



# Our **Brand Book**

North Star Housing Group

# Our **Main Logo**

# Our Main Logo



NORTH STAR



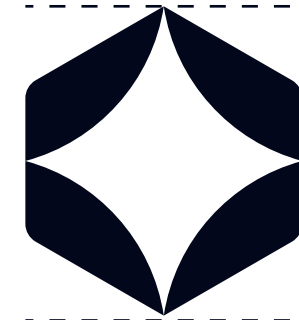
Logo position and spacing.  
Care should be taken to ensure nothing  
enters this safe space when being used.

# North Star Minimum Sizes

Our logo has minimum sizes to maintain. This is to ensure legibility and consistency.

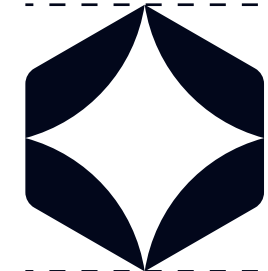
There are edge cases when something may require a smaller logo than set out here. Full approval of this usage must be received from the NSHG Brand and Marketing team.

PRINT (SMALL TO LARGE FORMAT)



NORTH STAR

116PX



NORTH STAR

100PX



NORTH STAR

82PX



NORTH STAR

64PX



NORTH STAR

48PX

WEB / DIGITAL

# North Star Logo Versions



All Black. Used on white or when high-contrast is needed.



Full colour. Used whenever possible. Never on colour.



All white. Used when the background is too dark.

We have three versions of the logo. There is distinct usage intentions as show above.

# North Star Logo Strapline

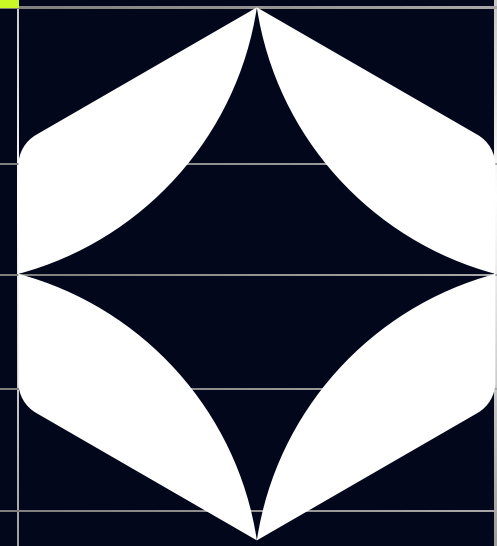


**NORTH STAR**

**Creating homes, building futures**

We have a version of the logo that includes our strapline. The same rules as the non-strapline version applies here.

# North Star Logo Strapline



**NORTH STAR**

**Creating homes, building futures**

Logo position and spacing.

Care should be taken to ensure nothing enters this safe space when being used.

# North Star Logo Rules



NO ALTERNATE VERSIONS



NO EFFECTS APPLIED



NO STRETHCING VERTICALLY OR HORIZONTALLY



NO UNAPPROVED COLOURS



NO ANGLING



NO COLOURS THAT BREAK ACCESSIBILITY



ICON MUST BE WITH TYPE



NO ALTERNATE STRAPLINES

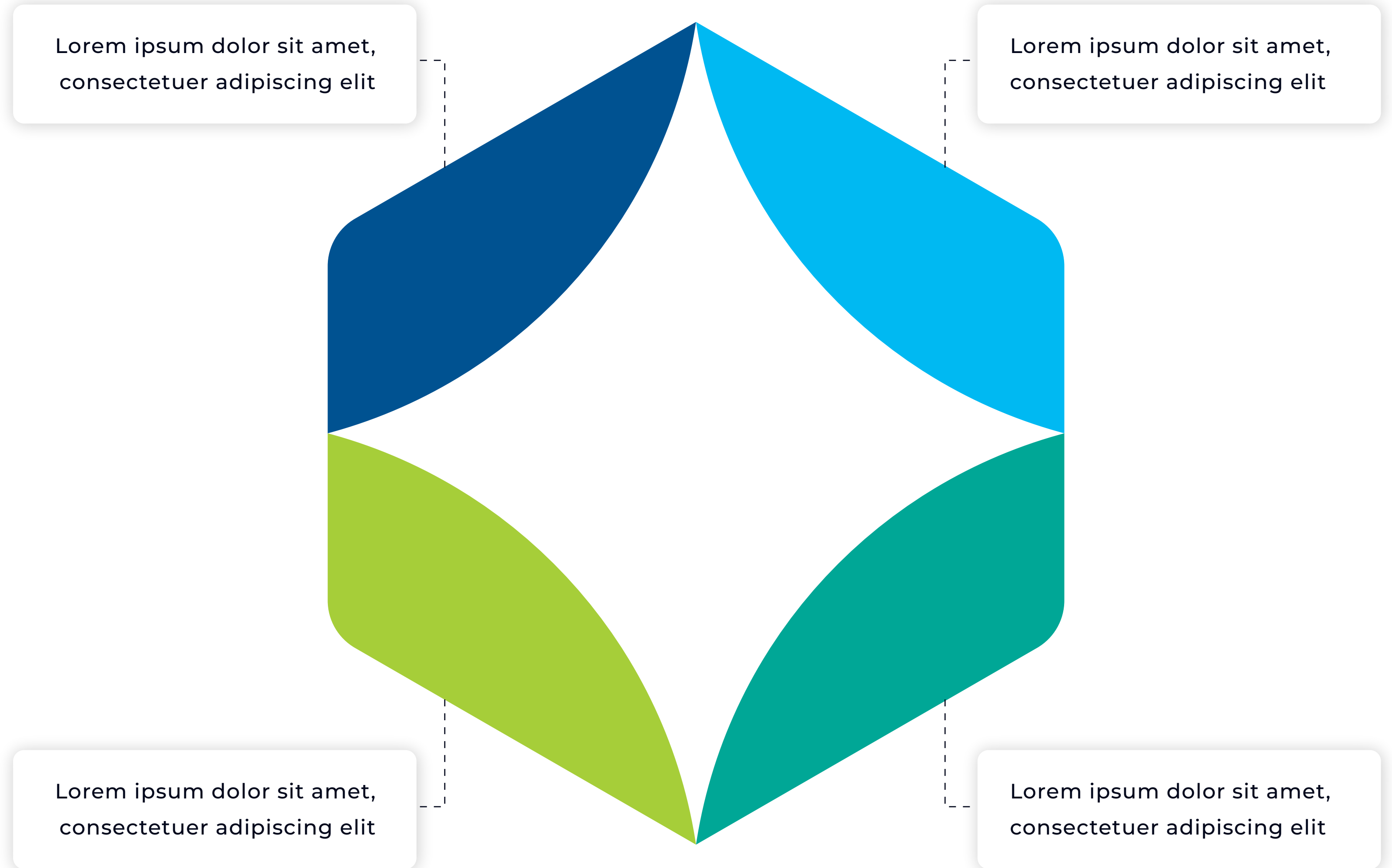


NO ILLEGIBLE PLACEMENT

# North Star Crest Concept

Our crest means more than just being a set of shapes or an irrelevant symbol. In many ways it stands for our values and what it means to be North Star Housing Group.

