



WOODSON  
HEIGHTS



*“For me,  
education means  
to inspire people  
to live more  
abundantly,  
to learn to begin  
with life as they  
find it and make  
it better.”*

—Carter G. Woodson, 1875–1950

## WOODSON: A CELEBRATED SURNAME IN AFRICAN-AMERICAN HISTORY

**I**n 2004, the children of J.C. Nalle Elementary School were asked to choose a name for the newly rebuilt and refurbished community that would be located directly adjacent to their school. The children chose the name “Woodson Heights” to honor three influential African-Americans who have played prominent roles in shaping African-American history and culture, both nationwide and locally here in Washington, D.C.

CARTER G. WOODSON founded the Association for the Study of Negro Life and History in 1915 to promote the study of African-Americans worldwide. Woodson established Black History Week in 1926, which in 1976 expanded to what we now celebrate every February—Black History Month.

HOWARD DILWORTH (H.D.) WOODSON was a local African-American engineer and community activist for whom the only high school in Ward 7 was named in 1972.

RUTH WOODSON was the first principal of nearby J.C. Nalle Elementary School, from 1950 to 1962.

## THE WOODSON HEIGHTS COMMUNITY

Woodson Heights is comprised of new and newly renovated townhomes and flats, ranging in size from one to four bedrooms. The community features ample green space and provides a beautiful residential focal point for the surrounding area. The community is close to the downtown area, and with a Metro stop convenient to the community, residents may easily commute anywhere in the Washington, D.C. metro area. The redevelopment project will be a catalyst for new development and homeownership in the Marshall Heights neighborhood of Southeast Washington, D.C.

## THE DEVELOPMENT TEAM

Gaithersburg, Md.-based AmeriDream, Inc. is the owner and lead developer of the Woodson Heights community. AmeriDream is the nation’s leader in providing affordable housing opportunities. In support of this mission, AmeriDream, a non-profit organization, has helped more than 300,000 individuals and families buy and sell homes by giving over \$500 million for down payments, providing homebuyer education, and donating more than \$2 million to charitable organizations nationwide.

Through its Redevelopment program, AmeriDream builds new, affordable homes and renovates existing properties, putting them back on the market at prices that accommodate low and moderate-income homebuyers. AmeriDream has invested more than \$12 million into its Redevelopment projects over the last six years, and its current projects include affordable housing developments locally in Maryland and Washington, D.C.; as well as in Florida. AmeriDream’s diverse redevelopment projects have included single-family and multi-family communities; environmentally friendly “green” homes, hurricane resistant homes and a special accessible home built for a disabled couple.

Woodson Heights is one of AmeriDream’s largest redevelopment efforts to date. Together with partners The Jair Lynch Companies and Marcus Asset Group—both of which are Washington D.C.-based companies with extensive experience in affordable housing—AmeriDream has sought considerable input from the community surrounding Woodson Heights to ensure local support of the development.

For more information about the development partners, visit [www.ameridream.org](http://www.ameridream.org) and [www.jairlynch.com](http://www.jairlynch.com).

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Month 00, 0000

Mr. John F. Sample  
Senior Vice President  
Consolidated Industries, Inc.  
23321 Prosperity Avenue  
Suite 1200  
Fairfax, Virginia 54321-1234

Dear John:

Here is an example of our newly developed identity, as demonstrated in this dynamic stationery design. The communications potential of a stationery layout goes well beyond its content. Just as the frame of a picture can complement or detract from the picture itself, so the stationery design plays its role at the personal communications level. Choice of typeface, paper stock and format also make a large contribution to the overall impression upon the reader.

This stationery format has been developed to reflect a look of expertise, stability and professionalism. This stationery "look" is unique and different from that of its competitors. The unified, cohesive look for the stationery items will enable the company to benefit from a positive and organized impression made on all audiences who receive our correspondence. The success of our stationery system will depend largely on the consistency with which it is implemented. Adherence to the stationery guidelines will produce a consistent appearance in our written communications and



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Sydney Fulton  
*Project Marketing Manager*

SALES BY **MANNA**



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