



# Housing Authority of the City of Pittsburgh

Contracting Officer  
100 Ross Street  
2<sup>nd</sup> Floor Suite 200  
Pittsburgh, PA 15219  
(412) 456-5248  
Fax: (412) 456-5007  
www.hacp.org

**August 2, 2019**

## **Development and Implementation of an Organizational Style Guide and Organizational Re-Branding IFB #800-23-19**

### **ADDENDUM NO.3**

This addendum issued August 2, 2019 becomes in its entirety a part of the Request for Proposals RFP #800-23-19 as is fully set forth herein:

**Item 1:**        Q:        We'd like to confirm that the pre-bid meeting date has been moved from 7/30 to 7/31.

                  A:        As per Item 2 in Addendum No.2, the Pre-Submission Meeting date was changed to July 31, 2019, time and location remain unchanged at 10:00 AM, at the HACP Procurement Dept., 100 Ross St. 2nd Floor, Suite 200, Pittsburgh, PA 15219.

**Item 2:**        Q:        Could you please provide some clarification about the intended template types for the items in the style guide (Scope of Work, page 5). More specifically, does HACP typically print business cards, letter head and envelopes from Microsoft Word templates, and/or do you also have those items printed professionally (which would typically require a different file format)?

                  A:        We would like the files delivered in both Word Format & InDesign (INDD).

**Item 3:**        Q:        for the PPT templates are you seeking to have a range of master templates covering things as title slide, section header, text slide, graphic slide, etc., or something different?

                  A:        Correct. A range of templates.

**Item 4:** Q: for the Newsletter template, we assume you are referencing News & Views which is published 2x a year, based on what is referenced in the website. Is the Newsletter created today in Microsoft Word or another file format? What is the desired digital version of the Newsletter?

**A:** This does not refer to News & Views. We are requesting a basic Newsletter template in MS Word that can be used by multiple departments and altered as needed.

**Item 5:** Q: With regard to the word glossary deliverable, beyond what is outlined in the RFP, have you identified a list of words/phrases that will be included as a starting point? If yes, would you be able to share that list?

**A:** We will provide a listing of roughly 200 terms, including commonly used industry acronyms. Please refer to attachment A.

**Item 6:** Q: Providing a return-on-investment for our clients is very important to us. While our creativity is not regulated by budgets, it is our normal procedure in qualifying opportunities to ensure there is a potential good fit between our capabilities, cost structure and process definition on one hand and the client's needs and investment expectations on the other. Given the potential scope of work, it is important that we understand what range of costs have been assumed by HACP so as to scale our response appropriately. That said, what is the targeted/approved budget (or range) for the development and implementation of the organizational rebranding and style guide?

**A:** That is unknown, which is why we are issuing this RFP.

**Item 7:** Q: On Page 10: Can you clarify the Resident Housing Requirements? Does this RFP require residency in Pittsburgh?

**A:** No, it does not.

**Item 8:** Q: On Page 21: "Contractor shall may any required corrections to any Service within 10 days at no additional charge." Can you clarify this? It sounds like any corrections to any service are to be made at no additional charge.

**A:** The Scope of Work is not being changed but the services may need to be corrected. Any services outside the scope will be paid.

**Item 9:** Q: On Page 27 under Scope of Work: “The completed HACP style guide will consist largely of the development of MS Office Suite Templates including: MS word and Power Point, and the development of templates for stationery.” It is our experience and opinion that Word and Power Point do not offer the best design solutions. We are very fluent in creating “Master” slide decks in Power Point which would work here. But we would suggest designing the branded elements in Adobe InDesign and providing jpegs of headers and footers (or whatever is needed) for Letterhead, Envelopes, Business Cards, Power Point, and Newsletter Templates. Then the unique information in a business card, for example, could be entered in Word. Not the best design and production solution but it could work. Can we discuss this?

A: We agree. We want master files to be designed InDesign, but we are also requiring the vendor to provide templates in each of the applications noted in the scope.

**Item 10:** Q: On Page 28 under Deliverables: Logo Suite (great); Organizational Style Guide - PDF (great), MS Word (not ideal - we’d prefer to design in InDesign and have a final pdf as the deliverable. Same applies for the Glossary of Terms.

A: This is acceptable. We will require for InDesign (INDD) files to be included with the final deliverable provided to the managing department.

**Item 11:** Q: Has any research been done in the past 2-3 years on resident and community perceptions of the HACP brand? If so, will the selected vendor have access to this data?

A: No. We have not.

**Item 12:** Q: The RFP mentions providing proof of “malpractice liability” insurance. Will professional errors and omissions insurance suffice?

A: Yes.

**Item 13:** Q: You request we provide information on the last 3 clients/jobs. Should these be completed jobs, or can they be current clients?

A: A combination of the two would be acceptable.

**Item 14:** Q: Is there an existing agency or preferred vendor?

A: No.

**Item 15:** Q: Does HACP have a media library with high resolution photography that might be utilized, if needed?

A: Yes.

**Item 16:** Q: On the scope of work, you reference templates for letterhead, business cards, etc. Are you looking for one template for each or a template for each department/group within the organization?

A: We want a template for each item noted. We should be able to customize these for each department independently.

**Item 17:** Q: Since you will be moving into a new building this fall, is signage design needed? Banners, flags, etc.?

A: Not as part of this project.

**Item 18:** Q: Are you able to share your maximum budget for this project?

A: No.

**Item 19:** Q: If selected, what will be the time period for implementation?

A: The scope notes: tentatively scheduled for June 1 – Oct. 31, 2019. However; it can be assumed that the start date can be changed to Oct. 1, 2019. We would expect the work to be completed in a period not to exceed 6 months.


**Item 20:** Q: Will we have access to the decision makers or executive leadership team in your organization?

A: You will work with the Community Affairs Department, with limited interaction with executive leadership.

