



SOUTHERN HOUSING

Updated: July 2025

BRAND GUIDES



- **WHO WE ARE**
- **OUR BRAND MODEL**
- **SUB-BRANDS**

INTRO

WHO WE ARE

We're one of the largest housing providers in the UK with around 80,000 homes across London, the South East, the Isle of Wight and the Midlands, giving over 167,000 people somewhere affordable to call their own.

We've a long and proud history of providing affordable homes, with residents at the heart of all we do.

Our history stretches back to the early 20th century, but our social purpose of helping those with a housing need remains today. We're rooted in key communities, with the scale to have a great impact. We know these are increasingly difficult times and we want to support our residents in any way we can. We're a strong, resilient organisation focused on delivering excellent resident services.

We want to create communities where everyone has a safe home in a place where they're proud to live.





OUR BRAND MODEL

OUR BRAND STORY

In 1901, a charitable trust was set up to provide housing for the working poor in London. The first properties were completed in 1910 on Liverpool Road, Islington in London. Since then, many more homes have been built thanks to the founders of our legacy organisations.

Our founders set out to make a difference to families who were homeless or living in deplorable conditions throughout the 21st century, particularly following the devastation of the Second World War and the housing crisis of the 1960s. This rich history has shaped our organisation today and our social purpose to helping those with a housing need remains stronger than ever.

OUR VALUES

- ☞ Honest
- ☞ Efficient
- ☞ Accountable
- ☞ Respectful
- ☞ Trustworthy



VISION

Our vision is to create communities where everyone has a safe home in a place where they're proud to live.

MISSION

We're big and we're local. Residents are at the heart of our services and we use our size to influence positive change in the areas where we operate.

PURPOSE

To provide safe and secure homes for our residents and create communities where they can thrive.

EXPERIENCE

We're respectful, honest and empathetic and this comes through our brand. We're customer-focused, transparent, supportive and always act with integrity.

PROPOSITION

Providing high quality homes in safe communities where people feel proud to live.

SUB-BRANDS & PARTNERSHIPS

These brands build up the Southern Housing portfolio

INFORMATION FOR INVESTORS

This resource hub provides up-to-date information on the company's financial and ESG performance for current and prospective investors, and other stakeholders.



**SOUTHERN
HOUSING**
investors

HOMES FOR KEYWORKERS

Homes within walking distance of NHS Trusts throughout the south of England and the East Midlands. Some properties are also available for teachers, lecturers, police, firefighters, social workers and armed forces.



**SOUTHERN
HOUSING**
keyworkers

PARTNER CHARITY

Fresh Visions supports children, young people and adults who face extreme disadvantage as a result of poverty, domestic abuse, lack of education and social exclusion. They operate in some of the poorest neighbourhoods in the UK.



**FRESH
VISIONS**

triathlon homes

HOMES IN EAST VILLAGE, LONDON

Triathlon Homes is a joint venture between London housing associations Southern Housing, London & Quadrant, and urban development and investment company First Base.

The mission is to provide good quality, well managed and affordable homes in East Village, Stratford, London.



**SOUTHERN
HOUSING**
home ownership

RESOURCES FOR HOMEOWNERS

Home Ownership offers resales homes through Shared Ownership across London and the South East.



OPTIVO  **STUDENTS**

ACCOMMODATION FOR STUDENTS

Making starting life at university simpler by providing friendly, comfortable and affordable accommodation where students can make the most of their experience.

**SOUTHERN
HOUSING**
new homes

NEW HOMES SALES

Southern Housing New Homes offers a range of new builds for Shared Ownership, London Living Rent, and Open Market Sale across London and the South East.

- **LOGO**
- **TYPE**
- **COLOURS**
- **ICONS**
- **EXTRAS**
- **PHOTOGRAPHY**
- **COMPOSITION**

IDENTITY ELEMENTS

LOGO

We've developed a unique logo which is the visual representation of our brand and allows us to achieve recognition and consistency across all forms of communication.

THE CONCEPT

Our logo captures the rich history of both legacy organisations – Optivo and Southern Housing Group.

Our logo has a strong visual impact and is distinctly different from other housing associations. It's versatile and offers ways for us to customise communications while keeping consistency everywhere we apply our branding.

The elements of our logo are fixed and should never be altered in any way. There are several variants of our logo for use in different scenarios.

Our logo has been drawn professionally by our in-house design team. The master artwork is held and owned by the Southern Housing Communications Team.

FILES

To ensure consistency and flexibility, our logo and its variants on the next page have been produced in RGB, CMYK and PANTONE® colour models. All designs are available as high resolution bitmap files (JPEG and PNG) and vector files (EPS).

MASTER LOGO



LOGO

VARIANTS

Our master logo on the previous page should be used wherever possible. However, there are several variants of our logo for different applications:

Use the reversed logo variant on dark backgrounds.

Use the light logo variant on coloured or textured backgrounds.

Use the mono logo variant where only single colour graphics are allowed.

Other logo variants have been produced to be used for specific applications.

REVERSED



LIGHT



MONO



LOGO

EXCLUSION ZONE AND POSITIONING

It's important our logo is treated with respect. This means giving it room to breathe and not cluttering the space around it.

USING THE EXCLUSION ZONE

Using the exclusion zone allows our logo to stand strong on its own.

The dotted line in the examples on this page represents the exclusion zone for our logo. This invisible area is protected space where no other graphic elements should appear.

The exclusion zone is made from adding the width of the letter 'S' in 'Southern' twice around every edge of the logo.

MINIMUM SIZING

As our logo contains text, it should always be displayed big enough for it to be legible.

We know this isn't always possible but a good rule is to never scale the logo smaller than 10mm or 32px wide.

POSITIONING OUR LOGO

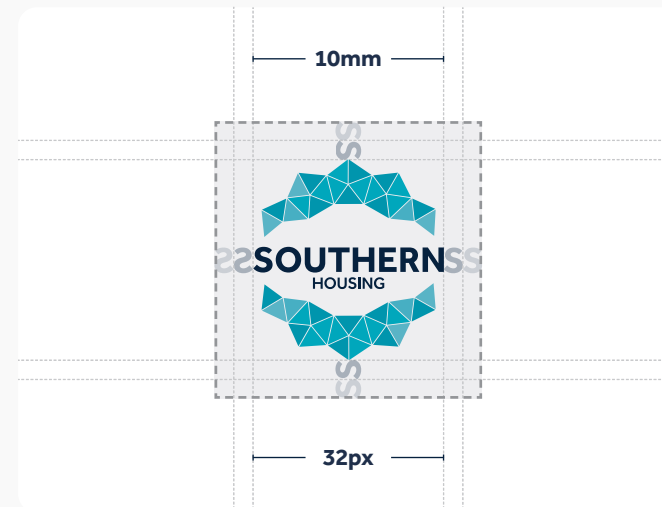
In most situations our logo should be used in the right hand corners of any design.

The exclusion zone also acts as a positioning guide and ensures the logo is spaced adequately from any edge.

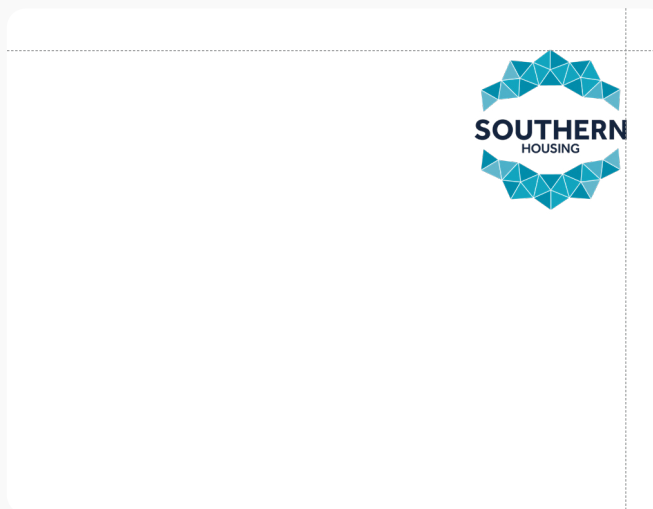
EXCLUSION ZONE



MINIMUM SIZE



LOGO POSITIONING



LOGO

HOW NOT TO USE IT

Applying our branding should be easy with the master logo and its variants.

This page includes some examples of how not to apply our master logo. The same rules apply to any logo variants.

Any alterations and incorrect application of our logo is strictly forbidden and a direct breach of these guidelines.

Changes and updates to the logo are the sole responsibility of the Southern Housing Communications Team.

DON'T SQUEEZE, SQUASH OR STRETCH



DON'T CHANGE COLOURS



DON'T CHANGE TYPEFACE



DON'T ADD, REMOVE OR MANIPULATE



DON'T USE CLASHING BACKGROUNDS



LOGO

HOW TO USE IT

Applying our branding should be easy with the master logo and its variants.

Our logo is the symbol of our whole organisation and this needs to be considered whenever it's applied.

This page contains a few examples of how our logo can be presented in different ways using the rules outlined in the previous pages.

APPLY AN APPROPRIATE BACKGROUND



USE PHOTOS WITH FULL LOGO



USE RIGHT CORNER POSITIONING



APPLY EXCLUSION ZONE



USE HIGH CONTRAST BACKGROUNDS



PRIMARY TYPEFACE

WE USE EFFRA

We use Effra for all our professionally designed communications. It's an easy to read sans serif typeface with multiple font weights that offer great flexibility when it comes to creating engaging and easy to read designs.

Effra is available from Adobe Fonts and can be used in the Creative Cloud suite of apps, including Adobe Express. It can also be used for print applications and digital environments as a web font.

We specifically use 'Effra CC Variable', a version of the typeface which can be used for highly creative, typographic led applications. Usually we stick to five set weights outlined on this page. However, this font allows granular adjustments between weights of 100 to 900.

PRIMARY

Effra

BODY	TITLING		HEADING	SUBHEADING
Regular	BLACK	Extra Bold	Bold	Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ NOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ NOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ NOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ NOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz nopqrstuvwxyz	0123456789?!^#*	abcdefghijklmnopqrstuvwxyz nopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz nopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz nopqrstuvwxyz
0123456789?!^#*	This font weight should only be used in capitals.	0123456789?!^#*	0123456789?!^#*	0123456789?!^#*

SYSTEM TYPEFACE

WE USE ARIAL

We use Arial as the typeface and as the default wherever Effra isn't available. Arial is an accessible font with weights to allow for basic customisation.

