

Brand Guidelines

Rand Associates



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/LOGO

It is important that the logo appears consistently to reinforce brand image.

This logo is the only version to be used on white. The logo should not be presented in any other way when presented on a white background.

Minimum Size

The minimum printed size of the full logo is 22mm wide.



/LOGO

PLACEMENT

Exclusion Zone

To protect the clarity and visual integrity of the logo, no elements of any design or advertisements should encroach in the exclusion zone. (GREY SHADED AREA).

When representing the logo, always use the digital logo files supplied and **do not** attempt to recreate or alter them.



LOGO -

Mont - Semi Bold - edited

**abcdefghijklmnop
qrstuvwxyz**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

0123456789

SUBLINE -

Raleway Regular

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789



/LOGO

COLOUR VARIATIONS

These are variations of the logo on a white background.

When representing the logo, always use the digital logo files supplied and **do not** attempt to recreate or alter them.



Full colour | Main logo to be used wherever possible



Grey | Logo to be used on white backgrounds where a full colour option is not available.



Mono | Black logo to be used on white backgrounds where 100% black is needed.

/LOGO

COLOUR VARIATIONS

These are variations of the logo on a colour background. There are 2 possible versions.

When representing the logo, always use the digital logo files supplied and **do not** attempt to recreate or alter them.



Reversed | White logo with colour icon, only to be used on brand deep blue



Reversed | White logo, on dark colours

/LOGO USAGE

ON PHOTOGRAPHY

These are variations of the logo when presented on a photographic background. Always ensure the logo is placed on an area of the image with little background distraction and with good contrast.



/LOGO USAGE

WHAT NOT TO DO

These are variations of the logo when presented on a photographic background that do not work. There needs to be significant contrast and very little detail behind the logo for it to work over a photograph.



Not enough contrast and too busy behind the logo



Not enough contrast behind the logo



Not enough contrast and too busy behind the logo

/LOGO USAGE

WHAT NOT TO DO

- Do not change the brand colours
- Do not distort the dimensions
- Do not create your own logo arrangement
- Do not set the logo at an angle
- Do not scale the icon



/LOGO USAGE

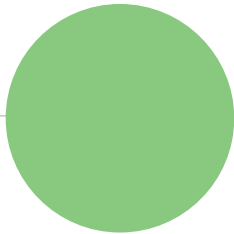
WHAT NOT TO DO

- Do not swap the order of the icon and text
- Do not change the logo colours
- Do not use the full colour on a dark background, use the reversed option



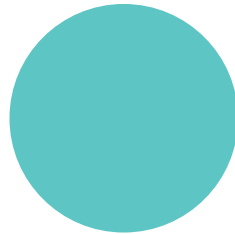
/COLOUR PALETTE

Colour plays an essential role in visual identity. This is the primary palette.



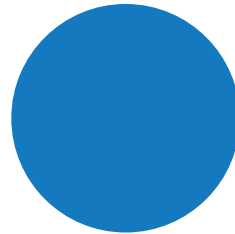
Fresh Green

C49 M0 Y67 K0
R137 G201 B127
Hex#89c97f



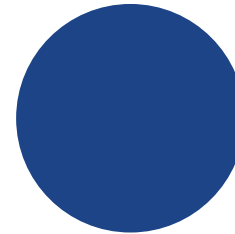
Aqua Blue

C58 M0 Y26 K0
R104 G200 B201
Hex#68c8c9



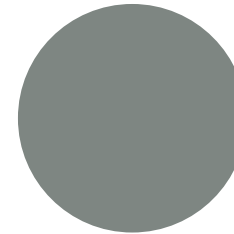
Sky Blue

C84 M47 Y0 K0
R25 G117 B188
Hex#1875bb



Deep Blue

C99 M85 Y17 K4
R38 G58 B127
Hex#263a7f



Slate Grey

C51 M36 Y43 K20
R126 G131 B125
Hex#7e837d

Rand Associates are using a typeface with flexibility & limitless possibilities.

Libre Franklin is a sans serif typeface which will be adaptable across multiple applications. It is a sans-serif font designed to provide both aesthetic flexibility and readability across various platforms, making it ideal for professional and approachable brands.

/TYPOGRAPHY

BRAND TYPOGRAPHY

PRINT USE AND WEBSITE - Available to download on Google Fonts

Libre Franklin

Headings/body Text
- Light

Intro - Bold

SMALL HEADING - Semi Bold (75 tracking)

AaBbCc

Libre Franklin Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Libre Franklin Semi Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Libre Franklin Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Libre Franklin Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Libre Franklin Light Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

/TYPOGRAPHY

BRAND TYPOGRAPHY

All set left aligned.

