

Our brand and design guidelines



**Catalyst
Housing**

Catalyst (*noun*):
a person or thing that
makes change happen

What is our brand?

Our brand is our personality and our reputation.

It feeds into every part of our work, and sums up the experience that everyone – customers, colleagues, partners and suppliers – should expect and receive from Catalyst.

It also guides the look and feel of our digital and print materials, so that we present ourselves in a distinctive and consistent way.

If you regularly produce print or digital materials on behalf of Catalyst, read on...

Our purpose: *what we are here for*

Better Homes. Better Service. Better Future.

We aim to be a catalyst for change and improvement wherever we work, so that more people have the chance to build a better future.

- **Better Homes**

We make quality homes affordable, providing a wide range of rental and home ownership opportunities for people at every stage of life

- **Better Service**

We aim to deliver outstanding customer service, and are always striving to improve

- **Better Future**

We work with local partners to transform the prospects of local residents and the areas where they live



Our values: *what matters to us*

Our four core values underpin what we do and how we do it.

Quality

We make quality homes affordable and we aim to deliver outstanding customer service. We constantly strive to improve our homes and services.

Opportunity

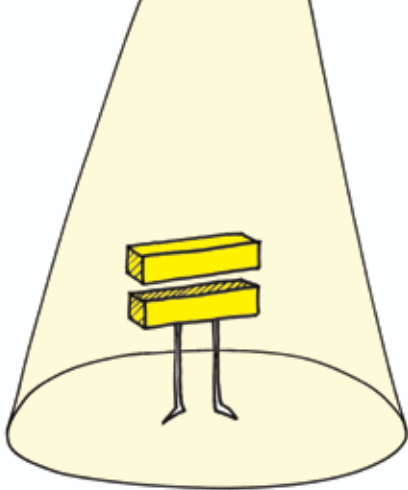
We act as a springboard not a safety net. We are a catalyst that helps people make their housing aspirations happen, and that empowers local residents to build a better future.

Integrity

We do what we say we will. Partnership is key to the way we work, and it is vital that our customers and partners can trust us to deliver.

Inclusion

Everyone has the right to a quality home that suits their needs, so we provide a wide range of rental and home ownership opportunities, in mixed tenure developments.



Our personality: *how we behave*

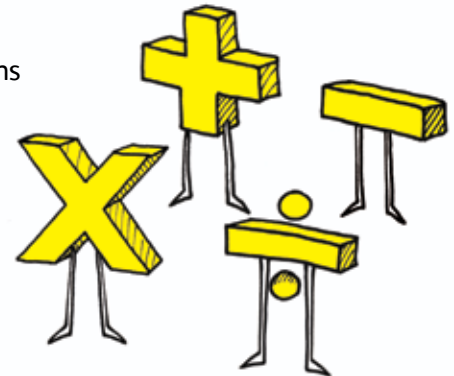
Catalyst people are personable, proactive and professional.

Personable:

- We listen and respect others
- We understand how our actions affect others
- We are friendly and courteous
- We don't pass the buck

Proactive:

- We make things happen
- We focus on solutions, not problems
- We learn and improve
- We respond fast



Professional:

- We deliver value-for-money
- We know when and how to say yes and no
- We do what we say we will
- We see things through

Just as an individual's personality influences the way they look and act, our brand defines the way that we speak, write, look and behave.

These design guidelines show how to apply our brand to our visual identity and design work.

If you regularly write or present on behalf of Catalyst, you may also find our writing guidelines useful. Contact design@chg.org.uk to request a copy.

How we look

Why do Catalyst things look like they do? We design things this way for some pretty good reasons. Here's just a bit of the thinking behind our visual identity.

Our look and feel is linked to our personality, so there are three key points to remember.

Proactive

Being proactive means that we make things happen. Our whole purpose is to be a catalyst. In design terms, it means focusing on action: be clear what you want your audience to do, and make it easy for them to do it.

