

CHFA's Brand Ambassadors

Connecticut Housing Finance Authority

Communications: Integrated Campaign

HFA Staff Contact

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How Brand Ambassadors Reinforced Our Rebranding from the Inside Out

In October of 2024, the Connecticut Housing Finance Authority introduced a redesigned logo as the visual cornerstone of its rebranding initiative, aimed at modernizing its identity and better aligning its image with the evolving marketplace.

To ensure clarity and consistency across all platforms—from television screens to digital watches—the logo was designed with scalability and legibility in mind. This visual refresh was part of a broader communications strategy rolled out during the fourth quarter of 2024 across digital, social, print, and multimedia channels. All organizational collateral was updated to reflect the new brand, supported by targeted messaging and creative assets.

A defining strength of this initiative was the strategic use of internal volunteers, or as we refer to them—brand ambassadors. These employees championed the rebrand within their departments, helping to identify outdated materials, disseminate updated branding guidelines, and serve as go-to contacts for branding questions. Their involvement streamlined the branding process, allowing updates to happen more efficiently and consistently across teams without relying on outside consultants. Their role was essential in driving consistency, accelerating adoption, and ensuring strong internal alignment across the organization.

Brand ambassadors met frequently to review print and digital materials needing updates with the new logo. Their feedback was critical in ensuring no assets were overlooked. All information and resources were then featured on the organization's Exchange Portal—a centralized hub where employees could easily access up-to-date brand guidelines, logo files, and creative assets. This peer-driven, collaborative approach ensured that the rebrand wasn't just an external refresh, but a cultural shift embraced from within. As one ambassador shared, *"Being a brand ambassador made me feel part of the process. I felt like my suggestions and recommendations were heard and added to the rebranding of the organization."* Dawn Fisher, DEI Employment Engagement.

Replicability

From the outset, CHFA designed the brand ambassador framework to be easily replicable by other HFAs. By training volunteer staff within each department to serve as brand

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liaisons, we created a model that scales to organizations of any size. Brand ambassadors required minimal formal training, relying instead on accessible templates, clear guidelines, and a centralized Exchange Portal to drive adoption. This peer-led approach ensured that brand consistency could be maintained across even the most decentralized operations, offering a roadmap for agencies seeking a cost-effective, scalable rebrand solution. For example, Colette Slover from the Multifamily department took the initiative to identify and update all electronic forms in the system for the Low-Income Housing Tax Credit and the CT Housing Tax Credit Contribution programs that contained the old logo – working with other departments to ensure no outdated assets remained. Her diligence demonstrated how empowered ambassadors could drive real change beyond their immediate teams.

Engaging Targeted Audiences

Externally, the rebrand was introduced through a coordinated, multi-platform rollout encompassing digital, social media, print materials, and multimedia placements. Each channel was strategically chosen to maximize reach among CHFA's diverse stakeholders. Internally, brand ambassadors sustained engagement by serving as immediate, approachable contacts for branding questions within their departments. Their efforts were reinforced by leadership through virtual town halls and team briefings, ensuring that employees at all levels understood not just the what of the rebrand, but the why. This layered communication approach kept momentum high and sustained enthusiasm throughout the transition period.

Achieving Measurable Results

The rebranding initiative achieved measurable success within a short timeframe. Within 90 days of launch, 100% of identified brand touchpoints – including electronic signage, email templates, digital assets, and business cards – had been updated to reflect the new branding. Virtual rollout meetings drew near-universal participation, fostering strong internal alignment and ownership of the new brand identity. Following the rollout of "how-to" videos and self-service tools on the CHFA intranet, internal adoption of the updated branding was immediate, demonstrating the effectiveness of CHFA's peer-driven, resource-supported implementation strategy.

Benefits That Outweigh Costs

Mobilizing internal talent as brand ambassadors proved to be a cost-effective strategy, significantly reducing reliance on external consultants and trainers. By empowering staff

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from within, CHFA not only conserved resources but also fostered a stronger sense of collective ownership over the new brand identity. Clear, consistent branding minimized reputational risk, streamlined communication workflows, and enhanced stakeholder trust. Ultimately, the benefits of a unified, modernized brand—greater organizational credibility, improved operational efficiency, and stronger positioning for future outreach—far outweighed the modest investments made to support the rebranding process.

