

HOUSING FORWARD

BRAND TOOLKIT

Everything you need
to share our story

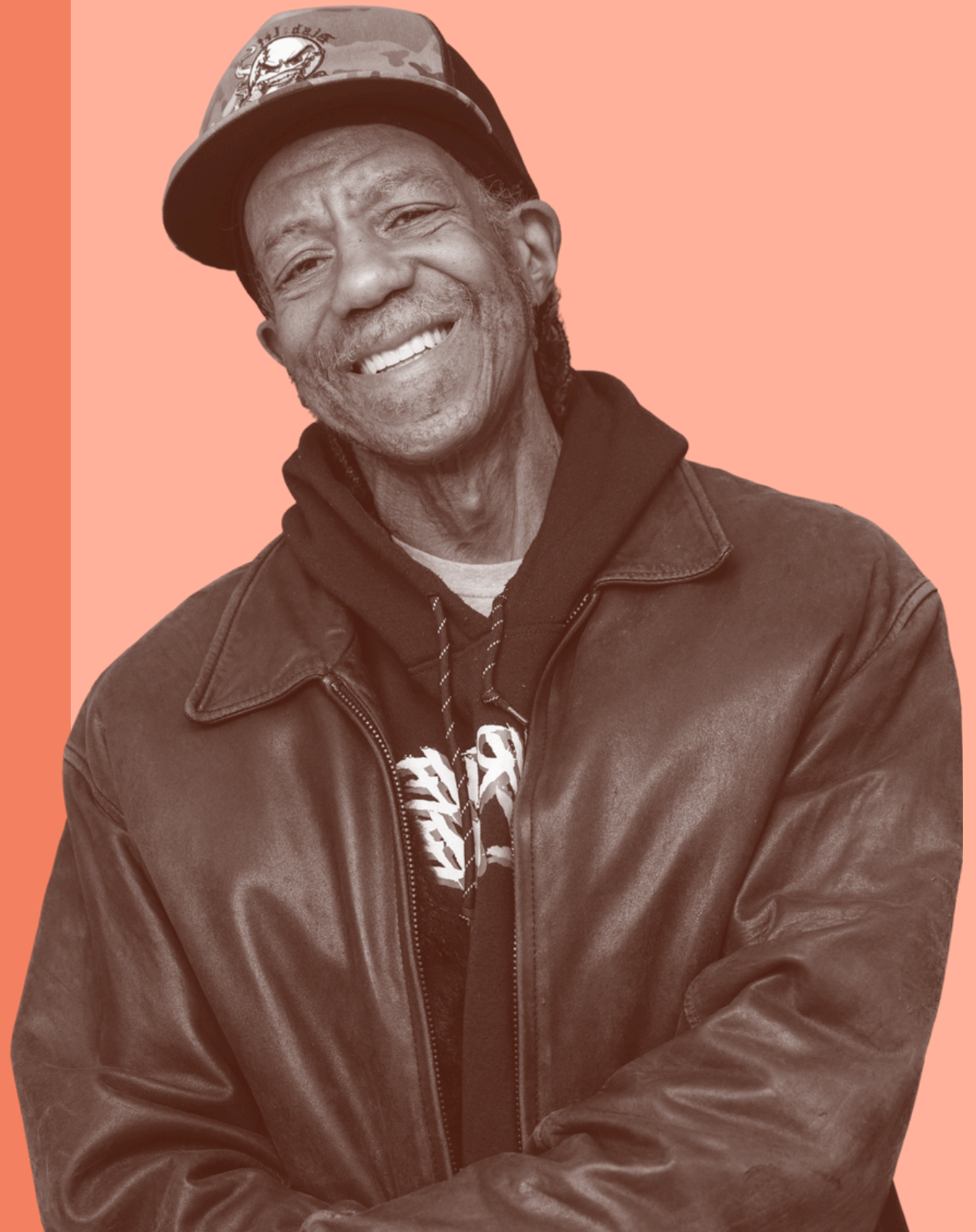
Created 09/2025



HOUSING FORWARD

INTRODUCTION

To be effective as an organization, we aim to present ourselves with a clear, consistent voice and visual identity rooted in our values. Our brand promise explains who we are, what we stand for, and why it matters. Grounded in this promise, our hope is that the Housing Forward brand creates a cohesive and authentic identity that connects with the people we serve and our larger community.





