

# Brand Guidelines

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# What Is A Brand?

A brand is how an entity chooses to be perceived by an external audience. More specifically, it is the sum of perceptions and experiences—what they think, feel, and respond to when they interact with an entity. Branding is the intentional process of shaping and focusing that perception to reflect value and appeal to its audience.

# The Value Of A Brand

**A strong brand:**

Creates loyalty

Creates an emotional connection with its audiences

Communicates clearly what the organization stands for

Is credible, reliable, and consistent

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01.

The  
MSHDA Brand

# Mission, Vision, and Guiding Principles:

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## Mission

We serve the people of Michigan by partnering to provide quality housing that is affordable, a cornerstone of diverse, thriving communities.

## Vision

Make Michigan a place where all people have quality affordable housing as a foundation to reach their full potential.



### People First

We put people first and respect our customers and staff. We listen, exchange information, and are responsive.



### Diversity, Equity, and Inclusion

We pursue equitable housing outcomes for underserved populations, including but not limited to race, gender, disability, religion, age, weight, socioeconomic status, and LGBTQ+.



### Decision Making

We use reliable data to make evidence-based and fiscally sound decisions to support our mission. We pursue continuous improvement and manage our time, talent, and financial resources effectively and efficiently.



### Partner Collaboration

We engage our partners to promote innovative, sustainable housing solutions.

# 02.

# Logos & Usage

# Logos

The MSHDA logo is the most immediate representation associated with our brand, service, and products. When used consistently, it helps create a clear and memorable identity and becomes a symbol that provides audiences with immediate and powerful recognition and association with MSHDA.

## Logo Requests

All external requests to use a MSHDA logo should be made by filling out the Logo Request/Submission Form. This form can be found on the intranet home page. Please complete the form and send to [Communications-MSHDA@michigan.gov](mailto:Communications-MSHDA@michigan.gov). The Communications division will supply logos to external partners, stakeholders, vendors, etc.

## Vertical & Horizontal Usage

The vertical logo should be used on materials where the horizontal logo is not used and where space is permitted. Print collateral, newsletters, events, web, sponsorships, development and retail signage, tradeshow, swag, exhibit materials/handouts.

Vertical logos should never be smaller than 0.6" x 1.5"

Horizontal logos should never be smaller than 0.6" x 3"

In certain situations, the logo can also be used on a white or contextually colored background, as long as there is a 3:1 contrast ratio. Anything less may compromise visibility and is not recommended. Color contrasts can be checked [here](#).



# Logo Minimum Size & Space

Clear space is defined as the space that no other element explicit or implicit shall cross in relation to the MSHDA logo. Type, image, and/or document edge should not be placed closer than the x-height surrounding the MSHDA logo. The clear space requirements must be observed.

Vertical logos should never be smaller than 0.7" x 1.5"  
Horizontal logos should never be smaller than 0.6" x 3"



Horizontal With Tagline Minimum Size



Vertical With Tagline Minimum Size



Horizontal Without Tagline Minimum Size



Vertical Without Tagline Minimum Size



# Logo Don'ts

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The MSHDA logo is a valuable asset that must be used consistently and with proper formatting. When using the MSHDA logo, the dimensional proportions of height and width should always remain the same. **Never distort the height or width of the logo. Do not alter the logo in any way.**

*Examples of altering the logo include:*

- a) Distort/Stretch
- b) Avoid rotating the logo.
- c) Add old slogan or text
- d) Cut off logo
- e) Change colors
- f) Change fonts
- g) Do not add any kind of special effects
- h) Insufficient Contrast





g.



h.



# 03.

# Co-Branding Guidelines

# Co-Branding

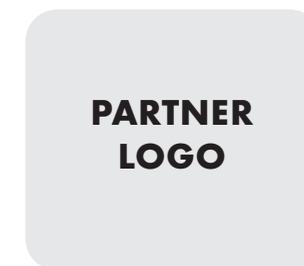
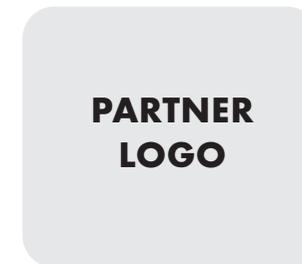
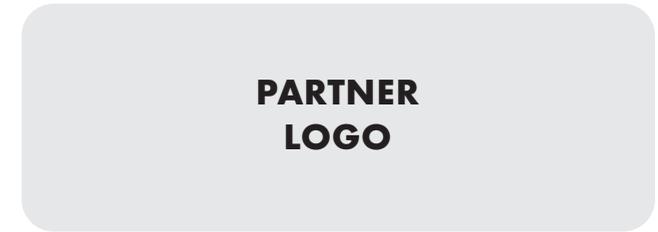
MSHDA thrives on collaborative partnerships. Use these guidelines to co-brand external partnerships across different media and applications, including print, web, social, apparel, and promotional products. When MSHDA partners with external companies and organizations, or when MSHDA sponsors an external event, the integrity of our marks and brand standards must be upheld, including:

- Minimum size & clear space
- Color
  - Only the full-color MSHDA horizontal or vertical logo may be used on co-branded printed, web and social materials.
  - A one-color signature may be used for apparel and promotional items when using a single imprint color.

