



BRAND GUIDELINES



This guide provides basic support on how you can use our identity to enable maximum impact for all of our communications. As long as the basic principles have been applied to the usage of our brand, it will prove very versatile and accommodating to any design.

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01

OUR ORGANISATION

01.1 Our Organisation

What Inquilab Housing Association stands for?

- A sense of heritage: an awareness of our roots.
- A fierce drive for excellence in our services and homes.
- A commitment to clear communication and acting on what we hear.
- Delivering choice in providing both new, good quality rented and owned homes.
- Looking to the future.

Our mission

To meet housing need and support sustainable communities.

Our vision

"A top performing, customer driven business, making a positive contribution to supporting diverse and cohesive communities."

Our vision looks to the future and provides inspiration, setting out where we want to be in 2021. It is supported by a long term financial plan, strategic and corporate objectives that set out what we need to do, our risk management strategy and the values we hold.

Our values

Service: Delivering services residents value and we're proud of

Trust: Being open, honest and showing integrity

Accountability: Taking ownership and responsibility

Respect: Showing care, commitment, and fairness

Strength: Building on the strength of people, legacy and resources

02

OUR LOGO

02.1 Our logo

Our logo can be used in either of the two versions shown here.

Our new logo has been developed to reflect the diversity of our community, business and geography. We are revolutionary in all we do, as is the meaning of our name - revolution.

Our logo represents a dynamic, challenging, fresh forward thinking organisation with people we serve at the heart of all we do whilst embracing our incredible heritage.

At the same time creating a robust, modern and forward looking feel, moving on from the existing branding.

The landscape version should be used as an alternative option where the normal version is not suitable.

Normal



Greyscale



Mono



Whiteout



Landscape



Greyscale



Mono



Whiteout



02.2 Subsidiary logos

While only two potential subsidiary companies exist at present, there is scope to ensure that any additional internal schemes are consolidated into Inquilab's branding.

Each 'stream' of our business is clearly differentiated by its own individual colour way.



02.3 Exclusion Area

The Inquilab logo requires space around it in order to maximise its visual impact.

The 'Q' of 'Inquilab' denotes the exclusion area. Use this as the guide to create the space for the exclusion zone.



02.4 Logo scaling

Our logo is designed to communicate our name clearly so it is important that it can be read at all times.

Wherever possible logos should be used at an optimum size. However, when space is a premium please refer to these sizes as the minimum requirement.

Minimum **Print**



Minimum **Web**



Landscape logo



02.5 Restrictions

Some straightforward rules showing how not to use our logo.

The Inquilab logo must always be produced in the correct colour. The word 'INQUILAB' should never be used on their own: always retain the 'i' symbol.

Both the 'i' symbol and logotype must always be proportionally scaled. No modification can be made to either the logotype or 'i' symbol. Some examples shown of what not to do with the logo.



Do **not** change logo proportion



Do **not** rotate the logo



Do **not** recolour logo using non-brand colours



Do **not** change the font



Do **not** change the relationship between the elements



Do **not** use the logo over images where legibility is inhibited

03

FONTS

03.1 Fonts

Print Font

Nexa Light

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

Nexa Regular

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

Nexa Bold

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

Web Font

Roboto Light

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

Roboto Regular

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

Roboto Bold

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

In-House Font

Arial Light

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

Arial Regular

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

Arial Bold

abcdefghijklmnopqrstuv
ABCDEFGHIJKLMNO
1234567890

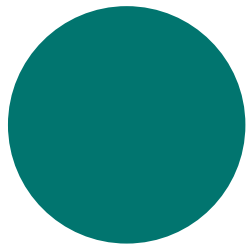
04

COLOURS

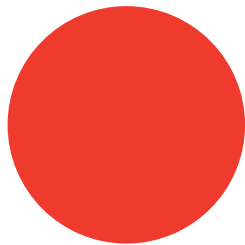
04.1 Colours

Primary Palette

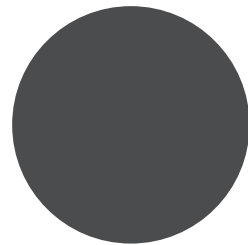
These are the Primary palette for Inquilab Housing Association.



