



Charity Branding

Development and Brand Guidelines

Your brand communicates the personality, vision and purpose of your organisation.

It shapes how you look, what you say and how you're perceived.

A charity brand needs to build loyalty, inspire support and enhance supporter and wider market perceptions.

What are Brand Guidelines?

Brand guidelines essentially summarise what the brand stands for and also provide guidance on how the brand identity elements such as logo, fonts, colour palette should be used and communicated.

Brand guidelines usually also include guidance as to the “tone of voice”.

Why you should have brand guidelines....

Ensure that your brand message is communicated consistently across all marketing channels and customer touchpoints.

Provide guidance for designers to ensure a unified look and feel in every new piece of collateral and marketing material that you develop.

Provide company employees with focus and direction to ensure that they mirror the messages in their day to day work.

Charity Brand Development

Charity Brand development is about building recognition for the work the charity does.

Adding value to the organisation's reputation and sending a clear message about who you are and what you stand for.

By uniting all communications under a strong common look, consistent message, tone of voice and copy style you will develop the brand and add value in all aspects of it's operations.

Corporate Identity and Brand Guidelines

Branding guidelines provide guidance on the usage and application of the brand across a wide range of materials and media.

The guide acts as both a quick reference and also a detailed manual on how the brand should be displayed and referred to.

Why you should have brand guidelines?

Every business has a brand even if it doesn't act like it.

The brand is reflected by the look, feel and tone of voice of your website and advertising/marketing collateral.

It can also be reflected in the way your staff communicate and deal with customers and stakeholders.

As a business it is key that your message is consistent at every point that your customers come in to contact with you, whether that is by talking to one of your team over the telephone or receiving a tweet from you.

REMEMBER

The 4 Pillars of Branding

The 4 pillars of branding

Narrative

You need to tell a story about the brand

Differentiate

Make it stand out from the crowd

Communicate

Reach your audience using the correct channels

Consistent

Keep to one key visual style

Tips to create your own brand guidelines

Include Dos and Don'ts

Truly helpful brand guidelines don't just tell you what you should do. They also paint a picture about what you shouldn't do.

This helps to drive home your usage requirements in a visual, easy-to-understand way.

Include Dos and Don'ts

OGSystems has a playful way of telling you the don't's, like making sure that the logo is never placed on high-contrast backgrounds or backgrounds that are too similar to the logo colours.

The guidelines also make it clear that you'll be harshly judged if you tilt the logo or add embellishments like drop shadows and gradients.

Don'ts

My eyes!

DO NOT sit the logo on high contrast or vibrant colors.

Do not place the logo on colors and tones similar to the logos colors



OGSYSTEMS
OWN THE OUTCOME



That's just wrong...

DO NOT tilt, rotate, stretch, skew or distort the logo in anyway.

OGSYSTEMS
OWN THE OUTCOME



That's just unnecessary...

DO NOT add unnecessary embellishments like drop shadows, gradients, embossing etc. to the logo

OGSYSTEMS
OWN THE OUTCOME

Don't Be Afraid to Get Specific

The more details, the better. If you've addressed this in your brand strategy, explain specific scenarios and uses for different colours, fonts, and imagery.

In Element Three's brand guidelines, the company has an exact font for pretty much every communication channel.

TYPEFACE USAGE

A handy reference for each of our fonts

	WEB	PRINT	GOOGLE SLIDES	MICROSOFT	EMAIL	INTERNAL EMPLOYEE EVENTS
TITLE/HEADLINE	OSWALD MEDIUM	OSWALD MEDIUM	OSWALD REGULAR	OSWALD REGULAR	ARIAL BLACK	UNITED SERIF FAMILY
BODY COPY	Chronicle Roman	Chronicle Roman	Times New Roman Regular	Times New Roman Regular	Arial Regular	Oswald Regular or Chronicle Roman

