

- INSIDE:**
- About PlaceShapers
  - Communications network
  - Ways to be involved
  - Communication tools
  - Our brand



**PlaceShapers**

Together we help communities thrive

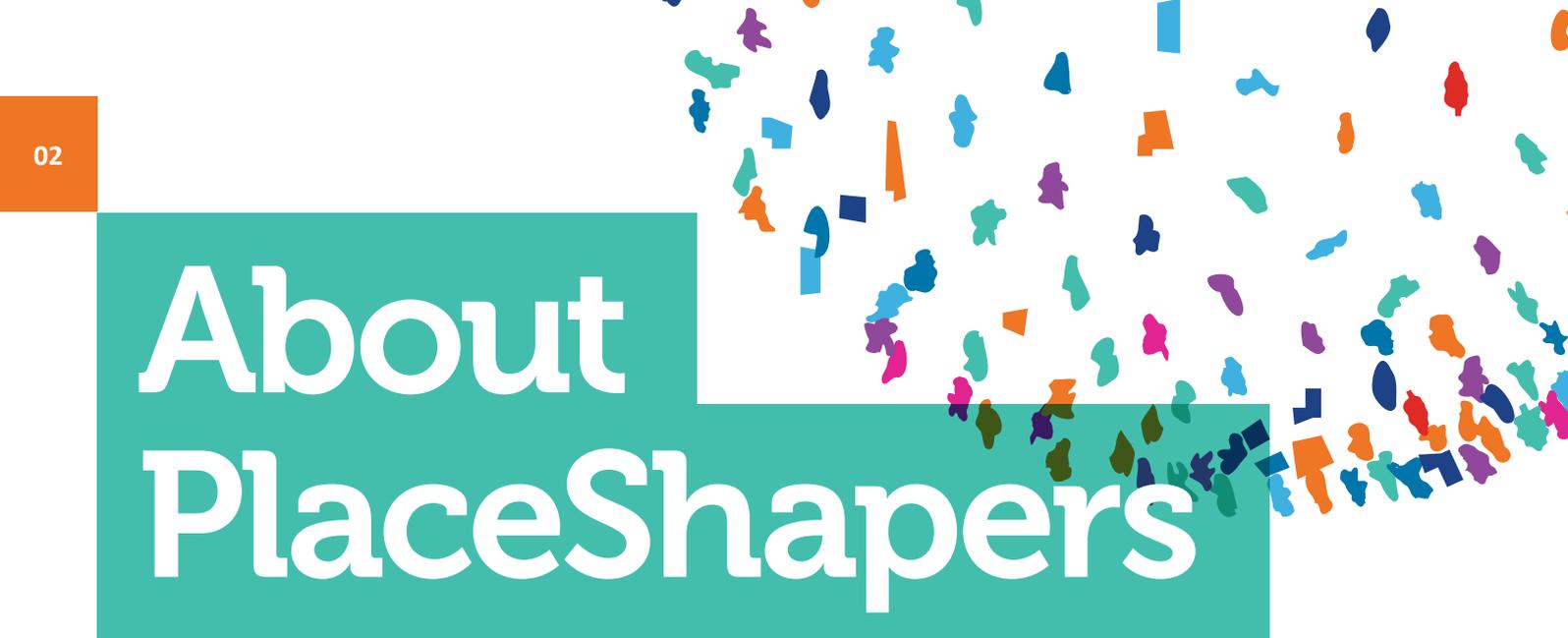


# Communications Guide

Communicate | Connect | Collaborate

How to get the best communications value from **PlaceShapers**





# About PlaceShapers

**We're PlaceShapers, the national network of place-based housing organisations.**

We're a collective of collaborators, change-makers and policy-shapers.  
We're a voice for our members and our communities, because many voices can make a bigger difference than one.

Together, we go beyond housing. **We help communities thrive.**

Our 2023 to 2026 strategic plan sets out how we:

## **Communicate:**

the unique role of place-based housing associations to ensure the sector is understood and valued by politicians and stakeholders.

## **Connect:**

with our members and facilitate access to support to help them address the challenges they face in delivering their place-shaping role.

## **Collaborate:**

with members and the wider sector to give residents a voice that is heard by housing associations and government.





## Communications network – for members, by members

We have a core communications network made up of communications professionals in member organisations. They give their expertise, energy and time to our projects and campaigns.

Together they create resources, campaigns and activities to support our work.

Our regional communications co-ordinators lead activity with members on all things relating to communications.

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](http://www.placeshapers.org/networks/communications-network).

## Our channels

**X (formerly Twitter):** A network of more than 7,000 professionals and sector leaders

**LinkedIn:** Our professional network

**YouTube:** Telling stories through real people

### Communications library:

Resources to help you in your placeshaping role. This includes:

- Toolkits on topical issues
- Communication tools
- Links to communication work we have created in partnership
- Logos and brand guidelines

[www.placeshapers.org/login/](http://www.placeshapers.org/login/)

The password is **ThrivingCommunities2026**.

