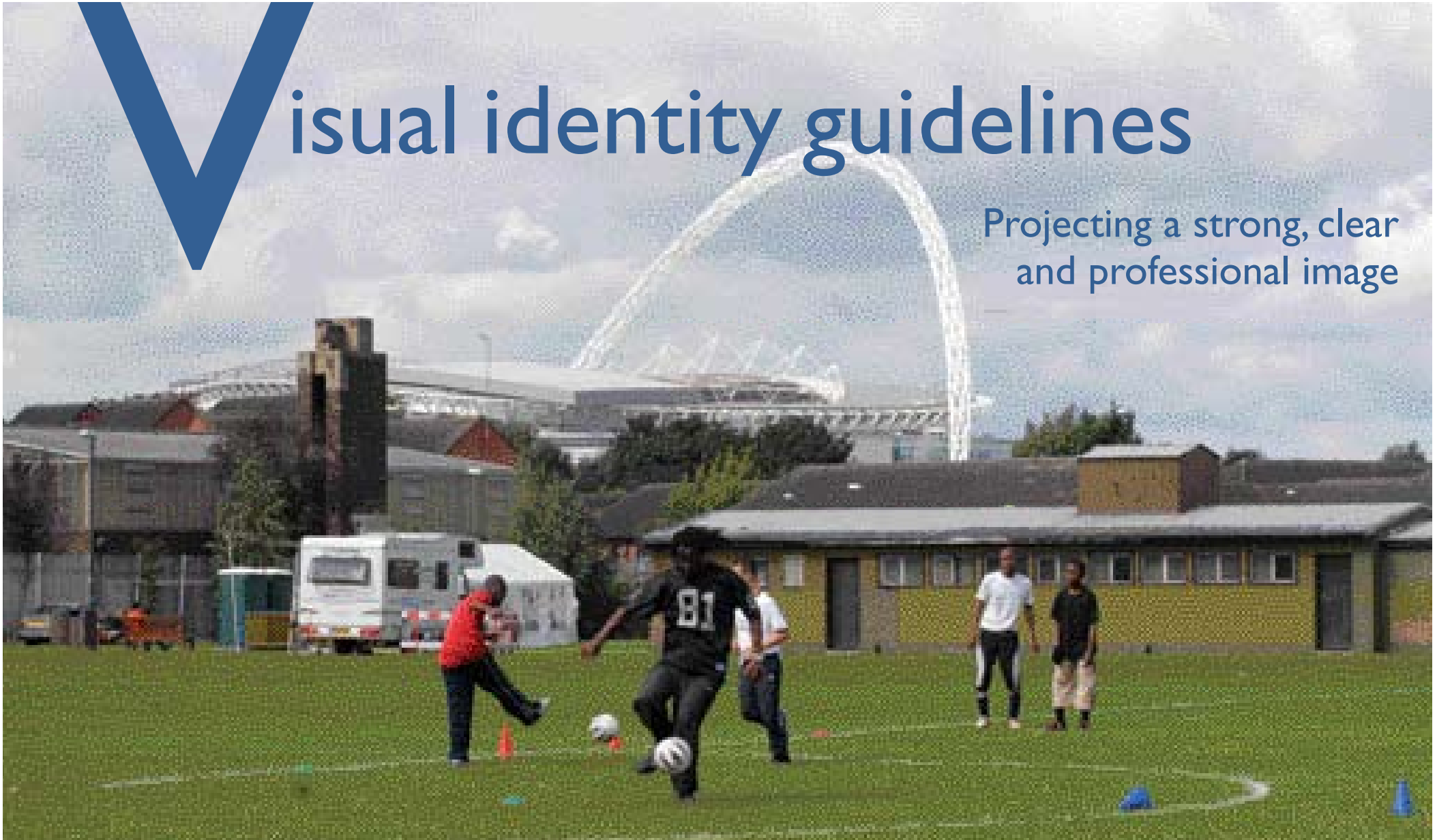


# Visual identity guidelines

Projecting a strong, clear  
and professional image





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# Introduction

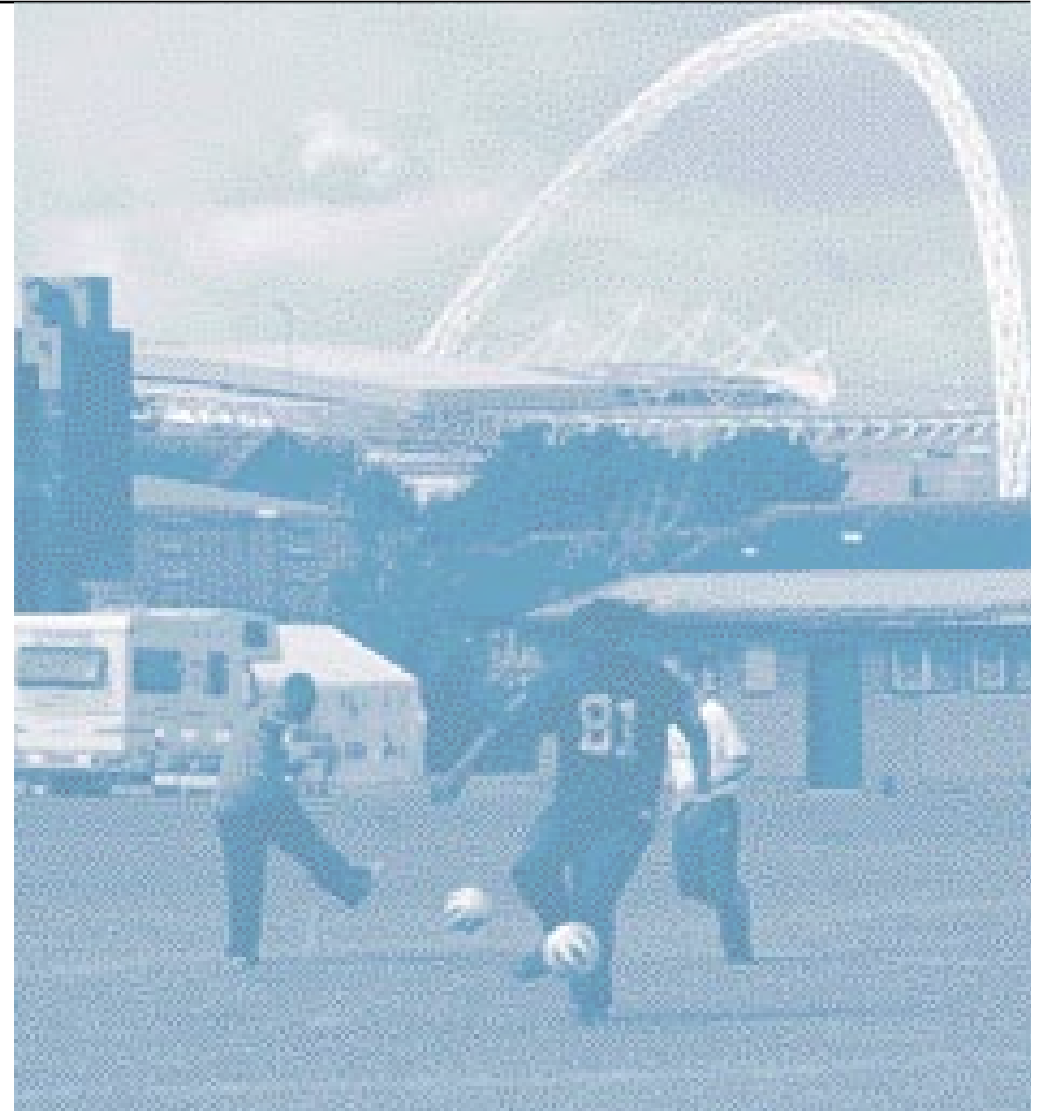
---

Our corporate image plays a vital role in the way people perceive Brent Housing Partnership (BHP). Residents, councillors, contractors and others come to conclusions about the type of organisation we are through what they see when they come in to contact with us. We need to make sure those impressions are favourable.

This guide has been developed to ensure we present a consistent house style that forms the BHP 'look'. It sets out the rules for the use of the logo, introduces some new design elements, and shows how our visual identity should work across a range of applications; from letterheads and compliment slips to leaflets and signage.

Using the guide will give you a good understanding of what is acceptable (and what is not!) to ensure our corporate identity retains its integrity and BHP presents a coherent and professional image.

The information presented here should be easy to follow for both yourself and the designer you work with. However, if you have any questions on how to use the identity correctly, please contact the communications team on Ext. 2399.



# Logo // Master and variations

---

## Master logo

This is the master logo that must be used on every document that is produced for BHP. This includes all online and print documents, ranging from emails and websites to stationery and exhibition banners.



## Variations of the master logo

Wherever possible you should always use the master logo, however where printing restrictions apply there are one and two colour versions available.

If the background colour clashes with the colours of the logo please use either the black, greyscale or white versions of the logo.

