

# CORPORATE HOUSING PROVIDERS ASSOCIATION

BRAND STANDARDS



# TABLE OF CONTENTS

<b>2</b>	<b>Section A:</b> Mission and Values
<b>5</b>	<b>Section B:</b> Brand Voice
<b>5</b>	<b>Section C:</b> Logos
<b>12</b>	<b>Section D:</b> Brand Colors
<b>14</b>	<b>Section E:</b> Typography
<b>16</b>	<b>Section F:</b> Full-Page Print Standards
<b>19</b>	<b>Section G:</b> Print Prototypes
<b>22</b>	<b>Section H:</b> Electronic Prototypes
<b>25</b>	<b>Section I:</b> E-mail Signature
<b>27</b>	<b>Section J:</b> Appendix
<b>29</b>	<b>Section K:</b> Contact Information

## SECTION A

# MISSION, VISION AND VALUES



# MISSION

## TO HELP CHPA MEMBERS SUCCEED.

The Association provides:

- A professional certification program, Certified Corporate Housing Professional
- A company accreditation program to help members stand above the competition
- Access to the leading global quality assessment and accreditation system for the industry
- An annual conference providing critical networking and information for hundreds of industry decision-makers
- An awards program, recognizing excellence in the industry
- Networking events throughout North America
- A professional Code of Ethics
- Annual industry statistical reporting
- Industry newsletters and communications
- Webinars and continuing education opportunities
- Legislative support to protect the industry

# VISION

CHPA SUPPORTS A WELL-RESPECTED, RESIDENTIAL, GLOBAL HOUSING ACCOMODATIONS INDUSTRY AND PROVIDES VALUE THROUGH RESOURCES, TRAINING AND EDUCATION.



# CORE VALUES

<b>RESPECT</b>	Respect for the corporate housing industry's diversity of opinion and perspective, fostering trust and willingness to openly communicate.
<b>REWARDING</b>	Rewarding and enjoyable volunteer opportunities.
<b>COMMITMENT</b>	Continuous commitment to professional learning and networking opportunities.
<b>PROFESSIONALISM</b>	Encourage professionalism and ethics within the industry.
<b>RESPONSIVE</b>	Responsive to member needs.
<b>CREDIBLE</b>	Credible source for industry issues, data, information, best practices and trends.
<b>ADVOCACY</b>	Advocate on behalf of the industry and compliance with applicable codes, laws and regulations.
<b>INFORMATIONAL</b>	Inform members on issues and trends that impact the corporate housing industry and their companies.
<b>ACCURATE</b>	Accurately represent members' products and services, promoting the corporate housing industry as a quality housing experience.

SECTION B

# BRAND VOICE



# BRAND VOICE

When describing CHPA or writing on behalf of the association, use a tone that is authoritative, customer-centric and aligns with the high standards expected of CHPA and its members. The brand voice should be used when referring to the association, its members and reiterated as

PROFESSIONAL		COMPREHENSIVE	
RESPONSIVE		RELIABLE	
SHARP		INNOVATIVE	
THOUGHT LEADERS		CONNECTION	
EXCELLENCE		TRANSPARENT	
FOCUSED		PROACTIVE	
ADVOCATES		DATA-DRIVEN	
GLOBAL		COLLABORATIVE	
SUSTAINABLE		SOLUTION-ORIENTED	

SECTION C

# PRIMARY LOGOS



## CHPA LOGO CONSTRUCTION

The CHPA logo consists of three elements: the CHPA with curve, the divider bar and the tagline. These elements must always be used together in the correct proportion. They must never be stretched or modified. The tagline must always be stacked on three lines.

For consistency and clarity, it is imperative that the logo only be reproduced using the approved brand colors.

## TAGLINE ANATOMY

Our tagline represents our mission to help our members succeed and reflects the association's dedication to the furnished housing industry around the world. We recognize best practices are ever-evolving in the furnished housing industry and CHPA members are the foremost trusted experts. With CHPA members on almost every continent, we are pushing the furnished housing industry to the next level across the globe.



## LOGO COLORS

The proper use of color in the CHPA logo is imperative for strong brand identity and recognition. The color logo should always be used on 4-color and 2-color pieces. The black and white logos may be used when the background clashes with the full color logo.

The logos are available in many formats. When printing 2-color, use the PMS format. When printing 4-color, use the CMYK process format. For use online, use the RGB format.

