



# Brand Identity Style Guide

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Design

Company

Date

# Contents

## 1.0 - Logo

- Logo
- Construction
- Clear space
- Logos in colour
- Monochromatic
- Logo on imagery
- Responsive
- Logo size
- Placement
- Partnership
- Logo Misuse

## 2.0 - Colour

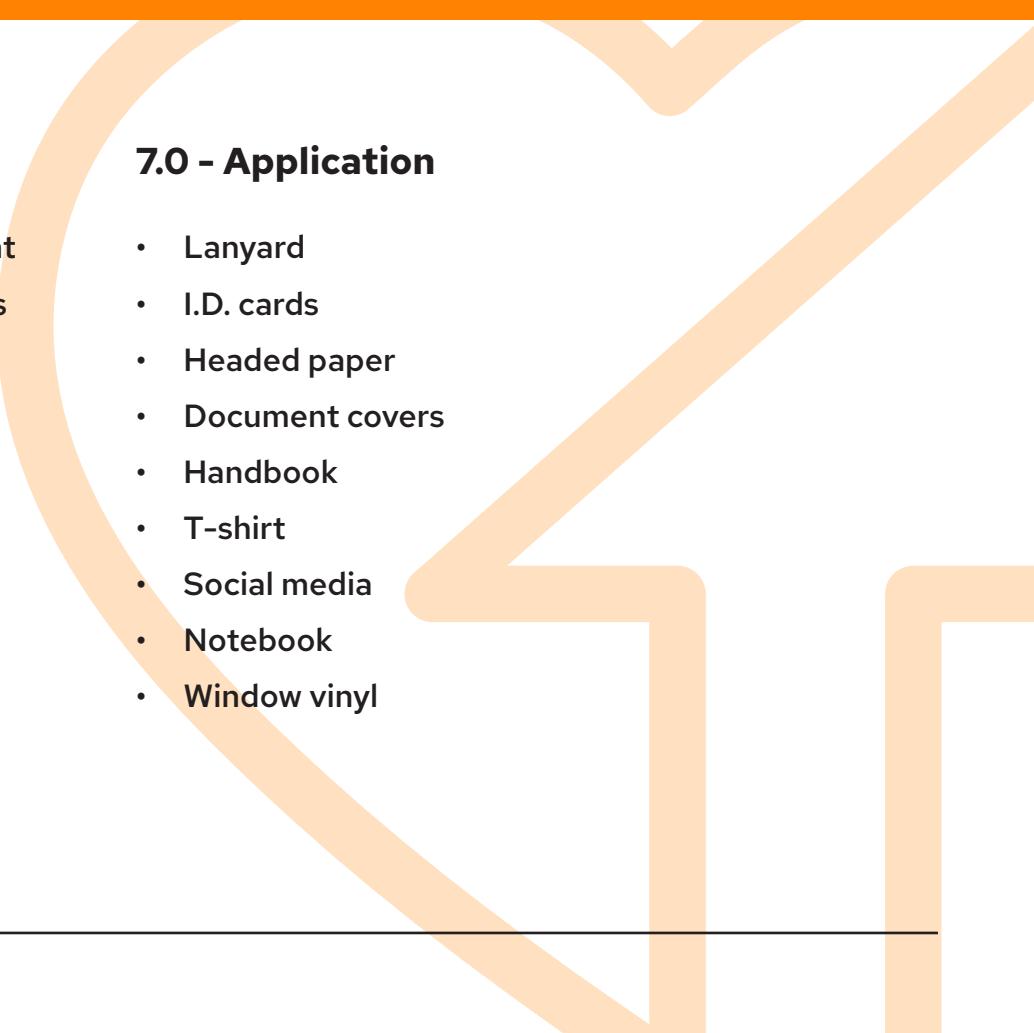
- Brand colours
  - Colours Examples
- ## 3.0 - Typography
- Primary fonts
  - Fonts in use

## 4.0 - Graphics

- Photo treatment
  - Image examples
  - Graphic assets
- ## 5.0 - Templates
- Presentation
  - Headed paper
  - Email signature
  - Social media

## 7.0 - Application

- Lanyard
- I.D. cards
- Headed paper
- Document covers
- Handbook
- T-shirt
- Social media
- Notebook
- Window vinyl



100%

## Logo

1.0

## Brand Guidelines

The Housing Matters logo is bold yet inviting and urges a sense of action.

The logo is able to be adaptable to any media size while still retaining a strong sense of brand consistency.



## Construction

1.0

## Brand Guidelines

The Housing Matters logo is made up of a logomark, logotype and tagline. Use of the full logo with tagline should be prioritised wherever possible.

It is carefully constructed to maintain ownable characteristics whilst still allowing for perfect legibility.

Logomark



Wordmark

**HOUSING  
MATTERS**

Full Logo with tagline



To protect the logo from visual interference, an exclusion zone has been introduced around the logo.

The exclusion zone is equivalent to the width of the G and should be applied all around the perimeter of the logo.

To achieve this use the clear space template which will show the logo with a border that represent the exclusion zone.

Or copy logo once you have the desired size and crop the copied logo to the height and width of the 'G' and place around logo to create exclusion zone.



## Logos In Colour

1.0

## Brand Guidelines

The only colour the logo should be printed in is:



Orange:  
Pantone 151  
HEX: FF8200  
CMYK: 0, 60, 100, 0  
RGB: 255, 130, 0



When print can only be achieved in monochrome, a black or white version can be used. If the logo is used on a block of colour, a white version of the logo should be used.



## Logo On Imagery

1.0

## Brand Guidelines

When the logo is placed over an image it should only be the white version of the logo so it retains its legibility.



# Responsive

1.0

# Brand Guidelines

The Housing Matters logo can respond in size, adapting to wherever the logo is placed.

1) This version of the logo should only be used for social media icons and as a graphic on covers/flyers.

2) This version should be used on merch and banners where there is copy or a statement of the tone of voice.

1)



2)



# Responsive

1.0

The Housing Matters logo can respond in size, adapting to wherever the logo is placed.

3) This version is the primary logo of choice and should be used on most assets where the logo size is greater than it's minimum size.

4) This version of the logo should only be used on legal document such as headed paper.



# Brand Guidelines

4)



Easton Business Centre  
Felix Rd, Easton, Bristol  
BS35 0HE  
(Phone Number)  
[www.housingmatters.org.uk](http://www.housingmatters.org.uk)  
[advice@housingmatters.org.co.uk](mailto:advice@housingmatters.org.co.uk)

Dear Sir/Madam

Es vellabori ut eris aut hil est lant, occatibeatem facessequam, nostrum ea id modissi rat. Opti nonsequas quios inctionseque vollo cumquis exercchici inhil cipsunt andem inctate ditassi milliquati cum, sitaspercum fugitia doluptatur, officimus re non corehenimped et eos et volendit, qui ium foccatutio moditio rehendis sapellicci delenis int elit offic temquid ea nihic tempore, sinim quodionserum re liquaspe ne volectus, solupat. Pa cus sequi aut quam velibus ducimus, nobitibus.

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# Logo Size

1.0

# Brand Guidelines

The logo should look as striking on business cards, as it does on the size of a building.

To ensure this, the logo should not be printed smaller than the specified sizes of each version of the logo for print (mm) and digital (px).

There is no maximum size for the logos.

