Interfaith Community Housing of Delaware, Inc.

INTERFAITH COMMUNITY HOUSING OF DELAWARE, INC.

BRAND TOOLKIT

DEFINING THE BRAND

Who We Are

Since 1968, Interfaith Community Housing of Delaware, Inc. (ICHDE) has served the Delaware community through empowering low to moderate-income families. ICHDE is an agency that through the facilitation of empowerment and support, clients and residents can emerge as the solution and be the cause of positive community change.

Interfaith Community Housing of Delaware, Inc.'s mission is to act as a catalyst to revitalize and strengthen neighborhoods by providing sustainable housing and home ownership services that support low- and moderate-income household, empower residents for leadership, and promote individual and community asset building.

Interfaith Community Housing of Delaware, Inc.'s vision is to transform neighborhoods that lack vitality into healthy neighborhoods.

DEFINING THE BRAND

Our Values

Interfaith Community Housing of Delaware, Inc. believes that homeownership in a "neighborhood of choice" is the first step to building assets and escaping the cycle of dependence. We believe that safe, quality housing and homeownership can become tools for family and community empowerment. As an organization, we are dedicated to:

HELP

Aid in the empowerment of others, fostering change

TRANSFORM

Reconstruct challenged neighborhoods in positive and healthy communities

PROVIDE

Affording people with the opportunity for quality housing

PROMOTE

Encourage individual and community asset building

STRENGTHEN

Empowering families and communities

DEFINING THE BRAND

Voice and Tone

We are most importantly humans, speaking to humans. By being deliberate and thoughtful with the way we use language, we encourage people to feel a personal connection with ICHDE and trust that we have their "best interest at heart". Our tone will circumstantially vary depending on the audience, context and the information that is being shared.

In writing, we value being clear and concise. Being intentional and compassionate with the words we use is an easy way to maintain professionalism. Even when responding to negative comments on social media we must maintain a sense of professionalism even when the corresponding party is not. We never want our words or comments to be misconstrued as being filled with personal emotion but rather as informative as possible to rectify the issue. It should go without saying that we never use exclusionary terms, cultural appropriation, ableist, misgendering language, colloquial terms, or anything that could be interpreted as a slur. The best rule of thumb to follow is that if you are unsure about whether what you are saying could be misinterpreted in any way, use alternative words or seek counsel from your supervisor.

DESIGN ELEMENTS

Our Logo

The primary logo of Interfaith Community Housing of Delaware, Inc. is comprised of three outlined houses, stacked on a diagonal and a logotype that says, "Interfaith Community Housing of Delaware, Inc.". The combination of the elements creates the Primary Logo.

There are multiple color variations of the ICHDE logo. The color variations should remain within the official color pallet and should not be recreated outside of that scope.

The full color primary logo should be the preferred choice. When the full color primary logo is not able to be prominently seen due to design choices, a solid color logo should be used.

Full-Color Primary Logo

DESIGN ELEMENTS

Our Logo - Color Variations

Full Color Primary Logo

Blue Primary Logo

White Primary Logo

*Black background for visibility purposes

Maroon Primary Logo

DESIGN ELEMENTS

Logo Varaiations

There are several logo variations for Interfaith Community Housing of Delaware, Inc. ICHDE can be identified by the full primary logo or by the logo elements. The logo variations should appear within the official color pallet and should only be altered to enhance visibility.

Logo with Tagline

Social Media Profile Logo

Logo Element

DESIGN ELEMENTS

Logo Misuse

Do not crop the logo

Do not flip the logo

Do not change the transparency of the logo

Do not rotate any part of the logo

Do not distort the logo

Do not attempt to recreate the logo

DESIGN ELEMENTS

Our Colors

Use these colors in any layout or any collateral design. Please note that when converting HEX to CYMK, colors will vary.

HEX: #84264A

CYMK: 0%, 71%, 44%, 48%

RGB: 132, 38, 74

HEX: #003F6F

CYMK: 100%, 43%, 0%, 56%

RGB: 0, 63, 111

HEX: #FFFFFF

CYMK: 0%, 0%, 0%, 0%

RGB: 255, 255, 255

Primary Color Pallet