Everytime we see the crest it should remind us; why we work here, who we're serving and how we should be conducting ourselves.



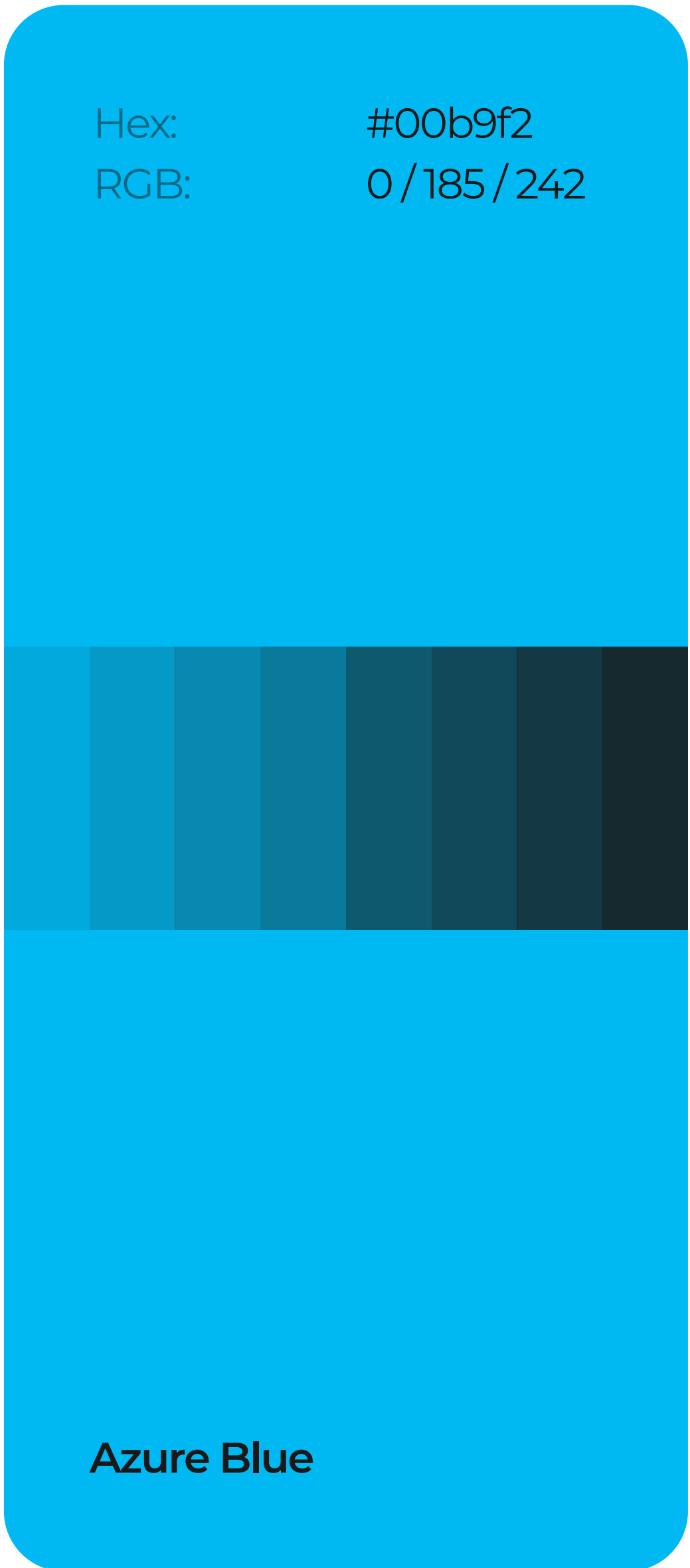
# Our **Colours**

Hex: #005291  
RGB: 0 / 82 / 145



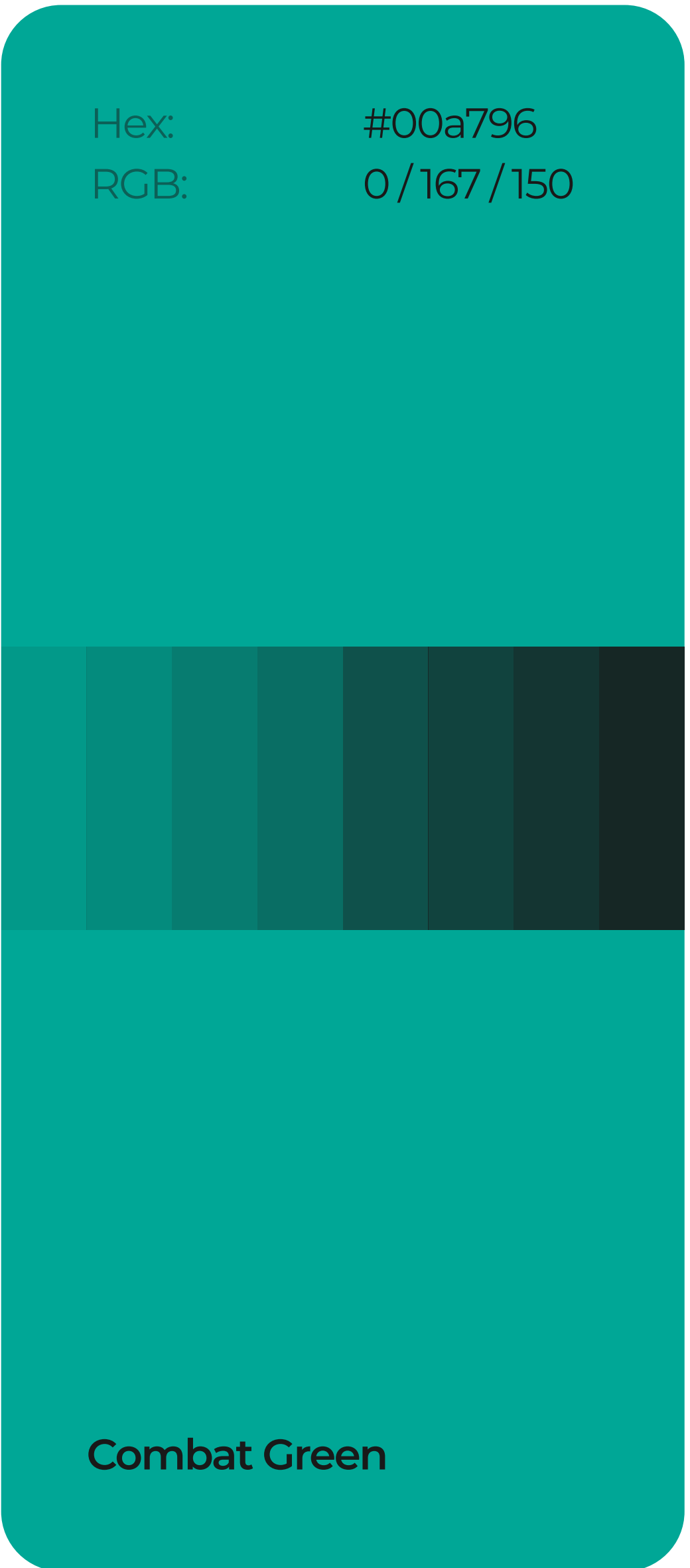
Ocean Blue

Hex: #00b9f2  
RGB: 0 / 185 / 242



Azure Blue

Hex: #00a796  
RGB: 0 / 167 / 150

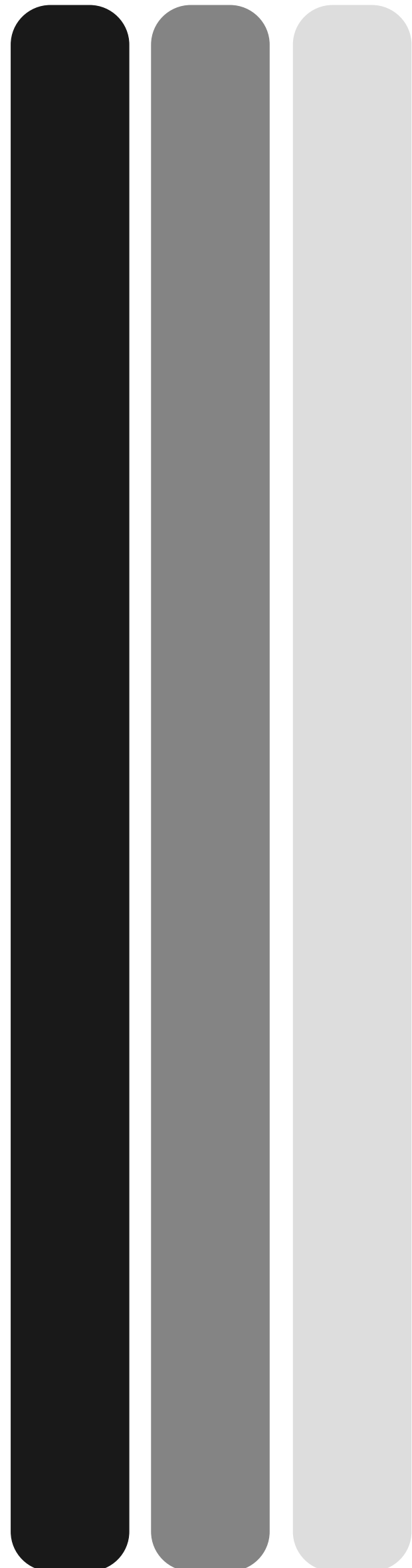


Combat Green

Hex: #a6ce39  
RGB: 166 / 206 / 57



Grass Green



**UNUSABLE**

**Aa**

**2.35**

---

AA LARGE | **FAIL**

AAA LARGE | **FAIL**

AA NORMAL | **FAIL**

AAA NORMAL | **FAIL**

Ocean Blue

**USABLE**

**Aa**

**7.72**

---

AA LARGE | **PASS**

AAA LARGE | **PASS**

AA NORMAL | **PASS**

AAA NORMAL | **PASS**

Azure Blue

**USABLE**

**Aa**

**6.97**

---

AA LARGE | **PASS**

AAA LARGE | **PASS**

AA NORMAL | **PASS**

AAA NORMAL | **FAIL**

Combat Green

**USABLE**

**Aa**

**11.51**

---

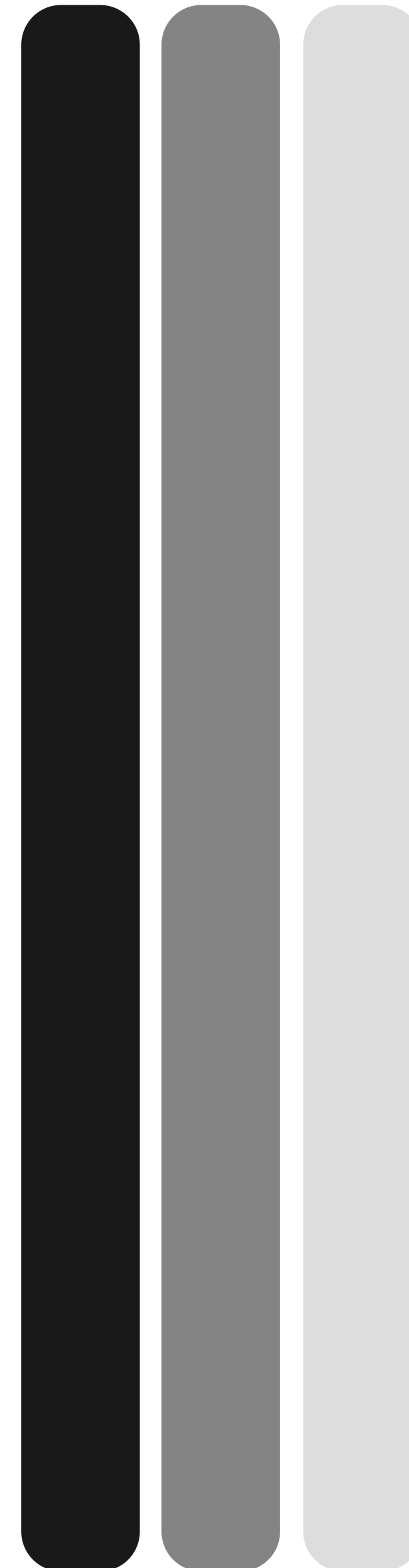
