

threshold

The logo graphic consists of two horizontal bars stacked vertically. The top bar is red and the bottom bar is teal. They are positioned directly below the 'h' in the word 'threshold'.

Brand Guide



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threshold



The number of people in need of housing continues to exceed the amount of affordable homes available in our community – and the problem is only getting worse. Those that own and manage properties in our neighborhoods are a critical part of any solution to this mounting challenge.

Threshold is the first-ever centralized network of resources and support for property owners and managers in the Greater Phoenix area to operate profitable, well-maintained properties while providing safe and stable homes for those who need them. While housing programs have traditionally focused on tenants, Threshold is designed by and for property owners and managers, offering solutions that serve your specific needs including financial incentives, a dedicated owner support team, and the resources required to keep property valuable and in good repair.

By supporting and collaborating with property owners and managers, Threshold enables you to be active partners in building safer, healthier, and stronger communities where everyone has a home.

[**Download Threshold's Adobe Creative Cloud Library**](#)



Primary Logotype

For any general uses. This version of the logo should be used in most cases.



logo with tagline

This version of the logo with the tagline can be used whenever it is necessary to showcase the relationship to Hom Inc. Avoid use in cases where the logo will be very small, rendering the tagline illegible.



Icon

This stylized icon, taken from within the logo, can be used as a brand graphic. This allows the brand to be applied in a more flexible and comprehensive way while also providing an alternative logo for use when the above options wouldn't work (ie. an app icon or website favicon).



Co-Branded Lockup

This Threshold + HOM lockup can be used when the relationship between the brands should be emphasized

Inverted Logos for use on dark colors





Spacing

When using any version of the logo, ensure it has enough space around. All surrounding elements should have, at minimum, the spacing shown here as a rule.

Co-Branded Lockup

This Threshold + HOM lockup can be used when the relationship between the brands should be emphasized

Creating the Lockup

Any partnerships can be used in this co-branded lockup. The rules for creating the lockups are as follows:

- Use the blank co-branded lockup versions included in the file types to add a new logo
- Do not show more than one organization in partnership on the right side
- Use the version of the Threshold logo without the tagline
- Keep the gray divider line centered between the two brands.
- Size the partner's logo to be roughly the same size as the Threshold logo.
- When using the co-branded lockups on white, ensure you're using the inversed co-branded lockup file (the divider line color is slightly different) and add a full-white version of the partner logo to the right.



DO NOT:

Combine the logos into one



Use non-brand colors



Stretch, rotate, or skew



Re-arrange or alter any logo elements



Add Additional Text to the logo/tagline

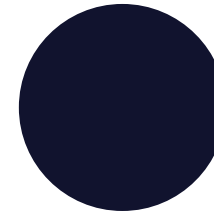
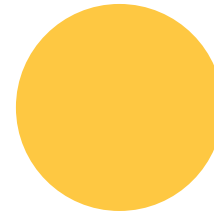
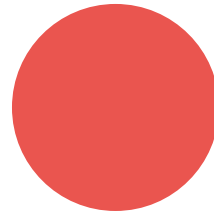
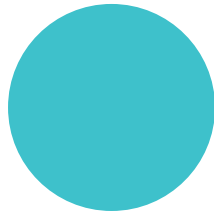
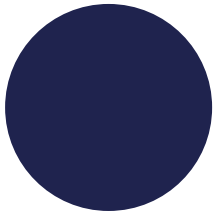


Use on Complex Backgrounds



Primary

Secondary



Port Indigo

Hex: #20244F

RGB: 32, 36, 79

CMYK: 59, 54, 0, 69

PMS: 2766 C

Sky

Hex: #41C2CC

RGB: 65, 194, 204

CMYK: 68, 5, 0, 20

PMS: 319 C

Poppy

Hex: #F15F59

RGB: 241, 95, 89

CMYK: 0, 61, 63, 5

PMS: 2348 C

Bright Sun

Hex: #FFC844

RGB: 255, 200, 68

CMYK: 0, 22, 73, 0

PMS: 1225 C

Midnight Blue

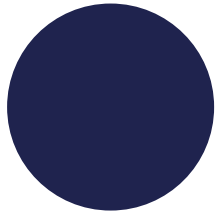
Hex: #13152F

RGB: 19, 21, 47

CMYK: 60, 55, 0, 82

PMS: 4146 C

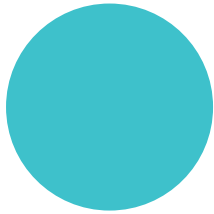
**Can use in any tint*



Port Indigo

For: Dominant backgrounds, primary graphics, body copy text & subheaders

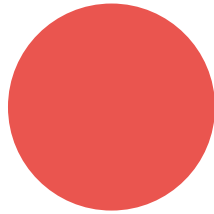
Not for: Primary header text



Sky

For: Section backgrounds, primary graphics, pop color, text headers & subheaders

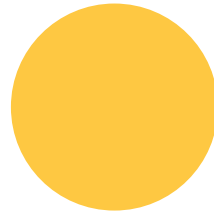
Not for: Body copy, dominant backgrounds



