



More people
More active
More often



Creating an **active brand**

ukactive brand guidelines

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We are **ukactive** 

A message from our Executive Director



ukactive exists to improve the health of the nation by getting more people, more active, more often. ukactive provides services and facilitates partnerships for a broad range of organisations, all of which support our vision and have a role to play in achieving that goal.

We serve over 4,000 members and partners from across the public, private and third sectors, from multinational giants to local voluntary community groups. We do so by facilitating partnerships, campaigning and providing outstanding membership services.

A stylized, handwritten signature in black ink, appearing to read 'S Ward'.

Steven Ward
Executive Director

Our brand

ukactive is for everyone. Whoever you are, wherever you live and work, whatever your background, we create opportunities for every person to improve their health through an active lifestyle. In a fast-moving, ever-changing sector, our insights and the innovations we promote remain at the forefront. We lead by example, being proactive, inclusive, and collaborative – constantly finding new projects, partnerships and practices to help improve the health of the nation. We loudly celebrate the fun and exhilaration of movement and all the innovations that help it to reach a larger number of people. Since 2013, we have been equally focused on a national ambition to turn the tide on inactivity.

Note:

We capitalise the Ms in 'More people, More active, More often' when used as a brand message. In all other cases we use sentence case.

Our brand's core messages promote our inclusive, proactive and collaborative values:

- More people, More active, More often
- We are ukactive
- Together achieving more
- Let's get ukactive
- I am ukactive

Vision

To get more people, more active,
more often to improve the
health of the nation.



Mission statement



We are committed to improving the health of the nation through promoting active lifestyles.

We achieve this by facilitating big impact partnerships, campaigning and providing world class membership services.

We exist to serve any organisation with a role in getting more people, more active, more often. We provide a supportive, professional and innovative platform for our partners to succeed in achieving their goals and create the conditions in which our sector can grow.

Brand **elements** 

Our brand elements?

These are the physical elements that make up our brand's appearance.

These include our:

- › Brand name, logo and strapline
- › Our unique tone of voice
- › Font family, and how our fonts appear online and in print
- › Brand colour palette
- › Use of icons and infographics.

To keep our brand consistent, we've created a simple set of instructions to follow when you work with ukactive.

Our brand identity represents the scale of the work we do, nationwide with a sense of pride in what the UK all share internationally.

Our identity is:

- › Bold
- › Reminiscent of a consumer facing lifestyle brand
- › Easy to use with partner branding and co-branding
- › Designed to grow as we do, to become a symbol of raised standards and expectations.

Logo



Logo with strapline



More people
More active
More often

Primary corporate identity

Logo

Colour specs for the logo are shown opposite.

Appearance of our strapline

We use positive and negative versions of our strapline.

Brand typeface

Where possible, we use Prelo Slab. For sub-brands we use Prelo Sans. If this isn't possible, we use our Google Web font Roboto Slab or Arial.

For further typeface breakdown, see page 17.

Logo



Logo with strapline



More people
More active
More often

Monotone



More people
More active
More often



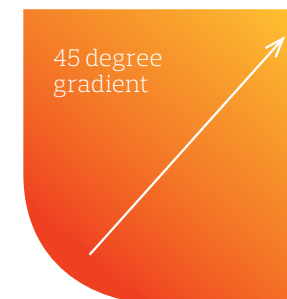
More people
More active
More often

Brand typeface

Prelo Slab

Three **different** weights

Colour



Deep orange

CMYK 0-90-100-0
RGB 239-65-35
HEX ef4123

Light orange

CMYK 0-25-90-0
RGB 255-194-51
HEXffc233

Logo spacing

When using the ukactive logo please take care to leave enough clearspace. This will ensure the brands legibility and effectiveness.

When partnering the logo with the brand strapline, ensure correct placement and size as shown opposite.

Logo library

The ukactive asset bank contains all logo formats and lock-ups ready to use. Please use these when creating any branded document.

Logo clearspace



Measure the minimum clearspace by the width of the chevron.

With strapline



Strapline or sub brand type is placed on the right of the logo box, distance measured by the width of the 'a' from the logo.

Writing our brand name and strapline

Brand name

To keep our brand identity consistent 'ukactive' should always:

- › Be written in lowercase in all communications
- › Keep 'uk' and 'active' together, never apart
- › Be written in full, we do not use acronyms.

Strapline

When our strapline is used within a sentence it should be written in lowercase and spaced with commas.

Written name

ukactive

Incorrect

×

uk active

×

UK active

×

UKACTIVE

Written strapline

To get more people, more active,
more often to improve the
health of the nation.

Incorrect use

Unique to us

Our brand identity is what sets us apart, so it should always remain consistent and not be altered in any way.

Reproductions

Reproductions are always made from the electronic master artwork supplied by ukactive, and must never be redrawn, retyped or recreated.

- 1 Do not change the curvature of the outer shape.
- 2 Do not alter the colouration of any of the logo's elements.
- 3 Do not adjust the position of any elements.
- 4 Do not add drop shadows.
- 5 Do not change the colour of the type.
- 6 Do not angle the logo.
- 7 Do not add tints or fades in the logo.
- 8 Do not reposition the type.
- 9 Do not skew or distort the logo.
- 10 Do not change the direction of the fade.
- 11 Do not change the type within the logo.
- 12 Do not place on similar colour images unless using the lockup version.

See examples of incorrect logo treatments opposite.

Examples of incorrect usage



Brand architecture

To maximise the impact of our brand, we've developed a monolithic brand architecture model.

Simply put, this means the ukactive brand always has dominance – or equality – when it appears alongside co-branding or sub-branding.

The model opposite shows how our brand appears:

- › As a standalone identity
- › With a partner brand
- › With an approved sub-brand.

We've categorised the sub-brands into memberships and qualifications.

Primary brand



Brand and strapline



More people
More active
More often

Brand and strapline (secondary lockup)



More people
More active
More often

Memberships



STRATEGIC
PARTNER



MEMBER

Qualifications



APPROVED



PARTNER



SPONSOR



RESEARCH
INSTITUTE



CODE OF
PRACTICE

Sub-brands

Sub-brands

Use of logo with a sub-brand

We use the core brand logo with the name of the sub-brand alongside it, as shown in the example opposite.

Font

We use Prelo Sans for our sub-brand font.

Lockup

We measure sub-brand type lockups by the length of the sub-brand name, and the height of the ukactive logo.

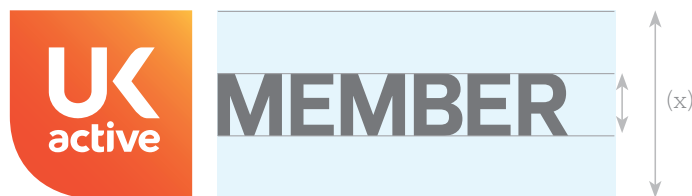
One line length = 1/3 of (x) height

Two line length = 1/2 of (x) height

Sub-brand



Sub-brand lockup



Sub-brand lockup (2 lines)



Example Sub-brands



Monotone



Co-branding

Partner & third party logo positions

Prominence is always given to ukactive when partner logos appear alongside our brand logo. Partner logos should:

- › Not exceed the height of our logotype
- › Be scaled to fit centrally along the 'x' height of the ukactive brand logo
- › Only ever be used with the ukactive primary logo, and without the strapline.

Co-branding



Examples



Logo placement

Position

Our logo sits in the top left or top right of portrait and landscape formats.

Size

Measure the logo relative to the format. The examples opposite show how to size the logo for A4 and A5.

Portrait

Size the logo width at 1/4 of the page format width.

eg.

A4 page width = 210mm

Logo size: 1/4 of 210mm = 52.5

Landscape

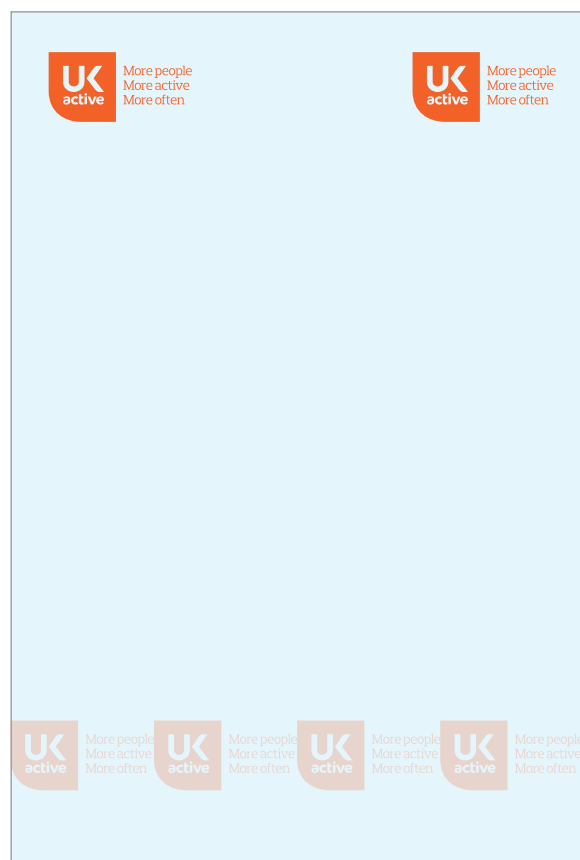
Size the logo width at 1/6 of the page format width.

eg.

