

Original Client Name: CORHA | Central Oregon Regional Housing Authority

Original Client Tagline: Fostering Dignity Through Affordable Housing

New Client Name: Housing Works

New Client Tagline: We know the way home.

BEFORE



AFTER



Challenge: CORHA was another nebulous Central Oregon acronym. The organization's name and tagline made for a hard-to-remember mouthful. Their old logo had gained the tongue-in-cheek moniker the "peeing man." This group does so many wonderful things to promote affordable housing. There were some misperceptions we needed to overcome where section 8 was concerned; managing community feelings with housing developments was key. All-access housing was the goal. There were four main elements to this project. 1.) Craft a new name for CORHA; 2.) Create more positive and memorable name recognition; 3.) Better convey CORHA's work and mission; eliminating confusion with other organizations and 4.) Start fresh with key audiences.

The new name, tagline & design had to speak to current/potential affordable housing residents; policy-makers; media opinion-makers; Current/potential investors; current/potential real estate partners; CORHA staff; CORHA board; and the general public.

Solution: Our client, stakeholders and many observers consider the name to be brilliant! The double meaning of Housing Works "works" well. The logo solution lends itself to a more contemporary look. The warmth of the light inside the house makes an emotional connection with the audiences. "We know the way home" for a tagline is simple, direct, and establishes trust and confidence in their mission. It speaks to the hopes and aspirations of those served.

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