

Rebrand Marketing and Communications Campaign

Housing New Mexico

Communications: Integrated Campaign

HFA Staff Contact

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Housing New Mexico

2025 NCSHA Award Submission

ENTRY CATEGORY:
Communications

ENTRY SUBCATEGORY:
Integrated Campaign

ENTRY NAME:
*Rebrand Marketing and
Communications Campaign*



Housing New Mexico's Vision and Mission

Housing New Mexico | New Mexico Mortgage Finance Authority's (MFA's) vision is for all New Mexicans to have quality, affordable housing opportunities. As the state's leader in affordable housing, Housing New Mexico provides innovative products, education, and services that strengthen families and communities. The rebrand marketing and communications campaign spanned two years – primarily May to September 2024 – to effectively reinforce the message that New Mexico Mortgage Finance Authority was now Housing New Mexico. A new logo was also unveiled to better reflect the organization's mission, programs, and services. The campaign featured a combination of tactics, including a press conference, videos, a press release, a refreshed website, social media, and printed materials, as well as internal trainings, presentations, and a logo design contest.

The Rebrand Campaign is Innovative

Innovation was key to the success of the rebrand campaign, which was implemented in several strategic phases. It began with an internal logo design contest that sparked creativity and excitement among staff. A logo teaser video was then shared on social media to build curiosity and anticipation. At its peak, the campaign featured a press conference, logo reveal video, and a press release –all coordinated to maximize impact across multiple platforms.

The Rebrand Campaign is Replicable

The campaign was designed with scalability in mind, making it a model that any state Housing Finance Agency can replicate. The Housing New Mexico Marketing and Communications team established a road map that outlines each phase of the process. The plan included a timeline, a list of assets to rebrand, and a strategic deployment guide. From a teaser video to a press conference, from a logo reveal video to a press release, from a banner drop to social media and website graphics, and from external websites to internal applications, the rebrand strategy can be adapted by other HFAs based on their scope, staffing, and budget.

The Rebrand Campaign Engages Targeted Audiences

Housing New Mexico targeted two primary audiences for its rebrand campaign – an internal and an external audience. The internal audience included approximately 120 employees, and the key was engaging employees from the beginning. The process of the new logo design was quite involved, as it began with a contest inviting employees to submit concepts reflecting their vision for what the look and feel of the updated logo should be. Forty designs were submitted and, after careful review, were narrowed down to four finalists. These entries, along with several redefined logo options, were sent to an ad agency for the final design process. The marketing department and an ad agency collaborated to fine-tune the artwork, and after receiving three logo design options, employees were invited to cast their votes to help select the best logo. The result featured the outline of New Mexico to represent the agency's mission to provide affordable housing opportunities statewide and a sun behind the roof of a house, representing a bright future and the warmth of a home. The name "Housing New Mexico" was placed at the center of the state to reflect the belief that housing is the foundation for strong families and communities. The design was inspired by words such as strength, stability, family, and partnerships. Housing New Mexico received permission from the Pueblo of Zia to incorporate the Zia Sun Symbol into the new logo. Internal communications included rebrand trainings and department meetings. Newly branded templates were made available to all employees and were shared on the intranet. Most employees attended the rebrand press conference, further reinforcing internal engagement and support.

The external audience included stakeholders, partners, board members, legislators, and constituents. To reach this broad audience, several strategic tactics were implemented. At a board retreat, a presentation featuring the final three logo contest entries was shared to generate interest. A **logo teaser video** was shared on social media leading up to the press conference to build anticipation. Four partners – representatives from a multifamily development company, mortgage company, Tribal housing authority, and homeless shelter – spoke at the press conference to provide the perspective of meaningful partnerships and share success stories resulting from Housing New Mexico’s funding and relationships. Following the press conference, a **logo reveal video** was shared on social media to officially introduce the refreshed logo. A statewide **press release** accompanied the launch, followed by social media posts. The rollout was impeccable – the refreshed website and redesigned social media graphics were launched the same day as the press conference, ensuring a cohesive brand debut. Although the press conference took place in July, rebranding efforts continued for visibility and reinforcement. For example, the Housing New Mexico quarter three newsletter –distributed to over 3,500 recipients in October–introduced the new brand and expanded its reach.

