

Housing Australia

Brand Toolkit

March 2023

Language and Tone

Our purpose

Our purpose is to improve housing outcomes for all Australians.

Our persona

Our corporate persona is one of ambition, collaboration, expertise, and accountability.

Our persona reflects the outlook and posture for communications. It is not the same as our tone of voice, or our values.

We are ambitious

We strive for excellence. We are led by our purpose, and we work towards big picture goals.

We are joiners

We facilitate collaboration across our stakeholders, to explore new and innovative solutions and ways of working.

We are experts

We are experts in what we do: providing finance, support and research to enable more social, market and affordable housing in Australia.

We are doers

We are driven by outcomes, and we get things done. We embrace change and opportunities to grow.

Our tone

Our overall tone of voice is professional.

When in doubt, choose language and tone that is:

- clear and direct
- neutral (i.e. relies on facts, not opinion-based, balanced)
- respectful (use inclusive language, don't speak down to people)
- appropriate (not overly formal nor informal)

All content should educate, guide, speak the truth, be bipartisan, and treat readers with respect.

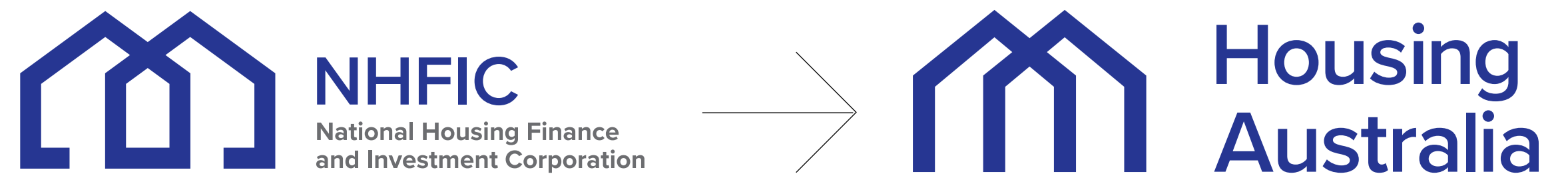
Acronyms are an unfortunate necessity. When using acronyms, consider how to make your content clear, useful, appropriate and respectful to all readers.

For more information, refer to the Style guide.

A significant component of our transition from NHFIC to Housing Australia is the introduction of a new logo.

Apart from the new words and a simplified rendition of our 'dual homes' icon, most aspects of our identity remain the same.

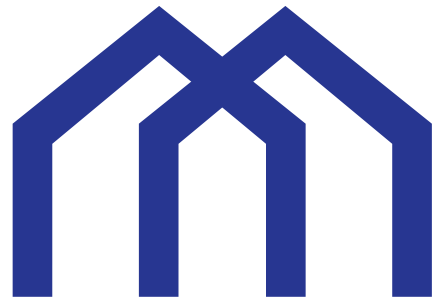
In order to minimise any disruption associated with the change of our brand, our new logo shares the same sizing attributes and proportions of the existing NHFIC logo, making its replacement on digital and print communications as seamless as possible.



