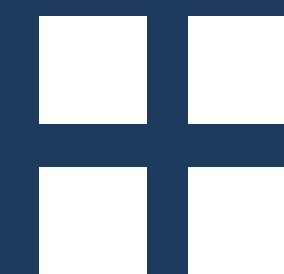




BRANDING GUIDELINES



ORGANIZATION

HOMES4FAMILIES

LOCATION

WOODLAND HILLS

SERVING SINCE

2008

PREPARED BY

NICHOLAS MOKHTARIAN

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01 - THE ORGANIZATION

A PLACE TO MOVE **FORWARD**

Homes 4 Families is a nonprofit organization that supports veterans and military families through affordable homeownership, education, and long-term community resources. Its work goes beyond providing a house. Families also receive guidance, financial education, personal support, and access to tools that can help them build greater stability over time.

By combining housing with services designed around the needs of veteran families, Homes 4 Families helps create a clearer path toward independence and lasting homeownership. The organization's broader goal is to strengthen not only individual households, but also the communities they become part of.

FOUNDED
2008

HEADQUARTERS
WOODLAND HILLS, CA

SERVING
VETERANS & MILITARY FAMILIES



THE LOGO

The Homes 4 Families logo brings together the ideas of home, stability, and connection. The house-shaped logomark reflects the organization’s focus on housing, while the Tile Red roof suggests protection and shelter. Foundation Navy adds a sense of trust and long-term support.

The highlighted 4 connects “Homes” and “Families,” emphasizing the organization’s role in bringing the two together. The roof can also be separated from the logo and used as a flexible graphic device across photography, layouts, icons, and environmental applications.

HOME

The house form represents stable housing, security, and belonging.

CONNECTION

The highlighted 4 visually brings Homes and Families together.

SUPPORT

The roof suggests protection, guidance, and long-term stability.

PRIMARY LOGO



HOMES4FAMILIES

WORDMARK

HOMES4FAMILIES

LOGOMARK



GRAPHIC DEVICE



LOGO VARIATIONS

Compact Lockup

The compact lockup is designed for narrow or square spaces where the primary logo is too wide. Its stacked wordmark keeps the identity clear and balanced while using less horizontal space.

Use it for social graphics, signage, apparel, and other compact applications.



Color Variations



Full Color

Primary version. Use on white or light neutral backgrounds whenever possible.



Reversed on Navy

Use on Foundation Navy backgrounds for strong contrast and brand recognition.



White One-Color

Use on Tile Red, dark photography, or applications requiring a single light color.



Navy One-Color

Use on white or light backgrounds when full-color reproduction is unavailable.

LOGO USAGE

Logo Clear Space

Maintain clear space around the primary logo equal to the full height of the house logomark. Keep all text, imagery, and other graphic elements outside this area. The clear-space requirement scales proportionally with the logo.



Incorrect Usage



NEVER

Stretch, condense, or distort the lockup.



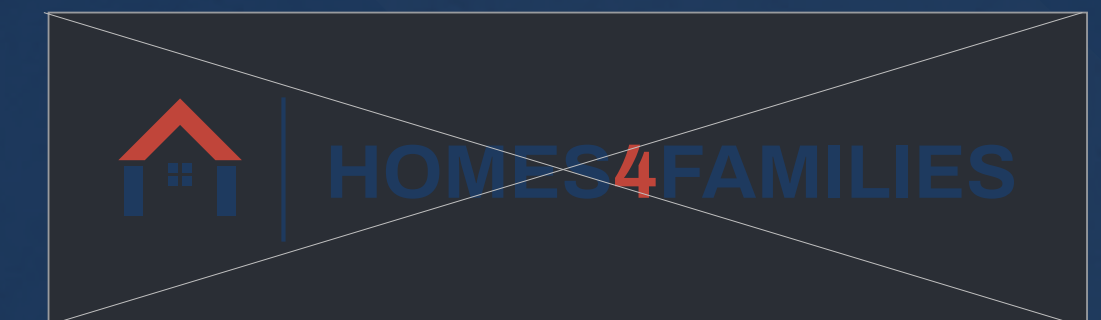
NEVER

Rotate. The baseline is always level.



NEVER

Recolor outside the approved palette.