## Promoted by an External Partner

- Do not use MSHDA brand colors and graphics. Marketing materials and communications should not be represented as official correspondences from MSHDA.
- Follow all identity guidelines pertaining to the use of a MSHDA logo and the Design Guidelines.

**All external requests to use a MSHDA logo should be made by filling out the Logo Request/Submission Form at [Michigan.gov/MSHDA](https://Michigan.gov/MSHDA). The Communications division will supply logos to external partners, stakeholders, vendors, etc.**



# 04. ● Typography & Pairings

## Primary Typeface

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Futura is the typeface of our brand identity. It is strongly recommended, that Futura be used in communications where applicable. If Futura is not available, use Century Gothic for all headers and body copy.

FUTURA	<i>FUTURA</i>
FUTURA	<i>FUTURA</i>
FUTURA	<i>FUTURA</i>
<b>FUTURA</b>	<b><i>FUTURA</i></b>

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## Secondary Typeface

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When a serif font is desired for text to maximize readability, substitute Georgia for Futura.

GEORGIA	<i>GEORGIA</i>
<b>GEORGIA</b>	<b><i>GEORGIA</i></b>

05.

# Brand Colors

# Primary Colors

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MSHDA's brand colors consist of 4 primary colors. The official MSHDA colors are represented by the Pantone Matching System.

When matching the official MSHDA colors, consider the medium. The same color formula can look different on the web than it does printed on paper or rendered in fabric. Sampling the colors from the Brand Standards PDF is not an accurate way to render the color for any medium. Comparing what is printed on a desktop color printer to a computer screen also is not reliable.

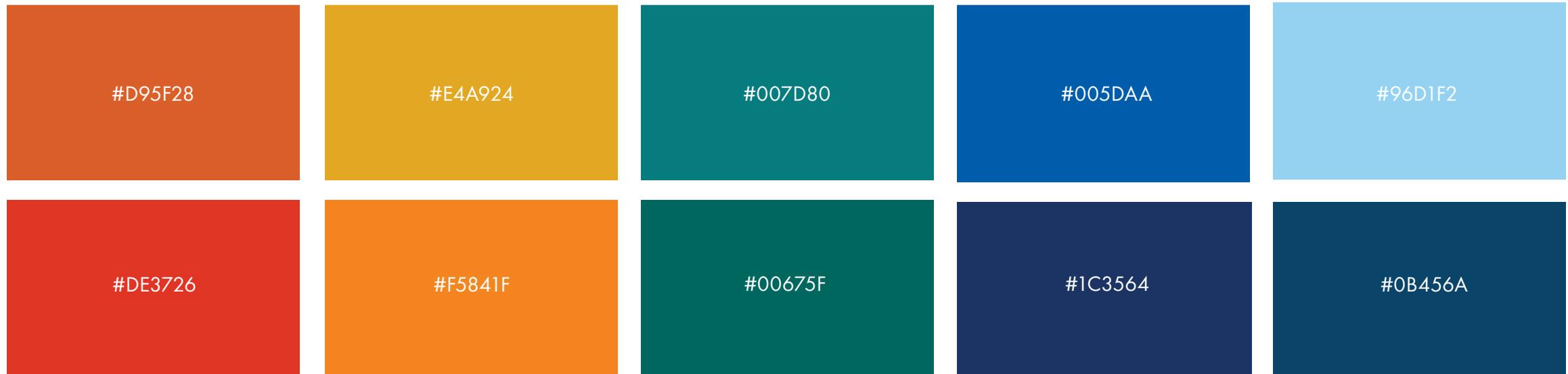
Each PMS ink color number translates into different formulas in different software. PMS, RGB, or a hex code (for web use).



# Secondary Colors

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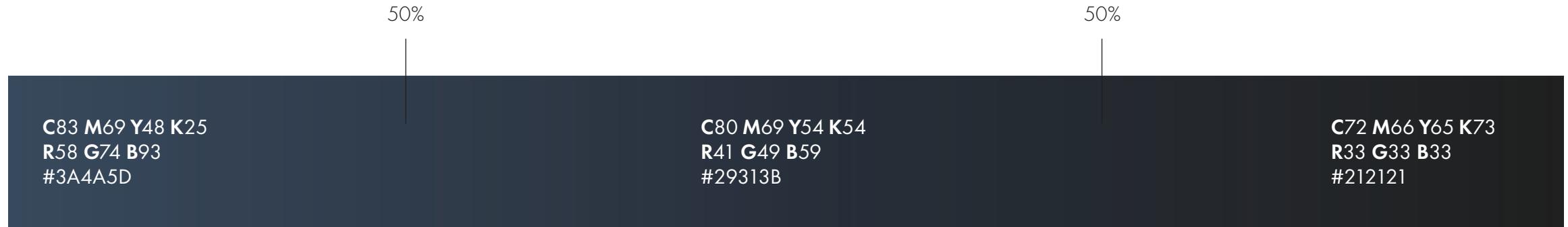
Secondary colors can be used when applicable and appropriate to each application. Secondary colors are used to support the MSHDA primary colors and for campaigns and programs associated with MSHDA.



