



www.lha-asra.org.uk

BRAND

management guide

INTRODUCTION

This guide is for staff of LHA-ASRA, and for suppliers, who need to know when and how to use the group logo and subsidiary logos in visual communications.

It provides easy-to-follow guidelines to ensure that the logos are used correctly and consistently at all times, regardless of the application.

The overall objectives are to:

- ◆ Maximise awareness/recognition of the LHA-ASRA group name/identity
- ◆ Maintain awareness/recognition of the group member identities

If you have any queries regarding the correct use of the group logo or need to obtain logo masters, please contact the Executive Assistant to the Group Chief Executive at our head office.

Please note that the colours reproduced in this document are for information only and must not be used for colour matching. To ensure accurate colour matching of corporate colours, please refer to the full Pantone references or CMYK breakdowns contained in this document.

VISION STATEMENTS

Vision statements can be (but do not have to be) used in promotional communications, when a succinct 'sign-off' statement or simple 'wrap around' message is appropriate – such as in display material or recruitment advertising.

They can and should evolve over time, as organisations develop.

LHA and LHA-ASRA Group

Building better homes, better communities and better lives.

LHA Support Services

A 'not-for-profit' charitable agency providing care, support and housing services which enable people with a wide range of needs to live as independently as possible. We are committed to providing a professional, innovative and affordable service.

ASRA Greater London HA

Providing high quality homes and culturally sensitive services, to meet the needs and aspirations of diverse communities.

THE GROUP NAME

The name "LHA-ASRA Group" (or "LHA-ASRA", an acceptable shorthand alternative) should be used when referring to the group in all communications including:

- ▶ Answering external phone calls at group head office
- ▶ Face-to-face meetings re: group activity
- ▶ Letters, emails, memos and Powerpoint presentations re: group activity

The names LHA, LHA Support Services, ASRA and other future group members, will continue to be used independently as before in answering phone calls at regional offices or at individual member head offices.

THE GROUP LOGO

The LHA-ASRA group logo has been designed to create a distinctive and memorable identity for the group in the minds of its stakeholders.

In colour and style it echoes the corporate identities of the group's founders, LHA and ASRA Greater London Housing Association, drawing elements of both together in a coherent whole and contemporary styling.

It has been designed to work effectively both as a stand-alone logo, and alongside other logos.

Our logo is shown here in three colours. Note that logo consists of all of the elements shown, including the parallel blue lines.

- ▶ Do not alter the logo in any way
- ▶ Do not distort the logo by altering the proportions: it must not be squeezed or stretched
- ▶ Do not remove or obscure any of the logo elements: it must be used intact
- ▶ Do not reproduce it any smaller than 30mm in width

Wherever possible the logo should be used on a plain white background.



BACKGROUNDS

The logo is designed to work best on a white background.

SINGLE COLOUR USAGE

Where colour is not available, the logo may appear in black and white, tones of grey or in blue (PMS 280) as per the following examples which are all equally acceptable. It should not be used in any other colour or in 'tints' of PMS 280.



Black and white half-tone (grey triangle in 30% black)



Black and white on light background (grey triangle in 30% black)



Single spot colour PMS 280 (pale blue triangle in 30% PMS 280)

CLEARZONE

To protect the integrity of the logo and ensure it is consistently used to best effect, it should always be surrounded by its clearzone – in other words an area of clear space. The size of the clearzone is defined as the height of the word 'group' in each instance.



TYPESTYLE

1. All external letters and emails (LHA-ASRA Group and group members)

The new specified typeface for everyday use is Arial, at 11 point. If there is any possibility that the recipient may experience visual impairment, use 12 point.

2. Reports (LHA-ASRA Group and group members)

Either Arial or Trebuchet can be used for reports.

3. Group marketing communications material and advertising

The approved typeface for group marketing communications material (including flyers, mailers, newsletters, magazines, case studies, display advertising and recruitment advertising) is Rotis.

ASRA, LHA and LHA Support Services will use Helvetica Condensed in their marketing communication and advertising material.

Arial

Trebuchet

Rotis

Helvetica Condensed

GROUP ADVERTISING

It is important to use the group logo on all advertising (display and recruitment) to enhance our public image.