## Minimum Size:



5mm width  
50 pixel width



20mm width  
150 pixels width



30mm width  
300 pixels width



20mm width  
250 pixels width

# Placement

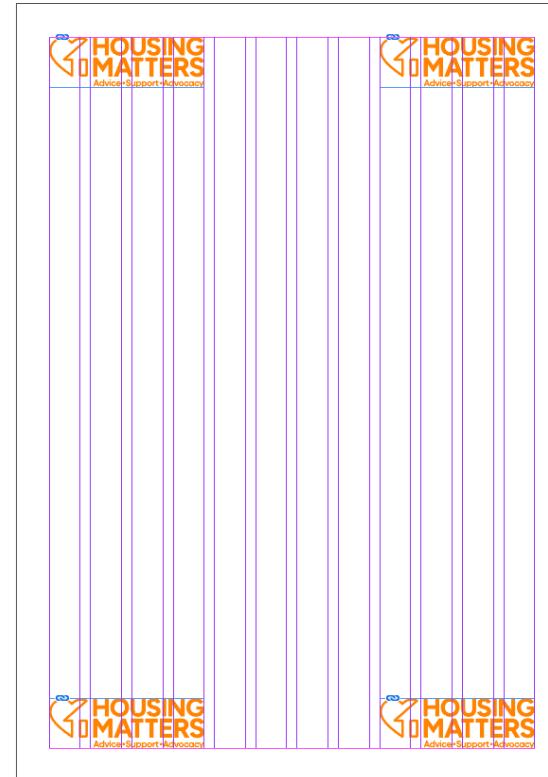
1.0

# Brand Guidelines

The logo placement should feature in the top right or left, or the bottom right or left corners.

For document covers the logo should be a third of the page.

This is shown on a 12 column grid layout with a 4mm gutter on a page with a 12.7mm margin around the page.



# Partnership

1.0

# Brand Guidelines

Partnership logos should follow clear space rules. The minimum distance between the Housing Matters logo and a partnership logo is the space of two Gs.



# Partnership

1.0

# Brand Guidelines

Partnership logos should follow clear space rules. The minimum distance between the Housing Matters logo and a partnership logo is two Gs.

Here are some examples of how the logo would work next to a partner logo.

The Housing Matters logo should always be the same height as the partner to ensure it stays consistent and neat.



## Logo Misuse

1.0

The Housing Matters logo should only be used as intended. It should not be altered in any way that has not been previously set out in these guidelines. The examples shown are all unacceptable modifications of the logo.



Do not rotate any elements

## Brand Guidelines



Do not rearrange



Do not recolour



Do not apply special effects



Do not change the ratio



Do not stretch

2020

# Brand Colour

## 2.0

# Brand Guidelines

The Housing Matters primary and secondary colours are bold but not in your face. Chosen to be easily remembered but not obnoxious.

01 - Orange is the primary colour for the Housing Matters brand.

02 & 03 - The blue and green colour are the secondary colours that work well with the primary orange.

04 & 05 - These colours should only be used for smaller assets like icons and data graphics together with all other colours.

06 & 07 - The pink and purple colour should only ever be used as an accent colour. This should be used to highlight statements.

All colours can be used at a lower opacity of 75%, 50% and 25%.



## Colour Examples

2.0

## Brand Guidelines

This shows how the Housing Matters colour palette can be used.

When using the primary orange colour as a background - Use the blue colour or bold type.

For smaller copy use either black or white to make sure it can be read clearly.

On a white background use the primary orange for bold type and black for small sized copy.

The pink or purple secondary colour should only be used for small details/assets to highlight any type or icons.

Colour rules are shown on the examples shown to the right:



## Colour Examples

2.0

## Brand Guidelines

This shows how the Housing Matters colour palette can be used.

When using the secondary blue as a background colour use the primary orange for any large type.

For copy make sure to use white so that it can be seen clearly.

When using the secondary green you can use the orange for titles/statements. For any smaller copy use white to keep consistent and legability.

Colour rules are shown on the examples shown to the right:



3.0

## Primary Fonts

3.0

## Brand Guidelines

We have two primary fonts which are available in a range of weights.

Figtree – geometric sans-serif.

This font is only to be used on Titles/statement on branding material, preferably using the bold weight.

The 'Figtree' typeface can be downloaded for free from Google Fonts:

<https://fonts.google.com/specimen/Figtree>

### Figtree - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! " \$ £ % ^ & \* ( ) \_ + .

### Figtree - Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! " \$ £ % ^ & \* ( ) \_ + .

### Figtree - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! " \$ £ % ^ & \* ( ) \_ + .

# Primary Fonts

3.0

# Brand Guidelines

We have two primary fonts which are available in a range of weights.

Red Hat Text - Geometric Sans Serif

This font is used for all copy writing in documents and branding materials. Mainly using 'light' for document copy and 'medium' for copy in an external assets.

The 'Red Hat Text' typeface can be downloaded for Google Fonts and is an open source font - which means you can use it anywhere you want.

[https://fonts.google.com/specimen/  
Red+Hat+Text](https://fonts.google.com/specimen/Red+Hat+Text)

## **Red Hat Text - Bold**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9 ! " \$ £ % ^ & \* ( ) \_ + .**

## **Red Hat Text - Medium**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9 ! " \$ £ % ^ & \* ( ) \_ + .**

## **Red Hat Text - Light**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9 ! " \$ £ % ^ & \* ( ) \_ + .**

The two fonts used in the Housing Matters visual identity pair together well.

Here is an example of how both typefaces can be used to create a strong sense of visual hierarchy between bold statements and body copy.





# Photo Treatment

4.0

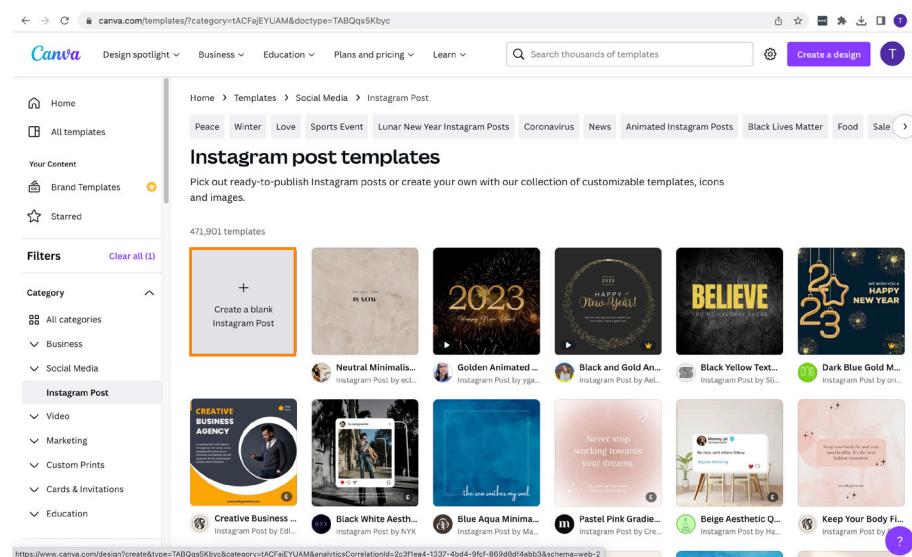
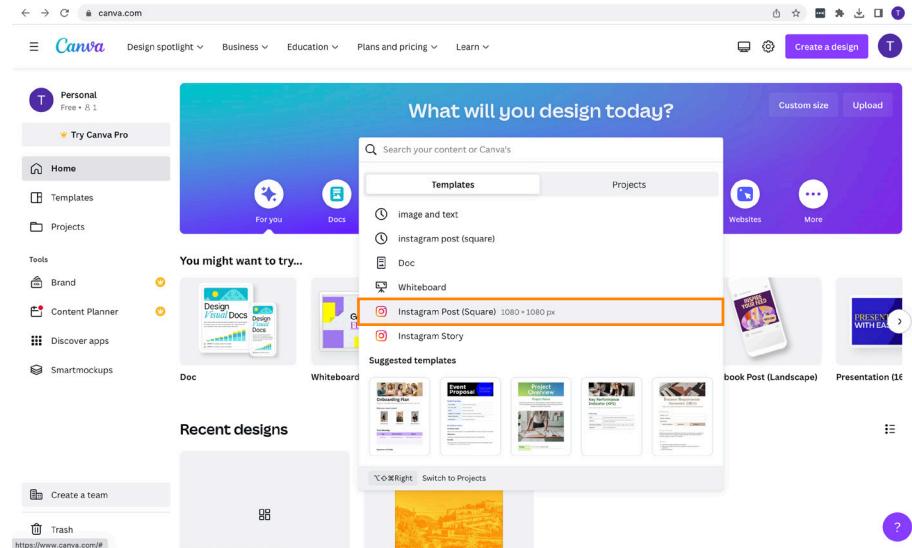
# Brand Guidelines

