

# Brand guidelines

**Version 2.0**



# Welcome

Choice Support is an innovative social care charity helping people to lead the lives they want, with the support that's right for them.

Our brand reflects our energy and commitment to the people we work for, and those who work with us.

These guidelines are here to help you understand and use our brand. They'll outline the main elements of our visual identity and show you how to create compelling communications for all our audiences.

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# Our brand

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# 1. Our brand

Our visual identity is made up of all the elements opposite.

Our logo is supported by our colour palette, typography, photography and graphic assets.

When creating our communication materials, these elements are brought together in a managed and consistent way, to raise awareness of our charity and help build our brand.

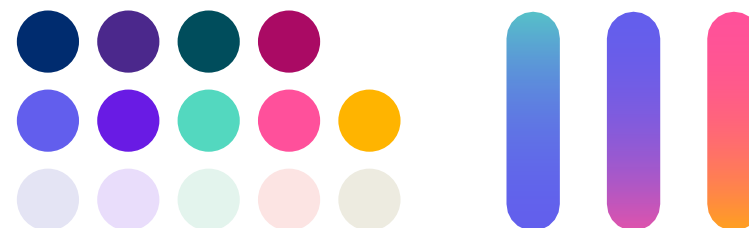
Our identity is bright, energetic and approachable. However, clarity and accessibility must be at the heart of everything we produce.

## Brand overview

### Logo



### Colour palette



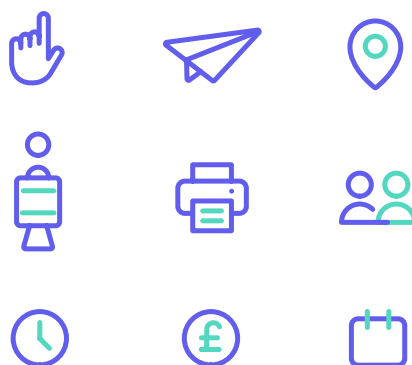
### Typeface

Gilroy Regular  
Gilroy Medium  
**Gilroy Bold**

### Graphic assets



### Icons



### Photography



## 1. Our brand

We want to be seen as a leading national provider of social care.

For this to happen, we need to build a brand that is easily recognised and clearly associated with our work – to support people to lead the lives they want, with the support that's right for them.

This starts with our vision, that describes the world we want to see.

## Our vision and purpose

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### Our vision

**A world where everyone matters and everyone cares.**

### Why?

We believe that people should be respected and valued for who they are, and be included in society.

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### Our purpose

**To create opportunities for people to be happy.**

## 1. Our brand

These four values are at the heart of the Choice Support brand.

They set the tone for how we behave and how we speak to all who come into contact with us.

## Our values

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### **We care**

We care about people and stand up for what is right.

### **We respect**

We are open and honest and value people for who they are.

### **We learn**

We listen, we work together and we continue to improve.

### **We lead**

We are experts at what we do and make good ideas happen.

## 1. Our brand

It is vital that we first consider our audience before starting any brand communications.

We have two main audiences to consider:

**Potential users of our services** – who we want to inspire to choose us as the best provider for their needs.

When communicating with this audience, we will show how we focus on the individual.

**Potential employees** – whether experienced people moving from other charities or newcomers with no experience of working in the social care sector.

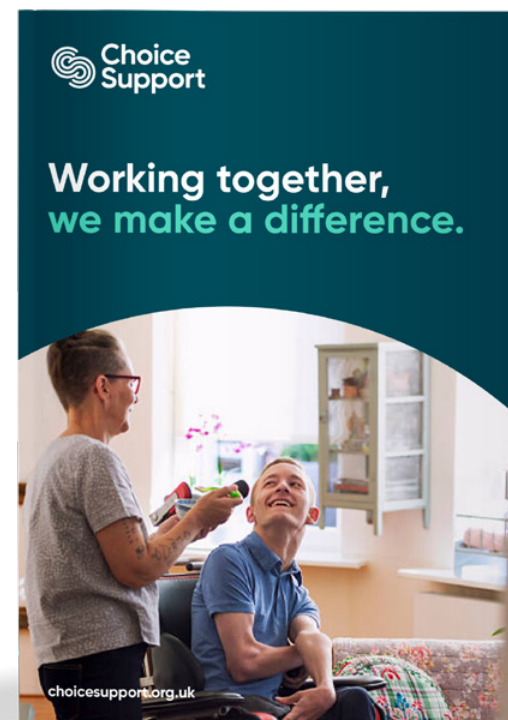
With this audience, we may make more of our professionalism, with high quality services and good career progression.

