power to
change

**BRAND
GUIDELINES**
2021

CONTENTS

Here you'll find the tools and inspiration you need to create distinctive, powerful communications.

We've outlined the key visual brand elements to help build a coherent brand across all communications.

From the basic elements to ideas that will help inspire your creativity.

OUR LOGO

SOCIAL MEDIA AVATAR

GREYSCALE

The logo is the core element of our identity and sits at the heart of our organisation.

FILE FORMATS
Logo artwork files are supplied in CMYK and RGB in the following formats.

EPS: Use for all professional design software like InDesign, Illustrator and Photoshop. These are vector files which can be scaled to any size without loss of quality.

PNG: Use for all Microsoft software, such as Word and PowerPoint. Use for websites and emails. Unlike JPEGs, PNGs allow for a transparent background.

JPEG: Use for systems that do not support PNGs. Do not scale above 100%.

ACCESSIBILITY
Our logo must always have good contrast with the background to ensure maximum impact and accessibility.

OUR LOGO
SIZING AND CLEAR SPACE

CLEAR SPACE

MINIMUM SIZE

PRINT 30mm
SCREEN 85px
Measured across the full width of our logo

It's important that our logo is accessible across all our branded materials.

CLEAR SPACE

This is an area around the logo that should be kept free from any other logos, text or graphics. We recommend that this clear space is half the width of circle within our logo.

SUGGESTED SIZES

You can find recommended logo sizes for reproduction on standard paper formats below. These are referenced to the full width of the logo. This is just a guide – reduce or enlarge proportionately for different sizes.
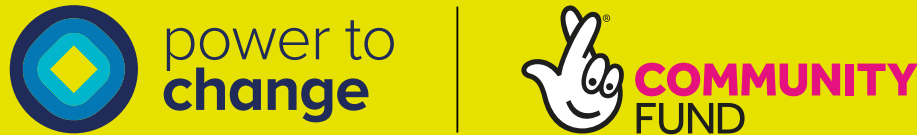
A3 – 90mm
A4 – 65mm
A5 – 45mm

OUR LOGO IN PARTNERSHIP WITH
THE NATIONAL LOTTERY COMMUNITY FUND LOGO

POSITIONING

LOCK UP

There is a fixed size proportion between the two logos. The height of TNLCF logo should always match the height of our logo circle, as shown.

MINIMUM SIZE

PRINT 120mm wide

SCREEN 350px wide

Thanks to National Lottery players, The National Lottery Community Fund has awarded £20 million to Power to Change to support community businesses in response to the Covid-19 crisis.

We acknowledge this endowment by showing their logo on all our materials.

Any on or offline content, marketing or publicity materials should be co-branded using credits for The National Lottery Community Fund and Power to Change.
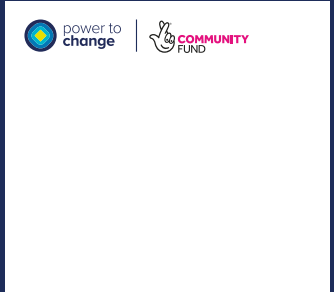
The co-branding lock up should be prominent on all materials so it is easily recognisable and has sufficient stand out.

The National Lottery Community Fund logo can also appear in the same visual space, as shown above.

OUR COLOURS

Colour reproduction
Accurate colour reproduction is vital. Always match the Pantone® or CMYK references indicated. RGB references should be used for on-screen applications.

Pantone/CMYK All printed materials.
RGB/HTML/HEX On-screen and online usage.

Dark Blue #1e2d5a

RGB 30 45 90
HEX/HTML 1e2d5a
CMYK 100 90 30 30

Blue #0378b5

RGB 3 120 181
HEX/HTML 0378b5
CMYK 100 35 10 0

Teal #61bacb

RGB 97 176 203
HEX/HTML 61bacb
CMYK 75 0 20 0

Yellow #e6e100

RGB 230 225 0
HEX/HTML e6e100
CMYK 15 0 100 0

Bright Blue #4b40fb

RGB 72 92 199
HEX 4b40fb
CMYK 83 66 0 0

Orange #ff3600

RGB 252 76 2
HEX/HTML ff3600
CMYK 0 77 100 0

Green #01d6a5

RGB 0 199 177
HEX/HTML 01d6a5
CMYK 81 0 38 0

Grey #e6e6e6

RGB 229 225 230
HEX/HTML e6e6e6
CMYK 5 6 0 0

Our colours have been carefully chosen to reflect our personality: bold, positive and pioneering.

