

# SUPPORTIVE HOUSING COMMUNITY LAND ALLIANCE (CLA)

## LOGO DESIGN BRIEF

### Business Name and Summary

The **Supportive Housing Community Land Alliance (CLA)** is a new organization funded by Alameda County Behavioral Health Services (ACBHS) via the Mental Health Services Act (MHSA) Innovation Funds, and incubated by the Northern California Land Trust (NCLT). The CLA is a collaborative organization that uses the community land trust model to create affordable housing opportunities for extremely low income people living with serious mental health issues.

ACBHS and NCLT started working on the CLA in late October. We hope to incorporate soon, will need a placeholder logo, and will award \$300 to the chosen logo. The logo can be a sketch, but if it is a vector file in .ai or .pdf format, \$100 will be added to the award for a total of \$400.

As we invite an advisory committee and elect a board of directors, the organization may decide to change the name of the organization, branding and/or logo design. If that's the case, we will issue another logo design brief.

### Background

About CLA: The Supportive Housing Community Land Alliance is a nonprofit organization whose mission (draft) is to ease the housing crisis for people living with serious mental illness in Alameda County. The CLA will create and steward permanent affordable housing by maintaining ownership of the land, and the community-driven membership will assure that the homes on this land provide stable, supportive, and successful housing for extremely low-income SMI consumers.

The logo will be used on materials organization wide, including the website (<https://shcla.net> also in process), and will reach community members, mental health consumers, extremely low income residents, potential residents and their family members; potential partners, collaborating organizations, lenders, funders and donors.

### Design preferences

- Leaning toward a simple/minimalist style, but open to different possibilities
- Prefer 5 colors or less, but also open to possibilities
- Leaning toward use of the acronym, but will consider designs that spell out the title
- A design that inspires collaborative support, safety, peace, community, healing...

If there are any questions that might help with logo design, please submit them to [info@shcla.net](mailto:info@shcla.net) and we will do our best to post answers to your questions here: [shcla.net/logo-contest.html](https://shcla.net/logo-contest.html)

**Criteria for Selection**

If there are multiple designs of comparable quality/strength, we will select a designer from Alameda County with a connection to the mental health consumer community. People submitting designs are welcome, but not obligated to include the following information, which we can keep confidential.

- Are you a resident of Alameda County?
- Are you connected to the mental health consumer community?

**Instructions**

Please send submissions to [info@shcla.net](mailto:info@shcla.net) by January 18th. We hope to announce our selection by early February.

Link to this pdf: <https://tinyurl.com/shcla-logo>