## Audiences

### Potential users of our services



### Potential employees





# Visual identity

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## 2. Visual identity

### The logo

This is the Choice Support logo. It is the embodiment of our brand and a key identifier in all our communications.

The logo consists of two elements – the radial swirl marque and the logotype.

**These elements are in a fixed arrangement and relationship and must not be altered in any way.**

When used correctly and supported by our other graphic elements, it is the most recognisable visual aspect of our brand.

The primary core logo should be considered as the first option in most circumstances. It should only be used on a white, or light, background to maximise standout. For exceptions, see logo variants on the following page.

**A full set of logo artwork files are available, so there will never be a need to create your own.**

#### Primary core logo



## 2. Visual identity

The Choice Support logo has five other variants that may be used when the 'primary core' logo is not appropriate.

### Primary mono (white)

This version should be used on all dark backgrounds.

### Primary mono (black)

This version should only be used when print limitations require a single colour logo.

### Secondary core logo

This version is for use only when vertical space is limited. Examples may include merchandise such as pens, as well as some digital applications.

### Secondary mono (black)

This version should only be used when print limitations require a single colour logo and vertical space is limited.

### Secondary mono (white)

This version should be used on all dark backgrounds when vertical space is limited.

## Logo variants

Primary mono logo (white)



Primary mono logo (black)



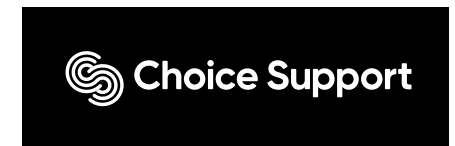
Secondary core logo



Secondary mono logo (black)



Secondary mono logo (white)



## 2. Visual identity

To ensure consistency across all our materials, the Choice Support logo should never be altered in any way.

Only ever use the approved logo artwork files and follow guidance on logo variants, exclusion zone, size and positioning at all times.

There will never be a need to alter or recreate any of the components in the logo.

Shown opposite are some examples of incorrect use of our logo – these rules apply to all versions of the logo.

### Logo – incorrect usage

#### Do not

Skew or distort the logo



Stretch the logo



Apply effects to the logo



Alter the marque



Alter the logotype



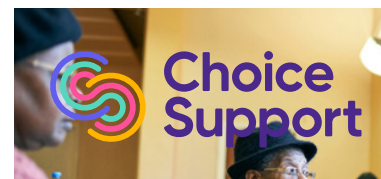
Alter the relationship between the marque and logotype



Allow anything to encroach on the logo exclusion zone



Use the logo on complex backgrounds



If you need to place the logo over images, ensure the background is clear enough that the logo can still be easily seen and stands out.

Place the logo in a container



## 2. Visual identity

### Exclusion zone

The exclusion zone is the area of space around the logo into which no other element can intrude.

The minimum clear space is equivalent to the height of the CAP 'C' running around the outer edges of the logo.

### Recommended sizes

The recommended size for the logo depends in some part on the material it is applied to or seen on.

The minimum size that the primary logo should appear in print is 25mm wide. This makes the organisation name equivalent to 12pt text.

On screen, the recommended minimum size for the primary logo is 100 pixels.

Using the logo any smaller than these sizes will compromise legibility and recognition.

## Logo exclusion zone and size guide

### Exclusion zone



### Minimum size – primary



Print – 25mm



Digital – 100px

### Recommended print sizes (portrait and landscape)

	Dimensions	Logo width
A6	105x148mm	47.5mm
A5	148x210mm	60mm
A4	210x297mm	65mm
A3	297x420mm	85mm

### Minimum size – secondary



Print – 38mm



Digital – 120px

### Recommended digital sizes

	Dimensions	Logo width
Desktop	1920px	300px
Tablet	768px	175px
Mobile	375px	175px

## 2. Visual identity

For print materials, the primary position of the Choice Support logo is top left.

