



Homes
England

The Housing and Regeneration Agency

Logo Brand Guidelines

April 2025



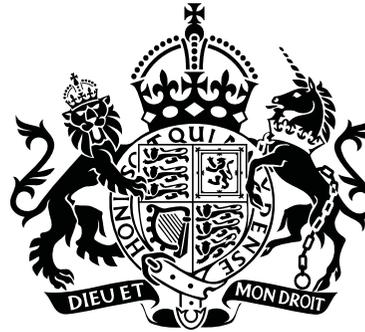
The logo

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

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



Homes
England

Secondary landscape logo

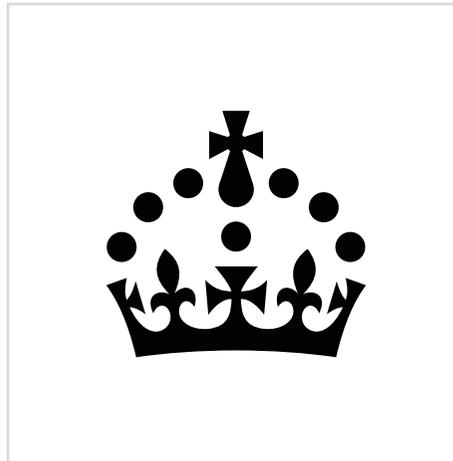
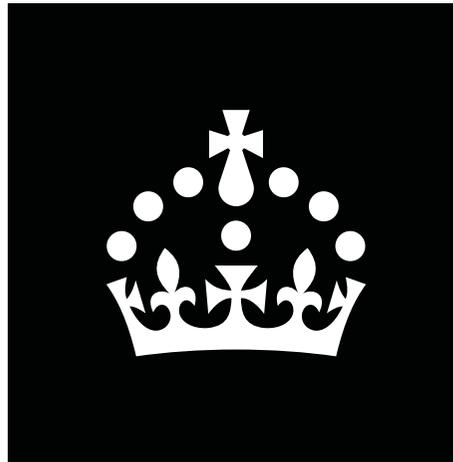


Homes England

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.



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



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

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.

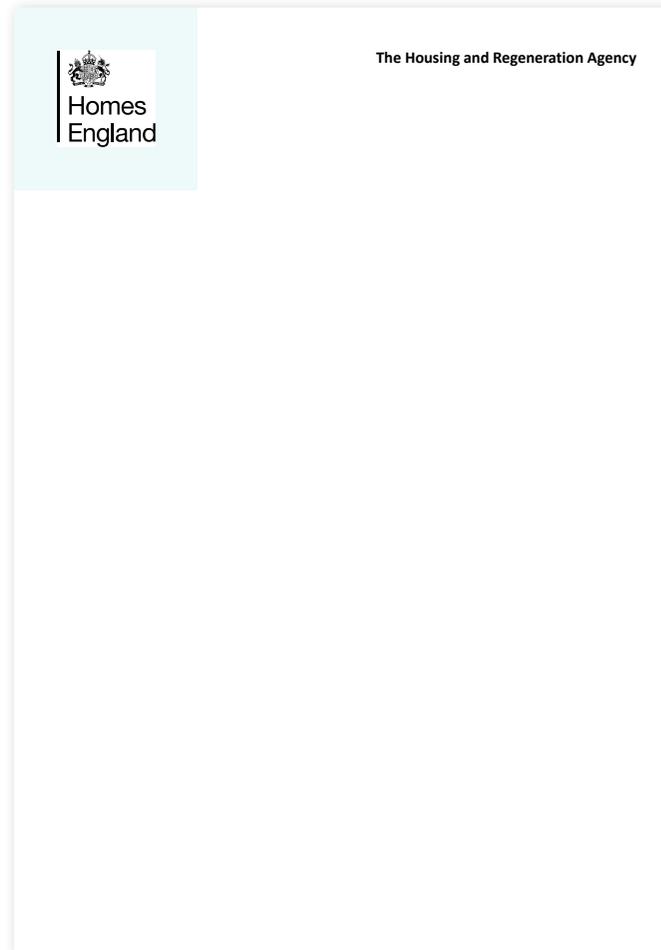
These placement rules apply to both landscape and portrait orientation formats.

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.