The new Housing Australia logo

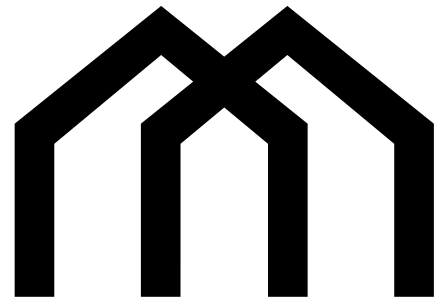
Primary logo

Navy



Housing Australia

Mono



Housing Australia

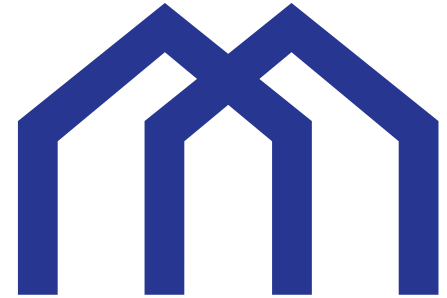
Reversed



Housing Australia

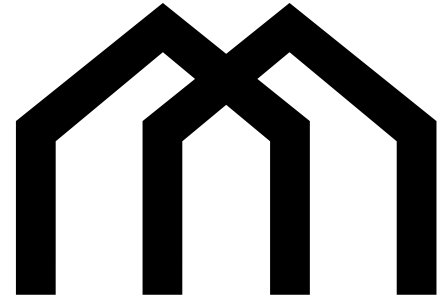
Secondary horizontal

Navy



Housing
Australia

Mono



Housing
Australia

Reversed



Housing
Australia

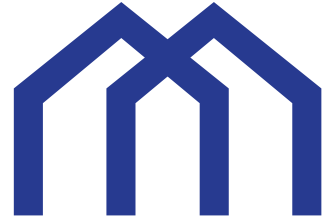
Our lockup

Primary lockup

Colour



Australian Government

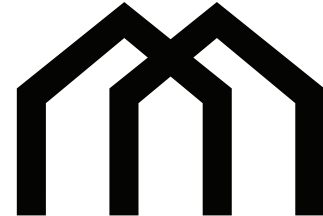


Housing Australia

Mono



Australian Government



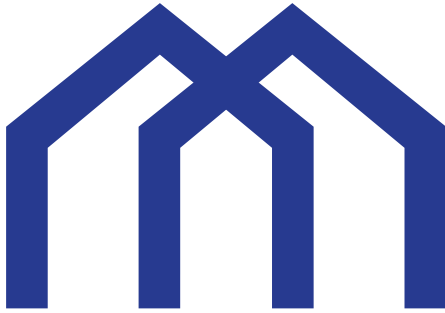
Housing Australia

Secondary lockup

Colour



Australian Government

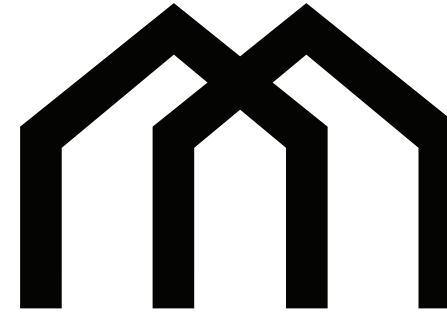


Housing
Australia

Mono



Australian Government



Housing
Australia

Clearspace + minimum size

How to use our logo

- Do not:
- Recolour the logo
 - Stretch or modify the proportions of the logo
 - Use the logo icon as a graphic element
 - Place the logo against busy backgrounds, or too close to other objects or logos

Clearspace



The clearspace around the logo is dictated by the distance between the 'H' of 'Housing' and the wall of the house icon.

Minimum size

Be mindful of minimum sizing.

On A4 printed materials, the minimum height for the Housing Australia Master logo is 20mm. It is 15mm for the Housing Australia Logo with acronym.

Smaller logo sizes (whether visual or contextual) may not be accessibility compliant.



Our colours

The Housing Australia colour palette represents Australia, its landscapes, our origins, and our future focus on housing solutions.

Navy blue is used as our primary brand colour , referencing Housing Australia's ties to the Australian Government as a corporate Commonwealth entity and its first colour palette.

The remaining colours are intended to evoke:

- Residential housing
- Urban, coastal and inland scenery
- Construction and building materials

