



Alliance for Housing & Healing

powered by APLAHealth

Brand Guidelines

How to protect the consistency of the Alliance for Housing & Healing branding and applications.

Primary Logo & Usage

The Alliance for Housing & Healing (AHH) logomark is comprised of a wordmark lockup with a pictorial mark to the left. This mark was designed to replace regular usage of the Serra Project logos as well as the names of this entity except when referring to the programs directly associated with them and/or to clarify for the reader.

The logos pictured to the right are our primary logomarks. These should be the default mark we use in most instances across our various outputs and formats. A new logo family* has been created for adaptability throughout print and digital usage. The full color logo should be used on a white background for the highest contrast and visibility.

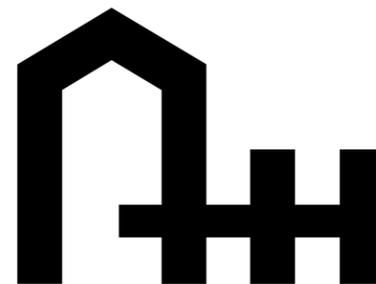
DO NOT remove the “powered by APLA Health” badge in any instance unless surrounding content outlines the connection between AHH and APLA Health. For example, if an APLA Health piece mentions the merger in copy, the badge is not needed. This device has been added to directly connect AHH to APLA Health; similarly showcased in the Out Here Health branding.

*(See next page for the full logo family.)



**Alliance for
Housing & Healing**

powered by APLAHealth



**Alliance for
Housing & Healing**

powered by APLAHealth

Logo Family

Alternate stacked version of two of our primary marks.



Versions of our primary marks without "powered by APLA Health" badge.



Profile pictures for social using our primary logomarks:



When placing our logo on a solid black background, use any of the primary logos above.



When placing our logo on a full color background or when our logo appears on full color background of any color, use one of the white logos above.

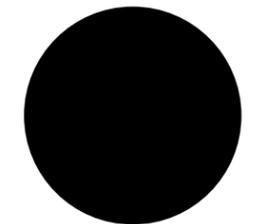
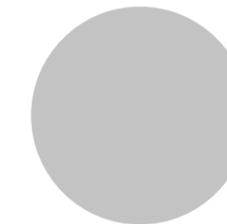
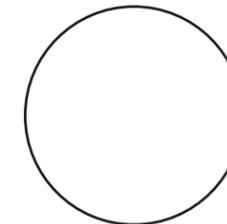
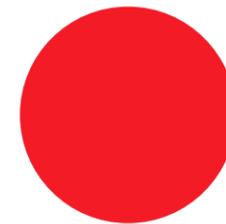


In instances in which we are limited to black and white formats, use the one of the black logos above.

Color Palette

The AHH color palette includes four primary colors and their various tints/shades.

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB, and HEX values for consistency across different media. Where possible, the logos should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.



RGB	209/34/41	255/255/255	194/194/194	0/0/0
CMYK	0/84/80/18	0/0/0/0	24/19/19/0	100/100/100/100
HEX	#D12229	#FFFFFF	#C2C2C2	#000000
Pantone	1797	N/A	Cool Gray 4 C	Process Black

Typography

The Alliance for Health & Healing's brand typeface is Titillium. This font comes with five weights; lighter weights such as Titillium Light and Titillium Regular should be reserved for body copy while Titillium Semibold, Bold, and Black should be reserved for header copy.

DO NOT use all caps for body copy or headlines unless absolutely necessary; i.e. on pieces that require additional emphasis. For example, National Black HIV/AIDS Awareness Day.

Header & Body Copy

Titillium Light

Titillium Regular

Titillium Semibold

Titillium Bold

Titillium Black

Applications

To the right is an example of our standard letterhead with main office address letterhead.

If you are writing from the main office, please use the template with the main office address. If you are writing from the West Hollywood office or a group home address, please edit the address in the top right hand quarter to match your contact information as part of your signature.

If your letter or document requires more than one page, the following pages will contain only the logo in the upper left hand corner, not the address.

Margins should be 1 inch on all sides (top, bottom, right, left). Exceptions can be made when working with a form or trying to ensure the text fits on one page.

Pronouns

(she/her/hers)

(he/him/él)

(she/her/ella)

(they/them/theirs)

(he/him/his)

(ze/hir/hirs)



**Alliance for
Housing & Healing**

825 Colorado Blvd., Suite 100
Los Angeles, CA 90041

APLA Health & the Alliance for Housing and Healing Merge

March 22, 2021 – APLA Health and the Alliance for Housing and Healing (AHH) announced today that the organizations have agreed to merge. The two will join forces on July 1, 2021, to improve the health and well-being of people living with HIV/AIDS (PLWHA) and focus on the needs of the LGBTQ+ community in Los Angeles County.

Founded in 1983, AHH is the largest LA County provider of housing, support services and financial assistance for PLWHA and their families. Today, as a leader in the “housing first” model of healthcare, AHH is widely known for promoting housing stability, improving health outcomes and boosting HIV medical compliance. AHH believes that “Health Happens With Housing”.

