

# Catalyst site signboard guidelines

## Development with shared ownership (and social rent units) with HCA funding

### Specifications

This 8'x2' signboard should be used for development schemes involving local authority, shared ownership units and HCA funding.

#### 1 The Catalyst signboard artwork

This should be obtained from the Catalyst design team and should be laid out as shown opposite. It should feature the corporate horizontal logo, web address and charitable statement and be printed in the three corporate colours.

#### 2 Scheme description

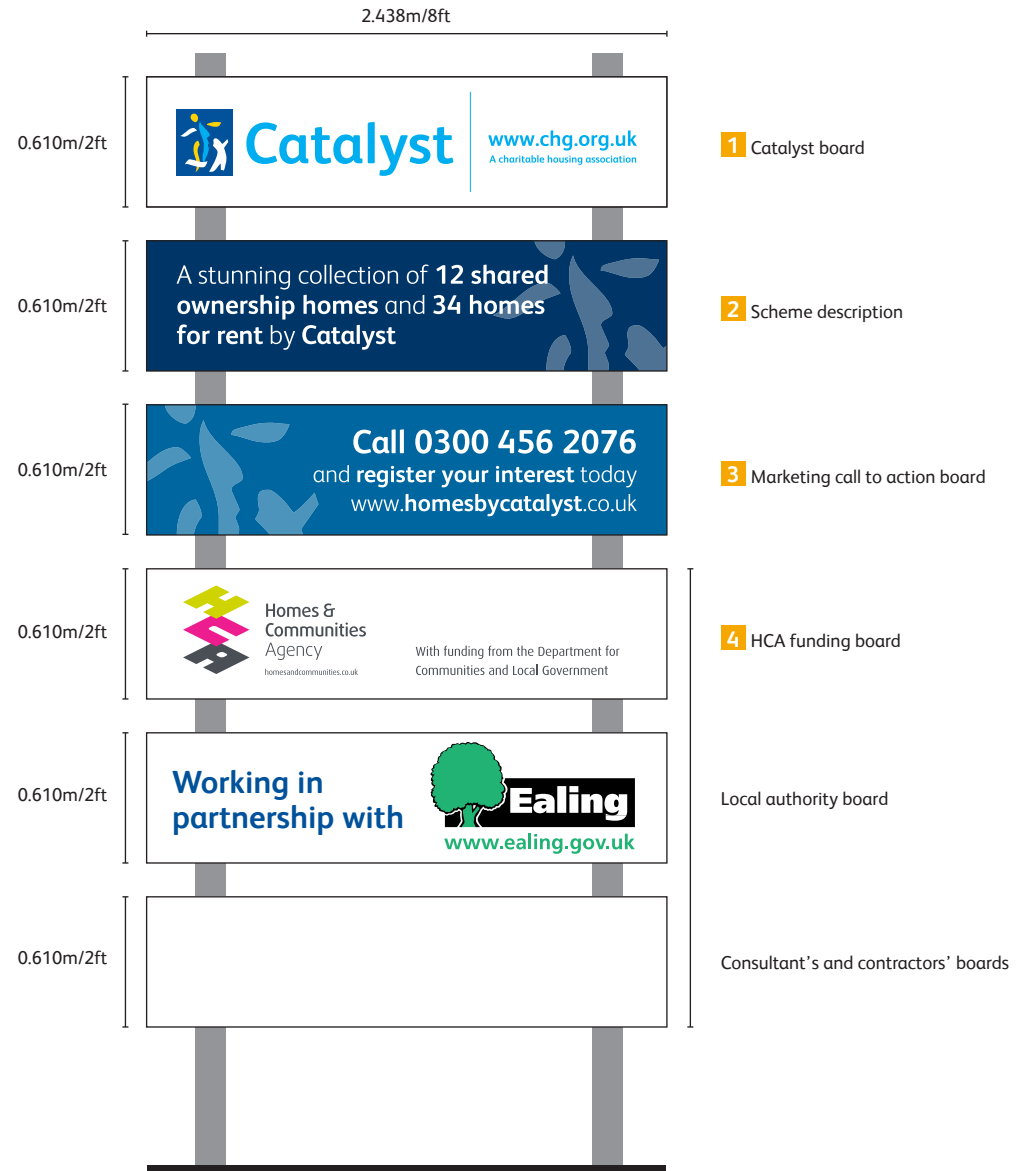
The type should be white, ranged left in FS Albert light regular with key words highlighted in FS Albert bold. The background colour should be Pantone 540C with the symbol watermark in a 70% tint of the same colour. The description should have been proofed and approved by the Catalyst marketing team.

#### 3 Marketing call to action

This should be prominent when there are shared ownership units included. The type should be white, ranged right in FS Albert light regular with key words highlighted in FS Albert bold. The background colour should be Pantone 641C with the symbol watermark in a 70% tint of the same colour.

#### 4 External partner

External partner boards should be positioned below the Catalyst board. The external partner's logo should not be placed on the Catalyst board.



# Catalyst site signboard guidelines

## Development with social rent units only with HCA funding ie no shared ownership

### Specifications

This 8'x2' signboard should be used for development schemes that have external partners and HCA funding.