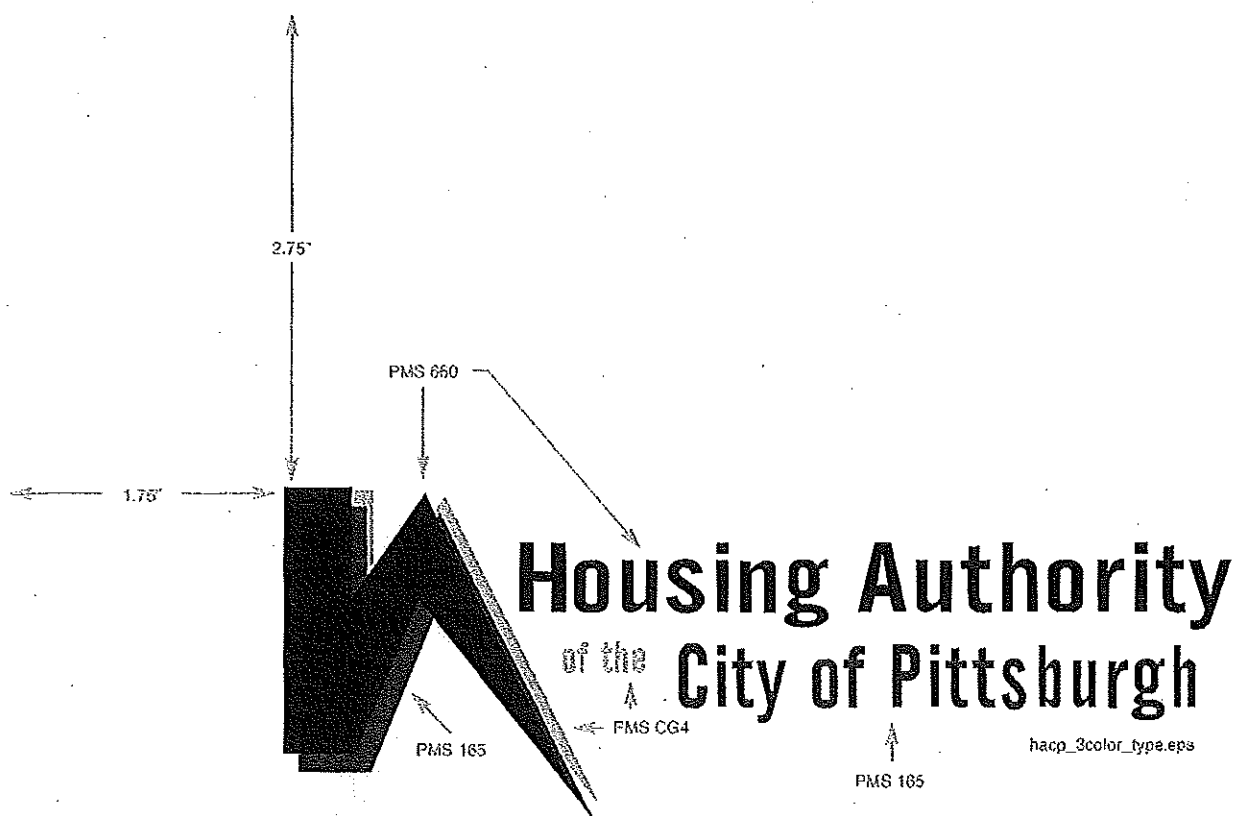
**Item 21:** Attachment A: Previous HACP Style Guide and Glossary of Terms.

**Item 22:** The proposal due date, time, and location remain unchanged August 13, 2019, at 10:00 AM, at the HACP Procurement Dept., 100 Ross St. 2nd Floor, Suite 200, Pittsburgh, PA 15219.

**END OF ADDENDUM NO. 3**

  
\_\_\_\_\_  
Mr. Kim Detrick  
Procurement Director/Chief Contracting Officer

8-2-19  
\_\_\_\_\_  
Date



**Print Style Guide**

# Branding Elements

## What Are We Changing?

Branding evolves over time in order to reflect changes within an organization and to stay current with new trends and communication avenues. In 2002 our vision statement changed to:

"We are the highest quality provider of affordable housing in the City of Pittsburgh."

As an organization we have made our way through many changes, we have embraced the challenges and opportunities of the 21st century. We have committed our resources to being a quality provider of affordable housing in the City of Pittsburgh. We have made progress toward projecting a more unified and consistent identity; however, we still are not where we want (or need) to be.

## Why Do We Need a Style Guide?

In today's organizational and service environment, it's increasingly difficult for an organization to be noticed and remembered. It is also equally important to create an image that represents the ideals that we strive toward. One reason is to project a more contemporary, more quality oriented image. In doing so we will strengthen HACP's organizational identity and increase our visibility in the communities we work in. Having a unified identity is important. It is what the public recognizes and helps them identify with our efforts. The process is a constantly evolving one. Results will include:

- Identifies who we are, differentiates HACP from other authorities
- Increased credibility for HACP and our core values
- Access to new opportunities
- Heightens opportunities for partnerships

To achieve a stronger identity, we need to refine and coordinate communications tools to create a unified organizational image (or "style guide"). These tools include:

- Our signature/Logo
- Color
- Graphic devices
- Consistent use of type
- The style of our material (tone, graphics, audio and editorial content)
- Names of programs

## How Should This Guide Be Used?

This is a guide, with some basics that must be followed in all instances. Its goal is not to stifle creativity, but to provide direction that will guide us all to produce materials with greater unity, clarity and visual harmony. This will help us reach our goal of producing materials that the public recognizes as distinctly ours. To use a musical analogy, we're not asking everyone to play the same instrument, only to play the same music.

These guidelines should be used when designing or producing materials in-house, or when directing outside vendors to produce materials. These guidelines should also be given to corporate partners, funding sources or organizations that will produce materials with The Housing Authority of the City of Pittsburgh name and signature logo on them. Staff with responsibility for developing partnerships that result in the production of materials should discuss these guidelines during initial negotiations.

# Branding Elements

## Branding Elements:

HACP branding consists of these elements:

1. The "signature of HACP includes the logo "h" with one line of type, Housing Authority of the City of Pittsburgh.
2. Placement of the signature in the upper left-hand corner of printed products.
3. HACP organizational colors are Blue PANTONE® 660, Orange PANTONE® 165 and PANTONE® Cool Grey 4. (See page 6 for the 4-color formula)
4. Typography Franklin Gothic type families, flush left or right and standard line and letter spacing; use of type without extending, condensing, skewing or otherwise manipulating.

## Signature Color Combinations

Listed are three color variations in which HACP signature logo and type can be produced.

- PANTONE® 660, PANTONE® 165 and PANTONE® Cool Grey 4 are the primary colors of the HACP signature. This is the preferred color combination and should be used on the majority of HACP materials.
- Black (symbol, logotype and slogan) The entire signature may be printed in black. Sometimes due to limited budget or technical limitations, it will be necessary to produce certain products using only black ink. When using black it is recommended to eliminate the drop shadow.
- White (symbol, logotype and slogan). Use this option sparingly. This will occur when reversing type out of a solid.

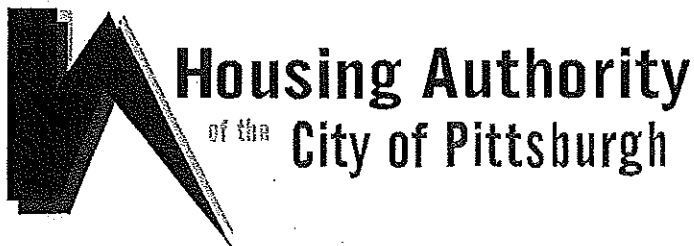
In HACP's system, the signature is to be placed in a specific size and location on HACP public and professional publications. On promotional products this can vary, but the preferred placement of the HACP signature is in the upper left hand corner. The signature symbol must always appear with logotype.