Arial is a system typeface and readily available on all computers and IT systems. This means all colleagues can produce documents that are consistent by using the same font.

Arial should only be used for basic documents and presentations. Any high-impact and creatively driven communications should be handled by a designer with access to our primary typeface, Effra.

SYSTEM

Arial

BODY

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

0123456789?!^#*

TITLING

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

0123456789?!^#*

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

0123456789?!^#*

TYPE HIERARCHY

USING FONT WEIGHTS CORRECTLY

Using different fonts can help a reader navigate text more easily. It creates a flow to a layout and avoids large volumes of text from becoming overwhelming.

Font sizes and weights can be used to create engaging bodies of text.

EVERY DESIGN IS DIFFERENT

It's easy to be prescriptive over exactly how to use typography. However, we understand that briefs, trends and standards can all influence what's most practical to use.

Using Effra at the standard weights shown here is a great way to ensure consistency while keeping creative options open.

USING COLOURED TEXT

Colour can be a helpful tool to focus a reader's attention.

It's important to remember that text should meet accessibility standards and be easy to read. Sticking to high contrast dark and light is usually the best option. This also includes being mindful of using text on a busy background.

EFFRA IN ACTION

HEADING TEXT TEXT HEADING

SUBHEADING TEXT

SECTION HEADING TEXT

Paragraph heading text

PFusce eget est varius, pulvinar nulla nec, dignissim magna. Praesent sagittis elit consectetur purus malesuada bibendum. Nam interdum mattis ex non imperdiet. Praesent quis lorem in enim semper congue. Pellentesque maximus, justo vitae porta viverra, nulla diam interdum mauris, sit amet faucibus odio dui vitae lorem. Morbi in pulvinar neque, sit amet efficitur lectus. Sed imperdiet fringilla arcu ut egestas.

Donec blandit nisl vel libero feugiat, vitae rutrum erat vehicula. **Bold text** Maecenas pellentesque sodales ipsum, in blandit lacus faucibus id. Nulla placerat egestas dui sit amet tristique. In hendrerit fermentum sem. Suspendisse et malesuada velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. This is a hyperlink.

Integer mollis sem in dolor porttitor dapibus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

EFFRA BLACK

For titles and headings.

This font weight should only be used in capitals.

EFFRA LIGHT

For subheadings and quotes.

There's less 'weight' to this font so ensure it's used large enough to be legible.

EFFRA EXTRA BOLD

For titles and headings.

EFFRA BOLD

For paragraph intros, headings and highlighted text.

EFFRA REGULAR

For paragraph/body text.

Suggested minimum text size is 12pt with 15pt leading

COLOUR PALETTE

WE HAVE THREE PRIMARY BRAND COLOURS

Like our logo, our primary colours are representative of the Southern Housing brand.

Our primary palette consists of three shades of blue. These can be used together or on their own, but should always feature prominently in any layout.

For more creative flexibility, all our brand colours can be tinted as shown under the swatches. Tints should only be used at 80%, 60% and 40% values.

PRIMARY BRAND COLOURS

OXFORD BLUE

PANTONE®	289 C
CMYK	100/85/45/52
Hex	0A2240
RGB	10/34/64

BONDI BLUE

PANTONE®	3135 C
CMYK	100/12/28/5
Hex	008AAB
RGB	0/138/171

ROBIN'S EGG BLUE

PANTONE®	311 C
CMYK	69/0/14/0
Hex	00C1DE
RGB	0/193/222

COLOUR PALETTE

WE HAVE TWELVE SECONDARY BRAND COLOURS

Southern Housing is a multi-faceted organisation. Our secondary brand colours cover a wide spectrum to allow for maximum flexibility when showcasing this.

Like the primary brand colours, these secondary colours can be used in any number of combinations. They should, however, be used sparingly and sympathetically alongside the primary brand colours.

Typical print applications should be produced using the CMYK colour values and digital platforms should use the RGB or hexadecimal values.

PANTONE® values should be used for spot colour printing only and RAL values can be provided upon request.

For more creative flexibility, all our brand colours can be tinted as shown under the swatches. Tints should only be used at 80%, 60% and 40% values.

SECONDARY BRAND COLOURS

DEEP CERULEAN  PANTONE® 641 C CMYK 91/55/12/1 Hex 0065A1 RGB 0/101/161	GREEN HAZE  PANTONE® 340 C CMYK 98/5/79/0 Hex 00945E RGB 0/148/94	MANTIS  PANTONE® 360 C CMYK 62/0/86/0 Hex 6ABF4B RGB 106/191/75	SUNGLOW  PANTONE® 123 C CMYK 0/25/87/0 Hex FFC629 RGB 255/198/41
MANGO TANGO  PANTONE® 1385 C CMYK 13/59/100/3 Hex D77900 RGB 215/121/0	ORANGE  PANTONE® 165 C CMYK 0/70/87/0 Hex FF671D RGB 255/103/29	SHIRAZ  PANTONE® 1945 C CMYK 22/100/60/17 Hex AB0A3D RGB 171/10/61	RED RIBBON  PANTONE® 192 C CMYK 0/98/60/0 Hex EB0045 RGB 238/51/80
GRAPE JUICE  PANTONE® 7657 C CMYK 61/93/27/18 Hex 702C63 RGB 112/44/99	ACCENT PURPLE  PANTONE® 7656 C CMYK 50/88/14/2 Hex 923A7F RGB 146/58/127	SPANISH GREY  PANTONE® CoolGray7C CMYK 77/65/50/55 Hex 343741 RGB 52/55/65	DAVYS GREY  PANTONE® CoolGray11C CMYK 48/37/33/15 Hex 878A8F RGB 135/138/143

GRADIENTS

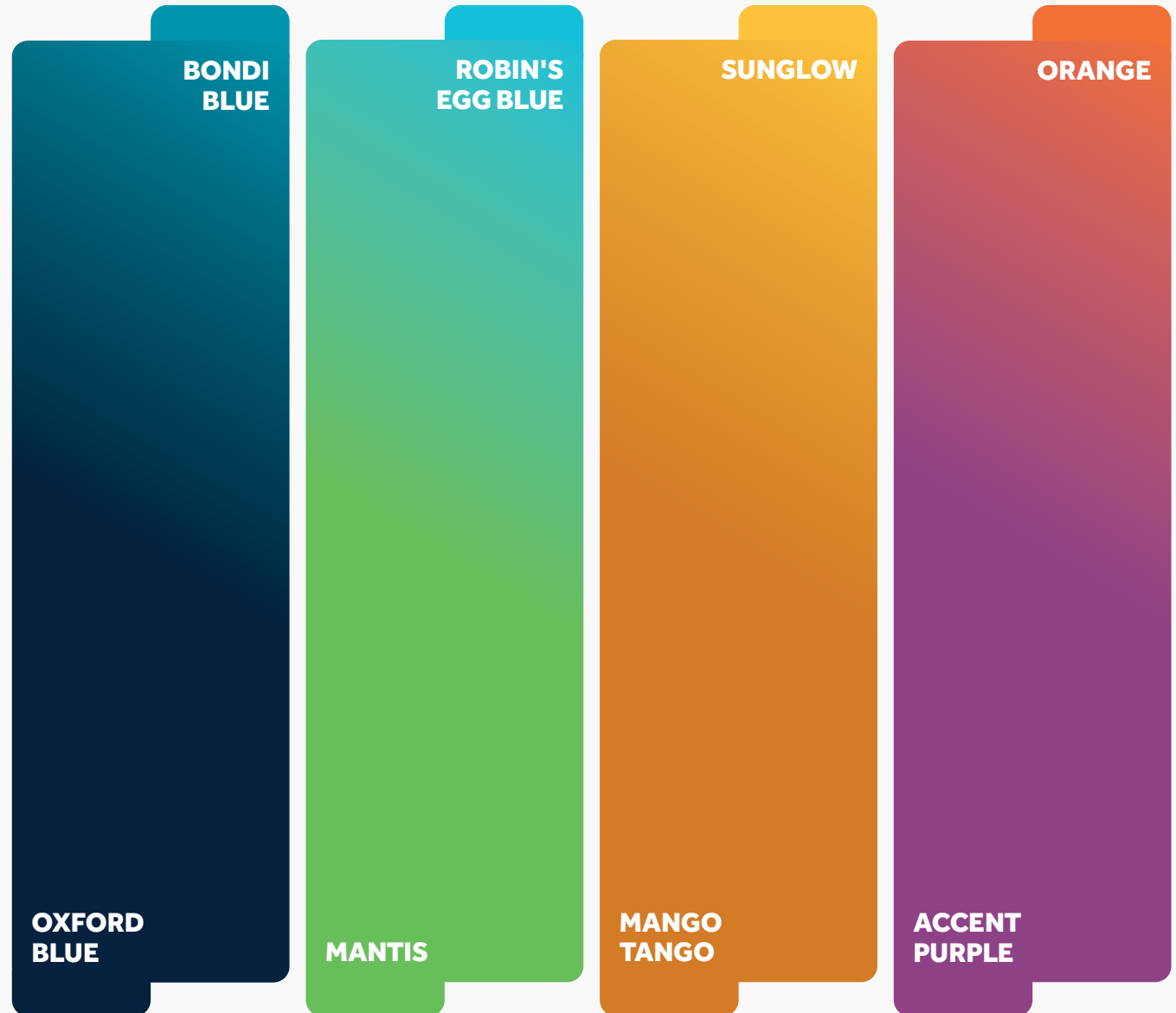
USE TO ADD MOVEMENT TO A COMPOSITION

We use gradients to increase depth or create movement in compositions. They can be achieved by mixing colours featured in the primary or secondary palette.

Gradients should be subtle enhancements and not feature stark, sudden or jarring changes of tone or hue.

A 60° angle is preferred with a smooth transition from darker colours in the bottom to lighter colours at the top.

SAMPLE GRADIENTS



ICONS

ADD VISUAL SYMBOLS TO A COMPOSITION

Icons are a fantastic way to categorise content and add creative flair while still remaining on-brand.

We've a subscription to FontAwesome – an icon library and toolkit with more than 3,000 icons. The icons are optimised for accessibility and we're able to use them for print applications and in digital environments.

The icons are provided in six weights, however, we only use the 'solid' or 'thin' variants.

KEEPING THINGS CLEAR

When using icons it's important to consider how they could be interpreted.