C100 M45 Y65 K0
Pantone 562C



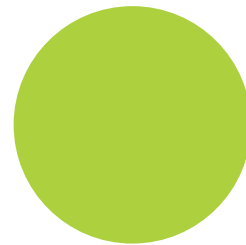
C0 M90 Y90 K0
Pantone 032C



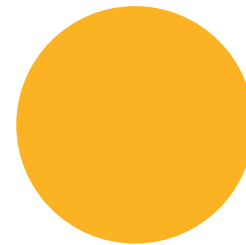
C0 M0 Y0 K85
Pantone Cool Grey11

Secondary Palette

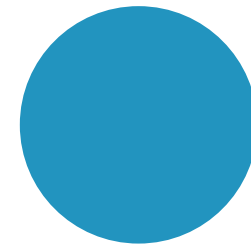
The secondary palette has been developed using colours that provide a visible distinction from the primary palette while still remaining.



C37 M0 Y96 K0
Pantone 382C



C0 M33 Y95 K0
Pantone 1235C



C80 M26 Y12 K0
Pantone 632C

05

PHOTOGRAPHY

05.1 Photography

Using the correct imagery is paramount to the successful delivery of portraying the organisation as professional and diverse.

Our images should be engaging, thought provoking and aspirational in order to really demonstrate the diversity and spirit of our customers. When using stock images we are looking for natural and relaxed – not posed or artificial. Images should be of high quality and resolution, with a minimum of 300dpi for their intended size usage.

Images taken from smart phones and the internet should not be used unless they are set up or downloaded as high resolution files. Do not use images that are blurred or pixelated.



06

IDENTITY IN USE

06.1 Stationery



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Chief Executive

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With Compliments

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Dear Sir,

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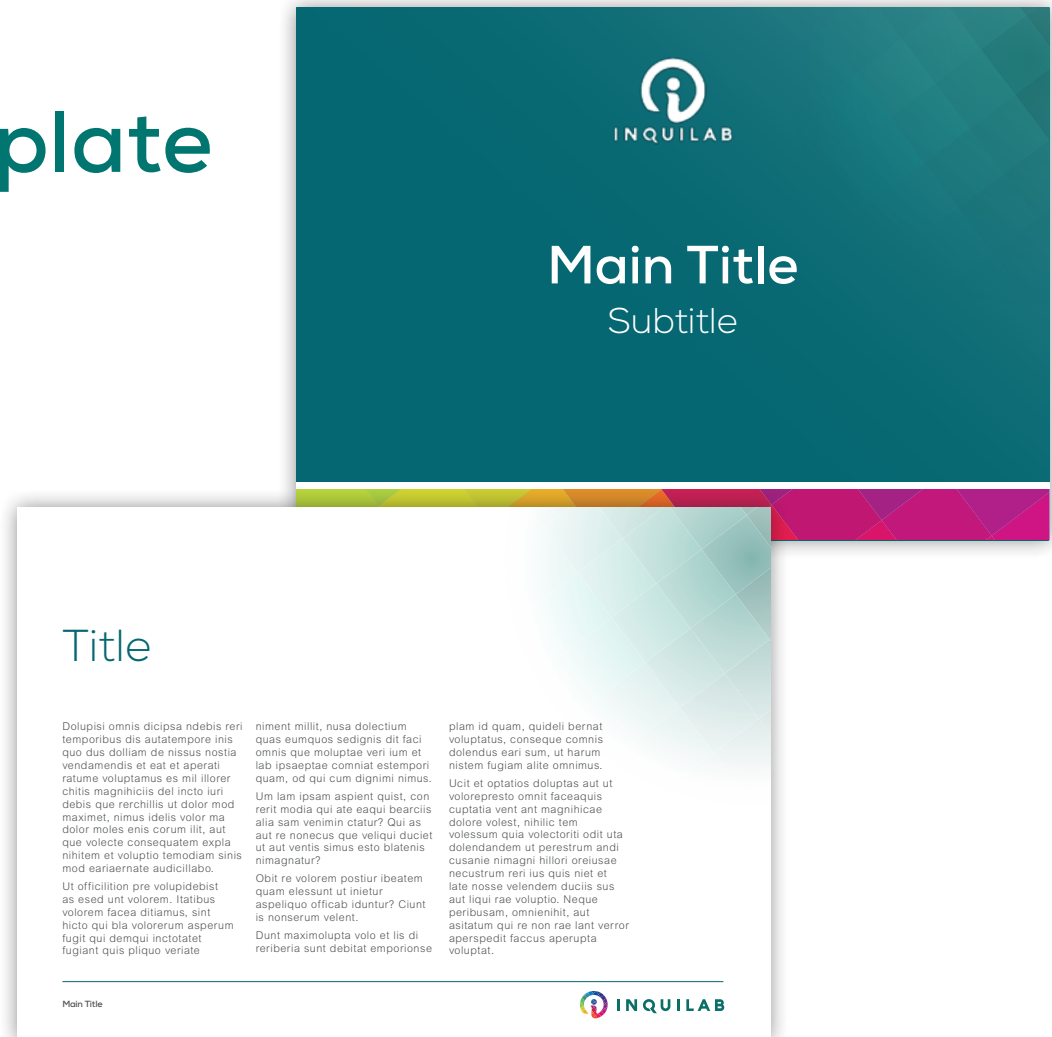
06.2 Powerpoint template