The colours are designed to work together. You can use all of the colours at once or just select individual combinations. Colour choices should reflect the tone of your content. They should always harmonise and balance with your messages and images.

Only use colours from our palette. Individual colours can work as a solid background or an accent colour to help highlight key information.

White space is really important in the design of our materials as it allows our colours, messages and images to stand out. Using minimal amounts of colour creates a more serious tone.

ACCESSIBILITY
To ensure good legibility there should be sufficient contrast between the text and background colour.

USING OUR COLOURS WITH TYPE

White
Green
Yellow
Orange

White

Black
Dark blue

Black
Dark blue
Blue
Bright blue

Black
Dark blue
Blue
Bright blue
Green
Orange

White
Green
Yellow

White
Black
Dark blue

White
Black
Dark blue

Black
Dark blue
Blue
Bright blue
Orange

Our colour palette has been chosen for its distinctive personality and flexibility. Within the palette there are some good options for use with copy.

Some suggested colour choices for copy are shown on this page. These are a guide only and are dependent on font weight, amount of copy and the environment in which it appears.

The most accessible colour combinations for large paragraphs of copy are black or dark blue on a white, grey or yellow background.
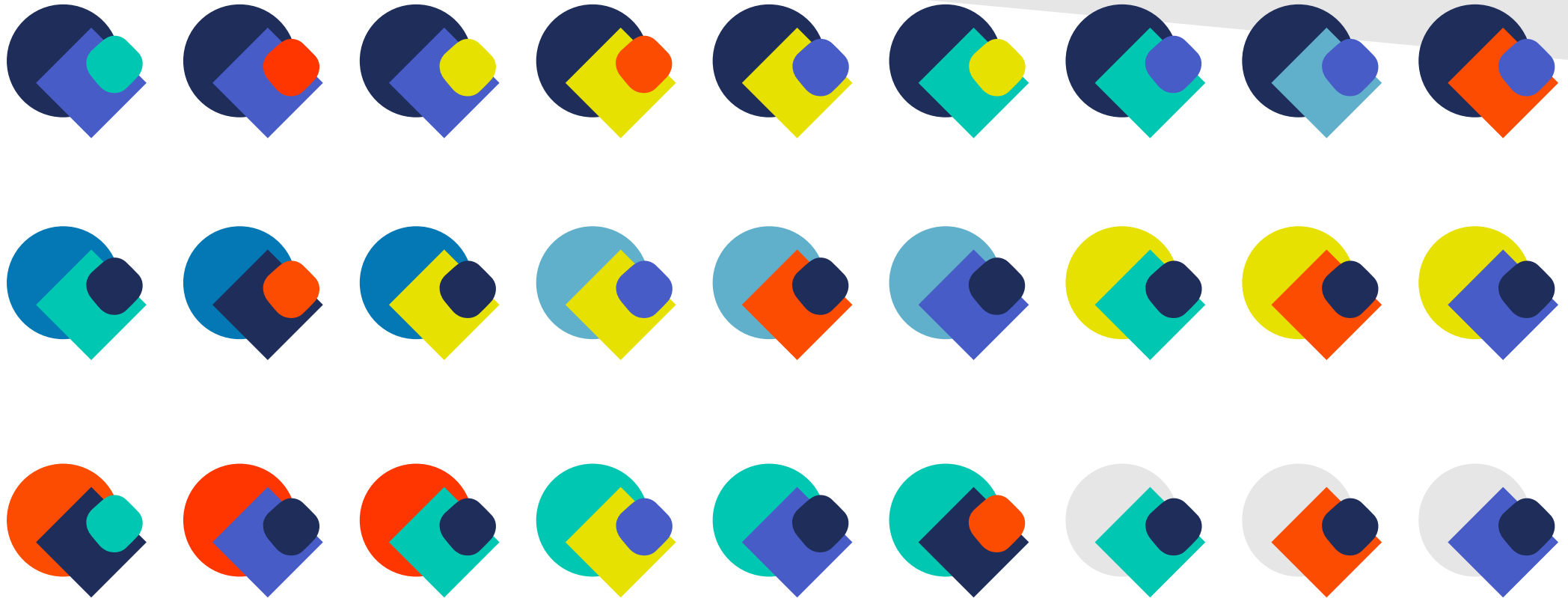
Greater colour flexibility is possible for small amounts of copy, headlines and larger type (18pt and above).