👋 A hand icon might be intended to represent someone raising their hand to ask a question, but it might be taken as a hand outstretched to signal a 'stop' or blocking action.

While icons can be treated as descriptive graphic elements, they should be used to compliment written information, never to replace it.

FONTAWESOME ICONS



GRAPHIC ELEMENTS

ADDITIONAL ELEMENTS FOR A COMPOSITION

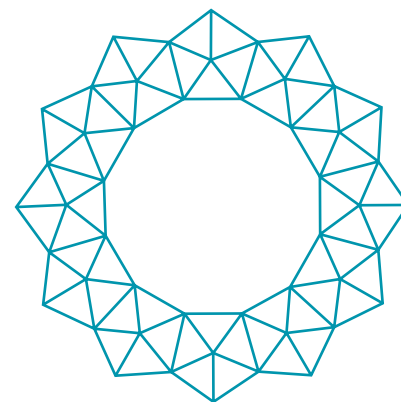
We've got a variety of graphic elements we can use for external and internal applications. These include abstracted graphics and stamps for specific applications.

Used alongside our defined colour palettes and typeface, these special shapes and icons can help keep things fresh.

STRAPLINE

CREATING
COMMUNITIES
TOGETHER

LINEAR RING



RESIDENT APPROVED



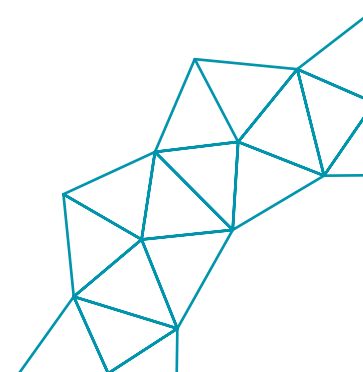
HEART



CORNER ANCHOR 1



CORNER ANCHOR 2



PHOTOS

RESIDENTS, COLLEAGUES AND SERVICES

Engaging photography can transform a layout from average to amazing. Pictures of people help to give us a human face and illustrate our connection to residents.

For photos of individuals, we prefer to use candid 'in the moment' shots. These types of photos feel more authentic.

Group photos can feel forced and awkward. While often they require some staging, group photos should be taken in context and focus on their activity rather than posed school-photo style gatherings.

FINDING THE PERFECT PICTURE

Having our own photo library is one of our greatest assets. Using real imagery of happy residents or colleagues proudly wearing our uniforms (or even just their lanyard) will always be the preferred option.

We also have access to Adobe Stock where we can download any royalty free pictures and graphics.

COMPLIANCE

Consider GDPR, consent and any other regulations when using pictures of people.

PHOTOGRAPHY EXAMPLES



PHOTOS

BUILDINGS AND CGI

For us to be seen as a transparent organisation, clear photos of our homes are essential. Photos help our existing residents feel represented and can also act as a great advertising tool.

Photographers should always take multiple photos and consider the main reason for any photoshoot.

OUTSIDE

We want external photos to show buildings and schemes truthfully and in the context of their surroundings. Our focus, where possible, should be showcasing the architecture, building character and its facilities.

Where CGI is used to show developments, it should be made clear they're only computer renders.

Photos of building sites, works in progress and scaffolding should be avoided.

INSIDE

We want interior photos to show spaces as clean, uncluttered and a place where people would want to live.

EDITING PHOTOS

It's important for all photos to be authentic. We only allow sympathetic edits that preserve the visual integrity of the image and help to increase its impact.

PHOTOGRAPHY EXAMPLES



GRID SYSTEM

STATIC LAYOUT STRUCTURES

A grid system allows us to visually balance elements on a canvas. They can help to anchor content and offer a flexible framework to structure content.

We usually use six or twelve column grids for our documents and publications. This allows page elements to span several columns and can let the content 'breathe'.

The same grid and column structure should be applied consistently throughout a document or publication. Spacing between columns should also be consistent as mixing up layout styles can be visually jarring.

MANAGING TEXT

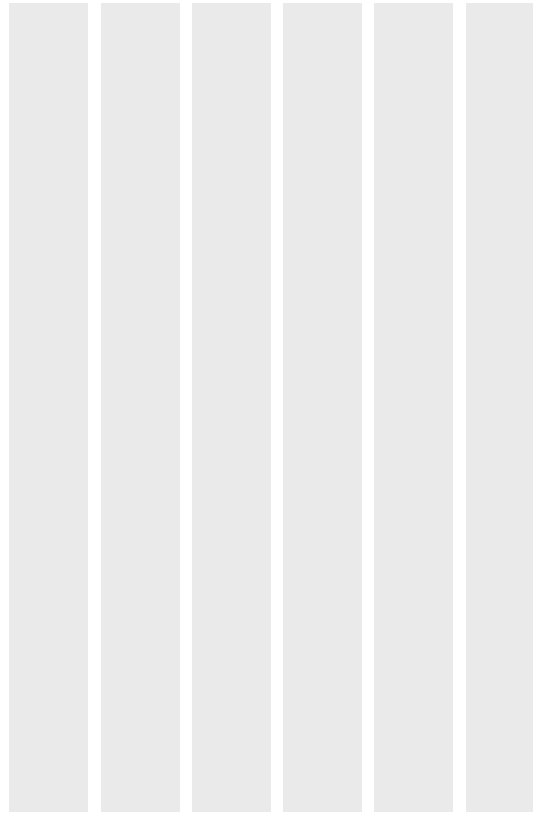
Grids can be a helpful way to manage text through columns rather than long sentences which span the width of a page. This allows readers to quickly scan, which can help engage them with the content.

We don't apply justified text ≡ to columns and try to avoid hyphenations, widows and orphans wherever possible.

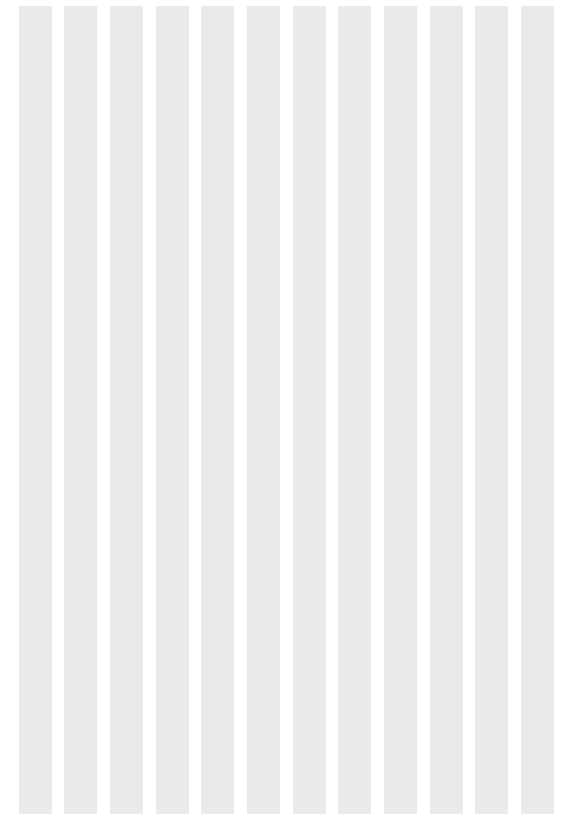
MANAGING PICTURES

Pictures can be an important focal point of a composition. Photos used on the edge of designs should lead a readers eye into a canvas, not out of it.

SIX COLUMN GRID



TWELVE COLUMN GRID



LAYOUTS FOR PRINT & PUBLICATION

USING GRIDS TO CREATE IMPACT

The examples on this page show how content can be positioned based on an underlying grid structure.

SIX COLUMN GRID

The six column grid allows designers to use an equal split for a two and three column layout.

TWELVE COLUMN GRID

The twelve column grid allows for more precision where a two, three or four column layout could be used.

BESPOKE PAGE STRUCTURES

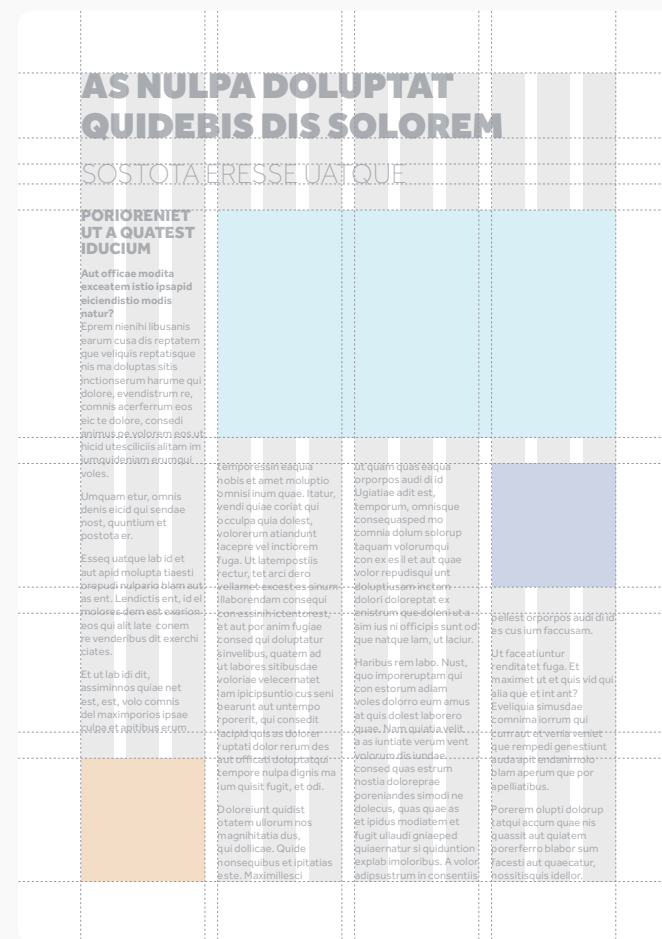
Remember, not every column and space needs to be filled. There will also be times where a layout requires a different grid system to best present the content.

In creative scenarios, a single picture can bleed off the canvas or span two pages.

SIX COLUMN GRID



TWELVE COLUMN GRID



LAYOUTS FOR DIGITAL PLATFORMS

RESPONSIVE GRID STRUCTURES

Designing layouts for digital environments is often done using a system's content management system (CMS). These systems can vary from being very flexible to very rigid when it comes to layouts.

