



Homes
England

The Housing and Regeneration Agency

Design Brand Guidelines

April 2025



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1.0 Introduction

These brand guidelines have been developed to ensure our brand is clearly communicated and everyone understands the correct use of the different elements to achieve brand accuracy and consistency. This helps embed and strengthen our Homes England brand.

External use of the brand

Any external use of the brand should be approved by the Communications Team by emailing communications@homesengland.gov.uk.



1.1 | Introduction | Welcome

Design it, write it, follow it, strengthen it.

Brand is about how we write about Homes England, how we speak about Homes England, our story, our visual identity, our font, and every piece of correspondence and marketing collateral we create, from social media posts and our website to our email signatures and photos.

We have two brand guidelines; generic brand guidelines (this document) and separate guidelines for writing and creating written content (internal only). They have been developed to ensure our brand is clearly communicated and everyone understands the correct use of the different elements to achieve brand accuracy and consistency. In this version, you'll find the key points you need to know to create communications that are consistently on-brand. You will also find the core principles of our brand refresh which are a useful tool to create printed materials such as brochures, reports or digital designs such as social media posts, website pages or online banners.

Why do these guidelines matter?

It is essential that colleagues and anyone else working with us understand the rules for our brand refresh so that they can apply them to all their communications and present a professional brand image that instils confidence and reassurance. Adhering to these guidelines strengthens our brand and ensures we create collateral that is recognisable as Homes England. The more we all present a united and consistent way of communicating, the stronger our brand will be. The less we follow the brand guidelines, the more at risk our brand becomes.

The purpose of these guidelines

These guidelines are a useful aid to help you create communication that is on-brand. They provide a reference point for every aspect of our brand identity.

External sharing

Any use of the brand.

1.2 | Introduction | Accessibility

We're committed to providing accessible information in line with the Disability Discrimination Act.

These guidelines have been prepared considering best practice. Making something accessible means providing alternative formats or options to help people access what's on offer when the 'standard' offer is not accessible. For example, a deaf person is not going to be able to listen to the voiceover on a video, so we need to make sure that the video is captioned or provide a transcript of what is being said. Some documents will also need to be made available in plain text formats or a disc.

The more inclusive our communication is, the less alternative formats we will need to provide. We should anticipate the needs of different groups of people when we are planning any communication campaign.

To help ensure that your Office files are accessible, use the **Accessibility Checker in Microsoft accessibility tools** available in **Word, Excel, Outlook, OneNote, and PowerPoint**. It finds most accessibility issues and explains why each might be a potential problem for someone with a disability. It also offers suggestions on how to resolve each issue.

Accessibility: font

- use Calibri regular minimum font size 12pt
- use a minimum font size of 14pt where Easy Read communications are required
- make sure headings are at least 20% larger than body copy. See page 50 for our font sizes
- make sure there's enough space around headings and between paragraphs

1.2 | Introduction | Accessibility

Accessibility: language and writing

Although a lot of accessible language guidelines are covered within the plain English guidelines on page 18, there are some which aren't.

- use images to support text. For example, flow charts are ideal for explaining procedures and pictograms and graphics can help to locate and support information
- give instructions clearly
- avoid double negatives
- provide a glossary of abbreviations
- describe links and avoid using 'click here' or similar
- use quotation marks to signal a quote
- use sentence case and use capital letters at the start of sentences

Accessibility: formatting

- use single line spacing as a minimum for readability
- limit the number of hyperlinks to other documents
- lay out documents clearly and simply as screen readers struggle to read complicated layouts
- ensure tables are correctly set up for screen readers
- break up text in long documents with headings and include a table of contents
- group related content
- make sure headings are clear
- provide HTML and plain text versions of newsletters and emails
- make sure guides are concise and the reader knows what they need to action and understand

1.2 | Introduction | Accessibility

Accessibility: colour

When overlaying text onto a coloured background, use a 20% tint of the coloured background rather than white text as this can be jarring for readers with sight impairments.

- be mindful that too many colours can be disorienting
- use single colour backgrounds and avoid patterns or pictures
- make sure there is sufficient contrast between the background and text
- use cream or pastel backgrounds instead of white which can be dazzling for dyslexic people
- a 30% tint can be used in a text box as an alternative to a white background

Note: only use colours from our colour palette (see page 40).
Pure white can be used in print.

Accessibility: PDF documents

PDFs can be inaccessible for people who use screen readers. However, accessible versions can be created. See Adobe's guide to creating accessible PDFs.

- make sure PDFs are saved as single pages and are A4 to make it easier for screen readers to read PowerPoint presentations

- label table columns clearly
- give every page a unique title
- include alternative text with all visuals (alt text tells people what's important in images and other visuals and is a useful aid for people with conditions which affect their sight)
- make sure slide contents can be read in order by setting the reading order for screen readers
- make sure there is a strong contrast between the background and text by using a dark text on a light background or vice versa

Accessibility: emails

- use Calibri regular font and a minimum size of 12pt
- use a plain background
- always use plain English and avoid jargon
- make sure attachments are accessible
- limit the number of attachments
- include your full contact information in your email signature
- keep emails concise
- limit the number of hyperlinks

1.2 | Introduction | Accessibility

Accessibility: social media

Avoid relying solely on communicating via social media as you will not reach everyone as some people can't or don't use it.

Social Media channels

- avoid using too many hashtags
- make sure you #CapitaliseEachWord in hashtags so they can be read by screen readers
- make sure calls to action are clear
- make sure links to external websites are accessible or there are alternative formats available
- include alternative text with all visuals (alt text tells people what's important in images and other visuals and is a useful aid for people with eye conditions which affect their sight)

Videos

- add subtitles to videos and an audio description where possible
- make sure videos that are shared on the internet include subtitles and an accessible transcript
- provide audio commentary (or a description) for any solely visual elements of videos

Photography

- provide a title for an image and don't rely on an image to deliver information
- position images clearly and make them distinct from any text, shading or overlay

2.0 The logo

This section outlines how our Homes England logo adopts the ministerial department identity system and how it should be applied.



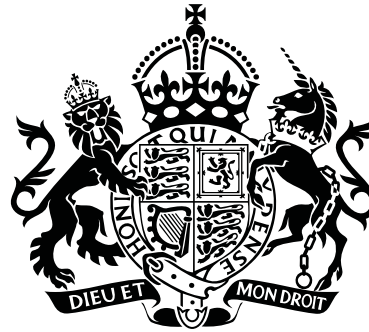
2.1 | The logo

The government identity system has been designed to provide government organisations with a consistent, unified and cost-effective approach to the creation of identities and branding.

To ensure consistent legibility and clarity, a simplified 'lesser arms' version has been produced for use in departmental logos.

The logo is made up of three elements: the Royal Coat of Arms, the department name, and the line. The way in which the three elements work in practice is illustrated in this section.

**Note: only use the original artwork files.
Never attempt to recreate the logo.**



Homes England

2.2 | The logo | Stacked and landscape formats

There are two logo formats that are used, primary stacked and secondary landscape.

The stacked format features the vertical line and the Royal Coat of Arms above the text. And the landscape format features the vertical line and Royal Coat of Arms and text is displayed on a single line next to the Royal Coat of Arms.

The stacked logo format should be used wherever possible, on all communications and policy.

The landscape logo format should always be used on digital platforms such as online or mobile devices. This logo can be used in place of the stacked logo if it is more appropriate because of content or design considerations for layouts.

Primary stacked logo



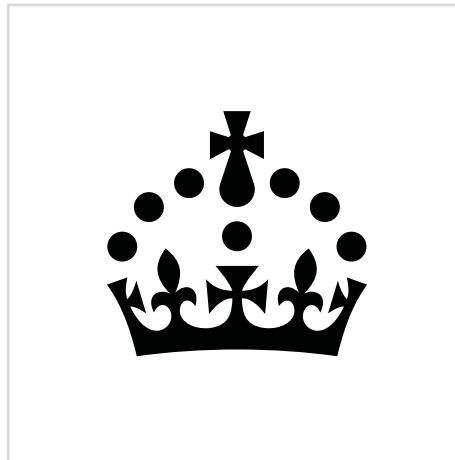
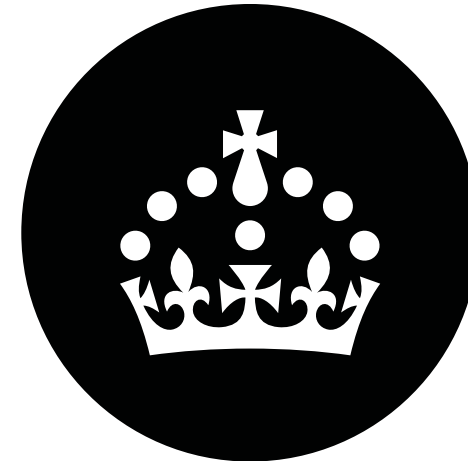
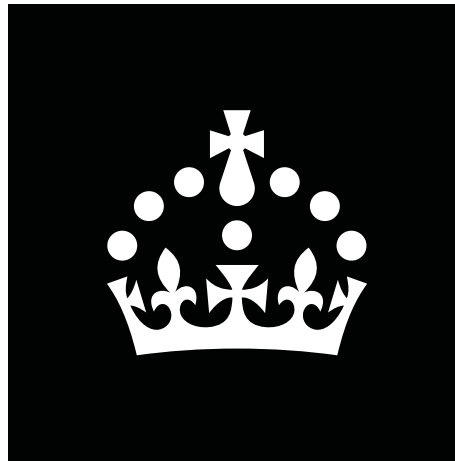
Secondary landscape logo



2.3 | The logo | Social media avatars

For social media avatars the Tudor crown from the Royal Coat of Arms is used on its own, with a black or white background colour. This is because our name will always be visible beside the avatar on profiles and posts.

The shapes and requirements for social media avatars regularly change. This is an example of how our identity can work in the most commonly used shapes.



2.4 | The logo | Exclusion zone

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

Any text should sit at least two lines below the logo.

The following are both minimum clearance areas. Whenever possible, leave more space around the logo than the exclusion zone.

Exclusion zone for print

The height and width of the clear space is set by the width of the Royal Coat of Arms around the logo.

Exclusion zone for digital

However, digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller area equivalent to half the width of the Royal Coat of Arms is accepted.

Note: The same rules apply to the landscape version of the logo for both print and digital.

Exclusion zone for print



Exclusion zone for digital



2.5 | The logo | Minimum sizes

Minimum sizes refer to the width of the Royal Coat of Arms, rather than the logo as a whole.

Minimum size for print

To make sure the logo is clear and legible, the Royal Coat of Arms should never appear smaller than a width of 5mm in print. For the recommended logo sizes for common formats see page 16.

Minimum size for digital

The Royal Coat of Arms should never appear smaller than a width of 26 pixels on screen.

Primary stacked logo

5mm – print
26px – digital
(not to scale)



Homes
England

Secondary landscape logo

5mm – print
26px – digital
(not to scale)



Homes England

2.6 | The logo | Positioning

For consistent application of the logo, place it in the top left of communications with equal spacing above and to the left. This will ensure its prominence while adhering to exclusion zone guidelines.

