



Brand  
Guidelines



May 2007

# Introduction

**Unity is an organisation committed to building strong sustainable communities through the provision of high quality housing and social and employment opportunities.**

Under the Unity banner we have two key functions: Unity Housing and Unity Enterprise. Whilst the two offer different products and services, they are both part of the Unity family and share the same overall aims and values.

Our aim for all parts of Unity is to offer products of the very highest standard and unbeatable levels of customer service at all times. We want people to associate all parts of our business with a consistently high level of quality and professionalism.

It is important that this is supported by a strong brand and corporate identity.

A 'brand' is all the aspects that people associate with an organisation over and above the product/service they supply. It is often described as the 'added value' that you get by choosing one product or company over another. We want people to choose Unity and to continue using us for a long period of time.

The added value that Unity offers is:

- We are driven by Customer Service
- We are a BME led community based organisation
- We are open and honest in our working relationships
- We value the people who work for us and with us
- We are Housing Specialists
- We are Professional
- We are Modern & Successful
- We are Visionary & Strategic
- We are Dynamic & Responsive
- We are Socially Responsible & Financially Robust

The two ways that we can communicate our brand values are (1) always act in a way that is in keeping with them and (2) ensure that every non-personal interaction that we have with anyone (whether it be by letter, an advertisement, a leaflet etc) is consistent with the following brand communication guidelines.

A key part of our brand is our new logo. By ensuring that we always use the logo correctly and consistently, we will portray that we are a professional organisation who understands the importance of presenting itself correctly.

To achieve this any marketing activity or use of our logo must follow the instructions in this manual. This manual sets out the first phase of our new corporate identity which will be developed throughout 2007.

If you have any questions about using our corporate identity please contact Helen Walker at Unity on 0113 2007719, email [helen.walker@unityha.co.uk](mailto:helen.walker@unityha.co.uk) or Graham Sykes at In House Marketing on 01484 437461, email [info@i-hmc.co.uk](mailto:info@i-hmc.co.uk)



## Group Logos



We have a logo for each of our two key functions.



We have a corporate logo for group communications.

To be used with all marketing collateral and correspondence relating to Unity Housing.

To be used with all marketing collateral and correspondence relating to Unity Enterprise (Unity Enterprise is the trading name of Unity Property Services, which is a wholly owned subsidiary of Unity Housing Association Ltd).

## Logo Variations Group Logo



### Primary Colour

This is the preferred version of our logo.



### Monotone

This is the preferred version of our logo in monotone.



### Monotone - reversed out

For use reversed out of a solid coloured background.



### Exclusion zone

Do not position the logo too close to text, images or other logos. This area of isolation is based on the 'n' in our logo.



### Minimum size

Do not use the logo smaller than 25mm in width.

# Logo Variations

## Housing Logo



### Primary Colour

This is the preferred version of our logo.



### Monotone

This is the preferred version of our logo in monotone.



### Monotone - reversed out

For use reversed out of a solid coloured background.



### Exclusion zone

Do not position the logo too close to text, images or other logos. This area of isolation is based on the 'n' in our logo.



### Minimum size

Do not use the logo smaller than 25mm in width.

# Logo Variations

## Enterprise Logo



### Primary Colour

This is the preferred version of our logo.



### Monotone

This is the preferred version of our logo in monotone.



### Monotone - reversed out

For use reversed out of a solid coloured background.



### Exclusion zone

Do not position the logo too close to text, images or other logos. This area of isolation is based on the 'n' in our logo.



### Minimum size

Do not use the logo smaller than 25mm in width.



## Using the logo Group Logo

### Logo Don'ts

Don't introduce any other text to the identity.

Don't distort the logo.

Don't use the logo on any photographic background.

Don't swap the brand colours within the logo



## Using the logo

### Housing Logo

When using the logo the words 'Housing' must always appear with the identity.

### Logo Don'ts

Don't change the positioning of the text 'Housing'.



Don't distort the logo.



Don't use the logo on any photographic background.



Don't swap the brand colours within the logo.



## Using the logo Enterprise Logo

When using the logo the words 'Enterprise' must always appear with the identity



## Logo Don'ts

Don't change the positioning of the text 'Enterprise'.



Don't distort the logo.



Don't use the logo on any photographic background.



Don't swap the brand colours within the logo.



# Typography

VAG Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£%&()[]

**VAG Rounded Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**!@£%&()[]**

For PC or Web produced material:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£%&()[]

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**!@£%&()[]**

We use the following typefaces in our publication to give our material a consistent and distinctive design.

Do not use any other typeface on any communication.

# Corporate Colours

Pantone  
Cool  
Gray 7

CMYK		RGB	
C	20	R	154
M	15	G	155
Y	11	B	156
K	40		

Pantone  
2617

CMYK		RGB	
C	82	R	73
M	100	G	14
Y	0	B	111
K	8		

Pantone  
376

CMYK		RGB	
C	59	R	122
M	0	G	184
Y	100	B	0
K	0		

Pantone  
227

CMYK		RGB	
C	7	R	169
M	100	G	0
Y	7	B	97
K	21		

## Logo Primary Colours

Pantone references identify the colours use in printers inks. Use these Pantone colour references to obtain the best possible colour match.

We use this range of colours in our publications to give our material a consistent and distinctive design.