

chicago coalition for the homeless

identity redesign 2021

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1. **organizational research**

background
current identity and applications
affinity logos

2. **trademark design**

word mapping
sketches
directions
final mark
configurations
type system and color palette

3. **trademark application**

business cards
stationery
ad campaign
apparel

1. **organizational research**

chicago coalition for the homeless

about

We are the only non-profit in Illinois dedicated to advocating for public policies that curb and can ultimately end homelessness. Our organization leads strategic campaigns, community outreach, and public policy initiatives that target the lack of affordable housing in metropolitan Chicago and across Illinois.¹

¹chicagohomeless.org/about/

organizational research

mission

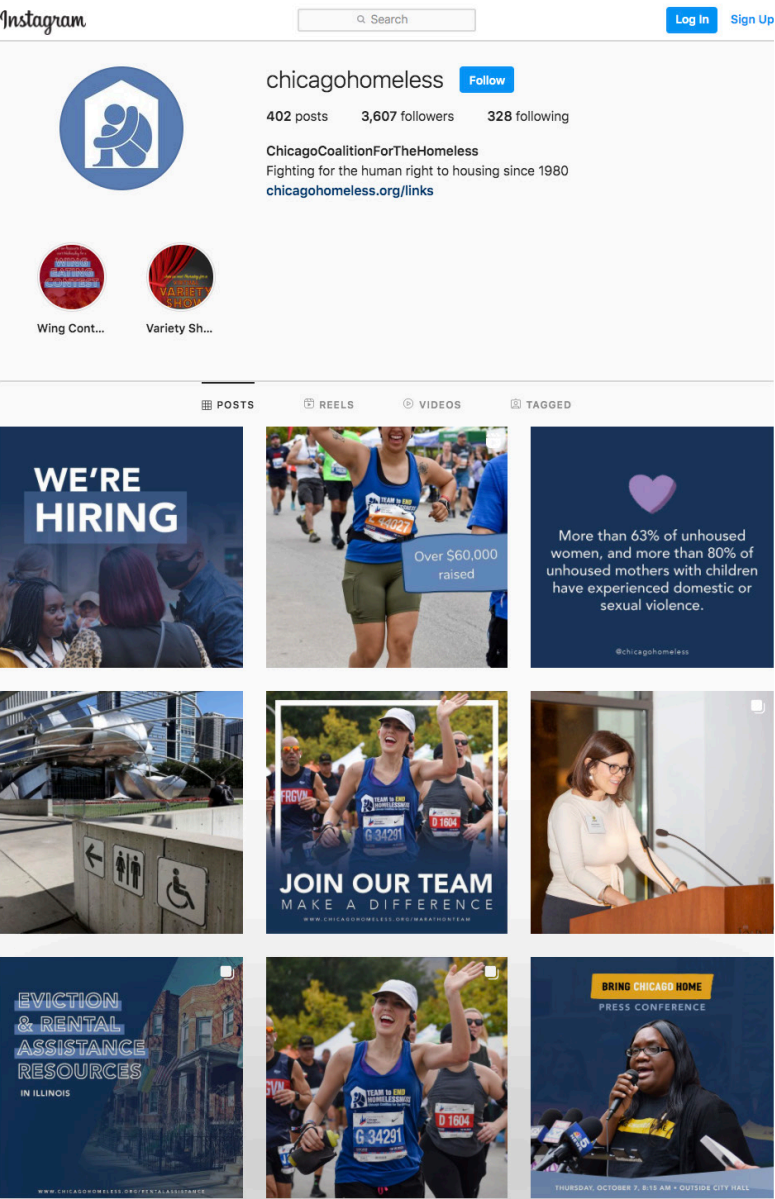
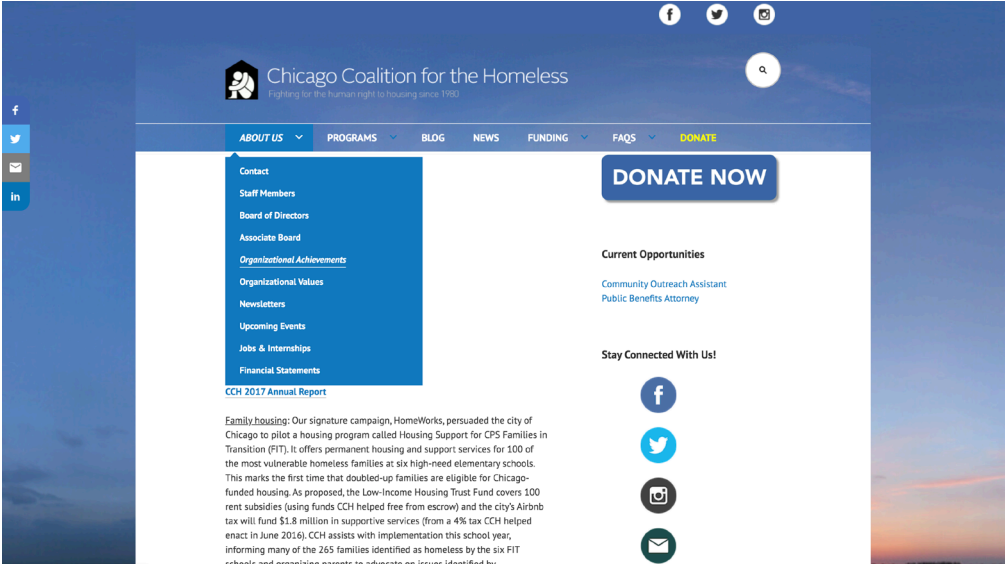
CCH uses community organizing, advocacy, and legal aid to press for measures that help homeless people get back on their feet. CCH counters public complacency about people left homeless and without options due to extreme poverty.¹