APLA Health, founded in 1983 to support the urgent needs of people living with and affected by AIDS, is now one of the nation’s largest LGBTQ+ healthcare organizations serving more than 18,000 patients and clients each year. The agency is a multi-site operation based in Los Angeles County and includes six Federally Qualified Health Center (FQHC) locations, with the seventh and eighth centers under construction in South Los Angeles, one on the Martin Luther King Jr. medical campus at Charles Drew University and the second in the Baldwin Hills neighborhood.

Adam A. Roycroft (he/him/his)

Development Associate

Alliance for Housing & Healing

Aids for AIDS | The Sierra Project

T: 323.344.4897 | F: 323.254.2198

Applications

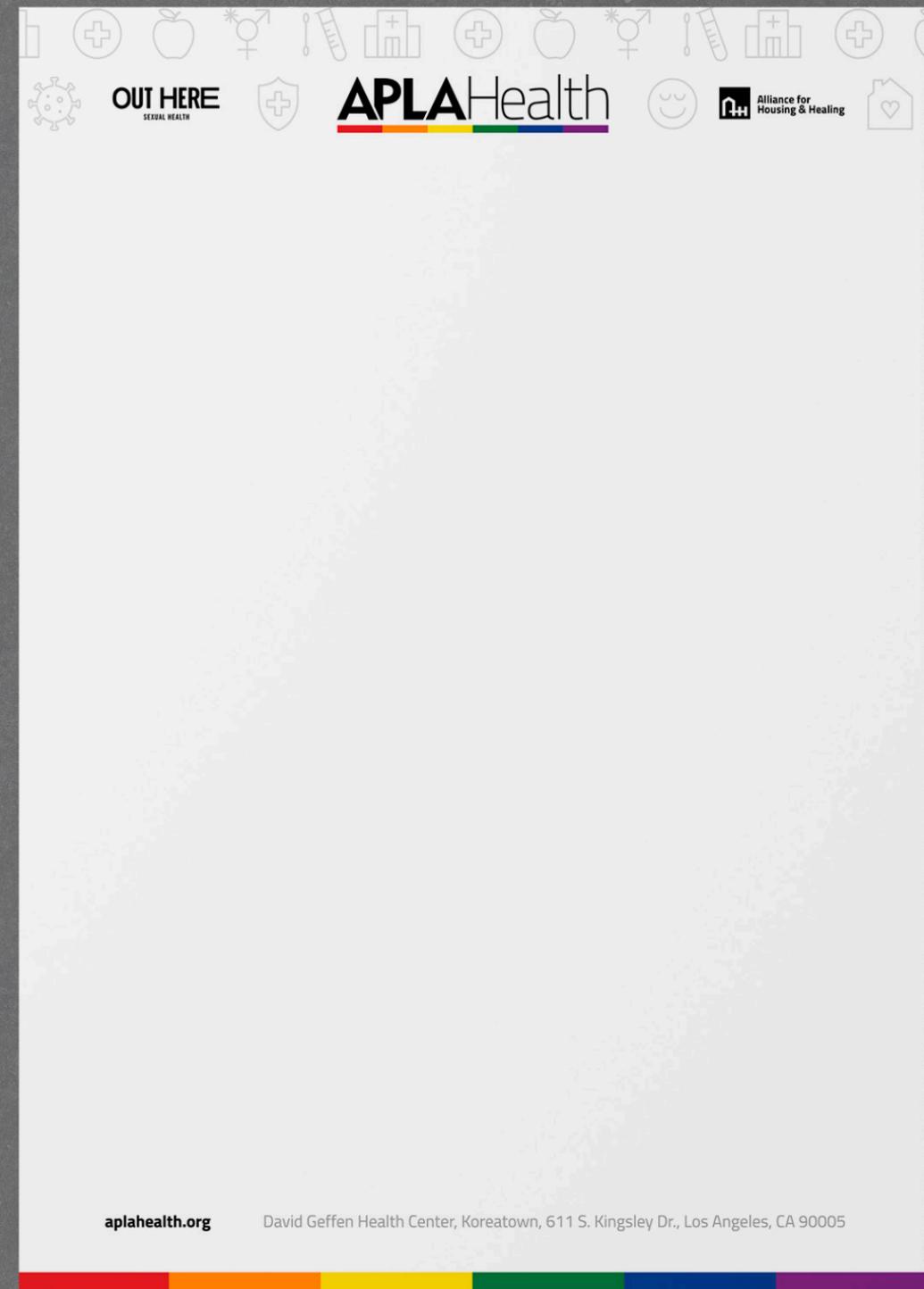
The application to the right showcases what co-branded letterhead will look like and also demonstrates when it's appropriate to use an AHH logo without the "powered by APLA Health" badge.