Demonstrated Effective Use of Resources

CHFA demonstrated an efficient use of resources by leveraging internal strengths. Volunteer brand ambassadors significantly expanded the capacity of the core communications team without adding budgetary strain. Rather than investing heavily in new systems or consultants, CHFA maximized the assets already at its disposal, demonstrating how strategic internal engagement can amplify impact even within constrained resource environments.

Existing digital tools, including conferencing platforms and the CHFA intranet, were optimized to deliver trainings, share updates, and troubleshoot in real-time – all at minimal additional cost. Rather than order new branded gear, CHFA distributed digital Zoom backgrounds and updated email signatures to instantly reflect the new brand in virtual meetings and inboxes – low cost, high visibility.

Achieved Strategic Objectives

Ultimately, the rebranding effort achieved CHFA's strategic objectives. The refreshed brand identity now more closely aligns with the organization's evolving vision and stakeholder expectations, reflecting a dynamic, forward-looking CHFA. Consistency across all communications channels has enhanced public credibility, while the brand ambassador program strengthened internal cohesion by empowering employees to act as brand stewards. In addition to achieving immediate outcomes, the initiative established a scalable, flexible brand foundation that positions CHFA for future growth, new partnerships, and greater impact across Connecticut's housing landscape.

A Brand Built from Within

CHFA's rebranding wasn't just about visual clarity – it was about internal culture, cross-team collaboration, and shared ownership of the organization's future. By empowering staff to lead the charge, CHFA proved that the strongest brand transformations start from within.

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Visual Aids to Include:

- Rebrand overview
- Brand Ambassador page on the Intranet
- Brand Ambassador testimonial
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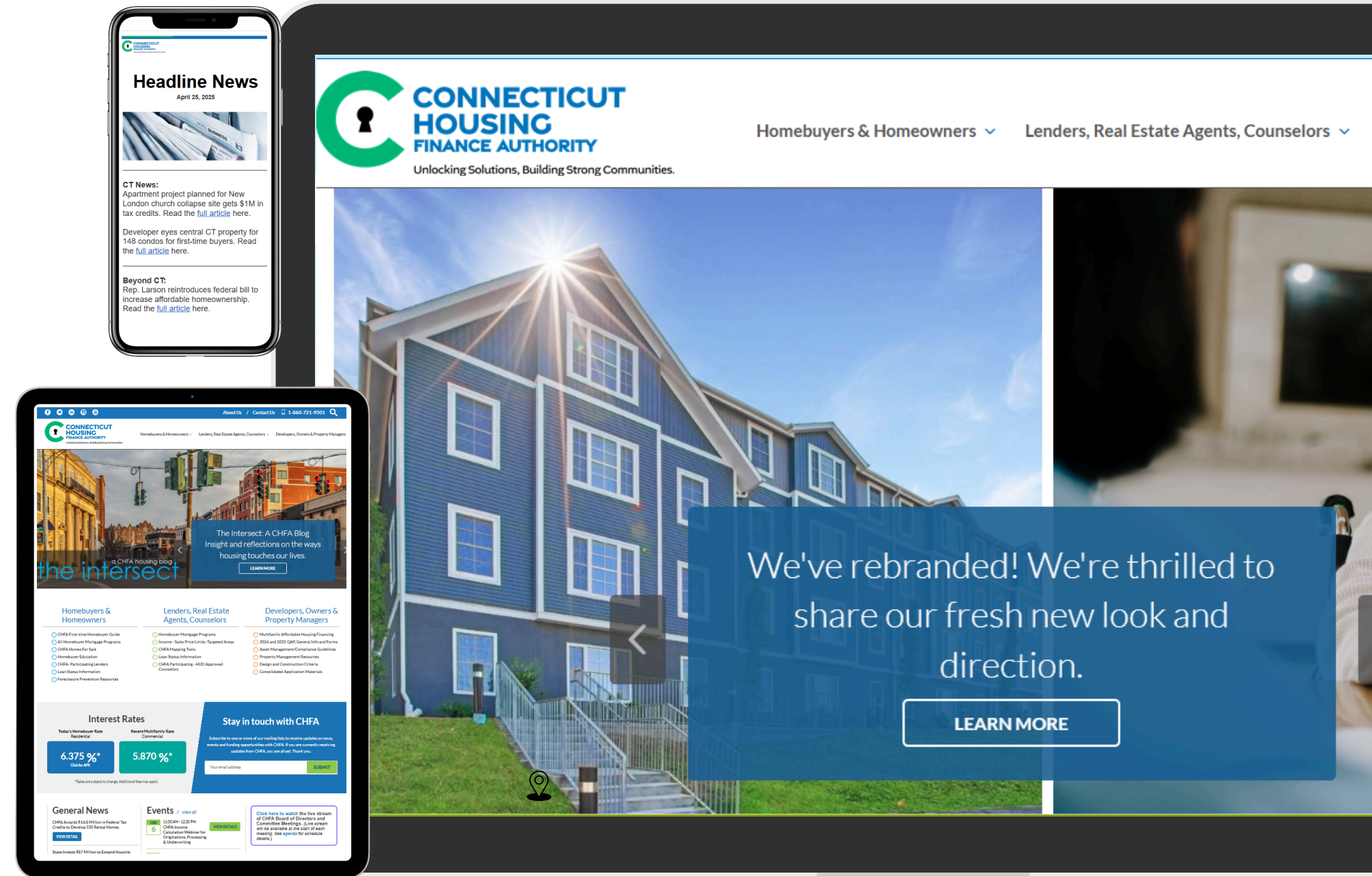
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**INSIDE
OUT**