chicago coalition
for the homeless

organizational research

current identity and applications



affinity logos



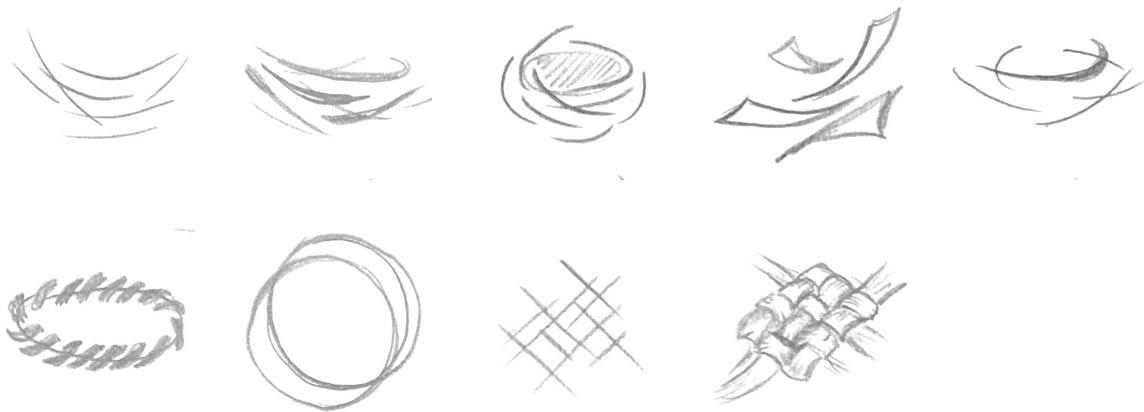
2. trademark design

word mapping

policy
advocacy
transparency
active
report
mindfulness
inclusion
intersectionality
volunteer

collaboration
integrity
sensitivity
established
overarching
accessibility
protection
reinforcement
preservation