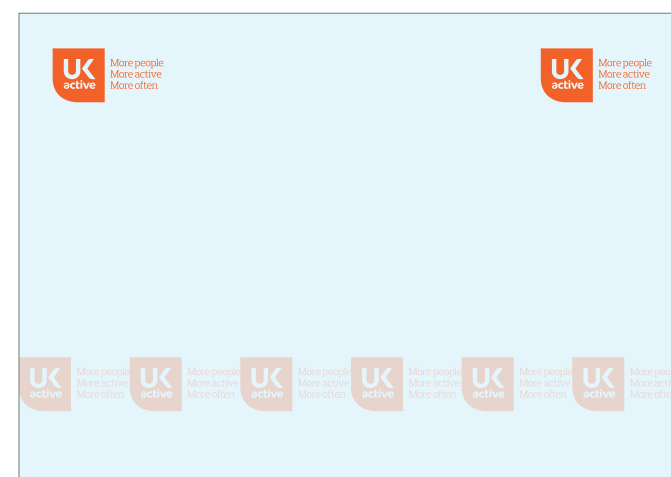
A4 page width = 297mm

Logo size: 1/6 of 297mm = 49.5mm

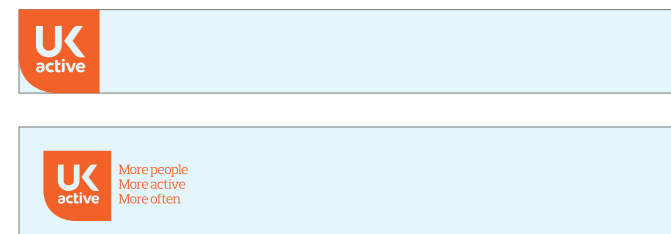
Portrait



Landscape



Banners



Print fonts

Core brand

Prelo Slab is our main brand typeface.

We use six weights for titles and body copy:

Light

Light italic

Book

Book italic

Bold

Bold italic

Sub-brand font

Prelo Sans is our Sub-brand font.

Prelo Slab *Light* *Light italic* Book *Book italic* **Bold** ***Bold italic***

abcdefghijklmnopqrstu
vwxyz 0123456789
!@£\$%&*

Prelo Sans **Bold**

abcdefghijklmnopqrstu
vwxyz 0123456789
!@£\$%&*

Web fonts

Online

We use Roboto Slab as our online font. Available as a Google Web font, it's easy to use across all digital platforms.

Email body copy

We use Arial for our email body copy.

Roboto Slab **Light** **Regular** **Bold**

abcdefghijklmnopqrstu
vwxyz 0123456789
!@£\$%&*

Arial **Regular** *Italic* **Bold**

abcdefghijklmnopqrstu
vwxyz 0123456789
!@£\$%&*

Colour palette

Core brand colours

Our core brand colours are Light Orange and Deep Orange as shown in the example opposite.

We use:

- › A vibrant colour fade
- › Consistent colours across all applications.

Printing & colour reproduction

Care should be taken to maintain colour consistency on different print finishes and printing methods.

Single colour applications

If the primary gradient can't be used then we use the monotone palette.

Core brand gradient

Light orange

CMYK 0-25-90-0
RGB 255-194-51
HEX ffc233
PMS 1235c/115u

Deep orange

CMYK 0-90-100-0
RGB 239-65-35
HEX ef4123
PMS 485c/485u

Core brand colours

Orange

CMYK 0-76-95-0
RGB 242-99-41
HEX f26329
PMS 1665c/021u

Dark grey

CMYK 0-0-0-85
RGB 77-77-77
HEX 4b4c4f
PMS 425c/426u

Grey

CMYK 0-0-0-65
RGB 119-120-123
HEX 77787b
PMS Cool Gray 8c/
Cool Gray 9u

Light grey

CMYK 0-0-0-10
RGB 239-65-35
HEX ef4123
PMS Cool Gray 1c/
Cool Gray 1u

Secondary palette

Secondary colours

Our brand secondary colour palette is shown opposite. The colours may be reproduced from the four process colours (CMYK) or RGB.

Printing considerations

Care should be taken to maintain colour consistency across all applications, and to avoid variations in shade and density on different printing surfaces, or different printing methods.

Qualification colours

Qualifications are assigned an individual highlight colour for use in communications.

See how we use qualification colours on p36.

Core brand gradient

Yellow CMYK 0-32-100-0 RGB 253-181-21 HEX fdb515	Red CMYK 4-97-71-11 RGB 206-36-64 HEX ce2440	Pink CMYK 18-90-15-0 RGB 203-62-133 HEX cb3e85
Purple CMYK 70-84-11-0 RGB 108-74-145 HEX 6c4a91	Green CMYK 100-15-82-0 RGB 0-149-100 HEX 009564	Light Green CMYK 28-5-100-0 RGB 195-207-47 HEX c3cf2f
Light Blue CMYK 65-4-22-0 RGB 73-190-201 HEX 49bec9	Blue CMYK 96-33-20-0 RGB 0-134-176 HEX 0086b0	Dark Blue CMYK 70-25-23-33 RGB 58-118-138 HEX 3a768a

Qualification colours

	Research Institute
	Standards
	Strategic Partners

Chevrons

Chevrons make up a big part of our brand identity so it's important to familiarise ourselves with the different styles and purposes for each.

We use chevrons to:

- › Signify direction
- › Point to areas of interest.

Please see p31 for a detailed look at how we use chevrons in the correct context.

Origin



Bullet chevrons

- › Ugitinum quiature cus sam qui
- › Ugitinum quiure cussam.

CTA chevrons



Cover chevron



Message chevron

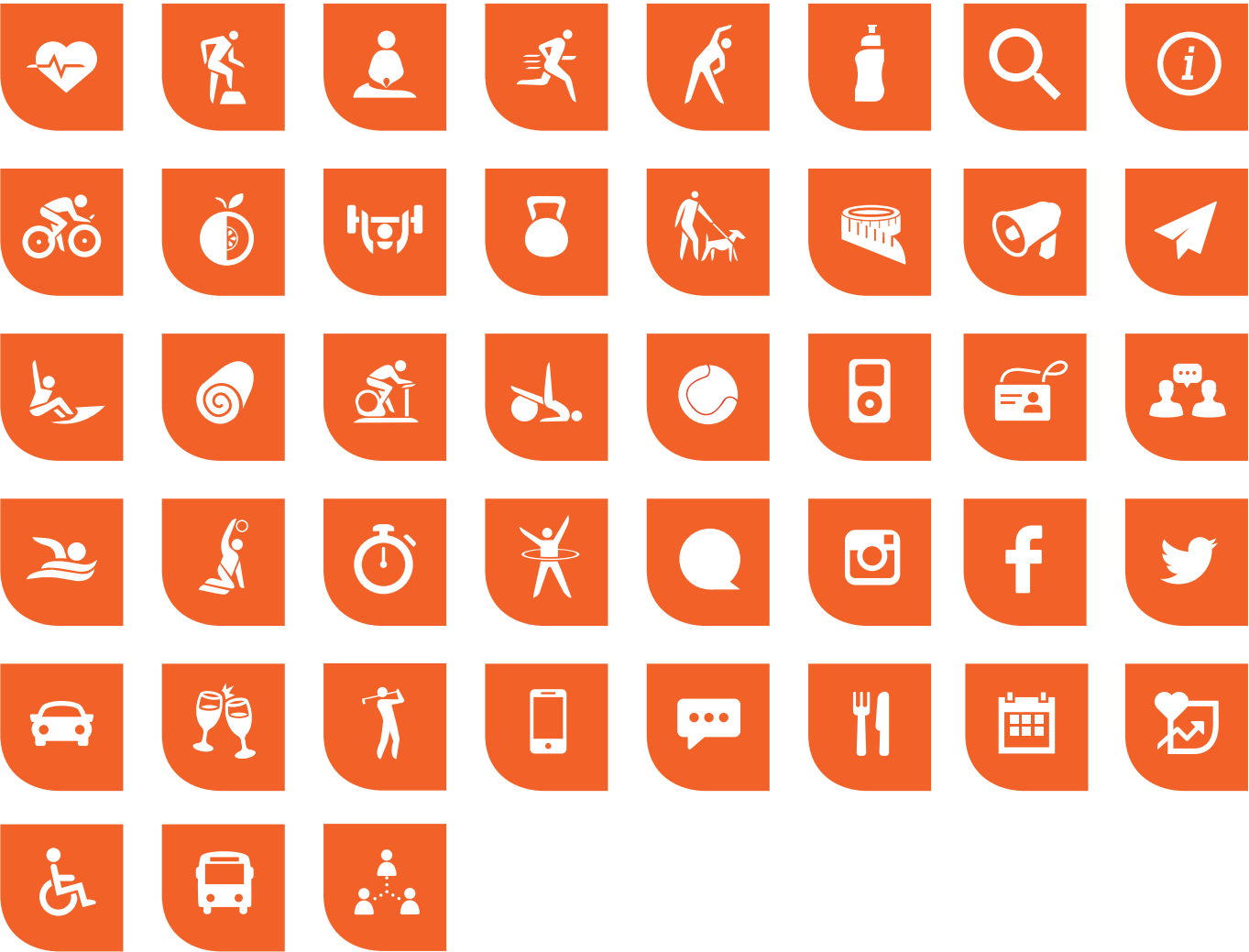
Let's get **ukactive** ›

Icons

We've created a suite of icons for use in internal and external communications. Representing a broad range of subjects, the icons picture various activities across all sectors.

See the Brand creation section for correct icon use.

