

# 70 St. Botolph Street Signs

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**May 2023**

# Intro to St. Botolph







**St. Botolph Street  
Architectural Conservation District**

0 100 200 300 Feet




This map is intended for informational purposes only.



**Boston Housing Authority**  
70 St. Botolph Steet

**St. Botolph Street Architectural Conservation District**



0 100 200 300 Feet

This map is intended for informational purposes only





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# BHA Rebrand

bha BOSTON  
HOUSING  
AUTHORITY

## Brand Guidelines

OCTOBER 2020 | VERSION 2.0



### A LETTER FROM THE ADMINISTRATOR

Dear BHA employees,

When we first began this journey to explore the future of BHA's logo, message, and identity, I wasn't sure where it would take us – only that it was time for us to modernize how we present ourselves. This has been a culmination of months of hard work, of asking important questions about who we are as an agency, and of recognizing the promise we offer to the greater Boston community. Affordable housing has never been more relevant and more needed in Boston than it is today. We do incredible work here at BHA that has a real impact on people's lives. We need a visual identity and messaging that is as impactful as the work we do every day for others.

For many here in Boston, we are the line between home and homelessness. We are essential to the urban fabric of Boston, and we've become a foundation for families to tell their stories and pursue their own opportunities

I believe strongly that our identity as an agency will help us talk about our work, highlight our critical impact, and ultimately, better serve our communities. If you have any questions about these guidelines or how to best implement them, please feel free to contact our Communications Department staff, who will be glad to assist you.

Best regards,

**Kate Bennett**

**We envision a strong  
and vibrant city  
where every resident  
has the opportunity  
to thrive.**

BHA vision statement

# Logo

## OUR LOGO

The Boston Housing Authority logo is a visual expression of our vital role in the city's urban fabric. It speaks to the stability, opportunity, and peace of mind we bring to our residents, but also to the way we come together to foster a diverse, livable community for everyone.

The icon features geometric forms arranged to create a monogram – literally more than the sum of its parts. Note the arch on the “h,” which stands both for the homes (the roof) that our residents make in our properties and the opportunities (the arrow) we bring to people across the city. Bright colors speak to a sense of youth, energy, and optimism that is at the core of our brand.

The logo consists of an icon, wordmark, and tagline. When used together, the elements should always appear as shown here in the brand's primary colors: lime and navy. Use only the logo files provided below.

## LOGO ANATOMY



## PRIMARY LOGOS

A. Without the tagline



B. With the tagline





# BHA Rebrand Colors

## BRAND COLORS

The BHA color palette has been selected to serve as building blocks for bold, engaging communications across a variety of media. The palette is organized into primary and secondary colors, as well as neutrals.

RGB is intended for digital pieces and CMYK color are intended for print pieces. Printing RGB colors will not give good results. Using CMYK colors in digital pieces will similarly create poor results.

## PRIMARY BRAND COLORS



**RGB** 167/197/57  
**CMYK** 40/05/100/00

**PANTONE** 390 U  
**HEX** a7c539



**RGB** 00/61/104  
**CMYK** 100/55/00/10

**PANTONE** 2196 U  
**HEX** 003d68

## SECONDARY BRAND COLORS



**RGB** 91/196/191  
**CMYK** 50/00/25/00

**PANTONE** 3105 U  
**HEX** 5bc4bf



**RGB** 255/207/01  
**CMYK** 04/18/100/00

**PANTONE** 7404 U  
**HEX** ffcf01



**RGB** 109/104/179  
**CMYK** 65/65/00/00

**PANTONE** 2726 U  
**HEX** 6d68af



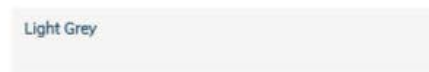
**RGB** 243/116/67  
**CMYK** 00/61/68/00

**PANTONE** 166 U  
**HEX** f37443



**RGB** 88/88/82  
**CMYK** 00/10/00/80

**PANTONE** 440 U  
**HEX** 585852



**RGB** 242/242/242  
**CMYK** 04/02/02/00

**PANTONE** 649 U  
**HEX** f2f2f3

## RECOMMENDED COLORS

When showing text in a color, we recommend using one of the following pairings. These combinations will evoke the brand's personality without compromising legibility.