Digital platforms are often designed to be responsive, meaning they adapt and scale elements based on the type of device that's being used. Unlike static layouts, responsive designs automatically move elements based on a defined hierarchy. This is great for accessibility, but can sometimes negatively impact the layout.

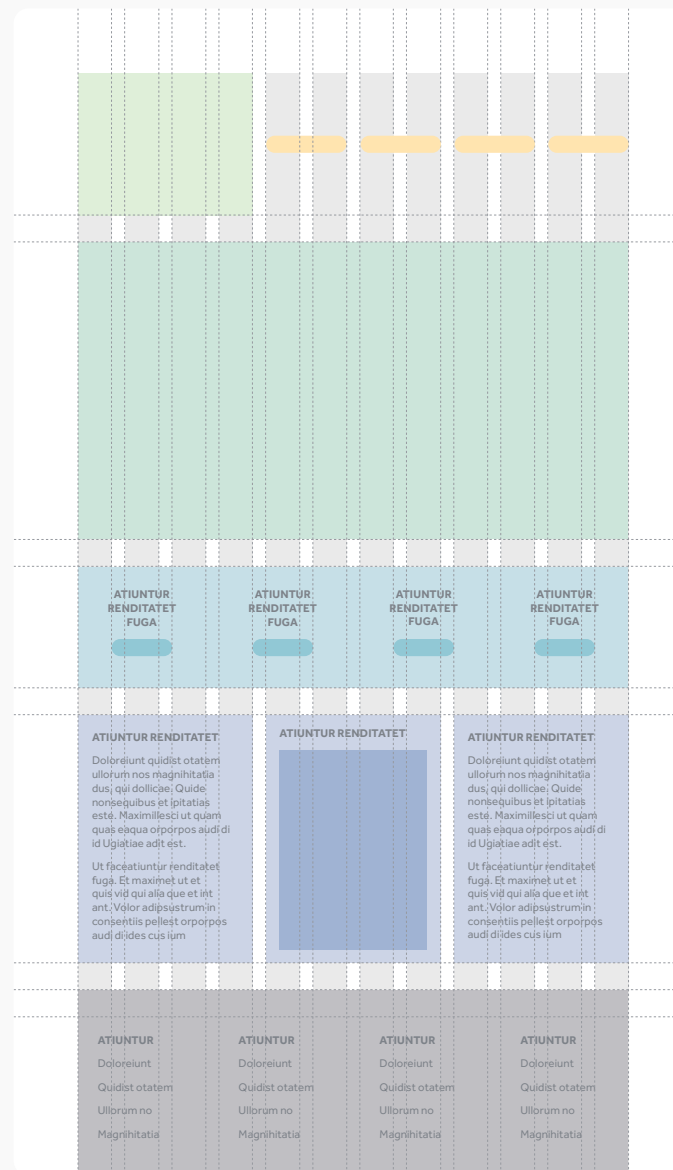
MANAGING RESPONSIVE ELEMENTS

Special care must be taken to evaluate how systems display responsive elements and how this can impact usability.

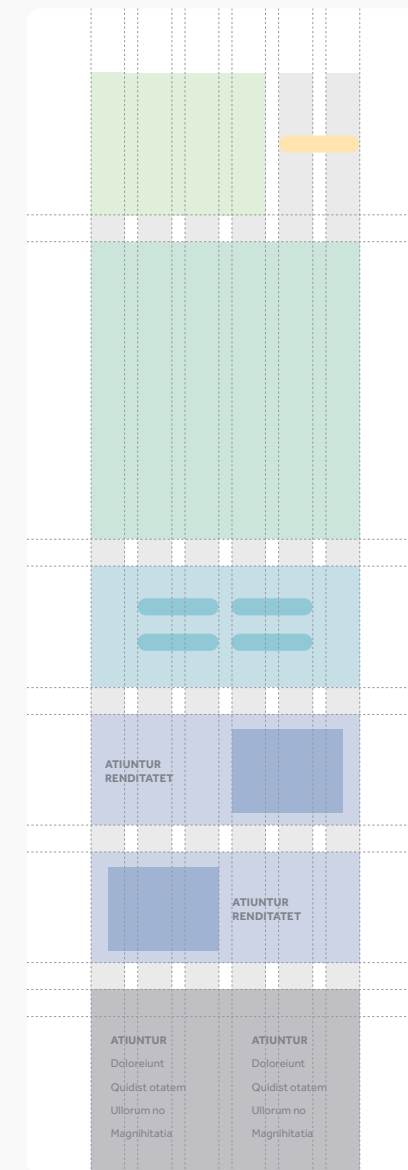
An example could be a wide photo of ten people. This could display perfectly on a desktop computer. However, when viewed on a mobile phone it could focus on the centre of the image. This could result in people being cropped from view.

It's important to test responsive layouts for consistency, clarity and accessibility before they're launched.

DESKTOP EXAMPLE



MOBILE EXAMPLE



- **STATIONERY**
- **TEMPLATES**
- **PRINT MEDIA**
- **DIGITAL MEDIA**
- **WORKWEAR**
- **VEHICLES**
- **PROMO ITEMS**

BRANDING IN ACTION

CORPORATE STATIONERY

We've a wide range of stationery available for our colleagues. This includes our letterhead and business cards, which are both simply designed.

Our business card represents an extension of the business and will often be the first piece of branded material a potential customer or stakeholder may see. It's important it's clear and concise.

Our letterhead template is widely used throughout the organisation to contact our residents. It contains the important legal information in the footer and all pages are branded with our logo.

The letterhead template can be used by colleagues, but its design elements shouldn't be altered.

Business cards need to be ordered and created by the Communication Team.

BUSINESS CARD



STANDARD LETTERHEAD TEMPLATE



Date

Place your address here

Place recipient address here

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada blandit leo quis convallis. Fusce gravida massa nibh, ac rhoncus metus hendrerit a. In mattis dapibus nisi nec pharetra. Vivamus in lorem sed metus efficitur maximus condimentum non elit. Etiam tincidunt metus ligula, nec tristique orci condimentum commodo. Cras at nulla ac sem fringilla iaculis quis at dui. Fusce sed elit at nulla sodales venenatis. Phasellus nunc sem, lacinia id sodales eu, aliquet at arcu. Nunc turpis turpis, fermentum et lacinia euismod, semper sed justo. Duis facilisis risus id neque vehicula, pulvinar interdum lorem tristique. Pellentesque tempus turpis pulvinar tellus efficitur finibus. Nam accumsan odio ut eros fermentum dignissim. Proin molestie dapibus ante, at eleifend tortor luctus vehicula.

Vivamus mattis nibh ac magna feugiat, in vulputate velit porttitor. Curabitur malesuada, ligula id auctor semper, dolor sem maximus sapien, at elementum lectus nisi ac purus. Nunc a augue porttitor, vestibulum nibh vel, convallis neque. Donec quis ex lacus. Nullam eget dapibus velit. Mauris mattis est in diam maximus auctor ut ut turpis. Sed consequat ac diam id iaculis. Mauris mollis mauris posuere eros sodales, id sollicitudin est facilisis. In venenatis, urna eu blandit luctus, massa nunc eleifend libero, eget blandit quam elit nec neque.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt, odio id ullamcorper molestie, lectus diam finibus turpis, et fermentum lorem mauris vel dolor. Vivamus in consectetur mi, eget feugiat odio. Praesent consequat porta ligula et feugiat. Aliquam quis enim sed leo placerat ultrices vel vitae nisi. Praesent eu placerat justo. Phasellus egestas non orci non luctus.

Donec vel suscipit velit, vitae euismod turpis. Curabitur elementum libero vitae magna faucibus placerat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nullam et laoreet neque. In sodales ex lorem, viverra molestie augue mattis id. Nullam tempus sem nunc, quis tristique quam pulvinar non. Curabitur quis suscipit mi, nec porttitor ipsum.

Maecenas vel fringilla nisi. Cras mollis ligula non ipsum consectetur laoreet. Nam gravida ante sed sem faucibus sagittis. Quisque tincidunt, ligula id ultricies feugiat, lectus odio rutrum diam, a

Place signoff here

Place job title here

Southern Housing is a charitable registered society (Reg No 30000).
Registered with the Regulator of Social Housing (Reg No XXXXX).
Registered office: 59-61 Clerkenwell Road, London EC1M 5LA.

We aim to provide an accessible service for our disabled customers.
If we can adjust our service to better support you, please let us know.
T XXXXXXXX E XXXXXXXX@XXXXXXXX W WWW.XXXXXXXX

USER TEMPLATES

For a large organisation, making it easy for our colleagues to assess their documents and presentations in an engaging way is really important. A selection of Word and PowerPoint templates for use in Microsoft applications allows us to achieve this.

We empower our colleagues to produce their own documents that use templates and adhere to these brand guidelines. This allows us all to deliver an efficient service.

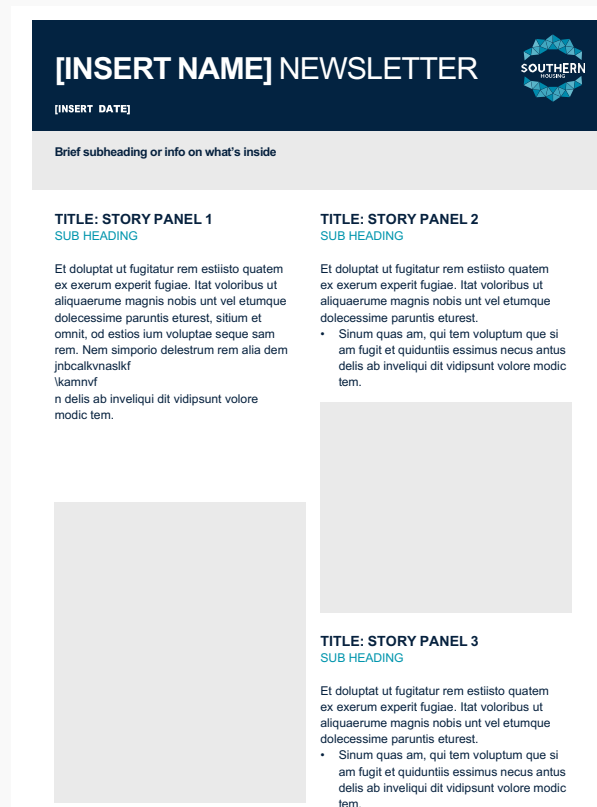
All colleagues can access and use our approved templates available on the Intranet.

