Chartered Institute of Housing

Branding guidelines

INTRODUCTION

At CIH, our reputation and brand are extremely important to us. Across the housing industry we're considered to be the home of professional standards and the independent voice for housing, and it is vital that the way we present ourselves both internally and externally reflects this reputation. A professional, consistent visual identity ensures continuity and makes CIH immediately recognisable to our customers, inspiring confidence and trust.

Our visual identity has been designed to ensure our brand is distinctive and contemporary. However, our new identity can only make a positive impact if it is used consistently and correctly across all of our communications.

WHY DO WE NEED BRAND GUIDELINES?

Design is subjective, and it is common for individuals to want to bend the rules so that the communication they produce is to their own taste. However, this can dilute the strength of our brand and its impact in the marketplace. Putting clear brand guidelines in place helps to prevent this.

OUR LOGO

LOGO OVERVIEW

Our logo is the cornerstone of our corporate identity. It is instantly recognisable by our members, customers and other stakeholders, who know that where they see the CIH logo they can expect high quality advice and information from the independent voice for housing and the home of professional standards.

AWARDING BODY LOGO:

Chartered Institute of Housing

HOW TO USE OUR LOGO

Using the CIH brand correctly is extremely important in order to build brand recognition. A consistent brand and style means that CIH is easily recognisable across a wide range of marketing activities.

SIZE



The CIH awarding body *horizontal* logo must never appear smaller than **35mm wide**.



The CIH awarding body *vertical* logo must never appear smaller than **15mm wide**.

Logos must retain their proportions at all times and must not be distorted in any way.

COLOUR

The CIH logo should always appear using the following colours:

Chartered Institute of Housing

CMYK: C=88 M=100 Y=26 K=15

RGB: R=68 G=37 B=99

Pantone reference: 2617 C

BACKGROUNDS

When used on a coloured background or with a background image, the CIH logo should appear as a white out version. It should always be clear to read.



LOGO PLACEMENT

Logos should be placed to the top right or bottom left hand side of the page and must be at least a quarter of the logo width from edges on all literature.



CIH FONT

Our corporate font is called "Avenir Next", with a variety of weights to choose from (Light, regular, italic, bold etc).

Avenir Next Ultra Light
Avenir Next Regular
Avenir Next Medium
Avenir Next Demi bold
Avenir Next Bold

You should use:

- **All titles:** Avenir Next Demi Bold/Bold **38pt / 40pt**
- **Sub heading / intro paragraph:** Avenir Next Regular **20pt**
- **Sub title within body copy:** Avenir Next Demi Bold/Bold **12pt / 14pt**
- **Normal text:** Avenir next Regular **10pt / 12pt**
- **Quotes:** Avenir Next Ultra Light or Italic **10pt / 12pt**

SUBSTITUTE FONT

We recognise that our corporate font can not be found on all systems, due to this we except the use of our substitute font Arial in a variety of weights as shown below:

Arial Narrow
Arial Regular
Arial Bold
Arial Black

You should use:

- **All titles:** Arial Bold/Black **38pt / 40pt**
- **Sub heading / intro paragraph:** Arial Regular **20pt**
- **Sub title within body copy:** Arial Bold **12pt / 14pt**
- **Normal text:** Arial Regular **10pt / 12pt**
- **Quotes:** Arial Narrow **10pt / 12pt**

While every care has been taken in preparing these guidelines, CIH reserves the right to change the information in this guidance document from time to time.

CIH COLOUR PALETTE

Fresh and contemporary colour palette – something that adds vibrancy, warmth.

CMYK: C=88 M=100 Y=26 K=15 RGB: R=68 G=37 B=99 Pantone reference: 2617 C	CMYK: C=0 M=0 Y=0 K=100 RGB: R=0 G=0 B=0	CMYK: C=100 M=0 Y=0 K=0 RGB: R=0 G=159 B=277	CMYK: C=0 M=83 Y=73 K=0 RGB: R=233 G=71 B=63 Pantone reference: Warm Red C	CMYK: C=68 M=0 Y=40 K=0 RGB: R=69 G=184 B=171 Pantone reference: 7465 C	CMYK: C=44 M=0 Y=74 K=0 RGB: R=163 G=202 B=99 Pantone reference: 367 C	CMYK: C=6 M=4 Y=100 K=0 RGB: R=249 G=226 B=0 Pantone reference: 102 C
70% tint	70% tint	70% tint	70% tint	70% tint	70% tint	70% tint
30% tint	30% tint	30% tint	30% tint	30% tint	30% tint	30% tint

Chartered Institute of Housing

FURTHER QUERIES?

If you have any queries about our brand guidelines, or require further information, please contact the Design, Marketing and Communications department:

marketing.communications@cih.org