## Graphic Requirements

### Graphic Requirements

The signature is the foundation of a consistent graphics identification program. Our signature consists of the name "Housing Authority of the City of Pittsburgh" (the logotype), the "housing/h symbol", and the slogan "Embarking on a New Era." The classic simplicity of our logotype and the stylized symbol combined with the slogan expresses our commitment to providing quality affordable housing.

Logotype Housing Authority of the City of Pittsburgh



Symbol stylized "h"



Slogan

**Embarking on a New Era**

### Signature Components

There is only one acceptable configuration for the HACP's signature. The symbol should never appear separate from the logotype on any materials. The symbol may be separated only on internal publications.

When combining the signature with other elements, such as special event graphics, the signature should be a prominent part of the overall design, clearly visible to the viewer. To achieve this, always place the signature flush left at the top of the piece, above the other elements (Please see Page 8 for an example).

The signature should not be retypeset, altered or modified in any way.

The signature should be used with a vertical height no smaller than 1" (measured from the top of the stylized h to the bottom tip of the stylized h).

We cannot abbreviate, change the spelling, insert hyphens, combine words, add words or otherwise change the signature in any way. Any change in the form of HACP's signature can jeopardize its legal status.

Always capitalize the first letter of each word of the name Housing Authority of the City of Pittsburgh when it appears in text. If it appears in all lower case, it can be confused with ordinary words rather than signify the name of our organization. Also, never shorten the name "Housing Authority of the City of Pittsburgh" to "Housing Authority City of Pittsburgh." Only shorten the name to HACP after first referring to it as the "Housing Authority of the City of Pittsburgh (HACP)."



# Signature System

## Signature Uses

Consistency is important in creating a clear, well-defined and recognizable brand identity. The following examples show acceptable and unacceptable signature uses. They demonstrate how to improve our communications through stronger product branding by avoiding interference with the signature and inconsistencies in application. We cannot list all unacceptable uses on these pages. If you identify a use that you aren't sure is acceptable, please contact the Community Affairs Department staff at x5058.

In HACP's system, the signature is to be placed in a specific size and location on HACP public and professional publications. On promotional products this can vary, but the preferred placement of the HACP signature is in the upper left hand corner. The signature symbol must always appear with logotype.

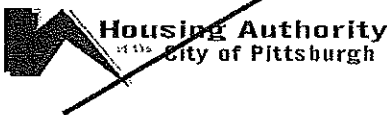
## Acceptable Uses

- Slogan printed in the same color as the symbol and logotype.
- Printing the signature over background images such as illustrations and photographs. Be sure to place the signature in an area of the image where the signature will remain clearly defined. Carefully place the image so it doesn't interfere with the positioning of the signature.
- Printing the signature on various colored backgrounds.
- The stylized "h" may be printed as a graphic element on some internal organizational guides and manuals.

## Unacceptable Uses

- Condensing, extending, skewing, distorting, manipulating, modifying or redrawing the signature in any way.
- Do not separate the stylized "h" symbol from the logotype/slogan.
- Using stylized "h" symbol as a design device except on the covers of internal manuals.
- Printing type or other elements inside the area of non-interference. (See area of non-interference, page 6)
- Altering the proportional relationship or the vertical and horizontal alignment of the elements in the signature.
- Retypesetting the logotype, slogan or both.
- Printing the signature in a screen or texture.

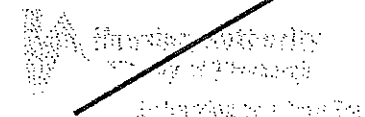
Not Acceptable  
Logotype distorted



Acceptable  
Slogan printed in same color as logotype



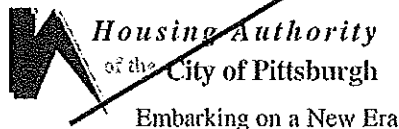
Not Acceptable  
Signature screened



Not Acceptable  
Logotype separated



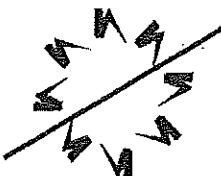
Not Acceptable  
Signature retypeset



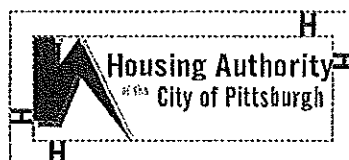
Acceptable  
Background doesn't compete with logotype



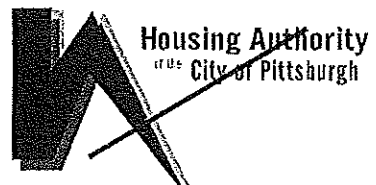
Not Acceptable  
Using the Stylized "h" as a design device



Acceptable  
No elements within the area of non-interference



Not Acceptable  
Proportional relationship altered



## Implementation Guidelines

The minimum vertical depth of the logotype measured from the top of the stylized "h" to the bottom tip of the stylized "h" is 1". The vertical depth of the logo on the letterhead is 1 1/4", all other stationery in this manual uses a logo of 1".

## Area of Non-Interference

The area of non-interference is defined by a border of 3/16" around the signature symbol and logotype and slogan. The area of non-interference is a buffer zone (or ghosted image) that surrounds the signature to prevent other graphic elements from diminishing its impact. The minimum clear space surrounding the signature is equal to the height of the capital letter "H" in the word "Housing." This is only the minimum; more space should be used when possible.


## Localization

We want the public to think of HACP as one organization, not as a collection of individual departments.


## Color

The primary spot colors for our signature are PANTONE® 660, PANTONE® 165 and PANTONE® Cool Grey 4. This combination should be used on most of our materials. If possible, it should be the main colors in the selected color scheme for publication or product. Some colors "clash" or are "not complimentary" when printed next to blue and orange; keep this in mind when choosing color schemes.

The four-color, process printing color combination(s) to approximate this is:

 PANTONE® 660; Cyan 91% Yellow 0% Magenta 60% Black 0%

 PANTONE® 165; Cyan 0% Yellow 60% Magenta 100% Black 0%

 PANTONE® Cool Grey 4; Cyan 0% Yellow 0% Magenta 0% Black 27%

## Black (symbol and logotype)

Sometimes, due to budget or technical limitations, it will be necessary to produce products using only black ink. Examples include intraoffice stationery, forms, educational copy masters and public service advertisements. For these, the entire signature may be printed in 100% black.



Suggested background colors -- white to light pastel, medium.

## White (symbol, logotype) "Reverse Copy"

Use this option sparingly. When reversing, suggested background colors -- medium to dark.



*Note:* Don't use the logo in a box as shown here, except as a ghosted background. This is used only to illustrate a color combination for the signature

## Imagery

Photography, illustration and graphics are the imagery of the publication. Covers should have large single images that bleed off the edge if expenses allow. Choose visuals appropriate for product's target audience.