sketches



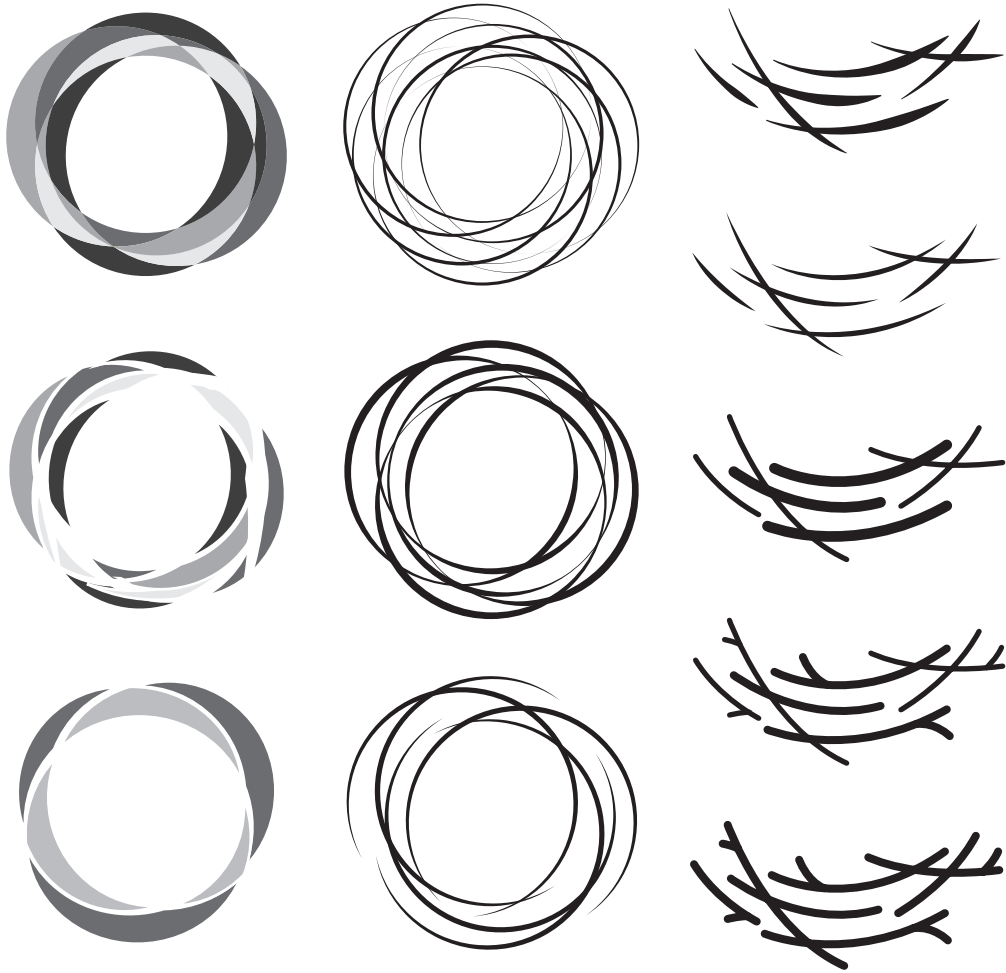
CHICAGO
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