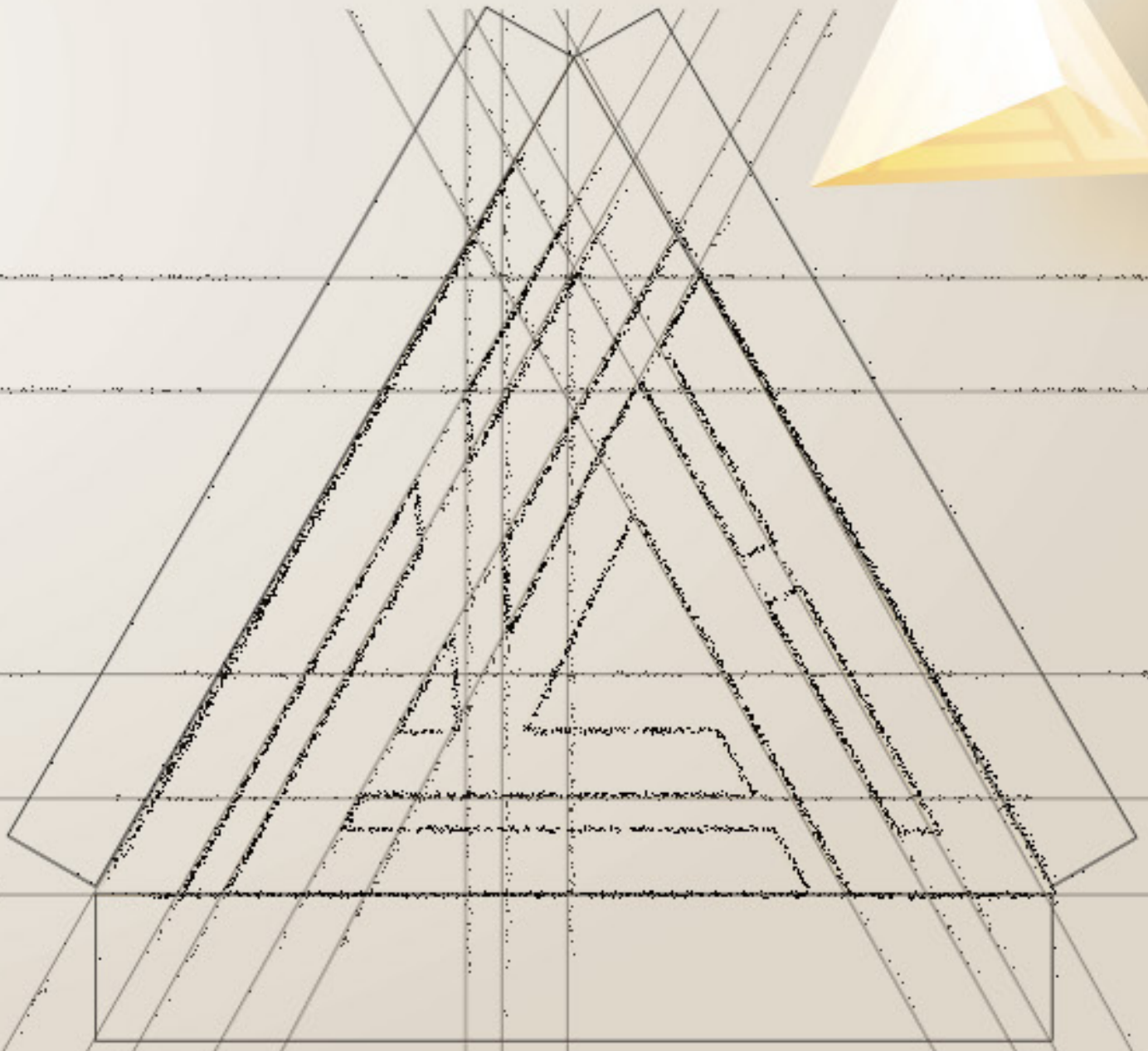
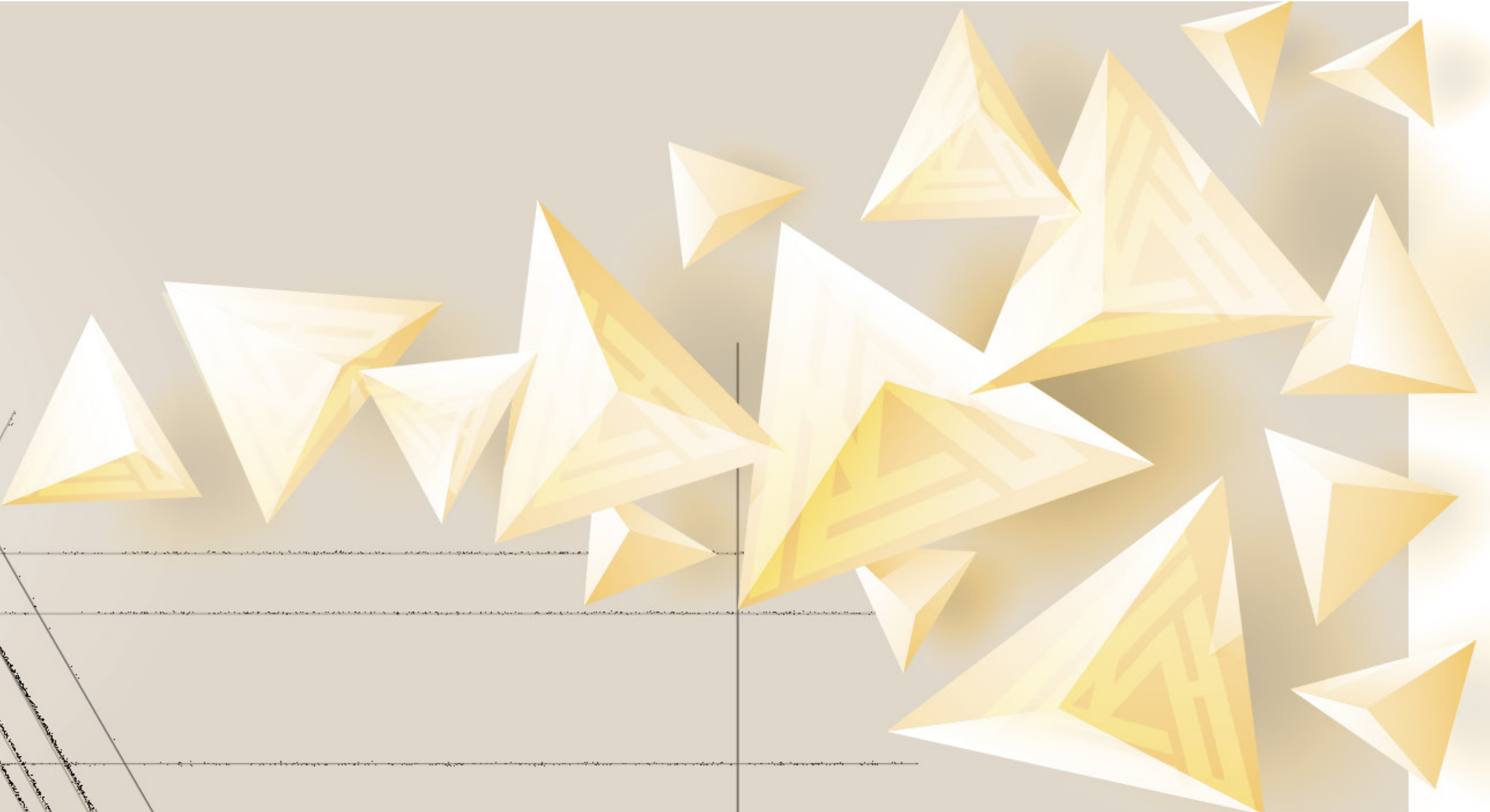


# Brand Guidelines and Design language

10 June 2021



**NORTH WEST HOUSING**  
CORPORATION

# An introduction to our brand guidelines

Welcome to the new NWHC brand guidelines and design language. These guidelines exist to make us look consistently awesome! Follow these guidelines as you create marketing materials, internal and external communications.

## Our design foundation

Our brand is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that work together to create a distinctive look and feel that is immediately recognisable as NWHC . This guide will familiarise you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

## An exception to the rule

These guidelines and rules assist us in keeping the brand consistent across all platforms, however, not every platform can be listed and not every situation can be accounted for - newspaper leading (line height and spacing), for example. If you are applying these guidelines and find yourself with an exception to the rule, use your discretion, but above all, maintain respect for the brand and the brand essence.

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Our logo



Simplicity

Consistent experience

Let it breath



## Our logo

Our logo is the most visible element of our identity - a universal signature across all NWHC communications. It's a guarantee of quality that unites our diversity and services. We use the same version in print and on screens. It's bold enough to be simple. Easy to understand once you see it. Our logo signifies growth, strength and leadership. The logo is made up of two elements: the symbol and the logotype.

While it is a simple logo, we must treat it well. The following pages cover the correct usage to ensure the logo always looks its best.



**NORTH WEST HOUSING**  
**C O R P O R A T I O N**

Logotype

Symbol

Logo

# Construction

The NWHC Logo/icon is a equilateral triangle. Each angle and side are unique, making it ideal to represent the dynamic and progressing NWHC brand. Because they have a peak, triangles symbolise superiority and reaching high.

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application. The bespoke NWHC typeface and icon will ensure a distinct visual language.

Everything is in balance.



# Clearspace

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clearspace - free of type, graphics, and other elements that might cause visual clutter. This is to maximize the recognition and impact of our identity. To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

The clearspace is calculated using the NWHC 'o' as a starting point, using it in full, and 3/4. In exceptional circumstances the inside circle of the NWHC 'o' is used as a unit of measurement.



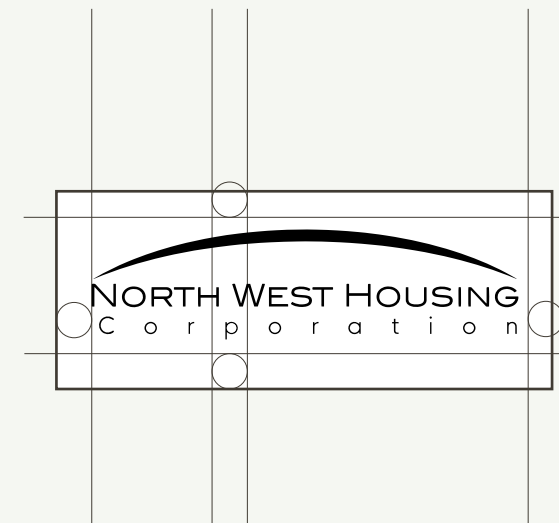
Primary identity

## Clearspace exceptions

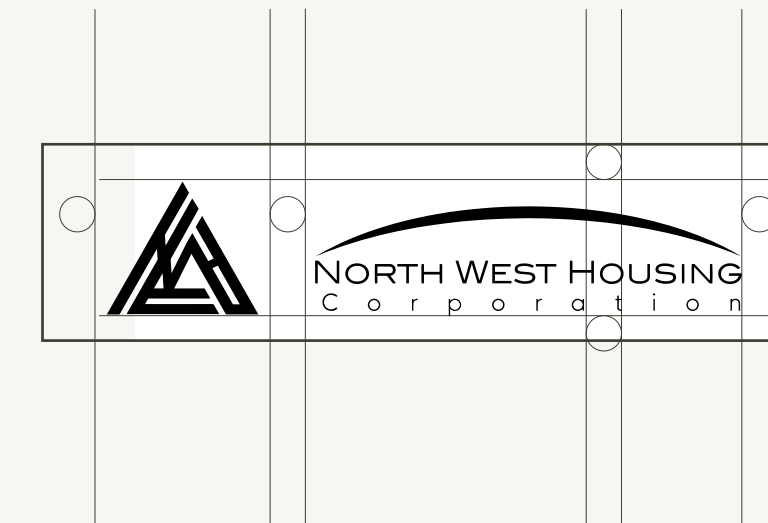
The logo placement depends on the type of communication and use.



App icons



Trade dress with limited space



Signage with limited space



Social icons

# Scale

Our logo is designed to scale to small sizes on print and on screen. The smallest size it may scale to is 50 pixels wide/8mm wide. The scale indicates minimum usage sizes on various formats and at various viewing distances.





# Positive and reverse logo variations



Primary logo



Secondary Main logo (3D version)



Primary logo variations



Primary monochrome reverse logo

Primary monochrome logo



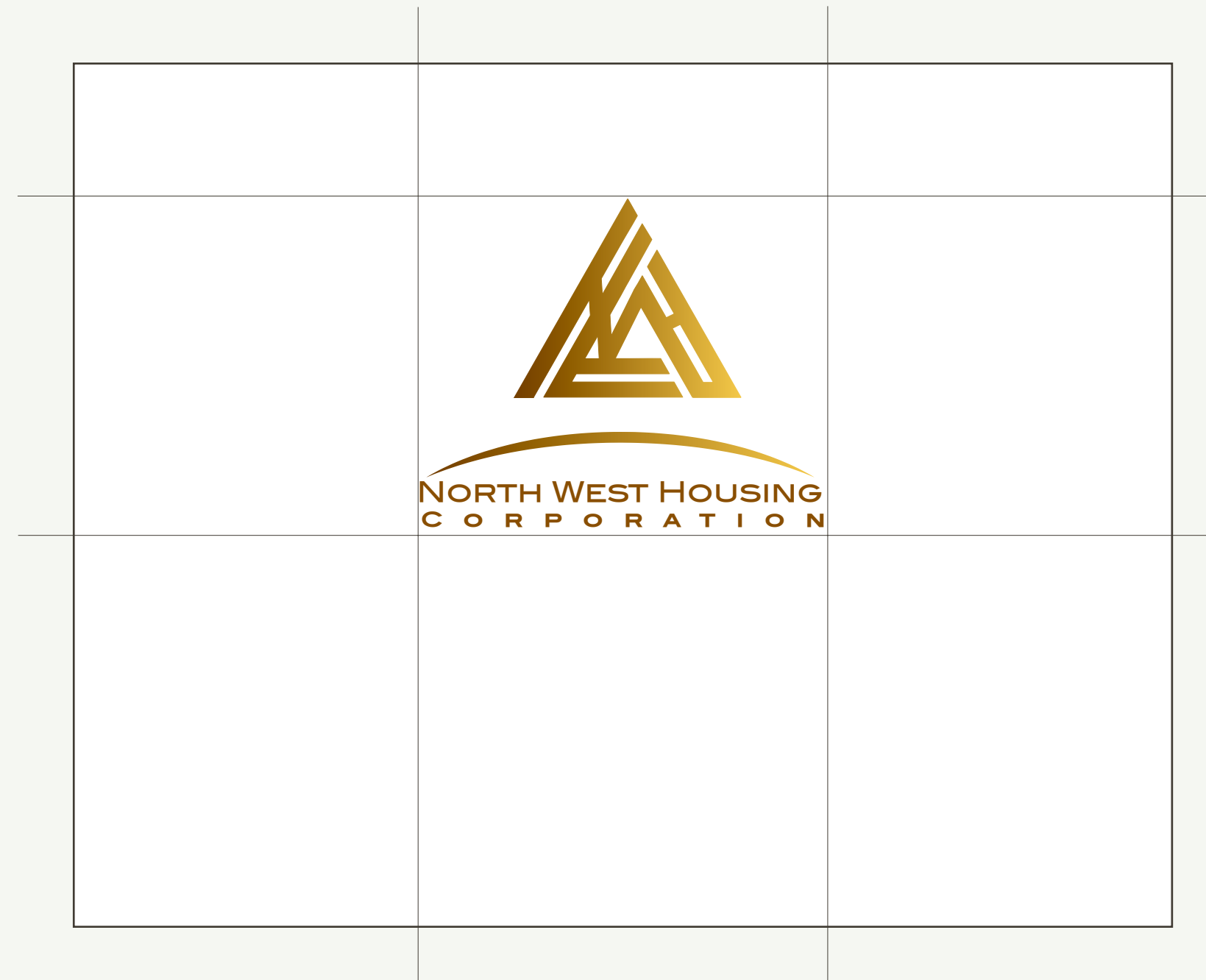
Possible use of reverse logo on secondary colours



Monochrome logo options

## Centre of logo

Should it be required to centre the logo, use the wordmark's boundaries as reference not the complete primary identity. Always consider the clearspace.



# Small use and social media icons

Social media and other icons are individually designed based on specifications. They are an exception to the clearspace guidelines and are sized optically to best fit each shape.

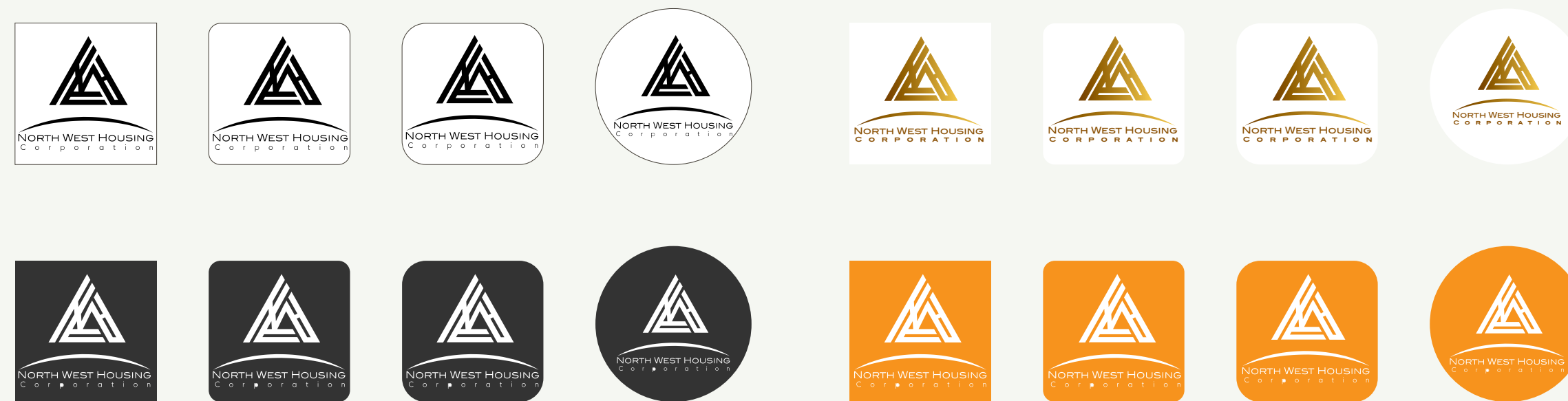
The secondary logo for small use should only be used in exceptional circumstances where there is limited space available.



Icon

Secondary logo for Horizontal use

Primary identity



Social media icons

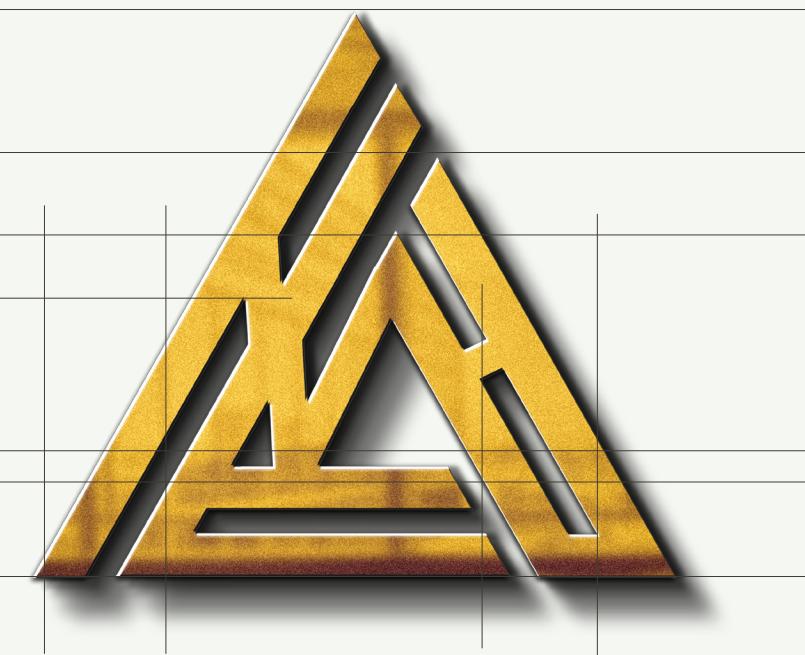
# Masterbrand and 3D Version

Divisions are the distinct lines of business that service the needs of our unique customer segments or products.

2D Version



3D Version





Colour



Less is more

Colour is not for decoration

# Primary palette

Our primary brand colours are Motion Blue and Red Ahead. We also have a neutral colour palette with 'Copy black' and 'Paper white'.

Red Ahead is a highlight colour that is important to NWHC and should be used sparingly for moments of focus and at moments of interaction between a user and the brand.

Always select CMYK values for printing and RGB or HEX values for Digital. Do not use the Pantone colour on digital applications or as a starting point and then convert it to another colour mode. Only use the Pantone as reference and when printing spot colours.

## Primary palette

**CMYK 69 63 62 58**  
**RGB 51 51 51**  
HEX #333333



**CMYK 0 50 100 0**  
**RGB 247 148 29**  
HEX #f7941d



## Primary complementary palette

CMYK 65 62 64 54  
RGB 61 57 54  
HEX #3d3936



CMYK 33 67 100 27  
RGB 138 82 33  
HEX #8a5221



CMYK 5 23 100 0  
RGB 244 194 0  
HEX #f4c200



These colours can be used in conjunction with the primary palette to add more dimension to your design.

## Neutral palette

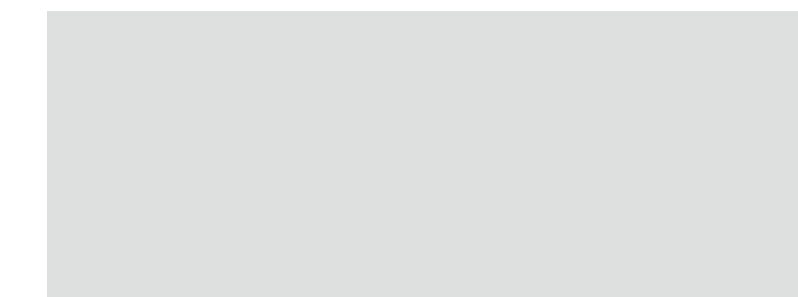
CMYK 65 60 65 55  
RGB 62 58 54  
HEX #3E3A36  
PMS Black 7 C



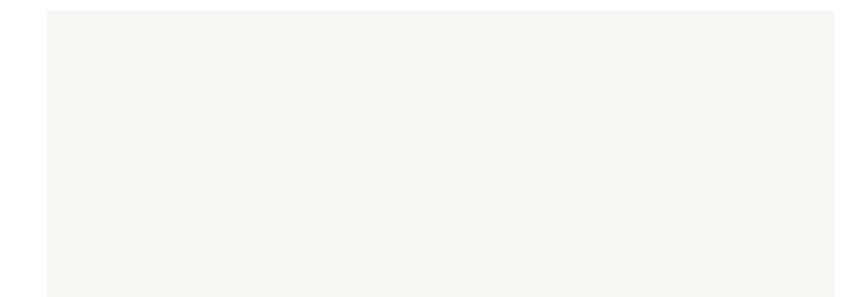
CMYK 12 10 10 0  
RGB 221 219 218  
HEX #DDDBDB  
PMS Warm grey 1 C



CMYK 6 5 5 0  
RGB 236 235 234  
HEX #ECEBEA  
PMS Cool grey 1 C



CMYK 4 5 5 0  
RGB 245 247 242  
HEX #F5F7F2  
PMS Cool grey 1 C



Copy black for typography.  
Use this colour or 80% black for setting type where possible, rather than using 100% black.

Paper white for backgrounds.  
Use this colour where possible rather than white.

# Secondary and monochrome palette

Our secondary colours should be used sparingly in order to maintain their impact.