All logo elements must be visible.



## CHPA LOGO CONDENSED

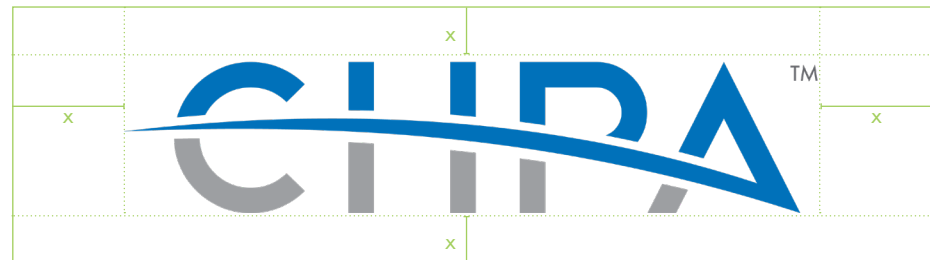
The condensed CHPA logo may be used when communicating with members only.

If presenting or communicating with non-members, the full logo or name of the association must be present.



## CLEAR SPACE

Any images and text must remain a safe distance away from the logo to protect its integrity. An adequate clear space must surround the logo to provide for maximum clarity and visibility. For the CHPA logo, this space is equal to height of the stacked tagline.



## MINIMUM SIZE

The full CHPA logo should never appear smaller than 2" wide. The condensed CHPA logo should never appear smaller than 1.5" wide.



## IMPROPER LOGO USAGE

These usage violations apply to both versions of the primary logo, whether using the tagline or condensed logo.



Do not omit the trademark symbol



Do not stretch or obscure



Do not crop the logo



ADVANCING  
FURNISHED HOUSING  
EXCELLENCE WORLDWIDE

Do not change orientation or  
placement of tagline



Do not change the colors of the CHPA elements outside of established standards



Do not present the logo in any other orientation



Do not use the logo on a busy background



Do not use old versions of the CHPA logos

## SECTION D

# SECONDARY LOGOS

## ACCREDITED COMPANY LOGO

The Accredited Company logo serves to provide confidence the displaying company has completed CHPA's review of criteria established in the program.

This logo may only be used by companies who currently hold the CHPA Accredited Company designation, or by CHPA when promoting the program.

Accredited companies may use this logo for promotional purposes to highlight their company. This may include, but is not limited to, business cards, company websites, sales presentations, social media, print materials, media releases and other marketing/promotional collateral material.





## TOWER OF EXCELLENCE AWARDS

The CHPA Tower of Excellence Awards recognize outstanding achievements and leadership within the corporate housing profession. These prestigious awards celebrate companies and individuals who demonstrate excellence in business practices, innovation and customer service while contributing to the growth and success of the profession. Honorees set the standard for quality and professionalism, showcasing the best in corporate housing. The awards serve as a benchmark for success, fostering a culture of continuous improvement and industry advancement within the CHPA community.

The logo reflects the prestige and honor of these industry awards.



## SMALL STAFF COMMUNITY

CHPA's **Small Staff Community** is a dedicated group of corporate housing professionals who operate with lean teams, facing unique challenges and opportunities. This close-knit community connects throughout the year to share insights, resources and best practices tailored to smaller teams. Their signature annual event, the **Small Staff Forum**, provides a focused space for collaboration, networking and problem-solving. Designed specifically for businesses with limited staff, the forum offers valuable discussions, peer-led learning and actionable strategies to help members optimize operations, enhance service and drive success in the corporate housing profession.



## CLEAR SPACE

As with the primary logos, images and text must remain a safe distance away from the secondary logo to protect its integrity. An adequate clear space must surround the logo to provide for maximum clarity and visibility.



## MINIMUM SIZE

As with the primary logos, the secondary logos must adhere to the set minimum sizes.



