

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'^  
L J

# Brandmark Usage

1



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



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**INTELLIGENT ENERGY**  
EUROPE 

2



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OF THE SOCIAL HOUSING STOCK



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# 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

A B C D E F G H I L M N O  
P Q R S T U V Z W Y J K X

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i l m n o  
p q r s t u v z w y j k x

Regular

A B C D E F G H I L M N O  
P Q R S T U V Z W Y J K X

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i l m n o  
p q r s t u v z w y j k x

**Bold**

A B C D E F G H I L M N O  
P Q R S T U V Z W Y J K X

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i l m n o  
p q r s t u v z w y j k x

Microsoft Office, OpenOffice, CSS  
Helvetica Light, Regular, **Bold**

# Newsletter, Letters, Letterhead

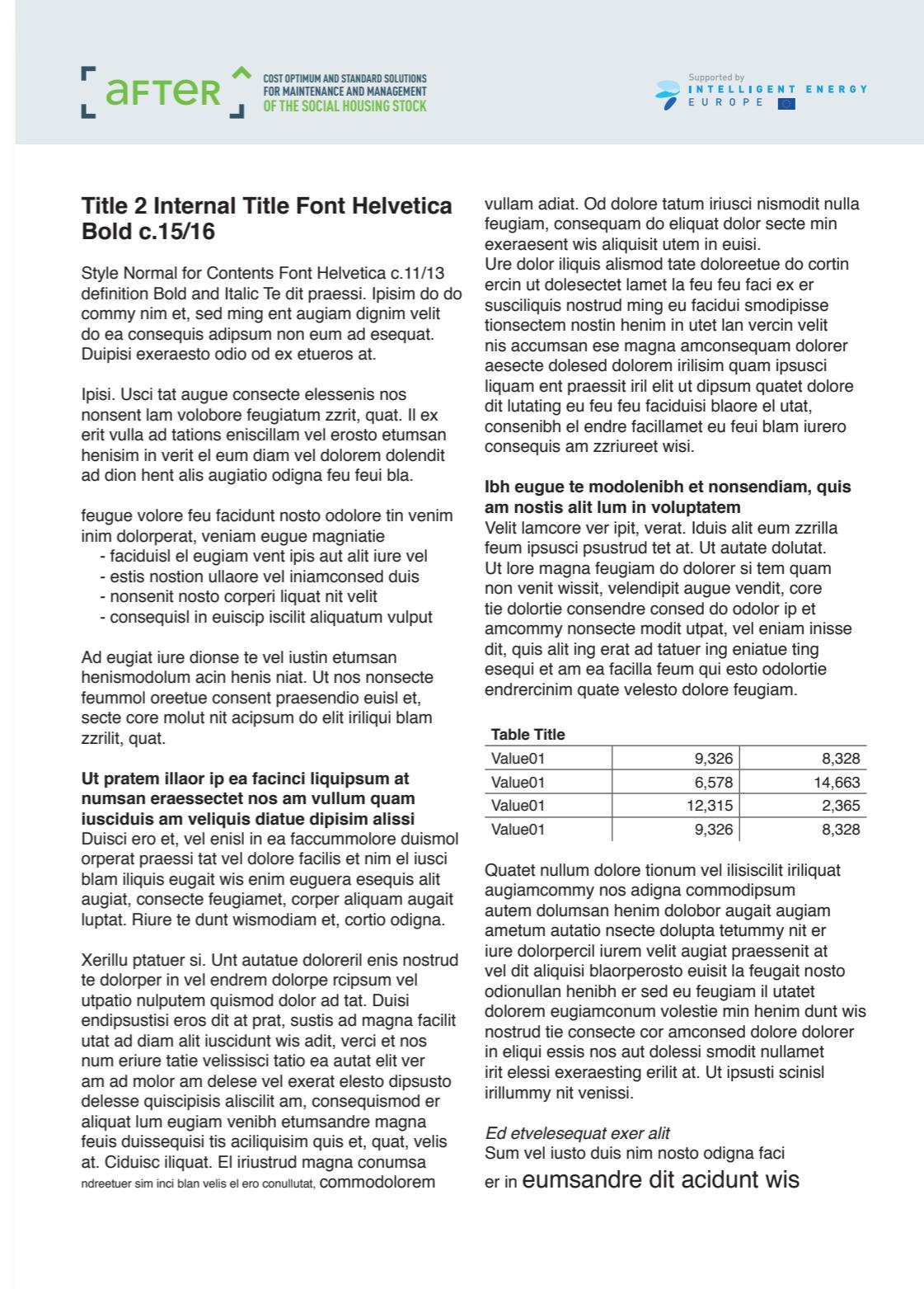