The Rebrand Campaign Achieves Measurable Results

From the day of the press conference—July 24, 2024—through October 31, 2024, social media impressions totaled 35,249, engagements totaled 4,210, and the audience grew by 149. The press conference post had 160 views on Instagram and 277 clicks on LinkedIn. The logo reveal video garnered 682 impressions and a reach of 600 on Facebook. The July newsletter announcing the rebrand was delivered to 3,550 people via HubSpot. The rebrand press conference resulted in 32 media mentions in July and August, including AOL.com (audience of 5.4 million), Yahoo Finance (audience of 11.4 million), Yahoo News (audience of 13.9), as well as a mention on the Weekly Real Estate News website and X.

The Rebrand Campaign Provides Benefits that Outweigh Costs

The greatest benefit of the rebrand campaign is its lasting impact. Minimal expenses were incurred relative to the outcome of establishing a new brand, name, and logo. Because the campaign was implemented gradually over several months, the cost of the rebrand effort was mostly absorbed into the existing annual marketing budget. Only one supplemental request – for \$10,000 in fiscal year 2024 – was made for professional services from an ad agency to support the rebrand effort. The campaign provided benefits that outweigh the costs:

Benefits:

- Strong employee engagement and internal buy-in through the logo design contest
- A refreshed, modern, professional, and relatable look—especially on the website and social media— featuring real people instead of animation
- A brand that captures the agency’s mission to serve the entire state
- A new name that encompasses of all programs, not just mortgage programs
- A noticeable shift in how the organization is referenced—at groundbreaking, listening sessions, board meetings, and among the news media, “Housing New Mexico” is rapidly moving away from “MFA” and “New Mexico Mortgage Finance Authority”
- Reduced confusion with New Mexico Finance Authority

In addition to the supplemental budget request of \$10,000 for the rebrand effort, the

approximate cost of campaign-related expenses was \$54,390. Expenses included – but were not limited to – press conference-related expenses, voiceover for logo video, website refresh, employee polos and name badges, business cards, banners, table covers, envelopes, letterhead, and ad agency support.

The Rebrand Campaign Demonstrates an Effective use of Resources

The rebrand campaign was primarily led by Housing New Mexico’s Marketing and Communications Team, consisting of just two full-time employees—a director and digital content manager— and two part-time employees, including an intern and contracted temporary digital content manager. Despite the team’s small size, much of the campaign’s creative work, including graphic design, was accomplished in-house, although an ad agency assisted with design and public relations, helping to manage the increased workload during peak campaign phases. While managing the rebrand, the team of four simultaneously had to complete all other normal day-to-day tasks. In order to stay within the budget, a decision was made to implement a website “refresh,” as opposed to a more costly full redesign. This approach involved updating the site’s colors, font, theme, and images, giving the site a modernized look without having to redevelop the entire site. Earned media was also accomplished through press coverage, interviews and a rebrand feature story in the New Mexico Bankers Digest. In recognition of their exceptional effort, the marketing and communications team was recognized by leadership with a “Spot Award”—an internal honor acknowledging special accomplishments.

The Rebrand Campaign Achieves Strategic Objectives

A core objective of the rebrand was to redefine the agency’s identity as it approached its 50th anniversary, reflecting its evolution beyond mortgage finance into a comprehensive housing solutions provider. As stated by Housing New Mexico CEO/Executive Director Isidoro Hernandez:

“When New Mexico Mortgage Finance Authority was created by the state legislature in 1975, its focus was mortgage assistance for low-income households. We have grown into so much more, as far as the programs and services we provide, and ‘Housing New Mexico’ is more reflective of our diverse suite of services and makes a strong statement. We offer over 40 programs across the entire housing continuum, from homelessness to homeownership. Whether it is transitional or specialized housing, multifamily or single-family development, or homeownership, our many programs are diverse and assist New Mexicans from all walks of life. The new logo should help New Mexicans understand our role in their community better, and we look forward to continued outreach and education about Housing New Mexico for years to come.”

