



National Housing Strategy (NHS) Brand Style Guide

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NHS Introduction

Through the National Housing Strategy (NHS), the federal government is re-engaging in affordable housing and bringing together the public, private and non-profit sectors to ensure more Canadians have “a place to call home”.

Canada’s first ever National Housing Strategy is a 10-year, \$40-billion plan that will strengthen the middle class, fuel our economy and give more Canadians across the country “a place to call home”.

Over the next decade, the National Housing Strategy will remove 530,000 families from housing need, cut chronic homelessness by 50% and change the face of housing in Canada forever.

TAGLINE*

The NHS brand includes the tagline “A place to call home”. The tagline is designed to quickly summarize the goals of the strategy. It reinforces the strategies ideology and allows the audience to connect with our message.

THE VISION

The vision of the NHS is that Canadians have housing that meets their needs and that they can afford. Affordable housing is a cornerstone of sustainable, inclusive communities and a Canadian economy where we can prosper and thrive.

Please refer to this guide whenever you develop communications on behalf of NHS. For clarification on any branding related matters, please contact CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca).



***TAGLINE (optional)**

The tagline can be used as a main title combined with a call-to-action or to end a statement.

NHS Logo

The NHS logo is a visual expression, a symbol that stands for all that is expressed in the messaging platform. The two elements that compose the NHS logo – the logomark and the logotype – are designed to relate to one another in fixed proportions and must never be altered.



THE CANADA WORDMARK

The Canada wordmark is an official symbol of the Government of Canada and is governed under the Treasury Board of Canada Secretariat. For complete information on the Canada wordmark and the Federal Identity Program (FIP), please consult:



tbs-sct.gc.ca

ARTWORK FILES

Electronic artwork files of the NHS logo are available upon request.
Do not recreate these files

[Request artwork](#)

Standard size



Buffer zones



LOGO SIZES

We use two specific sizes to keep the NHS logo and Canada wordmark consistent in various applications.

Standard Size

NHS logo

Width: 1.46" / 3.7cm / 140px

Canada wordmark

Width: 1.187" wide / 3cm / 113px

1. Any format within the sizes of 8" x 11.5" to 12" x 18" (20.3cm x 25.4cm to 30.5cm x 45.7cm)

Examples: publication covers, fact sheets, newsletters, press releases

Minimum Size

NHS logo

Width: 1.125" wide / 2.85cm / 108px

Canada wordmark

Width: 0.8" wide / 2cm / 76px

1. The minimum size restriction ensures that the logo and wordmark are clearly legible in all applications
2. This minimum size was determined by the Federal Identity Program (FIP) guidelines which state that the Canada wordmark must be a minimum of 0.8" (2cm) wide

OTHER SIZE REQUIREMENTS

Banners, signage, kiosks, etc., will require larger applications. Please contact CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca) regarding scaling the NHS logo.

BUFFER ZONES

The Logo

To ensure the NHS logo is viewed as a unit, a buffer zone or clear area should appear around the logo. The buffer zone:

1. Is equal to the distance from the left edge of the logomark to the start of the logotype
2. Is indicated by an X in the diagram
3. Must remain clear of any graphic element, text, photo or pattern

The Canada Wordmark

The Federal Identity Program states:

"The Canada wordmark should be displayed in generous open space; free from close association with any interfering or distracting elements."

SIZE RELATIONSHIP

The Canada wordmark must be the width of the English NHS logotype (as shown in the diagram).

RELATIVE POSITIONING

- In the majority of instances, the NHS logo and Canada wordmark are to appear top and bottom, with the NHS logo on the upper left-hand side and the Canada wordmark on the lower left-hand side.
- The minimum amount of space between the two elements is the NHS logo's **buffer zone** (page 5).
- For exhibit signage, the NHS logo and Canada wordmark appear at the top for maximum visibility. Other exceptions are corporate stationery (envelopes, letters, etc.) and digital applications.

