



power to  
**change**

business in  
community  
hands

# Power to Change

## Visual identity toolkit

Version 2.0



# Introduction

This toolkit gives clear instructions about how to use the Power to Change identity and logo. There is also guidance on our core colours, typeface and the use of our logo with the Big Lottery Fund beneficiary logo.

This document is for use by Power to Change, designers commissioned by us and for other organisations working with us. There are separate guidelines for our grant beneficiaries. These can be found at [powertochange.org.uk/support-and-resources/support-for-grantees](http://powertochange.org.uk/support-and-resources/support-for-grantees). If in doubt about which guidelines you should be using, please get in contact with us (see page 12).

These guidelines will be updated as new content becomes available. Please refer to [powertochange.org.uk/support-and-resources/support-for-grantees](http://powertochange.org.uk/support-and-resources/support-for-grantees) to ensure you are using the most up to date version.

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# Our logo

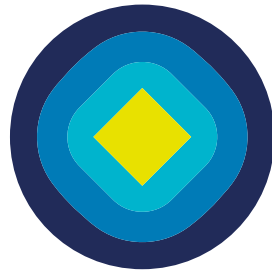
Our logo is to be used on all Power to Change communications.

Our primary logo consists of three distinct elements – the symbol, the logotype and the strapline.

These elements are supplied together to form a single unit.

Our logo works best when placed on a white background. It may, however, be positioned on a plain, light background but careful attention should always be given to ensure that it is clearly identifiable and legible.

## Primary logo (with strapline)



The symbol

power to  
**change**



The logotype

business in  
community  
hands



The strapline

## Logo variants – primary and secondary

Our logo exists in two variants.

The primary logo is to be used in almost all circumstances.

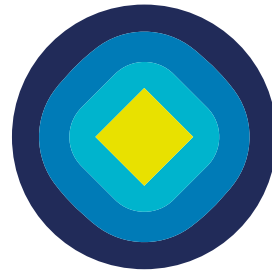
The inclusion of our strapline helps position our organisation and define our central message at all times.

Occasionally, we may need to use the secondary version of our logo (that does not incorporate the strapline). This is generally used where size and available space are a major constraint – such as when our logo is featured in a line-up of logos. It is also used in some specific online applications. If in doubt, please get in contact (see page 12).

A full suite of logo files are provided. Our logo must never be redrawn or modified.

See the 'logo finder' on page 6 for a list of all available logo variants.

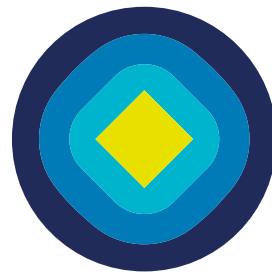
### Primary logo (with strapline)