Small heading:

Libre Franklin Semi Bold

All caps

Tracking 75

Leading 100%

Heading:

Libre Franklin Light

Tracking 0

Leading: 110%

Intro copy/pullouts:

Libre Franklin Bold

Tracking 0

Leading: 110%

Body copy:

Libre Franklin Light

Tracking 0

Leading: 130%

Button Text:

Libre Franklin Semi Bold

Tracking 0

Type Hierarchy

SMALL HEADING

Heading set at the highest level

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[read more](#)

/TYPOGRAPHY

EMAIL/IN-HOUSE

EMAILS - IN-HOUSE DESKTOP USE

Arial
Bold
Regular

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AaBb

120pt



*“ The professionalism,
dedication and level of
attention which is exemplary. ”*

Name, Company

Lorem ipsum dolor sit amet, consectetur

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

**Rand Associates
Consultancy Services
is a multi-disciplinary
practice of Quantity
Surveyors**



/SOCIAL ICON

The social media icon is to be presented in one of the options shown. Ensure that the full logo is within the platforms template, allowing enough space either side to let the logo breath. Do not crop part of the logo off.



/BUSINESS CARDS

Follow this styling for Business Cards, a variety of back designs could be printed for interest, to push the colour palette.



/COMP SLIPS

Follow this styling for compliment slips.

Bell House, 107 Bell Street,
Reigate, Surrey RH2 7JB
01737 249475

Egerton House, 2 Tower Rd,
Birkenhead, CH41 1FN
0151 650 6917



info@rand-associates.co.uk rand-associates.co.uk

Rand Associates Consultancy Services Limited. Registered in England No. 4394343. Registered office: Bell House, 107 Bell Street, Reigate, Surrey, RH2 7JB



/LETTERHEAD

Follow this styling for letterheads.

Rand Associates, Bell House, 107 Bell Street, Reigate, Surrey RH2 7JB
0333 358 3210 info@rand-associates.co.uk rand-associates.co.uk



Rand Associates Consultancy Services Ltd
Registered in England No. 4394343
Reg. office: Bell House, 107 Bell Street, Reigate, Surrey, RH2 7JB



/EMAIL FOOTER

Email signature layout

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Kind Regards

Name

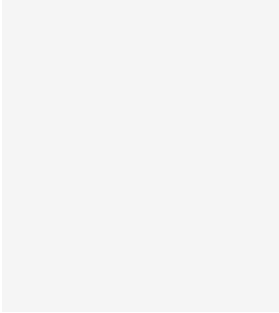
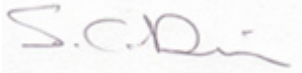
Director



 T 0333 358 3210 M 01234 567890 rand-associates.co.uk

/ID BADGE

Follow this styling for ID badge

	
I certify that the holder of this card is authorised by Rand Associates to enter onto land and premises for the purpose of his/her official duties.	
Firstname Surname	 Simon Davis, Director