For presentations we have created a standard Powerpoint template.

The cover and main slide backgrounds should be kept the same for brand consistency with the titles, subtitles and body copy changing where appropriate.

The font for the slides is Nexa Bold, with the Main slide header at 60pt and the subtitle being 40pt. There is some flexibility on these sizes where long titles are used.

Nexa Regular should be used for the inner slides main title at 50pt, using Arial Regular for the body copy at 12pt. The main title of the presentation should appear in the bottom left of each slide at 10pt type.



06.3 Leaflets

Here is an example of our A5 branded leaflets.

Inquilab has various information leaflets for our customers. They all relate to specific areas of expertise and therefore need to be easily distinguishable. This is achieved by a good use of colour and relevant photography.

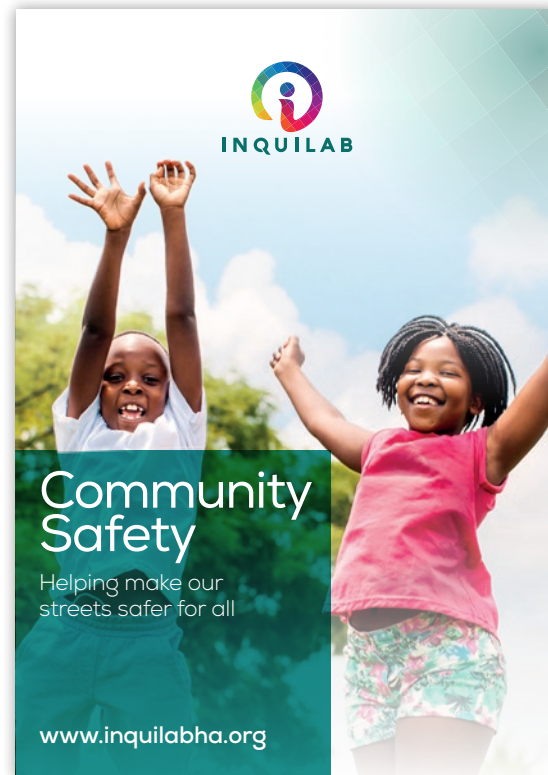
The style of them and other leaflets should be instantly recognisable as Inquilab publications, making good use of the 'square block' device where suitable.



06.4 Posters

The examples shown are of A4 poster and A3 posters. As with all of our media, the logo should be centred.

The font Nexa Bold and Regular should be used for the copy on all posters, adjusting the sizes to what best suites the space available.



