



# Brand Identity Guide

## Homes Tasmania

Building homes,  
creating communities.

Edition 1.0 2023

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## Author

This document has been prepared as a result of a identity process led by Futago. A suite of logo files and Word templates accompanies this guide.

Contact:  
Kate Owen  
Head of Design  
  
Level 2  
81 Salamanca Place  
Hobart TAS  
Ph. 03 6223 7678  
contact@futago.com.au  
www.futago.com.au

# Introduction

## Our brand identity guide

This brand identity guide was developed to support the establishment of Homes Tasmania, Tasmania's statutory housing authority on 1 December 2022 under the Homes Tasmania Act 2022. It covers the range of elements that define Homes Tasmania's visual identity.

Section 1 guides Homes Tasmania's use of the Homes Tasmania logo and design elements.

**Section 1 is for Homes Tasmania staff promoting our business and where we own the communication.**

Section 2 provides the framework for organisations and businesses to use the Homes Tasmania logo to represent that partnership. This is for any external organisation that has one or more of the following with Homes Tasmania:

- grant funding
- Head lease
- Residential Management Agreement
- construction contract
- other contract issued by Homes Tasmania for the supply of services or housing.

**Section 2 is for external organisations and businesses that are promoting activities that have been supported by Homes Tasmania and where they own the communication.**

It includes the brand identity for Housing Connect, Tasmania's entry point to housing and homelessness assistance.

## Our name

Homes Tasmania needs to be written so that the two words are held together as you would write a date or when referring to a piece of legislation. The name Homes Tasmania is effectively used as a proper noun, therefore the name Homes Tasmania, must be typed using a non-breaking space. To ensure this happens, use Shft+Ctrl+Space between Homes and Tasmania so it is always kept on one line.

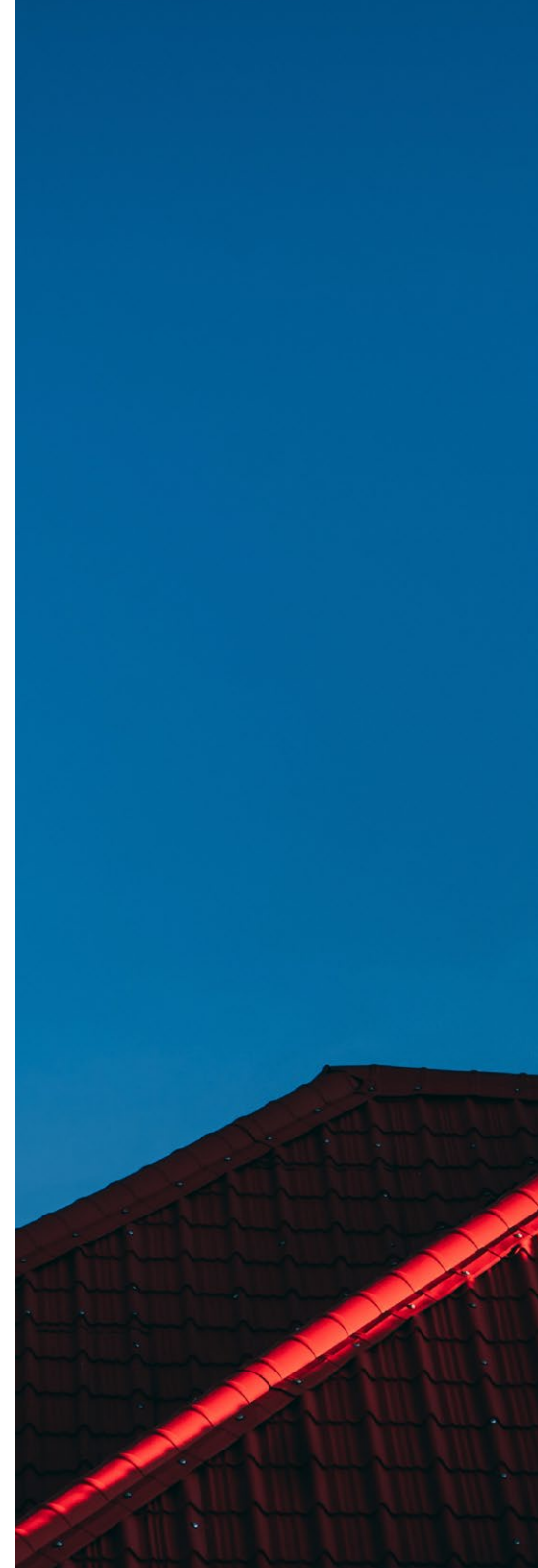
Homes Tasmania should be referred to as Homes Tasmania. Abbreviations such as Homes Tas or the acronym 'HT' are not to be used in written or verbal communication.

## Our initiatives

Similarly, the name for Tasmania's housing and homelessness entry point, Housing Connect, should also be typed using a non-breaking space - Shft+Ctrl+Space.

When referring to our shared equity program for the first time, use MyHome shared equity program. In subsequent references, MyHome is sufficient.

When referring to the Private Rental Incentive program, use Private Rental Incentive (PRI) program for the first time. In subsequent references, PRI is sufficient.



# Section 1: Homes Tasmania brand identity

## About our brand identity

This page summarises the thinking behind the visual identity and the parameters that guided design choices that were made. As Homes Tasmania matures and evolves these personality traits can continue to be used to help measure choices to ensure Homes Tasmania is projecting the right character.

## Design strategy

The design strategy was developed in consultation with executive leadership team in 2022.

### What? (Defining the problem)

Designing for a future of housing in Tasmania that is not Government, not institutionalised, nor presenting as a community service provider.

### Why? (Why we're solving the problem)

To change the face of Government leadership in housing. To clarify what it is, and what it is not.

### How? (How the problem will be solved)

An identity that is confident but inclusive and community minded.

## Homes Tasmania identity personality

Our identity is how we present our purpose and ourselves to the world.

As Tasmania's housing authority, Homes Tasmania will be a **leader**, **community-minded** and **capable**.

These personality traits shape our communications and design outputs.

The three words listed under the primary word further clarify the meaning of the chosen personality trait.

These personality traits are separate from any corporate mission or values and relate particularly to communications. These words are for internal use only.

### A leader

—  
Optimistic  
Positive  
Confident

### Community-minded

—  
Inclusive  
Even-handed  
Engaged

### Capable

—  
Respected  
Experienced  
Effective

# Our logo

The logo is text-based wordmark, that uses two blue tones and includes a tagline.

This is the primary version that includes the tagline. It is only used by Homes Tasmania to represent Homes Tasmania. This is the preferred version.

Whenever possible use this version.

The next page displays other versions that have been created and a description of when they should be used.



Homes light blue

HEX  
3C72B7



Homes blue

HEX  
25559F

## Font

### Faktum semi bold

Listed here as a reference only,  
it is not used in any communication, just in the logo.

# Logo: versions

## What to use when

Different variations of the logo have been designed to make sure it works across multiple formats and layouts.

**The primary stacked version with the tagline should be used wherever possible.**

This page also shows the variations of the logo that are available.



Secondary version when a version with less height is required



Primary version stacked (colour)



Version without tagline colour



Secondary mono horizontal



Primary mono stacked



Version without tagline mono



Secondary reversed horizontal



Primary reversed stacked



Version without tagline reversed

## Homes Tasmania

For use **only** on payslip form or very small applications like a pen

# Logo: guidelines for use

The logo should be sized proportionate to the job it needs to do eg give it the prominence it deserves.

These sizings are for **absolute minimums**, any smaller and it can't be read.



**Clear space:** Don't crowd the logo. This example shows how the H in homes is a guide for the minimum space between the logo and something sitting next to it.

### Minimum sizing:



Minimum size 20mm wide



Minimum size 35mm wide



Minimum size 17.5mm wide



Minimum size 28.5mm wide

# Logo: in use examples

## Stacked version

This version should be used in all instances when there is enough room to accommodate the tagline.

This page shows examples of mono and the reversed out versions. Where possible prioritise using the colour version.



Primary version colour stacked



Primary mono stacked



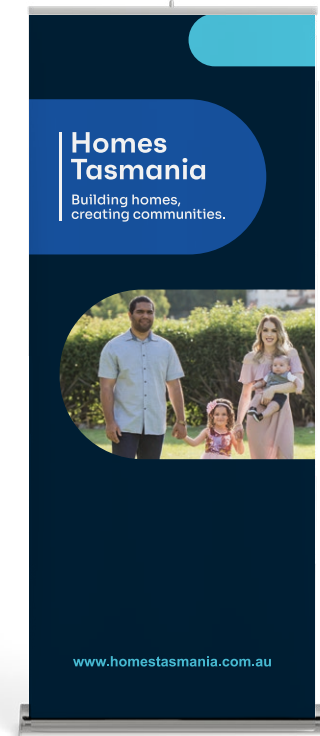
Primary reversed stacked



Letterhead



Hi-vis jacket



Pull-up banner



# Logo: in use examples

## Horizontal version

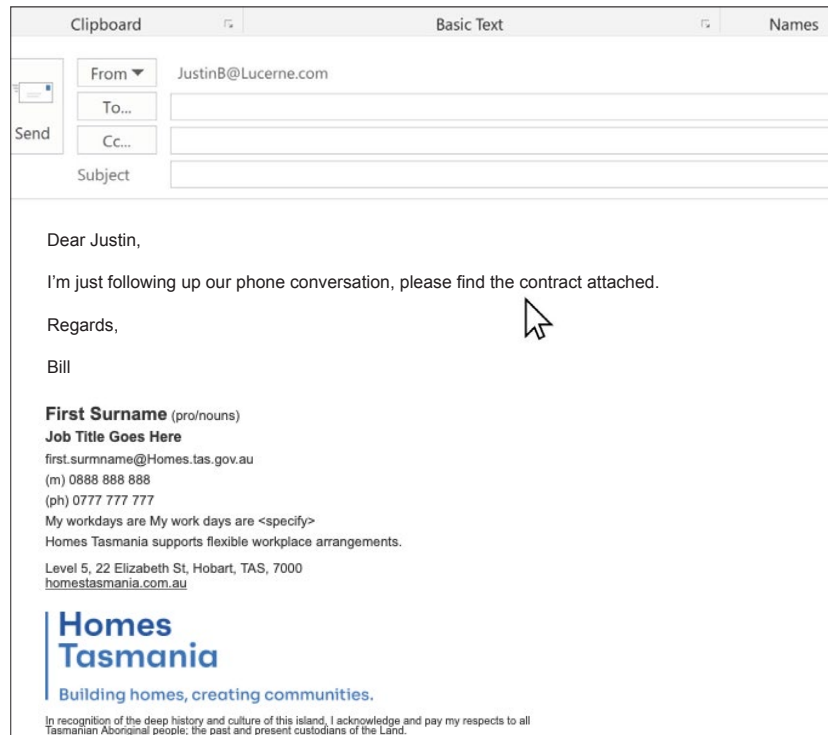
Sometimes using the stacked version of the tagline will take up too much room. In instances when there isn't much height, or content gets too long, like an email signature, use this version.



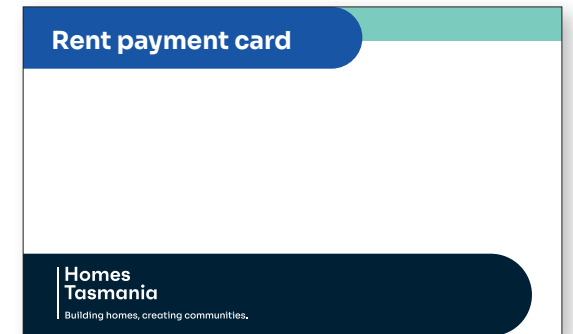
Secondary version when a version with less height is required



Secondary reversed horizontal



Email signature



Rent card

# Logo: in use examples

## Version without tagline

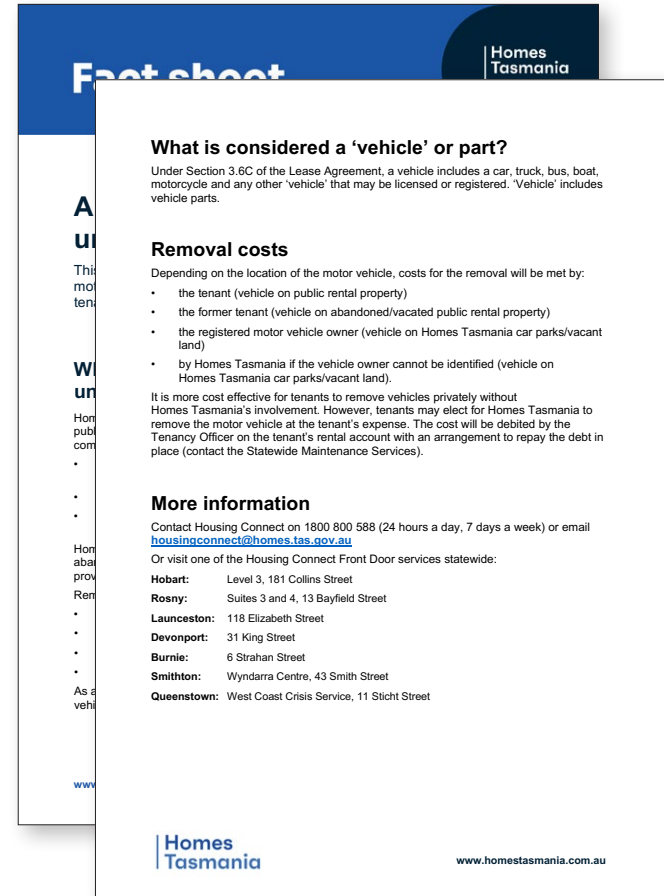
In instances where the text of the tagline would be too small to read, or such as a following page in a report, use this version.



Version with without tagline colour



Hard hats have limited space, in this instance we want the logo to be prominent, the tagline isn't necessary.



Footer of following page of fact sheets

# Fonts

## The right type

Fonts, or typefaces, form a substantial and important component of a visual identity. Faktum was chosen for the logo type, because of its friendly shape, symmetrical form and interesting details.

Sora, which is a Google font can be used for headings or where emphasis and personality is required.

**Sora** is used for headings and pull-quotes it's a Google font and available for free [fonts.google.com](https://fonts.google.com)

**Arial** is used as the main text font and can be used whenever Sora isn't available. Use the bold version for extra weight.

**Sora – used for headings**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

**Arial – used for body and substitute**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## The right size

For Word documents, size 12 is preferred in main text and size 11 is the minimum font size to be used.

Size 10 is preferred in tables or graphs and size 8 is the minimum font size to be used.

For PowerPoint presentations, size 22 is the minimum font size to be used for a slide heading, size 18 is the minimum font size to be used in body text and size 12 is the minimum font size to be used in tables or graphs.

Once you have determined the font size you will be using, it needs to be applied consistently throughout the document eg if you choose size 26 for your PowerPoint slide heading, use size 26 on every slide heading in your presentation.

The templates provided have styles created which includes Heading Styles. These are numbered in order of their Hierarchy. This helps to organise the content of a document into a hierarchical structure. For example Heading 1 (H1) is used for the most important information, when there needs to be multiple layers of information then use Heading 2-4 to help denote the structure, an example would be a report. If you're laying out less text, say a flyer or fact sheet, then use which ever heading style looks right to give the text definition.

# Colour palette

## Overview

The colour palette is deliberately broad to allow flexibility in developing future collateral. The blues talk to the personality trait of being 'capable' they are strong and sit very comfortably in a corporate and government space. These will be the lead colours to start. The secondary palette, of greens, teals and purples bring in the optimistic, positive and confident leadership traits, as well as being very community-minded and inclusive.