High impact jobs, sensitive and business critical requests should be handled by the Communications Team.

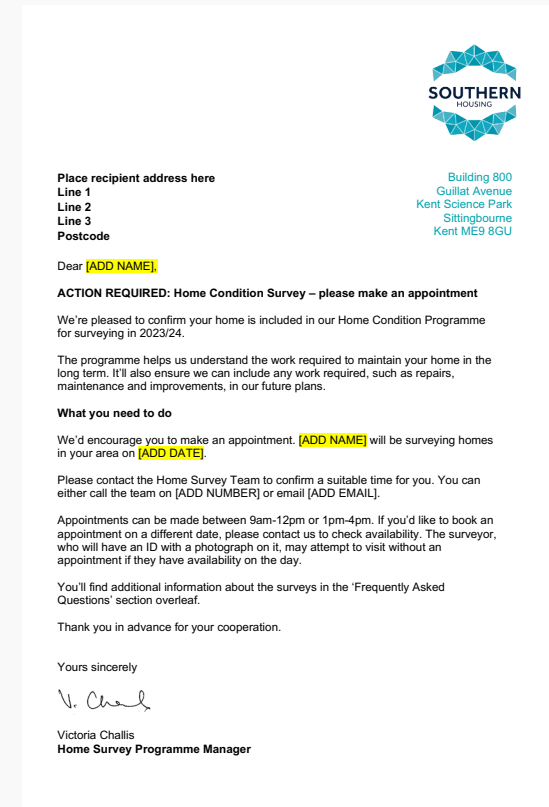
PRESENTATION TEMPLATE



NEWSLETTER TEMPLATE



STANDARD LETTERHEAD TEMPLATE



REPORTS & STRATEGIES

Our formal documents should be accessible and focus on clearly telling the story through visual impactful layouts.

These documents often contain business critical information such as financial forecasts, results and business objectives. Readers often have a vested interest in the specific and detailed information they contain. It's important to consider this and not over-design around important information.

There's a selection of Adobe InDesign templates available for designers.



These documents should only be produced by a designer with access to the tools and resources listed earlier in this guide.



LEAFLETS & POSTERS

Promotional documents can be a great way to reach our residents and let them know about the services we offer. Designs for these documents should be visually engaging and include all the important information about a service or event.

Like any promotional literature, designs for these should focus on impact. This often means reducing the text to just a few direct sentences.

There's a selection of Adobe InDesign templates available for designers.

These documents should only be produced by a designer with access to the tools and resources listed earlier in this guide.




Free digital skills training for over 65s

Do you need help getting to know your mobile phone, tablet or computer?

Join a four week course with face-to-face support, group and 1:1 support with AbilityNet

Location: Cheyham Park Bethell Court, Mickleham Gardens, Off Malden Road, Cheam, Surrey SM3 8AG

Frequency: Every Tuesday from 16 January to 6 February

Time: 2pm to 4pm

Learn how to stay safe online, download apps, send and receive emails, make video calls, use social media and access online banking, public services and online shops.

Contact Alison Henry to book your space and find out more:

✉ alison.henry@southernhousing.org.uk
☎ 07801 538 989 🌐 www.southernhousing.org.uk





Introduction to wellbeing by Managing Stress and Anxiety

This three-part course will assist learners in understanding the physical and psychological symptoms of anxiety and stress and the practical ways to manage them.

You'll receive practical experience of self-help relaxation techniques and how to boost resilience to cope with challenges.

Location: The Lounge, Sittingbourne Methodist Church, High Street, Sittingbourne ME10 8PB

Frequency: Every Tuesday from 28 March to 11 April

Time: 10am to 12pm

For more information and to book your space, please contact Wendy Leak

✉ wendy.leak@southernhousing.org.uk
☎ 07929 590 022 🌐 www.southernhousing.org.uk




MAGAZINES & RESIDENT UPDATES

Sharing important information with our residents is really important. We use many tools to achieve this, including newsletters and magazines.

These documents are a great way to serve important information. They can range from being celebratory or serious and designed to reflect this.

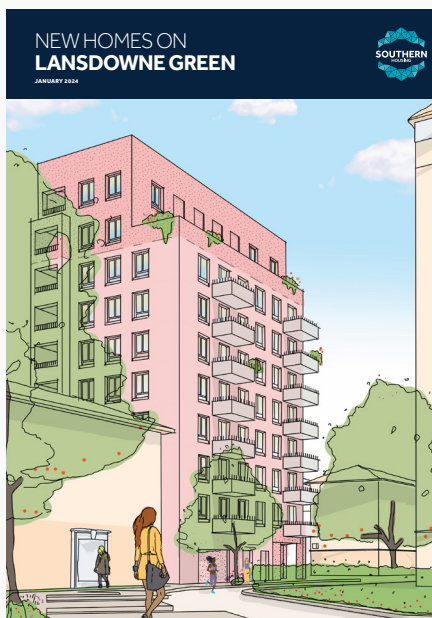
Our general needs magazine, Shine, showcases positive news stories from our regions and has a fun, upbeat layout to reflect this.

A similar magazine is also produced for our Extra Care scheme residents. We consider the audience and use large text and high contrast colours for this one.

In addition to magazines, we also produce formal newsletters for specific areas to update residents about their homes.

There's a selection of Adobe InDesign templates available for designers.

These documents should only be produced by a designer with access to the tools and resources listed earlier in this guide.



WEBSITES

We know having an easy to use, informative website is important for many of our residents. It remains a key digital channel that allows residents to locate the information they need to manage their home and access other handy digital services. It also provides an important way for residents to contact us if they need further support.

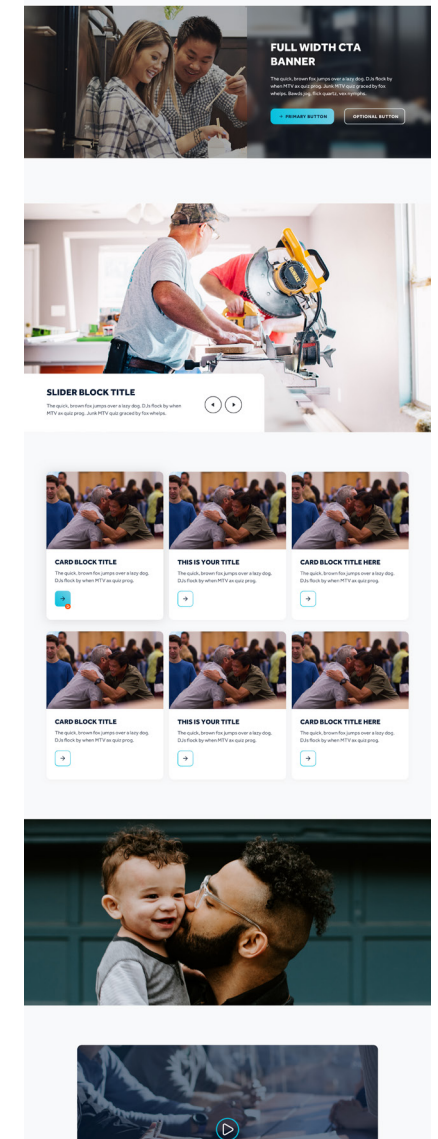
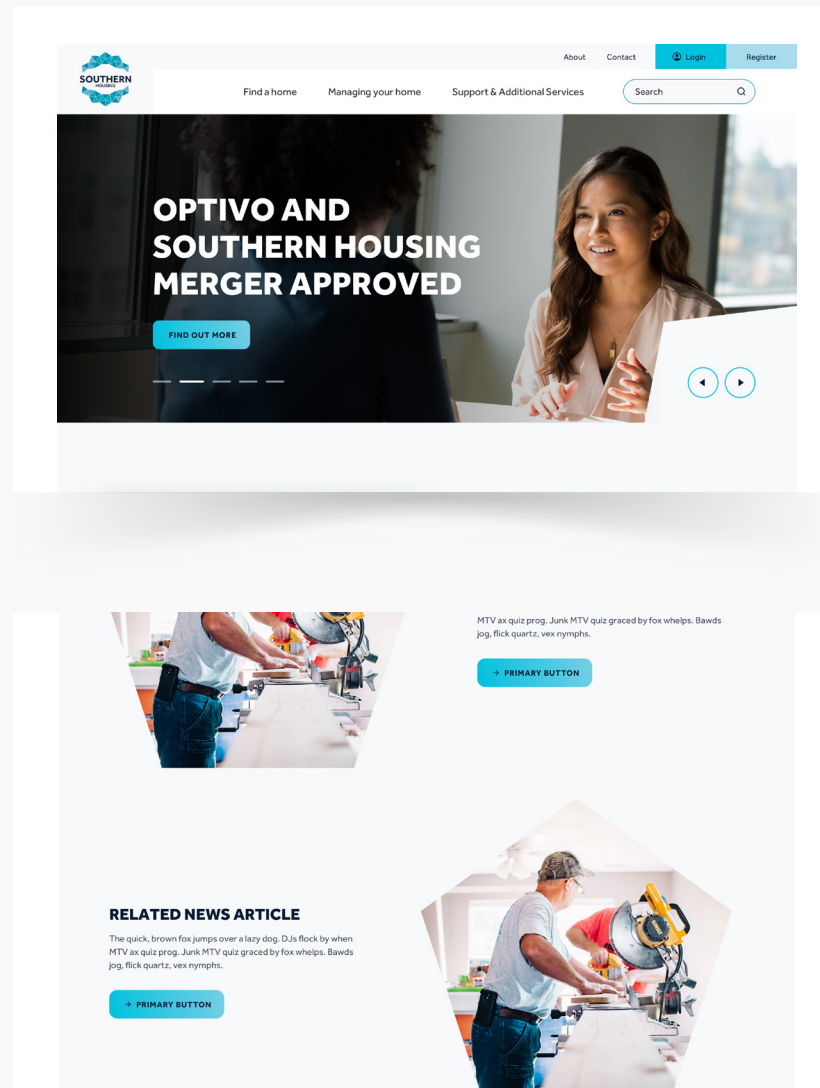
The design and layout of our website is a vital part of the user experience.

The overarching style sheet used on of each of the web pages templates is pre-set and locked down to make sure those creating new webpages deliver a consistent look and feel. This means aspects such as the colours and fonts are controlled centrally.

Away from this, a lot of focus is placed on using complimentary images and graphics to support our written content. It's important that all graphics used on our website add value and are reflective of our organisation's values and brand identity. Creative opportunities include thumbnails, headers and the use of various widgets to enhance the user experience.

