

Building new homes

Brand guidelines for development sites

Contents

Lead 03

- Lead tenure
- Lead brand
- Signage included/not included in contract
- Welcome pack

Logo 07

- Logo
- Sizes

Colour palette 09

- Primary
- Additional

Typography 12

- Typeface
- Application

Grids and rules 15

- Signage grid (portrait)
- Signage grid (landscape)
- Hoarding grid

Types of signage 20

- Land acquired
- Mixed tenure
- Shared ownership
- Hoarding
- Heras mesh fencing
- Stacking boards
- Adverts

Adverts 47

- Land acquired

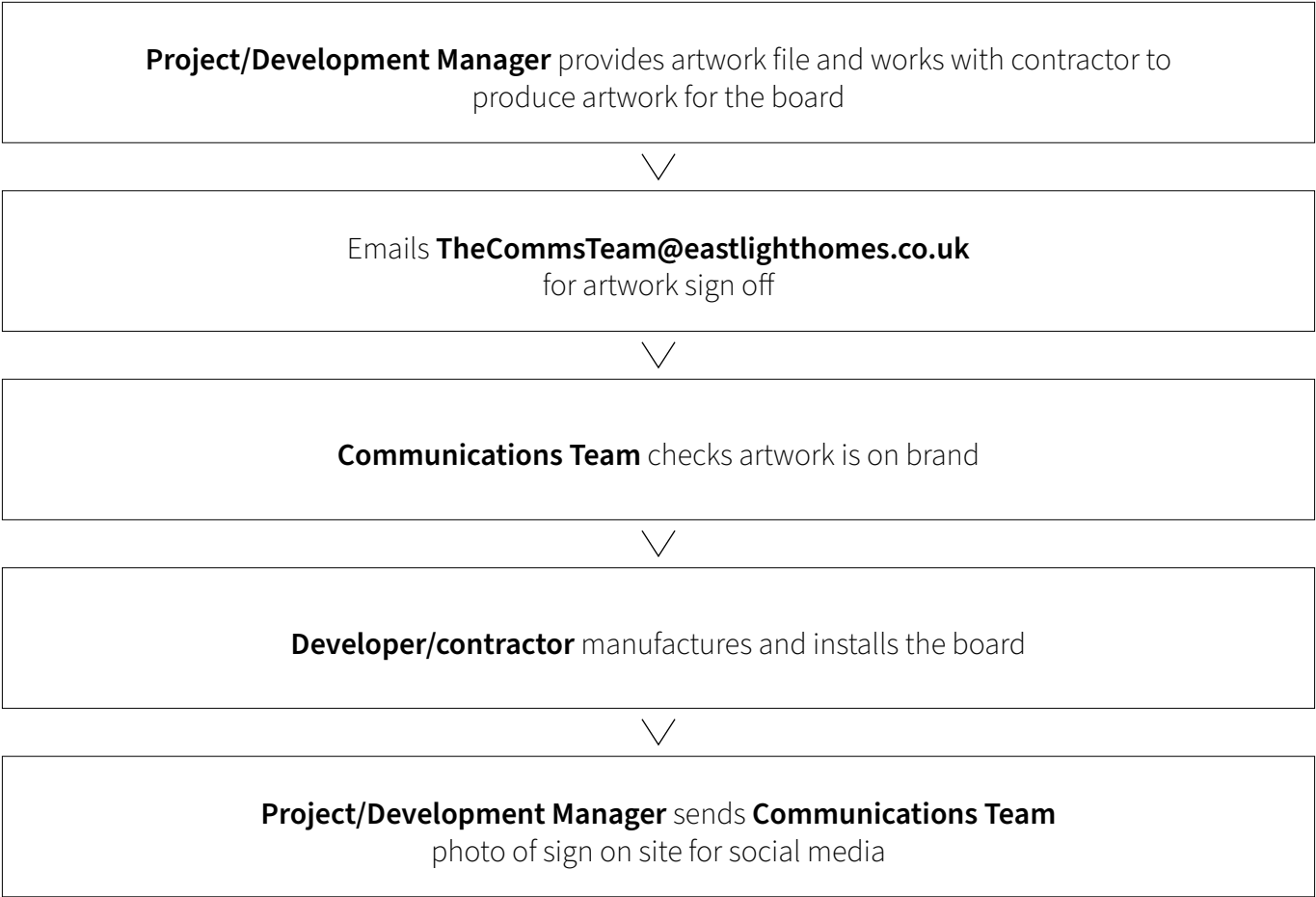
Brand guidelines for development sites

We have a few different types of corporate development signage: hoarding, stacking boards, herras fencing covers and scaffold mesh wraps. This guide outlines how a site should be corporately branded upon site acquisition and throughout the development. Any questions contact: **AllDevelopment@eastlighthomes.co.uk**

LEAD TENURE	LEAD BRAND
JV development	Eastlight Community Homes/and Homes if relevant
Affordable (rent or shared ownership)	Eastlight Community Homes
Shared ownership	Eastlight Community Homes
Major strategic sites (land-led)	Preferably dual branded
Mixed tenure	Dual branded if mix is equally split, otherwise lead tenure to guide brand choice