Two colour logo



Black logo



One colour logo



White logo



Grey logo



# Logo // Exclusion zone and minimum size

---



## Exclusion zone

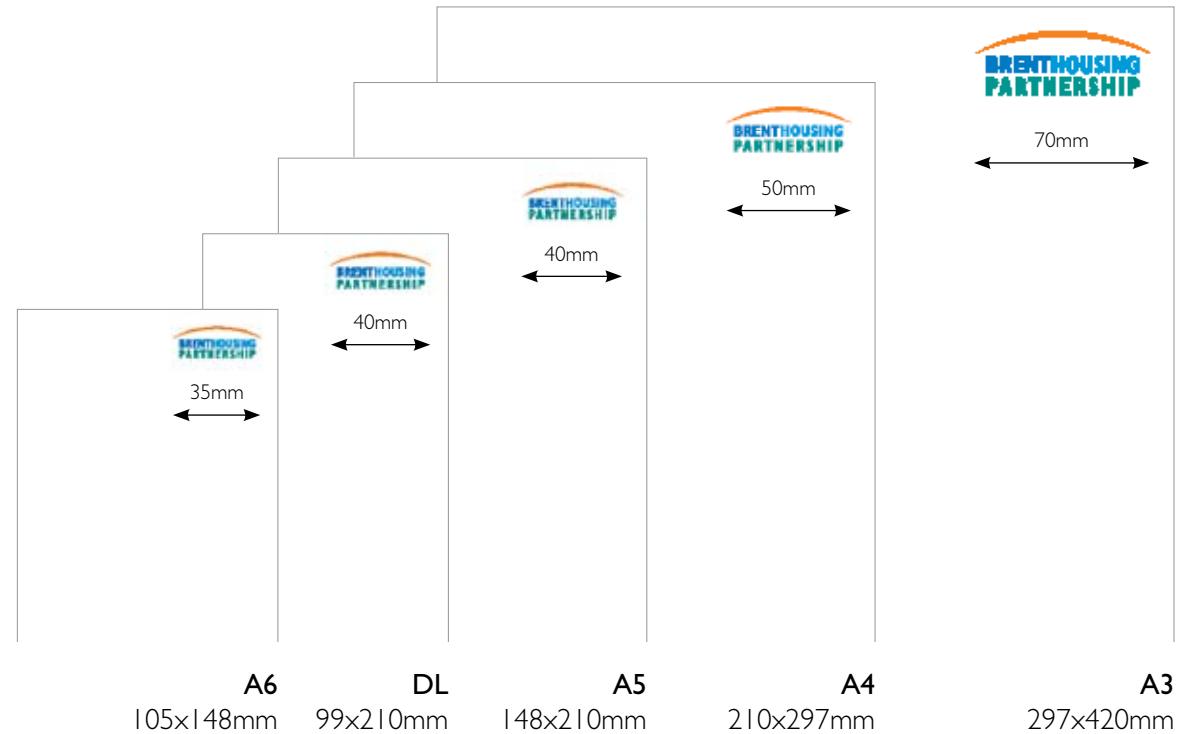
It is important to present the BHP logo as clearly as possible. This is achieved by creating an 'exclusion zone' around the logo. This zone is determined by an 'invisible' cap B to the size of the B of BRENT.



## Minimum size

To ensure the logo is legible it should never be reproduced smaller than 25mm across.

# Logo // Positioning and preferred sizes



## Logo positioning

The preferred position for the logo is in the top right corner of any printed or online communication.

The 'invisible' B determines the position of the BHP logo, in the top right corner:

## Logo preferred sizes

The logo needs to be scaled to fit different document sizes. This ensures legible branding to all BHP communications.

# Logo // What not to do!

## Please do not...

- 1 stretch or distort the logo
- 2 colour the logo
- 3 change the logotype typeface
- 4 change the type of the logo to lower case
- 5 never add words to the logo
- 6 place anything within the logo exclusion zone
- 7 place the logo on a similar tonal background
- 8 place the logo on a busy background

1



2



3



4



5



6



7



8



# Logo // Partner logos

BHP often works in partnership with other companies when producing posters, leaflets etc. Here is how the partner logos should be displayed. It is important that the BHP logo is dominant.

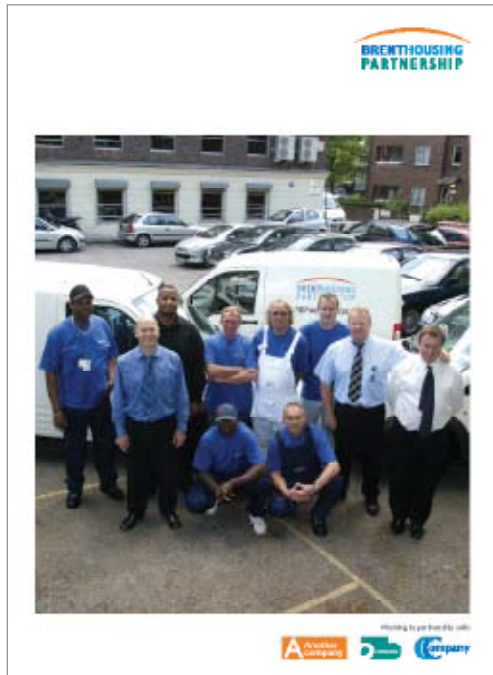
## A4 Front cover

### Partner logo(s)

The partner logo(s) are placed bottom right corner with the phrase 'Working in partnership with' or 'Working together with' above the logo(s).

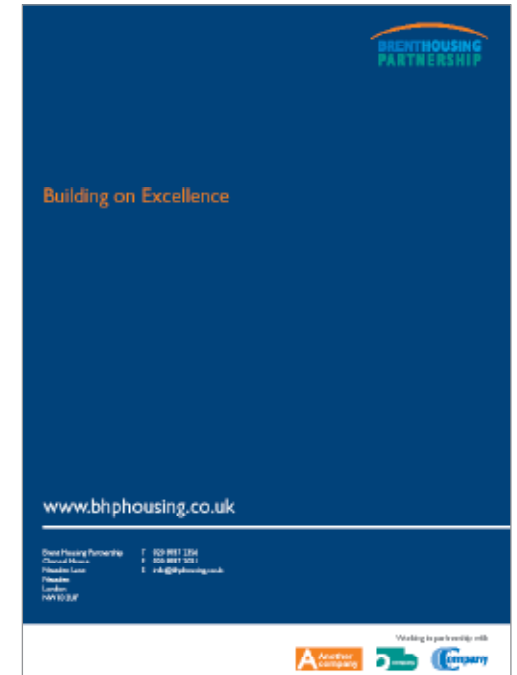
### No partner logo(s)

When the partner company has no logo available place the phrase 'Working in partnership with' or 'Working together with' under the BHP logo as shown and the partner company's name in Gill Sans.



