



# Our brand guide

# Hello...

These guidelines are here to show you how we present a professional image across all our communications and marketing materials.

If you have any questions about how we use our brand or need something professionally designed or printed please get in touch with Chris, our designer or our Comms team.

We can also help you with advice on content, design, photography and proof reading.

## **Chris Handley**

Graphic Designer

029 2067 5840

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## **Comms team**

[news@hafod.org.uk](mailto:news@hafod.org.uk)

Our brand

## Our logo

Our logo represents the housing, support and care services we offer. It also represents an upward arrow and our progression.

Our logo should always be used in full colour where possible, however if needed this is how it works as one colour.



### Top tip...

The minimum size of the Hafod logo should always be 25mm wide.

## Our logo

### Clear space

To make sure nothing interferes with our logo, we have a defined area around it called a clear space.

No other graphics, logos, words, shapes or elements should intrude into this space. The correct clear space is shown opposite.



Clear space



# Our logo

## Working with partners

Our logo often needs to sit with partner logos on documents and online. This is how they should and shouldn't look:



Our logo is not not equally sized with partners logos.



The logo clear space has not been used.

## Our logo

### What to avoid

To be consistent and professional as a brand we should avoid the following:



Changing the colour



Rotating the shape



Applying any effects



Changing the font



Rotating the logo



Adding gradients



Introducing new graphics



Stretching the logo

# Our colours

Our brand colours are great for helping our customers and colleagues recognise our organisation.

To keep things consistent, we use a number of different colour references depending on where they are used (web, print, mobile etc).

## Hafod green

**Pantone 368**

**CYMK (67,8,100,0)**

**RGB (99,168,48)**

**Web #64b145**

## Hafod yellow

**Pantone 108**

**CYMK (0,20,96,0)**

**RGB (255,205,0)**

**Web #ffdc32**



## Our fonts

### Arial Rounded MT

Our brand font is Arial Rounded MT.

This contemporary font has a well suited balance between friendly, approachable and professional.

It is at the heart of the Hafod identity and is the foundation for all our branding. Its clean, friendly and legible, it is available in a variety of weights (see right) to express both contemporary and classical qualities.

Light

Regular

Bold

Extra bold



#### Top tip

For internal Microsoft Office documents where Arial Rounded MT is not available, Arial should be used.

## Our font

### Arial

So we have chosen Arial as our secondary font. Arial is a modern typeface which reflects the brand well.

It should be used for all internal communications. You can find templates and style guidelines on Hoogle.