Generic icon set



Infographics

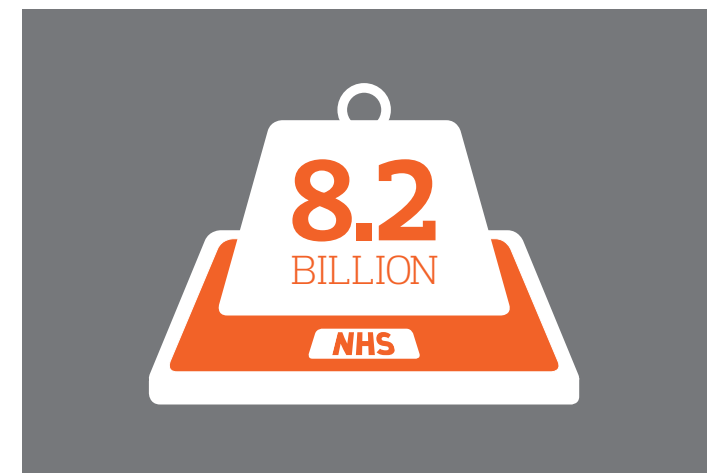
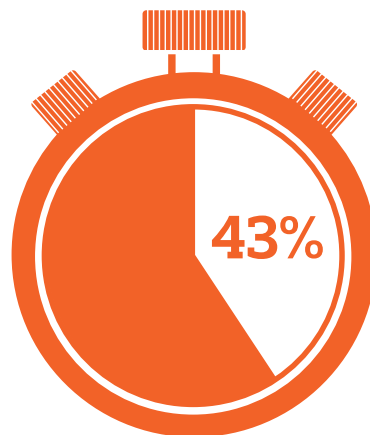
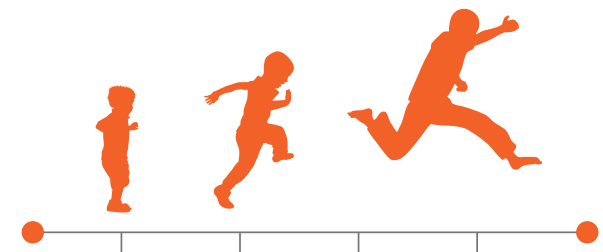
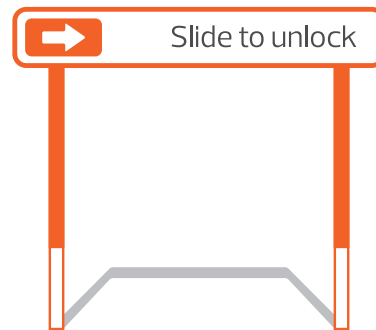
When to use an infographic

- › Use it to tell a story – it needs to have a purpose beyond data
- › Use it to show relationships between data
- › Use it to breakdown large numbers or complex ideas
- › Focus only on the information that matters (it's about telling a story not an essay).

Basic principles

- › Use our primary colour palette – start with the orange, then use tints of the grey
- › Use Prelo slab bold to pull out the main headline or statistic and then the supporting copy in Prelo slab light
- › Keep it simple, clear and descriptive. It needs to say something, not show everything
- › Make it easy to understand but intriguing and engaging
- › Avoid using a lot of text.

Infographic examples



Our tone of voice

Our proactive, collaborative approach extends to our tone of voice, too. Our tone of voice means how we speak to our audience – what we say, and how we say it. For us, that means speaking with a wide range of people from all lifestyles and backgrounds.

Approach

We speak with:

- › Corporate businesses
- › Workplace professionals
- › Government bodies and stakeholders
- › Strategic partners
- › Children and young people
- › All ages and backgrounds.

Strapline

- › Active
- › Approachable
- › Professional.

We use:

- › The active voice to promote physical activity
- › Simple language accessible to all
- › Language appropriate to our audience – from professionals to children
- › Uncomplicated vocabulary – we don't use overly technical terms or acronyms.

Core brand messaging

Our core brand messages are:

More people, More active, More often

We are ukactive

Together achieving more

Let's get ukactive

I am ukactive

Which core message we use depends upon:

- › The audience we're talking to
- › The collateral we're using
- › What we want to communicate.

We use our core messages in several ways:

- › As a standalone campaign slogan
- › To promote the brand as a whole
- › To convey our ethos and ethics
- › As an aspirational strapline under long copy
- › On homepage or footer banners.

And they appear in a wide range of collateral including brochures, posters, advertisements and more.

Word emphasis:

We emphasise words within the messages using two different font weights, as shown in the example opposite.

Message examples

More people, More active,
More often

We are **ukactive**

Together **achieving more**

Let's get **ukactive**

I am **ukactive**

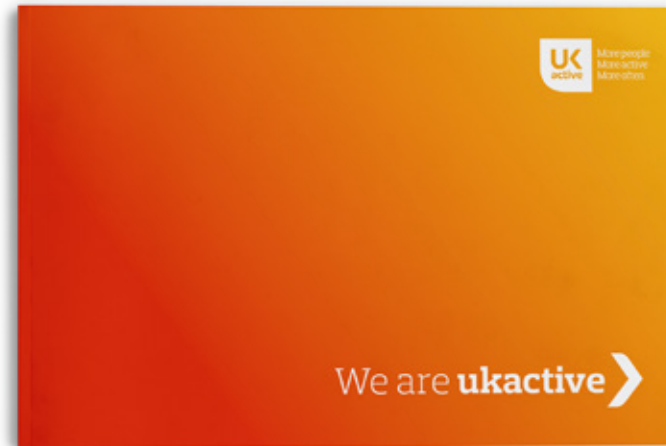
Brand **creation** 

Overview

The ukactive brand elements exist to form a coherent visual identity across the whole range of communications.

Flexible elements have been developed to allow for multiple uses. When seen together they feel part of the same brand.

The following guides highlight key areas to consider when creating brand material.



Typography hierarchy

Headings and sub-headings

We use:

- › Sentence case
- › Prelo Sans bold for headings
- › Prelo Sans book for sub-heads.

Size

Sub-heads should generally be 2/3 of the heading size.

e.g. If the heading text size is 30pt the sub-head size should be approx. 20pt.

Weight hierarchy

Our font weights are in Heavyweight or Lightweight as shown in the example opposite. When text needs more prominence or greater legibility (e.g. against a photographic background) you should choose Bold.

Body copy

We use Prelo Slab Book or Light for body copy.

We use Prelo Slab Bold for paragraph titles within body copy.

Minimum point size is 7pt.

Size

Example heading size 30pt

Example subhead size 20pt

Heavyweight hierarchy

Bold weight

Book weight

Lightweight hierarchy

Book weight

Light weight

Setting text

Careful consideration should be given to type hierarchy, size and format when you set any document text. Formats will vary by document, but we use the following guide for consistency:

Headings and sub-heads

Use brand colours for headings and sub-heads. The example opposite shows how headings appear in using brand orange.

Secondary colour palette

The secondary colour palette can be used for headings and sub-heads in specific subject areas.

Body copy line length

Use around 8–12 words per line for the best results.

Opening paragraphs

Set in bold for standout.

Headings and paragraphs

Is the future bright for London cyclists?

Stan Jackson

Ur, quatarem ex et labo. Em enditam voluptat rehene volum veliquo dignias pelectur modis cupatiationem et laccabo. Et endaeces esediciis que nobitationet volenduciaie prestis debis quiat et voluptur, volo qui unt ipis dis dolupta conecea sinihic ientur, et, ut antis erum qui recus aut ligni aut omniscipsam quibus eventi utae minis accus, eossum que velique et, se cus, nullam, etum sunt in eveliquid ut apero que enit la es sed maio.

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Fugitati veni denda

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Bullet points

Rules

- › Long lists should be bulleted.
Do not use commas or semicolons after any of the points
- › Begin each bulleted point with a capital letter
- › Only the last point should end with a full stop
- › Don't leave a line after the paragraph and the bulleted point
- › Use chevrons at the start of each bullet.

For Microsoft Word

Chevron bullet points are pre-set on the one page Word templates. Please ensure that they are used.

Bullet point chevron size



Example bullet points

List:

- › First bullet point
- › Second bullet point
- › Third bullet point.

Using chevrons

There are three types of chevron uses in the ukactive brand identity:

1) Cover chevrons

2) Message chevrons

3) CTA chevrons

People associate the chevron with our brand, and the way we use it keeps our branding consistent.

Do:

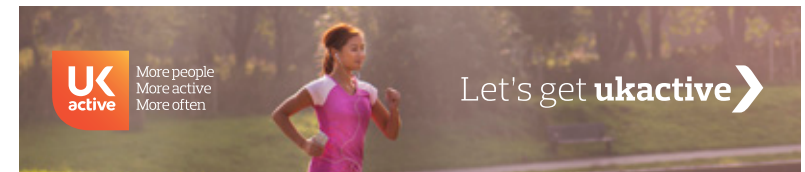
- › Use only one type of chevron per communication
- › Keep the communication from clutter and give it a clear direction
- › Decide which chevron is most appropriate for the comm you're designing
- › A report cover would not include a brand message, so we'd use a cover chevron
- › A website header image includes a main brand message, so we'd use a message chevron.

Find out more about each type of chevron in the following pages.

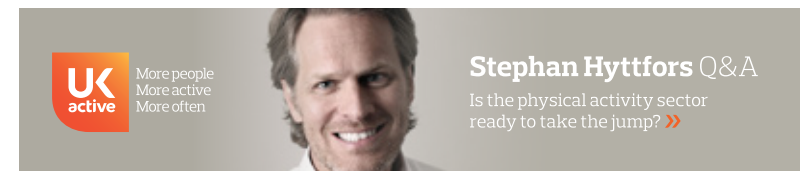
1) Cover chevron



2) Message chevron



3) CTA chevron



Cover chevrons

Our cover chevrons always point to an area of interest or specific piece of information.