Please note accessibility isn't just about colour choices or type size. Design matters.

COLOUR COMBINATIONS

Considered use of our colour palette ensures the materials we produce have the right tone for our various audiences.

Our colours are designed to work together so multiple combinations are possible. A few suggestions are shown above.

Each colour can work as a solid background or as an accent colour to help highlight key information. Try selecting one colour to be dominant in your design, then use one or two additional colours that complement or contrast.

The colours you use will depend on your application. Minimal use of colour is more appropriate for materials requiring a serious tone.

Your chosen colour scheme should complement any imagery on the page and the content you are conveying. Please only use colours from our palette and use them wisely.

You can create powerful communications with just one or two colours. Remember, white is also part of our palette.

TYPEFACE

Supporting typeface

GT Super

Use minimally to add personality and visual impact to key facts, words and statistics.

Core typeface

Gotham
Light
Book
Medium
Bold
Black

System typeface

Verdana
Regular
Bold

Our bold typographic style allows us to communicate clearly and confidently across all materials. It conveys our personality even when no other elements are present.

GOTHAM
Gotham is our primary typeface. It has been chosen for its clarity and accessibility as well as it's strong and confident personality. Available in a variety of weights, its versatility makes it perfect for all communications.

Use Gotham for all professionally designed materials. **typography.com**

GT SUPER
This is our supporting typeface for short hero statements, quotes and statistics. We use the Super weight. It is not designed for large sections of copy. **grillitype.com**

VERDANA
Verdana is our system typeface. Use Verdana for all our internally produced materials. These include PowerPoint presentations, Word templates and email signatures.
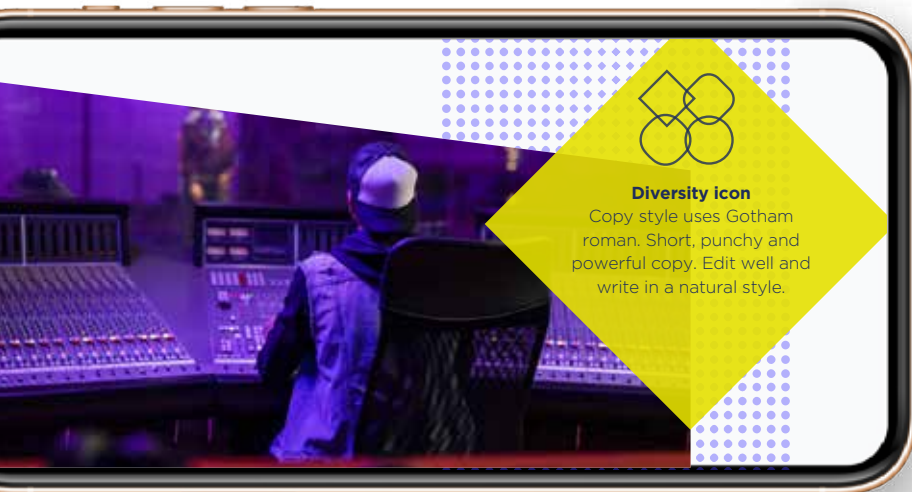
PHOTOGRAPHY

Our photography has to tell many powerful stories. It's grounded in real life situations and moments. Distinctive and visually compelling imagery helps us connect with the viewer and sets us apart.

Our images are inclusive, aspirational and authentic. They should feel observational and spontaneous rather than staged. We want to visually represent everyone we engage with, their diverse personalities, passionate commitment and impact.

Our natural reportage style of image works well for most communications. You should always feel like you are part of that moment. Use them to showcase the impact of our work.

If you are planning to use a particular image ensure you have permission from the copyright holder.

OUR ICON STYLE

Diversity icon
Copy style uses Gotham roman. Short, punchy and powerful copy. Edit well and write in a natural style.

We have a distinctive and versatile icon style that visually connects with our brand.

Icons can be used to highlight and signpost information both online and offline. Use them to add interest, aid navigation and help people understand our messages.

Icons can appear in any of the colours from our palette. They should be as simple as possible, using universal metaphors so people can easily understand their function and meaning. Avoid designing complex or detailed icons as they won't render well at small sizes.

When creating new icons follow our linear style. This will help build an extended coherent set to support messages across all channels.

ARTWORK
Our icon examples are available in EPS vector format.

OUR VISUAL SYSTEM

Our brand is flexible and coherent to work for all our audiences both now and in the future. Our visual brand is versatile enough to support you whatever medium you choose. It helps us communicate powerfully across all platforms – from digital to 3D.