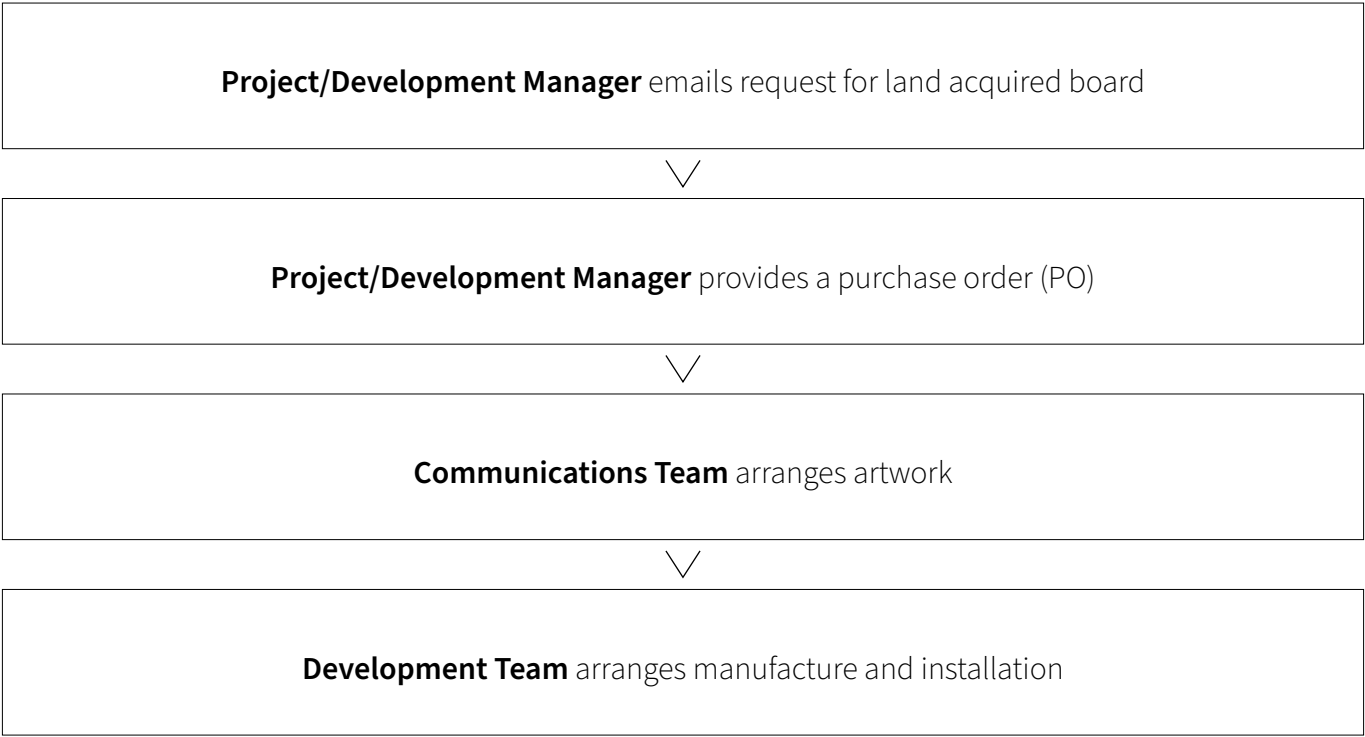
Signage included in contract

Standard process



Signage not included in contract


Alternative process



Welcome pack

Eastlight provides developers with a branded Welcome Pack for new residents of Eastlight Community Homes.



	03 Lead	07 Logo	09 Colour palette	12 Typography	15 Grids and rules	20 Types of signage	47 Adverts
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Logo



03
Lead

07
Logo

09
Colour palette

12
Typography

15
Grids and rules

20
Types of signage

47
Adverts

Logo

The Eastlight logo is one of the most easily-recognised ways of communicating our brand to the outside world.

The full colour logo should be used in most applications. The white-out version of the logo should only be used if the logo has to be reversed out of a dark background colour (black or our blue). This is our default logo style.

Sizes

The smallest size we recommend for reproduction across printed materials is 22mm wide. At this size the main text in our logo - Eastlight - is approximately 12pt. This ensures good legibility.

Ideally, the logo should be used at a larger size.



Default logo



One colour logo



22mm
Minimum size



03
Lead

07
Logo

09
Colour palette

12
Typography

15
Grids and rules

20
Types of signage

47
Adverts

Colour palette

Colour palette – Primary

Our primary colours are Pantone 1375, Pantone 2925 and Pantone Cool Grey 8C. These are the colours in our logo and our ‘badge colours’ which represent us.

RGB: 249/157/37
CMYK: 0/45/96/0
Pantone: 1375
HEX: f99d25

RGB: 8/155/215
CMYK: 76/24/0/0
Pantone: 2925
HEX: 089bd7

RGB: 137/139/142
CMYK: 49/40/38/2
Pantone: Cool Grey 8C
HEX: 898b8e

Colour palette – additional

In addition to the primary colour palette there are a small selection of colours available. These include the following colours from the secondary and tertiary colour palettes.