### 1 The Catalyst signboard artwork

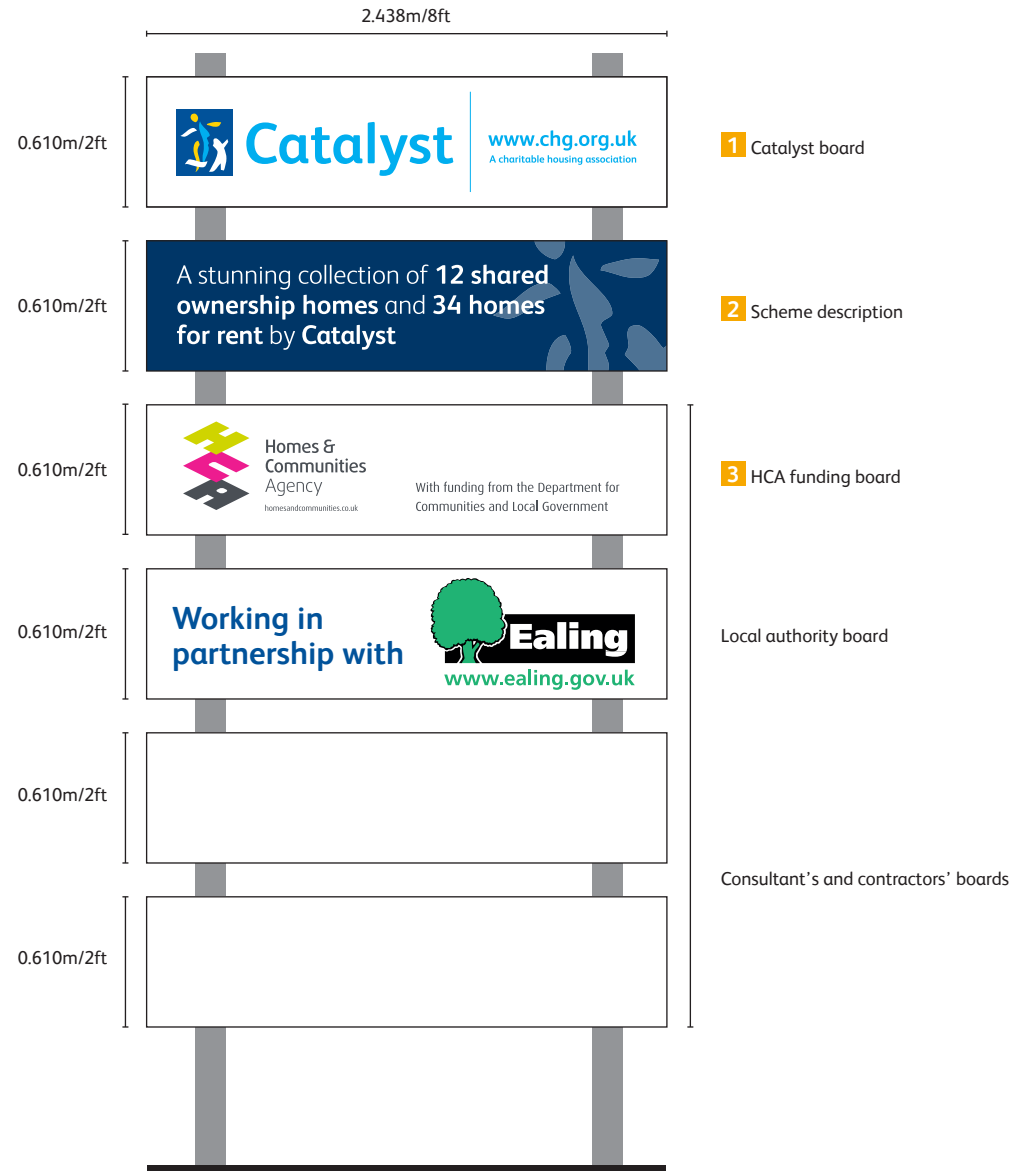
This should be obtained from the Catalyst design team and should be laid out as shown opposite. It should feature the corporate horizontal logo, web address and charitable statement and be printed in the three corporate colours.

### 2 Scheme description

The type should be white, ranged left in FS Albert light regular with key words highlighted in FS Albert bold. The background colour should be Pantone 540C with the symbol watermark in a 70% tint of the same colour. The description should have been proofed and approved by the Catalyst marketing team.

### 3 External partner

External partner boards should be positioned below the Catalyst board. The external partner's logo should not be placed on the Catalyst board.



# Catalyst site signboard guidelines

## Development with social rent units and no HCA funding

### Specifications

This 8'x2' signboard should be used for development schemes that have external partners.

