ccha

Brand guidelines

April 2020

Introduction

This document contains the guidelines that you will need in order to implement the ccha brand.

Our logo is used on everything from signs to uniforms, vehicles to leaflets, stationery to advertisements. It communicates an important message in establishing and maintaining our public image and reputation.

Consistency is the key to making a brand memorable. Brands will only be consistent if we all follow the set guidelines, we therefore ask you to take the time to read this document carefully before attempting to reproduce the brand.

Please remember the aim is not to dull anyone down but to ensure we make the right impression first time.

Contents

The logo

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This is our logo. It is essential that we ensure consistent application of our logo across every piece of branding we create.

The ccha logo should never be redrawn or modified from the artwork files provided.

Please observe the guidance detailed on the following pages to ensure our brand is always represented correctly.

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The logo - colour variations

Our logo may be reproduced in three different colour variations. No other colour versions should be used or created.

Colour - navy

This is the preferred version of our logo and should be used wherever possible. It must be used on white or light backgrounds.

White

The white logo is designed for use on coloured backgrounds and imagery.

Mono

The mono logo is designed for use when colour reproduction is unavailable.

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The logo - clear space

Exclusion zone

There should always be an area of clear space around the logo to separate it from all other logos or typography. A minimum space of the height of the 'c' in ccha is to be maintained at all times, as shown below.

Minimum size

To ensure the logo is always legible, it should never be reproduced less than 20mm wide on printed materials or 100px wide for digital applications.

Always use the master artwork when reproducing the logo in print or on-screen.

← 20mm →

Misusing the logo

Do not edit, re-draw, re-colour or re-create the original logo artwork in any way.

Do not lock up any additional elements to the logo.

Do not place the logo on a colour that affects the legibility.

Do not place the logo on an image that affects the legibility.

Do not rotate or skew the logo in any way.

Do not stretch or distort the logo disproportionately.

Do not stylise the logo with glows, drop shadows, outlines or any other effects.

Do not scale the logo so small that it becomes difficult to read.

The strapline

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Our strapline is 'Delivering on our promises'. It is an honest reflection of where we are at the moment and where we want to be.

Our strapline is an optional addition which may be locked up to our logo as shown here.

The logo artwork files are available both with and without the strapline.

Always ensure that the text is legible and large enough to read. The logo should never be redrawn or modified from the artwork files provided. The same rules apply as shown on page 7.

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Delivering on our promises

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Primary colour

ccha brand is made up of a single colour. Colour references are supplied for lithographic and digital printing, specified as solid Pantone® colours and as four colour process (CMYK).

RGB and hexadecimal colours have been provided for screen and web applications.

In print

Solid colour: Pantone 655C
CMYK: C: 100% M: 87% Y: 40% K: 36%

On screen

RGB: R: 0 G: 37 B: 84
Hexadecimal: #002554

Secondary colours

In print
Solid colour: Pantone 7689C
CMYK: C: 78% M: 32% Y: 9% K: 0%

On screen
RGB: R: 36 G: 141 B: 193
Hexadecimal: #248DC1

In print
Solid colour: Pantone 192C
CMYK: C: 0% M: 98% Y: 60% K: 0%

On screen
RGB: R: 229 G: 17 B: 71
Hexadecimal: #E51147

In print
Solid colour: Pantone 526C
CMYK: C: 68% M: 93% Y: 0% K: 0%

On screen
RGB: R: 115 G: 48 B: 137
Hexadecimal: #733089

In print
Solid colour: Pantone 7716C
CMYK: C: 84% M: 16% Y: 47% K: 2%

On screen
RGB: R: 0 G: 148 B: 144
Hexadecimal: #009490

In print
Solid colour: Pantone 7649C
CMYK: C: 42% M: 100% Y: 24% K: 17%

On screen
RGB: R: 142 G: 25 B: 96
Hexadecimal: #8E1960

In print
Solid colour: Pantone 368C
CMYK: C: 60% M: 0% Y: 100% K: 0%

On screen
RGB: R: 118 G: 188 B: 33
Hexadecimal: #76BC21

Headline typeface

EloquentJFPro regular is our headline typeface and should be used for headlines or titles or to highlight text such as quotes.

The only exception to this rule is our internal system typeface. Details about when this can be used are on page 12.

Do not use any other typeface as a substitute as this will dilute the brand.

EloquentJFPro regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10
! @ £ % ^ & * ( ) , < > / ?

Body copy typeface

Roboto is our body copy typeface and should be used across all ccha communications.

The only exception to this rule is our internal system typeface. Details about when this can be used are on page 12.

Roboto is a clear, friendly and highly inclusive typeface, it has been chosen specifically to be easily read by all.

Do not use any other typeface as a substitute as this will dilute the brand.

Roboto light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ £ % ^ & * ( ) , < > / ?

Roboto regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ £ % ^ & * ( ) , < > / ?

Roboto bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ £ % ^ & * ( ) , < > / ?

Internal system typeface

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Arial is our internal system typeface and is intended for use in everyday applications such as emails, letters and Powerpoint presentations.

It may be used as a replacement typeface for internal applications where it is not possible to install Roboto for technical or licensing reasons.

Arial is a Windows system typeface and should be readily available on all ccha computers.

Do not use any other typeface as a substitute as this will dilute the brand.

Arial regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ £ % ^ & * ( ) , < > / ?

Arial bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ £ % ^ & * ( ) , < > / ?

Typographic style

Light
Regular
Bold

✔

Do change the font weight to create contrast and a clear hierarchy. eg. bold for subtitles and regular for body text.