Size Relationship



Size relationship – Publication Cover



Advert - 8.5x11"



LANGUAGE CHOICE

There are separate bilingual English and French logos:

- English-first NHS logo
- French-first NHS logo

The choice of which to use depends on the language of the material on which it is to appear:

- In the case of a bilingual application, use English-first in all provinces and territories except for Quebec, where the French-first logo is to be used
- In a tumble format, with English on one side and French on the other, use the English-first logo on the English side and the French-first logo on the French side

Bilingual format



Nunc aliquam dictum erat, egestas aliquet

Praesent ut orci vitae orci viverra pretium in non eros. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut dictum sodales consequat. Curabitur nascetur ridiculus mus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Curabitur in euismod risus. Donec sit amet neque sagittis lacus ultrices laculis ornare sed urna.

Nullam lobortis, nisi quis pulvinar lacinia, ante nulla maximus libero, eu efficitur sem dui eget lacus. Donec sit amet neque lobortis, fermentum arcu at, bibendum lacus. Praesent quis hendrerit urna, sit amet commodo nascetur ridiculus mus. Interdum et malesuada fames do Aliquam interdum velit laculis mauris molestie, quis aliquam justo auctor. Nullam felis viverra euismod.

[Signature]
Name Surname,
Position

Mauris porttitor dçlor purus, quis tristiqué

Ardeo, mihi credite. Patres conscripti « id quod vosmet de me existimatis et factis ipsi » incredibili quodam amore patriae, qui me amor et subvenire olim impendentibus periculis maximis cum dicatione capitis, et rursum, cum omnia tela undique esse intenta in pro unversis. Hic me meus in rem publicam animus pristinus ac perennis cum. Cæsare reduct, reconciliat, restituit in gratiam.

Apud has gentes, quarum exordiens initium ab Assyris ad Nilii cataractas porrigitur et confinia Biemcoloratis sagulis pubè tenus amici, equorum adiumento raptantes, in tranquillis vel turbidis rebus: nec eorum quisquam aliquando stivam adprehendit sine larè sine sedibus fixis aut legibus: nec idem perferunt diutius caelum aut tractus unius soli illis umquam placet.

[Signature]
Prénom Nom,
Position

Logo Usage

PROPER USAGE



IMPROPER USAGE

Do not recreate the logo; always use original electronic artwork



Do not apply the logo on an angle



Do not alter the logo (e.g. stretch; condense, etc.)



Do not stack the logos



Do not change the size or relationship of any of the logo elements



Do not place the logo on a busy background or photography





REVERSE APPLICATIONS

Positive Application

The preferred application of the logo is in colour on a white background.

- Whenever you can, apply the NHS logo and the Canada wordmark in their official colours:

NHS:

Gold (Pantone 136 C)

Purple (Pantone 259 C) and

Grey (Pantone Cool Grey 11C)

Canada wordmark:

Red (Pantone 485) and black

- If you are limited to one colour, use the greyscale version

Negative (Reverse) Application

Although a colour application is always preferable, you may occasionally need to reverse the logo. If so:

- The background colour should be black or dark grey
- On a black background, the Canadian flag in the Canada wordmark, appear in Red (Pantone 485), with the remaining elements in white
- The NHS logo cannot be reversed out of a photograph

OTHER VERSIONS

Several versions of the NHS logo and the Canada wordmark have been created to accommodate various situations. The NHS logo and Canada wordmark are available in four different colour formats:

- **NHS:**
 - All black (positive format)
 - All white (negative format)
- **Canada wordmark:**
 - All black (positive format)
 - All white (negative format)
 - Pantone 485 and black (positive format)
 - Pantone 485 and white (negative format on black background)

Branding approval is required for reverse applications with a different background colour

Electronic artwork files of the NHS logo are available upon request. Do not recreate these files.