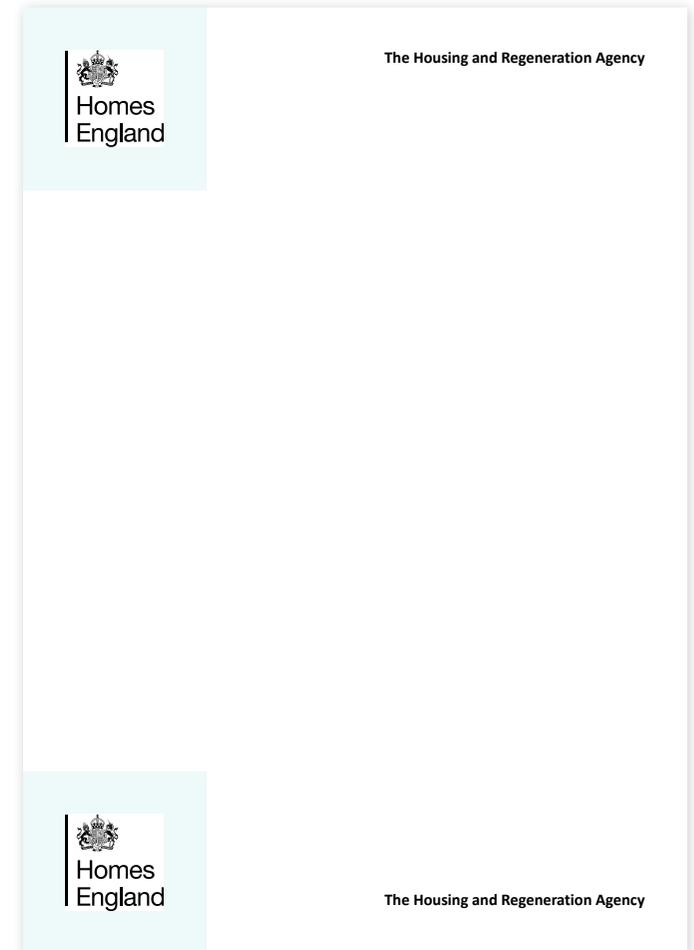
Any text should sit at least two lines below the logo.

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

Print



Advertising



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.

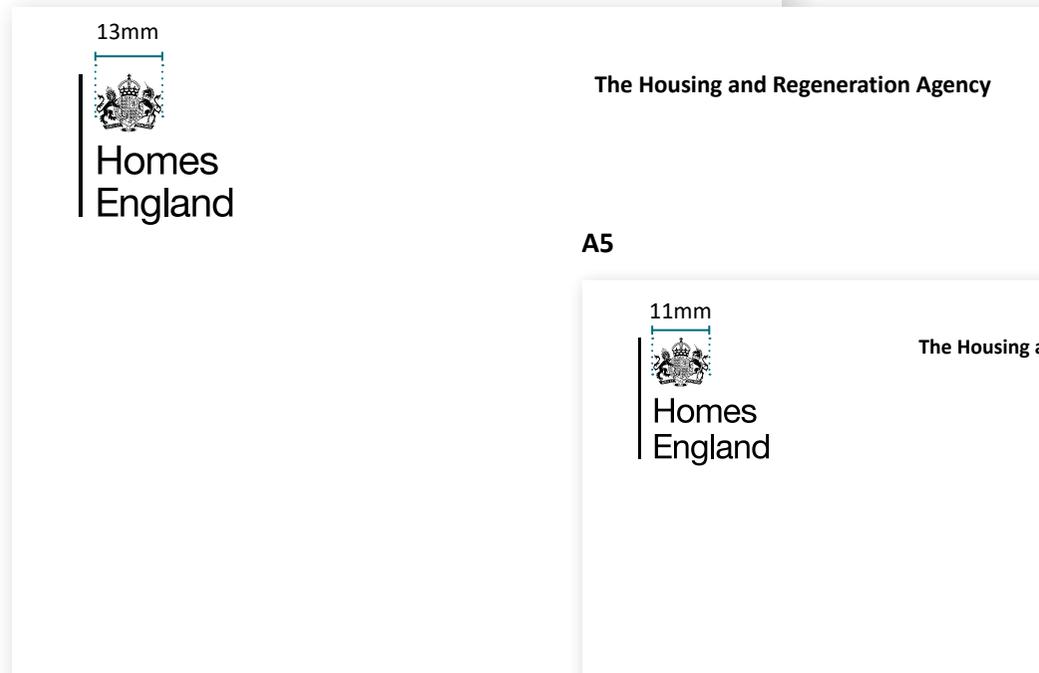
The minimum width the logo can go to is 5mm for small printed items and 26 pixels for digital applications.

