

Chance Housing Association

Branding Guidelines
2023





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Your logo

Modern, fresh, and eye catching, your logo has been designed to fit right in to a social media driven society. It works fluidly in both light and dark mode, and feels welcoming and homely to new customers.



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Alternate — logo —

Perfect for app icons, profile pictures, and smaller spaces, your alternate logo combines fluidly with your main logo.

Both logos are designed with motion graphics in mind and are ready-made to be animated.

— Your brand colours —



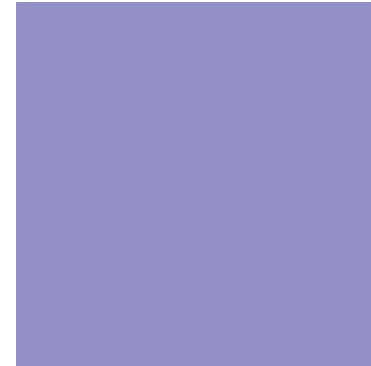
#6CCCDE

Fresh, welcoming, modern



#9290C6

Calming, soft, inviting



#9BC7EB

Hopeful, relaxing, innovative



#F7FCFD

A rich alternative to black



#031E1F

A soothing alternative to white

*Together,
we build dreams*

Slogan and gradient

Your brand colours seamlessly blend into a gradient which is featured throughout your stationary and logo. Alongside your slogan, this gives off a calming, hopeful energy.

Brand pattern

Useful for envelopes, social media posts, website backgrounds, and for adding a bit of fun to an office space - your brand pattern can be easily transformed for any colourspace or usage.





Business cards

Your business cards utilise your brand colours to tap into the current generations understanding of good design - a dark background with light elements overlaid.