

Scope

About disability



A guide to our brand

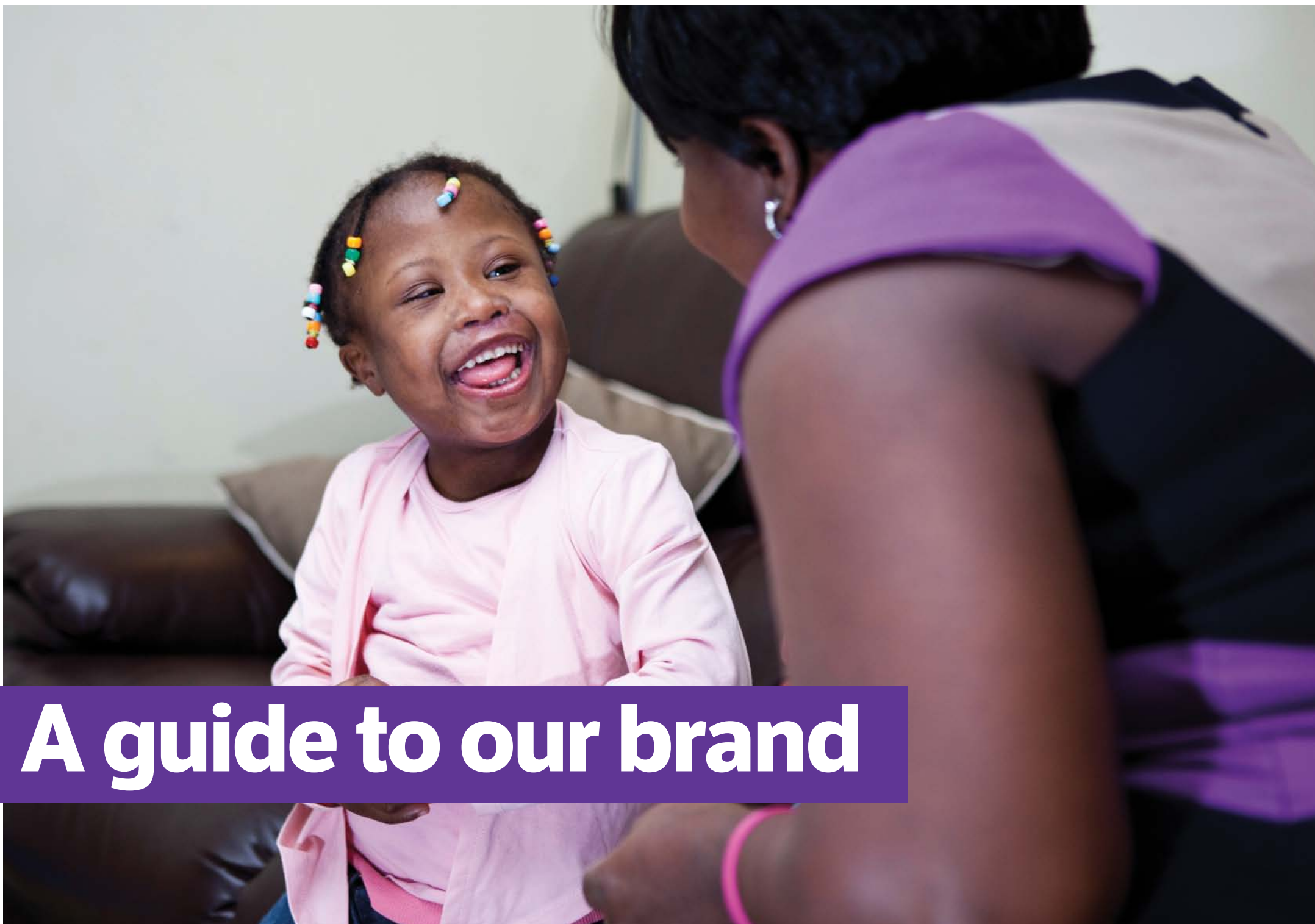
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A guide to our brand

A guide to our brand: changing society

We drive change across society so that disabled people have the same opportunities as everyone else.

Consumer insight...

- More than half of the public are uncomfortable around disabled people and more than half don't know very much about disabled people.
- Evidence shows that if you know a disabled person, you are less likely to feel negative towards disabled people.
- The public are receptive to the idea of Scope offering guidance and support relating to disabled people, but don't understand the problem Scope exists to face or Scope's role in tackling it.

Cultural insight...

- Disabled people are represented (and therefore seen as) passive, 'other' and a generalised homogenous group.
- Disabled people tell us that negative attitudes impact things like their education and employment.
- This creates an environment in which the Government can enact and justify policies detrimental to disabled people's lives.

“I have the right to be at the centre of decisions about my life... I know that my way of doing things may be different... but I need society to allow for those differences... because society will be a better place when everyone can participate.”

Our brand story

A guide to our brand: our beliefs

Our vision is a world where disabled people have the same opportunities as everyone else.

See the person

In our interactions with disabled people we consider all of the qualities and characteristics that go to make people distinctive and unique, not only their impairment or condition.

Set no limit on potential

Every disabled person has the right to live their life and work towards their goals without being limited by other people's expectations or prejudices. We never set limits on any disabled person's individual potential.

Freedom to choose

Every disabled person should have the right to exercise choice and control over all decisions that shape their future including the products, services and support programmes they use.

Independence and inclusion

All service developments designed to support disabled people should enable them to become increasingly independent and to live their lives within the community of their choice.

Everyday life equality

We believe that all disabled people should have the same opportunity to education, work, building a home and social life, and access to any location or venue that other people in our society enjoy. No more. No less.

Together we can create a better society

The investment required to support our beliefs will be more than repaid through the as yet untapped potential of disabled people and through our collective pride in creating a better society for all.