NEVER

Use the primary on a dark field. Switch to reversed.

TYPOGRAPHY

The Homes 4 Families typography system balances strength, clarity, and approachability. Oswald creates a confident, structured voice for headlines and key messages, while Libre Franklin keeps longer information clean, readable, and welcoming.

OSWALD

PRIMARY DISPLAY TYPEFACE

Use Oswald for headlines, section titles, labels, and calls to action. Its condensed structure creates a strong, confident presence in larger layouts.

BUILD STRONGER FUTURES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Libre Franklin

PRIMARY BODY TYPEFACE

Use Libre Franklin for body copy, captions, and supporting information. Its open letterforms keep longer content clear and easy to read.

Building stability. Creating Opportunity.

Homes 4 Families is dedicated to supporting military veterans and their families by providing the resources, guidance, and community they need to achieve housing stability and long-term success.

ARCHIVO

WORDMARK TYPEFACE

Archivo is reserved exclusively for the Homes 4 Families wordmark and should not be used for general brand typography.

HOMES**4**FAMILIES

COLOR PALETTE

The Homes 4 Families color palette is built to feel grounded, trustworthy, and supportive. Foundation Navy serves as the primary brand color, bringing structure and stability.

Tile Red adds warmth, emphasis, and energy, helping highlight key moments and calls to action.

Charcoal supports readability in body copy and secondary information, while White keeps the system feeling open, clear, and accessible. Together, these colors create a visual identity that feels strong, welcoming, and practical.



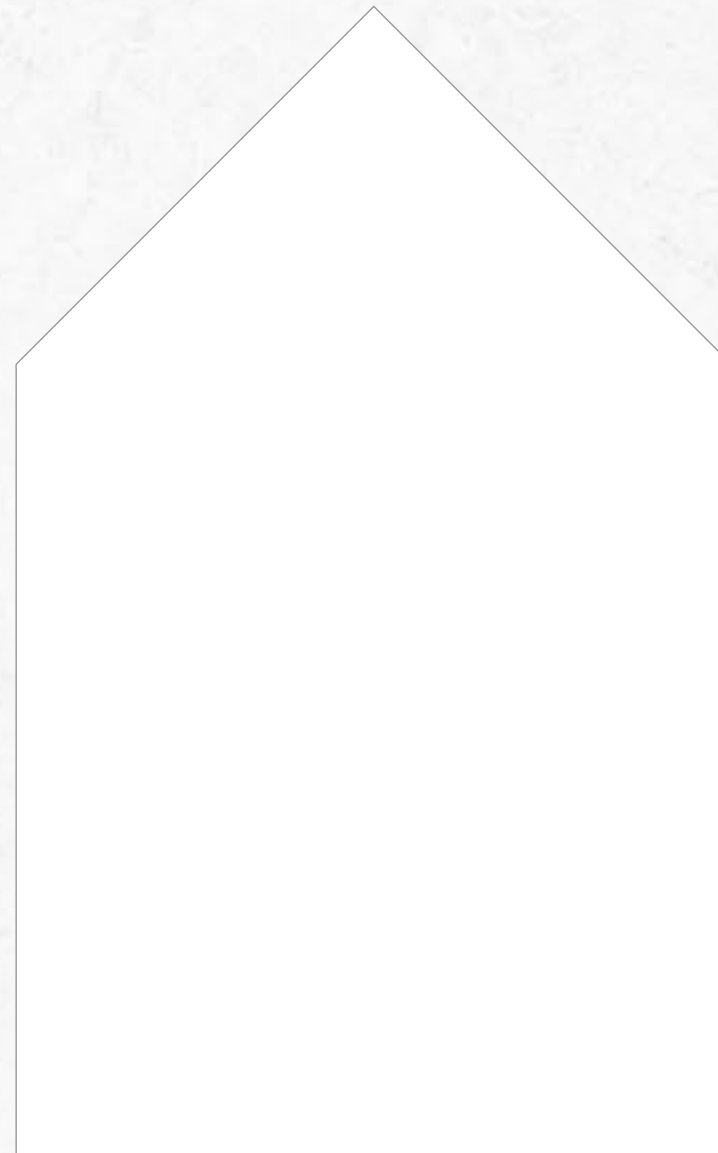
FOUNDATION NAVY
HEX 1E3A5F
RGB 30 / 58 / 95
CMYK 68 / 39 / 0 / 63



