

# Branding Guidelines

**MAY 2018**  
REVISION TWO

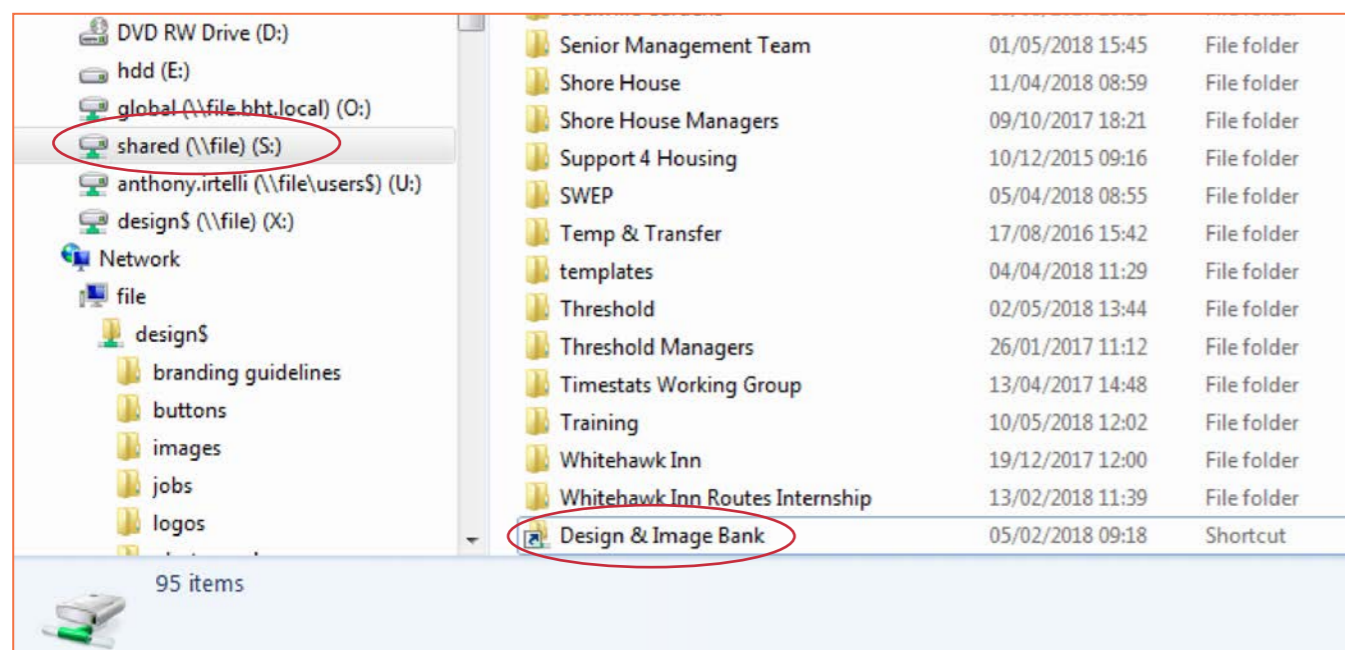
Combating Homelessness · Creating Opportunities · Promoting Change

[www.bht.org.uk](http://www.bht.org.uk)

# Where to find the Design & Image Bank

The Design & Image Bank has recently been moved to its own drive on the BHT system.

This move allows for more storage. However, it's now a lot more difficult to locate, as you now have to scroll to the bottom of the list on the 'S' drive to its shortcut:



## Table of contents

Where to find the <b>Design &amp; Image Bank</b>	2
BHT's <b>visual identity</b>	4
The BHT <b>logo</b>	6
Logo exclusion <b>zones</b>	8
Logo version <b>control</b>	10
File extensions and <b>sizes</b>	12
Logo <b>pitfalls</b>	14
Other BHT project <b>logos</b>	16
BHT's mission <b>statement</b>	18
BHT colourways <b>palette</b>	20
Photography and <b>image use</b>	24
Image <b>resolution</b>	26
Typography for <b>design</b>	28
Typography for the <b>office</b>	30
Editorial <b>typography</b>	32
Template <b>examples</b>	40
Correct footer wording	40
BHT A4 Letterhead	41
Business Cards	42
Calendar	43
Charts	44
Comp slips	45
Policies	46
PowerPoint presentations	47
Posters	48
Project reports	50
Service leaflets	52

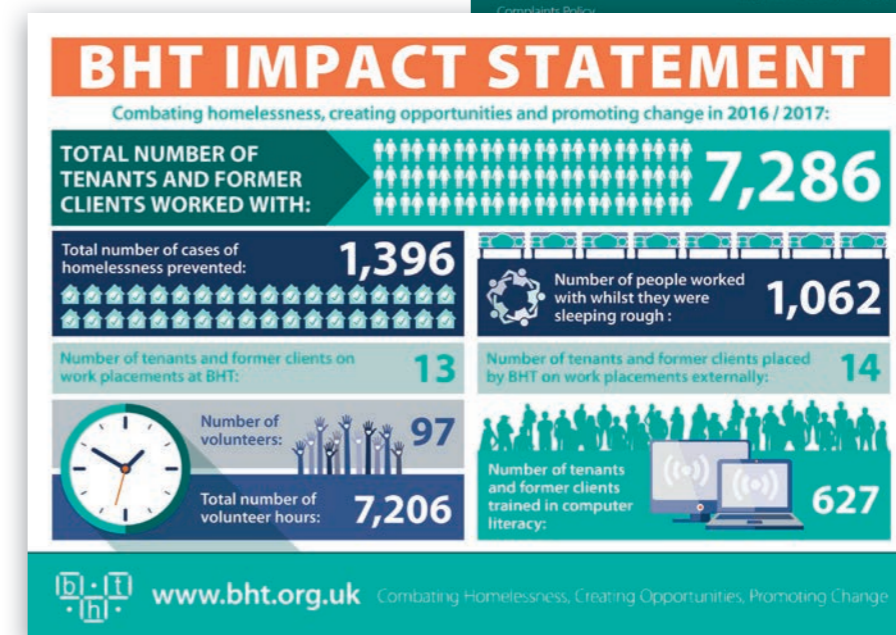
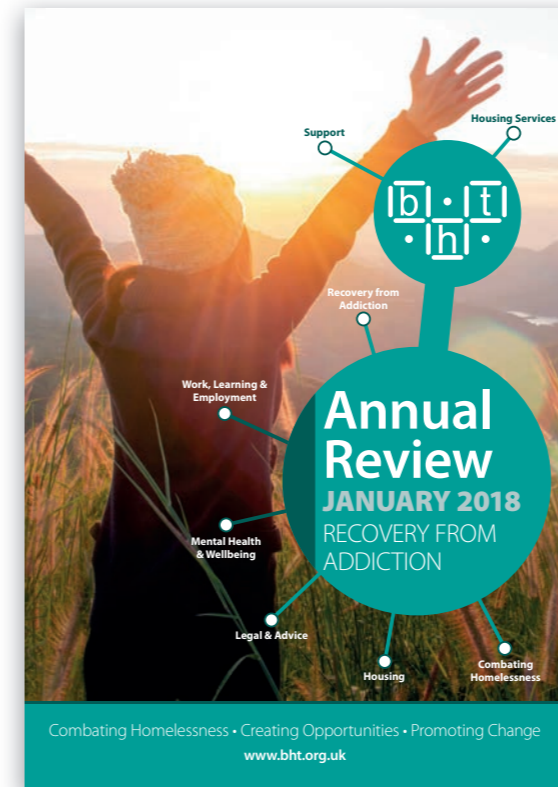
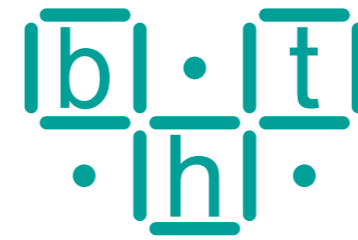
# BHT's visual identity

Design clarity and consistency are key when communicating a strong and trustworthy brand.