**CMYK** is used for printed material.

**RGB** is used in screen applications. An example of this is Word documents.

**HEX** codes digital are used on the web, or in Word documents

## Accessibility legend\*

Base on text on white background, or white text on that colour:

- a = Regular text: 17pt and below
  - A = Large text: 18pt and above / 14pt bold and above
  - ★ = Icons and actionable graphics
- a A★ ✓✓✓ Meets AAA WCAG 2.1 can be used for headings, graphics and regular text
  - a A★ ✓✓ Meets AA WCAG 2.1 can be used for headings, graphics and regular text.
  - A★ ✓✓ Meets AA WCAG 2.1 can be used for headings and graphics

\*For more context please see:

<https://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html>

## Primary palette blues

HEX 3C72B7	HEX 25559F	HEX 5FC4E1	HEX 002437
a A★ ✓✓✓	a A★ ✓✓		a A★ ✓✓✓
a A★ ✓✓✓	a A★ ✓✓		a A★ ✓✓✓

## Supporting palette purples

HEX E9B3D2	HEX B371AF	HEX 662D91	HEX AD2066
	A★ ✓✓	a A★ ✓✓	a A★ ✓✓
	A★ ✓✓	a A★ ✓✓	a A★ ✓✓

## Supporting palette yellow and greens

HEX EBEB7C	HEX FFDF4F	HEX A4CF57	HEX 003835
			a A★ ✓✓✓
			a A★ ✓✓✓

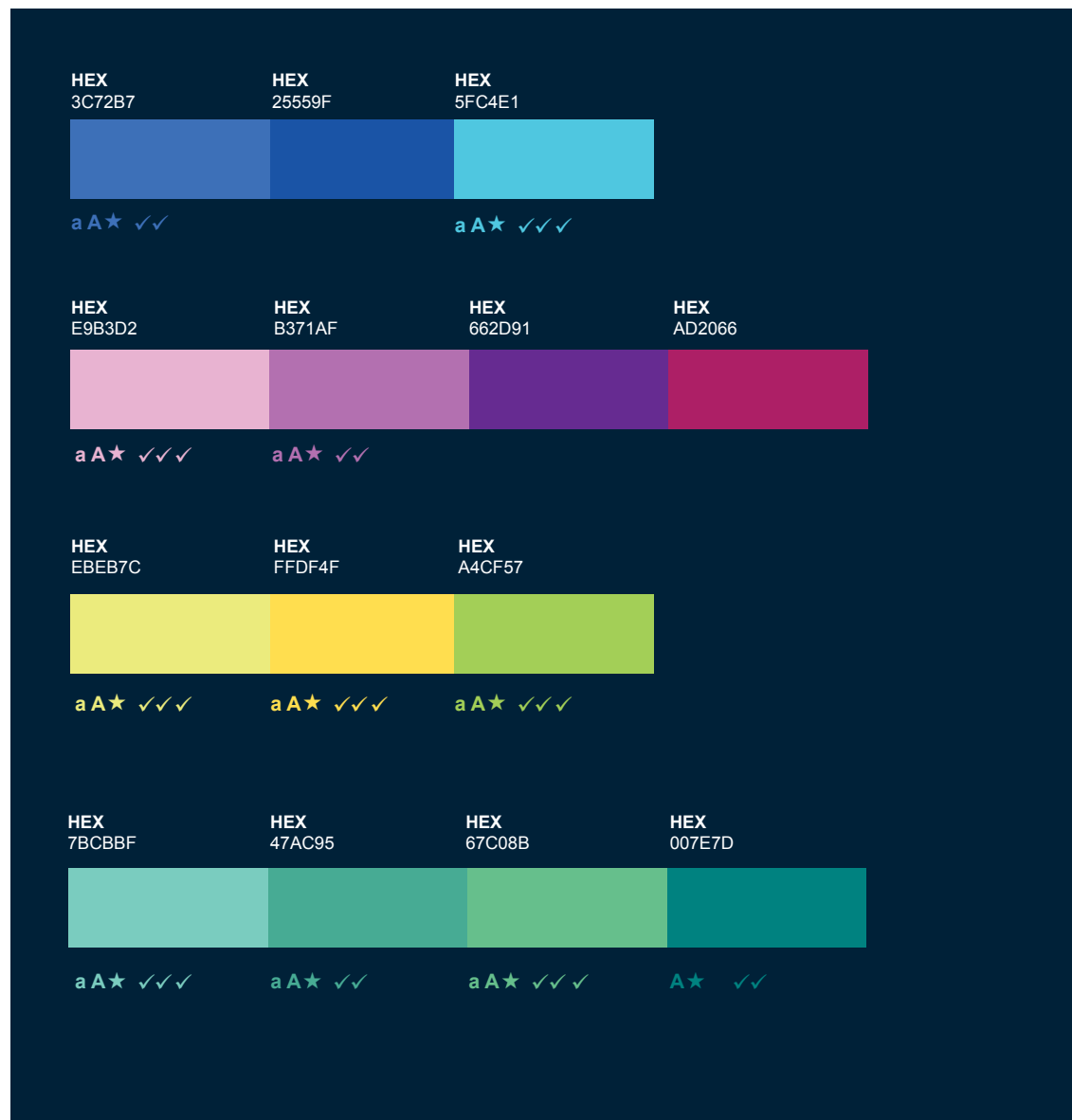
## Supporting palette blue-greens

HEX 7BCBBF	HEX 47AC95	HEX 67C08B	HEX 007E7D
			a A★ ✓✓
			a A★ ✓✓

# A guide to combining colours

## Bright colours on dark blue

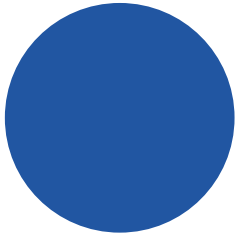
This diagram shows which colours work well on the dark blue, and in addition when developing communication that will be electronic – which colours can be used for text and graphics to meet WCAG Accessibility guidelines. See legend previous page.



# Colour palette breakdowns

## Leading brand identity colours

Homes blue

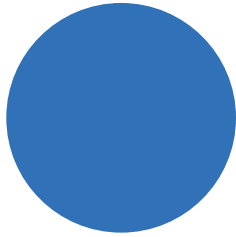


**CMYK**  
93, 74, 4, 0

**RGB**  
37, 85, 159

**HEX**  
25559F

Homes light blue

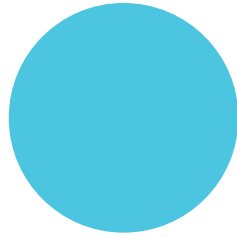


**CMYK**  
80, 54, 1, 0

**RGB**  
60, 114, 183

**HEX**  
3C72B7

Sky blue

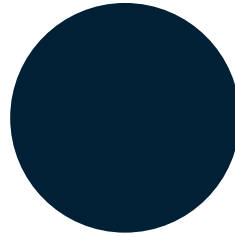


**CMYK**  
56, 2, 8, 0

**RGB**  
95, 196, 225

**HEX**  
5FC4E1

Dark blue

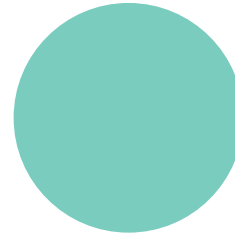


**CMYK**  
96, 75, 51, 59

**RGB**  
0, 36, 55

**HEX**  
002437

Pale blue/green

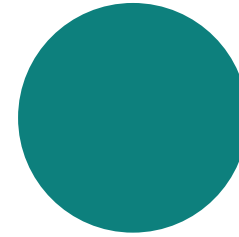


**CMYK**  
51, 0, 30, 0

**RGB**  
123, 203, 191

**HEX**  
7BCBBF

Mid-green

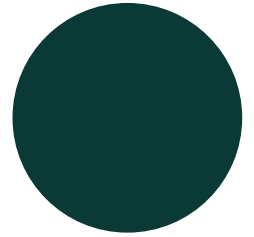


**CMYK**  
87, 32, 51, 9

**RGB**  
0, 126, 125

**HEX**  
007E7D

Dark-green



**CMYK**  
91, 54, 67, 57

**RGB**  
0, 56, 53

**HEX**  
003835

## Supporting colours

These colours have been included to ensure there is enough vibrancy and flexibility as the entity grows and communication needs change.



**CMYK**  
60, 0, 60, 0

**RGB**  
103, 192, 139

**HEX**  
67C08B



**CMYK**  
70, 10, 50, 0

**RGB**  
71, 172, 149

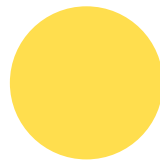
**HEX**  
47AC95



**CMYK**  
40, 0, 84, 0

**RGB**  
164, 207, 87

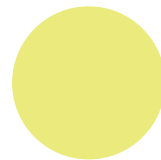
**HEX**  
A4CF57



**CMYK**  
2, 9, 80, 0

**RGB**  
255, 223, 79

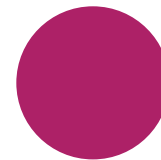
**HEX**  
FFDF4F



**CMYK**  
10, 0, 64, 0

**RGB**  
235, 235, 124

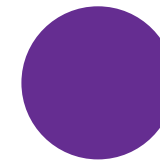
**HEX**  
EBEB7C



**CMYK**  
30, 100, 35, 5

**RGB**  
173, 32, 102

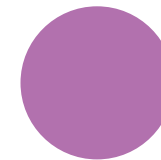
**HEX**  
AD2066



**CMYK**  
75, 98, 1, 0

**RGB**  
102, 45, 145

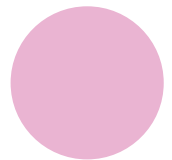
**HEX**  
662D91



**CMYK**  
30, 65, 0, 0

**RGB**  
179, 113, 172

**HEX**  
B371AF



**CMYK**  
5, 35, 0, 0

**RGB**  
233, 179, 210

**HEX**  
E9B3D2

# Adding the colour palette into word

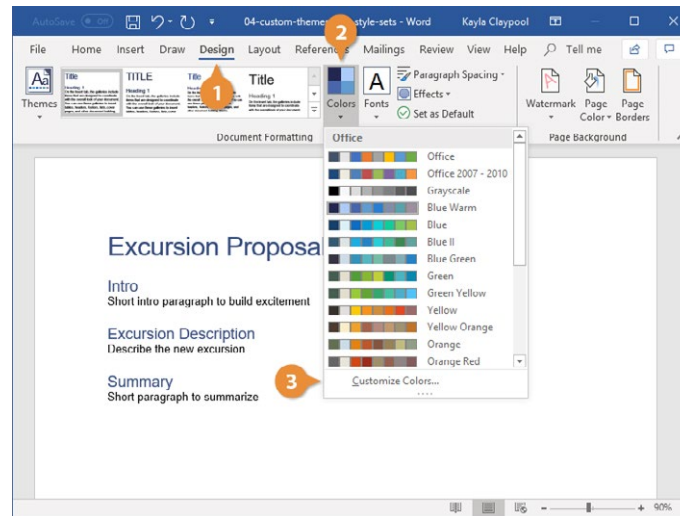
## Colour Palettes

### Accessible colours

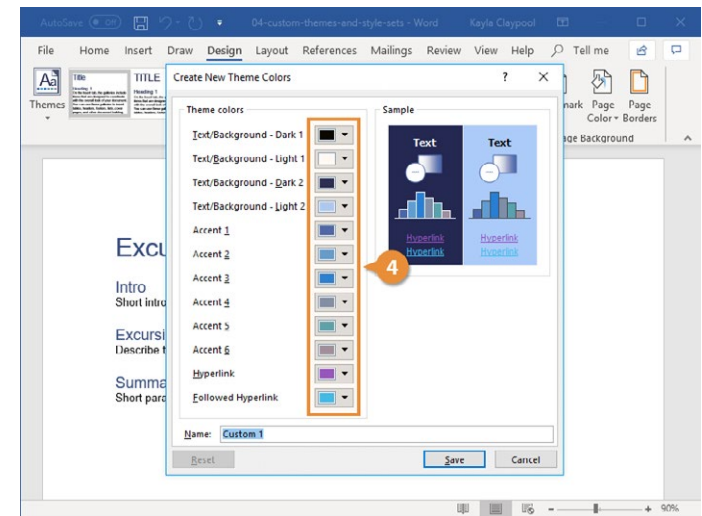
3c72b7	60, 114, 183
25559f	37, 85, 159
002437	0, 36, 55
b371af	179, 113, 172
662d91	102, 45, 145
ad2066	173, 32, 102
003835	0, 56, 53
007e7d	0, 126, 125

### Supporting colours

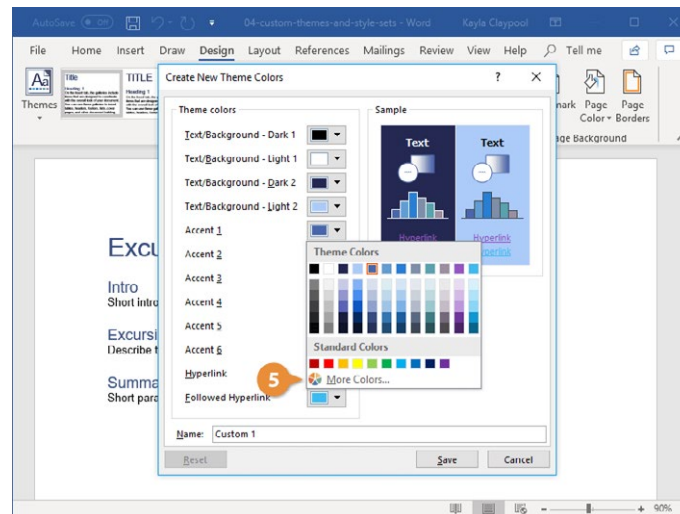
47ac95	71, 172, 149
67c08b	103, 192, 139
5fc4e1	95, 196, 225
e9b3d2	233, 179, 210
ebeb7c	235, 235, 124
ffdf4f	255, 223, 79
a4cf57	164, 207, 87
7bcbbf	123, 203, 191



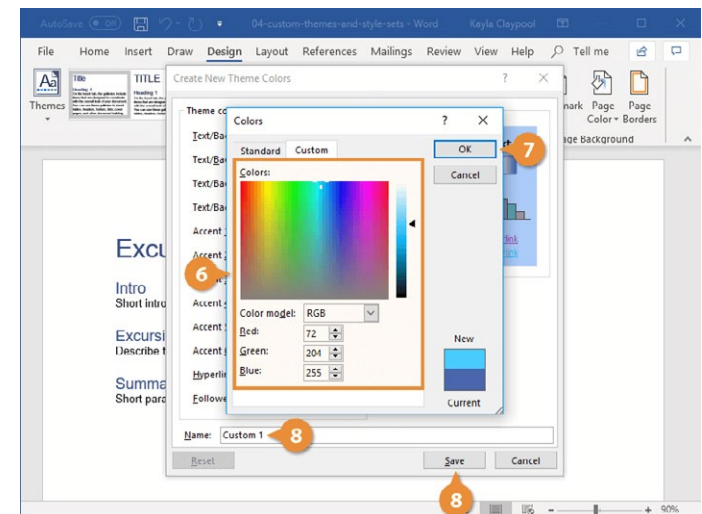
1. Open the design tab
2. Click the drop down under 'colours'
3. Click customise colours at the bottom of the water drop down



4. Click on the boxes to replace each colour with the new brand colours, leaving the first two as black and white



5. Click more colours



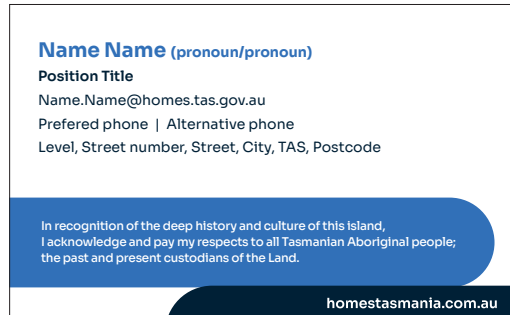
6. Enter the RGB values or Hex code
7. Click OK
8. Name the Colour palette then click save.