The second preferred position for the logo is bottom right.

Our logo positioning is flexible, however, and may vary depending on the context in which it is used.

It is always important, however, that the logo is positioned prominently.

### Logo positioning

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#### Primary position



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#### Secondary position



## 2. Visual identity

Choice Support's legal details should appear on all letters, compliment slips, emails, faxes, order forms, invoices, brochures, newsletters and website.

They should appear in the following format:

Choice Support is a registered charity number 1156486 and a company limited by guarantee (registered in England and Wales number 8971493).

**This should be in a small type size, but no smaller than 6pt.**

The preferred position for printed materials is bottom left.

When creating documents with multiple pages, our legal details should appear on the back cover.

Our legal details must appear at the bottom of our footer on every page or our website.

The registered charity number must also appear on advertisements and fundraising information. It should appear like this:

Registered charity number: 1156486

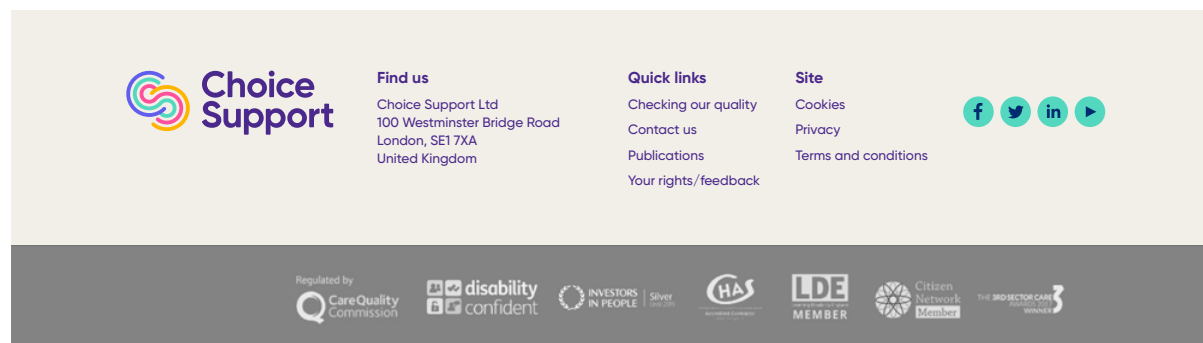
**This should be in a small type size, but no smaller than 6pt.**

## Legal details

### Position on printed materials



### Position on website



Choice Support Ltd © 2019 | Choice Support is a registered charity number 1156486 and a company limited by guarantee (registered in England and Wales number 8971493) | Privacy | Choice Support is a wholly owned subsidiary of the Partnership Support Group

Design: Red Stone

## 2. Visual identity

When Choice Support partners with other organisations, some basic principles must be applied.

### Size and exclusion zones

Partner logos should have a visual size no bigger than that of the Choice Support logo.

