

A H J B R A N D I N G

CONCEPT

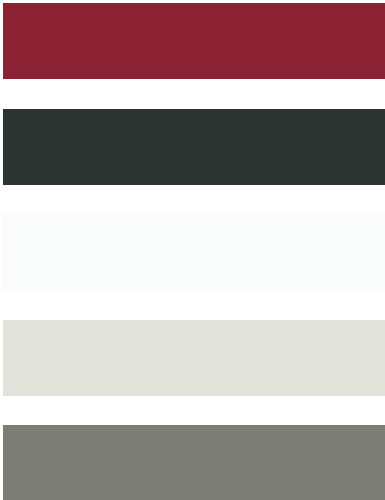
The colors were chosen to represent a sense of authority and trust. Red commands attention and the earth tones ground people to the truth.

The structure can be interpreted as a single-family home or a building viewed at an angled perspective since the Alliance for Housing Justice and its partners, together, bring a unique perspective to housing justice work.

The shape of the building is used to symbolize an indispensible home. This way the symbol of housing isn't homogenous with free-standing, single unit homes.

IMAGES

COLORS



ICON



LOGO



Color on white

Color on black

Black on white

White on black