OUR VISION IS TO END HOMELESSNESS

Our mission is to transition people from housing crisis to housing stability

Compassion

We engage people with dignity and respect to help them overcome trauma and inequity.



Impact

We use data and evidence to inform our strategy and achieve significant social outcomes.

Community

We collaborate with all our stakeholders with purpose, care, and integrity.

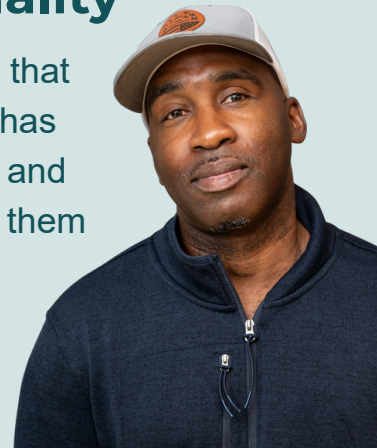


Teamwork

We embrace our diversity, life experiences, and skills to end homelessness.

Individuality

We recognize that every person has unique needs and strive to meet them holistically.



Equity

We advance equity and promote inclusion and access in our programs, policies, and advocacy.

HOUSING FORWARD

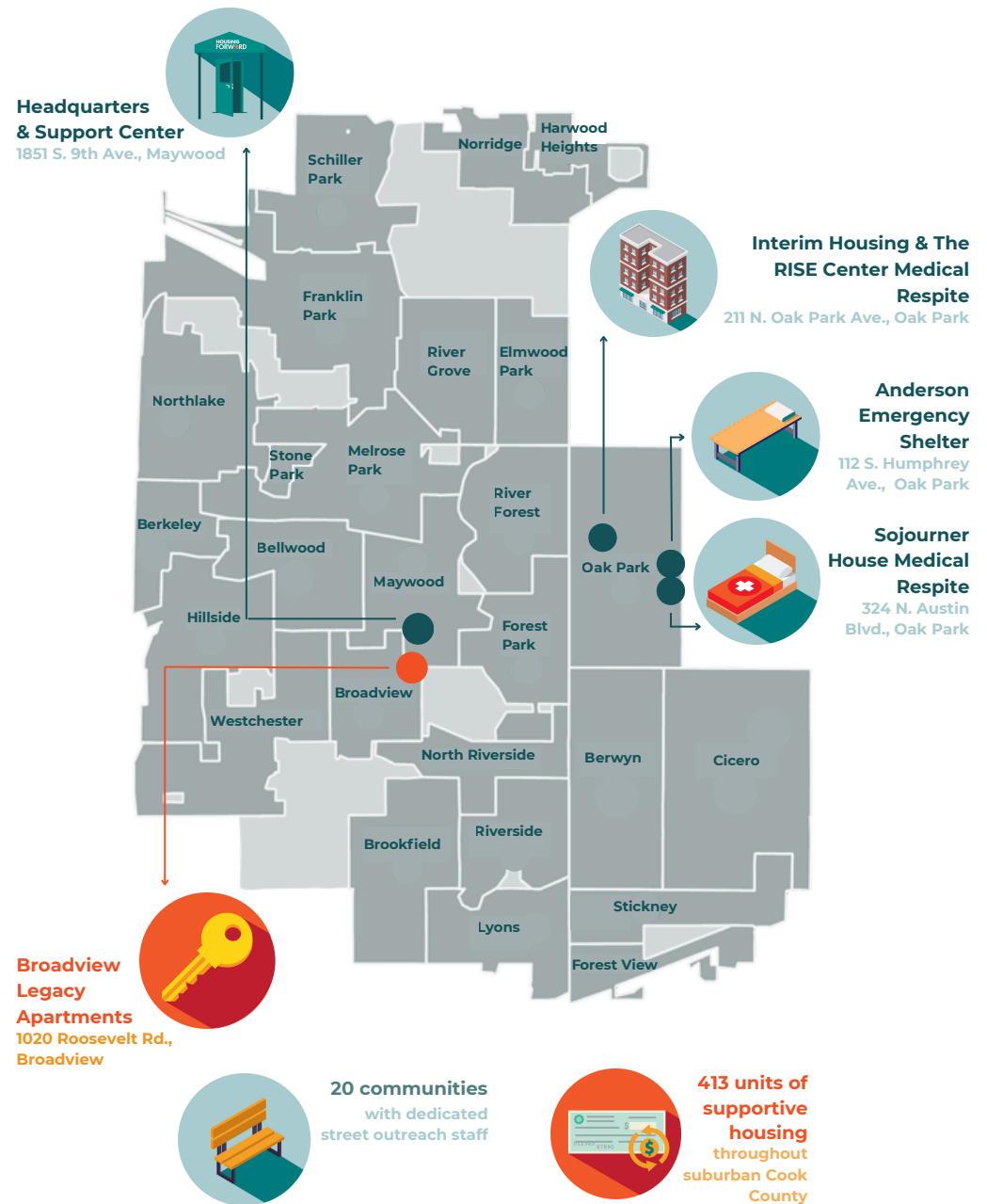
At Housing Forward, we believe housing is a basic human right. Since our founding, we have served more than 20,000 individuals experiencing homelessness or at risk of homelessness. Ending homelessness means addressing it at all levels, from the possibility of a housing crisis to its permanent resolution. Our programs are tailored to meet the immediate needs of each person we assist.

