

**FAIR** **HOUSING**

**MAKES U.S.**

**STRONGER**

Commemorating 50 Years  
of the Fair Housing Act

**FAIR HOUSING • 2018 Commemoration Campaign**  
Brand Usage

# FAIR HOUSING CAMPAIGN • Brand Usage

## Brand Rationale

The Fair Housing commemorative campaign was created to tell a three-fold story:

- Acknowledge the past (and NAR's place in that history)
- Recognize what's been accomplished since 1968
- How we can lead the charge into the future because there's still work to do

Ads and other items showcase *real* people — REALTORS® and others who have lived the fair housing experience, and have compelling stories to share. Many of these campaign materials have been designed so Associations can add their logo to show support.

This campaign is as important to members, associations and policymakers as it is to the public. The REALTOR® family needs to *own* this initiative and maintain awareness of and be proud to support what's right. Associations are critical in helping to create awareness on the importance of fair housing, sharing messaging and information to keep it top-of-mind and to educate members on work still to be done.

This framing message, created to define the campaign is an important piece to keep in mind when developing future materials:

**There is no community without unity. There is no justice without equality. And there is no America without diversity. Our country's vibrant mix of cultures is what makes us great and gives us strength. Which is why we are proud to commemorate the Fair Housing Act that empowers more people to come together, and we are honored to continue its commitment to community for the next 50 years and beyond.**



**There is no America without diversity.**

**There is no community without unity. There is no justice without equality.**

Our country's vibrant mix of cultures is what makes us great and gives us strength. It makes us who we are. April 2018 marks the 50th anniversary of the Fair Housing Act. We recognize that any progress made stands on the shoulders of generations that preceded us. People that marched in sometimes dire, protest in contentious environments, challenged discriminatory practices, and fought valiantly in legislative sessions and community gatherings.

And we understand that there's still work to do. Today we work to address continuing discrimination and to protect the LGBTQ community in the Fair Housing Act. We work for the day when everyone will have the opportunity to experience the American dream.

For more information, resources and to get involved, visit [www.FairHousingrealtor.com](http://www.FairHousingrealtor.com)



**“There weren't any people that looked like me.”**

Frank J. Williams, REALTOR®  
Chicago, IL

Frank Williams has witnessed a lot in nearly 60 years. After growing up in Flint Michigan — and being expelled from high school for citing the white girl he later married — he moved to Chicago in 1962. Despite having never considered real estate as a career because, “as a young black man, we didn't see many people in our community in positions of power,” he received his real estate license in 1966 and opened his own firm in 1969. His practice faced immediate resistance for helping African Americans find homes in historically white neighborhoods. In 1971 discrimination entered his office to demand who he could sell to, and in 1975, his home was firebombed. Overcoming these obstacles, he ascended to president of the Chicago chapter of the NAACP, president of the Chicago Association of REALTORS®, and was voted REALTOR® of the Year. “As a black American, a REALTOR®, and a parent, I am determined to help slow discrimination from the housing landscape.”

April 2018 marks the 50th anniversary of the Fair Housing Act. We recognize that progress made stands on the broad shoulders of people like Frank Williams. We're grateful for the work he's done and sacrifices he's made, and understand there's more progress to be made.

Visit [www.FairHousingrealtor.com](http://www.FairHousingrealtor.com) to read more about Frank and to join the commmoration.



### Fair Housing: Promises of a Century

For REALTOR®, the Fair Housing Act is one of our nation's most significant laws guiding the real estate industry today. Usually we recognize it with Fair Housing Month, celebrated in April each year. 2018 is different, though, as we commemorate the 50th anniversary of this major milestone in our nation's efforts to bring greater equal opportunities in the rights to provide property and housing.

As we commemorate this act, it is important to recognize that the way our country views property rights, and who has those rights, has been a struggle dating back at least since Europeans first came to North America.

When he signed the Fair Housing Act into law on April 11, 1968, President Lyndon B. Johnson noted that the bill would help fulfill “the promise of a century.” He referred to another law enacted just over one hundred years earlier, the Civil Rights Act of 1866, which declared “that all persons born in the United States [...] are hereby declared to be citizens of the United States and such citizens, of every race and color, without regard to any previous condition of tenure or involuntary servitude [...] shall have the same right, in every State and Territory in the United States, to make and enforce contracts, to sue, be parties, and give evidence, to inherit, purchase, lease, sell, hold, and convey real and personal property...”