The quality of the visual is also important. A poorly executed visual will detract from the effectiveness and desired "effect" of a product just as much as an inappropriate visual. Be cautious with visuals and shaded elements that compete with the type and hamper the readability of the text. Copying and placing an image from a website is an example of a poorly executed visual, images from the web have a resolution of 72 dpi.

Maintain high technical standards. The imagery of HACP publications directly affects the overall image that the public has of the Housing Authority of the City of Pittsburgh.

## Typography

### Franklin Gothic – Classic American San Serif Typeface

Named for Benjamin Franklin, Franklin Gothic is a modernized nineteenth-century sans serif, designed to shape a typeface style that has practically formed a category of its own. Designed by Morris Fuller Benton in 1902 for American Type Founders (ATF) it is one of the most popular sans serif types ever produced. The ITC version adheres closely to the subtle thick and thin pattern of the original design; the slightly enlarged x-height and condensed proportions of the new version result in greater economy of space.

This type family was chosen for the clean, organizational look consistent with the HACP signature. The range of sans-serif font styles in differing weights provides a multitude of creative options and gives HACP communication materials a neat, consistent, professional appearance. A list of acceptable style variations is listed below.

It's important to apply typefaces to our products in the letterforms' original format. That is, don't extend, condense or skew the letterform in any way. (See example below under General Typography Guidelines)

The following is a list Franklin Gothic family typefaces to be used on HACP materials:

Franklin Gothic Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Franklin Gothic Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Franklin Gothic Medium Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Franklin Gothic Demi	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Franklin Gothic Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### General Typography Guidelines

The choice and use of type styles is a major factor in a successful layout.

- Avoid using all capital letters, even in titles and headlines.
- Upper and lower case is easier to read.
- Use letterforms as originally designed, i.e., don't condense, extend, skew or otherwise manipulate them. The following shows a headline that has been manipulated:

honor  
Your House,  
honor your  
**Home**

- Limit the number of variations of the chosen type families within a publication to avoid confusion. Three to four should be adequate.
- Use sans serif fonts (Franklin Gothic) for headlines and serif fonts (Times New Roman) for body text.
- Loose kerning (character spacing) and leading (line spacing) is preferred in titles.

Tight Kerning: Kerning	Loose Kerning: K e r n i n g
Tight Leading: Leading Leading Leading	Loose Leading: Leading Leading Leading

- In most cases restrict color use in headlines/titles to black, white or a color that coordinates with the background image.
- Avoid using type sizes close in size (e.g., 10 and 11 point) for text and headlines. The difference between them is too small to see and won't provide enough differentiation.
- For adult consumers and youth markets, make titles friendly by capitalizing various words in the title for emphasis, varying the point size and varying the letter spacing (kerning) and line spacing (leading). For example:

honor  
**Your House,**  
honor your  
**HOME!**

### **Body Copy**

Most body copy should be set flush left, ragged right, Times New Roman.

- Some products (posters, promotional brochures, etc.) with short text copy may use either ragged left, ragged right, justified or centered text; however, review typeset copy to make sure it's easily readable.
- Type size should increase with line length. A general rule is to set type in a pica line length no longer than two and one half times the point size. For example, the maximum line length for 11 point type would be twenty-seven and one-half picas ( $11 \times 2 \frac{1}{2} = 27 \frac{1}{2}$ ).
- Use rules for emphasis or separation but limit the line weights to two easily differentiated weights.


# Stationery

## Stationery

Business correspondence is a basic but important way of presenting our image. A variety of audiences receive information from us daily as typed letters, business cards, mailing labels or other kinds of stationery.

Maintaining consistency within our stationery system will reinforce the image we want to project. Following these guidelines regarding signature size and placement, typeface, point size, color and typed information will help achieve this.

## Letterhead 8.5 x 11

 <b>Housing Authority</b> of the <b>City of Pittsburgh</b>	<b>Administrative Offices</b> 200 Ross Street, 6th Floor Pittsburgh, PA 15219 412-458-6000 www.hacp.org
<b>Pittsburgh Field Office</b> Richard Nwanoyia Holox 57 Building 339 Sixth Avenue Pittsburgh, PA 15222-2507	
December 15, 2003	
Dear Mr. Nwanoyia,	
Consistently concerned with the housing of the poor in Pittsburgh, the Authority began in 1977 to focus more on the people living in public housing and the quality of housing. Social, administrative and humanitarian programs were offered out of the concern for the elderly. Bus transportation, refurbished dining centers, flower planting, and other activities were incorporated into the senior citizens' way of life.	
In the 1980s more senior citizens high rises were built and two schools were rehabilitated to provide Senior Housing. The Historic Monroe School, a South Side landmark was restored to create thirty apartments and a new addition was added to the building to create another 40 apartments. It was the first time that a housing authority had converted a building which is listed as a historical landmark on the National Register of Historic Places into public housing. The former Leo School became Coalition Manor, a thirty-one apartment, four story senior citizens home.	
The 1990s has been the decade of change both internally and externally for HACP. Internally the entire Authority has gone through a reorganization. The Maintenance Department has seen a reformation of its entire system. The new Maintenance Department has designed a Zone System and new computer systems to service the residents of HACP communities in a more timely manner. The former Applications Department was renamed the Occupancy Department. With the Operation Department a program entitled Home Selection was created. This program gives the applicants the freedom of choice.	
Sincerely,	
Name Signature	

## Signature

The vertical depth of the "stylized h" is 1 1/4"

## Component name and address

The component name is Franklin Gothic Demi, 12 point. The address is Franklin Gothic Medium, 10 point on 12 point leading. Both are set upper and lower case, flush right, aligned at 8".

## Color

The signature is PANTONE® 165, 660 and Cool Grey 4. The address is PANTONE® 660.

## Typed information

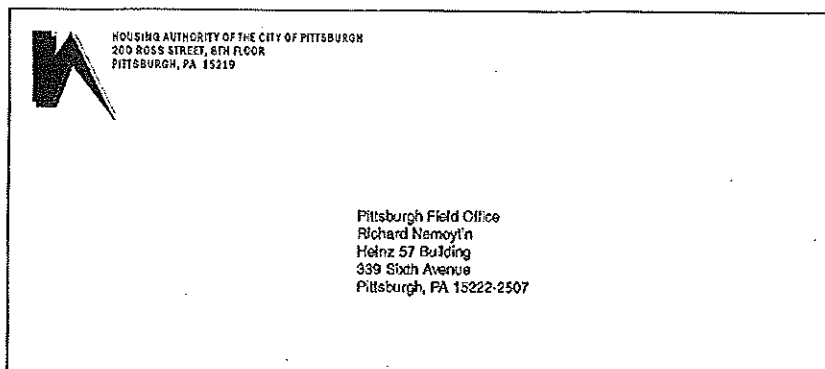
The preferred typeface for typed text is 11 pt. or 12 pt. Times New Roman, flush left. This is to begin down at least 2 1/2" from the page top.