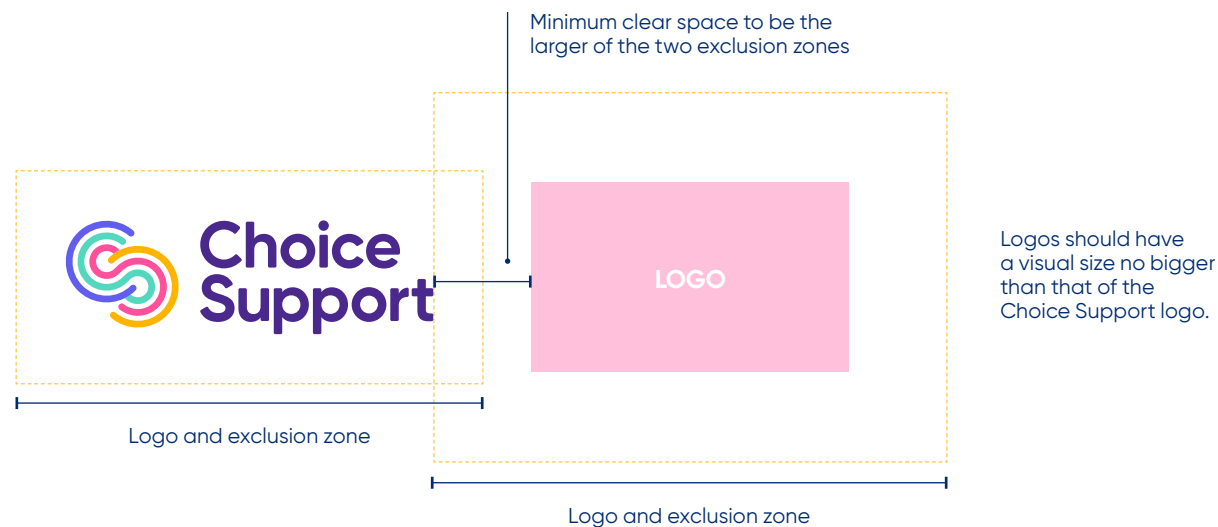
When positioning our logo with partner logos, the logo with the largest exclusion zone should be used as a guide for the minimum clear space between them.

### Alignment

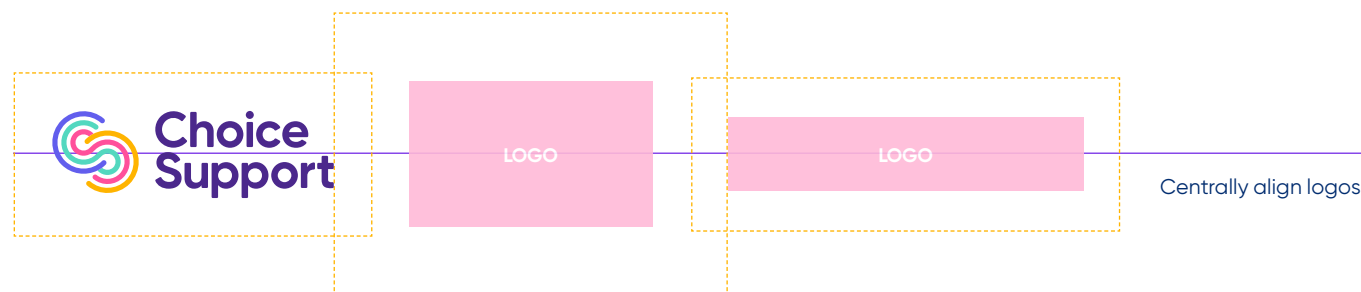
To ensure a balanced layout, all logos should be vertically aligned to the centres as shown.

## Co-branding and partnerships

### Size and exclusion zones



### Alignment





## 2. Visual identity

Our colour palette is an important part of our visual identity. It is vibrant, varied and approachable, reflecting our personality.

The careful use of colour, when creating materials, can affect the tone and impact of our communications.

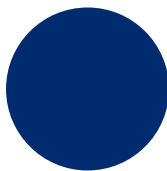
Colour specifications are given for:

- RGB and Hex references for screen and online
- CMYK for full colour print
- Pantone references for specialist printing.

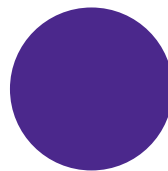
We are a 'digital first' organisation and seek to communicate our messages online as our first option. The colours from our palette use an RGB colour space to give maximum impact and presence.

### Colour palette – screen

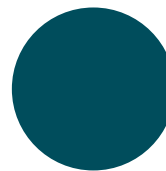
#### Dark



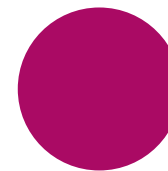
**Navy**  
RGB 0/44/111  
HEX #002c6f



**Indigo**  
RGB 75/40/140  
HEX #4b288c



**Forest**  
RGB 0/77/92  
HEX #004d5c



**Berry**  
RGB 170/10/100  
HEX #aa0a64

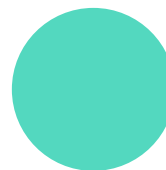
#### Vibrant



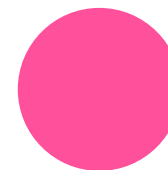
**Mauve**  
RGB 98/94/237  
HEX #625eed



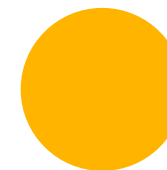
**Purple**  
RGB 105/27/228  
HEX #691be4