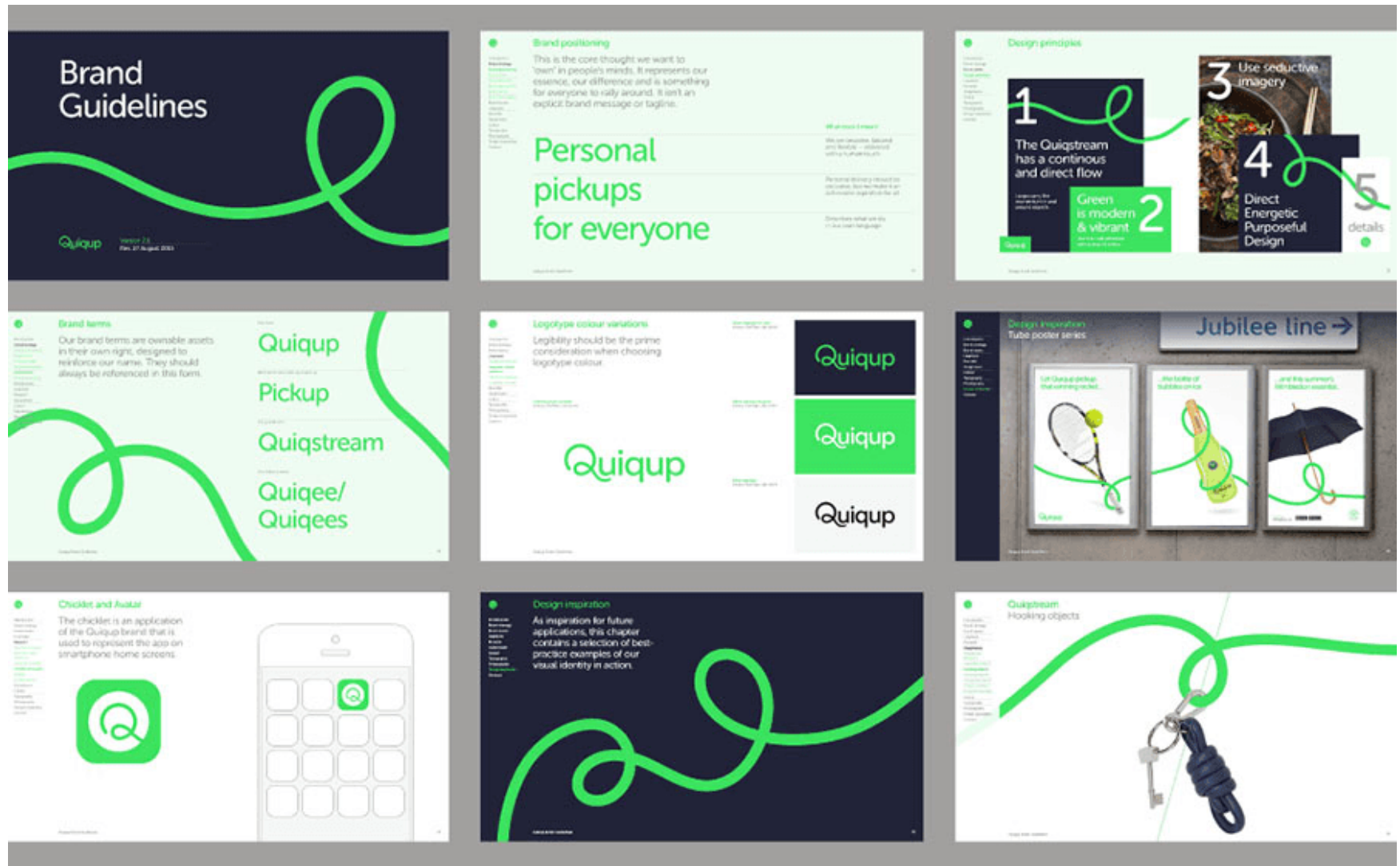
<https://elementthree.com/blog/brand-guidelines-walkthrough/>

Brand your Guidelines

The purpose of brand guidelines is to make sure your brand is always conveyed in the same way – and the document itself is no exception.

Think of it as another marketing material that showcases your brand's visualisation and approach.

You can accomplish this by adding small touches that are in line with the guidelines you're explaining.



Name your Primary Colour

If you want to go a step further in solidifying your brand, name your primary colour.

