

Revitalize Over-the-Rhine

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## Our Mission Statement

We focus on developing and managing resident-centered, affordable housing in an effort to promote inclusive community.

Over-the-Rhine Community Housing was born out of the merger of ReSTOC and Over-the-Rhine Housing Network – two long standing affordable housing organizations in Over-the-Rhine. ReSTOC was founded in 1978 and Over-the-Rhine Housing Network in 1988. The two organizations joined forces in April 2006.





# PERSONA



Michael Stevens

Michael Stevens is a 39 year old man living in Over-the-Rhine. He has lived at one of the buildings run by Over-the-Rhine Community Housing for four years now. When he first moved in, he was at the tail end of a battle with drugs that he was slowly overcoming. He was strong, but he couldn't win the fight alone. With the help of others in the community, and buildings run by OTRCH that specifically cater to addicts, he was able to completely break free from his addiction. Everyone that lived there was glad to help Michael and welcome him among them as they all worked toward sobriety. With a clean slate and clear mind, Michael was ready to live on his own.

Michael began living in a OTRCH apartment building, which was helpful to him in many ways. He was able to afford the rent and the building was more than he could really ask for; it was better than anything he had in the recent past. It also was a bit lackluster, but Michael found this as an opportunity for a personal project. He completely cleaned and rebuilt the hallways adjacent to his apartment in the main building. New wood, sanded and glossed to perfection. This project took him over two months. But the whole time, he was enjoying it. He worked hard on it and it was his labor of love. Michael found joy in having something productive to do that bettered his surroundings for himself and for others.

**He is the change in OTR  
that he wants to see.**

# THE NEW IDENTITY





# ROTR

Revitalize Over-the-Rhine

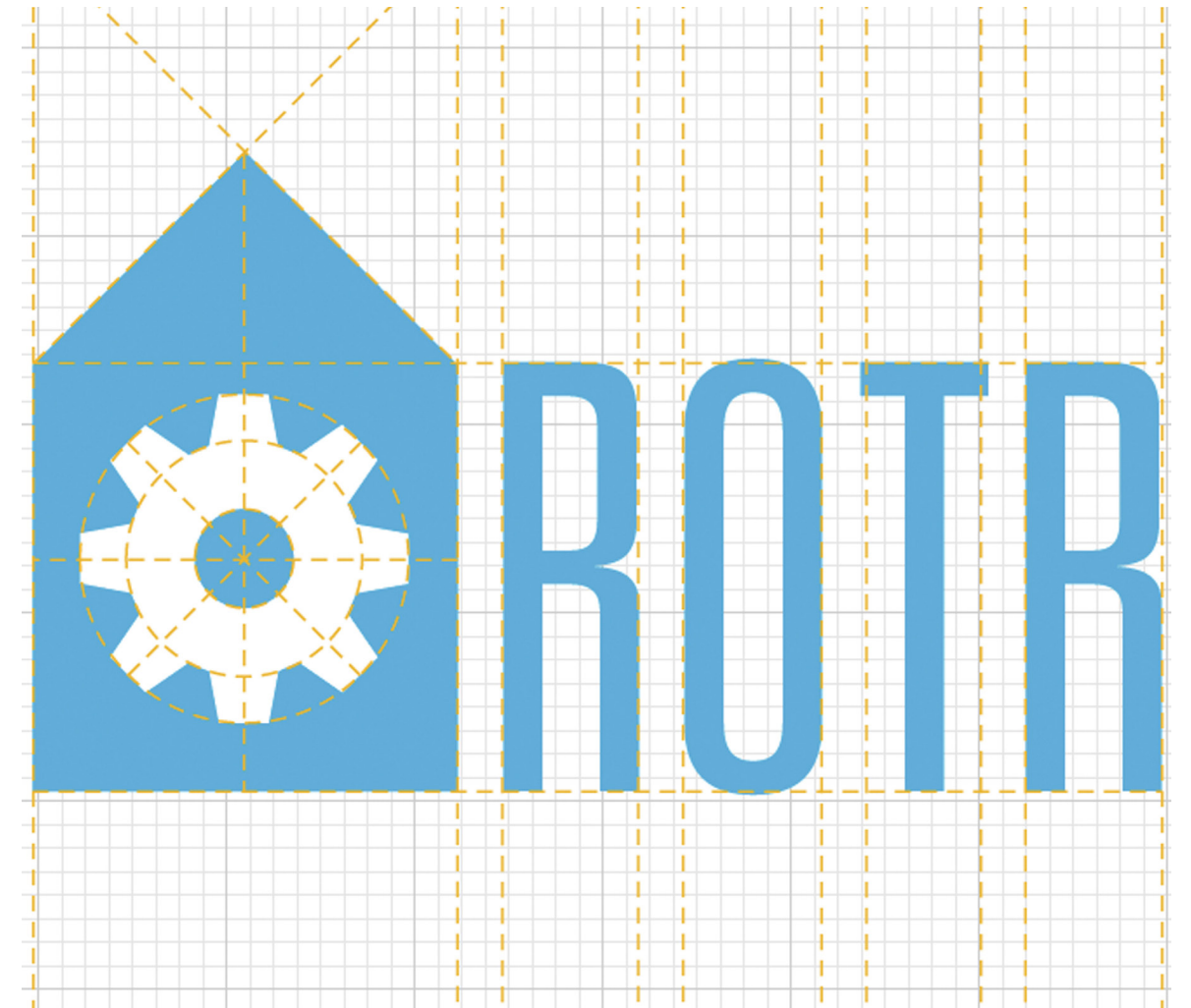
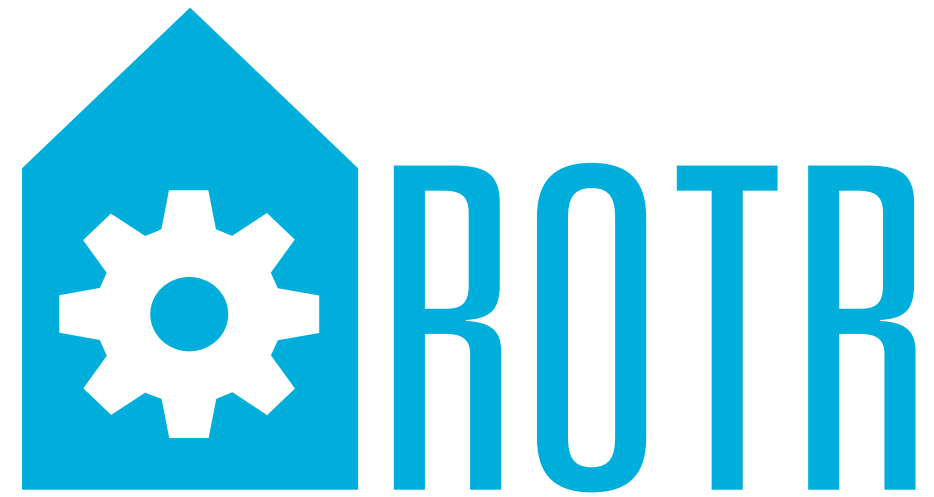
*Over-the-Rhine Community Housing* is an organization with strong purpose and determination that creates affordable housing solutions. OTRCH does *more* than just housing, though. It tries its best at uniting the community to bring positive change to the area. The current name is not reflective of that. There is more behind this movement than just housing.