# Gradients

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Secondary colors can be used when applicable and appropriate to each application. Secondary colors are used to support the MSHDA primary colors and for campaigns associated with MSHDA.



06.

# Photography Style

# Overall Style

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Photography is a vital element of the MSHDA brand. It evokes emotion and connects people to home. Our photography should not only be heartwarming but also should convey the quality of MSHDA resources.

## Portrait (hero)

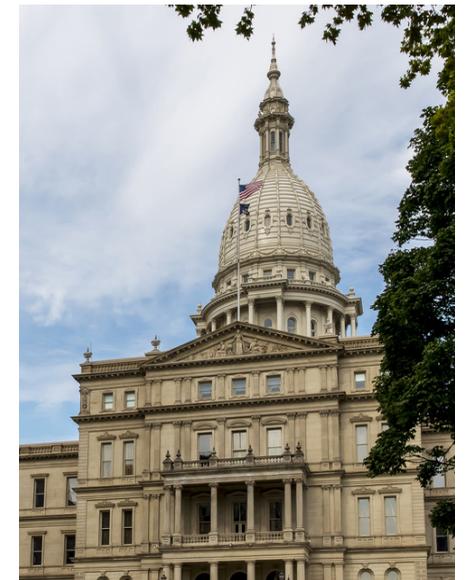
The subject of the photograph should always be the main focus. Subjects should be placed in the photo, so the viewer's eye is drawn straight to them. The subject should appear warm and joyful.





### Still Life

A photo of an inanimate objects that represent MSHDA. Still-life photographs should evoke the same emotion as portrait photos, with the object taking the place of the living subject. The still-life photo subject can be composed against a plain background or within a natural environment. In addition, the composition of the photograph must provide room for headlines and other typography.





### **Landscape**

Landscapes, both as a background for portrait shots and to stand on their own, should be friendly and inviting.



### **Photojournalistic**

Many types of marketing communications will require brand-aligned supporting photos. When a singular portrait, still life, or landscape photograph is not used or additional photos are needed, the photographic style should be photojournalistic. This documentary style must maintain a high standard of production quality, be as well-crafted as other styles, and present a clear, welcoming atmosphere.

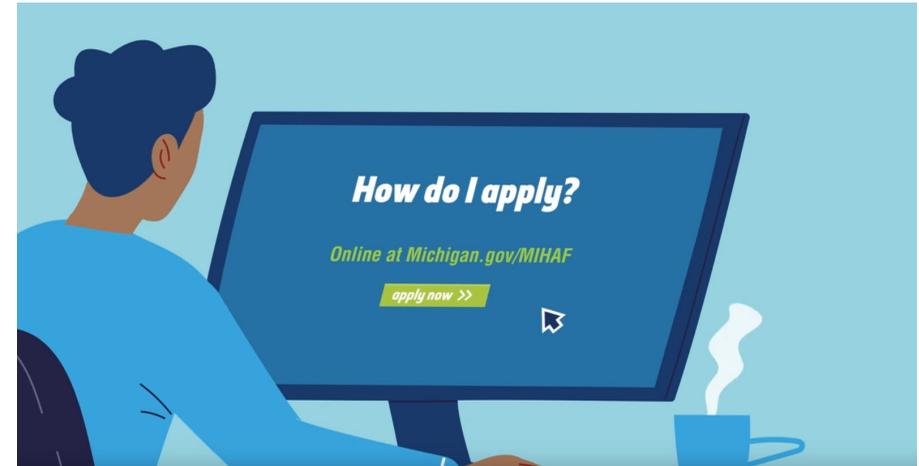
07.

# Illustration Style

# Overall Style

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Illustration is another vital element of the MSHDA brand. When imagery is not accessible or not appropriate, illustration is used in its place. The style should be flat 2-dimensional with unique shapes, textures and details. Iconography is also used to highlight areas of importance. All styles that are used should reflect the professionalism of the MSHDA brand while being eye-catching to the audience.



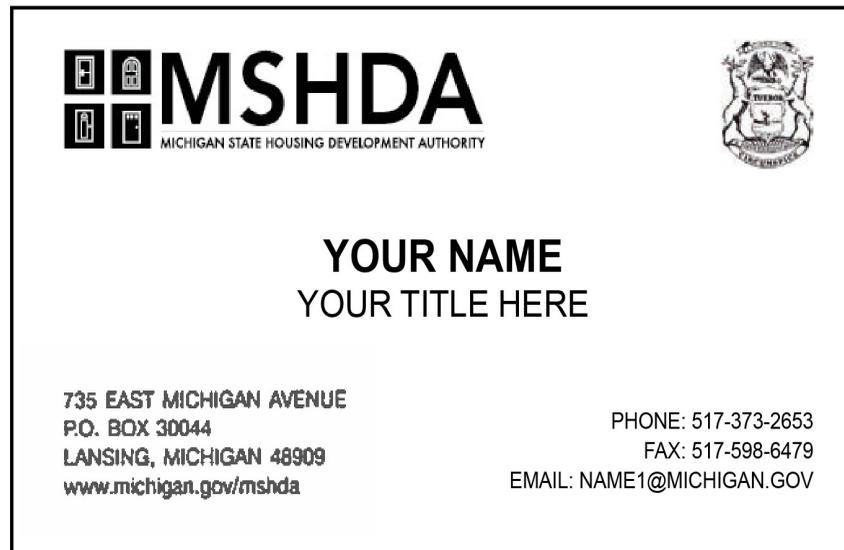


# Brand Touchpoints

# Business Cards

All business cards should look exactly like the sample shown. To request business cards, please fill out a MSHDA-2 form and send to

