



BRIGHTON HOUSING

✿ AUTHORITY ✿

BRAND GUIDELINES

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ABOUT THE **ORGANIZATION**

The History

Since BHA’s incorporation in 1968, it has been the organization’s community role to facilitate the alignment of available resources with communityneedthroughthepromotion,management,anddevelopment of attainable housing, and the administration of Brighton’s Housing Choice Voucher program. More recently in the last 10 years, BHA has started providing access to programs and services that address the area’s housing needs and related challenges. Overall, BHA’s strategy can be summed up in two goals:

- 1. Decrease community need through the administration of services focused on education, career opportunities, and case management.
- 2. Increase the supply of housing opportunities through development, rehabilitation, and housing assistance programs.

BHA does this work in partnership with many other agencies and organizations. BHA is also a contributing member of the following groups and committees: Domestic Violence High Risk Task Force team (DVHRT); steering committee for a Family Justice Center in Adams County; member of the National Association of Housing Redevelopment Officials (NAHRO) Colorado legislative group; Brighton Downtown Development Authority (DDA) steering committee; and the Rocky Mountain Partnership Leadership Council.

The Goal

Brighton Housing Authority is dedicated to providing the community with quality, affordable housing that is decent, well maintained, and free from drugs and violent crimes.

We endeavor to provide livable communities that are made up of a diverse range of economic incomeso thatthe children ofthese communities have role models that are visibly striving to make economic gains for their families.

We are committed to providing our residents withasmanyopportunitiesaspossible to become economically self-sufficient.

We shall do all these things while serving our residents and neighboring citizens with the highestdegreeofprofessionalcourtesy, empathy, and respect.

Brighton Housing Authority will not discriminate on the basis of race, color, religion, disability, handicap, national origin, family status, and age.

» INTRODUCTION

» STORY

- MISSION

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Mission Statement

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IN ACTION

Our mission is to provide **innovative affordable housing solutions** that **enhance the quality of life** for individuals and families in the Brighton community, fostering **stability**, **equity**, and **opportunity** for the benefit of all residents.

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10
CORE
VALUES

These foundational values drive the commitment to providing innovative affordable housing solutions that enhance quality of life for Brighton families. From fostering hope and dignity to ensuring fairness and delivering reliable support, each value directly reinforces our mission to create stability, equity, and opportunity.

These values guide every interaction, inform every decision, and ensure that our work transforms not just housing circumstances, but lives and communities for the better.

