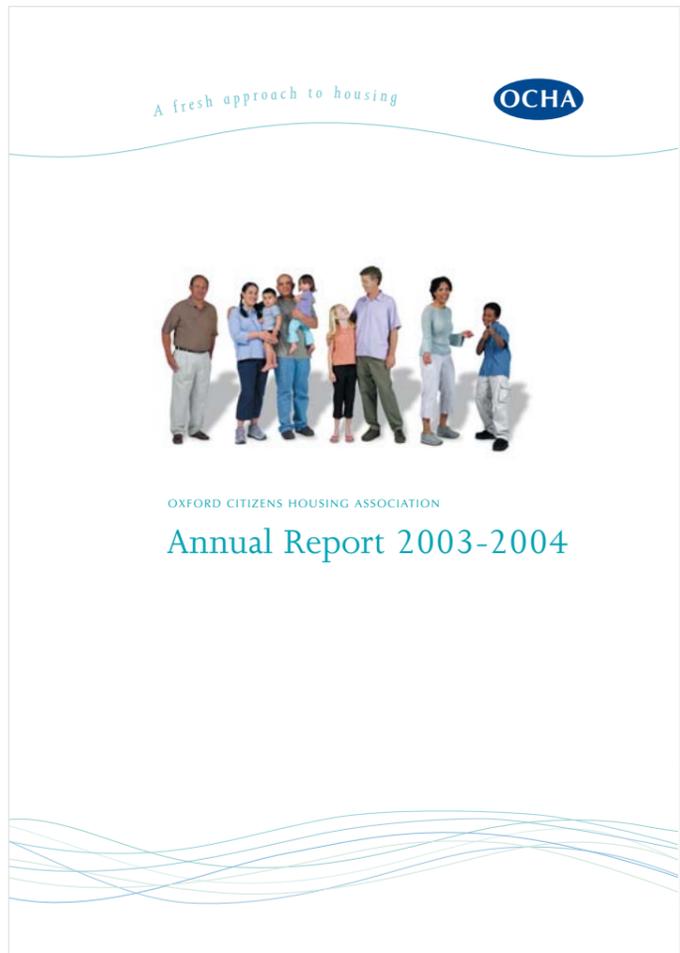
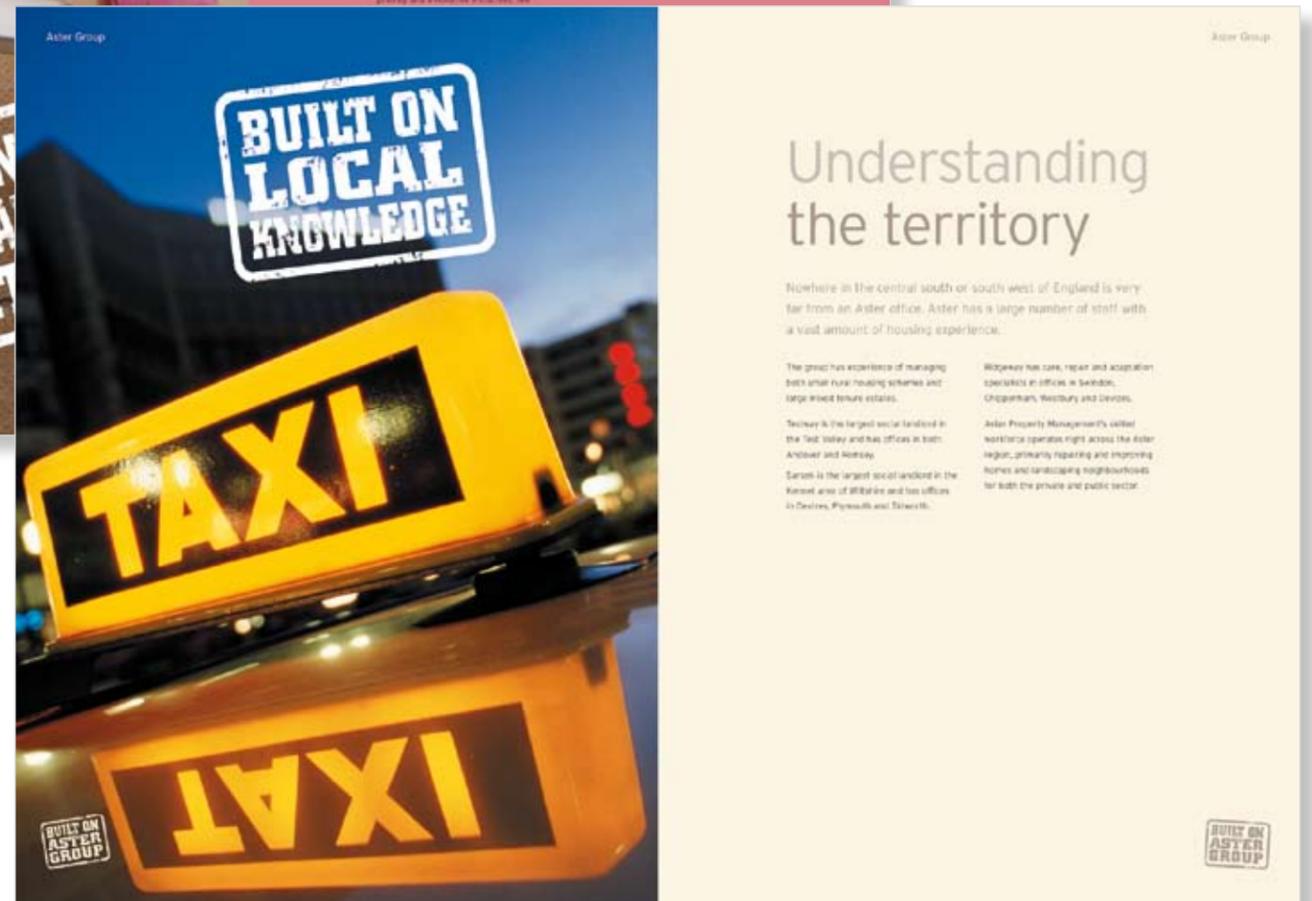