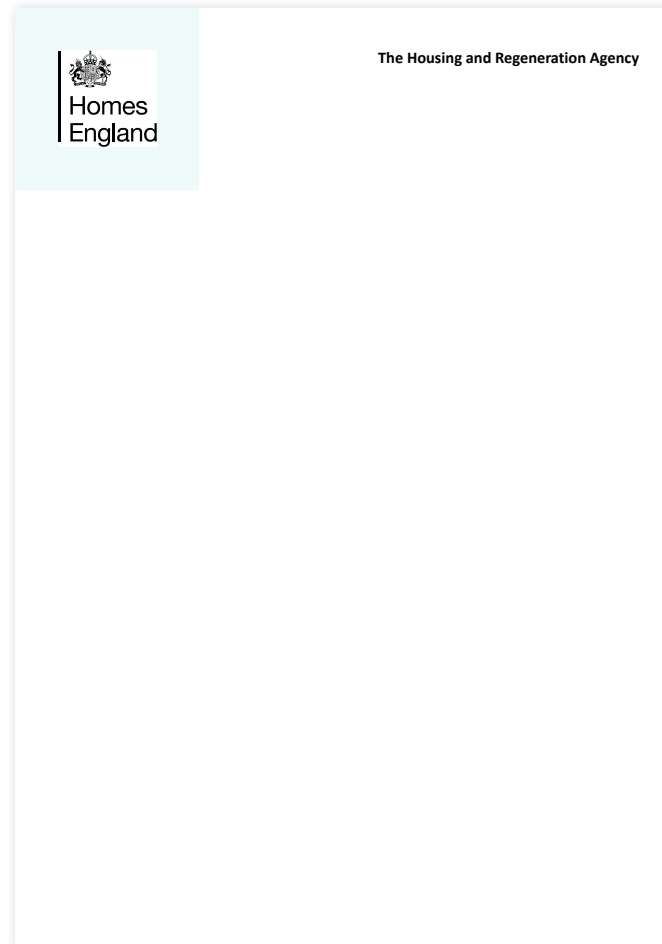
These placement rules apply to both landscape and portrait orientation formats.

For documents with a spine, we recommend that you leave an extra 5mm of space to the left of the logo to ensure that it is clear of the binding. The logo can also be placed in the bottom left in applications such as advertising.

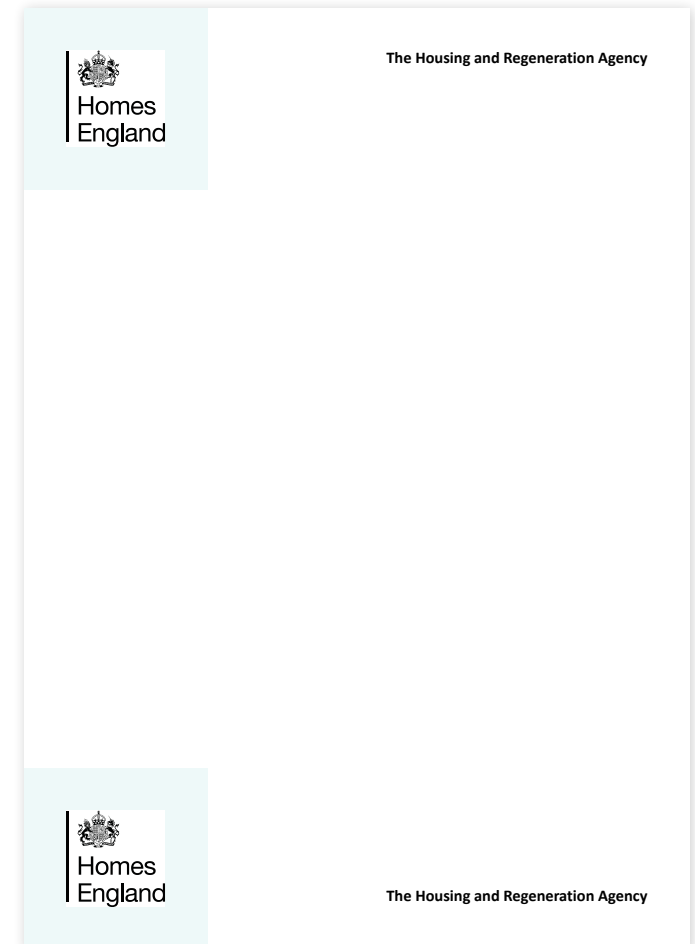
Any text should sit at least two lines below the logo.

Note: The same rules apply to the landscape version of the logo.

Print



Advertising



2.7 | The logo | Recommended logo sizes

The recommended logo sizes for common formats are illustrated below. The width of the royal coat of arms is used as the reference point. These sizing rules apply to both landscape and portrait orientation formats.

The minimum width the logo can go to is 5mm for small printed items and 26 pixels for digital applications.

Note: The same rules apply to the landscape version of the logo.

A3



The Housing and Regeneration Agency

A4



The Housing and Regeneration Agency

A5



The Housing and Regeneration Agency

2.8 | The logo | Colour variations

Our logo is reproduced in black or white out only.

Never place the logo in a box of colour to make it stand out. Your background colour will dictate which version of the logo you use.

White background

When placing the logo on a white background, use the black logo.

Colour background

Use the black version of the logo if placing it on a light coloured background. Always use the white version of the logo when placing it on black or dark coloured backgrounds.

Homes England colour background

When using the Homes England colours as backgrounds, always use the correct colour logo for that colour background as shown opposite. For colour references see page 27.

Note: The same rules apply to the landscape version of the logo.

White background



Colour background



Homes England colour backgrounds



2.9 | The logo | Don'ts

The configurations of the logo must never be altered; always use the identity artwork provided. Please see pages 10 and 11 for details of appropriate logo use.

Note: The same rules apply to the landscape version of the logo.



Don't squash or distort the logo



Don't place the logo at an angle



Don't add a strapline near the logo



Don't distort the proportion of the crest



Don't place the logo on images where it will get lost



Don't alter the colour of the logo

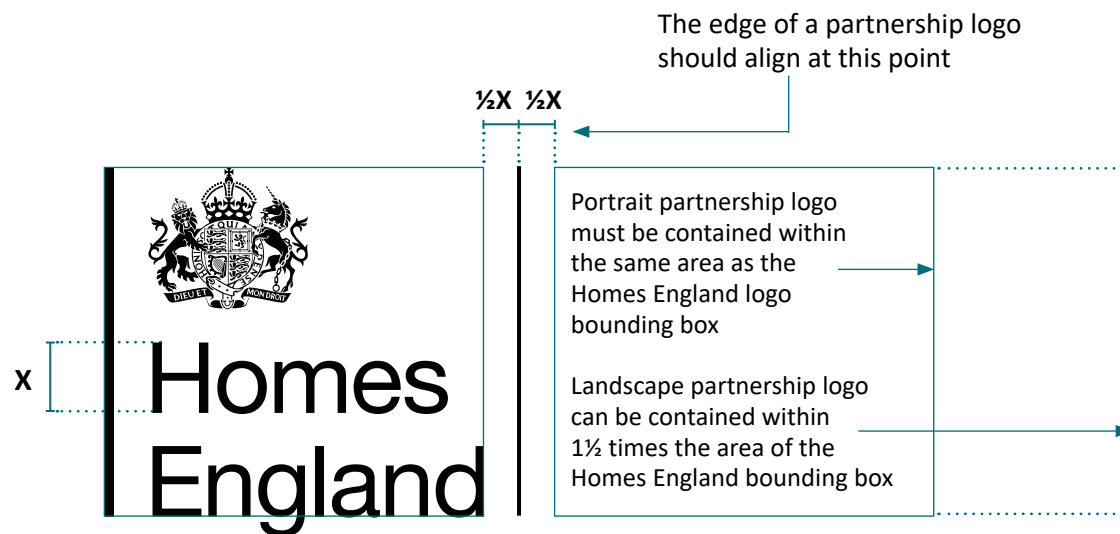
2.10 | The logo | Dual partnership using stacked logo

When there is a dual partnership using the stacked logo, both logos must run alongside each other separated by a keyline. The partnership logo must be contained and centred within the height of the same amount of area, which is determined by the bounding box of our Homes England logo, as highlighted opposite. The separating keyline is the same height and half the weight of the vertical line in our logo. The separating keyline weight scales proportionally with the logo lock-up.

The space between the edge of the logos and the separating keyline is based on half the X value which is equal to the cap height of the wordmark in our logo. When using more than one partnership logo use the separating keyline and its alignment between each logo.

Where designations are required, they are set in Calibri regular and sentence case. They should run centred underneath the logo lock-up.

All partnership artwork needs to be signed off by
communications@homesengland.gov.uk



Working in partnership

Example of dual partnership



Working in partnership

2.11 | The logo | Dual partnership using landscape logo

When there is a dual partnership using the landscape logo, both logos must run alongside each other separated by a keyline. The separating keyline is the same height and half the weight of the vertical line in our logo. The separating keyline weight scales proportionally with the logo lock-up. Partner logos must never be higher than the vertical line in our Homes England logo.

The space between the edge of the logos and the separating keyline is based on half the X value which is equal to the cap height of the wordmark in our logo. When using more than one partnership logo use the separating keyline and its alignment between each logo.

Where designations are required, they are set in Calibri regular and sentence case. They should run centred underneath the logo lock-up.

All partnership artwork needs to be signed off by
communications@homesengland.gov.uk



Example of dual partnership



2.12 | The logo | Hierarchy partnership

Visual balance in logos (recommended)

Homes England has a number of partnerships and agreements. To identify these initiatives, a co-branded logo lock-up has been created to ensure each brand receives exposure.

Partnership logos must never be higher in size than the X value which is equal to the height of the cap height in the wordmark or longer in length than the width of the word 'Homes' in our Homes England logo. They appear centred beneath the Homes England logo as a unit, at a distance of the X value.

The height of the keyline between each logo is equal to the X value. The space between the edge of the logos and the separating keyline is based on half the X value. The line width is a third of the vertical line in our Homes England logo. The line weight scales proportionally with the lock-up.

Where designations are required, they are set in Calibri in regular and sentence case. They should run centred underneath the logo lock-up.

All partnership artwork needs to be signed off by
communications@homesengland.gov.uk

Logos must be no longer in length than the width of the 'Homes' in the Homes England logo



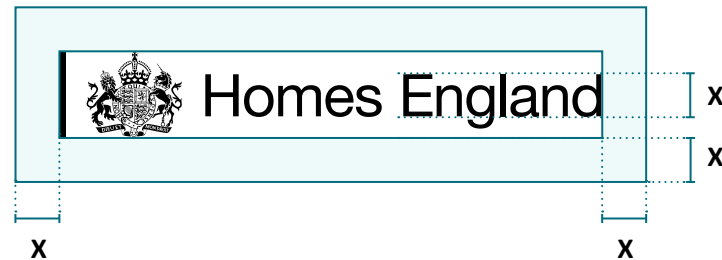
2.13 | The logo | Alliance partnership

When our Homes England logo appears in an alliance partnership you must use the landscape version and each logo must be contained within the same amount of area. This is determined by the bounding box of our Homes England logo, as highlighted opposite.

The alliance partnership logos must sit within half the width of the Homes England logo minus the exclusion zone (see opposite). The space between each of the logos is based on the X value which is equal to the cap height of the wordmark in the Homes England logo. The Homes England logo sits centrally with the alliance partnership logos surrounding it.