We approach every interaction believing positive change is possible

HOPE

We treat every person with unwavering respect and recognition of their worth

DIGNITY

We take deep satisfaction in helping families and communities flourish

PRIDE

We lead with empathy and genuine care for each family’s journey

COMPASSION

We honor each person’s unique circumstances and cultural background

RESPECT

We ensure equitable treatment and opportunities for all residents

FAIRNESS

We build relationships through consistent, reliable action

TRUSTWORTHINESS

We maintain an open-door philosophy that welcomes everyone

APPROACHABILITY

We continuously seek better ways to serve our community

INNOVATION

We provide the unwavering foundation families need to thrive

SUPPORT

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IN ACTION

The Golden Circle

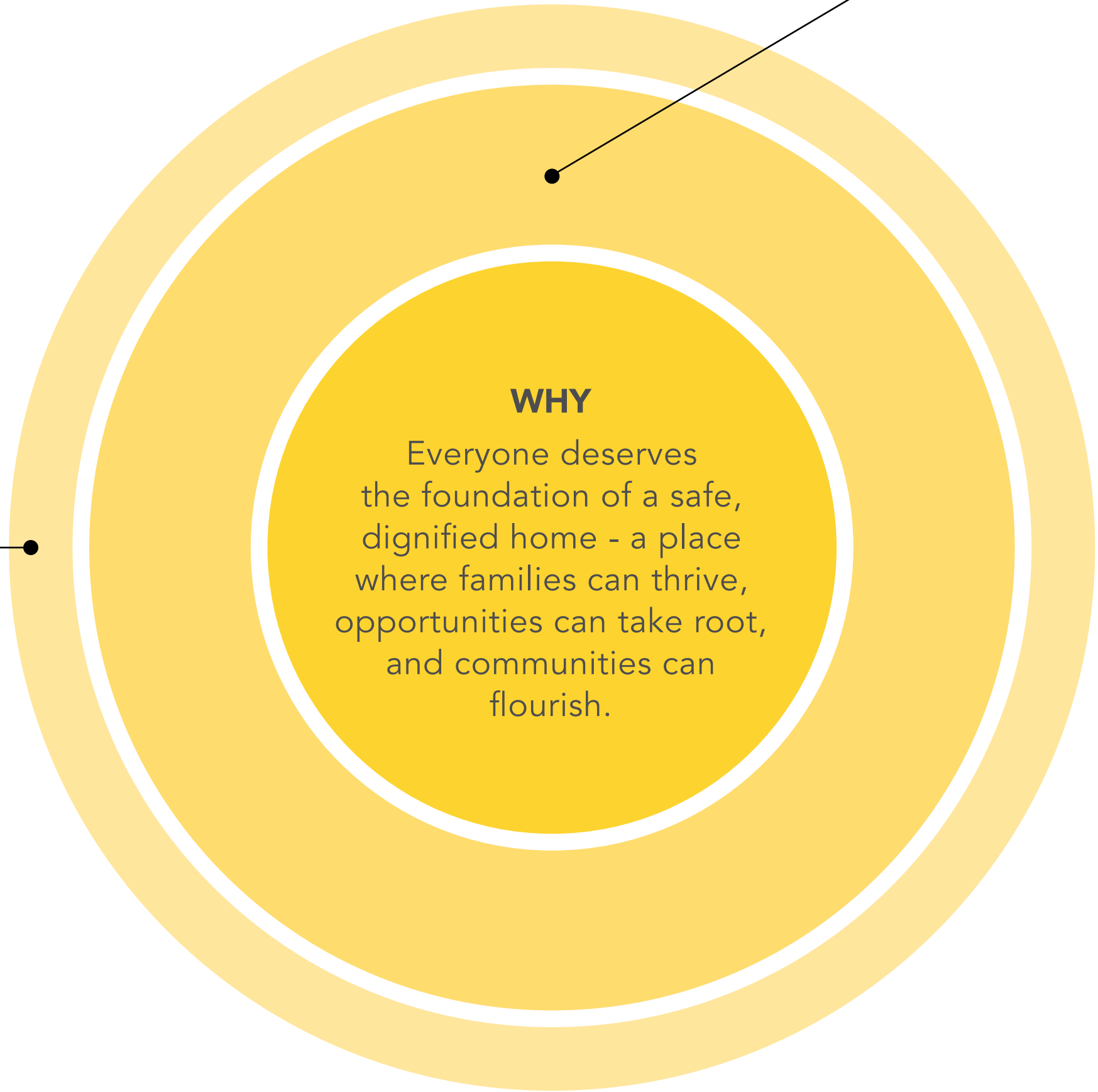
The Golden Circle is a framework that can help Brighton Housing Authority **communicate from the inside out:** beginning with why we exist, moving to how we fulfill that purpose, and ending with what we provide.

This approach, developed by Simon Sinek, emphasizes that people are more deeply inspired by beliefs and purpose than by products or services alone.

WHAT

Brighton Housing Authority provides affordable housing solutions and supportive programs for individuals and families in the Brighton community

- SUPPORT
- HOPE
- INNOVATION
- APPROACHABILITY



HOW

This is done by:

- ✓ Developing and managing quality housing that is safe, stable, and inclusive

- FAIRNESS
- DIGNITY
- RESPECT
- TRUSTWORTHINESS
- SUPPORT

- ✓ Providing services and support with empathy and respect, ensuring every interaction reflects dignity and care

- COMPASSION
- DIGNITY
- FAIRNESS
- RESPECT

- ✓ Innovating with forward-thinking approaches to address housing challenges and community needs

- INNOVATION
- HOPE

- ✓ Building partnerships that foster equity, opportunity, and long-term community growth

- PRIDE
- COMPASSION
- APPROACHABILITY

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Brighton Housing Archetype: The Caregiver

Brighton Housing Authority embodies The Caregiver archetype through the fundamental belief that stable housing is the foundation from which all human potential can flourish. Like Colorado’s enduring aspens that create thriving groves through interconnected root systems, BHA nurtures individual families while strengthening the entire Brighton community through shared support and collective growth.

BHA shows up as a caregiver in four important ways:

Nurturing & Protective. BHA provides more than just four walls and a roof. They create safe havens where families can breathe again, where kids can focus on school instead of wondering where they’ll sleep, where parents can plan for tomorrow instead of just surviving today.

