

The Housing Authority of the City of Opelousas rebranded summer 2018 with a new logo and new slogan: Opening Doorways to Success.

Our new logo brand is unique to The Housing Authority of the City of Opelousas. Two definitive typestyles were selected for the Housing Authority's name. Natural colors (in the taupe/sage/green color family) represent the natural surroundings of Opelousas and Louisiana. A unique icon was created in the shape of an "O" with a stylized house encapsulated to represent Opelousas Housing.

The logo brand was produced for us by creative agency, Brooks Jeffrey Marketing, Inc., an award-winning national firm serving Housing Authorities nationwide.

Established in 1984, Brooks Jeffrey Marketing provides integrated marketing solutions: advertising, branding, photography, public relations, promotional items, websites & social media campaigns to businesses, government entities & non-profits throughout the US. ([www.BrooksJeffrey.com](http://www.BrooksJeffrey.com))