## A4 Back cover

Partner logo(s) can be displayed on the back cover.



# Logo // Using the BHP statement and website url

---

The positive BHP statement reinforces our brand. It describes what we do and who we do it for. It can be positioned directly underneath the logo or close to it.

Please ensure that the Building on Excellence strap line features in every publication and in digital media.



Please ensure that the website url appears in every publication.

[www.bhphousing.co.uk](http://www.bhphousing.co.uk)

## A4 Back cover



# How we talk about ourselves

---

## How we say it

“Good morning, Brent Housing Partnership. You’re through to Angela Hutton in Communications. How can I help you?”

OR

“Hello. BHP.”

## If you were a customer phoning in, which response would you prefer?

It’s really important we present a professional image to our customers.

Internally we might think of ourselves as BHP. It’s an acronym we all understand. We use it all the time. Outside of our professional environment it’s different.

Every week new customers are taking advantage of our services. They may not understand who BHP are. It’s so easy to help them by calling our company by its full name.

## How we write it

Brent Housing Partnership

OR

BHP

## Not everyone will know what the letters BHP stand for

Writing out Brent Housing Partnership in full every time it is used in a publication would interrupt the flow of the text. The first time it is used you should spell it out in full and place the BHP acronym in brackets beside it. For the second and subsequent times just use the BHP acronym.

Brent Housing Partnership (BHP) will communicate regularly with you, the tenants, and leaseholders to let you know what’s going on through meetings, leaflets and newsletters. At BHP, we have made a public commitment to...

# Colour

---

It's important we use the correct colours. The colour values shown in the letters and figures below will be understood by anyone working in design or print.

## Primary colours



**Pantone 300**  
**C**100 **M**43 **Y**0 **K**0  
**R**0 **G**122 **B**194  
**Web** 007AC2



**Pantone 2925**  
**C**85 **M**21 **Y**0 **K**0  
**R**0 **G**154 **B**218  
**Web** 009ADA



**Pantone 165**  
**C**0 **M**60 **Y**100 **K**0  
**R**245 **G**130 **B**32  
**Web** F58220



**Pantone 327**  
**C**100 **M**0 **Y**47 **K**15  
**R**0 **G**149 **B**142  
**Web** 00958E

BHP Blue 3 and 4 are the only blues that you can place the master logo on to ensure that the word 'BRENT' is readable.

## Secondary colours



**Pantone 541**  
**C**100 **M**60 **Y**0 **K**40  
**R**0 **G**66 **B**122  
**Web** 00427A



**Pantone 297**  
**C**52 **M**0 **Y**1 **K**0  
**R**104 **G**206 **B**242  
**Web** 68CEF2

# Typeface

---

## **Our typeface is Gill Sans**

Gill Sans is a versatile and easy to read typeface that is available in a range of weights. However too many weights of type can be confusing and difficult to read, so please limit text and headings to the following.

For text use:  
Gill Sans Light

For highlighting points/headings:  
**Gill Sans Regular**

For headings:  
**Gill Sans Bold**

For Newsletter headings:  
**Gill Sans Bold Condensed**

## **General use**

Gill Sans is not available on our PCs. When typing letters, reports or documents select Arial as our preferred typeface to Gill Sans.

Gill Sans Light

abcdefghijklmnopqrstuvwxy | 234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Regular

abcdefghijklmnopqrstuvwxy | 234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Bold

abcdefghijklmnopqrstuvwxy | 234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Bold Condensed

abcdefghijklmnopqrstuvwxy | 234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular

abcdefghijklmnopqrstuvwxy1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Typeface // DDA and formats

## The typeface in use

Here is an example of how our typeface can be used.

## Disability Discrimination Act (DDA)

Helping the visually impaired.

BHP is committed to producing all print and online information in type sizes and formats that are accessible to everyone.

To assist the visually impaired the minimum permitted size of type is 12 point Gill Sans Light.

The space between the lines of type is equally important for legibility. This is set at 3 points.

Any document must be made available as a PDF, reproduced at 200%.

Coloured headings in Gill Sans  
Regular or Bold left aligned text

Body copy in Gill Sans Light  
left aligned text

Space between paragraphs  
to be at least one line

Paragraph column width to  
be no less than 55mm wide.  
Gutter between columns to  
be 5mm minimum

Paragraph width to be no  
greater than 130mm wide

Highlighted copy in  
Gill Sans Regular or Bold

### Projects and Services

During 2006/7 Standards and Procurement merged with the Projects & Services Team which consists of 3 staff covering a broad range of functions including health & safety and business continuity.

Additional advocacy and litigation responsibilities for the in-house solicitor who has dealt with several leasehold matters through the Leasehold Valuation Tribunal, saving substantial legal fees for BHP.

Responsibility for compliance with the Freedom of Information Act and Data Protection Act also transferred to the in-house solicitor and the Staff at Risk Register procedure has been reviewed to ensure a robust system is in place for referring and recording details of residents who may pose a threat to the health and safety of staff and contractors.