Fonts

The NHS font set is Rubik and Open Sans. They are highly versatile sans serif font family offering a variety of styles and weights. We recommend using the following styles:

Rubik: Regular / **Medium** / **Bold**

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(.,:;!£\$&@*)
0123456789

Open Sans: Light / Regular / **Semibold**

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(.,:;!£\$&@*)
0123456789

Heading Level 1

Rubik Regular

Heading Level 2

Rubik Bold

Heading Level 3

Rubik Medium

Heading Level 4

Open Sans Light / Regular

Body

Open Sans Light / Regular

Bullets

- Open Sans Light / Regular

Emphasis Notes

Open Sans Regular / **SemiBold**

Captions

Open Sans Regular

Footnotes

Open Sans Regular

Light Italic, Medium and Medium Italic, Bold and text in CAPS may be applied sparingly to words and passages within body copy for emphasis.

Open Sans and Rubik are both open sourced fonts. They can be downloaded using the links below.

MS OFFICE FONTS

Use the PC system fonts as a replacements: Gulim for Open Sans and Arial for Rubik.

Heading Level 1
Gulim, upper-lower

Body text and bullets
Arial / regular

Colour Palette

The NHS colour palette has two layers: primary and secondary palettes. Using colour appropriately is one of the easiest ways to make sure the materials reflect a cohesive visual story.

It is important to maintain a sense of hierarchy, balance and harmony when using the NHS colour palette. The color system is extremely flexible, but exercise restraint and do not recreate additional colourways.

Screen Values

Colours can be used at 100% value or screened at 20%, 40%, 60% and 80%.

For the web, colours can be screened from 20% to 99%.

Background Colour

The use of white is integral to the NHS brand. White space provides an open feel and a clean backdrop for your story. Most material's should have a white background with plenty of white space.

In some layouts, tinted background colours may be used to define or highlight content such as sidebars.

Colour Swatch	Pantone (PMS)	Print (CMYK)	Digital (RGB)	Web: (Hex Colours)
Primary Palette				
	PMS 259 C (NHS purple)	55/96/6/25	110/33/111	#6e216f
	PMS 136 C* (NHS gold)	0/28/87/0	254/189/59	#febd3b
	Cool Grey 11C (NHS grey)	40/30/20/66	71/76/85	#474c55
	White	0/0/0/0	225/225/225	#000000
Secondary Palette				
	PMS 258 C (NHS violet)	37/72/0/0	166/99/168	#a663a8
	PMS 7544 C (NHS light grey)	49/37/29/1	138/146/159	#8a929f
	PMS 532 C (NHS midnight blue)	85/78/49	37/40/61	#3c6e71
	PMS 7475 C (NHS teal)	78/43/49/16	60/110/113	#3C6E71

* For readability, for the most part, text should appear in grey. Colour may be applied to Heading Level 1 or 2, but only in the darker colours from NHS's palette from Primary/Secondary (PMS 259 C and PMS Cool Grey 11 C)

Colour Palette - Accessibility

The NHS colours presented have been tested against the **Accessibility Design Standards (ADS)** and therefore should be adhered to when producing materials. The aim is providing equal treatment to everyone with visible or non-visible disabilities.

The use of colour can enhance comprehension, but do not use colour alone to convey information. Make sure colour contrast is strong, especially between text and background.

Note: The three colour swatches to the right are the recommended text and background colour combinations.
 * For accessibility the dot indicates the ideal tint the text / content should be placed upon. For optimal contrast, black text should be used over tinted colours.

Guide for colour used for accessible type

PMS 259 C		size 9pt and up
PMS 136 C		DO NOT USE FOR TYPE
Cool Grey 11C		size 9pt and up
PMS 258 C		size 18pt and up
PMS 7544 C		size 18pt and up
PMS 532 C		size 9pt and up
PMS 7475 C		size 9pt and up

Font is in **Black***

Pantone	100%	80%	60%	40%	20%
PMS 259 C					
PMS 136 C		PMS 136 C			
Cool Grey 11C					
Secondary Palette					
PMS 258 C					
PMS 7544 C					
PMS 532 C					
PMS 7475 C					