Our identity doesn't end at our logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the BHT brand instantly recognisable.

The following pages will guide you through these core elements and then provide further detail, covering typography, copy-writing and website content management.

These guidelines will assist you in producing compelling communications, whilst conveying BHT's mission to **combat homelessness, create opportunities and promote change.**



## The BHT logo

---

### This is the BHT logo.

It is the most visible element of our identity; a universal signature across all BHT communications.

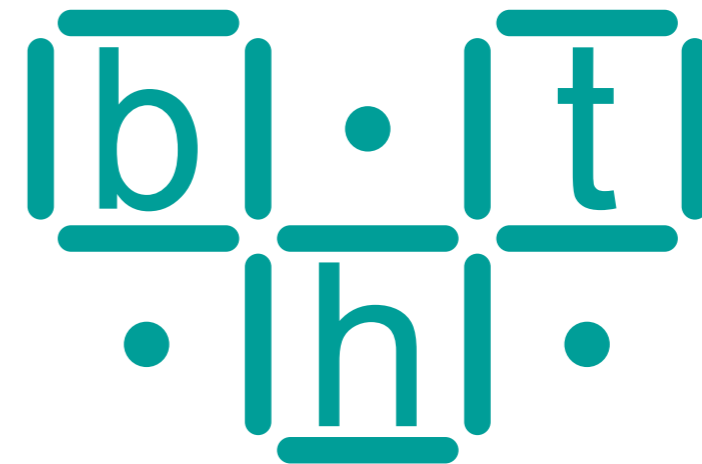
Because the logo is so recognisable and highly visible, it is vital that it is applied consistently wherever it appears.

There are various versions of the logo available, suitable for a wide range of documents and formats.

If you are still using a logo that looks different to the one opposite then please get in touch using the details below.

### All versions are available to download by visiting:

<S:\Design and Image Bank\logos\bht projects\BHT logo>



## Logo exclusion zones

The logo exclusion zone protects the logo from other elements coming too close and ruining clarity.

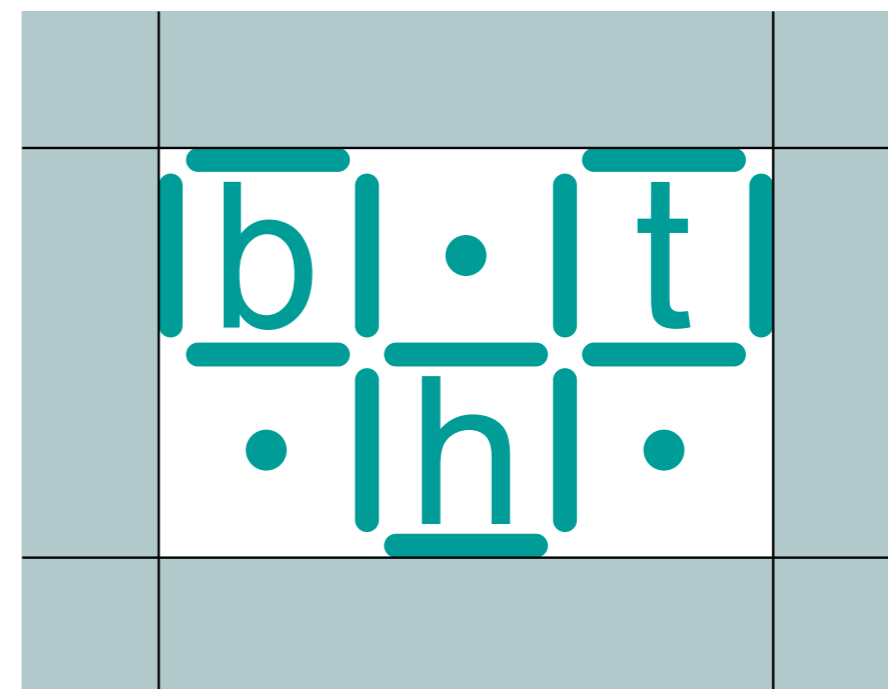
The BHT logo must always appear legibly on a clear background; other information must never encroach the exclusion zone.

The logo should always sit 10mm from any other element, based on an A4 document.

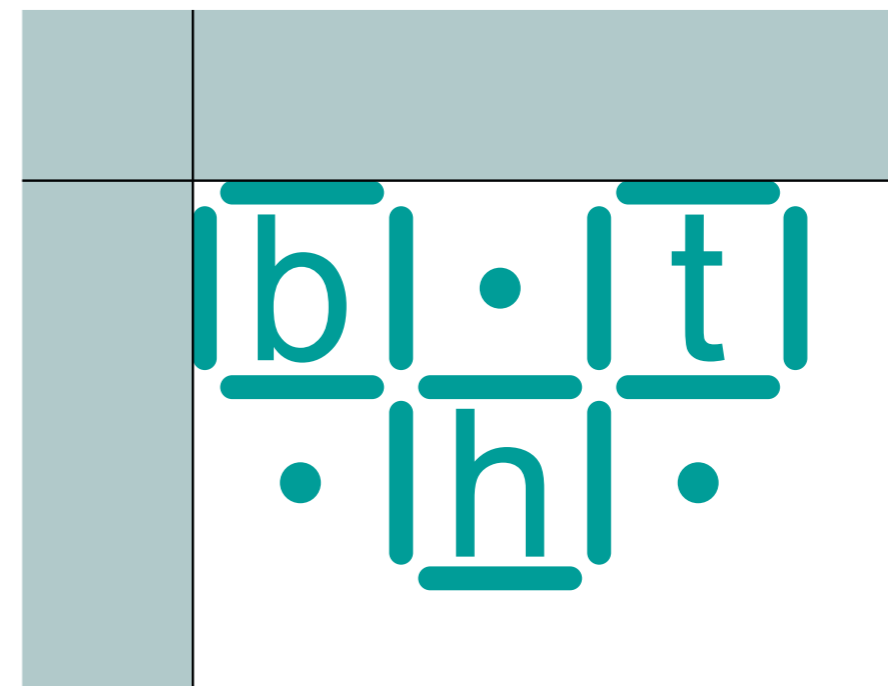
The original files residing at <S:\Design and Image Bank\logos\bht projects\BHT logo> have the correct exclusion zones built in, so as long as you don't alter, stretch or overlap these elements in any way you'll be OK.