The Homes England and all alliance partnership logos should be black.

All partnership artwork needs to be signed off by
communications@homesengland.gov.uk



The alliance partnership logos must sit within half the width of the Homes England logo minus the exclusion zone as indicated

Example of alliance partnership



3.0 Brand strapline

Our strapline summarises the essence of our brand. It can be used in conjunction with the logo or as a standalone headline title.



3.1 | Brand strapline | Size and position

There is only one strapline that should be used in conjunction with our Homes England logo – The Housing and Regeneration Agency.

Our Homes England logo and strapline are positioned at the top of any canvas. The logo is aligned to the left and the strapline to the right of the canvas. The strapline sits on the same level as the top of the logo.

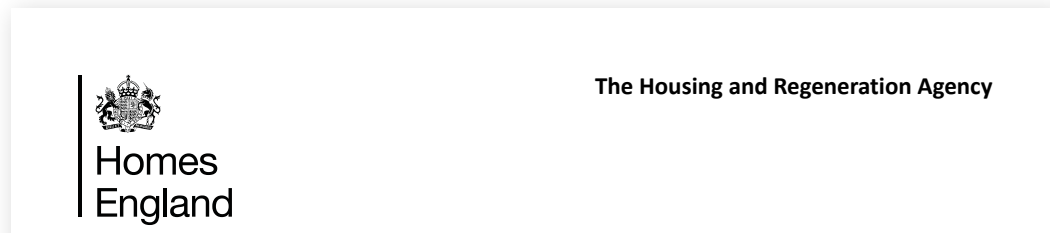
The Housing and Regeneration Agency — Strapline

Logo and strapline lock-up sizing



The height of the strapline is equal to the distance from the base to the top of the inner stroke of the letter 'E'

Logo and strapline lock-up positioning



The logo ranges left to the canvas

The strapline ranges right to the canvas

Logo and strapline lock-up minimum size

5mm



The Housing and Regeneration Agency — 6pt Calibri bold

3.2 | Brand strapline | Example of use

The Homes England logo and strapline are positioned at the top of any canvas except in advertising when it can be placed at the bottom of a canvas.



The strapline used as part of the Homes England logo and strapline lock-up

4.0 Colour

Colour is an essential part of our brand's visual identity. It reflects our personality and our values and influences how we want to be perceived. It also reflects our unique position in the housing and regeneration sector and helps us stand out.



4.1 | Colour | Colour palettes

Our Homes England brand is represented by two colour palettes – teal blue with orange highlights and lime green with grey highlights.

The teal blue and orange colourway is the primary option. The green colourway should only be used when the subject matter is sustainability and design.

- You should only use one palette at a time – do not mix the colours up e.g. teal and green.
- Always use the colour references and specifications within these guidelines.
- RGB colours and HEX codes are used for digital, including web, PowerPoint and all other on-screen formats.
- CMYK colours are used for printed materials, including direct mail, billboards and all other print-based communications.

Primary colour palette
- Teal and Orange

Sustainability and design colour palette
- Green

Primary colour palette - Teal and Orange					Sustainability and design colour palette - Green		
Tone 1	Tone 2	Tone 3	Tone 4	Tone 5	Tone 6	Tone 7	Tone 8
151 C	7414 C	325 C	7473C	3155 C	382 C	377 C	424 C
C 7	C 0	C 62	C 69	C 87	C 34	C 42	C 0
M 40	M 60	M 0	M 23	M 37	M 0	M 5	M 0
Y 98	Y 100	Y 27	Y 38	Y 37	Y 100	Y 89	Y 0
K 1	K 46	K 0	K 5	K 21	K 0	K 28	K 69
R 233	R 153	R 87	R 79	R 0	R 190	R 110	R 114
G 162	G 83	G 197	G 151	G 108	G 208	G 129	G 114
B 0	B 0	B 198	B 153	B 125	B 0	B 39	B 113
HEX e9A200	HEX 995300	HEX 57C5C6	HEX 4f9799	HEX 006C7D	HEX BED000	HEX 6E8127	HEX 727271

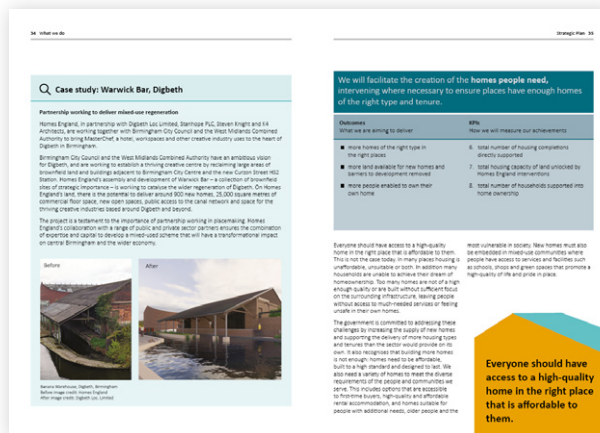
4.3 | Colour | Contrast

Strong colour contrast must be used to create impact and ensure legibility when using headlines, body copy and infographics.

Text should always be black or dark teal when using the primary colour palette, and black, grey or dark green when using the sustainability and design colour palette.

When highlighting text for a quote or message, black text can be added to a text box with a background colour of 20 or 30%.

When text is used on a dark coloured background it must be a 20% tint of the background colour. When using a light coloured background the text colour must be black.

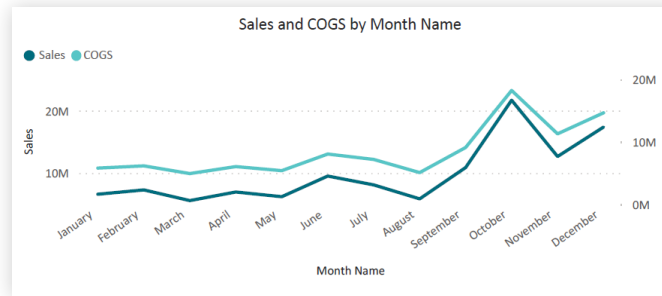


4.4 | Colour | Exemptions for maps, tables and graphs

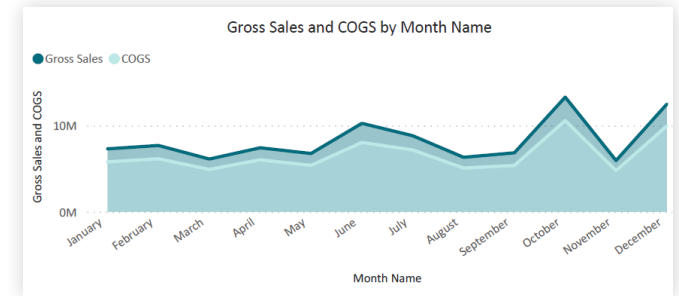
When creating any maps, tables and graphs you should use the primary colour palette unless it's for sustainability and design then use the green palette.

Use tints of the colour palette where there are not enough colours available or where accessibility issues arise.

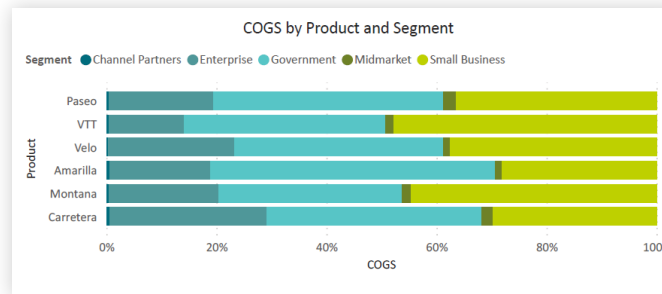
You can mix the primary colour palette and the sustainability and design colour palette for graphs, but try to use contrasting colours next to each other.



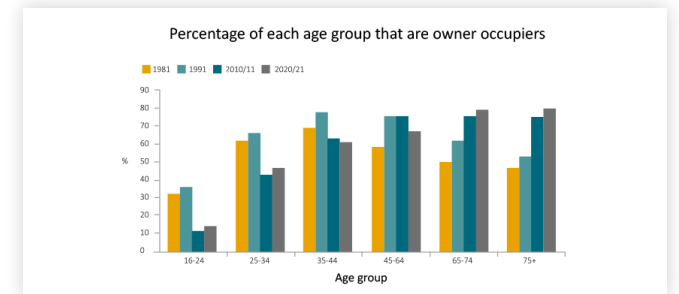
Example line chart



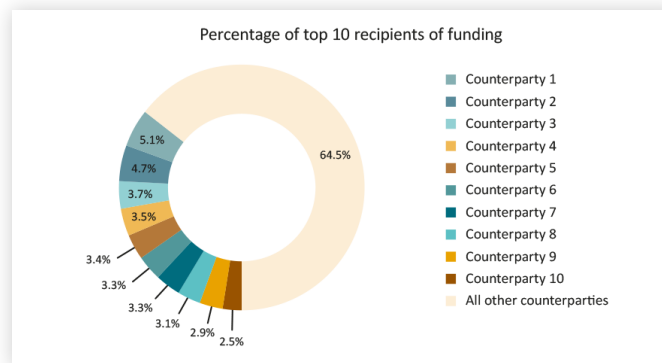
Example area chart



Example 100% stacked bar chart



Example cluster column chart



Example doughnut chart

5.0 Our building shapes

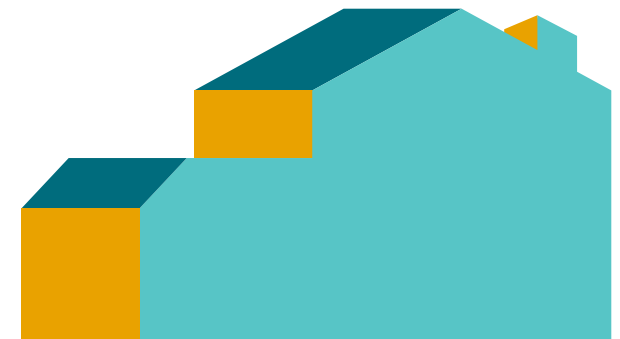


5.1 | Our building shapes | 3D building shapes

Our visual identity features six 3D building graphic shapes that always hold colour, photography and/or highlighted key text. These shapes illustrate our unique role in connecting people and places.

Don't create any other building shape or alter our building shapes in anyway.