This guide shows how to create consistent style photos for Housing Matters identity.

This can be done with the use of Canva, an online design tool.

**1.** In the Canva search bar type in "Image" and the instagram template will appear.

**2.** Once selected press on create a blank post.



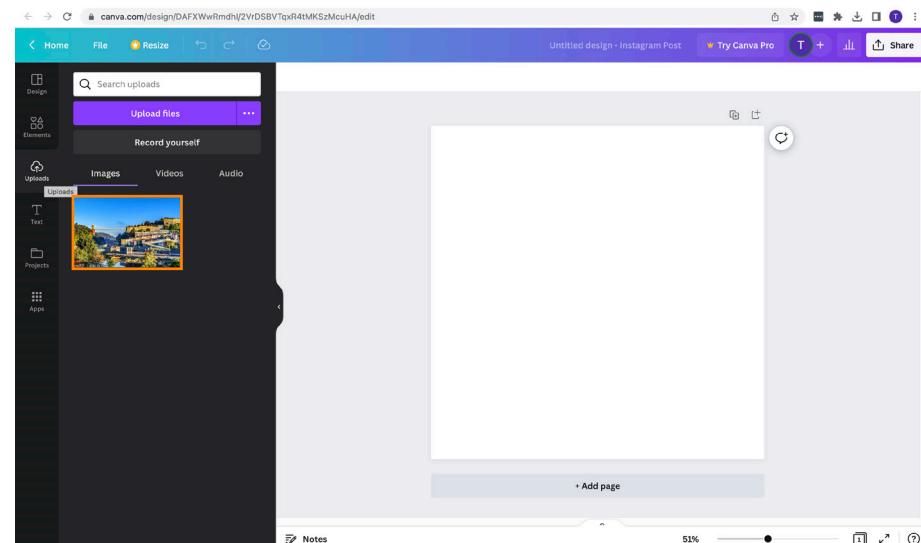
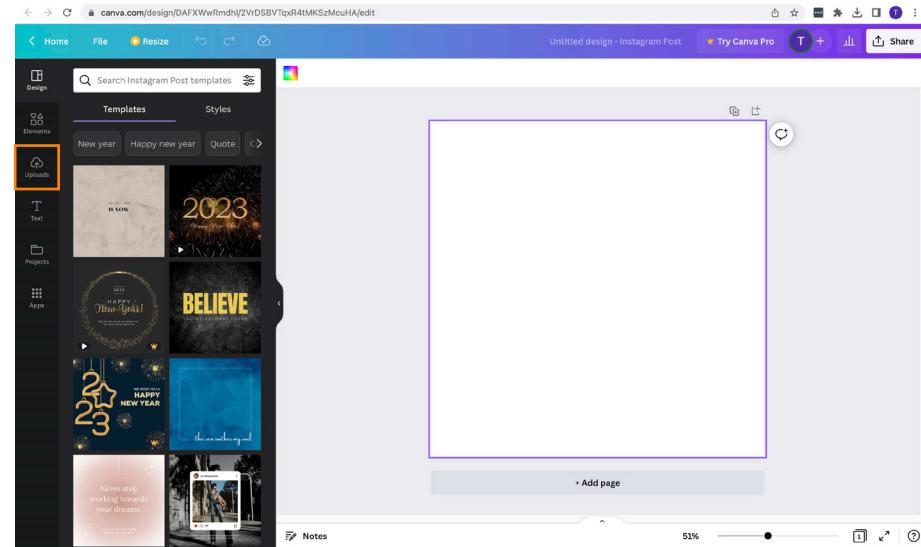
# Photo Treatment

4.0

# Brand Guidelines

**3.** Click on 'uploads' on the left hand side tool bar.

**4.** Uploaded chosen image to the canvas.



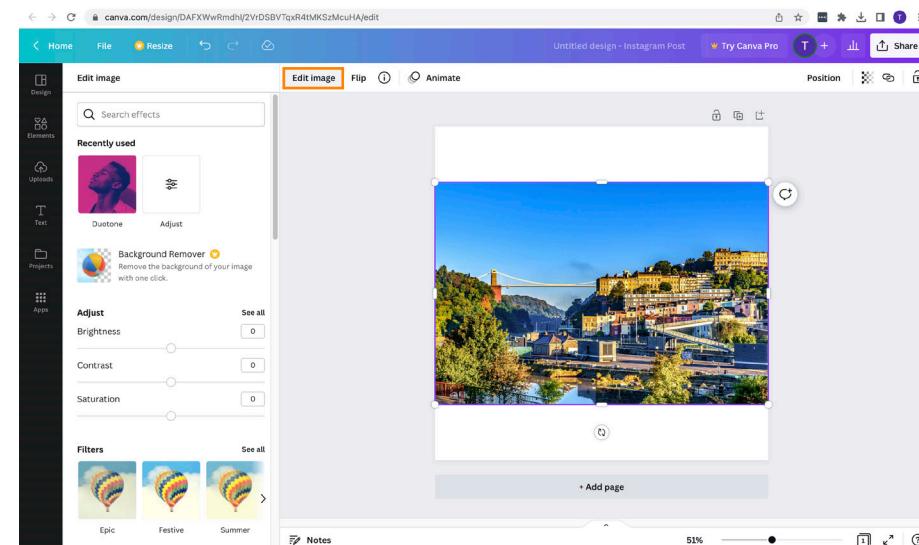
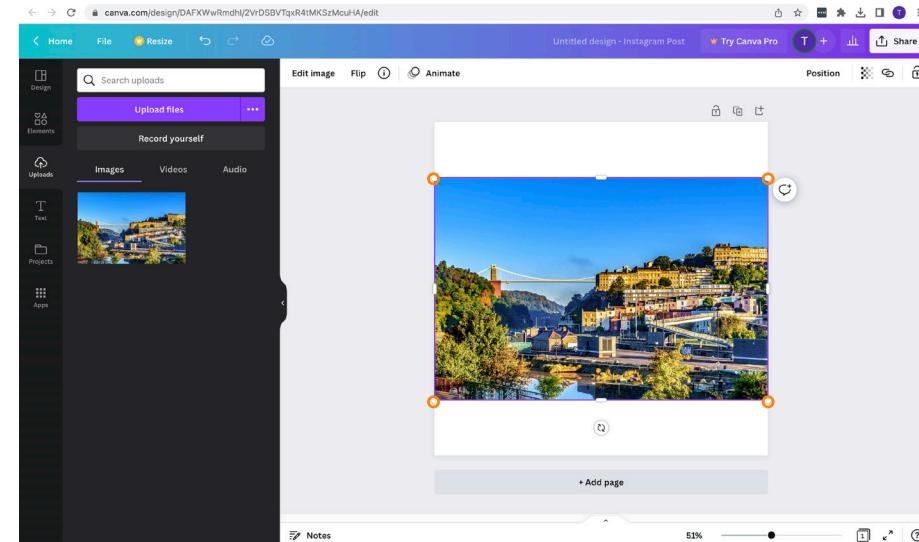
# Photo Treatment