Stable housing has always been the goal.

But the paths people take to get there continue to evolve.

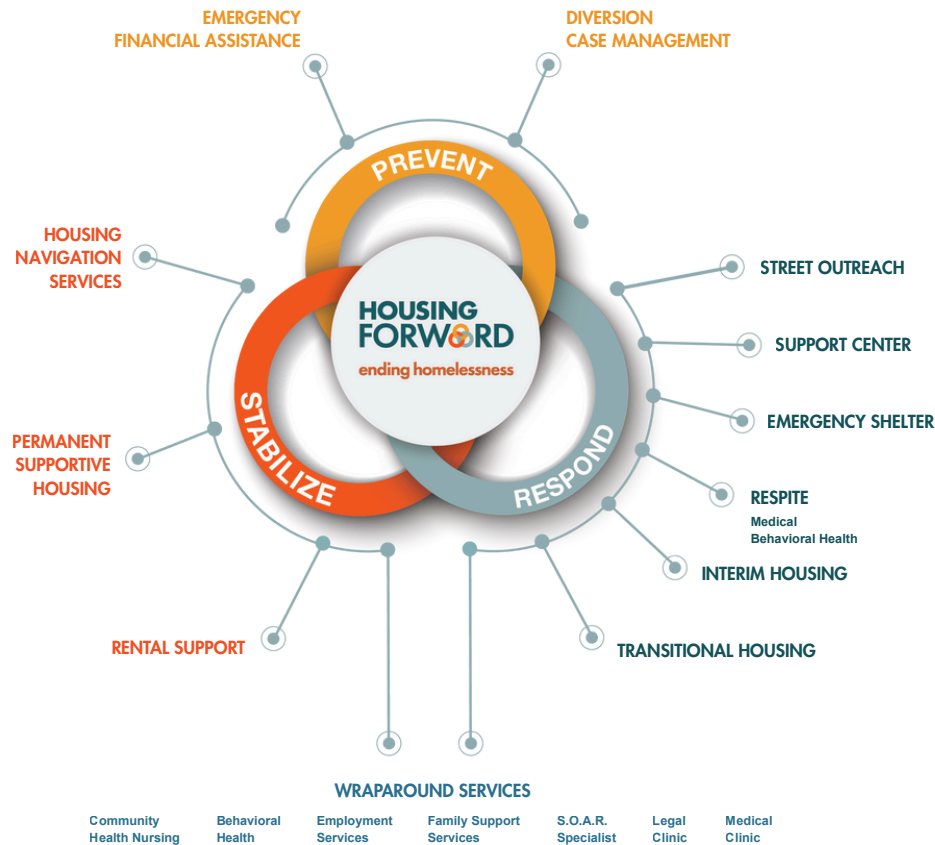
In our early years as PADS, our programs focused on responding to the immediate symptoms of homelessness. Today, our work is about helping people move to lasting housing stability.

As our programs have evolved, so have the images and words we use to describe them. That is why in August 2025, we introduced a new look, designed to make it easier for anyone who needs us to find the right resources and understand what we offer. Whether you are a client seeking services, an organization looking to partner, or a donor ready to make a difference, we want it to be simple to connect with Housing Forward.



OUR APPROACH

We **PREVENT** homelessness whenever possible, **RESPOND** to housing crises when they do occur, and **STABILIZE** people with supportive services and housing.