AA LARGE | **PASS**

AAA LARGE | **PASS**

AA NORMAL | **PASS**

AAA NORMAL | **PASS**

Grass Green



USABLE



8.93

- AA LARGE | **PASS**
- AAA LARGE | **PASS**
- AA NORMAL | **PASS**
- AAA NORMAL | **PASS**

Ocean Blue

UNUSABLE



2.28

- AA LARGE | **FAIL**
- AAA LARGE | **FAIL**
- AA NORMAL | **FAIL**
- AAA NORMAL | **FAIL**

Azure Blue

UNUSABLE



3.01

- AA LARGE | **PASS**
- AAA LARGE | **FAIL**
- AA NORMAL | **FAIL**
- AAA NORMAL | **FAIL**

Combat Green

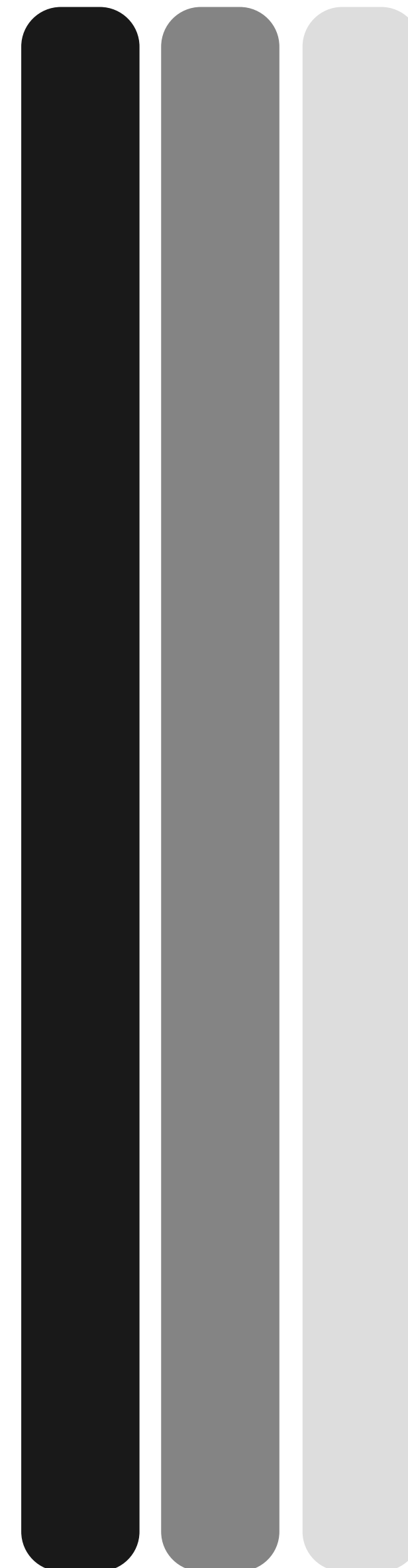
UNUSABLE



1.82

- AA LARGE | **FAIL**
- AAA LARGE | **FAIL**
- AA NORMAL | **FAIL**
- AAA NORMAL | **FAIL**

Grass Green

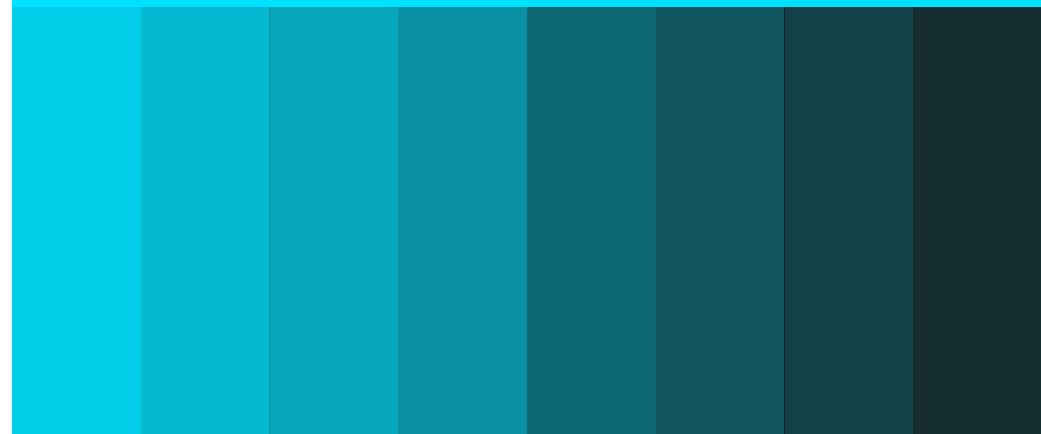


Hex: #004a77  
RGB: 0 / 74 / 119



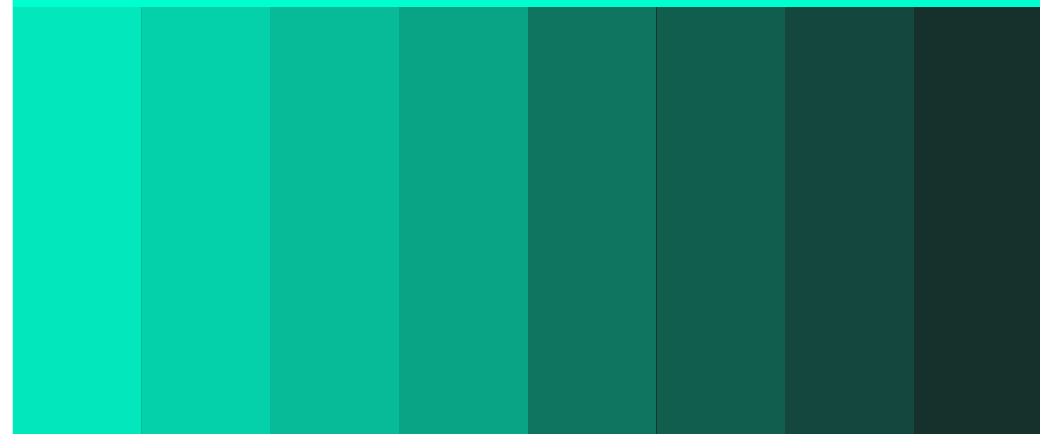
Midnight Blue

Hex: #00e1ff  
RGB: 0 / 255 / 255



Sky Blue

Hex: #00ffce  
RGB: 0 / 255 / 206

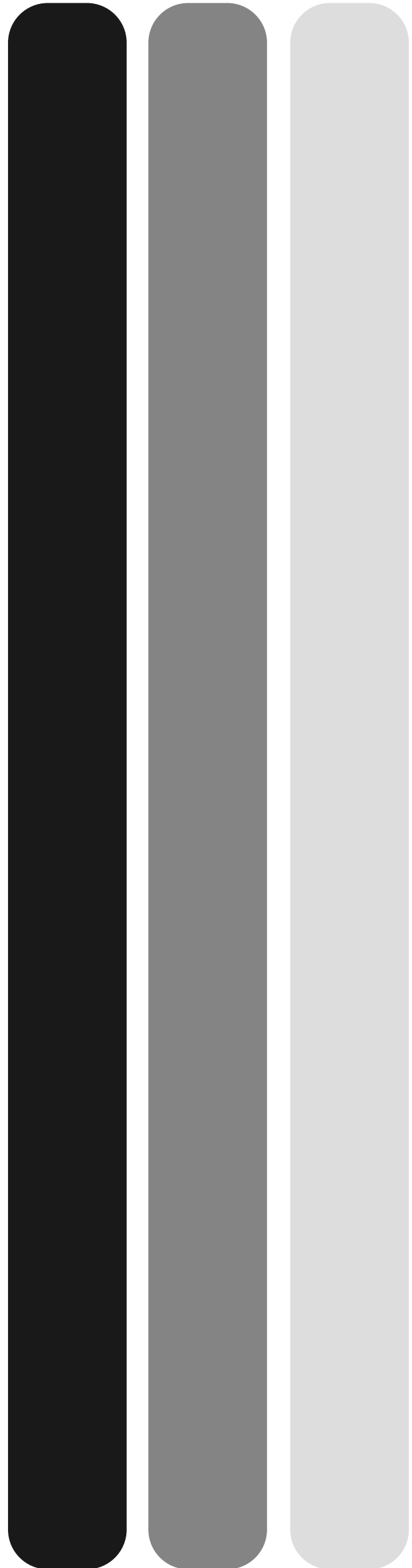


Mint Green

Hex: #cbf926  
RGB: 203 / 249 / 38



Sour Yellow