## Be active

Be part of the communications around projects and campaigns. This could be by 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 **X** (formerly 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. [www.placeshapers.org/events](http://www.placeshapers.org/events)

## Network

We have regular events for the communications professionals in member organisations. You'll hear about them from your regional co-ordinator or check the website.

## Sign up

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

[www.placeshapers.org/about-us/contact-us](http://www.placeshapers.org/about-us/contact-us)

# Communication tools

You can find all our resources in the communications library.

[www.placeshapers.org/login/](http://www.placeshapers.org/login/)

The password is

**ThrivingCommunities2026**

## 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 **PlaceShapers** on **X** (formerly Twitter) or go to [www.placeshapers.org](http://www.placeshapers.org)

## Internal communications content

Use the content below 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 the genuine impact on our organisations.
2. We 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** with politicians and stakeholders on the issues that matter to place-based housing associations
- **Case-studies** and **opportunities to learn** from like-minded housing organisations
- **Special interest** groups, **expertise** and advice on a range of issues
- Free places at PlaceShapers' **Annual Conference** and **events**
- Access to **member-only resources** to support us in our placeshaping work.



Our visual brand helps us to flourish. It shares our personality, values and the way we interact with others. You have a vital part to play in bringing our brand to life.

Download the full brand toolkit from our website communications library.

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:

**1. Introduction**

- Why brands matter
- Benefits of good branding
- Using this guide

**2. Our brand**

- Our purpose, vision and mission
- Our brand promise
- Our offer and value proposition
- Our brand story
- Our brand wheel

**3. Our visual identity**

- Brand wheel: how we look
- Brand promise
- Our logo
- Our brand colours

**4. Our tone of voice**

- Brand wheel: how we sound
- Brand identity and tone of voice
- Messaging framework
- Contact details

## Our logo

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

**PS orange**  
Pantone 158  
CMYK: 2, 66, 28, 2  
RGB: 238, 118, 36  
HEX: #E97641

**PS red**  
Pantone 685  
CMYK: 6, 37, 20, 1  
RGB: 225, 38, 28  
HEX: #E41E24

**PS pink**  
Pantone 225  
CMYK: 5, 36, 2, 0  
RGB: 228, 101, 147  
HEX: #E48099

**PS purple**  
Pantone 258  
CMYK: 0, 42, 14, 1  
RGB: 100, 22, 15  
HEX: #660DAD

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## Our cooler colours

**PS dark blue**  
Pantone 651  
CMYK: 100, 25, 5  
RGB: 0, 51, 105  
HEX: #003366

**PS blue**  
Pantone 7500  
CMYK: 42, 14, 1  
RGB: 100, 22, 15  
HEX: #660DAD

**PS light blue**  
Pantone 286  
CMYK: 65, 22, 1, 0  
RGB: 60, 151, 200  
HEX: #3399CC

**PS turquoise**  
Pantone 7665  
CMYK: 67, 45, 0, 0  
RGB: 60, 151, 174  
HEX: #339999

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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 there 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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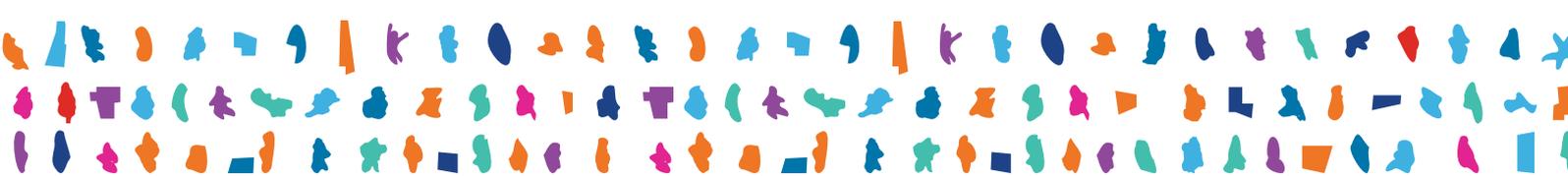
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Scan to visit our website:  
[www.placeshapers.org](http://www.placeshapers.org)



Scan to view our  
X (AKA Twitter) feed:  
[@placeshapers](https://twitter.com/placeshapers)



Scan to view our  
LinkedIn page:  
[PlaceShapers](https://www.linkedin.com/company/placeshapers)



# Communicate Connect Collaborate

Contact us today...

The PlaceShapers Project Team and Communications Network oversees the brand; if you are commissioning any external material involving the brand, please contact the team so we can help.

Please contact:  
**Joanna Charlton,**  
Communication Lead for PlaceShapers  
Email: [joanna.charlton@placeshapers.org](mailto:joanna.charlton@placeshapers.org)