Despite the language and spirit of the law, the intervening century provided countless examples of laws and events that contradicted this early declaration of equality, including the right to buy, sell and own homes and other real property. The Civil Rights Act of 1866 itself specifically excluded Native Americans and immigrants from its definition of “all persons.” California, Oregon, Minnesota and other states enacted laws restricting or prohibiting immigrants from China

and other Asian countries from owning land. Cities and towns across the country often passed ordinances as part of property deeds to restrict who could purchase and live in a particular place, effectively creating neighborhoods from which African Americans and other groups were banned.

A parade of court decisions and legislation sought to overturn many of these restrictions. In the early 1800s, individual states began enacting laws granting women the right to own property. In 1948, the U.S. Supreme Court decided in the landmark case Shelley v. Kraemer that racially restrictive covenants on real estate could not be legally enforced. Less than a decade later, New York City became the first locality in the United States to ban discrimination in privately owned housing. In 1962 discrimination in federally funded housing was banned.

But it was the Fair Housing Act of 1968 that became the nation's first law granting everyone equal access to housing, no matter their ethnicity, nationality, religion, handicap, or marital status. As President Johnson plainly explained, “It promises that fair housing for all — all homes being who live in this country — is now a part of the American way of life.”

For more information, resources and to get involved, visit [www.FairHousingrealtor.com](http://www.FairHousingrealtor.com)




## The Fair Housing Makes U.S. Stronger “Bug”

The cornerstone of the fair housing commemorative campaign is the “bug”. Designed to represent the American flag in it’s simplest form, it declares a powerful message about how fair housing relates to the overall strength of our country. We encourage you to utilize this bug when you create messaging about fair housing in 2018.

There are two versions, including one that incorporates a commemorative message below the panels, as well as B&W iterations. For spacing, please allow the bug to have an appropriate amount of isolation around it (illustrated by X below). Also, do not connect or lock-up the bug with your logo.



X = one-third the width of the icon



Commemorating 50 Years  
of the Fair Housing Act



Commemorating 50 Years  
of the Fair Housing Act



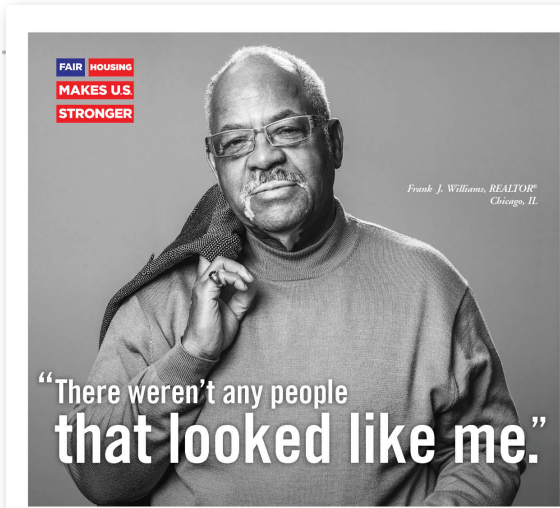
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## Using the Elements Effectively

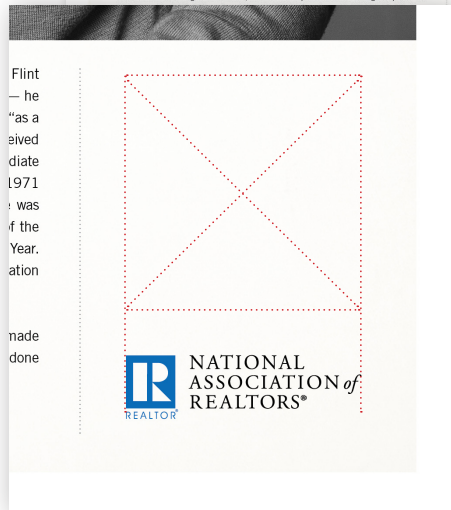
Associations can “personalize” the campaign ads by adding their logos to show they have distributed the ad, which also indicates their support. For this purpose, we’ve provided an area above or adjacent to the NAR logo (indicated by “X” in the examples below).

A few requirements:

- Please place your logo only in the space identified with the red “X”
- Please do not add a logo wider than the NAR logo
- Please do not add a logo that breaks over the dotted line, copy or image (area of isolation indicated by dotted red line below).



