

Weaver's Housing

Committed to renovating and reviving old buildings with new life through community, affordable housing, and safe environments.

Service/product

The landlord/developer company aiming to reduce the severity of the housing crisis and homelessness by purchasing and renovating abandoned buildings into modest, cozy, and ready to move in housing. Our goal is to keep the cost of renovation and rent at a minimum, partnering with non-profits, homeless shelters, realtors, volunteers, community members and our staff of hard working individuals to complete the process of searching, assessing, buying, renovating, and filling abandoned buildings with new life.

Our approach leans towards that of the Socialable Weaver Bird, who live in colonies of hundreds and live in a communal nest where they all work to build, expand, and protect it through generations. Weaver's Housing is dedicated to providing quality housing to our neighbors, because no one should have to weather the storm alone. We hope you'll join our nest or help us fill one.

Vision: Mall-town aims to drastically decrease the cost of safe and stable housing around the globe.

Mission: To reduce the housing crisis by giving abandoned buildings new life as apartment through renovation and community

Why do we need this thing, idea, belief, product? Why?

The housing market crisis and inflation are at an all time high

People need homes but often can't afford them due to inflation and an ever growing population

People keep building more and more structures, leaving old ones up and abandoned

Solution: use/teardown old buildings to make new apartments/communities that people can actively live in

What is the benefit for humanity?

Old buildings/building sites get a new life, building a new community around the abandoned area

By making new apartments/communities/housing areas in revived areas people get places to live, we reuse old land instead of tearing up new areas, and the cost is/can be effectively lessened

Market research: (who is audience, how they receive info, what they need/want, etc)

Target Audience + their wants and info obtaining)

<https://justicegap.lsc.gov/resource/section-2-todays-low-income-america/#:~:text=About%2050%20million%20Americans%20have,or%20%2417%2C500%20for%20an%20individual.>

About 50 million Americans have household incomes below 125% of the poverty threshold.

26% is black

23% is hispanic

11% is non-hispanic white

11% is Asian

21% of american children

21% 17 years or old

54% are 18-63

<https://www.newamerica.org/future-land-housing/reports/displaced-america/housing-loss-in-the-united-states-our-national-rankings-and-maps/#:~:text=Displaced%20in%20America-,Housing%20Loss%20in%20the%20United%20States%3A%20Our%20National%20Rankings%20and,other%20mechanisms%20of%20loss.>

We estimate that nearly 5 million Americans are forcibly displaced from their homes every year due to eviction, mortgage and tax foreclosure, and other mechanisms of loss.

<https://www.pewresearch.org/journalism/fact-sheet/news-platform-fact-sheet/>

A large majority of U.S. adults (86%) say they at least sometimes get news from a smartphone, computer or tablet

a majority (63%) get news from television at least sometimes.

Mall and housing crisis stats

<https://capitaloneshopping.com/research/mall-closure-statistics/#:~:text=Highlights,3%20years%20and%2011%20months.>

Closed malls are empty for an average of 3 years and 11 months

2 million square feet of mall space was demolished in 2022.

Projections indicate that up to 87% of large shopping malls may close over 10 years.

The average vacant mall sells at 43% below its acquisition price.