4.0

# Brand Guidelines

5. Scale image to the boarder of the canvas.

6. Select 'edit image' at the top of the screen (highlighted in the bottom image).



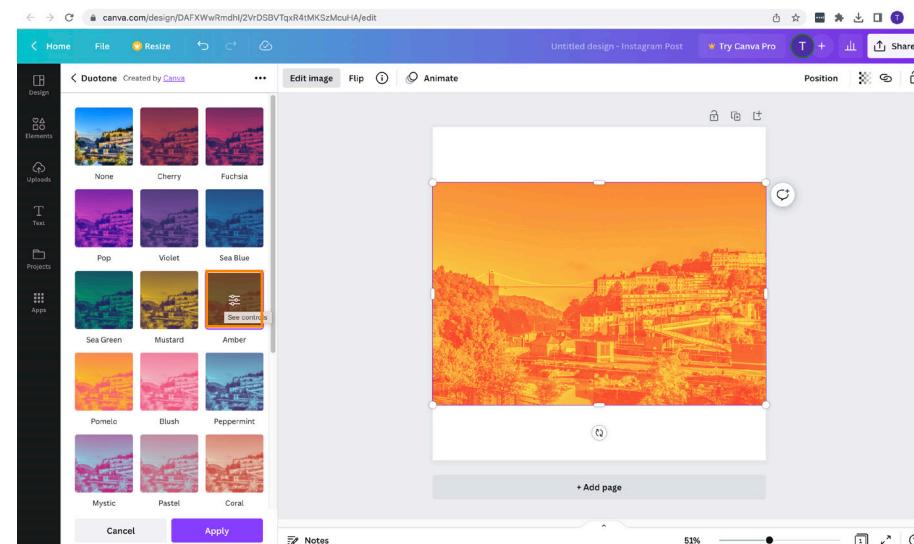
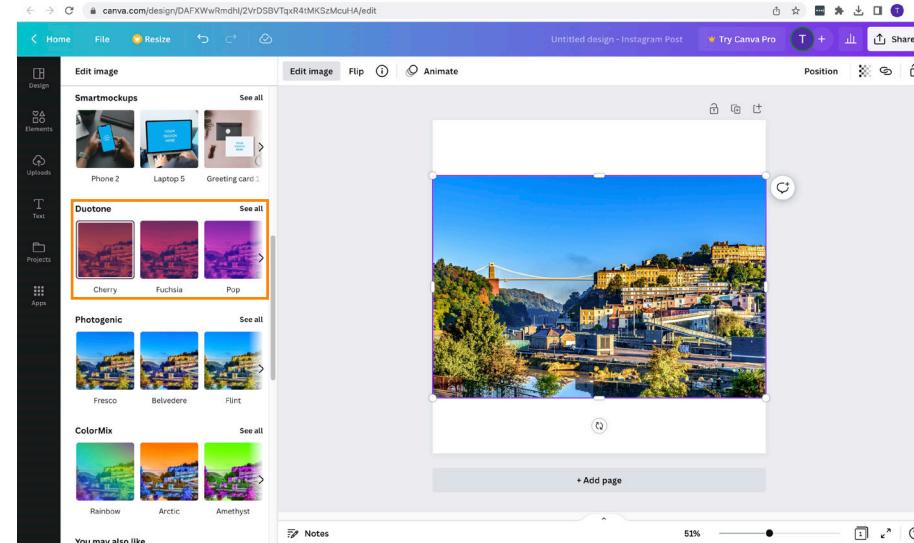
# Photo Treatment

4.0

# Brand Guidelines

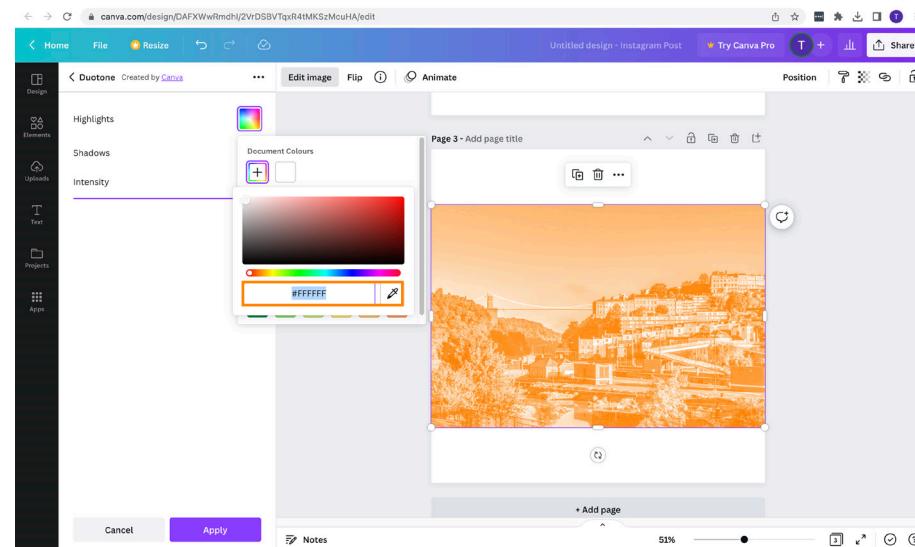
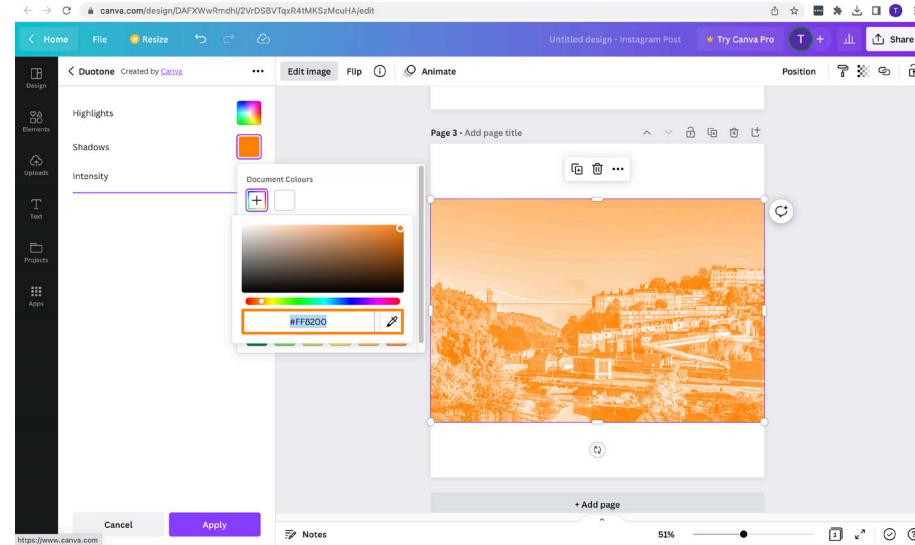
7. Scroll down on the left side bar and select the see all button on the 'duotone' effect.

