



B R A N D M A N U A L



Rationale

The refreshed SHFC logo is rendered primarily in green, the color of hope. Especially for young families, the hope of progressing and achieving their dreams often begin with the security of owning a home.

Green keeps the dream alive and drives our common desire for a balanced life that is in harmony with Nature.

The "H" is literally the first letter of the word "house" and in the logo it is used as such, with a roof over it, to depict SHFC's direction towards vertical structures.

The negative space between the top of the H and the roof forms an upward arrow, a subliminal design reinforcement of "pag-asenso ng buhay."

It is red, the most vibrant of hues, because the home is a hive of positive energy, love and nurturing. An open door welcomes the family dwellers as well as friends in the community.

The scenario takes place on a green rise, or hill. To own a home is already one step up... and brings a better life within one's reach.

SHFC positions itself not merely as a provider of housing units but as the community's partner and guide towards a brighter future.

This is captured in the themeline, Kaagapay ng Komunidad sa Maginhawang Pamumuhay.



Logo and address details usage

Color usage

CMYK

Red

| | |
|---------|------|
| Pantone | 485C |
| Cyan | 0% |
| Magenta | 99% |
| Yellow | 97% |
| Black | 0% |

Green

| | |
|---------|-------|
| Pantone | 7741C |
| Cyan | 79% |
| Magenta | 25% |
| Yellow | 100% |
| Black | 11% |

Dark Green

| | |
|---------|------|
| Pantone | 349C |
| Cyan | 86% |
| Magenta | 36% |
| Yellow | 100% |
| Black | 33% |



On Background

Always use white background



Ample white space around the logo must be observed. A minimum of 10% of the logo height must be placed around the logo.

Example:



Do not place logo over pictures, graphics or any other background other than white.



Do not stretch or condense height and/or width of the logo.



Font

Social Housing Finance Corporation
Font: Helvetica Neue LT Std Italic, Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

Kaagapay ng Komunidad sa Maginhawang Pamumuhay

Font: Dk Summer Romance

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

Incorrect logo usage

Do not use logo as part of headlines or sentences.



Do not use any other color other than the specified pantone color. Do not apply the logo on low-contrast backgrounds.



Do not enclose the logo in a border.



Do not rotate, invert, spin, angle or pivot the logo.



Do not skew, bevel, fold, stretch, or otherwise alter the shape of the logo.



Do not recreate the logo in a different type.



Standard logo sizes

On paper printed materials such as brochures and invitations, the smallest size of the logo height is 2.5cm.



For outdoor printed materials such as banners, billboards and streamers, the smallest size of the SHFC logo height is 25cm



Stationery letterhead



Calling Card



Social Housing Finance Corporation logo with co brand logo placement

If the logo is placed adjacent to another logo, the space between each logos is 25% of the logo height.



Collaterals

Mug



USB



T-Shirt



Powerbank



Umbrella



Memo pad





Foundation for Communication Initiatives

The Brand Manual and its Guidelines for Use were prepared by the Foundation for Communication Initiatives (FOCI) for the Social Housing Finance Corporation (SHFC).

Tel: +632 894 1343

Address: U-115, Tower Ground
Makati Cinema Square Tower
2241 Chino Roces Ave., Pio del Pilar
1230 Makati, Philippines

www.foci.ph