A guide to our brand: personality and tone

Our brand personality

Principled
Tenacious
Ambitious
Together

Our visual principles

Bold
Confident
Accessible

Our tone of voice

Direct
Human
Positive

A photograph of a man with a short haircut, wearing a vibrant multi-colored checkered shirt, leaning forward and looking at a young girl. The girl has Down syndrome and is wearing a light blue short-sleeved polo shirt with a circular logo on the left chest that reads 'WESTON' and 'HARTFORD'. She is also wearing a colorful party hat with a silver tinsel bow. The background is slightly blurred, showing a wooden door frame and a green plant. A purple box is visible on the floor between them.

How we talk

How we talk: our tone of voice

Our tone of voice is the way we write and speak, what we say and how we say it. Like a real person with a voice, we speak in different ways at different times, but there is always a consistency in the way we express ourselves, a consistency which stems from our beliefs and the type of organisation we are and strive to be.

This comes from some core qualities which help define what we say as being unique to us. And the more consistent we are, the more likely it is that people will recognise, understand, trust and like us.

When we speak we are human, positive and direct. Depending on who we talk to it might be more of one than the other, but the combination of the three help to keep us consistent.

Direct

What we mean

Clear, punchy, honest, determined

What we don't mean

Confrontational, pushy, insensitive, accusatory

Human

What we mean

Engaging, not perfect, sometimes outspoken, compassionate, understanding, approachable, passionate

What we don't mean

Unprofessional, flippant, patronising, shrill

Positive

What we mean

Energised, motivational, celebratory, proud, confident, passionate

What we don't mean

Manipulative, overemotional, boastful, 'job done'

How we talk: direct

How does direct sound?

There is an energy and sense of conviction in our voice, but we're not overbearing or demanding. We're all about inspiration, not worked-up frustration. We say things as clearly and calmly as possible but we won't back down on our principles. We inspire people to change things for the better through clear reasoning and hard facts to back up our claims. We say what we mean and we mean what we say.

How to be direct...

Be focused – don't overload your writing with lots of different ideas. A single, clear message is far more likely to be received. Focus on what you really want your audience to know, feel or do and get to the point as quickly as you can

Use evidence – there's nothing quite as direct as real-life evidence such as facts, stories and statistics to back up a statement. Use the facts to grab a reader's attention.

Use headlines and titles that pack a punch – use short, punchy headlines rather than long-winded or technical ones. You can always use a sub-heading to explain more.

Use active language – place Scope, or any person or thing, at the beginning of a sentence, so we are performing an action, rather than being passive and letting an action be done to us. For example 'Scope provides services' rather than 'Services are provided by Scope'.

Use short sentences – don't use 15 words when five will do!

How we talk: human

How does human sound?

Well, it sounds like when you talk to your family or friends. It's conversational and friendly. Not stuffy or wordy. Like a person, not a faceless organisation.

How to be human...

Be conversational – use everyday language, rather than jargon or complicated terms. It doesn't always have to be 'dear', it could just be a friendly 'hello'.

Use stories or anecdotes – bring your points or arguments to life with the words of disabled people, their families and carers. They can describe the importance of our work far better than anyone else can.

Break the rules – don't feel constrained by what you were taught at school about grammar. Use language creatively to achieve the impact you want. A one or two-word sentence is fine if you want the reader to pause and take in fully what you're saying. We promise.

Show emotion – we speak from the heart, and express our belief and commitment in what we do. If we're angry, we try not to be negative. We're constructive. Say we're determined to change things, not that we're furious something hasn't happened. But we don't pull our punches if there's something that needs to be said.

Reveal our fun side – when it's appropriate, there's nothing wrong with being a bit light-hearted to engage people.

How we talk: positive

How does positive sound?

We always see possibilities, in people and society. So if we state a problem, we always suggest a solution. That's because we believe there always is one. We always believe we can do more and better. We also take pride in the great things we do and celebrate our successes.

How to be positive...

Describe something that is happening, rather than something that isn't – for example, 'Staff won't be able to contribute to the consultation until May,' not, 'Staff can contribute to the consultation from May.'

Look to the future – If we're proud of something, let's say why it helps us get to our vision. Don't just show how one person will benefit from our work, even though that is important – show how it will affect the wider community and all the other things that will now be possible. Talk about what more we're learning about and how much more we could still achieve in the future, every story we tell should have the possibility of leading to another story in the future.

Be welcoming – make people feel like they are part of Scope. Talk about what 'we' can achieve, what 'we' can do together, how 'we' will make a difference. Address them directly as 'you', don't talk about how 'people' could do this. Talk about how 'you' can do this.

Pose a question, offer a solution – by posing a question to your audience, you instantly open up a topic and start to make your reader think. By suggesting a solution, you present Scope as an organisation that has ideas and is ready to act. Pose questions in headlines or use a problem / solution format throughout a communication.

How we talk: accessible information

Writing for everyone

Accessibility is a matter of principle for us. Any way of providing information has the potential to exclude some people. So, whatever you're writing, use these simple standards.

1. Remove all formatting

Take formatting back to basics, no block capital letters, don't use italics, never underline unless it's a link on a website and choose automatic as a default (so text colour should not be set to black). Use bold sparingly.

2. Use Arial in a size 14 point font

This is the most accessible font size, although if it's necessary, font size 12 can be used.

3. Left align

Text should be in a consistent place on the page – the reader needs to know where to expect it, so text can never be centred or justified – including headings, lists and footers.

4. Use plain English in short sentences

Use everyday words, spell out acronyms and never use jargon – if it's unavoidable, include a glossary.

5. Don't use symbols

Simple punctuation (. - , () : ;) and no symbols.

The accessible information policy and procedure is designed so that we can apply consistent standards across Scope, visit www.scope.org.uk/brand

How we talk: disability language



Scope has a major role to play in raising awareness and changing attitudes and behaviours towards disability and disabled people. We want to change society. How we talk can help us lead the way in changing stereotypes to make change happen.

What we use...

People with complex needs.
Disabled people, disabled person,
disabled children, disabled adults, parents
of a disabled child, non-disabled person,
disability issues, person who has (condition or
impairment), condition, impairment, wheelchair
user, person who uses a wheelchair, learning
difficulty, deaf, hearing-impaired person, blind,
partially sighted, visually-impaired, older person,
accessible toilet, support worker,
personal assistant.