We want to be bold and stand out from the crowd. We're proud of our work, and we don't think we should be shy about it. Our designs are lively and spirited, never static, rigid or institutional. They show that Catalyst has the drive and energy to make things happen.



Personable

Being personable means that we are friendly and approachable. In design terms, it means being open and simple, so that your message is easy to understand.

Despite their boldness, our designs always have a personal, simple feel to them. We are people-focussed, working to create safe and popular neighbourhoods for our residents.

Our designs are always clear, easy to read and understand. We keep the number of elements (colours, fonts etc) we use to a minimum and we keep text as short as possible.

When we use something, we use it boldly. Nothing is decorative, every piece of type or image is there for a clear reason. This helps us make sure that our important messages always stand out.

Professional

Being professional means that we do things well. In design terms, it means putting yourself in your audiences' shoes, and making sure your material is useful, interesting and relevant to them.

Remember, just because you like something doesn't mean your audience will like it. Take your ego out of it – design for your audience, not yourself!

Being professional also means making sure that all writing, photography and design is of a high quality, and ensuring that all Catalyst materials, while appropriately tailored to their audience, also consistently reflect our brand.

All about our logo:

Our logo is more than just our name, it's a statement about who we are.

Personable

Our work is all about helping more people build a better future. That's why our logo shows figures rather than buildings or homes.

Proactive

Being a catalyst is all about action. We're here to make things happen. That's why our logo is bold and lively, full of action and movement.

Professional

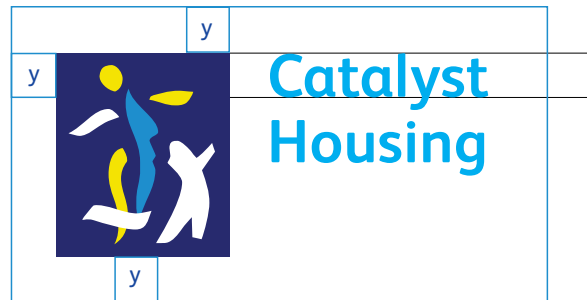
Our logo is in the three Catalyst colours, helping to create a consistent, professional identity for our materials. It is also abstract so that it is appropriate for any audience.

We like our logo the way it is and that's why we haven't changed it since it was created in 2001. So please don't chop bits off or squash it up. Give it a bit of space, and prominence. Use it big and bold!

By following these guidelines you will play an important part in developing our presence and reputation.

How to use our logo

Minimum clearance areas around both the logotype and the symbol give the logo space to breathe. Whether they are to be used together or alone the minimum clear space around the symbol should be one quarter of the height of the symbol. Where the symbol and logotype appear together in a fixed relationship, or where the logotype appears alone, clear space is determined by the cap height of the initial letter of the name.