**Note:** Manually typing or word processing letters may cause this alignment to be slightly off. However, the text of letters should be positioned as closely as possible to that pictured.

## Envelopes

These guidelines are for four standard sizes: 4 1/8" x 9-1/2" (#10), 6" x 9", 9" x 12" and 10" x 13" (booklet or catalog style). When producing other sized envelopes, use these guidelines for the envelope closest in size to the one you're producing and adjust to fit. As closely as possible, maintain the proportional relationships between elements as shown here. The next page shows an example of postal regulation guidelines for standard and business reply mail. Be sure to get your local Post Office's approval before printing envelopes or direct mail pieces.

### Envelope #10 (General & Window)



#### Signature

The vertical depth of the symbol "stylized h" is 1".

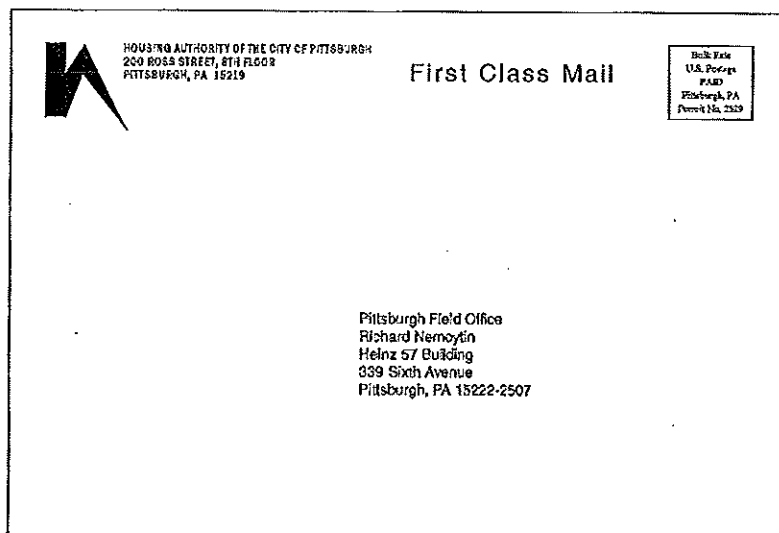
#### Component name and address

Component name and address are 10 pt. type on 12 pt. leading, Franklin Gothic Medium. Both are set upper and lower case, flush right, aligned with the symbol "stylized h" as shown.

#### Typed information

The preferred typeface for the typed text is 11 pt. or 12 pt. Helvetica, flush left. Align as shown.

### Envelope 6" x 9", 9" x 12" & 10" x 13"



#### Signature

The vertical depth of the symbol "stylized h" is 1".

#### Component name and address

Component name and address are 10 pt. type on 12 pt. leading, Franklin Gothic Medium. Both are set upper and lower case, flush right, aligned with the symbol "stylized h" as shown.

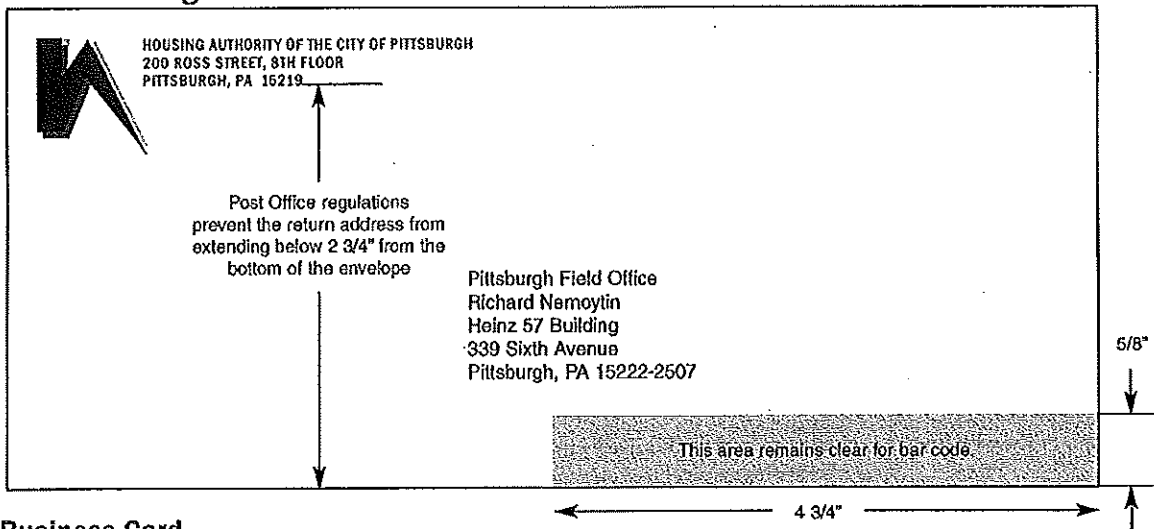
#### Mail type Identification

If this designation (First Class, etc.) is necessary, set it at 20 pt. Helvetica with 20 pt. tracking and align with the bottom of the address as shown.

#### Typed information

The preferred typeface for the typed text is 11 pt. or 12 pt. Helvetica, flush left. Align as shown.

## Post Office Regulation Guidelines



### Business Card

#### Signature

The vertical depth of the symbol "stylized h" is 1".

#### Employee name

10 pt. type on 12 pt. leading, Franklin Gothic Demi, upper and lower case, flush right at 3 1/4".

#### Employee title and component

9 pt. type on 10 pt. leading, Franklin Gothic Medium, upper and lower case, flush right at 3 1/4".

#### Component address

7 pt. type on 8.5 pt. leading, Franklin Gothic Medium, upper and lower case, flush right at 3 1/4". Address baseline is 1/4" below the baseline of the employee title. If the address requires three lines, it begins directly below the employee title and the baseline of the third line is at 1 3/4".

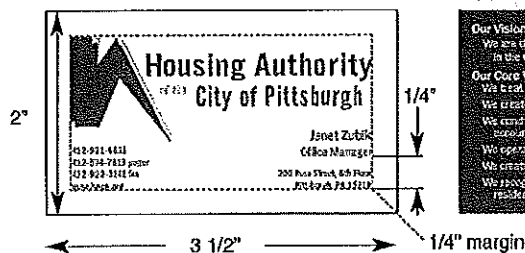
#### Contact information

7 pt. type on 8.5 pt. leading, Franklin Gothic Medium, upper and lower case, flush left at 1/4".

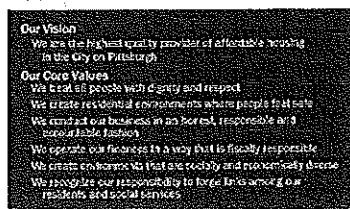
#### Color

The signature is PANTONE® 165, 660 and Cool Grey 4. The address is PANTONE® 660.

