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PlaceShapers

Together we help communities thrive



Communications Guide

How to get the best communications
value from PlaceShapers





PlaceShapers

Together we help communities thrive

We're PlaceShapers

PlaceShapers has had a refresh!

Beneath our new positive, diverse, community-focused visual identity, we are still the same amazing network of housing organisations who work together to help communities thrive. We challenge poverty, the climate emergency, inequality and homelessness.

We've been taking stock to make sure our focus and approach remains as fresh and relevant as it did when we formed in 2008.

We've been talking to members and external stakeholders to make sure what we do, and how we do it, creates the maximum impact.

So, as we move forward, we have a new visual identity which reflects the narrative which is right for us now.

We champion social infrastructure and impact

By evidencing collective outcomes of members.

We shape and share best practice

By creating spaces for members to learn, network and collaborate.

We influence policy and decision-making

By giving members a collective voice and creating strategic partnerships for greater reach.





Communications network

Our communications are driven by communications professionals in member organisations. They give their expertise, energy and time to our projects and campaigns.

We have ten regions, each led by one or two regional communications co-ordinators.

Your regional co-ordinator will keep you in touch with what's happening. If you're not sure who they are, check www.placeshapers.org/networks/communications-network.

We have a creative partnership with Maxmedia, an award-winning marketing and communications agency. In fact, they are an independent subsidiary of one of our members!

Our channels

Twitter: A network of circa 7,000 professionals and sector leaders

LinkedIn: Our professional network for our 100+ members

You Tube: Telling stories through real people – the latest from our projects and campaigns

Ways to be involved

Be active

Be part of the communications around projects and campaigns. That could be supplying data, case studies, writing to your MP or raising awareness through social media.

Tell stories

We're always keen for stories which show resident-led impact around our projects and campaigns - both in writing and on screen. Share those stories and we will amplify them and make them part of our campaigning!

Share

Share general stories of what makes you a PlaceShaper - ideally with photos. Just tag us on Twitter or LinkedIn and we'll amplify and share with our followers too!

Join in

Join free-to-members events and spread the word internally so your colleagues also have the chance to attend – a real benefit of membership.

Visit www.placeshapers.org/events to see what's happening. You're welcome to attend our monthly communications network meetings.

Network

Network with like-minded professionals nationally and in your region to share best practice and help find solutions together to common issues and goals. [Regional co-ordinators](#) can help with any requests for support.

Sign up

Sign up on the website to receive emails direct to your inbox which keep you up to date.





Member communication tools

Press release boiler plate

We're a member of PlaceShapers, a national network of place-based housing organisations that helps communities to thrive. We connect, communicate and collaborate for greater influence. Follow us on [Twitter](#) or go to www.placeshapers.org

Member commitment (use this for your internal communications and on your website)

We're a member of PlaceShapers - a national network of place-based housing organisations. We put place-shaping at the heart of decision-making, helping to create communities where people thrive. We connect, communicate and collaborate for greater influence. We sign up to PlaceShapers' principles:

1. We put our residents and customers at the heart of what we do and they genuine impact on our organisations.
2. We listen and provide more than just landlord services because we care about people and places.
3. We build homes that respond to the needs of the communities we serve.

4. We work collaboratively and actively with our local authorities and other local partners to improve and shape places at both a strategic and operational level.
5. PlaceShapers is run by members, for members and we are committed to a diverse, values-driven housing association sector.

Being a member gives us access to:

- A network of like-minded organisations
- Lobbying and policy influence
- Amplification of our voice through national campaigns and policy work
- Access to 'inside track' briefings
- Free places at PlaceShapers' annual national conference and events
- Free access to specialist networks and forums including:
 - Diverse Voices sessions to build more inclusive workplaces and communities
 - Chairs, Non-Executive Directors, Development Directors and Chief Executives forums
 - Communications and policy networks





Our visual brand

Our new visual brand helps us to flourish! It shares our personality, values and the way we interact with the world. You have a vital part to play in bringing our brand to life. As a first step please replace the old logo with the new ones anywhere you use it.

You can **download** the full brand toolkit and assets (including logos) on the website.

PlaceShapers - Brand toolkit

Brand wheel - how we look

Our visual identity matches the way we look, based on the descriptors in the outer ring of our brand wheel:

<ul style="list-style-type: none"> 1 Introduction 2 Why brands matter 3 Benefits of good branding 4 Using this guide 	<ul style="list-style-type: none"> 5 Our brand 6 Our purpose, vision and mission 7 Our brand story 8 Our brand wheel 	<ul style="list-style-type: none"> 9 Our brand promise 10 Our offer and value proposition 	<ul style="list-style-type: none"> 11 Our visual identity 12 Brand colour: how we look 13 Our typography 14 Our imagery 15 Our logo 16 Our brand colours 	<ul style="list-style-type: none"> 17 Our brand off-site 18 Brand identity: how we sound 19 Brand identity and tone of voice 20 Messaging framework 21 Contact details
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Our logo

PlaceShapers
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Our new logo has been created to reflect our new brand wheel. Together with the brand language (both visual and written), it represents community, diversity and positivity. This particular layout of our logo (horizontal) is the preferred one, please use this wherever possible.

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Our warmer colours

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Our cooler colours

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Our imagery

As a diverse organisation working together with many members to both influence and improve lives, people are our business. We obviously care about enabling people to thrive, and we work together to achieve it. To show this, our brand uses a lot of photography of real people in the areas that PlaceShapers is concerned with. The three areas that our photography will portray are:

- Collaboration
- Thriving and doing
- Improved lives

Details of this are on the following three pages.

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Our imagery – collaboration

These are pictures of two or more diverse people collaborating in different ways. Shots use lots of bright daylight as their main lighting source which produces light backgrounds to give a positive, bright feel. People are shot naturally so that they do not look staged, and they are seen to be enjoying the collaboration they're taking part in. If possible, some naturally occurring PlaceShapers brand colours should be present in the shots.

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Our imagery – thriving and doing

These are pictures of both members of PlaceShapers and members of the communities doing things to benefit that community, like building homes, community work and resident care. These shots also use lots of bright daylight as their main lighting source which produces light backgrounds to give a positive, bright feel. People are shot naturally, and they are seen to be 'doing'. PlaceShapers brand colours could be present in the shots too, giving a bright positive feel.

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PlaceShapers

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Contact details

The PlaceShapers Project Team and Communications Network oversees the brand. All external material involving the brand must be commissioned through the team.

Please contact:

Joanna Charlton

Communications Lead for PlaceShapers

E: Joanna.Charlton@placeshapers.org