Resourceful & Connected. Since 1968, BHA has served as the bridge between what Brighton families need and what’s actually available to help them. They actively work to align community resources with real challenges, understanding that sustainable solutions require collaboration.

Forward-Thinking & Growth-Oriented. Over the past decade, BHA has evolved beyond traditional housing provision to tackle underlying issues that create instability. They work to decrease community need at its source while building infrastructure for future generations.

Dignified & Respectful. BHA treats every interaction with the understanding that housing isn’t just a service—it’s a human right. They approach each family’s story with patience, respect, and recognition of their inherent worth.

Brighton Housing Authority doesn’t just provide housing; they build the foundation for families to create the stable, equitable lives they envision, where opportunity becomes possible and futures take root.



Tips & Tricks: Archetype Power Moves

Your archetype isn’t just a label - it’s your brand’s cheat code for clarity, consistency, and connection.

Filter every message:
If it’s off-character, it’s out.

Decision shortcut:
When stuck, ask “what would our archetype do?”

Tone made easy:
Archetype decides: warm, bold, calm, or clear.

Consistency hack:
Same voice everywhere, no slip-ups.

Emotional glue:
People remember the personality, not the policy.

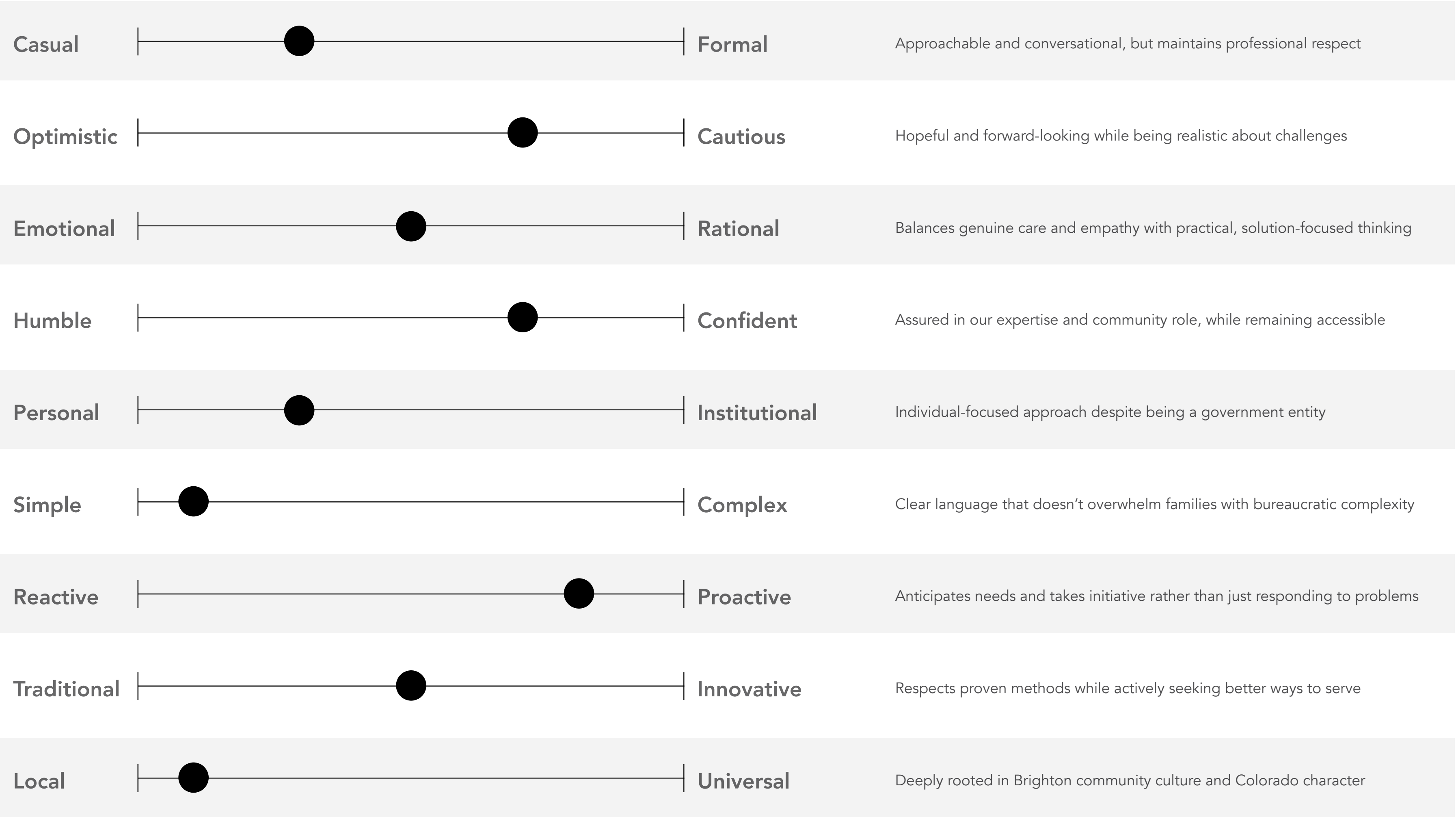
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Voice



