

# Logo guidelines



## Lead logo – Colour

Our logo is the primary identifier for our brand. It is a clear and simple representation of the different types homes we help to build.

The National Housing Bank logo should primarily appear with either the strapline 'A Homes England Company' or alongside the Homes England logo.



# Lead logo – Mono

This single colour version of our logo is versatile and can take on a number of our brand colours for flexibility across brand communications.



# Stacked logo

We also have a stacked version of the logo that can be used when space is confined.



National  
Housing  
Bank

A Homes England Company

# Clear space N = X

A certain amount of space is needed around the logo to prevent it from becoming cluttered by surrounding artwork, images or the edge of a page. The minimum padding is equal to the x-height of the N, measured from the baseline, extending out from the logo in each direction.

## Minimum space rule

The logo should never be produced smaller than these sizes



Not to scale



Clear space



## Using our colour logo

The colour logo should only be used on white or #C6E2E5 backgrounds. These are the only approved background colours to ensure consistent contrast and clarity.

On the primary blue background, use the reversed logo with white text. This is the only approved case for switching the typography to white, and it should be used to maintain clear contrast while allowing the full-colour marque to remain intact.



# Primary colour combinations

Use these recommended primary colour pairings as your default, as they have been chosen to stay consistent with the brand and remain clear in everyday use.

These combinations provide strong contrast so text, icons, and key information are easy to read across print and digital. If you need to use alternative pairings, stay within colour hues, check legibility and avoid low-contrast mixes that make content harder to see.



# Colour do's and don'ts

Avoid mixing palettes. Do not combine colours that sit outside the approved combinations. Always place the logo on a background that provides clear, high contrast so it is immediately legible.

If the contrast is not strong, choose a different background or use the correct logo colourway.



# Use with images

When using our logo with images always ensure there is enough clear space around it. Do not place the logo on a part of the image that is cluttered and reduces the legibility.

A dark wash or gradient can be applied to the part of the image where the logo will appear to create even greater legibility.

Do not use any other colours than White or Sky when placing a logo on an image.



# Lockups and partner branding



## Lockup with Homes England

When appearing alongside the Homes England logo, the strapline is not required.

There are two versions of the dual-branded logo lockup, which can be used flexibly depending on context:

On a Homes England product (such as a printed prospectus), the NHB logo sits after the Homes England logo.

On an NHB product (such as a promotional item), the Homes England logo sits after the NHB logo.



# Clear space = X

A certain amount of space is needed around the logo to prevent it from becoming cluttered by surrounding artwork, images or the edge of a page. The minimum padding is equal to the x-height of the Royal Coat of Arms.

## Minimum size

The Royal Coat of Arms should never be produced smaller than these sizes

|                                                                                     |                                                                                                         |                                                                                                                 |                                                                                     |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| X                                                                                   |                      |                                                                                                                 | X                                                                                   |
|  | <br>Homes<br>England | <br>National<br>Housing Bank |  |
| X                                                                                   |                      |                                                                                                                 | X                                                                                   |

|                                                                                      |                                                                                                                 |                                                                                                         |                                                                                      |
|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| X                                                                                    |                              |                                                                                                         | X                                                                                    |
|  | <br>National<br>Housing Bank | <br>Homes<br>England |  |
| X                                                                                    |                            |                                                                                                         | X                                                                                    |



5mm - Print  
26px - Digital

# Example partnership lockup

HABIKO



# Clear space = X

The Funded by UK Government wording should appear on flagship, external-facing materials such as published reports and marketing collateral.

|                                                                                     |                                                                                                                        |                                                                                     |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| X                                                                                   |                                     | X                                                                                   |
|  |  <b>Funded by<br/>UK Government</b> |  |
| X                                                                                   |                                    | X                                                                                   |

# Minimum size

The UK Government Funded Royal Coat of Arms should never be produced smaller than these sizes.



**Funded by  
UK Government**

5mm - Print  
26px - Digital

# Contact

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