



**Media Contacts:**  
Jedidiah Jackson  
Acting Director of Communications &  
Intergovernmental Relations, HANO  
[jjackson@hano.org](mailto:jjackson@hano.org)

Heather Wilson  
Media Relations Director, Prismatic  
[heather@helloprismatic.com](mailto:heather@helloprismatic.com)

For Immediate Release

## **The Housing Authority of New Orleans Announces Rebranding Initiative For 2024 New Name and Positioning Will Reflect The Future of Mixed-Income Affordable Housing**

**New Orleans, LA (March 27, 2024)** – The Housing Authority of New Orleans (HANO) announced today that it has launched a rebranding initiative and is seeking input from residents, partners, and those interested in its future to guide the rebranding strategy and new identity.

“This is an important moment in the agency’s 87-year history. The rebranding initiative is an opportunity for the Agency to recalibrate its identity around evolving trends, including mixed-income housing strategies, and reforge our promise to the residents of New Orleans that we serve,” said Evette Hester, Executive Director of HANO.

HANO has engaged Prismatic, a full-service branding and marketing agency selected through a competitive RFP process in 2023, to lead the rebranding initiative and develop HANO’s rebrand strategy and resulting identity. Prismatic has extensive branding and marketing experience involving public housing agencies and mixed-income housing across the nation. Locally, their work includes the branding and marketing of Columbia Parc at the Bayou District, Heritage Senior Residences, Marrero Commons, and Sacred Heart at St. Bernard, which was recognized by MHN magazine in 2021 in its Excellence Awards Adaptive Reuse Category.

There will be two opportunities for residents (and the public at large) to provide input, and both will be accessible through [RebrandHano.com](https://RebrandHano.com).

The first is a survey to gather insights related to current perceptions, awareness, and desires related to the future identity of HANO. The survey will remain open until April 5th at which time, the results will be used to inform the rebrand strategy.

The second survey will happen in early summer when the initial name and brand concepts that Prismatic develops will be shared with the public to gain their feedback in an effort to finalize the identity of the Agency.

“The housing industry has changed and so have our clients’ needs,” explained Ms. Hester. “We need to align ourselves with those changes to amplify our impact and position our residents for greater success. The rebrand initiative will help clarify our mission, forge stronger relationships with residents and

stakeholders, and celebrate our New Orleans heritage. Our new brand will be a reflection of who we are and where we are going, and it will be developed under the ethos of collaboration, respect, integrity, and creativity.”

To learn more about the rebranding initiative, please visit [RebrandHANO.com](https://RebrandHANO.com). Progress and updates related to the initiative will also be shared throughout the project’s journey at [HANO.org](https://HANO.org) and on HANO’s social media channels, including Facebook, Instagram, X (Twitter) and LinkedIn.

###

### *About The Housing Authority of New Orleans*

The Housing Authority of New Orleans (HANO) is focused on providing affordable housing opportunities for low-income residents of the city of New Orleans while laying the foundation for economic sustainability. HANO serves approximately 22,000 low-income families through a combination of their Housing Choice Voucher Program and public housing units. HANO also serves public housing needs for the elderly, disabled, and veterans. Visit [hano.org](https://hano.org) to learn more.