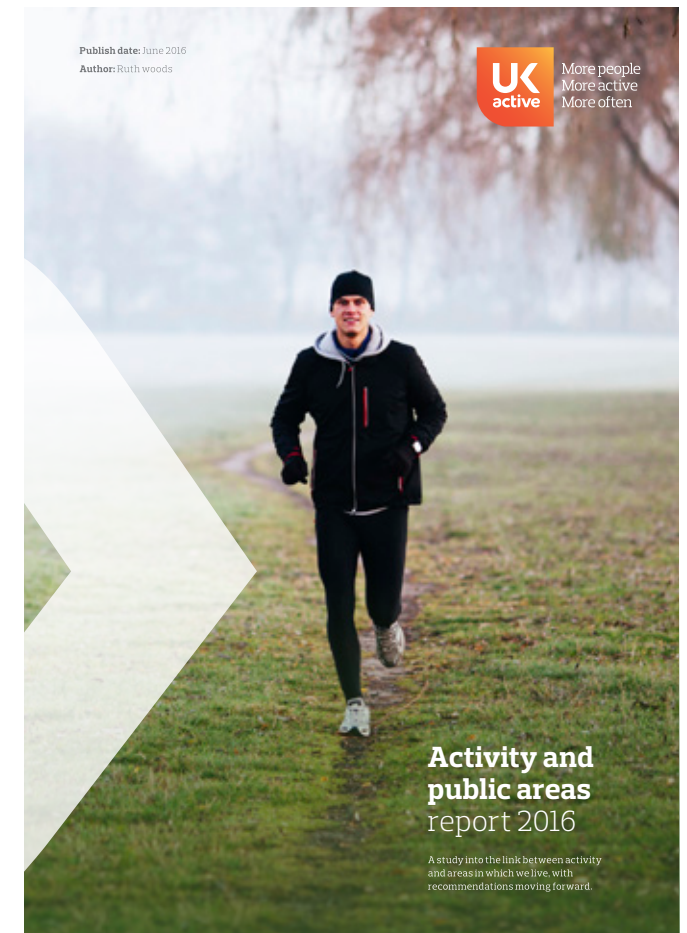
Cover chevrons appear on:

- › Covers
- › Title spreads
- › Pages
- › Banners.

We use:

- › One cover chevron per cover
- › One cover chevron per page
- › The chevron on the left or right hand side of the page
- › Sparingly.

For specific layout and size rules see page 34/35.



Chevron sizes

We size cover chevrons in relation to the height of the page they appear on.

Portrait

Size the chevron at 3/4 of the page height and centre it to the edge of the page.

A4 page height = 297mm

Chevron height = 222.75mm

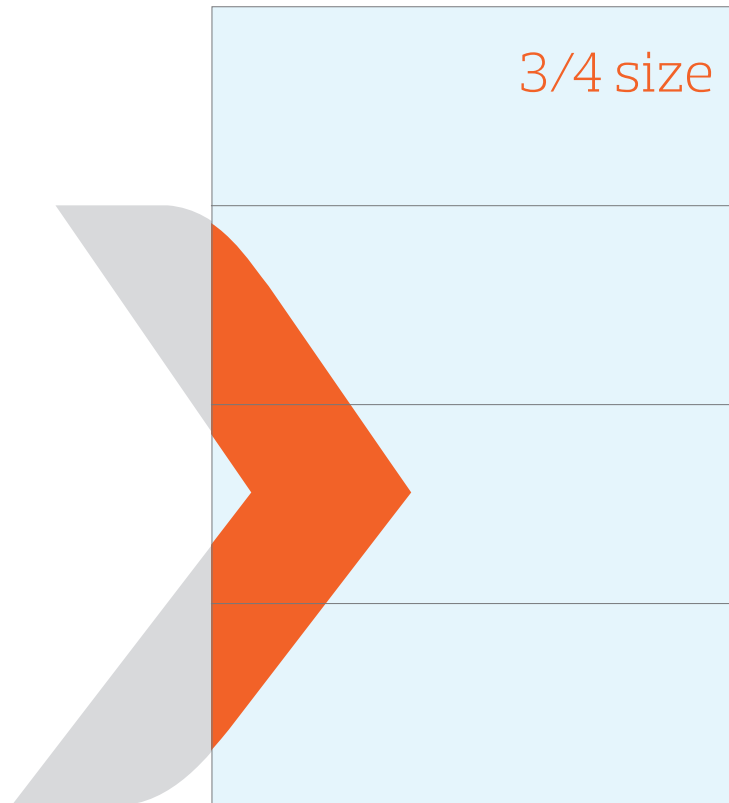
Landscape

Size the chevron at 3/4 of the page height and centre it to the edge of the page.

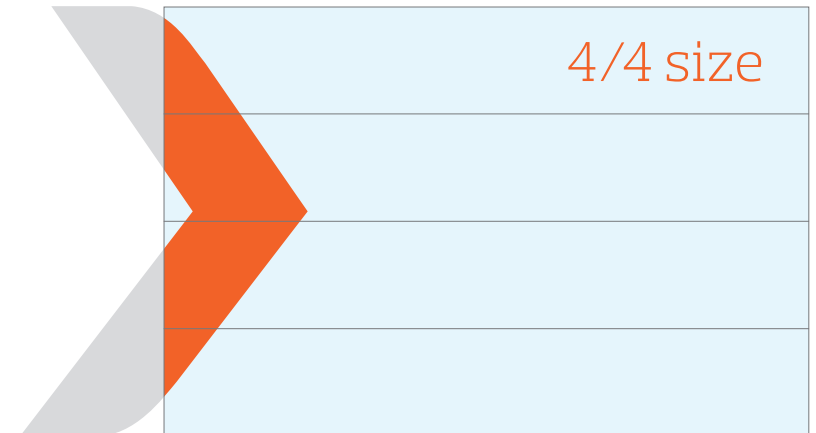
A4 page height = 210mm

Chevron height = 210mm

Portrait



Landscape



Chevron sizes

Banner format

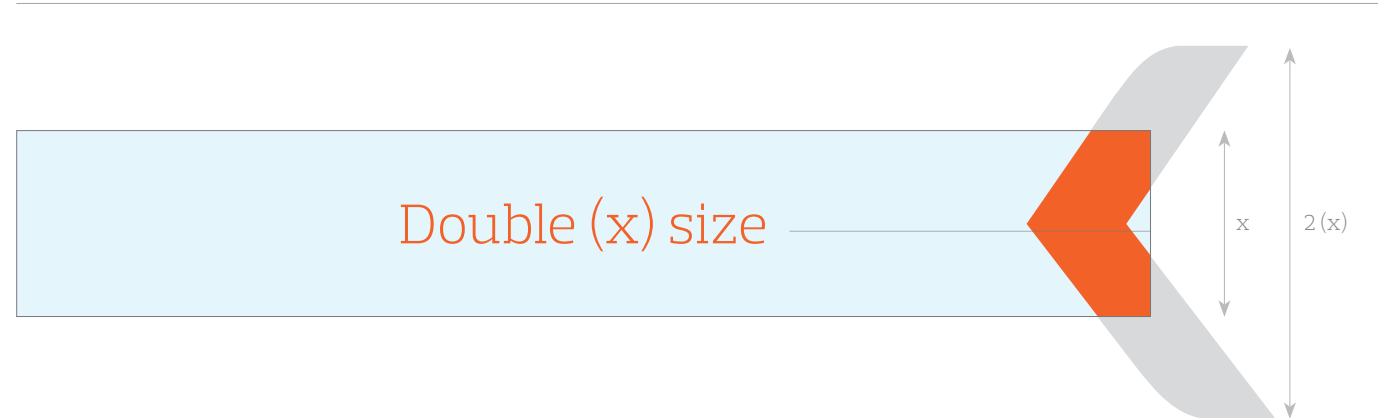
Size the chevron at double the banner height and centre its point to the centre of the banner.

Square format

Size the chevron at 4/4 or 3/4 of the banner height, depending on where the image or text area is.

For small amounts of text, use a 4/4 size chevron.

Banner



Square banners



Cover chevron colours

Flat colour

Our chevrons appear in flat colours, without gradient. Which colour you use depends on the background you choose.

Photographic or full/flood colour backgrounds

We use white chevrons with 80% opacity.

White backgrounds

We use flat orange or monochrome without opacity.

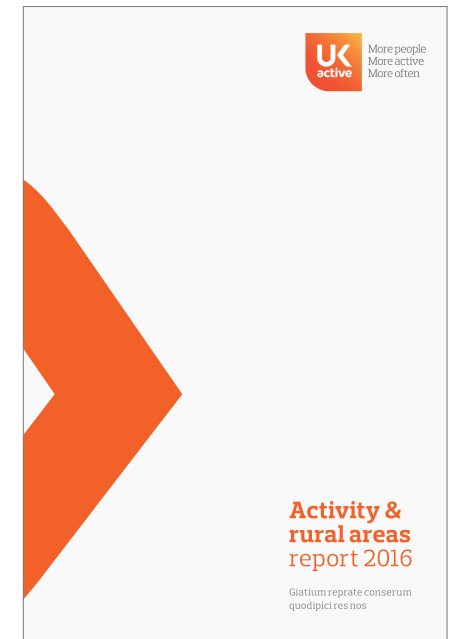
Application



On photography
White chevron – 80% opacity



On flood colour
White chevron – 80% opacity



On white
Flat orange or monochrome

Applying sector colours

How to use sector colours

Secondary colours are used to differentiate the different sectors within ukactive.