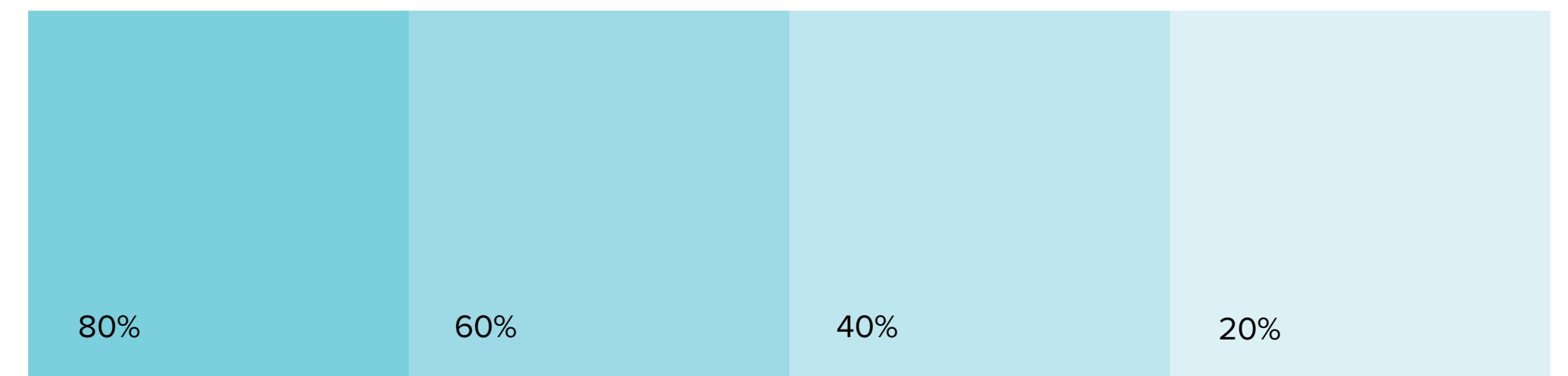
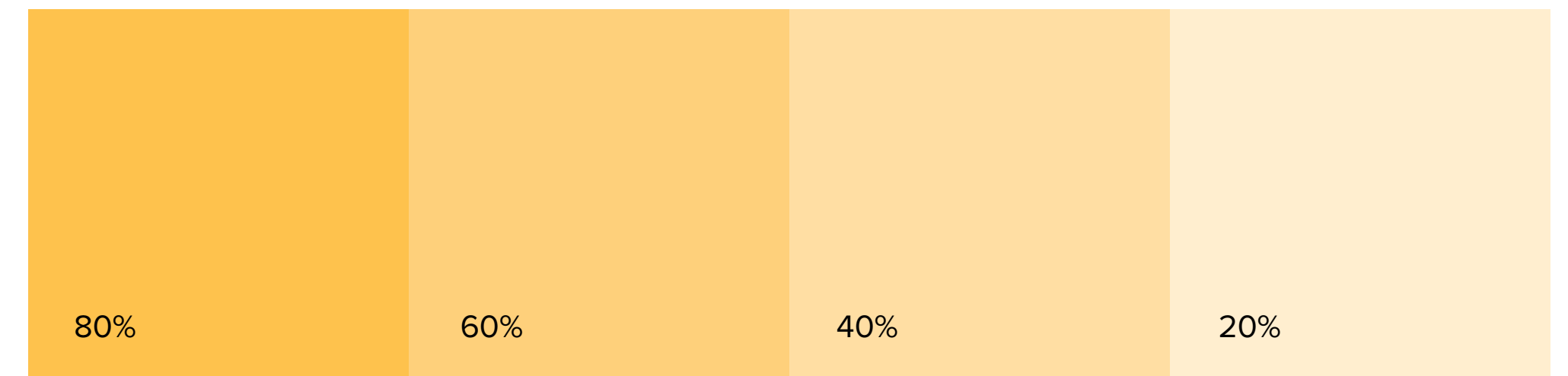
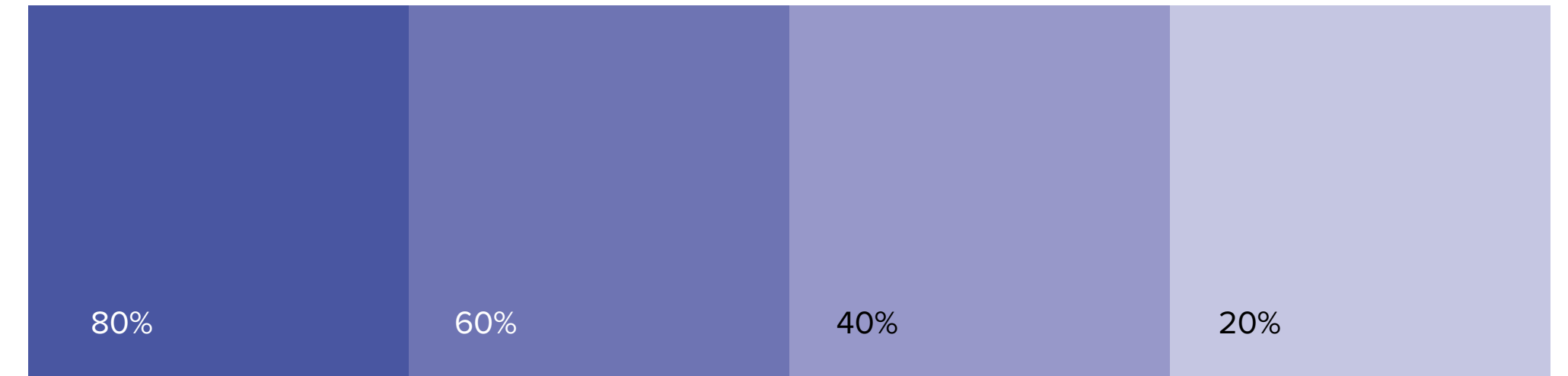
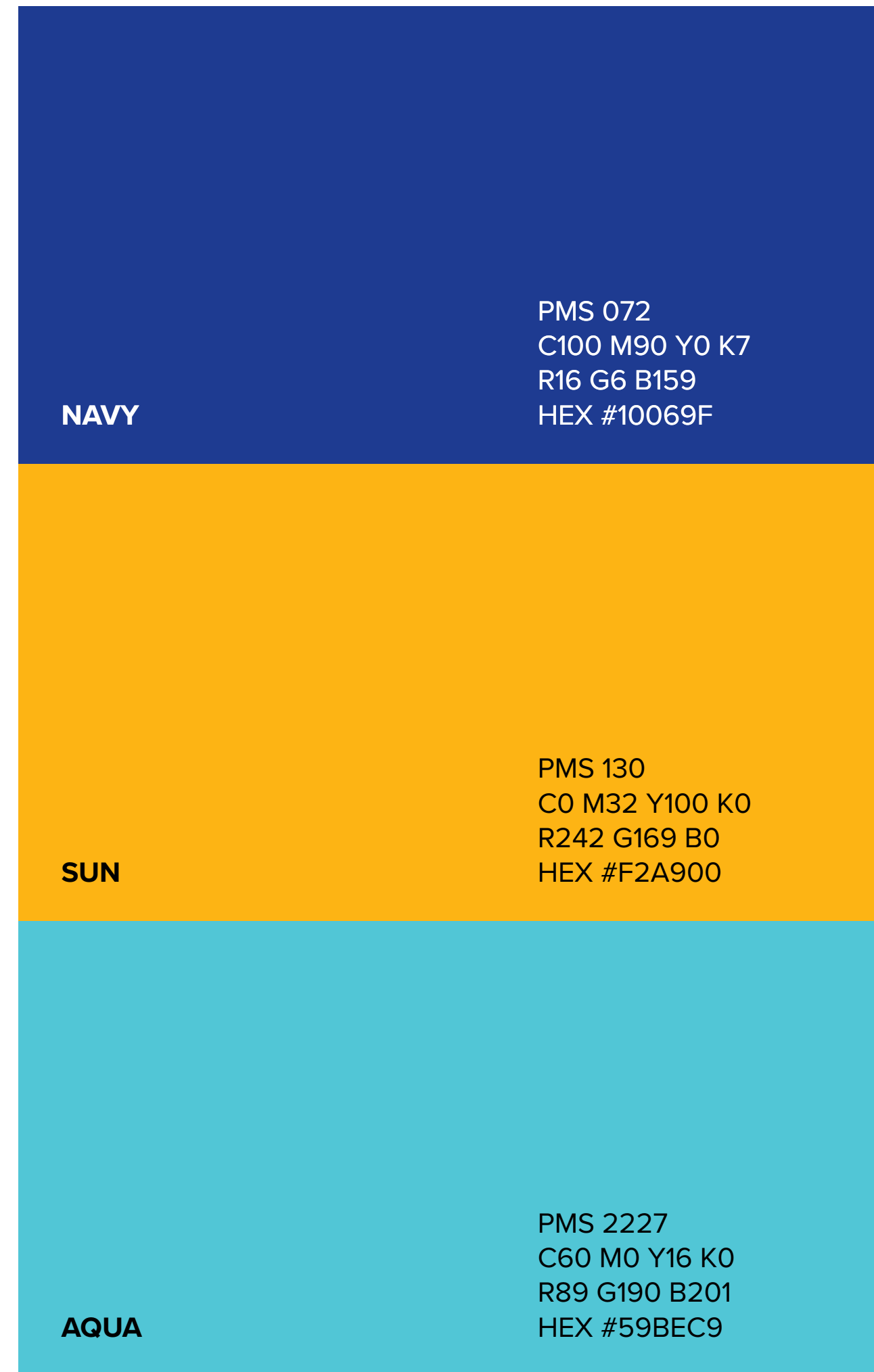