We'd never write...

The disabled, people with disabilities, person
(people) with a disability, handicapped, invalid,
cripple, able-bodied, normal, healthy, disabilities,
victim, sufferer, suffers from, afflicted by, spastic,
confined to a wheelchair, in a wheelchair,
retarded, mental, the deaf, dumb and deaf, the
blind, the elderly, the aged, old person, disabled
toilet, carer.

How we talk: house styles A – Z

24- hour clock

Write times in 12-hour clock, for example, 6pm instead of 18:00.

Americanisms

Use British spelling and phrases, for example, realise, not realize. The only exceptions are proper nouns, for example, World Trade Center.

Bullet points

When a bullet point list consists of a series of short items, which could otherwise be written in a sentence separated by commas, use all lower case and a full stop after the end of the last bullet point. When a bullet points consist of a series of separate points which could otherwise stand alone as a sentence, use upper and lower case and a full stop after each bullet point.

Care

We do provide care services, but we do not 'care' for disabled people and this word should not be used in this context.

Contact details

Phone numbers should be written in the following format

020 7619 7100 or 0808 800 3333

Contact detail fields should all be written as single words: Helpline, Freephone, Website, Email and Textphone.

When addresses are written in a listing format (writing addresses in the body of the text should be avoided) no punctuation should be used. For example

Scope
6 Market Road
London N7 9PW

Dates

For consistency, dates should always be written like this:

30 January 2012

Email

Use email, not e-mail

Exclamation marks

Limit the use of exclamation marks to orders and urgent statements and requests. Do not use more than one and do not use a full stop after one has been used.

Face 2 Face

Not face2face or Face2Face.

Fundraising

Not fund-raising

Full stops

Please use a single space after a full stop.

Gender

Where possible, use non gender specific terms, rather than those ending in 'man'. For example use 'chair' instead of 'chairman'.

Is / are

Collective nouns (such as the words below) are always singular:

Scope is (but nicer to say we are), the campaigns department is, the local group is...

Job titles

Use upper case when referring to a specific role or named person, for example, the Retail Director, Andrew Adair and lower case if writing generally, for example, a retail director.

How we talk: house styles A – Z continued

Money

Don't add '00' when referring to round sums of money, for example, £3, not £3.00. Include a space between the number and the unit, for example, £20 million.

Numbers

Spell out numbers from one to nine. Numbers from 10 to 999,999 should be displayed as numerals. Use, for example, 1 million, 7.5 billion and so on. Numbers from 1,000 upwards should have a comma to separate the thousands, for example, 10,000 100,000 100,000,000. Spell out for people, for example, three million customers.

If a sentence or title begins with a number, it must be spelt out.

Chapter / section headings don't need to be spelt out, for example, Chapter 5; Don't use an apostrophe when referring to decades or plurals as this makes them possessive, for example, 1980s not 1980's; under-16s not under-16's.

Online

One word when referring to the internet or a website. Do not use 'on-line' or 'on line'.

PDF

This is acceptable to use instead of Portable Document Format.

Quotation marks

Always use double quotation marks for direct speech, for example "this is direct speech" said the editor.

Scope

Never SCOPE

Shops

Not retail outlets / retail / stores.

Telephone numbers

See contact details.

Time

See 24-hour clock.

Volunteering

We have thousands of volunteers who support the work we do. Whenever we are talking about any tasks volunteers may be doing at Scope, we need to ensure it's appropriate to both volunteers and staff.

What's great...

Engage, role, task, activity, reimburse, expenses, supervisor, role outline.

What's not...

Employ, job, work, payment, pay, line manager, contract.

Web

Write with a lower case 'w' unless you're starting a sentence with it.

Websites

Not web-site or web site.

When referring to the address of a specific web page (including homepages), write out the full address, but don't include http:// unless the address begins with something other than www.

How we talk: the small print

Credits

If we are using a photograph which is not owned by Scope, it should be credited to the photographer or the owner of the photograph. Where possible the credits should always be positioned next to the image but if not, they should be listed with page references at the end of the document.

The credit should always include:

- the word copyright
- the year the photograph was taken
- the photographer (where they are known) and the source.

So, it could be like this:

Copyright 2007, Joanna Smithfield,
courtesy of Scope.

Our name and charity number

All communications must have Scope's full name and registered charity number:

Scope is a registered charity, number 208231.

If a job reference number is necessary, this should always be placed before the copyright symbol so that it is not confused for the charity number:

8600_SB Scope is a registered charity, number 208231.

Any corporate documents including letter heads, websites, purchase orders and annual reports must have the full legal statement:

Scope is a registered charity, number 208231 and a company limited by guarantee, number 520866 (England).

Registered office: 6 Market Road,
London, N7 9PW

Copyright

All Scope publications should have the copyright statement placed on the back cover, or on the foot of the last page. The statement must include 'Copyright Scope' and the month and year of publication:

Copyright Scope, January 2012.

How we look



How we look: our logo

Our logo embodies our visual principles of being bold, confident and accessible. It allows us to be principled, tenacious, ambitious and together.



Our logo. It's strong, simple and clear. We're about disability.



To give our logo the space it needs we have a 'clear space' area around it. This space shouldn't be less than the distance between the 'S' in Scope and the 'A' in About.

Our logo is there to be read, so cannot be reproduced too small. In print this means the word 'Scope' is at least 30mm wide and the clear space at least 37mm wide.



How we look: logo variations

We drive change across society so that disabled people have the same opportunities as everyone else.



Your first port of call.
White out of purple.



Sometime we use it like this.
Purple out of white.



And if we need a simple black and white layout we use our mono version. White out of charcoal.

Our logo can be used on off-brand background colours with the approval of the Head of Brand and Marketing.



We work in Wales, too.
Our Welsh logo adds a bilingual descriptor in all colour ways.



Sometimes we might need to use our logo without a descriptor, but only with approval from our Head of Brand and Marketing.



If your company or organisation is supporting us, we've got the perfect version for you.

