

**LOUISIANA
HOUSING
CORPORATION**

BOARD OF DIRECTORS

PUBLIC INFORMATION

JEFF DEGRAFF, PUBLIC INFORMATION DIRECTOR

FULL BOARD MEETING MATERIALS

FEBRUARY 8, 2012

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LOUISIANA HOUSING CORPORATION

The following resolution was offered by _____ and seconded by _____:

RESOLUTION

A resolution to approve the adoption and use of the new logo for the Louisiana Housing Corporation; and providing for other matters in connection therewith.

WHEREAS, the Louisiana Housing, hereinafter the “Corporation,” was established pursuant to Act 408 of the 2011 Regular Legislative Session; and

WHEREAS, a new logo has been designed and is recommended for adoption by the Public Information Director to the Board of Directors, hereinafter the “Board,” and

WHEREAS, the Board deems it necessary and advisable that it approve the adoption and use of the new logo for the Corporation.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Louisiana Housing Corporation, that:

SECTION 1. The recommended logo is hereby adopted and approved for use by the Corporation, staff, and/or it’s Board, including but not limited to signage, promotional items, and letterhead.

SECTION 2. The staff and counsel are authorized and directed to prepare the forms of such documents and agreements as may be necessary to maintain property rights in the logo.

SECTION 3. The Chairman, Interim President of the Agency, and/or Secretary of the Corporation be and they are hereby authorized, empowered and directed to execute any forms and/or documents required to be executed, the terms of which are to be consistent with the provisions of this resolution.

This resolution having been submitted to a vote, the vote thereon was as follows:

YEAS:

NAYS:

ABSENT:

And the resolution was declared adopted on this, the 8th day of February, 2012.

Temporary Presiding Officer

Temporary Presiding Secretary

STATE OF LOUISIANA
PARISH OF EAST BATON ROUGE

I, the undersigned Temporary Presiding Secretary of the Board of Directors of the Louisiana Housing Corporation, does hereby certify that the foregoing two (2) pages constitutes a true and correct copy of a resolution adopted by said Board of Directors on February 8, 2012, entitled, "A resolution to approve the adoption and use of the new logo for the Louisiana Housing Corporation; and providing for other matters in connection therewith."

IN FAITH WHEREOF, witness my official signature of the Corporation on this, the 8th day of February, 2012.

Temporary Presiding Secretary

LHC Logo Design Process

February 8, 2012

As the Louisiana Housing Corporation begins the task of organizing itself and deciding its make-up, developing a physical identity is a crucial part. A well designed, eye-catching logo is an important first step. As this new agency is presented to the public and its partners and stakeholders, it will need a good logo by which it can be identified and remembered.

The logo presented for the LHC's Board of Directors' approval will provide a strong foundation for the overall identity and branding of the state's new housing agency. It will be the basis of a branding strategy and campaign that will position the LHC as the state's premier authority on affordable housing, and a place where Louisianans can turn to make sure they have a place to call home.

The completed logo design was a result of the cooperative efforts of the LHC Transition Committee and Louisiana State University. Bob Barbor and Darin Mann, on behalf of the LHC Transition Committee, approached Rod Parker, Director of the LSU School of Art. Together, along with Professor Veni Harlan, they developed a course of action that would call on a group of senior graphic design students to create the LHC logo as a part of their campaigns class. This would be a win-win scenario, as talented students got the opportunity for "real world experience" in developing a logo for an outside client, and the state was able to utilize talented, in-state resources in a most economical fashion.

The logo presented for the Board's approval is the result of a semester's worth of work by this group of students, an amount of work that could have cost the state thousands of dollars. Instead, the LHC will be able to save that money, and still receive a high-quality logo.

We would like to recognize the LSU student team that provided such a quality product. They identify themselves as "Team Charged+" and they are:

- ***Hannah House***
- ***Cassandra Chatelain***
- ***Meredith Johnson***
- ***Eric Olivier***

LHC Logo Design Elements

(from the Creative Brief submitted by Team Charged+)



"We decided to create this graphic for our logo because it can be interpreted in multiple ways. Due to the wide range of programs LHC sponsors, we wanted to represent both a multi-housing unit as well as a single family home."



"This accent attracts the eye to the center of our logo. It adds movement and structure to the logo design. The shape can be symbolic of a horizon, road or path; all of which can allude to the bright future that LHC will provide."



"We chose a classic serif typeface to use in our logo because it contrasts with the other graphic elements. The font is Adobe Garamond Pro, which is user friendly and traditional."



"The color choices for the identity are derived from the state flag of Louisiana. We felt that they aided our approach in a design that could be conveyed as both friendly and professional, depending on its use. Yellow and blue are complements of each other, so both colors are able to appear vibrant. The use of gray is meant to avoid emphasis of the word 'Corporation,' because of the typically negative connotation it has."



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