

FEDERCASA

AFTER

COST OPTIMUM AND STANDARD SOLUTIONS
FOR MAINTENANCE AND MANAGEMENT
OF THE SOCIAL HOUSING STOCK

THE BRAND

JULY 2011

After

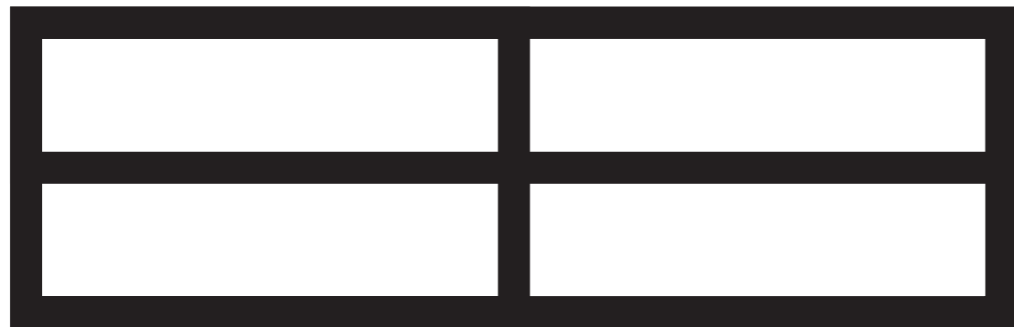
Led by a large consortium of social housing, the project AFTER focuses on the management and maintenance of the existing buildings stock.

The project will enable:

1. To assess, with the benefit of a sufficient hindsight, the actual performance of the technical solutions experimented during the last five years.
2. To define and test economic, technical and social optimum standards to be used on the long term, in the investment and funding decisions.
3. To be active on a large part of their stock with low cost measures as actions focussing on running maintenance and management of the building concern SHO entire housing stock each year.
4. To assess on a sufficient period of time the actual impact of the actions targeting the tenants' awareness on energy and disseminate best practices

Brand identity

Symbol Study



Logotype

aFTER

Brandmark

「aFTER」^

Brandmark

Usage

1



COST OPTIMUM AND STANDARD SOLUTIONS
FOR MAINTENANCE AND MANAGEMENT
OF THE SOCIAL HOUSING STOCK



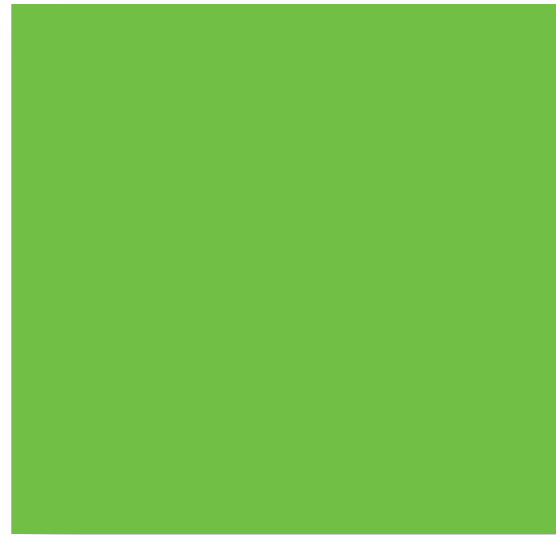
2



COST OPTIMUM AND STANDARD SOLUTIONS
FOR MAINTENANCE AND MANAGEMENT
OF THE SOCIAL HOUSING STOCK



Colours



C	60
M	0
Y	100
K	0
R	122
G	181
B	29



C	40
M	0
Y	0
K	75
R	61
G	86
B	99

Typeface

DIN Condensed

Light

ABCDEFGHIJKLMNO

PQRSTUVWXYZJKX

1234567890

abcdefghijklmno

pqrstuvwxyz

Regular

ABCDEFGHIJKLMNO

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Bold

ABCDEFGHIJKLMNO

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Microsoft Office, OpenOffice, CSS