8. Apply the effect named 'Amber' and click the see controls option on top of the effect.



**9.** Once you are on the controls change the shadows colour to the Housing Matters primary colour (FF8200).

**10.** Change the highlights colour to white (FFFFFF).



# Photo Treatment

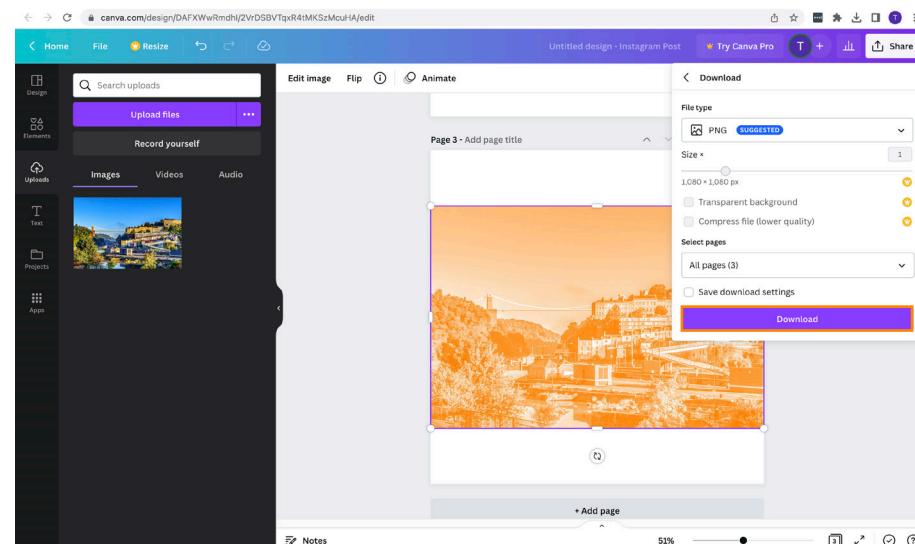
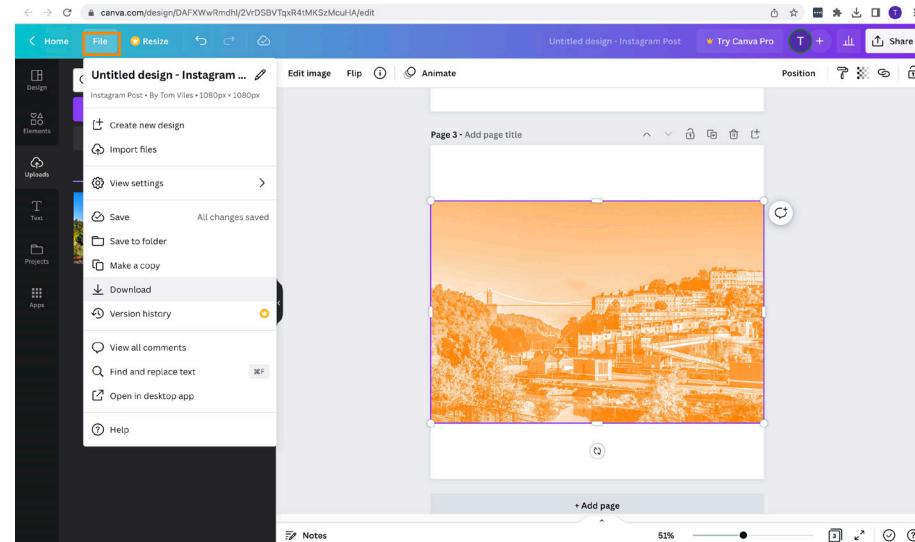
4.0

# Brand Guidelines

**11.** To download the image as a png go to 'File' and press the download button.

**12.** Select the png setting and confirm download.

This process should ensure all image colours are consistent and on brand throughout all media this photo style is used.



## Image Examples

4.0

## Brand Guidelines

Here is an example of using the photo treatment method using the design tool 'Canva'. This has been applied to one of Housing Matters main cover image.

**This treatment should only be used for back drop images and should not be used when putting imagery inside the shape of the Housing Matters logo.**

Before



After



# Graphic Assets

## 4.0

# Brand Guidelines

The house and heart icon can be used as a graphic device on document covers and external branding to extend the Housing Matters brand.

The examples show how to correctly use the logo to place imagery in. Do not apply any photo treatment to an image when using it inside the logo.



53.