Primary colours

The Housing Australia colour palette has been divided into primary, secondary and accent colours.

The primary palette develops the hero colour of Navy, which contrasts with the warm tone of Sun, and introduces the bright Aqua shade.

The colour palette also permits tints and shades of the core colours. This is useful when creating illustrations, charts or infographics



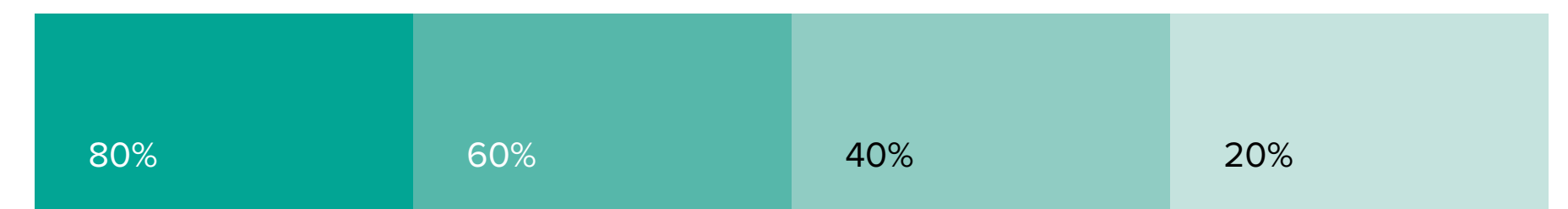
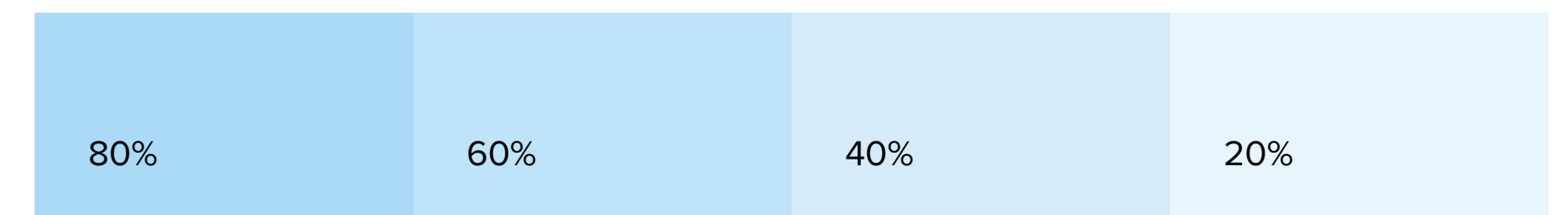
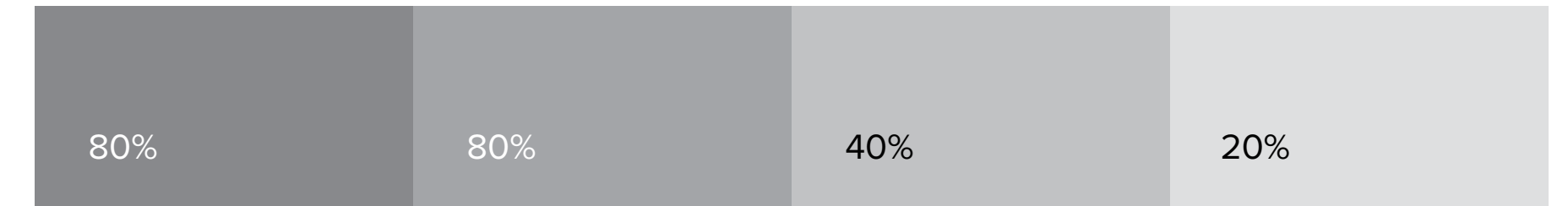
Secondary and accent colours

How to use our colours

- Less is more. For most contexts, you should only use primary colours, with black and white.
- When using more than the primary colours, primary colours should comprise the majority of visual space.
- This means elements in primary colours should outnumber or take up more space than elements in secondary or accent colours (excepting black and white).
- Accent colours should be used sparingly. They are most useful to provide contrast.
- The colour palette also permits tints and shades of the secondary and accent colours. This can be useful when creating illustrations, charts or infographics.
- Be mindful of accessibility, particularly when using Aqua, Sun and Sky for typography on lighter coloured backgrounds.