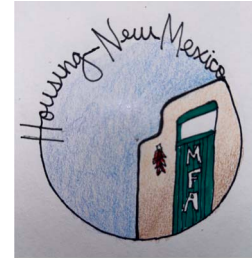
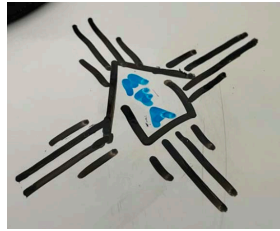
The campaign also successfully fulfilled its strategic objectives of engaging employees in a meaningful way introducing a refreshed, modern brand that clearly reflects Housing New Mexico’s mission to serve the entire state and address the full housing continuum. It established a name that is inclusive of all programs—not just mortgage programs— and created a recognizable, easy-to-articulate name. In addition, the campaign ensured a comprehensive transition of all branded marketing materials, including office materials, promotional items, stationery, business cards, employee name tags, email signatures, banners, advertisements, website content, social media assets, marketing materials, partner websites, internal applications, and building signage.

VISUALS

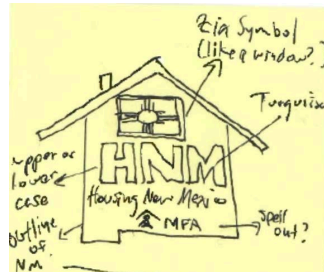
Rebrand & Campaign Timeline

| | 2023 | 2024 |
|-----------|--|--|
| January | | Rebrand Phase 2 (Continued) |
| February | | |
| March | | Rebrand Phase 3 Begins Website Redesign, Rebrand Teaser Video, Logo Reveal Video, Launch, and Branding Implementation |
| April | | |
| May | Rebrand Phase 1 Brand Research & Stakeholder Interviews | Website Redesign Planning |
| June | | Logo Teaser/Reveal Video |
| July | Staff Logo Design Contest | Rebrand Launch <ul style="list-style-type: none"> • Press Conference • New website live • New Logo Enforced |
| August | Selection of Top Three Staff Logos | |
| September | | |
| October | Ad Agency Designs Logo | Internal/External Marketing Materials Redesigned and Printed |
| November | Rebrand Phase 2 Begins Brand Development (Brand Design, Concepting, File Building, and Brand Guide) | |
| December | Logo Winner Announcement at Annual Recognition Event | |

Logo Contest Designs (9 of 40 submissions)