# Graphic device

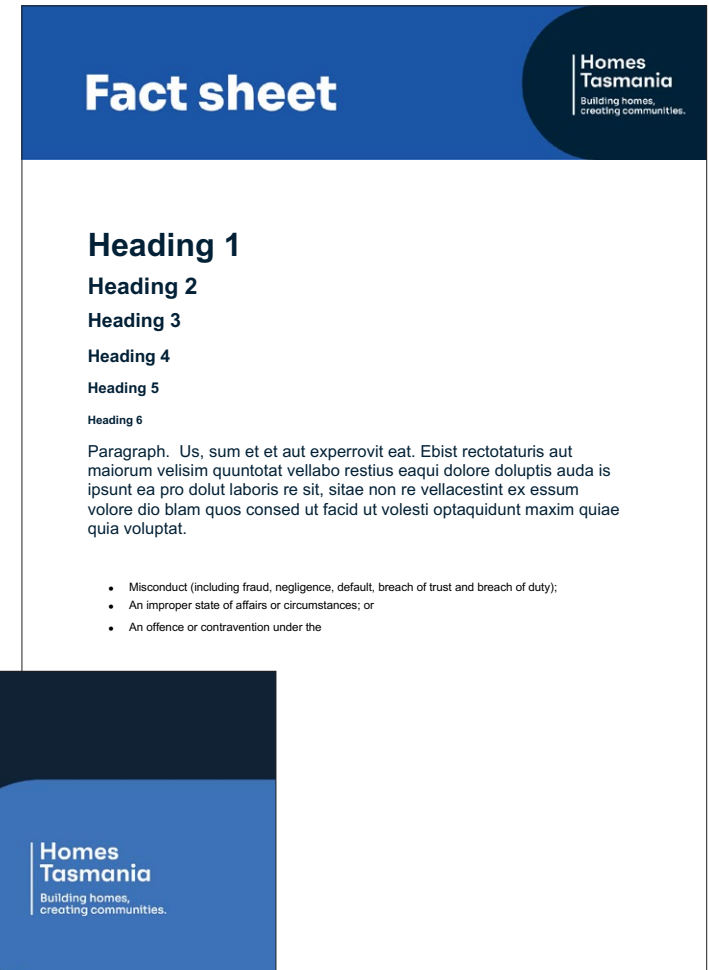
A graphic device (the coloured, rectangle with rounded corners) has been designed to complement the logo and bring in the community-minded aspect of the identity personality. It can help make communications feel inclusive and engaging.

It's important to not overuse the devices. Consider cropping and using at the edges.

Limit colours to two to three on any one piece. This page shows examples of how it can be used.



As a container for text and to break up a lot of information.



Here the shape 'wraps' from the front cover to the back cover. It can be used when it's not appropriate to include an image.



# Applying the brand identity

## Applying the brand identity to corporate collateral

The following pages show how the identity has been applied to corporate items such as letters, reports and business cards. Primarily these have been created to be straight-forward and confident.

They tend to use the blue colour palette with occasional green-blue.

### What details to include on the business card:

<First Name> <Last Name> (<pronoun>/<pronoun>)\*

<Name>.<Name>@homes.tas.gov.au

<Preferred phone> | <alternative phone>\*

<Level>, <street number> <Street>, <City>, TAS, <postcode>

\*optional

This template is appropriate for letters that will be emailed. →

Text sizing for business card

**Name Name 10pt (pronoun/pronoun 7pt)**

**Position Title 7pt**

Name.Name@homes.tas.gov.au 7pt

Preferred phone | Alternative phone

Level, Street number, Street, City, TAS, Postcode

### Business card front



### Back

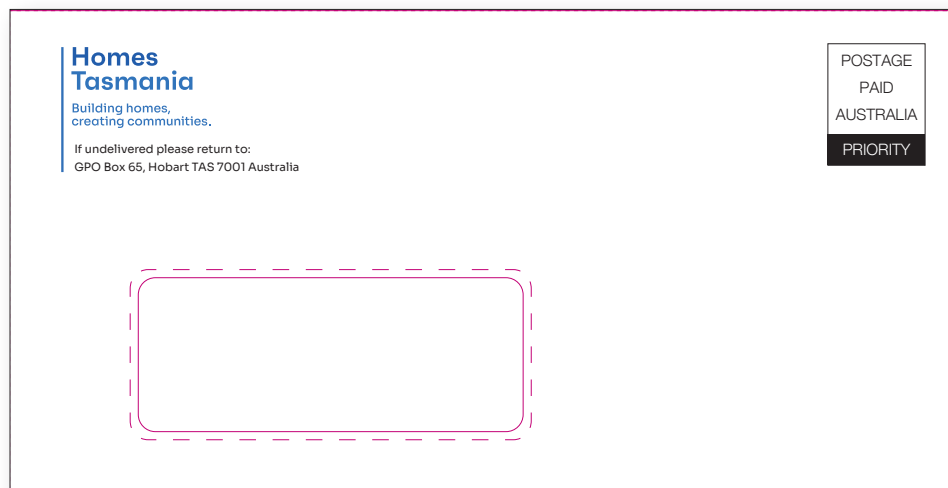


Letterhead which has been supplied as a Word template

# Window faced letterhead and envelope

The letterhead has been supplied as a Word template. This template **must be** used for letters that will be posted so the address details are visible. The template has a blank second page.

The window-faced envelope is pre-printed.



Pre-printed envelope

**Homes Tasmania**  
Building homes,  
creating communities.

«\$recipientName»  
<Executors or LPRs Postal Address>  
SUBURB STATE POSTCODE

**Subject: The Development at Green Banks**

Tem. Ciet acepe noneceped eum autem sequodipid qui cumquiame destiae re, occae dolupta et quid et aut ut invellent omnihil et mosae num latissinti nonsequ idebisincium nosto magni commimil molorro

Et voluptate percid quos excero volum, cum dit, etur, quam nis aspelique nobiscipsam, nim et veribus quas molores susanis dolupta temostet, audaesequiae litassitam eum qui cum eum aut mostiumet pore pore poris sam, officitatio idelique porum recerio. Ut ressinus maximincto minum incto beature pratentore pre, ium qui officatia aut aspeliquati doluptia nost mi, temquodit que et qui apide cum quae. Xerchillitat ressim dollant ligenimus rem assimum remperum quam aut qui omnimaxime pero ma de et laut iduciribus magnihi llaccae rrore, velentisque corentis aut et et rempos cullo mais etur.

Ut ressinus maximincto minum incto beature pratentore pre, ium qui officatia aut aspeliquati doluptia nost mi, temquodit que et qui apide.

Yours sincerely,

Jane Smith  
Senior Project Manager  
23 January 2023

**Attachments:**  
**Copy:**

---

GPO Box 65  
Hobart, TAS, 7001  
03 9999 9999  
whomes Tasmania.com.au  
contact@homes.tas.gov.au

# Email signature: styling detail

## Font styling guide

Use this guide to manually create your email footer.

**First Surname** (pro/noun)

**Job Title Goes Here**

first.surname@homes.tas.gov.au  
(m) 0888 888 888

My workdays are <specify>  
Homes Tasmania supports flexible workplace arrangements.

Level 5, 22 Elizabeth St Hobart, TAS, 7000  
homestasmania.com.au

**Homes  
Tasmania**  
Building homes, creating communities.

In recognition of the deep history and culture of this island, I acknowledge and pay my respects to all Tasmanian Aboriginal people; the past and present custodians of the Land.

**Arial bold 15px** (Arial regular 11px)

**Arial bold 12px HEX 3F6CB3**

Arial regular 11px  
Arial regular 11px

Arial regular 11px  
Arial regular 11px

Arial regular 11px  
Arial regular 11px

← Image

Arial regular 7px  
Arial regular 7px

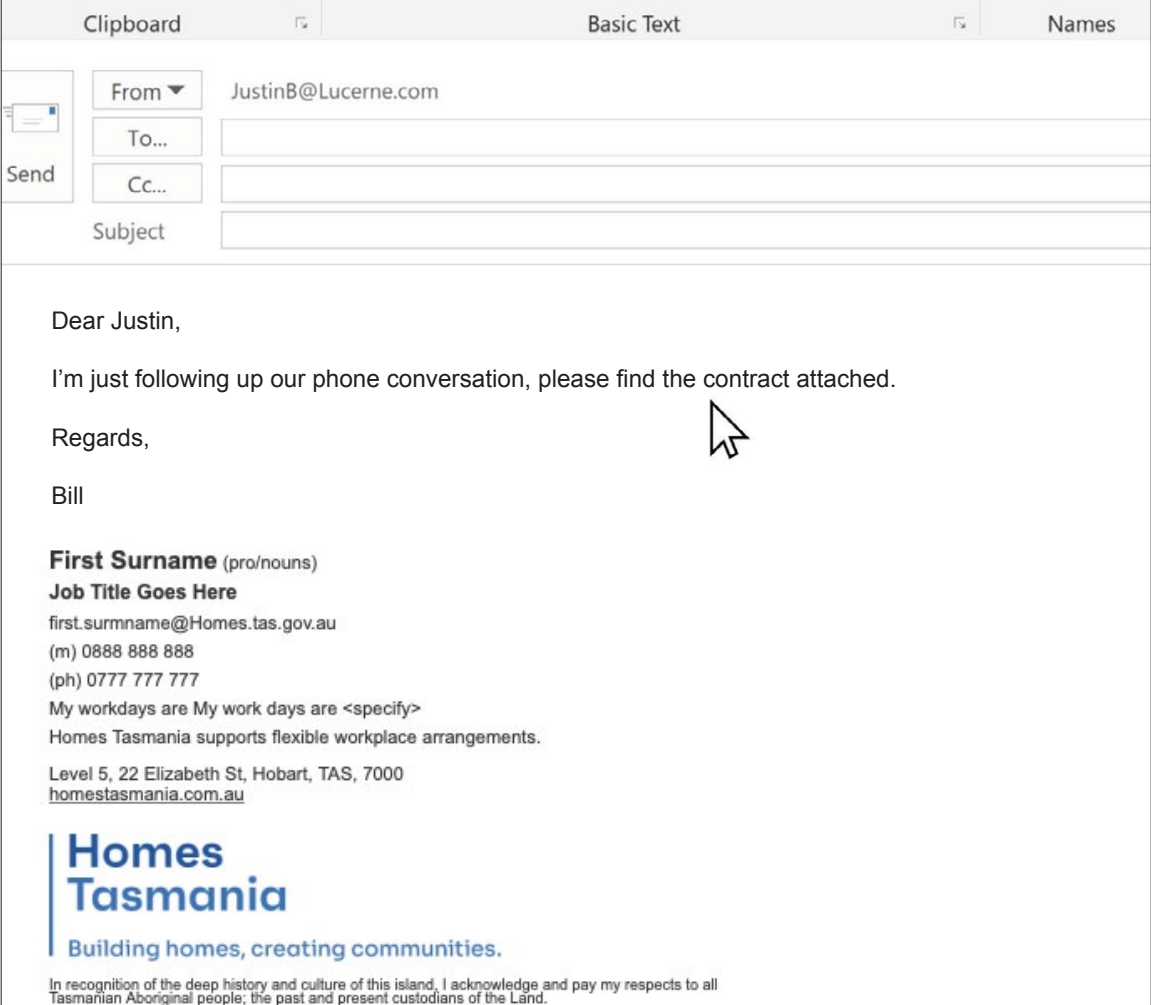
# Email signature

## How to create your email signature

### In Outlook:

1. Open a new email.
2. Go to insert and select signature from the menu.
3. Then select 'signatures'
4. Delete all your current signatures.
5. Create your new signature and give it a name such as 'primary' and click OK.
6. Copy and paste the manually created signature into the space and click OK.

### Mock-up how it should look



The mock-up shows an Outlook email interface. At the top, there are three tabs: 'Clipboard', 'Basic Text', and 'Names'. Below the tabs is a 'Send' button and a 'Subject' field. The email body contains the following text:

Dear Justin,

I'm just following up our phone conversation, please find the contract attached.

Regards,

Bill

**First Surname** (pro/nouns)  
**Job Title Goes Here**  
first.surname@Homes.tas.gov.au  
(m) 0888 888 888  
(ph) 0777 777 777  
My workdays are My work days are <specify>  
Homes Tasmania supports flexible workplace arrangements.  
Level 5, 22 Elizabeth St, Hobart, TAS, 7000  
[homestasmania.com.au](http://homestasmania.com.au)

**Homes Tasmania**  
Building homes, creating communities.

In recognition of the deep history and culture of this island, I acknowledge and pay my respects to all Tasmanian Aboriginal people; the past and present custodians of the Land.

Please don't alter any fonts, styling or add anything like emojis, images etc.

Proposals to include banners for national days/weeks of action require approval from the Office of the CEO.

# Reply email signature (short version)

## How to create your reply email signature

1. Open a new email.
2. Go to insert and select signature from the menu. Then select 'signatures'
3. Create your new signature and give it a name such as 'reply' or 'short' and click OK
4. Copy and paste the text you want to show from your other signature:
  - Name
  - Pronoun (optional)
  - Title
  - Phone number
  - Work days etc (optional)

Please don't alter any fonts, styling or add anything like emojis, images etc.

Proposals to include banners for national days/weeks of action require approval from the Office of the CEO.

Mock-up how it should look

The mock-up shows an email client interface with a header bar containing 'Clipboard', 'Basic Text', and 'Names'. The email header includes a 'Send' button, a 'From' dropdown set to 'JustinB@Lucerne.com', and fields for 'To...', 'Cc...', and 'Subject'. The main body of the email contains the following text:

Hi Justin,

Alisciae rciunt facimus daerchi lluptas deratiumet prempor rumquo volupta il eat dendi berum harum faccustianim simus doluptasped quos dellicius et quatus experunt labo. Gitatiati dolor simi, quibus, nos deribus etur? Quam imporecu Magnam que volor sim qui tor arum faciducia quam, sitatem qui dolum idictotas etur sunt.

**Homes Tasmania**  
Building homes, creating communities.

**First Surname (pro/noun)**  
Job Title Goes Here  
(m) 0888 888 888

Dear Justin,

I'm just following up our phone conversation, please find the contract attached.

Regards,

# Report template

## Word template

There is a multi-page template which includes a range of text styles. Insert images and graphs etc as needed. For heading and text font sizes refer to page 11.

The back cover should be customised to include relevant contact / author information.

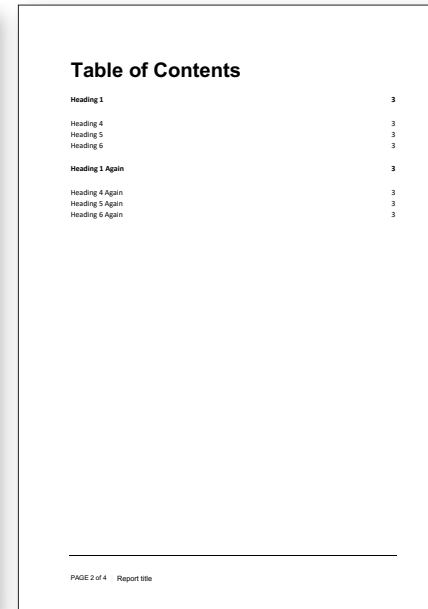
Ensure your report contains the following:

- Contact information: email address, web address.
- Date of publication (month and year).
- Volume/issue number if appropriate.
- Acknowledgement of copyright.
- Acknowledgement of country and location of information
- CM10 Reference
- ISBN Note: ISBN or International Standard Book Number (ISBN) is a unique identifier for books. An ISBN is not mandatory, and does not provide copyright on a work but is used internationally across the book trade and library sector. It is used for final version of published one-off reports (not regular performance reporting).