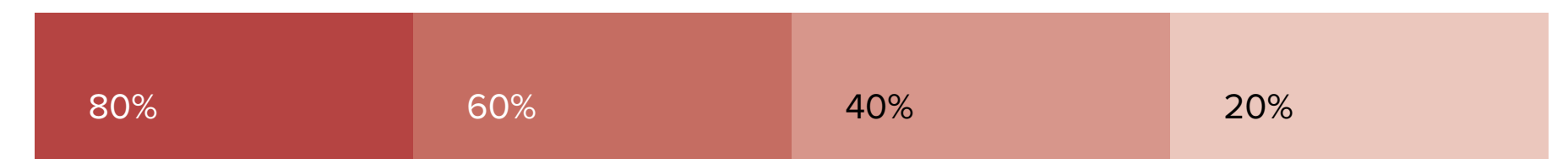
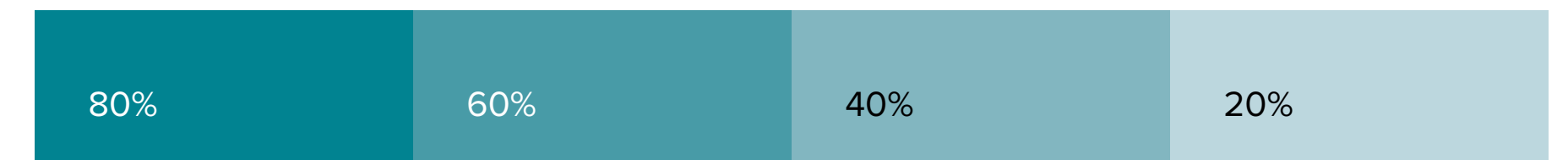
Secondary colours

CONCRETE	C0 M0 Y0 K70 R77 G77 B77 HEX #4D4D4D
SKY	PMS 291 C38 M4 Y0 K0 R155 G203 B235 HEX #9BCBEB
GRASS	PMS 327 C100 M0 Y59 K13 R0 G134 B117 HEX #008675



Accent colours

OCEAN	PMS 2238 C98 M6 Y30 K41 R0 G105 B117 HEX #006975
BRICK	PMS 7622 C0 M98 Y77 K37 R147 G40 B44 HEX #93282C



Typography

The Proxima Nova type family was chosen for its versatility, legibility, ease of use, and contemporary feel.

Guidance on the different fonts:

Proxima Nova Regular

- Main headlines, body copy, quotes, intro paragraphs.

Proxima Nova Semi Bold/Bold/Extrabold

- Heading levels, secondary body copy to highlight information.

Proxima Nova Condensed Regular/Bold

- Infographics, tables, figures, mid or low level headings, secondary body copy to highlight small paragraphs of information.

Other variations including Proxima Nova Light and Italic versions should be used sparingly, as appropriate.

Fallback fonts:

In cases where you can't use Proxima Nova, try commonly available fonts in this order:

- Helvetica Neue
- Helvetica
- Arial

If you are working on a digital platform, you can also select the default san-serif for that platform.

AaBb

Proxima Nova Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+=''",:;

Proxima Nova Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+=''",:;

Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Italic
Proxima Nova Semi Bold
Proxima Nova Semi Bold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extrabold
Proxima Nova Extrabold Italic

AaBb

Proxima Nova Condensed Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+=''",:;

Proxima Nova Condensed Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+=''",:;

Proxima Nova Condensed Regular
Proxima Nova Condensed Regular Italic
Proxima Nova Condensed Semi Bold
Proxima Nova Condensed Semi Bold
Proxima Nova Condensed Bold
Proxima Nova Condensed Bold Italic
Proxima Nova Condensed Extrabold
Proxima Nova Condensed Extrabold Italic

Sample typography

This is a sample of heading levels in use for printed documents, using the brand type and colours.

Templates and layouts will vary based on the audience and purpose of the content, as well as its primary channel.

Please be mindful of minimum sizes for accessibility.

Quote text: Proxima Nova Extrabold

“Cras faucibus, dui eget blandit bibendum, mauris mauris lobortis odio, a congue ligula nunc quis ligula. Sed ac nisl suscipit, pharetra felis non, fermentum elit. In libero lectus, porttitor sit amet arcu vel, efficitur eros.”

Quote credit: Proxima Nova Condensed Semibold

Head 1: Proxima Nova Regular

Intro paragraph or subhead:
Proxima Nova Regular

Head 2: Proxima Nova Bold

Body text: Proxima Nova Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin efficitur sapien ac leo maximus, aliquam maximus orci vulputate. Pellentesque interdum Fusce feugiat sagittis diam et sodales.

Head 3: Proxima Nova Bold

Head 4: Proxima Nova Bold

Table/Figure head: Proxima Nova Bold Condensed.

Table text: Proxima Nova Regular/Bold

	Header		Header	
	Subhead	Subhead	Subhead	Subhead
Table text	0	0	0	0
Table text	0	0	0	0
Table text	0	0	0	0

Images

Imagery plays an important role in maintaining a consistent look and feel, so that materials reflect the overall brand.

Images should also convey and reinforce Housing Australia themes and strategic aspirations, such as:

- Home ownership for the average Australian
- Families and communities
- Infrastructure, nation building, housing development, urban planning
- Responsible investment, sustainability, social impact

A good image should:

Be simple and tell a story

The message should be clear, unambiguous, and relatable to a variety of audiences.

Be versatile

High resolution is better. It is preferred for the subject to be in the centre, as it makes it easier to crop the image and use it in different formats and channels.

Be unique, or reference another brand element

Avoid generic stock images. If you are using simple or common stock images, consider doing an image reverse search, and adding other brand elements.