The main purpose of advertising is to attract the eye and make the audience stop and read. There are no hard and fast rules about the layout of individual advertisements, which may appear in mono, spot colour or full colour depending on budget.

Headings should be strong and quick to read; a well chosen photograph will increase impact.

- ◆ Group adverts: use the group logo
- ◆ Group member adverts: use the group member logo first, plus the group logo (at the same size)
- ◆ Use Rotis as the text font

GROUP DISPLAY ADVERT

LHA-ASRA GROUP

A NEW FORCE IN HOUSING AND REGENERATION

"Many congratulations to the Captain, Trustees and staff on reaching PRESET's 10th Anniversary.

"Your tireless commitment over decades is an example to many organisations. I am sure that thousands more young people will be helped and supported by PRESET's work in the decades to come.

"I would encourage many more people and organisations to support your valuable work. We will certainly continue to do so."

Atul Patel
Group Chief Executive

WORK WITH US

To find out more about the LHA-ASRA Group and how we might work together, please contact:
The Executive Assistant to the Group Chief Executive,
LHA-ASRA Group, 24 De Montfort Street, Leicester LE1 7JF
T: 0116 257 6734 F: 0116 275 5201 www.lha.org.uk www.asra.org.uk

LHA RECRUITMENT ADVERT

LHA
The New Housing & Regeneration Agency

LHA-ASRA GROUP

LHA-ASRA Group is an innovative and progressive housing and regeneration group, extending from Nottinghamshire to London and the Home Counties, which manages 11,000 homes across the East and South Midlands, Greater London and the South East.

Housing Services Team Leader Ref: V1383

£20,771– £25,468 pa plus car allowance

This is a great opportunity for someone with a sound housing management and maintenance background, who can demonstrate that they have the management potential to lead their own team. Alternatively you may already be an existing manager keen to move to one of the most forward-thinking housing organisations in the region, promoting a 'can do' culture.

If you have a track record in managing an effective team or feel that you have the skills necessary to make that next step, including; excellent communication, organisational, report writing and IT skills, then we'd love to hear from you.

Ideally you'll be a full or part qualified member of the Chartered Institute of Housing or be willing to undertake this qualification.

If you feel that you can add value to our team and are looking for an innovative and progressive environment where your achievements are rewarded, please call our recruitment line on 0116 257 6734 (24 hour answerphone).

Closing date: 16th February 2006.

LHA is proud to support an environment of diversity. We welcome applications from anyone who has the right skills and attitude to make a difference.

www.lha.org.uk

CHARTERED INSTITUTE OF HOUSING
INVESTOR IN PEOPLE

GROUP MEMBER STATIONERY

- ◆ LHA stationery (incorporating the group logo – see below) will continue to be used by the Housing Services team responsible for the LHA operational area
- ◆ LHA Support Services stationery (incorporating the group logo – see below) will continue to be used by all LHA Support Services staff
- ◆ ASRA stationery (incorporating the group logo – see below) will continue to be used by ASRA staff
- ◆ Future members: stationery should incorporate the group logo (see below)

Incorporation of group logo

When new group member stationery is commissioned (for LHA, LHA Support Services, ASRA or future members), each stationery item (letterheads, business cards, with compliments slips) should incorporate the group logo in the correct corporate colours, as well as the group member logo.

In the case of business cards where space is limited, the group logo and vision statement can be printed on the reverse of the card.

The design of individual group member stationery items is beyond the scope of this document, but as a general rule:

- ◆ the group logo should appear at the foot of letterheads
- ◆ it should be used at approximately the same size as (or slightly smaller than) the group member logo

In all cases, care should be taken to ensure that the group logo appears at or above the specified minimum size.

GROUP STATIONERY

Business stationery (letterheads, business cards and 'with compliments' slips) has been created for the group.

Please follow the approved style and layout when ordering re-prints or additional items.

Group stationery should be used by all group corporate service departments. The text font adopted is Rotis.