We aspire to build more quality homes and continue to have a positive impact on the local communities in which we operate.

✔

Do use sentence case for text wherever possible. Only use capitals to start sentences and for proper nouns.

Our focus is on ensuring that our residents are happy and safe in their homes.

✔

Do avoid letter spacing that is too tight or too wide. Somewhere between 0 and -20 tracking makes text easiest to read.

Proudly delivering excellent homes and services to our customers and communities.

✔

Do avoid line spacing that is too tight or too loose. Somewhere between 100% and 120% leading makes text easiest to read.

We aspire to build more quality homes and continue to have a positive impact on the local communities in which we operate.

✖

Do not underline for emphasis, use the bold version of the font instead.

Our focus is on ensuring that our residents are happy andsafeintheirhomes.

✖

Do not right align text or justify text, this creates gaps which makes it difficult to read.

Proudly delivering excellent homes and services to our customers and communities.

✖

Do not mix too many different colours within the text.

We aspire to build more quality homes

✖

Do not condense or stretch the font.

Square device

There are three square devices which can be used to highlight copy, here are examples of how to use them.

"We aspire to build more quality homes and continue to have a positive impact"

Delivering excellent homes and services

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Focus square
To be used when highlighting copy such as a quotation. This must be placed on a light coloured background only.

Solid square
To be used when highlighting copy on a busy or coloured background.

Three corner square
To be used when highlighting copy on a title page and to link up with the logo.

Photographic style

Our photography style is sharp, bright and professional. Photographs should always look real and not forced. By concentrating on what's real, our customers, our staff and their environments, we will always be able to portray ccha in a true and honest light.

Photographs should reflect the subject positively and be sure to include a diverse range of people of different ages and ethnicities.

Application - stationery

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RoSPA Member

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ccha

ccha
6th Floor, Norfolk House, Wellesley Road, Croydon, Surrey CR0 1LH
E: customers@ccha.biz   T: 020 8680 7532   F: 020 8688 5316

Croydon Churches Housing Association Ltd. An Exempt Charity. Chief Executive: Tracy Cullen.
Incorporated under the Co-operative and Community Benefit Societies Act 2014 17772R. Homes and Communities Agency Registered LH0495.
Financial Conduct Authority Registered 775392. Member of the National Housing Federation.

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OfficialCCHA
www.ccha.biz

With compliments

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Identity examples

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Identity examples
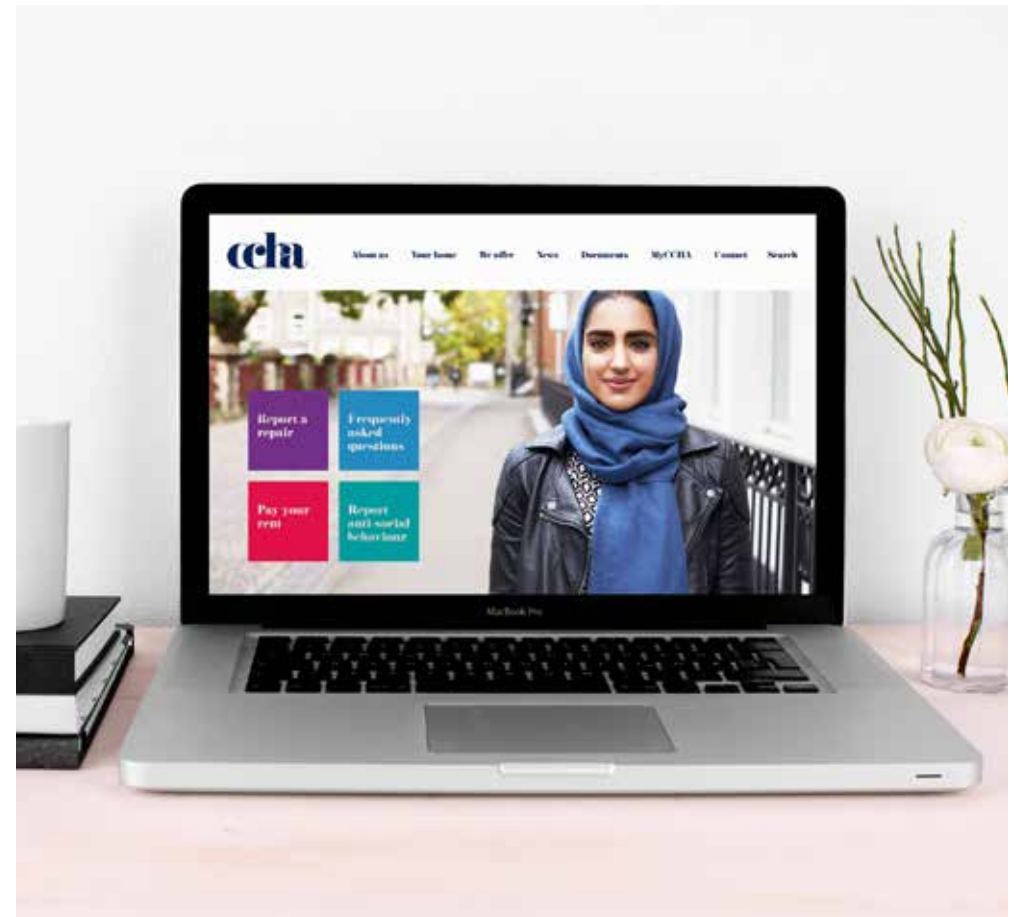
ccha

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If you have any queries about the ccha brand please contact:

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