



SOUTH CAROLINA STATE HOUSING  
FINANCE AND DEVELOPMENT AUTHORITY  
**AGENCY BRANDING AND LOGO USAGE MANUAL**

## ABOUT THE LOGO

The SC Housing logo is a unique mark designed as a concise visual representation of the brand. The graphic roof element is simple, yet it represents the agency's purpose and conveys home and stability. The fonts used in the logo are two sans serif typefaces, Johnson ITC and Myriad. Their clean-lines have a modern, progressive feel, and the all-caps style of "SC Housing" is professional and classic. The logo colors are bright, fresh, and inviting.

There are two versions of the SC Housing logo: one with the tagline and one without. The best version can be selected for each promotional piece.

It is crucial that the logo is used only as specified in the guidelines of this manual. As the visual centerpiece of our brand, the logo must be used in a consistent manner.



### LOGO FONTS

SC Housing: Johnson ITC – Medium

Financing Housing. Building SC: Myriad – Italic/Myriad – Italic Bold

### LOGO COLORS

Pantone Matching System (PMS) for uncoated and coated stock



PMS 2945U



PMS 376U



PMS 301C



PMS 362C

CYMK:



100,50,0,15



50,0,100,0

RGB:



0,99,165



141,198,63

Web (HEX):

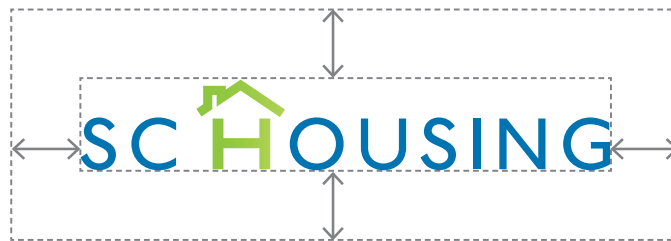
**0063a5**

**8dc63f**

## CLEAR SPACE

The SC Housing logo should be surrounded by a generous field of uncluttered space in all uses. Isolating the logo from all competing elements – graphics, images or text – ensures that the logo will be highly visible and have an immediate visual impact.

The illustration below demonstrates the clear space that should surround the logo and should be proportional when resized. This is achieved by holding down the shift key when sizing.



This is an example of copy that is too close to the logo; it does not provide the correct amount of clear space around the mark.

## COLOR VARIATIONS

Though the blue and green version is preferred when possible, there are situations where only black and white can be used. Such situations would include advertising for print on one-color fliers or promotional one-color items.

Black and white and reverse versions are available for use in such instances. Remember, these versions are to be used only when the preferred color logo will not work due to printing limitations.



Full Color/3-color spot, CMYK, RGB



Full Color/3-color spot, CMYK, RGB



Grayscale



Grayscale



1-color black



1-color black



1-color reverse



1-color reverse

## MINIMUM SIZE

The logo was designed to be highly legible in a variety of sizes. It loses impact and legibility, though, when reduced to too small a size.

Below are minimum sizes for both versions of the logo.



1.25"



.7"

## BACKGROUNDS

White is the preferred background color for the SC Housing logo. White allows enough contrast to ensure visibility, and it allows the logo to stand out within a layout. The preferred logo also can appear on light-colored backgrounds, such as a very soft gray, that provide enough contrast. There is a reverse version of the logo

available for instances where the logo must appear on a color background.

The logo should never appear on a patterned background or on a color background that doesn't provide enough contrast for the logo to be readily visible and legible.

### DO



White is always the preferred background.

### DO NOT



The identity should not appear on photographs or patterns that are distracting.



The identity can appear on a color background that provides sufficient contrast.



The identity should NOT appear on color backgrounds that do not provide sufficient contrast.



The reverse identity can appear on a color background that provides sufficient contrast.



The reverse identity should NOT appear on color backgrounds that do not provide sufficient contrast.

## MISUSE

Only approved versions of the logo may be used.  
Any changes to approved versions – be it color,

layout or scaling out of proportion – harm its  
visual integrity.



Do not re-arrange elements of the identity.



Do not add or alter any elements to the  
identity artwork.



Do not change the color of the identity.



Do not confine the identity in a shape.



Do not stretch or elongate the identity.  
Always scale in proportion by holding  
down the shift key.



Do not put the identity in front of a busy  
or distracting background.

## SC HOUSING LOGO USAGE

1. The logo may be used to promote and educate the public about the agency's approved programs, which can be found on the agency website at [SCHousing.com](http://SCHousing.com).
2. Internal staff, organizations or conferences requesting usage of the agency logo must submit an email request to Marketing staff personnel, or to the generic Marketing email at [Communications@schousing.com](mailto:Communications@schousing.com). For external requestors, the Marketing Department will email an acknowledgment

form requiring adherence to all guidelines specified in this styleguide. Upon approval of the signed acknowledgement form, Marketing will send the appropriate logo file for the job. A digital or printing proof showing its use may be required to ensure compliance with agency requirements.

4. Employees nor partners may produce branded apparel without the written permission of the agency.

## EQUAL HOUSING OPPORTUNITY/FAIR HOUSING LENDER LOGO USAGE

The sale, rental and financing of all public and private housing falls under the requirements of the Fair Housing Act which prohibits the making, printing and publishing of advertisements that indicate a preference, limitation or discrimination because of race, color, religion, sex, disability, familial status, or national origin.

1. All advertising of residential real estate for sale, rent or financing must contain the appropriate Equal Housing logotype (shown below).
2. Marketing collateral specifically promoting SC Housing's homebuyer programs must, along with the agency logo, contain the Equal Housing Lender logo. Advertising of REO properties must contain the Equal Housing Opportunity logo.
3. General principals for creating advertising text should eliminate wording which:
  - Includes or targets any group of people.

- Excludes or discourages any group of people.
  - Describes a property as best suited for, or indicates a preference for, any group of people.
  - Describes the type of customer.
4. Use of human images in photographs, drawings or other graphic techniques may not be used to indicate **exclusiveness** because of race, color, religion, sex, disability, familial status, or national origin.

**All agency materials related to the sale, rental and financing of public and private housing, whether produced by Marketing or other internal departments, must contain the required logos.** Materials originated in the Marketing Department will require appropriate level staff approval signatures on the Marketing Approval Form.





## SC HOUSING BRANDING: AGENCY NAME

1. The official name of the agency is the South Carolina State Housing Finance and Development Authority. The name should be written out in full at first reference, with SC Housing following in parenthesis. All other references should use SC Housing.
2. For agency legal documents, the use of “the Authority” is permissible. Any other derivative of the agency name such as State Housing Authority or SC State Housing is NOT acceptable.
3. Exceptions include **historical** documents or accounts using other variations of the agency name.

### EXAMPLE:

That all South Carolinians have the opportunity to live in safe, decent and affordable housing is the vision that has guided the efforts of the **South Carolina State Housing Finance and Development Authority (SC Housing)** for more than 47 years.