TILE RED
HEX B4F53A
RGB 192 / 69 / 58
CMYK 0 / 64 / 70 / 25



CHARCOAL
HEX 2A2E35
RGB 42 / 46 / 53
CMYK 21 / 13 / 0 / 79



WHITE
HEX FFFFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

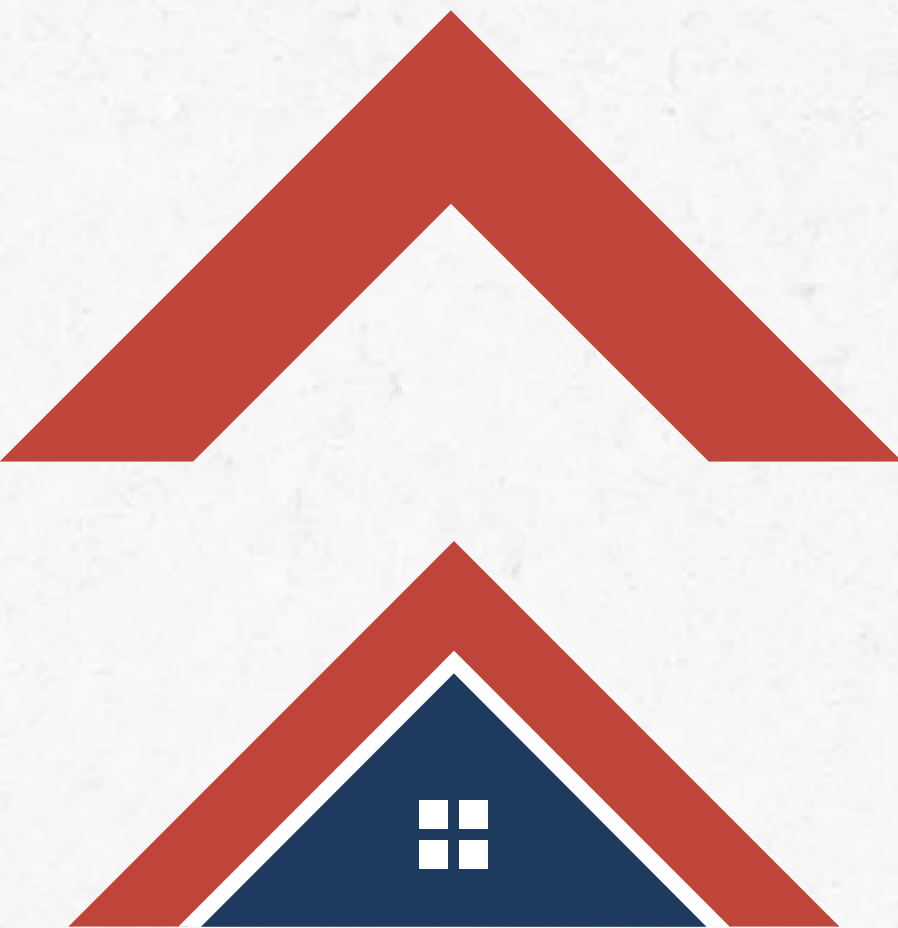
GRAPHIC ELEMENTS

The roof is the central graphic device of the Homes 4 Families identity. Drawn from the logomark, it creates a consistent visual link across the brand while representing shelter, stability, and support for veteran families.