SECTION E

# BRAND COLORS

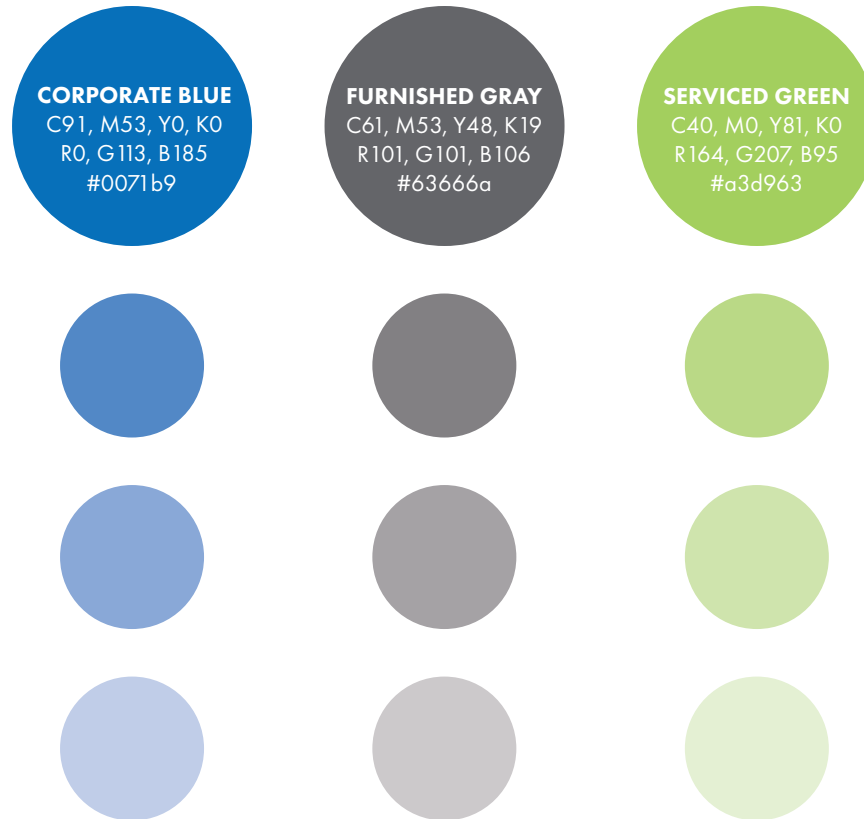
## PRIMARY COLORS

Consistent use of brand colors helps strengthen brand identity and recognition.

The primary brand colors are Corporate Blue and Furnished Gray, the colors of the CHPA logo and Serviced Green. These are the main colors to use in all communications. Corporate Blue should be considered the leading color; Furnished Gray and Serviced Green should not be overpowering to Corporate Blue.

Tints, or shades, of the colors may also be used at the designer's discretion. Transparency percentages are shown at 80%, 50% and 20%.