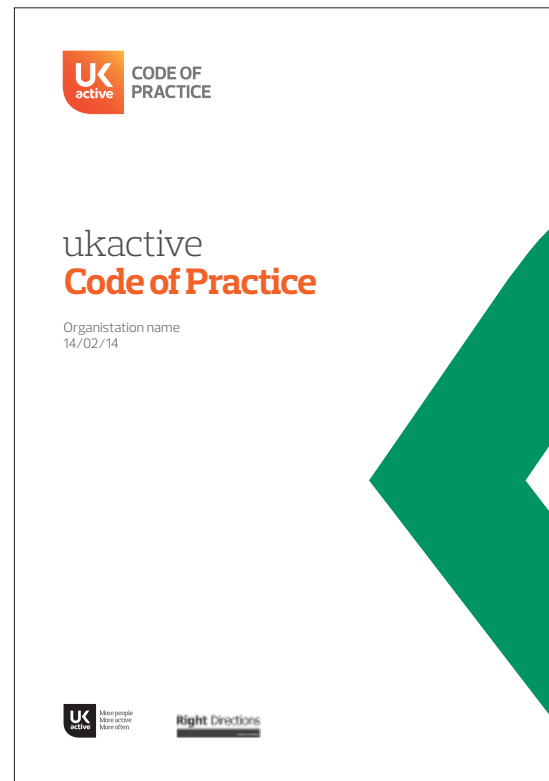
How to use them

When a feature chevron is used, it is coloured in the relevant sector colour.

Banners are then shown in a solid sector colour.

Icons used in any publication that is sector relevant need to be in the sector colour.

Application



Icons



Message chevrons

What are they?

We use chevrons alongside core brand messages to communicate clearly with our audience. Core brand messages are a part of our unique brand tone of voice, and form an important part of our brand identity.

A brand message is always accompanied by a message chevron. If this is not possible then a large chevron can be used.

Where we use them

Typically, we use message chevrons on key pieces of outward facing brand communications, like:

- › Main brand collateral
- › Prospectus covers
- › Website headers
- › One page headers
- › Business cards.

Rules

- › Use one cover chevron at a time
- › Don't use a message chevron along with a cover chevron
- › Text and chevron should be accurately measured – see the size guidelines opposite.

Create the message

We are **ukactive**
Together **achieving more**
Let's get **ukactive**

Adding the chevron



Applying brand messages

Application

Our core brand messages can appear on photographic and full colour backgrounds. Simplicity is key – we never overload a page.

Rules:

- › White text on photographic or full colour backgrounds
- › Grey text, orange chevron on white background.

Homepage banner



Insert banners



Call to action (CTA) styles

Short, simple calls to action prompt our audience to explore an area of interest, or to click through to find out more.

The double chevron

We use a double chevron alongside each CTA to give the message prominence. Always keep it simple – limit double chevrons to one appearance per area.

Size

Always measure the chevron to match the height of the text.

End of text

Place the double chevron directly after a line of text as shown in the example opposite.

Away from text

Or you can position the double chevron away from the text as shown.

End of text example

Book your place »

Find out more »

Get the newsletter »

Away from text example

Job finder



Be a member



Chevron size

Buy tickets today »

Same as (x) height



Banners

What are they?

We use banners to advertise events, highlight core/key messages, or to promote sign-up opportunities.

There are four types of banners, and each has a specific function in our marketing materials:

- › Header banners
- › Event banners
- › Insert banners
- › Partner insert banners.

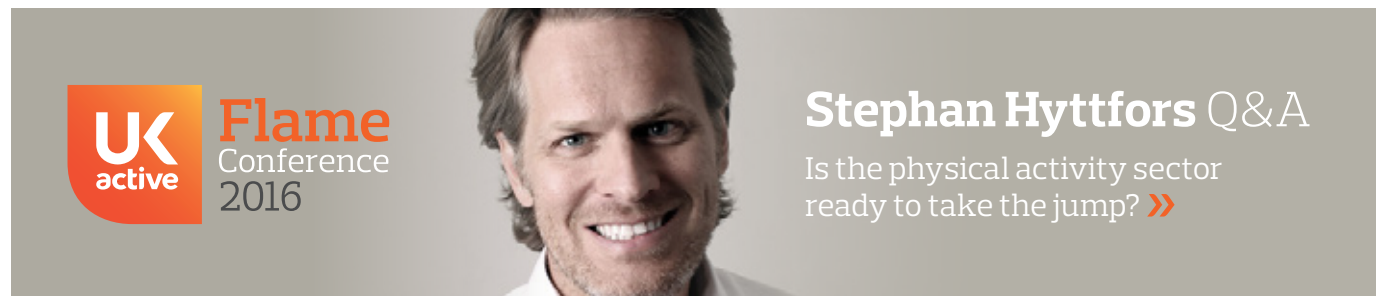
Where we use them

We've created a 'drag and drop' format to fit multiple types of media. For example, you could use an EDM insert banner as an email footer.

Header banners



Event banners



Insert banners



Header banners

Where we use them

We use header banner templates on one-page documents to create a consistent visual identity across various communications.

How we use them

Follow the template layout opposite for consistency:

Our brand logo should appear on the left, along with the strapline.

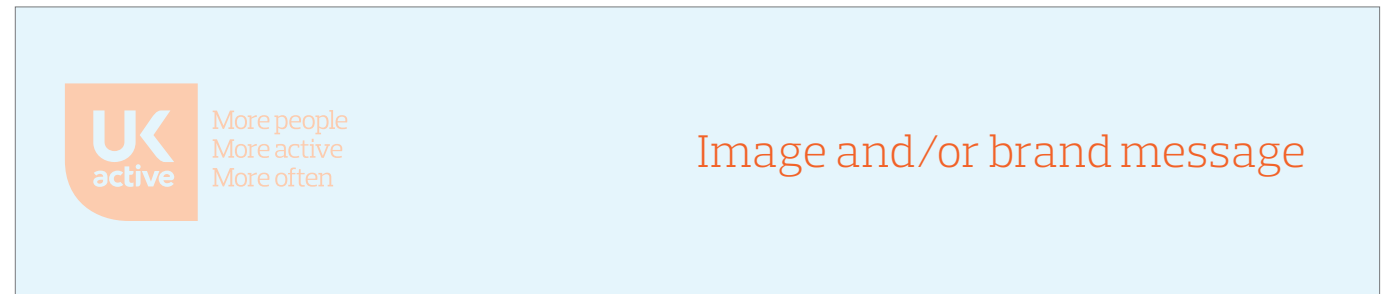
The background image and brand message should appear on the right.

Header banner photography

Select photography carefully to ensure it fits the available space. You may need to retouch images or use a colour extension.

See the photography section for more details.

Template layout



Example



Event banners

Where we use them

Event banners drive traffic to the ukactive website, usually in the form of an email footer.

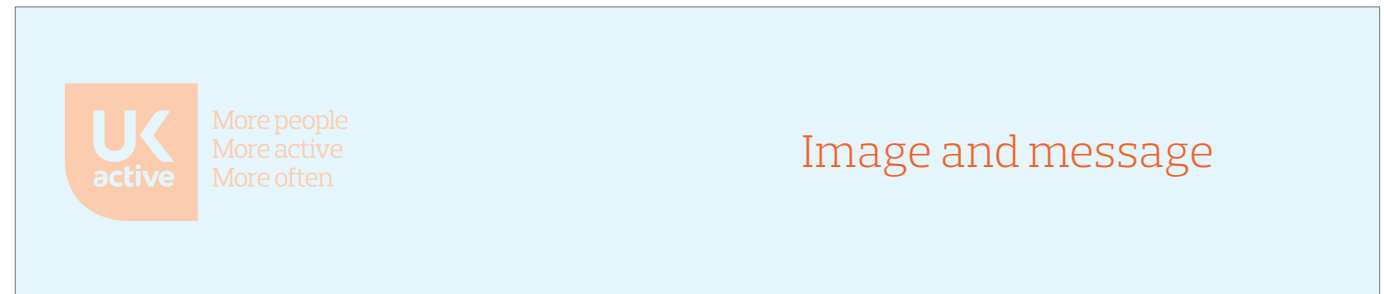
How we use them

Follow the template layout opposite for consistency:

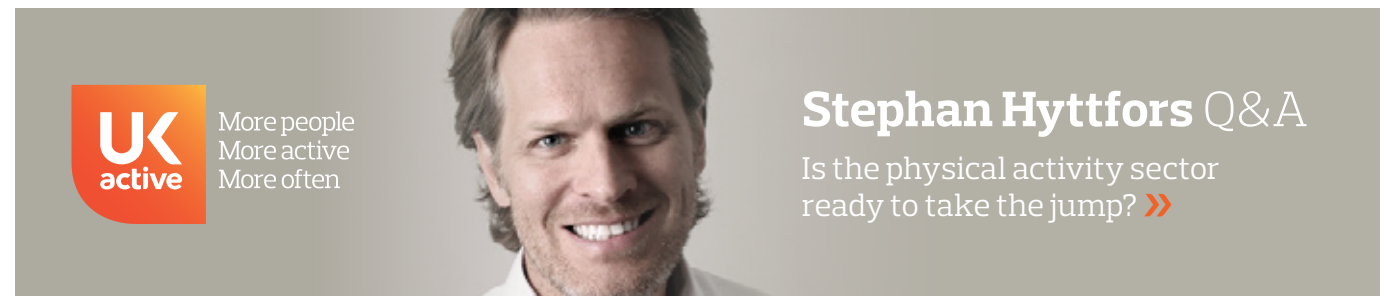
Our brand logo should appear on the left along with the strapline.

The background image and message should appear on the right.

Template layout



Example



Insert banners

Where we use them

We use this style of banner in email direct marketing (EDM) and in email footers as a tool to drive traffic to the ukactive website, or to advertise things like membership sign up.