**UNUSABLE**

**Aa**

**2.25**

---

AA LARGE | **FAIL**

AAA LARGE | **FAIL**

AA NORMAL | **FAIL**

AAA NORMAL | **FAIL**

Midnight Blue

**USABLE**

**Aa**

**11.06**

---

AA LARGE | **PASS**

AAA LARGE | **PASS**

AA NORMAL | **PASS**

AAA NORMAL | **PASS**

Sky Blue

**USABLE**

**Aa**

**13.56**

---

AA LARGE | **PASS**

AAA LARGE | **PASS**

AA NORMAL | **PASS**

AAA NORMAL | **PASS**

Mint Green

**USABLE**

**Aa**

**14.33**

---

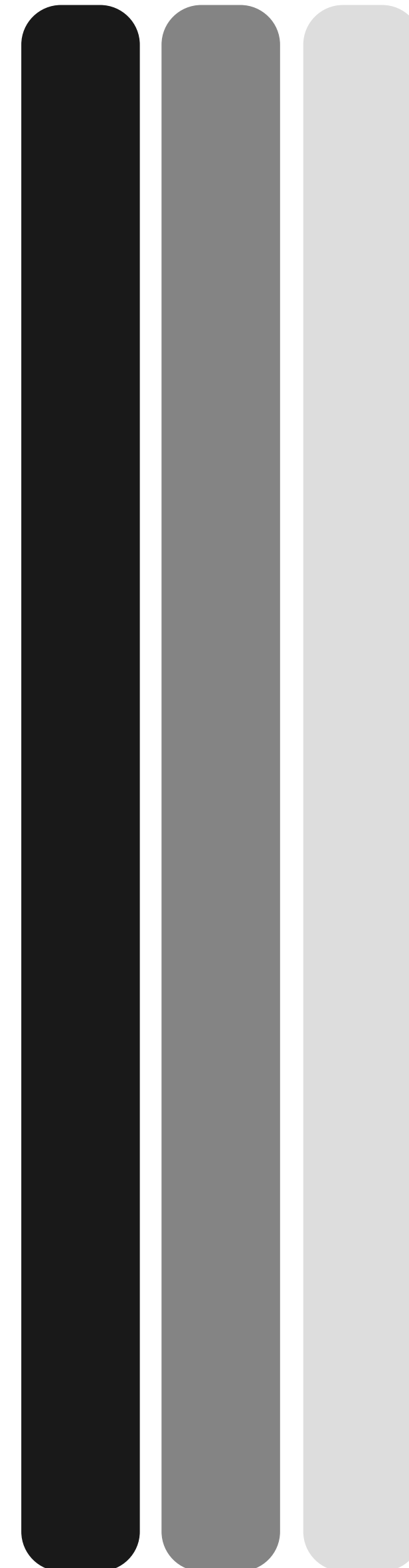
AA LARGE | **PASS**

AAA LARGE | **PASS**

AA NORMAL | **PASS**

AAA NORMAL | **PASS**

Sour Yellow



USABLE

Aa

9.35

AA LARGE | PASS

AAA LARGE | PASS

AA NORMAL | PASS

AAA NORMAL | PASS

Midnight Blue

UNUSABLE

Aa

1.59

AA LARGE | FAIL

AAA LARGE | FAIL

AA NORMAL | FAIL

AAA NORMAL | FAIL

Sky Blue

UNUSABLE

Aa

1.30

AA LARGE | FAIL

AAA LARGE | FAIL

AA NORMAL | FAIL

AAA NORMAL | FAIL

Mint Green

UNUSABLE

Aa

1.23

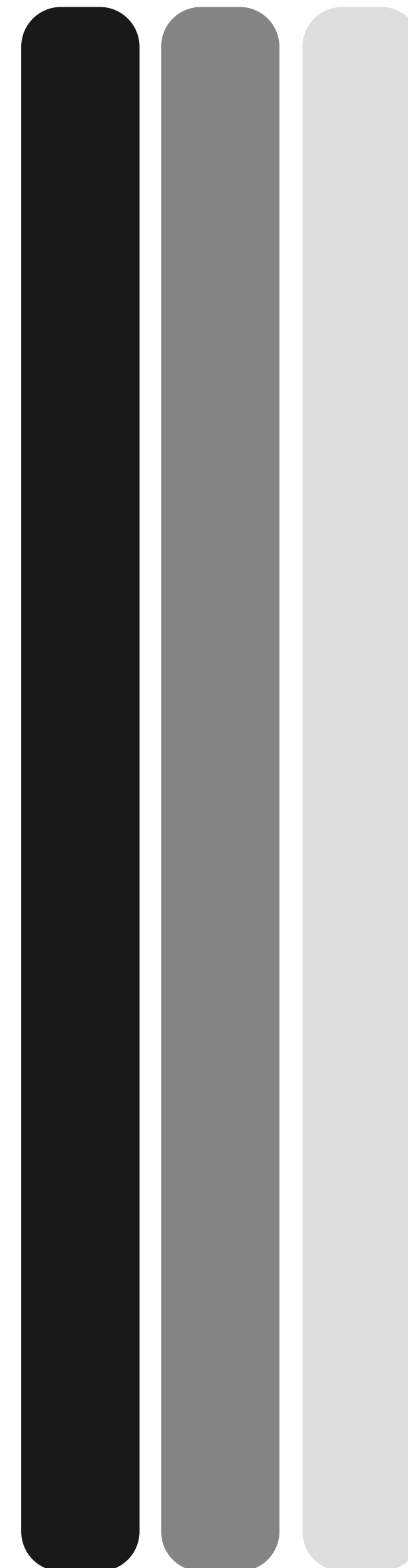
AA LARGE | FAIL