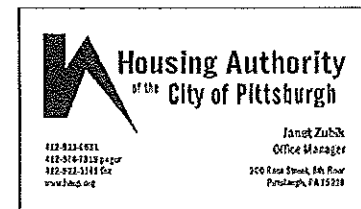
#### 3 color business card



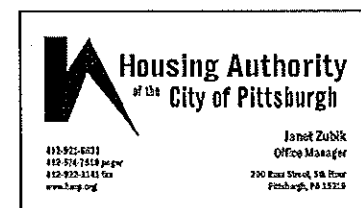
#### Optional back 1 color



#### 1 color business card blue



#### 1 color business card black



## **Glossary**

### **HACP Departments**

**Housing Authority of the City of Pittsburgh Police Department** - 1401 Washington Boulevard,  
Pittsburgh, PA 15206

**Community Affairs Department** - 200 Ross Street, 8th Floor, Pittsburgh, PA 15219

**Development & Modernization Department** - 100 Ross Street, STE 200, Pittsburgh, PA 15219

**Executive Office** - 200 Ross Street, Pittsburgh, PA 15219

**Finance Department** - 200 Ross Street, 9th Floor, Pittsburgh, PA 15219

**Housing Choice Voucher Program (Section 8 Department)** - 200 Ross Street, STE 705,  
Pittsburgh, PA 15219

**Human Resources Department** - 200 Ross Street, 1st Floor, Pittsburgh, PA 15219

**Legal Department** - 200 Ross Street, 7th Floor, Pittsburgh, PA 15219

**Maintenance Department** - 201 Kirkpatrick Street, Pittsburgh, PA 15219

**MIS Department** - 200 Ross Street, Pittsburgh, PA 15219

**Occupancy Department** - 700 Fifth Avenue, 4th Floor, Pittsburgh, PA 15219

**Operations Department** - 200 Ross Street, Pittsburgh, PA 15219

**Property Management Department** - 200 Ross Street, 6th Floor, Pittsburgh, PA 15219

**Purchasing Department** - 201 Kirkpatrick Street, Pittsburgh, PA 15219

**Resident Self Sufficiency** - 700 Fifth Avenue, 4th Floor, Pittsburgh, PA 15219



## **Family Communities**

Addison Terrace  
Allegheny Dwellings  
Arlington Heights  
Bedford Dwellings  
Garfield Heights  
Glen Hazel  
Hamilton-Larimer  
Homewood North  
Northview Heights  
St. Clair Village

## **High Rise Communities**

Auburn Towers  
Bernice Crawley Manor/Glen Hazel  
Caliguiri Plaza  
Carrick Regency  
East Hills  
Finello Pavilion  
Garfield Heights  
Gualtieri Manor  
Kelly Street  
Louis Mason/Addison Terrace  
Mazza Pavilion  
Morse Gardens  
Murray Towers  
Northview Heights  
Pennsylvania Blvd  
Pressley Street

## **HACP Terms**

**Core Values** - "We treat all people with dignity and respect. We create residential environments where people feel safe. We conduct our business in an honest, responsible and accountable fashion. We operate our finances in a way that is fiscally responsible. We create environments that are socially and economically diverse. We recognize our responsibility to forge links among our residents and social services."

**HACP** - Acronym for Housing Authority of the City of Pittsburgh; not the HACP

**High Rise** - Capitalize each word when used as a proper name as in "Caliguiri High Rise." Otherwise leave high rise in lower case.

**Housing Authority of the City of Pittsburgh** - The legal name of the organization; not Housing Authority City of Pittsburgh; not Housing Authority.

**HUD** - U.S. Department of Housing and Urban Development

**Low Rise** - Capitalize each word when used as a proper name. Otherwise leave low rise in lower case.

**Slogan** - "Embarking on a New Era."

**Vision** - "We are the highest quality provider of affordable housing in the City on Pittsburgh."

**Web site** - [www.HACP.org](http://www.HACP.org)

## **Printing Terms**

**Acrobat** - Application software developed by Adobe to create PDF files. Acrobat Reader is used to read the PDF files.

**Alteration** - Change in copy of specifications after production has begun.

**Ampersand** - The symbol "&" meaning "and".

**Artwork** - All original copy, including type, photos and illustrations, intended for printing. Also called art.

**Author's Alterations** - At the proofing stage, changes that the client requests to be made concerning original art provided. AA's are considered an additional cost to the client usually.

**Bind** - Usually in the book arena, but not exclusively, the joining of leaves or signatures together with either wire, glue or other means.

**Bindery** - Usually a department within a printing company responsible for collating, folding and trimming various printing projects.

**Bitmap** - Image created when coloration is added to pixels on-screen; the file that gives instructions for coloration.

**Bleed** - Printing that extends to the edge of a sheet or page after trimming.

**Blow-up** - An enlargement, usually used with graphic images or photographs

**Blueline** - Prepress photographic proof made from stripped negatives where all colors show as blue images on white paper. Because 'blueline' is a generic term for proofs made from a variety of materials having identical purposes and similar appearances, it may also be called a blackprint, blue, blueprint, brownline, brownprint, diazo, dyeline, ozalid, position proof, silverprint, Dylux and VanDyke.

**Border** - The decorative design or rule surrounding matter on a page.

**Branding** - a name, usually a trademark, of a manufacturer or product, or the product identified by this name.

**Camera-ready copy** - Mechanicals, photographs and art fully prepared for reproduction according to the technical requirements of the printing process being used. Also called finished art and reproduction copy.

**Carbon-less paper** - Paper coated with chemicals that enable transfer of images from one sheet to another with pressure from writing or typing.

**CD-ROM** - Read-only-memory compact discs for computer use.

**Clip Art** - Public domain art specifically designed for royalty-free reuse.

**CMYK** - Abbreviation for cyan, magenta, yellow and key (black), the four process colors.

**Collate** - To organize printed matter in a specific order as requested.

**Color Separation** - (1) Technique of using a camera, scanner or computer to divide continuous-tone color images into four halftone negatives. (2) The product resulting from color separating and subsequent four-color process printing. Also called separation.

**Composite proof** - Proof of color separations in position with graphics and type. Also called final proof, imposition proof and stripping proof.

**Condensing** - to reduce the length of a text by removing unnecessary words or passages or by expressing the content more concisely

**Contrast** - The degree of tones in an image ranging from highlight to shadow.

**Copy** - Text of an advertisement, editorial content of a magazine or newspaper, or the text of a book.

**Cover paper** - Category of thick paper used for products such as posters, menus, folders and covers of paperback books.

**Crop** - A tool that enables the user to trim away the edges or part of an image.

**Crop Marks** - Lines near the edges of an image indicating portions to be reproduced. Also called cut marks and tic marks.

