

# Unveiling Our New Logo Brand

North Charleston Housing announces the unveiling and implementation of our new logo brand identity & abbreviated name: North Charleston Housing. We also have a new logo brand for Renaissance, Inc., our development non-profit. Renaissance, Inc. logo brand matches the North Charleston Housing Brand, but also features our slogan: Developing South Carolina Affordable Housing.

The new NCH logo brand is unique to North Charleston Housing. The new logo features a home icon with the South Carolina Palmetto and Crescent moon, and the hand holding the NCH system symbolizes the transition of families to affordable, safe housing, as well as represents the positive movement in the lives of those served by NCH.

Affordable housing is a main priority of North Charleston Housing. Our goal is to help provide low income families the opportunity to move from subsidized housing to home ownership. We offer a variety of programs and services to help those in need of housing assistance.

The new image brand captures North Charleston Housing's spirit and will be used internally and externally to identify NCH. The new logo brand was produced for NCH by creative agency, Brooks Jeffrey Marketing, Inc., an award-winning national firm serving housing authorities nationwide.

Brooks Jeffrey Marketing Inc, based in Mountain Home, Arkansas, was awarded the contract for the logo rebranding and updated splash page. Brooks Jeffrey offers customized integrated marketing solutions to Housing Authorities across the USA. Established in 1984, Brooks Jeffrey Marketing provides integrated marketing solutions: advertising, branding, photography, public relations, promotional items, websites & social media campaigns to businesses, government entities & non-profits throughout the USA. ([www.BrooksJeffrey.com](http://www.BrooksJeffrey.com))

For more information about the new North Charleston Housing logo branding or website, please contact Franklin Scott, Executive Director at Phone: 843-747-1793 or email [fscott@nchashousingauthority.com](mailto:fscott@nchashousingauthority.com).

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