

An architectural rendering of a modern residential development. The scene features a courtyard with a paved path, grass, and several trees. People are shown walking and playing in the courtyard. The buildings are multi-story with balconies and large windows. The overall atmosphere is bright and modern.

HACKNEY SALES

Visual identity

 Hackney

What is Hackney Sales?

Hackney Sales is the property sales and marketing specialist for Hackney Council. We offer brand new homes for shared ownership and outright sale built through the Council's ambitious house building programme.

With little government funding for social housing and increasing demand for our services, building homes for outright sale is the only way of paying for these.

Rather than selling our land, that means re-purposing underused car parks and garages to build new Council homes, demolishing old properties uneconomical to repair and providing new homes alongside schools, leisure centres and community spaces to make the most of the land we have available.

Hackney Sales' in-house team markets these properties to local buyers first, and all income is reinvested into building new social housing.

The types of home we market are:

- shared ownership homes for first-time buyers
- homes for outright sale and some market rent homes
- Living Rent

Shared Ownership

Aimed at first-time buyers struggling to get onto the housing ladder. Residents buy a share in a new home that they can afford, and pay a subsidised rent for the remaining share to the Council. Overall costs are generally lower than renting from a private landlord, and the homes are all managed by the Council

Outright Sale

Homes sold at market value to fund social housing.

Living Rent

Living rent is a new type of genuinely affordable housing for people on middle incomes that wouldn't normally qualify for social housing.

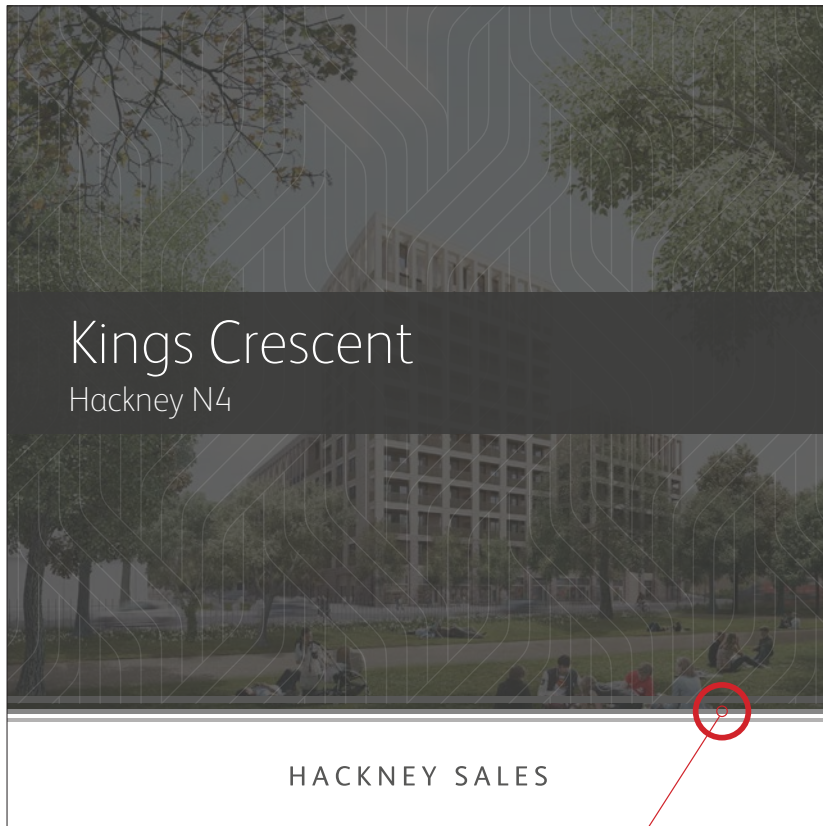
Homes are aimed at private renters who are struggling to save for a deposit and want to build up savings to buy a home.

These are prioritised for people living and working in Hackney, aimed at private renters who can face high rents and inconsistent standards in the private rented sector.

These will be subsidised by letting some homes at market rents.