**Cyan** - One of the four process colors. Also known as process blue.

**Die Cut** - To cut irregular shapes in paper or paperboard using a die.

**Digital** - Representation of an electronic signal by a set of discrete numerical values, most commonly in binary form.

**Digital Proofing** - Page proofs produced through electronic memory transferred onto paper via laser or ink-jet.

**Dots per inch** - Measure of resolution of input devices such as scanners, display devices such as monitors, and output devices such as laser printers, imagesetters and monitors. Abbreviated DPI. Also called dot pitch.

**DPI** - Considered as "dots per square inch," a measure of output resolution in relationship to printers, imagesetters and monitors.

**Electronic Rights** - Rights specified in a contract to control electronic publication in addition to other media, often for no additional compensation. Graphic artists should make every effort to retain them or negotiate higher fees.

**Emboss** - To press an image into paper so it lies above the surface. Also called cameo and tool.

**Encapsulated Post Script File** - Computer file containing both images and PostScript commands. Abbreviated EPS file.

**EPS** - Encapsulated Post Script, a known file format usually used to transfer post script information from one program to another.

**Estimate** - Price that states what a job will probably cost. Also called bid, quotation and tender.

**File Conversions** - Changing one kind of file to another, usually from one platform to another; for example, from a file for a DOS-compatible PC to a file for a Macintosh.

**Finished size** - Size of product after production is completed, as compared to flat size. Also called trimmed size.

**Flat size** - Size of product after printing and trimming, but before folding, as compared to finished size.

**Font** - A font is a complete set of characters in a particular style and typically consists of a full letter set, number set and all other special characters you get by pressing the shift, control or option keys. Examples of fonts include "Arial", "Courier New" etc.

**Format** - Size, style, shape, layout or organization of a layout or printed product.

**Four Color Process Printing** - Technique of printing that uses black, magenta, cyan and yellow to simulate full-color images. Also called color process printing, full color printing and process printing.

**GIF** - GIF images display up to 256 colors. GIF images generally have very small file sizes and are the most widely used graphic format on the web. The low quality resulting from compression makes them unsuitable for professional printing.

**Gloss** - Consider the light reflecting on various objects in the printing industry (e.g., paper, ink, laminates, UV coating, varnish).

**Graphics** - Visual elements that supplement type to make printed messages more clear or interesting.

**Gutter** - Area in a magazine, newspaper, or book where the left and right pages meet. Important elements are often not placed in this area because of the fold.

**Halftone** - (1) To photograph or scan a continuous tone image to convert the image into halftone dots. (2) A photograph or continuous-tone illustration that has been halftoned and appears on film, paper, printing plate or the final printed product.

**High Resolution Image** - An image with a high level of sharpness/clarity.

**Hue** - A specific color such as yellow or green.

**Image** - Pictorial idea.

**Ink Jet Printing** - Method of printing by spraying droplets of ink through computer-controlled nozzles. Also called jet printing.

**JPEG** - A common compression method that shrinks a file's storage size by discarding non-important picture detail. Excessive jpeg compression can cause poor image quality.

**K** - Abbreviation for black in four-color process printing. Hence the 'K' in CMYK.

**Kerning** - Adjusting the lateral (horizontal) space between letters.

**Leading** - The vertical spacing (measured in points) between lines of text.

**Letter fold** - Two folds creating three panels that allow a sheet of letterhead to fit a business envelope. Also called barrel fold and wrap around fold.

**Layout** - A sample of the original providing (showing) position of printed work (direction, instructions) needed and desired.

**Link** - Connection between one area and another. A primary feature of interactive products is the ability of users to explore linked materials.

**Logo (Logotype)** - A company, partnership or corporate creation (design) that denotes a unique entity. A possible combination of letters and art work to create a "sole" entity symbol of that specific unit.

**Magenta** - One of the four process colors.

**Mechanical** - Camera-ready assembly of type, graphic and other copy complete with instructions to the printer. A hard mechanical consists of paper and/or acetate, is made using paste-up techniques, and may also be called an artboard, board or paste-up. A soft mechanical, also called an electronic mechanical, exists as a file of type and other images assembled using a computer.

**Mock up** - A reproduction of the original printed matter and possibly containing instructions or direction.

**Multimedia** - Multimedia is a form of communication that combines text, still or moving images, sound.

**Opaque** - (1) Not transparent. (2) To cover flaws in negative with tape or opaquing paint. Also called block out and spot.

**Page** - One side of a leaf in a publication.

**Pagination** - In the book arena, the numbering of pages.

**PDF** - Stands for Portable Document Format. Created by Adobe Systems in its software program Adobe Acrobat as a universal browser. Files can be downloaded via the web and viewed page by page, provided the user's computer has installed the necessary plug-in which can be downloaded from Adobe's own web site.

**Pica** - A unit of measure in the printing industry. A pica is approximately 0.166 in. There are 12 points to a pica.

**Pixel** - Short for picture element, a dot made by a computer, scanner or other digital device. Also called pel.

**PMS** - Reference to PANTONE® Matching System. The correct trade name of the colors in the PANTONE® Matching System is PANTONE® colors, not PMS Colors.

**Point Size** - Sizing standardization for typeface.

**Portrait** - An art design in which the height is greater than the width. (Opposite of Landscape.)

**Prepress** - Camera work, color separations, stripping, platemaking and other prepress functions performed by the printer, separator or a service bureau prior to printing. Also called preparation.

**Prepress Proof** - Any color proof made using ink jet, toner, dyes or overlays, as compared to a press proof printed using ink. Also called dry proof and off-press proof.

**Press Check** - Event at which makeready sheets from the press are examined before authorizing full production to begin.

**Printer Spreads** - Mechanicals made so they are imposed for printing, as compared to reader spreads.

**Printing** - Any process that transfers to paper or another substrate an image from an original such as a film negative or positive, electronic memory, stencil, die or plate.

**Process Colors (inks)** - The colors used for four-color process printing: yellow, magenta, cyan and black.

**Proof** - Test sheet made to reveal errors or flaws, predict results on press and record how a printing job is intended to appear when finished.

**Ream** - 500 sheets of paper.

**Resolution** - Sharpness of an image on film, paper, computer screen, disc, tape or other medium.

**Reverse** - Type, graphic or illustration reproduced by printing ink around its outline, thus allowing the underlying color or paper to show through and form the image. The image 'reverses out' of the ink color. Also called knockout and lift out.

**Rule** - Line used as a graphic element to separate or organize copy.

**Saddle Stitch** - To bind by stapling sheets together where they fold at the spine, as compared to side stitch. Also called pamphlet stitch, saddle wire and stitch bind.

**Scanner** - Electronic device used to scan an image.

**Score** - To compress paper along a straight line so it folds more easily and accurately. Also called crease.

**Self Cover** - Usually in the book arena, a publication not having a cover stock. A publication only using text stock throughout.