For example, Netflix calls its primary colour “Netflix red,” and HubSpot uses “HubSpot orange.” Spotify uses – you guessed it – “Spotify green”.

In doing this, it creates an air of importance around your brand, while claiming the colour as your private territory.

Make your Brand Consistent

As we already discussed, consistency is critical if you want your brand to stick in consumers' minds.

Every little detail counts, from your primary colour all the way down to the font you use in your company emails.

Brand guidelines are a great tool for laying all of these rules out and ensuring that they're always followed.

Make your Brand Consistent

Guidelines are especially helpful if you partner with other businesses that will be using your visual brand elements, in promotions and ads for example.

By proactively making sure that everyone is always on the same page, you'll have greater control over your brand image.

And as your business grows and matures, this will help to build a trustworthy and reliable experience for everyone who engages with it.

The logo for Shelter Cymru is displayed on a solid red rectangular background. The word "Shelter" is written in a large, white, sans-serif font. Below it, the word "Cymru" is written in a smaller, white, sans-serif font.

Shelter
Cymru

	Our brand	How we look	How we speak	Digital guidelines	Shelter Scotland	Checklist	
What we stand for	Guiding principles						

Who we are and what we stand for

Our 'Brand House' sets out the ideas that underpin who we are and what we do.

Our proposition

This explains why we're here and what we're here to do, day in day out.

Values and attributes

Our values guide us. Our attributes describe us. You will see how our brand attributes come to life through our [tone of voice](#) and [how we look](#).



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What we stand for

Guiding principles

Guiding principles

There are several guiding principles which need to be considered when creating Shelter communications.

1 Avoid associations with rough sleeping

We should avoid anything that might reinforce the common misconception that Shelter provides hostels for rough sleepers.

So, never show pictures of people sleeping on the street, cardboard boxes, soup kitchens, blankets or anything that could mislead someone about our work.

By all means, use case studies of how we've helped people to get off the streets or prevented them being there in the first place. This is a true reflection of what we do.

2 We're not a children's charity

Remember, Shelter is not a children's charity. Wherever possible, we should use pictures of children in the context of home. Try to balance images of children with pictures and messages that focus on families.

3 Avoid negative stereotypes

Nearly three quarters of the British public support the benefit cap in principle (73%) (Source: Ipsos MORI, July 2013). We need to be really careful to avoid messaging or images that could help to create or perpetuate stereotypes around people in receipt of state benefits. A helpful way of doing this is to make sure our communications are inclusive ('it can happen to any of us') rather than divisive ('these poor, vulnerable people need your help').

Our safety net messaging in the narrative document should inform the language used to talk about benefits.

4 Reflect diversity

We're here to help everyone, especially families. We should strive to reflect that diversity in our messages and images. However, be mindful of the previous point and make sure images used do not perpetuate negative stereotypes.

5 Political neutrality

It's a regulatory requirement that Shelter isn't seen to support or attack one party or another. Wherever you sit on the spectrum, you should make sure your messaging is politically neutral.

Inevitably we may end up criticising the current government more often than the opposition (because the government has the power to enact change). Just remember our criticism should be of 'the government' and not, for example, 'the Conservatives'.

6 Don't demonise the council

It's important that our messaging doesn't suggest councils are unwilling to help. It's fine to recognise the pitfalls of the system, and talk about how stretched councils are. But we shouldn't imply that local authorities are to blame for someone's situation.

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	Overview	Logo	Brand devices	Colours	Typography	Photography	Illustration			

Brand identity elements

Using our brand identity

Brand identity elements

Core elements

Logo



Brand devices



Primary colours



Variable elements

Expert and hard-hitting

Secondary colours



Fonts

Helvetica Neue

Imagery



Illustration



People



House



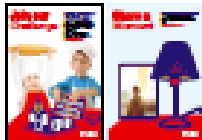
Human and empathetic



Alte Haas

Grotesk Bold

Helvetica Neue



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Overview

Logo

Brand devices

Colours

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Photography

Illustration

Logo usage

Partnering with other brands

How to use our logo

In our logo the roof-shaped h makes a strong visual link between Shelter and housing. Our logo should be displayed prominently on all Shelter materials.