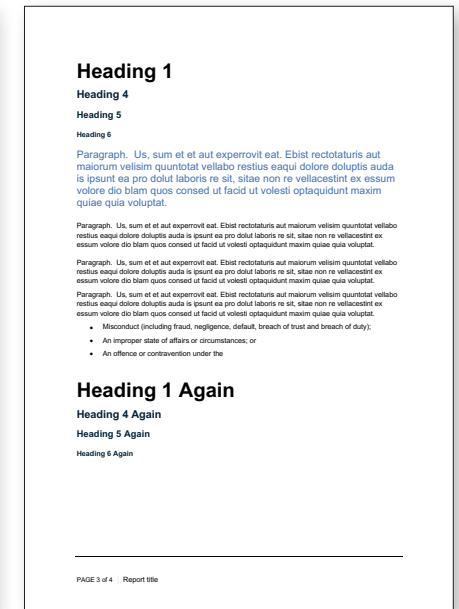
To apply for an ISBN go <https://www.nla.gov.au/using-library/services-publishers/apply-isbn-issn-or-ismn/australian-isbn-agency>



Front cover



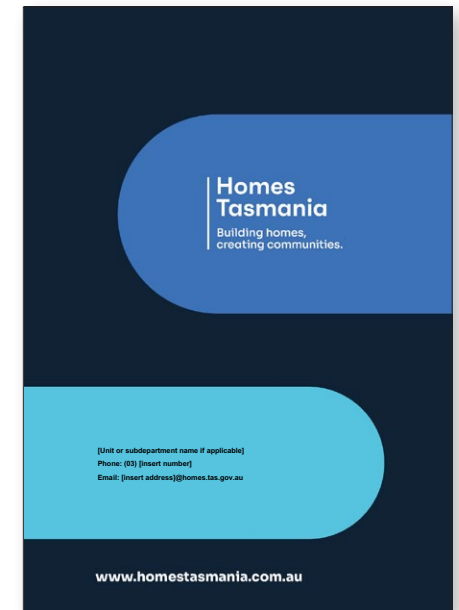
Contents page



General content page



Ability to have landscape page



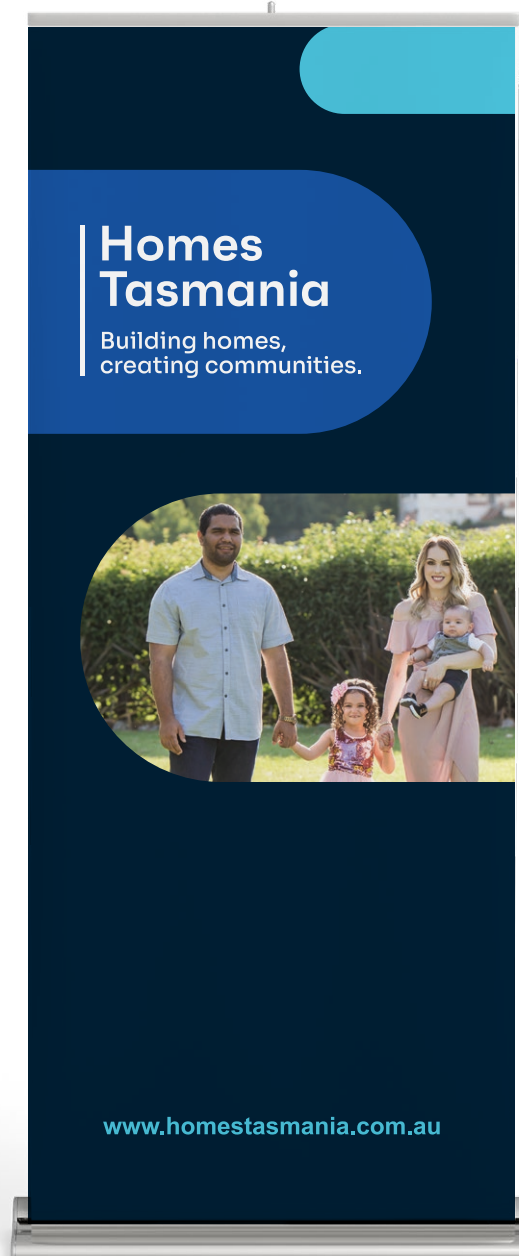
Back cover

# Public facing collateral

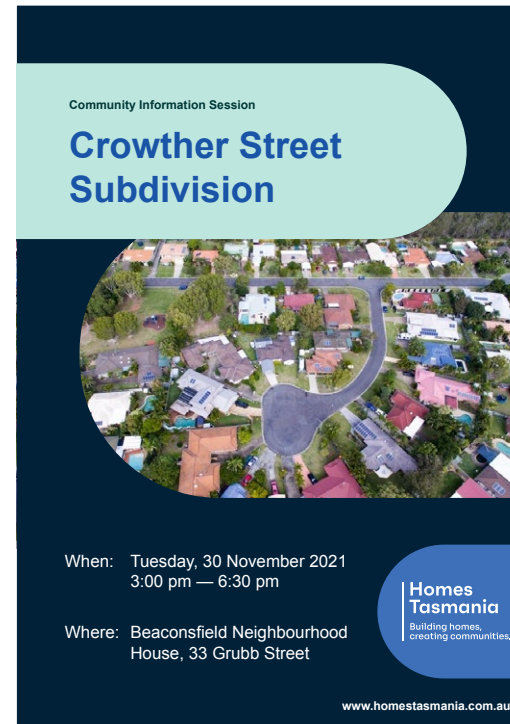
## Applying the brand identity

This page shows how the elements of the identity can come together to create branded communication collateral.

The following section goes into more detail as to how templates work and gives a sense of how new items can be created as needed.



Pull-up banner



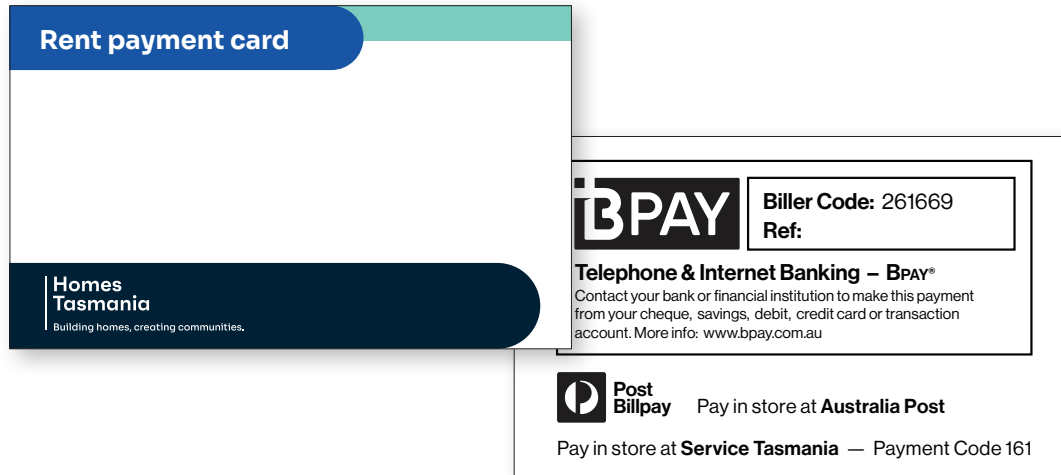
A3 Portrait format poster



A3 Landscape format poster

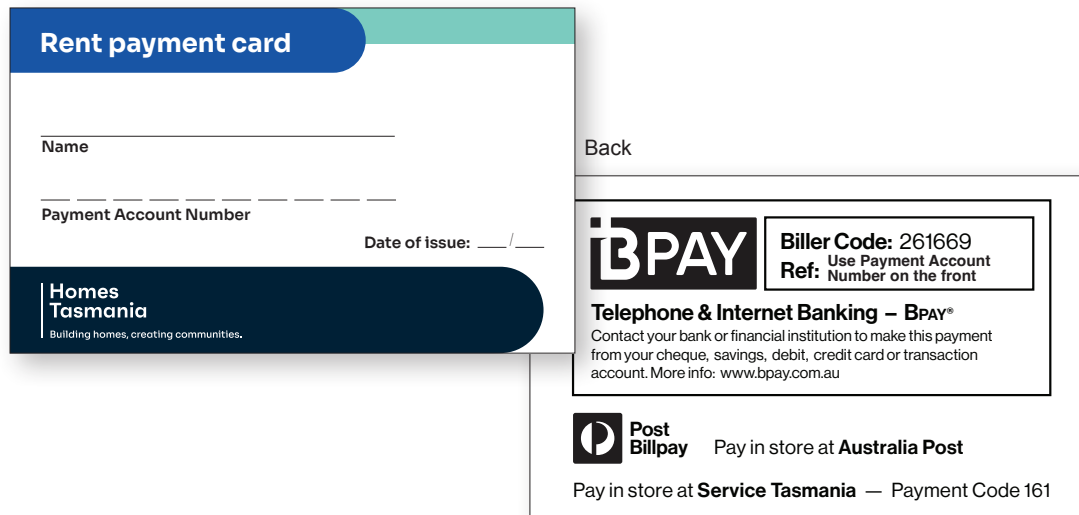
# Examples of the brand identity applied

Rent card front

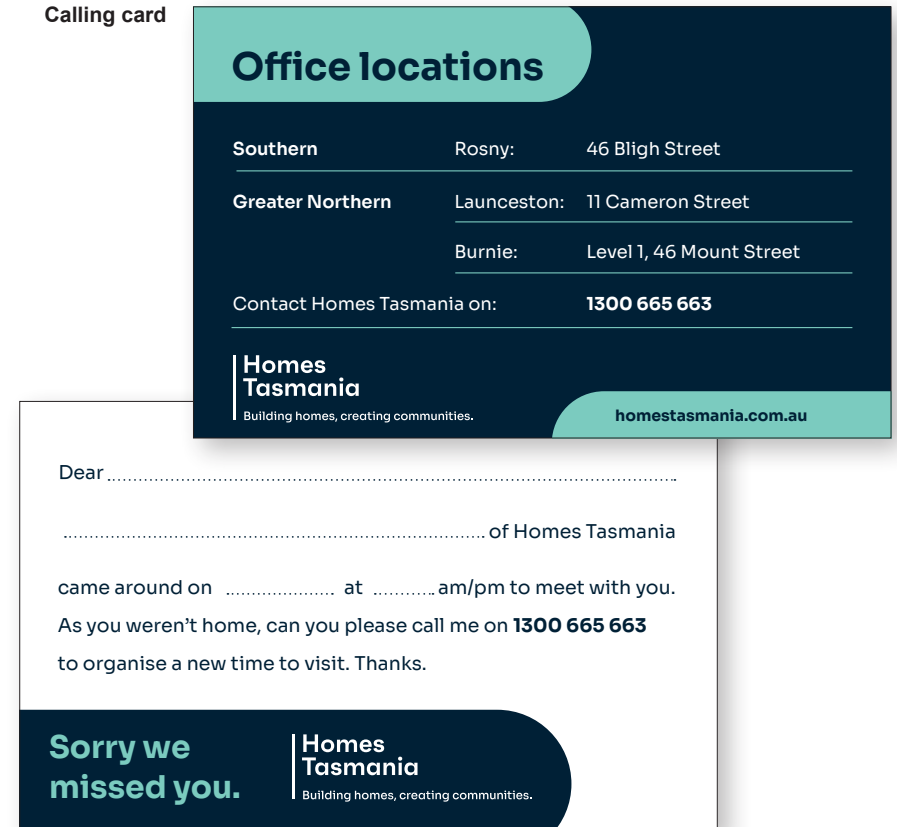


Rent card back

Temporary rent card



Calling card





# Fact sheets

## Example in use

There are two colour variants a blue version and a green version.

Images can be inserted as needed, the template allows for the following pages to have a simple footer.

### Which colour when:

Use the blue fact sheet for use for all Homes Tasmania tenancy and maintenance related fact sheets and corporate fact sheets. Green or blue for use in other applications.

## Fact sheet

Homes Tasmania  
Building homes,  
creating communities.

### Abandoned, unregistered and unroadworthy vehicles

This fact sheet is for people who have an unregistered, unroadworthy motor vehicle or parts on Homes Tasmania sites, specifically on tenanted/untenanted properties or vacant land.

### What Homes Tasmania will do about abandoned, unregistered, un-roadworthy 'vehicles' or parts

Homes Tasmania regularly receives complaints from tenants and members of the public concerned about vehicles abandoned on Homes Tasmania property. The complaints include concerns about:

- vehicles in various stages of disrepair being left for extended periods in car park spaces or vacant land
- vehicles being dumped in common areas of unit complexes
- storage of car parts and car bodies in front and back yards, causing the neighbourhood to look unsightly.

Homes Tasmania will make every reasonable effort to contact the owner of an abandoned vehicle or parts left on a Homes Tasmania property or vacant land and provide them with an opportunity to remove it.

Removal options include:

- referral to local auto salvage yards
- classified advertisements in local newspapers
- businesses that hire out trailers
- metal recycling firms.

As a last resort, and with written consent, Homes Tasmania may arrange removal of the vehicle at the tenant's expense.

[www.homestasmania.com.au](http://www.homestasmania.com.au)

Blue version

### What is considered a 'vehicle' or part?

Under Section 3.6C of the Lease Agreement, a vehicle includes a car, truck, bus, boat, motorcycle and any other 'vehicle' that may be licensed or registered. 'Vehicle' includes vehicle parts.

### Removal costs

Depending on the location of the motor vehicle, costs for the removal will be met by:

- the tenant (vehicle on public rental property)
- the former tenant (vehicle on abandoned/vacated public rental property)
- the registered motor vehicle owner (vehicle on Homes Tasmania car parks/vacant land)
- by Homes Tasmania if the vehicle owner cannot be identified (vehicle on Homes Tasmania car parks/vacant land).

It is more cost effective for tenants to remove vehicles privately without Homes Tasmania's involvement. However, tenants may elect for Homes Tasmania to remove the motor vehicle at the tenant's expense. The cost will be debited by the Tenancy Officer on the tenant's rental account with an arrangement to repay the debt in place (contact the Statewide Maintenance Services).

### More information

Contact Housing Connect on 1800 800 588 (24 hours a day, 7 days a week) or email [housingconnect@homes.tas.gov.au](mailto:housingconnect@homes.tas.gov.au)

Or visit one of the Housing Connect Front Door services statewide:

**Hobart:** Level 3, 181 Collins Street  
**Rosny:** Suites 3 and 4, 13 Bayfield Street  
**Launceston:** 118 Elizabeth Street  
**Devonport:** 31 King Street  
**Burnie:** 6 Strahan Street  
**Smithton:** Wyndarra Centre, 43 Smith Street  
**Queenstown:** West Coast Crisis Service, 11 Sticht Street

**Homes Tasmania**  
[www.homestasmania.com.au](http://www.homestasmania.com.au)

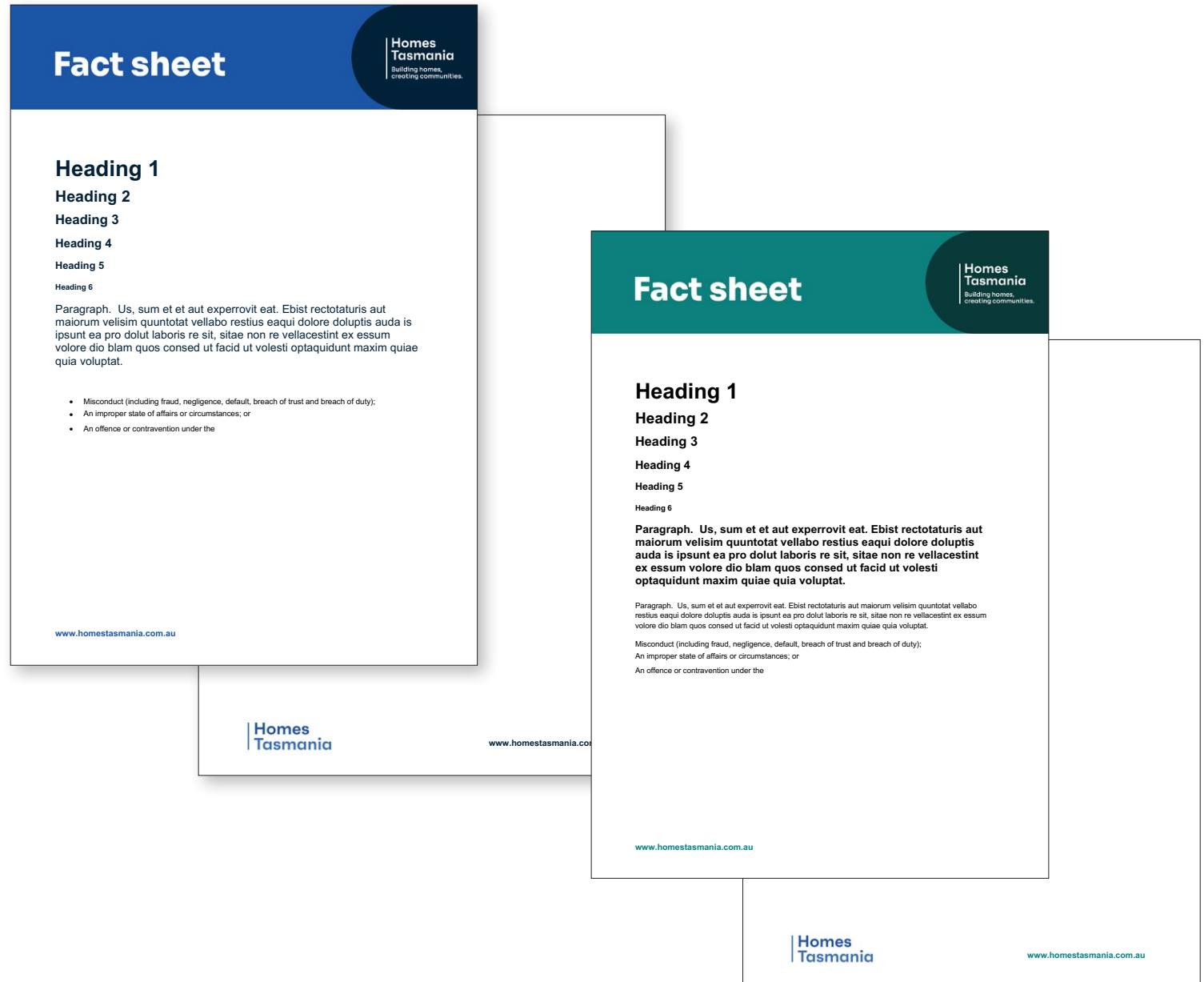
Following page

# Fact sheets

## Fact sheet templates

This page shows how it is set up in Word.