55mm 5mm 55mm

Following the termination by Brent Council of their contract to provide Health and Safety advice to BHP, two health and safety consultants were procured who are now providing an excellent service. New arrangements have been implemented to support staff working alone, emergency procedures and risk assessments for staff who moved to BHP's new offices in Chancel House, and a Business Continuity Plan has been **developed to ensure that the organisation** can continue providing its essential services in an emergency.

130mm

# Photography

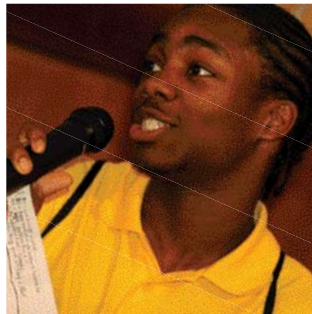
---

## Nothing beats showing real people in real situations



### Personality focused

Make eye contact and make an impression



### Close crops

Give some energy and emphasis to a shot



### Public domain

You must get clearance to use photos of public personalities especially those in politics. If in doubt don't use them as it may compromise BHP.



### Cutouts

Break out from the crowd



### Group shots

Make them smile and interact

### Permission to photograph

Most people are happy to let you take their picture. However, you must always ask them to complete a 'model release form' available from the communications team. BHP only use pictures for information purposes and never for commercial gain. Always show people in a positive light. Try to reflect the diversity and different ages of our residents.

## Showing buildings in photographs

Get the composition right to start with and focus on details rather than trying to fit it all in one shot.



### Interesting angles

Make it a bit different, use the buildings features to inspire you



### Details

Go for a different way of looking at buildings

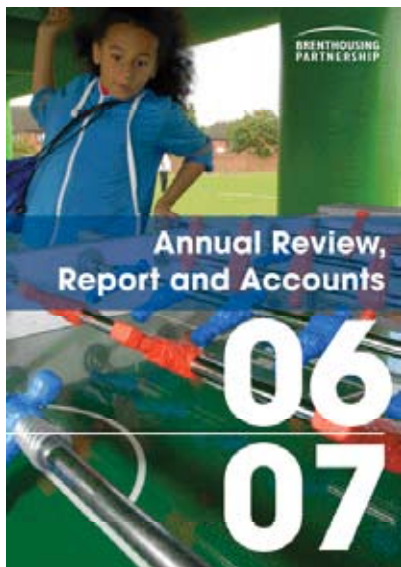


### As a background

Architecture can add to an image, giving it a greater sense of place and cultural significance

# Literature

All the leaflets, flyers and brochures we produce should be informative, visually interesting and easy to read. This can be achieved by using interesting photography, bold use of colour and different formats of type. Below is the Annual Review 2006-2007, demonstrating these guidelines in action.



Dynamic front cover that creates a response and an interesting format of the type



Space for readability and DDA compliance. Don't fill the page with too much text



Full page photos that engage, invigorate and stimulate the reader and break up the text



Use of colour with photos, this stops everything looking the same. Use pull quotes to highlight certain points



Overall, BHP achieved a customer satisfaction rating of 74% and maintained a high rating for BME tenants and non-BME tenants (73% and 74% respectively). On all three of these figures, BHP is in the top 23% of London authorities.

# Translations

Tick boxes alongside each language so the reader can request the appropriate translation.

## Translations

**This is the BHP Resident training programme 2008/09. If you would like this document translated, please tick the language you want and return the form to the address below.**

- Albanian** Ky është program i trajnimit të të rezidentëve për 2008-2009. Në qoftë se do ta donit këtë dokument të përkthyer, lutemi zgjidhni gjuhën që doni dhe dërgoheni këtë formular në adresën e mëposhme.
- Arabic** **هذا برنامج تدريب السكان لعام 2008/2009**  
إذا كنت ترغب بالمحصول على هذه الوثيقة مترجمة إلى لغة أخرى، نرجو منك اختيار اللغة التي تريد وترسل الطلب إلينا على العنوان المبين أدناه.
- Farsi** **این برنامه تربیت سکن در سال 2008/09 می باشد-**  
اگر شما دوست دارید این مدرک ترجمه شود لطفاً زمان مورد نظر را انتخاب کنید و این فرم را به آدرس ذیل پس بفرستید.
- Gujarati** **આ વર્ષે 2008/09 સુધી રહેવાના અધિકારીઓના તબક્કાનો આ છે**  
જો તમને આ અભ્યાસક્રમ અંગેની વિગતો જાણવા, તો કૃપા કરીને તમને એકાંતે આવા પત્રો આ અને આ એમ બંનેના સરનામે આજુ એકઠી આપો.
- Punjabi** **ਇਸ ਉਪਰਾਲੇ ਦੀ ਸਿਰਜਣੀ ਸਾਲ 2008/09 ਦੇ ਸ਼ੁਰੂਆਤ ਹੈ**  
ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦਾ ਅਨੁਵਾਦ ਚਾਹੀਦਾ ਹੋਵੇ ਤਾਂ ਉਹ ਭਾਸ਼ਾ ਚੁਣ ਕੇ ਅਤੇ ਇਸ ਫਾਰਮ ਨੂੰ ਹੇਠਾਂ ਦਿੱਤੇ ਪਤੇ ਤੇ ਭੇਜਿਓ ਕਿਸ ਦਿੱਤੀ।
- Swahili** **Kauli wa kazi ya baraza la kutafitiwa kwa wakazi wa 2008/09**  
Hadiii aad doonayso in xaashadan lagu turjumo, fadlan xulo luqadda aad doonayso ka dibna ku soo celi foomkan cinwaanka hoose ku yaal.
- Tamil** **இது வகுப்புகள் கட்டப்படும் பிளாட்டிங் 2008-09**  
இந்த ஆண்டில் மேற்கொள்ளப்படும் வேலைகளைப் பற்றிய விவரங்களைத் தரவும் செய்து உடனடி வேலைகளை மேற்கொள்ளும் தேர்வு செய்து இந்தப் படிவத்தை கீழ்க்கண்ட முகவரிக்கு அனுப்பி வைப்புகள்.
- Urdu** **یہ 2008/09 کے لیے رہائشیوں کی تربیت کے لیے ہے**  
اگر آپ کا سہارا ہے کہ اس پروگرام کے بارے میں مزید جاننا چاہتے ہیں تو براہ کرم اس سے پہلے پر اس پر توجہ کریں۔