### Primary Colors

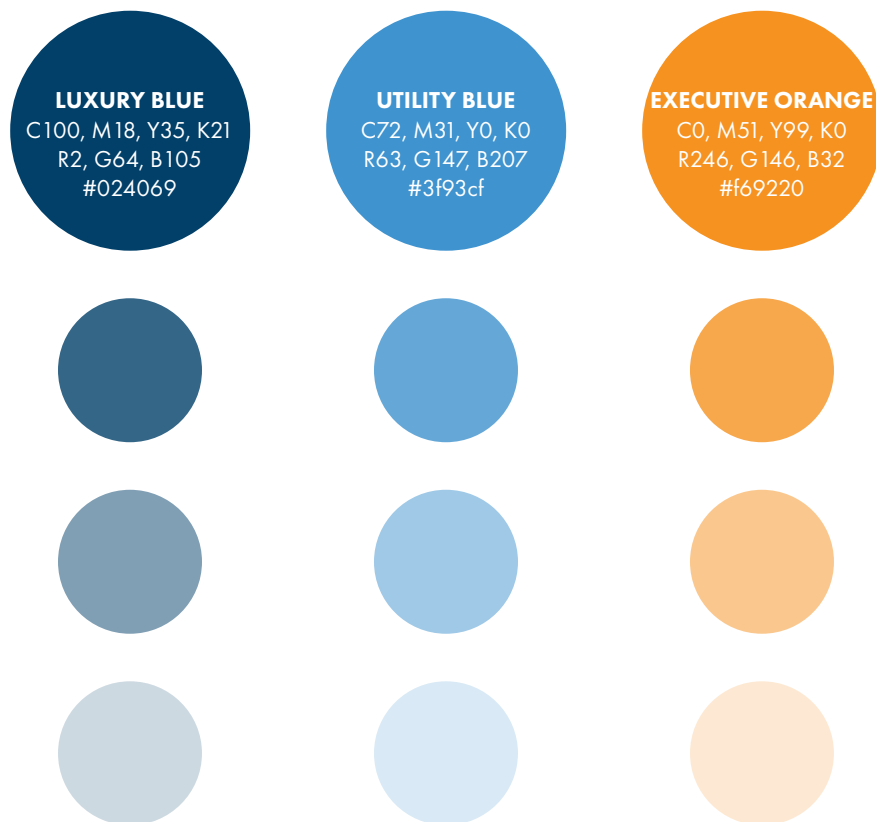


## SECONDARY COLORS

The use of the secondary color are to accent the primary colors and should never exceed that of the primary colors. These should never replace the primary colors and are only accents

Tints, or shades, of the colors may also be used at the designer's discretion. Transparency percentages are shown at 80%, 50% and 20%.

### Secondary Colors



SECTION F

# TYPOGRAPHY



## TYPOGRAPHY

Typography is just as important to the CHPA brand as color.

Our primary font is Futura. This font shall be used when possible. Any of the Futura weights are allowed when applicable (Italic for emphasis for example), but Light, Book, Medium, Demi and Heavy will be used most prominently.

Because Futura is not readily available on a Microsoft platform, a second font is available for the everyday user. Tw Cen MT is very similar to Futura and is available for use on a PC platform for Word documents, PowerPoint applications and e-mail signatures.

Note: Either Futura or Tw Cen MT will be used. They shall never be used together in a document.

### PRIMARY FONT FOR MARKETING COLLATERAL

Futura Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Futura Light

Futura Book

**Futura Medium**

**Futura Demi**

**Futura Heavy**

### SECONDARY FONT

Tw Cen MT Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Tw Cen MT Regular

**Tw Cen MT Bold**

## TYPOGRAPHY STYLES

A brand's message can be further strengthened with consistent use of typography. While there is flexibility at a designer's discretion, typically blue will be used for the headline, green for the subhead and gray for the body copy.

When using green, if the font size is less than 15 pt, ensure the weight is set to Medium for optimal visibility.

Be sure to always keep enough white space. It is key for readability.

Corporate Blue  
Medium

Serviced Green  
Medium

Furnished Gray  
(100%)  
Light

# HEADLINE

## SAMPLE SUBHEAD 1

Body copy here. Um arumqui torem quatum et dolore rem qui qui asi officitati deliquatia nonsed ut acerem. Ut ulparchitam aute ne aut odipsae num voluptatur. Aqui officab ium non et aut ius duntiorepre quid eum ape et rectemp errunt omnis sequi doluptatem quae laccus molupis et de nonseque verupta tecaborumt.

## SECTION G

# COMMUNICATION EXAMPLES

## HEADSHOTS

CHPA ensures consistency in the presentation of speaker information by maintaining a uniform format for headshots, titles and company names. Headshots should be high-quality, professional and taken against a clean, neutral background to align with CHPA's polished brand image. Speaker names will be displayed in a clear, legible font, followed by their professional title and company name in a standardized format to ensure readability and consistency across all materials.

When more than one speaker is presenting, additional colors may be used with the headshots. If only one speaker is presenting, Corporate Blue is the only color used with the headshot.



Stroke 4 pt.

### NAME, CREDENTIALS

Corporate Blue (100%)  
15 pt., Demi

*Title Italicized*

Company Name

Furnished Gray (100%)  
12 pt., Light

## MARKETING EMAIL BANNERS

CHPA marketing email banners should maintain a consistent design to reinforce brand recognition and professionalism across all communications. Banners should feature CHPA's official colors, fonts and logo placement, ensuring a cohesive look that aligns with the association's visual identity. Imagery should be high-quality and relevant, while text should be clear, concise and formatted consistently in terms of size and placement.



Standard size is 600x200, higher pixel may be downloaded to ensure clarity

Corporate Blue (100%) with gradient

Relevant Photo

## SOCIAL MEDIA POSTS

Social media posts for CHPA should maintain a professional yet engaging tone, reflecting the association's leadership in the corporate housing profession. Content should be clear, concise and visually appealing, incorporating CHPA's brand colors, logos and fonts for consistency. Posts should balance industry insights, member highlights and event promotions while encouraging interaction through questions, calls to action and relevant hashtags. Language should be inclusive and authoritative, positioning CHPA as a trusted resource for corporate housing professionals.



