

## For Immediate Release

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## Connecticut Housing Finance Authority Unveils New Brand, Logo, and Tagline Reflecting a Bold Vision for the Future

*Unlocking Solutions, Building Strong Communities*

(ROCKY HILL, Conn.) - October 7, 2024. The Connecticut Housing Finance Authority (CHFA) is proud to announce the official launch of its new brand, logo, and tagline: "*Unlocking Solutions, Building Strong Communities.*" This comprehensive rebrand reflects CHFA's commitment to driving meaningful change in Connecticut's affordable housing sector and supporting the communities it serves.

"We are excited to share this bold new direction with our partners and the public," said CHFA CEO, Nandini Natarajan. "Our new logo symbolizes movement, innovation, and a commitment to finding solutions that open doors for all Connecticut residents. The tagline, '*Unlocking Solutions, Building Strong Communities,*' aligns with our mission of creating stronger, more inclusive communities through innovative financing solutions."

After months of collaboration with stakeholders, CHFA has developed a new brand identity that captures the organization's forward-thinking approach. The new logo, featuring a prominent "C" and keyhole symbol, represents both CHFA's deep connection to Connecticut and its role in unlocking opportunities for affordable housing. The keyhole, shaped to suggest a human figure, serves as a reminder that people remain at the heart of CHFA's mission.

The rebranding effort is more than just a visual update. It represents CHFA's dedication to addressing the evolving needs of Connecticut's housing market and deepening its impact on the lives of low- and moderate-income families. This brand refresh underscores CHFA's role in connecting housing solutions with broader community development efforts.

### Key Elements of the New Brand:

- **Logo:** The semi-circle "C" in the logo is a nod to Connecticut and emphasizes the continuity of CHFA's mission, symbolizing collaboration and the ongoing work still to be done. The central keyhole represents unlocking new possibilities and solutions, with the silhouette inside reminding us that people are at the core of everything CHFA does.
- **Tagline:** "*Unlocking Solutions, Building Strong Communities*" encapsulates CHFA's mission-driven focus on providing affordable housing opportunities that strengthen the fabric of communities across the state.
- **Vision:** This rebrand amplifies CHFA's strategic goal to be recognized as the "go-to" resource for affordable housing in Connecticut, supporting economic development through sustainable housing solutions.

CHFA's new brand will be introduced through a series of outreach initiatives over the coming months, aimed at engaging with partners, communities, and residents across Connecticut.

For more information about CHFA and its programs, please visit [www.chfa.org](http://www.chfa.org).

**About CHFA**

The Connecticut Housing Finance Authority (CHFA) is a self-funded, quasi-public organization dedicated to alleviating housing shortages for low- and moderate-income families and individuals in Connecticut. By providing innovative financing solutions and fostering partnerships, CHFA strengthens communities and promotes economic development throughout the state.

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