[Mary.Cook.cookm2@michigan.gov](mailto:Mary.Cook.cookm2@michigan.gov)



# PowerPoint Template

The MSHDA PowerPoint template should be used for all presentations given by MSHDA employees. For assistance on how to make a PPT, please refer to the How to Create a PPT document on the Intranet.

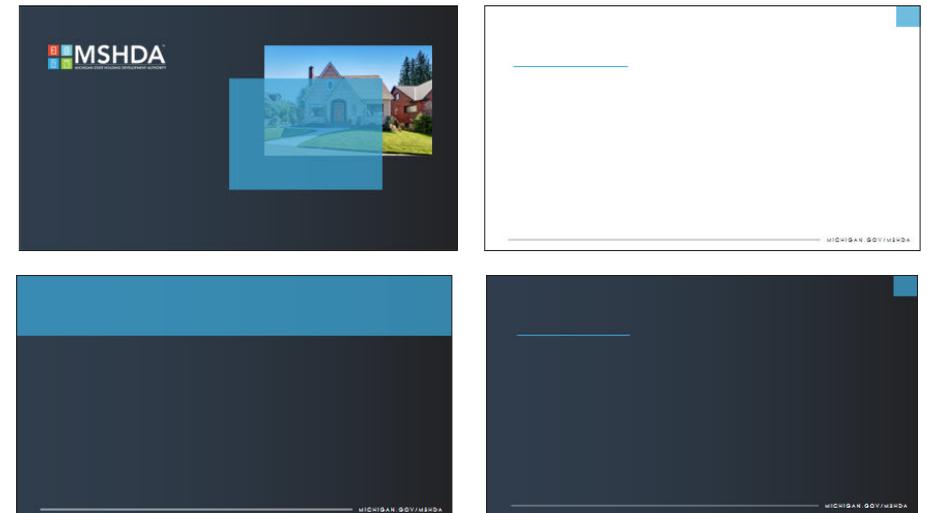
## Primary Typeface for PowerPoint: Century Gothic (sans serif)

Although Futura is the typeface of our brand identity. It is strongly recommended, that Century Gothic be used in headlines and text in all PowerPoints. Century Gothic is a standard font available on most computers.

If Century Gothic is not available, use Arial for headlines and text.

## Secondary Typeface for PowerPoint: Georgia (serif)

When a serif font is desired for text to maximize readability, substitute Georgia for Century Gothic.



09.

# Content Language

# Overall

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Language on all MSHDA platforms should align with the MSHDA brand positioning and reflect the brand essence. When writing for MSHDA marketing communications and advertising, aim for clarity and impact.

## Tone

When writing copy and headlines, use a tone that brings to life the MSHDA brand personality.

## Telling MSHDA Stories

MSHDA customer stories are a strong asset to the MSHDA identity and can be used to articulate how we deliver on the promise of our positioning. Consider them when writing or creating any marketing communications and advertising.

## Personality

The MSHDA brand can be defined in characteristics. These attributes are essential to the MSHDA identity and should strongly be considered when communicating the tone and voice of MSHDA to its audience.

### MSHDA Characteristics

#### Caring/Selfless

Focused on putting others first and helping them find their way home.

#### Dedicated

Committed to Michigan residents, and Michigan Veterans to find the right solution for various situations.

#### Knowledgeable

Experts of the entire housing market from renters and the voucher program, to financing, real estate and more.

#### Helpful/Hopeful

Always willing to assist in a friendly and positive manner. Always positioning content with an optimistic outlook.

# 10. Sub-Brand Logo Guidelines

# Sub-Brand Logos

The sub-brand logo is a combination of an abbreviated MSHDA logo and the name and or acronym of a MSHDA marketed program. It is intended for use on internal and external marketing and communications when emphasis is needed to highlight a MSHDA program.

Sub-brand logos endorse and organize MSHDA's many programs under a single parent brand. They provide clear emphasis on each individual program with a shared connection and credibility to the MSHDA brand. Our sub-brands make up a comprehensive system to help communicate our large and complex program offerings to stakeholders and customers. Stakeholders and customers will have a consistent experience and establish a sense of brand loyalty while creating great awareness for the MSHDA brand.

The following is a sampling of the current structure of sub-logos within the MSHDA overall brand architecture.

SPELLED OUT HORIZONTAL



HORIZONTAL ACRONYM



SPELLED OUT VERTICAL



VERTICAL ACRONYM



ACRONYM



# Sub-Brand Logo Minimum Size & Space

Clear space is defined as the space that no other element explicit or implicit shall cross in relation to the MSHDA sub-brand logo. Type, image, and/or document edge should not be placed closer than the x-height surrounding the MSHDA sub-brand logo. The clear space requirements must be observed.

