



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 National Lottery Community Fund 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 grantees. These can be found at powertochange.org.uk/get-support/resources/logos-and-guidelines. If in doubt about which guidelines you should be using, please get in contact with us.

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Should you have any queries about these guidelines please contact: comms@powertochange.org.uk

Our logo

Variants, size and clear space

Logo 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.

Our secondary logo without the strapline may be used where size and space are a major constraint.

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.

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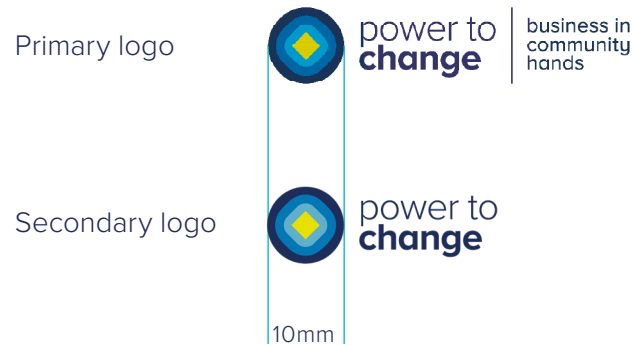
Primary logo (with strapline)



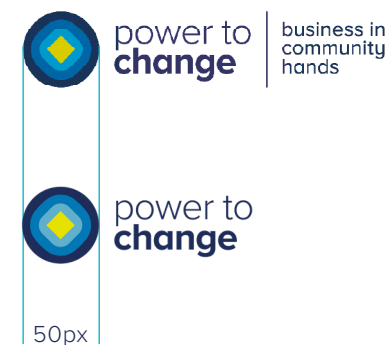
Secondary logo (without strapline)



Print



On screen



Primary logo



The National Lottery Community Fund logo

How to use both logos

TNLCF logo

In January 2015, Power to Change received a £150m endowment from The National Lottery Community Fund (TNLCF). We acknowledge this endowment by showing their logo on all our promotional materials.

There is a fixed size proportion between the two logos. The height of TNLCF logo should match the height of the PTC blue shape in our logo symbol, with a minimum size of 14mm.

The National Lottery Community Fund logo is available to download from [their website](#).

File Types

Both ours and TNLCF logo come in a variety of formats. JPEG are small file size mainly for digital use. PNG are larger and good for print. For large scale printing EPS is advised. Please contact us if you wish to use EPS or a mono version of our logo.

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Power to Change and The National Lottery Community Fund logo – relative sizes



Colour logos



File name

PTC_primary_CMYK
PTC_primary_RGB

Available formats

EPS
JPEG, PNG

Mono logo: for use when print is restricted to a single colour



PTC_primary_grey

EPS, JPEG, PNG



PTC_primary_blk

EPS, JPEG, PNG

Logo positioning

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

The National Lottery Community Fund 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 National Lottery Community Fund 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 The National Lottery Community Fund logo – positioning

Position 1



Position 2



Should you have any queries about these guidelines please contact:

comms@powertochange.org.uk

Brand identity

Colour and typography

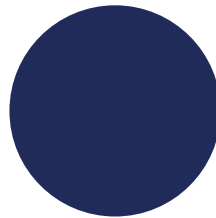
Colour

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.

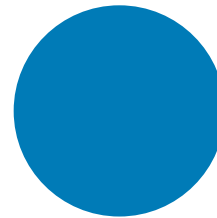
Our visual identity has six core colours: dark blue, blue, aqua, yellow, black and white.

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.

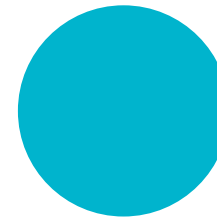
Core colours



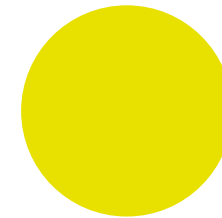
PTC dark blue
C100 M90 Y30 K30
R30 G45 B90
#1E2D5A



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

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.

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Proxima Nova A

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Application example

A4 brochure

The illustrated example below shows the identity in use.

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

Report Example

Power to Change logo top left

TNLCF logo top right



Headline

Proxima Nova A Bold
PTC dark blue

'Real life' image



Social media post example



The National Lottery Community Fund logo with Power to Change logo

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