

## *New Branded Logo and New Website for Suffolk Redevelopment and Housing Authority*

The Suffolk Redevelopment and Housing Authority rebranded in 2018 with a new logo and new slogan: Changing Housing, Changing Minds, Changing Lives.

The new logo brand is unique to the Suffolk Redevelopment and Housing Authority. The logo features an abstraction of a river to represent the waterways around the city of Suffolk along with a house to emphasize our mission.

The Mission of the Suffolk Redevelopment and Housing Authority (SRHA) is to develop and operate affordable housing that will provide decent, safe, and sanitary homes and a suitable living environment for low and moderate income families in Suffolk. Further, SRHA will participate in the redevelopment and conservation of neighborhoods in Suffolk, both residential and commercial, so as to enhance living and working conditions in the City of Suffolk.

The new image brand captures the Suffolk Redevelopment and Housing Authority's spirit and will be used internally and externally to identify our projects. The logo brand was produced for us by creative agency, Brooks Jeffrey Marketing, Inc., an award-winning national firm serving Housing Authorities nationwide.

Established in 1984, Brooks Jeffrey Marketing provides integrated marketing solutions: advertising, branding, photography, public relations, promotional items, websites & social media campaigns to businesses, government entities & non-profits throughout the US. ([www.BrooksJeffrey.com](http://www.BrooksJeffrey.com))



The Suffolk Redevelopment and Housing Authority also now has a new responsive website, [www.SuffolkRHA.org](http://www.SuffolkRHA.org).

Our new responsive website allows site visitors to easily navigate the website no matter what device is used for viewing (desktop, laptop, tablet, smartphone).

Our website is designed to provide business transparency for our families, commissioners, business partners, community stakeholders and the general public.

Some of the features/functions on our new site include:

- Calendar of Events – The Calendar of Events features a home page feed showing 3 upcoming Calendar entries with a link to the main calendar that offers categories of events for easy search.
- Share Feature – All pages of the website can be “shared” using the “share widget” at the top of the website. Share options include sharing via email, social media, printing and more.
- Housing Locations Map – Check out affordable housing properties and public schools on the interactive embedded Google map.
- Additional pages include: A Message from the ED/CEO, Commissioners, Community Development, History, Housing – HCV/Sect. 8, Housing – Public, Landlords, Plans, Reports & Policies, Procurement/Bids/RFPs, Residents, Resources, SRHA Empowerment Foundation, and Staff.
- Quick link is included in the header to the Housing Authority’s Facebook page.

All residents and the general public are encouraged to visit our site often; we update monthly with new information that will benefit all.

Brooks Jeffrey Marketing Inc. based in Mountain Home, Arkansas, was awarded the contract for the new responsive website. Brooks Jeffrey offers customized integrated marketing solutions to Housing Authorities across the USA. Established in 1984, Brooks Jeffrey Marketing provides integrated marketing solutions: advertising, branding, photography, public relations, promotional items, websites & social media campaigns to businesses, government entities & non-profits throughout the USA. ([www.BrooksJeffrey.com](http://www.BrooksJeffrey.com))