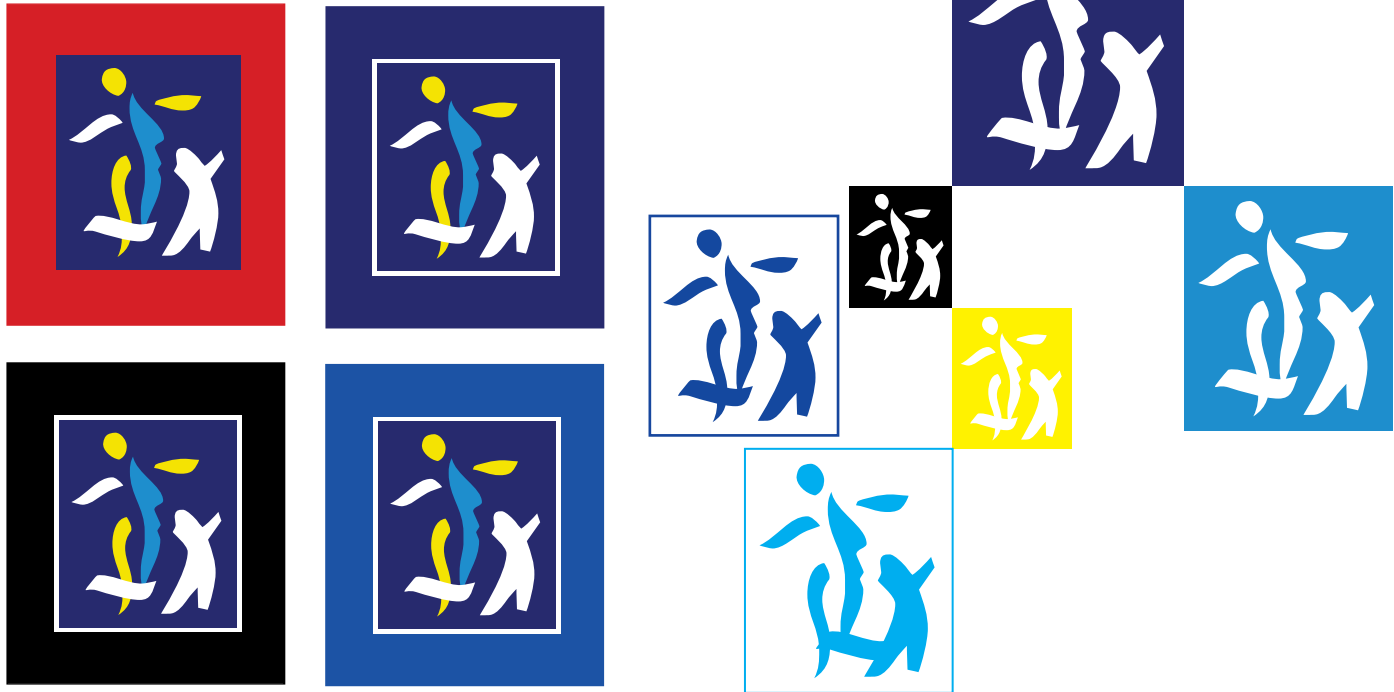
There will be instances when the symbol and logotype need to appear together as a unit in a fixed relationship.



Take the height of the initial letter of the name and rotate 90°. This will determine the space between the symbol and the logotype

Here are some examples of how the logo could work on different backgrounds and illustrates when you would need to use a keyline.

You can also see how the symbol can be used in a single colour.



How **not** to use our logo. Moving the logo, changing the colour splits and not allowing the correct space around the logo all look unprofessional and inconsistent. So please use it in the right way.



Download our logo

You can download our logo by visiting our website

<http://www.chg.org.uk/about-us/catalyst/visual-identity/logos>

If you need our logo in a different image format, please email us

design@chg.org.uk

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
YZabcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
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ABCDEFGHIJKLM
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YZabcdefghijklmnopqrstuvwxyz
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FS Albert

Our fonts

Catalyst's font

We have our own flexible typeface called FS Albert, it is a classic modern sans serif typeface, with a hint of uniqueness. This typeface is cross platform compatible and ready for use on both Macintosh and Windows systems.

Our corporate typeface plays an important part of who we are. FS Albert has several different weights which is useful where emphasis and hierarchy is needed – Roman, Bold, Italic, Light, Thin and Extra Bold. All weights read well in text and are readable in small sizes too!

FS Albert should be used on all external publications.

FS Albert regular

FS Albert italic

FS Albert bold

FS Albert bold italic

FS Albert-ExtraBold

FS Albert-light regular

FS Albert-light italic

FS Albert-thin regular

FS Albert-thin italic

Fonts – the technical bit

FS Albert

Things to remember about FS Albert:

- It is best when it's chunky, so we prefer to use the '**Extra-bold**' and '**Bold**' versions of FS Albert
- **Extra-bold** for headings
- **Bold** for sub-headings, short paragraphs and key information such as pulling out numbers or statistics
- You can also use FS Albert Light and Thin for headings but use it big so that it stands out
- FS Albert Regular for longer text or body copy
- When FS Albert Regular is used for body copy, the minimum point size is 11pt on 13pt leading. But don't use 11 point in yellow on a white background, because you won't be able to read it
- Don't use FS Albert in UPPERCASE, it looks LIKE WE'RE SHOUTING
- We don't underline words

Lay it out well

Leading

(that's the space between lines) needs to be wide and clear. For example, if you're using 24pt, use 30pt leading; if 50pt, 56pt leading. That's just a guide – use your eye to see what looks right. And check out other bits of work to see what we've done with the leading.