## Secondary palette

CMYK 5 23 100 0  
RGB 244 194 0  
HEX #f4c200



CMYK 5 20 90 0  
RGB 255 199 38  
HEX #FFC726  
PMS 123 C

CMYK 45 45 90 15  
RGB 132 114 72  
HEX #847248  
PMS 871 C



CMYK 45 55 100 35  
RGB 114 95 51  
HEX #725F33  
PMS 147 C

CMYK 47 0 42 0  
RGB 137 213 175  
HEX #89D5AF  
PMS 345 C



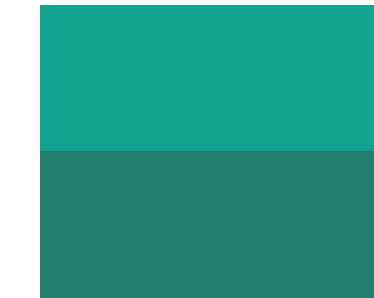
CMYK 45 20 52 0  
RGB 149 174 140  
HEX #95AE8C  
PMS 7494 C

CMYK 70 35 60 10  
RGB 85 128 110  
HEX #518274  
PMS 625 C



CMYK 70 47 62 30  
RGB 73 94 84  
HEX #495E54  
PMS 5477 C

CMYK 80 15 52 0  
RGB 42 162 149  
HEX #2AA295  
PMS 7473 C



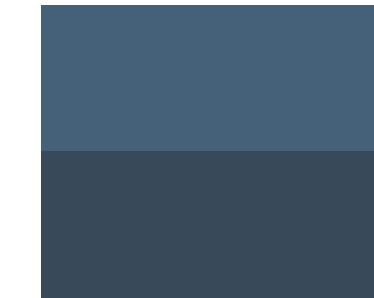
CMYK 90 35 60 15  
RGB 0 119 112  
HEX #007770  
PMS 562 C

CMYK 95 30 40 5  
RGB 0 130 145  
HEX #008291  
PMS 7474 C



CMYK 90 48 48 20  
RGB 0 98 110  
HEX #00626E  
PMS 5473 C

CMYK 80 55 35 15  
RGB 62 100 126  
HEX #3E647E  
PMS 5405 C



CMYK 80 60 45 30  
RGB 55 74 90  
HEX #374A5A  
PMS 7476 C

CMYK 48 40 30 0  
RGB 143 146 162  
HEX #8F92A2  
PMS 877 C



CMYK 60 52 52 20  
RGB 105 106 104  
HEX #696A68  
PMS Gool grey 11 C

## Additional palette

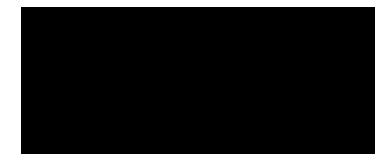


CMYK 0 75 100 0  
RGB 238 70 17  
HEX #EE4611  
PMS 1665 C

CMYK 0 90 100 10  
RGB 201 39 21  
HEX #C92715  
PMS 485 C

## Monochrome palette

CMYK 100 0 0 0 (100% Black)



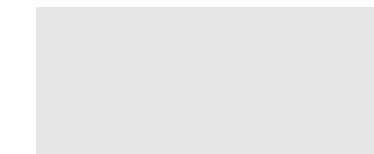
CMYK 80 0 0 0 (80% Black)



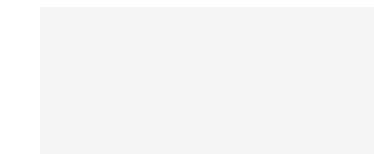
CMYK 20 0 0 0 (20% Black)



CMYK 10 0 0 0 (10% Black)



CMYK 4 0 0 0 (4% Black)

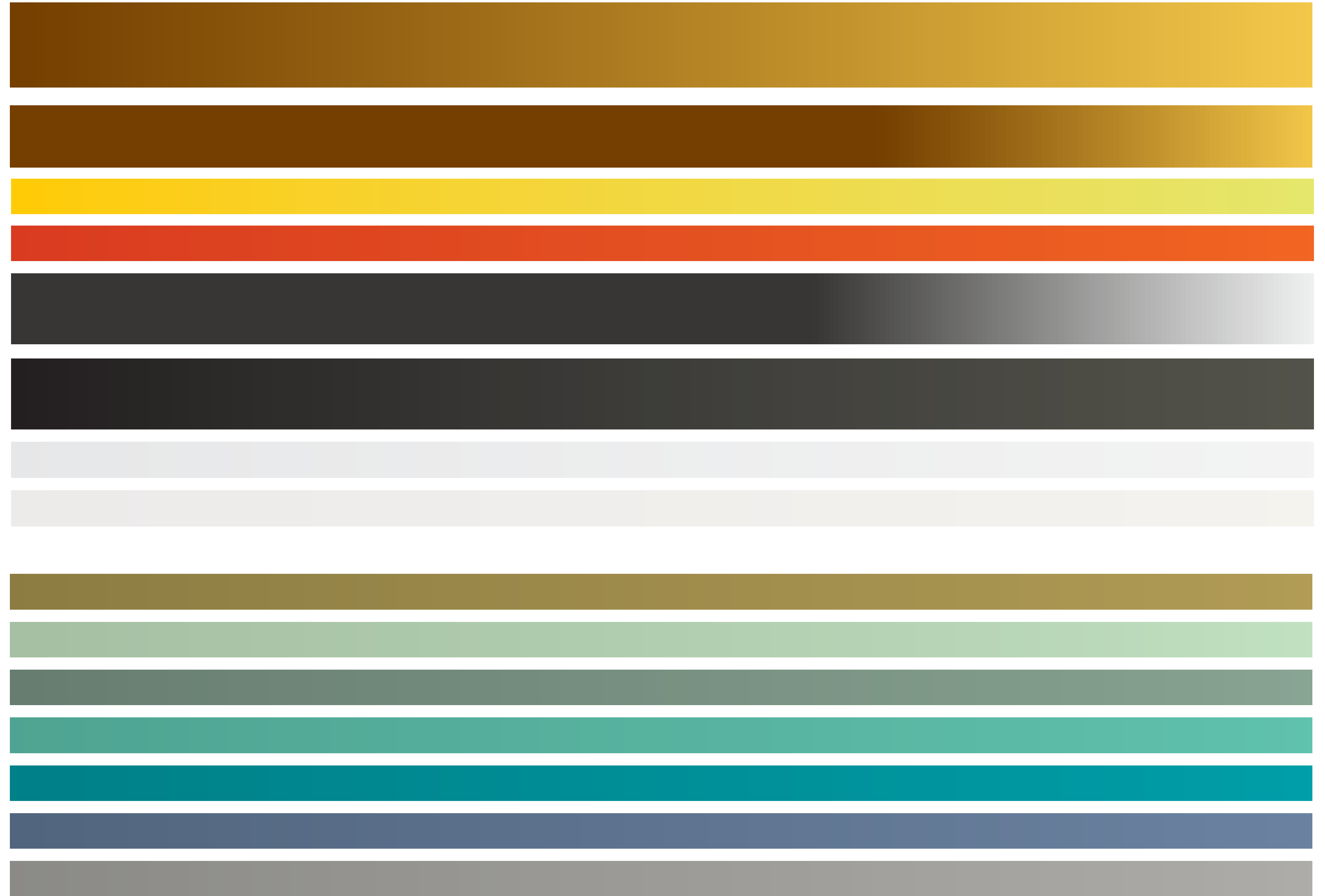


## Subtle gradients

All colours in our primary and secondary colour palettes consist of two tonal values. These tones can be used to create a gradient. Only the two tonal values of the same colour pair may be used.

Our neutral or monochrome colour palette may not be used to create gradients. The only exceptions are 100% black to 80% black/Pantone black 7 gradient, and combining the lightest two colours in the neutral and monochrome colour palette.

Gradients should always be used horizontally, never vertically or at a diagonal angles.





## Colour usage proportions

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people. White plays an important role in all brand communications and should provide balance with black. Red Ahead is only used for critical moments that warrant care between NWHC and the user. The secondary colours are only used reasonably for illustrations and within product.



# Typography



Focus on contrast through type hierarchy

'Undersized' hero text headlines with subtle gradients Stacked  
text blocks in rounded sans

Flush left

## Primary typeface

Our primary typeface is HK Nova, a rounded sans typeface we use in 3 different weights.

HK Nova typeface is a typeface family created by Alfredo Marco Pradil. It is a sans serif font. HK Nova™ is a sans serif typeface that is inspired by the geometric Century Gothic and Futura. It formalizes Century Gothic and softens Futura to form a highly usable hybrid typeface.

HK Nova Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*"()

HK Nova Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*"()

HK Nova Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*"()

## System safe typeface

The system safe typeface, Verdana, is a universal alternative to HK Nova. The system safe typeface should only be applied in situations where HK Nova cannot practically be used, such as emails and word processing documents.

### Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*"'()

### Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#%&\*"'()**



## Pairings

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight.

**Regular**

Header

Light

Subhead / body

**Medium**

Header

Regular

Subhead / body

## Typography and typesetting guides

Typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

When typesetting headlines above a sub-heading, the leading should be 15% larger than the type size.

When typesetting sub-headings, the type size should be 75% of the headline and the leading should be 30% larger than the type size. There should be no open line space between the headline and sub-heading.

The space below the headline or sub-heading and the body copy should be equal to the type size of the headline or sub-heading with a 30% leading.

When setting body copy, the type size should be 50% of the headline or subheading directly above the body copy and the leading should be 30% larger than the type size.

When setting disclaimer copy, the type size should be 75% of the body copy and the leading should be 30% larger than the type size.

Body column width should ideally (unless layout requires an exception) be between 7-9 words long. 5 % tracking on all copy, except headings or sub-headings.

In all situations, sentence case should be used in copy, including headings. Title case and uppercase should never be used.


**Heading in HK Nova Medium**  
Subhead and body copy in HK Nova Regular

**Heading in HK Nova Regular**  
Subhead and body copy in HK Nova Light

# Typography summary, a quick reference to our typography

One page to rule them all.

By Default always left aligned



Wordmark height

NORTH WEST HOUSING  
C o r p o r a t i o n

Line space:  
Wordmark height

Type size: 75% of wordmark height

Heading in HK  
Nova Regular

Subtle gradient

115% Leading

Type size: 75% of heading

Stacked 'undersize'  
hero headings left aligned  
with a subtle gradient

130% Leading

Bar height : 50% of body copy pt size  
Bar width: 4x height

Type size: 50% of sub-heading

Line space:  
Sub heading size

As dollestiatum pratem dolupta dolor molessendam, idus  
minctas sunteni mpores et voluptiant quat hiliquam non  
pel minctisite oditas adis ent eicimpo riteces equisitibus  
arumend ererchitem quidero reperum quiatu sequias etum  
ni re est que endi. Pel minctisite oditas adis ent.

5% Tracking

Type size: 75% of body copy

\*As dollestiatum pratem dolupta dolor molessendam, idus minctas suntar.

Line space:  
Body copy size

Body column: 7 - 9 words long

# Composition



Choose the format according to content and application

Use the NWHC 'band' to create focus

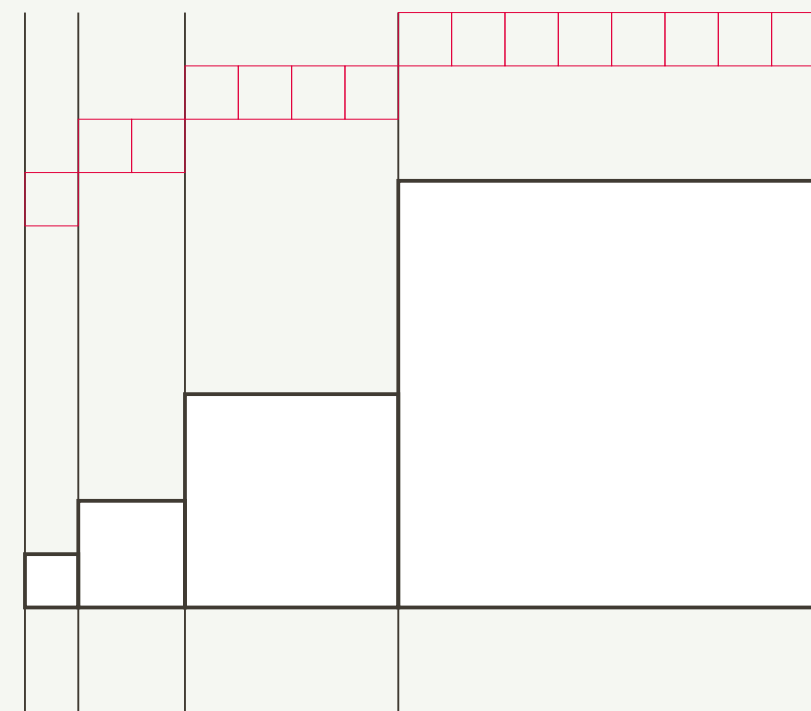
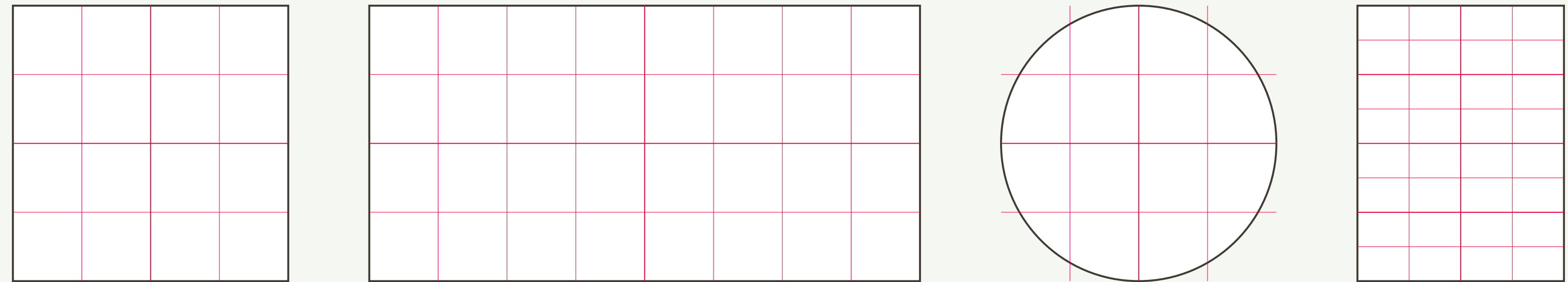
Negative space is a positive thing

# The NWHC 'double grid' system

The NWHC grid system is the framework for all the visual elements and typography. It's fundamental to everything we design. No matter what device or medium you're working with, the NWHC grid gives you just enough structure and guidance so you can focus on your creative idea.

## Divisions of two

At the core of the 2x grid is the idea of divisions of two. Dividing your space into 2, 4, 8, 16, 32, or 64 columns gives you the basis of the system with the purpose of helping you make decisions and organise your content.

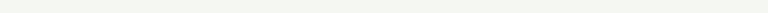
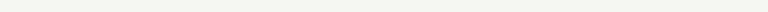




### Digital

|   |      |
|---|------|
|  | 1px  |
|  | 2px  |
|  | 4px  |
|  | 8px  |
|  | 16px |



### Printed material

|   |         |
|---|---------|
|  | 0.125mm |
|  | 0.25mm  |
|  | 0.5mm   |
|  | 1mm     |
|  | 2mm     |
|  | 4mm     |



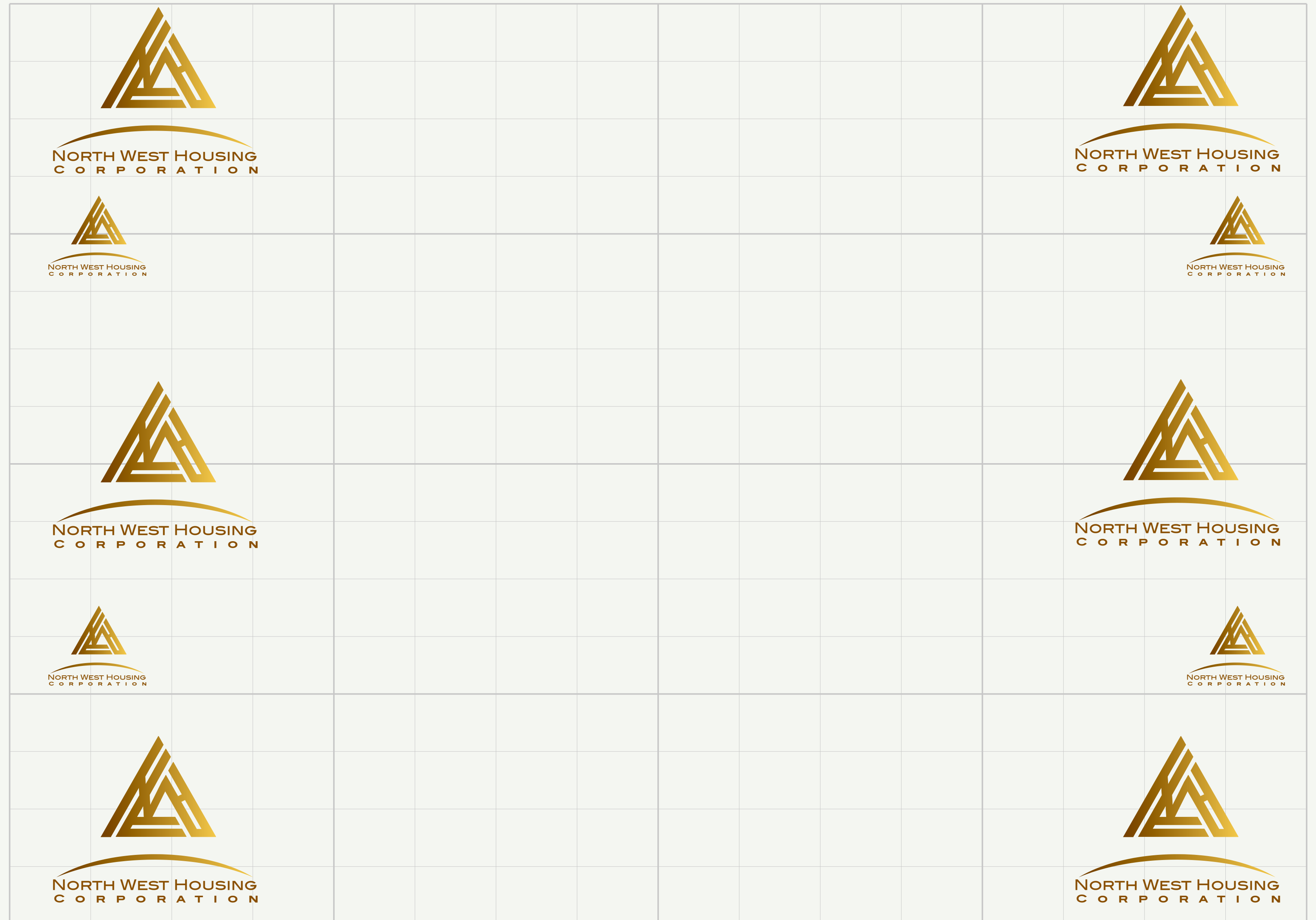
# Logo position

The logo placement will depend on the type of communication it is being used for.

As a general rule, the logo should be placed bottom left of the composition for communications that include text.

The logo should be top aligned when used for digital communications such as call-to-actions and websites, as well as functional applications such as environmental signage.

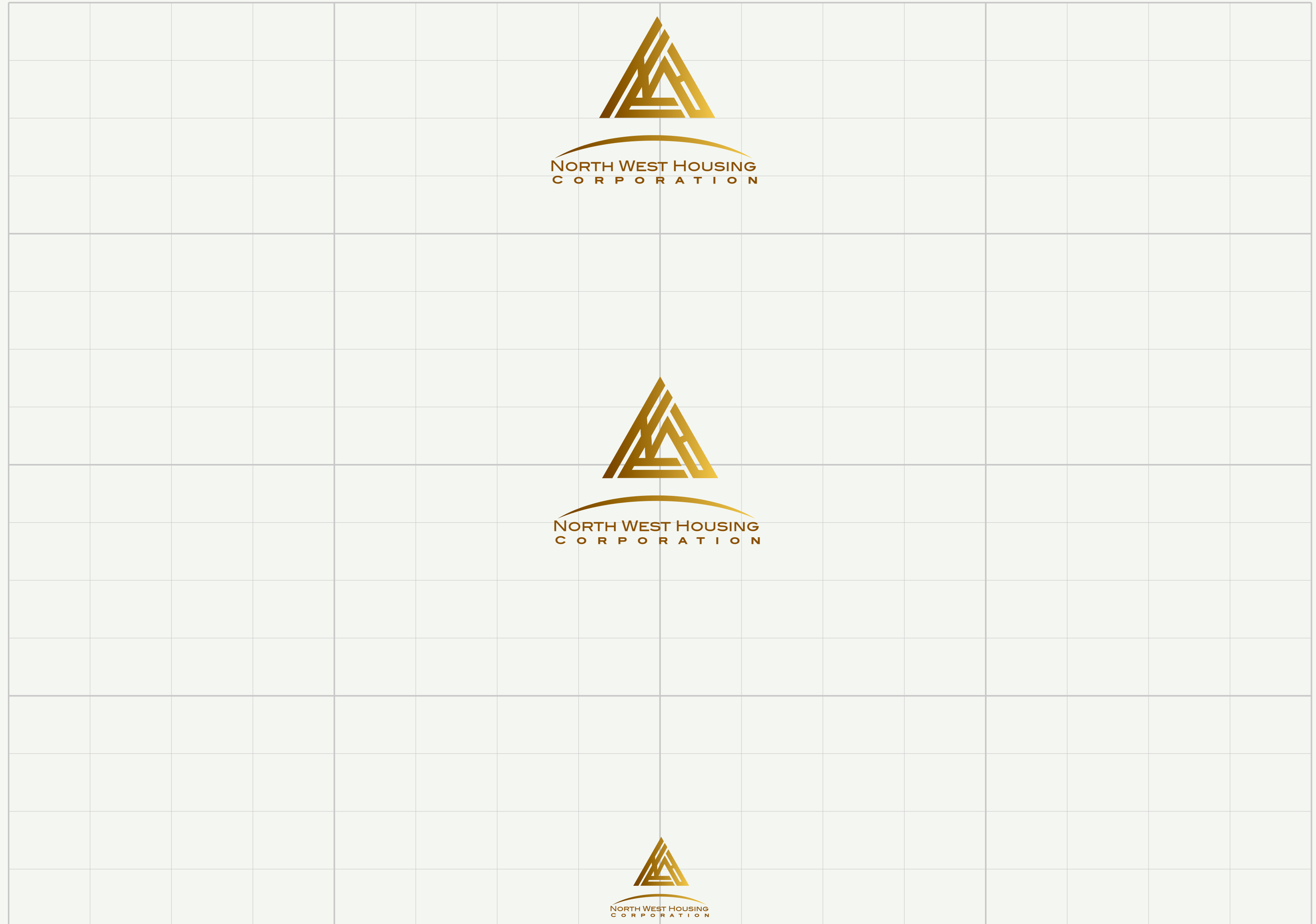
Where necessary, the logo can be used at the half and quarter mark of the composition as shown on the right.



# Logo position exceptions on digital media

The logo placement depends on the type of communication and use.

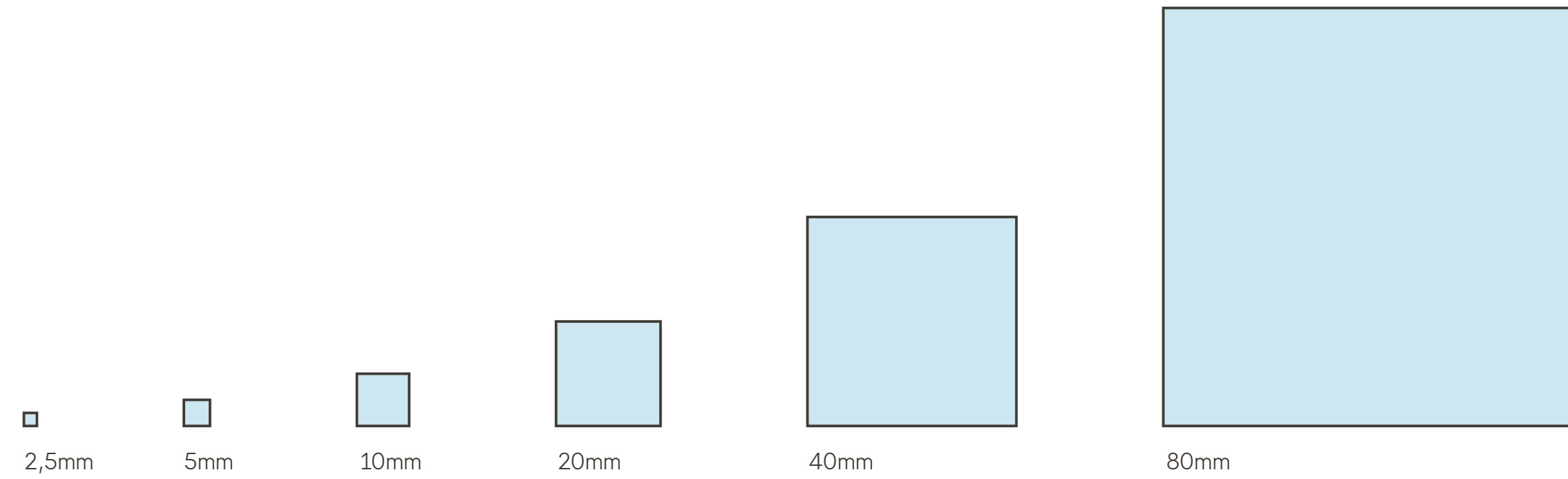
These are the exceptions that can be applied on digital media only.





## The NWHC 'unit'

The NWHC unit can vary in size depending on the media. When choosing an appropriate unit for your application, consider the viewing distance. Each NWHC unit in the scale has a minimum type size pairing.