For access to our building shapes contact communications@homesengland.gov.uk

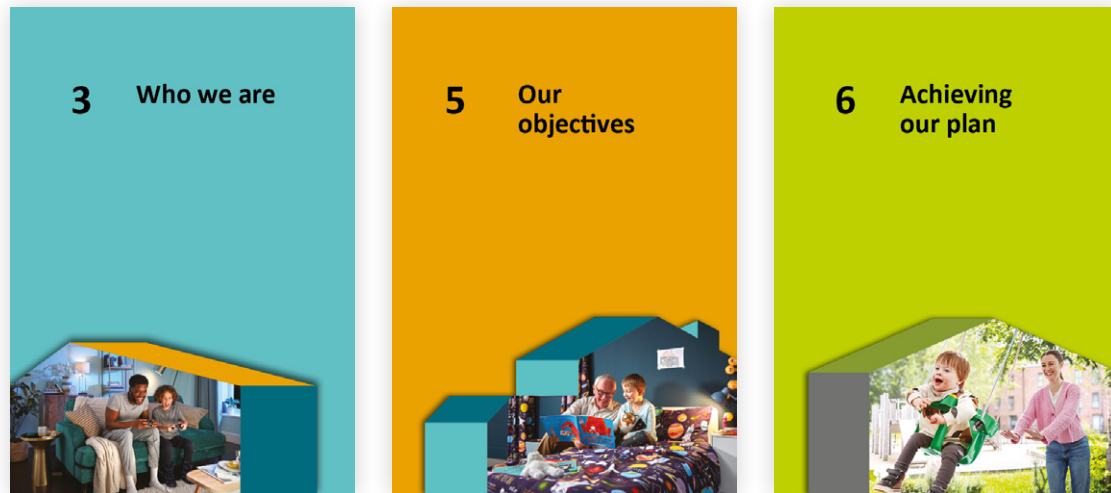


5.2 | Our building shapes | 3D building shapes example of use

Lifestyle images in 3D building shape

When using lifestyle images in the 3D building shapes, they must always be placed on their respective colour tone. Primary colour 3D building shapes must be placed on a primary colour, sustainability and design colour 3D building shapes must be placed on a sustainability and design colour.

A drop shadow can be added to the 3D building shape that holds the image. This helps to highlight the image.



3D building shape option principles

Up to three 3D building shapes can be grouped together as a collective graphic but only one should hold the lifestyle image and that must be the one with the largest surface area.

A drop shadow can be added to the 3D building shape that holds the image. This helps to highlight the image.



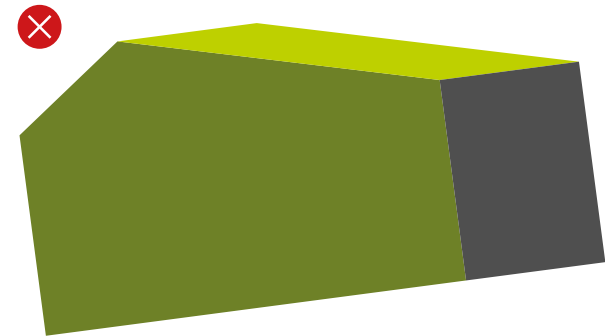
Drop shadow
opacity set to 75%
and angled to the
top of the image

5.3 | Our building shapes | 3D building shapes don'ts

Don't create any other building shape or alter our building shapes in anyway. These shapes illustrate our unique role in connecting people and places.



Never mix colours from the primary colour palette with the sustainability and design palette.



They must never be rotated.



Never place a primary colour 3D building shape on a sustainability and design colour background.



Never use a project image such as developments and houses in the 3D building shape.

5.4 | Our building shapes | Flat building shapes

Our visual identity also features flat building graphic shapes. These shapes hold project photographs such as developments, houses, environments, details and the many stages of the housebuilding process – anything other than the brand lifestyle photographs, see page 44. Simple building shapes can be created using angled corners.



6.0

Our illustration – journey graphic

Our illustration has been developed to show the journey of Homes England sites, from the initial development phase through to people in the community. It gives an aspirational feel and represents beauty and harmony.



6.1 | Our illustration | Background colour options

The vibrant, dynamic style of the illustration is one of the most recognisable aspects of our brand identity. The illustration can be used in any of our four colours – teal, orange, green and grey. The background behind the illustration can be a solid colour, graduated (not orange) or on a plain white background, as shown.

On gradient options



On colour options



Teal



Green



Monochrome



Orange

6.1 | Our illustration | Background colour options

On white background options



6.2 | Our illustration | Different width and journey options

The primary illustration is a wide panoramic graphic. Depending on the width of the canvas or journey being told, the illustration can be used in its entirety or split into one of three sections (construction, housing or people and community). Alternatively, a condensed version can be used when the whole journey needs to be conveyed but there is not enough space available.



Condensed version



6.3 | Our illustration | Do and don'ts

Do

- always use the illustration in the colours provided
- always use the illustration on its respective colour or a white background
- only use the full panoramic illustration, one or more of the divided sections or the condensed version

Don't

- place the illustration on any coloured background other than its respective tone
- alter or recreate the illustration in any way
- alter the transparency elements of the illustration
- position text over the illustration
- flip the illustration
- position the illustration at an angle or vertically



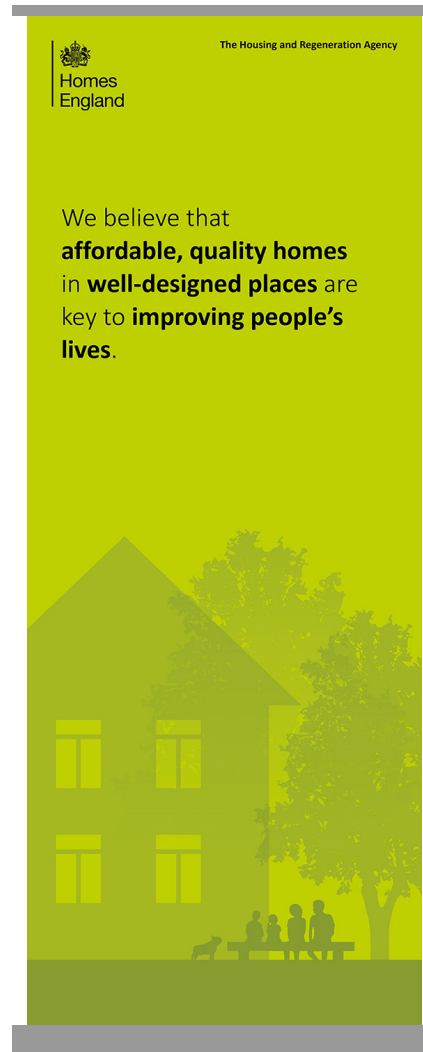
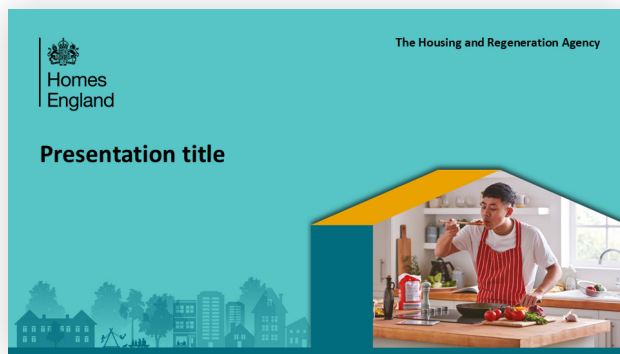
6.4 | Our illustration | Sizing

The minimum height any version of the illustration should appear is 35mm. Use the highest point of the chosen illustration as a guide eg. the top of the crane in section one of the illustration.



6.5 | The illustration | Example of use

Examples of how to crop, size and position the illustration are shown below.



To create impact in graphic design the house shapes from the illustration can be scaled up and used in isolation. They must be used as solid colour and not as a transparency when they are used to pull out key messages or quotes.

7.0 Photography



7.1 | Photography | Overview

Our photography is unique to us, distinguishing Homes England from any other organisation. We only have the lifestyle set of photographs associated with the brand identity at the moment but the others will be added at a later date.

Lifestyle



Processes – from planning to completion



Our buildings (with detail)



Internal colleagues



All four styles of photographs can be used in conjunction with each other for different purposes.

Note: never distort any of the photographs. The ratio for photographs will always be 2 by 3 (4 by 6, 8 by 12 etc) unless cropping has been applied e.g. square photos.

Photography permissions

If you are using partner photography you need to get written permission to do so from that partner.

If you use photography that you have taken, you must have obtained permission from the subjects in the photo for its use.

If you wish to commission new photography, require any images or permission forms contact communications@homesengland.gov.uk

7.2 | Photography | Style one: Lifestyle images that capture thriving families/communities

This portfolio of 12 images form part of the visual identity and represent the people who live in our homes and communities. They are reportage in style and feature people engaged in some daily activity in their homes and gardens. They can only be used within the framing of the 3D building shapes in which they are supplied. They are often used on title pages, for advertising and in large-scale projects.

Note: never try to create your own versions with alternative images or shapes.



8.0 Typography



8.1 | Typography | Our font

Our chosen font is Calibri regular. It should be used in all our written communications especially for digital assets, from emails and Word documents to PowerPoint presentations. Calibri is one of the most accessible and easily read fonts. Consistent application of our chosen font will improve the recognition and recall of our brand identity. Calibri light should only be used in professionally printed documents.

Calibri light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*().

Calibri regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*().

Calibri bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*().

8.2 | Typography | Weights and hierarchy

The weight of the font adds clarity, so it is important to use them in the correct way. How we style copy is important to help communicate key messages and make it easily digestible for everyone to read. To keep our font as legible and accessible as possible, we avoid using italics to highlight words. Instead, we use bold text.

If you have a large amount of text to fit on your document, do not make the font size smaller to squeeze it all on as this will make it difficult to read. Instead, use an additional slide or page.

Calibri Light (only to be used in professionally printed documents)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789&0

Calibri Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789&0

Calibri Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789&0

8.3 | Typography | Colour palette

Use colour to highlight text or for titles and subtitles. Only use these colours or black for text.

Primary colour palette

Tone 5

3155 C

C	87
M	37
Y	37
K	21

R	0
G	108
B	125

HEX
006C7D

Sustainability and design colour palette

Tone 7

377 C

C	42
M	5
Y	89
K	28

R	110
G	129
B	39

HEX
6E8127

Tone 8

424 C

C	0
M	0
Y	0
K	69

R	114
G	114
B	113

HEX
727271

8.4 | Typography | Font usage (professionally designed and printed documents)

Heading

Calibri Bold

Who we are

Introduction

Calibri Light

Ugiaecea rumquia dolorrum ea nim
facient ut iligendae. Itatibus, suscian
impore imusa dolori doluptaturi aspic
temolor itame niminus.

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nissitate mo velit laborit quaturibus, inienda ndanitis doluptati con
namusandest, si quias nis excepe nonestr umendan tiurept aturibe
riassit harchic idebit, ute prae simi, voluptat.

Body copy

Calibri Light

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am volorum sinveli anduciam debiscipsam, tecabo. Ibus volupienis
amusdandis eum cum asperepro volo esto doluptatem vid molorer
speruptas ditinctus pelit essita cum que con corestiis consequis re
volupti onempor errorro est ipiscitas imodipsam, qui utentur magnis
acculla turibus vit moluptur sus, officab ium fugitis temporpor
rehentiissed quate volorem.

Solor aceperem. Ignate num estibus del idit estrum vollabo. Otae
vent delique cus aliaeperum qui nestionse expliquiam et atiusam
volupta consequue que voluptas corporis conet enistrum re parchil
moluptat maximolum unt lam dolore aut aut voluptam quis sedi-
am, es aruptassunt et alitatus dolore maximusant facea venihilis et
porum consequue vid quaercimo eumquo del mi, omnimodi cullibus,
sitatem res dolut et que non et ipsum con cor sant.

Pull-out heading

Calibri Bold

Sim rempor am audae pror solorerore

Sim rempor am audae pror
solorerore ratecae escilique
ea dias de ne reprecum re
mosam sae el magnat molloru
mquodit reptatur sunt odipsa
velliui quamet remporest
ipsa qui.

Pull-out body copy

Calibri Light

Pull-out statistic number

Calibri Bold

11%

Pull-out caption

Calibri Regular

of England is developed and
only a fraction of developable
land would be needed to
significantly increase supply.