Range

We don't worry about ranging FS Albert left, right or centred. It's more 'free-range' than that.

Kerning

Don't be afraid to play with the kerning (the spaces between letters); it should be nice and evenly spaced but try not to go too wide or too close.

Our other fonts

When we can't use FS Albert, for PowerPoint and Word, we use Arial, another simple and easy to read font. That's our secondary font. We like it because its very accessible, it's simple shapes work well with FS Albert, and it's nice and easy to read – great for our wide range of audiences.

Arial

When FS Albert is not available, for example in Word and PowerPoint, we use Arial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£&*()@#.<>_+?"

Getting hold of FS Albert

FS Albert is available to creative suppliers working with Catalyst. Email your request to design@chg.org.uk – tell us who you are and what you need it for.

Our colours

Our three corporate colours are a combination of contrasting blues and a strong yellow. It's a combination that is versatile and works in small or large areas. Our corporate colours give our communications punch, a real energy – especially when you throw in some white type and white space to help them stand out.



Using the blues

Use the blues randomly. Our logo and fonts can appear in any of the two blues – so mix them up. This keeps our communications fresh.

Don't feel the need to use all three colours all of the time. Two is sometimes enough. *(And occasionally using just one blue can work really well).*

Yellow

Our yellow is very bright, so complements the blues. We suggest using yellow as an accent to bring out headings or detail, but remember never use yellow against a white background, it is very hard to read.

Using white and single colours

White is an extremely important part of our identity too. Using white space gives the blues and yellow elements of our design the space to breathe and the chance to shine.

Sometimes we have to use a single colour such as black, in a newspaper advert for example. So we just reverse our symbol out of what would normally be a dark blue box (see example). We use 100% black, we don't mess about with greyscales or tints.

Blocks of colour

Our background colour for printed materials is white. It is ok to use blocks of colour to highlight an area, such as a form or panel of information, but never put large amounts of text on a coloured block as it's difficult to read.

Keyline

We know that you may sometimes have to use the logo on different colour backgrounds. When this is the case we still want our logo to really stand out, so use a white keyline around the symbol to help it stand out.

If you need the logo in different formats i.e single colour, with keyline etc. email your request to design@chg.org.uk – tell us what you need it for.

Boxes

Occasionally we use boxes to highlight bits of text. These don't have to be straight and uniform, we like our publications to look less rigid and more personable. If you're using a coloured line around the box, this line should be thin – one point or less.



Our colours: getting techie

We want our colours to look consistent, no matter who's working with them. Below are guidelines for different types of paper, and methods of printing.

Ink recipes:



Catalyst dark blue

Pantone – Pantone 287

CMYK – 100% Cyan, 85% Magenta



Catalyst blue

Pantone – Pantone Process Cyan

CMYK – 100% Cyan



Catalyst yellow

Pantone – Pantone Process Yellow

CMYK – 100% Yellow

And lots more...

There are lots of other things that we can help you with such as using photography, images, co-branding with other organisations and creating your own publicity materials.

We want our brand to be consistent across all our many and varied communications. So, if you have a question about our brand then get in touch! design@chg.org.uk



**Better Homes.
Better Service.
Better Future.**

Catalyst is one of the leading housing associations in London and the South East. We aim to be a catalyst for change and improvement wherever we work.



**Catalyst
Housing**

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A charitable housing association, IPS no.16561R