PREVENT

The most humane, cost-effective solution to homelessness is stopping it before it happens. We do this through diversion case management and financial assistance.



RESPOND

We identify and connect people experiencing homelessness with basic needs like shelter, safety and food. Then we link them to services to begin resolving their crisis immediately.



STABILIZE

Safe, stable housing is the foundation on which people become self-sufficient and rebuild their confidence so they can live, and thrive, in their community.



LOGOS & TAGLINES

Logo Size and Usage Guidelines

The logo can be scaled down to a minimum size of 0.25". Always maintain the logo's aspect ratio when scaling up or down.

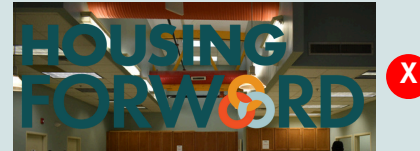
HOUSING
FORWARD] 0.25"

Please leave adequate white space around the logo (minimum 2.5mm).



Please DO NOT:

Create new logos or color combinations, alter logo fonts, distort the logo, add elements or alternative taglines, crop the logo or adding any visual effects, or use the logo in connection with content that contradicts our mission or values.



Choose an appropriate version of the logo based on background color or image. Avoid creating illegibility when possible.

HOUSING FORWARD

HOUSING FORWARD

HOUSING
FORWARD
ending homelessness








HOUSING
FORWARD
PREVENT • RESPOND • STABILIZE

Housing Forward has two alternative taglines which can be used when space allows. The "ending homelessness" tagline should be used in a more general context when people are not familiar with the organization or our organization. The "Prevent, Respond, Stabilize" tagline can be used as a visual cue when programmatic context is given via other visuals.



PRIMARY COLORS & ALTERNATIVES

Color is an important part of our visual identity. Our palette reflects our personality and helps create a consistent look across everything we share. When used thoughtfully, color brings energy, clarity, and recognition to our communications.

	Hex	CMYK	RGB
	#125258	79.55, 6.82, 0, 65.49	18 ,82 , 88
	#a8cbcf	18.84, 1.93, 0, 18.82	168 ,203 , 207
	#d4e3e4	7.02, 0.44, 0, 10.59	212 ,227 , 228
	#ef9422	0, 38.08, 85.77, 6.27	239 ,148 , 34
	#cd9441	0, 27.8, 68.29, 19.61	205 ,148 , 65
	#f6d995	0, 11.79, 39.43, 3.53	246 ,217 , 149
	#f05023	0, 66.67, 85.42, 5.88	240 ,80 , 35
	#cd6234	0, 52.2, 74.63, 19.61	205 ,98 , 52
	#f38161	0, 46.91, 60.08, 4.71	243 ,129 , 97
	#ffb19b	0, 30.59, 39.22, 0	255 ,177 , 155



FONT / TYPOGRAPHY

Typography sets the tone for how people see and digest our message, even at first glance. By using our brand fonts consistently, we keep our communications approachable, organized, and easy to read.

FUTURA (EXTRA BOLD)

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

For use on header text

MONTSERRAT (REGULAR)

The quick brown fox jumps over
the lazy dog

For use on subhead text

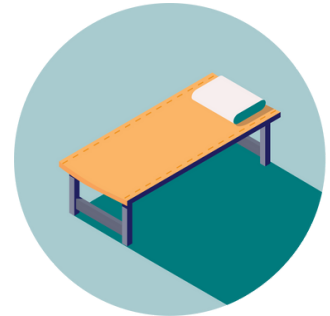
BODY (REGULAR)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

For use on body text

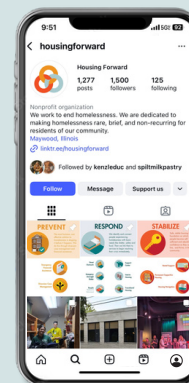
ICONOGRAPHY

Icons are another tool in our visual system. Our custom icons represent each of our programs, helping people quickly recognize and understand the services we provide. When used consistently, they add clarity, create visual interest, and strengthen the connection between our brand and our work.





A strong brand identity combines visuals and words to express who we are as an organization. These elements help us share our mission with clarity, consistency, and impact.





CONTACT INFORMATION

All artwork and imagery used in these guidelines are for visual reference only and should not be extracted from this file. For questions regarding these guidelines, please contact:

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