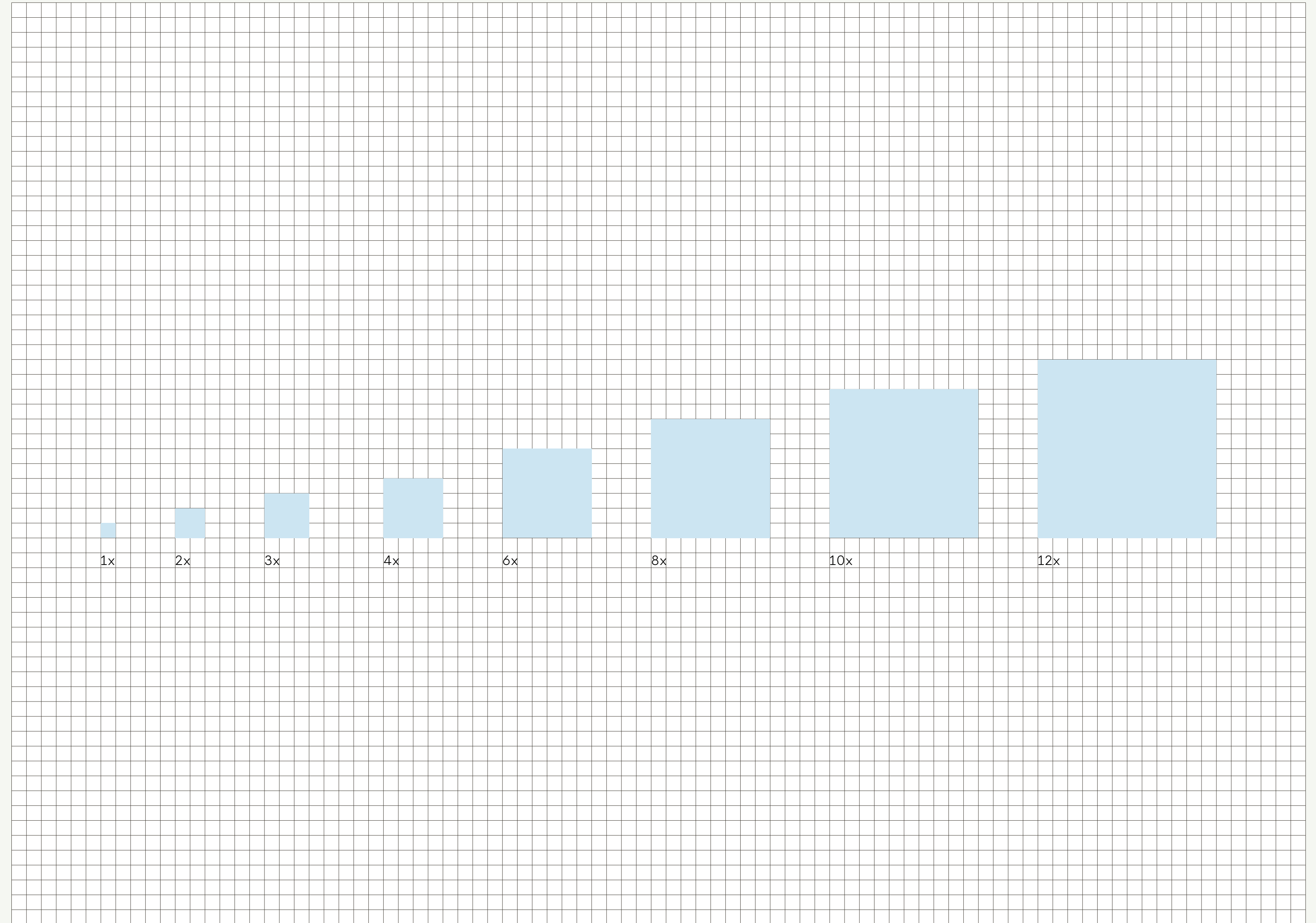


### Mini unit sizes based on viewing distance:

| Viewing distance | NWHC unit | Application                       | Minimum Type Size |
|------------------|-----------|-----------------------------------|-------------------|
| 0–0.5m           | unit      | Handheld print                    | 7 pt              |
| 0.5–1m           | 2,5mm     | Print viewed within arm's reach   | 14pt              |
| 1–2m             | 5mm       | Posters and small signage         | 28pt              |
| 2–4m             | 10mm      | Human-scale print                 | 54pt              |
| 4–8m             | 20mm      | Print viewed from across a room   | 108pt             |
| 8–16m            | 40mm      | Print viewed from across a street | 216pt             |
|                  | 80mm      |                                   |                   |

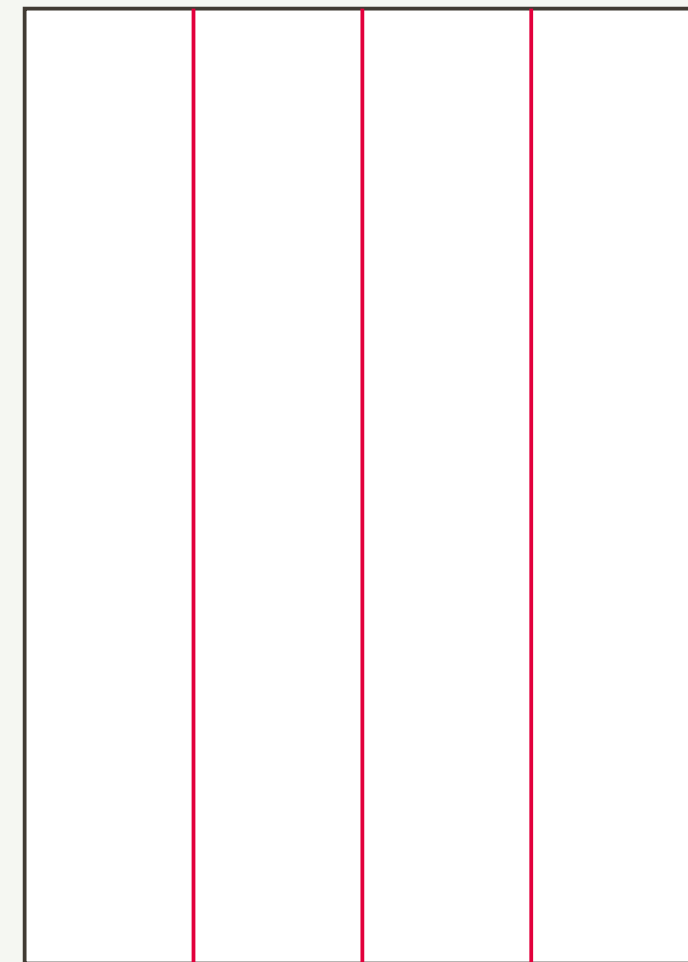
# Spatial relationships

All spacing between elements can be defined by the base unit. Use the following multiples of your base unit to construct your layout: 1x, 2x, 3x, 4x, 6x, 8x, 10x, 12x. Consistent and replicated use of spacing ensures spatial rhythm between all content.

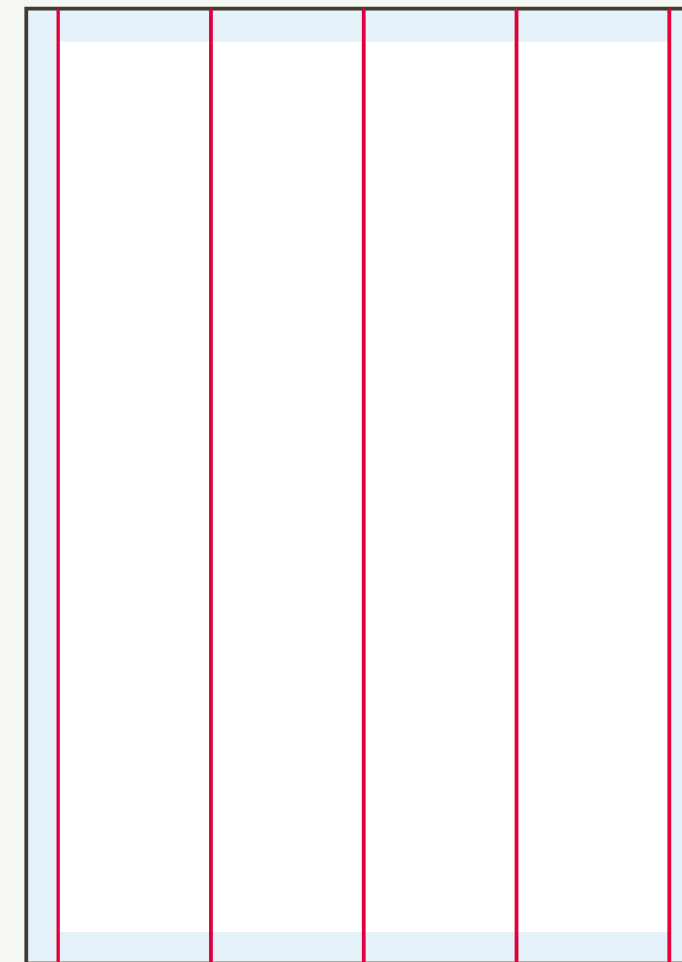


# Constructing the 'double grid'

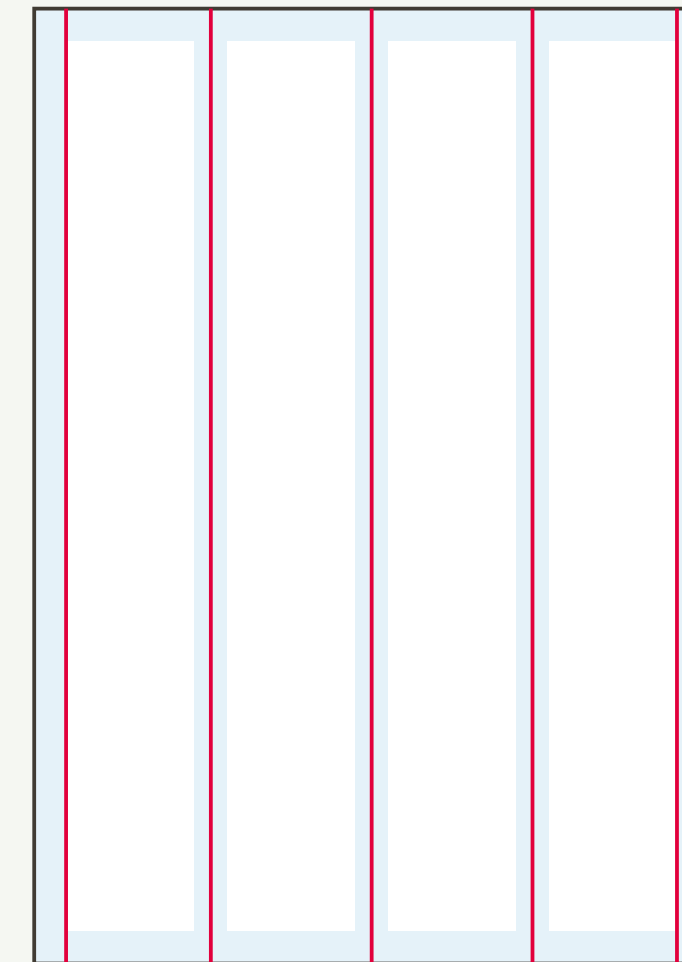
Each application of the grid can require a different grid structure. When constructing the grid, keep in mind these different types of grids and choose which one best serves your need.



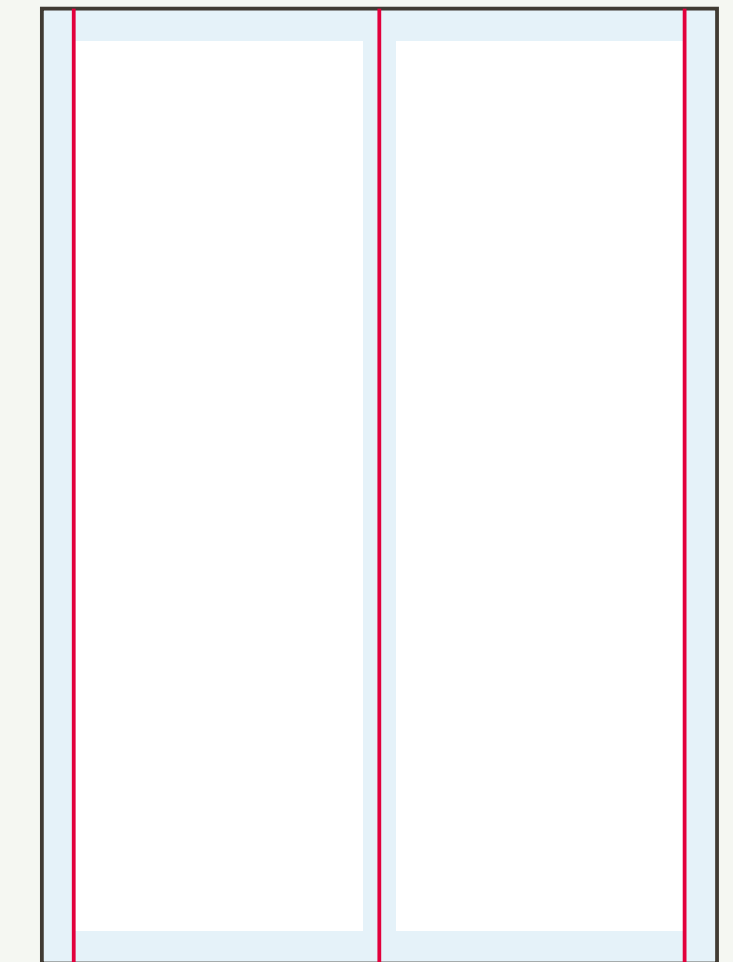
No margin or gutter



Margin with no gutter



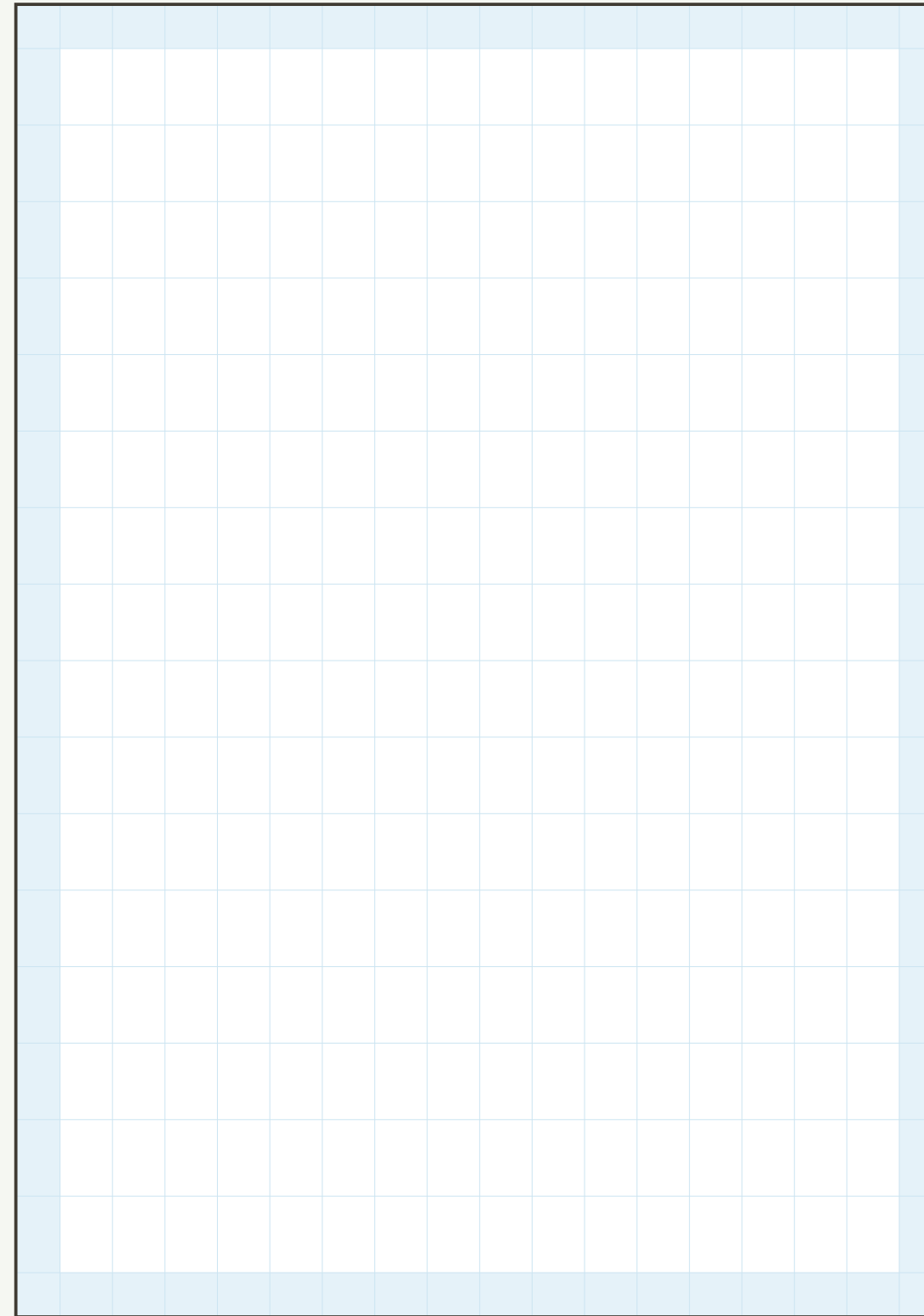
Margin and gutter



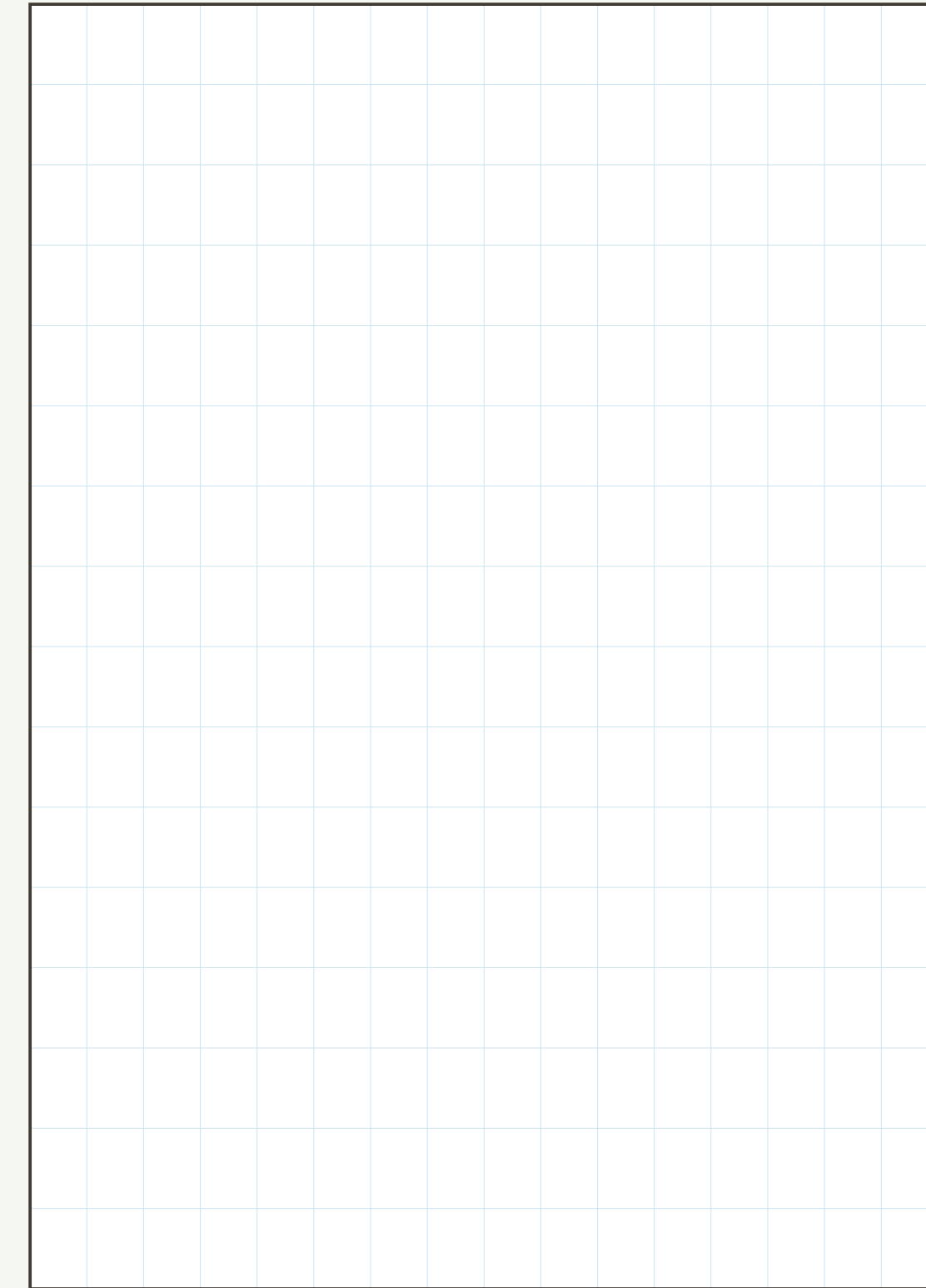
Margin and gutter

# Margins

Add margins to your canvas when you need separation of content from the canvas boundaries. In some cases, margins are specified by the production method.



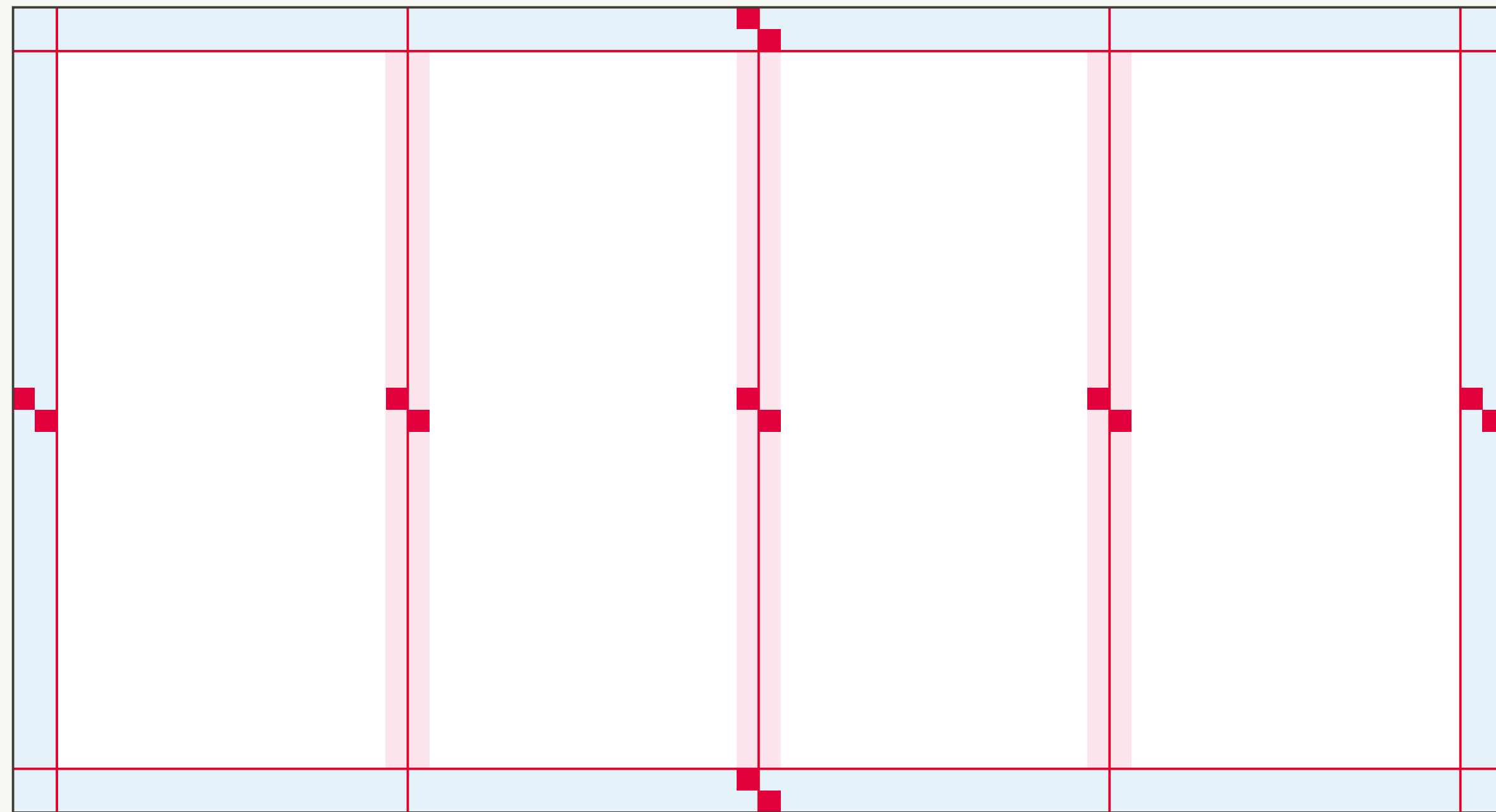
2x Grid constructed with margins



2x Grid without margins

# Base unit

If the NWHC grid gives your designs structure, base units give them precision. Using a base unit will establish relationships between your grid proportions, typography, dimensions of shapes, and space between elements. You can use the baseline unit to build your grid and spatial relationships.