Font is in **NHS Grey***

Pantone	100%	80%	60%	40%	20%
PMS 259 C					
PMS 136 C		PMS 136 C			
Cool Grey 11C					
Secondary Palette					
PMS 258 C					
PMS 7544 C					
PMS 532 C					
PMS 7475 C					

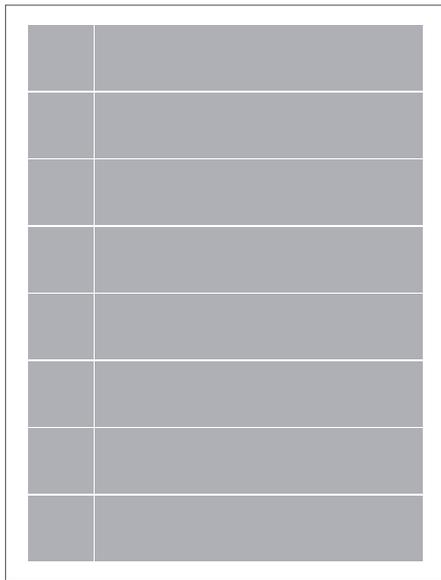
Font is in **White***

Pantone	100%	80%	60%	40%	20%
PMS 259 C					
PMS 136 C		PMS 136 C			
Cool Grey 11C					
Secondary Palette					
PMS 258 C					
PMS 7544 C					
PMS 532 C					
PMS 7475 C					

Graphic Elements

The photo grid

The grid is devised up of a series of squares that can be combined to form larger squares or rectangles.



Publication cover

Yellow squares

These act as an image divider and should be used sparingly 2-3 per image combination. Do include negative space; including white squares to give the images additional breathing space.



Publication cover

Housing Continuum

These are specific graphic representations of communities.



Electronic artwork files of the Housing Continuum graphic are available upon request. Do not recreate these files.

[Request artwork](#)

Imagery

Images are an important part of the NHS visual style and should be featured prominently wherever possible because our audience likes to see themselves reflected in our material. They help us set the tone and get our story across. You should choose images that are simple, compelling and relevant.

Photography Selection and Usage

Photographs are an important part of the NHS brand. You can use as many as you like to tell your story.

Photographs should:

- Adhere to the photo grid (as mentioned on page 13)
- Be high quality and high resolution
- Be simple and clear
- Look natural and authentic, not contrived
- Show Canada's diversity in cultures, demographics, economic circumstances, family units, lifestyles, abilities and housing types

- Reflect the Canadian environment (unless only for international audiences)
- Be accurate and up-to-date when showing technical detail and specific industries – consult an expert when needed
- The NHS photography style includes applying a filter to give a unified look. The filter is applied through a plug-in/stand alone application called ON1 Effects. Once this application has been installed, choose the photo you wish to apply the effect to. Edit a copy of the photo so the original is preserved. Choose Presets > Hipster > Brandon. The “Brandon” filter will give a desaturated, yellow tint to your photo. Adjust this by changing the overall setting opacity to roughly 30. Adjust to desired effect as every photo will look different depending on how light or dark the image is to begin with. Save your photo according for use, whether print/digital format.



PLEASE ENSURE

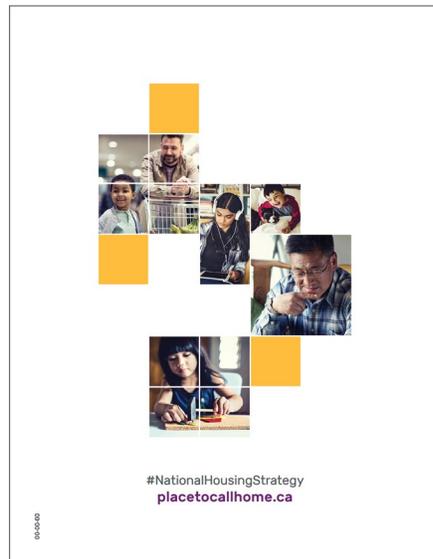
You have the reproduction rights to the image

Photos are properly credited as agreed with the photographer or another organization

Brand Application



Publication cover



Publication back cover

PUBLICATION COVERS

Templates for commonly used layout formats can be obtained from CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca) approval is required for all external documentation.