Our websites and contracts with relevant development agencies are controlled by the Communications Team.

WEBSITE



SOCIAL MEDIA

Social media can be a great platform for digitally engaging with our residents and stakeholders. It offers a public platform for us to share information. The platforms allow us to assess metrics to better understand which content our followers engage with.

Various channels attract different demographics and we can tweak our messaging to better suit each one.

All text and visuals for posts should align with at least one of our three content pillars: Inform, Care, Celebrate.

Social platforms work by showing posts from multiple sources into a users feed. For this reason, we lead heavily with our primary colour palette for users to quickly identify posts from Southern Housing.

There's a selection of Adobe InDesign templates available for designers.

Social posts should only be produced by a member of the Communications Team.

WEBSITE



EMAIL SIGNATURES

Our email signatures are an often forgotten aspect of our identity. However, they're a key part of our branding. They contain helpful contact information for the recipient and also provide a valuable space to promote our social channels and showcase our accreditations.

They're designed and managed using the CodeTwo system and all colleagues with an email address will have an email signature assigned to them by default.

Email signatures should only be produced by a designer with access to the tools and resources listed earlier in this guide.

EMAIL SIGNATURES

Hi!

This section mimics a new message in an email thread. Your current email signature design is shown below. Use the "Email layout" tab to change the position of the signature.

Best regards,

Moshud Ahmed

Housing Officer

 Southern Housing

 02084778607

 07769954424

 Fleet House, Farringdon, London, EC1M 5LA



 Southern Housing

 0800 121 6060



WE'RE OH SO SOCIAL

Keep up with our latest news and updates on our website and social media channels



FOLLOW US NOW

WORKWEAR

CORPORATE STANDARD

Our workwear is an extension of our brand and we want our frontline colleagues to wear our uniforms with pride.

Where possible, we want our uniforms to showcase our brand colours.

Standard uniforms should be navy in colour and close to our primary colour, Oxford Blue. An appropriate two colour logo variant (Bondi Blue shapes with white or black text) should be used on all navy, white or black workwear.

TOPS, COATS AND OUTERWEAR

The logo should always be positioned on the left breast. For tops, the logo should be positioned equally between the centre of the chest and left arm. For coats and jackets with breast pockets, the logo should be positioned centrally on the pocket.

HEADWEAR

The logo should be positioned on the front of the headwear. It should be facing forwards when worn.

STANDARD UNIFORMS



WORKWEAR

ESTATE SERVICES AND SAFETY GEAR

Our workwear is an extension of our brand and we want our frontline colleagues to wear our uniforms with pride.

Our Estate Services team have unique uniforms that are dark green. These should sport a white mono variant of our logo.

Any other coloured workwear, including hi-vis garments, should use whichever mono variant of our logo provides the most contrast.

TOPS, COATS AND OUTERWEAR

The logo should always be positioned on the left breast. For tops, the logo should be positioned equally between the centre of the chest and left arm. For coats and jackets with breast pockets, the logo should be positioned centrally on the pocket.

HEADWEAR

The logo should be positioned on the front of the headwear. It should be facing forwards when worn.

ESTATE SERVICE UNIFORMS



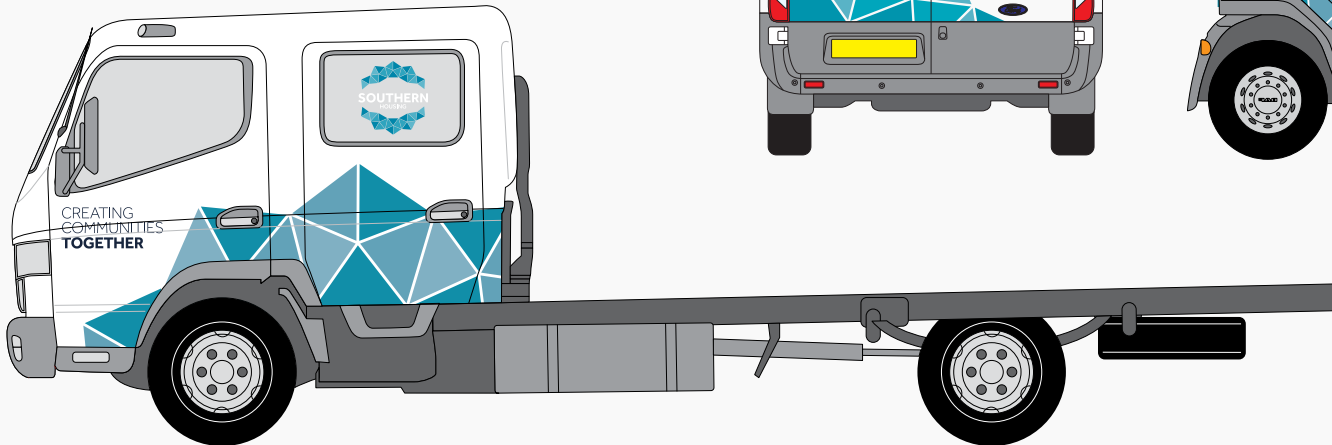
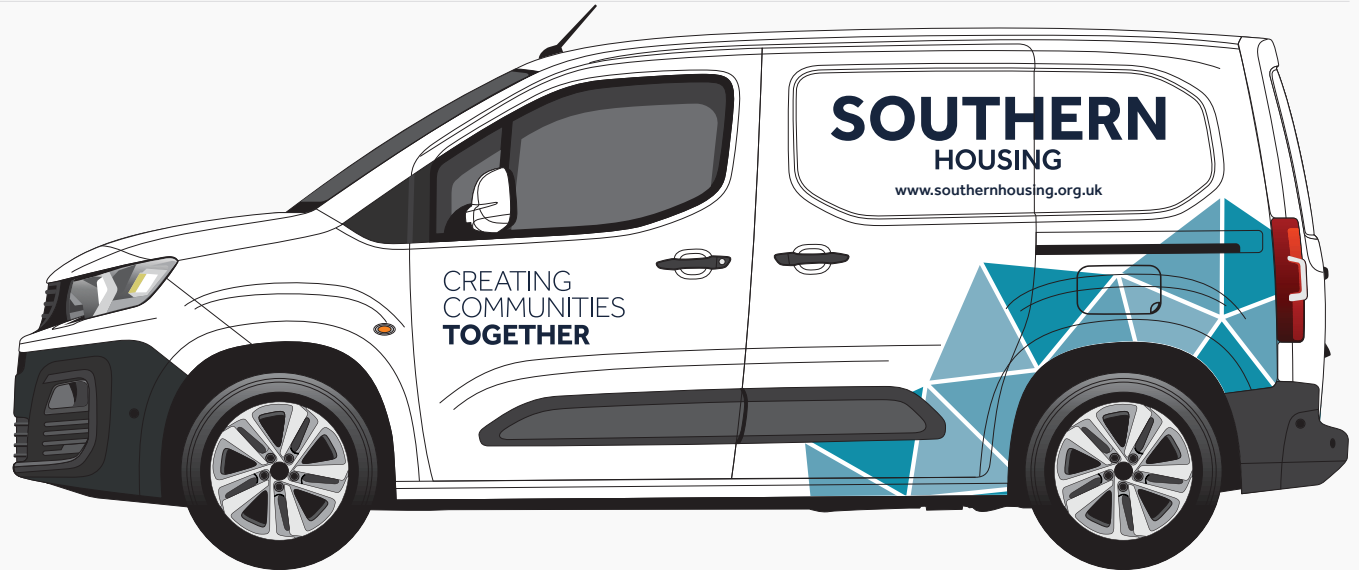
VEHICLES

OUR PRESENCE ON THE ROAD

Our vehicles are a mobile representation of our brand.

We've a variety of vehicles in our fleet and specific guidelines on the exterior design for each type of vehicle.

There's a selection of Adobe Illustrator templates available for designers.



PROMO ITEMS

Our brand can be applied to lots of things. This can help colleagues and residents feel more connected to our organisation.

Promotional items can help embed our identity and brings our branding into the real world. Interactions with branded pens, bags and mugs offer a tangible connection to our brand.

CAREFUL CONSIDERATION

It's important that we have a genuine business need for merchandise.

It's also critical we apply our brand to items that align with our views on sustainability and efficiency.



- **SITE ACQUISITION SIGNAGE**
- **STACK BOARD**
- **HOARDING**
- **FLAGS**
- **SCAFFOLD WRAPS**
- **ADDITIONAL APPLICATION**

SIGNS AND HOARDING

SITE ACQUISITION SIGNAGE

As soon as we purchase land we need to use the opportunity to promote the Southern Housing brand and communicate what we're building.

Boards can either be installed on their own or above the hoarding line. A site visit will determine where these board(s) will be placed.

TYPICAL SITE ANNOUNCEMENT SIGNAGE



STACK BOARDS

CONTENT AND ORDER

Once a contractor has been appointed and we begin work on site we need to update our signage presence. The standard order of signage is as follows:

SOUTHERN HOUSING

1A. This board should always be at the top of the stack board and include the Southern Housing logo and strapline and the site name and address.

1B. A board below should detail the tenure breakdown. Wording should be agreed by the Project Manager.

1C. A board at the bottom of the stack should include any relevant contact and tenure specific information.

2. GREATER LONDON AUTHORITY (GLA)

GLA funded sites must feature a board. Contact creative@london.gov.uk.

3. BUILDING CONTRACTOR

This should include the contractor's logo and any relevant contact information.

4. LOCAL AUTHORITY

This should feature the local authority logo and any relevant contact information.

TYPICAL STACK BOARD LAYOUT



STACK BOARDS

LAYOUT

Stack board produced for Southern Housing should be consistent from site-to-site. Here's some guidance for simple positioning of brand elements and information.