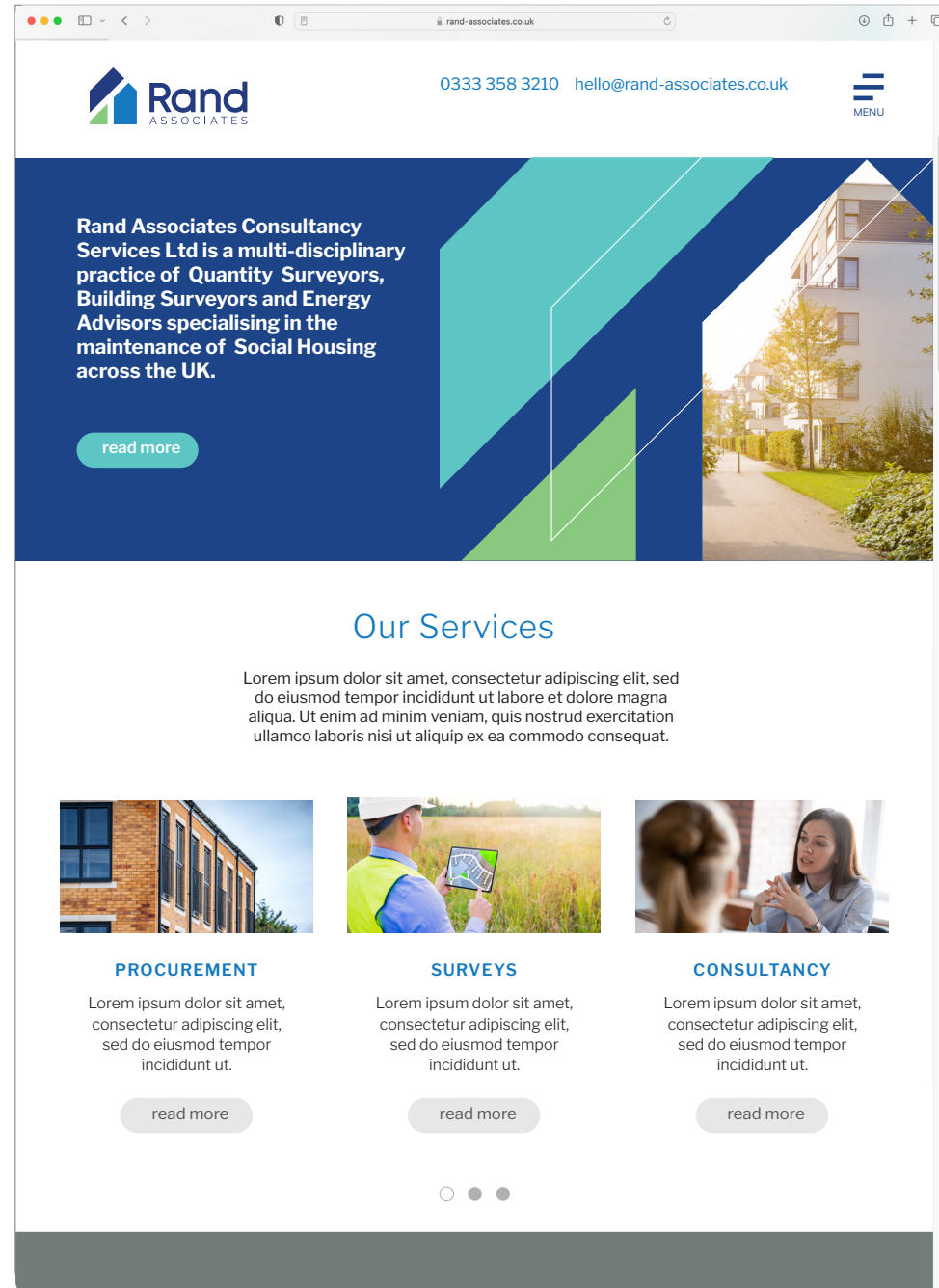


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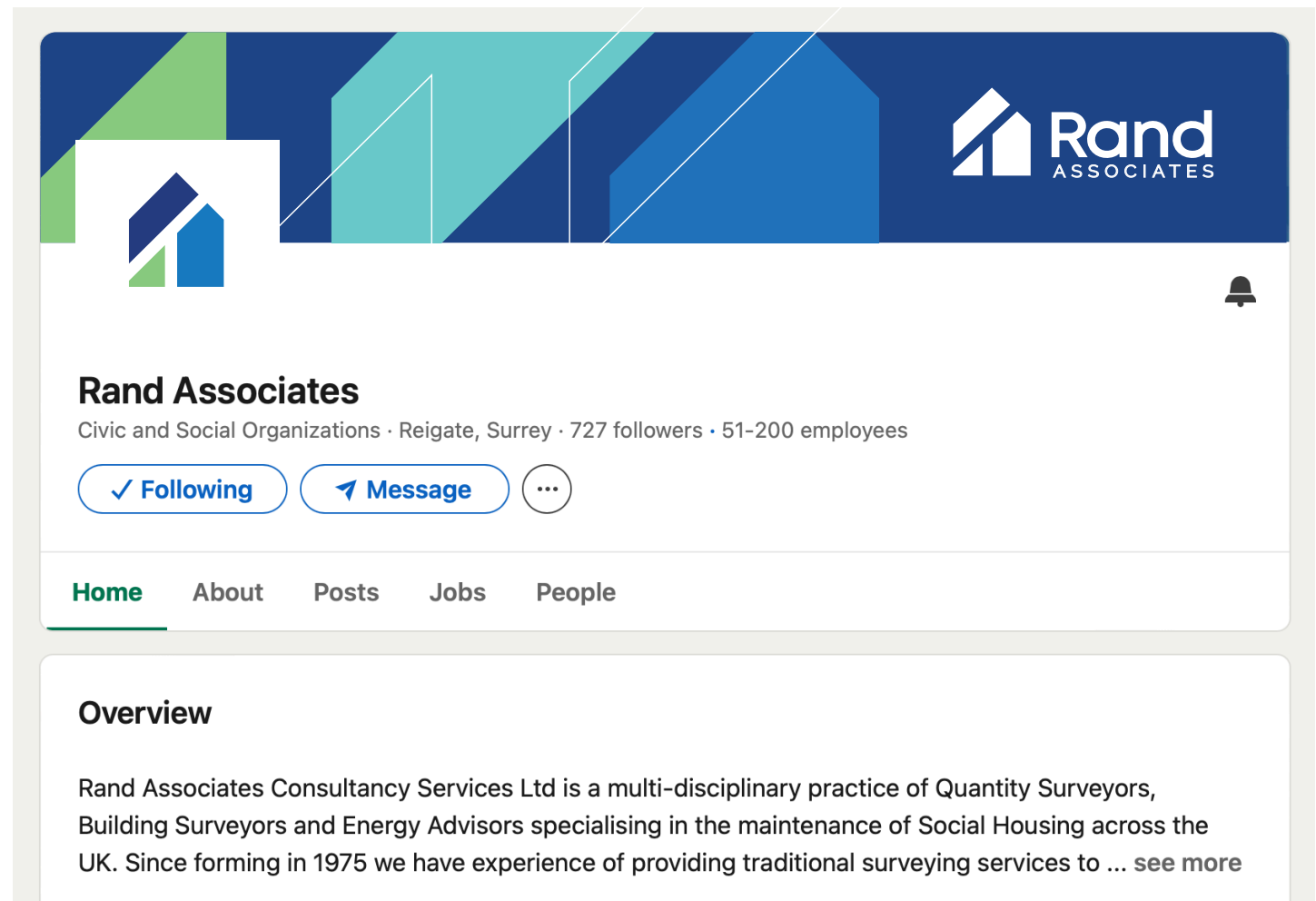
/WEBSITE

Potential website styling



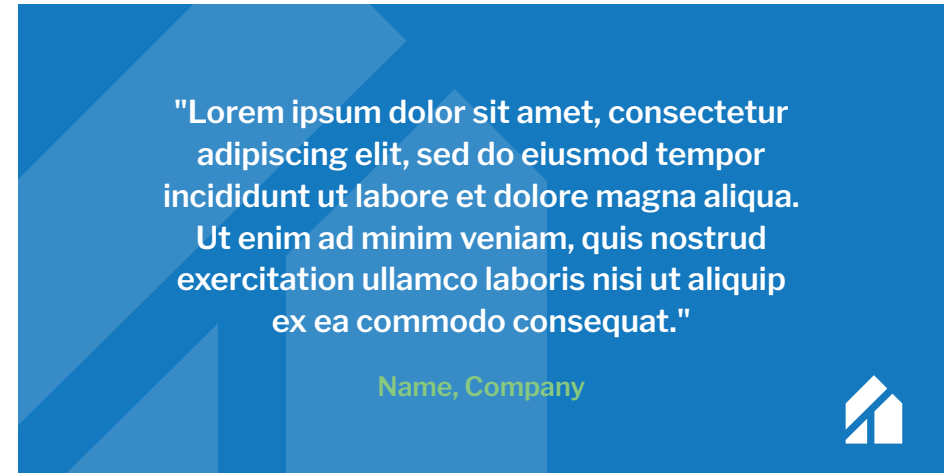
/LINKEDIN HEADER

Follow this styling for LinkedIn Headers.



/LINKEDIN POSTS

LinkedIn styling



/LINKEDIN POSTS

LinkedIn styling





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/REPORTS

Average Values

The figures derived from the survey and from CLIENT are within the normal ranges we would expect. The table below shows the overall figures divided by the stock total and by 30 years to show a per asset per year average;

Category	Per Asset Per Year
Catch Up Repairs	£18
Future Major Works	£1,141
Void Maintenance	£136
Response Maintenance (includes regular servicing)	£1,118*
Cyclical Maintenance (painting only)	£381
Disabled Adaptations	£25
Contingent Major Repairs	£34

Assessment of Condition

Stock Condition Surveys are designed to report on the overall condition of the housing portfolio or stock. Historically condition was expressed using terms like; 'Excellent', 'Satisfactory', 'Poor' etc. However, these terms alone lost value over time as there was no clear correlation as to how components may deteriorate over time i.e. move from a satisfactory state to a poor state.