00



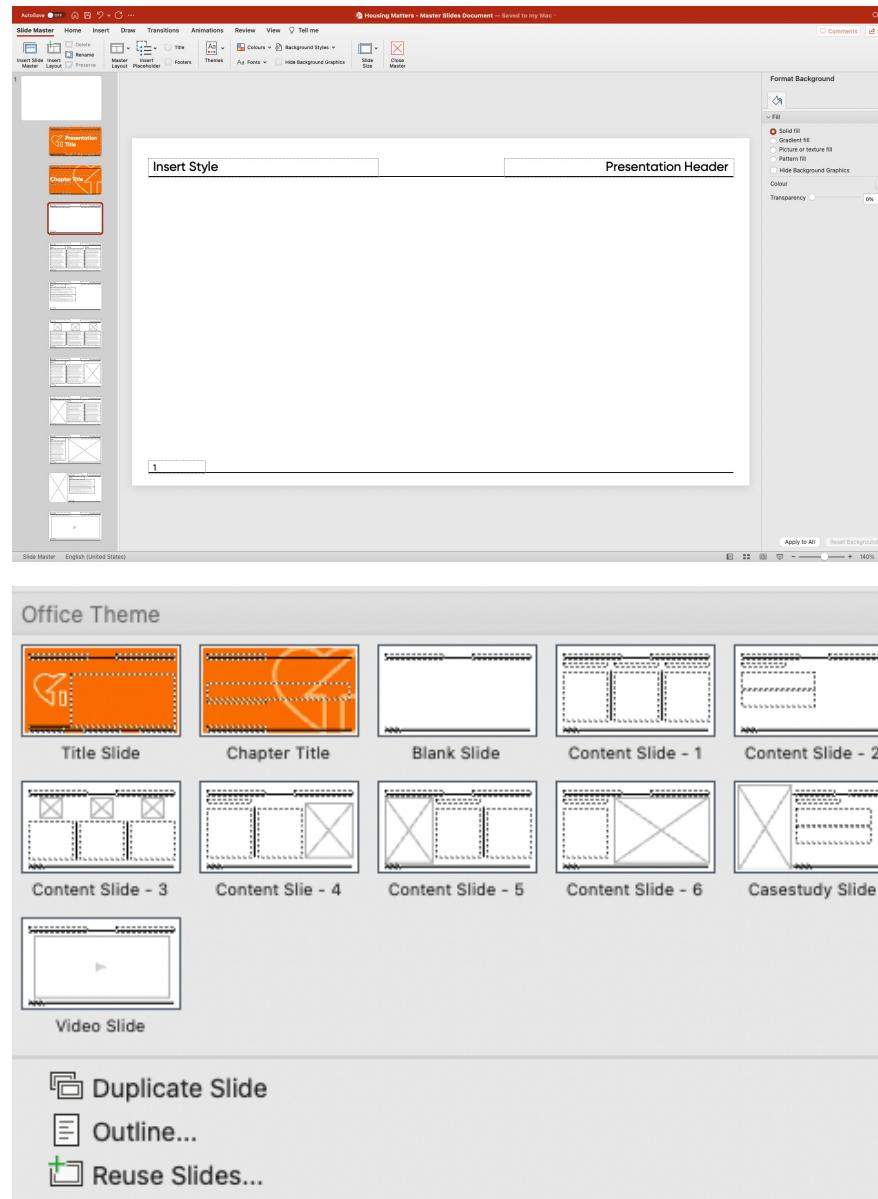
# Presentation

5.0

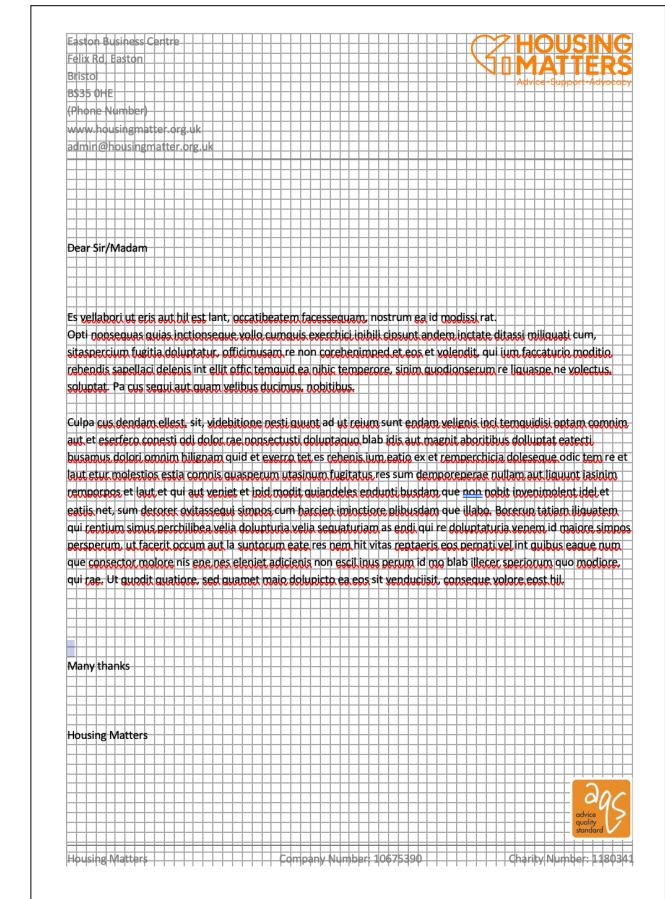
# Brand Guidelines

The Housing Matters masterslide document on Microsoft Powerpoint allows the user to easily select designed templates to put content inside the layouts.

This is so that all presentations are consistent and show images, data and copy clearly while staying on brand.



This shows the paper template that can be used for legal and normal letters.



# Email Signature

5.0

# Brand Guidelines

This shows the email signature template, that would be used for all employees at Housing Matters.

It shows a name, position, contact information with the brand logo.

Along with partner logo and other details like address, donation link and privacy policy disclaimer.

**Employee Name (Pronouns)**  
**POSITION**

Phone number (main line)  
Phone number (work number)  
Housingmatters.org.uk



Housing Matters (Bristol), Easton Business Centre, Felix Rd, Easton, Bristol, BS5 0HE (Postal Address Only).

We are extremely grateful for any donations you can give, just click [here](#) and follow the steps.

Company number 10675390, Charity number 1180341

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# Email Signature

5.0

# Brand Guidelines

This shows the email signature template that would be used for all employees at Housing Matters.

It shows a name, position, contact information with the brand logo.

Along with partner logo and other details like address, donation link and privacy policy disclaimer.

Subject: Housing Matters - Email Signature Priority ▾

Arial 11

Dear Sir/Madam

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sed quanmet maio dolupicto ea eos sit venducisit, conseque volore eost hi.

Many thanks

Employee Name (Pronouns)  
POSITION  
Phone number (main line)  
Phone number (work number)  
Housingmatters.org.uk

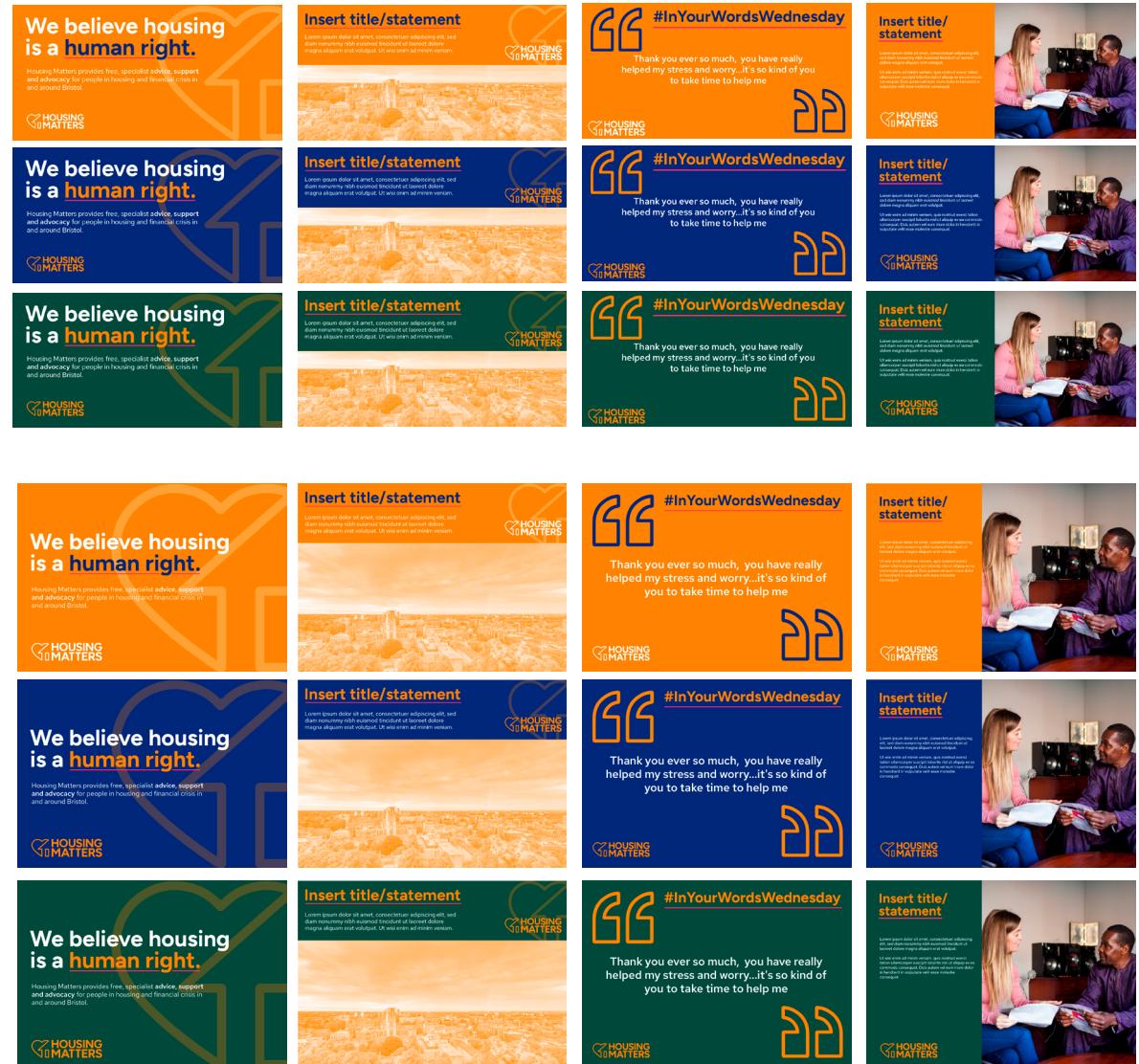
HOUSING MATTERS  
Advice-Support-Advocacy