This is where ROTR (pronounced “rotor”) comes in. ROTR is a new name for Over-the-Rhine Community Housing that aims to be more encompassing of all the work the organization does, while also being more memorable. *Revitalize OTR* is a movement that the entire community can get behind.

Improving the OTR community cannot be done alone; the gear (or rotor) in the logo conveys this idea. Alone, a gear does nothing, but when combined with others its usefulness takes hold. Every person in Over-the-Rhine is a gear in the system that helps to revitalize the community as a whole. The house that the gear resides in is a reminder that the organization does restore, develop and run housing. Together, the ROTR organization and the community can [Revitalize OTR](#).







Developing the mark

# COLOR

Color is one of the most important aspects of a brand identity. The color should reflect the organization and their work.

For ROTR, a bright blue is new and refreshing. The color choice here is meant to represent the revitalization that occurs in Over-the-Rhine through ROTR. The secondary color is bright and lively, and complements the primary when necessary.



Primary  
Pantone 312U



Secondary  
Pantone 130U

# TYPOGRAPHY

Univers LT Std is the typeface to be used for all ROTR services. The family contains a broad range of fitting styles that can be used for different correspondence and communication.

## Univers LT Std Light

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ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz  
1234567890

## Univers LT Std Bold

---

**ABCDEFGHIJKLMNO**  
**PQRSTUVWXYZ**  
**abcdefghijklmnopqrs**  
**tuvwxyz**  
**1234567890**



# APPLICATION SYSTEMS

# STATIONERY

Revitalize OTR has a stationery system that includes letterheads, envelopes and business cards for correspondence. With many diverse clients and stakeholders, a simple and reliable stationery system must be used to easily and quickly convey the nature of the organization.