This has been addressed in part by expressing condition in terms of remaining life along with the context of a notional component lifecycle. Therefore, the subsequent data should be viewed in this context as it does not necessarily follow that components will need replacing at the point in the future that has been used to express the presented condition moreover this point should be taken to mean a reassessment or re-survey should be carried out.

By the same token components could become due for replacement earlier than the remaining life indicated by the surveyor due to any number of variables (change in tenancy, change in tenant group excessive weather conditions etc.) so this information should not be taken to mean a component will remain serviceable until this point.

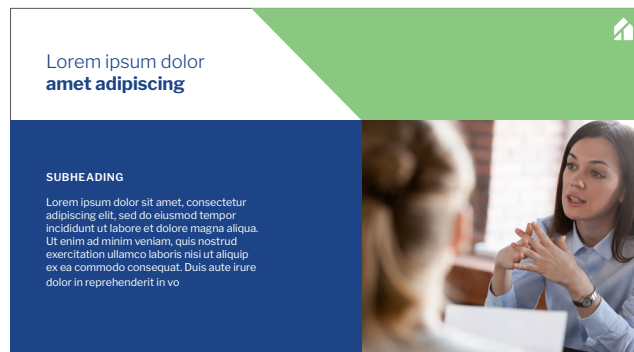
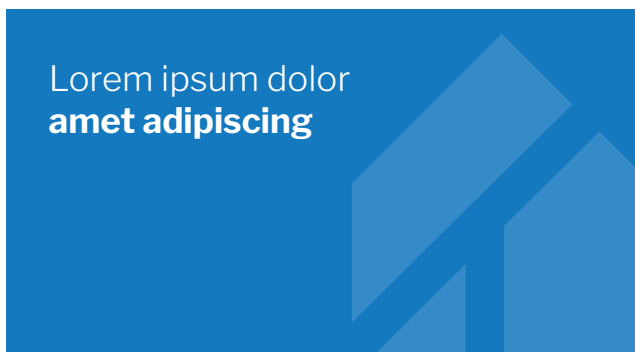
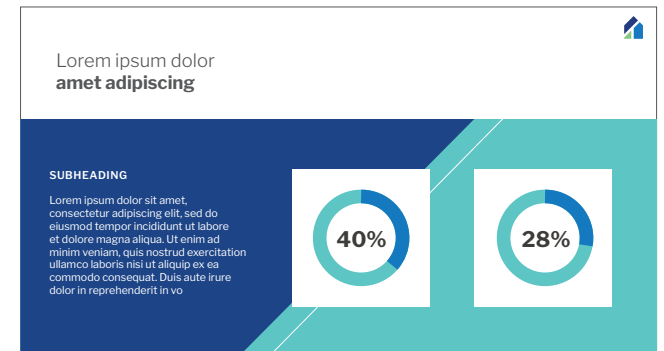
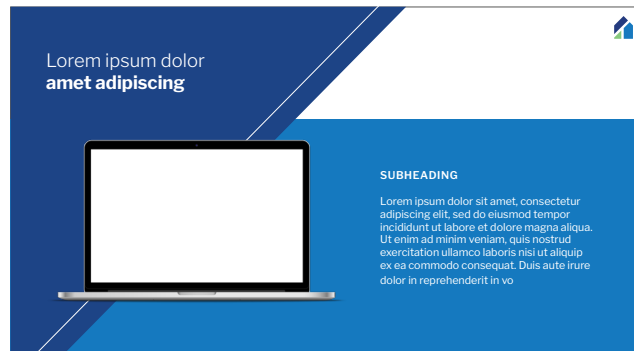
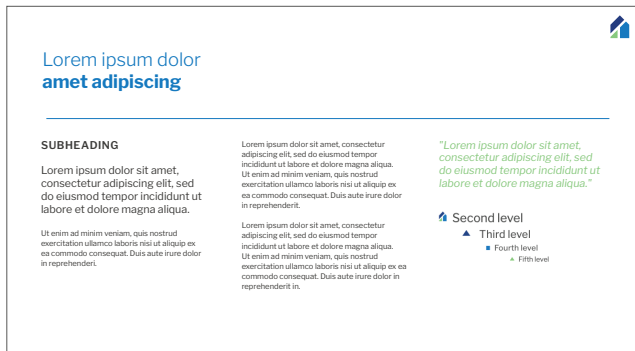