<https://nlihc.org/explore-issues/why-we-care/problem>

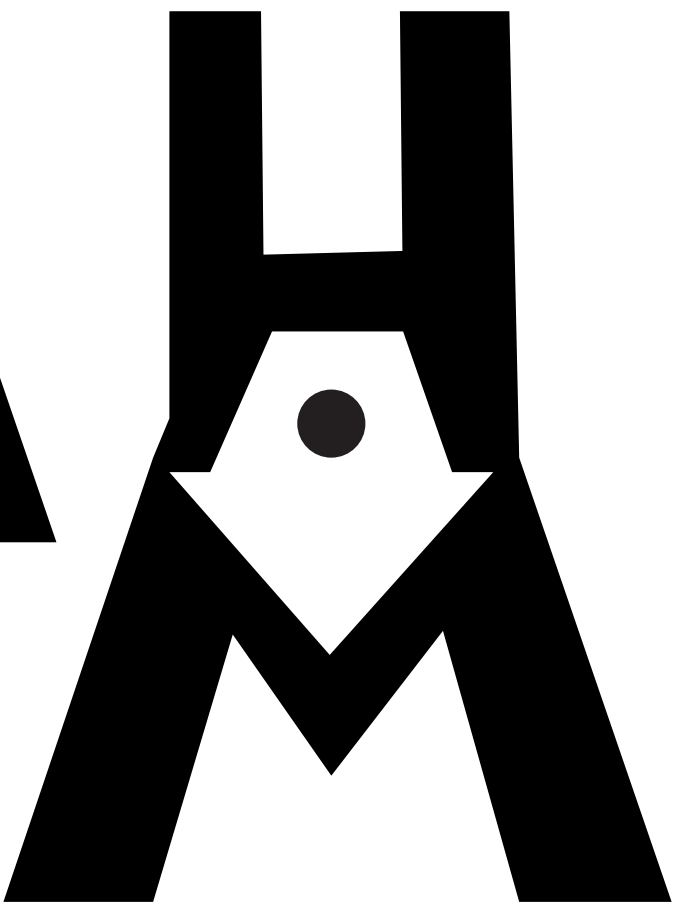
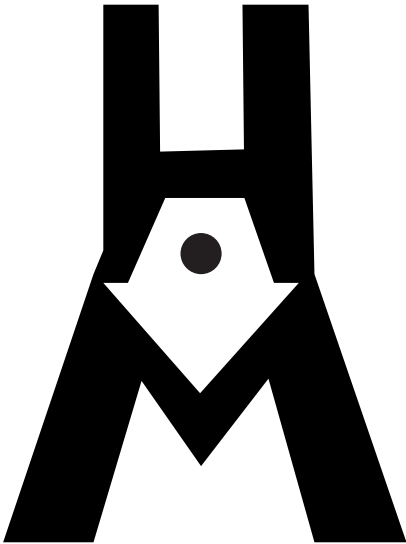
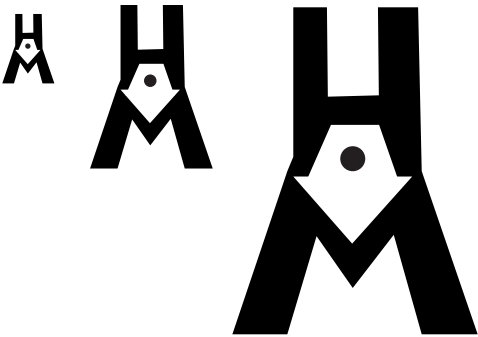
580,000+ people are experiencing homelessness on any given night

6.8 million more affordable housing units are needed for extremely low income families

70% of all extremely low income families pay more than half their income on rent

“Research shows that increasing access to affordable housing is the most cost-effective strategy for reducing childhood poverty and increasing economic mobility in the United States”