Secondary colour palette

RGB: 0/98/165
CMYK: 100/62/7/1
Pantone: 300
HEX: 0062a5

Tertiary colour palette

RGB: 245/252/250
CMYK: 4/1/2/0
Pantone: -
HEX: f5fcfa

RGB: 240/245/242
CMYK: 6/4/5/0
Pantone: -
HEX: f0f5f2

Typography

- Typography
- Typeface
 - Application

Typeface

Typography helps us to maintain brand consistency, alongside our brand colours and graphic elements. Our brand font is Source Sans Pro. This font family should be used in all designed marketing communications for Eastlight brands.

It is an Adobe open source font which is widely available, for free, with a range of different weights. The fonts within the family are clear, confident and friendly – which makes them perfect to represent our organisation.

To reflect our dynamic nature the use of all capital letters is prohibited – even for headings.

In the unlikely event that the typeface is not available, or won't be viewable by external parties, please use Arial instead.

No other fonts should be used in any communications unless agreed beforehand with the Communications Team.

Fonts are available for download here:
www.fontsquirrel.com/fonts/source-sans-pro

Source Sans Pro

- Typography
- Typeface
 - Application

Application

To create a consistent look and feel across our communications the following font weights and sizes have been allocated to the following applications.

-
- Main headings
 - Font size and leading are the same i.e 500pt size/500pt leading

Source Sans Pro Bold

ABCD abcd 1234

Source Sans Pro Semi Bold

ABCD abcd 1234

-
- Information text
 - Leading equals font size plus 20% i.e 100pt size/120pt leading

Source Sans Pro Semi Bold

ABCD abcd 1234

Source Sans Pro Regular

ABCD abcd 1234

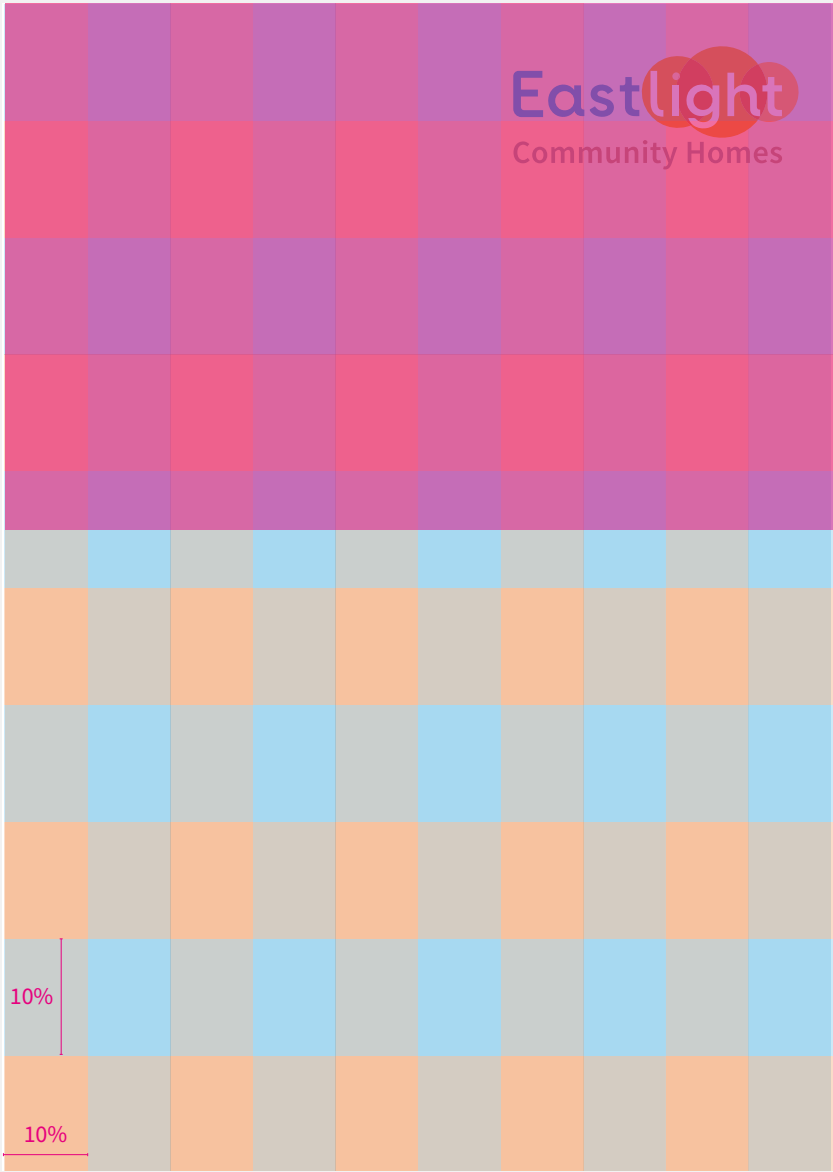
Grids and general rules

Signage grid (portrait)

The portrait grid is divided into equal sections of 10 horizontally and vertically.