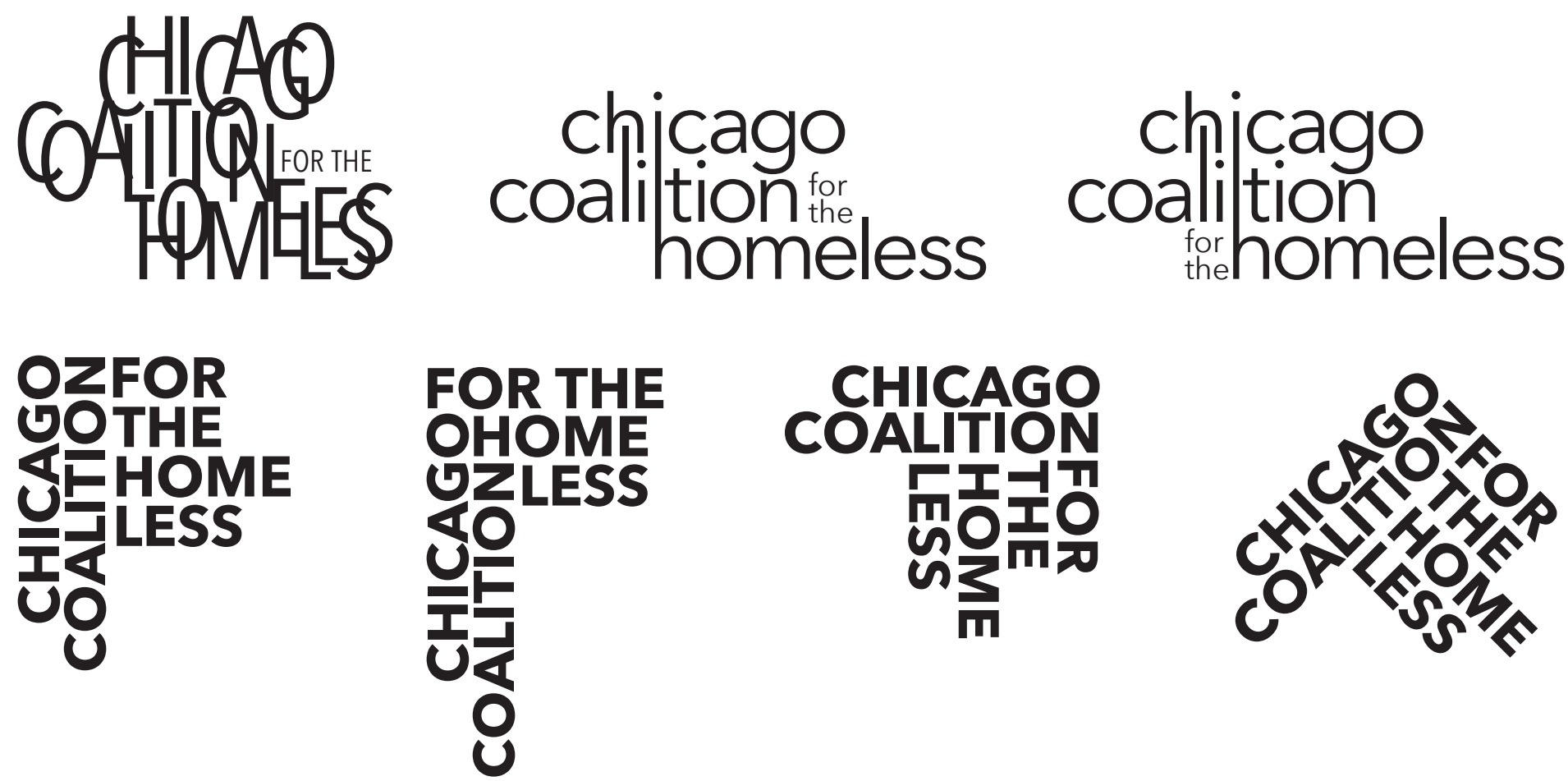
direction 1: nest