Do not use:

- Images we don't have permissions or rights to use
- Images that could be seen as political materials
- Images of people who are (or appear) unhappy or uncomfortable
- Images taken from extreme camera angles or perspectives, or with strange/unnatural environments
- Images with very dark or overexposed lighting
- Images with elements not associated with Australia. Please check whether safety clothing, construction equipment, skylines or natural landscapes are identifiable to other countries.



Graphics

Graphics help images and content emphasise our message and brand story.

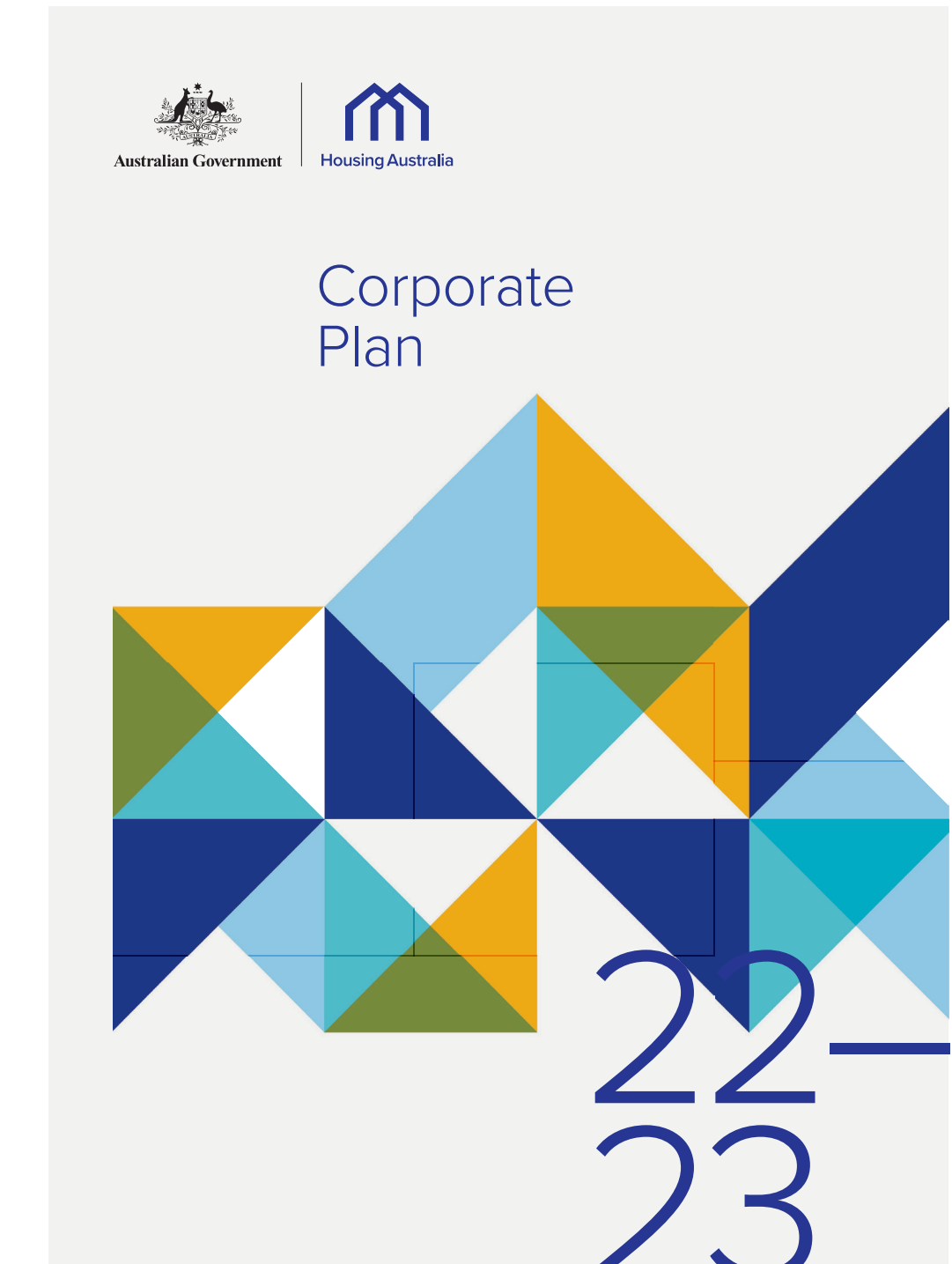
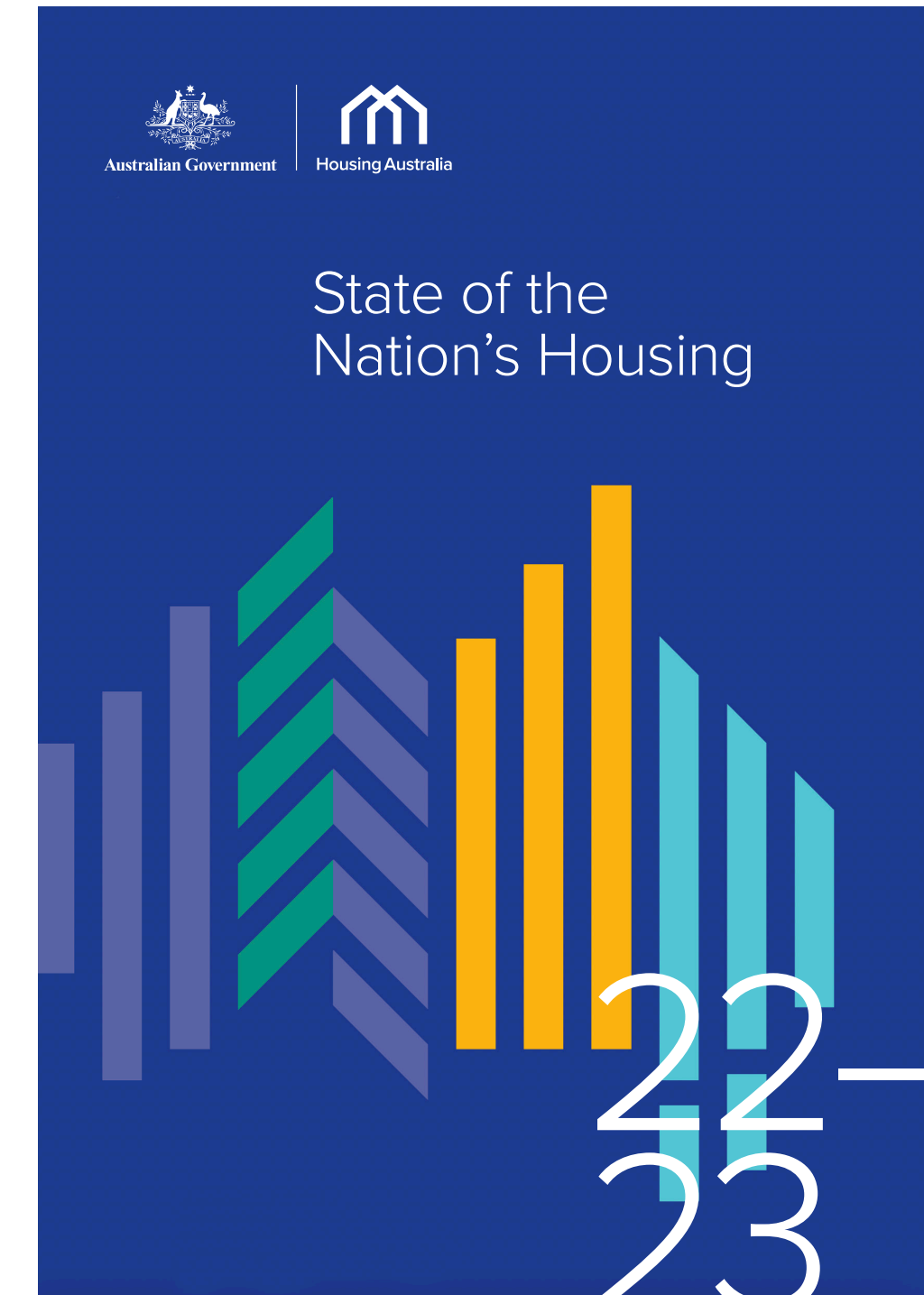
We use simple and solid geometric shapes to represent housing. The squares, rectangles, frames and triangles are intended to evoke bricks, walls, architecture, windows and roofing.