power to  
**change**

business in  
community  
hands

### Secondary logo (without strapline)



power to  
**change**

# Minimum sizes and clear space

## Minimum size

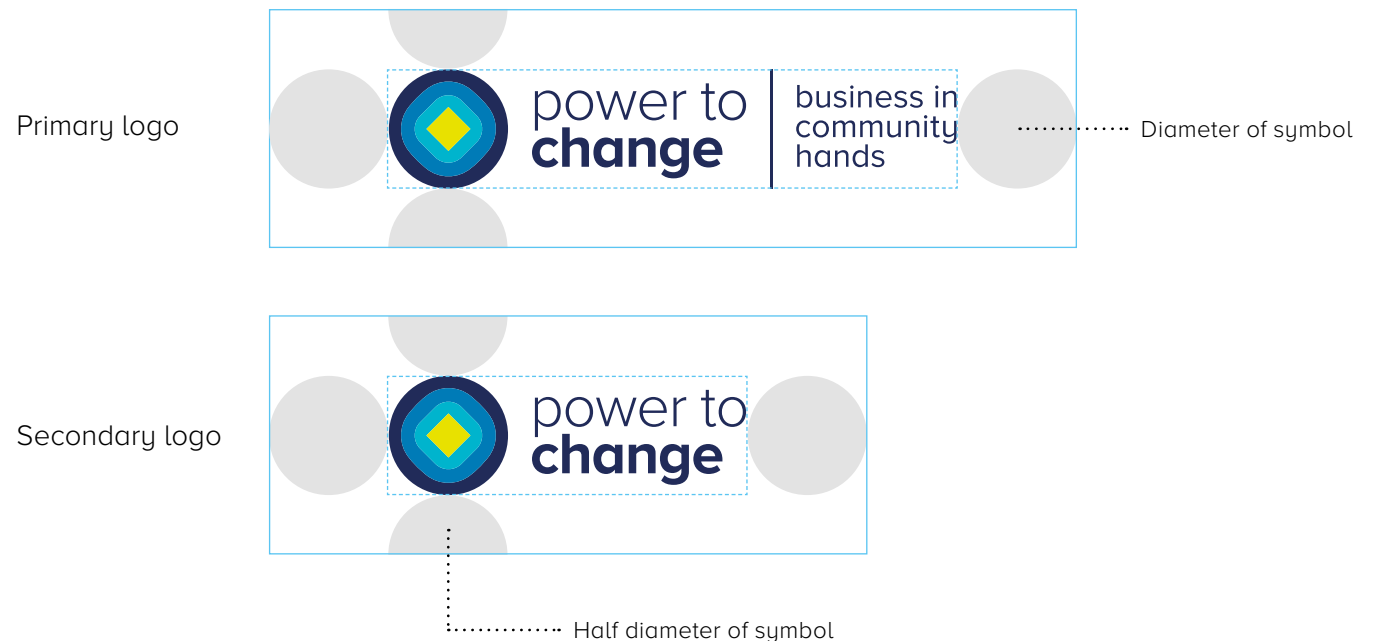
To make sure that the logo is always legible and recognisable, it should never be reproduced smaller than the minimum sizes provided.



## Clear space

The minimum clear space around the logo is equivalent to the diameter of the symbol on the left and right, and half a diameter on the top and bottom of the logo.

This exclusion zone is the minimum area around the logo that must remain clear of type or any other graphic elements.











# Logo finder

## Logo naming and file type

All versions of the Power to Change logo are listed here. The appropriate format should be used when producing your materials.

You can download these from [thepowertochange.org.uk/media](http://thepowertochange.org.uk/media).

Colour logos	File name	Available formats
	PTC_primary_CMYK PTC_primary_RGB	EPS JPEG, PNG
	PTC_secondary_CMYK PTC_secondary_RGB	EPS JPEG, PNG
<b>Mono logo:</b> for use when print is restricted to a single colour.		
	PTC_primary_grey	EPS, JPEG, PNG
	PTC_secondary_grey	EPS, JPEG, PNG
	PTC_primary_blk	EPS, JPEG, PNG
	PTC_secondary_blk	EPS, JPEG, PNG
	PTC_primary_wht	EPS, PNG
	PTC_secondary_wht	EPS, PNG

# Big Lottery Fund beneficiary logo

In January 2015, Power to Change received a £150m endowment from the Big Lottery Fund. We acknowledge the endowment by showing the Big Lottery Fund beneficiary logo on all our promotional materials (see page 8).

There is a fixed size proportion between the two logos, where the height of the beneficiary logo should match the height of our logo symbol. When printing in full colour, we only use the 'blue' version of the beneficiary logo. If you are printing in a single colour only, you can use the mono versions of the logo, either 'black' or 'white'. The Big Lottery Fund beneficiary logo is available to download it from

## Beneficiary logo



Beneficiary logo 'blue'



Beneficiary logo – black



Beneficiary logo – white

## Power to Change and beneficiary logo – relative sizes



Power to Change primary logo

business in  
community  
hands



Beneficiary logo

# Logo positioning

The Power to Change logo should be positioned in the top left hand corner whenever possible.

The Big Lottery Fund beneficiary logo should be positioned away from the Power to Change logo, at the bottom of a page or screen, in the opposite corner or in the top corner, as shown here. The context will make it clear which is the best option.