Covers include the following design elements:

- White space
- Compelling imagery (number of images is flexible)
- The NHS logo
- Canada wordmark
- The tagline (optional)

Back Covers

- The back cover provides a space that can be used for additional information about the publication, to highlight other NHS publications or for other marketing opportunities

CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca) approval is required for all external documentation.

Publication Interiors

- NHS publications follow an internal layout grid and style sheets (fonts, point sizes, line spacing, running footer and other style and typographical elements are defined)
- Publication interiors should include the wording National Housing Strategy either in the header or the footer

Running Footer/Folio

At the bottom of each interior page, there is a standard running footer which is comprised of:

- Document title
- The folio is in NHS Grey Rubik bold

NATIONAL HOUSING STRATEGY

Chapter 3 Maintaining a Resilient Community Housing Sector



Community housing has been the backbone of Canada's response to housing challenges for more than 60 years and provides an affordable place to live for thousands of Canadians. Federal investments have supported the creation of community housing for low- and modest-income families and individuals. The federal government is deeply committed to ensuring that Canada's existing community housing stock remains affordable and in good repair well into the future.

A New Canada Community Housing Initiative

Provinces and territories play an important role in achieving the outcomes of the National Housing Strategy and meeting the housing needs of the most vulnerable Canadians. About 80% of all community housing is administered by the provinces and territories. The federal government will renew our investments in provinces and territories to protect low-income households and stabilize the operations of housing providers.

Through a \$4.3-billion Canada Community Housing Initiative, the federal government will support the provinces and territories as they protect and build a sustainable community-based housing sector. In order to participate in the program, provinces and territories will be required to co-match this funding. This level of funding will enable provinces and territories to protect affordability for the total number of households currently living in community housing administered by provinces and territories and supported by former federal programs. It will also support repair and renewal of the existing supply, and expansion of the supply of community-based housing.

As part of the Canada Community Housing Initiative, provinces and territories must guarantee that the overall number of households currently supported by community housing in their province or territory will not be reduced. As a result, the Canada Community Housing Initiative is expected to maintain affordability for approximately 330,000 households in community housing nationally.

385,000 households protected from losing an affordable home

330,000 units from the Canada Community Housing Initiative + 55,000 units from the federal Community Housing Initiative

Plus another 50,000 units benefiting from an expansion of community housing.

A New Federal Community Housing Initiative

To protect tenants living in federally administered community housing as operating agreements expire and to stabilize the operations of housing providers, the federal government will implement a new 10-year,

Affordable

NEW	RENEWAL AND REPAIR
30% of units must have rents at 50% of median market rents, for a minimum of 20 years	30% of units must have rents at 50% of median market rents, for a minimum of 20 years

Green

NEW	RENEWAL AND REPAIR
At least 25% reduction in energy consumption and greenhouse gas emissions over national building and energy codes must be achieved	At least 25% reduction in energy use and greenhouse gas emissions relative to past performance must be achieved

Accessible

NEW	RENEWAL AND REPAIR
20% of units must meet accessibility standards and projects must be barrier-free or have full universal design	20% of units must meet accessibility standards and projects must be barrier-free in common areas

Prioritization and Mandatory Requirements

The National Housing Co-Investment Fund will prioritize projects that exceed mandatory requirements, bring more partners and additional investment to the table, and address the needs of vulnerable populations.