Using black and white:

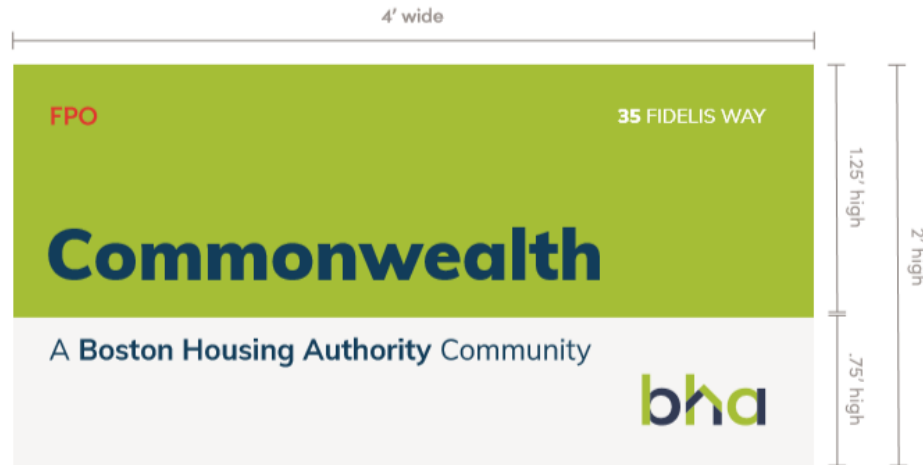
**Black text** may be used against any solid-colored background, except navy.

**White text** may be used against any solid-colored background, except yellow.



# BHA Signage Templates

## LARGE SIGN



### IMPORTANT NOTE

All vector files include a .25" bleed with crop marks. The final sign will be 4 ft. by 2 ft.

## COLOR

### Primary Navy

CMYK 100/55/00/10  
PANTONE 2196 U

### Primary Lime

CMYK 40/05/100/00  
PANTONE 390 U

### Light Gray

CMYK 04/02/02/00  
PANTONE 649 U

## TYPOGRAPHY

### Property Name (Commonwealth)

Type: Mulish Black  
Type Size: 308 pts  
Leading: 342 pts  
Color: Primary Navy

### Street Address

Type (street name): Mulish Semibold  
Type (building number): Mulish Black  
Type Size: 82 pts  
Color: White

# BHA Signage Templates

## SMALL SIGN



### IMPORTANT NOTE

All vector files include a .25" bleed with crop marks.  
The final sign will be 1.75 ft. by 1.5 ft.

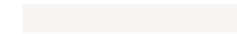
## COLOR



**Primary Navy**  
CMYK 100/55/00/10  
PANTONE 2196 U



**Primary Lime**  
CMYK 40/05/100/00  
PANTONE 390 U



**Light Gray**  
CMYK 04/02/02/00  
PANTONE 649 U

## TYPOGRAPHY

### Property Name (Rev. Martin Luther King Jr. Towers)

Mulish Black  
Type Size: 148 pts  
Leading: 164 pts  
Primary Navy

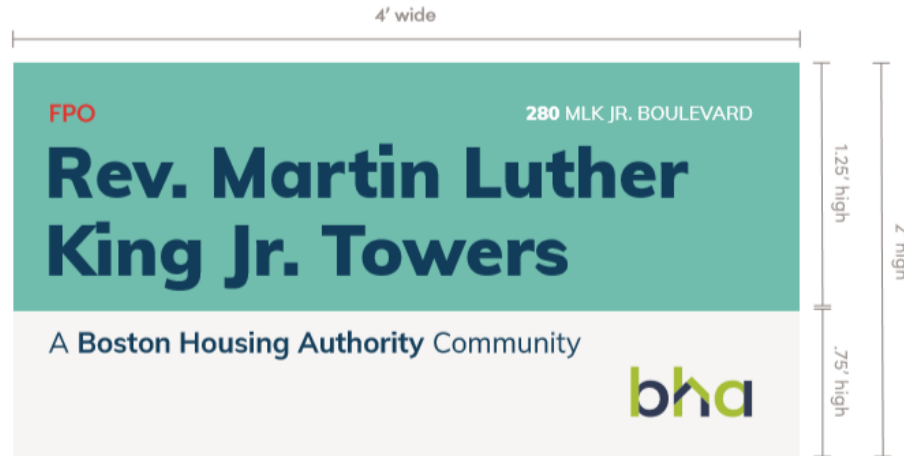
### Street Address

Mulish Semibold for street name  
Mulish Black for building number  
Type Size: 60 pts  
Primary Navy