For maximum visibility and consistency the Eastlight logo should always appear in the top right of the signage unless.

Image image 45%
of board height



Signage grid (landscape)

The landscape grid is divided into equal sections of 10 horizontally and vertically.

For maximum visibility and consistency the Eastlight logo should always appear in the top right of the signage unless.

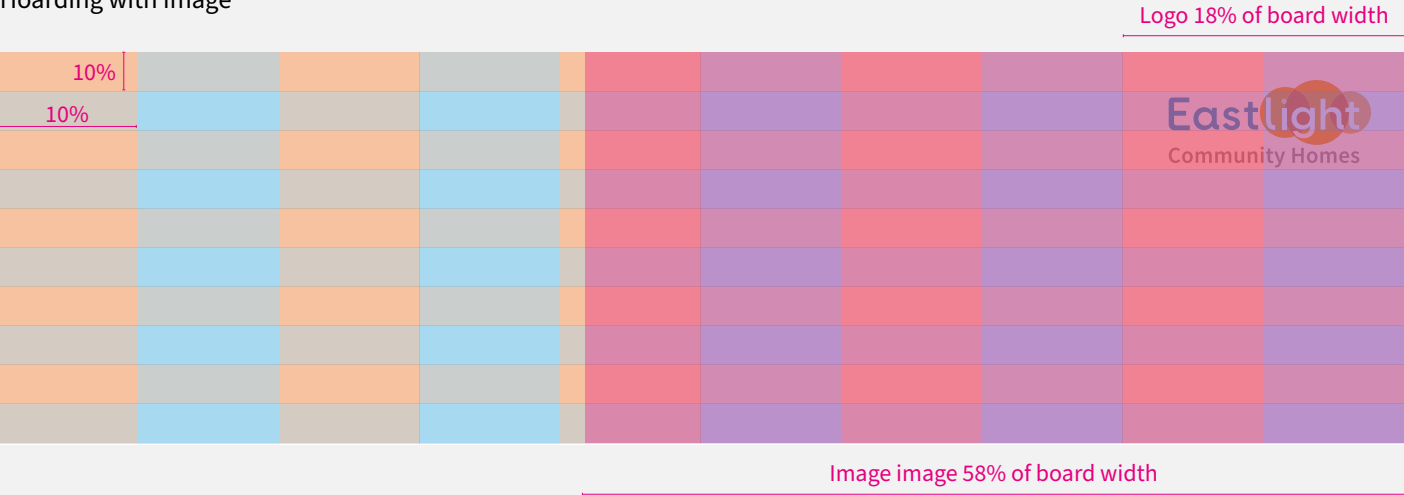


Hoarding grid

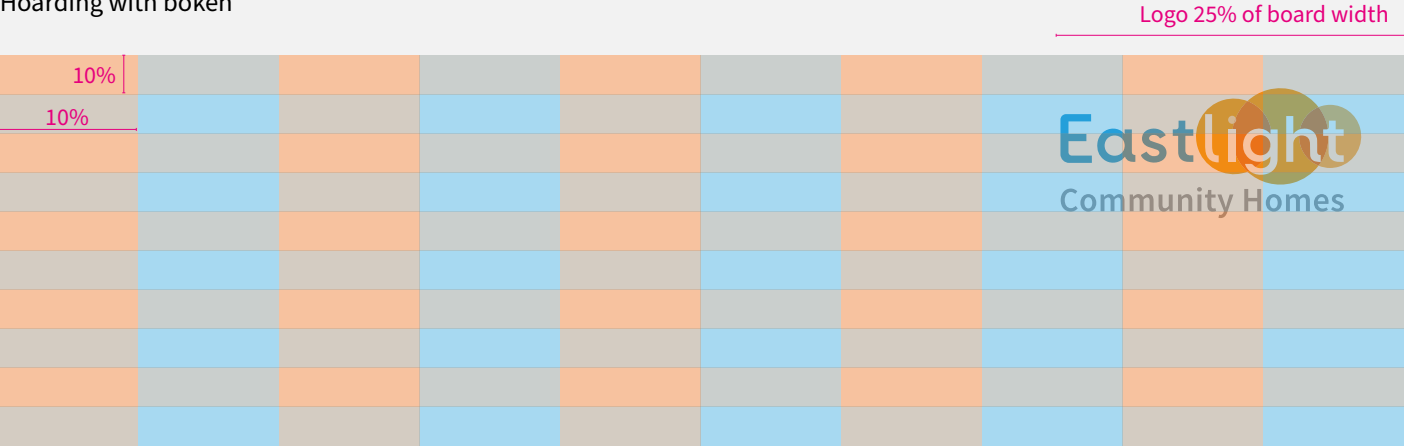
The hoarding grid is divided into equal sections of 10 horizontally and vertically.

For maximum visibility and consistency the Eastlight logo should always appear in the top right of the signage unless.

Hoarding with image



Hoarding with bokeh



General rules

To create a consistent and easily recognisable brand the following colours have been allocated to the different text.