Graphics should always:

- Focus the reader's attention
- Create movement and visual interest
- Support the key message of the content

While there are exceptions, as a general rule, do not:

- Recreate, use, or extend the logo icon as a graphic element or shape
- Point triangle shapes in many different directions. The triangle/roof shape should always be pointing towards the main piece or pieces of content.
- Use shading and gradients arbitrarily
- Place graphic elements on main subjects, or on people's faces



Graphics

Graphics help images and content emphasise our message and brand story.

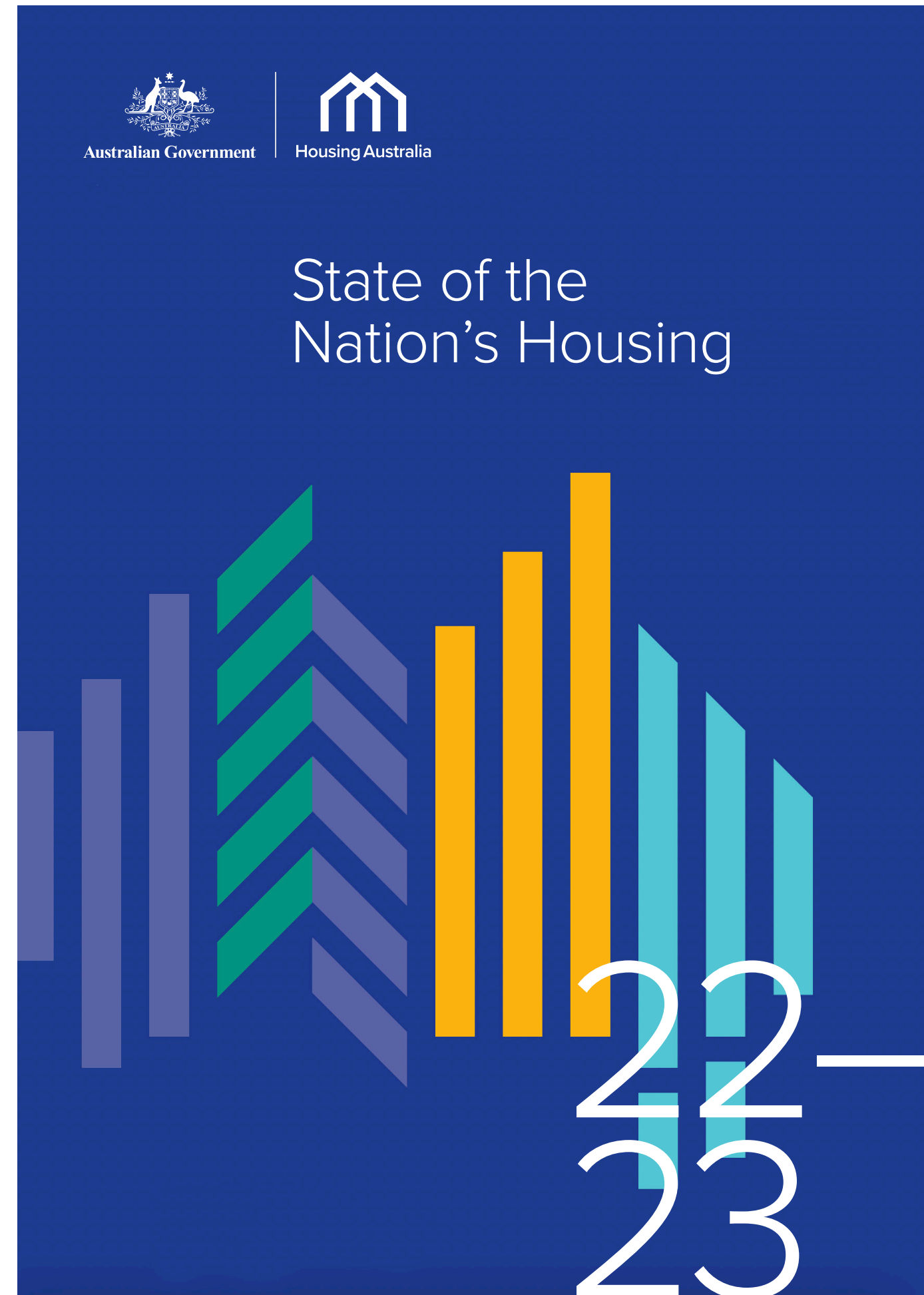
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Icons and infographics

