IHCDA LOGO USE GUIDE

ihcda

Indiana Housing & Community Development Authority

TABLE OF CONTENTS

ihcda

Indiana Housing & Community Development Authority
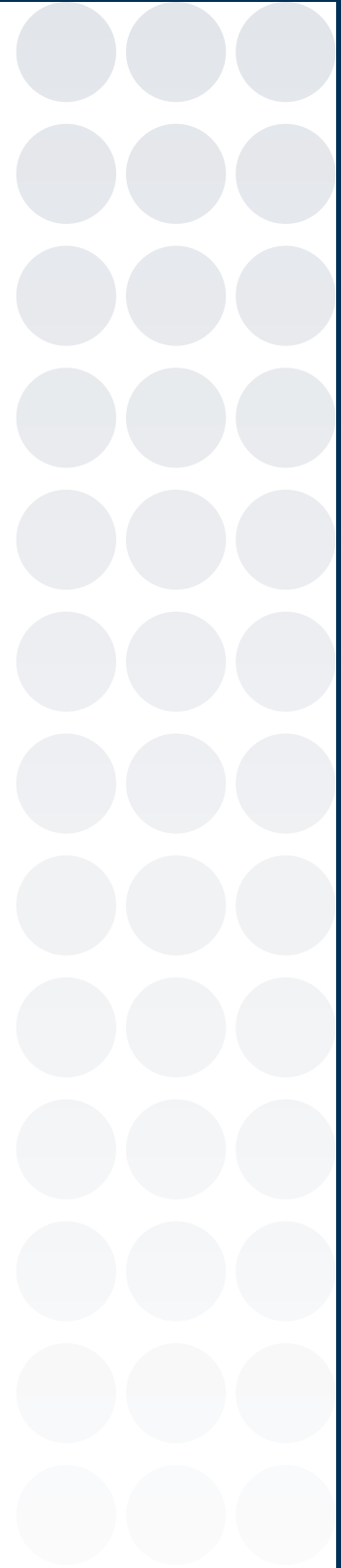
OUR BRAND

The Indiana Housing and Community Development Authority (IHCDA) is defined by what people know about us and how they feel about us —it's our image and reputation. And that is why we need to manage it with care.

To help people associate with a brand, visual images are created and used to represent implicit values, ideas, and personality. These include logo, fonts, color schemes and other images—photography and illustration, for example.

Every organization that has received funding from IHCDA can strengthen our brand by correctly applying the standards and guidelines contained in this document. You can help ensure that our communications are consistent, of a high standard, and positively resonate with our audience.

STANDARDS AND GUIDELINES

This document is a tool for you to use when creating materials to communicate about programs and projects supported by IHCDA funding.

All print and electronic communications that include the IHCDA logo or other identifiers must be approved by the IHCDA Marketing and Communications Department prior to release.

This includes, but is not limited to: organizational brochures, advertisements, press releases, promotional items, display graphics, newsletters, invitations, etc.

When your item is ready for review, please contact IHCDA's Marketing and Communications Department: **communications@ihcda.in.gov**.

THE LOGO

THE BRAND IDENTITY

IHCDA branding uses two logotypes: horizontal or vertical. And two color types: blue and green or white.
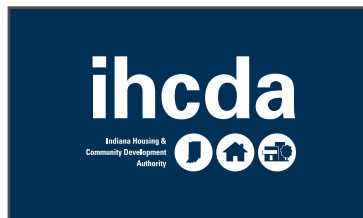
Horizontal Color

Vertical Color

Horizontal White

Vertical White

Colors

PANTONE 540C

BLUE
PRINT:	PMS 540C
WEB:	R: 0 G: 48 B: 87
HEX/HTML:	003057
CMYK:	65 53 0 100

PANTONE 383C

GREEN
PRINT:	PMS 383C
WEB:	R: 168 G: 173 B: 0
HEX/HTML:	A8AD00
CMYK:	18 0 100 19

Pantone Matching System (PMS)

File Types and Use

.eps
This is the highest quality file. Use for any printing, promotional or in-house project.

.jpg
This file is used for web and in-house projects only. Do Not send this to the printer.

.png
This file is used for web and in-house projects only. Do Not send this to the printer. This file lets you place the logo on any different color background because it has a transparent background.

IHCDA LOGO

The IHCDA logo is the primary graphic element used to identify the Indiana Housing and Community Development Authority. It should appear on all on partnered marketing and communication materials.

The IHCDA logo may be used in accordance with specifications defined in this guide for marketing and promotion of state Government goods, services and agency or department authorized sponsorships. The IHCDA logo may not be altered or modified.
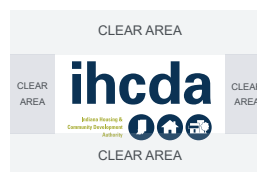
Logo

ihcda
Indiana Housing & Community Development Authority

Icon

ihcda

Logotype

Indiana Housing & Community Development Authority

Required 0.23 inch clear space around the logo is indicated by gray lines.

Minimum Vertical Logo Size:
Print: 1" width by 0.2461" height
Digital: 71 pixels by 17 pixels

Minimum Vertical Logo Size:
Print: 0.75" width by 0.4115" height
Digital: 54 pixels by 29 pixels

Appropriate Background

To maximize logo readability, place it on a white or light-colored background with light or no texture. If the IHCDA logo is placed on a dark background, use the white version of the logo.

EXAMPLES OF INCORRECT USE OF THE IHCDA ICON

To avoid incorrect use of the logo, always use an IHCDA approved logo file. Here are some examples of incorrect logo use.

This **Incorrect** logo is using a serif typeface.

This **correct** logo uses a sans serif typeface.

Do not remove any element of the logo.

Do not change the logo colors.

Do not add an outline to any part of the logo.

Do not use low resolution jpg or png file for print. Only use .eps files.

Do not place the logo too close to another logo, graphic or text.

Do not rotate or distort the logo.

Do not use any older versions of the logo.