INTRODUCTION

» **LOGO SUITE**

» *FULL*

- HORIZONTAL

- CIRCLE

COLOR PALETTE

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IN ACTION

THE DESIGN

At the top, an arched emblem frames a scene: stylized sun rays rising over mountain peaks, with three houses at the base. The lower portion of the emblem suggests fields of crops, grounding the design in Brighton’s agricultural heritage.

Besides ‘Authority’ are two minimalist wheat icons - a second subtle nod to the city’s history of farming and connection to the land.

The typography balances strength and tradition: ‘Brighton Housing’ is in a tall, modern sans-serif conveying stability, clarity, and approachability. ‘Authority’ is in a classic serif adding contrast, tradition, and trust. The balance of tradition and modernity suggests equity and inclusion.

Together, the imagery and typography convey a sense of heritage and progress acknowledging Brighton’s agricultural roots while reflecting forward-looking values of housing, unity, and community care.



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» **LOGO SUITE**

» FULL

- *HORIZONTAL*

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BRIGHTON
HOUSING



BRIGHTON
HOUSING



BRIGHTON
HOUSING

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» FULL

- HORIZONTAL

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COLOR
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» **COLOR PALETTE**

» *COLOR VALUES*

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ASPEN GLOW RISING

HOPE

Aspen Glow Rising captures the golden warmth of Colorado’s aspen leaves at dawn, symbolizing hope that emerges when families find stable housing. Like aspens regenerating from shared roots, this luminous yellow represents new beginnings and bright futures growing through community.

TWILIGHT SUMMIT

DIGNITY

Twilight Summit reflects the deep, steadfast blue of Colorado’s mountain peaks at dusk, embodying the unwavering dignity every person deserves. Like the mountains’ enduring strength and noble presence, this rich blue represents BHA’s commitment to treating every resident with respect and honoring their inherent worth.

RADIANT EARTH

PRIDE

Radiant Earth captures the rich, warm bronze of Colorado’s sun-kissed soil and autumn landscapes, embodying the pride that flourishes when communities thrive together. Like the earth’s fertile foundation that nurtures growth, this grounded amber represents the deep satisfaction and accomplishment residents feel when they build stable, meaningful lives in Brighton.

CAMPFIRE ROSE

COMPASSION

Campfire Rose evokes the warm, glowing embers of a Colorado mountain campfire, symbolizing the compassion that brings people together in times of need. Like the comforting warmth shared around a fire, this deep rose represents BHA’s heartfelt commitment to understanding each family’s unique journey and providing caring support.

WINTER GLISTEN

RESPECT

Winter Glisten captures the soft, pristine light reflecting off Colorado’s snow-covered peaks, embodying the quiet reverence and respect every person deserves. Like fresh snow that honors the landscape beneath while creating something beautiful, this gentle lavender represents BHA’s commitment to treating each resident with dignity and understanding.

JUNIPER STREAM

FAIRNESS

Juniper Stream reflects the clear, flowing waters that wind through Colorado’s juniper filled landscapes, symbolizing fairness that flows equally to all. Like mountain streams that nourish every valley they touch, this refreshing sage green represents BHA’s unwavering commitment to providing equitable opportunities and just treatment for every Brighton resident.

GUARDIAN GROVE

TRUSTWORTHINESS

Guardian Grove embodies the deep, protective green of Colorado’s ancient evergreen forests that stand steadfast through every season. Like the enduring pines that shelter and sustain mountain communities for generations, this rich forest green represents BHA’s unwavering reliability and the deep trust built through consistent, dependable service to Brighton families.