How we use them

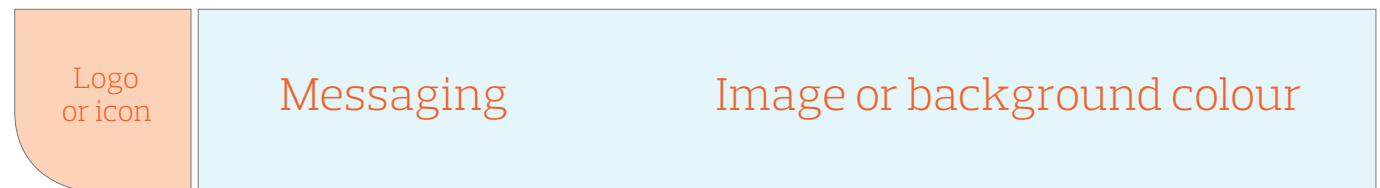
We:

- › Position the logo on the left
- › Position the message on the right
- › Place the photographic point of interest on the right, so the message points towards it.

Remember:

If we use a core brand message or CTA on an insert banner, we use chevrons too. Keep it simple and use the correct chevron size.

Template layout



Examples



Partner insert banners

Why

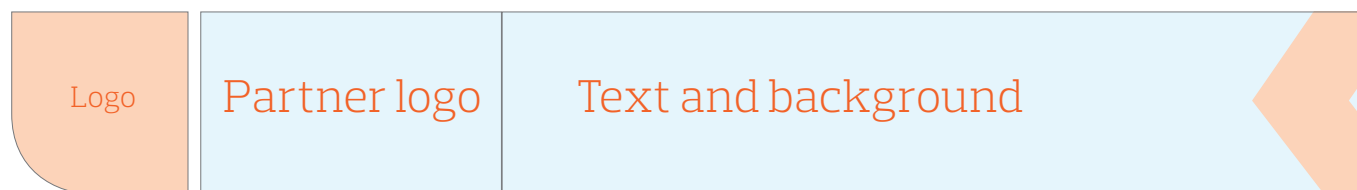
We use this style of banner in email direct marketing (EDM) and in email footers to signify any relevant partnerships with ukactive.

How we use them

We:

- › Position the logo on the left
- › The partner logo sits in a fixed width next to the ukactive logo
- › Position the message on the right
- › Point the chevron at the content.

Template layout



Examples



One-page layout

One-page documents

We've created one-page templates for text-based communications. Examples include, letters to our members or Code of Practice legal notices.

We use a simple grid system to construct the page layout to ensure consistency across all documents.

Rules:

- › Always use a header banner at the top of a one-page document. It should include a message, an image and our logo
- › Titles can appear across several lines, but aim to keep copy as short as possible
- › Use a one or two column grid for text, depending on the content structure.

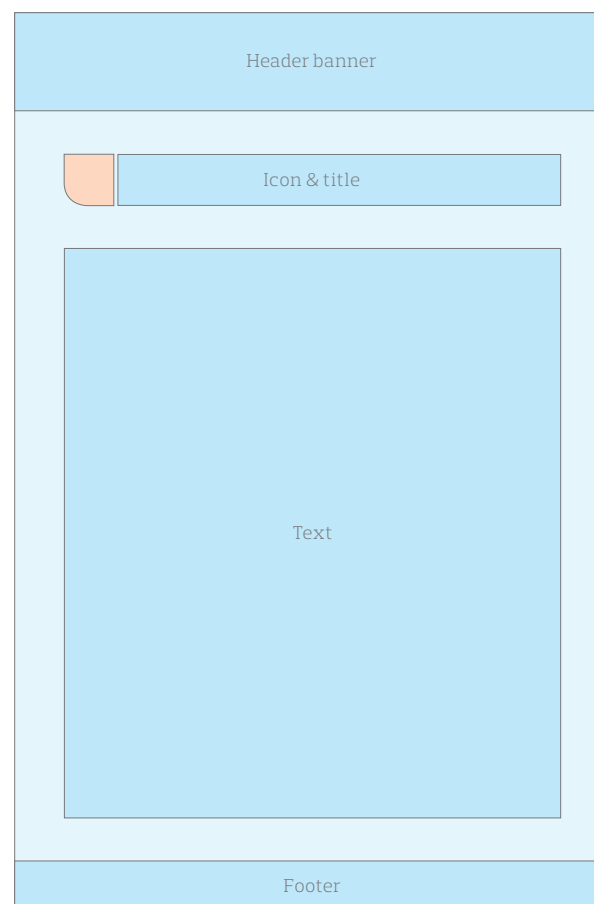
Long letter style information usually suits a one-column grid.

Bullet style fact sheet suits a two-column grid.

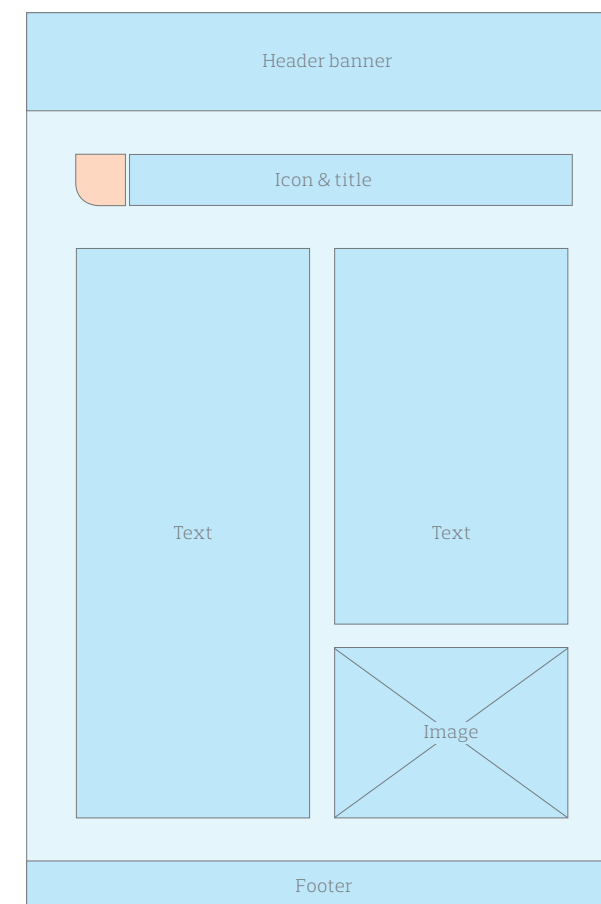
Photography can be included in a two column grid within any remaining column space.

See the templates opposite.

One column



Two column



Email layout

EDM

We use Electronic Direct marketing (EDM) to send out news, research information and membership material to our email subscribers.

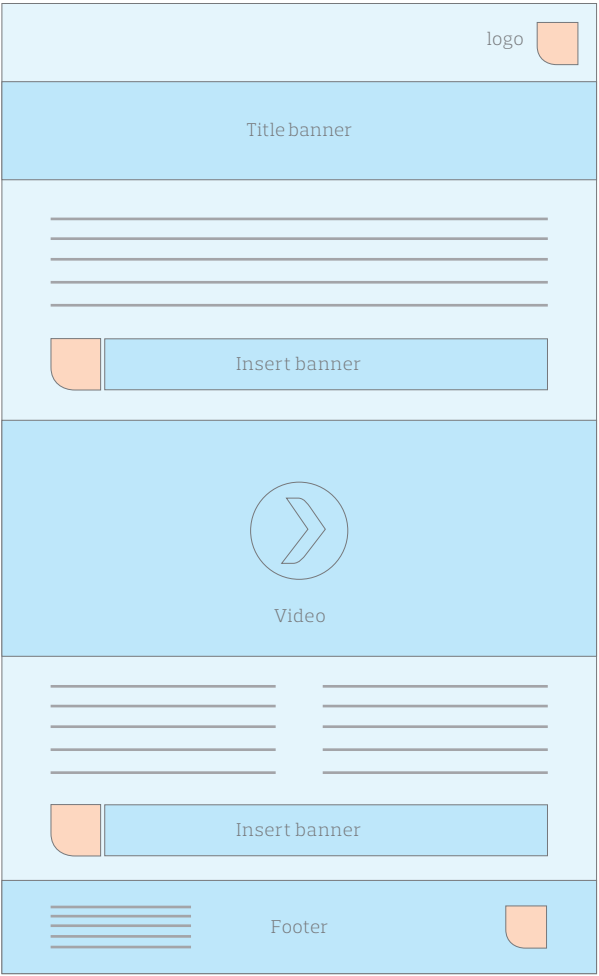
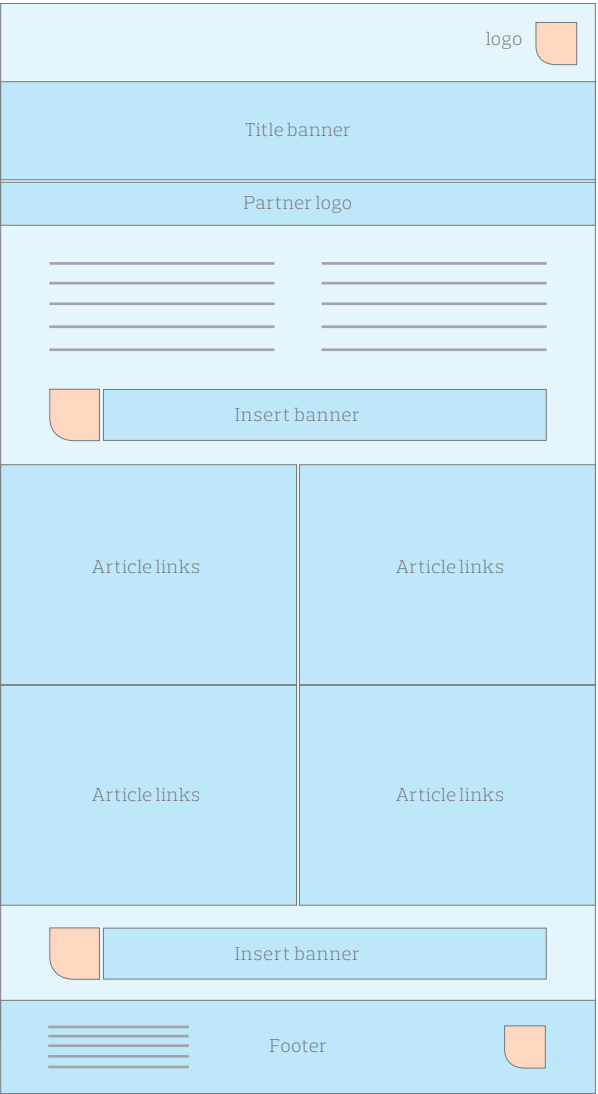
Simple grid system

We use a two-column grid for EDM emails, which allows for design flexibility. Text and images can be set over one column within the two column grid.