Creative Housing and Student Opportunities

Greg Bechard is the affordable housing entrepreneur behind Field of Dreams, an innovative approach to community living that combines student opportunities, community development and new technology. Located in Ottawa, Ontario, Field of Dreams offers supportive yet independent living for people with intellectual challenges. Greg's business model is based on 43 years of affordable housing experience. A key feature of the model is the Good Neighbours concept. A social work scholarship program with Renison University College and Wilfrid Laurier University provides a supportive relationship with other tenants. In exchange, student rent and tuition are covered. The model has been expanded to include community members. Greg's business model has sparked intergenerational friendships and allowed the buildings to run entirely through rent revenues without additional government subsidies. Thanks to federal investments in affordable housing, Phase 3 of Field of Dreams will open in January 2018.



NATIONAL HOUSING STRATEGY

NATIONAL HOUSING STRATEGY

Canada's First Ever National Housing Strategy

The Government of Canada believes every Canadian deserves a safe and affordable home. Affordable housing is a cornerstone of inclusive communities. It helps to strengthen the middle class and grow the economy. Canada's first ever National Housing Strategy is a 10-year, \$40-billion plan that will give more Canadians a place to call home.

Canada's National Housing Strategy sets ambitious targets to ensure that unprecedented investments and new programming deliver results. This will include a 50% reduction in chronic homelessness, and as many as 530,000 households being taken out of housing need. The National Housing Strategy will result in up to 100,000 new housing units and 300,000 repaired or renewed housing units.

Through new initiatives like the National Housing Co-Investment Fund and the Canada Community Housing Initiative, the National Housing Strategy will create a new generation of housing in Canada. Our plan will promote diverse communities. It will build housing that is sustainable, accessible, mixed-income, and mixed-use. We will build housing that is fully integrated into the community—close to transit, close to work, and close to public services.

Expanded and reformed federal homelessness programming, a new Canada Housing Benefit, and a rights-based approach to housing will ensure that the National Housing Strategy prioritizes the most vulnerable Canadians including women and children fleeing family violence, Indigenous peoples, seniors, people with disabilities, those dealing with mental health and addiction issues, veterans and young adults. All programs in the National Housing Strategy will be based on best evidence and ongoing input from people with lived experience of housing need.

The National Housing Strategy is truly a national project, built by and for Canadians. The success of our plan requires collaboration from many partners. The National Housing Strategy invests in the provinces and territories, so all regions can achieve better and more affordable housing. It invests in municipalities, to empower communities to lead the fight against homelessness. It also creates new opportunities for the federal government to innovate through partnerships with the community housing sector, co-operative movement, private sector, and research community.

The National Housing Strategy also respects the Government of Canada's commitment to a nation-to-nation, Inuit-to-Crown, government-to-government relationship with Indigenous peoples. That is why the National Housing Strategy commits the Government of Canada to fund and continue the significant work currently underway to co-develop distinctions-based housing strategies for First Nations, Inuit and Métis Nation partners.



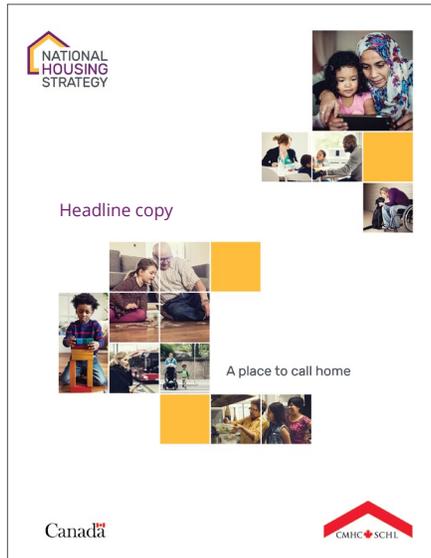
A vision for housing in Canada: Canadians have housing that meets their needs and they can afford. Affordable housing is a cornerstone of sustainable, inclusive communities and a Canadian economy where we can prosper and thrive.

