



Delivering on our promises

Four teal corner brackets are arranged in a square pattern around the central text, with two at the top and two at the bottom.

A handy guide to our brand.

We're all about Connecting Communities
and building lasting relationships

www.ccha.biz

We want everyone at ccha to feel they belong to an organisation that lives up to our vision of:

“
**Delivering
on our
promises**
”

Having a strong brand means that we will consistently communicate our values and promises to everyone we have contact with.





Our mission and values

The ccha mission statement

We enable staff and partners to deliver excellent services for our residents and provide more quality homes for our community.

The ccha values

If we all do the same thing – and do it well – we will be seen as a reliable brand that fulfils its promises.

Our values:

C – Care

We care about our customers, staff and our wider environment

A – Adapt

We adapt and embrace change to achieve our goals

R – Resilient

We are resilient and effective in challenging times

E – Everyone

Our strength is in our unity with everyone playing their part

Our mission and values

When we speak of ccha we refer to a core set of beliefs and aims that we have as an organisation.

We may have a new logo and a new set of colours but our organisation is so much more than that.

Through our brand, we want you to express who we are as an organisation in everything you do.

Everyone at ccha is expected to do their bit to maintain our vision, values and behaviours.

From the way we collect rent, how we answer the phone, to the way we support communities to be the best they can be.

Through this guide we want you to activate your inner ccha person.

We want you to take pride in working for an organisation that is committed to making a real and lasting difference.

Everyone at ccha is expected to do their bit to maintain our vision, values and behaviours.



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Our people

The activation of your
inner ccha person.

The activation of your inner ccha person

- We believe ccha people are special.
- ccha people think imaginatively and creatively to deliver the services our customers want.
- ccha people communicate our values across the communities we serve.
- ccha people keep in mind our vision and values; they strive to achieve them in everything they do.
- We want you to be proud to work for ccha.
- The strength of ccha is in the team, the strength of the team is in the ccha person.

ccha people like to listen, and work in collaboration with colleagues and partners.

Join us on the ccha journey

We are good performers, financially strong and have developed a unique set of strengths and skills.

But we have challenges.

Our new visual identity will help us to meet these challenges. It will support us to work together, creatively and collaboratively, to grow, build and achieve more. It will enable us to:

Develop and deliver a clear strategy

Improve performance

Give ccha credibility

Build a stronger brand by communicating more effectively

Deliver services differently and more cost-effectively

A woman with dark hair, wearing a teal lace-trimmed top and a yellow skirt, stands in a doorway. The door is white with a silver handle and the number '20'. A red decorative item hangs from the top of the door. The wall to the left is made of red bricks. The woman is smiling and looking towards the camera.

echa

Our visual identity

Our shared vision and values
underpin everything we do.

Our visual identity

We want our visual identity to be friendly, approachable and aspirational to a broad audience that includes our residents, stakeholders, potential customers and also the wider community in which we operate.

We are clear and distinctive; our brand makes us easily visible and identifiable.

We have produced this guide to help you use the visual elements of the brand such as the new logo, colours and fonts.

If you are creating branded documents, it is important that you familiarise yourself with the new logo and use the templates that have been created for you.

We have produced this guide to help you use the visual elements of the brand such as the new logo, colours and fonts.

Our logo

This is our logo. Our logo should appear on all communication materials.

The overlapped letters demonstrate our approach to joined up thinking, teamwork and understanding of how a number

of elements are required to deliver our vision.

The colour represents our strong financial strength, rich history and dependable nature.



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Delivering on our promises



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How we manage our brand

Some ccha do's and don'ts.

How we manage our brand

Some ccha do's and don'ts

Here are a few simple rules for you to follow.

The ccha logo should always appear in Pantone 655C.

If colour can't be used it can appear in black or white.

Do not stretch or change the form of the logo other than how it appears in this booklet.

The logo should never be any smaller than 20mm.

As a rule we would suggest giving the logo 'room to breathe' and if space is limited then please make sure the logo is readable.

How to use our logo

The logo should always appear on the left or right hand edge. Ideally at the top but can be moved to the bottom if needed. Please leave 10mm from the top/bottom and side edge.

Please note:

On documents printed in-house there will be a 10mm border due to the limitations of desktop printers. Templates have been created to allow for this.