Logo + Size options

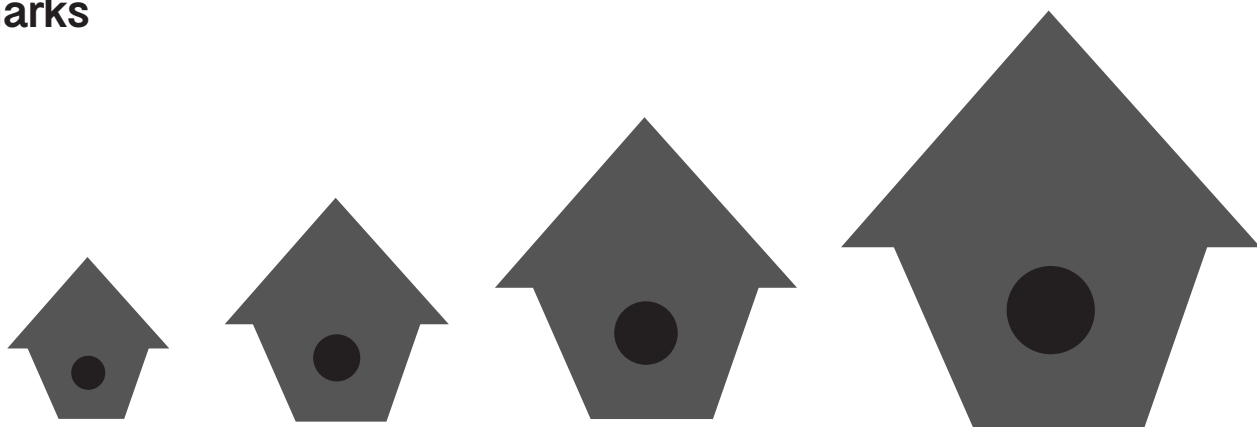


upside down

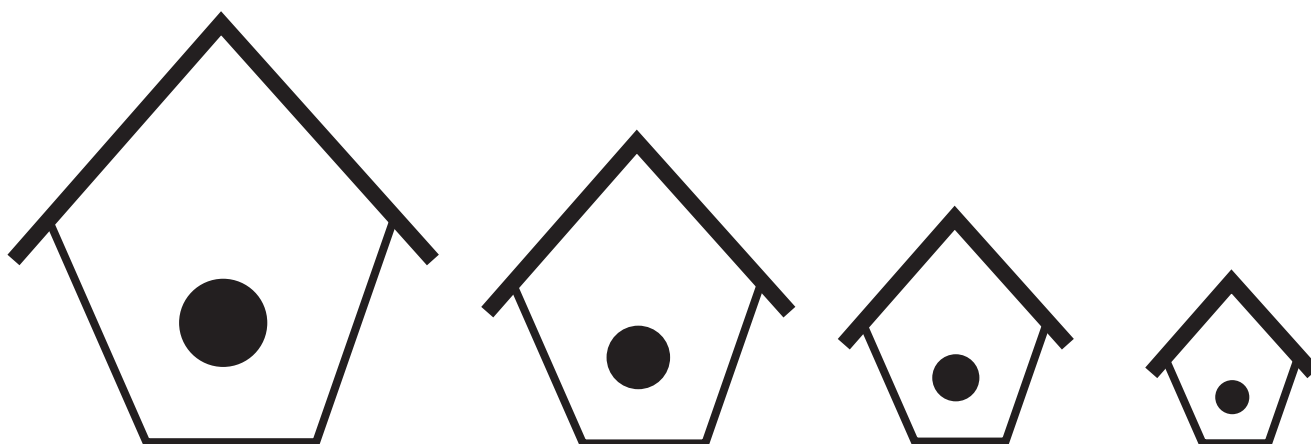
Rightside up



Submarks



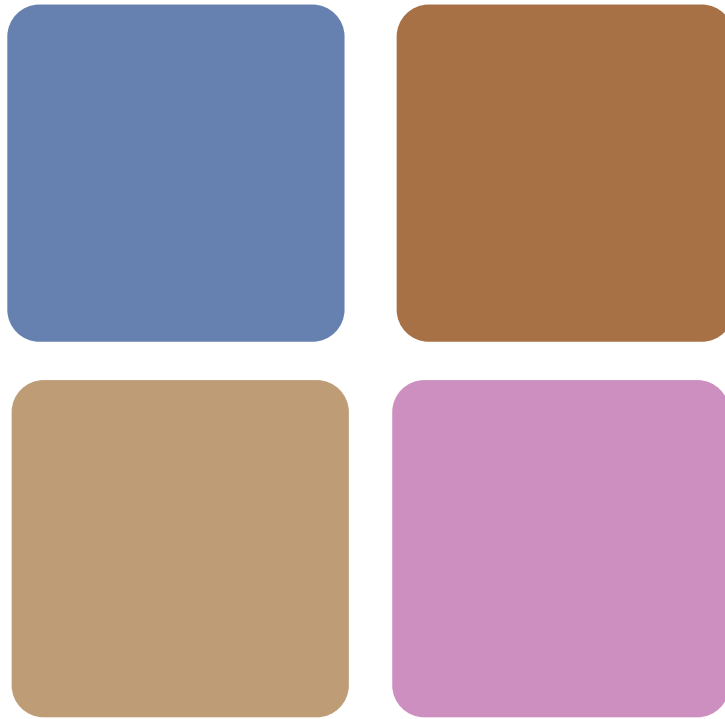
Meant to be used in place of logo in places where a simpler design is needed such as on a buisess card, app icon, or other sich places.