Brent Housing Partnership,  
 Chancel House,  
 Neasden Lane,  
 Neasden,  
 London NW10 2UF

Name	
Address	
	Postcode

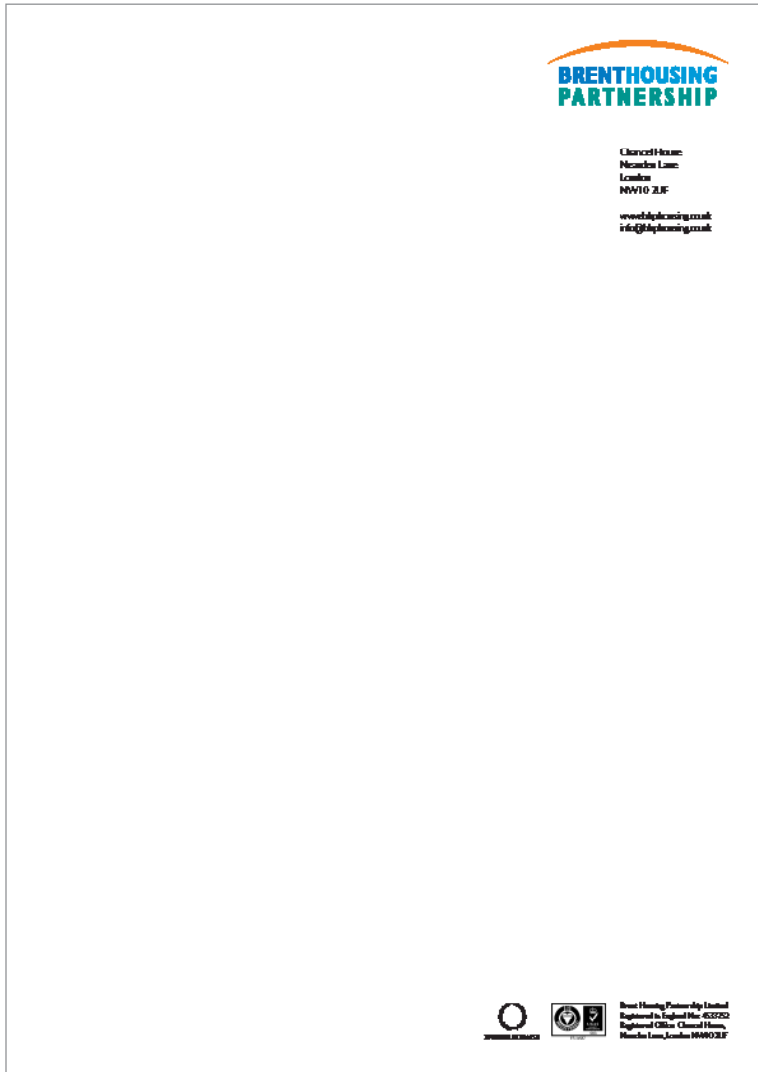
If you would like this document in large print please call 020 8937 2363

First line of each language specifically refers to the publication. To get this formatted and typeset for your document, please contact our communications team on 020 8937 2399 or 020 8937 2363.

Return address panel for readers' request for translations.

This copy instructs the visually impaired to request the document in large print.

# Stationery



Letterhead



Compliments slip



Business card (front and back)

# Job ads

The look of our job ads is very important. They need to be clear and simply laid out to make the most of the space that is booked in a magazine/newspaper. As with all our client facing material, they need to be well written and researched to attract the best candidates.

BHP logo

Web address

Job title

Short, precise, descriptive copy

Deadline

Email and Tel no.

