

**Housing
Rights**

Style Guide

**We are Housing Rights.
We believe that prevention
of homelessness is the best
cure. We work tirelessly to
keep people in their homes
and help them with their
housing problems.**

**We believe that everyone
should have a *home***

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Introduction

Housing Rights exists to help people who are in housing need in Northern Ireland. We aim to do this in 3 ways:

- providing direct advice and representation to members of the public
- developing training courses and information tools to help other advice agencies
- bringing our clients' experiences to the attention of politicians and decision makers, and advocating for changes in policy, legislation and practice.

The new operating title of Housing Rights is an immediate call to action before any visual element is added to the mix. The word 'Rights' is a brilliantly evocative claim which is bold, strong and which will inspire and encourage participation and backing.

The following guidelines outline how to use the new Housing Rights visual identity. Their aim is to make sure that its appearance is consistent when delivered across any platform it is used on. To maintain the integrity of the identity, the logotype must never be redrawn or modified in any way. When reproducing the logotype, always work with the master artworks.

Logo

It is important that the logotype stays consistent throughout all applications. It must not be redrawn or modified in any way. Only master artwork should be used.

Housing Rights

Size

In order to ensure its clarity, the logo has been designed to reproduce at a minimum height of 6mm. Please note that the minimum size is not necessarily a preferred size. Where possible the logo should be clearly visible and legible.

Housing Rights

**Housing
Rights** | 6mm

Clear Space

To maximise the logo's presence, a clear space area must be used at all times. No other graphic device should be placed within this area.

The example here shows the exclusion zone which should be used around the identity. It denotes a clear space equaling the height and width of the uppercase 'H'.



Brand Driver

Our brand driver, 'When everyone has a home' represents everything we are working towards. It is an aspirational statement and underpins the sentiment of every member of our team. Few words have the power to pull at heart strings – this is what we want. The word 'home' is conveyed in a handwritten style and highlighted to convey a more personable approach. It also serves as an insight into the range of people who can be affected by housing issues.

when everyone has a **home**

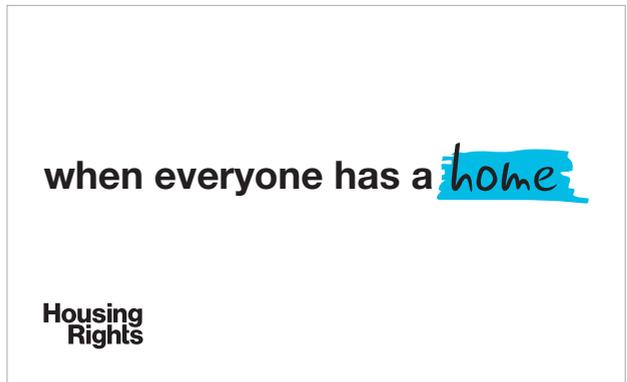
Hierarchy

The brand driver works together with the logo and can be interchangeable with regards to hierarchy depending on the application of the brand. Using the logo over the brand driver connotes a more corporate style, whereas placing the brand driver in a stronger position than the logo will create a more charitable guise.

Logo over Brand Driver



Brand Driver over Logo



Typography

Housing Rights primary typeface is Neue Haas Grotesk. It is at the heart of the Housing Rights identity and is part of all Housing Rights branding. It is a modern and more refined take on Helvetica, and is available in a range of weights.

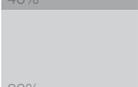
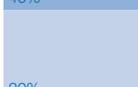
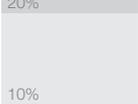
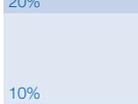
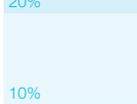
Neue Haas Grotesk Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Neue Haas Grotesk Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

Neue Haas Grotesk Roman
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Colour

Housing Rights uses a basic colour palette. Tints can be used to create variation if appropriate. They can be applied to the logotype, typography and other supporting elements.

Black	Pantone 7462	Pantone 306	White
C 030 M 030 Y 030 K 100	C 100 M 50 Y 0 K 10	C 075 M 000 Y 7 K 0	
R 000 G 000 B 000	R 000 G 084 B 158	R 000 G 176 B 223	
 100%	 100%	 100%	
 80%	 80%	 80%	
 60%	 60%	 60%	
 40%	 40%	 40%	
 20%	 20%	 20%	
 10%	 10%	 10%	

Things to avoid

¹ The logo must not be stretched or compressed.



² Graphic elements not be added to the logo.



³ The logo must not be rotated.