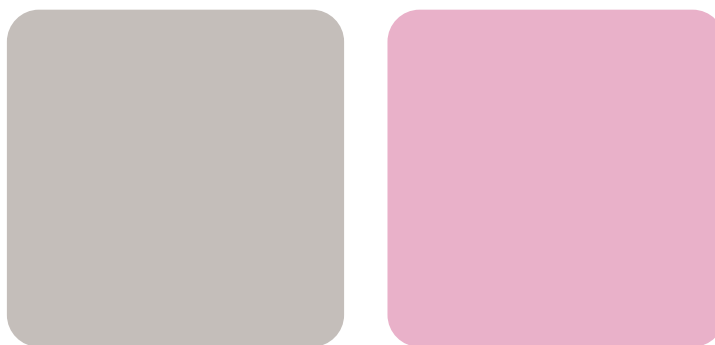
Methods of accomplishment:

- Partner with local realtors to seek out and purchase abandoned or worn down buildings that no one wants.
 - Only operate on solid foundations in the beginning phases
- Hire artists and architects to help renovate the space
- Operates slightly differently than regular housing
 - Those who can afford to pay - pay for their own rent/apartment on yearly/monthly basis
 - Those who can't afford to pay the majority or any cost can go through a training to become resident guards, repairmen, movers, or promoters (people who work at the point of sale office once one is established)
- We will also partner with the neighborhood Account and have donation site so anyone who needs a little help with money can get it for food, shelter, clothes, etc
- On site operation managers (who also live in apartment and will go through thorough screening process), Security (friendly neighbors keeping bad guys from breaking in), and relations workers ensure people are living comfortably and safely
- Take threats of any kind seriously, keep the peace, offer solutions to resolve conflicts
- Every month or so there will be meetings where residents can voice concerns
- If there's an emergency they have access to building manager's direct phone number
- Fun neighborly events will also take place and attendance is optional (posted on chat, bulletin board, social media, etc)
- Operates like a mix between a hotel, apartment, and communal living space/condo
- Eventual addition to goal is to make all/most of our establishments green or energy conservative

Color pallet Options



These four will be the main colors as they are more neutral but still eye catching and evoke the sense of home and wanting to buy/rent a home area



These ones are accents as they are still neutral, envoke wanting to buy a house, but are more fluffy and light

Typography

Arima Madurai - Black - Size 21

Titles and Headers should only be used for the headers or titles of stuff and important or quoted information.

Make sure Arima is always 3 or more points above the size of Telugu text

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Base text and information

Telugu Sangam MN - Regular - Size 21

Base text and information should only be used when giving mass amounts of info in paragraphs or explanations

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Typography Exammples

Text Placed Here

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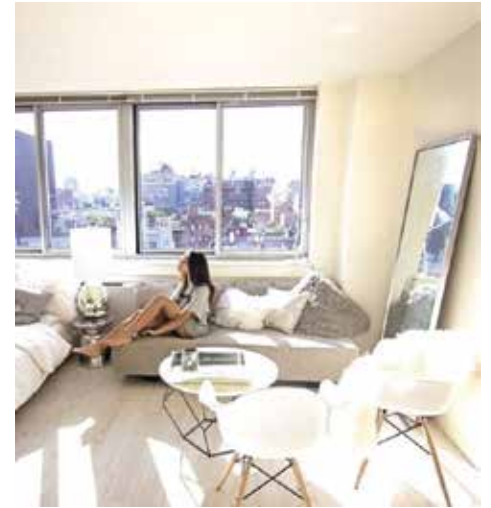
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Photo Style Examples



Photos should be warm and welcoming while showing most of or the entirety of the space we are offering.

Slogan Options

Welcome to your new nest

Join the flock

Weaving Families with affordable living since 2022

You can't spell 'Weave' without 'We'

Woven into our community and dedication to the last thread

Tone of voice

Keep things warm, friendly, transparent and welcoming.

we want to welcome people in and ensure they feel safe and connected here

in certain scenarios keep a professional tone

when giving info, discuss finance, or selling the place

in others use casual voice

interacting with tenants in the hall

Examples of logo in physical spaces



Examples of logo in physical spaces



Logo + wordmark



Logo + wordmark

Expirament with block letters instead of hand made logo