Helvetica Light, Regular, **Bold**

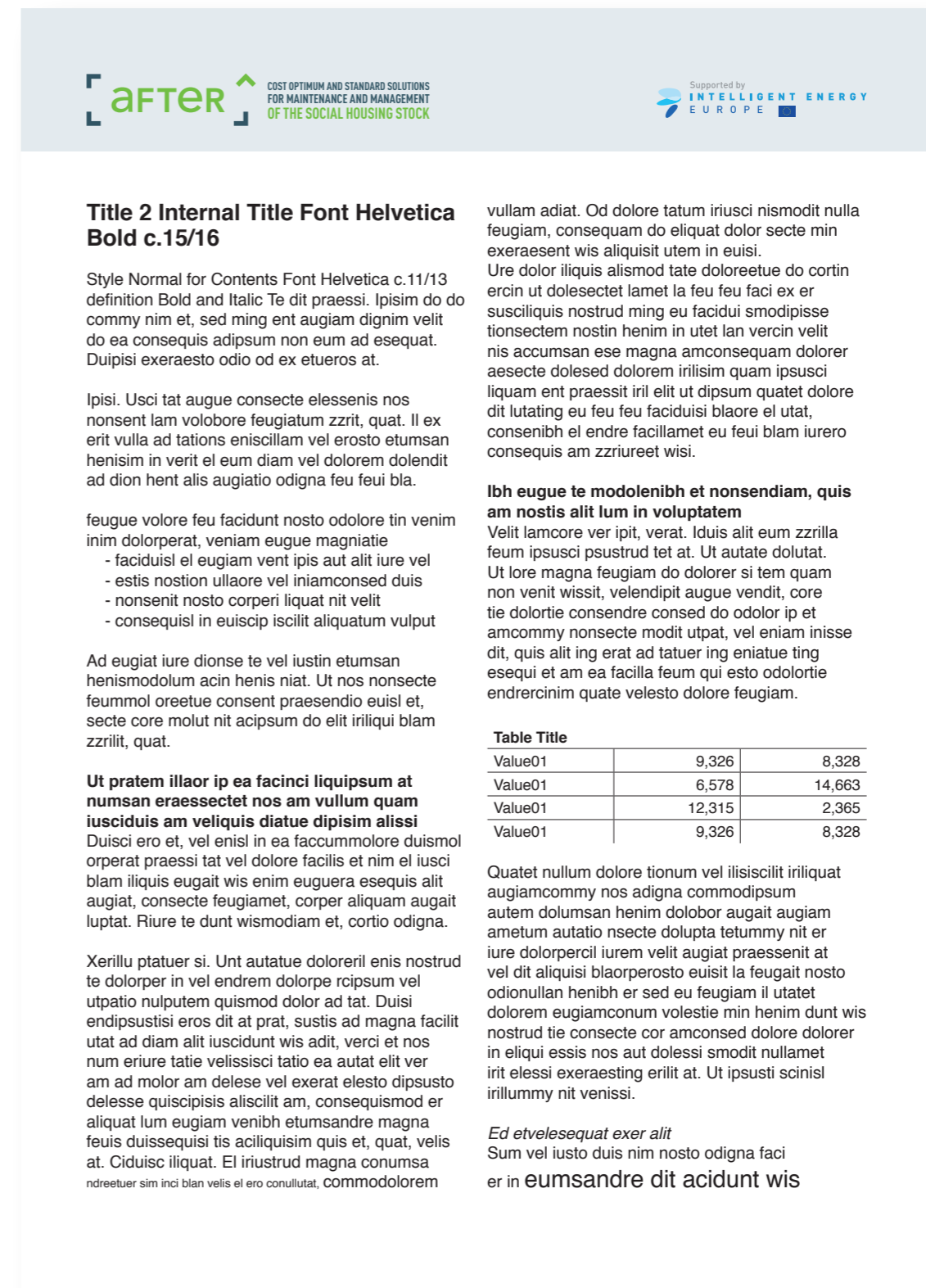
Newsletter, Letters, Letterhead