Frank Williams has witnessed a lot in nearly 80 years. After growing up in Flint Michigan — and being expelled from high school for dating the white girl he later married — he moved to Chicago in 1962. Despite having never considered real estate as a career because, “as a young black man, we didn’t see many people in our community in positions of power,” he received his real estate license in 1966 and opened his own firm in 1969. His practice faced immediate resistance for helping African Americans find homes in historically white neighborhoods. In 1971 demonstrators entered his office to demand who he could sell to, and in 1975, his home was repossessed. Overcoming these obstacles, he ascended to president of the Chicago chapter of the



Inset to show area of isolation above the NAR logo



JANUARY 2018

### Fair Housing: Promises of a Century

REALTORS®, the Fair Housing Act is one of our nation’s significant laws guiding the real estate industry today. We recognize it with Fair Housing Month, celebrated each year. 2018 is different, though, as we commemorate the fiftieth anniversary of this major milestone in our nation’s efforts to bring greater equal opportunities in jobs to private property and housing.

To commemorate this act, it is important to recognize how our country views property rights, and who has rights, has been a struggle dating back at least since years first came to North America.

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For more information, resources and to get involved, visit [www.FairHousing.realtor](http://www.FairHousing.realtor)

Article with area for Association logo bottom left



## Language and Typography

While images may provide the visual “first impression” of each piece, language is important. It rounds out the message and defines the story we’re telling. In collaboration with our multicultural partners, please note we will not use the word “celebration”. Instead, we will use “commemoration”, as there is still so much work to be done to ensure that fair means fair for all.

### Typeface

Trade Gothic is the font that supports the fair housing campaign. Simple, clean and serious, it reflects the tone of the messages we’re delivering.

# Headlines are set in Trade Gothic Bold Condensed No. 20.

Subheads and body copy is set in Trade Gothic Light.

## Alternate Branding Opportunities

Beyond the existing items presented, there may be other opportunities to showcase the campaign. When investigating other formats, please keep in mind the recommendations for usage. Be it a bus shelter, poster or banner, our campaign is most effective when its core elements are utilized consistently.



Bus Shelter



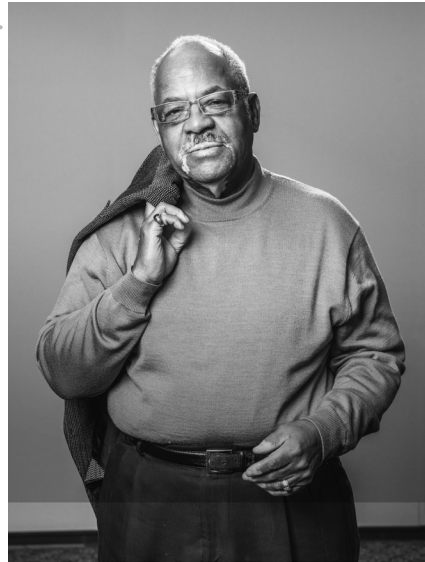
## FAIR HOUSING CAMPAIGN • Brand Usage

### Imagery

Authenticity. Emotion. Fortitude and future-focused. The faces of our campaign are the driving elements that tell the story of fair housing. Whether using portraits or insets that highlight diversity, these images tell a compelling story.

Why black & white? We feel that honest, true emotions are better revealed in this medium. Without the distraction of color, these images impart a sense of reality and authenticity.

When selecting imagery for your materials, please refrain from using stock photography that feels cliché. Images that don't convey an authentic tone belittle the important message we're delivering.



# FAIR HOUSING CAMPAIGN • Brand Usage

## Print and Digital

No matter the media, it's important to be consistent with how our campaign is presented. This will ensure greater awareness and better understanding of these important stories.

In addition to print ads, we've provided banner ads for Associations to use. If you need ads to be resized, contact Breanne Gingerich, Marketing Manager, at [bgingerich@realtors.org](mailto:bgingerich@realtors.org). In some cases, there may be additional design charges depending on changes required.

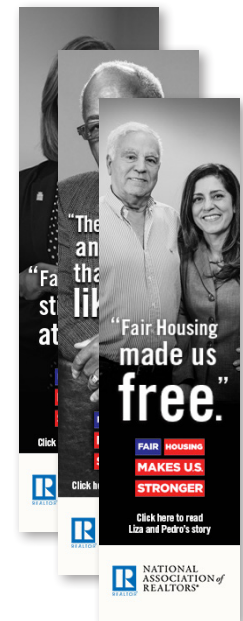
Also, please use the hashtag **#FairHousingMakesUsStronger** to help generate awareness for this important campaign.



Web banner: Leaderboard



Association Co-op Ads



Web banner: Skyscraper



We would love to see what you are doing to commemorate the 50th anniversary of the signing of the Fair Housing Act. Please visit the Showcase Stories page on [www.FairHousing.realtor](http://www.FairHousing.realtor) to submit your story.

If you have any questions about marketing or communications resources, please contact Breanne Gingerich, Marketing Manager at [bgingerich@realtors.org](mailto:bgingerich@realtors.org). Thank you!