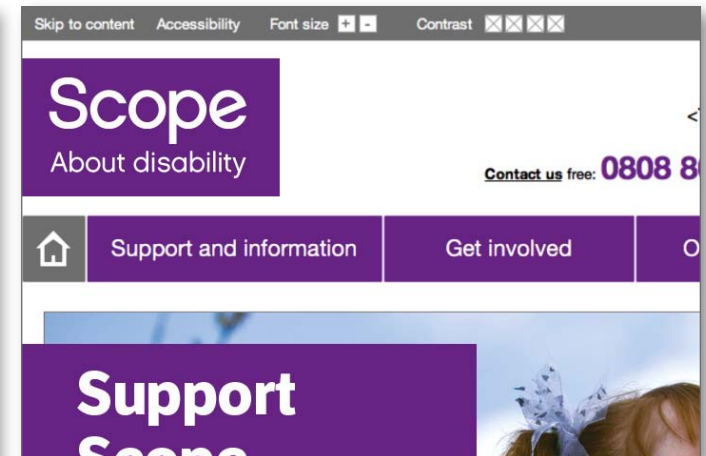
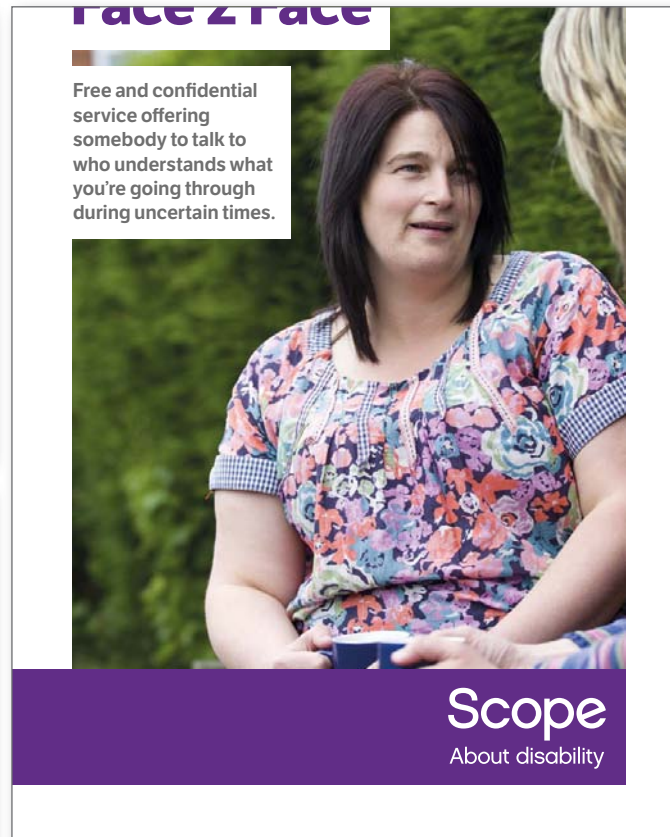
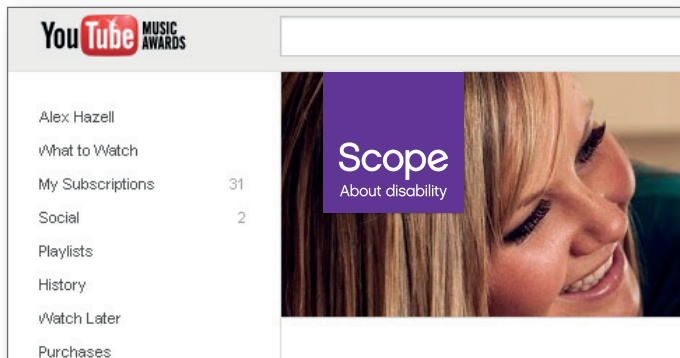
How we look: don't DIY our logo

Our logo needs to be consistent, wherever it's used. Here are some examples we wouldn't like to see...

1. We love that you've got a new widescreen monitor. But don't stretch or squash our logo.
2. And please don't distort, rotate or use perspective. We prefer to keep things simple.
3. There are lots of cool effects out there, but please keep them away from our logo.
4. Please don't move the descriptor around, we like it where it is.
5. We can all agree that this doesn't look good. Don't re-draw the logo.
6. Make sure that there's enough room around the logo or it will look as bad as this.
7. Our logo should be on our purple, charcoal or white. Nothing else.
8. And that applies to the text too.
9. We have some fantastic photography, but it doesn't belong behind our logo.
10. We always use rectangular blocks or squares with straight edges. No curves please!



How we look: our logo in action



On Facebook and YouTube our logo sits at the bottom or top of a purple square.

Sometimes, as with this leaflet, it's on the right side of a long tab that reached right across the page. For a bit of extra impact.

In some applications the logo can be in its minimum clear space as a block that comes in from the left or right of the screen.

How we look: our colour palette

We're purple. And we like to add a touch of charcoal and grey. If we need more than that we have a yellow for highlights and some tints.

Primary palette

Scope purple

CMYK
77 / 95 / 0 / 0

RGB
97 / 45 / 135

Pantone
7680 U

Web
612D87

Scope charcoal

CMYK
0 / 0 / 0 / 90

RGB
51 / 51 / 51

Pantone
Process black 90%

Web
333333

Scope grey

CMYK
0 / 0 / 0 / 70

RGB
95 / 95 / 95

Pantone
Process black 70%

Web
5F5F5F

Scope yellow

CMYK
6 / 0 / 100 / 0

RGB
251 / 232 / 0

Pantone
3955 U

Web
FBE800

Secondary web palette

FDF37F

916CAB

B096C3

8C66A8

FFF8A7

9C58A9

EAD0FF

795B8F

8E00F5

F7F4F9

EFEAF3

How we look: using our colour palette

When using blocks from our primary and secondary palette only certain colours will do. If it's not here, don't use it and make sure the fonts accessible by using at least size 12, unless we've asked for a larger font in the table below.