8.5 | Typography | Font sizing

To create a consistent approach, all text should left aligned for accessibility reasons using the following sizes.

Word

- titles should be 28pt bold with single line spacing
- subtitles should be 22pt regular with single line spacing
- subtitles within body text should be 12pt bold with single line spacing
- body text should be 12pt regular with single line spacing

Note: use a minimum of 14pt regular font size where Easy Read communications are required.

Reports created in Word. For example, board reports

- titles should be 28pt bold with single line spacing
- subtitles should be 22pt regular with single line spacing
- subtitles within body text should be 12pt bold with single line spacing
- body text should be 12pt regular with single line spacing
- footnotes should be 9pt regular
- reports should be no longer than four pages long (excluding annexes)

PowerPoint

- title page and section headings should be 30pt bold with single line spacing
- subtitles should be 30pt regular with single line spacing
- key statements should be 18pt regular with single line spacing
- subtitles within body text should be 18pt bold with single line spacing
- body text should be 18pt regular with single line spacing

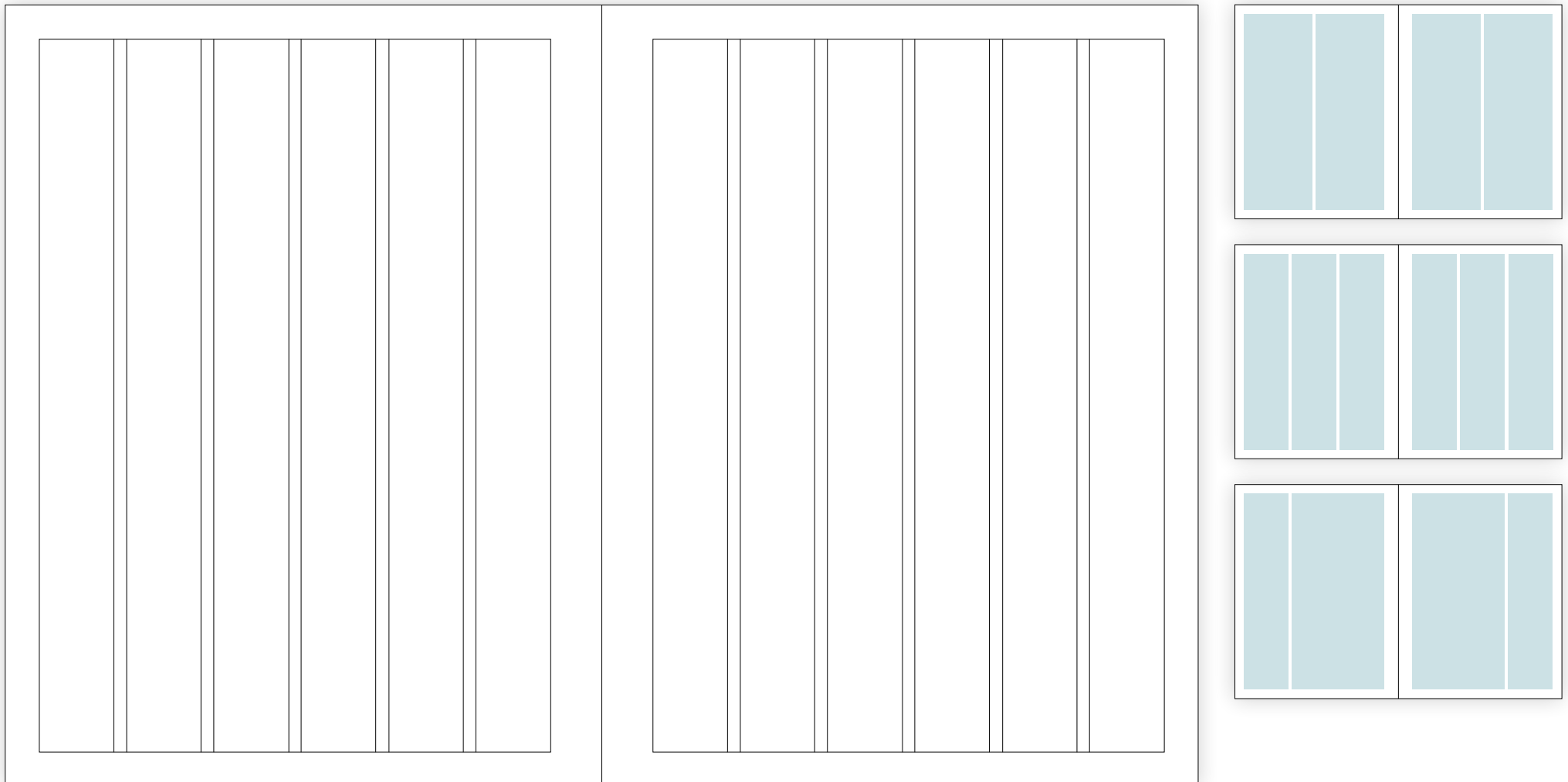
Brochures and reports designed by graphic designers

- the front page title should be 40pt bold with 42pt leading
- page titles should be 28pt bold with 30pt leading
- subtitles should be 18pt bold with 21pt leading
- introduction text should be 18pt light with 22pt leading
- body text should be 12pt light with 14pt leading
- subtitles within body text should be 12pt bold with 14pt leading
- quotes should be 22pt bold with 27pt leading
- highlighted text should be 22pt bold and light with 27pt leading
- footnotes should be 9pt light with 10pt leading

8.6 | Typography | Grid

The six-column grid with 5mm gutters can be used for brochure pages and general print work. In general, all text is ranged to the left. The grid structure is both flexible and easy to follow. You can use it to create a variety of layouts and apply it to various formats.

All text and imagery should be aligned using the grid system. Some examples of how to place columns of text are shown below.



8.7 | Typography | Using the grid with text (professionally designed and printed documents)

Title

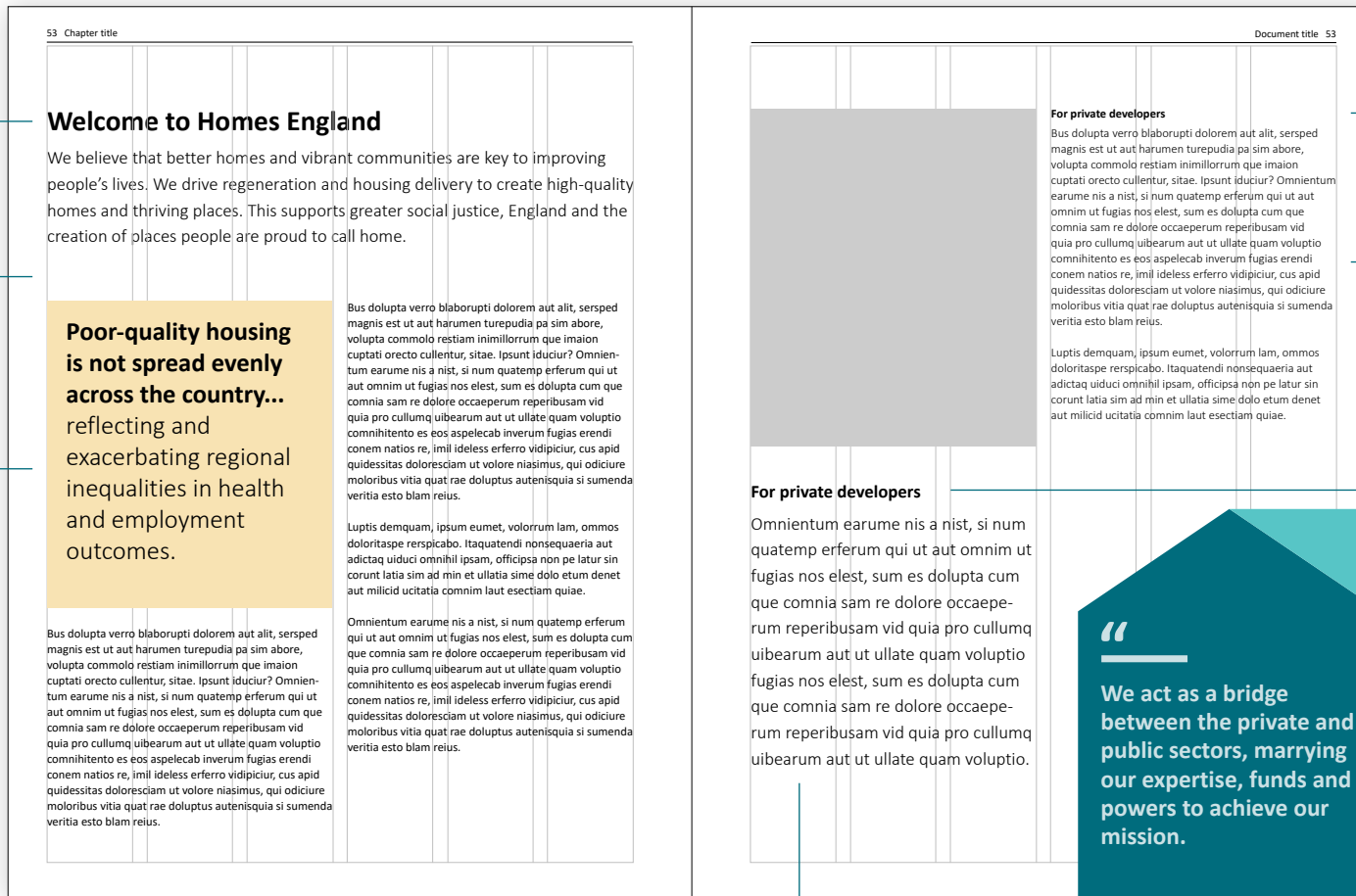
Calibri bold
Typesize: 28pt

Introduction

Calibri light
Typesize: 18pt
Leading: 22pt

Pull-out statements

Calibri bold and light
Typesize: 22pt
Leading: 27pt



Subtitles within body text

Calibri bold
Typesize: 12pt
Leading: 14pt

Body copy

Calibri light
Typesize: 12pt
Leading: 14pt

Subtitle

Calibri bold
Typesize: 18pt
Leading: 22pt

Quotes

Calibri bold
Typesize: 22pt
Leading: 27pt

Intro body copy

Calibri light
Typesize: 18pt
Leading: 22pt

9.0 Icons and infographics

Icons are the simplest form of illustration for clearly communicating information. They usually represent a single thought. We use them in print and as navigation on websites. They can be useful for diagrams to illustrate processes. We also use them as a quick reference point for our readers and to improve the layout of complex information and break up large sections of copy.



9.1 | Icons and infographics | Usage

Our icons can be used either individually or in a group but you should never mix icon colour palettes within a group of icons. For example, they all need to be the same colour – teal, orange or green.

You can't mix and match and use some green icons alongside some teal icons. We currently have over 30 icons available and are always looking to expand our iconography library, so do get in touch if you have any suggestions.



9.2 | Icons and infographics | Example of use

Our icons can be used individually or as part of a group.



Group

Icons used as a collective to represent specific services or options



Individual

An individual icon used as an information graphic to help communicate a message or a complex concept

9.3 | Icons and infographics | The Pentagon infographic usage

The Pentagon graphic conveys our five main strategic objectives and must be used as provided. It can be scaled up or down but never distorted.