06.5 DL leaflets

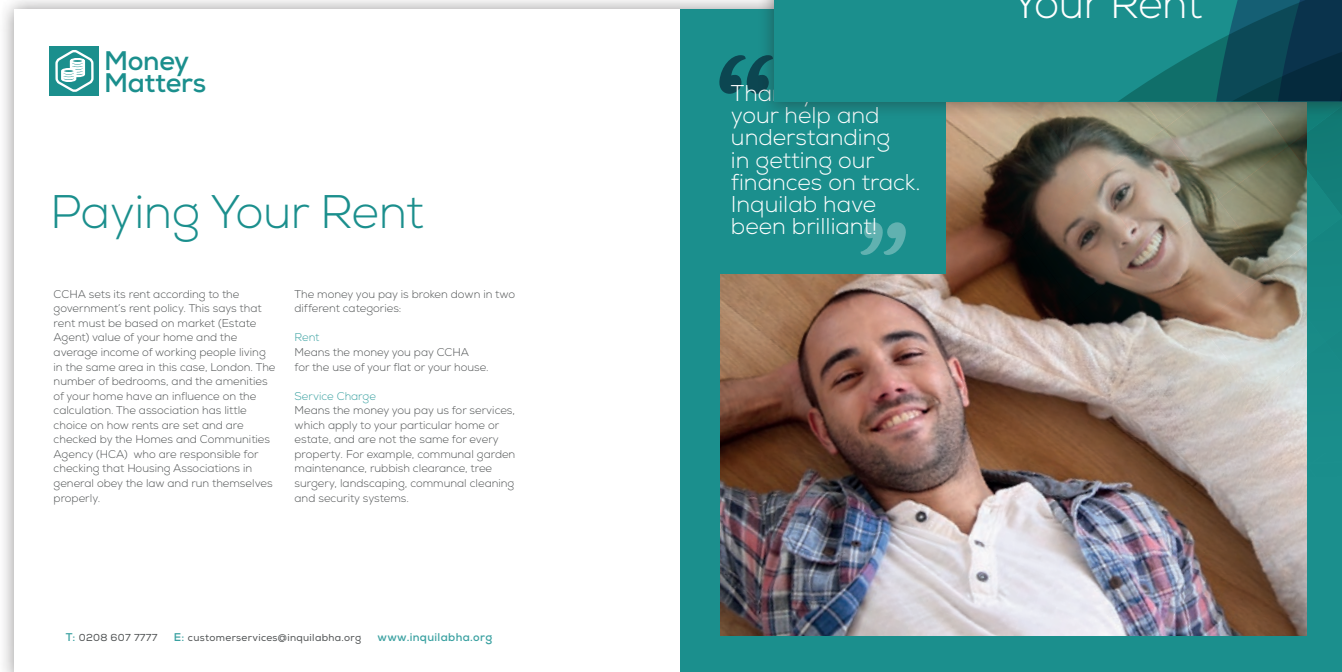
The same principles apply to DL leaflets as they do with the A5 leaflets. The design and layout should be easily read, with clear and consistent content. With our DL leaflets, a minimum font size of 10pt should be used along with a 12pt leading.



06.6 Brochures

Here is an example of our corporate brochure styles.

An extension of our branding showing the flexibility of design.



07

VAN LIVERY

07 Van Livery

The examples opposite show how the Inquilab logo should be applied to vehicles.

Care should be taken to align elements to their best advantage to ensure legibility and balance.



08

EMAIL SIGNATURE

08 Email Signature

So that correspondence can be easily made we have our own email signatures.

The email signature should be self contained inside a 10% tint of Pantone warm grey. This will give a clear definition between the white background of the email and the signature. The signature itself features our logo and the personal contact details of the sender.

Inquilab Housing's Facebook and Twitter handles should also be featured as clickable icons with the relevant links embedded.

The right side of the banner should be left blank so that it can adjust to the width of the email window.





If you have any queries regarding our identity then please contact us.

0208 607 7777

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Inquilab Housing Association

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