### 1 The Catalyst signboard artwork

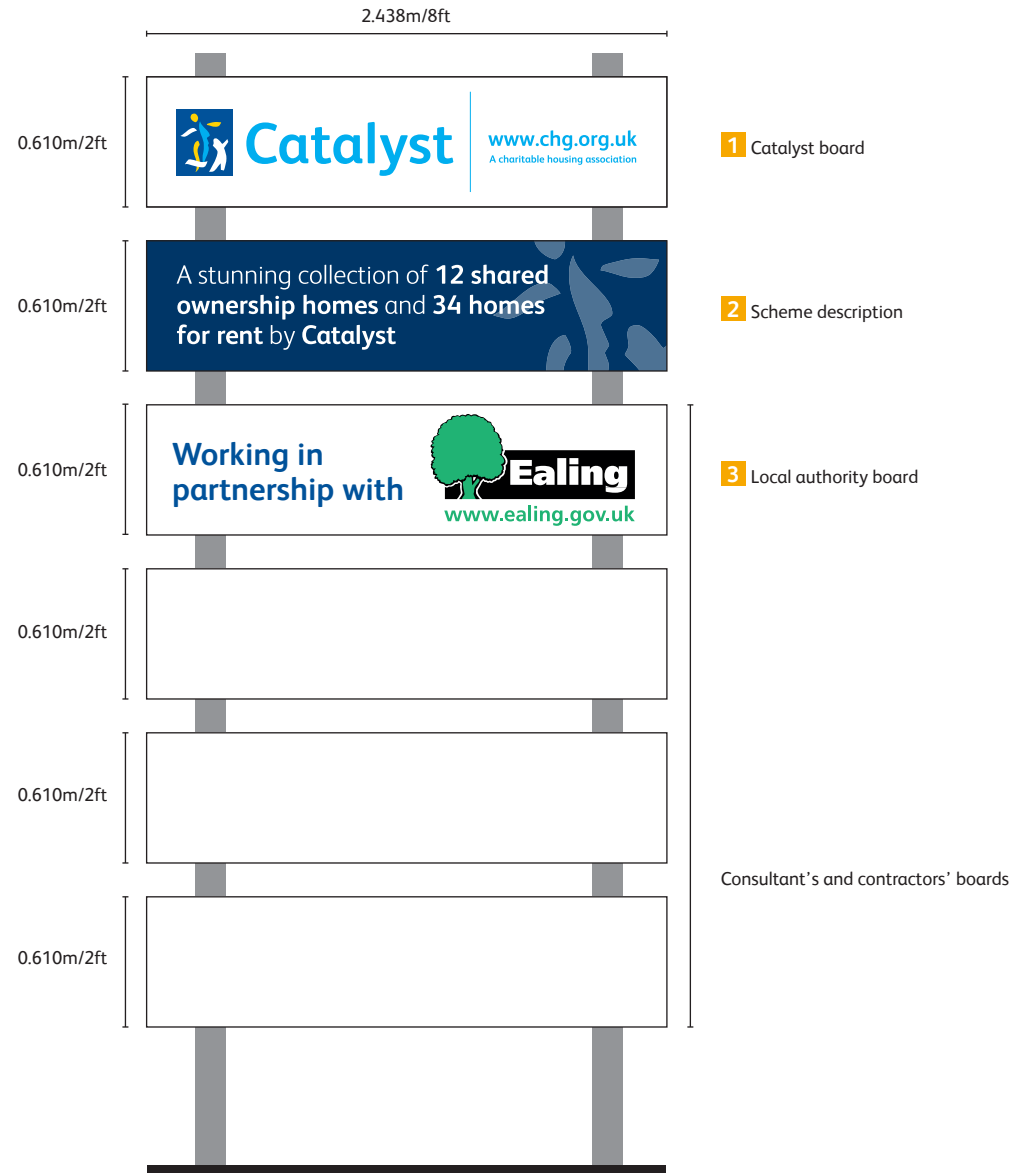
This should be obtained from the Catalyst design team and should be laid out as shown opposite. It should feature the corporate horizontal logo, web address and charitable statement and be printed in the three corporate colours.

### 2 Scheme description

The type should be white, ranged left in FS Albert light regular with key words highlighted in FS Albert bold. The background colour should be Pantone 540C with the symbol watermark in a 70% tint of the same colour. The description should have been proofed and approved by the Catalyst marketing team.

### 3 External partner

External partner boards should be positioned below the Catalyst board. The external partner's logo should not be placed on the Catalyst board.



# Catalyst site signboard guidelines

## Development with shared ownership (and social rent) and NO HCA funding

### Specifications

This 8'x2' signboard should be used for development schemes involving Local authority and shared ownership units.

### 1 The Catalyst signboard artwork

This should be obtained from the Catalyst design team and should be laid out as shown opposite. It should feature the corporate horizontal logo, web address and charitable statement and be printed in the three corporate colours.

### 2 Scheme description

The type should be white, ranged left in FS Albert light regular with key words highlighted in FS Albert bold. The background colour should be Pantone 540C with the symbol watermark in a 70% tint of the same colour. The description should have been proofed and approved by the Catalyst marketing team.

### 3 Marketing call to action

This should be prominent when there are shared ownership units included. The type should be white, ranged right in FS Albert light regular with key words highlighted in FS Albert bold. The background colour should be Pantone 641C with the symbol watermark in a 70% tint of the same colour.

### 4 External partner

External partner boards should be positioned below the Catalyst board. The external partner's logo should not be placed on the Catalyst board.