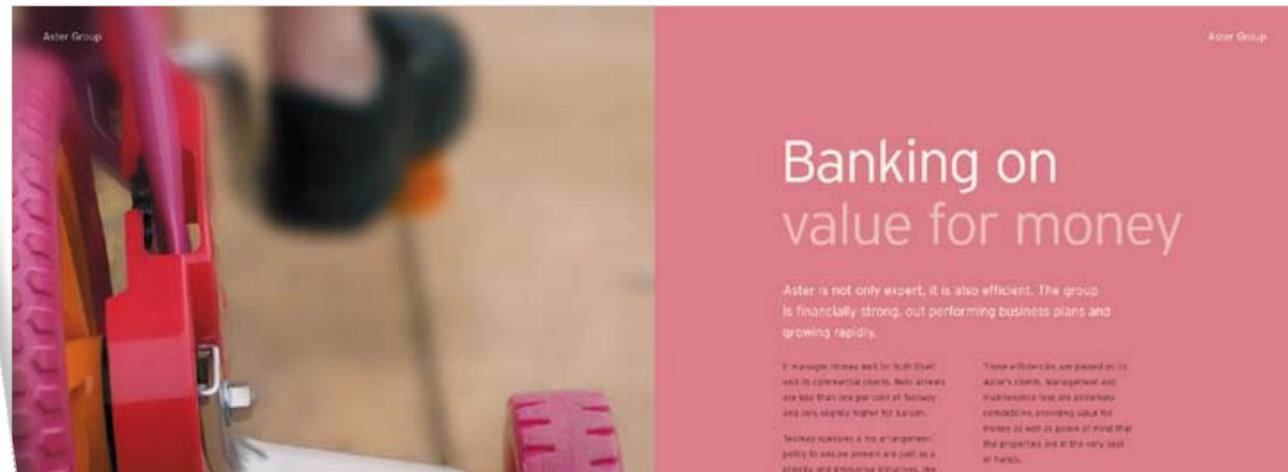