This design features APLA Health brand elements that have been rearranged to accommodate additional brand logos. The APLA logo has been center justified and the co-branding (i.e. Out Here/AHH logos) have been placed on either side of the main brand. Centered at the bottom of the page is the aplahealth.org url and preferred site location.

Because the Out Here/AHH logos appear alongside the APLA logo and branded elements, the "powered by APLA Health" badge is not required.

All copy should appear below the header and above the footer elements. Your signature should contain the same elements that would appear on the primary letterhead.

*These versions are readily available upon request.



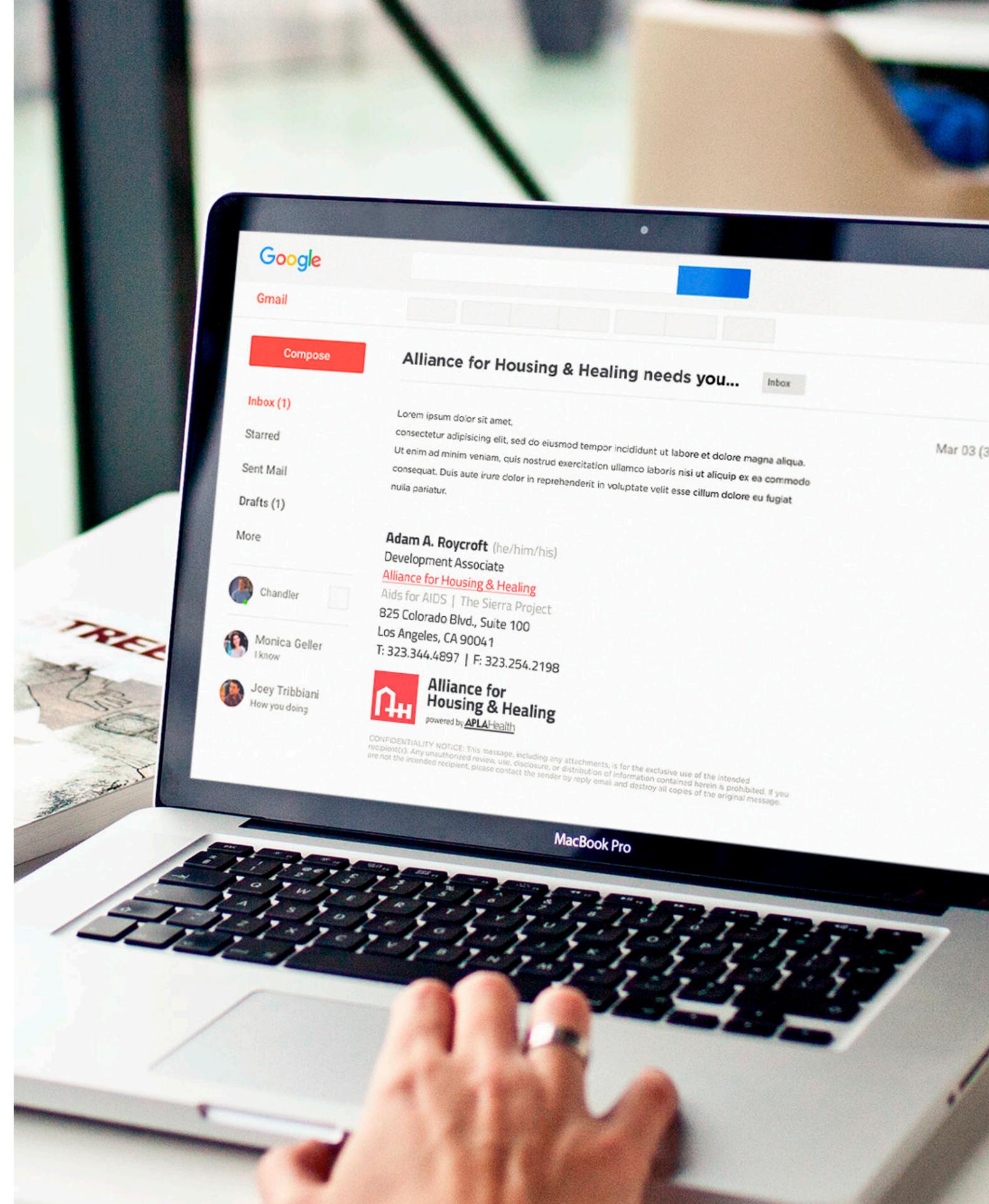
Applications

To the right is a basic outline of an email signature when the logo is required to sit at the bottom.

Your email signature should contain the following elements:

- Name
- Pronouns in Parentheticals (in Cool Gray)
- Title
- Alliance for Housing & Healing (in red linking to the www.alliancehh.org website)
- Aid for AIDS and The Serra Project (in Cool Gray)
- Address
- Telephone and Fax Number (or cell phone number)
- Logo
- Confidentiality Notice

You can copy and paste the new email signature from the cover email sent with this style guide and replicate it on your email correspondence with your own details.





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alliancehh.org