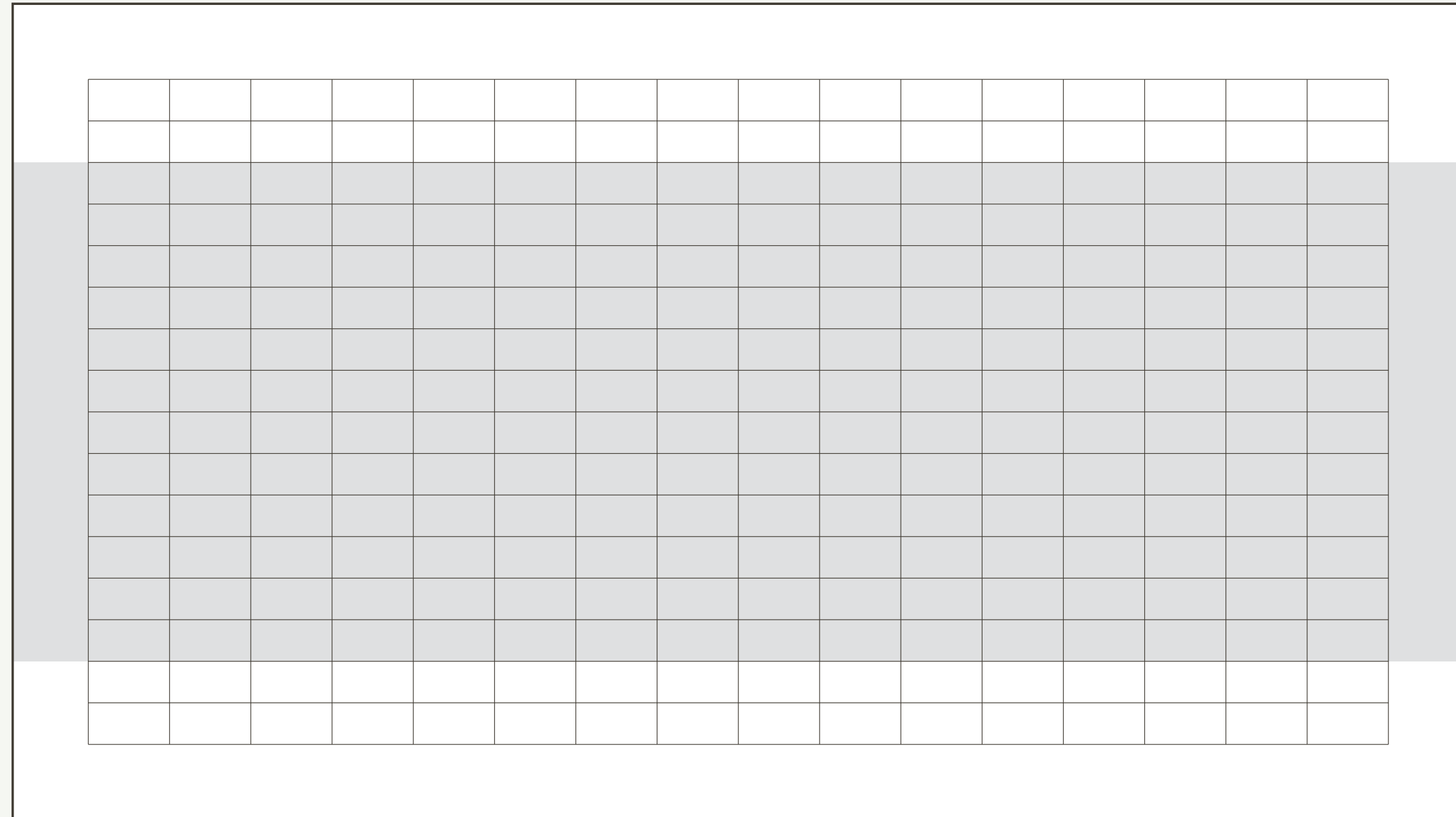
# Composition

Our composition system is elegant in its sheer simplicity. By defining the grid based on the logo (and exploring how columns scale across different sized compositions), the system stays flexible and beyond easy to apply. We've looked at different frame variants, how type works in different layouts, and are wire-framing our dynamic composition.

The NWHC 'band' can be used as a background in 'Paper white' or in any of the colours in the primary or secondary colour palette.

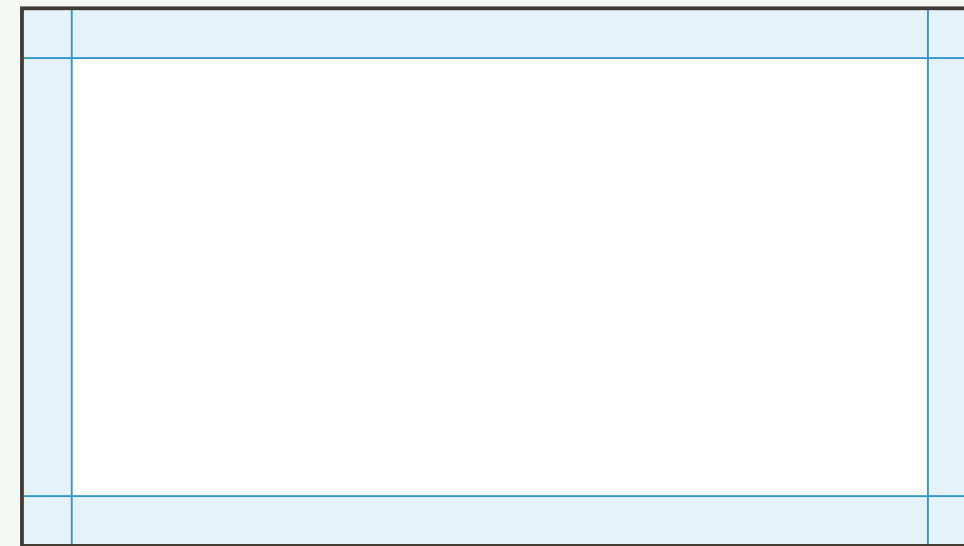
## The NWHC 'band' design element

The vertical height of this element is not constant, but always bleeds of the page from left to right.

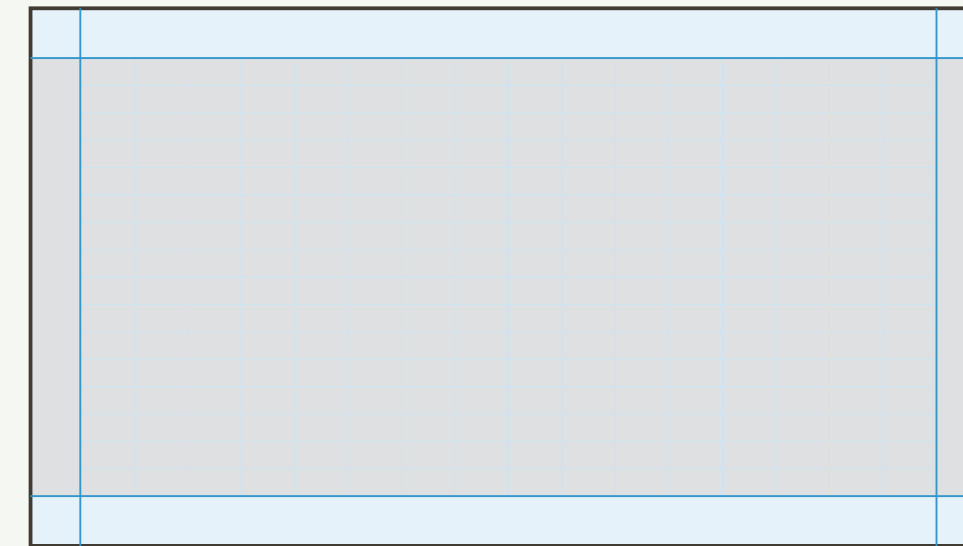


# Layout variations

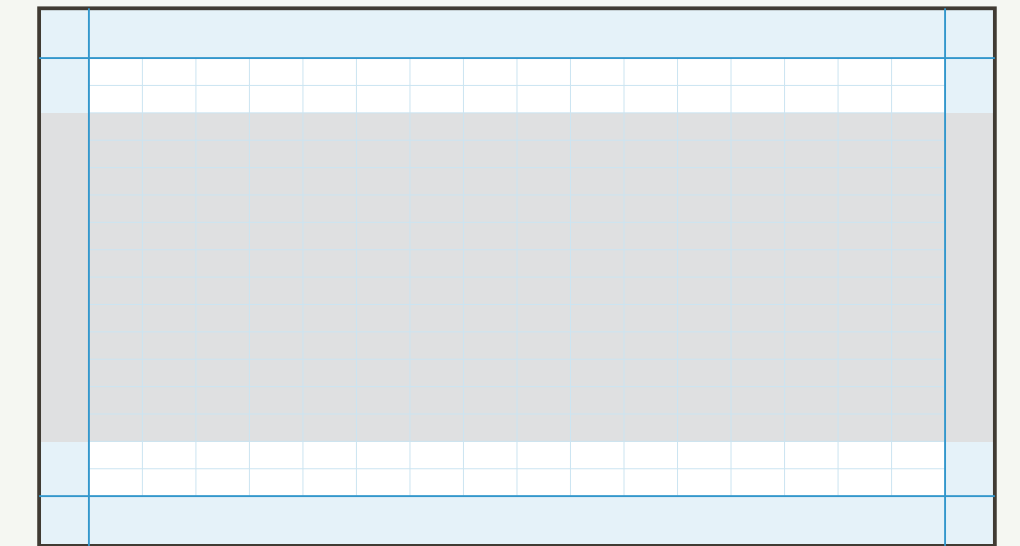
We have 6 frame variants. Content and format dictate which layout to use.



Full-bleed composition with margin



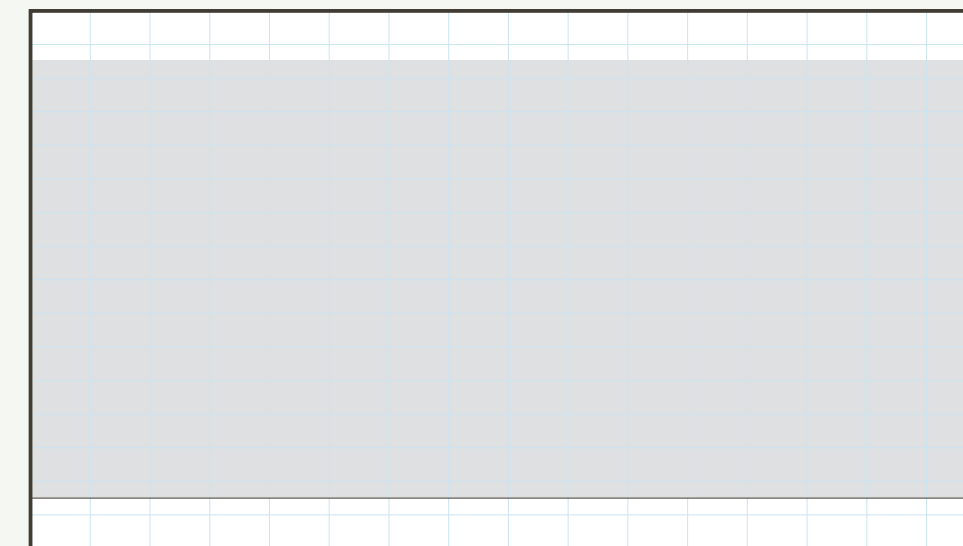
Bold band with margin



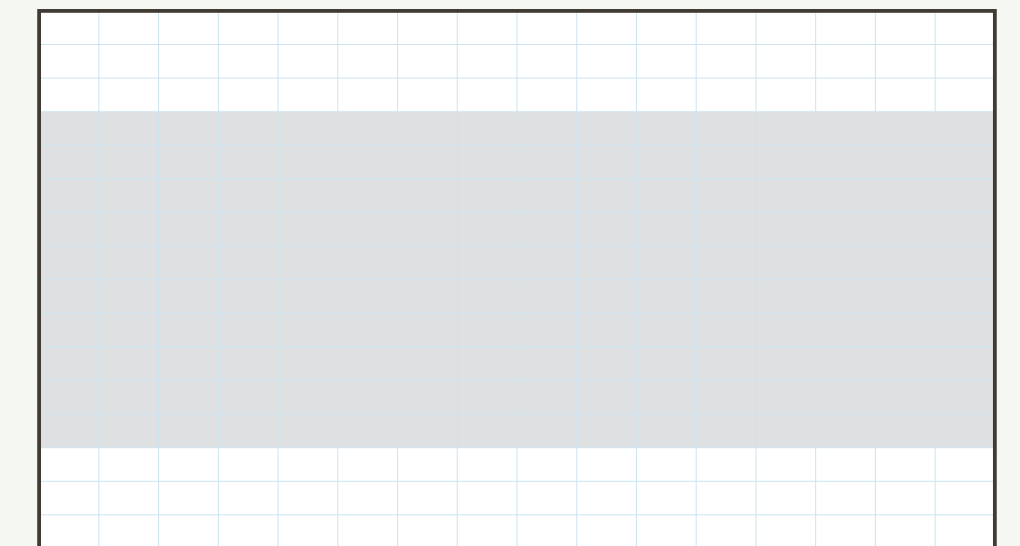
Regular band with margin



Full-bleed composition



Bold band

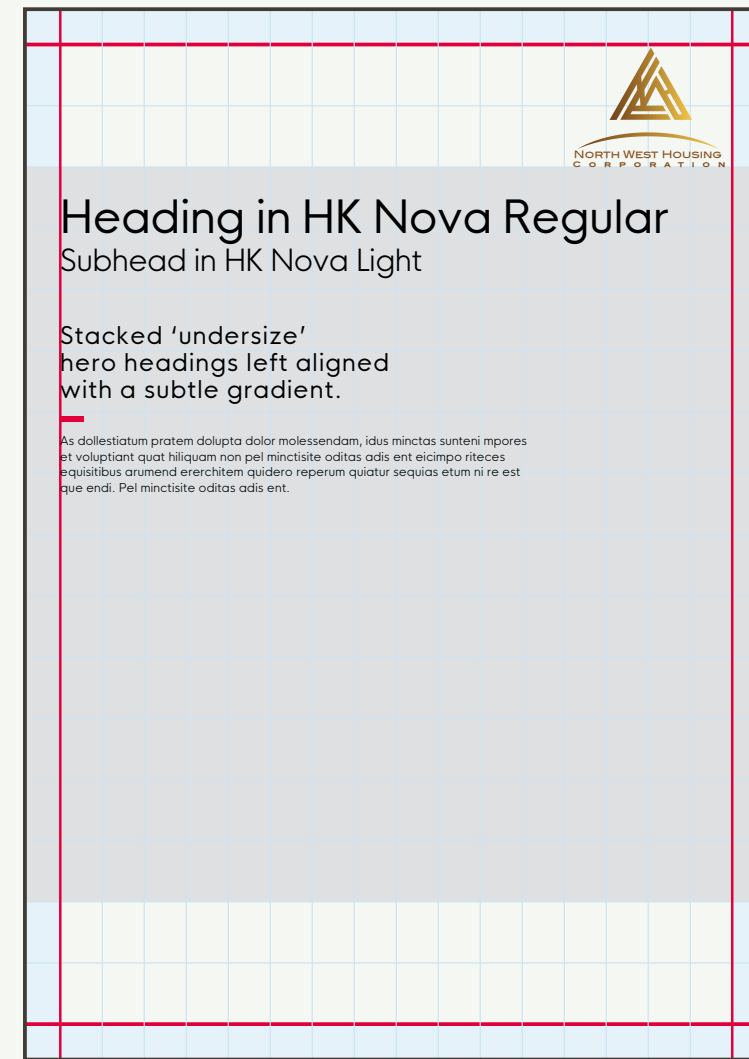


Regular band

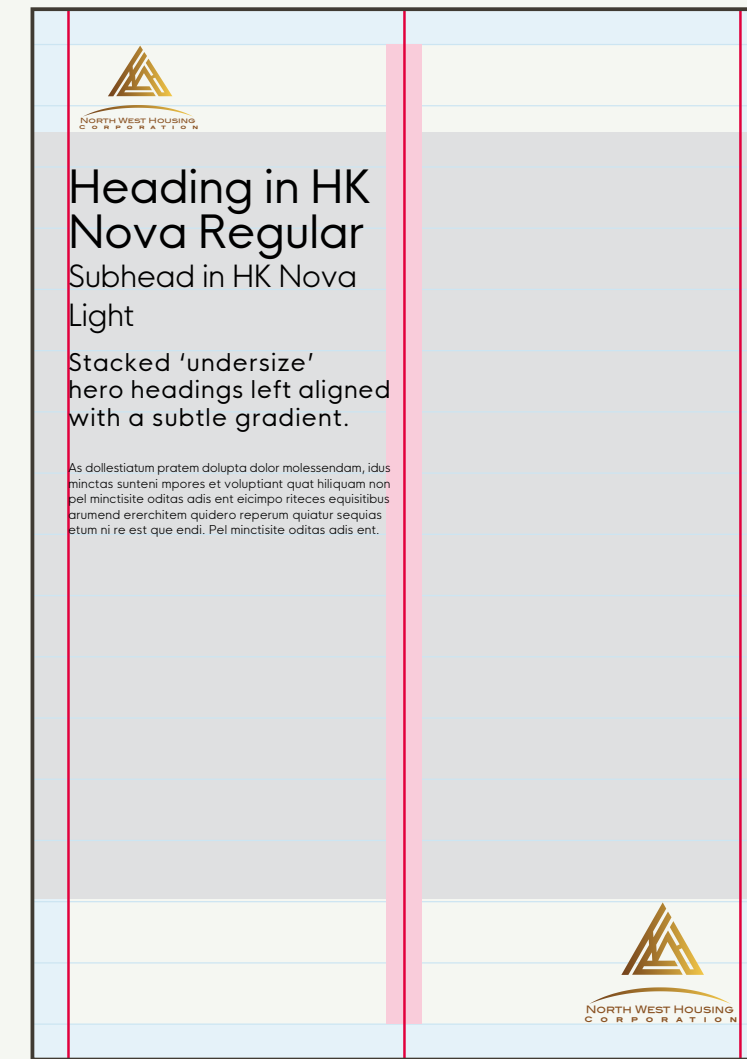


# Columns only

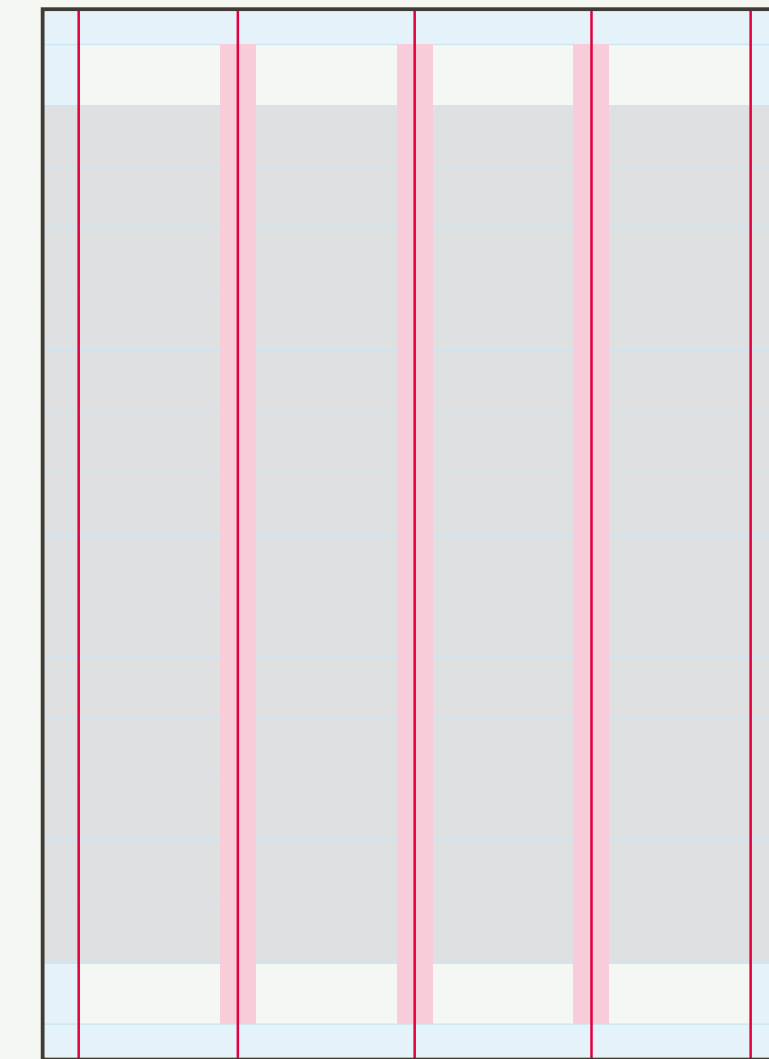
Content and format dictate which layout to use.