Background colour	Use this first...	then this...	then this if you need to mix it up.
Scope purple 100 percent	White	Scope yellow 50 percent	Scope yellow 100 percent
Scope purple 70 percent	White	Black 16 point size or bigger	
Scope purple 50 percent	Black	White 16 point size or bigger	
Scope charcoal 100 percent	White	Scope yellow 50 percent	Scope yellow 100 percent
Scope grey 70 percent	White	Scope yellow 50 percent	Scope yellow 100 percent
Scope yellow 100 percent	Black	Scope charcoal	
Scope yellow 50 percent	Black	Scope charcoal	

How we look: using other colours

There may be occasions when we need to introduce extra colour to our work.

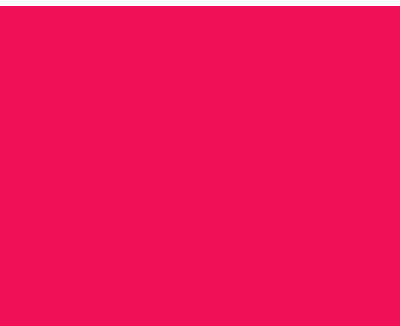
A distinctive campaign

There may be situations where purple, grey and yellow won't create the impact we need, so by introducing new colours or an illustration we can stand out and make sure our message will be heard. An example of when this could be appropriate is a one off campaign like legacy week or a volunteer drive.

Audience engagement

There are certain colours that will resonate with us when we're nearing Christmas. And in retail red is the universal colour to show that a sale is being held. Colours can help us get our message across in a clear way and an appropriate choice should always be made.

The use of additional colours requires the approval of the Head of Brand and Marketing. Please email us at marketing@scope.org.uk



How we look: type

Our headlines are bold and all our type is accessible. This means that our messages have impact and can be read clearly. Simple.

Headlines

LFT Etica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

For subheadings and stand-out text we also use:

LFT Etica Semi-bold
LFT Etica Regular

Text

Arial MT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For emphasis, we also use:

Arial MT Pro Bold

Arial (screen font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For emphasis and headlines online and in Microsoft Office, we also use:

Arial Bold

How we look: text

Please use optical kerning to make Arial look at its best (for those of us not using design software this means use single line spacing).

Arial MT Pro regular

12 point (leading 15): tracked 0

When using Arial, please follow these guidelines for tracking.

14 point (leading 18): tracked 0

When using Arial, please follow these guidelines for tracking.

Arial MT Pro bold

12 point (leading 15): tracked -20

When using Arial, please follow these guidelines for tracking.

14 point (leading 18): tracked -20

When using Arial, please follow these guidelines for tracking.

Arial (Microsoft Office)

12 point, single line spacing

When using Arial, please follow these guidelines for tracking.

14 point, single line spacing

When using Arial, please follow these guidelines for tracking.

18 point Bold for headlines

When using Arial, please follow these guidelines...

How we look: headlines

Please use optical kerning to make Etica look at its best.

LFT Etica bold

15 point (leading 18), tracked -10

When using Etica, please follow these guidelines for tracking.

21 point (leading 24), tracked -15

When using Etica, please follow these guidelines...

24 point (leading 27), tracked -15

When using Etica, please follow these...

LFT Etica semi-bold

15 point (leading 18), tracked -20

When using Etica, please follow these guidelines for tracking.

21 point (leading 24), tracked -20

When using Etica, please follow these guidelines...

24 point (leading 27), tracked -20

When using Etica, please follow these...

LFT Etica regular

15 point (leading 18), tracked -15

When using Etica, please follow these guidelines for tracking.

21 point (leading 24), tracked -15

When using Etica, please follow these guidelines...

24 point (leading 27), tracked -15

When using Etica, please follow these...

How we look: type in action

Here are some examples of how we use headlines in tabs, use of sub headlines and how they work in terms of hierarchy.

How do I find more help?

Your local council may be able to support you and your disabled child through a range of services.

Children's disability team

Each council has a duty to provide a 'local offer'. To find out what is available in your area, contact your local council and speak to the children's disability team. Services can include:

- short break services
- holiday play schemes
- care at home
- some aids and adaptations.

You can also ask your council about local support groups for carers and families with disabled children.

Family information service

Each area should have a family information service, which can support you and tell you about local services. To find out more about the National Association of Family Information Services or to find a service near you, visit their website on www.daycaretrust.org.uk



What does it mean for our family?

Whatever your child's additional needs, there will be a significant impact on you, your family and friends.

You may have great highs and lows, especially in the early years. It will take time for you and your family to adjust. There's no right or wrong way to do this.

Partners

Often partners will have different emotions at different times. Try to be honest with each other about how you feel.

Tips

- Make time for you and your partner.
- Try to listen to each other and respect each other's feelings.
- Try to continue some hobbies or interests.

Our main headlines will typically be placed within a tab. Tabs will always bleed off the page and can come in from the top, bottom, left or right of the page.

Subheads will support the main headline. They will tend to be bigger than body copy and help pull out sections on the page.

You'll have lots of questions. What will my child be able to do? What will the future hold?

Every child is different. We don't have all the answers. But there's a lot of help and support available. Call us free on **0808 800 3333** or go to **www.scope.org.uk/parents**

You may find it helpful to talk to other parents. Find out if there's a Face 2 Face group in your area at **www.scope.org.uk/face2face**

With the right support, you and your family can move on and achieve your goals. Remember you are not alone.

What if my child doesn't have a formal diagnosis?

Many children don't get an official diagnosis. You may hear people talk about "a delay in development" or refer to medical terms. Professionals can't always predict how your child will develop. This can be frustrating and upsetting.

Tips

- If you don't understand something a professional has said, ask them to explain again.
- There's no such thing as a silly question.
- You're not a bad parent for asking for support.
- Take a day at a time and go at your own pace.

What is the future for my child?

In terms of hierarchy headlines will be in Etica semibold and subheads will be in Etica bold but at a smaller font size. Use Etica regular or Arial in purple or grey for emphasis from standard copy.

How we look: imagery tone

We use photos and videos to communicate our vision and illustrate the potential for change in our society.

People are the focus of our images.