**Mint**  
RGB 83/216/191  
HEX #53d8bf



**Pink**  
RGB 255/80/155  
HEX #ff509b

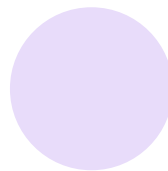


**Yellow**  
RGB 255/180/0  
HEX #ffb400

#### Soft



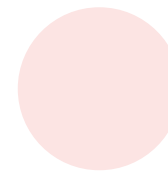
**Soft mauve**  
RGB 228/228/244  
HEX #e4e4f4



**Soft purple**  
RGB 232/220/250  
HEX #e8dcfa



**Soft mint**  
RGB 227/244/237  
HEX #e3f4ed



**Soft pink**  
RGB 252/228/227  
HEX #fce4e3



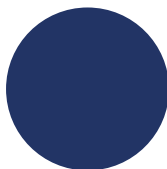
**Stone**  
RGB 237/235/224  
HEX #edebe0

## 2. Visual identity

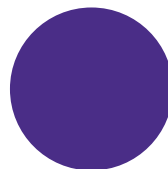
Printed colours will vary slightly from their on-screen equivalents and may also be affected by the material they are printed onto.

### Colour palette – print

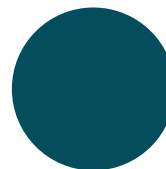
#### Dark



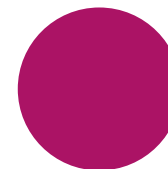
**Navy**  
CMYK 100/87/33/15  
Pantone 534C



**Indigo**  
CMYK 88/95/0/0  
Pantone 273C



**Forest**  
CMYK 92/51/44/38  
Pantone 548C



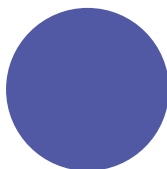
**Berry**  
CMYK 29/100/22/11  
Pantone 228C



**90% Black**  
CMYK 0/0/0/90

For body text  
in printed  
materials

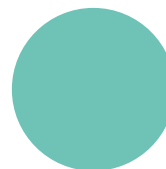
#### Vibrant



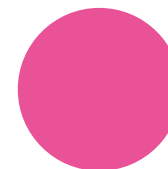
**Mauve**  
CMYK 78/68/0/0  
Pantone 2726C



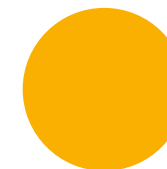
Digital only



**Mint**  
CMYK 58/0/35/0  
Pantone 7472C



**Pink**  
CMYK 0/80/0/0  
Pantone 231C

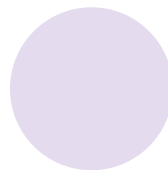


**Yellow**  
CMYK 0/35/100/0  
Pantone 130C

#### Soft



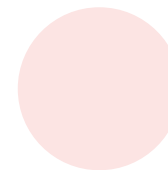
**Soft mauve**  
CMYK 12/10/0/0  
Pantone 7443C



**Soft purple**  
CMYK 11/16/0/0  
Pantone 263C



**Soft mint**  
CMYK 14/0/10/0  
Pantone 621C



**Soft pink**  
CMYK 0/15/8/0  
Pantone 705C



**Stone**  
CMYK 9/6/14/0  
Pantone 7527C

## 2. Visual identity

In addition to our colour palette, we have a set of gradients composed of vibrant colour combinations.

### Structure

The gradients are always made up of two vibrant colours. The combinations have been chosen for their harmonious transitions. The midpoint (where the gradient displays an even mix of the start and end colours) should always be set at 75%.