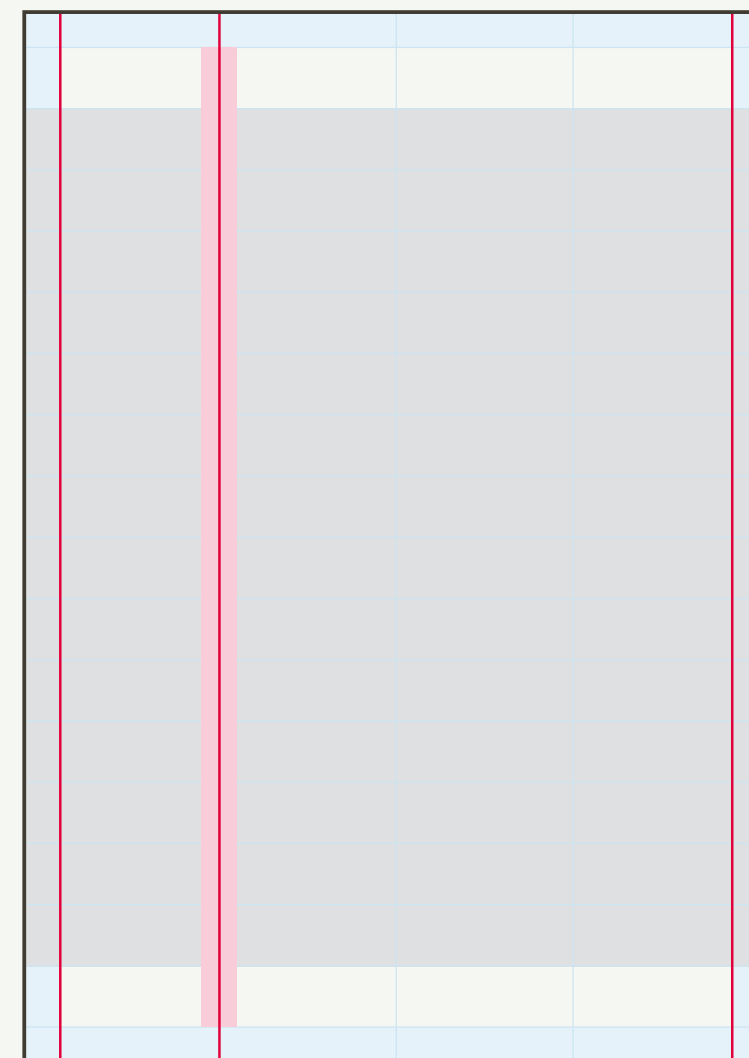
Column with margin



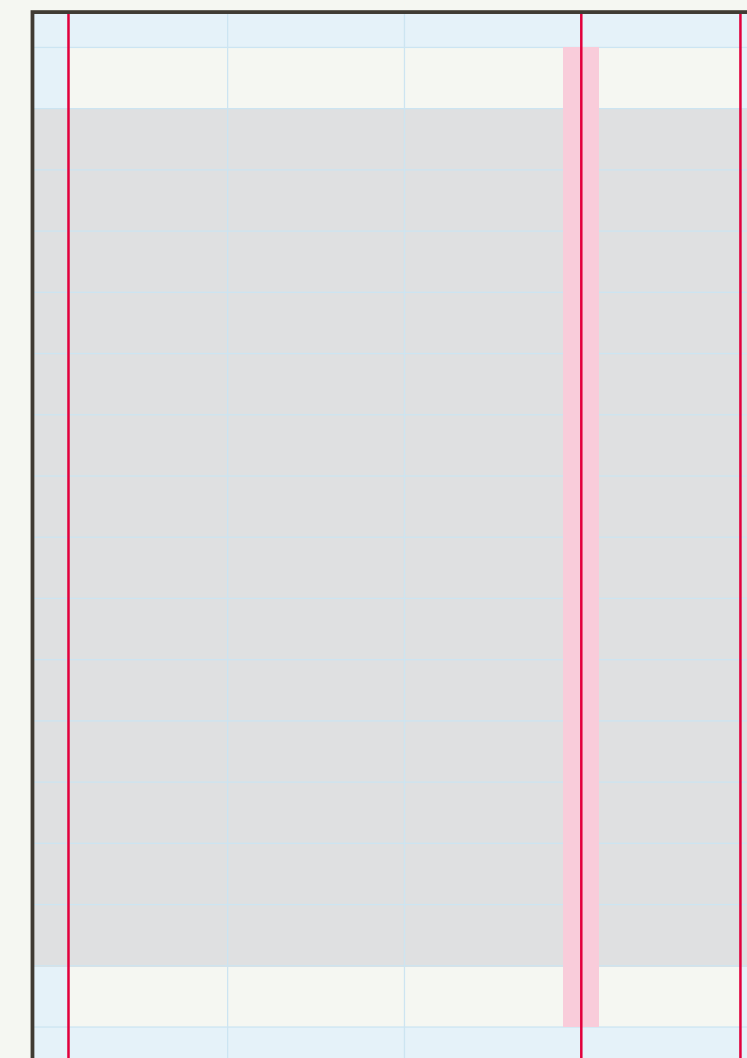
Column with margin



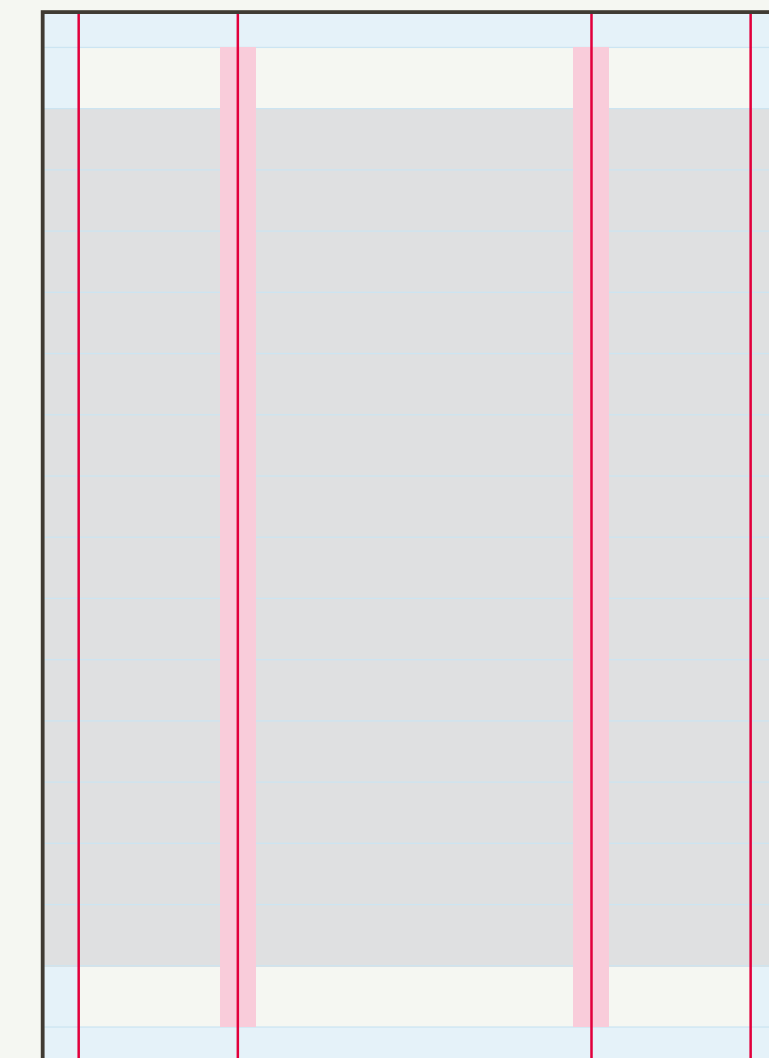
Column with margin



Column with margin



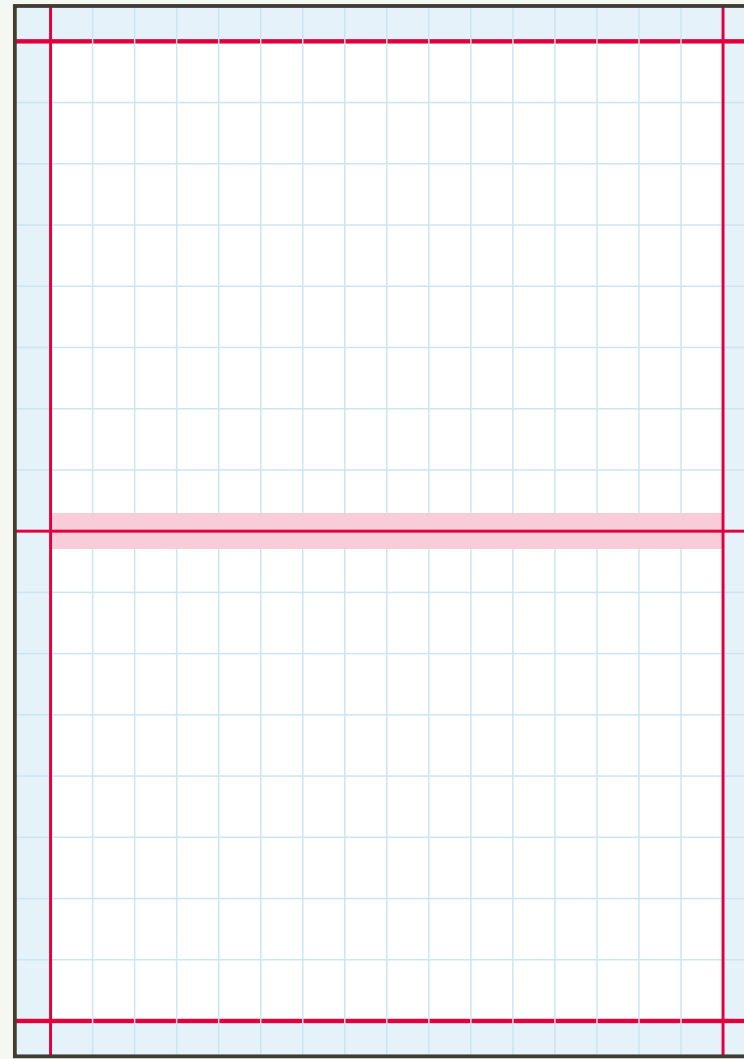
Column with margin



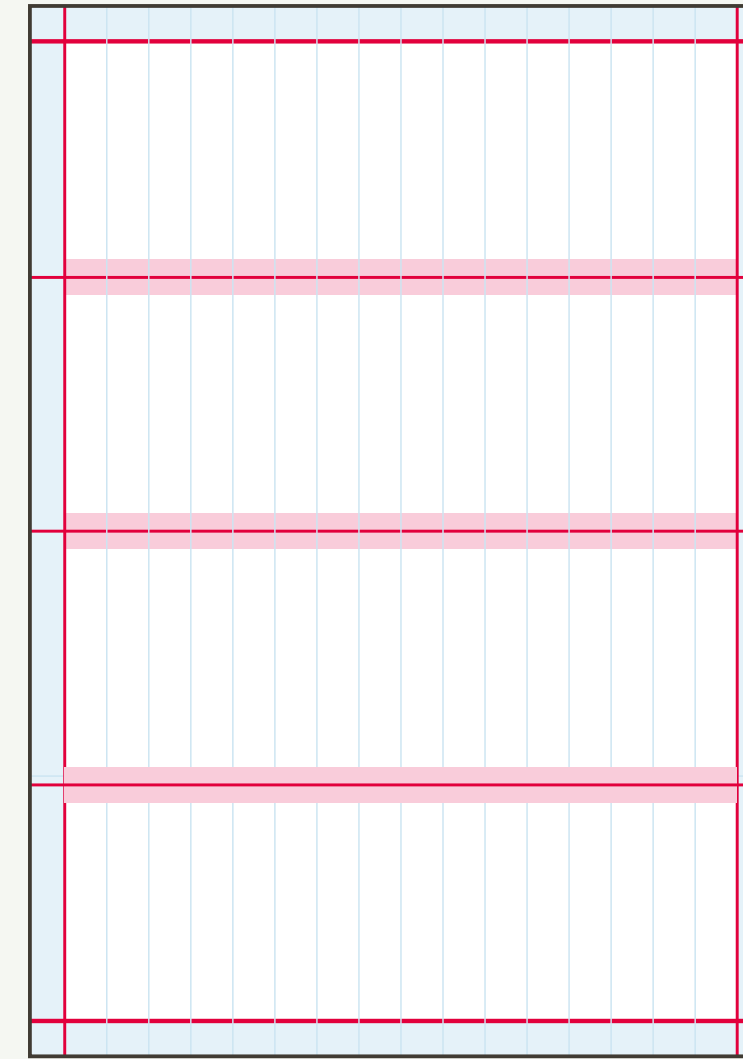
Column with margin

# Rows only

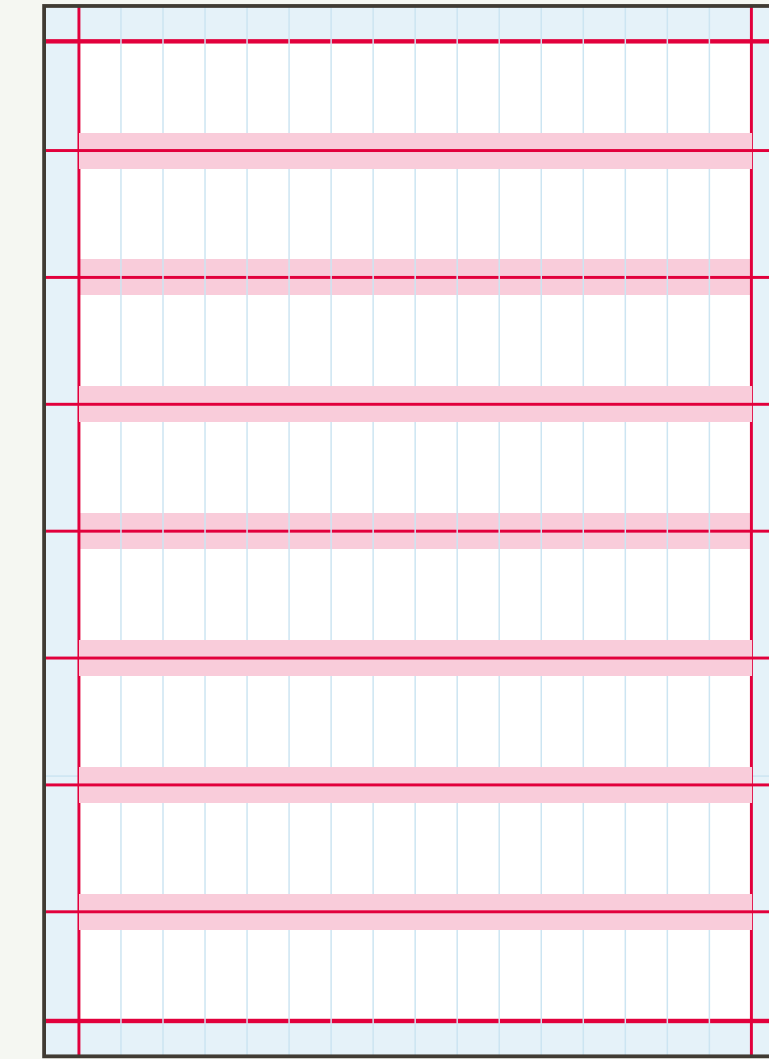
Content and format dictate which layout to use.



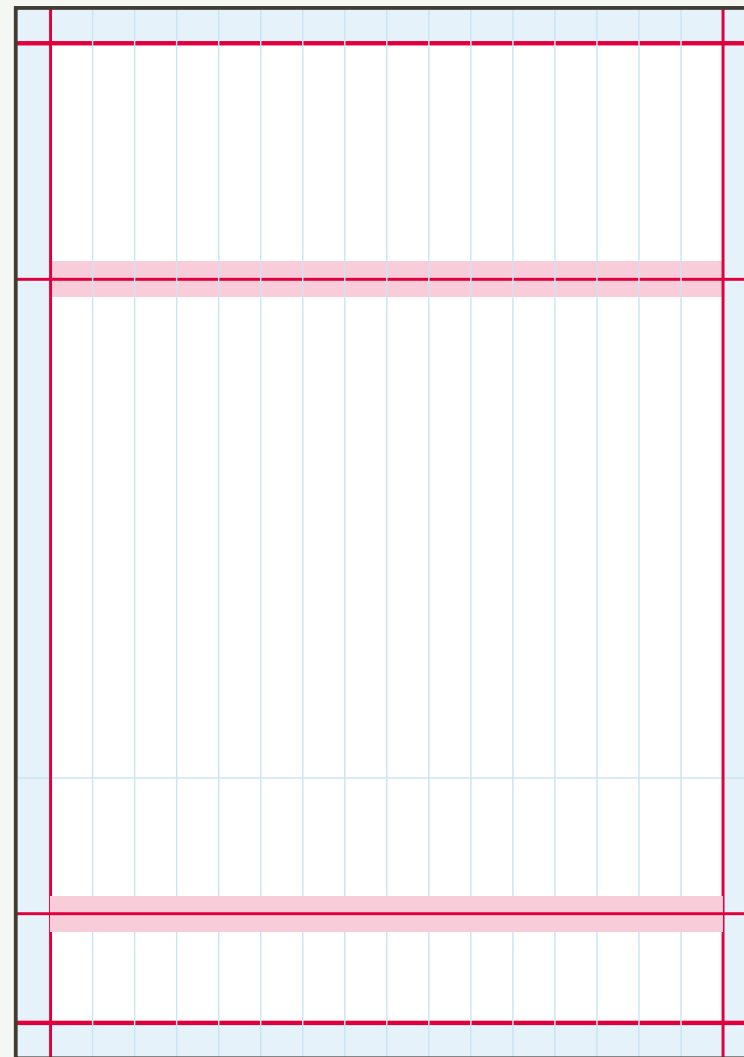
Column with margin



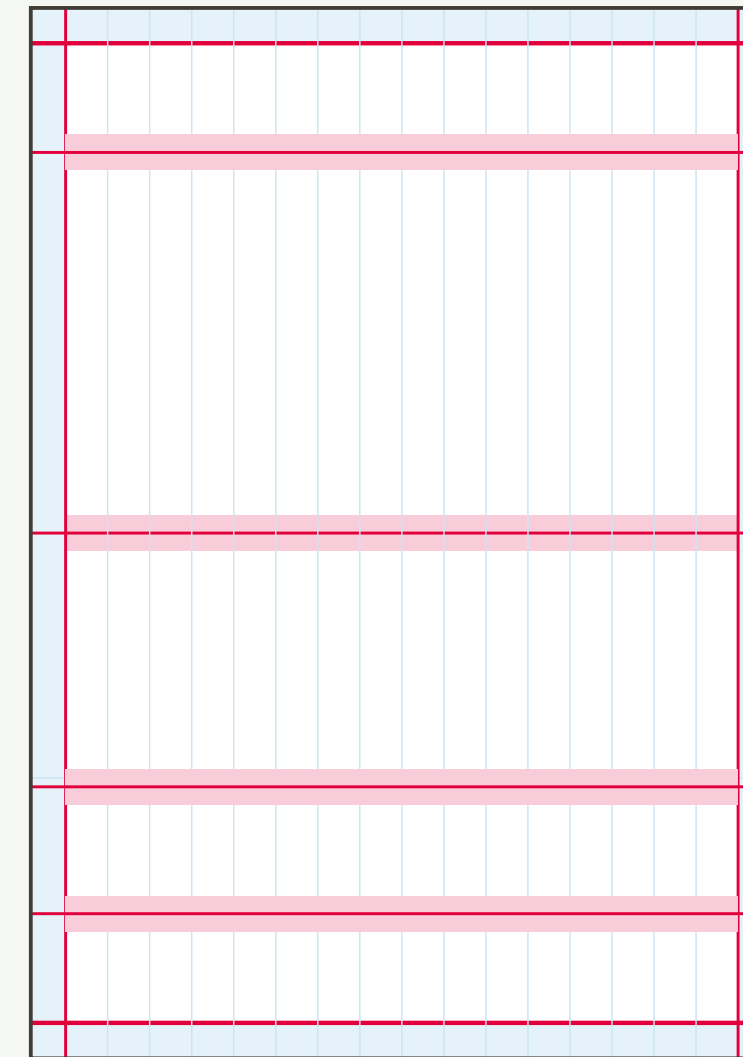
Column with margin



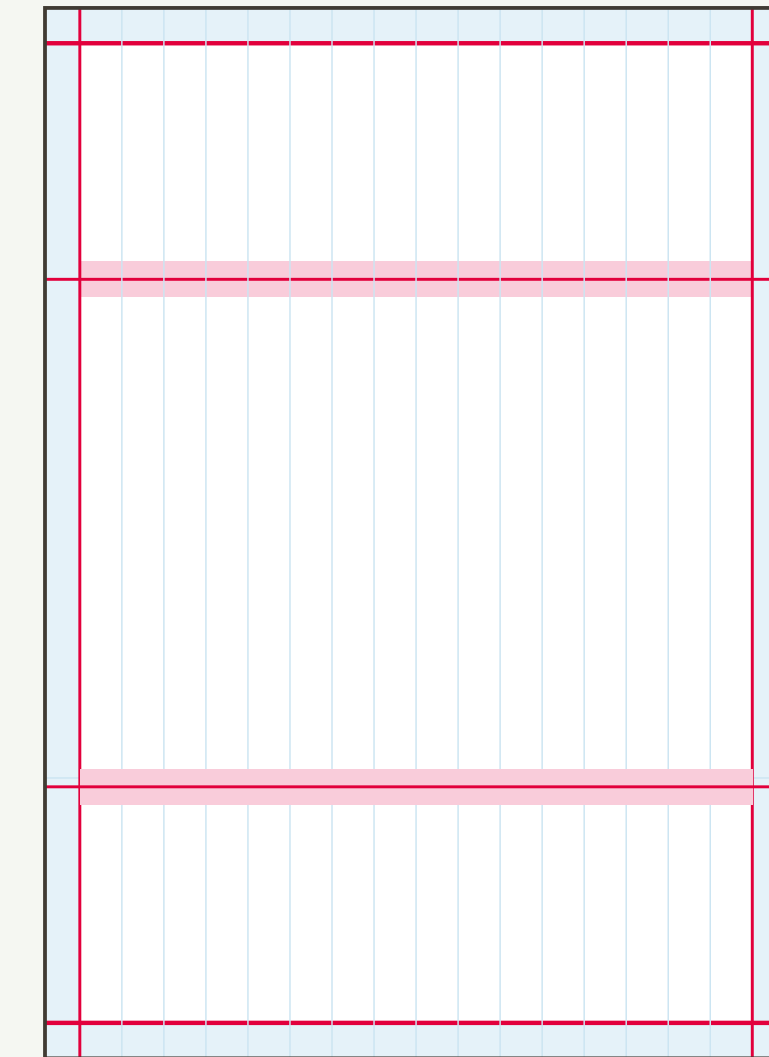
Column with margin



Column with margin



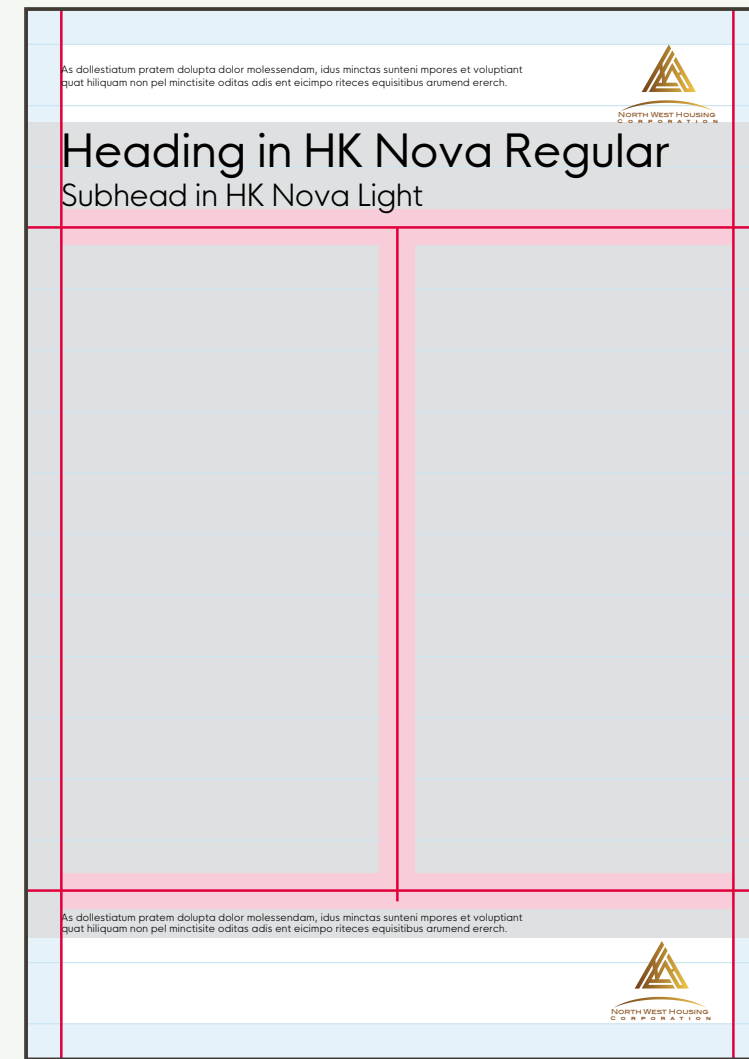
Column with margin



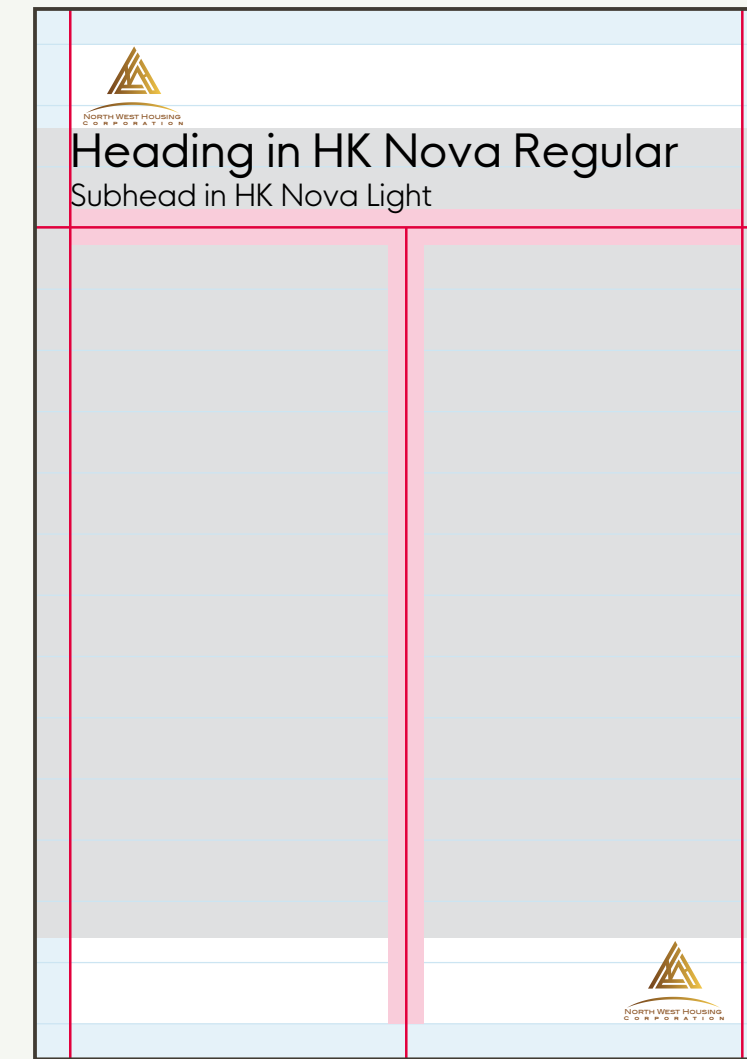
Column with margin

# Columns and rows

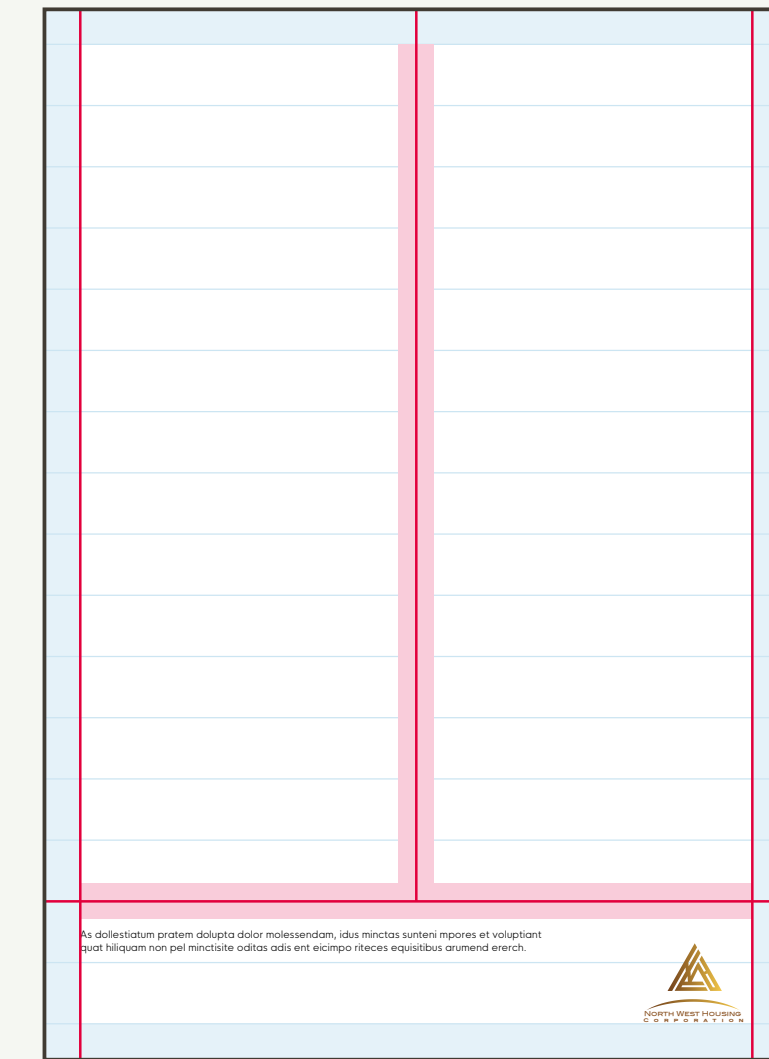
Content and format dictate which layout to use.



