



Brand guidelines

Background

In the spring of 2016, a small group of housing associations that were formed in the 1960s and early 70s came together to mark the 50th anniversary of film 'Cathy Come Home' and to highlight the continuing needs of homeless people, as well as the challenges created by changes in the welfare system over recent years.

Whilst the original membership of the Homes for Cathy group was focussed on housing associations established in the 1960s and early 1970s, the group now includes all housing associations, who subscribe to our principles and pledge, and who are willing to help achieve our aims.

The group now stands at 67 housing associations from across the country - each of them keen to promote the principles of the Homes for Cathy group.

Homes for Cathy Principles

Moving forward over the next few years, the Homes for Cathy group are committed to:

- Continue lobbying for solutions that make a difference in the lives of homeless people and people at risk of homelessness.
- Sharing good practice between ourselves that help prevent homelessness and find secure homes for people who are homeless.

Contents

Logo usage	04
Logomark	05
Logo restrictions/Logo prohibitions	06
Colour palette	08
Typography	10

Logo usage

The Homes for Cathy brand is designed to be versatile with whatever colour background it sits on. Here we see it portrayed against a white, grey and black backdrop.



Logomark

The logomark is also designed to be just as versatile as the full logo. The Homes for Cathy logomark is designed to be instantly recognisable without the text to support it, making it ideal for social media use.



Logo restrictions/Logo prohibitions

To ensure our logo appears consistent throughout all of our communications we've displayed a few ways it should not be used.

Here are some examples:

Don't

- 01 - Rotate the logo
- 02 - Recolour the logo
- 03 - Use effects such as drop shadows
- 04 - Distort the logos proportio
- 05 - Change the composition of the logo
- 06 - Use the logo with a contrasting background
- 07 - Apply a stroke to the logo
- 08 - Change the logo's typeface
- 09 - Remove any elements of the logo
- 10 - Crop the logo

01



02



03



04



05



05



06



07



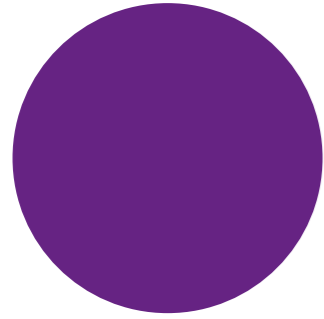
08



08

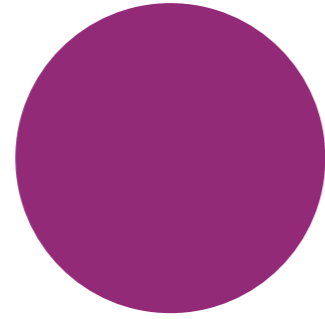


Colour palette



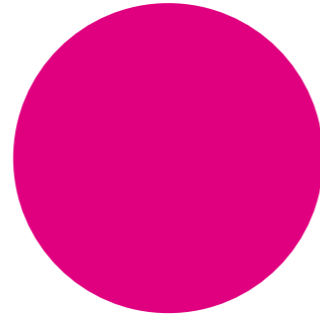
Primary purple

Hex: #662483
R: 102 G: 36 B: 131
C: 75 M: 100 Y: 0 K: 0
Pantone: 2613C



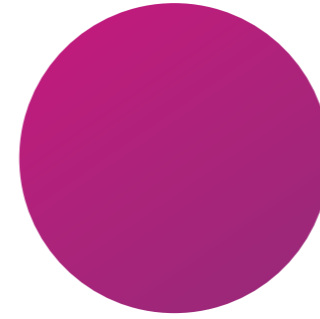
Secondary dark violet

Hex: #922a78
R: 146 G: 42 B: 120
C: 50 M: 95 Y: 13 K: 3
Pantone: 2415C



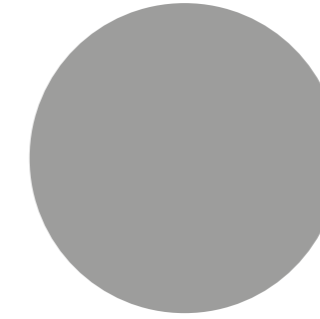
Tertiary pink

Hex: #e0007f
R: 224 G: 0 B: 127
C: 4 M: 90 Y: 2 K: 0
Pantone: 213C



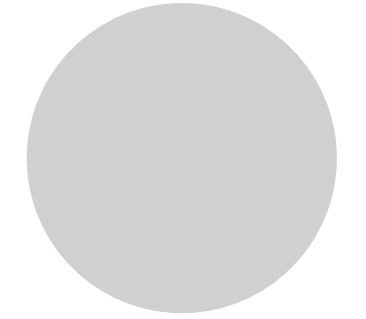
Purple to pink gradient

A gradient of **secondary dark violet** and **tertiary pink**.



Complimentary dark grey

Hex: #9d9c9c
R: 157 G: 157 B: 156
C: 0 M: 0 Y: 0 K: 50



Tertiary light grey

Hex: #d0d0cf
R: 208 G: 208 B: 208
C: 0 M: 0 Y: 0 K: 25

Typography

For headings and titles:

Recommended point size 24pt

Poppins bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For sub-headings and quotes:

Recommended point size 16pt

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For paragraphs and body text:

Recommended point size 11pt

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For paragraphs and body text:

Recommended point size 10pt

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Find out more at
homesforcathy.org.uk