AAA LARGE | FAIL

AA NORMAL | FAIL

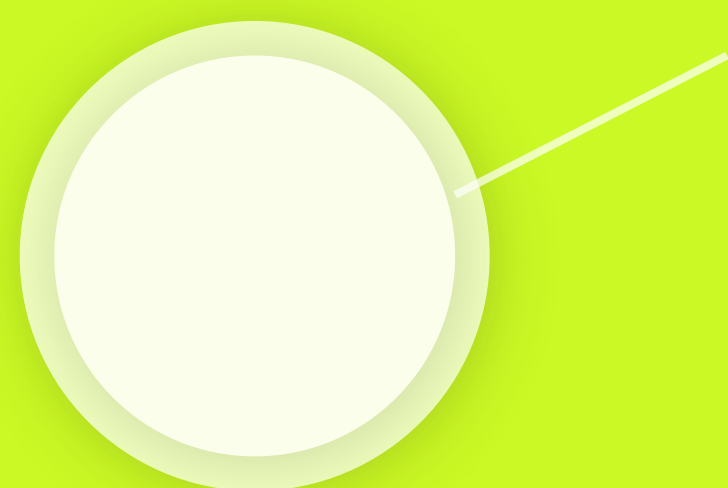
AAA NORMAL | FAIL

Sour Yellow

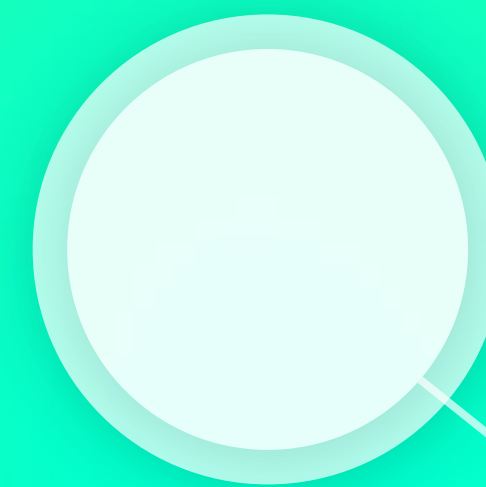


# Colours: Gradient Maps

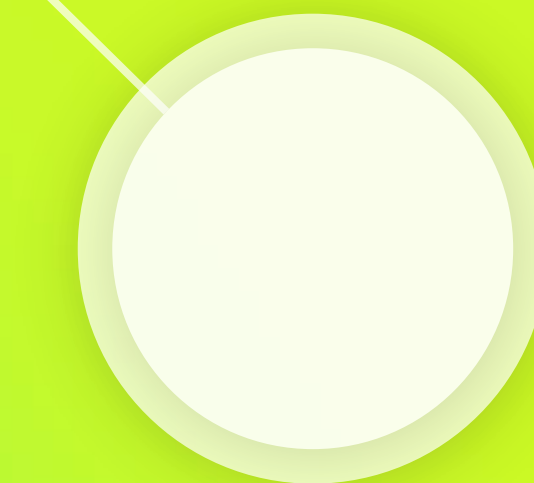
Using a mesh it's possible to use the palette to make exciting gradients. These should always feel organic and inspiring. Colour choice is important here to make the most of it.



**Sour Yellow**  
#cbf926



**Mint Green**  
#345678

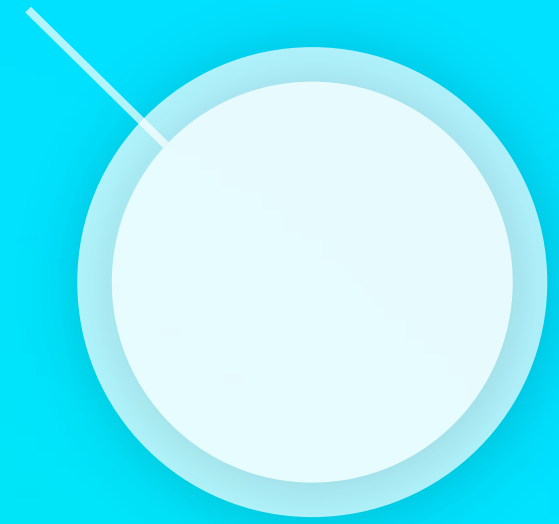


**Sour Yellow**  
#cbf926

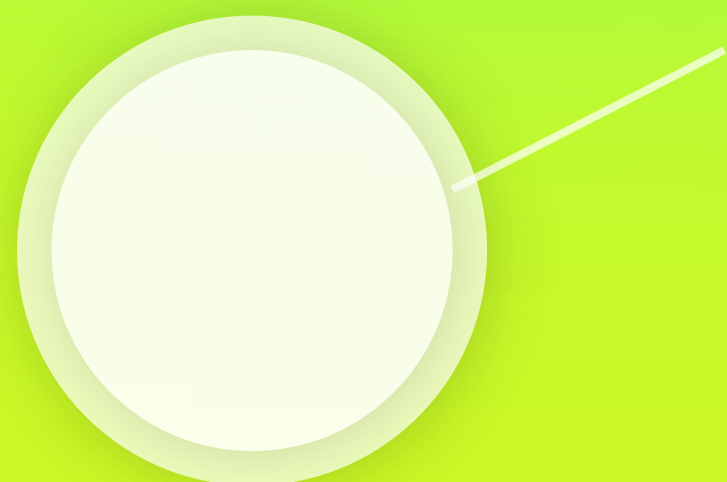
# Colours: Gradient Maps

Using a mesh it's possible to use the palette to make exciting gradients. These should always feel organic and inspiring. Colour choice is important here to make the most of it.

**Sky Blue**  
#00e1ff



**Sour Yellow**  
#cbf926



# Our **Typography**



SEMIBOLD

**Sphinx of black quartz,**  
judge my vow.

