

50 Years of Housing Excellence

North Carolina Housing Finance Agency
Communications: Special Event Marketing

HFA Staff Contact

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50 Years of Housing Excellence

Planning

The year 2024 was a big year for the North Carolina Housing Finance Agency. Chartered by the General Assembly in 1974, 2024 marked the agency's 50th anniversary, and more importantly 50 years of helping make home happen for thousands of North Carolinians. To celebrate this incredible milestone, the Agency sought to create an internal and external 50-year celebration campaign, which came to be known as 50 Years of Housing Excellence.

For this celebration, the Agency pulled together many elements to increase the Agency's public visibility, engage staff members in the celebration and provide legislators and other stakeholders with the information they need to make informed decisions in the future. The 50th anniversary celebration was a year-long endeavor, kicked off with a new logo and branding and filled to the roof with events, graphic elements, a video and much more.

Campaign Elements

New Logo and Branding

The North Carolina Housing Finance Agency had not had a rebrand or logo change since the 1990s, so the 50-year anniversary was the perfect time for a refresh that would bring the agency logo up to the design standards set by our more recent initiatives. Led by Raleigh marketing firm Walk West, this creative approach provided a new logo, color palette, topography, letterhead and envelopes, business cards and folder designs.

Logo Implementation

Officially launched in spring 2024, the logo served as a focal point for the 50th celebration. The new logo served as a foundation of the North Carolina Housing Finance Agency's visual identity, with a logo design that is simple, geometric and developed from a series of overlapping circles, representing the connectedness of the agency and the collaboration with its stakeholders. The center of the overlapping circles creates a pentagonal house shape.

As a primary means of visual identification, the color palette includes blue and deep red with secondary colors sky blue, brick red and pistachio green. This palette was specifically designed to be accessible to all end users, with ample contrast between color values.

The agency undertook a comprehensive audit of all agency materials that contained the logo, and proceeded to update them over time. By the end of 2024, the implementation of the new logo, color palette and assets were completed.

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50 Year Timeline

The center point of our 50-year campaign was our 50-year timeline, pulled together in house by a dedicated group of individuals from the agency's present and past. This interactive experience was created in Tableau, a data visualization tool, and provided viewers with a progressing timeline through the years of the agency's existence, highlighting important dates, programs and milestones along the way. This interactive experience allowed users to engage directly with visual and print storytelling to gain a deeper understanding and appreciation for the work the agency has completed in the last half-century.

To drive traffic to this timeline, the agency utilized social media strategy, incorporated the timeline into partner communications efforts including newsletters and eblasts and a specialized banner was placed on the agency's website to provide easy access to this interactive tool.

As a centerpiece, the timeline was received more than 1,500 views, exceeding expectations for viewership by 25%. The timeline also has staying power, continuing to gain views over time even with no promotional campaign behind it.

Service Project

The agency is primarily an organization of public service, and a service project day that included all staff who wanted to participate was a great way for the agency to get staff together, help in the community and celebrate 50 years of agency work.

For one full day, 48 members of agency staff came together at Hollenden Apartments in Raleigh to contribute to a total of 280 volunteer hours. During the event, volunteers moved 763 pounds of plant material, spread 20 years of mulch, removed 19 dead trees and shrubs, removed 10 yards of trash, planted 36 trees and shrubs and enjoyed immeasurable fun and teamwork.

Partner Engagement

Legislative Thank You Card

None of the great work done by the agency would be possible without the continued efforts and dedication from legislative members. To that end, the agency developed a legislative thank you card to express thanks to these members of the general assembly and ask that they continue with their support for the benefit of all North Carolinians. These thank you cards provided a touchpoint with legislators.

The thank you card included use of the new agency brand, photos of real homes that have been created with our funding and a message looking ahead to the next 50 years of partnership.