Top Four Logo Contest Designs



Redefined Logo Designs Sent to Ad Agency Along with Top Four Contest Designs



Initial Drafted Designs Ad Agency Produced



Final Version of New Logo

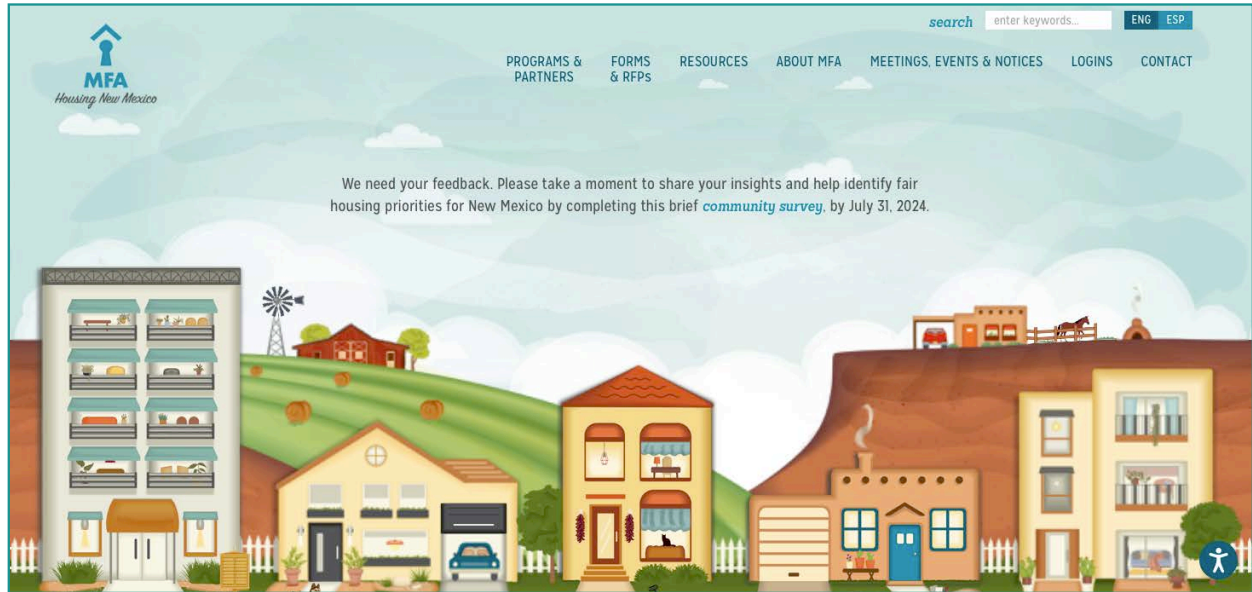


Primary

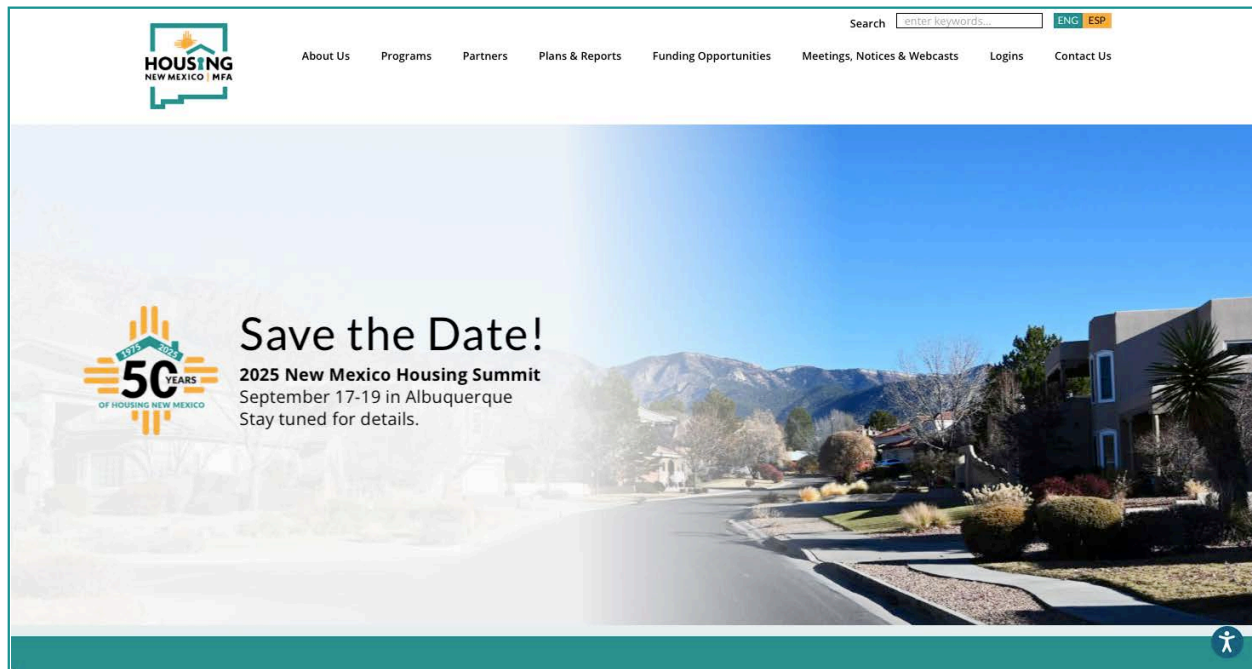


Secondary

Website (Before)



Website (After)



Old Building (Old Logo)