Use our core guidelines to flex the different elements that most effectively deliver our message.

WE EXIST TO HELP COMMUNITIES
revive local assets, protect the services people rely on, and address local needs through community business

WE ARE THE TRUST
THAT BACKS COMMUNITY BUSINESSES IN ENGLAND

WE ARE THE TRUST
THAT BACKS COMMUNITY BUSINESSES IN ENGLAND

WE ARE THE TRUST
THAT BACKS COMMUNITY BUSINESSES IN ENGLAND

WE ARE THE TRUST
THAT BACKS COMMUNITY BUSINESSES IN ENGLAND
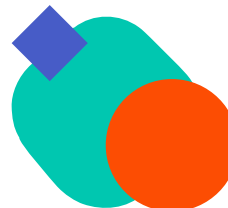
power to change

COMMUNITY FUND
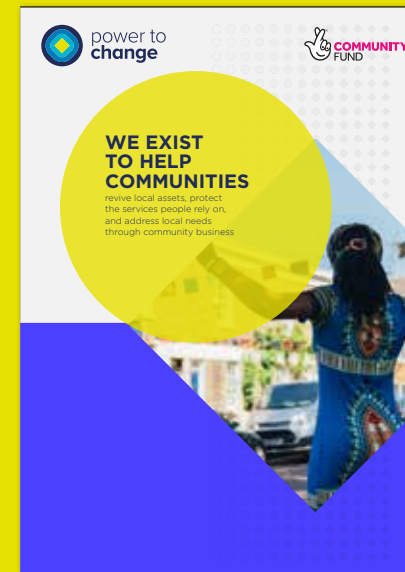
OUR SYSTEM
SHAPES
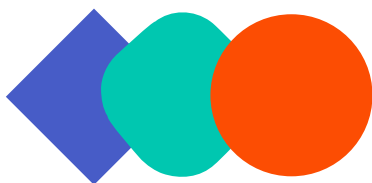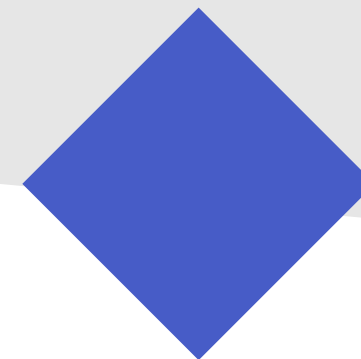
USE TWO OR THREE SHAPES TOGETHER

APPLY A TRANSLUCENT EFFECT (ADOBE MULTIPLY) OR VARY THE OPACITY (85-90%)

VARY THE SIZE RATIO TO CREATE DRAMA AND PERSPECTIVE

CONNECT WITH IMAGES, HIGHLIGHT OUR MESSAGES TO CREATE IMPACT AND ENHANCE ACCESSIBILITY

connect
believe
change

Our visual system is derived from the three transformative shapes within our logo. They are a versatile and distinctive brand asset. They can integrate, frame, create focus and enhance our content. Use them to communicate powerfully across all platforms.

USAGE
Use our shapes with purpose, such as directing the viewer's eye, highlighting copy or connecting with an image. Building a sense of transformation and support.

FILE FORMATS
They are available in vector EPS/AI format, allowing you to change the colour and scale to any dimensions.

COLOUR
Our shapes can be used in any colours from our palette. Always ensure there is a high contrast with the background to ensure maximum impact, especially when using them over an image.

OUR SYSTEM
PATTERNS

CONNECTORS AND UNDERLINES

WITHIN OUR SHAPES

connect
believe
change
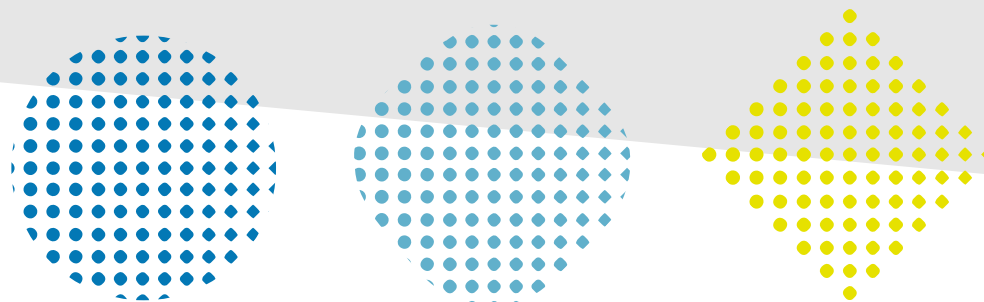
**HIGHLIGHTING
COPY AND IMAGES**

DATA VISUALISATION

**BACKGROUND
TEXTURES**

Our repeat pattern has been created from our brand shapes. Use our pattern minimally to animate, highlight, create subtle interactions and transitions. It should never overpower or feel intrusive.