**The logo should never be printed at less than 25mm across or be less than 25mm from the edge of the page.**

exclusion zone: 20mm



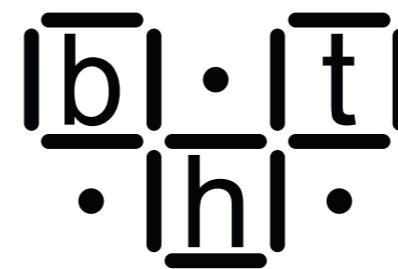
page edge zone: 25mm



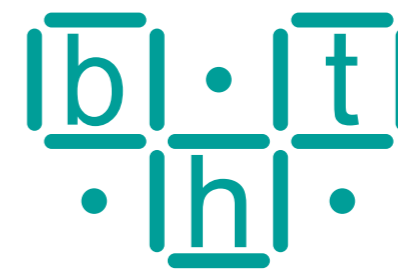
## Logo version **control**

There are three colour variants of the BHT logo:

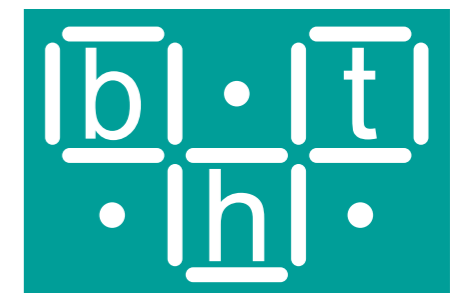
- **mono** – for most documents and other black & white printing
- **teal** – the primary BHT corporate colour, used in colour documents and for screen work
- **white** – for darker coloured backgrounds; available for professional print and design use only



**mono**



**teal**



**white**










## File extensions and sizes

All logo versions can be downloaded from:

<S:\Design and Image Bank\logos\bht projects\BHT logo>

At first it might appear as if there is a bewildering array of versions to choose from. If you follow the guide below you should have no problems:

1. **.ai, .eps** – resolution-independent vector artwork for print. Opens in Adobe Illustrator.
2. **.svg** – resolution-independent vector artwork for websites. Opens in Adobe Illustrator and can be imported into WordPress.
3. **.tiff** Print CMYK – largest possible print artwork. Opens in Adobe Photoshop or other image editing programs.
4. **.png** RGB W1024, W768, W512 – for screen work such as PowerPoint presentations, Word documents and other internally printed work. ‘W’ stands for ‘width in pixels’.
5. **.png** WEB W300, W220 – for the BHT and other websites. ‘W’ stands for ‘width in pixels’.

BHT library			
1. teal			
Name	Date modified	Type	Size
 BHT_logo_teal CMYK.ai	08/05/2018 10:52	Adobe Illustrator Artwork 22.0	3,080 KB
 BHT_logo_teal CMYK.eps	08/05/2018 10:52	Encapsulated PostScript	2,366 KB
 BHT_logo_teal CMYK.svg	08/05/2018 10:53	Chrome HTML Document	169 KB
 BHT_logo_teal CMYK.tif	08/05/2018 10:33	TIF File	7,285 KB
 BHT_logo_teal_RGB_W512.png	08/05/2018 10:42	PNG File	11 KB
 BHT_logo_teal_RGB_W768.png	08/05/2018 10:39	PNG File	17 KB
 BHT_logo_teal_RGB_W1024.png	08/05/2018 10:34	PNG File	22 KB
 BHT_logo_teal_WEB_W220.png	08/05/2018 10:45	PNG File	5 KB
 BHT_logo_teal_WEB_W300.png	08/05/2018 10:44	PNG File	7 KB

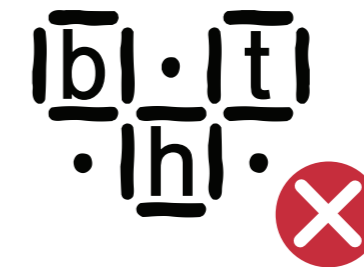
file system: Windows

## Logo pitfalls

You must not under any circumstances alter the BHT logo in any way at all.

Please do not:

- use an old version
- crop or stretch the logo
- apply a drop shadow or any other effects to the logo
- use the logo on a low contrast colour
- tint the logo
- rotate the logo
- apply gradients behind the logo
- change the colour on any part of the logo







## Other BHT project logos

Whilst a sizable number of BHT projects sported their own logos in the past, this approach dilutes the main BHT brand and is strongly discouraged.

You can find all other BHT project logos by browsing to the shared drive:

<S:\Design and Image Bank\logos>

The handful of exceptions to this rule are the following:

- BHT Training, as this is a commercial enterprise and is marketed as such
- Dine catering project, which is also a commercial enterprise
- Fulfilling Lives, which is a partnership project
- the Whitehawk Inn, as the existing branding is locally recognisable
- Threshold Women's Service, for the same reason
- special event logos, such as for the **Around the World Cycle Challenge**

All other project names should sit next to the main BHT logo. See opposite and on page 18 for examples.

You'll notice that with the exception of the Whitehawk Inn the standard BHT palette is utilised.

**Project naming conventions should follow the service names on the BHT website.**



# BHT's mission statement

Our mission statement, 'Combating Homelessness, Creating opportunities, Promoting Change', should sit next to the logo wherever possible.

Note how the various elements of the main logo line up with both the project descriptor and mission statement on the example footer below.



BHT website: header

BHT poster template: footer



# BHT colourways palette

The colour palette for BHT consists of three main colours – termed primary, secondary and tertiary.

1. The **primary teal** colour is a slightly cooler version of the green that BHT has been known by for many years. This must be used as the first choice colour for all colour materials
2. The **secondary navy** colour has been chosen to complement the primary when producing full colour materials for both print and web.
3. Finally, the **tertiary orange** colour is to be used sparingly as a highlight colour.



Colourways: main

	Primary Teal	Secondary Navy	Tertiary Orange
HEX#	38a29e	394c7f	d1693d
RGB	56/162/158	57/76/127	209/105/61
CMYK	99/2/46/7	87/64/9/21	3/71/80/1

COLOUR SPACES: RGB = Adobe RGB (1998) CMYK = ISO Coated v2 300% (ECI)

# BHT colourways palette 2

The main teal and navy colours also have both greyed and darkened variants.