50 Year Anniversary Video

To showcase specific elements of the 50-year anniversary, the agency elected to produce a video to be shown at the North Carolina Affordable Housing Conference. This video pulled together comprehensive and emotional interviews with individuals who shaped the course of

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the agency's work over the last half century, putting a face and a voice to the 50 years of affordable housing excellence.

Developed and completed internally, the video development included interviews, script development, storyboarding, photography, voiceovers and video footage to cover the history of the agency and its work. Completed over five months, the video was shown at the annual luncheon of the 2024 North Carolina Affordable Housing Conference, to an audience of more than 1,000 housing professionals.

Outcomes

Overall, the agency's 50th anniversary celebration was a massive success that showcased the great work that the agency has accomplished over the last 50 years, but also celebrated the wide ranging and unique partnerships that the agency has developed that help us meet our mission.

More, the celebration gave us a chance to go back to our roots, remember the past and develop strategies that will lead the agency into the future.

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Visual Aids

Logo and Branding

Logo



Branded Color Palette



DARK BLUE
#174D7A



DEEP RED
#8A033D



SKY BLUE
#6BABD4



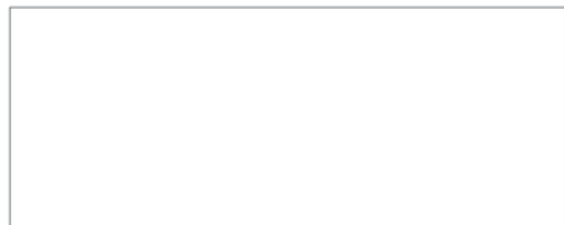
BURNT ORANGE
#C25745



PISTACHIO GREEN
#8CC78C



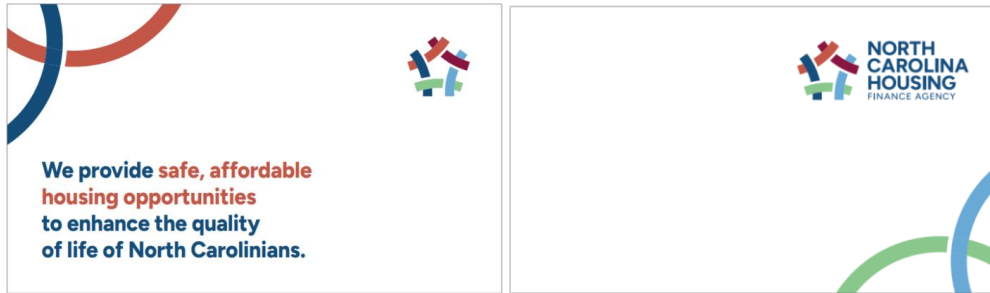
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WHITE
#FFFFFF

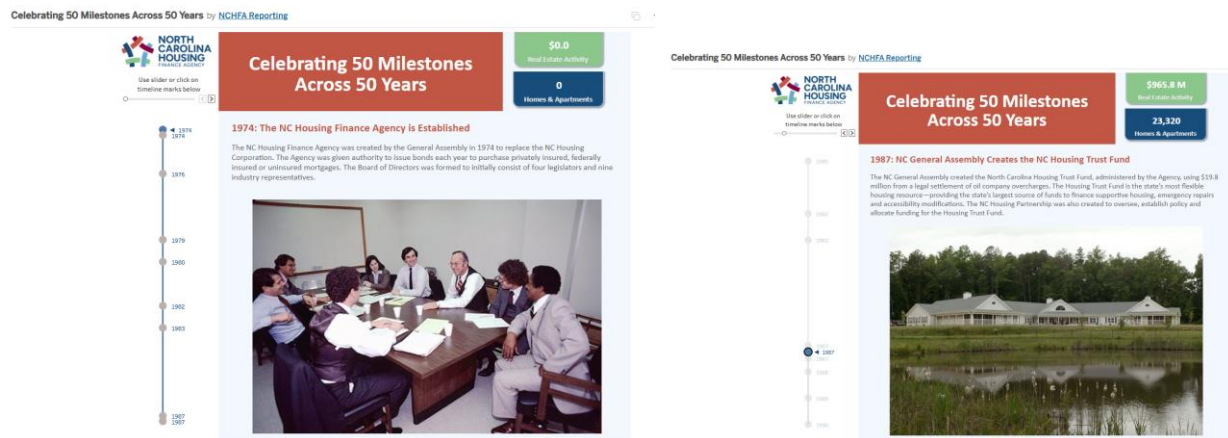
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Business Cards