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/POWERPOINT

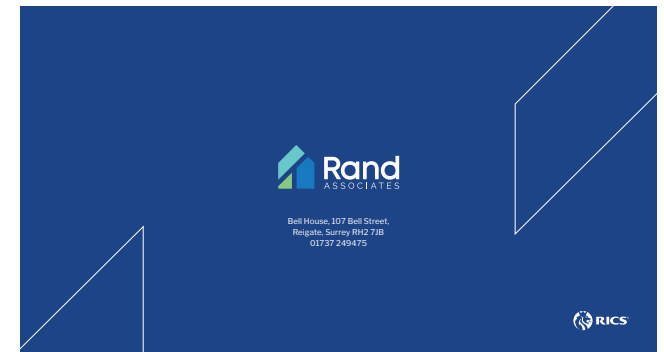
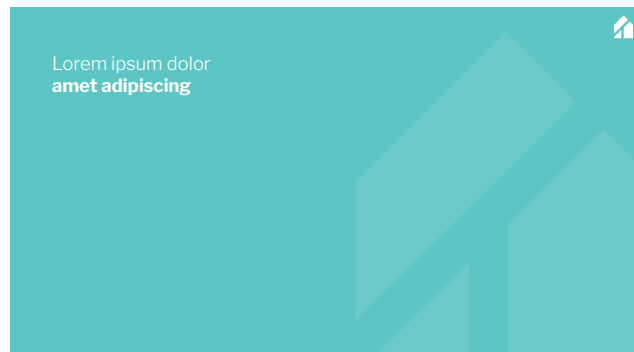
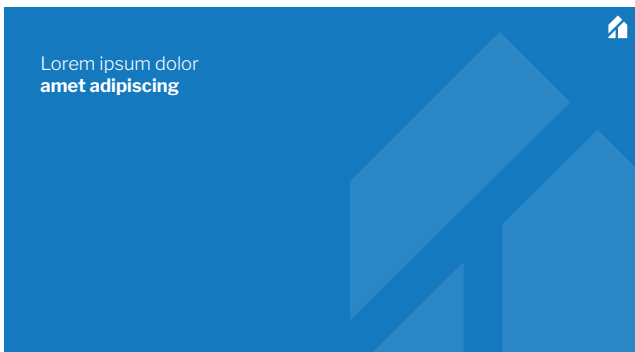
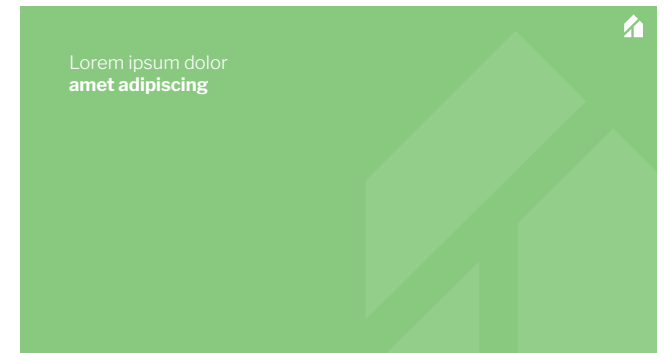
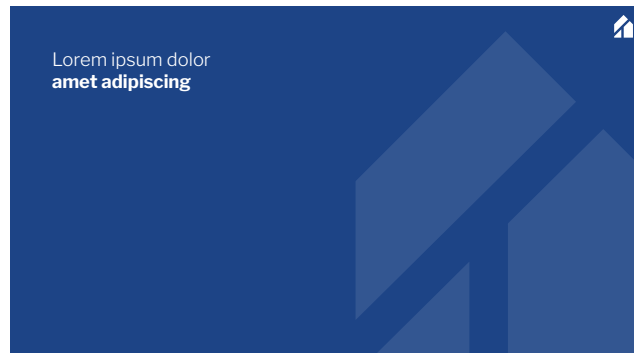
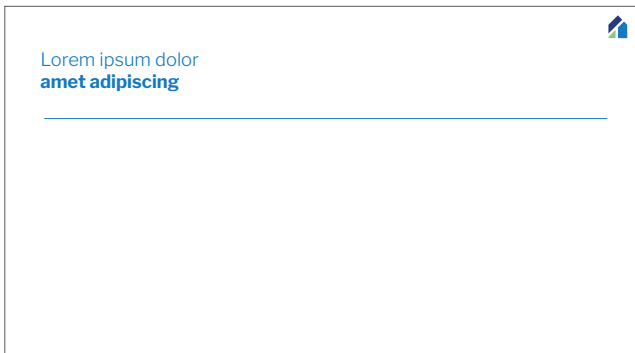
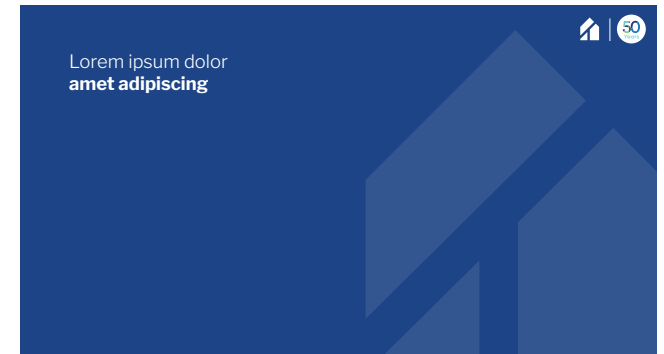
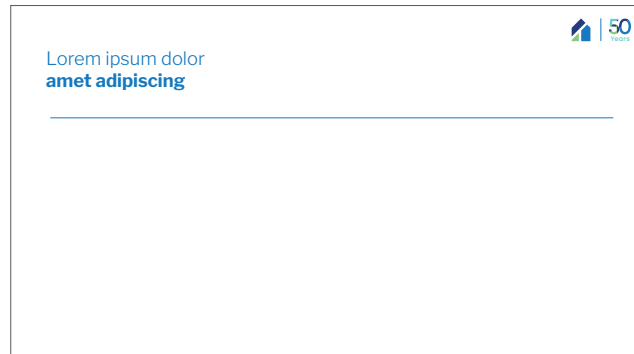
Powerpoint styling