Our images capture real moments from the lives of disabled people and our supporters. It creates a warm and honest tone and illustrates something that we can relate to. Lively, not static. Engaging, not posed. The emphasis is on the everyday interactions of daily life. Impactful shots should contain direct eye contact with the viewer but always within the context of the subject's daily life. Group shots have one person as the focal point and contain no more than three people. The emphasis with group shots should be the interactivity between the subjects, making sure that there is level eye contact between them.

There are no barriers between the subject and the viewer.

Images evoke a feeling and create a mood. Positive and empowering. Powerful and dramatic. Direct and urgent. No matter what the context and message is, the viewer should empathise with the subject, feel part of the image or want to know more about them. The image shouldn't be too close and intimate to the subject, as if the viewer was a family member or in their personal space. And it shouldn't be taken too far away as it's impersonal - as if the viewer was a stranger. They should be at the distance of a friend.



Search for Scope photos or videos in our library at thelibrary.scope.org.uk. If you need a log in set up, please let us know at marketing@scope.org.uk

How we look: imagery style

Some simple style points will make the difference of an image making the cut, or making the recycling bin.

Focus on a person and use the space around them to draw us into the picture.

What we like



Short to medium depth of field, background and immediate foreground are out of focus



Simple backgrounds and plain, bright and bold clothing work really well.



Engaged in conversation, open body language and at eye level.

What we'd improve



No contrast between the person and the background and keep group shots to no more than three people.



Black, white and patterns cloths draw your eye away from the person.



Posed, lacking context and not on a natural eye line.

How we look: photography do's and don'ts

Our imagery is key to how our identity looks and feels. Here is a list of do's and don't when using our images.

X



Do not crop in too close.

X



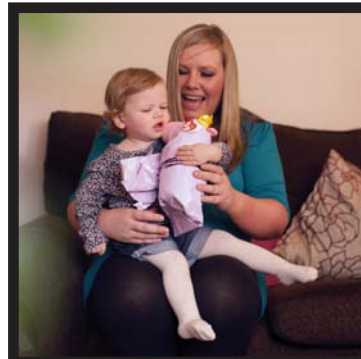
Make the focus the person and not the background.

✓



Keep a friendly distance.

X



Do not add borders or drop shadows.

X



Do not use rounded corners.

X



Do not stretch or squash images.

X



Do not angle images.

X



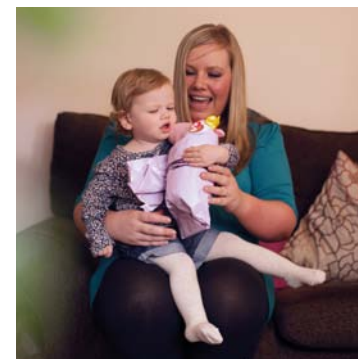
Do not place type over images.

X



Do not alter the contrast.

✓



Bleed images off the edges.

How we look: photography style guide

Our photography is best when it's big and bold. Make it memorable and eye-catching.

Skip to contentAccessibility

Scope

About disability

Share:

Contact us free:0808 800 3333

Search

Home

Services and information

Get involved

Online community

About us

Home > Help Scope > Raise money > Events and Challenges

Brighton Half Marathon

When: Sunday, 16 February 2014

Where: Brighton, UK



Brighton Half Marathon

When: 16 February 2014

Where: Brighton UK

Distance: Half marathon

Entry fee: £30

Min. pledge: £200

Sign up now >

Photography is a key element of our brand. Here are a few examples of how we use photography throughout our work.

Our fundraising team generate about £10 million a year for our work. They do this in a variety of ways including: from individuals or companies, lottery applications and events like treks and triathlons.

Support services

And in order to manage our services, campaigns and money efficiently, we need a number of teams that manage and support those on the front line.

We have:

- a finance team to manage planning, budgeting, transactions and taxation
- a human resources team to support and develop our staff
- a corporate development team, who cover things like planning and performance, information technology, risk management, purchasing support, governance, quality assurance, internal audit and project management.



Our volunteers

Over 8,000 people volunteer their time and skills to support Scope. They help us in a wide variety of ways, including working in our shops, knocking on doors to raise money or even being on our Board of Trustees.

Finding out more

You can get contact details for the teams or services listed here on our intranet, or by calling our switchboard on 020 7619 7100.

"One of the things I love about working at Scope is how passionate all the staff are. Whether it's people who work in our schools, day centres, shops or Market Road there's a real sense of community and everyone seems really committed to the work we do."

Name of speaker

"Despite feeling a lot of uncertainty about what the future had in store, we wanted to be positive."

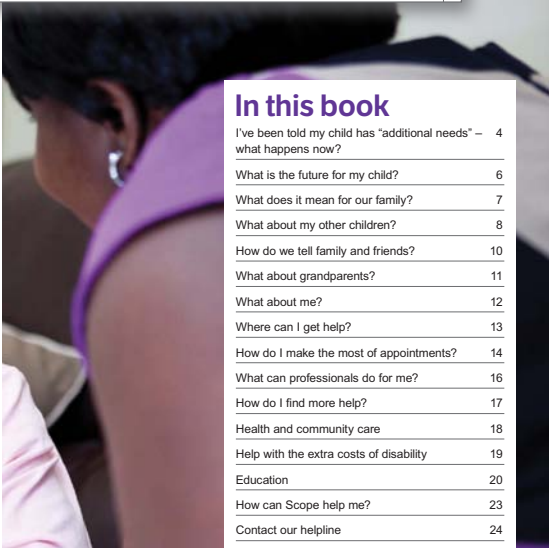
Bisi, mother of Joy, aged five



In this book

I've been told my child has "additional needs" – what happens now? 4

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How we look: design for print

Scope
About disability

Staff Handbook

Patrick.Durhammatthews@scope.org.uk

Advertising Manager

Phone 01480 309 615

Mobile 07817 940 707

Scope, Suite 1A, Kings Hall
St Ives Business Park,
Parsons Green
Cambridgeshire, PE27 4WY

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Work life balance

It's important to have a good balance between your work and home life. Our work life balance policy covers things like adjusting your working patterns or work location to support this.