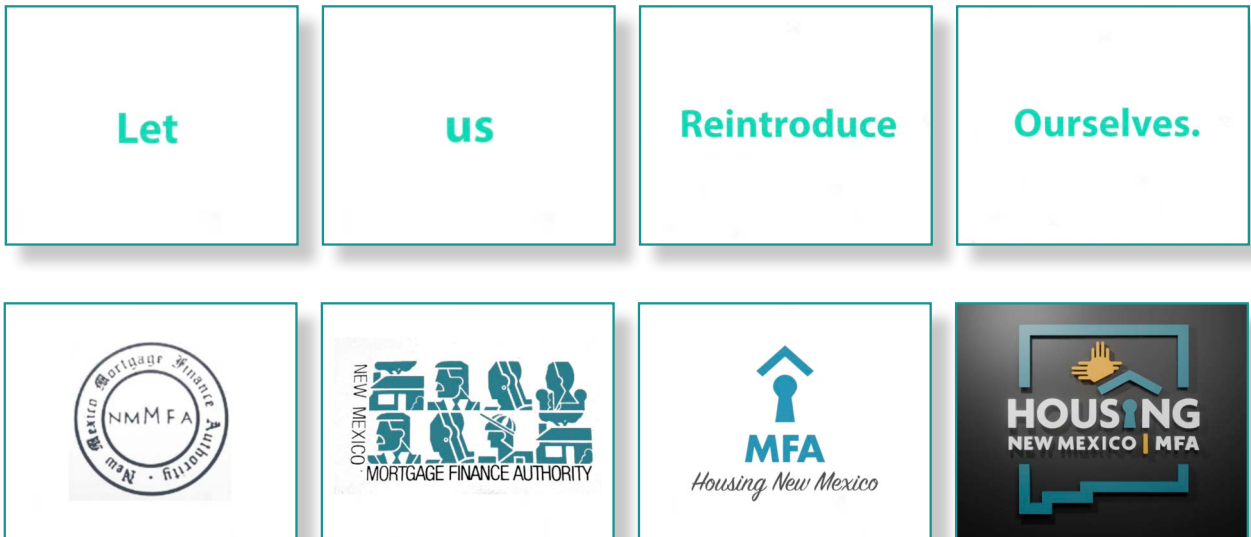
New Building (New Logo)



Logo Teaser Video Screenshots



Logo Reveal Video Screenshots



Engagement (Internal + External Audiences)



Quarterly Newsletter

July 2024

**New Look,
Same New Mexico Mortgage Finance Authority**

Message from the CEO

"When New Mexico Mortgage Finance Authority (MFA) was created by the state legislature in 1975, its focus was mortgage assistance for low-income households. Over the last 50 years, we have grown into so much more.

We recently announced our rebranding, which now includes 'Housing New Mexico' and a new logo with an outline of the state, reminding everyone that we serve all of New Mexico. From people experiencing homelessness, to those celebrating the purchase of their first home, Housing New Mexico creates opportunity across the housing continuum.

We are not officially or legally changing our name, but the idea is for us to be recognized as **Housing New Mexico**. As the state's housing authority, our vision is that all New Mexicans will have quality, affordable housing opportunities, and 'Housing New Mexico' truly encompasses what we work toward every day."

MFA
Housing New Mexico

- Idaira Hernandez
CEO and Executive Director

*Logo above was used from 2009 - 2024



Housing New Mexico
 July 24, 2024 · 🌐

Let us reintroduce ourselves...
 We are Housing New Mexico ❤️👉
 The same New Mexico Mortgage Finance Authority but with a new look!

0:10 / 0:24

Boost this post to get more reach for Housing New Mexico. [Boost post](#)

👍❤️ 18 1 comment 6 shares

👍 Like [Share](#)

Here are our final three new MFA logo options. Which one is your favorite?
 9/11/2023 2:53:43 PM

Thank you to everyone who provided suggestions and input for the logo rebrand! Your creativity inspired the designers and has helped in creating these three final logo options. These three options will be presented to the...