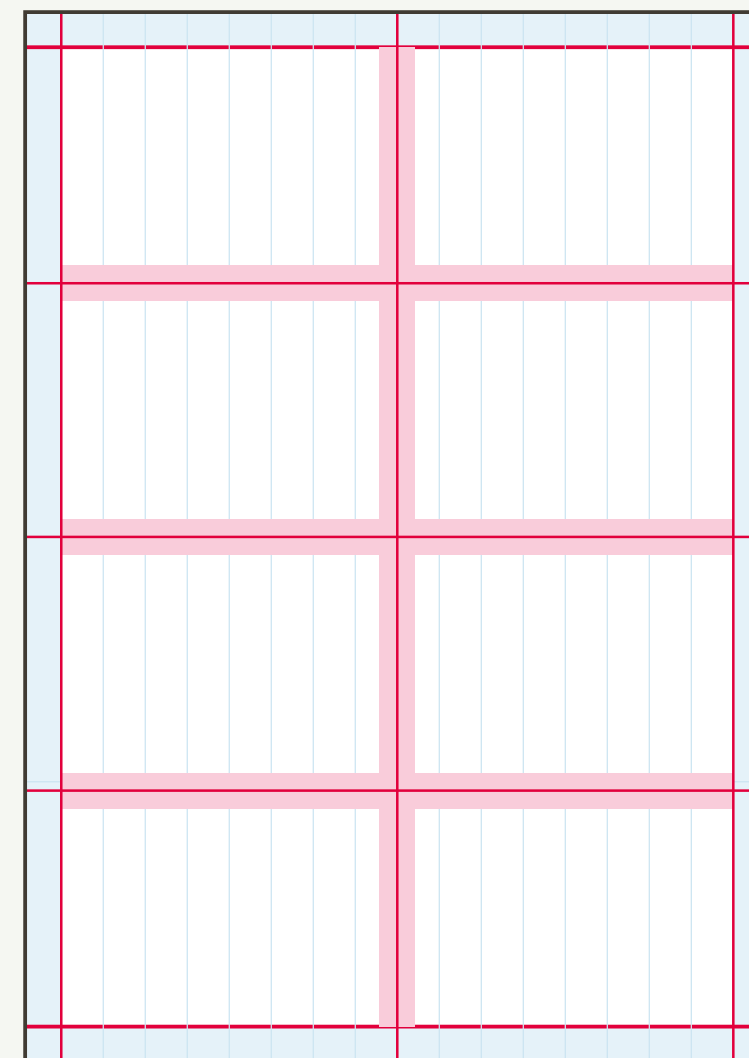
Column with margin



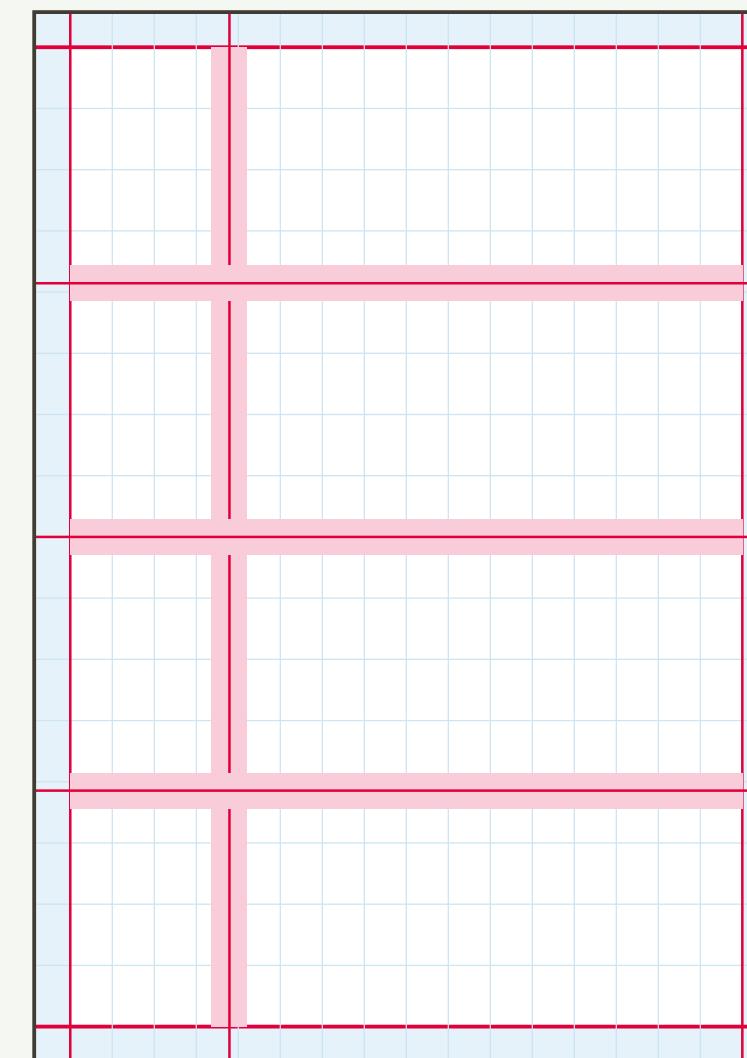
Column with margin



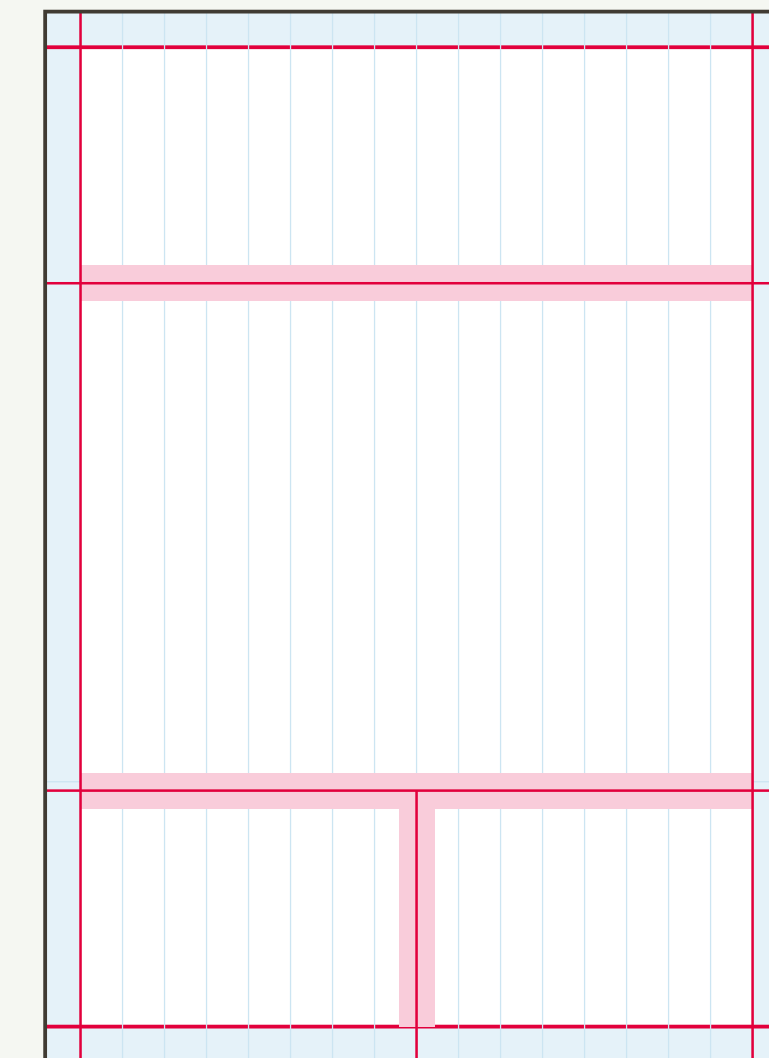
Column with margin



Column with margin



Column with margin

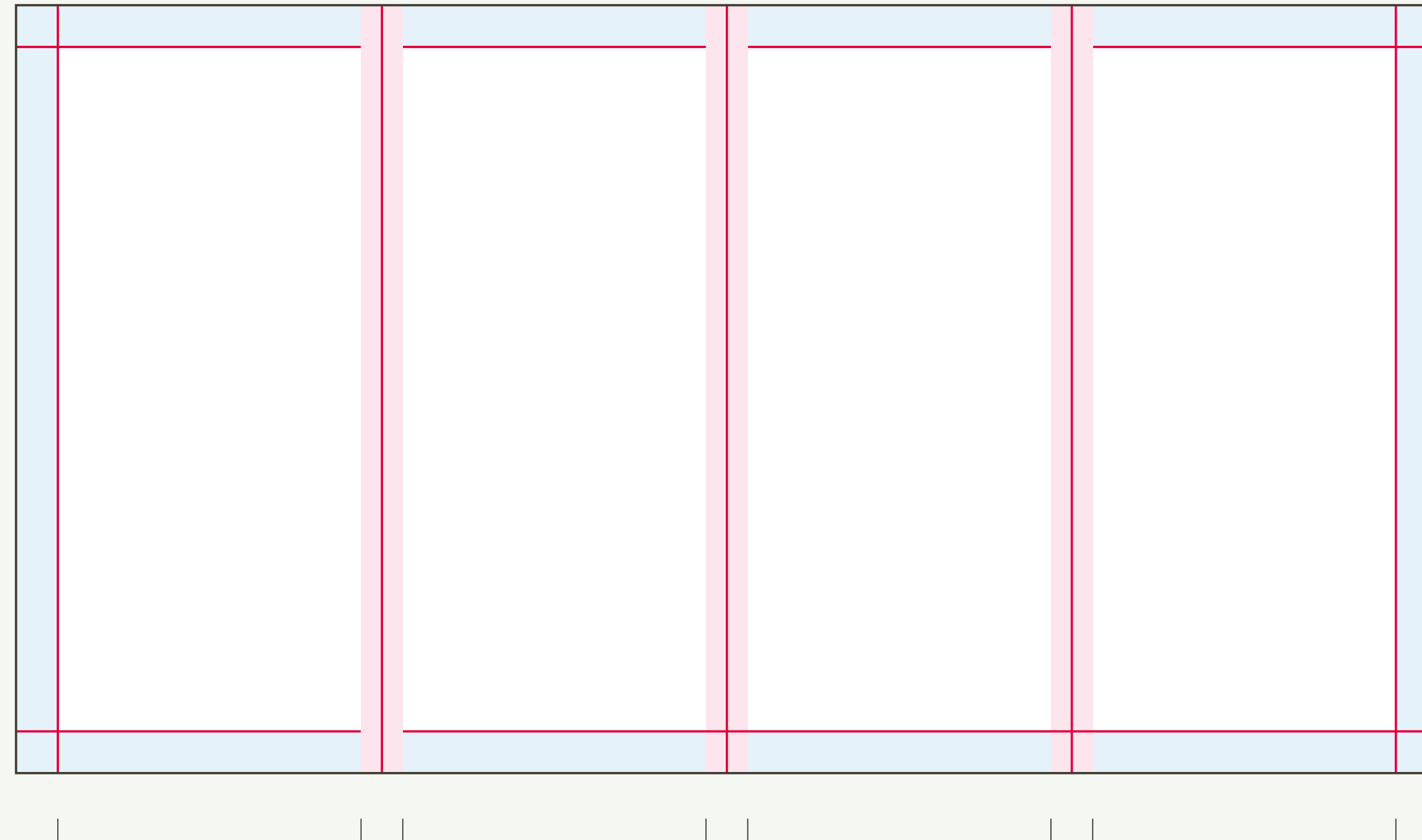


Column with margin

# Gutters

Add gutters to columns and rows when additional space is needed to separate content. When using gutters, always align type to the gutters rather than the canvas divisions. Columns and rows must always remain equal.

Content and format dictate the which layout to use.



Distribute gutters evenly to achieve equal columns and rows.

Always divide the live area to ensure equal column and row widths.  
Never divide from the canvas boundary when using a margin.

# Iconography



Inspired by growth

Our icons are functional, simple and bold

Focus on capturing the essence, action or object

# Main Icons

Secondary icons are used for print & digital applications. The first set of secondary icons should always be used small.

Examples of applications for these icons include website navigation, or as icons used small on business cards and letterheads.

## Construction

The secondary icons are drawn on a 24x24px grid, within a circle with a 4px safe space. The safe space should always be adhered to, but it is acceptable to go over the safe space area (or not fill the entire area) if it improves the optical balance of the icon. A corner radius of 2px is used.



## Variations

Each icon has an outline and fill version. Filled versions work well at small sizes while the outlined version works better in signage and marketing.



# Buttons

Buttons can be used to provide the user with a choice of actions and assign a clear hierarchy to these choices.

Buttons can be in the form of icons, font (HK Nova Regular) or a combination of the two.

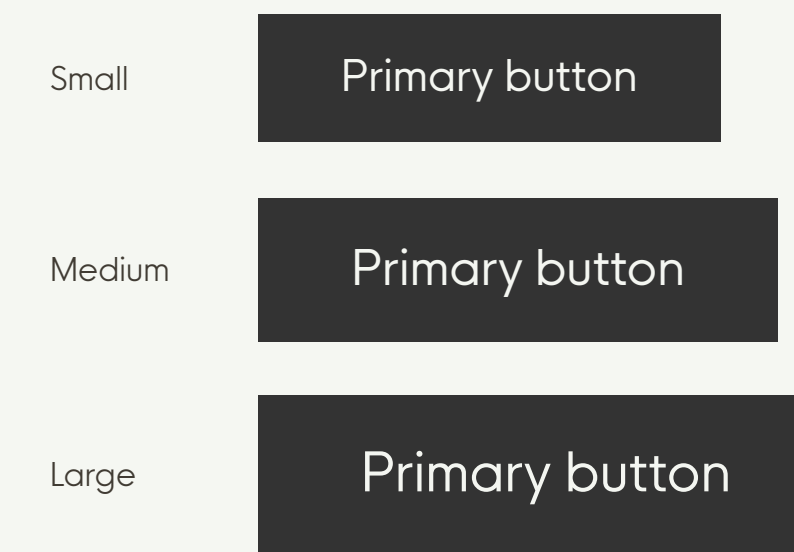
## Button sizes

The size of the button's font is adapted to the viewport width. The size of the button depends on the button's font size.

- Small buttons use a font size of 16 px, e.g. for use on a smartphone.
- Medium sized buttons use a font size of 18 px, e.g. for use on a tablet.
- Large buttons use a font size of 20 px, e.g. for use on a website rendered at full width, on a laptop or desktop computer.

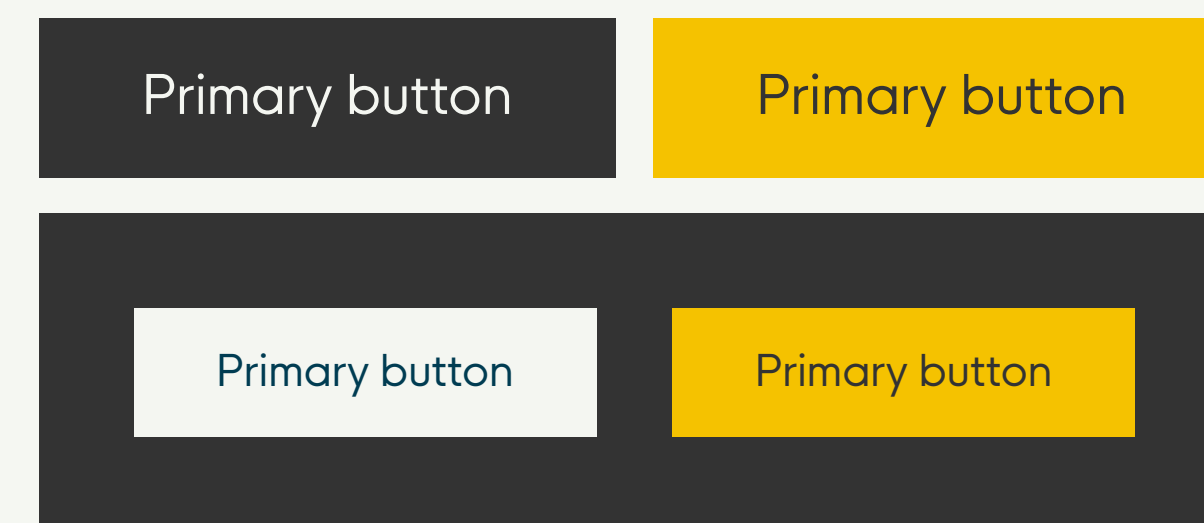
The minimum width of the button is calculated by adding a padding 2x the font size on either side of the button's text. For example, if the font size is 16px, a total of 32 pixels padding is added on both sides of the text.

The height of the button is calculated by adding a padding the size of the button's font, to the top and to the bottom of the button.



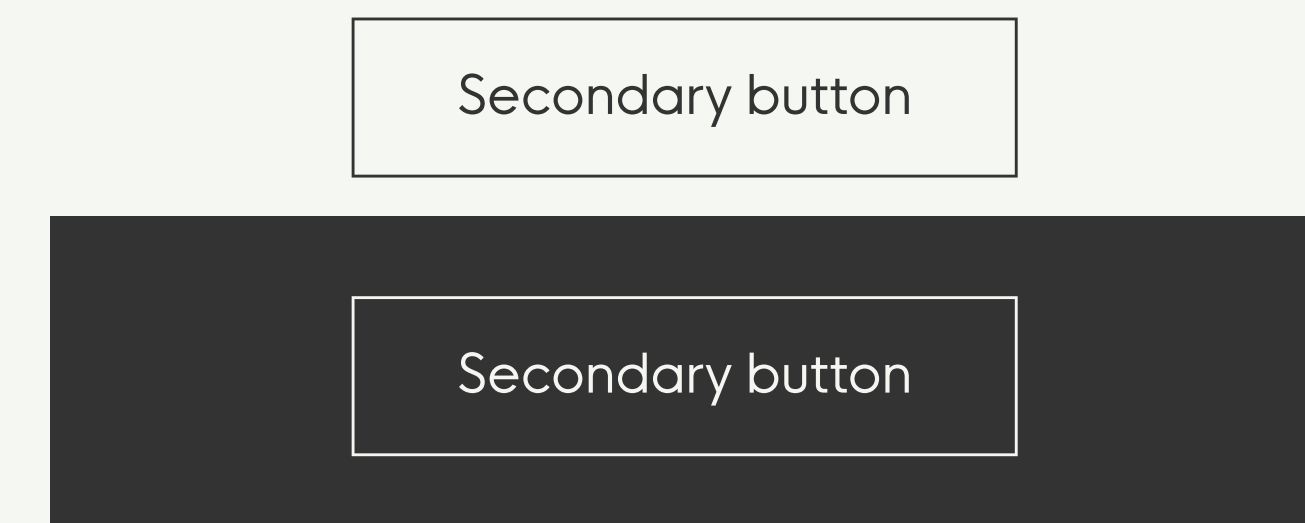
## Primary buttons

The primary button is used for the most important action on a page. The button is either in the colour of Motion Blue or Red Ahead on lighter backgrounds, or NWHC White (for use on dark backgrounds).



## Secondary buttons

The secondary button with a thin outline is used for supporting actions on a page (less important actions than primary buttons). Motion Blue is used on light backgrounds and NWHC White on dark backgrounds.





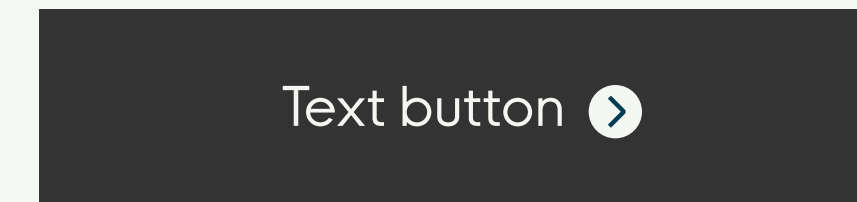
# Buttons

## Text buttons

Text buttons are used as call to actions. NWHC secondary icons are used in combination with the text. The icon is the same width and height as the font size. The padding between the text and the icon is 50% of the font size.

On lighter backgrounds, the outlined icon is used. On dark backgrounds, the filled icon is used.

Text button 



## Stretched button (for mobile)

The stretched button is used on smaller viewports, like on mobile. The button uses a 100% width, and stretches to the edge of the website or app's page container.

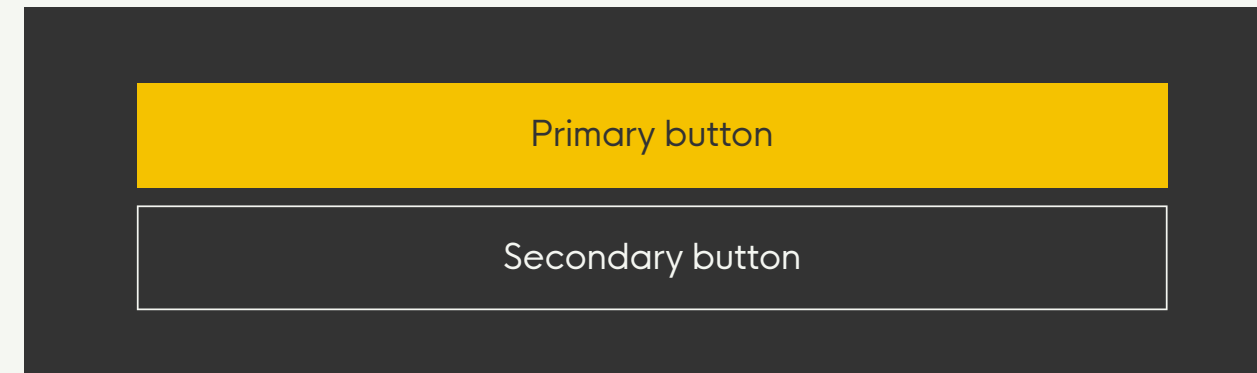
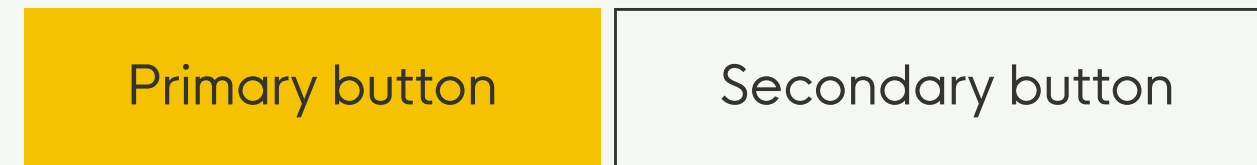


# Button groupings

Buttons can be grouped together to offer several actions alongside each other. Bear in mind that the number of buttons should be easy for the user to grasp. A single, important action can be emphasized by using a primary button.

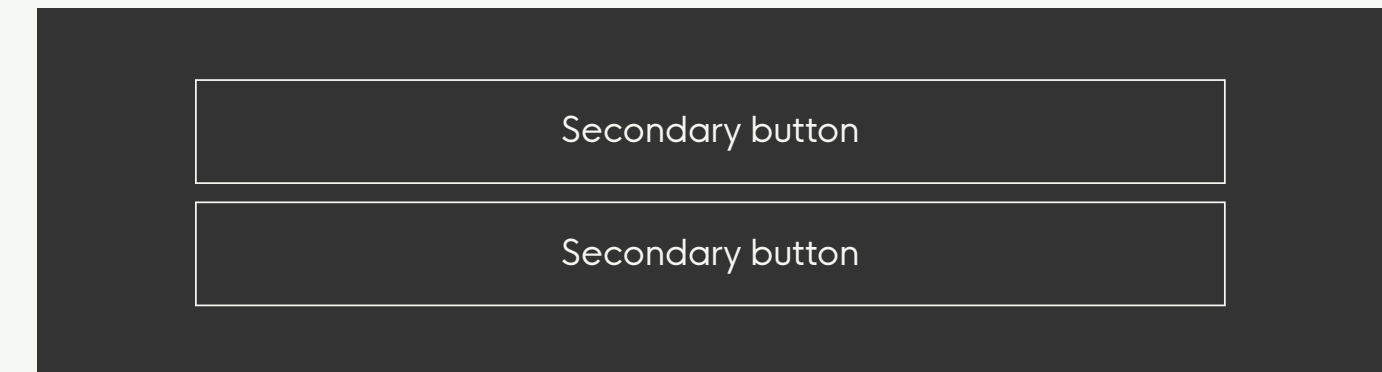
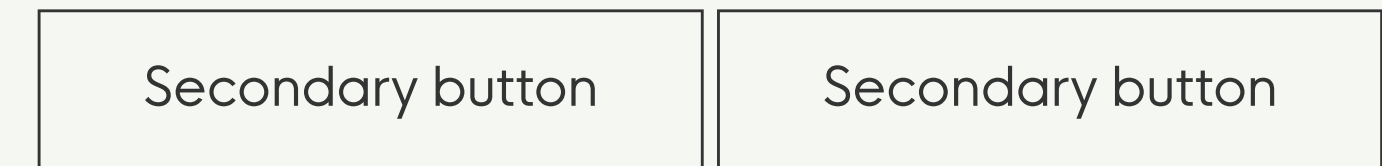
## Primary and secondary button group

Primary and secondary buttons can be used together. The primary button is used for the most important action. A padding of 0.25em is used between buttons (one quarter of the button font size) when the buttons are next to each other. A padding of 0.5em is used when buttons are stacked (on smaller viewports, like on mobile).