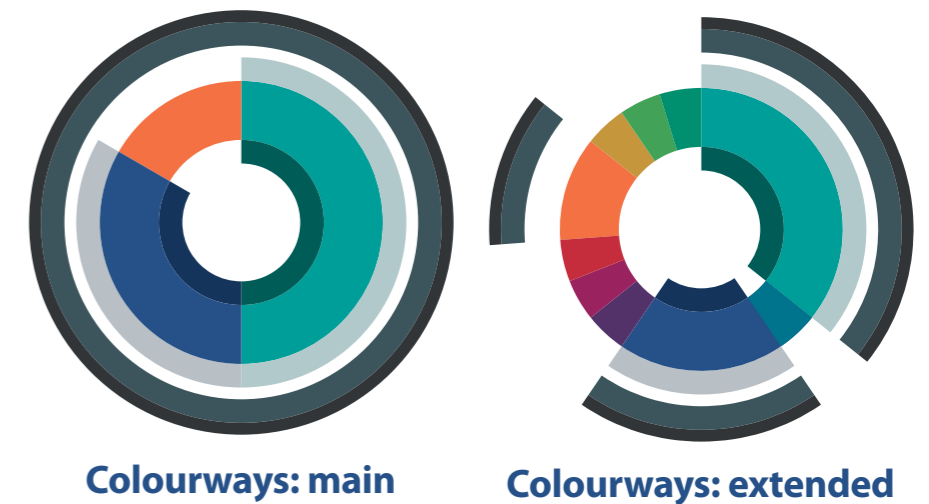
The greys are great for box-outs and other design elements where you need a neutral background that complements the main corporate palette.

The darkened variants are suitable for raising an element off the page, such as the example footers on page 17. This approach corresponds to a 'material design' philosophy.

The third row of the chart opposite contains extended palette colours. These are designed to complement the main three BHT colours. These should only be used in addition to the three main corporate colours and should never replace them.

- HEX# codes are for web design
- RGB codes are for screen use
- CMYK codes are for print work

A separate PDF of the BHT colourways is also available at <S:\Design and Image Bank\branding guidelines>



Colourways: main						
HEX#	333333	48555b	00615f	c4d4d5		
RGB	51/51/51	72/85/91	0/97/95	196/212/213		
CMYK	62/52/50/65	66/40/38/45	100/11/51/51	99/2/46/7		
HEX#	273355	394c7f	c5c8ce	d1693d		
RGB	39/51/85	57/76/127	197/200/206	209/105/61		
CMYK	90/69/19/47	87/64/9/21	25/16/14/3	3/71/80/1		
Colourways: extended						
HEX#	3c768e	53356d	882f61	aa373a	bd9943	72a655
RGB	60/118/142	83/53/109	136/47/97	170/55/58	189/153/67	114/166/85
CMYK	89/14/18/35	68/85/15/30	12/90/15/34	5/92/73/15	9/33/83/16	71/5/84/9

COLOUR SPACES: RGB = Adobe RGB (1998) CMYK = ISO Coated v2 300% (ECI)

# Photography and **image use**

All photography should reflect BHT's personality and be real, unposed, direct, confident and engaging.

We do not use heavily manipulated or contrived images. One strong image will always work better than many average images on a page.

## You should avoid:

1. Using pictures of clients or tenants unless you have specific permission.
2. Static poses and lines of people.
3. Busy backdrops.

## Always try to:

4. Get the subject directly involved.
5. Create motion.
6. Show off a group's strengths.
7. Tell a story.
8. Get people to smile!

If you have the slightest doubt about using an image, even if you have permission, use stock imagery instead.

A sizable collection of stock photography is available at:  
<S:\Design and Image Bank\images\stock>



## Image resolution

Opposite is a great example of a photograph that fits in with our house style.

However, the best photos can be ruined if not submitted at a high enough resolution.

There is a big difference between the size requirements for screen and print work:

- all print submissions must be a minimum of 1000 pixels in width for single column, 2200 pixels for double column
- all screen submissions for the website are a minimum of 300 pixels wide once cropped

**Please do not crop or in any way alter images prior to submission.**



# Typography for **design**

Our typography has been chosen to be clear, accessible and professional with a touch of character.

We exclusively use sanserif typefaces, as these have been proven to be easier to read for people with reading difficulties.

- **Myriad Pro** is the standard BHT font for the website, Express magazine and all other content produced through BHT Design
- **Arial** is to be used for all other BHT office content
- **headings** should always be in bold
- **body text** should always be in regular or light

We only utilise an italic variant in exceptional circumstances, preferring to emphasise words in semi-bold.

## Headings Myriad Pro Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMONPQRSTUVWXYZ

1234567890!@£\$%^&\*()\_+ -=,.;:[]{}"?'<>

## Highlight Myriad Pro Semi Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMONPQRSTUVWXYZ

1234567890!@£\$%^&\*()\_+ -=,.;:[]{}"?'<>

## Body Myriad Pro Light

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMONPQRSTUVWXYZ

1234567890!@£\$%^&\*()\_+ -=,.;:[]{}"?'<>

# Typography for the office

To comply with accessibility best practice, we recommend a minimum font size of 11 point text for body text across all applications.

- an absolute minimum for large documents is 10 point
- use a plain background behind untinted text
- do not use images behind text
- avoid using reversed-out text for large areas of body
- headings and sub-headings should be in bold

All available templates, font and colour styles built-in. See page 40 for further details.

## Headings Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMONPQRSTUVWXYZ

1234567890!@£\$%^&\*()\_+-=,.;:[]{}”?<>

## Body Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMONPQRSTUVWXYZ

1234567890!@£\$%^&\*()\_+-=,.;:[]{}”?<>



# Editorial typography

## Abbreviations

**In general use abbreviations to help the reader not the writer. Too many abbreviations will make text hard to read.**

Where used, spell out abbreviations when first mentioned, adding the abbreviation in brackets, eg 'Brighton Housing Trust (BHT)'

- avoid using abbreviations or acronyms where the subject is only mentioned once in the text
- never use full stops in abbreviations
- 'eg', 'ie', and 'etc' should be written with no points or colons

## The difference between 'eg' and 'ie'

**'eg' is used when presenting examples or more possibilities for the term in question.**

An example of this would be:

**'BHT's Homelessness services, eg Phase One or First Base.'**

**'ie' should be used when explaining or rephrasing a sentence.**

An example would be:

**'BHT's Homelessness services, ie projects that provide services to homeless people'**

## Addresses

**The following examples apply:**

**Single line example:**

Brighton Housing Trust, 144 London Road, Brighton, BN1 4PH

**Multi-line example:**

Brighton Housing Trust  
144 London Road  
Brighton  
BN1 4PH

## Aposiopesis (Ellipses or '...')

**Commonly used where a sentence is deliberately broken off and left unfinished.**

eg 'I was thinking about Brighton Housing Trust the other day...' and should be avoided unless absolutely necessary.

## Bullet points and lists

**For simple lists, the preference is for no capital letters following bullet points and no punctuation.**

Where bullets contain more than one sentence, a numbered list is recommended.

Ensure that this is consistent across a single document. In numbered lists, use full stops directly after the number. Microsoft Word will do this for you if you use the correct formatting.

# Editorial typography 2

## Capital letters

Using capital letters sparingly will make the text easier to read.