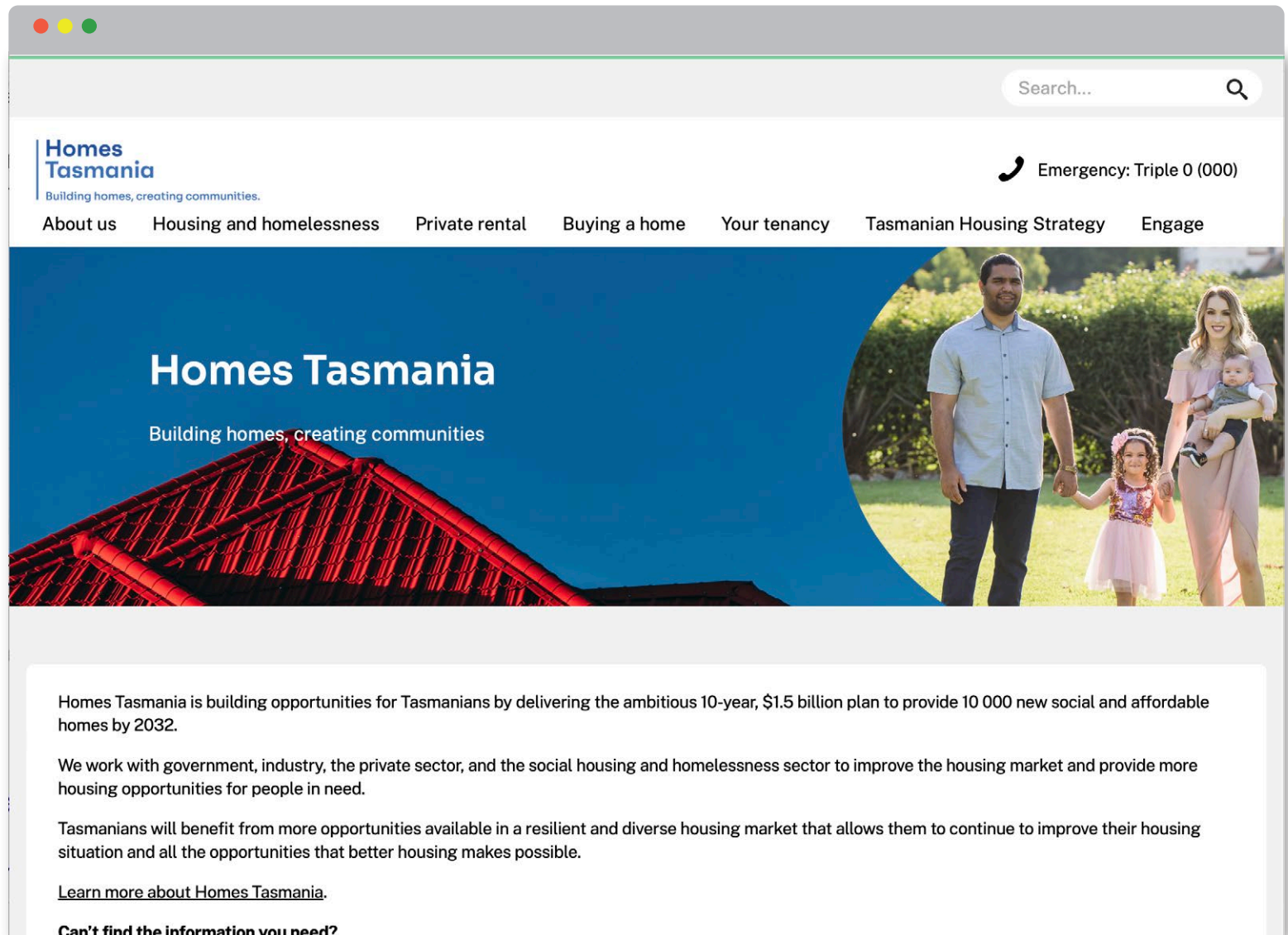
The larger font section is provided for an introduction ie purpose statement, key messages or explanation. It is optional and can be deleted if not required.



# Website

## Home page – first view

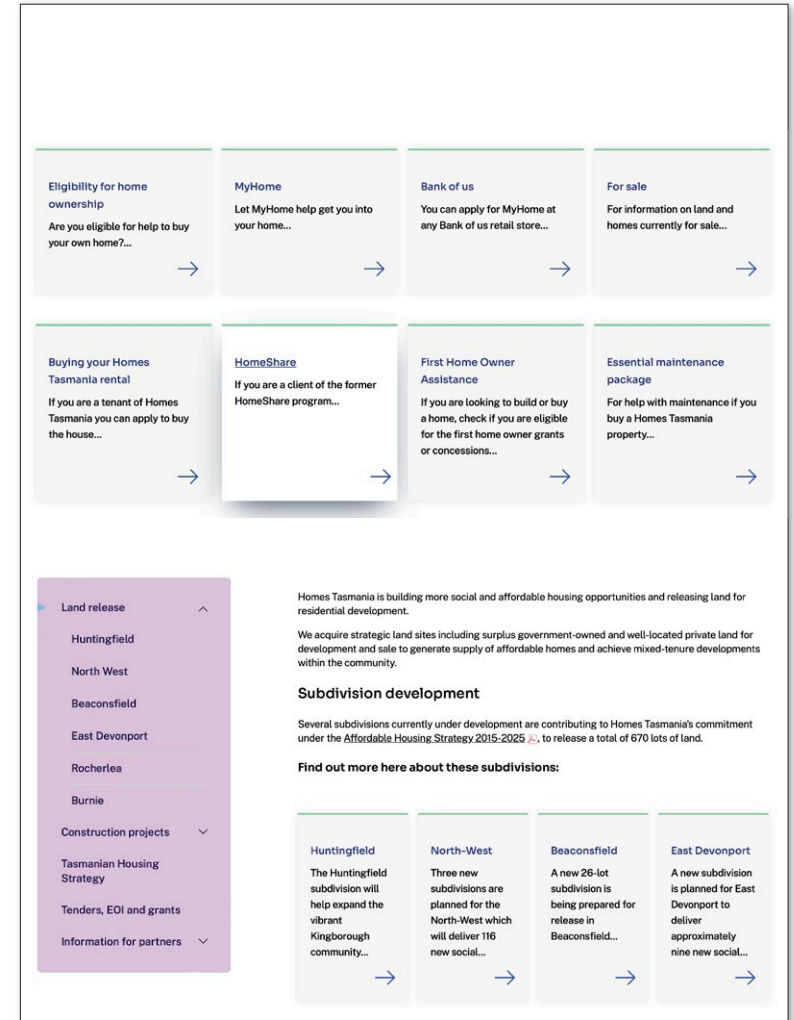
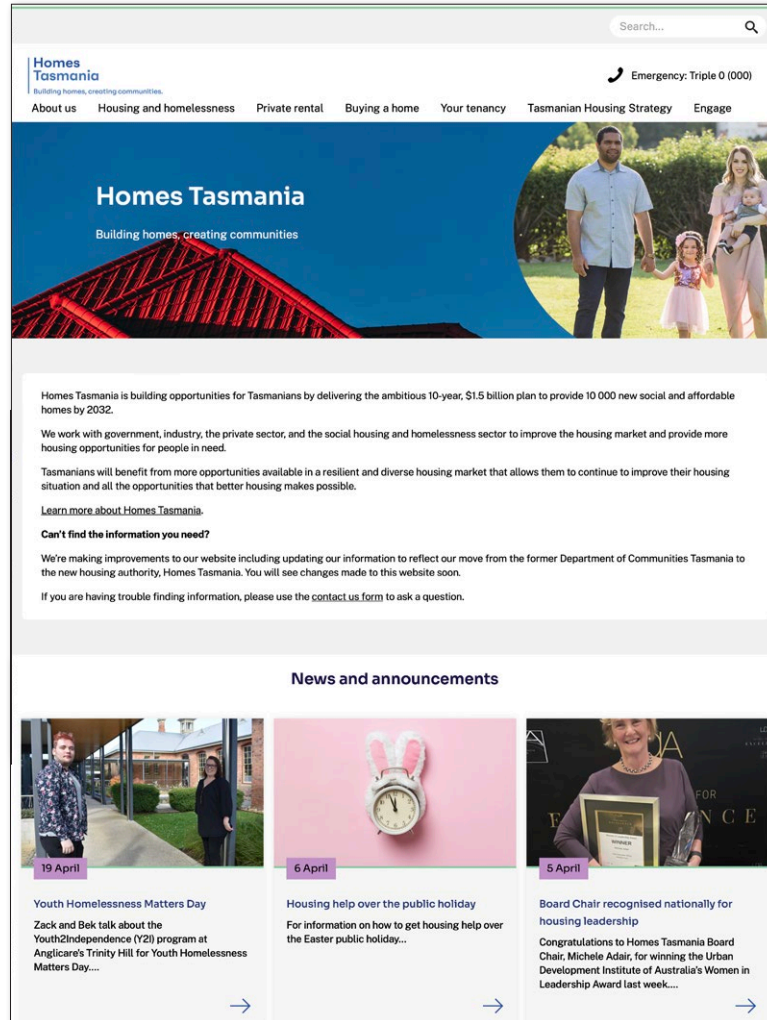
The website has been created to be clear and easy to read. These pages shown here give an overview of the different page templates and 'modules' that are available to create pages.



# Website

## Home scrolled and module examples

The website is a good example of different use of colours, the lighter purple behind text and the green accent for the tops of topic boxes.



# Poster templates

## Word templates

These posters have been created in Word so basic communication tools can be created in-house. The following page describes how to use the elements.

### When to use a poster template:

The predominate application of the poster is to advertise community meetings. The example provides for name, date, time and venue details.

### Format and sizing:

The Word templates are set up as A3 size.

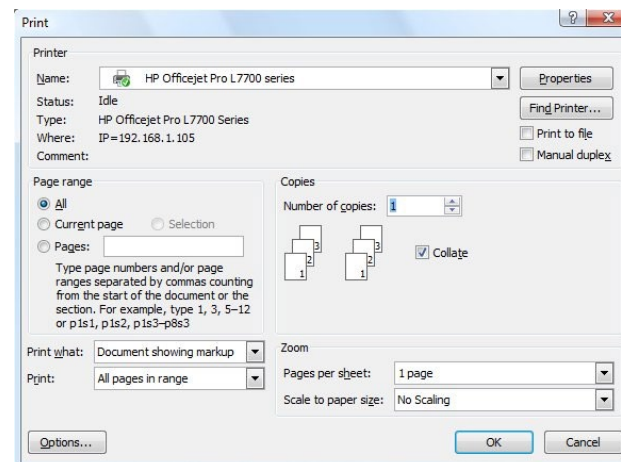
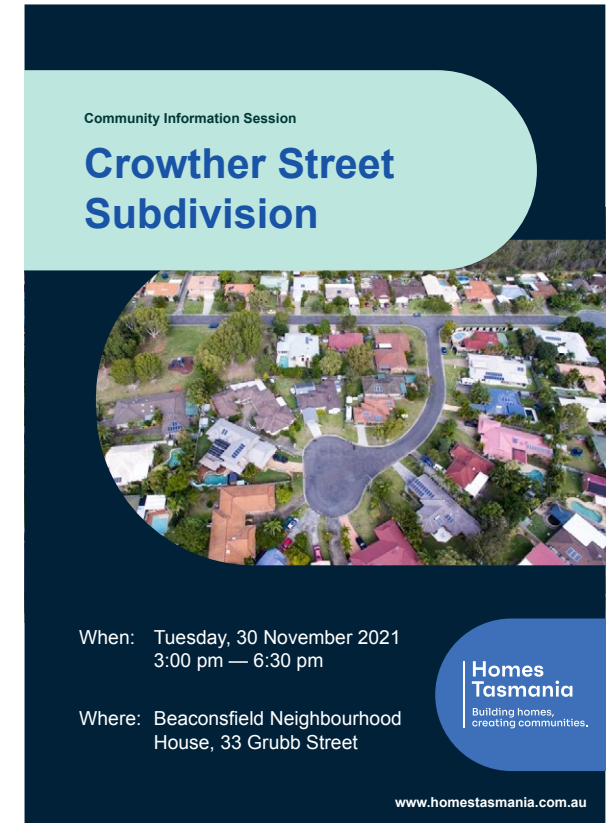
However, it is easy to use this template to print a poster at A4 or even as small as A6.

When you go to print, simple use the print dialogue box to 'Scale to paper size'



A3 Landscape format poster

A3 Portrait format poster



Example of where to find page scaling

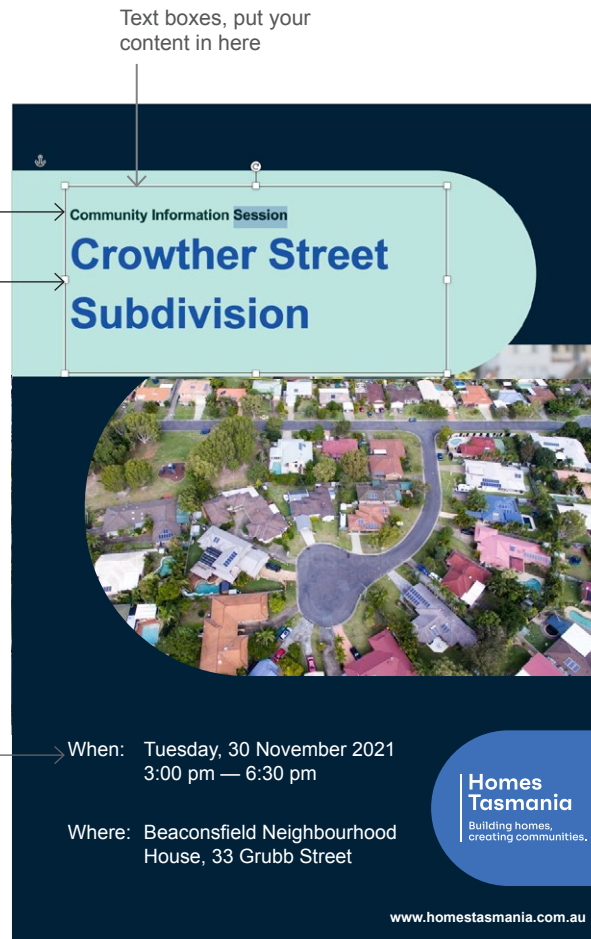
# How to use the Word and PowerPoint templates

The Word template consists of three main elements, in this order:

1. Text boxes (sitting at the 'Front')
2. Homes Tasmania graphic image (in the **Middle**)
3. An image relevant to the event or poster topic (you need to insert this image which is sent to **Back** to sit behind the other graphic elements).