USAGE
Use our pattern to add a subtle horizontal or vertical background texture to the screen, page or environment. This works best in a tint or lighter shade.

Place the pattern within our core shapes. These can interact with images or create a subtle overlay effect. Or create simple icons, infographics or charts from our pattern.

FILE FORMATS
Our pattern is available in vector EPS/AI format, allowing you to change the colour and scale to any dimensions.

COLOUR
Our pattern can be used in any colours from our palette. Always ensure there is a high contrast with the background to ensure maximum impact, especially when using them over an image.
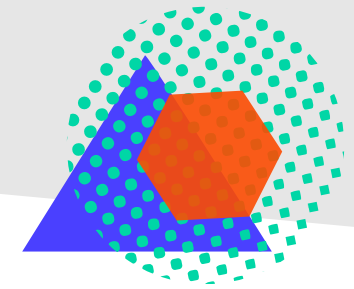
OUR SYSTEM
BEST PRACTICE

DON'T OVERPOWER
Two or three shapes are
visually effective

DON'T USE OTHER COLOURS
Only use the colours in our palette

DON'T CREATE NEW SHAPES
Our three shapes can coherently
flex for all communications

KEEP THINGS ACCESSIBLE
Ensure there is good contrast with the
background or use one of our shapes
to hold copy

DON'T OBSCURE
Don't cover up faces or key focal
points within images

COMMUNICATE DON'T DECORATE
Use our shapes with purpose to
highlight, navigate and direct the
viewer to our content

Coherence, clarity and accessibility are
vital for a strong and distinctive brand.
It's important our messages are always
bold and accessible.

Here are some examples of things to avoid.

APPLICATIONS
EXAMPLES

From web to promotional videos, social campaigns to reports. Our brand elements can animate, frame, direct and enhance our content. Here's a few ideas to help inspire your designs.

OPENING FRAME

USE OUR CORE SHAPES TO HOLD HEADLINES

CAPTIONING STYLE
Secondary optional level

CAPTIONING

END FRAME

We have created a coherent and distinctive style for videos. Ensure the brand is used consistently for captions, opening and end frames.

OPENING AND END FRAMES
Ensure our logo is always clearly visible on our opening and end frames. Always ensure there is a call to action on the end frame with our web address.

ANIMATION
Animation can help bring our brand to life. Our logo, shapes and patterns have a sense of energy which naturally lends itself to animation. The elements within our visual system can also grow, pulse, connect, transform and guide the viewer.
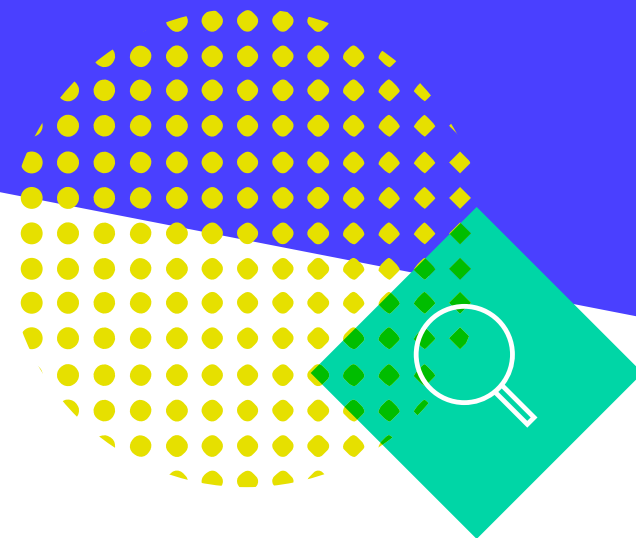
CAPTIONS
Our captioning style is shown above. Captions emerge from the left hand edge of the screen and extend to the right to accommodate longer captioning.

Choose colours from our palette that complement the background footage and ensures all copy is accessible.

NEED HELP WITH OUR BRAND?

Contact the brand and communications team for advice and guidance.
comms@powertochange.org.uk

power to
change