To protect legibility and impact, the spelled out vertical sub-brand logo lockup must be reproduced no smaller than 0.9" tall or 0.7" tall for the vertical acronym. For horizontal acronym and acronym sub-brand logos, minimum size is 0.5" tall.



### Spelled Out Horizontal Minimum Size



### Vertical Acronym Minimum Size



### Horizontal Acronym Minimum Size



### Acronym Minimum Size



### Spelled Out Vertical Minimum Size



# Sub-Brand Logo Don'ts

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The MSHDA sub-brand logo is a valuable asset that must be used consistently and with proper formatting. When using the sub-logo, the dimensional proportions of height and width should always remain the same. **Never distort the height or width of the logo. Do not alter the logo in any way.**

*Examples of altering the logo include:*

- a) Distort/Stretch
- b) Avoid rotating the logo.
- c) Add old slogan or text
- d) Cut off logo
- e) Change colors
- f) Change fonts
- g) Do not add any kind of special effects
- h) Insufficient Contrast





# Variations & When To Use

There are multiple variations within the sub-brand logo system to maximize its use throughout various applications. The following is a sampling of the current sub-brand logos within the MSHDA overall brand architecture. Available in both vertical and horizontal orientations.

While both vertical and horizontal orientations are available, we recommend using the horizontal orientation whenever possible.

## Spelled Out Horizontal

The spelled out horizontal should be used when the full program name is not stated within the document.

## Horizontal Acronym

The horizontal acronym should be used when the full program name is already stated within the document.

## Spelled Out Vertical

The spelled out vertical should be used when the full program name is not stated within the document.

## Vertical Acronym

The vertical acronym should be used when the full program name is already stated within the document.

## Acronym

The acronym should be used when the full program name is already stated in the document and the main MSHDA logo is present within the document.

### SPELLED OUT HORIZONTAL



### HORIZONTAL ACRONYM



### SPELLED OUT VERTICAL



### VERTICAL ACRONYM



### ACRONYM



# Placement

Sub-brand logos are an important part in creating brand awareness and the placement consistency is an important part of that.

## Spelled Out Horizontal

The spelled out horizontal should be placed in the **top left** corner and take into account the clear space that was established in the Sub-Brand Logo Minimum Size & Space section.

## Horizontal Acronym

The horizontal acronym should be placed in the **bottom right** corner and take into account the clear space that was established in the Sub-Brand Logo Minimum Size & Space section.

## Spelled Out Vertical

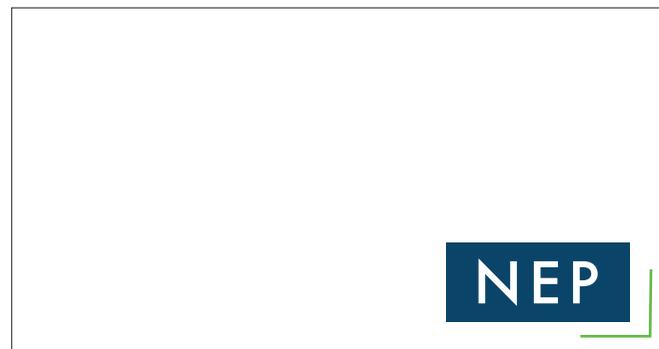
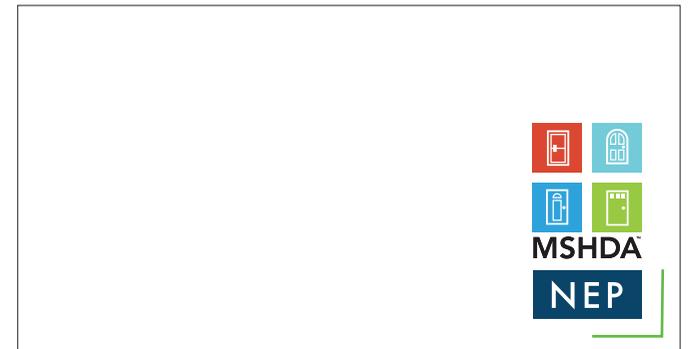
The spelled out vertical should be placed in the **top left** corner and take into account the clear space that was established in the Sub-Brand Logo Minimum Size & Space section.

## Vertical Acronym

The vertical acronym should be placed in the **bottom right** corner and take into account the clear space that was established in the Sub-Brand Logo Minimum Size & Space section.

## Acronym

The acronym should be placed in the **bottom right** corner and take into account the clear space that was established in the Sub-Brand Logo Minimum Size & Space section.



11.

# Email Signature Guidelines

# Email Signature

An email signature, or signature block, should efficiently convey all necessary contact information to each person you email. Please use a sans-serif font in the color black for optimal accessibility. Use **12pt Calibri** for all headers and body copy in the signature. Calibri is a standard font available on most computers. If Calibri is not available, use Arial or Helvetica.

The MSHDA horizontal full color logo may be used below your signature if desired. If the logo is used, the alt text "Michigan State Housing Development Authority Logo" must be included for accessibility. No other logo variation, including sub-logos, may be used. If an additional logo is desired, please contact Communications for further guidance.