Works council

We have a works council made up of staff representatives which meets with senior managers to discuss important

issues and changes. The councils are made up of staff representatives and meet with senior managers to discuss important issues and changes. Works council representatives can accompany you at formal meetings like a disciplinary. Once you've been with us for six months, you can become a representative.

"When I see how our work makes a difference in the life of one of our customers, then every thing I do seems worthwhile."

Attribution

23

Scope
About disability

Every ten minutes a family finds out their child is disabled.

We want to be there for every family who needs us.

Find out how.



With thanks and appreciation for ten years of service to Scope

Presented to

Your commitment to working with and supporting disabled people to have the same opportunities as everyone else is important to Scope – thank you.

Richard Hawkes
Chief Executive

Alice Maynard
Chair

Scope
About disability

10114 Scope is a registered charity, number 208231. Copyright Scope, January 2014

How we look: front covers

Our front covers are likely to be the first point of contact with our audience. They must be bold, clear and to the point.



Front covers predominantly use large images that cover most of the page, inset by 6 – 10mm, depending on the size of the page.

Headings and subheadings are tabbed out of the photograph from a page edge in white, either in single or separate tabs.

The logo is similarly tabbed, but out of purple.

Sizes of both headings and logo will vary, depending on context, with one or the other being most prominent.

How we look: back covers

Scope
About disability

We provide free, confidential information, support and advice on all aspects of living with disability, including practical help and support with welfare benefits, education, housing and finance.

We're the first point of contact for any enquiries about cerebral palsy and Scope's services.

Our helpline is open Monday to Friday 9am – 5pm.

You can leave a message at other times and we will get back to you.

0808 800 3333
helpline@scope.org.uk
www.scope.org.uk

Tell us if you'd like this information to be bigger, spoken or using different colours... Just ask us on 0808 800 3333.

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Back covers should contain only four elements: standard Scope text, document sign-off and call to action, accessibility statement and legal, reference line and third party logos.

Scope

Scope exists to make this country a better place for disabled people and their families.

We do this by running a range of services, raising awareness of the issues that disabled people face and influencing change across society.

Amanda Mortensen
Face 2 Face Coordinator, Brighton and Hove

07436 810 608
amanda.mortensen@scope.org.uk
www.scope.org.uk/face2face

Tell us if you'd like this information to be bigger, spoken or using different colours... Just ask us on 0808 800 3333.

Third party logos

Scope is a registered charity, number 208231. Copyright Scope December 2013

How we look: visual devices



Quotes are ticker-taped in yellow with charcoal text. The credit colour is reversed, with emphasis on why the person's quote is important.

You'll have lots of questions. What will my child be able to do? What will the future hold?

Every child is different. We don't have all the answers. But there's a lot of help and support available. Call us free on **0808 800 3333** or go to www.scope.org.uk/parents

You may find it helpful to talk to other parents. Find out if there's a Face 2 Face group in your area at www.scope.org.uk/face2face

With the right support, you and your family can move on and achieve your goals. Remember you are not alone.

What is the future for my child?

What if my child doesn't have a formal diagnosis?

Many children don't get an official diagnosis. You may hear people talk about "a delay in development" or refer to medical terms. Professionals can't always predict how your child will develop. This can be frustrating and upsetting.

Tips

- If you don't understand something a professional has said, ask them to explain again.
- There's no such thing as a silly question.
- You're not a bad parent for asking for support.
- Take a day at a time and go at your own pace.

6

“What a feeling!”

Dave, Slough

For quotes that don't fall under Scope's vision of 'changing society', we use large impact quotation marks before and after the quote. Credits are much smaller, in grey.

How we look: design for screen

Scope

About disability

Scope

15,735 likes · 1,085 talking about this

Disability Services · Charity Organization

Scope exists to make this country a better place for disabled people and their families.

<http://scope.org.uk/about-us>

About

Photos

Scope bl

How your money helps



£10

can buy a child with Cerebral Palsy a chin switch controller to give them greater independence.

[Find out how other amounts change lives](#)



Or browse services:

Find your nearest services

Enter your postcode, town or area

Find services >

Want to know what we do?

View all the services we offer >

Popular content

Services and information > Online community > News and opinion > Find Scope shops >

Get involved > About Scope > Jobs > Media centre >

Popular content

Services and information > Online community > News and opinion > Find Scope shops >

Get involved > About Scope > Jobs > Media centre >

Connect with Scope



It's nearly the end of the year and in the run up to #Christmas we wanted to say a huge THANK YOU to all our supporters.

#ScopeXmasThanks



Looking for a great charity running team? Run for Scope



16,405 people like Scope

Community



Jon234 commented on Finding a school 3 minutes ago

Join 123 active discussions

Call our free helpline (Open 9am - 5pm weekdays)

0808 800 3333

response@scope.org.uk

Our experienced advisors offer emotional support and accurate information on all aspects of living with disability. [Full contact details](#)

Sign up for our email

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ipsum ipsum, lobortis a nibh at, dapibus suscipit elit. Nunc cursus

Your Email

Sign Up >

Accessibility | Privacy | Cookies | Terms | Site Map

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Brighton Half Marathon

When: Sunday, 16 February 2014

Where: Brighton, UK



Brighton Half Marathon

When: 16 February 2014

Where: Brighton UK

Distance: Half marathon

Entry fee: £30

Min. pledge: £200

Sign up now >

About the event

The Brighton Half Marathon, now in its 24th year, is one of the most popular races in the running calendar. The flat course makes it perfect for novice runners, taking in the sights of one of the UK's favourite seaside destinations.

With over 11,000 runners set to take part, this fantastic race will be bigger and better than ever before. Our places in the Brighton Half Marathon have now sold out - if you would like to be notified when a place becomes available please [join our waiting list](#). Places in our team will also become available on the [event organisers website](#).

Questions?