### Usage

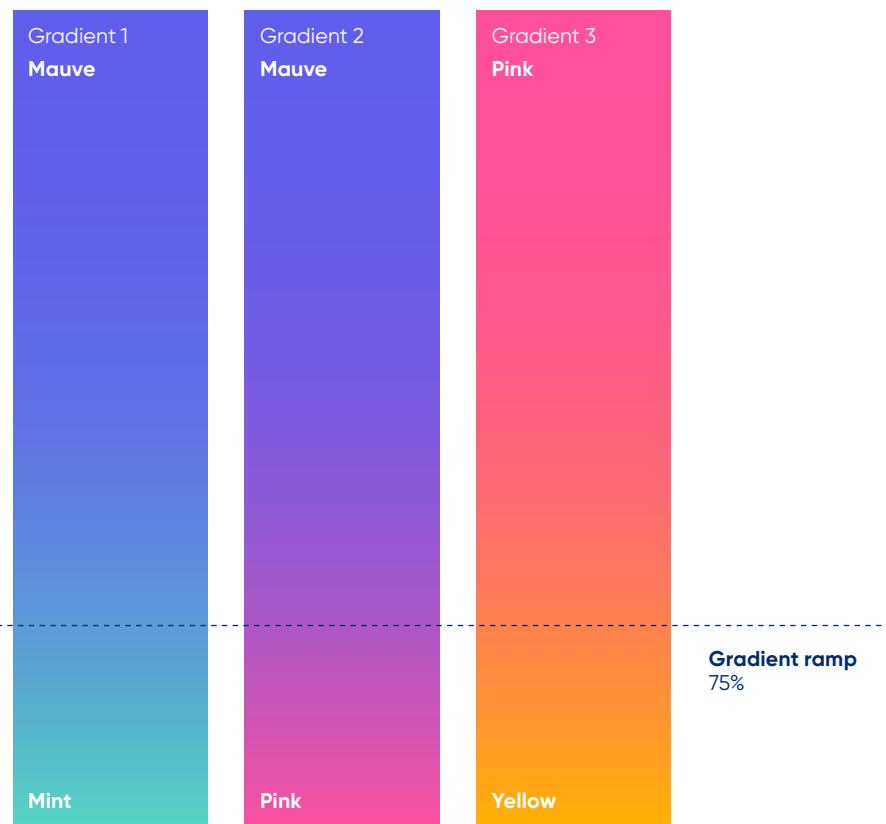
Gradients should be used sparingly, to add impact and vibrancy to communications.

They are primarily used on our radial swirl graphics, but can also be used as a stroke around an image or a statistic.

**To ensure they act as a visual accent and don't dominate designs, gradients should only be used as a stroke, never as a fill.**

## Colour palette – Gradients

### Structure



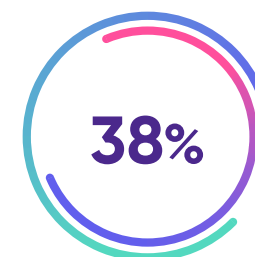
### Radial swirl



### Stroke around image



### Stroke around statistic



## 2. Visual identity

Although we don't have strict rules for how to combine colours, the ratios and examples on this page may be used as a guide for how to use different colours in proportion to each other.

### Balance

Whilst we have a broad and vibrant colour palette, we should not use all our colours at the same time. Selecting a 'core' set of 3 or 4 colours will ensure designs look controlled and considered, as well as vibrant.

### Contrast

Use contrasting colour combinations to create a more energetic effect.

### Harmony

Harmonious combinations will create a calmer visual tone.

### White space

The use of 'white space' helps create a balanced design and increases the ability to communicate with clarity.

