



**Cartrefi  
Cymunedol  
Cymru**

**Community  
Housing  
Cymru**

# Brand Guidelines

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# Our brand identity: an introduction

## **A brand to show who we are**

These guidelines sets out the core identity of Community Housing Cymru. It covers our purpose, values, vision, and mission; how we should communicate and present ourselves, and most importantly: why.

## **Our purpose**

We are the membership body for all housing associations and community mutuals in Wales. The role of CHC is to:

- » Be the leading voice of the social housing sector.
- » Promote the social housing sector in Wales.
- » Promote the relief of financial hardship through the sector's provision of low cost social housing.
- » Encourage and facilitate the provision, construction, improvement and management of low cost social housing by housing associations in Wales.
- » Provide services, education, training, information, advice and support to our members.

## **Our values:**

- » **Transparency** – We are open and accessible in all that we do.
- » **Accountability** – We deliver on our commitments and are responsible to our members and each other.
- » **Adaptability** – We are flexible and responsive to change.
- » **Inclusivity** – We value and embrace the diverse nature of our membership and staff.
- » **Innovation** – We actively identify new ways to deliver the best service we can.
- » **Ambition** – We challenge ourselves and our operating environment to achieve the best outcomes.

**Our vision:**  
**a Wales where good housing is a basic right for all**

**Our mission:**  
**to enable our members to be brilliant**



### Insight

#### **A driving insight that informs what we believe:**

That housing is a core facet of life, and the quality of that home and the support provided impact every element of life, from health and wellbeing, to the opportunities available to them, to the environment and much more.

### Brand belief

#### **Shapes our point of view on the world and informs our purpose:**

That good housing is a basic right for all.

### Brand purpose

#### **Why we exist, the problem we solve for people:**

To assist housing associations in Wales to deliver good quality housing and related services that meet the needs of their tenants, now and in the future.

### Positioning statement

#### **Who we are, what we do, how we do it, why it's motivating:**

We are the membership body for housing associations in Wales. We support our members through influencing their operating environment, lobbying government on their behalf, commissioning research, horizon scanning and risk mapping, and creating opportunities for development through conferences and training.

To do this we call upon our expert knowledge and experience, we foster political connections both locally and nationally, we gather insights and data, and tell the real stories from our sector.

**The better we are, the better our members are, and the better the lives of their tenants are.**



# Brand personality

## More than the sum of its parts

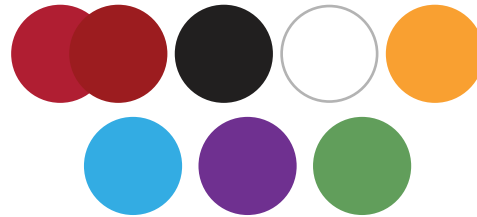
A brand is more than just our logo and colours. Our brand is a mix of our reputation, our actions, and our visual and written language. Just like a person is a combination of mind, body, and persona, so too does our ethos, our work, our logo, colours, typography, writing style and design come together to create our brand personality. We aim to be professional but friendly, supportive, down-to-earth and want to establish a family feel – our members know us personally and trust us.

## Core elements

### Logo



### Colours



### Graphic systems



### Typography

#### Geomanist Bold

DIN 2014 Narrow Demi

Open Sans Regular

Open Sans Semibold

Open Sans Bold

### Photography



### Videography



### Illustrations



### Tone of voice

TBD



# The Logo

The CHC logo is one of the core parts of the identity. It consists of three main elements: the dragon head icon, the Welsh text and the English text. There are multiple ways of applying the logo but the one element that must be utilised in all cases is the dragon head. Where space is limited, monolingual versions can be used.

The colour ways can vary but the most important ones are the main full-colour version and the mono white version.

## Correct application

Ideally, the full-colour logo should be placed on a white background. If the background is too dark or light, use either the mono white or mono black versions instead.

## Spacing

The spacing should be one dragon tongue/flame/arrow distance from the nearest other element.