Hackney Sales Identity

The Hackney Sales identity works alongside our other ventures (Hackney Venues), Hackney Recruitment (*Find Yourself in Hackney*) and Hackney Education all utilising the grey supergraphic from the Hackney brand.

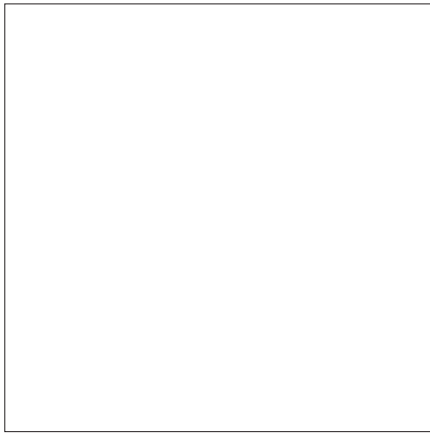


Supergraphic masks an image with the centre stripe.

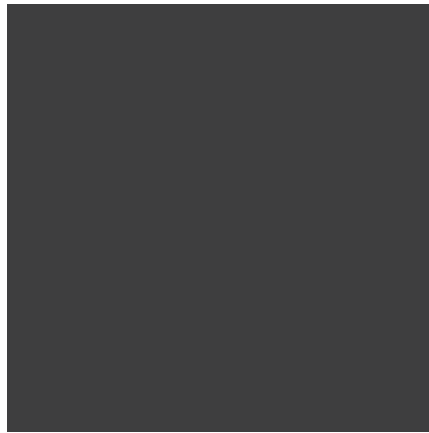
Supergraphic

- The Hackney Sales identity is subtle, and located at the bottom of the page under the grey supergraphic. The Hackney Council logo appears on the back of all materials along with the date of publication and production number.
- When using the supergraphic to frame an image, that image must meet the supergraphic at the middle of the three stripes meaning one of the stripes overlaps the image (*see detail below left*). The overlapping stripe can either be the thinnest or the thickest of the three stripes.
- The layout is reminiscent of Hackney Venues, but different; as it utilises additional elements to reflect the commercial nature of business (see following pages to see how additional elements are incorporated).
- The development name will always appear in the central strip, and will always (in most cases) reflect the existing estate rather than introduce a commercial scheme with no link to the existing place.

Hackney Sales visual elements



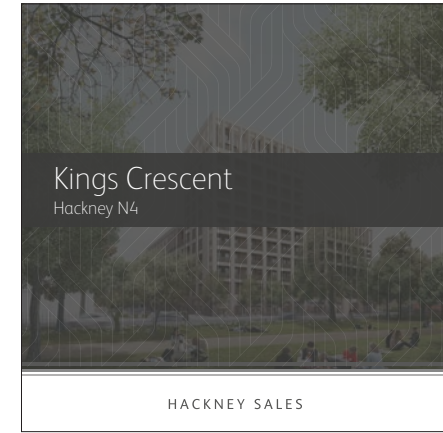
Square format (printed materials)



90% black



Colour photography



Hackney Sales name and supergraphic placement at the bottom of the page.

Brochure structure



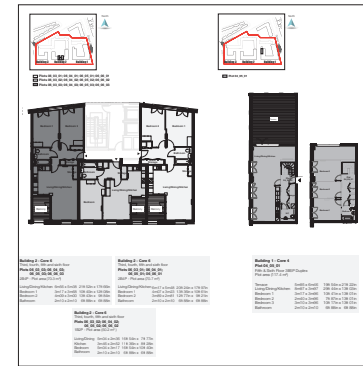
Vision:
To explain the wider programme and its deliverables



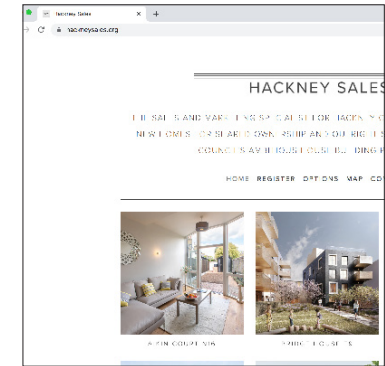
Place:
Hackney the borough, and the actual neighbourhood where the development is located.