The following should be capitalised:

- place names

Only capitalise north, south, east and west (and other compass directions) when they denote a recognised geographical or political region, eg 'South Africa'.

- job titles when they are used before a name and not followed by a comma, eg 'Chief Executive Andy Winter'
- specific institutions and organisations, eg 'Brighton Housing Trust'
- days, months, festivals and holidays, eg 'Tuesday', 'March', 'Ramadan', 'Christmas Eve'
- the full name of political parties, eg 'the Labour Party'

Note that some parties don't have the word party as part of their title, so these should therefore be lower case, eg 'the Liberal Democrat party'.

Avoid capitalising:

- job titles, when used as identification or clarification after a name, eg 'Andy Winter, our chief executive'
- general terms, such as 'government', 'city', 'country', 'department', and 'law' unless used as part of a formal title
- seasons, eg 'spring', 'summer', 'autumn' and 'winter'

Never use block capitals – STRINGS OF CAPITAL LETTERS LOOK LIKE SHOUTING.

## En-dashes

An en-dash – a long dash – is used to separate out part of a sentence.

These can break the flow of a sentence, eg 'BHT – formerly Brighton Housing Trust – has produced a set of branding guidelines'.

En-dashes are also used in number ranges, eg 1500 – 1600. They should not be confused with hyphens.

Because of this confusion we recommend the word 'to' in place, eg 1500 to 1600.

## Font size

Use a minimum font size of 11 point.

For large print documents, use a minimum of 16 point.

## Headlines

Capitalise all words in a headline apart from:

a	an	and	at	but
by	for	in	nor	of
on	or	so	the	to
up	yet			

Always avoid full stops.

# Editorial typography 3

## Hyphens

**Hyphens are over-used, often when a sentence hasn't been thought out.**

Occasionally a sentence can be misleading without them, but their use should be restricted.

'Decision-making' and 'long-term' are a couple of acceptable examples of correct usage. Another example of correct usage is for the word 'Coordinator' rather than 'Co-ordinator'.

Hyphens should also be used where a prefix is used on a word that starts with a vowel, such as re-election, and can be used for fractions, eg 'two-thirds'.

## Jargon

**Avoid jargon words or phrases.**

Instead be more specific about what you mean, or use simpler language.

## Justification

**Always left-justify text in letters and general documents, although centred text can be used where appropriate on signs and posters.**

Never fully justify text as this can be difficult to read.

the full name of political parties, eg 'the Labour Party'

Note that some parties don't have the word party as part of their title, so these should therefore be lower case, eg 'the Liberal Democrat party'.

## Numbers

**Spell out one to nine, and use figures for numbers 10 and above, except when it is the first word of a sentence.**

Another exception to this rule would be where there are two numbers in a sentence, with the first figure below ten and the second figure higher than ten reading 'up to one in twenty people'

- Use commas to break up large numbers, eg 700 7,000, 70,000 and 700,000.
- Use first, second, third, fourth up to ninth, thereafter use 10th, 11th (see below for special rules about dates). For decimals, use two decimal places.
- Use figures with all abbreviated forms of units, including units of time, and with symbols, eg '6' 2''
- For units of measurement, use figures without a space between the number and unit, eg '8kg' or '10mm'

## Press releases

**Always write in plain English and refer to BHT as 'BHT Sussex' for any publications outside of Brighton & Hove.**

# Editorial **typography** 4

## Punctuation

**BHT's approach to punctuation is to use as little as is needed to ensure the meaning is clear and the content easy to read.**

Use a single space after a full stop – double spaces are a throwback from the age of typewriters and monospaced fonts and should be avoided.

## Quotation marks

**Double quote marks are used in direct speech, with single quote marks for quotes within quotes.**

## Spelling

**The Oxford English Dictionary should be your first point of reference for correct spelling.**

Be careful to set Microsoft Word to the UK English dictionary when running a spellcheck, and avoid all US English spellings.

## Symbols

Use currency symbols where possible, eg '\$' or '£'.

Where not available use lower case, for example 'euro'. Only precede \$ by US, CAN etc where this is needed for clarity.

- only use ampersands (&) in names of firms that use them and established combinations, eg 'R&D'.
- use 25% not 25 per cent
- avoid using '@' unless part of an email address

## Slashes

**It is not necessary to put a space either side of a slash eg 2012/13.**

## Telephone numbers

**These should be written as 01237 645400.**

## Times & dates

**Use the twelve hour clock, with no full points for am and pm, eg 7.30am, 12noon, 8.15pm.**

Only use a space when referring to noon or midnight. Be aware that there are no such times as 12am or 12pm.

## Ordinal indicators

Write dates as '3 May 2010' with no letters following the numbers ('th', 'st', 'nd' or 'rd') and use spaces to separate date, month and year.

example: Monday 21 May 2018 from 2pm to 4pm

**Never use commas when expressing a time or date.**



Microsoft Word



Microsoft Excel



Microsoft PowerPoint

# Template examples

To ensure that the BHT brand stays strong and consistent, a number of pre-built templates are available.

The following pages contain every existing template on the system and are available for Microsoft Word, Excel and PowerPoint as well as for Adobe InDesign for external print jobs.

All Microsoft templates have in-built colour, font and paragraph styles, ensuring that you need never have to manually format a document to stay consistent and true to the brand.

Office templates are available at [S:\Design and Image Bank\templates](#)

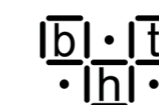
## Correct footer wording

It's very important that all existing footers across all templates have the following precise wording for regulatory reasons:

**Brighton Housing Trust**  
*Combating Homelessness, Creating Opportunities, Promoting Change*  
 Registered Charity No: 284839, Regulator of Social Housing No. H1696.  
 Company Limited by Guarantee  
 Registered in England, No. 1618610,  
 Registered Office: 144 London Road, Brighton, BN1 4PH



## BHT A4 Letterhead



[www.bht.org.uk](http://www.bht.org.uk)

144 London Road, Brighton, BN1 4PH

01273 645400  
[enquiries@bht.org.uk](mailto:enquiries@bht.org.uk)

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

First paragraph (for reports)

Normal

Normal paragraph spacing (from above)

*Your lovely quote goes here*

Strong

- list paragraph
- list paragraph
- list paragraph

Hyperlinks

BHT Footer

**Brighton Housing Trust**  
*Combating Homelessness, Creating Opportunities, Promoting Change*  
 Registered Charity No: 284839, Regulator of Social Housing No. H1696. Company Limited by Guarantee  
 Registered in England, No. 1618610, Registered Office: 144 London Road, Brighton, BN1 4PH

[www.bht.org.uk](http://www.bht.org.uk)  
 Page 1 of 2

## Usage tips

1. Please ensure that you only use the included styles, which include in-built paragraph breaks. No need to press 'enter' twice to break a paragraph.
2. Always use 'insert page break' if you need to place the next section of a document at the head of the next page. This allows the document to flow correctly, regardless of subsequent edits.
3. Double-click anywhere on the header or footer to edit these corresponding areas.