Our font

Our in-house font is Arial both regular and bold and is to be used for all internally-produced print and digital documents including emails, flyers, PowerPoint, letters, reports and minutes.

EloquentJFPro is our headline font and Roboto is the body copy font. These are the primary typeface and should be used for all professionally produced materials.

Headlines should be Pantone 655C and body copy should be printed in black.

Our colours

Colour provides a strong visual link to our brand identity across a wide range of applications.

Pantone 655C is our brand's primary corporate colour and should be used as the predominant colour in all communications to give our material a consistent and distinctive design.

Supporting colours can be used to provide variety and emphasis in communications.

Our corporate colours should be used predominantly and the supporting colours used sparingly.

Our brand colours



In print

Solid colour: Pantone 655C
CMYK: C: 100% M: 87% Y: 40% K: 36%

On screen

RGB: R: 0 G: 37 B: 84
Hexadecimal: #002554



In print

Solid colour: Pantone 7689C
CMYK: C: 78% M: 32% Y: 9% K: 0%

On screen

RGB: R: 36 G: 141 B: 193
Hexadecimal: #248DC1



In print

Solid colour: Pantone 7716C
CMYK: C: 84% M: 16% Y: 47% K: 2%

On screen

RGB: R: 0 G: 148 B: 144
Hexadecimal: #009490



In print

Solid colour: Pantone 526C
CMYK: C: 68% M: 93% Y: 0% K: 0%

On screen

RGB: R: 115 G: 48 B: 137
Hexadecimal: #733089



In print

Solid colour: Pantone 192C
CMYK: C: 0% M: 98% Y: 60% K: 0%

On screen

RGB: R: 229 G: 17 B: 71
Hexadecimal: #E51147



In print

Solid colour: Pantone 7649C
CMYK: C: 42% M: 100% Y: 24% K: 17%

On screen

RGB: R: 142 G: 25 B: 96
Hexadecimal: #8E1960



In print

Solid colour: Pantone 368C
CMYK: C: 60% M: 0% Y: 100% K: 0%

On screen

RGB: R: 118 G: 188 B: 33
Hexadecimal: #76BC21

Take a leading role

We have created a number of 'brand ready' templates for you to use to ensure the brand is managed correctly.

Always check spelling, punctuation and grammar; if in doubt, ask.

Always show our name as 'ccha' never 'CCHA' or 'Ccha'.

You have the power to deliver our vision across our communities.

Office templates

We have created a number of 'brand ready' templates for you to use to ensure the brand is managed correctly.

The corporate PowerPoint template should be used for all digital presentations.

The Letter template should be used for all letters, reports and inhouse documents

The templates are available to download at 'The hub' CCHA staff's intranet.
<https://thehub.ccha.co.uk/>

If you need any other templates, please contact the Marketing Team

The templates are available to download at 'The hub' CCHA staff's intranet.

<https://thehub.ccha.co.uk/>

Some ccha house rules

- Always check spelling, punctuation and grammar; if in doubt, ask.
- Only use capital letters when they are necessary.
- If in doubt, do not abbreviate.
- Be consistent.
- Always use an automatic UK English spellchecker before printing or distributing a document or email.
- Always show our name as 'ccha' never 'CCHA' or 'Ccha'.
- Don't stretch or compress the logo.

Become a ccha brand guardian

Our brand is not just a fancy new logo, a set of colours and a different typeface.

The responsibility for keeping our identity alive now lies with everyone.

You are holding all the values, stories, facts, and so on that make the brand what it is.

You have the power to deliver our vision across our communities.

You are an important part of the ccha story, so take a leading role.



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Help us tell our story

**Don't forget to share the impacts
of your efforts, so we can share our
brand story.**

ccha likes to spread news that
affects or interests our residents,
communities and people as it
happens before news becomes old
news.

Got something interesting to share?
Then speak to our Marketing and
Sales team.



Delivering on our promises

Not sure or got a question?

If you would like to know more about our brand identity and how to use it effectively, please contact the Marketing and Sales Team

Charlene Grant

Senior Marketing and Sales Officer

ccha, 6th Floor, Norfolk House, Wellesley Road, Croydon CR0 1LH

E: charleneg@ccha.biz

T: 020 8633 8734

M: 07747 536124

www.ccha.biz