[Read More](#)

Kellie
 I like #2 the best. The logo really ties it all together so...

Martha
 I like 2 with the colored border.

Steve
 I like #2. The outline of the state really emphasizes that we are New Mexico focused.

Kelly
 Not to be a copycat, but I agree... #2 with the state emblem is the best!!

Teri
 All of these options are very creative and attractive! If I had to pick just one, though, I'd vote for option #2 with the state emblem.

Sonja
 These are all great. Number 1 definitely stands out to me as the most original! Number 1 has my vote.

Rebranded Assets

Employee Polo



Fax Cover Sheet Template

FAX
 Housing New Mexico | MFA
 New Mexico Mortgage Finance Authority
 7425 Jefferson St. NE
 Albuquerque, NM 87109
 Tel: 505-843-6880
 Fax: 505-843-2889
 1-800-444-6880 in New Mexico

Subject: _____

To: _____ **From:** _____

Fax #: _____

Cc: _____

Comments: _____

Memo Template

TO: Housing
 Theme
 Through

FROM: Name

DATE: Board

SUBJECT: Subject

Recommendation: _____

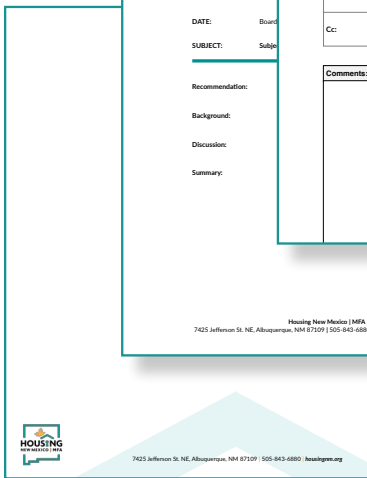
Background: _____

Discussion: _____

Summary: _____

Housing New Mexico | MFA
 7425 Jefferson St. NE, Albuquerque, NM 87109 | 505-843-6880 | 800-444-6880

Letterhead



Fact Sheet

FirstDown

FirstDown is a fixed-rate second mortgage loan program that provides down payment and closing cost assistance for first-time homebuyers who are purchasing a home in the state of New Mexico. FirstDown must be combined with the FirstHome program. Multiple equipment term options and affordable interest rates provide the homebuyer with a budget-friendly monthly payment.

FirstDown has the same credit score, property and homebuyer counseling requirements as FirstHome. A list of these requirements is located on the FirstHome fact sheet.

FirstDown is only available through a network of Housing New Mexico-approved participating lenders. A list of participating lenders is published on the Housing New Mexico website: housingnm.org/programs/firstdown

Quick Facts

- Exclusively for first-time homebuyers.
- Provides up to 6% of the home sales price to assist with down payment and closing costs.
- Subject to the same buyer requirements as the FirstHome program.
- Works with FHA, VA, USDA, HUD Section 548, MFA Acknowledge and MFA Preferred Conventional mortgage loans.
- In some cases, FirstDown may be combined with other down payment assistance programs.

View the Latest Household Income Limits

HOUSING NEW MEXICO | MFA
 EQUAL HOUSING OPPORTUNITY
 Housing New Mexico | New Mexico Mortgage Finance Authority (MFA)
 7425 Jefferson St. NE, Albuquerque, NM 87109
 505-843-6880 | 800-444-6880 | housingnm.org

PowerPoint Template



Housing Development Banner

HOUSING NEW MEXICO | MFA

Another Affordable Housing Development Financed by Housing New Mexico

800-444-6880 | housingnm.org

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Housing Solutions for all of New Mexico

From Homelessness to Homeownership

www.housingnm.org

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Outreach Event Banners

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Programs Available:

- Homeless
- Transitional
- Specialized
- Homeownership
- Single-Family Development
- Rental Development
- Homeowners
- And More!