## Secondary button group

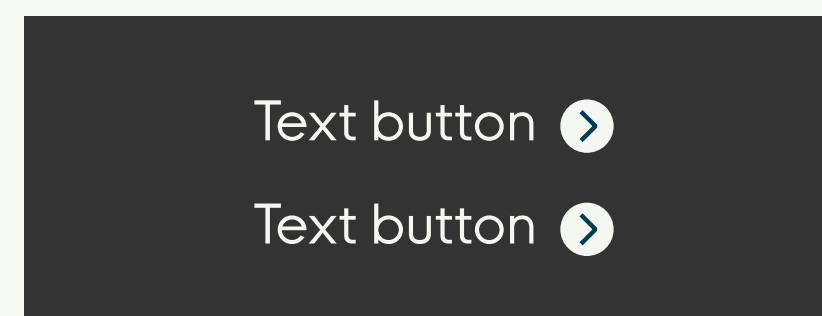
If both actions carry the same importance, two secondary icons can be placed next to each other. A padding of 0.25em is used between buttons (one quarter of the button font size) when the buttons are next to each other. A padding of 0.5em is used when buttons are stacked (on smaller viewports, like on mobile).



## Text button group

Text buttons can be used next to each other. A padding of 1.5em of the icon's size is used between text buttons. On smaller viewports like mobile, text buttons can be stacked, with a padding the same size as the icon between buttons.

Text button ▶ Text button ▶



## Button applications

The following serve as examples of how buttons can be applied with text on various media, e.g. websites, apps, etc.

Heading here  
Subheading here

This is the body copy with an important action, so a primary button is used.

Primary button

Heading here  
Subheading here

This is body copy with a call to action in the form of a text button.

Text button ↗

Heading here  
Subheading here

This is an example of stacked stretched buttons on a small viewport.

Primary button

Secondary button

Heading here  
Subheading here

This is body copy with call to actions in the form of system icons.

# Infographic/layout elements



Inspired by growth

Simple and informative

Minimalistic

# The NWHC focus point

The NWHC Icon is used in layouts to put emphasis on certain important sections in a document.

## Application

The Icon is always used with headings or headings with subheadings, and never in body copy as bulleted lists.

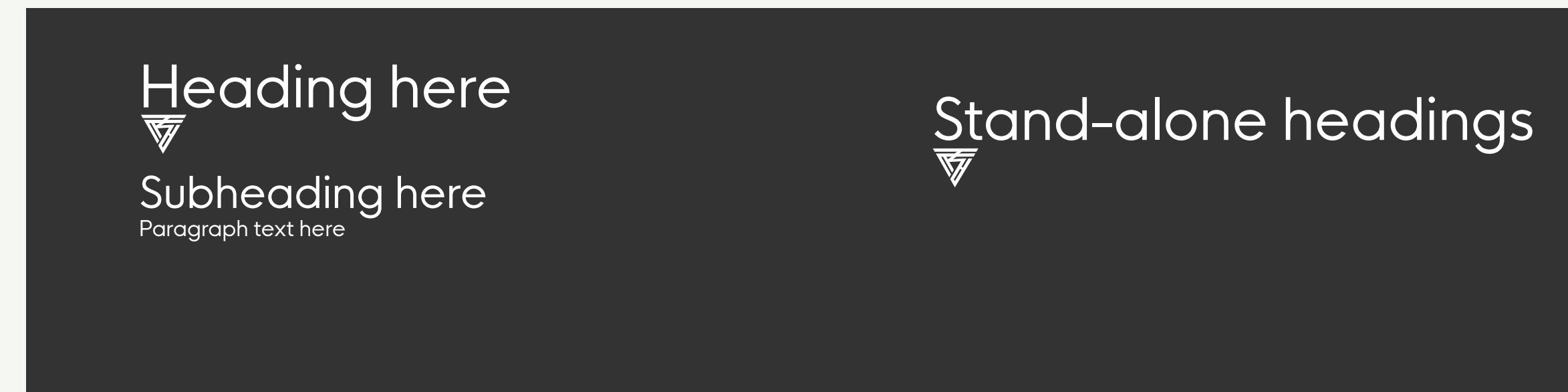
Heading here



Subheading here

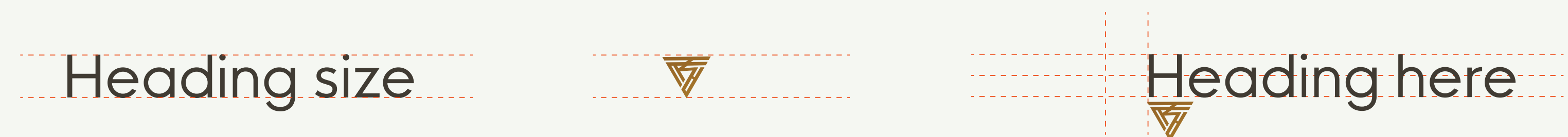
Paragraph text here

Stand-alone headings



## Construction

The size of the Icon is calculated using the heading it supports. The Icon is 3x the height of the heading, and the corner of the right triangle should point to the center of the heading.



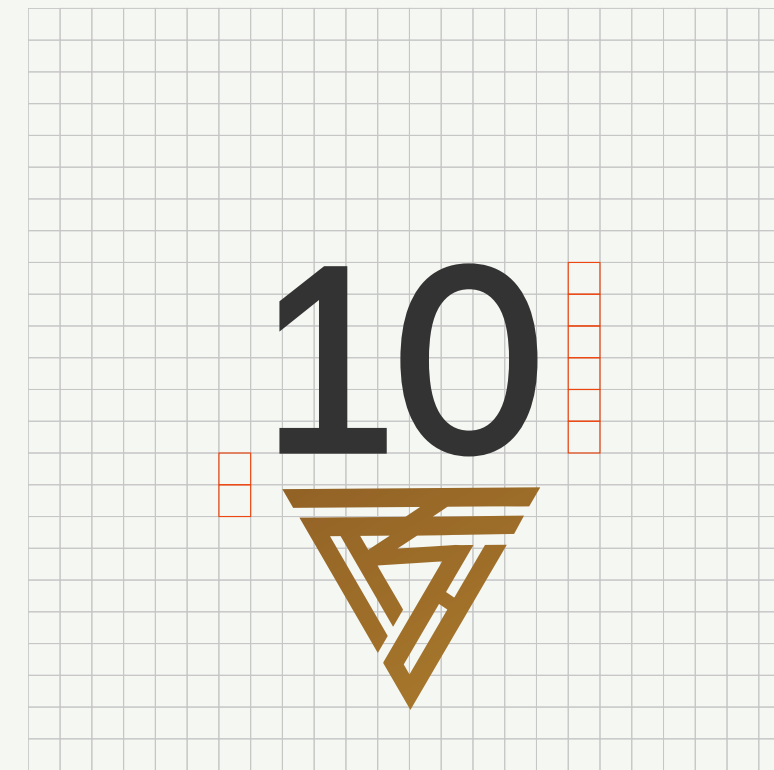
# Number elements

Numbers can be used as percentage elements in financial reports, allocated to steps of a process, to list a number of important items, numbering in indexes, infographics, and as page numbers.

## Stand-alone numbers

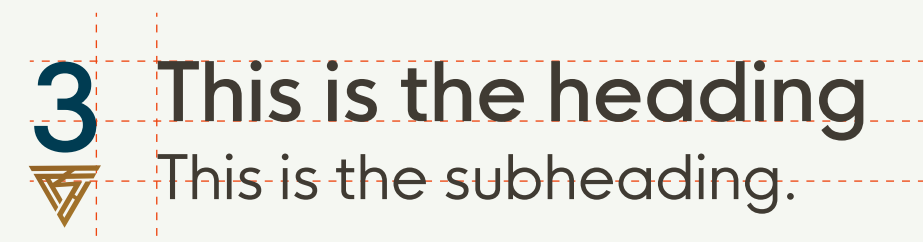
All number elements should be drawn on a 24x24px frame. The number is always Motion Blue on light backgrounds, NWHC White on dark backgrounds, and the underscore always Red Ahead.

The number is the same font weight as the heading.

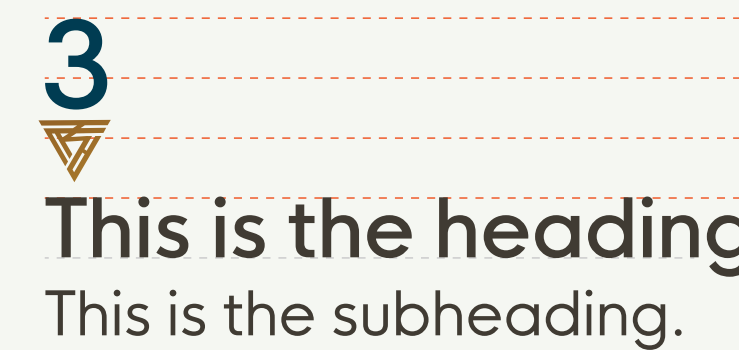


## Applications

These numbered elements should only be used when listing or showcasing important processes in a document, and used with headings and subheadings, and does not apply to body copy.



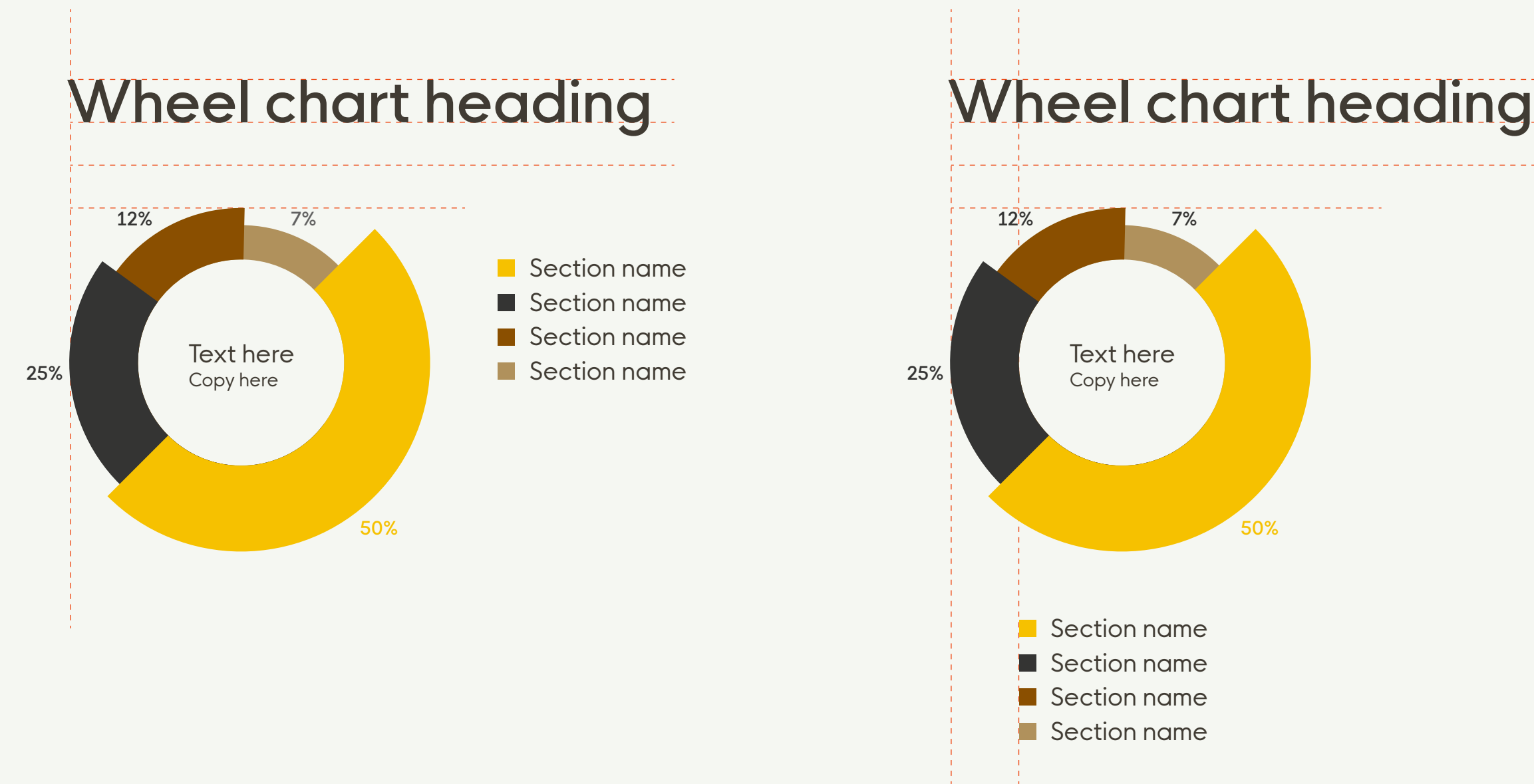
The number element's sizing and spacing is created from the heading next to it. It's 2x the height of the heading, with a padding the size of 1x the height of the heading.



The number element should always be left aligned to the heading when used like this.

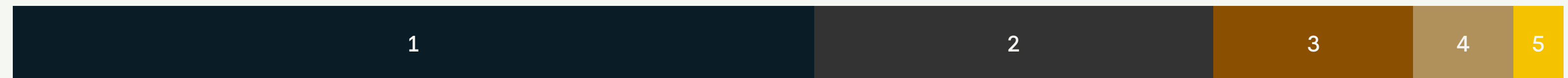
# Wheel charts - applications

The wheel chart can be used at any size required in a layout, with 2x the height of the heading as padding between the heading and the chart. Wheel charts should always be displayed on light backgrounds where possible.



## Colour hierarchy

The following colour hierarchy is used when allocating colours to a wheel chart.





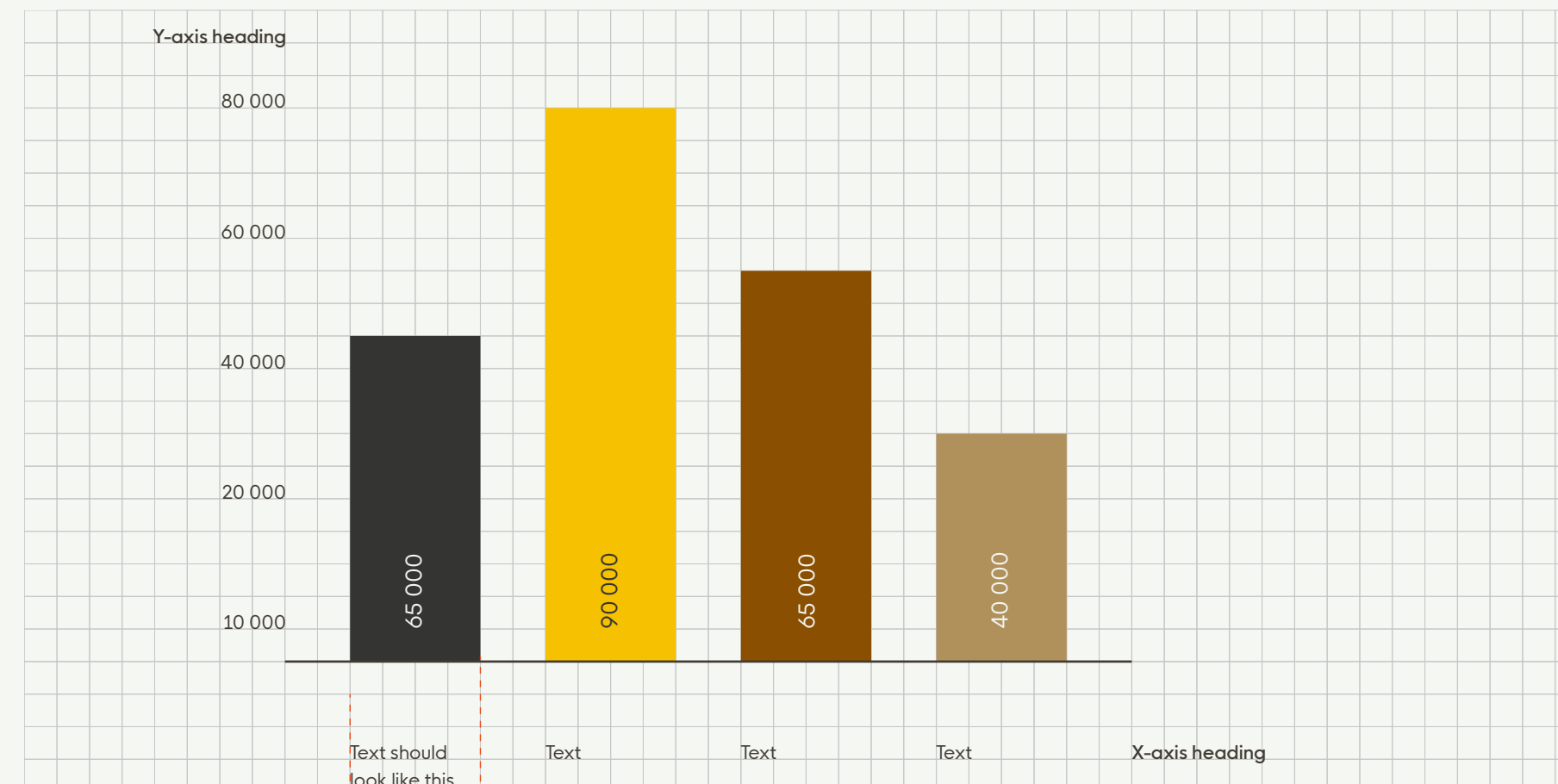
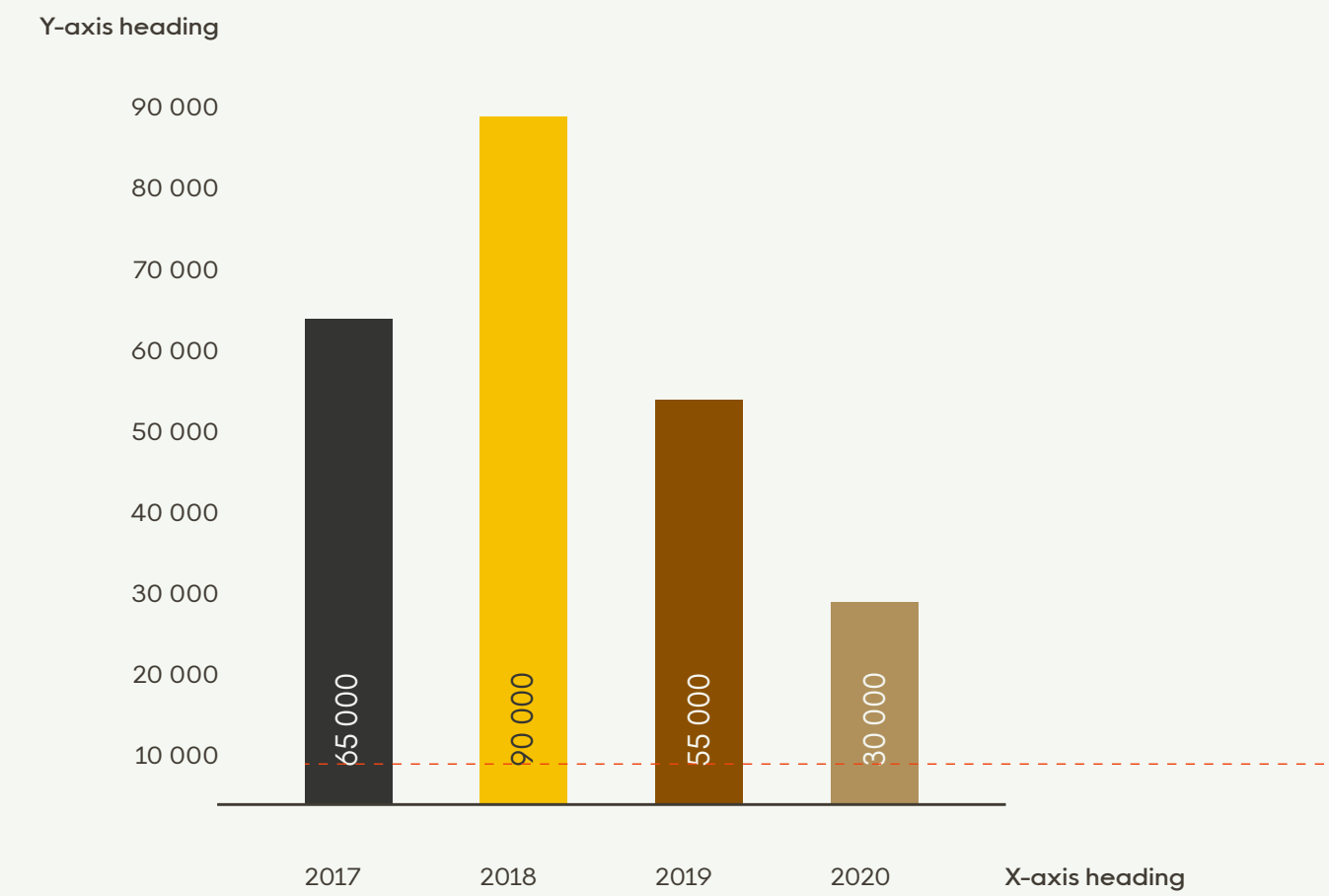
# Bar graphs

Bar graphs are used to communicate data or statistics in a simple and informative manner.

The largest section of a bar graph is always Red Ahead.

## Construction

All bar graphs should be drawn on a 48x24px frame. The copy used in the bar graph should be 25% smaller than the document's body copy. The x-axis line is 1/8th of the copy in the bar graph, for example, if the body copy is 8px, the line would be 1px thick

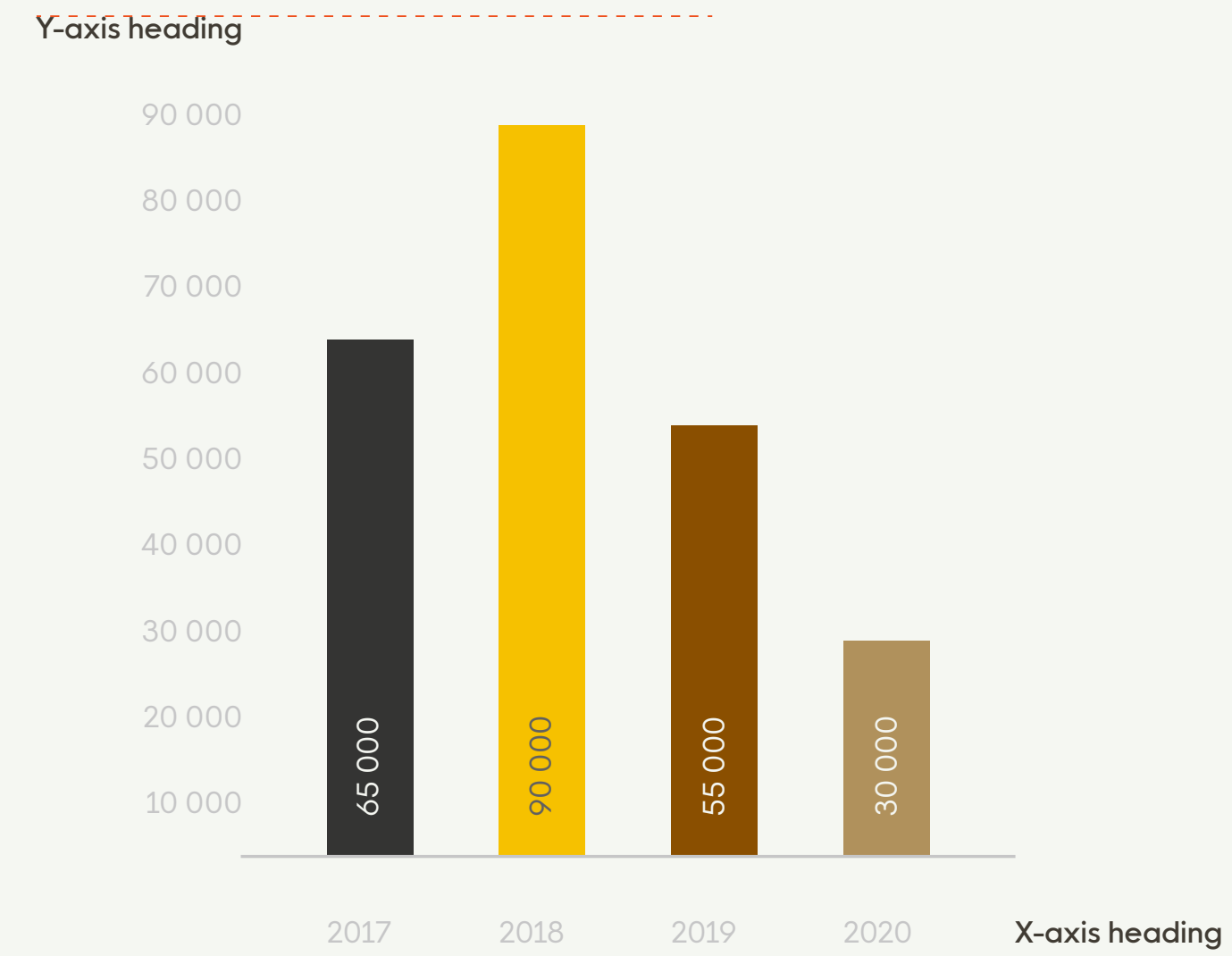


Bar graphs with thicker bars can also be used if more text is required in the x-axis. A bar of 4px wide is used, with 1px slants top right and bottom left.

# Bar graphs - applications

A bar graph can be any size in a layout, with a padding of 2x the height of the heading above it. Bar graphs should always be displayed on light backgrounds where possible.

