HACSJ
HOUSING AUTHORITY
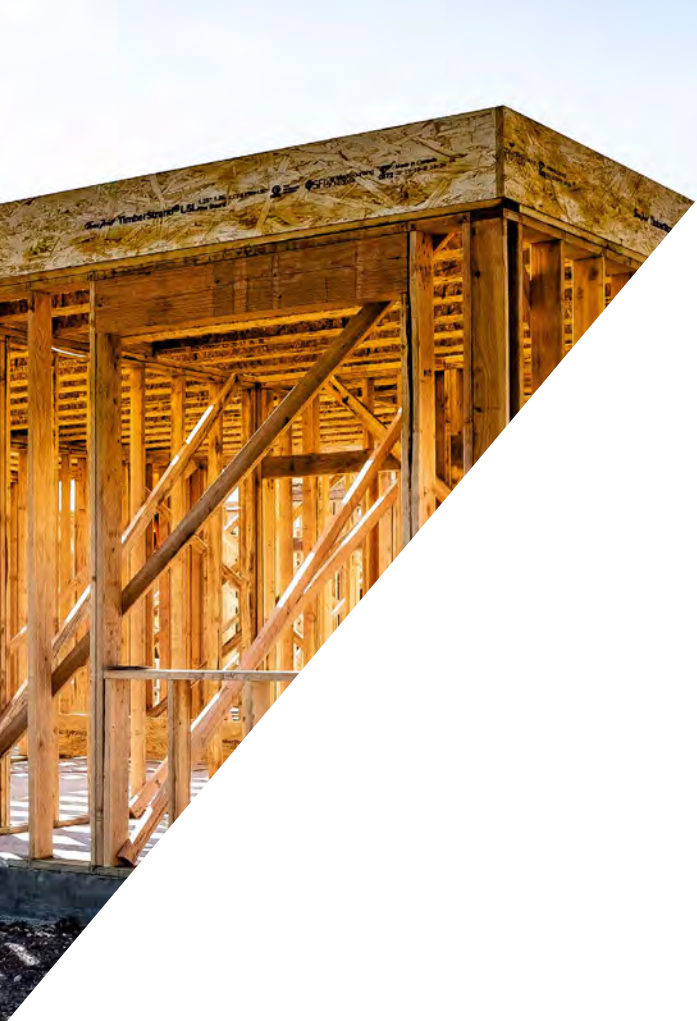COUNTY OF SAN JOAQUIN

STYLE GUIDE

OUR VOICE

The Housing Authority County of San Joaquin (HACSJ) and all of its outreach materials should speak with a consistent voice that reflects our values. Our tone should be positive and uplifting, as we are advocates for the residents of San Joaquin as they navigate a challenging housing market and uncertain economy.

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Extreme negative spacing of the characters reflects togetherness, and a community working closely with one another

HACSJ

HOUSING AUTHORITY
COUNTY OF SAN JOAQUIN

DESIGN

Our design style can be summed up as clean and modern. Modern sans-serif typefaces are used with the brand's bold colors. Visual elements would consist of clean lines and solid colored shapes.

HEADER BANDS

Using the brands color options, along with a 1 px stripe along the top and bottom, you can create a header that stays on-brand

Sponsorship Opportunities

SCHOLARSHIPS

SCHOLARSHIPS

SCHOLARSHIPS

ROUNDED CONTAINERS

Rounded containers are also part of the Housing Authority brand. For items that are in the body text, but need extra emphasis, a rounded container with an 8px radius can be used

Sponsorship Opportunities

SCHOLARSHIPS

SCHOLARSHIPS

$25,000

$50,000

Housing Authority County of San Joaquin Scholarship Foundation Presents
10TH ANNUAL GOLF TOURNAMENT FUNDRAISER

Golf for Education

To date, your contribution has helped us provide scholarship opportunities to over 75 students living in affordable housing. Thanks to your support, we have awarded over

$70,000 IN SCHOLARSHIPS

to students attending various colleges throughout the region. Join us again this year as we commemorate 10 years of creating opportunities for residents through higher education.

TITLE SPONSOR:
F&M BANK

100% of all proceeds go directly towards scholarships.

Sponsorship Opportunities

PLATINUM SPONSOR $5,000
- Logo on registration signage
- Logo on social media marketing
- Dinner, drink & tee sponsor
- VIP dinner table with signage
- Golf, lunch & dinner for eight
- Eight sheets of drawing tickets
- Three mulligans per golfer

GOLD SPONSOR $2,500
- Logo on course signage
- Logo on social media marketing
- Dinner & tee sponsor
- Golf, lunch & dinner for four
- Four sheets of drawing tickets

SILVER SPONSOR $1,500
- Logo on driving range signage
- Logo on social media marketing
- Golf, lunch & dinner for four
- Four sheets of drawing tickets

DINNER SPONSOR $1,000
- Logo on buffet line signage
- Company name on dinner table
- Company name on website, program & slideshow

DRINK SPONSOR $500
- Logo on drink tickets & distribution carts
- Company name on website, program & slideshow

TEE SPONSOR $150
- Logo on tee box sign
- Company name on website, program & slideshow