1A. This should be an Oxford Blue board with the logo in the top left corner with the strapline in the top right corner. The corner anchor graphic can be used in the bottom right corner. Text can be sized to fit the space in the most practical way.
Height: 1150mm

1B. This should be a Bondi Blue board with text vertically centred. Text can be sized to fit the space in the most practical way.
Height: 350mm

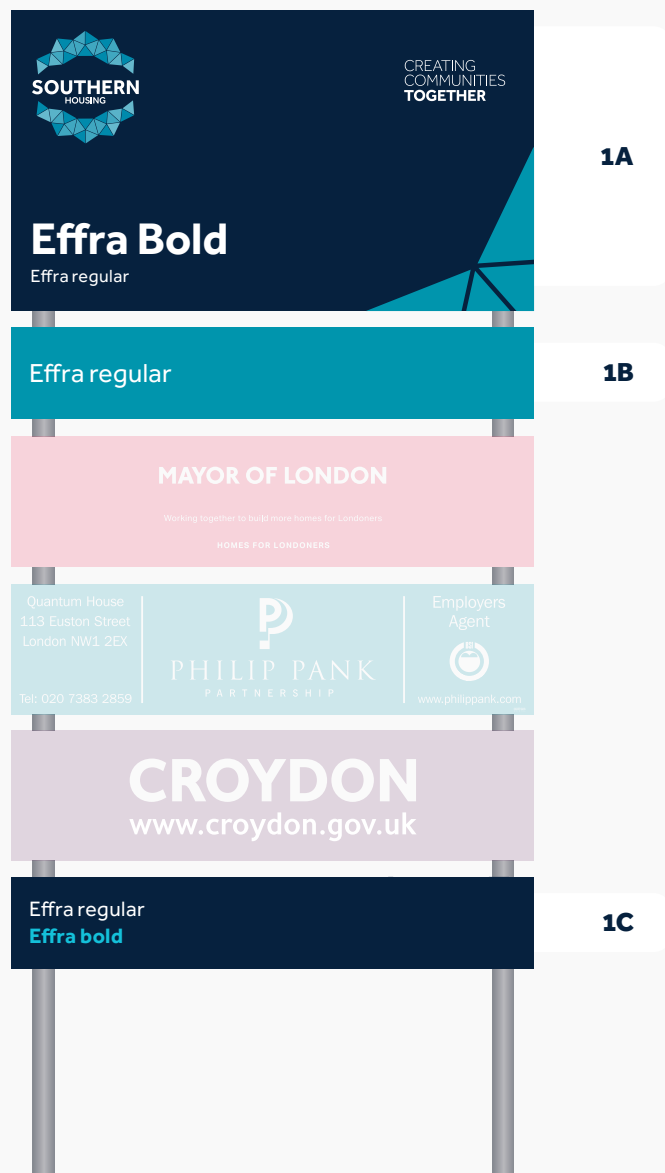
1C. This should be an Oxford Blue board with text vertically centred. Text can be sized to fit the space in the most practical way.
Height: 350mm

OTHER LAYOUT GUIDANCE

A minimum margin size of 10mm from the board edges boards should be present on all Southern Housing boards.

All layouts should follow the guidance presented in the Southern Housing brand guidelines.

TYPICAL 2M WIDE STACK BOARD LAYOUT



HOARDING

CONTENT, ORDER AND LAYOUT

Hoarding allows us to quickly brand up a building site so people know who are developing.

BRAND APPLICATION

Standard hoarding layouts should consist of two panels, one with the Southern housing logo with the website and the other with the Southern Housing strapline.

A third clear panel can be used depending on budget constraints and overall perimeter of the site.

SIZE

Standard 2500mm x 1220mm x 18mm plywood panels or similar should be used for hoarding.

COLOUR AND FINISH

Hoarding should to be painted with primer and undercoat. Oxford Blue should be used as the base colour which has is Steel Blue RAL 5011.

All hoardings should be finished with anti-graffiti top coat or anti-graffiti film.

GREATER LONDON AUTHORITY (GLA)

GLA funded sites must include GLA hoarding panels. These should be included consistently in the design of the entire hoarding run.

TYPICAL 2.5M HIGH STACK BOARD LAYOUT



SIZES AND MARGINS



FLAGS

CONTENT, ORDER AND LAYOUT

BRAND APPLICATION

Standard flags should be Oxford Blue in colour and include the Southern Housing logo with the Southern Housing strapline underneath. A website can also feature if it's appropriate.

SIZE

Printed woven polyester
Side: 900mm x 1800mm

POSITIONING

Flags should be positioned either side of the vehicle entrances. On sites with a prominent frontage and high footfall, flags can also be installed along the hoarding run with a recommended spacing of 10 metres between each flag.

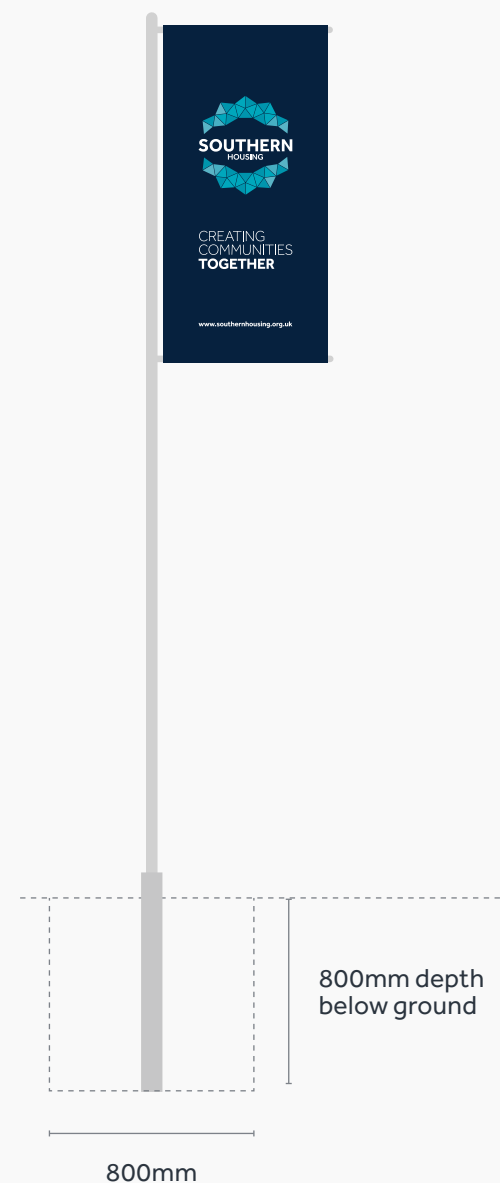
FLAGPOLE

White fibreglass fitted into sleeve concreted into the ground.

TYPICAL FLAG DESIGN



TYPICAL FLAG GROUND POSITION



SCAFFOLD WRAPS

MONARFLEX

BRAND APPLICATION

Monarflex should be wrapped around all scaffolding to ensure the presence is tidy at all times. It should completely cover the scaffolding and be extended as the scaffold grows.

All external sides of the building should be wrapped with branded Monarflex.

The logo should be evenly spaced with a one-on-one-off pattern. Each horizontal layer should be offset from the layer below to form a chequer pattern.

Internal sides can be wrapped in plain Monarflex.

SCAFFOLD WRAP LOGO POSITIONING



TYPICAL SCAFFOLD WRAP



ADDITIONAL APPLICATION

OTHER OPPORTUNITIES TO PROMOTE OUR BRAND

Through development and construction there are a number of ways to promote Southern Housing.

CRANE LIGHTBOX

Crane lightboxes should feature the Southern Housing logo and the Southern Housing strapline if there's enough space.

In this scenario the Southern Housing strapline is permitted to feature larger than the logo.

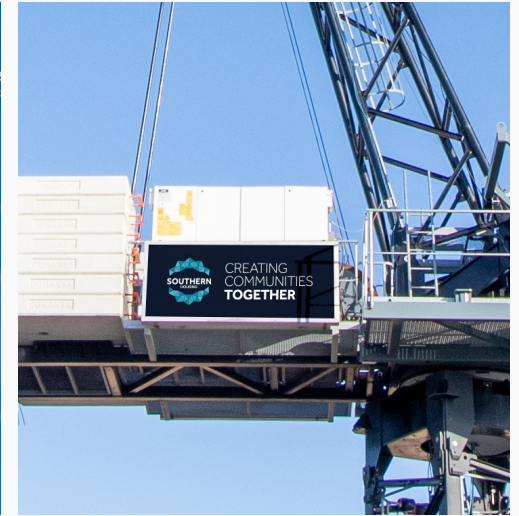
Any layout should be centred within the visible area of the crane box.

HERAS FENCING

Where temporary fencing is used, mesh banners can be applied which should feature our logo on an Oxford Blue background.

Any new branding opportunities should be discussed and explored with a member of the Communications Team

CRANE LIGHTBOX



HERAS FENCING



- **BRAND POSITION**
- **THREE PILLARS**
- **RESPECTFUL**
- **HONEST**
- **RELIABLE**
- **PLAIN ENGLISH**

TONE OF VOICE

OUR BRAND POSITION

Southern Housing is a positive and trustworthy organisation that puts residents at our heart. We're an organisation that cares about our people and makes them feel safe in their home, and proud of the place they live.

Our brand encapsulates lots of active verbs: investing, building, supporting, progressing, creating and including.

We want to improve our residents' lives. We want people to feel they can trust us to provide a home where they feel safe and can be positive about the future. This needs to come across in the way we write.

HOW WE ACT AND HOW WE SOUND

We've lots of different audiences and we should think about their different needs before we put pen to paper. But we don't need to adopt an informal voice for residents and another more formal voice for external partners. It should always be possible to 'hear' Southern Housing in every piece of writing. Our 'style' words should be our guide for creating the Southern Housing tone of voice.



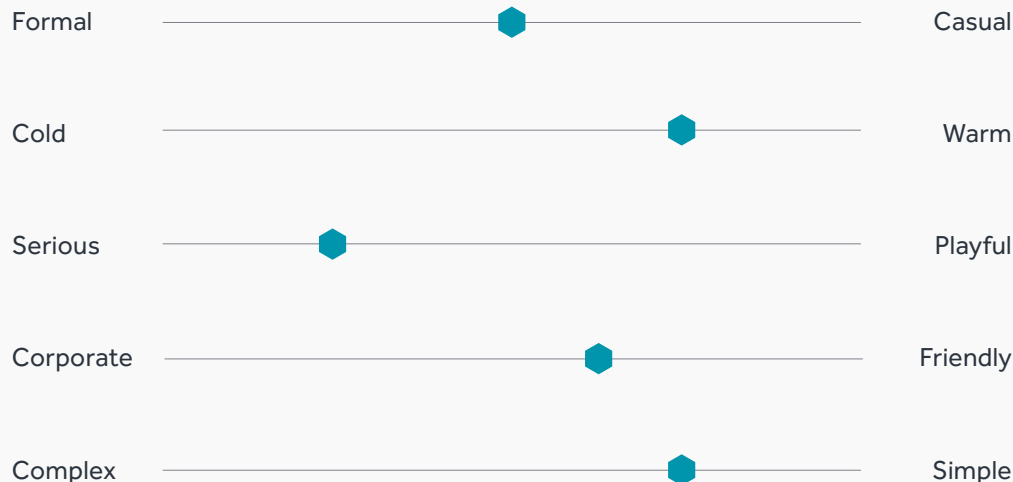
THE THREE PILLARS

GETTING IT RIGHT EVERY TIME

Southern Housing is a positive and trustworthy organisation that puts residents at our heart. We're an organisation that cares about our people and makes them feel safe in their home, and proud of the place they live.