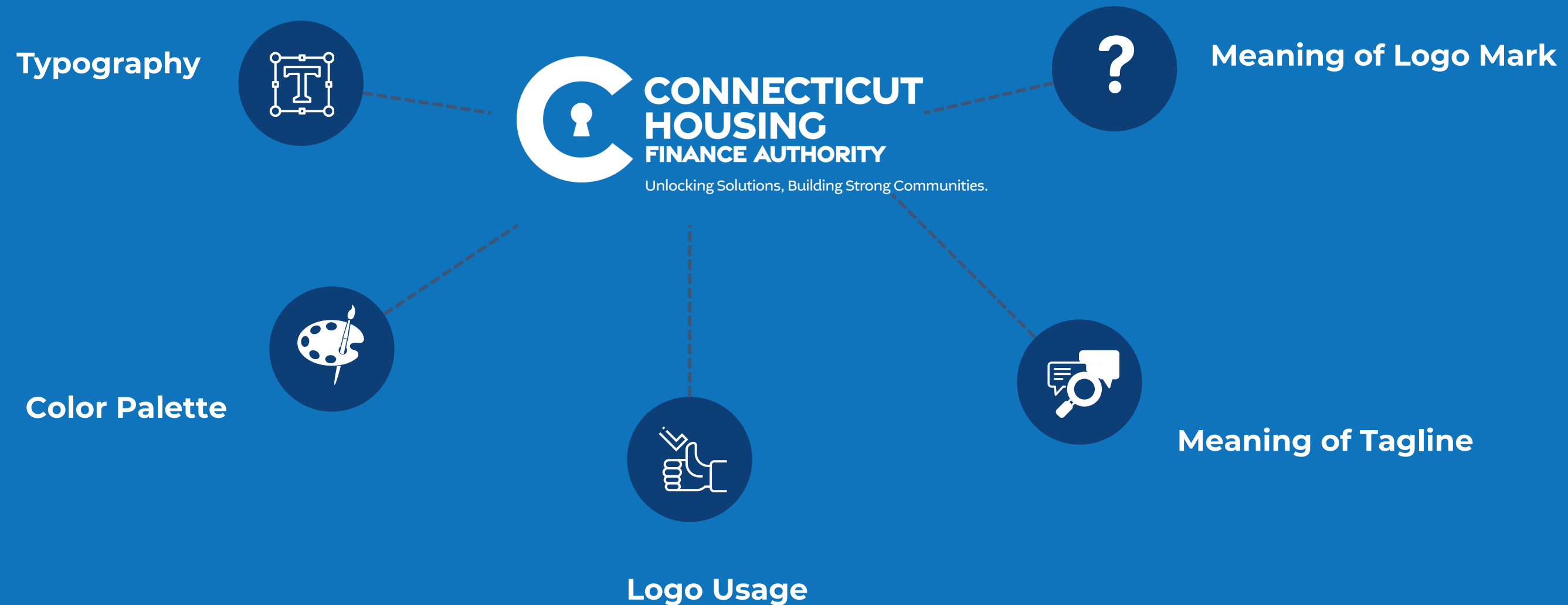


LOGO REBRAND

In October 2024, the Connecticut Housing Finance Authority unveiled a redesigned logo as part of a broader rebranding effort to modernize its identity and better reflect its role in a changing marketplace.



CLEAR BRAND COMMUNICATION



Clear communication about the logo—its meaning, proper usage, and do's and don'ts—was delivered through organization-wide webinars, email communications, and easily accessible online resources.

BRAND CONSISTENCY

SharePoint Search this site

Home Departments Committees Other About Us

Research Marketing & Outreach Home Housing Needs Assessment The Intersect **Rebrand** Success Stories Documents Recycle bin Public group Following 8 members

Promote Page details Preview Analytics Published 10/30/2024 Share Edit

New CHFA Brand!

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Unlocking Solutions, Building Strong Communities.

We're thrilled to share some exciting news with you! On **Monday, October 7th**, we will officially unveil our new brand externally. This marks a significant step forward for us as we continue to grow and evolve as an organization.

Why the Change?

The rebranding is about more than just a new look; it's about reinforcing our commitment to our core mission. The updated brand will better encapsulate our dedication to providing diverse housing options and fostering thriving communities.

Have a question? Contact your Brand Ambassador!



To ensure brand consistency, branding guidelines were made easily accessible to all employees through CHFA's intranet portal, The Exchange. In addition to the guidelines, all rebrand-related assets were available for organization-wide use. Webinars were held to ensure employees were well-versed in the new branding standards.


Documents

Edit in grid view Sync Export to Excel


	Name	Modified	Modified By
📁	Email Signature	October 4, 2024	Alfano, Valeria