Tips for icons

- Ensure the icons help tell a story.
- Less is more. Icons should be simple and recognisable. Be mindful of cultural norms.
- Icons can feature backgrounds, though recommend a maximum of two colours.
- Do not use emojis instead of icons.
- Use mono versions of branded icons where possible (e.g. logos of social media companies)
- For accessibility, consider if detail is lost or distracting in different contexts and channels.

Tips for infographics and statistics

- Brevity matters. Be concise. Start with the lead.
- Write interesting titles.
- Cut out words that don't help an average reader understand the point of the message.
- Use facts and data to back up your claims.
- Edit for overall user experience. Ensure there is enough negative space. Too much content can be overwhelming and counterproductive.



1.7m
net new
households



COMMUNITY



**Am I
eligible?**



FAMILY HOME GUARANTEE



**Rental affordability:
NSW, Qld and Vic**



RESEARCH

up 5.5%
social housing
stock yoy

HOUSING SUPPLY

\$460k
The average first
home buyer debt

FIRST HOME BUYERS

4,900
new dwellings
supported

BOND OUTCOMES

Accessibility

Accessibility is a design principle, a good corporate practice, and a mandatory standard for many government agencies.

What is accessibility?

Accessibility is about removing barriers that people with disabilities or restrictions might experience.

However, accessibility is not just about people with permanent disabilities. People can have permanent disabilities, temporary disabilities, situational impairments, or socio-economic restrictions.

For example, captioning on videos is helpful for all people, whether you're on a train without headphones or if you have a hearing impairment.

Good accessibility is a proactive exercise in design and empathy. Accessibility should not be purely a checklist or 'tick box' compliance activity.

Under the *Disability Discrimination Act 1992*, information and services must be provided in a nondiscriminatory accessible manner.

Web content accessibility standards also exist, developed under the Web Accessibility Initiative of the World Wide Web Consortium (W3C).

What good accessibility looks like

In writing

- Can someone without deep expertise understand what this is, what it does/says, and who its intended for?
- Are you using headings, subheadings and paragraphs?
- Are the sentences long? Are there many acronyms?
- Is it easy to find something, or to skim?

In visual design

- Do the elements – text, graphics, images, icons, infographics etc – look cohesive and organised?
- Is it cluttered or busy? Is there enough negative space?
- Is any element too dominant or distracting?
- Do the colours provide good contrast?

In products, digital and physical

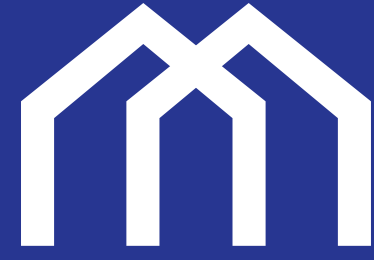
- Does this cater to all users?
- Can a person with limited or no training figure it out?
- For digital, can users have a consistently good experience, regardless of their device, internet speed or technology literacy level?

General tips for good accessibility

- Write clearly and simply
- Avoid long sentences (20 to 25 words at most)
- Minimise acronyms, avoid jargon and slang
- Provide informative, unique page titles
- Use headings and subheadings to convey hierarchy, meaning and structure, and to guide levels
- Make linking text and call to actions meaningful and versatile (e.g. “on the right” is not good for responsive digital formats)
- Write meaningful alt text for images, and provide transcripts and captions for multimedia
- Be mindful of how visual elements may clash or distract
- Avoid poor colour combinations – for example, white text on light blue background, or red and green graphs
- Avoid font sizes smaller than 9pt for body copy, or 8pt for captions and footnotes



Australian Government



Housing Australia

Questions?

Contact Corporate Affairs Team

National Housing Finance and Investment Corporation

Marketing@HousingAustralia.gov.au