If the heading doesn't fit then reduce the font size down. Shown here the sizing is: Arial bold 36pt, if you have more text than that, consider using the image space for text. Make it solid blue behind.



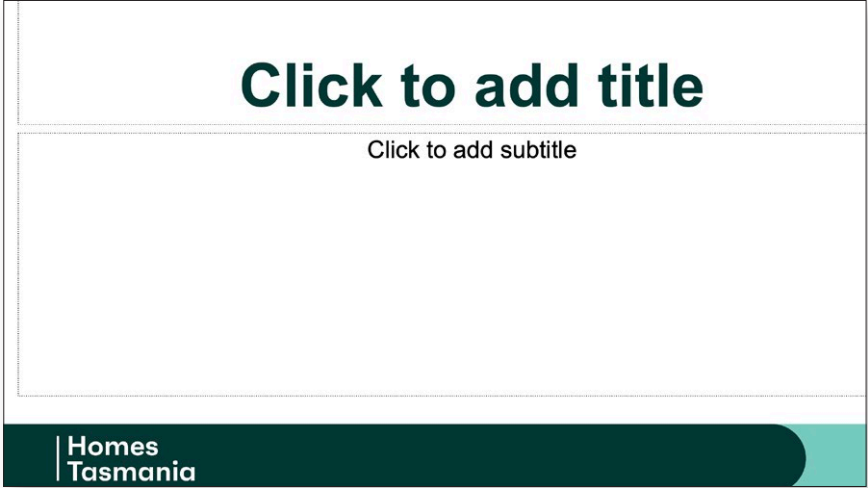
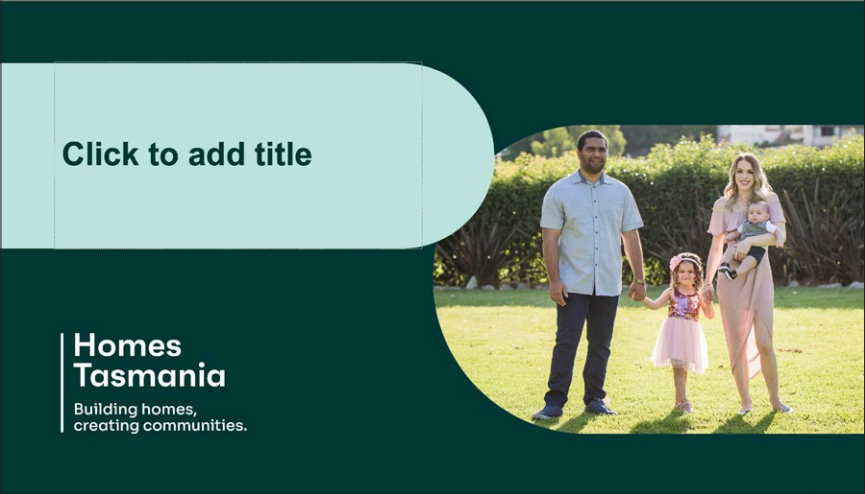
Insert an image into Word. Then send it to the 'back'.

This element is the poster graphic image, this component is set and can't be altered without a designer.

# PowerPoint template

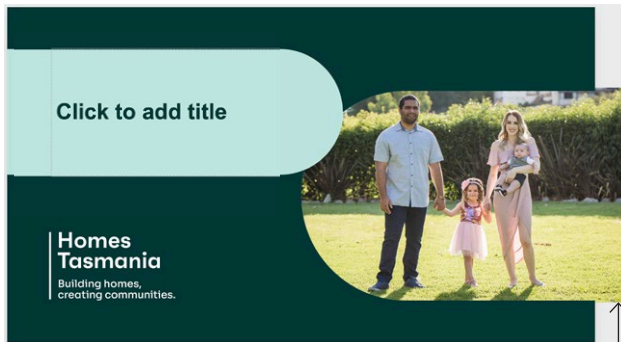
The PowerPoint template has been created using Master slides.

To change the picture on the cover you need to edit the master slide. See following page for more info.

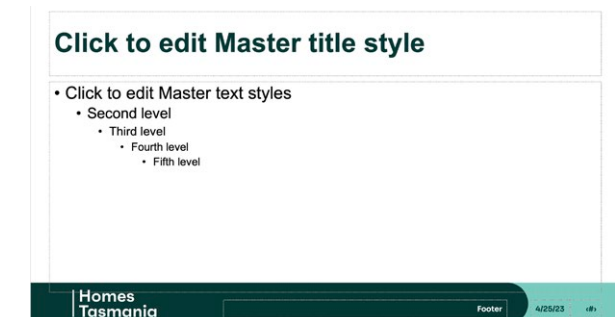
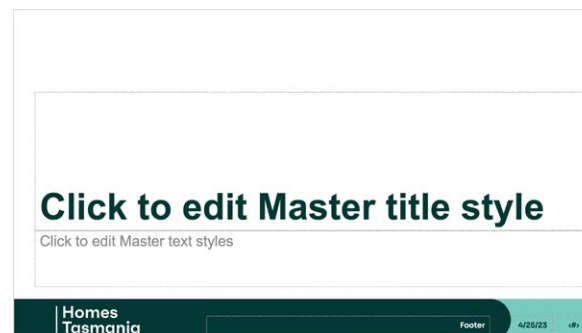
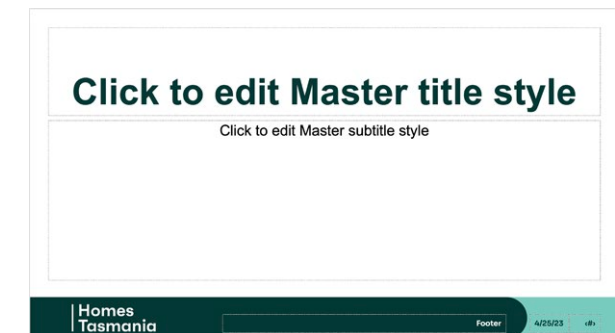
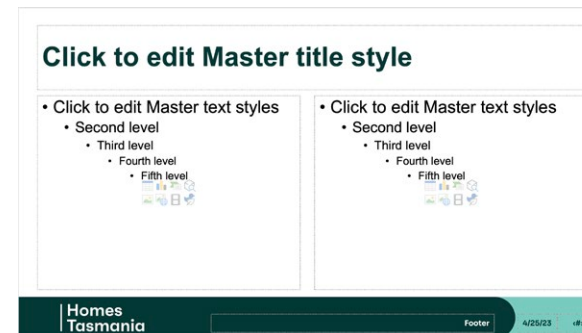
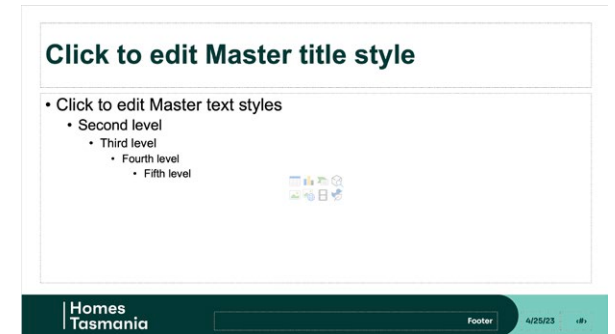
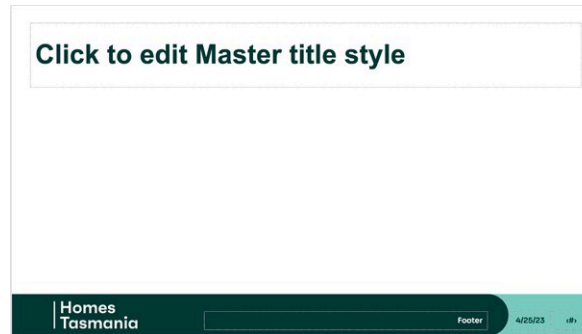


# Overview of page templates

This page shows the array of slide templates that are available, which will all automatically apply the footer and Homes Tasmania identity.



Go to the menu to 'view' Master slides. Then you can edit the image on the title slide. Insert the image you want and send it to the back





# Hard hats and hi-vis vests



# Advertising

## Advertising parameters

When printing in colour use the colour version of the logo. When space is limited vertically it is OK to use the version shown here.

This is a good example of how to align the logo left, which is always preferred, with the main content, and highlighting the heading in the Homes Tasmania blue colour.

### Request for Grant Proposal (RFGP)

**Service provider for the supported accommodation facility, 87 - 91 Campbell Street, Hobart.**

**RFGP ID:** D22/20742

**Closing:** 2pm (AEST), Thursday, 9 March 2023.

**Description:** Proposals are invited from suitably experienced non-government organisations to manage the supported accommodation facility at 87 - 91 Campbell Street Hobart, under the *Homes Tasmania Act 2022* to commence by 30 June 2023.

The facility has 50 self-contained units for people aged 18 years and over with low support needs, common areas, staff office space and 43 car spaces which can be made available for commercial lease.

**Location:** Hobart

**Documents:** RFGP documents are available from [www.homes.tasmania.com.au/engage/Tenders,-EOI-and-Grants](http://www.homes.tasmania.com.au/engage/Tenders,-EOI-and-Grants)

**Enquiries:** email [housing.programs@homes.tas.gov.au](mailto:housing.programs@homes.tas.gov.au)

**Homes  
Tasmania**

Building homes, creating communities.

# Applying the brand identity to signage

## Signage

The reversed out version of the logo has been selected for use in signage applications for visual impact. Signage that is a flood of the dark blue with colour accents in the 'tablet' shape projects a very confident and capable face. Importantly it moves away from the previous Government department look on a white background.

These examples show how it works in both a portrait and landscape format.



# Applying the brand identity to our initiatives

When Homes Tasmania is promoting our own initiatives use the Homes Tasmania logo version without the tagline, preferably in colour. This is because the initiative will be explaining a particular service, and the tagline will over-complicate messaging.

When the initiative logo and the Homes Tasmania logo are to sit side by side, the accompanying logo should sit to the left hand side and be the same height as the 'pipe' in Homes Tasmania and have the same amount of space to the left, as exists to the right of the pipe.

This can be seen in the examples to follow for the Private Rental Incentive (PRI) and MyHome shared equity program (MyHome). These initiatives are delivered by partners however Homes Tasmania retains responsibility for advertising campaigns and promotional items for our business needs eg pull up banners for use in community sessions where we promote home ownership assistance.

If the initiative logo is used in the header, the Homes Tasmania logo remains in the lower right-hand side.



Showing height / width relationship

## Private Rental Incentive (PRI)

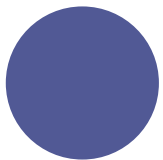
### PRI identity colours



**CMYK**  
69, 8, 20, 0

**RGB**  
53, 179, 199

**HEX**  
35B3C7



**CMYK**  
79, 72, 14, 2

**RGB**  
80, 88, 147

**HEX**  
505893



Example in use

# MyHome shared equity program

When the partner logo and the Homes Tasmania logo are to sit side by side, the accompanying logo should sit to the left hand side and be the same height as the 'pipe' in Homes Tasmania and have the same amount of space to the left, as exists to the right of the pipe.

## MyHome identity colours



**CMYK**  
53, 0, 23, 0

**RGB**  
112, 202, 203

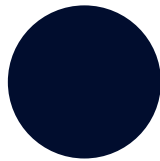
**HEX**  
70CACB



**CMYK**  
0, 86, 63, 0

**RGB**  
240, 75, 84

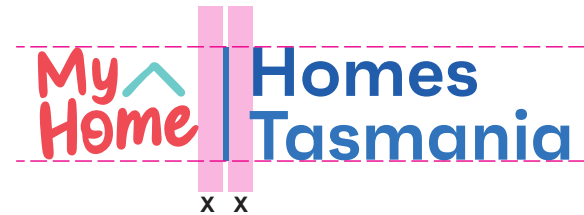
**HEX**  
F04B54



**CMYK**  
95, 74, 25, 78

**RGB**  
0, 12, 47

**HEX**  
000C2F



Showing height / width relationship, there should be equal space on either side of the pipe, and logo heights are equal.



Most often the MyHome logo will appear with the delivery partner's logo and Homes Tasmania's logo as in the above example

# Housing Connect

Homes Tasmania can use the Housing Connect logo to reflect our role as the housing and homelessness system manager

Homes Tasmania will only use the Housing Connect logo no tagline mono - black version.

Where Homes Tasmania is presenting on the housing and homelessness system or service improvement projects, a Homes Tasmania template will be used. The examples below show how the Housing Connect logo can be applied to Homes Tasmania templates.

## PowerPoint presentation

The Housing Connect logo no tagline mono – black can be used in the top left-hand side of the content pages of the PowerPoint template.

## Fact sheet

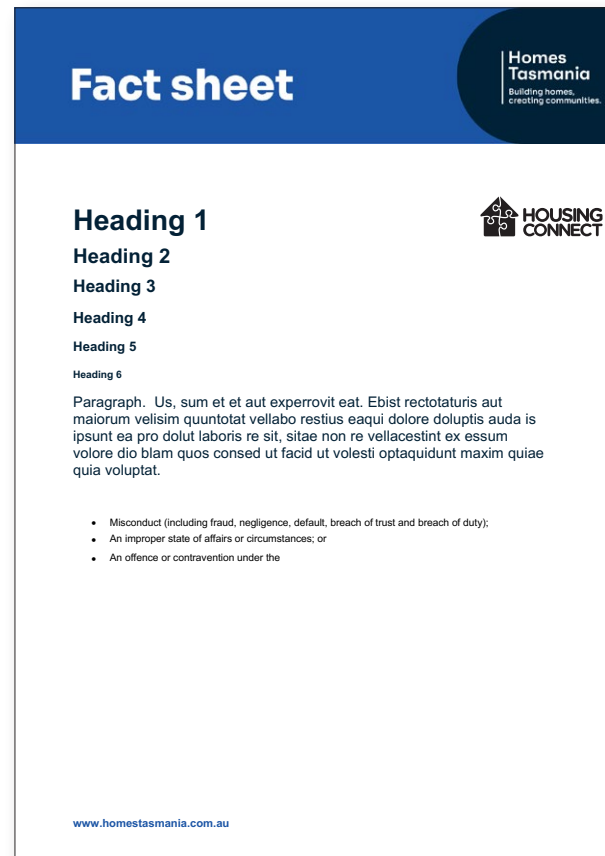
The Housing Connect logo no tagline mono – black can be used on the right-hand side adjacent heading 1 on the fact sheet template.

## Service improvement projects

Housing Connect service improvement projects are designed and implemented using the principle of codesign. Homes Tasmania as system manager is the corporate sponsor for these projects and formal communications use the Homes Tasmania Word template with the Housing Connect colour logo no tagline on the right-hand side.