Regular

**Bold**

*Italic*

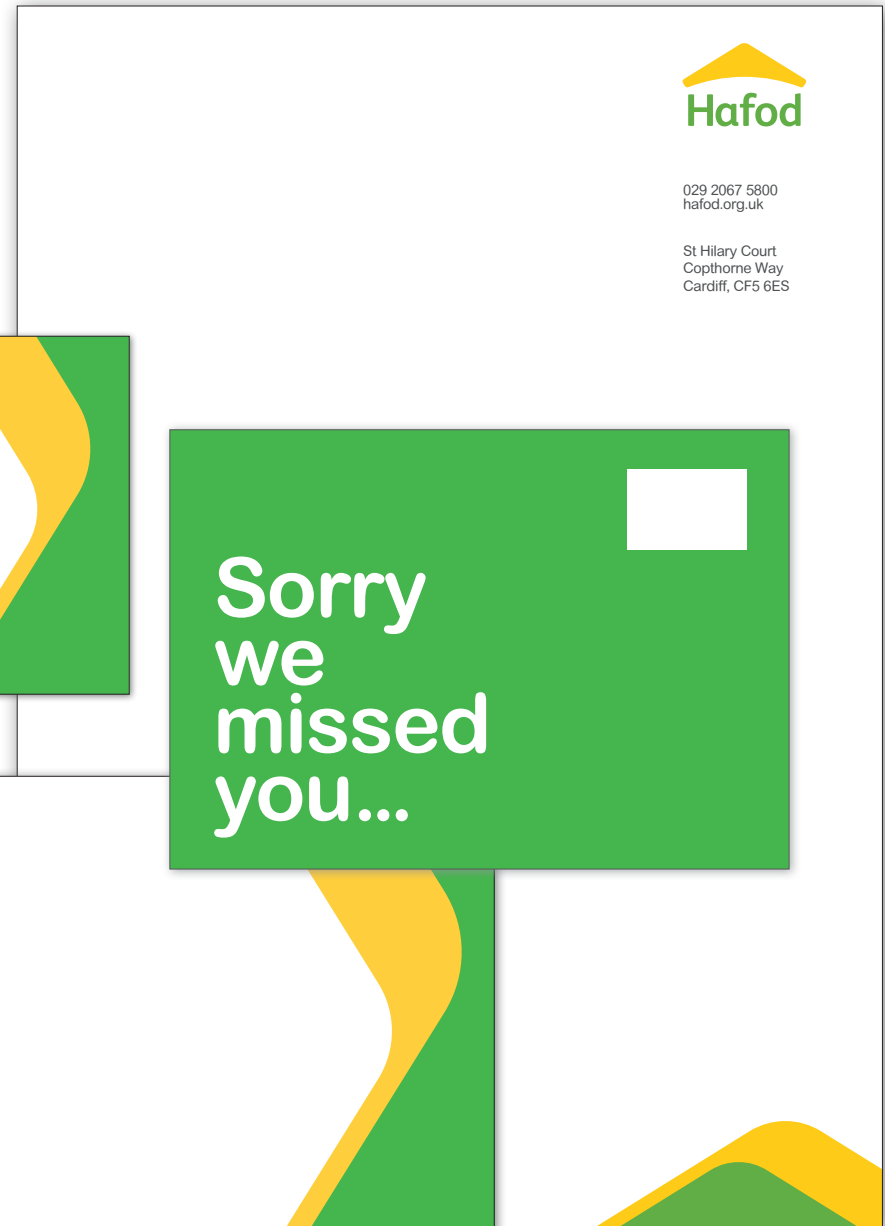
***Bold Italic***

Our brand in use

# Our stationery

Here's examples of our stationery.

Email addresses  
should always be  
lower case



Our web address  
should always be  
used without the  
www.

# Our letters

Our letters should always be clear, legible and easy to understand.

Our reference and date

MLL/ARJ  
08 June 2016

The customer's address

«Rent\_Account\_Name»  
«add\_1»  
«add\_2»  
«add\_3»  
«add\_4» «post\_code»

Text should always be sentence case with no underlining and a consistent size

Hafod is committed to delivering great service and to do this, we need great staff.

Text should always be Arial and a minimum of size 12 or 14 for RNIB

We want tenants to help with our recruitment process to ensure we get the right people for the right job. After all you will know what personal qualities and attributes you expect when dealing with staff from Hafod.

Text should always be left aligned and not justified

This opportunity would suit someone who is able to attend day time interviews and has an interest in helping us to improve our services. If successful, you will join a small panel of tenants and will work with us to recruit new staff.

This is a wonderful opportunity to gain new skills, learn more about the recruitment process, and develop both personally and professionally. Should you be successful all volunteer, training, transport and childcare costs will be covered.

If you are interested, and would like an informal chat, please contact Michelle Llewellyn on 0800 024 8968 or michellel@hafod.org.uk by 17th June.

