

THDA STYLE GUIDE

Updated 2022




Tennessee Housing
Development Agency

800-228-THDA • THDA.ORG



THDA BRAND STANDARDS GUIDE

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You must go through the THDA Communications Division for review of ANY graphic materials that will be put out to the public.



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This document provides guidelines for the way THDA's brand should be presented from both editorial (written) and visual (graphic) perspectives. Our goal is to ensure that staff across all divisions are communicating in a way that reflects the agency's corporate style and ensures brand consistency.

EDITORIAL (WRITTEN)

NAME AND BRAND

Tennessee Housing Development Agency, or THDA, represents the agency's name and brand. Every staff member has an obligation to present THDA (in name and brand) in a positive way that is consistent with the standards set forth below.

COMMON TERMS

- The following words should be written as one word. Also note the use of hyphens.
- Homebuyer
- Homeowner
- Homeownership
- First-time homebuyer
- Nonprofit (is interchangeable with Not-for-profit, but nonprofit is the preferred term for all THDA uses)
- Down payment is written as two words.
- On first reference use: Tennessee Housing Development Agency; on all subsequent references use THDA. References of THDA as "the agency" should be used sparingly.
- Do not refer to the agency as "the Tennessee Housing Development Agency." The correct reference is Tennessee Housing Development Agency.

CAPITALIZATION

The following words and phrases should be capitalized in THDA communication materials and on the website:

- REALTOR® (must include the registered trademark symbol)
- Great Choice Home Loan(s)
- Homeownership for the Brave
- Volunteer Mortgage Loan Servicing

ACRONYMS

The following acronyms are commonly used within THDA communication materials:

- CHDO (Community Housing Development Organization)
- CHI-2 (Creating Homes Initiative)
- CITC (Community Investment Tax Credit)
- DPA (Down Payment Assistance)
- ERP (Emergency Repair Program)
- ESG (Emergency Solutions Grant)
- FSS (Family Self Sufficiency)
- HMRP (Home Modifications and Ramps Program)
- HUD (Housing and Urban Development)
- LIHEAP (Low Income Housing Energy Assistance Program)

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- LIHC (Low Income Housing Credit)
- NHTF (National Housing Trust Fund)
- R&R (Rebuild and Recover Program)
- THDA (Tennessee Housing Development Agency)
- THTF (Tennessee Housing Trust Fund)
- VMLS (Volunteer Mortgage Loan Servicing)
- **The Weatherization Assistance Program DOES NOT have an acronym**

BUSINESS LETTER GUIDELINES

THDA letterhead is available on [Homestead > Instructions & Tips > Communications](#). Documents on THDA letterhead should follow these guidelines:

- The font for the body of the text should be in Georgia font at 11pt size.
- Margins should be set at one inch all around.

LETTERHEADS & MEMOS

Letterhead and memo templates are located on [Homestead](#).

INFORMAL LETTERHEAD / INTERNAL MEMO

THDA's informal letterhead has the THDA logo in the top right corner and our Nashville address at the bottom with both the ADA and EHO logos. This template can be used for internal use and is considered informal.

When to use this template:

- Official correspondence to THDA associates or the public;
- Meeting notices, bid solicitations;
- Field office stationery;
- When in doubt, use this template.

FORMAL LETTERHEAD / EXTERNAL MEMO (STATE SEAL)

This is THDA's official letterhead as a political entity of the State of Tennessee. It has the State Seal in the top center of the page with THDA's name and address underneath.

When to use this template:

- Memos to the Board of Directors;
- Correspondence with other Tennessee government entities.

BUSINESS LETTER GUIDELINES

Documents on THDA letterhead should follow these guidelines:

- The font for the body of the text should be in Georgia font at 11pt size.
- Margins should be set at one inch all around.

Date Line (ex. June 19, 2017)

(single space)

Recipient Name
Title
Company Name
Street Address
City, State, ZIP

(double space)

Greeting (ex. Dear Mr. Doe,)

(double space)

Body of the Letter (ex. This is the body of my business letter. A business letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties. The overall style of letter will depend on the relationship between the parties concerned.)

(double space)

Salutation (ex. Sincerely,)

(four single spaces)

Your Signature Your Name Your Title

(double space)

Enclosure (If you are enclosing additional information with your letter skip two single lines after your typed title and type “Enclosure” or “Enclosures.” If you use the plural, you have the option of stating the number of enclosures in parentheses.)

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COLOR PALETTE

| | | | | |
|---|------------------|----------------------|--------------|---------|
|  | R:203 G:32 B:32 | C:3 M:98 Y:100 K:13 | Pantone 1795 | #cb2020 |
|  | R:24 G:68 B:121 | C:100 M:82 Y:26 K:10 | Pantone 534 | #184479 |
|  | R:160 G:35 B:35 | C:25 M:98 Y:97 K:20 | Pantone 1805 | #a02323 |
|  | R:136 G:30 B:30 | C:29 M:97 Y:96 K:32 | Pantone 1815 | #881e1e |
|  | R:80 G:121 B:152 | C:74 M:47 Y:26 K:3 | Pantone 646 | #507998 |
|  | R:58 G:88 B:111 | C:82 M:61 Y:39 K:19 | Pantone 5405 | #3a586f |
|  | R:50 G:76 B:94 | C:84 M:63 Y:45 K:29 | Pantone 7546 | #324c5e |

LOGO AND EMBLEM GUIDELINES



THDA employees are welcome and encouraged to use the official logo and/or emblem when appropriate. Jpeg versions of the color and black and white versions of the logo and emblem are available on [Homestead > Instructions & Tips > Communications](#). If you need a specific size or format, contact a member of the Communications Division.

THDA's logo and emblem are not interchangeable. In most instances, the logo is the preferred graphic. However, the emblem may be used when the text from the logo would be too small or not easily readable.

Further, THDA's logo must be used as provided with no changes, including but not limited to changes in the color, proportion, design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

To protect the integrity of the THDA brand and ensure these logo guidelines are adhered to properly, please refrain from sharing the THDA logo or emblem with unfamiliar external contacts. If a partner requests the THDA logo, please determine the size and file format that is needed and contact the Communications Division to handle this request.

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PROPER LOGO AND EMBLEM USE:



USING THE EMBLEM AS A WATERMARK

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IMPROPER THDA LOGO USE:



CONTRACTING THE LOGO



CROWDING THE LOGO OR EMBLEM



STRETCHING THE LOGO



CONTRACTING THE EMBLEM



ALTERING THE LOGO



STRETCHING THE EMBLEM



WRITING OVER THE LOGO



ALTERING THE EMBLEM



CHANGING THE COLORS OF THE LOGO



CHANGING THE COLORS OF THE EMBLEM

USAGE OF OTHER GRAPHICS

Images found online and downloaded without permission or copied and pasted are NOT permitted for use in THDA materials, including postings on the website. Using such images is an infringement on trademark and copyright laws and puts the agency at risk for legal ramifications.

THDA's Comms Division will be able to provide you with stock images or create personalized images for your project, when necessary.

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