SANDSTONE LIGHT

APPROACHABILITY

Sandstone Light captures the warm, welcoming glow of Colorado’s weathered sandstone formations that have embraced countless travelers over time. Like these gentle, accessible rock faces that invite exploration and rest, this soft cream represents BHA’s open-door philosophy and commitment to making every resident feel welcomed and at home.

GLACIAL SPARK

INNOVATION

Glacial Spark reflects the pristine, brilliant white of Colorado’s highest glacial peaks where new snowfall meets endless possibility. Like the pure potential of untouched powder that transforms into life-giving streams, this crisp white represents BHA’s commitment to fresh thinking and innovative solutions that create new pathways to housing stability.

OBSIDIAN PEAK

SUPPORT

Obsidian Peak embodies the solid, unshakeable foundation of Colorado’s ancient volcanic bedrock that supports entire mountain ranges. Like the deep, enduring strength that holds up towering peaks through every storm, this profound black represents BHA’s unwavering support—the reliable foundation upon which Brighton families build their futures.

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Color Palette

PRIMARY

ASPEN GLOW RISING HEX #FDD32F RGB 253, 211, 47 HSB 48, 81%, 99% CMYK 1, 15, 90, 0	TWILIGHT SUMMIT HEX #1C4386 RGB 28, 67, 134 HSB 218, 79%, 53% CMYK 100, 85, 18, 4	RADIANT EARTH HEX #BB7225 RGB 187, 114, 37 HSB 31, 80%, 73% CMYK 22, 59, 100, 7
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SECONDARY

CAMPFIRE ROSE HEX #A72244 RGB 167, 34, 68 HSB 345, 80%, 65% CMYK 25, 99, 65, 15	WINTER GLISTEN HEX #B5B0D8 RGB 181, 176, 216 HSB 246, 18%, 85% CMYK 28, 28, 0, 0	JUNIPER STREAM HEX #B5DECB RGB 181, 222, 203 HSB 152, 19%, 87% CMYK 29, 0, 24, 0	GUARDIAN GROVE HEX #21604F RGB 33, 96, 79 HSB 164, 66%, 38% CMYK 85, 40, 70, 30
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NEUTRALS

SANDSTONE LIGHT HEX #F0EBDD RGB 240, 235, 221 HSB 48, 81%, 4% CMYK 5, 5, 12, 0	GLACIAL SPARK HEX #FFFFFF RGB 255, 255, 255 HSB 0, 0%, 100% CMYK 0, 0, 0, 0	OBSIDIAN PEAK HEX #000000 RGB 0, 0, 0 HSB 344, 0%, 0% CMYK 0, 0, 0, 100
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INTRODUCTION