INDIVIDUAL PLAYER $150
- Golf and cart for one
- Lunch for one
- Dinner for one
- Entry into longest drive contest
- Entry into closest to the pin contest
- Entry into hole in one contest

DARK BACKGROUNDS

Proper use of white space, in combination with dark backgrounds or transparent overlays, can create pleasing contrast and make your documents stand out

GRAPHIC HEADERS

HACSJ
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The homes are a simple vector shape and can be created with any of the available colors

Pay attention to contrast

By using the outline of a community of houses, it reinforces the same Idea behind the logo (togetherness). This is a simple use of the available colors, and provides a great header graphic for the beginning of documents

COLORS

The color scheme is uses blue and green primarily, with a lighter shade of blue for accents. A light grey helps to break up white space

primary

hex (AI): #154b73
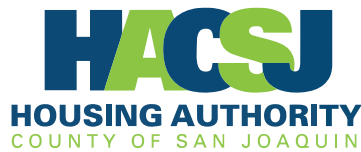rgb (digital): 21, 75, 115
cmyk (print): 96, 72, 32, 16

hex (AI): #89c242
rgb (digital): 137, 194, 66
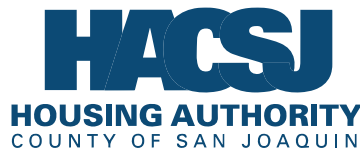cmyk (print): 52, 1, 98, 0

secondary

hex (AI): #00a4c0
rgb (digital): 0, 164, 192
cmyk (print): 77, 15, 20, 0

hex (AI): #154b73
rgb (digital): 241, 241, 241
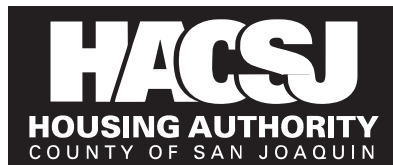cmyk (print): 4, 3, 3, 0

COLOR

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FULL COLOR

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COLOR SOLID

B/W

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SOLID

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OUTLINED

TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and modern feel of the brand and should be used across all print & web applications

Make sure to use Swis721 on all headers and bolded items within the document. Use Avenir LT for the body text

(Use this for HEADERS)
Futura Std

abcdefghijklmnopqrstuvwxyz
Heavy

(Use this for BODY TYPE/ALT. HEADERS)
Avenir LT Std

abcdefghijklmnopqrstuvwxyz
55 Roman

abcdefghijklmnopqrstuvwxyz
65 Roman

(Use this for ALT. HEADERS)
Swis721 Cn BT

abcdefghijklmnopqrstuvwxyz
Roman

abcdefghijklmnopqrstuvwxyz
Bold

HOUSING AUTHORITY
COUNTY OF SAN JOAQUIN

Who We Are

We are the Housing Authority of San Joaquin County (Authority). For over 75 years, we and advocated for affordable, attractive living environments for residents of our region.

Public Corporation created from Health & Safety code

Seven member Board Commissioners

$50m

$50 million operating budget

78 Empl

Our Vision

Being nationally recognized as an innovative agency and a leader in creating partnerships that result in individuals and families having hope for a better tom

What We Offer

PHOTOGRAPHY

HACSJ's photography will be vibrant and professional. The subject matter of the photos should be positive and uplifting (showing the community working and playing together, developments that are well-maintained, special events that celebrate accomplishments, etc.).

Photography should be high-resolution to ensure a crisp and clean appearance. When practical, photographs can be framed in non-standard, angled shapes to show a sense of dynamism and excitement.

YES

NO

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YES

NO

YES

Contrast is Key

Tips:

- The background of the picture needs to be dark enough so that all text on the logo is visible. A drop-shadow may be also be used in more difficult situations with low contrast

- The standard colored logo cannot be used on most dark backgrounds because it will blend in. In these situations, use the alternate version of the logo with the acronyms spaced apart

- If overlaying the logo over the photo, use a white logo (see previous page). Do not use a logo with a white background to avoid contrast issues.

Logo drop shadow

Because this logo design arranges the acronymns so closely spaced together, an alternate style was created. This version should be used when the logo is b/w, or uses 1 color. The version of the solid-colored logo can also be used with a drop shadow. This will help the logo stand out in low contrast situations

● drop shadow added

NO

YES

no drop shadow

drop shadow

USAGE

The HACSJ's logo is a very important piece of our overall brand and should be utilized in a consistent manner.

MINIMUM LOGO SIZE
(1.4" WIDE)

Because the legibility of the type will suffer, it is recommended that you never use the logo smaller than 1.4" wide

1.4"

EXAMPLES:

It is acceptable to use just the larger letters for special situations where the full name of the organization is unnecessary

Moving the type from its original position is not permitted as it destroys the symmetry

Moving the type from its original position is not permitted as it destroys the symmetry

Usin a solid-colored (or semi-transparent) box around the logo is not permitted as it confines the visual style to a "boxed in" look

If using the logo with a solid color, the alternate logo (with spacing added) should be used instead

Changing the colors of the logo to anything other than the brand standard is not permitted