Property:
The specific development floorplans.



Tech Specs:
Building materials, sustainability, finish details.



Contact:
How to register interest.

Hackney Sales Colour Palette *(example colour palette)*

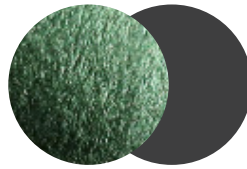
Expanding the Hackney Sales colour palette on the use of hoardings and brochures will enable each development site to be easily identified, whilst still maintaining a sense of exclusivity and in-keeping with the corporate colour palette.



AKIN COURT
Copper Bronze



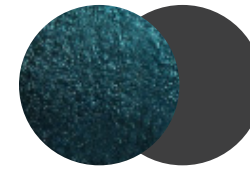
BRIDGE HOUSE E9
Gunmetal



ST. LEONARD'S
COURT N1
Pale Green



COLVILLE N1
Silver



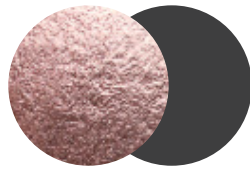
FRAMPTON PARK E9
Turquoise



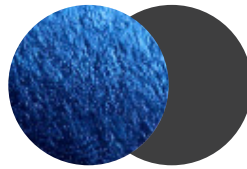
LYTTELTON HOUSE E9
Pale Bronze



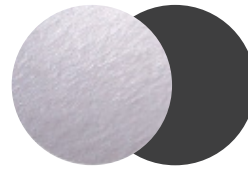
MANDEVILLE STREET E5
Royal Gold



TOWER COURT E5
Rose Gold



NIGHTINGALE E5
Navy Blue




MARIAN COURT E9
Matt Silver



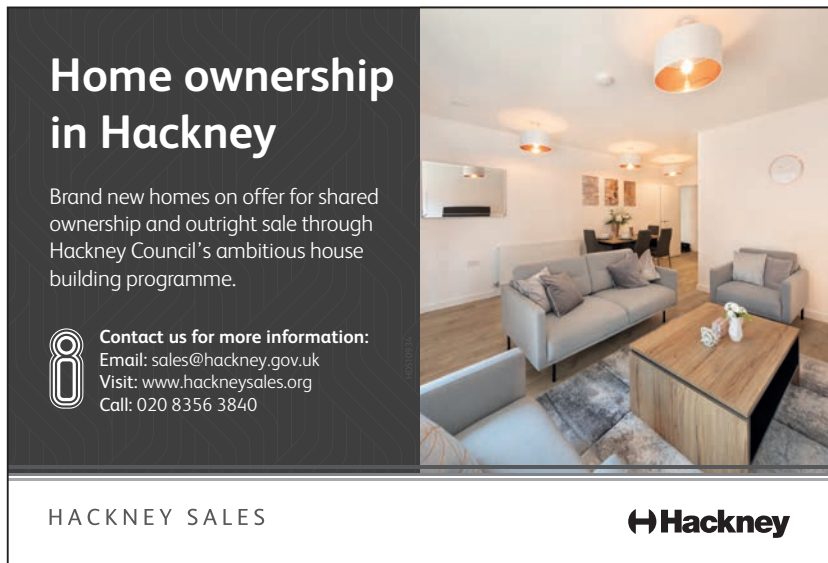
PEDRO STREET E5
Pale Pink



KINGS CRESCENT N4
Royal Matt Gold

 How the various colours match with the Hackney Sales colour palette.

Printed materials and additional elements




Home ownership in Hackney

Brand new homes on offer for shared ownership and outright sale through Hackney Council's ambitious house building programme.

Contact us for more information:
Email: sales@hackney.gov.uk
Visit: www.hackneysales.org
Call: 020 8356 3840

HACKNEY SALES



Standard advert

Can be placed and resized for placement in newspapers and other printed materials.