## Montserrat

Montserrat is our main Headline and Body typeface. We have a range of weights available and we should always created contrast with bold and light weights.

Thin  
Light  
Regula  
Mediur  
SemiB  
Bold  
ExtraB  
Black



REGULAR

Sphinx of black quartz, judge my vow.

# Just Another Hand

An additional flourish JAH is intended to add personality and should be used where we want to add a friendly element or to soft something.

Regular



Sphinx of black quartz,  
judge my vow.

# Hero

Our brand is made with Hero. it should never be used anywhere else but in our logo system. Requests to use elsewhere should be denied.

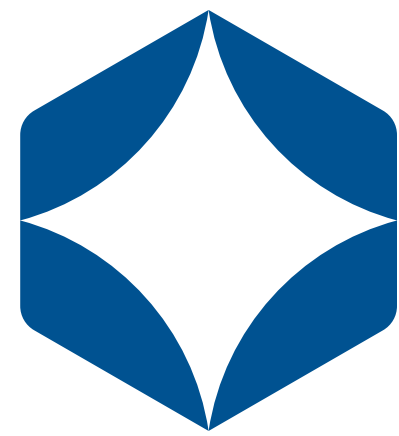
Light  
Regular  
Bold

# Our **Sub-brands**



**Winter Report**  
2025-26

Icon Stakeholder / BoD  
Sub-brand



**Stronger  
Together**

Icon Groups  
Sub-brand



Icon Customer  
Sub-brand

We have a series of sub-brands. The range exists so we can serve the right tone to our audience. The entire system has scalability and consistency.