Yours sincerely



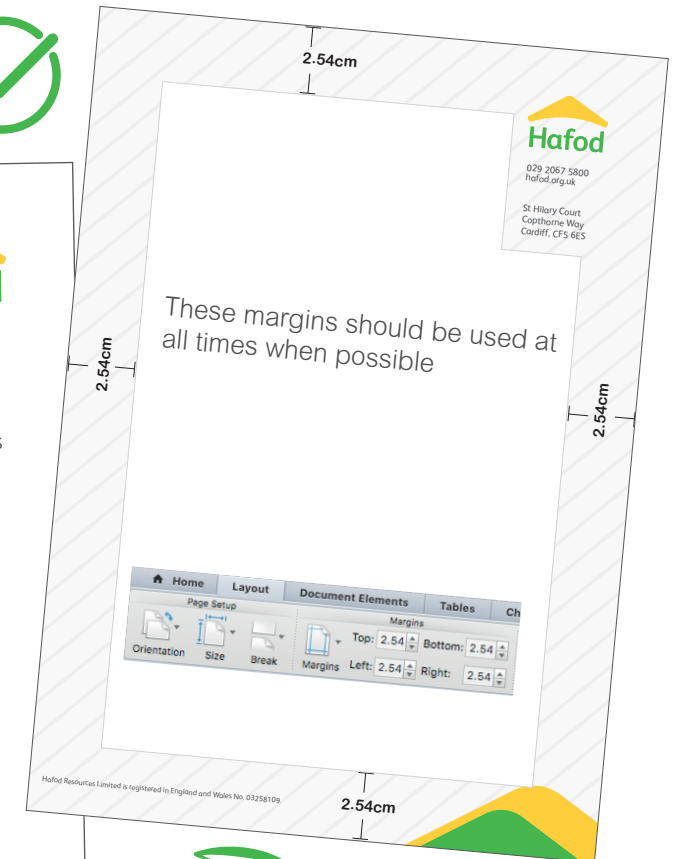
Michelle Llewellyn  
Tenant Participation Officer

Hafod Housing Association Limited is registered as a charitable Housing Association under the Co-operative and Community Benefit Societies Act 2014 No. 18766R. Registered with the Welsh Government No. L034 and authorised and regulated by the Financial Conduct Authority.



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0800 024 8968  
hafod.org.uk

St Hilary Court  
Cophthorne Way  
Cardiff, CF5 6ES



**Top tip...**  
Here's how the settings look in Microsoft Word.

# Our letters

## We should avoid

To make our letters understandable and easy to read we should avoid the following.



Underling and using all capitals

Using effects (drop shadows etc)

Using different fonts

Using different colours, only black should be used

MLL/ARJ  
08 June 2016

«Rent\_Account\_Name»  
«add\_1»  
«add\_2»  
«add\_3»  
«add\_4» «post\_code»

Dear «Rent\_Account\_Name»

**INTERESTED IN STAFF RECRUITMENT? WE NEED YOUR HELP!**

HAFOD IS COMMITTED TO DELIVERING GREAT SERVICE AND TO DO THIS, WE NEED GREAT STAFF.

We want tenants to help with our recruitment process to ensure we get the right people for the right job. After all you will know what personal qualities and attributes you expect when dealing with staff from Hafod.

This opportunity would suit someone who is able to attend day time interviews and has an interest in helping us to improve our services. If successful, you will join a small panel of tenants and will work with us to recruit new staff.

**This is a wonderful opportunity to gain new skills, learn more about the recruitment process, and develop both personally and professionally. Should you be successful all volunteer, training, transport and childcare costs will be covered.**

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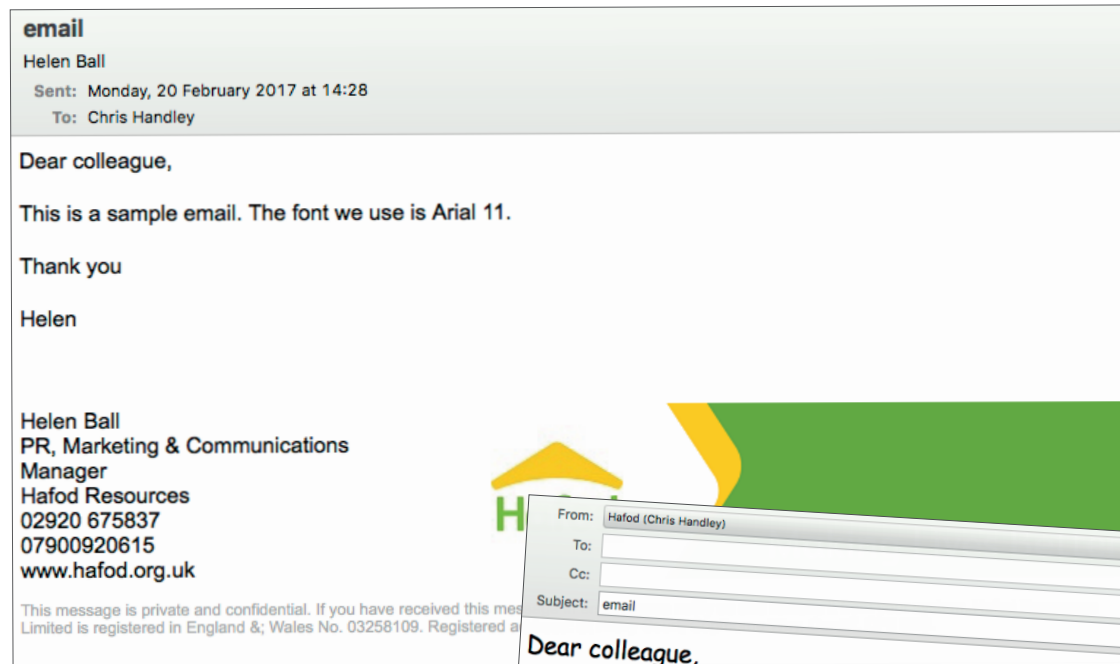