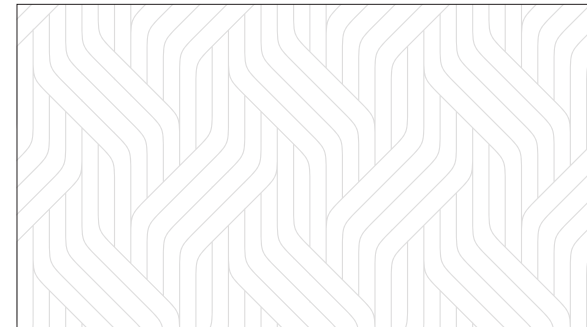
The following elements must always appear in an advert:

- Hackney Sales logo
- Hackney Council logo
- Supergraphic
- Additional pattern (optional) – depend on the amount of text that will appear
- Information icon



Kings Crescent
Hackney N4

HACKNEY SALES



Additional pattern 'Wovenlink'

Used to enhance the element of quality and comfort.
The pattern is only to be used on printed materials, online and various advertising channels (not for use on hoardings).

Online and social media

East London and The City on your doorstep

2 bedroom apartments for shared ownership with 25% shares starting from £167,500*

Contact us for more information:
020 8356 3842
sales@hackney.gov.uk
www.hackneysales.org

- 10 minute walk to both Old Street Station and Hoxton Overground
- Communal roof terrace and shared gardens
- South facing balconies available
- Due for completion November 2019

Hackney

HTML newsletter

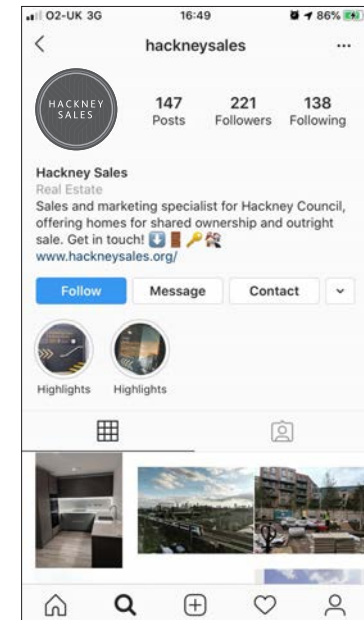


Options for Twitter and Instagram icons.

The darker icon has more presence when used on Instagram.



Twitter page



Instagram page



Web banner options



Three bedroom townhouses with private garden and terrace.

Register your interest and find out more:
hackneysales.org sales@hackney.gov.uk

Hackney NHBC

Web banner option 1 – (2 column design) option to show more property space

HTML pixel dimensions (w) 960 x (h)150px



Three bedroom townhouses with private garden and terrace.

Register your interest and find out more:
hackneysales.org sales@hackney.gov.uk

Hackney NHBC

St Leonards

Hackney N1

- 10 minute walk to both Old Street Station and Hoxton Overground
- Communal roof terrace and shared gardens

Web banner option 2 – (3 column flexible design) option to show more information regarding the property

HTML pixel dimensions (w) 960 x (h)150px

Outdoor hoarding

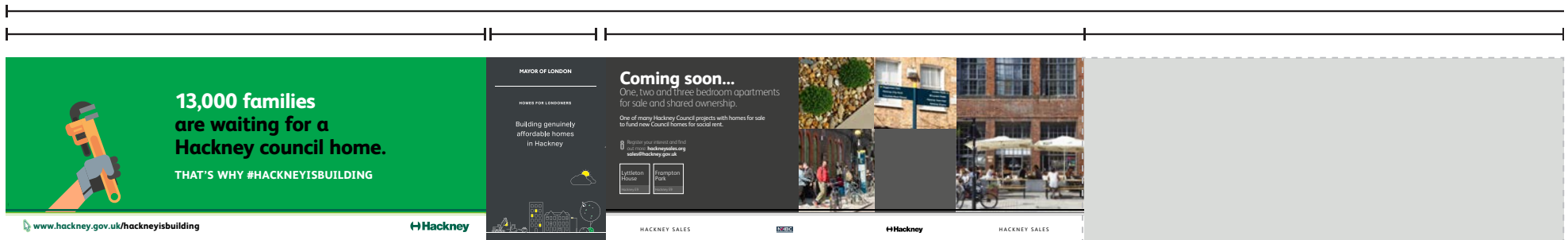
There are different types of site hoarding and different ways of applying graphics. Two types of graphic application are suitable for this type of hoarding: vinyl and Di Bond. For other types of hoardings, such as herras fencing, banners or netting, speak to the Design Team.

