BUSINESS DESIGN IDENTITY SYSTEM

LOGO USAGE

CONNECTICUT HOUSING FINANCE AUTHORITY

Unlocking Solutions, Building Strong Communities.

The C is for Connecticut and connects to the state's logo. As a semicircle it represents movement, infinity, and collaboration while acknowledging there's more to do.

The keyhole symbolizes unlocking access to opportunity, new possibilities, and innovative solutions. It also acts as a human silhouette to remind us that people are at the center of everything we do.

Our tagline connects our work to the physical acts of "unlocking" and "building," while challenging the negative beliefs held by some about affordable housing.
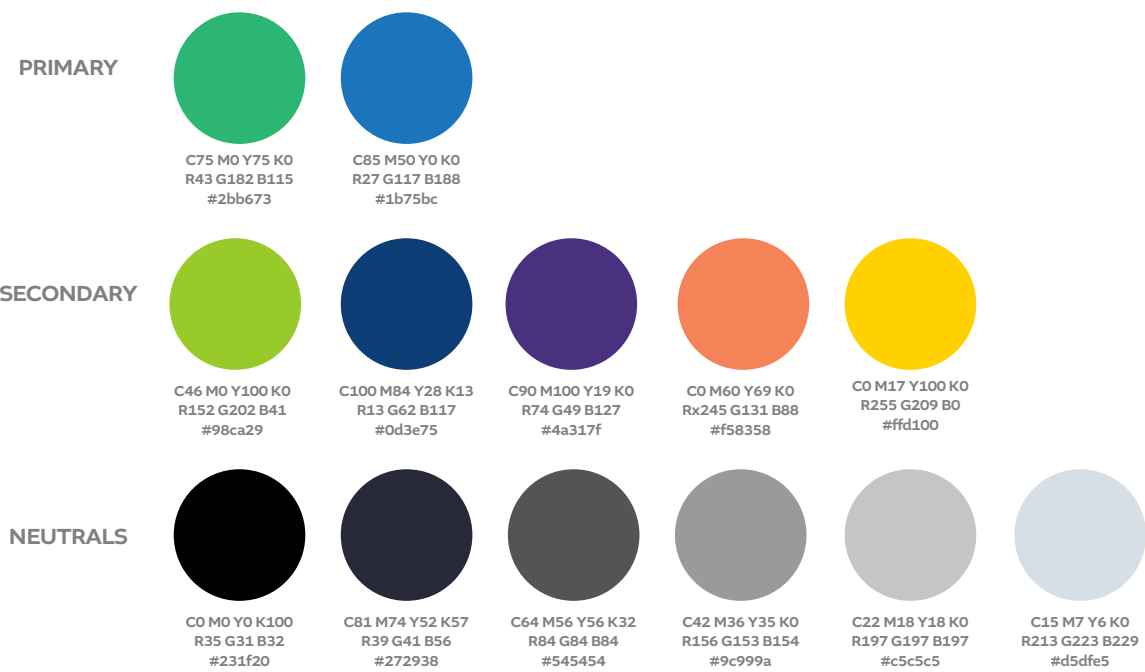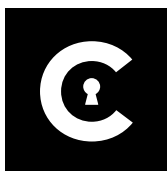
The logo should be used with the tagline lockup whenever possible. The logo may be used without the tag in instances where the logo appears small. The C-Lock icon may be used as a design element.

The primary color palette for the brand is detailed in the color specifications section. It is important that these color requirements be observed in order to build brand recognition and consistency.

When developing materials using the logo, you are responsible for maintaining its integrity.

The logo should always appear in its original state, without any modifications.

COLOR PALETTE

The color breakdowns for the logo have been provided to maintain color consistency across a variety of mediums. When preparing files for output, check that the correct breakdown is used based on the specifications provided.

PRIMARY

C75 M0 Y75 K0 R43 G182 B115 #2bb673	C85 M50 Y0 K0 R27 G117 B188 #1b75bc

SECONDARY

C46 M0 Y100 K0 R152 G202 B41 #98ca29	C100 M84 Y28 K13 R13 G62 B117 #0d3e75	C90 M100 Y19 K0 R74 G49 B127 #4a317f	C0 M60 Y69 K0 Rx245 G131 B88 #f58358	C0 M17 Y100 K0 R255 G209 B0 #ffd100

NEUTRALS

C0 M0 Y0 K100 R35 G31 B32 #231f20	C81 M74 Y52 K57 R39 G41 B56 #272938	C64 M56 Y56 K32 R84 G84 B84 #545454	C42 M36 Y35 K0 R156 G153 B154 #9c999a	C22 M18 Y18 K0 R197 G197 B197 #c5c5c5	C15 M7 Y6 K0 R213 G223 B229 #d5dfe5

PHOTOGRAPHY

Images should appear candid and natural, rather than overly staged. Select images that are expressive and have energy, creating feelings of aspiration, hope, community, and possibility.

TYPOGRAPHY

Altivo is the primary typeface for the brand. It is a clean, welcoming, modern sans serif font with a unique energy to complement the brand.

For headlines use Altivo Bold.

FOR EMPHASIS USE ALL CAPS.

For subheads use Altivo Medium.

For body copy use Altivo Regular.

Altivo Thin
Altivo Extra Light
Altivo Light
Altivo Regular
Altivo Medium
Altivo Bold
Altivo Black
Altivo Ultra

SWAG

The updated logo can be applied across all our branded merchandise, enhancing the consistency and visibility of our identity on all promotional materials.