We use banners to promote relevant links or events.

See the example opposite.

Two column grid



Photography

Style

We work closely with people, for people. So it's important to use photography that accurately represents what we do. We use photography that reflects real life, in real situations and features real people of all shapes, sizes, ages, and ethnicities, and in a variety of locations.

We use casual, documentary-style photography and use full-bleed imagery wherever possible.

Increasingly, we wish to use real images captured in natural scenarios using the services of our members and partners.



Photography

Themes

The subjects we talk about, and the work we do involves different groups of people in a range of locations. So we've grouped our photography into helpful, relevant themes. The following pages show the look and the feel we use in each category.

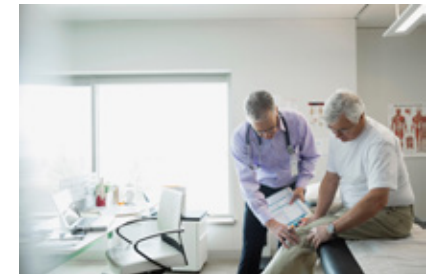
Children and young people



Older people



Healthcare



How to choose the right stock image

Do:

- › Choose images with a natural photographic style, picturing people in real life situations
- › Find images that focus on the individual or group of people
- › Use images with short depth of field to emphasise the subject and de-emphasise the foreground and background
- › Use images that have natural lighting
- › Show people of all shapes, sizes, ethnicities and ages.

Avoid:

- › Staged shots
- › Images with people looking straight to camera
- › Overly saturated colours or colour treatments
- › Photography without people.



This is a good example as it looks real as if you are capturing a moment during the day.



This is a bad example as it looks too staged and the subject is looking directly at the camera.

Cropping images

Cropping

Sometimes we need to crop images to work with different formats.

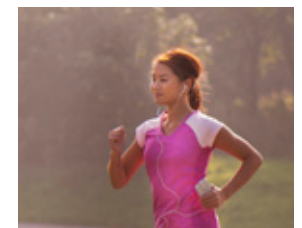
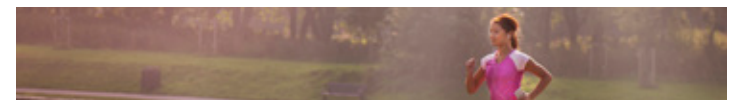
Always ensure the crop:

- › Allows clear space for text, logos or icons
- › Retains focus on the subject and what they're doing
- › Allows text or logos to be legible against the background without covering the subject.

Original image



Crops



Extending images

Extending with colour

When images aren't large enough, to fit the required space, or you need more clear space on the image for logos or text, you can extend the image with a block of feathered colour.

Simply pick a colour from the image background and use it to feather onto a coloured block.

The example opposite shows how to extend a small image using this method.

Original



Feathered colour



Added text and logos



Using icons

We use our generic icon set to highlight specific subject matter within insert banners and page titles.

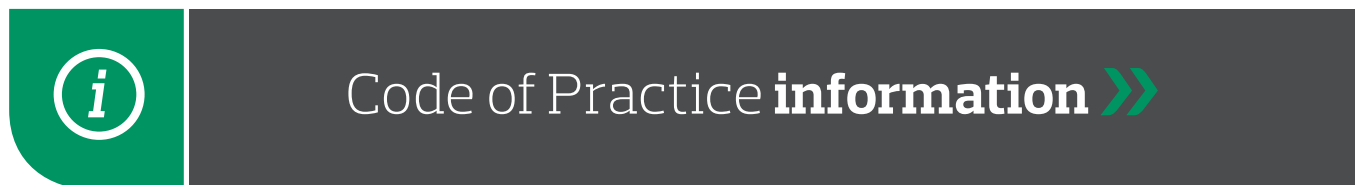
Insert banners

Place the icon on the left in the same area as a logo would appear in an insert banner.

Titles

Inset the text and add a relevant icon on the left. Margins then align with the icon box edge.

With insert banners



With titles



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Curved corners

In some instances we can round a corner of boxes and printed materials as a styled feature which reflects the curve of the logo.

Take time to accurately reflect the curve of the brand logo, and always apply to the bottom left corner of the relevant box.

Use rounded corners sparingly in any communications. They can be used as a standout, understated feature, such as with the die-cut business card.

Logo curve



Icons



Image



Business card



Powerpoint

Use templates provided when creating any new Powerpoint presentations.

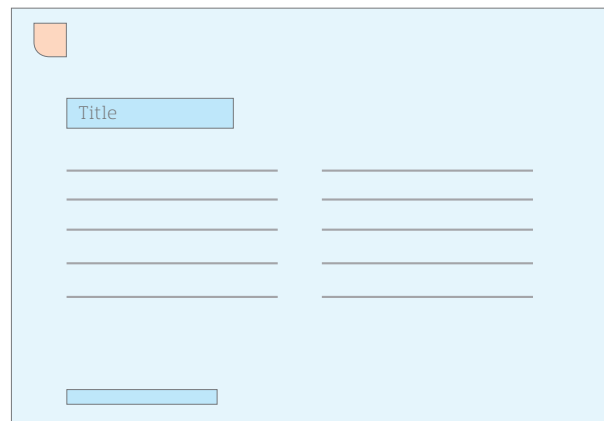
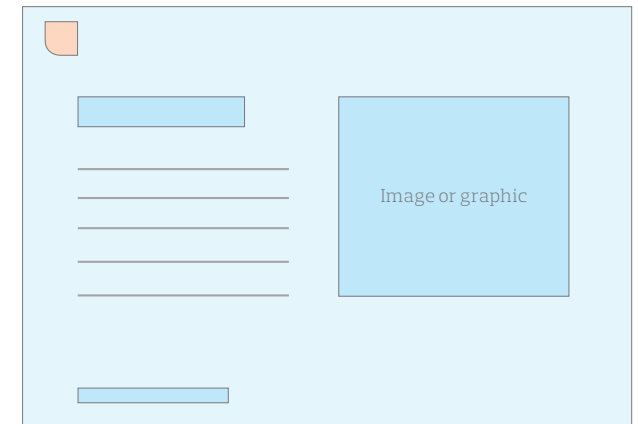
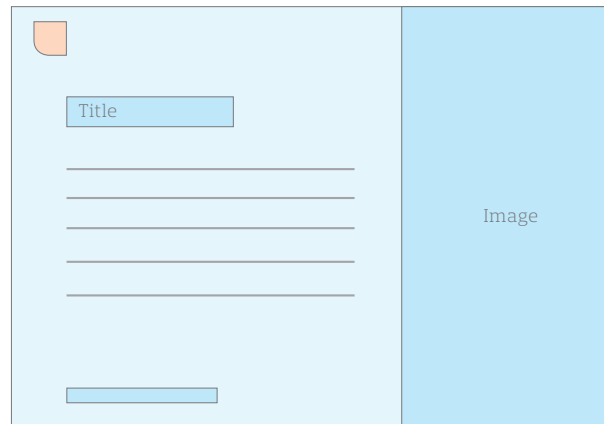
Master slides have been created for covers and divider pages.

Whilst being a template, text and image elements are editable, so care should be taken. eg. when a divider page title is typed, the chevron should be locked up in the correct position (see example for using chevrons with title text).

Bullet points are saved as a preset and should be selected for use in the bullet points palette in Powerpoint.

When using images or graphics with text, use either a full height image or a smaller one sitting adjacent to the text.

