



**Housing
for all**

Housing for all

Brand Identity Guidelines

Note: These guidelines should be used in conjunction with the guidelines of parent brand T:BUC

Master Logo

This is the logo for **Housing for all**.

The logo may be scaled up and down but the height to width ratio may not be altered. Nor can the size relationship between the symbol and the logotype.

The symbol may be used by itself in special cases, but the wordmark should never be used without the symbol.



Minimum Size and Clearance

We must ensure that both the symbol and wordmark are always recognisable and readable.

The minimum size for our logo is **15mm in height**.

Anything below this size is not recommended as it will compromise the legibility of the wordmark.

We have also established a safe area that gives the logo enough space to stand out.

Minimum Size



Clearance Space



Logo on Solid Coloured Backgrounds

The logo may be reversed white out of the brand colours.

There is also a single colour black version if needed, for e.g. when printing in black and white.



Colour Palette

The colour palette for **Housing for all** has been influenced by that of parent brand T:BUC.

Orchid

Pantone 248C

CMYK C42 M100 Y0 K0

RGB R165 G24 B144

#A51890

Cyan

100% Cyan

CMYK C100 M0 Y0 K0

RGB R0 G174 B239

#00AEEF

Logo Misuse

Please do not in any way, compromise or manipulate the **Housing for all** logo. The examples on the right show some unacceptable uses of our logo.



Do not stretch the logo
(horizontally or vertically)



Do not rearrange the logo



Do not put a drop shadow on the logo



Do not modify/scale parts of the logo



Do not change the colour of any part
of the logo



Do not use the full colour logo when using a
brand colour background.

Hierarchy of logos

The **Housing for all** logo should be placed alongside the NI Executive and T:BUC logos on the likes of hoarding boards and other site signage.

The order of logos should always be:

1. NI Executive
2. T:BUC
3. Housing for all

Care should be taken to make sure each logo is of a similar size and holds a similar visual weight.



Typefaces

The typefaces for **Housing for all** have been influenced by those of parent brand T:BUC.

Poetsen One should be used for headline text and the Gotham family should be used for sub-headlines and body copy.

If further guidance is needed on the usage of these typefaces please see the brand guidelines document for T:BUC.

Poetsen One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£\$%^&*()_+

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£\$%^&*()_+

Templates

We have created a series of templates to help build a consistent brand look for **Housing for all**. These templates include:

- Hoarding boards (portrait and landscape)
- Letterhead
- 6 sheet (Adshel/Bus shelter)
- 48 sheet Billboard

These template files can be requested from:

Laurel Hill Gardens, Coleraine

Laurel Hill Gardens comprises of a range of accommodation including:

- 10 5 person, 3 bedroom houses
- 6 3 person, 2 bedroom houses
- 8 3 person, 2 bedroom apartments
- 6 2 person, 1 bedroom apartments

Call 0000 000 0000 or visit www.webaddress.com for more information



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T:buc
Changing for the better, together



Housing
for all



Housing
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Logo

