FAIR HOUSING • 2018 Commemoration Campaign
Brand Usage
Brand Rationale

The Fair Housing commemorative campaign was created to tell a three-fold story:

- Acknowledge the past (and NAR’s place in that history)
- Recognize what’s been accomplished since 1968
- How we can lead the charge into the future because there’s still work to do

Ads and other items showcase real people — REALTORS® and others who have lived the fair housing experience, and have compelling stories to share. Many of these campaign materials have been designed so Associations can add their logo to show support.

This campaign is as important to members, associations and policymakers as it is to the public. The REALTOR® family needs to own this initiative and maintain awareness of and be proud to support what’s right. Associations are critical in helping to create awareness on the importance of fair housing, sharing messaging and information to keep it top-of-mind and to educate members on work still to be done.

This framing message, created to define the campaign is an important piece to keep in mind when developing future materials:

There is no community without unity. There is no justice without equality. And there is no America without diversity. Our country’s vibrant mix of cultures is what makes us great and gives us strength. Which is why we are proud to commemorate the Fair Housing Act that empowers more people to come together, and we are honored to continue its commitment to community for the next 50 years and beyond.
The cornerstone of the fair housing commemorative campaign is the “bug”. Designed to represent the American flag in its simplest form, it declares a powerful message about how fair housing relates to the overall strength of our country. We encourage you to utilize this bug when you create messaging about fair housing in 2018.

There are two versions, including one that incorporates a commemorative message below the panels, as well as B&W iterations. For spacing, please allow the bug to have an appropriate amount of isolation around it (illustrated by \( \times \) below). Also, do not connect or lock-up the bug with your logo.
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Using the Elements Effectively

Associations can “personalize” the campaign ads by adding their logos to show they have distributed the ad, which also indicates their support. For this purpose, we’ve provided an area above or adjacent to the NAR logo (indicated by “X” in the examples below).

A few requirements:
• Please place your logo only in the space identified with the red “X”
• Please do not add a logo wider than the NAR logo
• Please do not add a logo that breaks over the dotted line, copy or image (area of isolation indicated by dotted red line below).
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Language and Typography
While images may provide the visual “first impression” of each piece, language is important. It rounds out the message and defines the story we’re telling. In collaboration with our multicultural partners, please note we will not use the word “celebration”. Instead, we will use “commemoration”, as there is still so much work to be done to ensure that fair means fair for all.

Typeface
Trade Gothic is the font that supports the fair housing campaign. Simple, clean and serious, it reflects the tone of the messages we’re delivering.

Headlines are set in Trade Gothic Bold Condensed No. 20.
Subheads and body copy is set in Trade Gothic Light.

Alternate Branding Opportunities
Beyond the existing items presented, there may be other opportunities to showcase the campaign. When investigating other formats, please keep in mind the recommendations for usage. Be it a bus shelter, poster or banner, our campaign is most effective when its core elements are utilized consistently.
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Imagery

Authenticity. Emotion. Fortitude and future-focused. The faces of our campaign are the driving elements that tell the story of fair housing. Whether using portraits or insets that highlight diversity, these images tell a compelling story.

Why black & white? We feel that honest, true emotions are better revealed in this medium. Without the distraction of color, these images impart a sense of reality and authenticity.

When selecting imagery for your materials, please refrain from using stock photography that feels cliché. Images that don’t convey an authentic tone belittle the important message we’re delivering.
Print and Digital

No matter the media, it’s important to be consistent with how our campaign is presented. This will ensure greater awareness and better understanding of these important stories.

In addition to print ads, we’ve provided banner ads for Associations to use. If you need ads to be resized, contact Breanne Gingerich, Marketing Manager, at bgingerich@realtors.org. In some cases, there may be additional design charges depending on changes required.

Also, please use the hashtag #FairHousingMakesUsStronger to help generate awareness for this important campaign.
We would love to see what you are doing to commemorate the 50th anniversary of the signing of the Fair Housing Act. Please visit the Showcase Stories page on www.FairHousing.realtor to submit your story.

If you have any questions about marketing or communications resources, please contact Breanne Gingerich, Marketing Manager at bgingerich@realtors.org. Thank you!