**Logo/Visual Branding Brief**

Name of Website: **Plus1House** “Your Accessory Dwelling Unit Resource Center”

* The visual logo for Plus1House should have a friendly, professional, easy to understand character that would appeal to **adult homeowners from all backgrounds**.
* The colors should ‘pop’ on a light color background
* It should be able to be used both in a ‘color’ mode and black and white mode
* It should be suitable for both website identification, as well as printed materials like brochures, agendas, and letters.
* We would like variations with and without text
* We are looking for a design, associated digital artwork in both color and black/white, and permanent and full rights for use

**Background:**

California homelessness is at record levels and increasing, and even middle class citizens struggle with costs and limited availability. While there is no single solution, one innovation has great promise: ADU’s (Accessory Dwelling Units). These are rental units developed above, adjacent to, or inside existing homes. Recent changes in state law give just about every homeowner in California the right to add an ADU to their single family home.

ADU’s offer some positives:

• They are diverse geographically, spread throughout the existing urban area

• They create new cost efficient housing using existing infrastructure, not raw land

• They are privately financed, providing jobs and good returns for the host homeowner which

lowers their effective housing cost

This is a brand for a public facing website that provides information to the general public about adding an Accessory Dwelling Unit to their single family home. “Development” is daunting: how can one add a rental to one’s home in a way that is responsible, affordable, sustainable, and sensitive? What are the steps? Who can assist? What issues need to be considered? Answering these questions is the primary objective of the ADU Resource Center

**Who We Are:** *Architects guiding California homeowners through the accessory dwelling unit process*

**What We’re Doing**

Serve as the trusted advisors to California homeowners as they consider the possibility of adding an ADU to their home

* Informing homeowners of opportunities and challenges associated with ADUs
* Supporting housing choice and attainability solutions
* Providing needed information that is trustworthy, complete and concise
* Serve as the focal point in bringing current and relevant information about all aspects of ADUs together in one place that is readily accessible to the public