Housing Matters (Bristol), Easton Business Centre, Felix Rd, Easton, Bristol, BS5 0HE (Postal Address Only).  
We are extremely grateful for any donations you can give, just click [here](#) and follow the steps.  
Company number 10675390, Charity number 1180341

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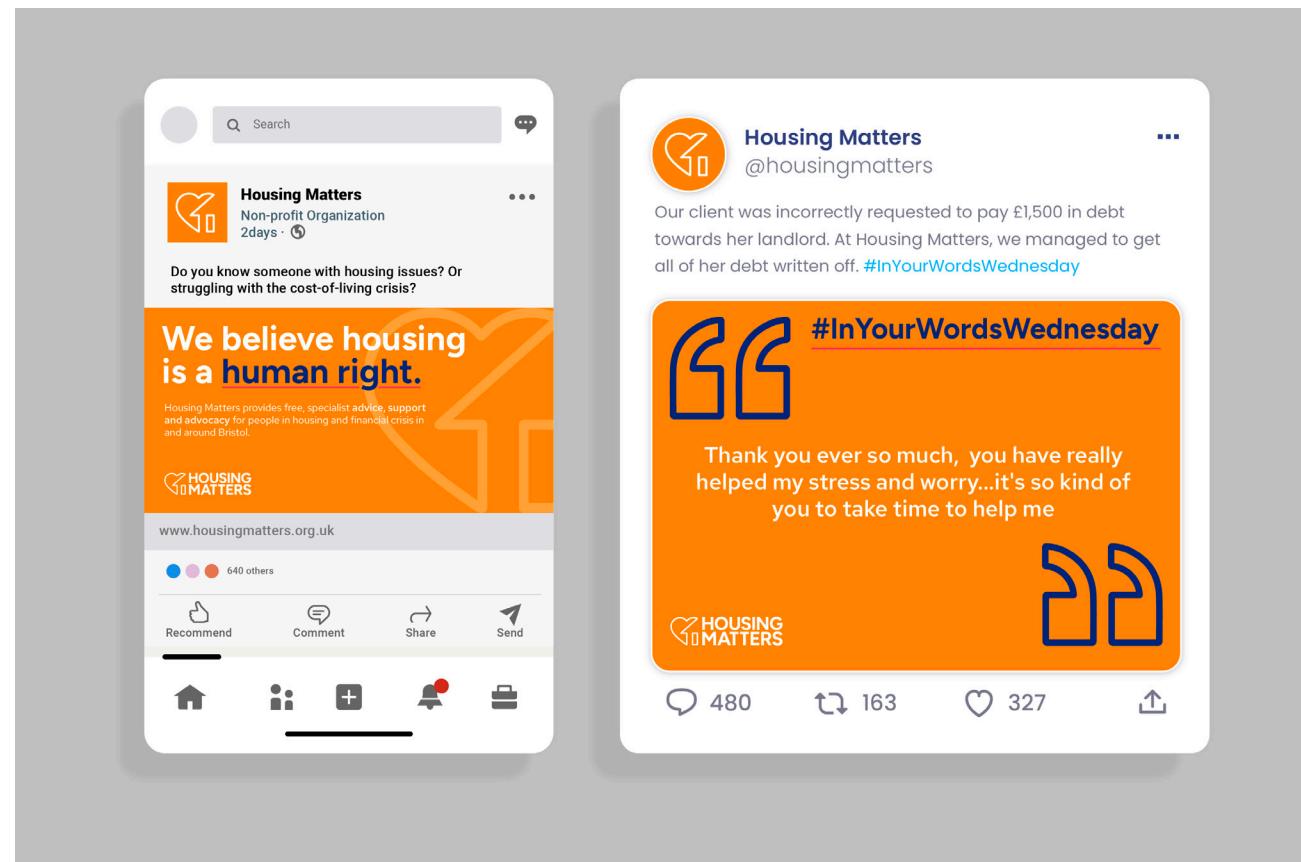
This shows the Housing Matters social media templates that can be used in a range of the brand colours while still keeping consistency across all platforms.

The templates features different layouts of type and imagery and just bold type on its own which can be used for statements and statistics.



This shows the Housing Matters social media templates that can be used in a range of the brand colours while still keeping consistency across all platforms.

The templates features different layouts of type and imagery and just bold type on its own which can be used for statements and statistics.





# Lanyards

## 6.0

# Brand Guidelines

Here is an example of how Housing Matters lanyards could look using the brand logo in primary colour and inverted on black.



# I.D. Cards

6.0

# Brand Guidelines

Here is an example of how Housing Matters ID cards could look using the logo and graphic language.

The photo treatment is also shown on the ID cards and how it can represent two different areas of the business with the use of imagery while keeping consistent with the Housing Matters brand identity.



Here is an example of how the Housing Matters logo can be used on headed paper.

### Option 1

Easton Business Centre  
Felix Rd, Easton  
Bristol  
BS35 0HE  
(Phone Number)  
[www.housingmatter.org.uk](http://www.housingmatter.org.uk)  
[admin@housingmatter.org.uk](mailto:admin@housingmatter.org.uk)

**HOUSING MATTERS**  
Advice • Support • Advocacy

Dear Sir/Madam

Es vellabori ut eris aut hil est lant, occatibeatem facsesquam, nostrum ea id modissi rat.  
Opti nonsequas quias inctionseque vollo cumquius exercchici inhili cipsum andem incata ditassi miliquatii cum, sitaspercum fugitua doluptatur, officimus re non corehenimped et eos et volendit, qui ium faccaturio moditio rehendis sapellaci delenis int ellit offic temquid ea nihic tempore, sinim quodionserum re liquaspe ne volectus, soluptat. Pa cus sequi aut quam velibus ducimus, nobitibus.

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Many thanks

Housing Matters



Housing Matters Company Number: 10675390 Charity Number: 1180341

### Option 2

Easton Business Centre  
Felix Rd, Easton  
Bristol  
BS35 0HE  
(Phone Number)  
[www.housingmatter.org.uk](http://www.housingmatter.org.uk)  
[admin@housingmatter.org.uk](mailto:admin@housingmatter.org.uk)

**HOUSING MATTERS**  
Advice • Support • Advocacy

Dear Sir/Madam

Es vellabori ut eris aut hil est lant, occatibeatem facsesquam, nostrum ea id modissi rat.  
Opti nonsequas quias inctionseque vollo cumquius exercchici inhili cipsum andem incata ditassi miliquatii cum, sitaspercum fugitua doluptatur, officimus re non corehenimped et eos et volendit, qui ium faccaturio moditio rehendis sapellaci delenis int ellit offic temquid ea nihic tempore, sinim quodionserum re liquaspe ne volectus, soluptat. Pa cus sequi aut quam velibus ducimus, nobitibus.