## Size

The full logo should never be smaller than 30mm/150px wide. The dragon icon in isolation should never be smaller than 10mm/50px wide.





# The Logo: What not to do

## Do not arbitrarily recolour the logo

The logo should always be in full colour, white, or black. Only in certain cases (e.g.: Comms Conference promotions) can the dragon head be recoloured, never the whole logo.

## Do not rotate the logo

The logo should always appear horizontal and straight. However, the dragon head can have some flexibility when used as a decorative element (e.g.: background graphic).

## Do not obscure the logo

The logo should be used in the correct colour way for the application and never used on an area that is too visually busy as this diminishes the mark. Additionally, do not cover the logo with other elements or colours.

## Do not squish/skew the logo

The logo should always be presented in the correct ratio and proportions. In most applications, you can hold Shift when resizing to maintain proportions.





# The Logo: Lockups

## Typical usage: full logo

When used in its entirety or monolingual version, the logo should be at the top left of a document/layout and where possible aligning the logo typography with the document text so that the dragon head breaks the margin/grid.

When used in sparse designs (such as a cover page) the logo can be set centred in the page or low and left.



## Typical usage: dragon head

The dragon head should be used in the top-right of any document/design (when used as a logo rather than a decorative element, e.g.: a background). It should be the highest element and placed to the right on a page/design.



## Splitting the logo

For the most part, either the full logo or the dragon head element can be used comfortably. However, where space is limited the elements can be split. When this is done, please align the dragon head to the top right and the typography to the left.





# Colours

## Core colours



### CHC Red

Pantone 704C  
RGB: 176 / 30 / 50  
CMYK: 21 / 98 / 74 / 14  
Hex: b01e32

### CHC Dark Red

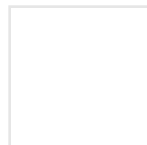
*(alternative for some screen applications)*

RGB: 156 / 28 / 31  
CMYK: 25 / 99 / 89 / 23  
Hex: 9c1c1f



### CHC Black

RGB: 33 / 31 / 31  
CMYK: 73 / 66 / 60 / 80  
Hex: 211f1f



### White

RGB: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0  
Hex: ffffff



### CHC Gold

RGB: 249 / 160 / 49  
CMYK: 0 / 44 / 85 / 0  
Hex: f9a031

## Supporting colours



### CHC Purple

RGB: 111 / 48 / 144  
CMYK: 71 / 91 / 0 / 0  
Hex: 6f3090



### CHC Blue

RGB: 51 / 172 / 227  
CMYK: 70 / 13 / 0 / 0  
Hex: 33ace3



### CHC Green

RGB: 97 / 158 / 91  
CMYK: 67 / 17 / 78 / 2  
Hex: 619e5b

## Usage

For most purposes, the reds, black and white are sufficient, with the gold used for accents or to add variety.

The supporting colours are not currently used frequently, and are primarily used in some areas of commercial activity such as commercial members as well as our office livery.





# Typography

## **Headings, prominent subheadings/display text**

**Geomanist Sans Bold**  
**Fallback: Arial Black**

## **Subheadings**

DIN 2014 Narrow Demi (for variety)  
**Open Sans Bold**

## **Body text**

Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
**Open Sans Bold**  
Geomanist Sans Regular (website)



# Graphic systems

## Colour overlays

Overlays are used prominently throughout our materials. Typically this involves making an image greyscale and adding CHC Red in the Multiply blending mode.

## Curves

Curved masks are frequently used to overlay text over images or create a layered look. They can be solid, overlays, or subtle gradients. The curves echo the dragon head icon.

## Gradients

When using gradients, keep them as subtle as possible. For example, if making a gradient using CHC Red, have it go from **CHC Red** to no darker than **#572026**.

## Windows

While more prominent with sub-brand Alcemi, our core brand identity makes use of windows – masking photos to come out of shapes to give some visual depth.

## Hand-drawn elements

We occasionally use hand-drawn graphics or typography as accents to highlight our “down-to-earth”, sociable approach.

