



IndianaHousingNow.org



# IERA BRAND GUIDELINES

Indiana Emergency Rental Assistance

# OUR BRAND

The Indiana Emergency Rental Assistance (IERA) program is administered by the Indiana Housing and Community Development Authority (IHCDA) in conjunction with IndianaHousingNow.org. The IERA program is designed to decrease evictions, increase housing stability and prevent homelessness by helping renter households with rent and utility assistance.

IHCDA believes that growing Indiana's economy starts at home and that all Hoosiers should have the opportunity to live in safe, affordable, good-quality housing in economically stable communities. That's the heart of IHCDA's IERA program. We help communities prosper by investing in people, so they can reinvest themselves back into their community. Our mission is to provide needed assistance, promote self-sufficiency, and strengthen communities.

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 the IERA program. All print and electronic communications that include the IndianaHousingNow.org 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](mailto:communications@ihcda.in.gov).

# LOGO



# INCORRECT USE OF THE LOGO

Do not stretch the logo.



**IndianaHousingNow.org**

Do not add effects behind the logo.



**IndianaHousingNow.org**

Do not rotate or flip the logo.



**IndianaHousingNow.org**

# COLORS



## **PANTONE 2767 C**

COLOR VALUES:

**RGB** 18 40 76

**HEX/HTML** 12284C

**CMYK** 100 87 42 41



## **PANTONE 7563 CP**

COLOR VALUES:

**RGB** 215 154 43

**HEX/HTML** d79a2b

**CMYK** 16 41 99 1

# FONTS

**Benton Sans Comp Black**

Open Sans Regular

Helvetica Neue Regular

# APPROVED IMAGES

The following photos have been purchased for download to be used throughout IERA communications. To access these images, please contact Kristy Ketterman at [kketterman@goodaimcommunications.com](mailto:kketterman@goodaimcommunications.com).



# APPROVED IMAGES



# USE OF THE MAGNIFYING GLASS

The magnifying glass can be used as a frame for photos. Images should be placed inside the magnifying glass with the border of it like a stroke around the photo.



IndianaHousingNow.org



## BEHIND ON RENT?

Get up to 15 months of rent  
and utility assistance

Indiana Emergency Rental Assistance Program