LOGO SUITE

» **COLOR PALETTE**

- COLOR VALUES

- COLOR PALETTE

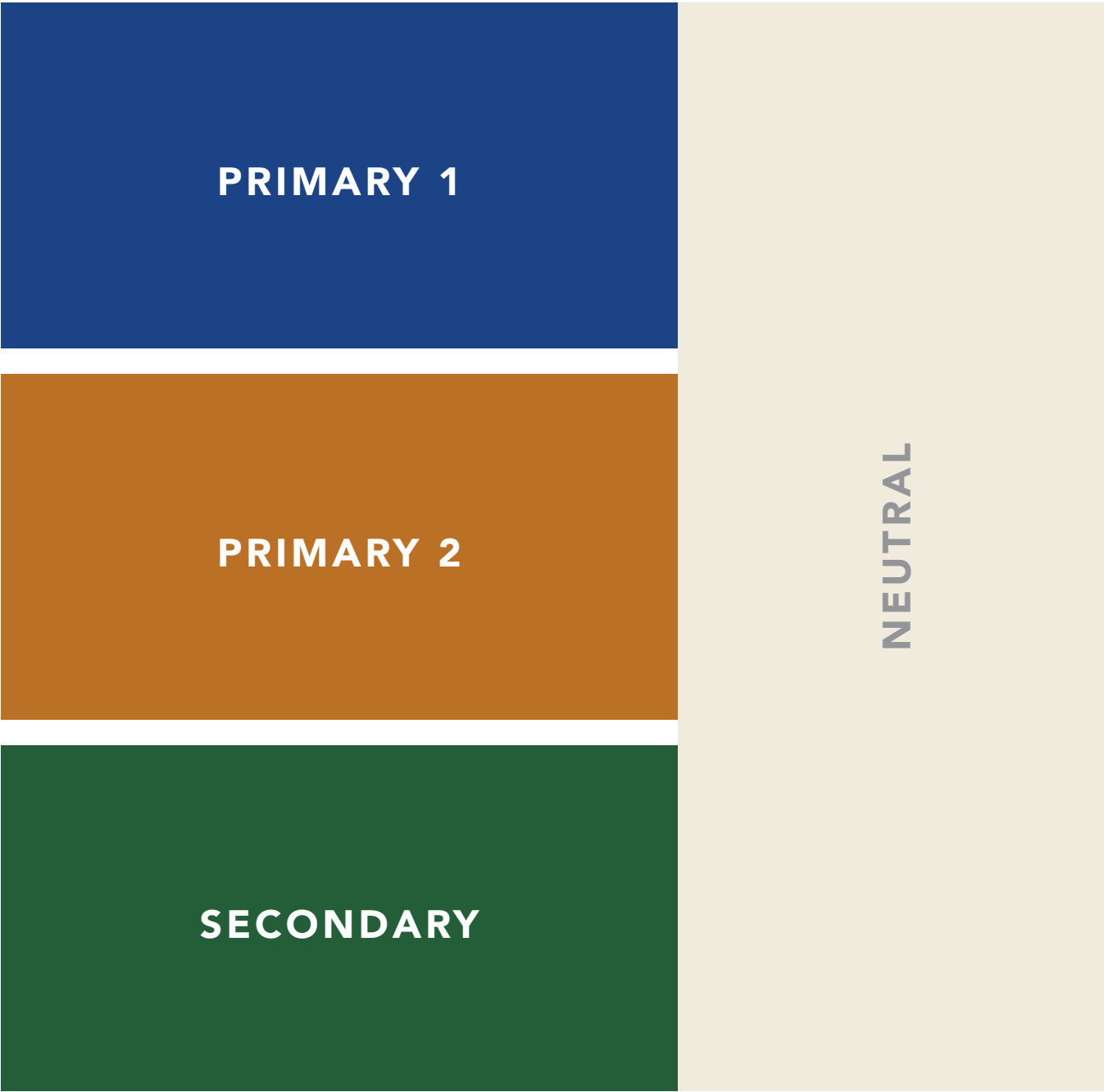
» *COMBINATIONS*

TYPOGRAPHY

IN ACTION

Palette Play: Mix & Match Magic

1. Select two primary colors | 2. Select one secondary color | 3. Select one neutral color | 4. Create cool things



BRAND
TYPOGRAPHY

INTRODUCTION

LOGO SUITE

COLOR PALETTE

» **TYPOGRAPHY**

IN ACTION

HEADING | FRANKLIN GOTHIC | BOLD | 20PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBHEADING | ROBOTO | BOLD | 12PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY | CAMBRIA | REGULAR | 12PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEE IT
IN ACTION



EST.

1968

BRIGHTON HOUSING

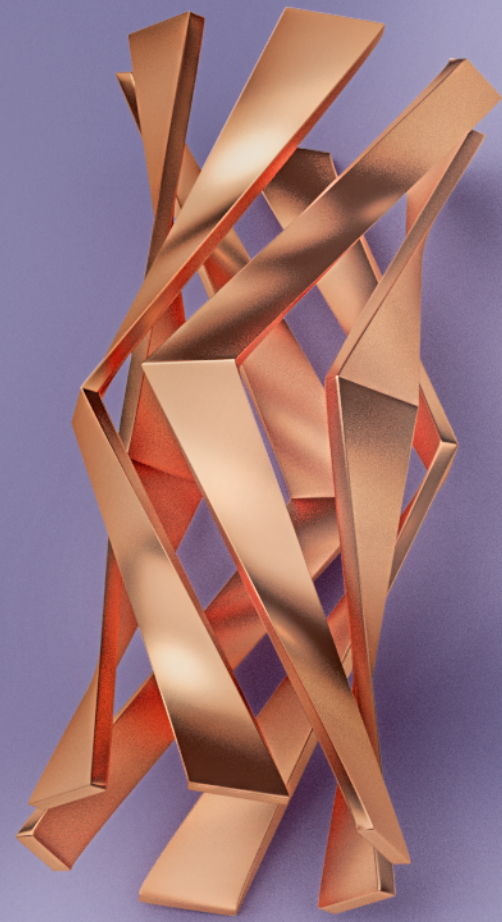


AUTHORITY









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Date: December 14, 2025

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