# BHA Signage Templates

## LARGE SIGN



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## COLOR



**Primary Navy**  
CMYK 100/55/00/10  
PANTONE 2196 U



**Aqua**  
CMYK 50/00/25/00  
PANTONE 3105 U



**Light Gray**  
CMYK 04/02/02/00  
PANTONE 649 U



**Primary Lime**  
CMYK 40/05/100/00  
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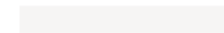
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CMYK 50/00/25/00  
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**Light Gray**  
CMYK 04/02/02/00  
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**Primary Lime**  
CMYK 40/05/100/00  
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### TYPOGRAPHY

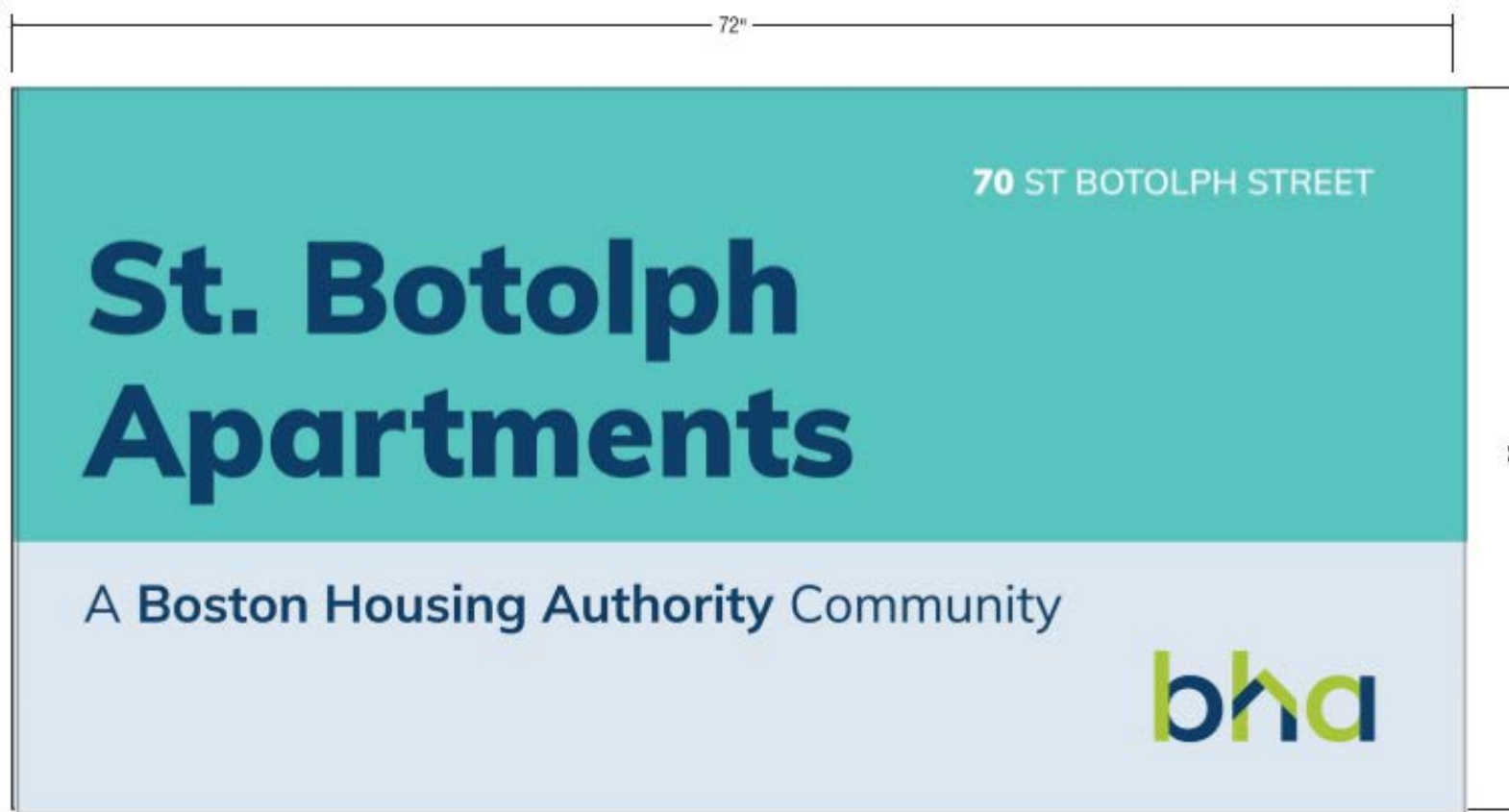
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Type Size: 148 pts  
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Primary Navy