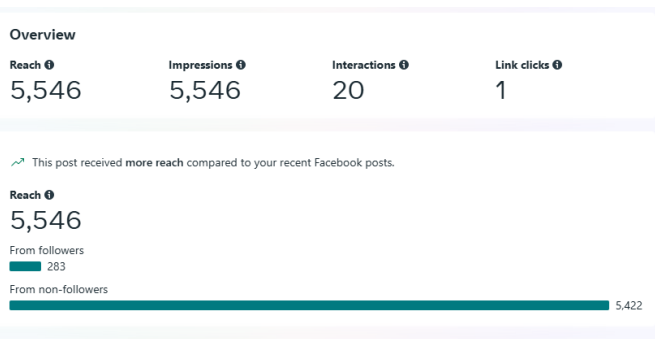


50 Year Timeline: Celebrating 50 Milestones Across 50 Years

<https://public.tableau.com/app/profile/nchfa.reporting/viz/Celebrating50MilestonesAcross50Years/Timeline>



Social Media



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North Carolina Housing Finance Agency
Published by Hootsuite
May 13, 2024

The Housing Production Program (HPP) financed the development of homes and rental housing. This was the second program launched using NC Housing Trust Fund dollars. It was eventually split into two separate programs that ran until 1996.

These programs were the foundation for today's community home ownership and rental development loan programs.
<https://ow.ly/CqNF50RzxTB>



Overview

Reach	Impressions	Interactions	Link clicks
1,267	1,276	8	2

This post received more reach compared to your recent Facebook posts.

Reach
1,267

From followers: 209
From non-followers: 1,069

North Carolina Housing Finance Agency
Published by Hootsuite
September 13, 2024

Celebrate 50 years of excellence with us! Check out our anniversary video to see how the Agency has grown and made an impact by financing over 310,000 homes and apartments in North Carolina, valued at nearly \$32 billion. <https://ow.ly/RI3s50Tk4aY>



Overview

Reach	Impressions	Interactions	Link clicks
194	204	3	2

This post's reach is typical compared to your recent Facebook posts.

Reach
194

From followers: 137
From non-followers: 57

Post analytics

NCHFA posted this • 8mo

Celebrate 50 years of excellence with us! Check out our anniversary video to see how the Agency has grown and made an impact by financing over 310,000 homes and apartments in North Carolina, valued at nearly \$32 billion. <https://ow.ly/RI3s50Tk4aY>

Targeted to: All followers

Organic discovery

972 Impressions	616 Members reached
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Amplify your reach
Get up to 150 more clicks by boosting this post. [Boost](#)

Organic engagement

42 Engagements	4.3% Engagement rate
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Clicks

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Service Project



Legislative Thank You Card



Thank You

The North Carolina Housing Finance Agency would like to thank the members of the General Assembly, past and present, for supporting our work over the last 50 years. Since it was created by the General Assembly in 1974, the Agency is proud to have financed 310,700 homes and apartments, and generated more than \$31.8 billion in real estate activity across all 100 counties. Generations of North Carolinians continue to benefit from these investments.

As we reflect on this significant milestone, we thank you for your support of the Agency and for your dedicated service to the people of North Carolina. We look forward to the next 50 years of partnership as we work together to ensure all North Carolinians have a safe place to call home.

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Website Home Page Update



North Carolina Affordable Housing Conference Collateral

<https://www.youtube.com/watch?v=s6mF-BXbFdA>



50th Anniversary Celebration