⁴ Do not change the layout of the logo.

⁵ Do not change the colour of the logo other than specified.



⁶ Do not attempt to recreate the logo.

Examples

Stationery

Housing Rights

Address Name
 Company Name
 Address Line 1
 Address Line 2
 Address Line 3
 Address Line 4

Floor Name
 Address Line 1
 Address Line 2
 Address Line 3

Tel: +44 (0) 2000 000 000
 Fax: +44 (0) 2000 000 000
 Email: info@housingrights.org.uk
 Web: www.housingrights.org.uk

Dear Name

Apsurā es būvniecības projekta būvniecības darbu uzsākšanai, šīs sūnu vēstulē es jūs informēšu, ka mēs esam sākuši būvniecības darbus, kas ietver ēkas būvniecību un iekārtu uzstādīšanu. Mēs esam pabeiguši ēkas būvniecību, un tagad esam sākuši iekārtu uzstādīšanu. Mēs esam pabeiguši ēkas būvniecību, un tagad esam sākuši iekārtu uzstādīšanu. Mēs esam pabeiguši ēkas būvniecību, un tagad esam sākuši iekārtu uzstādīšanu.

Tāpat mēs esam sākuši iekārtu uzstādīšanu ēkās, kas ietver ēkas būvniecību un iekārtu uzstādīšanu. Mēs esam pabeiguši ēkas būvniecību, un tagad esam sākuši iekārtu uzstādīšanu. Mēs esam pabeiguši ēkas būvniecību, un tagad esam sākuši iekārtu uzstādīšanu.

Ēkās, kas ietver ēkas būvniecību un iekārtu uzstādīšanu, mēs esam sākuši iekārtu uzstādīšanu. Mēs esam pabeiguši ēkas būvniecību, un tagad esam sākuši iekārtu uzstādīšanu. Mēs esam pabeiguši ēkas būvniecību, un tagad esam sākuši iekārtu uzstādīšanu.

Yours

Name

when everyone has a **home**. Page No. 0000

Housing Rights

Tel: +44 (0) 2000 000 000
 Fax: +44 (0) 2000 000 000
 Email: info@housingrights.org.uk
 Web: www.housingrights.org.uk

@ housingrights
housingrights

Modern Building
 100 High Street
 London E14 4JF, UK



Housing Rights

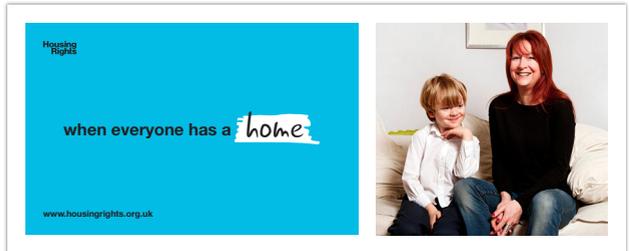
Address Name
 Company Name
 Address Line 1
 Address Line 2
 Address Line 3
 Address Line 4

when everyone has a **home**.

Modern Building 100 High Street London E14 4JF, UK
 Tel: +44 (0) 2000 000 000 Fax: +44 (0) 2000 000 000
 Email: info@housingrights.org.uk Web: www.housingrights.org.uk

Examples

Campaign



Sub Brands

Before you embark on a sub branding project it is important to ask a vital question.

Do we really need a new sub brand?

or

Is the solution actually a new messaging campaign under one of other sub brands already in place.

The key driver of any brand architecture initiative should be simplicity. Simpler solutions are more cost effective and easier to manage. Multiple brands are a source of complexity and the key part of the planning will be to recognise whether the benefits of multiple brands outweigh the costs for managing them.

Simpler architecture solutions also help deliver an enhanced brand experience, making the offering clear and understandable, supporting future growth.

Housing Rights operates under a Branded House solution. The advantage is that it gives great support to new subsidiary brands when they enter the market, because they have the master brand equity behind them. In turn, their success then strengthens the master brand in a virtuous circle.

Contact Darragh Neely Design for further guidance.
www.darraghneely.com
info@darraghneely.com

Housing Rights

Agreed Sub Brands

Renting Rights

Smart  Renter

Landlord Advice

Housing Mediation Service

Housing Rights



when everyone has a **home**

Landlord Advice



Let's talk 
tenants
property standards
handling repairs

Renting Rights



Free advice for
young tenants
families
older people
minorities

Smart Renter



Free advice
app for private
renters

Housing Mediation Service



Reaching
resolutions
through mediation

XXXXXX
XXXX

XXXXXX
XXXX

