



## GRHC Gets a Fresh New Look!

### *Presenting Our New Brand*

The Grand Rapids Housing Commission (GRHC) has a new look thanks to an organizational rebranding initiative designed to reflect our agency mission of bringing affordable housing to West Michigan families.

The GRHC worked with local firm Dog Ear Marketing to develop a logo and branding strategy that focuses on the importance of housing and housing partnerships within the Greater Grand Rapids community. Incorporated within a variety of layouts to meet print and digital design needs, the new logo mark incorporates several building shapes to illustrate the diverse affordable housing options offered through GRHC programs as well as the diversity of households and housing needs represented within our service area. The linking of the house shapes and bridge imagery within the design signify the many community partnerships that support GRHC efforts to bring not only affordable housing but also supportive services to the families we serve. The logo also incorporates river imagery, emphasizing our identification with and commitment to the Grand Rapids community. The mark is designed in shades of blue, representing stability and reliability as well as the power inherent in the concept of “home.”



The decision to launch a rebranding initiative arose out of the Housing Commission’s new focus on enhancing community partnerships in order to meet our area’s critical affordable housing needs. Founded in 1966, the GRHC operated with technical and administrative support from the City of Grand Rapids until the agency established itself as an independently administered entity and employer of record in 1996; we have continued to use the City logo mark during the ensuing 26 years. Our agency anticipates that our rebranding will support the Housing Commission’s efforts to alleviate confusion regarding our relationship with local government and differentiate our services from those offered under City programs while reinforcing our affordable housing emphasis, local roots, collaborative working style and continuing commitment to support our area’s Regional Consolidated Housing & Community Development Plan.

Funded primarily by the U.S. Department of Housing & Urban Development, the GRHC operates eight low-income housing developments and administers federal Section 8 rental subsidy programs, a Section 8 Homeownership program and a Rapid Re-Housing program. Our agency also partners with dozens of organizations and volunteers to offer supportive services families can use to achieve self-sufficiency. We currently make affordable housing available to 4,200 West Michigan families.

The GRHC is currently transitioning all print and digital communications to the rebranded design, with the goal of a full transition by summer 2022.