**Self Mailer** - A printed item independent of an envelope. A printed item capable of travel in the mailing arena independently.

**Separation** - Usually in the four-color process arena, separate film-holding images of one specific color per piece of film. Black, Cyan, Magenta and Yellow. Can also separate specific PMS colors through film.

**Signature** - Printed sheet folded at least once, possibly many times, to become part of a book, magazine or other publication.

**Slogan** - A phrase expressing the aims or nature of an enterprise, organization, or candidate; a motto.

**Spiral Bind** - To bind using a spiral of continuous wire or plastic looped through holes. Also called coil bind.

**Spread** - (1) Two pages that face each other and are designed as one visual or production unit. (2) Technique of slightly enlarging the size of an image to accomplish a hairline trap with another image. Also called fatty.

**Tabloid** - Using a broadsheet as a measure, one half of a broadsheet.

**Template** - Concerning a printing projects basic details in regard to its dimensions. A standard layout.

**Text Paper** - Designation for printing papers with textured surfaces such as laid or linen. Some mills also use 'text' to refer to any paper they consider top-of-the-line, whether or not its surface has a texture.

**Thermography** - Method of printing using colorless resin powder that takes on the color of underlying ink. Also called raised printing.

**Transparency** - Positive photographic image on film allowing light to pass through. Also called chrome, color transparency and tranny. Often abbreviated TX.

**Trap** - To print one ink over another or to print a coating, such as varnish, over an ink. The first liquid traps the second liquid. See also Dry Traps and Wet Traps.

**Trim size** - The size of the printed material in its finished stage (e.g., the finished trim size is 5 1/2 x 8 1/2).


**Typography** - Style, arrangement, or appearance of typeset material.

**Uncoated Paper** - Paper that has not been coated with clay. Also called offset paper.

**Value** - The shade (darkness) or tint (lightness) of a color. Also called brightness, lightness, shade and tone.

**Watermark** - Translucent logo in paper created during manufacturing by slight embossing from a dandy roll while paper is still approximately 90 percent water.

## Letterhead 8.5 x 11

1.25"		<b>Housing Authority</b> of the City of Pittsburgh	<b>Administrative Offices</b> 200 Ross Street, 8th Floor Pittsburgh, PA 15219 412-456-6000 www.hacp.org	Franklin Gothic Demi 12 point
				Franklin Gothic Medium 10 point
2.5"		<b>Pittsburgh Field Office</b> Richard Nemoytin Heinz 57 Building 339 Sixth Avenue Pittsburgh, PA 15222-2507		
		December 15, 2003		
		Dear Mr. Nemoytin,		
		Consistently concerned with the housing of the poor in Pittsburgh, the Authority began in 1977 to focus more on the people living in public housing and the quality of housing. Social, administrative and humanistic programs were offered out of the concern for the elderly. Bus transportation, refurbished dining centers, flower planting, and other activities were incorporated into the senior citizen's way of life.		
		In the 1980s more senior citizens high rises were built and two schools were rehabilitated to provide Senior Housing. The Historic Morse School, a South Side landmark was restored to create thirty apartments and a new addition was added to the building to create another 40 apartments. It was the first time that a housing authority had converted a building which is listed as a historical landmark on the National Register of Historic Places into public housing. The former Lee School became Gualtieri Manor, a thirty-one apartment, four story senior citizens home.		
		The 1990s has been the decade of change both internally and externally for HACP. Internally the entire Authority has gone through a reorganization. The Maintenance Department has seen a reformation of it's entire system. The new Maintenance Department has designed a Zone System and new computer system to service the residents of HACP communities in a more timely manner. The former Applications Department was renamed the Occupancy Department. With the Operation Department a program entitled Home Selection was created. This program gives the applicants the freedom of choice.		
		Sincerely		
		Name Signature		

Times New Roman  
11 pt. or 12 pt.  
flush left

### Signature

The vertical depth of the "stylized h" is 1 1/4"

### Component name and address

The component name is Franklin Gothic Demi, 12 point. The address is Franklin Gothic Medium, 10 point on 12 point leading. Both are set upper and lower case, flush right, aligned at 8".

### Color

The signature is PANTONE® 165, 660 and Cool Grey 4. The address is PANTONE® 660.

### Typed information

The preferred typeface for typed text is 11 pt. or 12 pt. Times New Roman, flush left. This is to begin down at least 2 1/2" from the page top.

*Note:* Manually typing or word processing letters may cause this alignment to be slightly off. However, the text of letters should be positioned as closely as possible to that pictured.



**Housing Authority**  
of the  
**City of Pittsburgh**

412-924-6631  
412-574-7819 pager  
412-922-3141 fax  
[www.hacp.org](http://www.hacp.org)

Janet Zubik  
Office Manager  
200 Ross Street, 8<sup>th</sup> Floor  
Pittsburgh, PA 15219



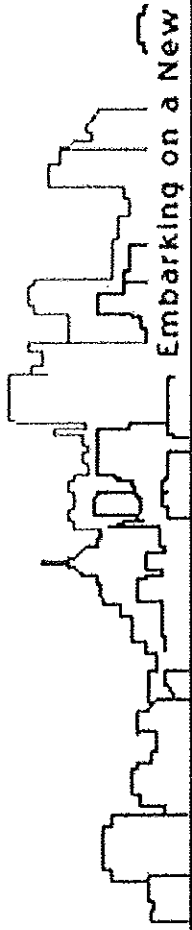


HOUSING AUTHORITY OF PITTSBURGH  
200 ROSS STREET, 8<sup>TH</sup> FLOOR  
PITTSBURGH, PA 15219

Pittsburgh Field Office  
Richard Nemoytin  
Heinz 57 Building  
339 Sixth Avenue  
Pittsburgh, PA 15222-2507



**Housing Authority**  
of the City of Pittsburgh

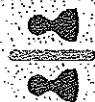


Embarking on a New Era



**HACP**

Your Housing of Choice  
Tel 412-456-5000



[www.hacp.org](http://www.hacp.org)





**Housing Authority**  
of the **City of Pittsburgh**

**Transmittal Cover Sheet**

**TO:** A. Fulton Meachem Jr., Executive Director

**FROM:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

The attached \_\_\_\_\_ request is being submitted to you for your review and signature.

**I. BACKGROUND AND SUMMARY:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**II. REQUIRED APPROVALS:**

**REQUESTING DEPARTMENT:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title Date

**FINANCE:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title Date

**FUNDS AVAILABLE:**

\$ \_\_\_\_\_  
Amount

\_\_\_\_\_  
Account Funding Source

**HUMAN RESOURCES:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title Date

**EXECUTIVE TEAM DIRECTOR:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title Date

**EXECUTIVE DIRECTOR:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Executive Director

\_\_\_\_\_  
Title Date

**III. RETURN TO:** Human Resources Department