# Winter Report 2025-26

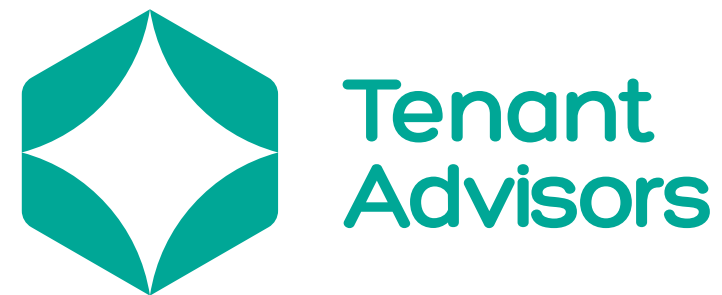
Our sub-brands are created using this system. It has the correct spacing and is the only accepted way of generating new sub-brands.

# North Star Sub-brands

We have a range of sub-brands that follow a strict system. They are consistent and allow for future growth. If, eventually a third level is needed the crest to the left should be inverted further to safely create another series.

No alterations should be made to these. Any other colour uses will result in weakening the brand, especially, as they will be colours that aren't accepted NSHG brand colours.

## FIRST LEVEL SUB-BRAND

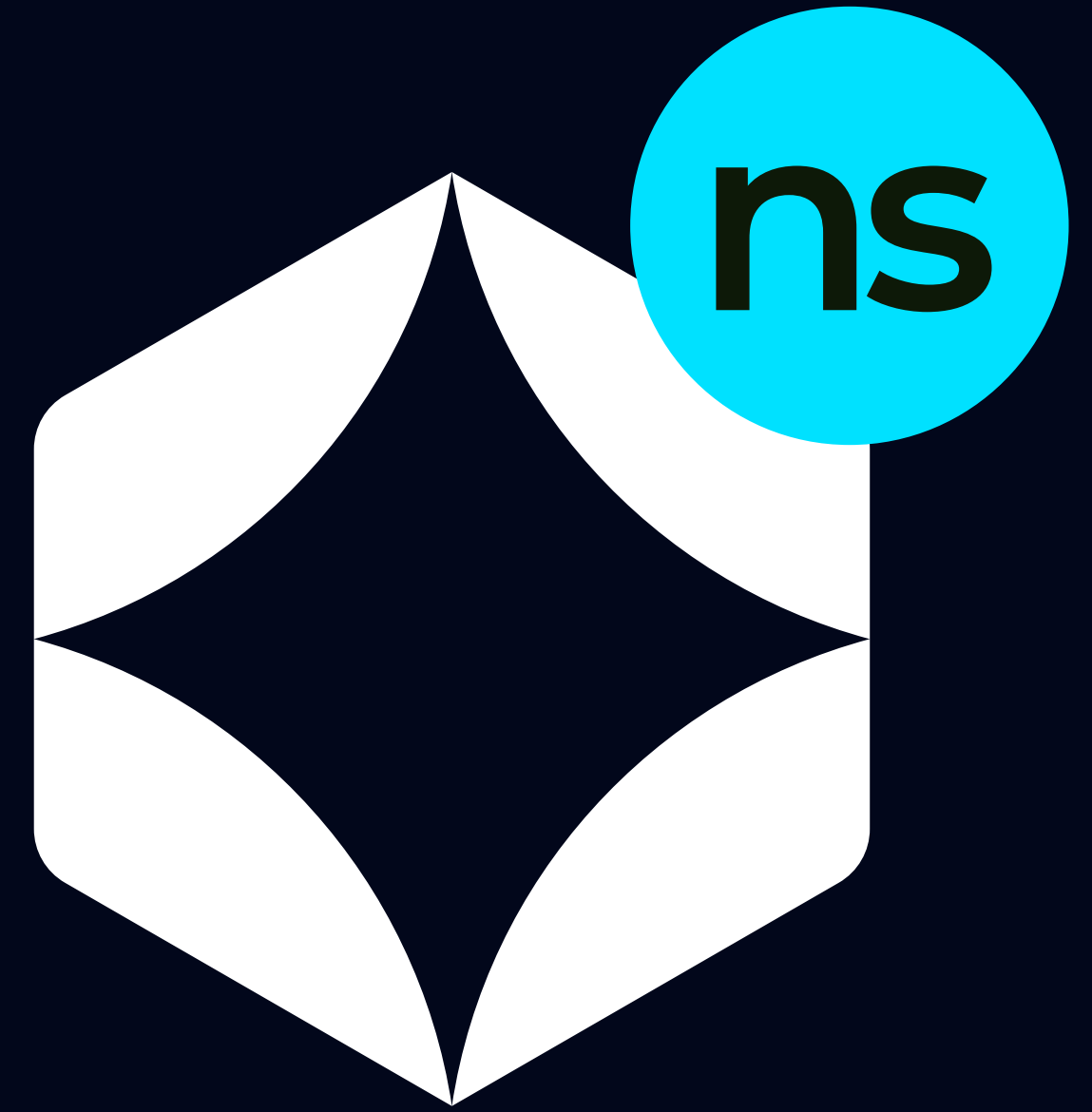


## SECOND LEVEL SUB-BRAND



If in the future NSHG are to productise, it would follow a strict style that adds a balloon to the crest.

NSHG PRODUCT





Our most personable sub-brand is created with Montserrat. The negative spaces in the letters are filled in for a punchy and bold appearance. This style should never be used elsewhere.



Logo position and spacing.  
Care should be taken to ensure nothing enters this safe space when being used.



The logo has the ability to be inverted and work with different colours. Consideration should be given to the background and what contrast is needed.

# Our **Visual Style**

Our icons are drawn to a particular weight and round edge. They're simple but detailed enough to add interest. They should never be changed or manipulated.

HOME ICONS



ARROWS

Our arrows are used for adding flourishes or when we're wanting to add JUH to the asset. They're sophisticated contain a lot of energy and personality.



When wanting to call something out we have the change to use a starburst. These are just a few examples of what shapes can be created for use.