## MEMBER DISCOUNTS

**ENJOY DISCOUNTS WITH CHPA TODAY**

CHPA has partnered with businesses to offer discounts on products and services.

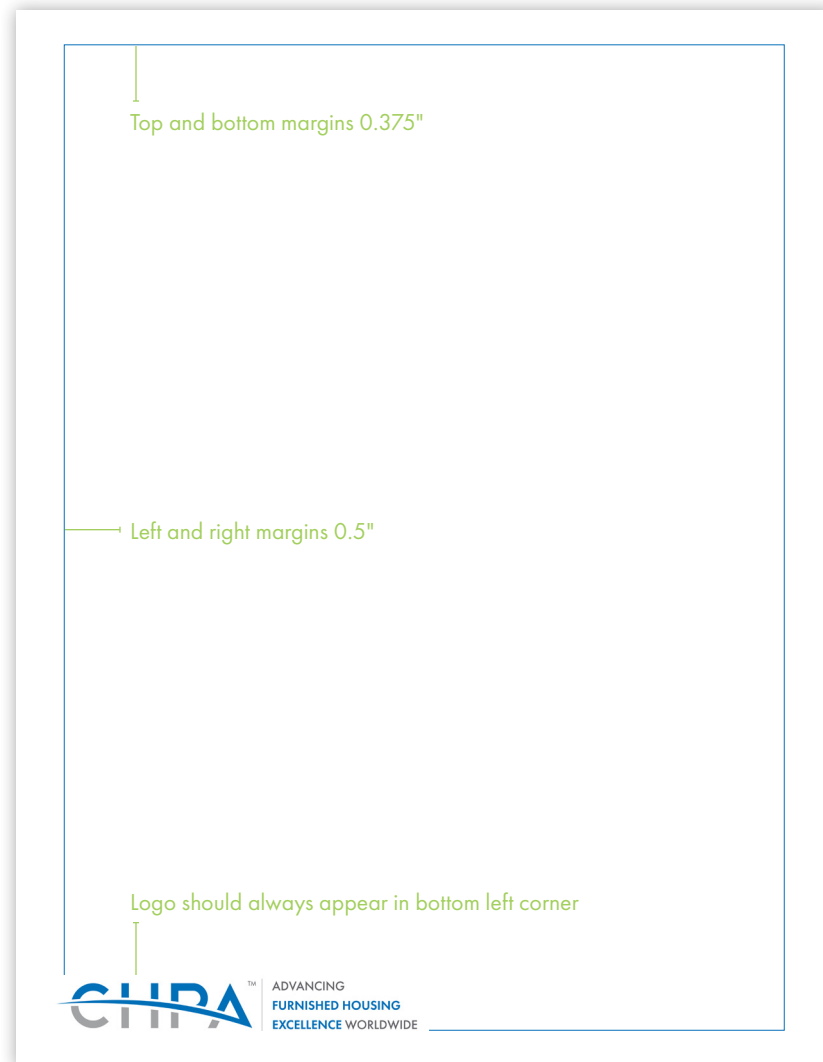


SECTION H

# PRINT PROTOTYPES

## MARGINS

Using consistent margins and placement of logos helps maintain clean, consistent layouts and further enhances the strength of the brand.





## LETTER-SIZED COVERS

A document cover is one of the most important pieces in brand recognition. It is your opportunity to grab your consumer at first glance. The cover should consist of a short title and subhead. The curve should always appear at the bottom of the cover with the CHPA logo reversed out in white.

**Note:** Values shown are point size over leading. Headline and subhead sizes may vary as much as 3pt. larger or smaller. Leading should be adjusted accordingly.

52pt./56

REPORT TITLE  
WILL GO HERE

21pt./24  
(0.25 space before)

SUBHEAD HERE

CHPA<sup>TM</sup> | ADVANCING  
FURNISHED HOUSING  
EXCELLENCE WORLDWIDE

## WHITEPAPERS

Whitepapers and other text-heavy documents, like fact sheets should use the established template to maintain a consistent look. They may be created in color or black and white depending on budget and medium.

Two columns may be used if deemed necessary.

**Note:** Values shown are point size over leading. Headline and subhead sizes may vary as much as 3pt. larger or smaller. Leading should be adjusted accordingly.