#### Street Address

Mulish Semibold for street name  
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Type Size: 60 pts  
Primary Navy

# St. Botolph Large Sign Design Signs 2 & 4





# Sign 2 in Contet



Wall next to 70 St. Botolph Street Main Entrance

# Sign 4 in Context



Parking and back entrance on Studio Place





# St. Botolph Sign 1





# Sign 1 in Context



Corner of Garrison Street and St. Botolph Street

# St. Botolph Sign 3



# Small Sign 3 in Context



View From 70 St. Botolph Street Front Entrance





# St. Botolph Alternative Large Sign Design



# Alternative Sign 2 in Context



Wall Next to 70 St. Botolph Street Main Entrance

# Alternative Sign 4 in



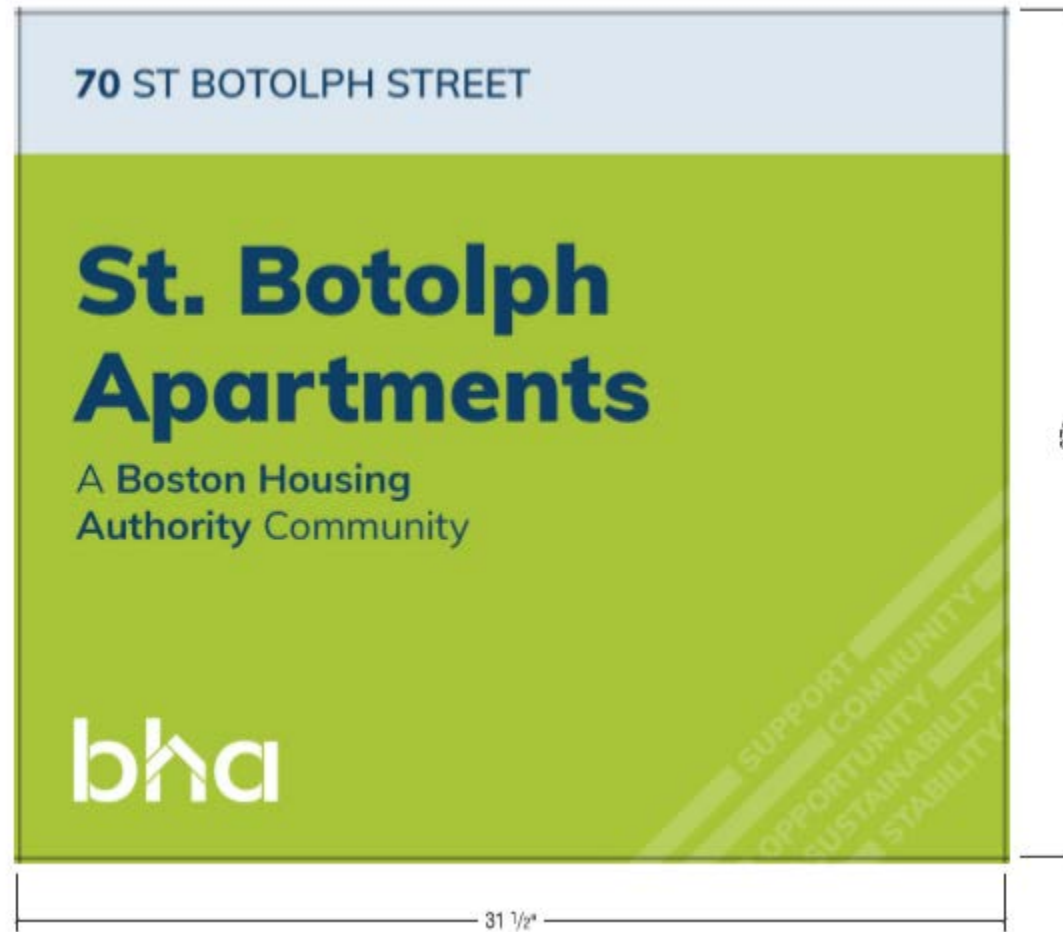
Parking and back entrance on Studio Place



# St. Botolph Alternative Sign 3



# St. Botolph Alternative Sign 1



# Alternative Sign 1 in Context



Corner of Garrison Street and St. Botolph Street

# Sign 3 in Context



View From St. Botolph Street Side Entrance