# Template examples 2

## Business Cards

**DANIEL O'CONNELL**  
 Head of Human Resources and Learning & Development  
 T | 01273 645494 M | 07876 563568  
 E | daniel.oconnell@bht.org.uk Tw | @Liberator68

**JOSHUA SPEARPOINT**  
 Project Consultant Assistant  
 T | 07917 426445  
 E | joshua.spearpoint@sefulfillinglives.org.uk

**SIMON TREEN**  
 Operational Manager  
 T | 01424 435376 F | 01424 435376  
 M | 07847 236943 E | simon.treen@bht.org.uk

## Calendar

**London Road Drop In Activities Calendar**  
**JANUARY 2018**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31				

**NOTES:**

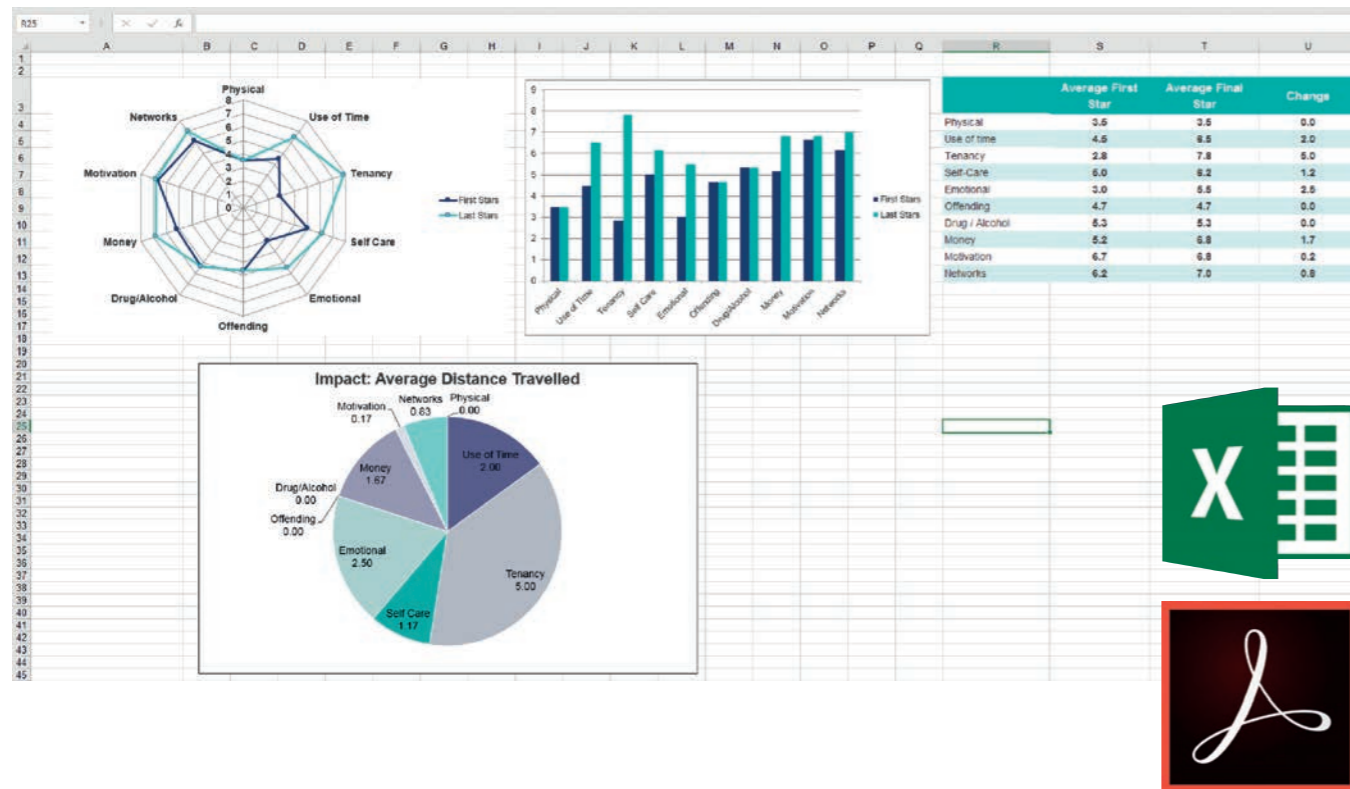
**www.bht.org.uk**  
 Combating Homelessness, Creating Opportunities, Promoting Change

The BHT calendar template has a special formula allowing the user to enter the current year.

The template then fills out the correct days for each month.

# Template examples 3

## Charts



## Comp slips

**Archway Project**  
9 Portland Road, Hove, BN3 5DR

Tel: 01273 822103  
Fax: 01273 726706  
portland.road@bht.org.uk  
www.bht.org.uk

---

**With Compliments**

**Brighton Housing Trust**  
*Combating Homelessness, Creating Opportunities, Promoting Change*  
Registered Charity No: 284839, Regulator of Social Housing No. H1696. Company Limited by Guarantee  
Registered in England, No. 1618610, Registered Office: 144 London Road, Brighton, BN1 4PH

**www.bht.org.uk**  
144 London Road, Brighton, BN1 4PH

01273 645400  
enquiries@bht.org.uk



---

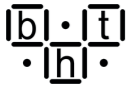
**With Compliments**

**Brighton Housing Trust**  
*Combating Homelessness, Creating Opportunities, Promoting Change*  
Registered Charity No: 284839, Homes and Communities Agency No. H1696. Company Limited by Guarantee  
Registered in England, No. 1618610, Registered Office: 144 London Road, Brighton, BN1 4PH

# Template examples 4

## Policies



### Equal Opportunities Statement

Reviewed	April 2013	Next review date	April 2015
Approved SMT	22 April 2013	Approved Board	N/A
Approved FP&GP	23 April 2013	Approved AR&GC	N/A
Ownership	Director, Corporate Affairs		

BHT is an East Sussex based charity and charitable Housing Association and provides a variety of services for homeless, inadequately housed or otherwise vulnerable men and women. BHT's various projects inter-link and together they seek to form a comprehensive network of support services.

BHT is committed to Equal Opportunities

- In the provision of all BHT's services and employment of staff, BHT will seek to ensure equality of opportunity and treatment.
- No one wishing to use BHT's services, or applying for a job or contract with BHT will be treated less favourably than anyone else because of their ethnicity, gender, age or disability.

BHT also undertakes not to discriminate in its provision of services, housing or employment against any individual because of their religion, sexual orientation, nationality, marital status or class.

- BHT will seek to identify the needs of disadvantaged groups in its area of operation, and in carrying out its equal opportunities policy it will aim to assist such groups to benefit from its services.
- As part of its commitment to equal opportunities, and in order that the implementation of the policy can be assessed, BHT will endeavour to collect and monitor records of the ethnic origin and gender of all those applying to it for services. BHT will also keep and monitor records of the ethnic origin and gender, disability, age and sexual orientation of all those seeking employment.