The logos should always retain their relative size to each other – no matter where they are on the page.

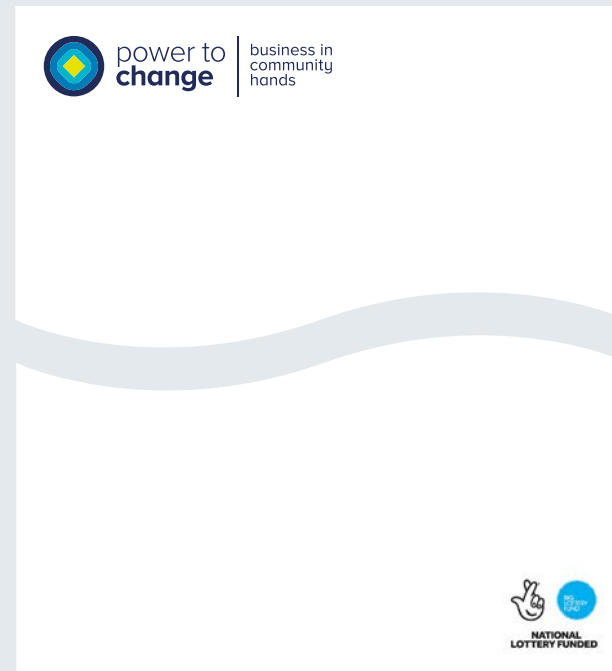
The Big Lottery Fund beneficiary logo only needs to appear with the Power to Change logo on their first appearance in a document e.g. the front cover of a research report or the title page of a presentation.

Full colour logos should always be used on a white background wherever possible. If a dark background is essential, the reversed out white logos should be used.

Do not place the logos on an image or patterned background.

## Power to Change and Big Lottery Fund beneficiary logo – positioning

### Position 1



### Position 2





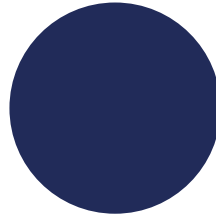
# Colour

The use of colour is a key element for any brand. It can help create interest, affect the tone of a communication piece and help give instant recognition to our materials.

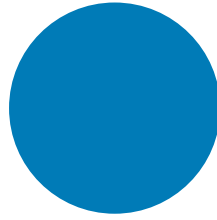
Our visual identity has six core colours: dark blue, blue, aqua, yellow, black and white.

The use of black and white is equally important in terms of our colour palette, especially when we need to present clear and accessible information.

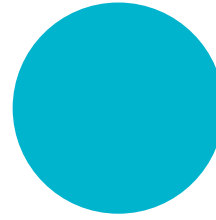
## Core colours



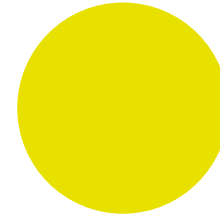
**PTC dark blue**  
C100 M90 Y30 K30  
R30 G45 B90  
#1E2D5A



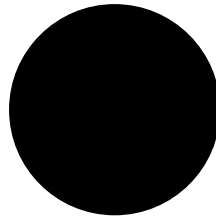
**PTC blue**  
C100 M35 Y10 K0  
R3 G120 B181  
#0378b5



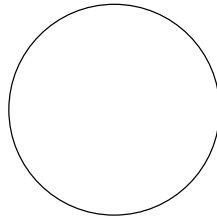
**PTC aqua**  
C75 M0 Y20 K0  
R97 G176 B203  
#61bacb



**PTC yellow**  
C15 M0 Y100 K0  
R230 G225 B0  
#e6e100



**Black**  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



**White**  
C0 M0 Y0 K0  
R255 G255 B255  
#ffffff

# Typography

Our primary typeface is Proxima Nova A.

We recommend the use of three weights: Light, Regular and Bold although many other weights are available for use.

Our secondary font is Arial. It may be used in situations where our primary typeface is not available.

