



MISSISSIPPI HOME CORPORATION

Brand Identity Guide

INTRODUCTION



PLEASE KINDLY READ

OUR DESIGN GUIDELINES

These guidelines reflect Mississippi Home Corporation's commitment and quality. It describes the visual and verbal elements that represent Mississippi Home Corporation's identity which includes our name & logo, colors, typography, graphics, and other design elements.

Please use them responsibly, thank you.

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OUR STORY



The Mississippi Home Corporation was created by the State in 1989 to serve as the State's Housing Finance Agency. In that capacity, MHC administers the Mortgage Revenue Bond program and the Housing Tax Credit program, among numerous other programs. MHC's mission is to enhance Mississippi's long-term economic viability by financing safe, decent, affordable housing and helping working families build wealth.



LOGO

Mississippi Home Corporation's wordmark and brandmark is an important expression of our brand identity because the wordmark is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently.

Please make sure not to place other elements too close to the logo, it needs its "space" to express itself.



CLEARSPACE

With the Mississippi Home Corporation logo, there should always be clear space to ensure that it does not damage the integrity of the logo. The Mississippi Home Corporation logo should not be invaded by any elements including texts, graphics, or photos. This logo should not be altered or changed in any shape or form.

Logo Symbol



Full Logo



LOGO VARIATIONS

Mississippi Home Corporation's logo can be used on any application. The choice of the logo will depend specifically on the background of the application. Please use the guide below to make sure that the logo application is correct.



If the background is white or a light color, use the colored logo option.



If the background is a dark color, use the white logo option.



X Do NOT use a non-transparent logo (JPG) on anything other than a white background.

LOGO BEST PRACTICES

Consistency is key to maintaining brand integrity. Never attempt to recreate Mississippi Home Corporation's logo. The examples below illustrate a wide range of incorrect and inappropriate usages of the Mississippi Home Corporation logo. This list is not intended to be a complete list.



✗ Do NOT resize or change the position of the logomark.



✗ Do NOT use any other font, no matter how close it might look to Copperplate Gothic Bold.



✗ Do NOT skew the logo when resizing. Any resizing must be in proportion.



✗ Do NOT change the colors even if they look similar. Use the official color specifications detailed in these guidelines.



TYPOGRAPHY

Below is the font that is used for the Mississippi Home Corporation logo and the font used for Mississippi Home Corporation website.

Logo Font

COPPERPLATE GOTHIC BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!"\$%='()[]: +?;,

Website Font

PT Sans Pro

ABCDEFGHIJKLM
NOPQRSTUVWXYZ (BOLD)
1234567890
!"\$%='()[]: +?;,

ABCDEFGHIJKLM
NOPQRSTUVWXYZ (REGULAR)
1234567890
!"\$%='()[]: +?;,



TYPOGRAPHY

Below are the fonts used for Mississippi Home Corporation print materials.

Print Font (Header)

Futura PT

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 (DEMI)
!"\$%=(())[:+?;,**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 (BOOK)
!"\$%=(())[:+?;,

Print Font (Body)

Franklin Gothic

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ (DEMI)
1234567890
!"\$%=(())[:+?;,**

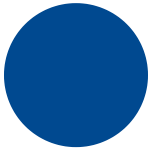
ABCDEFGHIJKLM
NOPQRSTUVWXYZ (BOOK)
1234567890
!"\$%=(())[:+?;,



COLOR

Use this color palette across all communications including all internal and external visual presentations, flyers, brochures and social media graphics.

Primary Color (Logo)



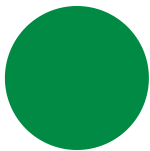
PMS 280 U

Hex: #004990

RGB: 0 73 144

CYMK: 100 72 0 18

Secondary Colors



Home Corp Green

Hex: #008A43

RGB: 0 138 67

CYMK: 100 0 100 22



PMS 340 U

Hex: #009B7A

RGB: 0 155 122

CYMK: 100 0 66 9

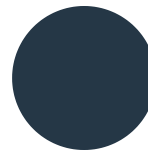


PMS 3564 U

Hex: #F4762D

RGB: 244 118 45

CYMK: 0 58 100 0

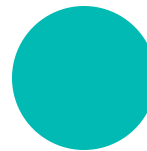


PMS 7546 C

Hex: #253746

RGB: 37 55 70

CYMK: 88 57 27 65



PMS 2398 C

Hex: #00BAB3

RGB: 0 186 179

CYMK: 75 0 34 0





If you have any questions regarding the usage of the Mississippi Home Corporation logo or branding, please contact our Marketing Team at marketing.news@mshc.com

Follow us on social media!