If you would like to add a Microsoft Teams chat option, please use the following to link and add in your email.

<https://teams.microsoft.com/l/chat/0/0?users=youremail@michigan.gov>

## Please Refrain From

- Please do not add any other graphics or logos besides the MSHDA logo in your email signature. Graphic elements greatly increase the probability of accessibility issues and your message being considered spam.
- Using multiple fonts and colors, including cursive or script fonts for your name.
- For accessibility purposes please refrain from using periods instead of dashes/hyphens in phone numbers.
- Adding philosophical statements or quotations.

## Questions?

Contact [Fordm12@michigan.gov](mailto:Fordm12@michigan.gov) for help.

## Example

\* Pronouns are optional but encouraged.

**Firstname Lastname** (pronouns)  
Job title | Division or Team

**Michigan State Housing Development Authority (MSHDA)**

**Address:** MSHDA's Lansing or Detroit office

**Office:** ###-###-####

**Cell:** ###-###-####

**Chat:** [Microsoft Teams](#)

**Web:** [Michigan.gov/MSHDA](https://michigan.gov/MSHDA)

\* Cell phone number, website, and chat are optional and up to personal preference.

## Real Example

**Molly Ford** (she/her/hers)

Graphic Designer | Communications

**Michigan State Housing Development Authority (MSHDA)**

**Address:** 735 E. Michigan Avenue, Lansing, MI 48912

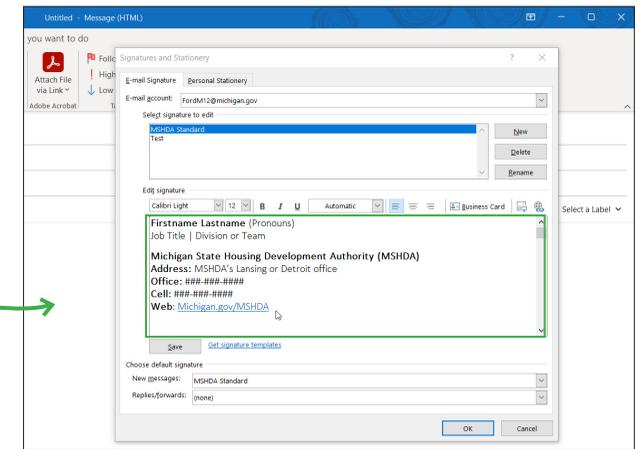
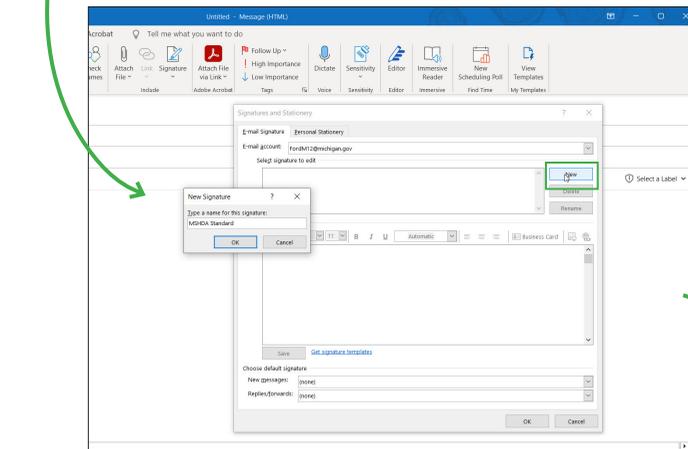
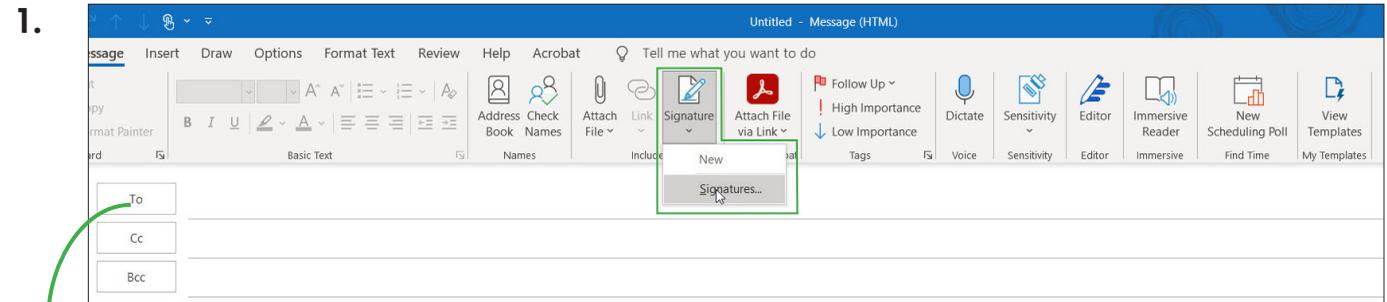
**Office:** 517-241-9001