Please do not copy our logo from a Shelter website, or try to trace or redraw it.

If you're developing communications for Scotland, see [Shelter Scotland logo](#)

Contact branding@shelter.org.uk for versions of the Shelter logo in the format you need.

Logo and background colour

Shelter Shelter

The default logo style is white on a red background (using our graphic device wherever possible) or red on white. The colour variations below are acceptable only where the default is not possible.

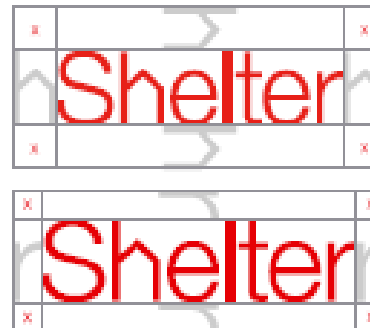
If the logo is placed over an image, ensure that it is over a simple, undetailed area without pattern and that there is enough contrast between the logo and the background.

Where there are colour restrictions and you cannot use red, you can use the following variations:

Shelter Shelter

Shelter

Clear space



Print: allow an 'H' of clear space around the logo. No text, partner logos, or other page marks should creep into this space.

Online: allow an 'H' of clear space.

Position

Print: place the logo in the bottom right corner. Top right is also acceptable.

Online: use standard, top-left logo placement on web pages.

Size

Here are the recommended sizes and margins.

Sizes apply to both landscape and portrait		
Page size	Preferred margin	Logo width*
A1	35mm	170mm
A2	30mm	120mm
A3	20mm	83mm
A4	15mm	57mm
A5	10mm	40mm
DL	10mm	57mm

* Calculated as width of 2/3 column in A-size portrait or 3/4 column in DL portrait

Never display the logo smaller than

- 25mm wide for print
- 90px wide online

Where it is small, avoid photographic backgrounds.

	Our brand	How we look	How we speak	Digital guidelines	Shelter Scotland	Checklist	
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Primary colour palette

Type and colour

Type colour dos and don'ts

Colour palette

Primary colours

Red and white are our primary colours which act as the immediately identifiable link with Shelter.

Communications should lead with Shelter red and this should never be used as a tint.

Secondary colours

We have two secondary palettes depending on communication type. Use black and gray for expert and hard-hitting communications or our softer, domestic colour palette for human and empathetic communications. Use the red graphic device to ensure secondary colours never dominate.

When creating corporate communications such as an annual report you should lead with Shelter's core colours and the secondary palette for expert and hard-hitting communications.

Core colours

Palette 485	Co Mar Yel Kex	Roxa Grn Brn
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White

Secondary (expert and hard-hitting)

Black	Co Mar Yel Kex	Roxa Grn Brn	80%	60%	20%
Cool Gray 5	Co Mar Yel Kex	Roxa Grn Brn	80%	60%	20%

Secondary (human and empathetic)

Palette 482	Co Mar Yel Kex	Roxa Grn Brn	80%	60%	20%
Palette 305	Co Ma Yel Kex	Roxa Grn Brn	80%	60%	20%
Palette 3242	Co Ma Yel Kex	Roxa Grn Brn	80%	60%	20%
Palette 273	Co Mar Yel Kex	Roxa Grn Brn	80%	60%	20%

Accent (both palettes)

Palette 436	Co Mar Yel Kex	Roxa Grn Brn
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Accent colour

Yellow can be used to draw attention to an action or object, or add a splash of warmth or urgency.

Guidance notes

- Always match these colours accurately for consistency
- Tints of our secondary colours can be used but please keep these to a minimum
- The most appropriate use for this is for highlight boxes, tables and diagrams
- Percentage usage on all colours are ratios of 80%, 60% and 20%.
- Do not tint the yellow accent
- Yellow should account for no more than 5% of your communication
- Be careful of accessibility. Please see guidance on [type and colour](#)

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Using the Shelter logo online

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Where there are colour restrictions and you cannot use red, you can use the following variations:



Clear space



Online: allow an 'r' of clear space.

Position

Online: use standard, top-left logo placement on web pages.