36pt./40

18pt./21

(0.1 space before)

11pt./14

(0.1 space before)

13pt./17

(0.1 space before)

### FACTS

#### SAMPLE SUBHEAD 1

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Sequi blabo. Nam assitiatem acition sequae vollar utature prepeli quidemposse sequiam quaeuct? Qui sitaturit odi ratur, erro conmihi molupti usdam, quaepe lacium rerovidenim re nos volest audae ommolore eatia nim quas dolecta si utem quiducit aut volum re, quo eat eos dis dolore exera dolorep eriores nectenit aut odit, in ne lati ducit velendian estrum eostibus dolupta quia initia nonse seroviduci diti dipsae liat.

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#### SAMPLE SUBHEAD 2

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Ut latus doluptatum veligent adit magnitatur, ea dollent auditat ioreici istius dunt repellum quia que volupic tem ea numqui aut aliaest iscient quasperit eaquis accusciur rat porem fugilat estintion poreped quibus.

Tibust, et ipiet volupicia quid et officipiae parum rem ium quodit voles adi sit utem. Nobist, ommissi tatus, qui dolor simillirecto maximus, odi sus dolorer chilit fuga.

SECTION I

# ELECTRONIC PROTOTYPES

## POWERPOINT®

PowerPoint® presentations are most effective when clean and simple. Minimal text and simple visuals are very important for focus and readability. Only relevant images should be used, but sparingly.

The point of the presentation is to effectively convey a message, not to inundate the reader with complicated graphics. Clip-art is unprofessional and should never be used. Images that are pulled from the Internet should never be used unless purchased from a stock photo website. Never use an image to which you do not own the rights.

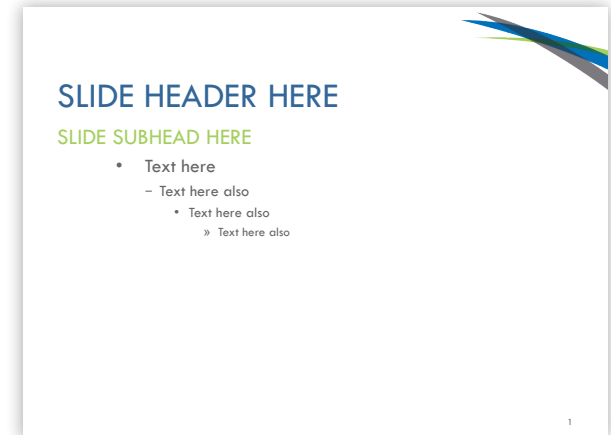
Special effects offered in PowerPoint® should not be used, including corner effects, reflections and drop shadows.

**Note:** All presentations must use the provided template, which has pre-loaded slides using brand fonts and colors. All presentations must be sized to widescreen, 16:9.

PowerPoint® is a registered trademark of Microsoft®.



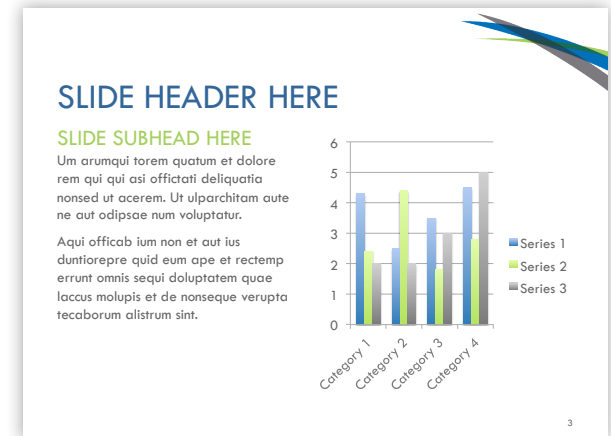
Cover page



Content page



Divider page



Content page featuring graph

SECTION J

# E-MAIL SIGNATURE

## E-MAIL SIGNATURE

All employees should use the same e-mail signature style. It further strengthens the corporate identity. Appropriate certification or credential logos may be present to the right of the address.

Other logos, imagery, Gifs, quotes, background designs, etc. may not be used.