A slide with a white background and a blue header. The header contains the text "Lorem ipsum dolor amet adipiscing". Below the header, there are two columns. The left column contains the Rand Associates logo and a list of services. The right column contains the M3 logo and a list of services.

Rand Associates	M3
- Specialise in social housing maintenance - Authors of the M3NHF Schedule of Rates and modules - Provides SOR procurement, surveying, consultancy	- Provides maintenance and development software - Services the National Housing Maintenance Forum (NHMF) - Publishers of M3NHF Schedule of Rates and modules

/POWERPOINT

Powerpoint styling



/EXHIBITION STAND

Potential banner exhibition stand



/BANNER STANDS

Potential banner stand styling - Route 1 all on dark blue



Helping you hit your energy efficiency targets

Our consultants manage this process at a property level with the completion of a comprehensive process which includes:

- Net Zero Sustainability Strategies
- PAS2035 Assessments
- PAS2035 Evaluations
- Assistance in Net Zero Funding Bids
- Data Modelling
- Value & Performance Auditing

"A huge amount of experience, knowledge & capability"
AS FIRST CONSULTANCY

0333 358 3210
rand-associates.co.uk





Quantity & Building Surveyors





Intelligent social housing management

Rand Associates is a multi-discipline practice of Quantity Surveyors, Building Surveyors and Energy Advisors specialising in the maintenance of Social Housing throughout the UK and beyond.

- Schedule of Rates
- Stock Condition Surveys
- Procurement
- Asset Management
- Training
- Value & Performance Auditing

"Efficient & professional, dealing with complex issues"
BLACKNELL FOREST HOMES

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rand-associates.co.uk





"Efficient & professional, dealing with complex issues"
BLACKNELL FOREST HOMES

"A huge amount of experience, knowledge & capability"
AS FIRST CONSULTANCY

"The professionalism, dedication and level of attention which is exemplary"
????????