Our brand encapsulates lots of active verbs: investing, building, supporting, progressing, creating and including.

We want to improve our residents' lives. We want people to feel they can trust us to provide a home where they feel safe and can be positive about the future. This needs to come across in the way we write.



1. WE'RE RESPECTFUL



2. WE'RE HONEST



3. WE'RE RELIABLE

WE'RE RESPECTFUL

**WE TREAT OUR RESIDENTS AS
INDIVIDUALS AND ALWAYS PUT
THEM AT THE HEART OF OUR
SERVICES**

INCLUSIVE

Considerate
Thoughtful
Attentive

APPROACHABLE

Accessible
Welcoming
Personable

COMPASSIONATE

Warm
Caring
Friendly



WHAT DOES RESPECT MEAN TO US?

Southern Housing is made up of many different people and we show respect to everyone.

We treat everyone as individuals, ensuring our services are accessible and inclusive.

We put our residents at the heart of everything we do and make sure we support them in the best ways we can.

We want to show that Southern Housing is respectful and focused on the needs of all our customers and colleagues. We're inclusive, thoughtful and attentive, and we design our services based on this approach.

We should always be approachable, so we need to sound accessible and personable so everyone feels welcomed by us when they need our help and support.

We want residents to know we respect and care about them and are considerate of the things that affect their lives.

WE'RE HONEST

WE DO WHAT WE SAY WE WILL

AUTHENTIC

Trustworthy
Genuine
Truthful

STRAIGHTFORWARD

Upfront
Sincere
Clear

CONSCIENTIOUS

Experienced
Capable
Knowledgeable



WHAT DOES IT MEAN TO BE HONEST?

Finding a home and dealing with the issues it can bring can be stressful. It can be a source of anxiety for anyone. As a result, we want people to know we're focused on them. We want to show we're honest and can be trusted to support people in their search for a safe and comfortable place to live.

We want people to see us as truthful and genuine. They should know we don't puff up what we say to make ourselves sound better. Our tone should imply our trustworthiness without explicitly stating we're to be trusted. What we write should be straightforward and clear. We want people to see we're upfront and uncomplicated in the way we write.

We may be straightforward but we must always sound conscientious. Our combined experience and knowledge of providing housing and related support services means people can depend on us. We know people face difficult times beyond their housing needs. We want people to know we're always there when they need us because we're committed to supporting our residents and our communities.

We want to be clear and upfront but we must never sound condescending. We aren't superior to our residents and we don't patronise them. We're respectful of their needs and perspectives.

We must also avoid sounding overconfident. We're knowledgeable and experienced but we're always able to learn from our residents and partners. We're always open to listening to our people.

WE'RE RELIABLE

**WE CAN BE DEPENDED ON TO
SUPPORT A POSITIVE FUTURE**

DEPENDABLE

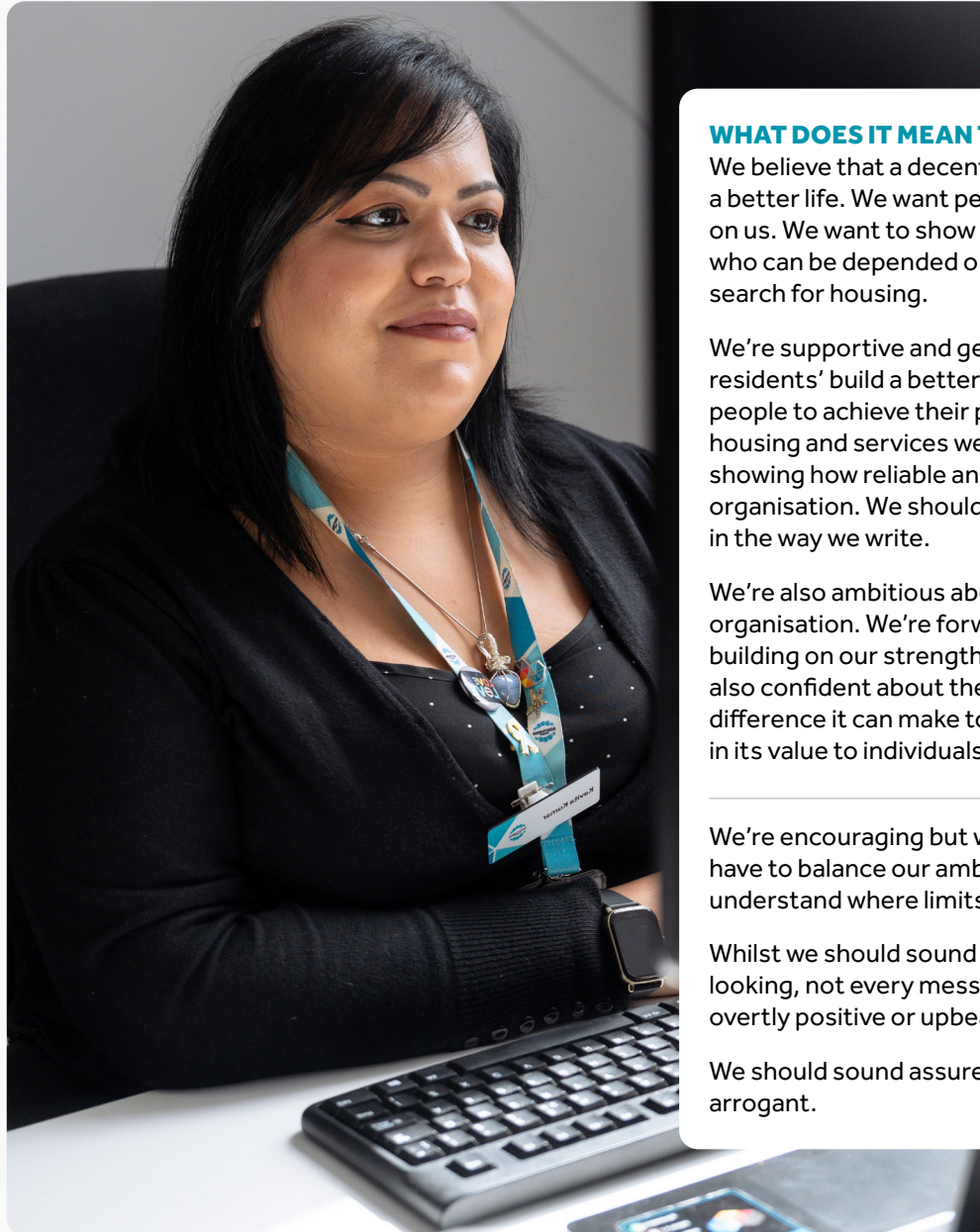
Committed
Responsible
Conscientious

ENCOURAGING

Reassuring
Supportive
Constructive

CONFIDENT

Assured
Forward-looking
Open



WHAT DOES IT MEAN TO BE RELIABLE?

We believe that a decent home is the foundation for a better life. We want people to know they can rely on us. We want to show we're a safe pair of hands who can be depended on to support people in their search for housing.

We're supportive and genuinely here to help our residents' build a better future. We want to help people to achieve their potential through the housing and services we provide. This is about showing how reliable and supportive we are as an organisation. We should always sound encouraging in the way we write.

We're also ambitious about Southern Housing as an organisation. We're forward looking, constructively building on our strengths to be our best. We're also confident about the future of housing and the difference it can make to people's lives. We believe in its value to individuals and society.

We're encouraging but we're also realists. We have to balance our ambition with realism, and understand where limits exist beyond our control.

Whilst we should sound confident and forward looking, not every message can be delivered in an overtly positive or upbeat way.

We should sound assured and confident but never arrogant.

WRITING IN PLAIN ENGLISH

When you start writing on behalf of Southern Housing, using plain English is the most important principle to remember.

Put simply, plain English is ‘writing that the intended audience can read, understand and act upon the first time they read it’.

It’s important that people can read and understand what we write. But it’s not just useful to us. It is a way of demonstrating one of our fundamental values. That we respect them and care they can understand our message.

Plain English can be as useful for our stakeholders and partners too.

Not everyone who contacts us will have English as their first language. Some people will find it harder to read than others. We know that when people feel vulnerable or are facing difficult times it can create anxiety. Using language that’s simple and clear will help people to understand. Understanding what’s happening will help people feel they can trust and depend on us.



FINAL TIPS ON GETTING OUR TONE OF VOICE RIGHT

Remember, we’re respectful, honest and reliable.

Our ‘tone of voice’ is what you get when you write with these words in mind.

Get used to reading what you’ve written out loud.

Get a ‘Critical Friend’ to read what you’ve written

Ask yourself – does it sound like Southern Housing? Why? How have you done it? Can you do it again?

If you write less, people will read more.

USEFUL CONTACTS

Our Communications Team is an expert team who are happy to help and assist with any topics covered in this guide.

✉ comms@southernhousing.org.uk



DESIGN AND MEDIA

Christopher Hoare
Lead Graphic Designer
& document author

Jasmeet Rajbans
Graphic Designer
& document co-author

Daniel Beckett
Film and Photography
Co-ordinator



COMMUNICATIONS

Jennifer Wickert
Head of Communications

Ross Lidbetter
Communications Manager

Alisha Denny-Moore
Internal Communications Manager



DIGITAL COMMUNICATIONS

Tom Key
Head of Digital Communications

Hannah Ellery
Digital Communications Manager

DOCUMENT SIGNED AND APPROVED

Christopher Hoare
Lead Graphic Designer

Lisa Morris
Director of Communications

Wam Dawson
Executive Director People & Culture

☎ 0800 121 60 60

✉ contactus@southernhousing.org.uk

🖱 www.southernhousing.org.uk



Fleet House

59-61 Clerkenwell Road

London EC1M 5LA