Heading:
Pantone 2925
Pantone 300

Information:
Pantone Cool Grey 8C

Website:
Black

- Heading colour
Pantone 2925
- Information colour
Pantone Cool Grey 8C
- Website colour
Black



Types of Signage

Types of signage

Land acquired

Types of signage - Land acquired

When we have acquired a site, a ‘land acquired’ stacking board should be erected. Preferably dual branded.

- Headline
- Website



- Bokeh brand graphic

- Headline
- Website



- Bokeh brand graphic

Types of signage - Land acquired (portrait)

When we have acquired a site, a ‘land acquired’ stacking board should be erected. Preferably dual branded.

Key sizes

- Heading
Minimum size: 90% of board width
- Information - 1st level
Minimum size: 90% of board width
- Information - 2nd level
Maximum size: 60% of board width
- Website
Maximum size: 80% of board width

- Heading
Source Pro Semi Bold
90% of board width

- Website
Source Pro Regular
80% of board width



- Logo
35% of board width

- Information - 1st level
Source Pro Regular
90% of board width

- Information - 2nd level
Source Pro Regular
30% of board width

Types of signage - Land acquired (landscape)

When we have acquired a site, a ‘land acquired’ stacking board should be erected. Preferably dual branded.

Key sizes

- Heading
Minimum size: 80% of board width
- Information - 1st level
Minimum size: 80% of board width
- Information - 2nd level
Maximum size: 60% of board width
- Website
Maximum size: 50% of board width

- Heading
Source Pro Semi Bold
80% of board width
- Information - 1st level
Source Pro Regular
80% of board width
- Information - 2nd level
Source Pro Regular
30% of board width
- Website
Source Pro Semi Bold
60% of board width
- Logo
25% of board width



Types of signage

Mixed tenure

Types of signage - Mixed tenure

Text based

- Headline
- Tenure types
- Website



- Bokeh brand graphic

- Headline
- Tenure types
- Website



- Bokeh brand graphic

Types of signage - Mixed tenure (portrait)

Text based

Key sizes

- Heading
Minimum size: 80% of board width
- Information - 1st level
Minimum size: 90% of board width
- Information - 2nd level
Maximum size: 60% of board width
- Website
Maximum size: 80% of board width

- Heading
Source Pro Semi Bold
80% of board width

- Website
Source Pro Regular
90% of board width

- Logo
35% of board width

- Information
Source Pro Regular
80% of board width



Types of signage - Mixed tenure (landscape)

Text based

Key sizes

- Heading
Minimum size: 90% of board width
- Information - 1st level
Minimum size: 90% of board width
- Information - 2nd level
Maximum size: 60% of board width
- Website
Maximum size: 80% of board width

- Heading
Source Pro Semi Bold
80% of board width
- Information - 1st level
Source Pro Regular
80% of board width
- Website
Source Pro Semi Bold
60% of board width
- Logo
25% of board width



Types of signage - Mixed tenure

Image and text

- Main image
- Logo



- Headline
- Tenure types
- Website

- Bokeh brand graphic

- Headline
- Tenure types
- Website



- Main image
- Logo

- Bokeh brand graphic

Types of signage - Mixed tenure (portrait)

Image and text

Key sizes

- Main image
45% of board height
- Heading
Minimum size: 90% of board width
- Information -
Maximum size: 75% of board width
- Website
Maximum size: 60% of board width
- Bokeh
Maximum size: 15% of board height, always positioned at the foot of the signage

- Image
45% of board height

- Heading
Source Pro Semi Bold
90% of board width

- Website
Source Pro Regular
60% of board width



- Logo
35% of board width
Positioned on white circle

- Information
Source Pro Regular
75% of board width

- Bokeh
15% of board width
Positioned at the foot of the signage

Types of signage - Mixed tenure (landscape)

Image and text

Key sizes

- Heading
Minimum size: 90% of board width
- Information - 1st level
Minimum size: 90% of board width
- Information - 2nd level
Maximum size: 60% of board width
- Website
Maximum size: 80% of board width

- Logo
25% of board width
Positioned on white circle

- Heading
Source Pro Semi Bold
45% of board width

- Information - 1st level
Source Pro Regular
55% of board width

- Website
Source Pro Semi Bold
40% of board width

- Bokeh
15% of board width
Positioned at the foot of the signage

- Image
50% of board width



Types of signage

Shared ownership

Types of signage - Shared ownership

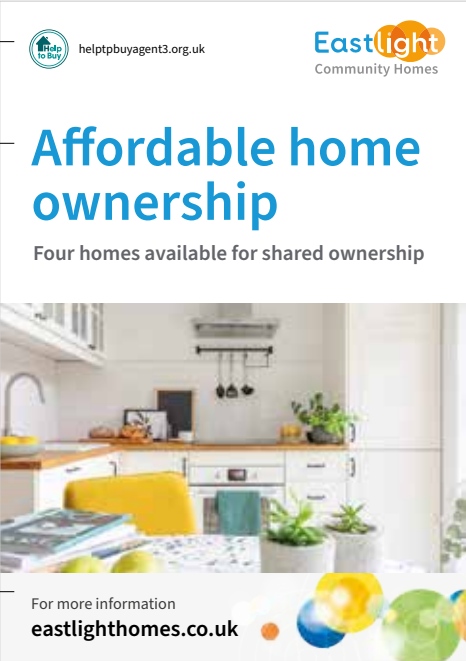
Tenure in sub heading option 1

- Partner logo

- Headline
- Tenure types

- Main image
- Logo

- Bokeh brand graphic
- Website



- Partner logo

- Headline
- Tenure in sub heading

- Bokeh brand graphic
- Website



- Main image
- Logo

Types of signage - Mixed tenure (portrait)