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

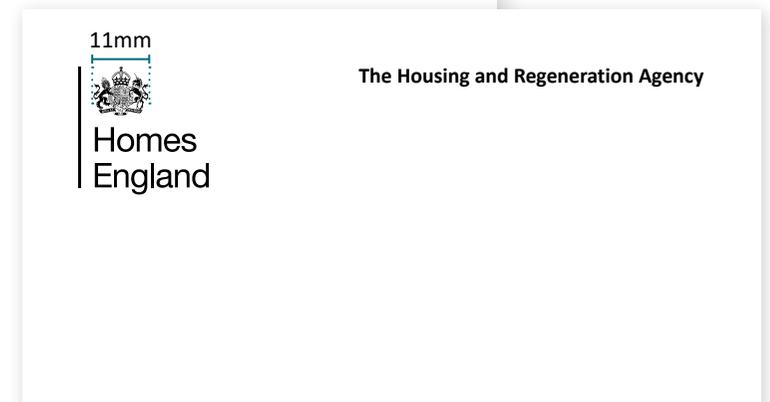
A3



A4



A5



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



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

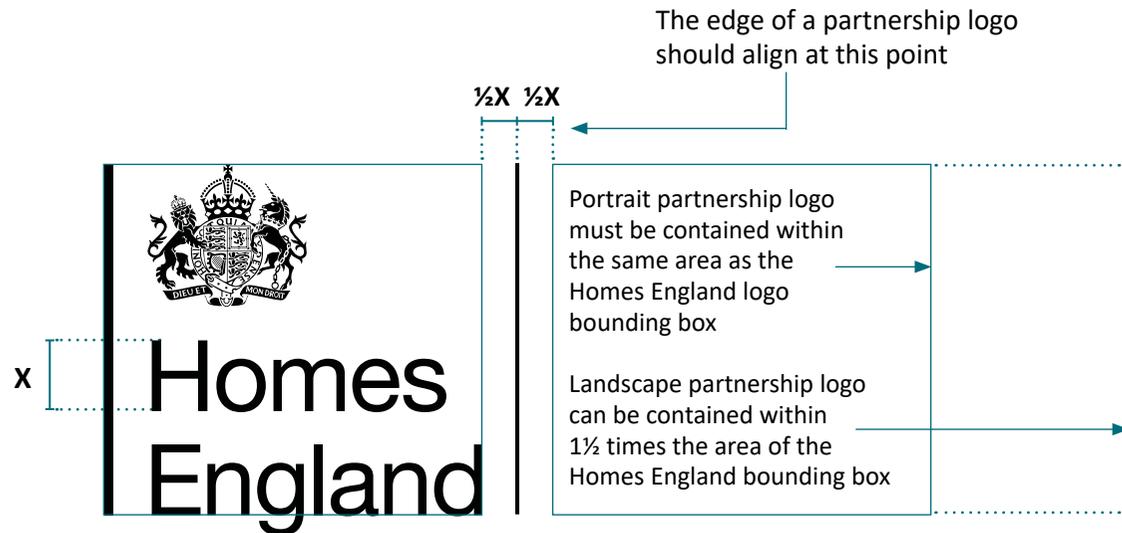
The logo | Dual partnership using stacked logo

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

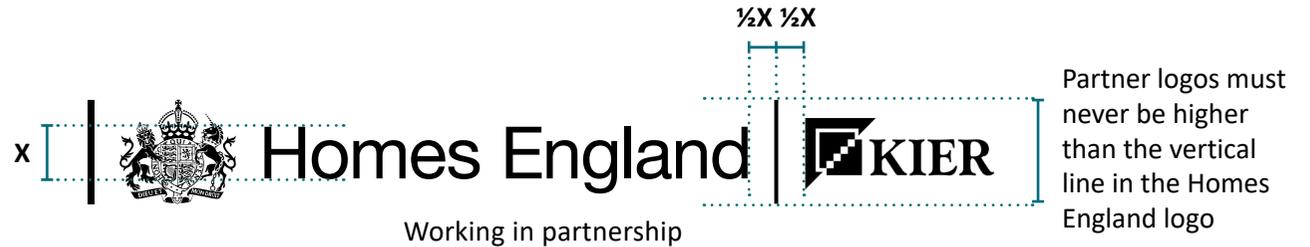
The logo | Dual partnership using landscape logo

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



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.

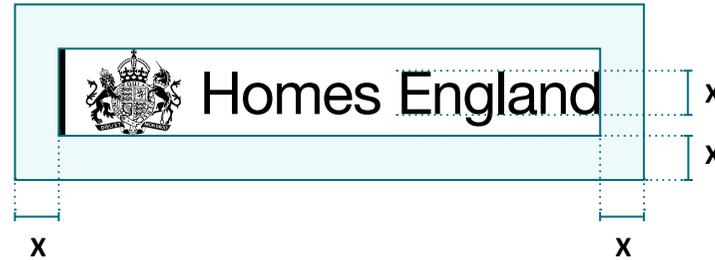
All partnership artwork needs to be signed off by communications@homesengland.gov.uk

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

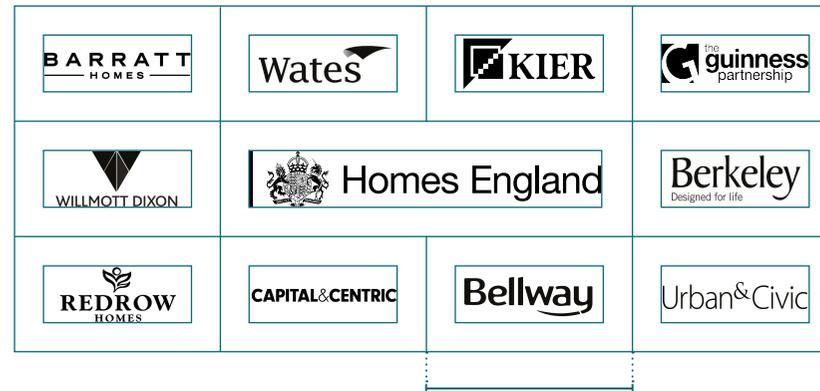


The logo | Alliance partnership

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

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

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

Example of alliance partnership



Contacts

Communications Team

Communications@homesengland.gov.uk