Call our events team now:

020 8123 4567

We're available 9am-5pm weekdays (closed bank holidays)

Skip to content Accessibility

Scope

About disability

Share:

Contact us free: **0808 800 3333**

Search

Services and information Get involved Online community About us Donate

Britain cares

Disabled people are being denied essential support to live their lives. The Government thinks we don't care. Let's show them we do!

Visit campaign website >



We're all about changing society for the better, so that disabled people and their families can have the same opportunities as everyone else. [More about us](#)

We support



Disabled people >

Parents and carers >

Professionals >

Get information



About disability >

Benefits and grants >

About Scope >

Find



Services and support >

Scope shops near you >

Get involved



Donate money >

Take part in an event >

Join our campaigns >

News and opinion



High Court appeal against the 'bedroom tax'

30 July 2013



High Court appeal against the 'bedroom tax'

30 July 2013



High Court appeal against the 'bedroom tax'

30 July 2013



High Court appeal against the 'bedroom tax'

30 July 2013

YouTube MUSIC AWARDS

Alex Hazell

vWhat to Watch

My Subscriptions 31

Social 2

Playlists

History

Watch Later

Purchases

Scope

About disability



How we look: headings

Heading 1

Font LFT Etica bold Size 46px Leading 52px Colour dark purple
bottom + top margin 46px

Heading 2

Font Arial bold or LFT Etica bold Size 24px Leading 32px
Colour dark purple bottom margin 40px

Heading 2 alternate

Font Arial Size 34px Leading 44px Colour Charcoal bottom margin 46px

Heading 3

Font Arial bold Size 18px Leading 24px Colour dark purple
bottom margin 20px

Heading 3 Alternate

Font LFT Etica bold Size 24px Leading 32px Colour dark purple
bottom margin 40px

Heading 3 alternate

Font LFT Etica semi-bold Size 30px Leading 40px Colour dark purple
bottom margin 25px

Heading 4

Font Arial Size 16px Leading 20px Colour dark purple
bottom margin 20px

Heading 5

Font Arial bold Size 14px Leading 18px Colour dark purple
bottom margin 20px

Links in general

Font Arial underlined Size varies, usually 14px Leading 20px
Colour dark purple bottom margin 15px

paragraph / body text

Font Arial Size 14px Leading 18px Colour charcoal
bottom margin 20px

Bread crumb

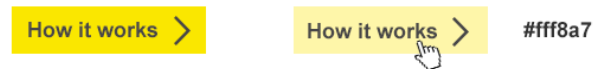
Font Arial Size 16px Colour dark purple top margin 30px

How we look: buttons

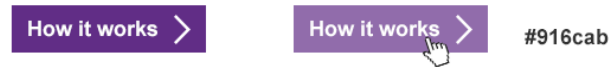
Calls to action and hover states

Font Arial bold Size 18px Leading 24px
Colour varies with design

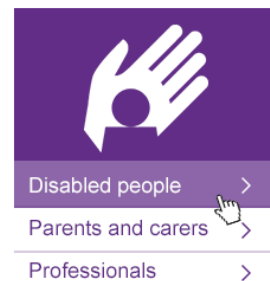
Primary



Secondary



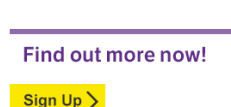
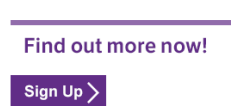
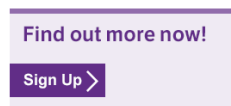
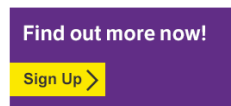
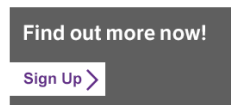
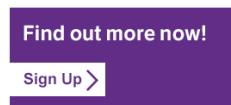
We support



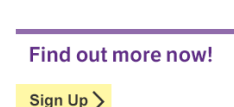
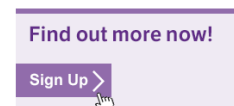
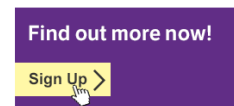
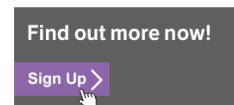
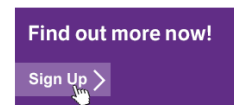
We support



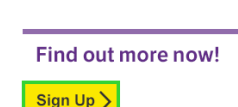
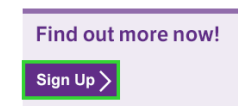
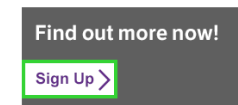
Unvisted and visited state



Hover state



Tabbed (active) state



How we look: buttons

Plain text links rollover:

Unvisted

We're all about changing society for the better. [More about us](#)

Rollover

We're all about changing society for the better. [More about us](#)

Focus/active/tabbed

We're all about changing society for the better. [More about us](#)

Visited

We're all about changing society for the better. [More about us](#)

We're all about changing society for the better. [More about us](#)

We're all about changing society for the better. [More about us](#)

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We're all about changing society for the better. [More about us](#)

We're all about changing society for the better. [More about us](#)

How we look: visual devices

A bulleted list

- Lorem ipsum dolor sit amet
- Ut ut imperdiet mauris
- Suspendisse potenti

A numbered list

- 1 Regular training tips and motivational emails, specific to this event
- 2 Cheers from Scope supporters along the route
- 3 A guide full of helpful fundraising tips
- 4 The amazing feeling of making a real contribution to Scope's work
- 5 A Scope T-shirt or running vest

Tables

This is a table of data	
This is a table of data	#efeaf3
This is a table of data	#f7f4f9
This is a table of data	

Symbols



Registered online form

(form field font size 14px) Title:

Select ▼

Mr.

Mrs.

Ms

Miss

Dr

Clir

(rollover highlight is #8C86A8)

First name:

First name is required.

Date of birth:

DD/MM/YYYY (place holder text is #795b8f)

Save and go to payment method >

These guidelines have been designed to be flexible and adaptable, so if a situation comes up where you need to talk through an idea with us, need a photo from our resource library or would find a template helpful, please get in touch.

marketing@scope.org.uk

www.scope.org.uk/logo
thelibrary.scope.org.uk

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