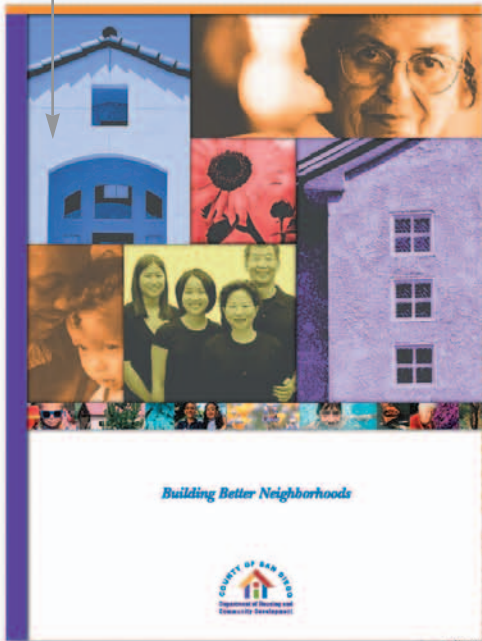


While the County of San Diego Department of Housing and Community Development provides an extensive range of services to the public, they needed greater community awareness and a more professional public image. They understood that developing community awareness required more than a flashy new brochure. It meant creating a *brand* for the agency—an image of quality that carries through on each printed piece to build a lasting impression of the agency’s vital services.

Photography

Through a combination of architectural details, landscape artifacts and inviting images of people, photography communicates with both cultural and socio-economic sensitivity.



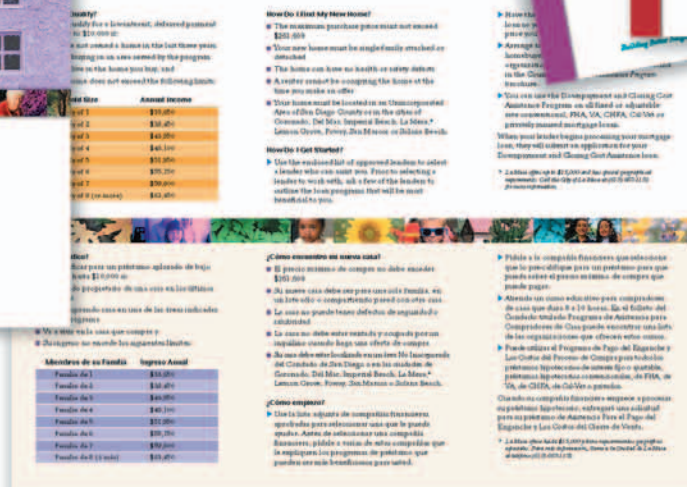
Logo

Designed to convey a positive and professional feel, the logo illustrates how people can come together to build solid and meaningful solutions.



Brochures

Color coordinated to clearly communicate what services are available and how to access them.



Website

Coordinated with print material to retain continuity throughout all communication.



Color

The primary color palette that can be used together with secondary colors to create unique combinations that adhere to a consistent “family” look.