Address

Investor in people/  
Equal opportunities logo

An Equal Opportunities Employer  
Managing Homes for Brent Council

**BRENTHOUSING PARTNERSHIP**

[www.bhphousing.co.uk](http://www.bhphousing.co.uk)

**Head of Building Services**  
Salary £50k inclusive

Duipit, senim del ute ex exercipsum vel in et la aliquis ad mod el ing eugait, core tin eugait ad dui blam, commolesto od exer iure magnibh ent nisi. Gue mod euisquilla facillaoreet wis eu feum quisi exerating et lut alit nonse.

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**Mechanical Services Manager**  
Salary up to £40k inclusive

Gue mod euisquilla facillaoreet wis eu feum quisi exerating et lut alit nonse vel ercidui ssequatin eu faci bla corer sed magnis nim niamet, sequissi te coreriliquam atuer sed molore te ea consequisim iure.

Ectem zzriure riureros nulla conseniatin ulla feummod ipsumsandit veniat. Uscil irillan veratum zzrilla ndignibh ex esequam consequat, core magna amcon henim vel utverit.

No CVs. Closing date **5 November 2008**  
Email [bhjobs@bhphousing.co.uk](mailto:bhjobs@bhphousing.co.uk)  
Tel **020 8937 2392/2318**

Or write to **Human Resources, BHP, Chancel House, Neasden Lane, Neasden, London NW10 2UF**

An Equal Opportunities Employer  
Managing Homes for Brent Council

[www.bhphousing.co.uk](http://www.bhphousing.co.uk)


**BRENTHOUSING PARTNERSHIP**

**Community Officer**  
Salary £25k inclusive

Duipit, senim del ute ex exercipsum vel in et la aliquis ad mod el ing eugait, core tin eugait ad dui blam, commolesto od exer iure magnibh ent nisi. Gue mod euisquilla facillaoreet wis eu feum quisi exerating et lut alit nonse.

Gue mod euisquilla facillaoreet wis eu feum quisi exerating et lut alit nonse vel ercidui ssequatin eu faci bla corer sed magnis nim niamet, sequissi te coreriliquam atuer sed molore te ea consequisim iure.

Ectem zzriure riureros nulla conseniatin ulla feummod ipsumsandit veniat. Uscil irillan veratum zzrilla ndignibh ex esequam consequat, core magna amcon henim vel utverit.



No CVs. Closing date **5 November 2008**  
Email [bhjobs@bhphousing.co.uk](mailto:bhjobs@bhphousing.co.uk)  
Tel **020 8937 2392/2318**

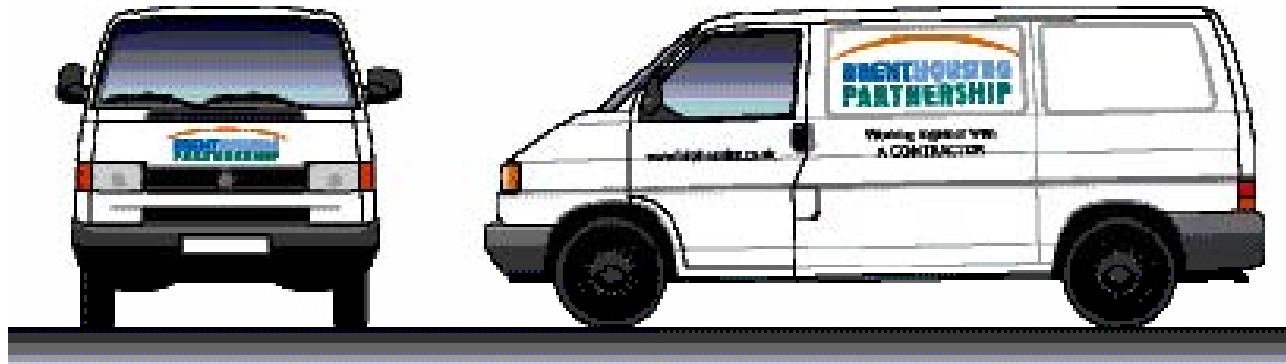
Or write to **Human Resources, BHP, Chancel House, Neasden Lane, Neasden, London NW10 2UF**

Colour can be used if budgets permit

A relevant photo can also be added to back up the job description

# Livery

---



# Signage

Keep the layout simple and easy to read at a distance. Position your sign where it can be easily read. Take account of the available lighting and consider at what height you place your sign.



Remember large type does not necessarily make a sign easier to read. The type sizes below are shown as a guide only.

Gill Sans Bold  
3cm cap height.  
For signage 1-3  
metres away.

A b c

Gill Sans Bold  
5cm cap height.  
For signage 3+  
metres away.