Principles of the National Housing Strategy

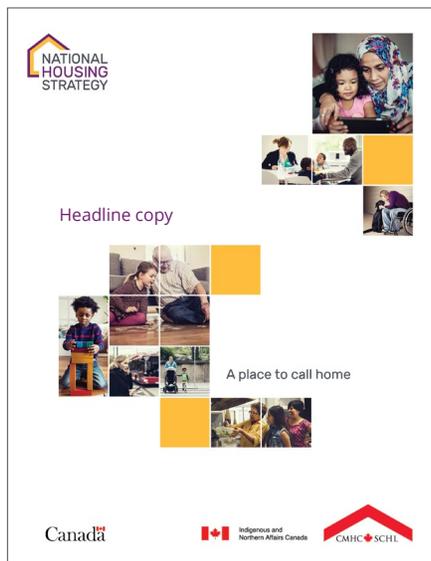
Housing is more than just a roof over our heads

<p>People</p> <ul style="list-style-type: none"> Every Canadian deserves a safe and affordable home Housing investments must prioritize those most in need, including: women and children fleeing family violence; seniors; Indigenous peoples; people with disabilities; those dealing with mental health and addiction issues; veterans and young adults Housing policy should be grounded in the principles of inclusion, participation, accountability, and non-discrimination 	<p>Communities</p> <ul style="list-style-type: none"> Housing programs should align with public investments in job creation, skills training, transit, early learning, healthcare, and cultural and recreational infrastructure Housing investments should support Canada's climate change agenda and commitment to accessible communities Communities should be empowered to develop and implement local solutions to housing challenges 	<p>Partnerships</p> <ul style="list-style-type: none"> First Nations, Inuit and Métis Nation housing strategies must be co-developed and founded in the values of self-determination, reconciliation, respect, and cooperation Good housing policy requires transparent and accountable partnership between the federal government, provinces, territories, municipalities, the social and private sectors, and people with lived experience of housing need The community housing sector must be prioritized, protected and grown
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NATIONAL HOUSING STRATEGY



Partnership 1 Partner



Partnership 2 Partners

Partnership Branding

PARTNERSHIP

- A partner's logo can be used, in conjunction with the NHS logo and the Canada wordmark, on specific mutually agreed upon material.

PARTNERSHIP LOGO USAGE

- When NHS has full authorship and/or ownership of copyright, full NHS branding guidelines are required, including the prominent display of the NHS logo and the Canada wordmark.
- When the initiative is a full collaboration, logos can be placed side-by-side. The partner's logo start from the right hand side, and be on the same baseline as the Canada wordmark. Furthermore the partner/s logo should not overpower the NHS logo or the Canada wordmark.

- When NHS is the major contributor to a collaborative arrangement or sole partner of an event or initiative, full NHS branding guidelines apply – including the prominent display of the NHS logo and the Canada wordmark.
- Partnership branding can vary from case to case, the NHS guidelines will assist in consistent and appropriate application of the brand.

CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca) approval is required for all external partnership documentation.

Partnership Brand Application

TEMPLATES

Always use the official designed templates for all internal / external communications.

These cover the following;

- Presentation decks
- Fact / Product sheets
- Applications Guides
- Report covers

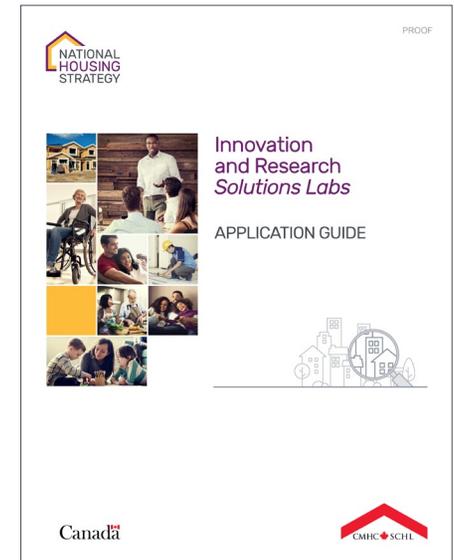
Templates can be sourced from CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca):

BRAND APPROVALS

To ensure brand standards are met, please send a copy of the materials to CMHC PA / Branding (Kirstian Allaire, kallaire@cmhc-schl.gc.ca).