## Primary typeface

# Proxima Nova A

Proxima Nova A Light

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Proxima Nova A Regular

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Proxima Nova A Bold

AaBbCc

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Secondary typeface

Arial, Light, Regular and Bold

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Application example – A4 brochure

The illustrated example below shows the identity in use.

Recommended minimum size for body copy is 10pt with 12pt linespacing.

Power to Change logo top left

Body copy  
Proxima Nova A light  
Black

Headline

Proxima Nova A Bold  
PTC dark blue

'Real life' image

power to change | business in community hands

## Better places through community business

Our strategy 2016–18

NATIONAL LOTTERY FUNDED

Beneficiary logo bottom right

02 Power to Change Strategy 2016–18

## Why community business?

The 'ripple effect' of community business

Community businesses can succeed where others fail	This builds financial resilience for the business	Which creates longevity of impact in local communities	Which in turn leads to the development of 'better places'
<ul style="list-style-type: none"> <li>It has a trading model rather than relying on external funding.</li> <li>It responds to local needs and evolves as needs change.</li> <li>It engages with, and is accountable to, local people as shareholders, members, employees, volunteers and customers.</li> </ul>	<ul style="list-style-type: none"> <li>It remains relevant to what local people want and need.</li> <li>It diversifies income streams in response to local need rather than relying on one core product or service.</li> <li>It gains trust from local people creating a stronger customer base and unlocking financial and in-kind support to weather challenging times.</li> </ul>	<ul style="list-style-type: none"> <li>Long-term benefits for specific groups depending on the activities of the business e.g. reduced isolation for older people or improved employability for young people.</li> <li>Community-wide benefits: improved community cohesion, greater community pride and empowerment and local reinvestment.</li> </ul>	<ul style="list-style-type: none"> <li>Over time community business creates not just direct impact, but a broader, positive dynamic of possibility and action in places that makes them economically, socially and environmentally stronger.</li> </ul>

Community businesses have four core features:

1. Rooted in, and respond to, the needs of a specific local place
2. Have a business model built around trading
3. Engage with, and are accountable to, local people
4. Benefit their local community, not just specific interest groups or individuals

Why now?  
The community business model is not new. Local people have long been rallying together to take control of facilities and services in their area and there are now more than 5,000 community businesses in England. But the time is ripe for more people to get involved in community business to address issues and needs in their local area. Reductions in public spending mean that local infrastructure such as leisure facilities, community centres and libraries are under threat. But the transfer of powers to local communities through the Localism Act (2011) and devolution are opportunities for local people to take control of these assets and services, and run them for the benefit of the community.

In the wake of the financial crisis, the private sector is focusing on ways to improve their Corporate Social Responsibility (CSR), creating new opportunities for companies to support the growth and development of community businesses. The growth of the social investment market is also providing a new source of capital for more mature community businesses. Alongside this, there is growing evidence of more people wanting to get involved and invest in their communities and in collaborative action. Our strategy and priorities have been shaped by these and other external drivers.

Power to Change Strategy 2016–18 03

## Our ambition

How our objectives support our vision

Power to Change has been established as a ten year initiative, with an aim to significantly accelerate the growth and impact of community business. Success at the end of our ten years would mean that community business is a better recognised and more highly valued approach to addressing local economic, social and environmental challenges, prompting others to build on the work we have started.

In support of our vision to create better places through community business, we have identified three long-term objectives:

- Growing the sector**  
To grow the community business sector such that there are a greater number of sustainable community businesses delivering significant social, economic and environmental impact at the end of ten years.
- Transforming places**  
To demonstrate that community businesses can transform places through positive economic, social and environmental impact.
- Making the case**  
To inform and influence government, business, consumers and other funders that community business can be a powerful force for change, such that they increase their investment in, and commitment to, the community business sector.

The time is ripe for more people to get involved in community business to address issues and needs in their local area.

# Contact

Should you have any queries about these guidelines please contact:

**Mark Gordon**

markg@powertochange.org.uk

T. 020 3857 7290

**Charlotte Cassedanne**

charlottec@powertochange.org.uk

T. 020 3857 7288