

Building our brand

HCA brand guidelines

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Introduction

What we do

The Homes and Communities Agency (HCA) is the national housing and regeneration agency for England, helping to create affordable homes in thriving communities where people want to live.

Our brand

Our brand brings this vision to life and helps convey our role, our values and our personality, not just internally but to everyone we communicate with.

These guidelines will help ensure that the HCA brand is represented consistently in how we look and sound and in everything we do.

Foundations

Just like a home, a brand needs a solid foundation to support it. From here we can build a strong and consistent identity.

The foundation of the HCA is our promise of **Delivery**

This is central to everything we do and what we aim to achieve. The HCA is dedicated to seeing projects through from start to finish – we're not afraid to roll up our sleeves and get our hands dirty. But we can't do this on our own and we recognise the importance of working in partnership to achieve consistently high-quality delivery.

Our values

Building on this foundation, we have defined a set of values which inform how we work and what we believe is important. This is what sets us apart from other similar organisations and influences our culture, our brand and the way we work with others.



Our personality

The HCA's brand personality is the outward reflection of our values. This is how others will experience the HCA. The important thing to remember is that our personality is a mix of all five of these attributes – if we were just innovative without basing that on knowledge and experience, we might appear too wacky or take too many risks.

It is the combination of these personality aspects that makes the HCA who we are – this is explored more later in 'Our voice' on page 29.