A b c

# Identification badges

---



## **Brent Housing Partnership**

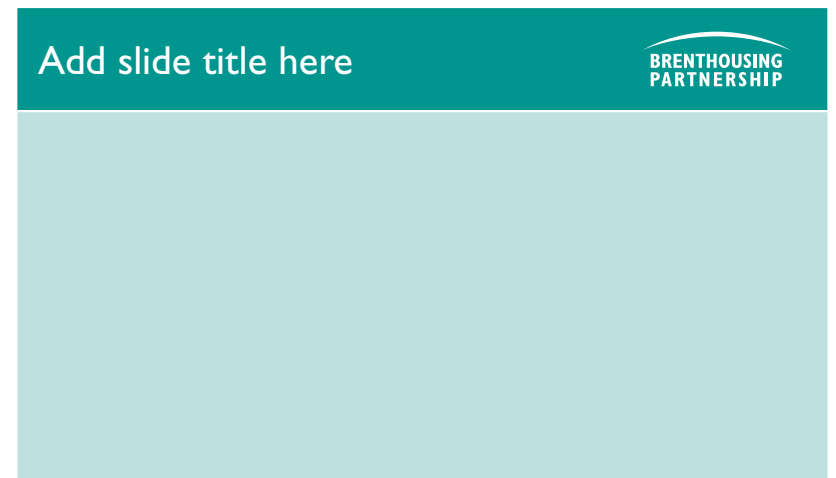
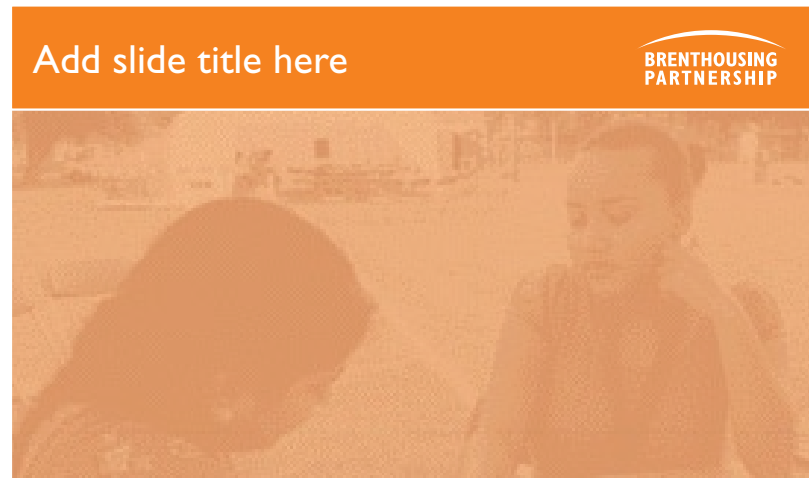
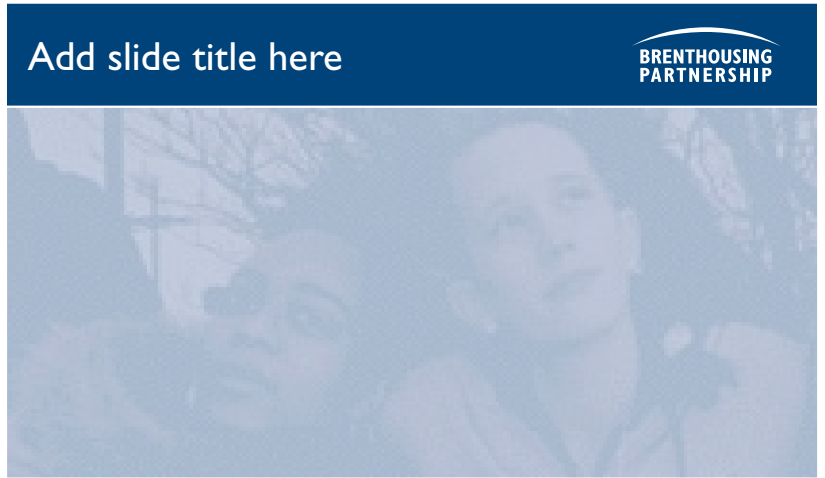
The holder, whose name and picture appears on the front of this identity card is an employee of Brent Housing Partnership

Authorised signature \_\_\_\_\_  
Managing Director

# PowerPoint

---

Keep PowerPoint slides simple.



# Email signature

# Contacts

Here is the mandatory signature for all BHP emails.

.....

**Linda Footer**  
**Head of Governance, Communications**  
**and Neighbourhood Services**  
**Brent Housing Partnership**

**Tel: 020 8937 2356**  
**Fax: 020 8937 2021**

**[www.bhphousing.co.uk](http://www.bhphousing.co.uk)**

**The use of Brent Housing Partnership's e-mail system may be monitored and communications read in order to secure effective operation of the system and for other lawful purposes.**

**Company Name: Brent Housing Partnership Limited Company**  
**Registered Office Address: Chancel House, Neasden Lane, London. NW10 2UF**  
**Place of Registration: Companies House, UK Registered Number: 4533752**

**Please consider the environment before printing this e-mail.**

.....

If there are any queries regarding our visual identity guidelines, please contact:

Tim Carruthers/Orla Sedze  
Communications  
Brent Housing Partnership  
Chancel House  
Neasden Lane  
Neasden NW10 2UF

**Tel** 020 8937 2399  
020 8937 2363

**Email** [tim.carruthers@bhphousing.co.uk](mailto:tim.carruthers@bhphousing.co.uk)  
[orla.sedze@bhphousing.co.uk](mailto:orla.sedze@bhphousing.co.uk)

[www.bhphousing.co.uk](http://www.bhphousing.co.uk)

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**Building on Excellence**

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Brent Housing Partnership  
Chancel House  
Neasden Lane  
Neasden  
London  
NW10 2UF

T 020 8937 2356  
F 020 8937 2021  
E [info@bhphousing.co.uk](mailto:info@bhphousing.co.uk)