If applicants for housing or employment with BHT do not wish to answer these questions, their applications will not be affected.

Page 1 of 2

## PowerPoint Presentations





### Title

#### Subtitle

---

### Title text

First paragraph

Body text with highlight text.

Secondary highlight text

Call to action text.

- Bullet points
- Bullet points

- Numbered text
- Numbered text

[hyperlink@bht.org.uk](mailto:hyperlink@bht.org.uk)

Note: right click on picture / change picture. Ensure that the picture is no more than 500 pixels wide to keep overall file size small.





Combating Homelessness, Creating Opportunities, Promoting Change

2

## High Contrast

### Mental Health & Wellbeing Services

**BHT's Mental Health & Wellbeing Service aims to assist people to improve and maintain their mental health and wellbeing.**

If you are living in Brighton & Hove and are experiencing emotional difficulties or mental ill health, we offer a variety of support and activities that will enable you to learn ways to cope with the challenges you may be faced with.



Combating Homelessness, Creating Opportunities, Promoting Change



# Template examples 4

## Posters



**STOP  
LOOK**

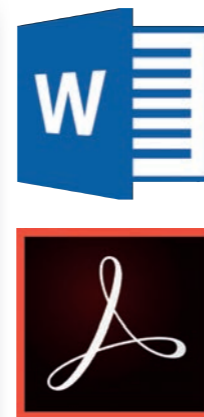
**PROTECT YOUR ENVIRONMENT!**

At BHT we are committed to finding ways to reduce the environmental impact of our work in our offices and residential properties. Through continuous improvement we will aim to become a zero carbon (pollution) and waste organisation.

- ✓ **turn off your computer** when you go home
- ✓ **reduce paper usage** by printing on both sides
- ✓ only print when **absolutely necessary**
- ✓ **turn off lights** when not in use
- ✓ if you're not using it at night, **turn it off**
- ✓ use **eco-friendly light bulbs**
- ✓ **recycle** old equipment and furniture
- ✓ use **non disposable kitchen supplies** instead of plastic or paper cups, plates and cutlery
- ✓ ensure our **recycling areas are visible**, labelled well and promoted to staff
- ✓ encourage everyone to **recycle their cans, bottles and paper**
- ✓ **place plants** on your desk and around the office: they help **absorb indoor pollution**
- ✓ use **public transport, a car pool, walk or cycle** to work
- ✓ nominate a **Green Champion** for each building
- ✓ **print** this poster out in **black and white** or distribute it **digitally!**

Do you have **further ideas?** Make note of them here:






**Greater Brighton**

**Sunday 1 July 2018**  
from Preston Park Velodrome, Brighton.

**Cycle Challenge**  
SUNDAY 1 JULY 2018

**TOGETHER WE CAN MAKE A DIFFERENCE!**

BHT has teamed up with The Living Coast to create the **Greater Brighton Cycling Challenge**, comprising three exciting cycling experiences in aid of BHT's **First Base Day Centre** – supporting rough sleepers throughout the year.

**BHT's Around the World Cycle Challenge 2018**

A family-friendly event taking place at the **Preston Park Velodrome**, the oldest in the country. Cyclists aim to reach the combined target of **69,215 laps** (equating to cycling 40,075km around the world) in **just 12 hours**.

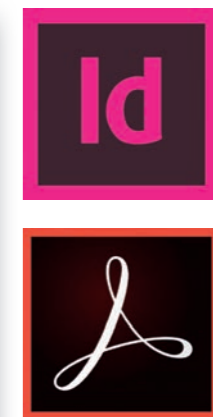
**The Living Coast Rides: Classic and Devil's Dyke Loop**

Rides of **30 and 58 miles** for more experienced cyclists through the world-class environment of the South Downs, recognised by UNESCO as a **World Biosphere Region**. Organised and supported by **CSS Events**.

**TO FIND OUT MORE OR REGISTER:** Please visit [www.bht.org.uk](http://www.bht.org.uk)


**For more information or sponsorship guidance:**  
Contact **Shelley Reed** on 01273 645403 or [shelley.reed@bht.org.uk](mailto:shelley.reed@bht.org.uk)  
When seeking sponsorship you are welcome to support a charity of your choice.





# Template examples 5

## Project reports



**Archway project**  
57 Sackville Gardens, Hove, BN3 4GJ

01273 748031  
[sackville.gardens@bht.org.uk](mailto:sackville.gardens@bht.org.uk)

---

Outcomes Monitoring: October 2013 to March 2014

### Service Overview

The Archway project is one of BHT's Mental Health projects which supports 19 clients in five properties.

All the projects provide structured support through key-work to enable clients to develop social and life skills and maximize their potential. The Archway team uses the Outcome Star as a tool for key-work so progress can be measured and clients supported to meet their personal goals.

We have two medium support houses, two lower support properties and a Dual Diagnosis Project for clients who are in recovery from substance misuse. Our projects provide a range of support and activities to enable clients meet their personal goals.

#### Aims of the service

The primary aim of the service is to work in conjunction with specialist mental health services to help people live independently in the community.

The Archway project works in partnership with the Mental Health Access and Treatment teams to support clients. When clients become unwell there is a timely response by partners and short term measures are put in place where possible to prevent hospital admissions.

When there is no alternative but for clients to be admitted to hospital then positive joint working ensures the whole process is completed with the client at the centre, thus causing minimal distress. This partnership working and early intervention often results in shorter hospital admissions. The client is then able to return to the project well enough to manage their tenancy again.

Access to Support	Oct 2013 - March 2014
Clients accessing service	19
Number of Clients new to service	4
Clients moved on	4
<b>Total</b>	<b>23</b>

Brighton Housing Trust  
Combating Homelessness, Creating Opportunities, Promoting Change  
Registered Charity No: 264839, Homes and Communities Agency No. H1696. Company Limited by Guarantee  
Registered in England, No. 1618610, Registered Office: 144 London Road, Brighton, BN1 4PH

[www.bht.org.uk](http://www.bht.org.uk)  
Page 1 of 13

BHT Archway project 57 Sackville Gardens, Hove, BN3 4GJ  
Outcomes Monitoring: October 2013 to March 2014

01273 748031

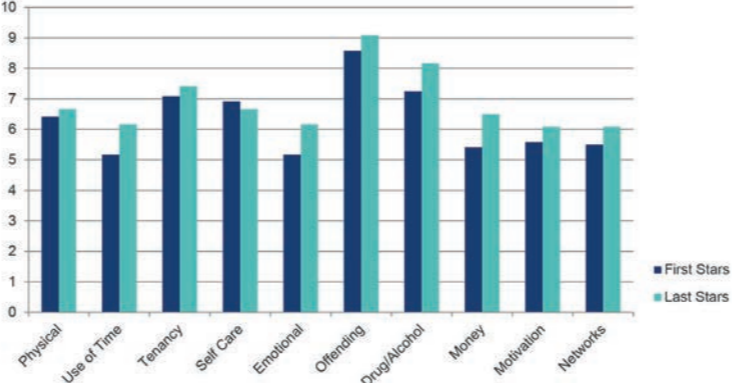
---

With small numbers in the service we may have quarterly periods where there is little or no move on.