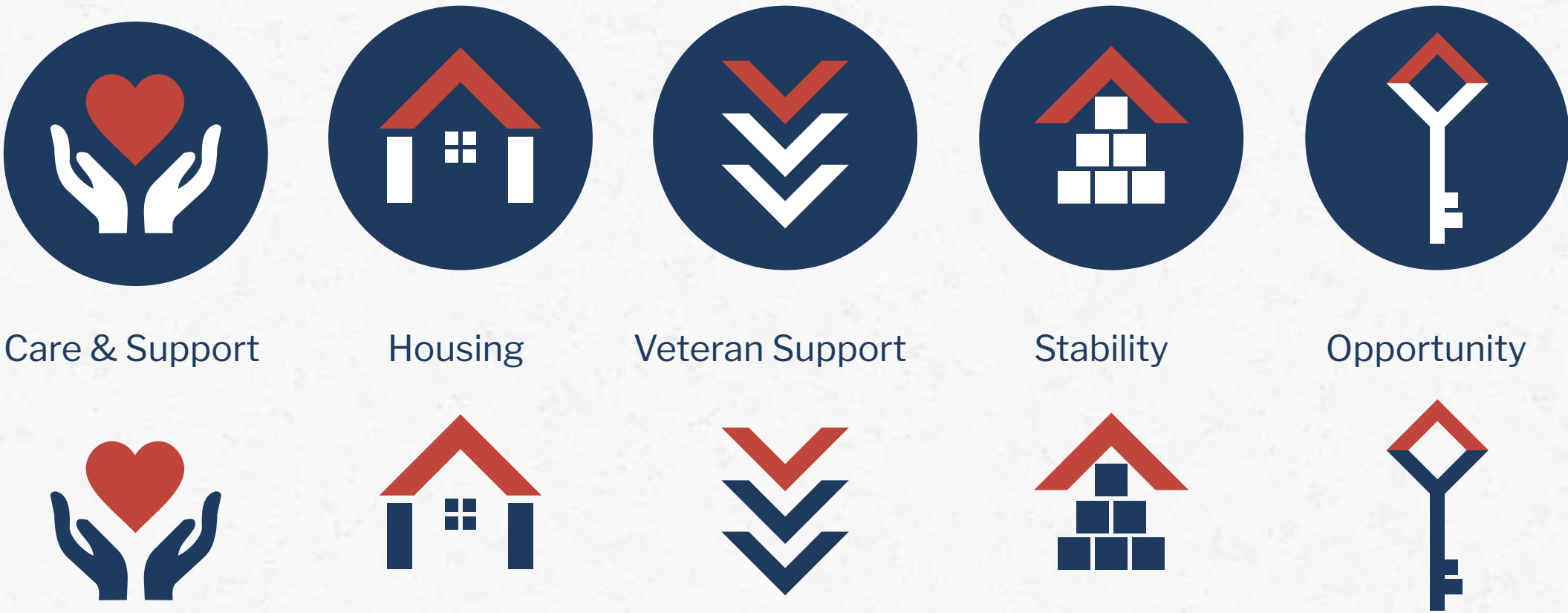
The roof can appear directly as a visible form used to frame photography, divide layouts, guide movement, or highlight information.

It can also appear indirectly through the same angled geometry. In some icons, the roof is visible; in others, it is suggested through negative space or the relationship between elements, such as the hands and heart.

Roof Graphic Device



Icon Family (Navy Background & Standalone)



04 - APPLICATIONS

APPLICATIONS OVERVIEW

The Homes 4 Families identity is designed to work across print, digital, and environmental applications. Each piece uses the same core elements, including bold typography, documentary photography, textured backgrounds, and the roof device, while adapting the layout to fit its specific purpose. Together, the applications create a consistent and recognizable experience across every brand touchpoint.



Hanging Banner



Tri-fold Brochure



Event Check-in/Wayfinding



Large Poster



Social Media



BUILD STRONGER FUTURES

Homes4Families supports veteran families by creating pathways to stable housing, homeownership, essential resources, and stronger communities.



AFFORDABLE HOMES

We increase access to quality, affordable housing for veteran families.



SUPPORT & RESOURCES

We connect families with vital resources and personalized support.

TAKE THE NEXT STEP

Explore housing programs, support resources, and ways to help veteran families.

homes4families.org







CAMPAIGN OVERVIEW

A multi-day veteran resource pop-up at Bob Hope Patriotic Hall would introduce Homes 4 Families’ housing programs, answer questions, and connect veteran families with practical support resources. Social media and printed promotion would build awareness and encourage attendance.

The event brings the new identity into a physical setting through hanging banners, awareness posters, check-in graphics, wayfinding, and a “Your Next Step” takeaway card. The card allows attendees to record resources discussed, recommended actions, and helpful contact information to reference after the event. Consistent use of the roof device, typography, photography, color, and texture creates a recognizable experience from online promotion to the event itself.