STARBURSTS



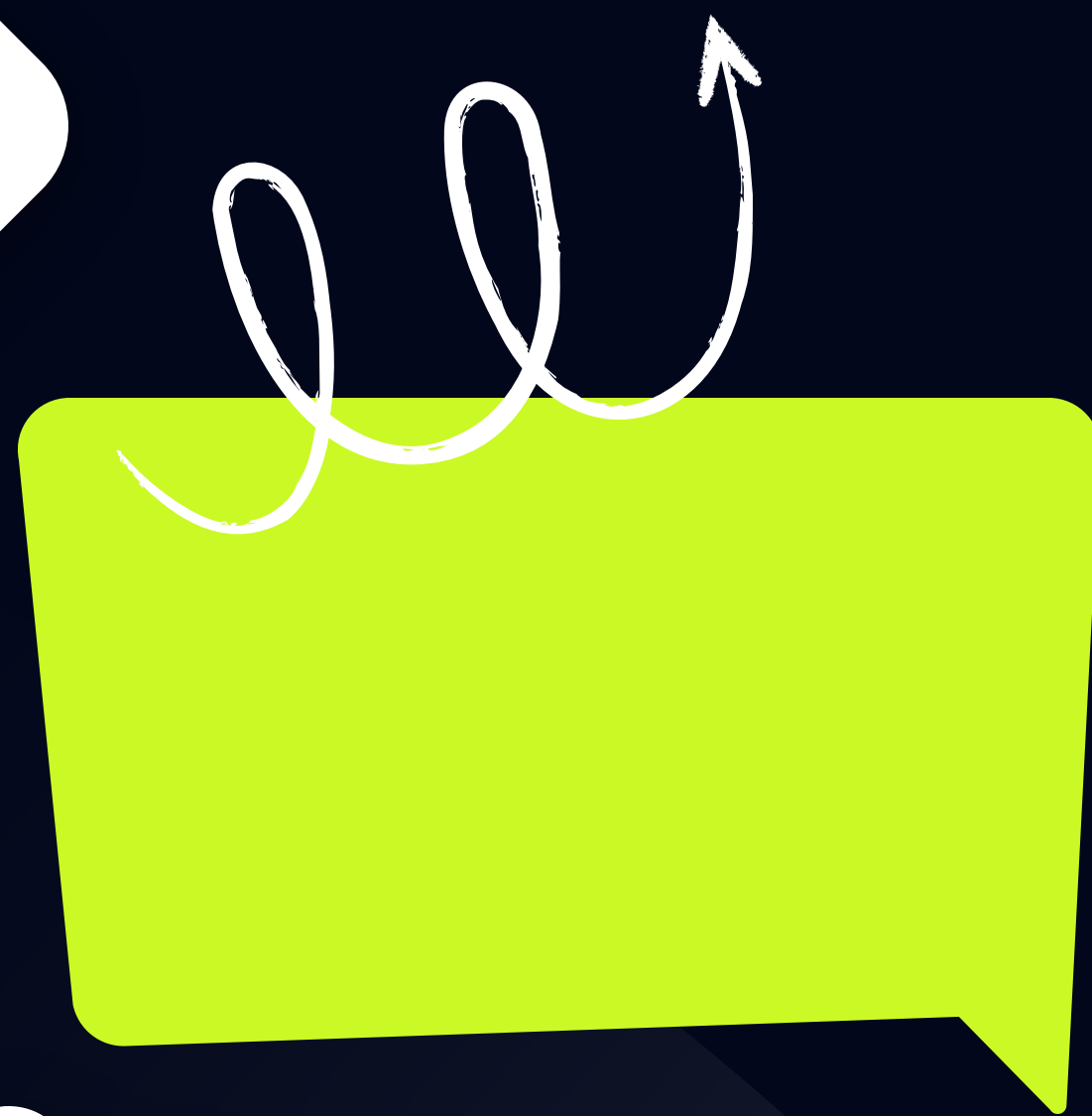
When using a container we can add interest by layering the block with another behind it. Other elements of our visual style combine here to add visual interest.

LAYERED BLOCK



The spark is an element that is used to draw attention. If we have a callout, stat or image it could be used. Care should be taken to not overuse the device.

THE SPARK



**NORTH STAR**

MANAGE MY HOME

# Service Charge Explained

**100%**  
SATISFACTION WITH OUR SERVICE

northstarhg.co.uk

All information is accurate as of January 2025

**NORTH STAR**

MANAGE MY HOME

# Tenants' Handbook

**2025**  
UPDATED HANDBOOK  
IN LINE WITH REGS

northstarhg.co.uk

All information is accurate as of January 2025

**SECTION TWO**

## Your tenancy

**2.7 What are North Star responsible for?**

We are responsible for the structure and exterior of the property including:

- Drains, gutters and external pipes
- The roof
- Outside walls, outside doors, windowsills, window catches, sash cords and window frames including necessary external painting and decorating
- Chimneys, chimney stacks and flues but not including sweeping
- Pathways, steps or other means of access
- Plasterwork
- Garage and stores
- Boundary walls and fences

We will repair and keep in working order the following amenities where the following amenities where provided:

- Installation for the supply of water, gas, electricity and for sanitation and rubbish disposal
- Installation for space heating and water heating
- Lift service and other communal amenities

**2.8 How many people can be on a tenancy agreement?**

Tenancies are usually in one or two names. For further information, contact your housing officer.

**2.9 What happens if my relationship breaks down?**

If you have a joint tenancy and one of you wishes to move out, you must contact your housing officer. In most cases we can arrange for the tenancy to continue in one name. However, there are exceptions to this. If you're the person giving up your share of the tenancy, you need to contact your local council who will be able to provide you with advice and assistance in finding a new home.

**2.10 What is your rent?**

When there is a change in your rent, it is your responsibility to advise this to University Housing. If you are claiming a change in your rent, you will happen...

**2.11 Am I responsible for Council Tax?**

You are responsible for your own Council Tax. You are responsible for any changes in your Council Tax for Council Tax...

10

**2.10 What is your rent?**

When there is a change in your rent, it is your responsibility to advise this to University Housing. If you are claiming a change in your rent, you will happen...


**2.11 Am I responsible for Council Tax?**

You are responsible for your own Council Tax. You are responsible for any changes in your Council Tax for Council Tax...

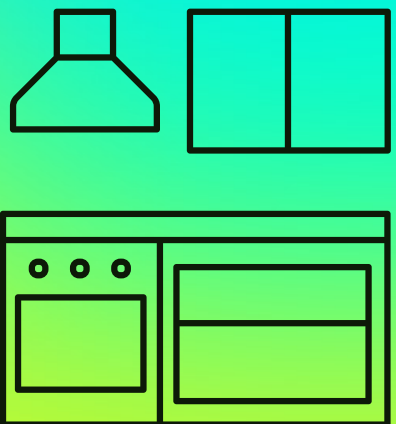
REDEFINING WHAT HOME IS



**Creating homes.**  
Building futures.

 NORTH STAR

TENANT SATISFACTION 2025 RESULTS



**99.6%** Homes with a **valid** gas certificate

In total 36,448 tenants took part, with 3 responses unusable



It's nearly time to have **your say again.**

Keep your eyes peeled for this quarters upcoming forum.

COMING Q1 FEBRUARY / MARCH

 NORTH STAR [northstarhg.co.uk](http://northstarhg.co.uk)

S  
a  
y  
S

Keep  
qua

CO