www.housingnm.org



Website Graphics

Approximate Costs

| Item | Cost |
|---|--------------------|
| Banner for press conference | \$672.00 |
| Refreshments and decorations for press conference | \$667.40 |
| Voiceover for logo teaser video | \$373.75 |
| Website refresh | \$12,500.00 |
| Employee name badges and magnets | \$223.06 |
| Employee polos | \$4,389.90 |
| Employee laptop cases | \$1,614.00 |
| Lapel pins | \$334.71 |
| Branded promotional items for outreach events | \$4,518.37 |
| Table covers | \$544.04 |
| Four retractable banners for outreach events | \$770.50 |
| Logo stickers | \$326.10 |
| Business Cards | \$2,073.91 |
| Envelopes, letterhead, receipt paper | \$11,683.00 |
| Ad Agency | \$13,700.78 |
| Total Cost: | \$54,391.16 |

Rebrand Checklist:

| Item | Item | Item |
|---|---|---|
| Design Logo | Design HubSpot Templates (General, Department, and Quarterly Newsletter) | Design Outreach Kit Checklist |
| Create Branding Guide | Design Stationary Items (Envelopes in Various Sizes, Letterheads - Two Styles, Notepads, Thank You Cards & Matching Envelopes) | Design Rebranded Outreach Items (Table Cover, Retractable Banners - Two Versions, Jumbo Banner, Canopy) |
| Refresh Website | Order Stationary Items | Order Rebranded Outreach Items (Table Cover, Retractable Banners - Two Versions, Jumbo Banner, Canopy) |
| Update Website Photos and Graphics | Order Promotional Items for Outreach Events (Notebooks, Highlighters, Water Bottles, Pens, Key Chains, Chapsticks, Stress Balls, Note Pads, etc.) | Design New Housing Development Banners (Two Versions) |
| Update Internal Web Pages / Programs (Intranet, Secure File Transfer, MFA Sign-On, MFA Service Desk, MFA Guest Wifi Log-In, DUO App, Online Invoicing, KnowB4 Training Website, and more) | Order Promotional Items for Staff (Coffee Mugs, Water Bottles, Notepads, Folders, Mousepads, Pens, Notebooks, Lunch Bags, Lapel Pins, Laptop Cases, Coasters, etc.) | Order New Housing Development Banners (Two Versions) |
| Update Google Business Profile | Design Internal Templates / Guides (PowerPoint, Memo, Business Name Writing Guide, Meeting Agenda, Fax Cover Sheet, etc.) | Announce Rebrand to the Public (Letter, Email Blast) |
| Update Social Media Accounts (Banners, Profile Photos) | Design Webex Virtual Backgrounds | Produce Rebrand Teaser Video |
| Brand Social Media Icons for Marketing Materials | Design Video Intro/Outro Slides and Clip | Produce Logo Reveal Video |
| Design Business Cards | Update Social Media Policy | Update Third Party Websites Associated to Company (Mitas, PowerLender, LenderConnection, Neighborly, Amplified, Sol Housing, NCSHA, Critical Mention, Albuquerque Business First, and more) |
| Order Staff Custom Business Cards | Update Agency Writing Style Guide | Rebrand Department-Specific Files (Service Provider Yard Signs, Benefit Summary, Housing Needs Assessment, New Mexico Housing Strategy, Payment Coupon Books, etc.) |
| Design Email Signature | Create Business Name Writing Guide | Rebrand Department-Specific Files (Service Provider Yard Signs, Benefit Summary, Housing Needs Assessment, New Mexico Housing Strategy, Payment Coupon Books, etc.) |
| Customize Email Signatures | Rebrand Leadership Biography Document | Rebrand Press Release Template |
| Order Building Exterior Signage | Rebrand Organization Chart | Send Media Advisory for Press Conference |
| Design Interior Signage (Office and Cubicle Name Plates) | Order Stickers | Send Press Release Post Press Conference |
| Design Staff Name Tags | Design Rebranded Fact Sheets | Create and Share Press Conference Social Media Posts |
| Order Staff Custom Name Tags | Update Department Fact Sheets and Print | Reshare Press Conference Media Coverage on Social Media |
| Rebrand Advertisements (Google, and Others) | Order Employee Polos | |
| Design and Order Folders | Update Branded Videos on Website | |