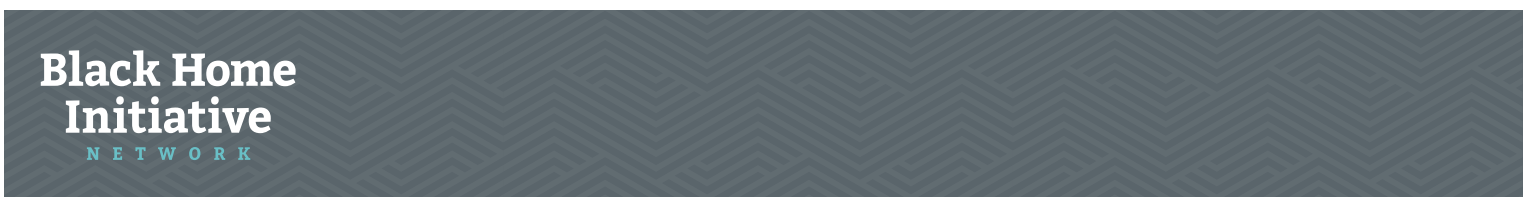




## SOCIAL TILE EXAMPLES



## MASTHEAD OR PRESENTATION FOOTERS



BROUGHT TO YOU BY



This is a working style guide for Black Home Initiative Network Partners.  
Contact **Caitlin Moran** [c.moran@civic-commons.org](mailto:c.moran@civic-commons.org) for any questions or updates pertaining to this document.