Minimum width 125mm



Minimum width 125mm

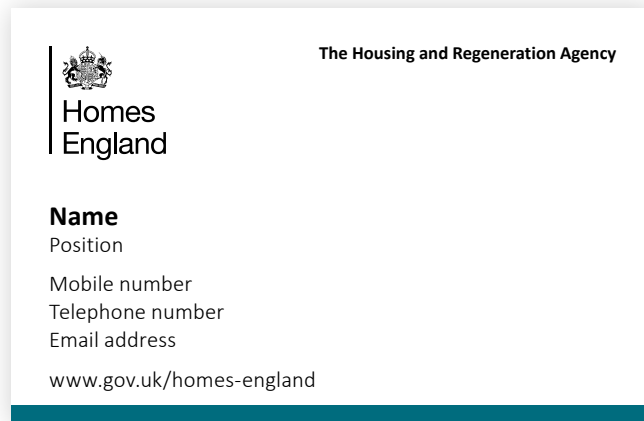


10.0 Applications

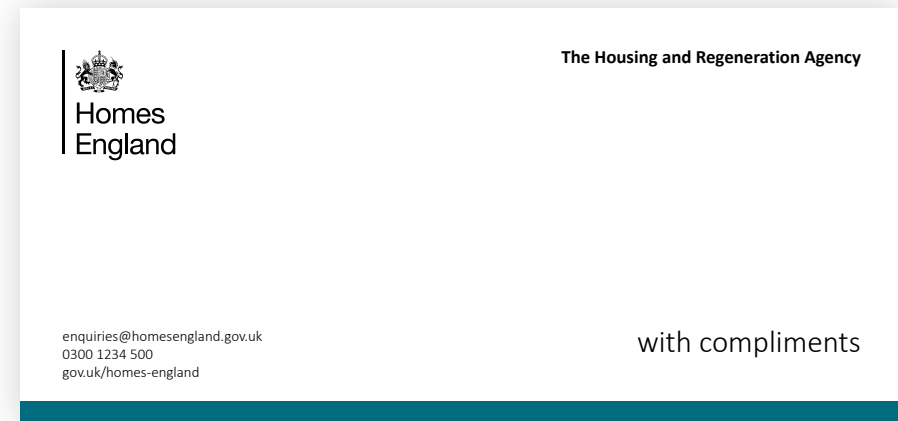


10.1 | Applications | Stationery

Business cards



Compliment slips



10.2 | Applications | Social media

Twitter



The Twitter profile page for Homes England features a teal header with a silhouette of a city skyline and a crane. The profile picture is a black crown icon. The name 'Homes England' is displayed in bold, followed by the handle '@HomesEngland'. A 'Follow' button is located to the right of the profile picture. The bio states: 'As the government's #HousingAndRegenerationAgency, we help create affordable, quality homes in well-designed places to drive regeneration and improve lives.' Below the bio, it shows the location 'England', the website 'gov.uk/government/org...', and the join date 'Joined May 2009'. The follower count is '2,383 Following' and '39.3K Followers'. The 'Tweets' tab is selected, showing a pinned tweet from 16 May. The tweet text is: 'It's here. We're pleased to share our updated strategic plan with you. It sets out our vision, as the government's housing and regeneration agency, to create high quality homes and thriving places across England.' A link 'Learn more: bit.ly/3OcrqCs' and the hashtag '#HomesEnglandSP' are included at the bottom of the tweet.

Homes England
@HomesEngland

Follow

As the government's [#HousingAndRegenerationAgency](#), we help create affordable, quality homes in well-designed places to drive regeneration and improve lives.

📍 England [gov.uk/government/org...](#) 📅 Joined May 2009

2,383 Following 39.3K Followers

Tweets Replies Media Likes

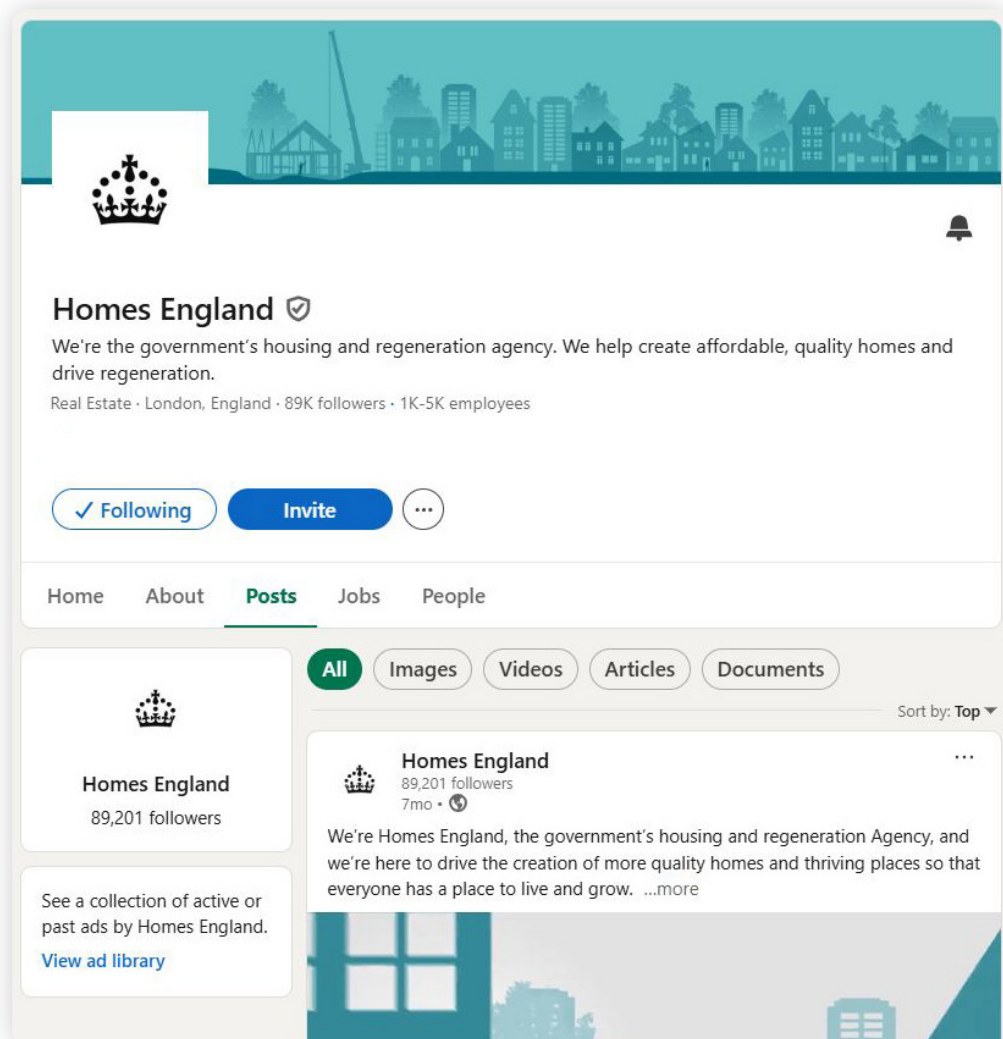
Pinned Tweet

Homes England @HomesEngland · 16 May

It's here. We're pleased to share our updated strategic plan with you. It sets out our vision, as the government's housing and regeneration agency, to create high quality homes and thriving places across England.

Learn more: [bit.ly/3OcrqCs](#)
[#HomesEnglandSP](#)

LinkedIn



The LinkedIn profile page for Homes England features a teal header with a silhouette of a city skyline and a crane. The profile picture is a black crown icon. The name 'Homes England' is displayed in bold, followed by a verified badge. The bio states: 'We're the government's housing and regeneration agency. We help create affordable, quality homes and drive regeneration.' Below the bio, it shows the location 'Real Estate · London, England', the number of followers '89K followers', and the number of employees '1K-5K employees'. The 'Following' button is highlighted, and an 'Invite' button is also visible. The 'Posts' tab is selected, showing a post from 7 months ago. The post text is: 'We're Homes England, the government's housing and regeneration Agency, and we're here to drive the creation of more quality homes and thriving places so that everyone has a place to live and grow. ...more'. The post includes a link to the 'View ad library'.

Homes England ✓

We're the government's housing and regeneration agency. We help create affordable, quality homes and drive regeneration.

Real Estate · London, England · 89K followers · 1K-5K employees

✓ Following Invite ...

Home About **Posts** Jobs People

All Images Videos Articles Documents

Sort by: Top

Homes England
89,201 followers
7mo · 📎

We're Homes England, the government's housing and regeneration Agency, and we're here to drive the creation of more quality homes and thriving places so that everyone has a place to live and grow. ...more

See a collection of active or past ads by Homes England.
[View ad library](#)

10.3 | Applications | PowerPoint

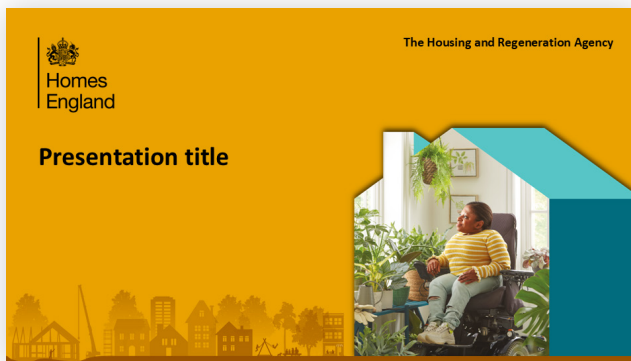
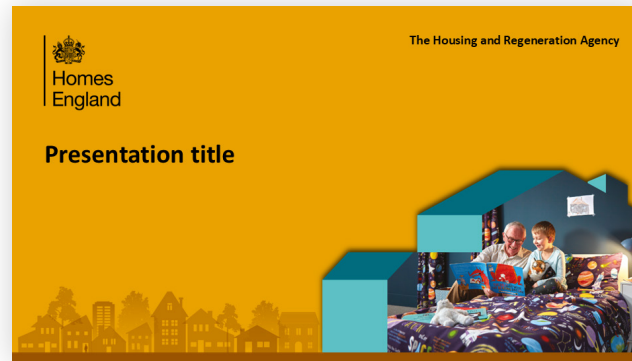
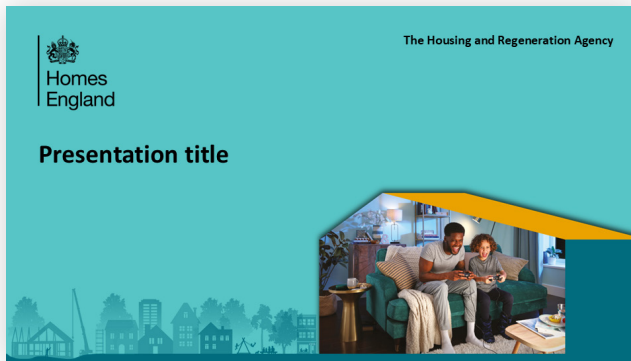
PowerPoint should only be used for presentations as it is the least accessible platform from the Microsoft suite. Always default to Word for all documents that aren't presentations.

The teal blue and orange colourway is the primary option. The green colourway should only be used when presenting about design and sustainability.

Presentation title slides

- Use for presentation titles only.
- Don't use a font other than Calibri.