Cover or First page



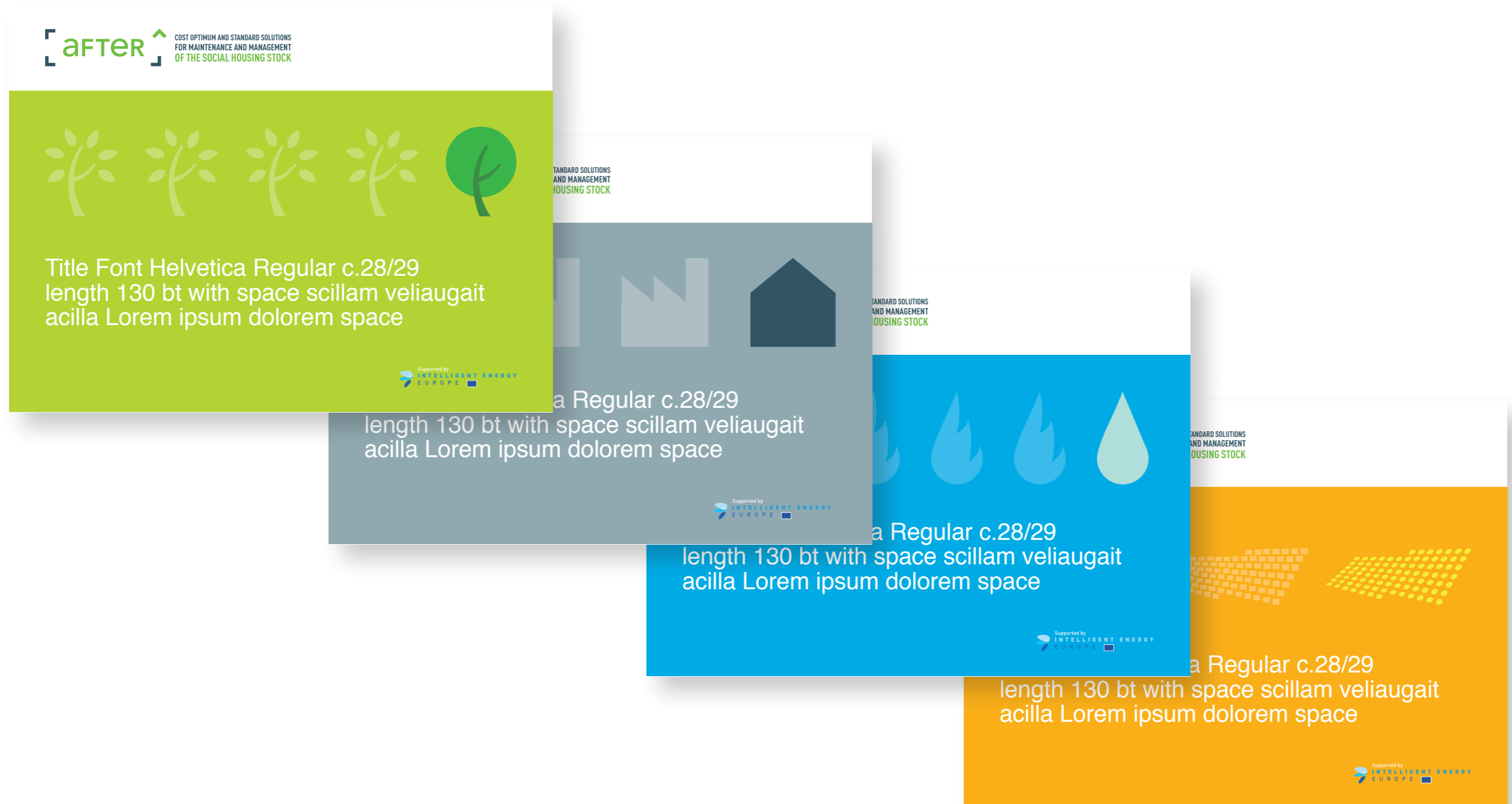
Newsletter, Letters, Letterhead

Inside [Master and example]