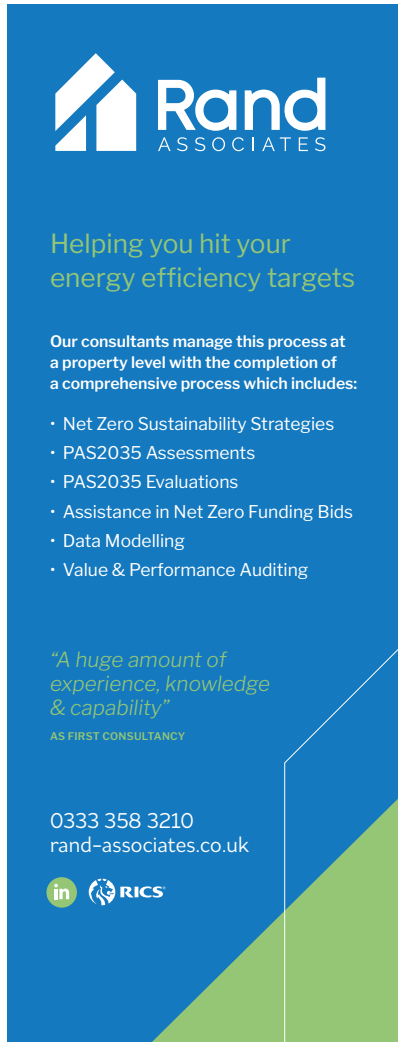


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/BANNER STANDS

Potential banner stand styling - Route 2 - 2 different background colours





Helping you hit your
energy efficiency targets

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- PAS2035 Evaluations
- Assistance in Net Zero Funding Bids
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- Value & Performance Auditing

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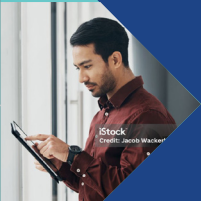
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Quantity & Building
Surveyors







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Intelligent social
housing management

Rand Associates is a multi-discipline practice of Quantity Surveyors, Building Surveyors and Energy Advisors specialising in the maintenance of Social Housing throughout the UK and beyond.

- Schedule of Rates
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"Efficient & professional, dealing with complex issues"
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"The professionalism, dedication and level of attention which is exemplary"



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/BANNER STANDS

Potential banner stand styling - Route 3 - Different background colours



Helping you hit your energy efficiency targets

Our consultants manage this process at a property level with the completion of a comprehensive process which includes:

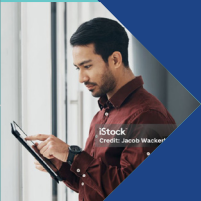
- Net Zero Sustainability Strategies
- PAS2035 Assessments
- PAS2035 Evaluations
- Assistance in Net Zero Funding Bids
- Data Modelling
- Value & Performance Auditing

"A huge amount of experience, knowledge & capability"
AS FIRST CONSULTANCY

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Quantity & Building Surveyors







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- Schedule of Rates
- Stock Condition Surveys
- Procurement
- Asset Management
- Training
- Value & Performance Auditing

"Efficient & professional, dealing with complex issues"
BLACKNELL FOREST HOMES

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"Efficient & professional, dealing with complex issues"
BLACKNELL FOREST HOMES

"A huge amount of experience, knowledge & capability"
AS FIRST CONSULTANCY

"The professionalism, dedication and level of attention which is exemplary"
mmmm



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rand-associates.co.uk



/50th anniversary

50th year anniversary graphic



Positioning with logo



Save the date graphic



/50th anniversary

50th year anniversary graphic,
placements on collateral



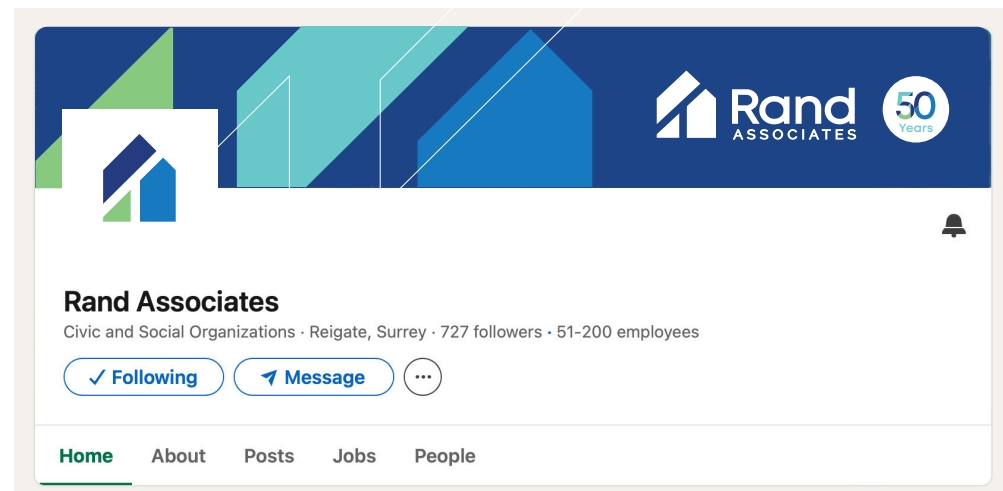
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Kind Regards

Name
Director



in T 0333 358 3210 M 01234 567890 rand-associates.co.uk



/PHOTOGRAPHY