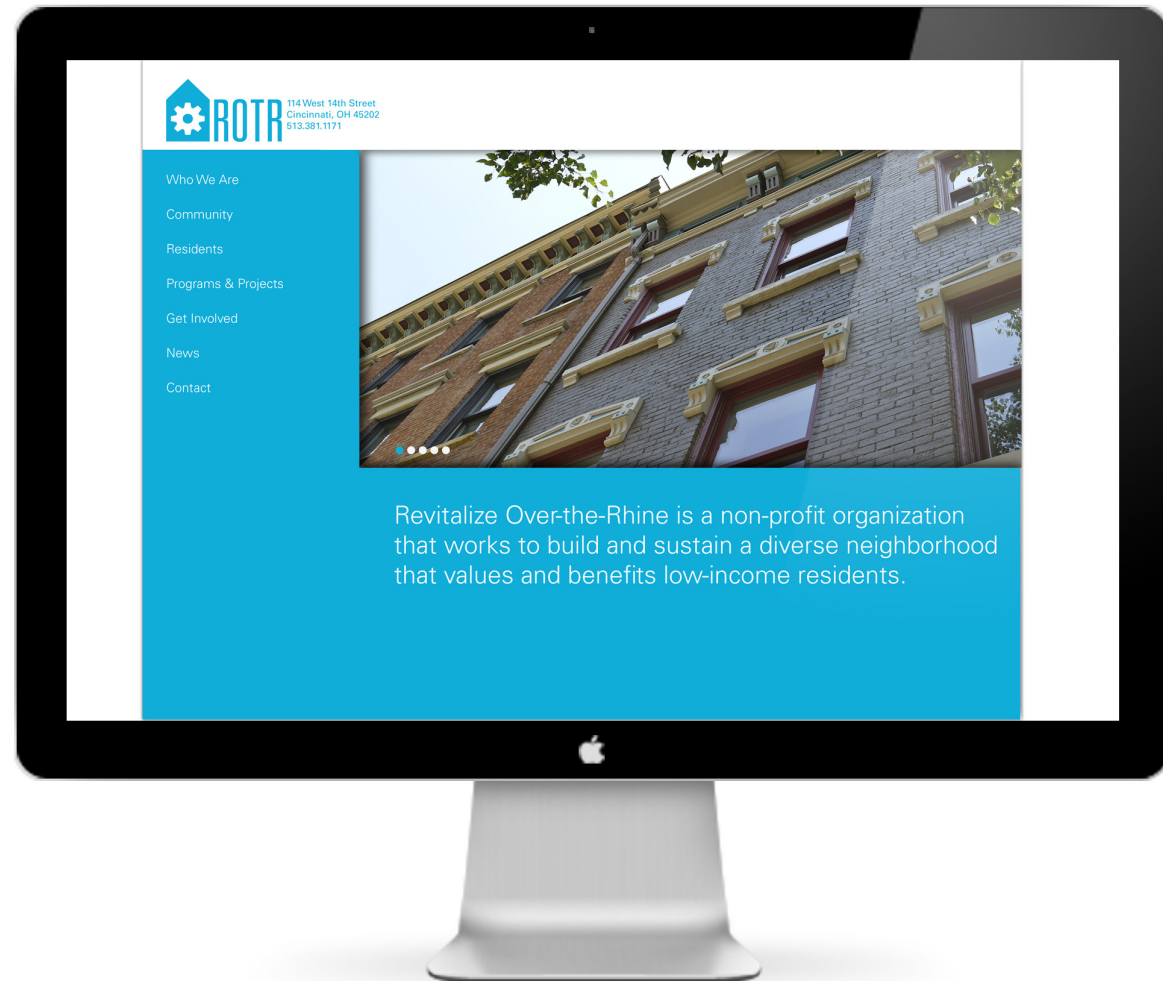
## SHIRTS & TRUCK

Specially designed shirts allow weekly volunteers to show their enthusiasm for the Revitalize OTR movement while simultaneously donating to the organization. Blue shirts for staff allow them to stand out in a crowd of volunteers.

A multitude of pickup trucks are used to transport necessary materials and persons to and from work sites. A clean logo on the side of all trucks ensures that the ROTR name is being well represented throughout Over-the-Rhine.



# REVITALIZEOTR.COM



A website is crucially important to any organization. Many people (and especially nearby college students) find almost all their information through the web. With the fast-paced web surfing that is prevalent with internet usage, a website that stands out and is easy to navigate is incredibly vital to its success. Revitalizeotr.com is a new, fresh and clean take on the organization's website. Information is easy to access, allowing seasoned volunteers and newcomers alike to find what they need.