## Homes Tasmania website

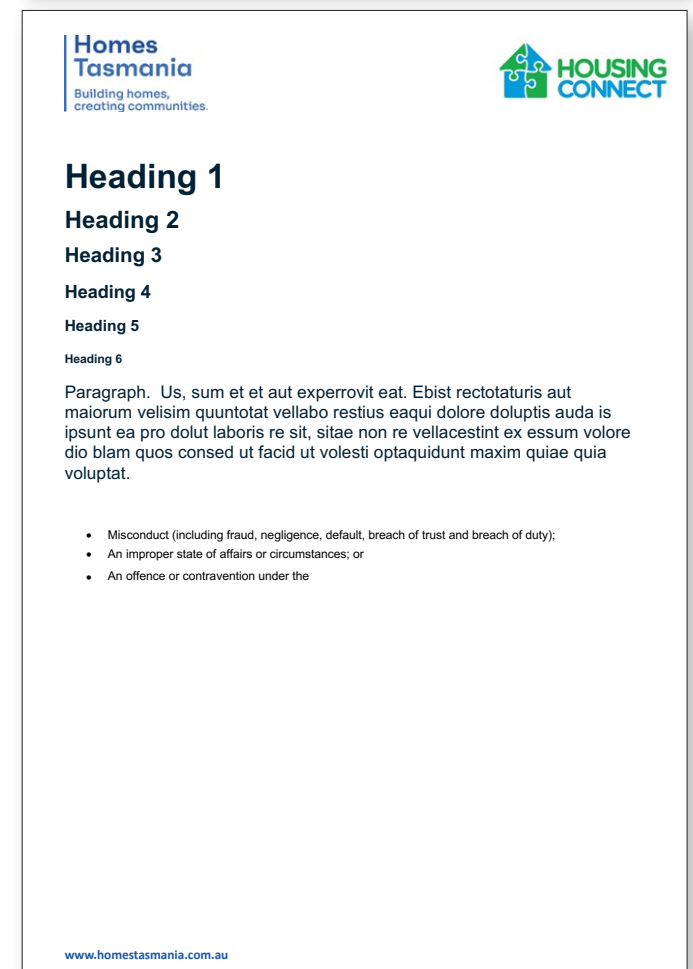
The Homes Tasmania website is an exception to this application where the colour logo with tagline is used. This is because the Housing Connect webpages effectively reference direct service delivery through the front door and support services.



The image shows a fact sheet template. The top header is dark blue with the text 'Fact sheet' in white. On the right side of the header is the 'Homes Tasmania' logo with the tagline 'Building homes, creating communities.' Below the header, on the right side, is the 'HOUSING CONNECT' logo. The main content area contains a series of headings from 'Heading 1' to 'Heading 6', followed by a paragraph of placeholder text and a bulleted list. At the bottom left, the website address 'www.homes Tasmania.com.au' is displayed.



The image shows a template for a title and subtitle. In the top left corner is the 'HOUSING CONNECT' logo. To its right is the text 'Click to add title'. Below this is the text 'Click to add subtitle'. At the bottom of the template is a dark green bar with the text 'Homes Tasmania' in white.



The image shows a website template. At the top left is the 'Homes Tasmania' logo with the tagline 'Building homes, creating communities.' At the top right is the 'HOUSING CONNECT' logo. Below the logos are several headings from 'Heading 1' to 'Heading 6'. Below 'Heading 6' is a paragraph of placeholder text and a bulleted list. At the bottom left, the website address 'www.homes Tasmania.com.au' is displayed.

# Image library

## Things to consider

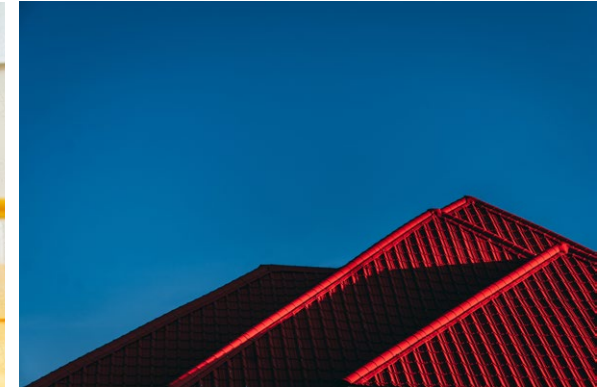
When including or commissioning photography it's important to make sure images look authentic, and as though (even if they're not) they could be a situation in Tasmania.

Including people in images makes content relatable. Photography should feel natural and not staged. For example, showing people 'at home' doing domestic, ordinary things.

If using stock photography, as shown on these pages, consider using shots that are deliberately in close, to avoid showing a particular type of house. Photos are intended to evoke feelings of safety, security and family.

The content should reflect our clients and should show diversity across demographics and age.

Ensure photos of building sites meet Australian work safety standards (eg hi-vis vests).



# Image library

## Stock library – with people as a focus

These images have been purchased as a starting point for the Homes Tasmania image library.

They have been sourced from:

iStock

<https://www.istockphoto.com>

Austock Photo:

<https://www.austockphoto.com.au>

All others are free from UnSplash.

Images must be licensed to avoid a copyright breach. Licensed images are held in the CM10 Image Library. For assistance with images for publications please email: [media@homes.tas.gov.au](mailto:media@homes.tas.gov.au)

You can get advice and access to images by emailing the Communications and Media unit on: [media@homes.tas.gov.au](mailto:media@homes.tas.gov.au)

Note: Images stored in the Homes Tasmania image library are licensed for use by Homes Tasmania only.



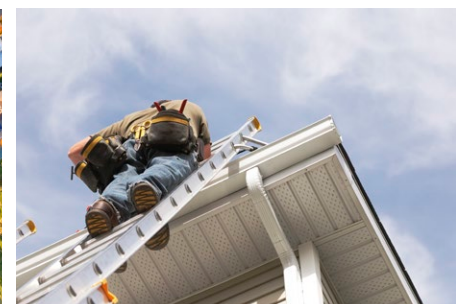
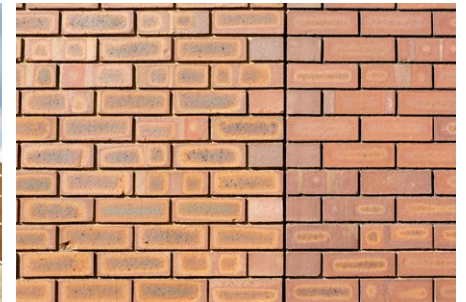


# Image library

## Houses, aerial shots and building sites

Roofs and close ups of houses have been included to convey the foundational essence of Homes Tasmania, to provide security and housing. The image library can be expanded to include wider shots of homes when projects come online that can be captured.

Aerial photos of Australian suburbs, and a small selection of houses under construction have also been included.



# Section 2: Homes Tasmania brand identity in funding arrangements

A community or not-for-profit organisation, or business, that has one or more of the following funded arrangements with Homes Tasmania is required to acknowledge the arrangement in public communications:

- grant funding
- Head lease
- Residential Management Agreement
- construction contract
- other contract issued by Homes Tasmania for the supply of services or housing.

A 'supported by' version of the logo has been created for this purpose. Where this is used no other acknowledgment is required.

Note the logo is not required in media releases or social media posts.

The application of 'Supported by Homes Tasmania' logo is to be approved by the Homes Tasmania Communications and Media unit.

Email [media@homes.tas.gov.au](mailto:media@homes.tas.gov.au) for more information.



Supported by version colour



Supported by version mono



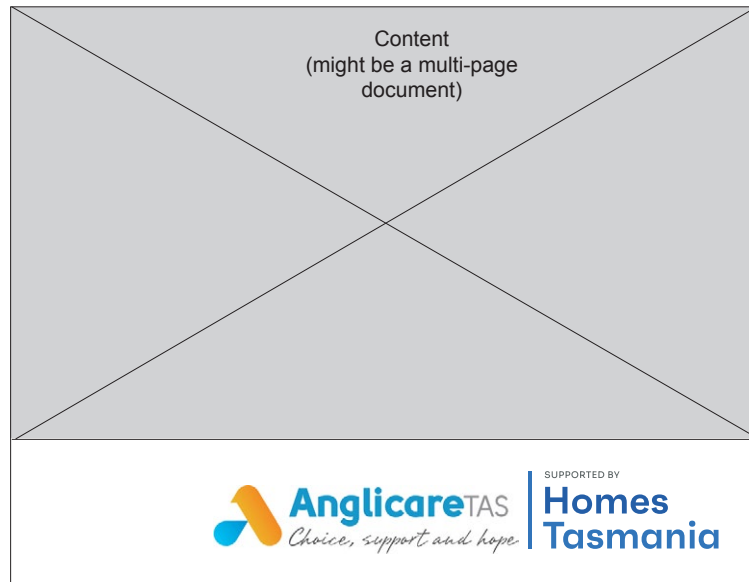
Supported by version reversed



Layout example of pairing the supported by Homes Tasmania logo with other partner logos.

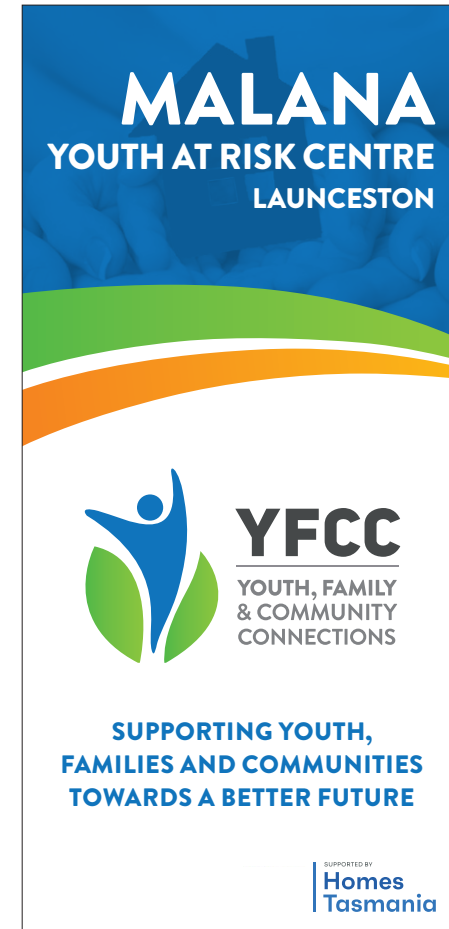
# Applying the 'Supported by Homes Tasmania' logo: general

These examples show how Homes Tasmania should be acknowledged when communicating a funding arrangement. In this situation use the 'Supported by Homes Tasmania' logo.



## Option 1

Preferred positioning if logos appearing at the end of a document, or bottom of a fact sheet or website footer etc.



## Option 2

Dependent on layout/purpose of document, where organisation's logo is central to design.

# Applying the 'Supported by Homes Tasmania' logo: more examples

## Private Rental Incentives

In this example, the PRI tenancy and property manager, Centacare Evolve Housing is promoting the initiative.

Therefore, the 'Supported by Homes Tasmania' logo is required.



## MyHome

In this example, Bank of us is advertising the MyHome shared equity program. Therefore, the 'Supported by Homes Tasmania' logo is required.



In this example, Bank of Us is advertising MyHome



The version with 'Supported by' should be used in these instances.

# Applying the ‘Supported by Homes Tasmania’ logo to Housing Connect

The Housing Connect logo has been developed so that Tasmanians can easily recognise where they can access housing assistance.

## Who does the Housing Connect logo apply to?

The primary application of the Housing Connect logo is for housing and homelessness service delivery. The primary Housing Connect logo is used for:

- Front Door service
- Housing Support services
- Housing Connect internet.

Crisis and transitional accommodation services use ‘Supported by Homes Tasmania’ logo, see pages 40–42.

For the Homes Tasmania application, see pages 34–36.

The Housing Connect logo is a brand identity for service delivery. It is to be applied to promotional collateral and to business tools that support service delivery eg referral forms, facsimile coversheets, envelopes and meeting papers or agendas that relate to the Housing Connect service coordination and collaboration.

## Where is the primary application used?

Front Door service:

The primary application must be used by the Front Door service for:

- signage
- name tags
- business cards
- appointment cards
- email signatures
- stationery ie letterhead
- templates to support business processes on behalf of Housing Connect services eg minutes and agendas
- publications eg reports and fact sheets
- templates to support business processes on behalf of Housing Connect services eg minutes and agendas.

Housing Support services:

The primary application must be used by Housing Support services for:

- name tags
- business cards
- appointment cards
- email signatures
- stationery ie letterhead.

Where Homes Tasmania is coordinating assets or collateral on behalf of Housing Connect to reflect Housing Connect direct service delivery, the primary application will also be used for:

- print advertisement
- pamphlets
- posters
- banners
- internet
- envelopes
- other printed collateral ie wallet cards and stickers
- Housing Connect internet.

# Housing Connect logo: versions

## Primary logo

The preferred primary application of the logo is the full colour version with tagline. See following pages for alternates when this is not possible.

## Horizontal version

The preferred primary application of the logo is the full colour, horizontal version with the tagline.

The horizontal version with tagline must not appear any smaller than 40mm wide. If the logo is used any smaller than 40mm wide the tagline becomes illegible. If space does not permit, the horizontal version (no smaller than 30mm) with no tagline or the vertical version can be used.

## Vertical version

The vertical version of the Housing Connect logo is to be used when there is not enough space for the horizontal version following the requirements above. The vertical version must not appear any smaller than 20mm wide.



Colour horizontal with tagline



Minimum size 40mm wide



Colour horizontal no tagline



Minimum size 30mm wide



Colour vertical with tagline



Minimum size 30mm wide



Colour vertical



Minimum size 20mm wide

# Logo: mono versions and rules

## Reversed logo

In the primary application, the logo can appear reversed in white on a solid colour background.

## Mono logo – black

In the primary application, the logo can appear in black on a background of reasonable contrast.

## Exclusion zone

The minimum clear space around the logo defines the area into which no other element must intrude. This allows the logo to retain its integrity and to be easily recognisable by the viewer.

The distance is based on the size of the letter H in the logo. When scaled proportionately, this will give the correct exclusion zone at any size.

For example, if the letter H in the logo you are using is 40mm high the exclusion zone should be 40mm.



Exclusion zone

**Clear space:** Don't crowd the logo. This example shows how the H in housing is a guide for the minimum space between the logo and something sitting next to it.



Reversed version



Reversed version with tagline



Mono version



Mono version with tagline



Mono stacked version



Mono STACKED version with tagline



Mono stacked version



Mono STACKED version with tagline

# Logo placement

Housing Connect will be the prominent logo displayed in public communications.

For information that includes the organisation's name, the organisation's logo will sit to the left-hand side of the 'Supported by Homes Tasmania' logo at the bottom of the design. Both logos will be of equal height.

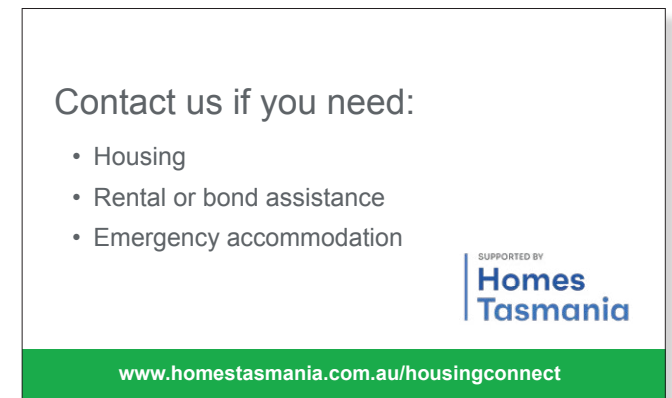
For generic information, only the Housing Connect logo and the 'Supported by Homes Tasmania' logo are used.



Above: Example of a square proportioned logo



Wallet card front



Wallet card back



# Colours

**Note:** The green was changed in 2023 to ensure it is accessible when used digitally, for templates circulated via email, and website uses.

The Pantone numbers, CMYK process breakdowns, RGB breakdowns and HTML Hex colours of the Housing Connect logo are provided to ensure consistency.

For additional colours use colours from the Homes Tasmania palette page 14.