Name in Blue 11 pt Tw Cen MT Bold

**Nick Estrada, CAE, CMP**  
**Chief Executive Officer**

nestrada@chpaonline.org | P: 317.328.4631 ext. 1

Title 11 pt. Tw Cen MT Bold  
E-mail and phone number in  
Furnished Gray 10 pt Tw Cen MT Regular



**Corporate Housing Providers Association**

3502 Woodview Trace, Ste. 300  
Indianapolis, IN 46268

Contact information in Gray  
10pt Tw Cen MT Regular



Logo sized at 1.5" wide

Use consistent spacing between each section, including the logo.

## BANNERS IN E-MAIL SIGNATURE

During periods of CHPA in-person events, all employees should use the same event banner in their email signature.

The event banner may never exceed the size of association name in the signature.

Banners must not exceed 1270 x 417 in size.

**Nick Estrada, CAE, CMP**

Chief Executive Officer

[nestrada@chpaonline.org](mailto:nestrada@chpaonline.org) | P: 317.328.4631 ext. 1



**Corporate Housing Providers Association**

3502 Woodview Trace, Ste. 300  
Indianapolis, IN 46268



Pixel size: 1270 x 417

The event banner may never exceed the length of the total signature.

SECTION K

# APPENDIX



## USE OF CHPA LOGO AND NAME

The name and logo of the Association is the sole and exclusive property of CHPA.

Use: Only CHPA members in good standing can use the logo and name if and only if, such use is made pursuant to the terms and conditions set forth in these policies. It may not be used by non-members, including former members.

**Use by Members:** The following uses are permitted:

1. Business card
2. Stationary
3. Literature
4. Advertisements
5. Promotional materials
6. Web site and social media sites, linking to the CHPA homepage and/or the company's directory listing on the CHPA site
7. Any other comparable manner to signify the user's membership

Notwithstanding the foregoing, the logos may not be used in any manner that, in the sole discretion of the Association: discredits the Association or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates the law, regulation, or other public policy; or mischaracterizes the relationship between the Association and the user, including but not limited to any use of the logos that might be reasonably construed as an endorsement, approval, sponsorship, or certification by the Association of the user, the user's business, or the user's properties or services, or that might be reasonably construed as support or encouragement by the Association to utilize the user's services.

**Enforcement:** Any failure by a user to comply with the policies of use, whether willful or negligent, may result in the immediate revocation of rights to use the marks, in addition to any other penalties that may be imposed by CHPA, including, but not limited to, removal from membership. CHPA shall make the interpretation and enforcement of these terms and conditions in its sole discretion. CHPA reserves the right to disallow any use of the CHPA logo.

## USE OF CHPA ACCREDITED COMPANY LOGO AND NAME

Use: This logo may only be used by companies who currently hold the CHPA Accredited Company designation, or by CHPA when promoting the program.

**Use by CHPA Accredited Companies:** The following uses are permitted:

1. Business card
2. Stationary
3. Literature
4. Advertisements
5. Promotional materials
6. Web site and social media sites, linking to the CHPA homepage, the CHPA Company Accreditation Page and/or the company's directory listing on the CHPA site
7. Any other comparable manner to signify the user's membership

Notwithstanding the foregoing, the logos may not be used in any manner that, in the sole discretion of the Association: discredits the Association/accreditation program or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates the law, regulation, or other public policy; or mischaracterizes the relationship between the Association/accreditation program and the user, including but not limited to any use of the logos that might be reasonably construed as an endorsement, approval, or sponsorship by the Association/accreditation program of the user, the user's business, or the user's properties or services, or that might be reasonably construed as support or encouragement by the Association/accreditation program to utilize the user's services.

**Enforcement:** Any failure by a user to comply with the policies of use, whether willful or negligent, may result in the immediate revocation of rights to use the marks, in addition to any other penalties that may be imposed by CHPA/the accreditation program, including, but not limited to, removal from membership. CHPA shall make the interpretation and enforcement of these terms and conditions in its sole discretion. CHPA reserves the right to disallow any use of the CHPA Accredited Company logo.

SECTION L

# CONTACT INFORMATION



# CONTACT INFORMATION

## FOR BRANDING QUESTIONS CONTACT:

**Emily Ambriz-Huff, Director of Marketing & Communications**

[EHuff@chpaonline.org](mailto:EHuff@chpaonline.org)

**Nick Estrada, CAE, CMP, Chief Executive Officer**

[NEstrada@chpaonline.org](mailto:NEstrada@chpaonline.org)