



Bloom

MEDIA KIT

AUGUST 2023

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ABOUT BLOOM

Bloom celebrates, supports, and brings transparency and guidance to every step of the homeownership journey for Columbus' Black and minority communities.

Bloom believes that homeownership is a long-term investment that creates generational wealth and helps shape futures, and that Black and minority communities should have the opportunity, resources, and assistance to make progress towards homeownership.

Bloom's mission is to change generational experiences that blocked access to homeownership and in its place, create an accessible and achievable homebuying journey for Black and minority residents. We promise to build partnerships and allyships that help facilitate experiences catered to serve our Black and minority communities.

ABOUT CONVERGENCE COLUMBUS

Bloom is an initiative of the CONVERGENCE Columbus coalition, a cross-sector partnership to increase Black and minority homeownership in Columbus, Ohio. We aim to reduce the racial wealth gap and create a stronger foundation for community stability and economic prosperity.

CONVERGENCE brings together over one hundred leaders from across our community to drive impactful and sustainable homeownership solutions by closing gaps in trust, information, resources, and tools. By leveraging the respective strengths of these partners in a collective impact model, we plan to achieve powerful results that advance unique Central Ohio housing needs.

CONVERGENCE Columbus is housed at the Affordable Housing Alliance of Central Ohio and was originally launched by the Mortgage Bankers Association, the Ohio Housing Finance Agency, and the John Glenn College of Public Affairs at The Ohio State University. The effort is sustained by generous contributions from Huntington National Bank and Fifth Third Bank. Our efforts are guided by workstream leaders from Homeport, the Columbus Metropolitan Housing Authority, the Columbus Realtists Association, the Ohio State University, Red 1 Realty, CoreLogic, and iEmergent.

Learn more about CONVERGENCE and our other place-based initiatives at www.ahaco.org/convergence.

"For countless Black and minority potential homeowners, the knowledge of 'where to start' on the homebuying journey has not been passed down through generations. Bloom614 serves as a one-stop-shop, demystifying the entire homebuying process while interactively connecting people with a team of experts and resources dedicated to their success through this journey. It's the "where to start" conversation we all needed!"

Anna Teye-Kasongo Director of Community Partnerships
Affordable Housing Alliance of Central Ohio

"In our role as an advocate and a resource to and for the Black community, unlocking homeownership or creating a path to homeownership is one of the most important ways we help to grow Black wealth."

Yolanda N. Jackson Associate Vice President of Economic Mobility
Columbus Urban League

"Addressing the barriers to homeownership helps to give hope that the dream can be achieved."

Netta Whitman Director of Housing Advisory Services
Homeport

"For far too long, structural inequities barricaded the doors to homeownership for Black families. CONVERGENCE Columbus confronts this racial history head on through equity, collaboration, and innovation. AHACO is extremely proud to support this partnership of housing and community rights leaders that advances this critical mission."

Carlie J. Boos Executive Director
Affordable Housing Alliance of Central Ohio

"CONVERGENCE Columbus' strengthens local ties with key stakeholders in the community and is another strategic step toward the goal of developing equitable and accessible housing finance solutions to help close the racial homeownership gap in Columbus."

Steve O'Connor Senior VP for Affordable Housing Initiatives
Mortgage Bankers Association

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2023 COLUMBUS HOMEOWNERSHIP STATS

Franklin County has a homeownership gap of 31% percentage points between Black households and non-Hispanic-White households. The homeownership rate for Franklin County's Black households is 32% and Hispanic is 39% compared to the Non-Hispanic White population at 63%.

The homeownership rate for Hispanic households rose above the homeownership rate for Black households in 2019, making Black households the only demographic group to see a decrease in the homeownership rate from 2011 to 2021.

Non-Hispanic White households making less than \$25,000 per year are still more likely to be homeowners than Black households making \$60,000–\$99,000 per year.

In 2022, only 13.5% of all purchase loans originated by all lenders in Franklin County were to Black borrowers. The reasons are varied, including lack of entry-level housing inventory, differing work histories and credit profiles, and the continuing legacy of racism and segregation in America's housing policy.

VISUAL ASSETS & USE GUIDANCE

Bloom's visual assets are available to media and community partners upon request, including logos, social media imagery, and photographs. The graphic elements of the Bloom brand identity are inspired by the interconnectedness nature of the original brand logo and the journey it takes the audience on.

Please do not alter, reshape, rotate, or overlay text or other images with the Bloom logo. We recommend using the positive full-color logo. When using the negative logo, always apply on contrasting color background or image. The Bloom capital 'B' logomark is representative of the minimal yet friendly aesthetic that the overall identity holds. When using the logomark, always keep in mind the direction the capital 'B' is facing; never rotate the brandmark in a different direction unless when enlarged and used as a cropped graphic element. When using people photography for the Bloom brand, be mindful of the demographic representation and choose imagery that reflects the brand creative strategy: clear, interconnected, and friendly. When scouting for landscape or cityscape imagery, please choose photography that reflects Columbus.

COLOR PALETTE

-  Dark green (HEX 004F51)
-  Orange (HEX FF7F40)
-  Cream (HEX DFBBB0)

TYPOGRAPHY

PRIMARY: **Bryant**
(alternate Quicksand Bold)

SECONDARY: **Roboto**
(alternate Helvetica Neue Regular)



MEDIA INQUIRIES & CONTACTS

Media requests can be sent to the **Affordable Housing Alliance of Central Ohio** at admin@ahaco.org or by telephone at [614.344.5027](tel:614.344.5027). The community can learn more about Bloom at www.Bloom614.com.