



Homes
England

Using the Homes England logo

Partners should make use of the Homes England logos for site signage and other marketing materials.

To ensure consistent legibility and clarity, there are 2 versions of our logo using the Royal Coat of Arms – a primary stacked version and a secondary landscape version. Each version has a minimum size guideline.

Only use the original artwork files, never attempt to recreate the logo.

Primary stacked logo

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

Secondary landscape logo

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.

Minimum sizes

The 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.

Minimum size for digital

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

General guidance

- A signboard must be displayed in a prominent position on any development supported by Homes England
- The logo must be placed on site signboards in an appropriate manner. Providers can use their own judgement, but should ensure that our logo is given equal prominence to that of other scheme partners





- Ensure that the logo is reproduced carefully – it can be made larger but must not be warped
- Where more than one partner’s branding is displayed alongside Homes England, there is no specific order in which they must appear
- Ensure that you replace our old HCA logo with the official Homes England logo
- Providers are responsible for obtaining any necessary statutory approvals or consents such as Town and Country Planning (Control of Advertisement) Regulations, 1992

Additional text

- Where applicable, change our website address to www.gov.uk/homes-england
- There is no requirement for any additional text or strapline, however where there already exists the text ‘With funding from the Department of Communities and Local Government’ or ‘With funding from the Department of Levelling Up, Housing and Communities’, replace with ‘With funding from the Ministry of Housing, Communities and Local Government’

Terms and conditions of use

By downloading the Homes England logo, you are agreeing to adhere to the following terms and conditions of use:

1. You acknowledge that the logo is the property of Homes England. The grant of this licence does not confer any form of proprietary right in the logo and other brand devices to you or any third party.
2. You shall not use the logo and other brand devices in any way which may damage the reputation of Homes England.
3. You shall immediately cease any use (including any use for the reason for use) upon request from Homes England.

For more information about using our logo, get in touch with our communications team by emailing communications@homesengland.gov.uk.

