



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 site-based *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



#F6D8A2

RGB: 246/216/162

CMYK: 0/12/38/3



#DFA675

RGB: 223/166/117

CMYK: 12/37/59/0



#BDCEB5

RGB: 189/206/181

CMYK: 27/9/32/0



#91AFC2

RGB: 145/175/194

CMYK: 44/22/16/0



#979999

RGB: 151/153/153

CMYK: 1/0/0/40

Camino Scholars:



#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](#)

Color

Black

White

Full



Icon





Camino Scholars Logos [Click to download](#)

Full



Full - White Text



Simple



Simple - White



Ken Trigueiro

CEO & President

Download Headshot

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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