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Online colour palette

Using colours online

Online colour palette

This is our core navigation palette for digital use.

The colours for use online are derived and mirrored from the core colour palette. The suite is simple, bold and easy to apply.

We have specified the colours for text, background, buttons and links.

Gradients should never be used.

Text

#333333



#FFFFFF



#EB212E

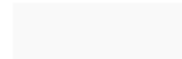


Backgrounds

#FFFFFF



#EDEEEE



#FCF9F6

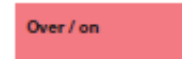


Buttons

#EB212E



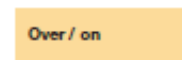
#F37A82



#FCBF60



#FDD9A0



Links on white background

#283589



#A9AED0



Links on black background

#FCBF60



#FDD9A0

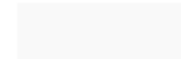


Highlight boxes

#333333



#EDEEEE



#FCF9F6



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Typography online

Lead with Alte Haas Grotesk Bold, embed using Google fonts or another preferred method. Helvetica Neue is the web-safe secondary font of choice.

Alte Haas Grotesk Bold is always used for the main, large header. After this main header all other must be in Helvetica Neue.

We only use 2 cuts of the standard web Helvetica Neue, regular and bold.

When Helvetica Neue is not available Arial should be used as a system font.

Heading font 1

Alte Haas Grotesk Bold 36px

Heading font 2

Helvetica Neue Bold 28px

Subheading

Helvetica Neue Bold 20px

Lead paragraph

Helvetica Neue 16px copy paragraph Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc semper dignissim sagittis. Donec scelerisque maximus augue, a pulvinar tellus pharetra id. Cras vitae sagittis feli.

Body copy

Helvetica Neue 14px copy paragraph Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc semper dignissim sagittis. Donec scelerisque maximus augue, a pulvinar tellus pharetra id. Cras vitae sagittis feli.

Hyperlink

> Helvetica Neue bold 14px

Buttons

Helvetica Neue Bold 14px

Helvetica Neue Bold 14px

System font

Arial

Guidance notes

- The outline version of Alte Haas Grotesk Bold should only be used within an image. Don't use as live text for standard headlines.
- Handwriting is not to be used on the website and can only be used when speaking in the 1st person on social media posts.
- Use authentic scanned-in handwriting as opposed to script fonts.

	Our brand	How we look	How we speak	Digital guidelines	Shelter Scotland	Checklist	
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Web icons

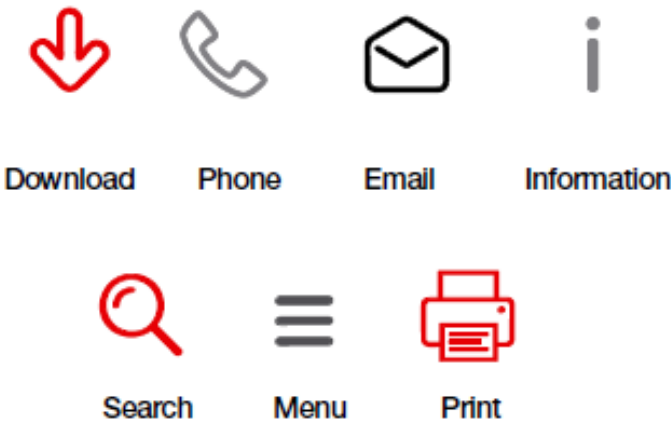
We have a restricted palette of functional icons for web usage, which adopt our outline style.

Usage

These icons act as prompts to aid the user experience. Any web icons outside of this palette are not permitted to be used on Shelter websites.

Consistency

Icons must be used consistently e.g. magnifying glass is only used for search, download icon is only used for a downloadable document, info icon is only used for an information box (static or hover).



Guidance notes

Icons should never be smaller than 40px high

This is just a small selection from the Shelter Style book, but is the kind of thing you should be considering for your brand.

The full document is on Moodle.

REMEMBER

Other Brands are available
(on Moodle and elsewhere)



http://image.guardian.co.uk/sys-files/Guardian/documents/2009/02/17/CAguidelines_FINAL.pdf

Scope

About disability