A selection of title slides



10.3 | Applications | PowerPoint

The teal blue and orange colourway is the primary option. The green colourway should only be used when presenting about design and sustainability.

Section header slides

- Use only for section headers and breaking up content.
- Don't use for paragraphs of text.
- Don't use for images.
- Don't mix colour palettes on one slide.
- Don't write over the illustration.



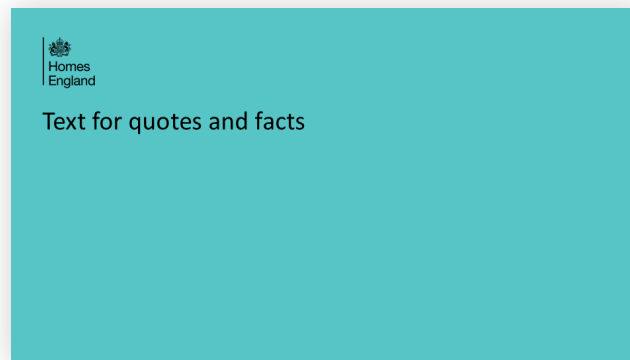
Section header slide teal



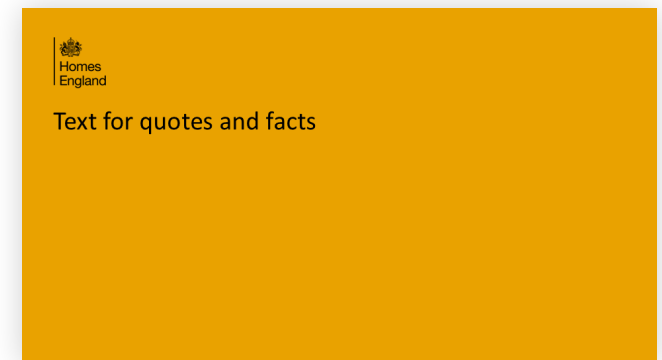
Section header slide orange

Quote and fact slides

- Don't use a font other than Calibri.
- Don't mix colour palettes on one slide.
- Limit the number of words to 35.



Text only for quotes and facts teal



Text only for quotes and facts orange

10.3 | Applications | PowerPoint

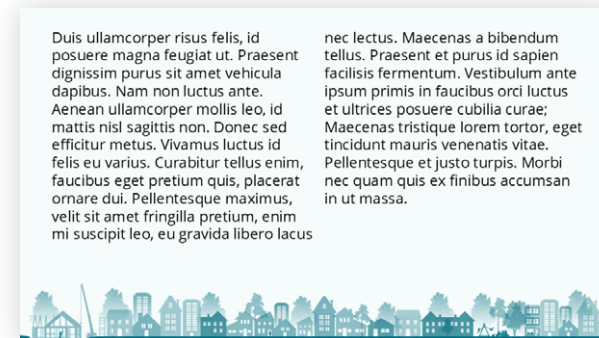
The teal blue and orange colourway is the primary option. The green colourway should only be used when presenting about design and sustainability.

Text slides

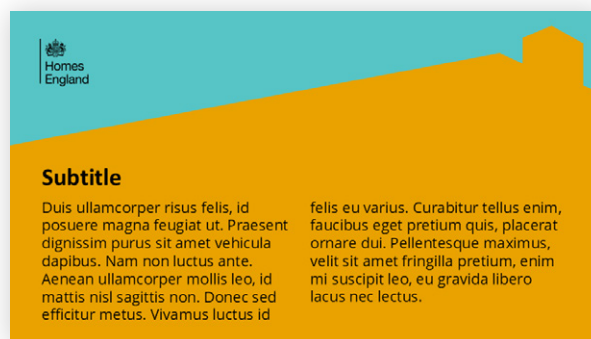
- Condense text into shorter snippets of information. Use the 7x7 rule. For example, for every slide, use no more than seven lines of text (or seven bullet points) and no more than seven words per line.
- If you need to add more text than the slide will allow, use another slide (see examples opposite).
- Don't move text boxes.
- Don't use a font other than Calibri.
- Don't mix colour palettes on one slide.
- Don't write over the illustration.
- Limit the number of words to 65 on the first text slide and 120 on the matching plain slide.



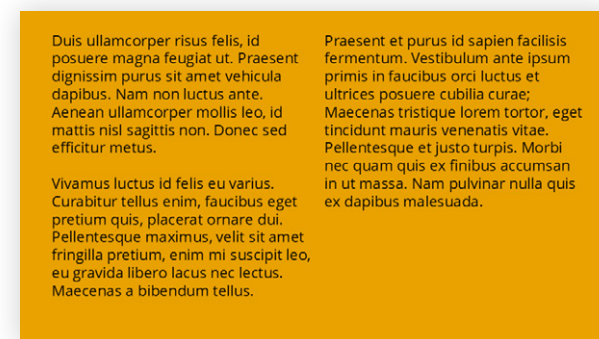
Full journey, subtitle and short text slide



Extra text slide



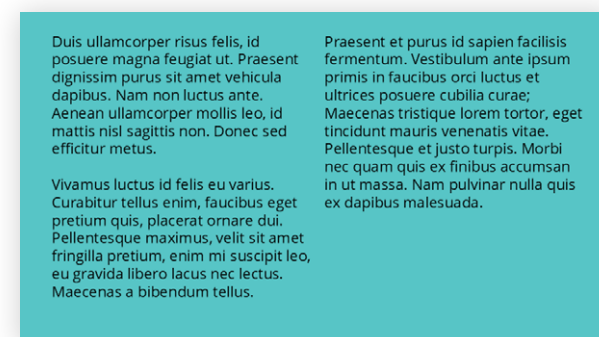
Orange house silhouette, subtitle and short text slide



Extra text slide



Teal house silhouette, subtitle and short text slide



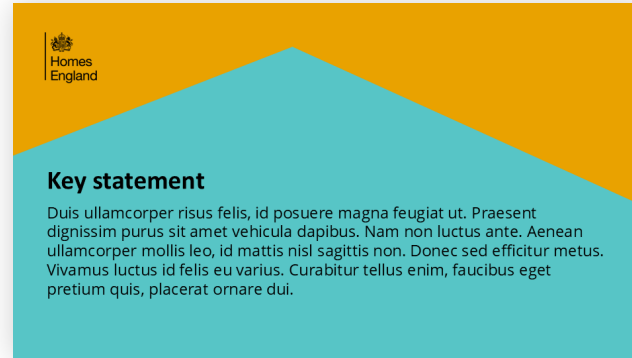
Extra text slide

10.3 | Applications | PowerPoint

The teal blue and orange colourway is the primary option. The green colourway should only be used when presenting about design and sustainability.

Key statement slides

- Don't use a font other than Calibri.
- Don't mix colour palettes on one slide.
- Limit the number of words to 45.



Key statement slide teal house silhouette



Key statement slide orange house silhouette

Text and image slides

- Click the icon and add your image.
- Don't use a font other than Calibri.
- Limit the number of words to 40.



Text and image option 1 slide



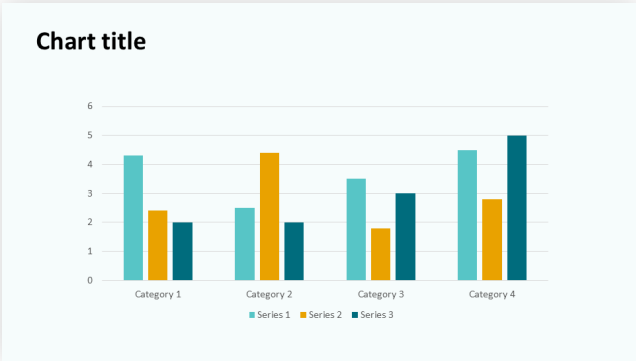
Text and image option 2 slide

10.3 | Applications | PowerPoint

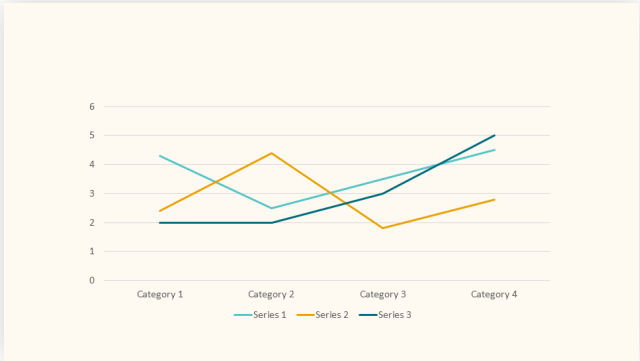
The teal blue and orange colourway is the primary option.
The green colourway should only be used when presenting about design and sustainability.

Chart slides

- Don't use a font other than Calibri.
- Don't mix colour palettes on one.



Example of a bar chart slide



Example of a line graph slide

Table slides

- Don't use a font other than Calibri.

Table title

Header	Header	Header	Header	Header
Sample text				
Sample text				
Sample text				
Sample text				
Sample text				
Sample text				
Sample text				
Sample text				

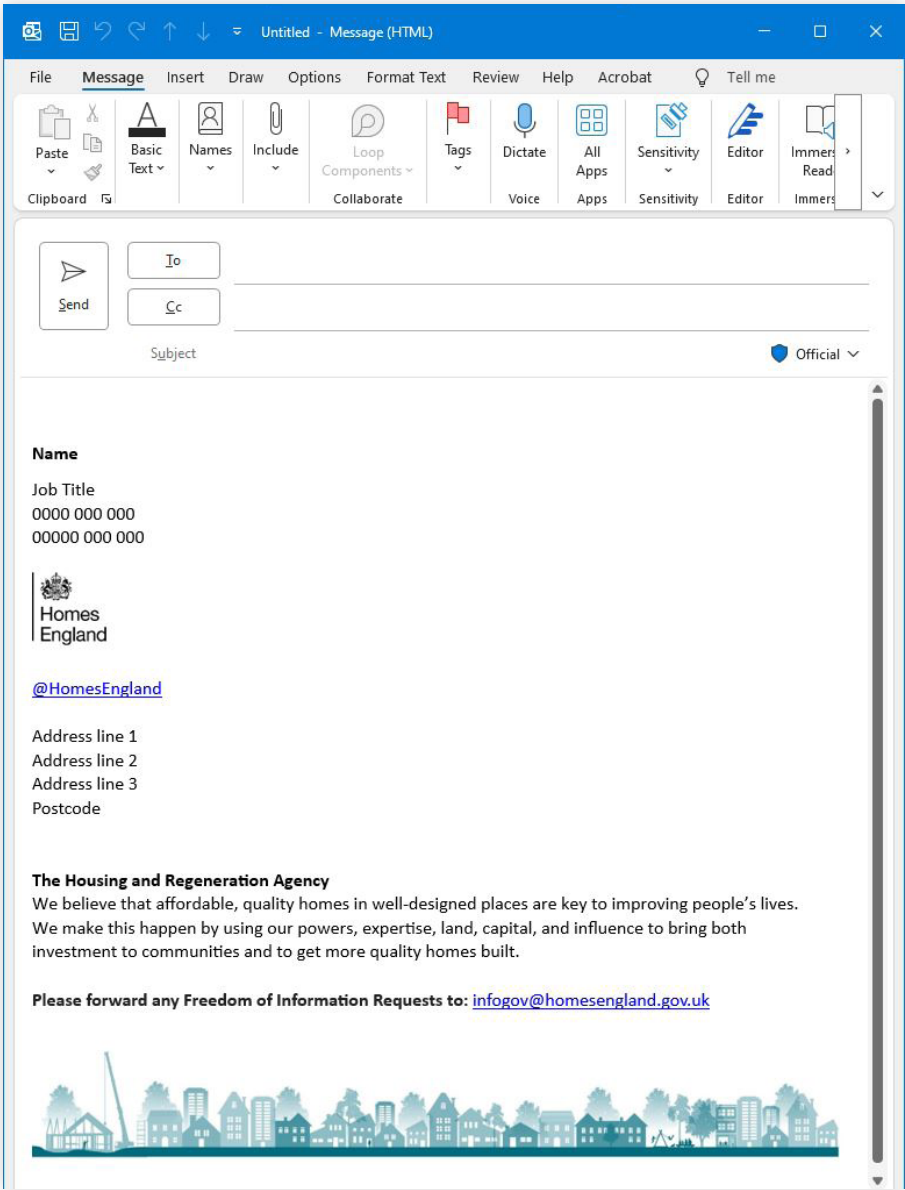
Example of a table slide teal

Header	Header	Header	Header	Header
Sample text				
Sample text				
Sample text				
Sample text				
Sample text				
Sample text				
Sample text				
Sample text				

Example of a table slide orange

10.4 | Applications | Email signature

Body text should be Calibri regular 11pt.