The design of the hoardings has been designed with flexibility in mind and can therefore be adapted to sit comfortably with campaigns, partner colourways and logos.

Partners will need to feel comfortable that their brands will be able to work alongside the hoarding graphics. This can be achieved by showing them how the graphics offer a dedicated space to partner promotion, phone numbers, web addresses and showing images of partner hoardings sitting comfortably alongside Hackney Council hoardings.

Logos

Logos should be aligned next to each other horizontally or vertically. The Hackney logo should always be present alongside the Hackney Sales logo and should be given equal emphasis. If key partner organisations to the council need to be credited on site hoardings, we need to ensure that their logos are used appropriately.



HIB HOARDINGS 1850 x 1200
(4 panels per single graphic)

GLA HOARDING 1850 x 1200
(1 Panel per single graphic)

HACKNEY SALES HOARDINGS 1850 x 1200
(4 panels per single graphic)

GAP

This example shows how Hackney Sales sits alongside the council campaign *Hackney is Building* alongside the Mayor of London panel.



Use of Hackney Sales and Hackney Lettings lockup

Hackney Sales



Print/social media when referring to Hackney Sales

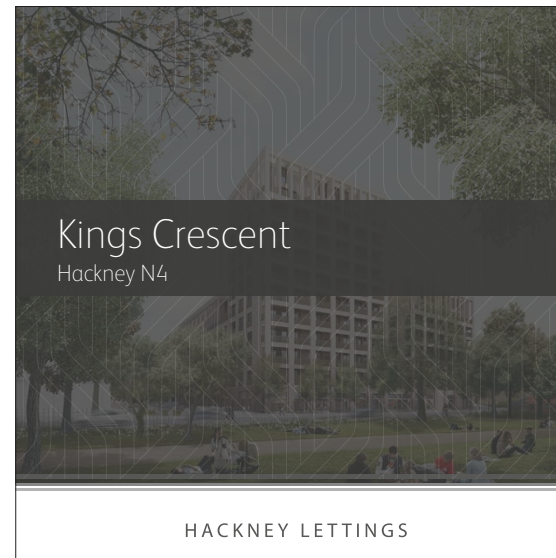


Print/social media when referring to Hackney Sales

Hackney Lettings



Print/social media when referring to Hackney Lettings



Typeface and Fonts

The Hackney Sales identity uses FS Albert which is the corporate font across all of its promotional material.

FS Albert is our primary typeface and should be used where available. In normal use the size should be no smaller than 11pt. Where FS Albert is not available, Arial should be used. Other typefaces may be used as a display font in campaigns and in communication materials.

Primary typeface – FS Albert

Used in all design and marketing materials.

On-screen/secondary typeface – Arial

Used when working in Word, Outlook, PowerPoint, for letters, on web pages and public notices.

Arial Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Accessibility and minimum font size

For greater accessibility, type should be a minimum of 12pt. 14pt minimum for publications for older people or people with a visual impairment.

FS Albert Thin

ABCDEFGH abcdefg 1234567890 @£&\$%

FS Albert Light

ABCDEFGH abcdefg 1234567890 @£&\$%

FS Albert Regular

ABCDEFGH abcdefg 1234567890 @£&\$%

FS Albert Bold

ABCDEFGH abcdefg 1234567890 @£&\$%

FS Albert Extra Bold

ABCDEFGH abcdefg 1234567890 @£&\$%

For any design queries please contact Hackney Design Team: designrequests@hackney.gov.uk