## Accessibility legend\*

Base on text on white background, or white text on that colour:

- a** = Regular text: 17pt and below
- A** = Large text: 18pt and above / 14pt bold and above
- ★** = Icons and actionable graphics

**a A ★ ✓✓✓** Meets AAA WCAG 2.1 can be used for headings, graphics and regular text

**a A ★ ✓✓** Meets AA WCAG 2.1 can be used for headings, graphics and regular text.

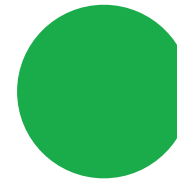
**A ★ ✓✓** Meets AA WCAG 2.1 can be used for headings and graphics

\*For more context please see:

<https://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html>

## Logo colours

### Green



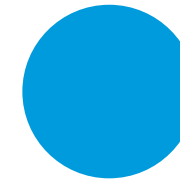
**CMYK**  
82, 4, 100, 0

**RGB**  
5, 170, 5

**HEX**  
05AA4B

**PANTONE**  
PMS 361C

### Blue



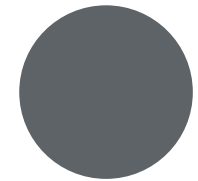
**CMYK**  
100, 13, 0, 2

**RGB**  
0, 124, 185

**HEX**  
007CB9

**PANTONE**  
PROCESS BLUE

### Grey



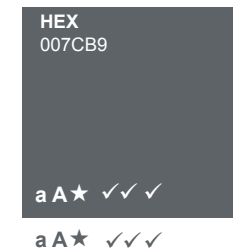
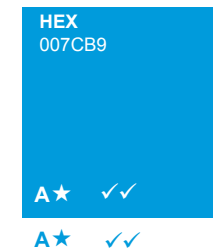
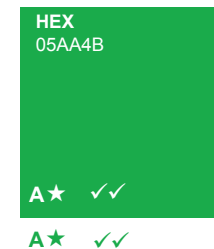
**CMYK**  
30, 20, 19, 58

**RGB**  
70, 75, 75

**HEX**  
464B4B

**PANTONE**  
PMS 424

## Accessibility guide



# Fonts

## Logo font

Arial Round is used in the logo, it's not used anywhere else.

## Heading typeface

Arial bold is to be used for headings.

## Body copy typeface

Arial regular and bold are to be used for the body copy in in-house produced material.

The minimum point size for body copy is 11pt.

**Arial Bold– used for headings**  
**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

Arial Regular– used for body  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Application

## Business card

There is a generic card that doesn't include personal details, and one that can be customised with individual details.

The layout focusses the message on clearly promoting Housing Connect as a purposeful service, singling out the free support line.

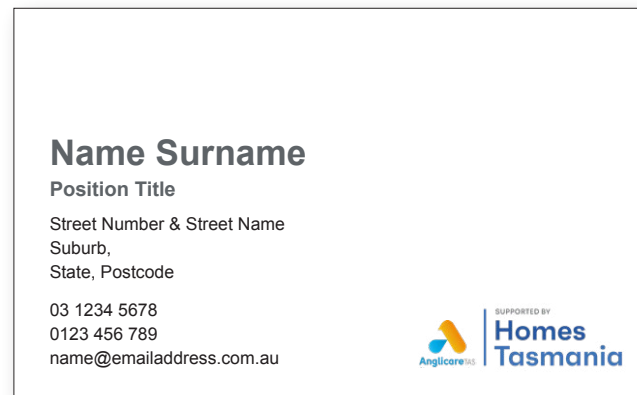
Supporting logos are kept on the back to avoid consumer confusion.

InDesign templates can be requested by emailing:

[housingconnect@homes.tas.gov.au](mailto:housingconnect@homes.tas.gov.au)



Personalised business card front



Personalised business card back

# Application: email signature styling detail

## Email signature

The font size for each line of the email signature is provided and should be used for consistency.



← Image

**Name Surname** (pronoun)  
**position title to go here**

Phone: 0312 3456  
Mobile: 0123 456 789

**Housing Connect**  
123 street name,  
suburb, Tasmania 7000  
[www.homestasmania.com.au/housing-connect](http://www.homestasmania.com.au/housing-connect)

**Arial bold 12px** (Arial regular 9px)  
**Arial bold 9px** HEX 231F20

Arial regular 9px  
Arial regular 9px

**Arial bold 9px**  
Arial regular 9px  
Arial regular 9px  
Arial regular 9px

# Application

## Letterheads

Here are two different letterhead templates.

The organisation's letterhead provides the preferred Housing Connect logo and the sender address details to be completed by each office. This letterhead allows for each organisation to provide their logo to sit to the left of the 'Supported by Homes Tasmania logo'.

The generic Housing Connect letterhead used by Homes Tasmania for application-based correspondence does not include the front door organisation's logo.



Place your organisations logo next to Homes Tasmania as per the logo placement guide on page 41



This generic letterhead is used internally by Homes Tasmania only.

# Application

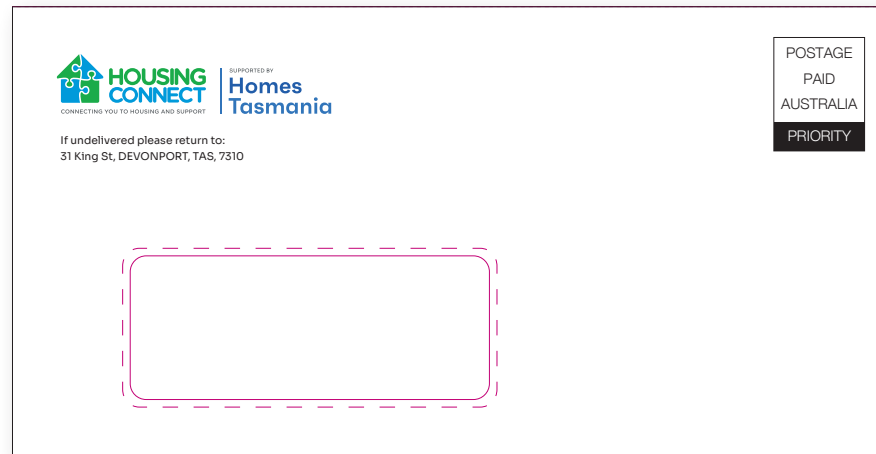
## Envelope with window

The envelope template is used by Homes Tasmania for application-related correspondence. The preferred Housing Connect logo is used because the purpose of the envelope is to represent direct service delivery.

The Housing Connect logo will sit to the left-hand side of the 'Supported by Homes Tasmania'.

Pre-printed envelopes are available for the Front Door service locations.

To order more email:  
[housingconnect@homes.tas.gov.au](mailto:housingconnect@homes.tas.gov.au)

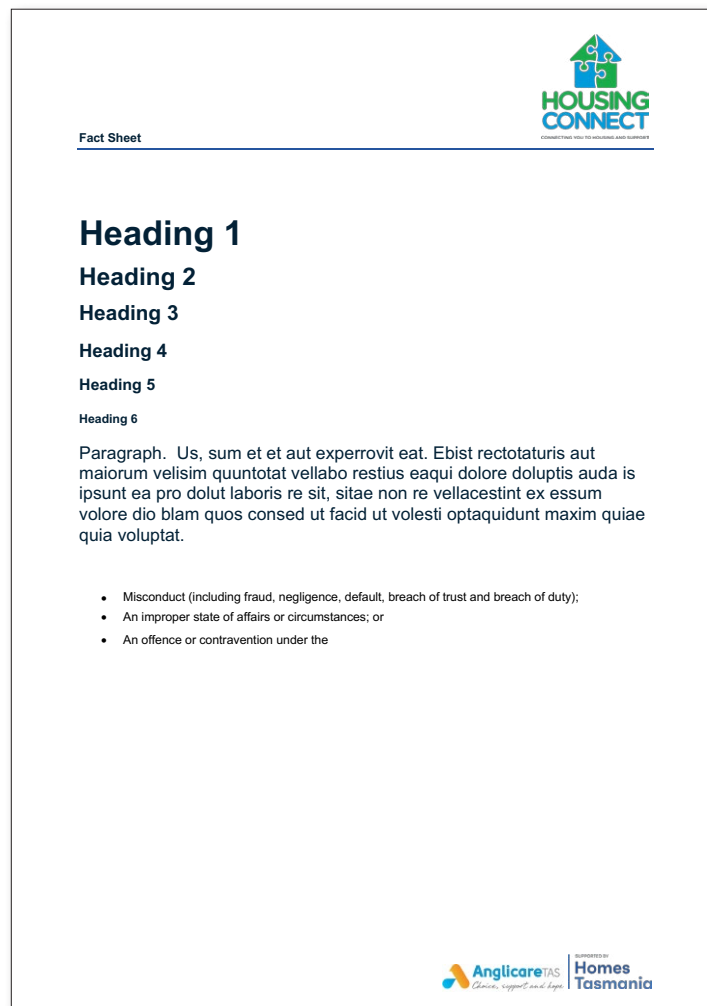


Colour example

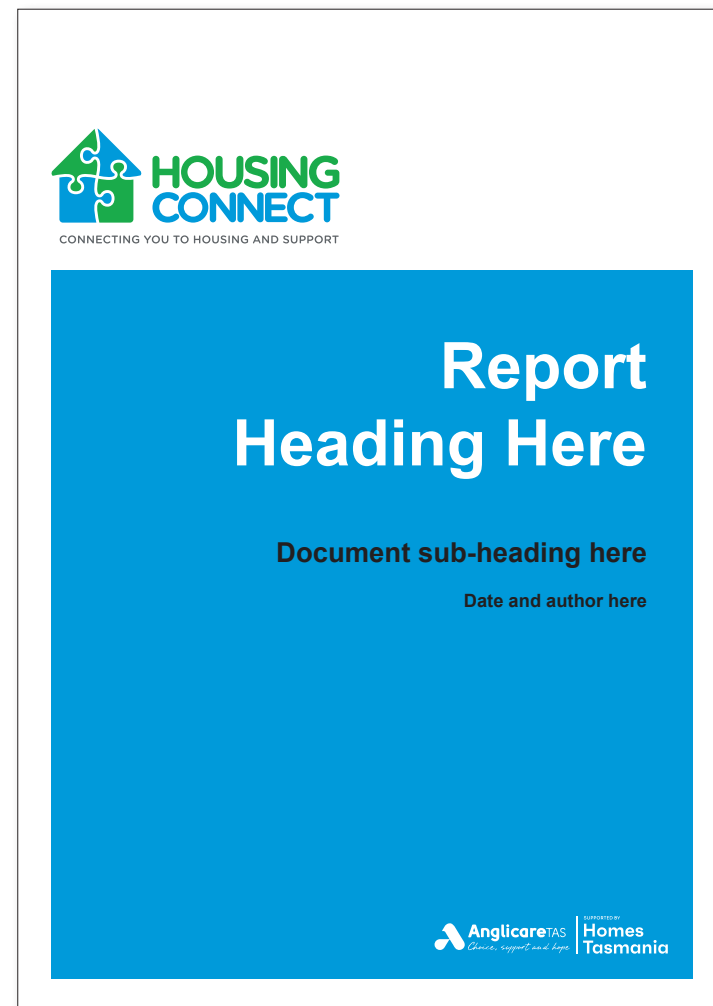
# Application

## Fact sheet and report cover

This template allows for the Front Door and Housing Support services to include their organisation's logo to the left-hand side of the 'Supported by Homes Tasmania' logo.



Fact sheet with pre-set heading and body styles



Report cover

# File formats

## Which format when?

Three different versions of the logo have each been supplied in three file formats: EPS, JPG and PNG.

This page serves as a guide indicating which file format to use for the best results for a range of applications and situations.

### EPS – Encapsulated PostScript Format

An EPS format file is commonly used by graphic designers / production people as an output file. It is high quality as it retains the ‘vector’ information that created the original artwork. Therefore an EPS file can be infinitely enlarged without degradation or pixelation.

**Uses:** an EPS is best used for any professional output requirement. It is the file type that should be used for signage. EPS can also be imported into most programs including Word. They can also be used in PowerPoint for a transparent logo.

### JPEG – Joint Photographic Experts Group

A JPEG is a commonly used method of compression for photographic images. The compression method is usually lossy compression, meaning that some visual quality is lost in the process and cannot be restored. Therefore every time the image is re-saved as a JPEG more information is lost.

**Uses:** JPEG is a very common form of image format. Although mostly associated with digital photography and photographic imagery for the web, JPEGs can be inserted into most software programs and are most suitable for use in Word and PowerPoint.

**Recommendation:** Ideal to use when multiple people need to ‘read’ the file, eg if being sent as an email attachment. Not suitable for offset printing or other professional production output.

### PNG – Portable Network Graphics

PNG was created as a more powerful alternative to the GIF file format. PNGs are not restricted to the 256 colour limitation of GIF files, support better transparency options and have better compression but do not support the multiple frames and simple animation that GIF files have.

**Uses:** PNGs are ideal for Word documents and electronic media. They are not suitable for offset printing or other professional production output.

### PDF – Portable Document Format

A PDF is a commonly used multi-platform file format with the ability to preserve document text, fonts, images and formatting and retain colour-accurate information. PDFs are used to present documents in a manner independent of application software, hardware and operating systems.

**Uses:** PDFs that contain vector graphics, or high-resolution images can be used for offset printing and signage.



# Homes Tasmania

Building homes,  
creating communities.

Brand Identity Guide Edition 1.0 2023  
contact: [media@homes.tas.gov.au](mailto:media@homes.tas.gov.au)

# Email signature

## How to create your email signature

### In Outlook:

1. Open a new email.
2. Go to insert and select signature from the menu.
3. Then select 'signatures'
4. Delete all your current signatures.
5. Create your new signature and give it a name such as 'primary' and click OK.
6. Cut and paste the electronically generated signature into the space and click OK.

### To make the signature:

<https://futago.staged.yourtemporary.com/tasmanian-email-sign/>

1. Personalise your e-signature by completing the form above, then click on 'Create Signature'.
2. Download the HTML file, and open in your web browser.
3. Highlight the entire signature and copy everything.
4. Go to the signature editor in Microsoft Outlook and create a new blank signature.
5. Place your cursor in the text box, right click, and select Paste Options – Keep source formatting.

Please don't alter any fonts, styling or add anything like emojis, images etc.

Proposals to include banners for national days/weeks of action require approval from the Office of the CEO.

## Mock-up how it should look

Clipboard Basic Text Names

From JustinB@Lucerne.com

To...

Cc...

Send

Subject

Dear Justin,

I'm just following up our phone conversation, please find the contract attached.

Regards,

Bill

**First Surname** (pro/nouns)  
**Job Title Goes Here**  
first.surname@Homes.tas.gov.au  
(m) 0888 888 888  
(ph) 0777 777 777  
My workdays are My work days are <specify>  
Homes Tasmania supports flexible workplace arrangements.  
Level 5, 22 Elizabeth St, Hobart, TAS, 7000  
[homestasmania.com.au](http://homestasmania.com.au)

**Homes Tasmania**  
Building homes, creating communities.

In recognition of the deep history and culture of this island, I acknowledge and pay my respects to all Tasmanian Aboriginal people; the past and present custodians of the Land.

# Reply email signature (short version)

## How to create your reply email signature

1. Open a new email.
2. Go to insert and select signature from the menu. Then select 'signatures'
3. Create your new signature and give it a name such as 'reply' or 'short' and click OK
4. Copy and paste the text you want to show from your other signature:
  - Name
  - Pronoun (optional)
  - Title
  - Phone number
  - Work days etc (optional)

Please don't alter any fonts, styling or add anything like emojis, images etc.

Proposals to include banners for national days/weeks of action require approval from the Office of the CEO.

## Mock-up how it should look

The mock-up shows an email reply interface. At the top, there are tabs for 'Clipboard', 'Basic Text', and 'Names'. Below these are fields for 'From' (JustinB@Lucerne.com), 'To...', 'Cc...', and 'Subject'. A 'Send' button is on the left. The main body of the email contains the following text:

Hi Justin,

Alisciae rciunt facimus daerchi lluptas deratiumet prempor rumquo volupta il eat dendi berum harum faccustianim simus doluptasped quos dellicius et quatus experunt labo. Gitatiati dolor simi, quibus, nos deribus etur? Quimporecu Magnam que volor sim qui tor arum faciducia quam, sitatem qui dolum idictotas etur sunt.

**Homes Tasmania**  
Building homes, creating communities.

**First Surname** (pro/noun)  
Job Title Goes Here  
(m) 0888 888 888

Dear Justin,

I'm just following up our phone conversation, please find the contract attached.

Regards,