



CORPORATE SERVICES

Aboriginal Housing Management Association

## AHMA MARKETING GUIDE

### Contents

Chapter 1: About This Guide.....	2
Introduction to the AHMA Marketing Guide .....	2
Indigenizing Marketing .....	2
Chapter 2: Logos & Artwork.....	3
Chapter 3: Internal Documentation.....	6
Chapter 4: External Documentation .....	7





## Aboriginal Housing Management Association

### Chapter 1: About This Guide

#### Introduction to the AHMA Marketing Guide

The Aboriginal Housing Management Association (AHMA) Marketing Guide provides marketing rules and guidelines for text, illustrations, and image files in AHMA instructional materials, technical documentation, reference information, training programs, and any additional communications (whether internal- or external-facing).

Employees and contractors can use this document as a guide to the proper use of AHMA's creative requirements and AHMA-specific restrictions.

#### Indigenizing Marketing

In all aspects, AHMA tries to adhere to the proper and appropriate Aboriginal protocols for marketing and communications. This includes the proper use of traditional names, boundaries, symbols, photographs, and language. All symbols are to be checked for original and current meanings, and, if unsure, the user is to omit use of such symbol. In addition, the use of Aboriginal languages is highly encouraged and is to be placed in appropriate places (for examples, see the email signature section of this document or the Style & Usage section of the AHMA Style Guide) with the English translation following the Aboriginal language at all times.



## Aboriginal Housing Management Association

### Chapter 2: Logos & Artwork

In order to strengthen the AHMA brand, all use of AHMA's branding materials (including colours, fonts, and artwork) are to match the following:

#### Artwork

Artwork consists of photography, illustrations, paintings, carvings, and more. All artwork is to be attributed to its original author and include a caption when appropriate. The font is Calibri, Min. 7pt, black or white.

*Examples:*



*Photo by: Connie Mah*

*Student Intern Emma Fineblit interviews Chief Dale Harry.*



*Photos by: Rachel Humenny*

*AHMA staff members attend a company canoe-trip/picnic event.*

#### Captions

Captions may be placed inside or outside of an image, depending on need. The font is to be Calibri, min. 7pt, and may be black, AHMA Blue or white. (*See above for the example.*)

#### Colours

The approved colour palette for AHMA branding is as follows:



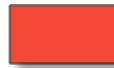
#### AHMA Blue:

CMYK: 90/45/0/0 | RGB: 1/119/190 | HMTL: #0177be



#### AHMA Green:

CMYK: 87/18/86/5 | RGB: 9/147/88 | HMTL: #099358



#### AHMA Red:

CMYK: 0/86/85/0 | RGB: 236/65/31 | HMTL: #ec413d



#### AHMA Yellow:

CMYK: 0/18/87/0 | RGB: 255/211/68 | HMTL: #ffd344



## Aboriginal Housing Management Association

### Headers

AHMA headers and footers are included in two-part background .pngs that are created and maintained by the Communications Manager and approved by the Executive Leadership Team and the Board of Directors.

The first page header is set up separately from the second and all preceding headers (and likewise footers) in order to keep all additional pages streamlined. The two are shown below:

**First page:**

**Second and all additional pages:**



### Fonts/Styles

The approved fonts and styles for AHMA branding are as follows:

**AHMA Name Font:** Calibri, 16pt, white or black, 1.0 spacing, no space after paragraph

**AHMA Body Style:** Calibri, 11pt, black, 1.0 spacing, no space after paragraph

**AHMA Heading Style:** Cambria, 16pt, AHMA Blue, 1.0 spacing, no space after paragraph

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***NOTE: AHMA uses a specific style set in order to make all documents consistent.***

***Please contact the Communications Manager if you do not have the style set applied to your computer.***

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### Footers

See Headers section above.



## CORPORATE SERVICES

### Aboriginal Housing Management Association

#### Logos

The AHMA logo is as follows:



### Aboriginal Housing Management Association

Or, it is available in vertical form with text for all external from AHMA uses (for example, on other company's websites or brochures).



ABORIGINAL HOUSING  
MANAGEMENT ASSOCIATION

Logos are to be used in the left top header of a document (sized at 2.5 cm x 2.38 cm), with the wording “Aboriginal Housing Management Association” in first letter capitalized, rest lower case, bolded, black or white, Calibri, 14pt, to the right of the logo and left aligned to the image.

Where applicable, a vector image is to be used instead of a pixel-based image in order to keep the image clear at any size.

The logo is to be used in email footers, as explained in Chapters 3 & 4, when sized appropriately.

#### Secondary Artwork

AHMA’s secondary artwork consists of the Richard Krentz eagle, designed originally for the 2014 Spring Gathering. It is now used on our official letterhead and magazine masthead. It is to be approved for use by the ELT and the Communications Manager. Here are some examples of its use:





## Aboriginal Housing Management Association

### Chapter 3: Internal Documentation

Internal documentation is to always match the look and feel of the AHMA brand. Please see the following list of internal documents that apply. If the item is not on this list, please contact the Communications Manager for rules or requirements.

**Confidentiality** All internal-facing-only confidential documentation is to have the following message in the footer:

*Internal Use Only*

No internal-facing-only confidential document is to be sent externally without management approval, and when it is sent beyond AHMA walls, the footer message above is to be replaced with the following:

*Copyright © AHMA 2014*

**Emails** This includes email content, as well as email footers. Email content is to be in a readable font in either blue or black – unless special emphasis is needed. The use of yellow or green for font is to be avoided, due to the fact that it is hard to read.

There are no requirements for the email footer in internal documentation – however, if you are emailing internal *and* external people together, then please use the external documentation email footer.



## Aboriginal Housing Management Association

### Chapter 4: External Documentation

External documentation is to always match the look and feel of the AHMA brand. Please see the following list of external documents that apply. If the item is not on this list, please contact the Communications Manager for rules or requirements.

**Confidentiality** No confidential or internal use only document is to be sent externally without management approval; and, when it is sent beyond AHMA walls, the footer message is to read:

*Copyright © AHMA 2014*

**Emails** This includes email content, as well as email footers. Email content is to be in a readable font in either blue or black – unless special emphasis is needed. The use of yellow or green for font is to be avoided, due to the fact that it is hard to read.

All AHMA employee email footers are to look like the following:

<*Aboriginal Greeting Here: Ex: Hoy-chewx-a Siyam (Squamish for "Thank you, respected one.")>*

 **CONNIE MAH**, Administrative Assistant  
**Aboriginal Housing Management Association**  
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Suite 615 - 100 Park Royal South • West Vancouver, British Columbia • Canada • V7T 1A2  
<*Personalized Text May Go Here for Quotes, etc.*>