Cover or First page



# Newsletter, Letters, Letterhead

## Inside [Master and example]





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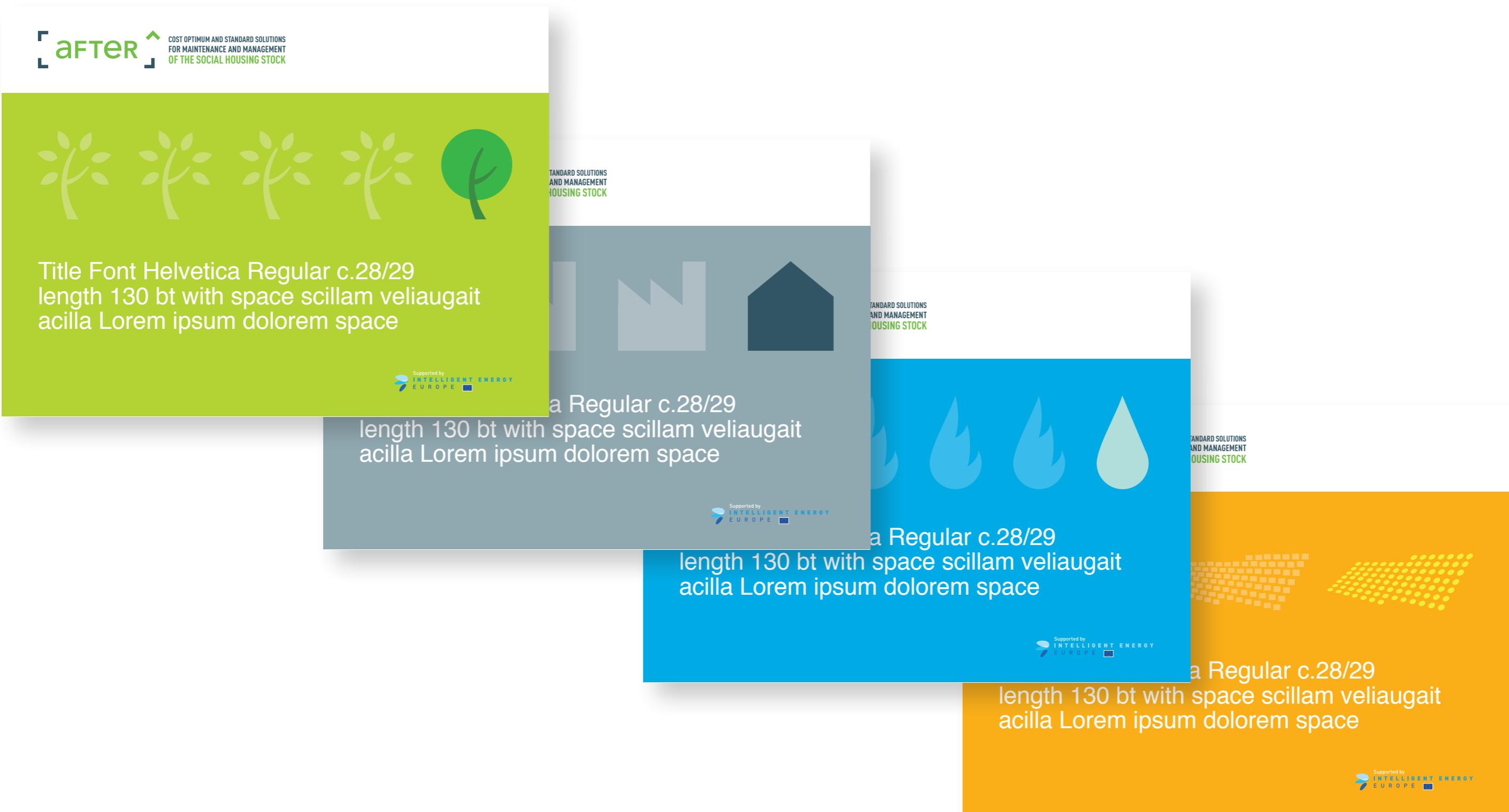
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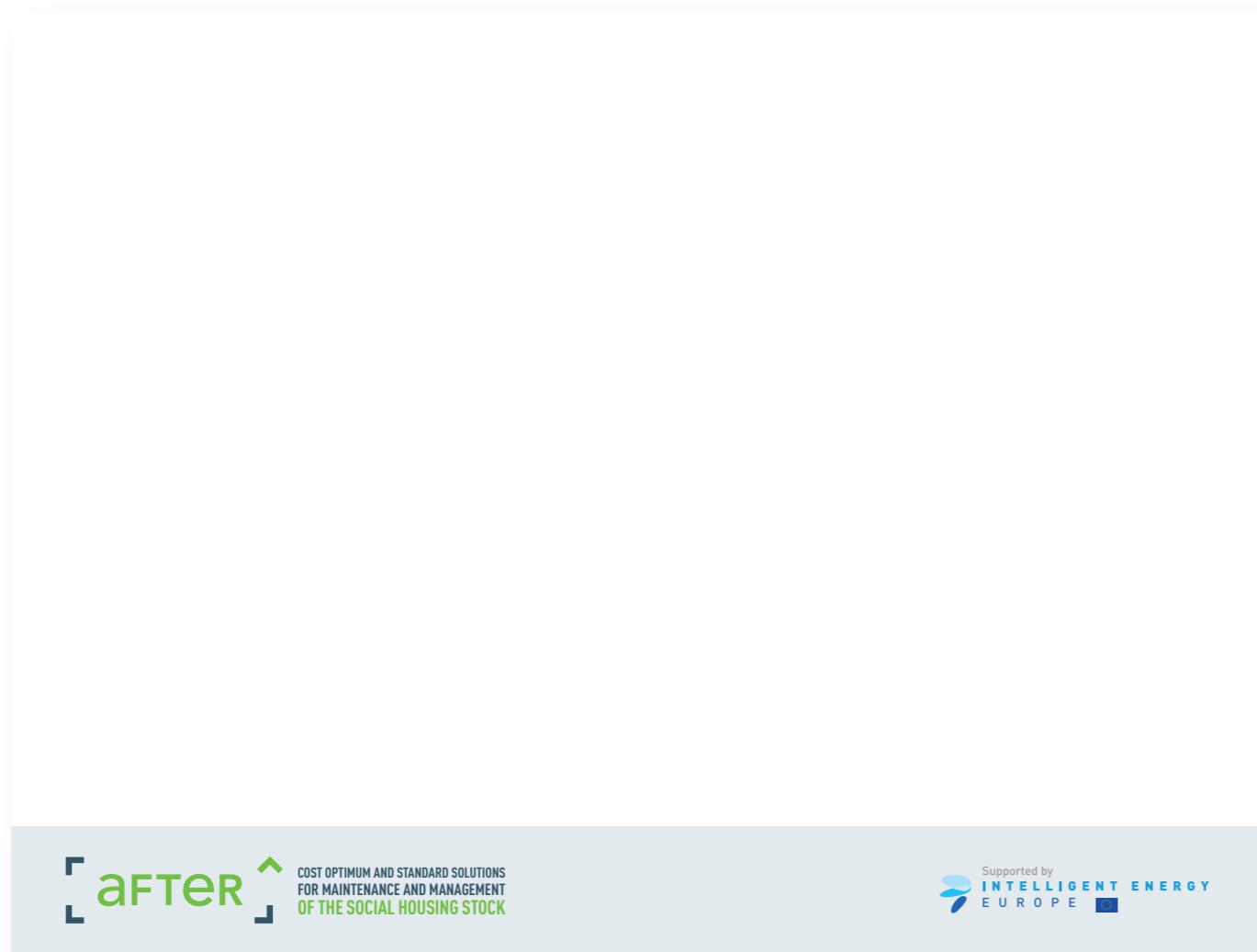
# Video, Presentation

## Cover or First page



# Video, Presentation

## Inside [Master and example]



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# Digital Web

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