

# INTRODUCING HOUSING NWT

The Northwest Territories Housing Corporation (NWTHC) is beginning its 50th anniversary celebration with a new name and updated visual identity as part of the Strategy for Renewal of the Northwest Territories Housing Corporation. The old NWTHC logo has been in use since the mid-1970's and is being replaced as part of the updated, modern visual identity.

The new brand will start being used on April 1st, 2022, to support Housing NWT's ongoing renewal efforts. These changes are a symbol of a much larger change taking place within the organization that will ensure policies and programs are client-focused, accountable, collaborative, innovative, sustainable and founded in a spirit of reconciliation.

HOUSING NWT PRIMARY LOGO



# HOUSING NWT ICON RATIONAL

The rectangular framing represents a stable future along with a strong foundation. Again, this a callback to physical structures, but we chose not to place it under the roof element, but to have it as a framing element. This help move us away from conventional depictions of houses, while still capturing the strength and stability elements.

The aurora borealis is distinctly Northern, and is a unique element that differentiates Housing NWT from southern housing organizations. The number of aurora lines are also symbolic, with five lines representing our Regions, creating a connection to the people we serve, and the diverse needs of people and communities in all parts of the NWT.



The colours selected in the logo are based on well-established colour theory. Blues and greens represents trust, dependability, strength, growth, balance and healing. Again, the selection of colours is favouring community mindedness and service to people.

The "peak" or "roof" element represents shelter, safety and security. It's an obvious physical connection to structures or buildings. But it also has meaning. The angle of the peak is pointing upward to show advancement, progress, and hope.

## LANGUAGES

Housing NWT logos are available in all 11 official languages.



ENGLISH LOGO



FRENCH LOGO



NORTH SLAVEY LOGO