## Bar graph heading



## Colour hierarchy

The following colour hierarchy is used when allocating colours to a bar graph.



# Tables

Tables are designed with minimalism in mind, to convey information in a simple, yet effective manner.

## Applications

The column headings are all separated using a line, or contained within a solid colour bar of either Red Ahead or Motion Blue.

The lines of a table should always be a shade or two darker than the background, striking and dark colours should not be used. The only exception is the line underneath the column heading, which is the same colour as the headings.

A column or row can also be highlighted using a colour a shade darker than the background of the page, referencing the NWHC colour palette.

When tables are used on dark backgrounds, the line table is used with NWHC White lines and copy.

|             | Column heading | Column heading | Column heading | Column heading |
|-------------|----------------|----------------|----------------|----------------|
| Row heading | Value here     | Value here     | Value here     | Value here     |
| Row heading | Value here     | Value here     | Value here     | Value here     |

|             | Column heading | Column heading | Column heading | Column heading |
|-------------|----------------|----------------|----------------|----------------|
| Row heading | Value here     | Value here     | Value here     | Value here     |
| Row heading | Value here     | Value here     | Value here     | Value here     |

|             | Column heading | Column heading | Column heading | Column heading |
|-------------|----------------|----------------|----------------|----------------|
| Row heading | Value here     | Value here     | Value here     | Value here     |
| Row heading | Value here     | Value here     | Value here     | Value here     |

When a row is highlighted, row lines for that specific row should be removed.

# Tables - construction

Tables are designed with minimalism in mind, to convey information in a simple, yet effective manner.

## Construction of tables with a colour bar

Text in tables is always the same size as the rest of the page's body copy. Column and row headings use a medium font weight, while the rest of the information in the table use a regular font weight.

The table has a padding of 2x the height of it's heading between the table and the heading.

### Table Heading

|             | Column heading | Column heading | Column heading | Column heading |
|-------------|----------------|----------------|----------------|----------------|
| Row heading | Value here     | Value here     | Value here     | Value here     |
| Row heading | Value here     | Value here     | Value here     | Value here     |

## Construction of tables with line separators

The column headings are all separated using a line with a thickness of 1/8th the font size of the column heading. If, for example, the column headings are 16px, then the line would be 2px thick. The rest of the lines in the table are 1/2 the size of the thicker lines, which would be 1px thick, for example.

|             | Column heading | Column heading | Column heading |
|-------------|----------------|----------------|----------------|
| Row heading | Value here     | Value here     | Value here     |
| Category 1  | Value here     | Value here     | Value here     |
| Category 2  | Value here     | Value here     | Value here     |
| Category 2  | Value here     | Value here     | Value here     |

# Photography and imagery



It's about growth

Natural environments, honest moments

Minimalism. Keep compositions open



# Video Playback

On websites and social media, our videos always carry the theme and colour scheme.





## “Head-in” photos

Imagery featuring faces of people will be used to convey emotion, expression and personality.

Only photos showcasing NWHC staff members should be used. Photos of clients should be avoided where possible.





## The finishing touch of luxury

Together with the layer of motion in the imagery, a 3D feel created by the lighting, a third layer will be added to give the NWHC imagery that larger than life and majestic feel.

Using cinematic tones in the treatment of the imagery as the final layer, gives the images that film look and contrast. The final touch to finish the look. This final treatment can be applied on any photo, old and new.



Treated



Untreated



Treated



Untreated



# Visual language



Simplistic

Inspired by the NWHC Icons

Less is more

# Roll up banners

This page showcases examples of application the NWHC on roll up banners. The roll up banners were created by applying the previously mentioned design devices to be both versatile in function and striking in appearance.

**VISION**  
To be the preferred world-class provider of affordable, integrated and sustainable quality housing solutions through "smart" partnership

**MISSION**

- To deliver a unique and superior customer experience
- To plan and promote integrated and sustainable housing solution
- Ensure quality service delivery through cooperation and good governance
- To empower our employees to be competent in providing housing solution

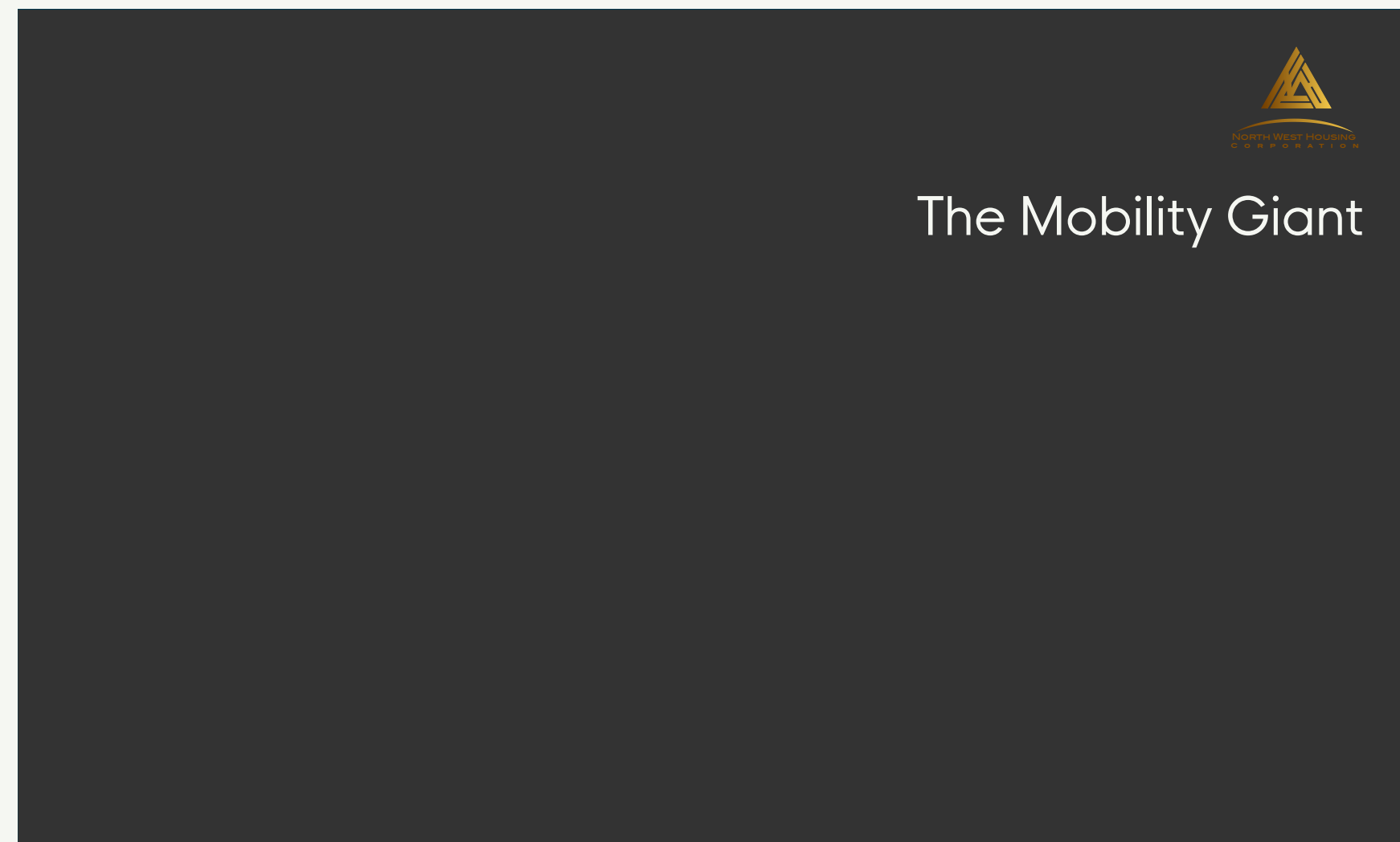
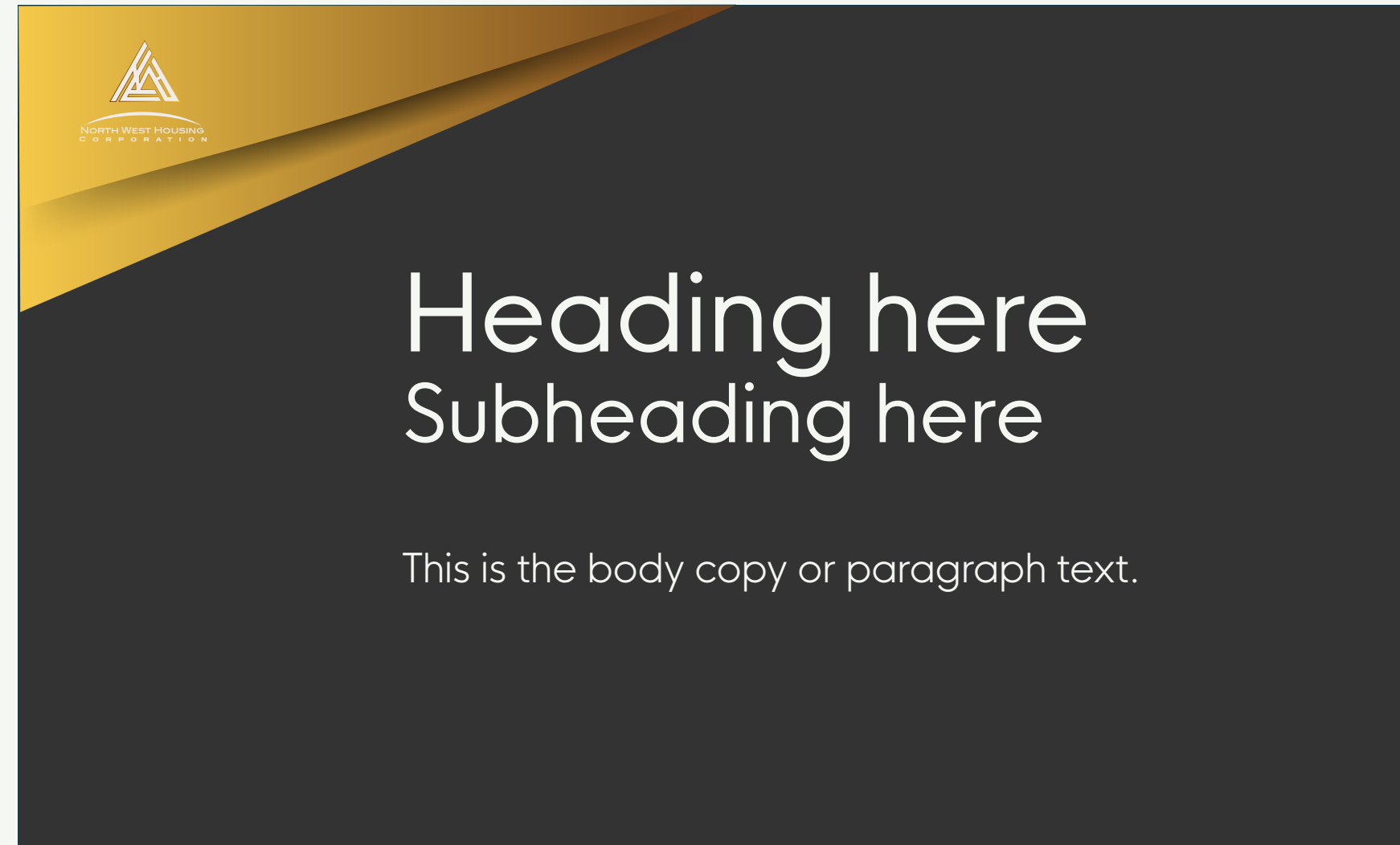
@legaelabathoo @legaelabatho 063 704-2038  
www.nwhc.co.za

**We build dreams**

@legaelabathoo @legaelabatho 063 704-2038  
www.nwhc.co.za

## Banner walls

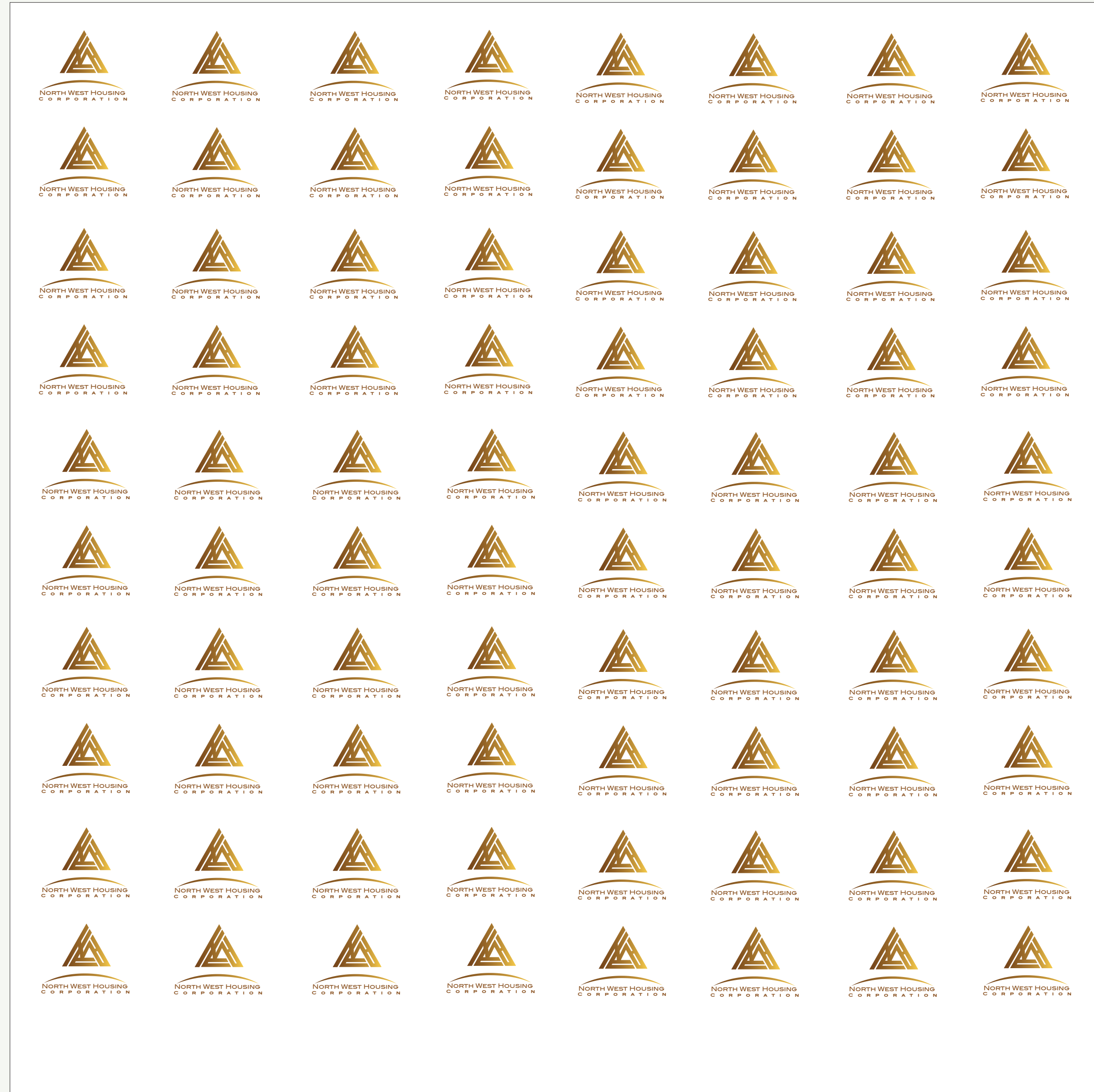
These banner walls use the NWHC design devices to create a sophisticated marketing tool that is distinctly recognizable as NWHC.



# Backdrops

These banner walls and roll up banners use the NWHC logo to create a simple backdrop that is distinctly recognizable as NWHC .

These designs should only be used as backdrops.



# Corporate Stationery



Modern & simplistic

Open compositions

Less is more



# Letterheads & Powerpoint

All NWHC A4 letterheads and Powerpoint follow a predetermined structure that controls the layout, positioning and sizing of the identities, body copy and footer.

The NWHC grid should be used to determine margins within the layout.



Letterhead



Powerpoint cover



Powerpoint Back Cover

# Business cards

All NWHC business cards follow a predetermined structure that controls the layout, positioning and sizing of the identities and contact details.

There are two options for business cards: the regular business card for general use, and an "Elite business card" reserved only for directors and members of the board.

The NWHC grid should be used to determine margins within the layout.



Front

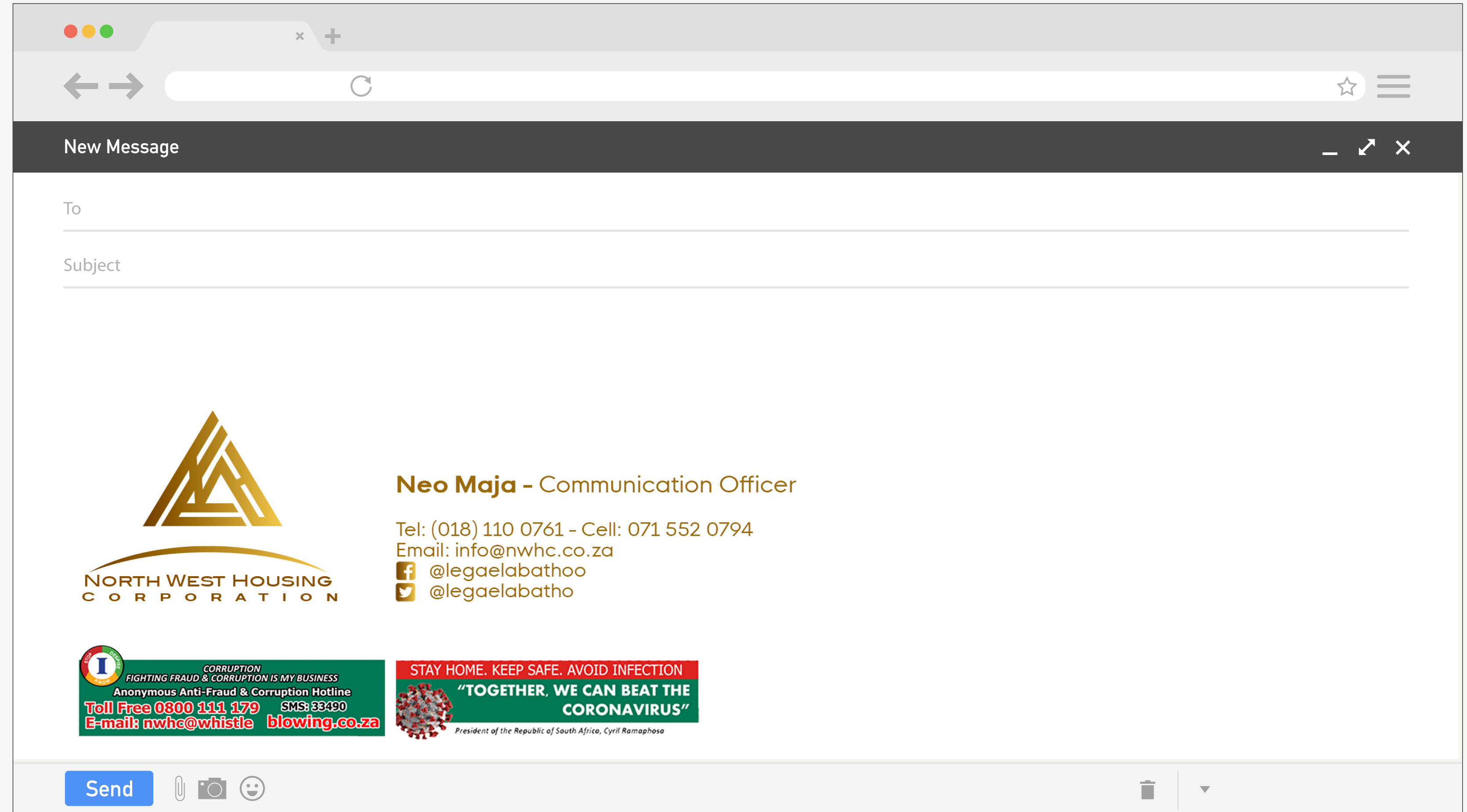


Back



# Email signatures

All NWHC email signatures follow a predetermined structure that controls the layout, positioning and sizing of the identities, contact details and additional elements.





# Brochures

An example of a brochure's cover design.

The NWHC grid should be used to determine margins within the layout.



# Folders

All NWHC folders follow a predetermined structure that controls the layout, positioning and sizing of the identities and additional elements.

The NWHC grid should be used to determine margins within the layout.





# Promotional items

This page illustrates examples of how the NWHC brand can be applied onto various promotional items.



## Promotional items cont...

This page illustrates examples of how the NWHC brand can be applied onto various promotional items.



Covid 19



Safety first

# Covid 19

This page illustrates examples of how the NWHC brand can be applied onto various awareness branding material. Covid 19 awareness drive to cover your face according to the government regulations of using a 3 layered mask and Posters.





# Covid 19

Branding

**NORTH WEST HOUSING CORPORATION**

## Guide to getting a COVID-19 vaccine.

- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit.

For more information  
[www.websitename.com](http://www.websitename.com)

**NORTH WEST HOUSING CORPORATION**

### Why do you have to get vaccinated?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

COVID-19 Vaccine

**NORTH WEST HOUSING CORPORATION**

### Get the vaccine to save lives.

**NORTH WEST HOUSING CORPORATION**

### Protect yourself. Protect others.

**NORTH WEST HOUSING CORPORATION**

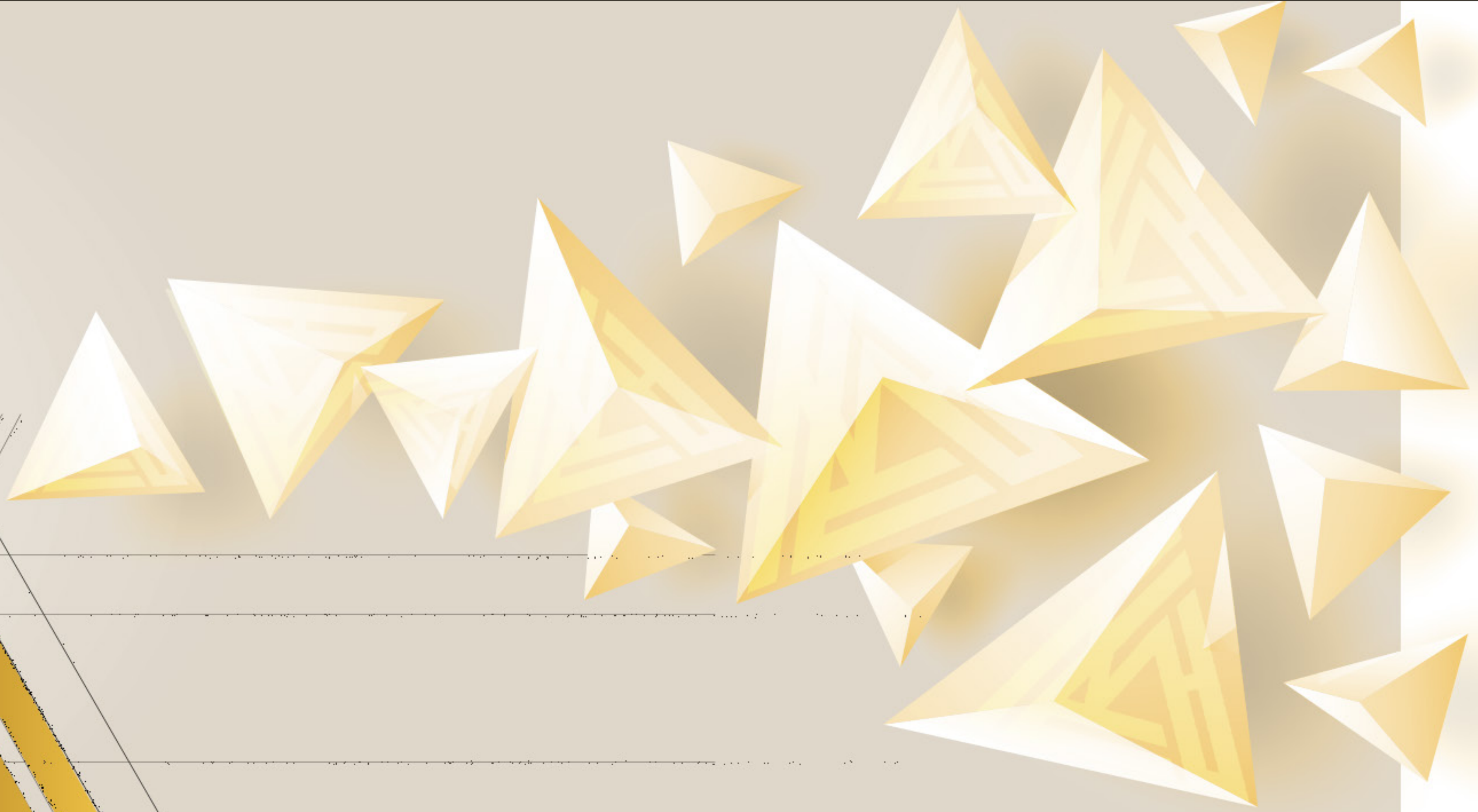
### All about COVID-19 vaccine.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

For more information  
[www.websitename.com](http://www.websitename.com)

Posters and Flyer designs in vector format attached.





**NORTH WEST HOUSING**  
**C O R P O R A T I O N**