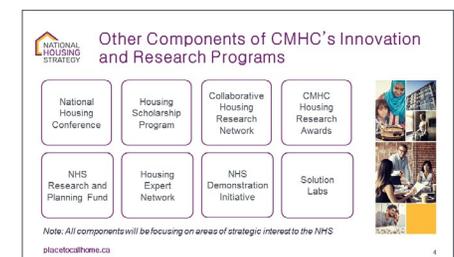
Product sheet



Application Guide



PowerPoint 16:9



CMHC / NHS Initiatives

INTRODUCTION

All CMHC initiatives follow the NHS branding style with additional design elements for differentiation within marketing communications.

INITIATIVES TITLES

These have been developed by key business stakeholders to convey the appropriate marketing message and should not be altered in any way. The format / layout should be consistent (as shown to the right) type size is variable depending on the product.

HERO IMAGES

For the base initiatives a hero image/s has been established - these aid in giving each initiative its own individuality.

ICONOGRAPHY

The icons have been specifically designed for each business initiative. No further additions should be made.

CMHC INITIATIVES

Affordable Housing
Innovation Fund

Federal Community
Housing Initiative

Federal Lands
Initiative

Human Rights-Based
Approach to Housing

National Housing
Co-Investment Fund

Rental Construction
Financing

Innovation
and Research

NHS Demonstrations Initiative

Solutions Labs

Collaborative Housing Research Network

NHS Research and Planning Fund

CMHC Housing Research Scholarship Program

CMHC Housing Research Award Program

CMHC / NHS Initiatives

HERO IMAGES

These are set 2x larger than the standard image and is used with other supporting imagery. The same imagery principles apply (review pg14)

Affordable Housing Innovation Fund

Federal Community Housing Initiative

Federal Lands Initiative

Human Rights-Based Approach to Housing

Innovation and Research

National Housing Co-Investment Fund

Rental Construction Financing



NATIONAL HOUSING STRATEGY

Affordable Housing Innovation Fund

The Affordable Housing Innovation Fund will use Canada's affordable housing sector to new heights. Ready to innovate financing models and building techniques. We're looking for unique ideas that will revolutionize the sector moving forward.

FUNDING

- \$200M Available since 2018
- 5 years
- 4,000 New affordable homes

A variety of traditional and innovative funding options will be available to support the creation of new affordable homes across the country, such as:

- Loans
- Equity capital investments
- Forgivable loans
- Minority ownership models
- Shared contributions
- Dislocated employees

Applicants must be able to demonstrate their own financing sources to support the level of funding requested to ensure the project will be successful. The amount and type of funding will vary based on proposals received and CMHC may require security depending on the proposal.

WHO CAN APPLY?

Funding is available to any registered Canadian corporation, organization or individual that wants to build affordable housing in Canada in response to demonstrated community need. Eligible applicants can include:

- Public or private housing providers
- Municipalities
- Private sector organizations (builders, developers, designers, planners, etc.)
- Non-profit organizations
- Community housing organizations
- Indigenous governments and organizations

Canada

Sample



CMHC / NHS Initiatives

ICONOGRAPHY

The icons have been set to a specific pixel size and scaled proportionately. Option to use this on the cover of Applicants' Guides - though mainly used within the footer of communication materials to close off the document in conjunction with the vanity url.

Affordable Housing Innovation Fund

Federal Community Housing Initiative

Federal Lands Initiative

Human Rights-Based Approach to Housing

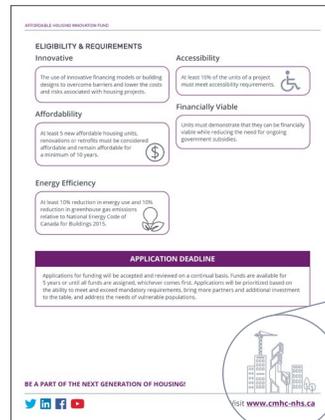
Innovation and Research

National Housing Co-Investment Fund

Rental Construction Financing



Sample



Sample