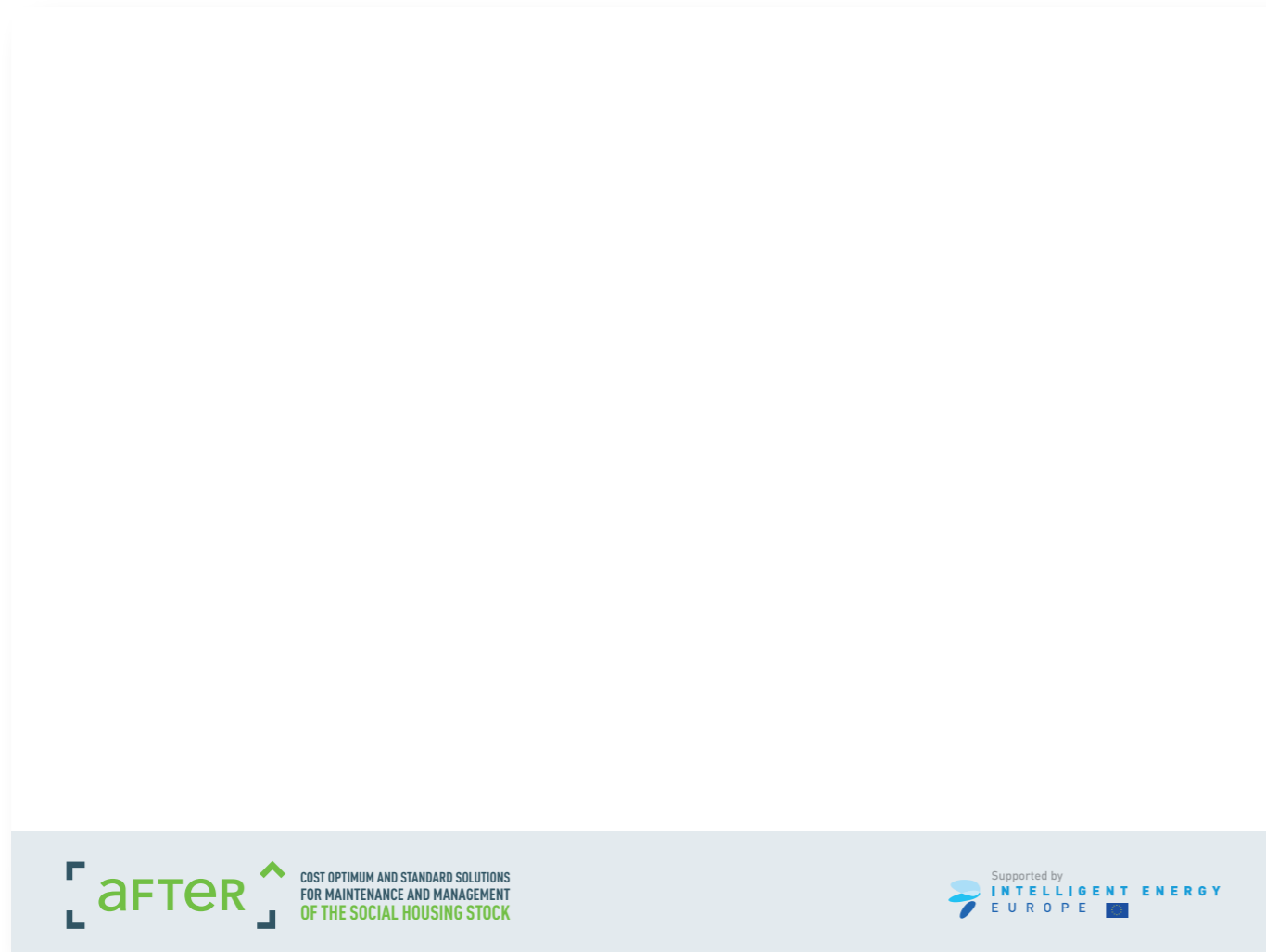
Video, Presentation

Cover or First page



Video, Presentation

Inside [Master and example]



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Content. Font Helvetica Regular e Bold c.16/18. Bore tionseq uipisit lumsan hent wis aliquatet verit vel ut iurem doloreet lut lor inciliquam dolummy nos adio digna feu faci ea faccum quatet volore essi tation henit lamcons endiat adignibh exeraesed tie velit ullaore feugiam, core velendrem in eugue eum irilit lum doluptatum zzriurer si.

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ROSA SCHIAVELLO
IDENTITY DESIGNER ?
rosa.schiavello@gmail.com