10.5 | Applications | Computer desktop



10.6 | Applications | Strategic Plan



The Housing and Regeneration Agency




Strategic Plan

2023-28

12 Summary	
Strategic objective: Vibrant and successful places	
SP1.1	Identified and retained
SP1.2	Employment floorspace created
SP1.3	Number of jobs created
SP1.4	(a) Total number of top authorities receiving in-depth capacity support from Homes England, (b) of which share who report improved capacity to deliver their place based ambitions as a result
SP1.5	Social value per pound of investment
Strategic objective: Home people need	
SP2.4	Total number of housing competitors directly supported
SP2.7	Total housing capacity of land unlocked by Homes England interventions
SP2.8	Total number of households supported into home ownership
Strategic objective: A housing and regeneration sector that works for everyone	
SP3.9	Share of supported competitors by low and medium income buyers
SP3.10	Share of supported competitors using broken methods of development (BMD)
SP3.11	Total value of private sector funds brought through Homes England's support
Strategic objective: High-quality homes in well-designed places	
SP4.12	Share of supported schemes that meet or exceed the agreed priorities for design quality
Strategic objective: Sustainable homes and places	
SP5.13	Building performance - share of supported competitors that are B1C rating or above
SP5.14	Average percentage biodiversity net gain planned on supported schemes
SP5.15	Initiatives to be developed on embodied carbon of Homes England supported development
Corporate health	
SP6.16	Share of partners receiving equal satisfaction with Homes England
SP6.17	Average employee rating for Homes England being a diverse and inclusive employer
SP6.18	Number of principal role outside role holders

3

Who we are



14 Who we are

Strategic Plan 15

By working in a network of offices across England, we ensure we're best placed to understand and support our markets, places and partners.

We are the government's housing and regeneration agency, established by statute in 2008. We are a non-departmental public body sponsored by the Department for Levelling Up, Housing and Communities (DLUHC). Our board is appointed by the Secretary of State for DLUHC and is led by our Chair, Peter Freeman. Our Chief Executive and Accounting Officer, Peter Benson, leads an executive team that includes specialists in housing regeneration, land and development, investment, finance and risk management. We work across England, albeit much of our time is spent in London.

Our people have a diverse set of skills. We are landowners, our engineers, regeneration experts, planners, development professionals, investment specialists, economists, lawyers, digital service experts and programme and portfolio managers. Our shared workforce is agile and geographically diverse (with more than 50% based outside London). By working in a network of offices across England, we ensure we're best placed to understand and support our markets, places and partners. We value our strong relationship with DLUHC and work in close partnership with them.

The mission and strategic objectives in this plan set out how we will drive our part in delivering the government's levelling up and housing agenda. Our ambition is to work in collaboration with equally ambitious partners to deliver the homes and places that our communities need, and to support the regeneration of our towns, cities and rural communities.


We have significant tools at our disposal. We own over 8,000 hectares of land and have £15 billion of controlled capital spend (loan, grants, equity and guarantees) to deploy by March 2028. We also have a range of statutory powers that we can use to deliver our objectives. In addition, we have the expertise to broker private sector investment, convene stakeholders, facilitate collaboration, improve quality across the industry and champion good practice.

In order to deliver our contribution to levelling up, our way of working is evolving. As a mainstreaming organisation, we will continue to work in collaboration with local government, housing providers, developers, housing associations, infrastructure providers, landowners and others who share our ambitions. But we will also work harder to bring our land, funding, powers and expertise together to tackle the housing and regeneration ambitions of specific places, addressing the unique challenges and opportunities their communities face.



18 What we do

Strategic Plan 19



Our mission is to support the creation of **vibrant and successful places** that people can be proud of working with local leaders and other partners to deliver sustainable housing growth and housing-led, mid-scale regeneration with a brownfield first approach.

Too few of the right homes are built in the right places in England. For many years the supply of homes has not kept pace with demand. This has contributed to housing being unaffordable in many places, unsuitable in others and in some places both.

The construction of new housing has recovered from post-financial crisis lows in 2011-13, almost doubling to over 400,000 homes delivered in 2018-19 and 2019-20. Numbers reduced in the wake of the COVID-19 pandemic in 2020-21, picked up again in 2021-22, but they fell back in the short term as the economic downturn takes hold.



New affordable housing in England

After a sustained decline over two decades, home ownership rates have increased slightly since 2016-17, but this is largely driven by older households. In addition, despite recent improvements, young people remain far less likely to own their home than their parents' generation at the same age.

Everyone deserves access to a home they can afford in the location where they need it. This is why we will continue to be the creator of the **homes people need**, intervening where necessary to ensure places have enough homes of the right type and tenure.



Housing affordability ratio

Housing affordability also worsened across all English regions over the last two decades, with some places leading the 'right' mix of homes and tenures to meet local need in England in 2022. Full-time employees could typically expect to spend around 3.5 times their annual salary on purchasing a home (up from 3.5 times in 1997), putting home ownership out of reach for too many people. Affordability is expected to remain a challenge.

regardless of prominent fluctuations in house prices and borrowing costs.

The housing sector is not currently delivering enough new homes or regeneration of existing communities. The sector delivers a relatively narrow range of housing types and not enough of them. While other countries deliver housing through creative models such as community and housing-led and co-housing, this model is a real impact on people's lives, limiting their options when choosing a place to live. The sector also needs greater competition, diversity and innovation to disrupt the market. However, small and medium enterprise (SME) housebuilders developed only 13% of new homes in 2020, down from 19% in 1998. SMEs and new market entrants face many barriers and concerns to their growth and are more likely to struggle in an economic downturn, which could further reduce the sector's diversity.

Builder's Methods of Construction (BMC) have the potential to revolutionise the sector. The use of BMC in housing in England is increasing, with most large and medium-sized developers now using some form of BMC in their new builds. However, there is much more potential for the technologies and techniques to offer in the BMC sector to meet the challenges facing the market.

20 Our objectives

Strategic Plan 21

How we will deliver

- we will routinely consider design quality in the project appraisal process for the Levelling Up Home Building Fund and the Fund for Brownfield, Infrastructure and Land
- on our own land, we will engage early with local leaders and communities, developing and implementing design codes for our projects and neighbourhoods
- on our own land, we will continue to transform the way places look and feel by using design codes, supported by our design quality assessment tool, Building for a Healthy Life, and parcel codes
- we will share our design quality and planning considerations and standards with partners and make resources available to support them to achieve these
- we will work with partners and other government bodies to reinforce the importance of build quality and safety to ensure the homes and places we support are safe
- we will work with DLUHC to co-deliver the Fund for the regeneration of urban building on buildings over 18 metres, and to deliver regeneration funding for historic buildings 11 to 18 metres in height

Driving and measuring design quality at Homes England: Building for a Healthy Life

Building for a Healthy Life (BHL) is England's most established and widely used design tool for creating places that are better for people and nature. BHL consists of several considerations which reflect key attributes of successful places and how these can be best applied to the individual characteristics of a site and its wider context. These considerations map to the National Design Guide and the National Model Design Code. They also complement the use of design codes by providing a systematic and measurable way to ensure design reflects the standards set locally. As such, BHL provides a basis for consistent design quality assessment; it is already embedded in our appraisal and master planning processes.

Our design quality (DQ) quantifies the proportion of relevant sites where design quality potential has been delivered. BHL scores are awarded and assessed at various stages in the appraisal process by external assessors to ensure that the quality of design thought at the outset (the baseline score) is maintained throughout. We are committed to enabling delivery of well-designed homes and places across our portfolio and, as such, we expect to see an increase in the effectiveness of all our interventions in improving quality. Our statement of intent on design quality and sustainability (see page 49) will further articulate how we will do this.



We will encourage those we work with to focus both on the design of individual homes and on wider issues such as public open space, social infrastructure, biodiversity and accessibility.

enquiries@homesengland.gov.uk
0300 1234 560
gov.uk/homesengland



April 2025

Homes England Brand Guidelines
Applications

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10.7 | Applications | Pull-up banners

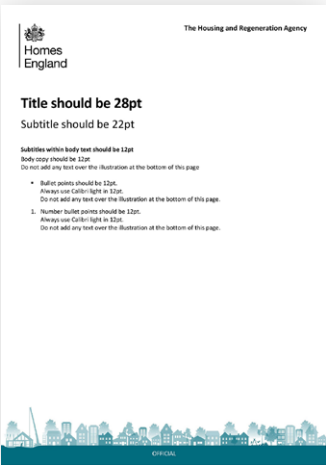


10.8 | Applications | Word templates

All documents should make use of our brand to create consistency internally and externally.

The teal blue is the primary option.
The green colourway should only be used when presenting about design and sustainability.

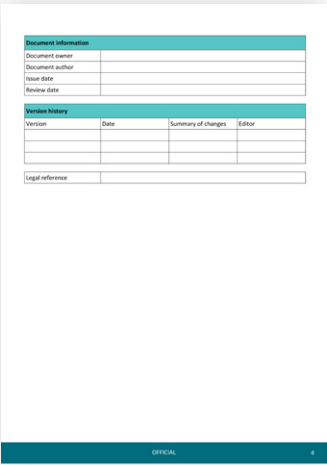
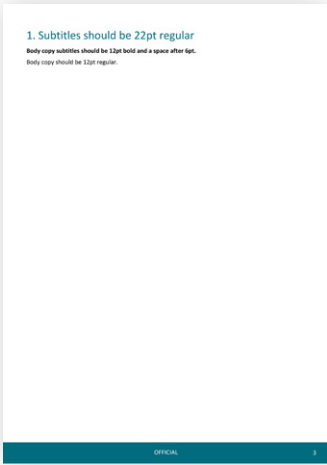
If you need further guidance on any other aspect of our branding or more information, please refer to our full brand guidelines.



Basic Word template



Report Word template



Contacts

Communications Team

Communications@homesengland.gov.uk