**Web:** [Michigan.gov/MSHDA](https://michigan.gov/MSHDA)



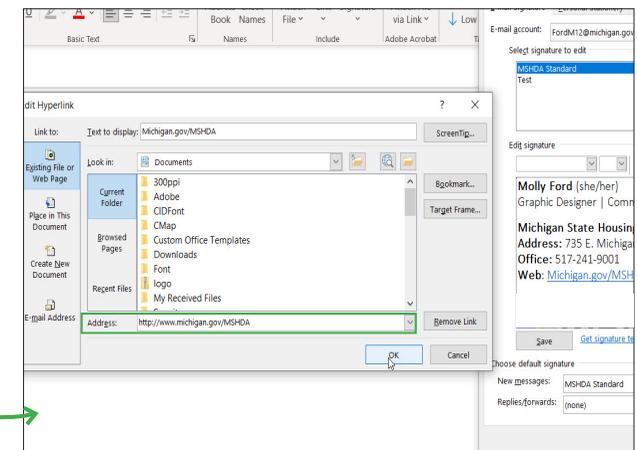
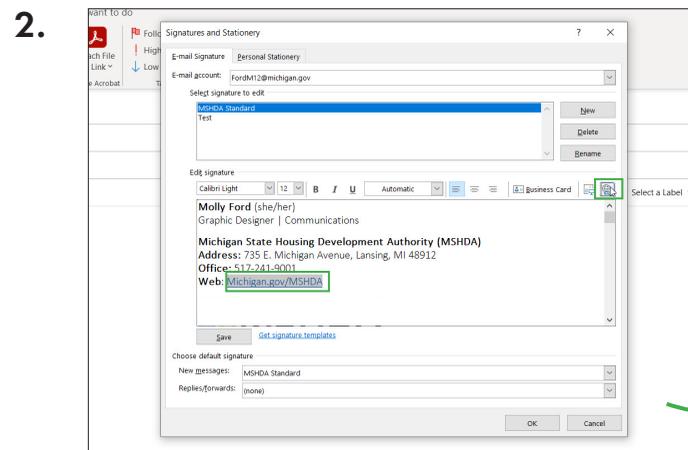
## 1. How To Create A New MSHDA Email Signature

- Draft a new email. In the menu bar select “Signature” and click on “Signatures...” in the drop down.
- In the “Email Signature” menu select “New” and name the signature “MSHDA Standard” and click “OK”.
- Next copy and paste in the MSHDA Standard Email Signature template text provided and replace with your own information.



## 2. How To Link The MSHDA Website In Your Signature

- When in the signature menu, select the “insert hyperlink” icon on the right of the edit signature bar.
- In the “Edit Hyperlink” window make sure the address listed is <http://www.michigan.gov/MSHDA> and click “OK”.



### 3. How To Add The MSHDA Logo

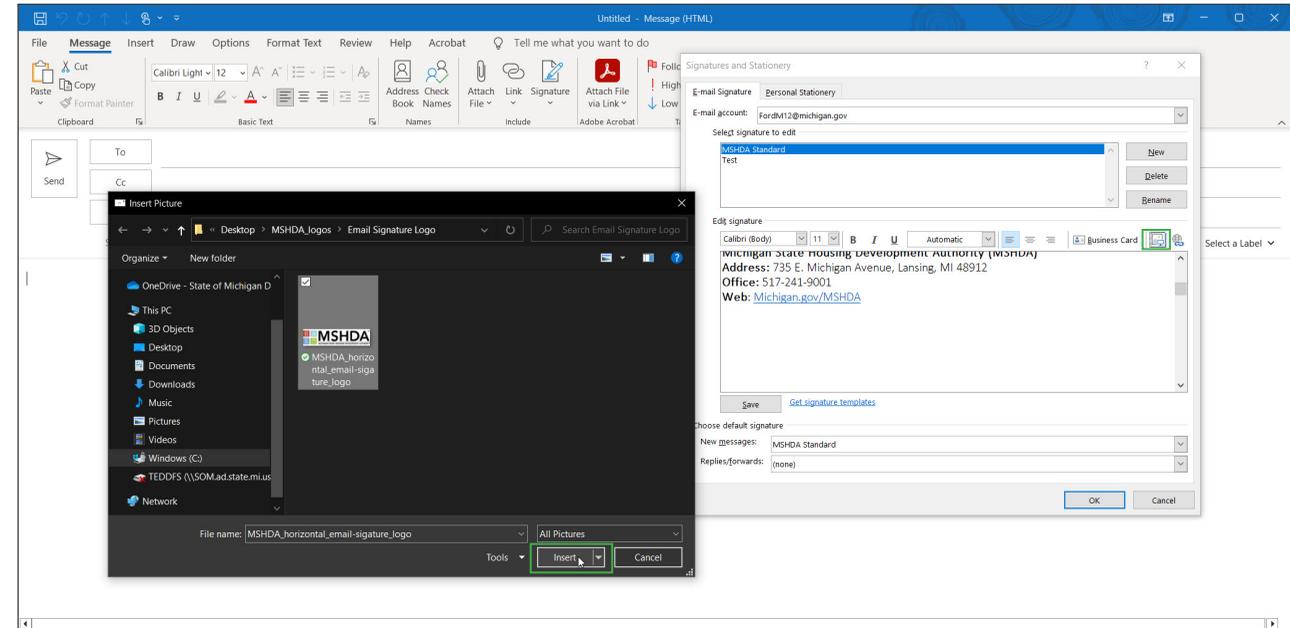
When in the signature menu, select the “insert picture” icon on the right of the edit signature bar. In the insert picture menu locate where you saved the “MSHDA\_horizontal\_email-signature\_logo” on your computer, select it, and click insert.