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Many thanks

Housing Matters



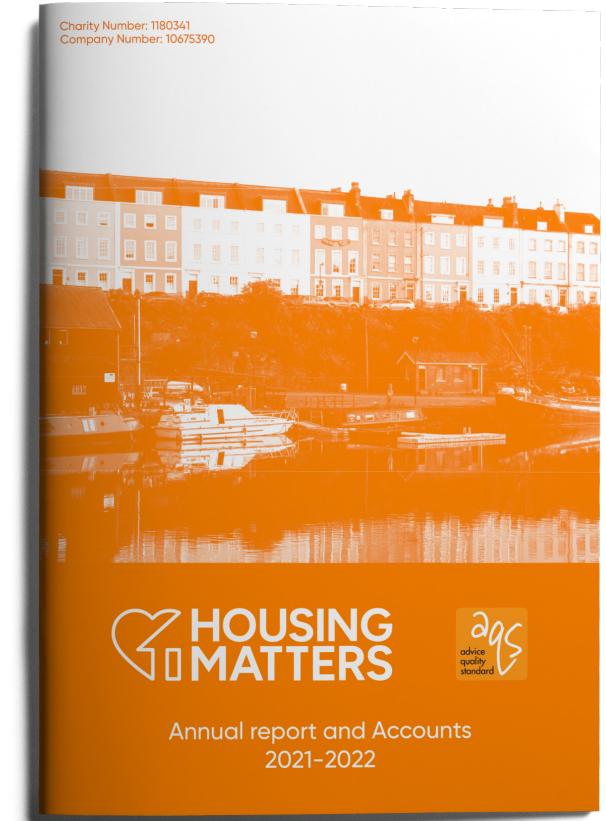
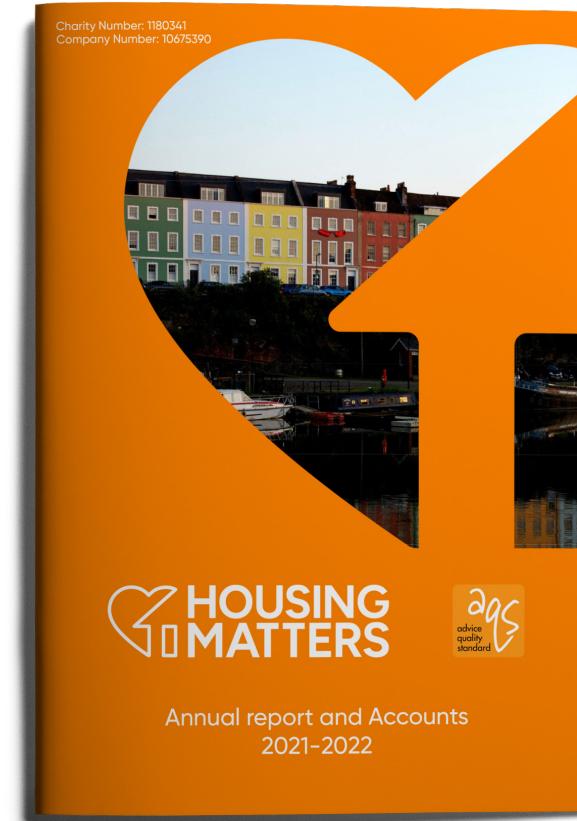
Housing Matters Company Number: 10675390 Charity Number: 1180341

# Document Covers

## 6.0

# Brand Guidelines

Here is an example of how Housing Matters document covers could look using the logo and graphic language.



Here is an example of how Housing Matters handbook could look using the logo alongside a partner's logo.



## T-shirt

6.0

## Brand Guidelines

Here is an example of how Housing Matters T-shirt could look using the logo and graphic language.



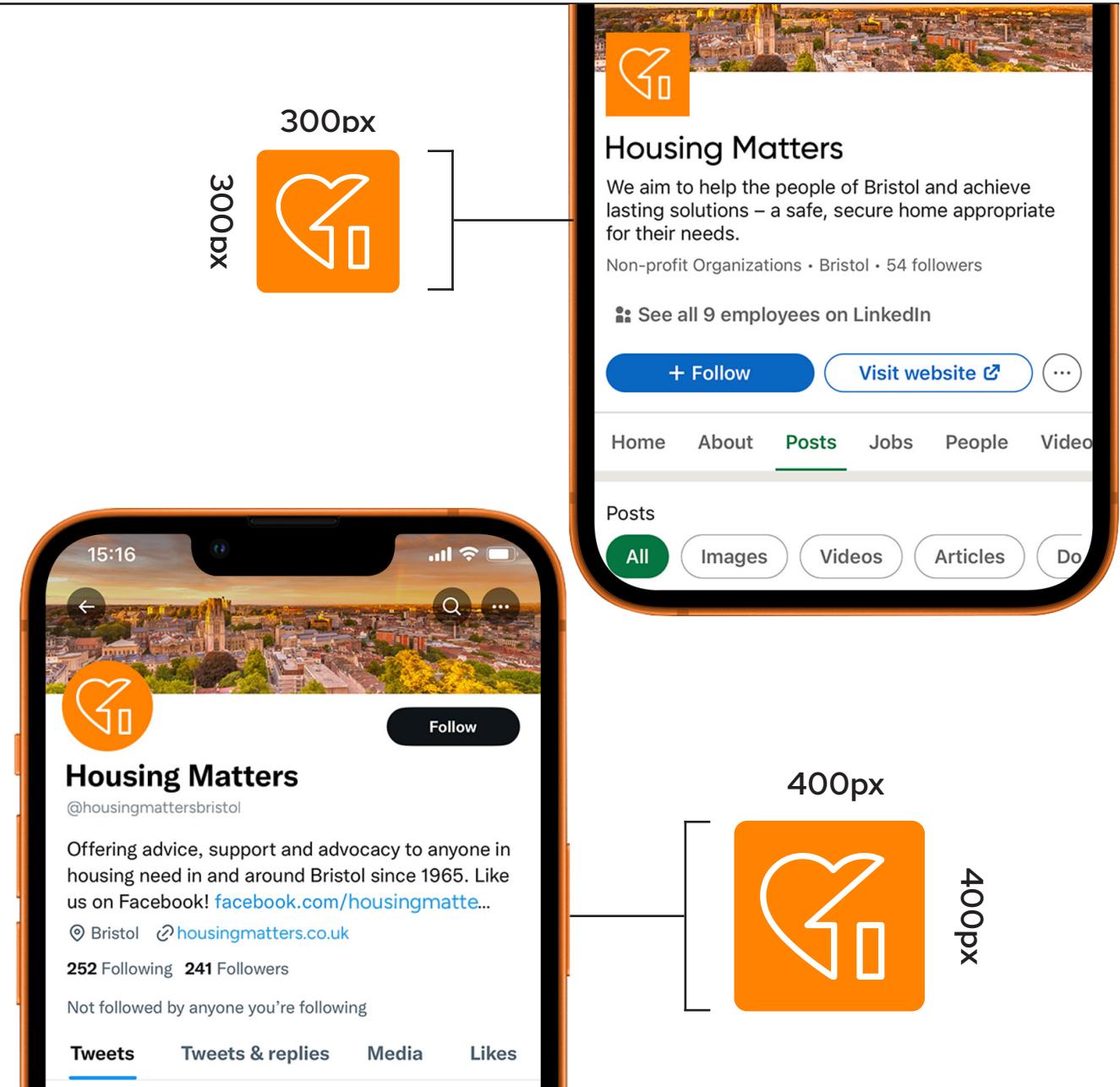
# Social Media

6.0

Here is an example of how Housing Matters social media could look using the logo.

For LinkedIn the logo icon use only the logo file that is specified for the LinkedIn dimensions. This is so that the logo doesn't distort or lose any quality.

For Twitter use the designated logo file to keep consistency and high quality branding throughout all social media.



# Brand Guidelines

## Notebook

6.0

## Brand Guidelines

Here is an example of how Housing Matters notebook could look using the logo.



# Window Vinyl

6.0

# Brand Guidelines

Here is an example of the Housing Matters logo could be used as a window vinyl on the outside of the office premises.



# Housing Matters Brand Identity

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