The data below demonstrates progress made for clients that have been in the service 12 months or more.

Ability to manage own lives
Number of clients

Number of clients that have been with the service 12 months or more 8



Area	First Stars	Last Stars
Physical	6	7
Use of Time	5	6
Tenancy	7	7
Self Care	7	6
Emotional	5	6
Offending	8	9
Drug/Alcohol	7	8
Money	5	6
Motivation	5	6
Networks	5	6

#### Impact of the work:

- ✓ reduce the need for primary and secondary Health services
- ✓ reduction in social isolation, therefore an increase in wellbeing
- ✓ clients moving forward into more mainstream services
- ✓ clients are being supported to take responsibility to accessing appropriate treatments and manage their monies to avoid debts

Brighton Housing Trust  
Combating Homelessness, Creating Opportunities, Promoting Change  
Registered Charity No: 264839, Homes and Communities Agency No. H1696. Company Limited by Guarantee  
Registered in England, No. 1618610, Registered Office: 144 London Road, Brighton, BN1 4PH

[www.bht.org.uk](http://www.bht.org.uk)  
Page 5 of 13

BHT Archway project 57 Sackville Gardens, Hove, BN3 4GJ  
Outcomes Monitoring: October 2013 to March 2014

01273 748031

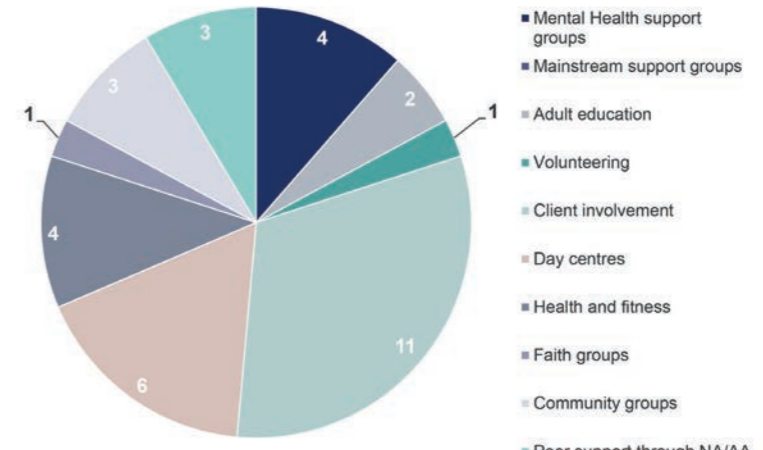
---

## 2. Meaningful use of time

The current client group engage with a range of services and activities which include volunteering, attending day services, in-house groups, client involvement, mainstream courses, activities that improve health and fitness and peer support through AA and NA meetings.

Meaningful use of time
Number of clients
%

Number of clients engaging in one or more of the above groups or activities. 15 78%



Activity	Number of Clients
Mental Health support groups	4
Mainstream support groups	2
Adult education	1
Volunteering	3
Client involvement	4
Day centres	1
Health and fitness	6
Faith groups	11
Community groups	3
Peer support through NA/AA	4

#### Impact of the work:

Brighton Housing Trust  
Combating Homelessness, Creating Opportunities, Promoting Change  
Registered Charity No: 264839, Homes and Communities Agency No. H1696. Company Limited by Guarantee  
Registered in England, No. 1618610, Registered Office: 144 London Road, Brighton, BN1 4PH

[www.bht.org.uk](http://www.bht.org.uk)  
Page 7 of 13



# Template examples 5

## Service leaflets (A4 6 sided rollfold)

**Our Services**

**Peer Led Activities**  
Peer led activities offer a safe and supportive place where you can access additional support if you feel you need it.  
Peer led groups provide you with opportunities to try different activities and complementary therapies with a focus on wellbeing, relaxation and improving social connectedness.

**Threshold Women's Services**  
Threshold offers dedicated women only counselling and pop-up drop-in support at our premises on Mondays and Tuesdays.  
Email [threshold@bht.org.uk](mailto:threshold@bht.org.uk) or see their leaflet for more information.

**Contact Us**  
Contact us by phone or email, using the details on the front of this leaflet, or call in during office hours.  
Please contact us if you would like any further information, or a referral form.

**Directions**  
We are located in North Street opposite Bond Street. Press the buzzer marked BHT Mental Health and Wellbeing Services and you will be let in. We are on the second floor.

**Public Transport**  
We are within walking distance of Brighton's mainline station and the Brighton & Hove buses that stop at Churchill Square.



**Equal Opportunities**  
Awareness of Equal Opportunities is an integral part of our service.  
Everyone is welcome into our service regardless of their background.



**Project Name Here**

---

Second Floor, 27 - 29 North Street,  
Brighton, BN1 1EB

01273 645444

[wellbeing@bht.org.uk](mailto:wellbeing@bht.org.uk)

[www.bht.org.uk/services/mental-health-and-wellbeing](http://www.bht.org.uk/services/mental-health-and-wellbeing)

@twitter

**Project name**  
Combating Homelessness Creating Opportunities Promoting Change

**01273 645444**

**Our Services**  
BHT's Mental Health and Wellbeing Service aims to assist people to improve and maintain their mental health and wellbeing.  
If you are living in Brighton & Hove and are experiencing emotional difficulties or mental ill health, we offer a variety of activities that enable you to learn ways to cope with the challenges and changes you may be faced with.

**One to One Sessions with Counsellors**  
Led by qualified counsellors, our one to one service provides you with a safe and confidential space.  
You can talk about what is happening in your life, explore your thoughts and feelings, build resilience and move towards solutions for the challenges you face.

**Practical Support and Signposting**  
For people who would benefit from short term practical support and linking in with other services.  
Services and caseworker appointments are offered at various locations throughout the city.

**Wellbeing Groups and Workshops**  
Wellbeing groups and workshops provide an opportunity for people to increase their understanding of a specific topic and provide practical tools to take away.  
We facilitate themed groups and workshops that focus on offering awareness and an opportunity for support with a particular area of difficulty that you may be experiencing:

- ✓ Managing stress
- ✓ Understanding anger
- ✓ Understanding anxiety
- ✓ Mindfulness
- ✓ Post-natal depression

**Practical Life Skills Workshops**  
Develop and raise self-confidence and awareness of your own potential through group learning.  
At request our life skills groups can be delivered in services at outreach locations across the city.  
The programme includes:

- ✓ Healthy eating on a healthy budget
- ✓ Boost your strengths
- ✓ First steps to work and learning
- ✓ Make your money work for you
- ✓ What's local?
- ✓ Sleep easy

**Project name**  
Combating Homelessness Creating Opportunities Promoting Change

**01273 645444**





Combating Homelessness · Creating Opportunities · Promoting Change  
[www.bht.org.uk](http://www.bht.org.uk)