Layout



Titles

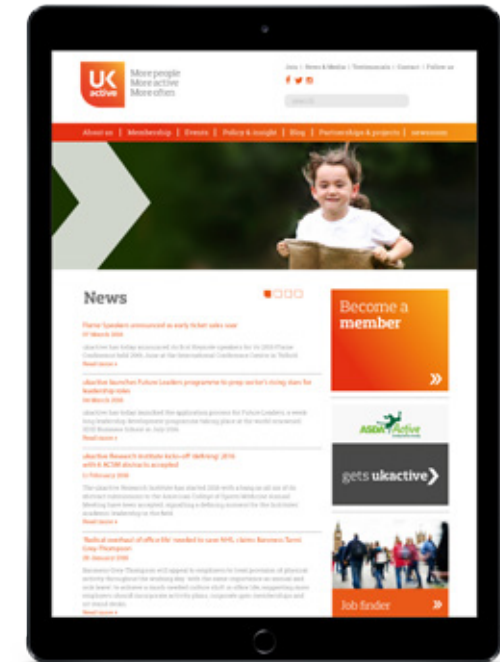
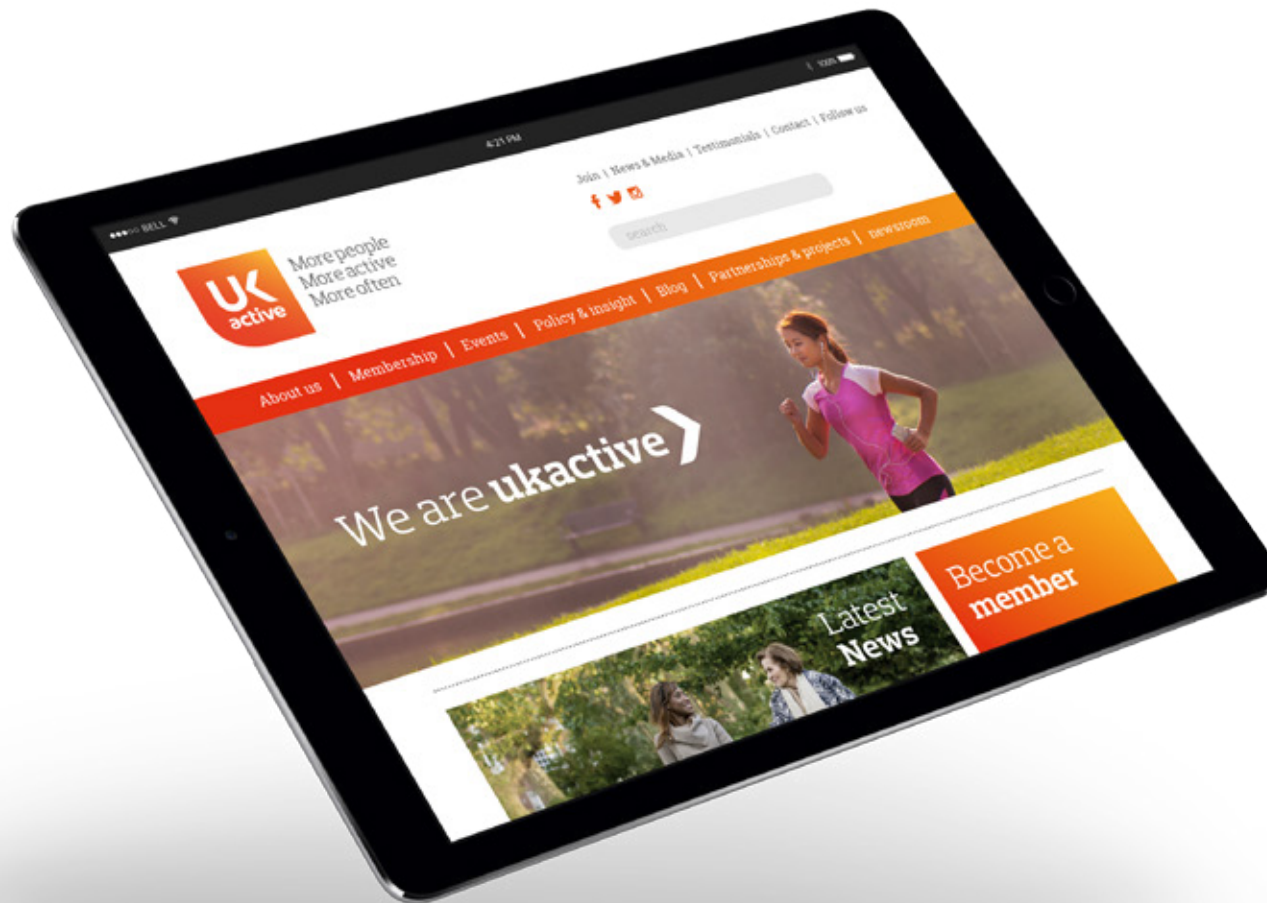


Bullets

- › Bullet point text.
- › Bullet point text.
- › Bullet point text.

All **together** 

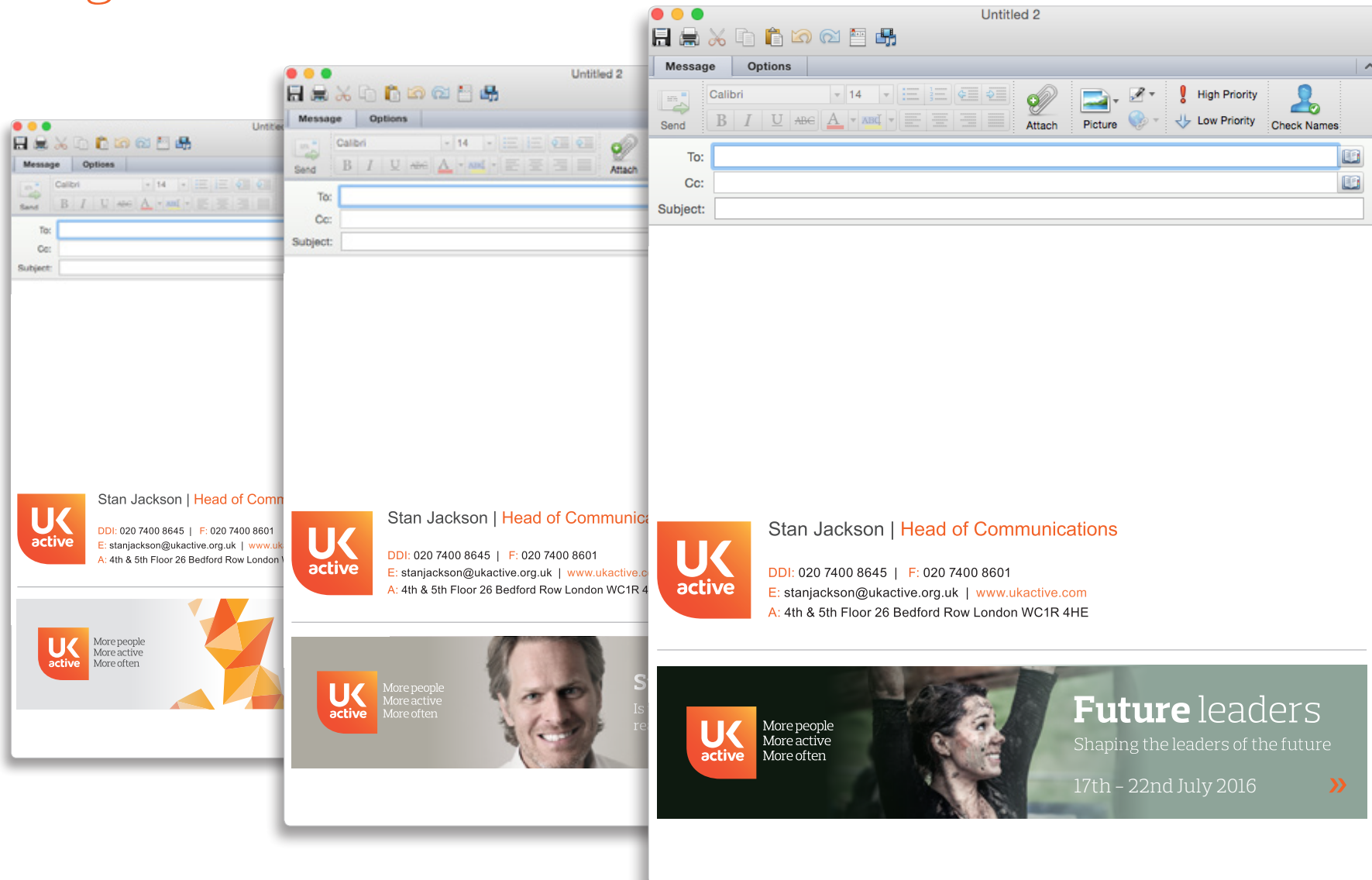
Website



EDM template



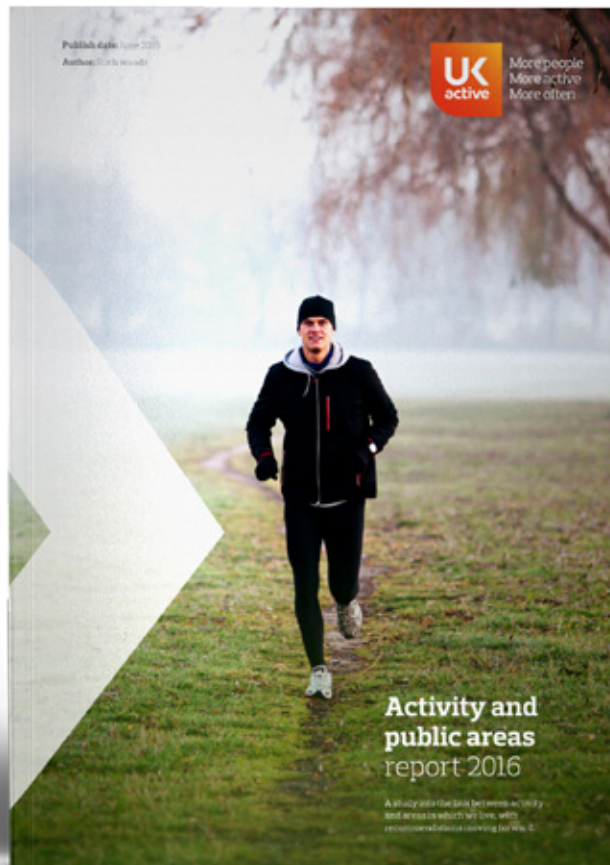
Email signature



Stationery



Report covers



Journal



Display banners



One-page documents



One-page documents



Powerpoint



Powerpoint cover for sub-brands



Folder



Certificate