Tenant Handbook - Folder with pull-out information leaflets

CLIENT Magna







Brochures

CLIENT Aster Group








# Built on experience

- success
- high performance
- financial strength
- trust
- strong partnerships
- local knowledge

ASTER GROUP WE CAN BUILD A BETTER FUTURE



## 01 Built on trust




*apm maintains a reputation where others do not in the local community*

**Aster Property Management (APM):**

- A skilled home and neighbourhood repairs team of over 100 trades people and specialists from all crafts and disciplines including landscaping, road maintenance, caretaking and cleaning, **half of whom are based just two miles from Picket Twenty**
- Carries out over 50,000 responsive repairs each year
- High satisfaction levels with repairs service; 96% satisfaction with worker attitude; 90% satisfaction with quality of work
- Appointment booking system
- Large portfolio of private market properties
- A modern apprentice scheme to train local young people in the trades. Currently 12 apprentices employed
- The ability to maintain the landscaped areas of Picket Twenty.

Should Aster be chosen as the partner RSL at Picket Twenty, Testway Housing would be the main partner for housing management and Sarsen, through its development arrangements with Testway, would be responsible for development issues and do repairs on Westbury's behalf. Aster Property Management (APM) would be



*we have the skill needed to manage and care for the commercial green areas*




## 02 Built on vision The dream

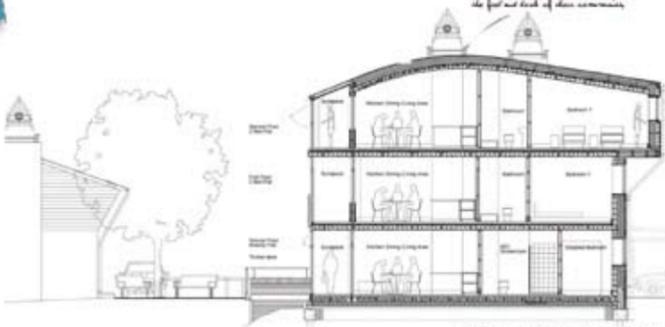


*Westbury has been a real design & concept for the new generation*

- Aster would utilise Testway's links with the local community to involve customers in the MDA design process and to sell homes. Westbury uses 3D photo visualisation technology on its website and Aster would like to make wider use of this to attract other tenure customers.
- Aster would assist financially and with expertise in the development of a local Picket Twenty website for community promotion and IT training opportunities for local people. Testway's Development Director has set up such a website before.



*customers need real vision to afford the full and best of their communities*



ASTER GROUP WE CAN BUILD A BETTER FUTURE 12

### The logos

The Peerless Housing Group logo consists of the graphic element and the words that describe the component companies within the Peerless Group.

**General layout and proportion**  
There are strict rules applying to the general layout, proportion, typeface and colour of the logo. These rules MUST be adhered to. The logo must appear in the proportions illustrated. No other layouts should be used.

Artwork for all logos is available in 'eps' or 'JPEG' format from the Business Development and Marketing Manager.

**Full colour versions**  
This is the preferred option. When used in its full colour version, the logo must appear in the correct corporate colours or the equivalent 4 colour process split (as shown in brackets).

When using the logo in an electronic or web environment, the equivalent 'websafe' colours should be used – contact the IT Department for more details.



Pantone 2745 Purple (100% Cyan, 94% Magenta)  
Black

---



Pantone 2745 Purple (100% Cyan, 94% Magenta)  
Pantone 322 Green (100% Cyan, 38% Yellow, 30% Black)

---



Pantone 165 Orange (60% Magenta, 100% Yellow)  
Black

---



Pantone 322 Green (100% Cyan, 38% Yellow, 30% Black)  
Black

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### Other versions

As full colour printing is expensive and may not always be practical, rules have also been devised to allow for a black and white or monochrome version of the logo to be used in some circumstances. Again, these rules must be adhered to.

**Black and white**  
The black and white version of the logo is as illustrated for the Peerless group of companies and SHHA.

**Monochrome**  
This is identical to the black and white version, but instead of black it uses the darkest base colour that has been chosen for the publication. Ensure adequate contrast and readability by using only dark colours.

**Reversed out (white on black)**  
Both the black and white and monochrome versions can be 'reversed out' for use against a dark background.
















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### Using the graphic element

The logo works with other aspects of design to provide printed material with an overall Peerless Group style or feel. This can be reinforced by the use of corporate typefaces, corporate colours, by ensuring the logo has sufficient space around it to allow maximum impact, and by the controlled and careful use of the logos graphic element (or part of it) as an illustrative feature.

This can be effective, but should normally only be done in conjunction with the full logo, as in the following illustrations.

The examples used here are SHHA and Peerless Housing Group, although similar styles would also work for Peerless Homes Limited and Peerless Housing Services Limited.




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### Newsletters

Newsletters are a key tool in our marketing strategy – they keep tenants, employees and business partners informed.

All publications must carry a corporate explanation, for example: Surrey Heath Housing Association is part of Peerless Housing Group.

Content could include:

- Corporate messages
- Human interest
- Recent developments
- Recent events
- Staff changes
- Letter pages
- Competitions

Every publication must contain the name, address, a contact number and the subsidiary statement.







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