Poppy

For: Section backgrounds, primary graphics, pop color

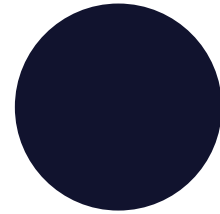
Not for: Body copy, text headers & subheaders, dominant backgrounds



Bright Sun

For: Secondary graphic elements, pop color

Not for: Any backgrounds, any text



Midnight Blue

For: Section backgrounds, use when a subtle darker color is needed on or next to a Port Indigo Background

Not for: Any primary backgrounds, any text

Primary Headers

Poppins Extra Bold

Primary Headers should be in Poppins Extra Bold, title case font. Do not use all caps. All primary headers should be at least 25% larger than subheaders.

[Download Poppins Font Family Here](#)

Subheaders

Poppins Extra Bold

Subheaders should be in Poppins Extra bold, title case, and be at least 25% smaller than primary headers.

Body Copy

Poppins regular

Poppins Italic

Poppins Bold

Poppins Bold Italic

Body copy should appear in a smaller sized Poppins Regular, allowing for use of Poppins Italics & bold when necessary in text.

Lorem Ipsum

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Button



Doors Pattern- single color



Doors Pattern- multi color

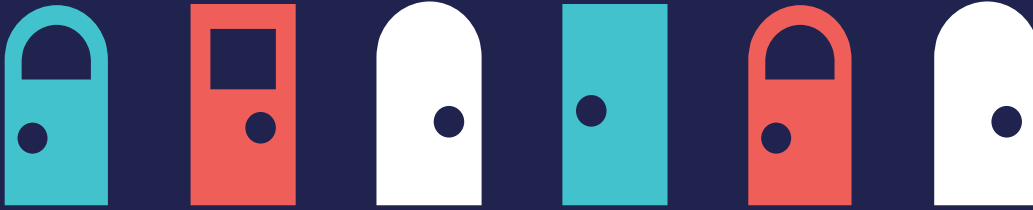
Patterns

The shapes & doors patterns can be used on dark backgrounds to add some interest to backgrounds. They should be used somewhat sparingly and not be used behind text or any important graphics. Patterns can be used in single-color for a subtle look, or multi-color for a more bold look.

The patterns should be used only in the colors shown here and should primarily be used on the Port Indigo backgrounds, however, they can also be used occasionally on white backgrounds where appropriate.



Patterns - on light background



Doors graphic



Equals sign graphic

Graphics

The door pattern can be broken down and used as a single stand-alone graphic element in any of the brand colors where appropriate. The doors can be used in any number but should show all three primary brand colors whenever three or more are pictured.

The equals sign mark from the logo can also be pulled and used across brand elements as a stylistic element. It can be lengthened or shortened when appropriate and can be used in any of the brand colors, though, when in doubt, use the variation seen in the logo.



General Direction

Photography is a key component of a brand's visual identity. The customer photography is journalistic and intimate in style; the viewer is part of the emotion experienced in the moment. Photography should feel bold, bright, and candid. All photos should feel unguarded, authentic and represent the community of everyday people that it serves. Images that place the landlord at the center of the story should be utilized when possible.

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1234 Main St.
City, ST 43210





threshold

Lorem ipsum sit dolor amet.

Lorem ipsum dolor sit amet, consectetur. Paribusti volut mos.

The billboard is set within a modern, dark-colored bus shelter structure. The background of the billboard is a dark blue gradient. On the left side, there is a photograph of a young woman with curly hair and a man with glasses and a beard, both smiling. The woman is holding a set of keys. To the right of the photo, the brand name 'threshold' is written in white lowercase letters with a small red and blue graphic element under the 'h'. Below the brand name, the headline 'Lorem ipsum sit dolor amet.' is written in a large, bold, teal font. Underneath the headline, a paragraph of placeholder text 'Lorem ipsum dolor sit amet, consectetur. Paribusti volut mos.' is written in a smaller white font. At the bottom of the text area, there are two horizontal bars, one red and one teal, matching the brand's color palette. The billboard is supported by several vertical metal poles. The scene is set at night, with blurred light trails from passing vehicles in the foreground and background.

Let's talk file types!

Using the proper file types and color modes are just as important as being consistent through typography, spacing and color palettes

File Types

EPS

Scalable vector with transparent backgrounds. Best for printed items.

SVG

Scalable vector with transparent backgrounds. Preferred for web if file type is accepted.

PNG

Raster file with transparent background. Great for web when transparency is needed.

JPG

Raster file without transparency. Great for web (typically for photos)

Color Modes

For Print

For printing, it is best to use the CMYK color breakdowns. If you are printing a large run + using minimal colors, it is recommended to use the Pantone Matching System (PMS) spot colors for offset printing.

For Digital

For web use, it is recommended the HEX (#) or RGB color values. It is important to note that each color might appear differently on various computers/devices, due to inconsistent monitor color calibration.



threshold

In case of questions about this guide, or requests for additional resources, contact communications@hominc.com