📁	General	October 26, 2023	Blankenburg, Scott
📁	New Logos	October 4, 2024	Alfano, Valeria
📁	PowerPoint Templates	October 4, 2024	Alfano, Valeria
📁	Stationery Templates	October 4, 2024	Alfano, Valeria
📁	Webinar Materials	October 28, 2024	Alfano, Valeria
📄	Branding Guidelines (1).pdf	October 4, 2024	Alfano, Valeria


BRAND AMBASSADORS


A defining strength of this initiative was the pivotal role played by internal volunteers—our brand ambassadors—who were instrumental in driving brand implementation and fostering cultural acceptance throughout the organization.


 **Mondo, Shelly**
Contracts and Procurement Officer


 **Koeper, Liisa**
Assistant Director, Finance


 **Rolle, Rebekah**
Paralegal 3


 **Alfano, Valeria**
Marketing Specialist


 **Curtis-Lea, Ann**
Collateral Management Officer

 **Collamore, Katie**
Audit Supervisor


 **Root, Spencer**
Program Assistant


 **Rinaldi, Lorane**
Executive Assistant

 **Slover, Colette**
HTCC Program Manager 1

 **Fisher, Dawn**
DEI, Employee Engagement, and Execut...

 **Bilger, Heather**
Manager, Business Support and Training

 **LaPila, Michele**
Multifamily Operations Officer 4

 **Diaz, Isabel**
Senior Marketing Manager



Identify Business Assets

Identified departmental assets across various channels—such as videos, podcasts, brochures, websites, and email campaigns—that require updates to align with the new brand identity.



Disseminate Branding Guidelines

Brand ambassadors were engaged to help disseminate branding guidelines and ensure consistent implementation across all internal and external touchpoints.



Go-to Contacts

Brand ambassadors served as go-to contacts within their departments, providing guidance on the new brand standards and supporting consistent adoption across all communications.

BRAND AMBASSADORS

**STREAMLINED
PROCESS**

**REINFORCED
CONSISTENCY**

**ACCELERATED
ADOPTION**

**FOSTERED
ORGANIZATIONAL
ALIGNMENT**





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