#### \* 4 & 5. Alt Text Must Be Added

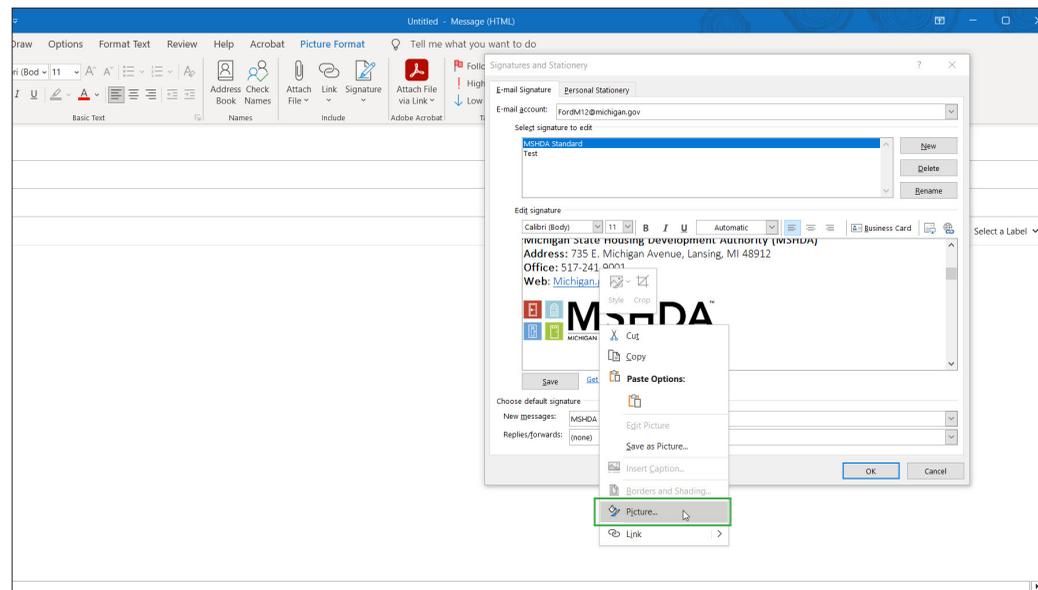
If you choose to add the MSHDA logo to your signature, you are required to add the alt text to the image for accessibility. Alt text: Michigan State Housing Development Authority Logo.

After you have inserted the logo into your signature, right-click on the logo and select “Picture” from the options. In the “Format Picture” box click on “Alt Text” and type **Michigan State Housing Development Authority Logo** into the “Alternative Text” box. When complete click “OK”.

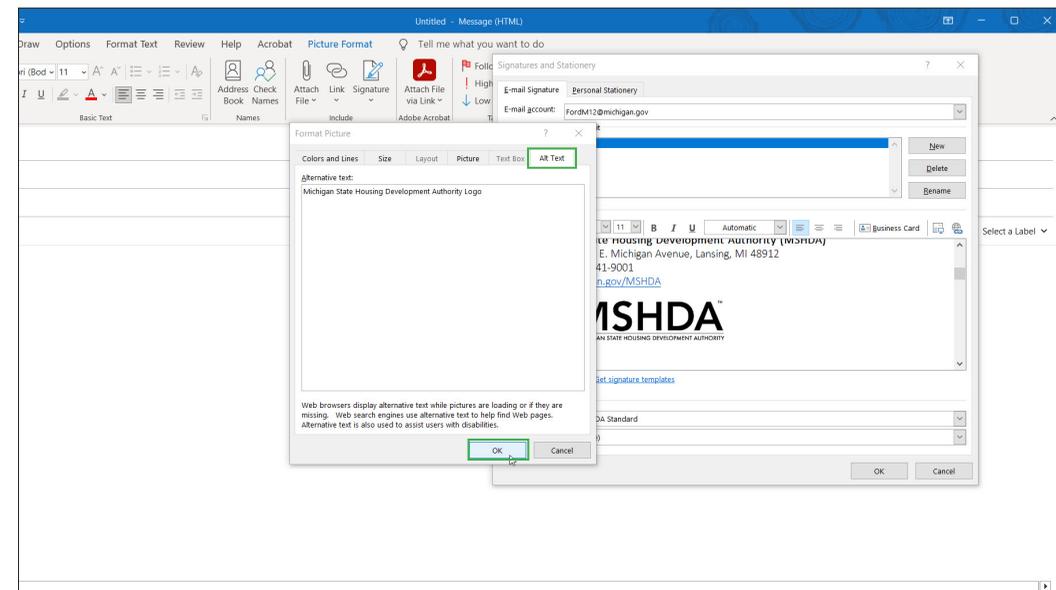
3.



4.



5.



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IF YOU HAVE ANY QUESTIONS OR NEED CLARIFICATION, PLEASE CONTACT US AT  
**COMMUNICATIONS-MSHDA@MICHIGAN.GOV**