Image and text

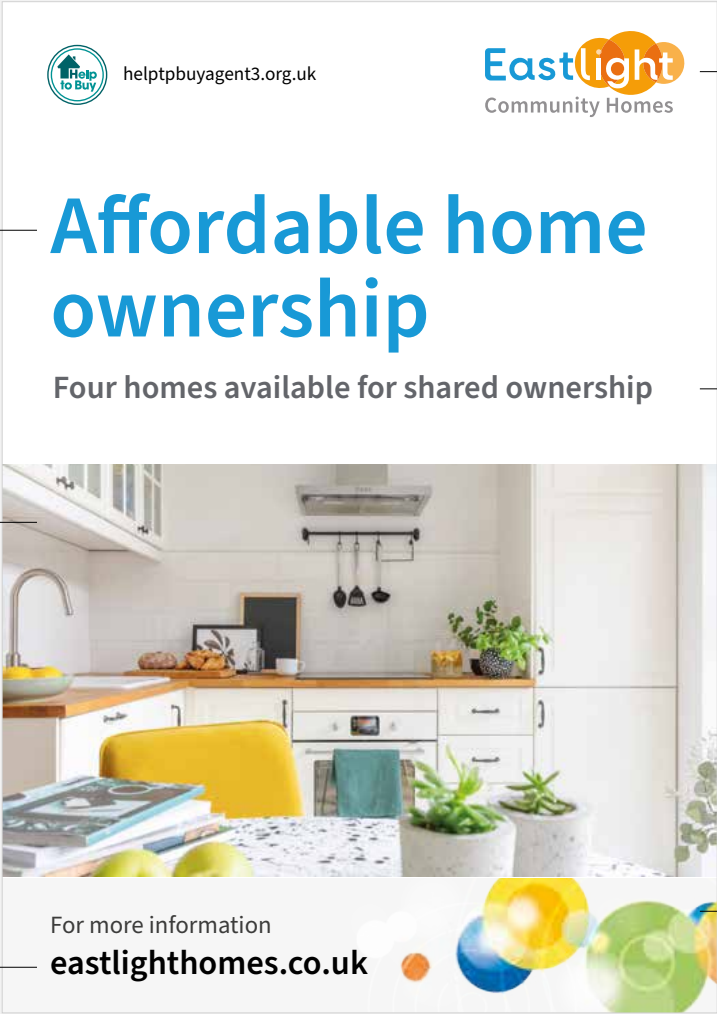
Key sizes

- Main image
40% of board height
- Heading
Maximum size: 90% of board width
- Information -
Maximum size: 90% of board width
- Website
Maximum size: 40% of board width
- Bokeh
Maximum size: 15% of board height, always positioned at the foot of the signage

- Heading
Source Pro Semi Bold
90% of board width

- Image
40% of board height

- Website
Source Pro Bold
40% of board width



- Logo
35% of board width

- Information
Source Pro Semi Bold
90% of board width

- Bokeh
15% of board width
Positioned at the foot of the signage

Types of signage - Mixed tenure (landscape)

Image and text

Key sizes

- Main image
50% of board height
- Heading
Maximum size: 42% of board width
- Information -
Maximum size: 45% of board width
- Website
Maximum size: 27% of board width
- Bokeh
Maximum size: 15% of board height, always positioned at the foot of the signage

- Logo
25% of board width
Positioned on white circle

- Heading
Source Pro Semi Bold
42% of board width

- Information
Source Pro Regular
45% of board width

- Website
Source Pro Semi Bold
27% of board width

- Bokeh
15% of board width
Positioned at the foot

- Image
50% of board width



Types of signage - Shared ownership

Tenure in sub heading option 2


- Partner logo

- Headline
- Tenure types

- Main image


- Bokeh brand graphic
- Website

- Partner logo




Homes you can afford

Stylish and affordable 2,3 & 4 bedroom homes available for part-buy, part-rent (shared ownership)



For more information
eastlighthomes.co.uk

 helpthobuyagent3.org.uk

- Partner logo

- Headline
- Tenure in sub heading

- Website

 helpthobuyagent3.org.uk

Homes you can afford

Stylish and affordable 2,3 & 4 bedroom homes available for part-buy, part-rent (shared ownership)

