People's Self-Help Housing

Media Kit

Thank you for downloading our media kit! This document will provide you with high resolution logos, headshots, and other pertinent information about the PSHH brand. If you have any questions or need additional materials, please contact communications@pshhc.org.

Our Mission:

We Build

affordable *homes* with sitebased *services* that offer *opportunities* to change lives and strengthen *communities* on the Central Coast of California.





Design Elements

Fonts

Winsome

Futura PT Medium

Futura PT Light

Calibri

Icons Click to download

Equal Housing Opportunity - Black

Equal Housing Opportunity - White

- 🖪 Accessibility Black
- Accessibility White

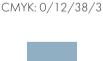
Colors

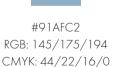
Corporate:



#9B0002 RGB: 155/0/2 CMYK: 24/100/99/20







#DFA675 RGB: 223/166/117 CMYK: 12/37/59/0



#979999 RGB: 151/153/153 CMYK: 1/0/0/40



#BDCEB5

RGB: 189/206/181

CMYK: 27/9/32/0



#05336D RGB: 5/51/109 CMYK: 100/88/30/18



#FDC606 RGB: 253/198/3 CMYK: 1/22/100/0









PSHH Logos Click to download

Black

Color



White

lcon



Camino Scholars Logos Click to download





Simple



Full - White Text



Simple - White



Leadership



Ken Trigueiro

CEO & President

Since joining PSHH in 2005, Ken has served in many roles, including Executive Vice President, Chief Financial Officer, and Vice President of Real Estate Finance. With extensive experience accumulated through a 30+ year distinguished career in banking and affordable housing, Ken brings an innovative combination of executive skills to his role as CEO & President. He earned his undergraduate degree in Agricultural Business Management from Cal Poly and his MBA in Finance & Banking from Golden Gate University, San Francisco.

Ken is proud to have originated and developed numerous rental projects, many transformed from distressed investments. His passion is increasing local affordable housing opportunities with supportive services and building on the organization's strong foundation. Along with leading People's Self-Help Housing, Ken additionally serves on the boards of House Farm Workers and Housing Trust Fund Ventura County.

Ken lives in Atascadero, has been married for over 30 years, and is the proud father of four sons – a banker, a student, and two marine veterans. He enjoys being home with family and in the company of their dogs and Dorper sheep.

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Download Headshot



<u>@pshhc</u>

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