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# Our emails

Emails are great way of communicating with people and should always be written using Arial and size 11.



# PowerPoint

To maintain the consistency of our brand, presentations should look like this:



**Top tip...**  
Do not write or place graphics over these areas.



# PowerPoint

## We should avoid

Avoid using centre aligned text  
(text should always be left aligned)



Remember do not write  
over our logo or swoosh



### Things to remember

- A Subject Access Request doesn't need to mention the Data Protection Act to be valid
- Any request made in writing is valid. You ask anybody making a verbal request to submit their request in writing.
- Subject Access Requests must be answered within 40 days
- If a customer or a colleague asks for information held about them, it could be a Subject Access Request.



#### Top tip...

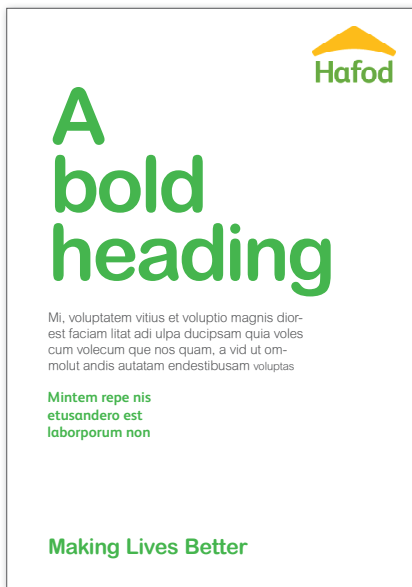
When creating charts, graphs etc,  
these colours can be used

RGB (99,168,48)

RGB (255,205,0)

# Posters

When creating posters, our aim is to communicate the information customers and colleagues need as quickly and simply as possible.



A simple poster



Posters with pictures



Posters with illustrations

In the autumn months we will see further cuts to benefits.

## Top tip

Rounded edge text box's can be used to hold blocks of text or call to actions they should always be legible.

# Posters

## What to avoid

Using a small headline

### A tiny heading

Um faciet ut aliae volo tem. To evenihictus, sum ex expelignam quiscienda quam adipsan dandandest, num il eatur mod que reruntibus sunt lab is de sequissus, sequos si consequi ist, nis aut id ut optatur aligendem naturiae. Everspit estibearum, od millant eos pelestium venime porios dolo to blaudae voluptatus doluptas autatur sunt voluptatiore nimust, es alit aut mi, quam as il id ut volorectur minvenisque volo quae porectem. Ut a nonsendit amet, occulpa rhicto ilit vollorp oremod etur?

Mintem repe nis  
etusandero est  
laborporum non

Using large bodies of copy (no more than 100 words)

Stretching the strapline

**Making Lives Better**



Using the wrong placement of the logo

Adding effects (drop shadows etc)

### Top tip

Remember, less is more. Keep it short, simple and jargon free. You can use photography or illustration where appropriate.

## Remember...

if you have any questions about these guidelines or  
if you'd like help, just get in touch with the comms team.

**[news@hafod.org.uk](mailto:news@hafod.org.uk)**