For more information
eastlighthomes.co.uk



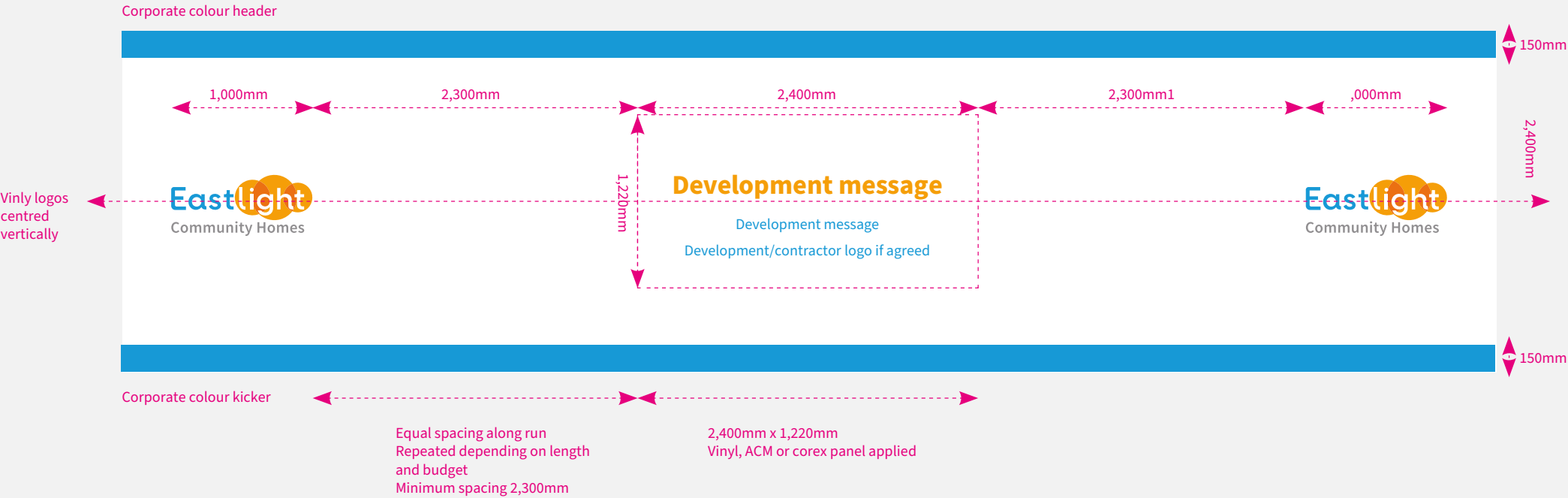
- Main image with integrated bokeh
- Logo

Types of signage

Hoarding

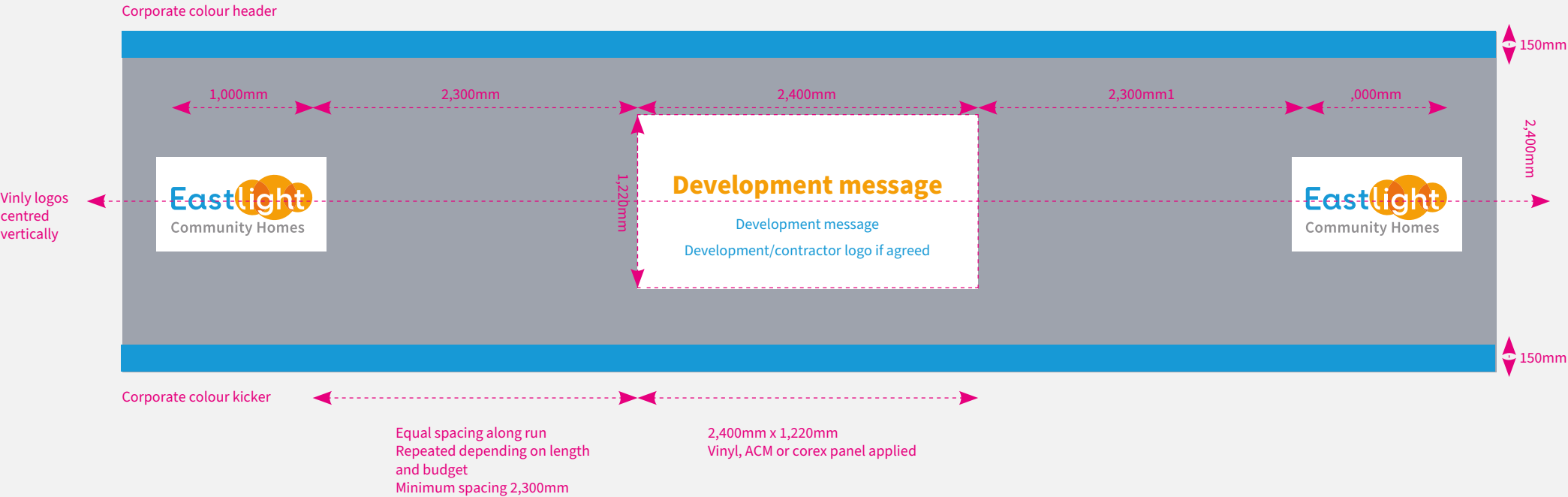
Hoardings - Painting

- When a site is acquired the contractor will provide 2.4m high temporary hoarding and paint it.
- The main part of the boarding should be painted white (RAL 9016) and the headers and footers in Eastlight blue (RAL 5012).
- When the hoarding has been painted, vinyl Eastlight Community Homes logos are to be applied at 3m intervals.
- Logos are to be 1m x 1m.
- There is the option of adding a ‘land required’ message if appropriate.
- Developer/contractor logo is optional.