Head Office: 24 De Montfort Street • Leicester • LE1 7GB • T: 0116 257 6700 • F: 0116 247 0365



Head Office: 24 De Montfort Street • Leicester • LE1 7GB
T: 0116 257 6700 • F: 0116 247 0365

To:

From:

Date:

- Urgent
- As requested
- Please sign and return
- Please confirm your attendance
- For your information
- As discussed

With compliments



Atul Patel BA (Hons), MCIH, FRSA
Group Chief Executive

24 De Montfort Street
Leicester LE1 7GB
T: 0116 257 6719
M: 0780 394 3438
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**Building better homes,
better communities
and better lives.**



LHA-ASRA Group Limited
Registered Office: Stonesby House • 44 Princess Road East • Leicester • LE1 7DQ
Registered with the Housing Corporation: L0409 • Registered with the FSA: 20933R



Head Office: 24 De Montfort Street • Leicester • LE1 7GB
T: 0116 257 6700 • F: 0116 247 0365 • E: enquiries@lha-asra.org.uk
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To:

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Date:

Urgent

As requested

As discussed

With compliments



LHA-ASRA Group Limited



NAME BA, MCIH
Job Title

24 De Montfort Street
Leicester LE1 7GB

T: 0116 257 6719

M: 0123 456 7899

F: 0116 275 5501

E: name.surname@lha-asra.org.uk



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To:

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Date:

Urgent

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 **With compliments**



NAME BA, MCIH
Job Title

ASRA House, No. 1 Long Lane
London SE1 4PG
T: 020 7940 6600
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E: name.surname@lha-asra.org.uk





**Building better homes, better communities
and better lives.**



ASRA Greater London Housing Association Limited
A member of the LHA-ASRA Group Limited



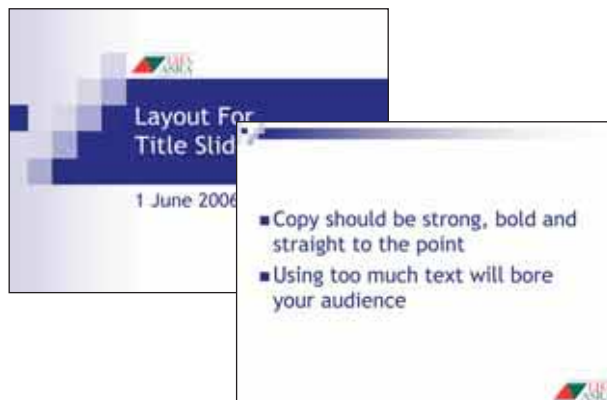
ASRA Greater London Housing Association Limited is an Industrial & Provident Society (24620R) with charitable status
Registered with the Housing Corporation: L3534 • A member of the LHA-ASRA Group Limited



POWERPOINT PRESENTATIONS

Use a white background.

- ▶ Group presentations: use the group logo in the bottom right hand corner of each slide
- ▶ Group member presentations: use the group member logo in the bottom left corner, and the group logo at the same size in the bottom right corner. Group members may use other slide designs provided they conform to these minimum guidelines
- ▶ Use Arial or Trebuchet as the text font



DEVELOPMENT SITE SIGNAGE

The group logo should always appear on the sign in the correct corporate colours identified previously.

Please note the requirement for certain publicly funded developments to incorporate the Housing Corporation logo, and/or the message: 'HM Government Building for the future' in a prescribed format. This requirement may be subject to change. For all the latest guidance, please visit the Housing Corporation website at: www.housingcorp.gov.uk

SCHEME SIGNAGE

Signage at **newly developed schemes** should incorporate the logo of the lead development association alongside the group logo at the same size.

Signage at **existing schemes** which currently carries a group member logo (or a 'subsidiary brand' logo), should also incorporate the group logo alongside it at the same size, when the sign is updated during routine cyclical works. Scheme signage at existing schemes which does not currently carry a logo can remain as it is in line with residents' wishes.

LOGO COLOUR SPECIFICATIONS

RED (LHA-ASRA, LHA and LHASS)

Cyan:	0
Magenta:	100
Yellow:	100
Black:	0

Pantone 032

BLUE (LHA-ASRA, LHA and LHASS)

Cyan:	100
Magenta:	100
Yellow:	0
Black:	27

Pantone 280

GREEN (LHA-ASRA and ASRA)

Cyan:	69
Magenta:	1
Yellow:	51
Black:	65

Pantone 567 CVC

GOLD (ASRA)

Cyan:	0
Magenta:	68
Yellow:	100
Black:	0

Pantone 1665 CVC