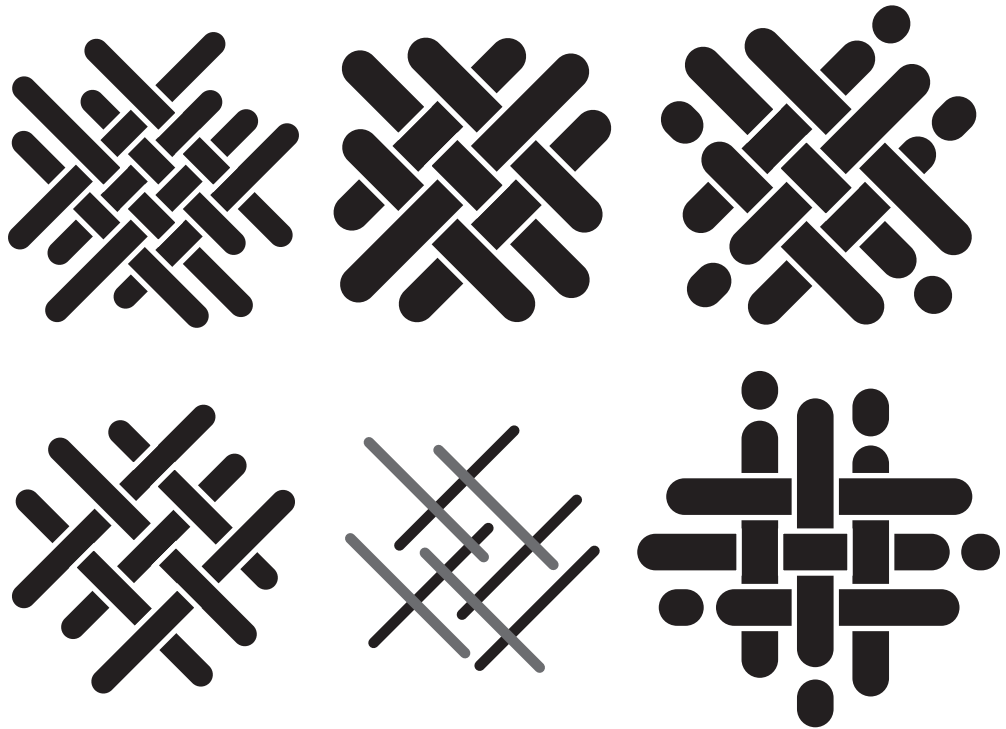
chicago coalition
for the homeless

trademark design

direction 2: typography



direction 3: weaving





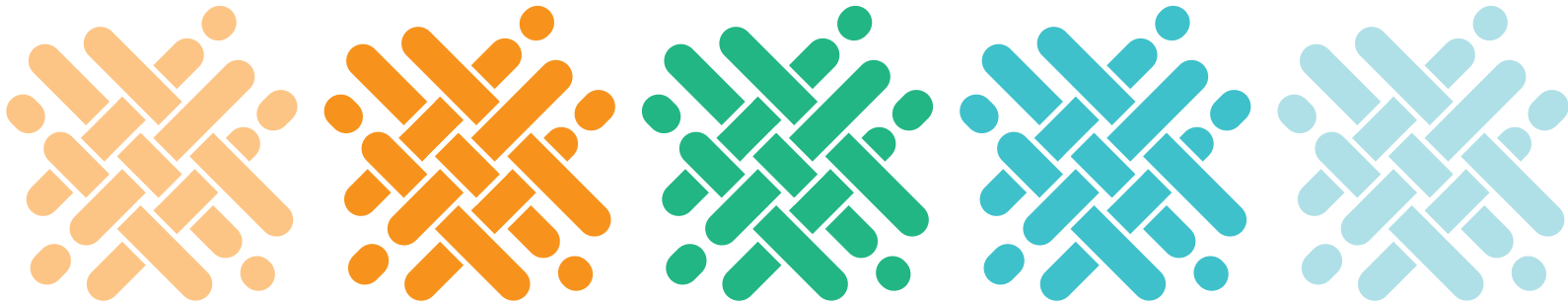
mark (light orange or light blue
when on white) and typography
together in this configuration. type and
mark must have high color contrast



typography by itself



mark (any color) by itself








type system

all lowercase except in body copy

avenir next bold
avenir next demi bold
avenir next regular

color palette

-  c0 m25 y52 k0
-  c0 m50 y100 k0
-  c74 m0 y6 k0
-  c65 m0 y22 ko
-  c29 m0 y9 k0

3. trademark application

chicago coalition
for the homeless

trademark application

business cards







chicago coalition
for the homeless

trademark application

apparel