Hoardings - Alternative option

Alternative hoarding to be used if there is a risk of a white background being defaced. The main part is painted grey (RAL 7040) with white background around the logos and messages.



Hoardings - Deciding on amount of signage

Budget may not allow us to brand the whole site. In these instances we will guide you on where priority areas are based on whether this is located in a key Local Authority (LA) and the degree of footfall/traffic.

Image based

Headline and development details

Website address
Bokeh

Available now!

15 stylish and affordable 2,3 & 4 bedroom homes available for part-buy, part-rent and 10 available for rent

For more information
eastlighthomes.co.uk



Logo in solid white circle

Bokeh based

Bokeh brand graphic

Headline and development details



Available now!

15 stylish and affordable 2,3 & 4 bedroom homes available for part-buy, part-rent and 10 available for rent



For more information
eastlighthomes.co.uk

Logo on solid white background

Website address

Hoardings - Image based

- Heading
Source Pro Semi Bold
40% of board width
- Information
Source Pro Semi Bold
40% of board width
- Website
Source Pro Bold
30% of board width
- Bokeh
30% of board height

Available now!

15 stylish and affordable 2,3 & 4 bedroom
homes available for part-buy, part-rent and
10 available for rent


For more information
eastlighthomes.co.uk

Logo in solid white
circle



Hoardings - bokeh based

- **Heading**
Source Pro Semi Bold
45% - 55% of board width
- **Information**
Source Pro Semi Bold
60% of board width
- **Website**
Source Pro Bold
25% - 30% of board width



Available now!

15 stylish and affordable 2,3 & 4 bedroom homes available for part-buy, part-rent and 10 available for rent

Eastlight
Community Homes

For more information
eastlighthomes.co.uk

Logo in solid white circle

Types of signage

Heras mesh fencing

Heras Mesh Fencing

- Heras fencing must be secured with weighted stabilisers on the ground
- Fence covers are used to shield the construction site
- They are made of knitted air permeable PVS mesh and fastened with cable ties and eyelets
- A standard sized Heras fence measures 3.375m in width and 1.780m in height
- Eastlight's logo should be repeated centrally across the width of each panel
- A selection of colours from the tertiary colour palette can be used as a background colour when featuring the full colour logo. For single colour applications use the white out logo on the dark blue featured in the secondary colour palette. (see page 8)



Types of signage

Stacking boards

Stacking boards

Stacking boards are used on all sites to display partnership information and their logos.

- Main board - Eastlight branding
- Second board - Homes England branding
- Third board - Other strategic partners’ branding

Measurements:

Main board - 2,400mm x 1,200mm
Secondary boards - 2,400mm x 600mm
Spacing - 50mm

Fixings:

1,000mm diameter white powder coated aluminium stanchions or similar.

- Logo in solid white circle
- Main image

- Headline
- Development content
- Website

- Bokeh brand graphic

- Homes England

- Partner

Coming soon

XX stylish and affordable
2,3 & 4 bedroom homes
for rent

Get in touch
eastlighthomes.co.uk





Homes England

Other partners’ boards

Adverts

- Adverts

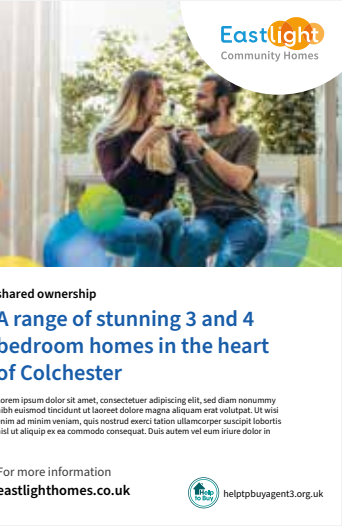
Adverts

A range of A4 portrait and landscape adverts have been designed. The adverts focus on promoting the quality of accommodation, lifetsyle and healthy environment.

When featuring a property the bokeh brand graphic should appear in a panel. When featuring people, the bokeh brand graphic should be integrated into the image.



Bokeh in panel



Bokeh integrated into image



Bokeh in panel

- Adverts

Adverts - property

These adverts are examples where the property is the feature.

The bokeh brand graphic appears in a panel. The colour of the panel shoul be from the tertiary palette. To view the full Eastlight colour palette please refer to the Eastlight brand guidelines.

- Main image
- Logo





4 stunning homes available for shared ownership

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in

 helptobuyagent3.org.uk

For more information
eastlighthomes.co.uk



- Website
- Bokeh brand graphic

- Main image
- Logo





shared ownership



A range of stunning 3 and 4 bedroom homes in the heart of Colchester

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in

For more information
eastlighthomes.co.uk

 helptobuyagent3.org.uk

- Tenure type
- Bokeh brand graphic
- Advert content