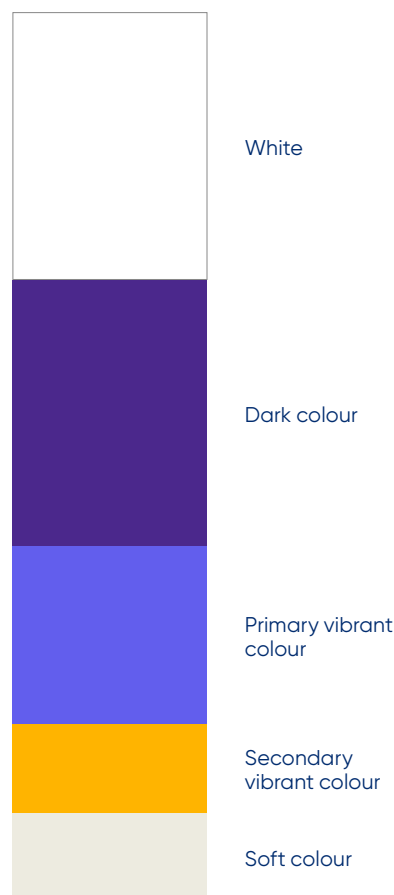
### Accessibility

All our communications must balance being engaging and energetic with the requirement to be useful, appropriate and accessible.

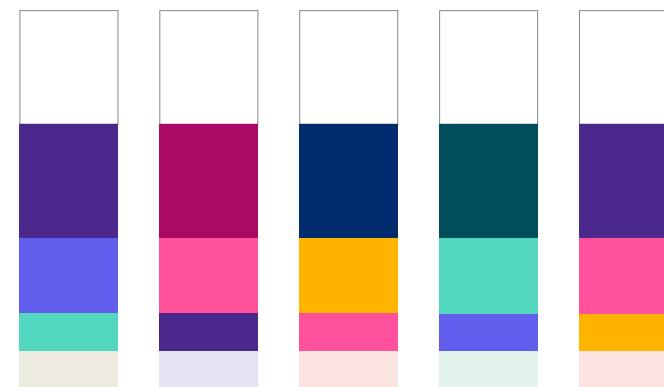
**Ensure all online text is WCAG 2 AAA compliant when using our colour palette.**

## Using colour

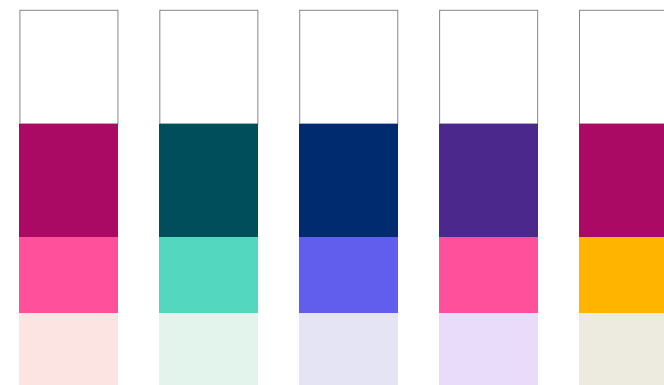
### Colour balance – ratio guidance



### Contrasting examples



### Harmonious examples



## 2. Visual identity

### Typefaces

Our typeface is Gilroy, a modern, geometric sans serif which combines legibility with character. It is used for both headlines and body copy.

Gilroy comes in 10 weights, but we recommend a core set Regular, Medium, Semi Bold and Bold.

**Italics should be avoided as some audiences find them more difficult to read.**

Gilroy is available to buy from [www.myfonts.com](http://www.myfonts.com)

#### Arial

Where Gilroy is unavailable (Word documents, Powerpoint, etc), Arial should be used as a substitute.

# Gilroy

#### Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

#### Gilroy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

#### Gilroy Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

#### Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## 2. Visual identity

To give all our written information consistency, we use a clear typographic hierarchy showing how to use a combination of font, weight, type size and colour.

Using our core typeface Gilroy, the main elements are:

### 1. Headlines

Titles should be set in Bold to achieve maximum impact. Subheads are set in Medium.

### 2. Standfirsts

Standfirsts should be used to emphasis lead information. They can be set in Regular or Medium and should be at least 2pt larger than the body copy.

### 3. Subheadings

Subheading help to break up long sections of text. When using multiple subheading levels, weight, size and colour can be used to create a distinct hierarchy.

### 4. Body copy

Body copy should be set in Regular. Where possible set font at 11pt, but a minimum of 10pt can be used where space is limited. Always align body copy to the left, so it's easy to read. Body copy should be set at 90% black for print documents.

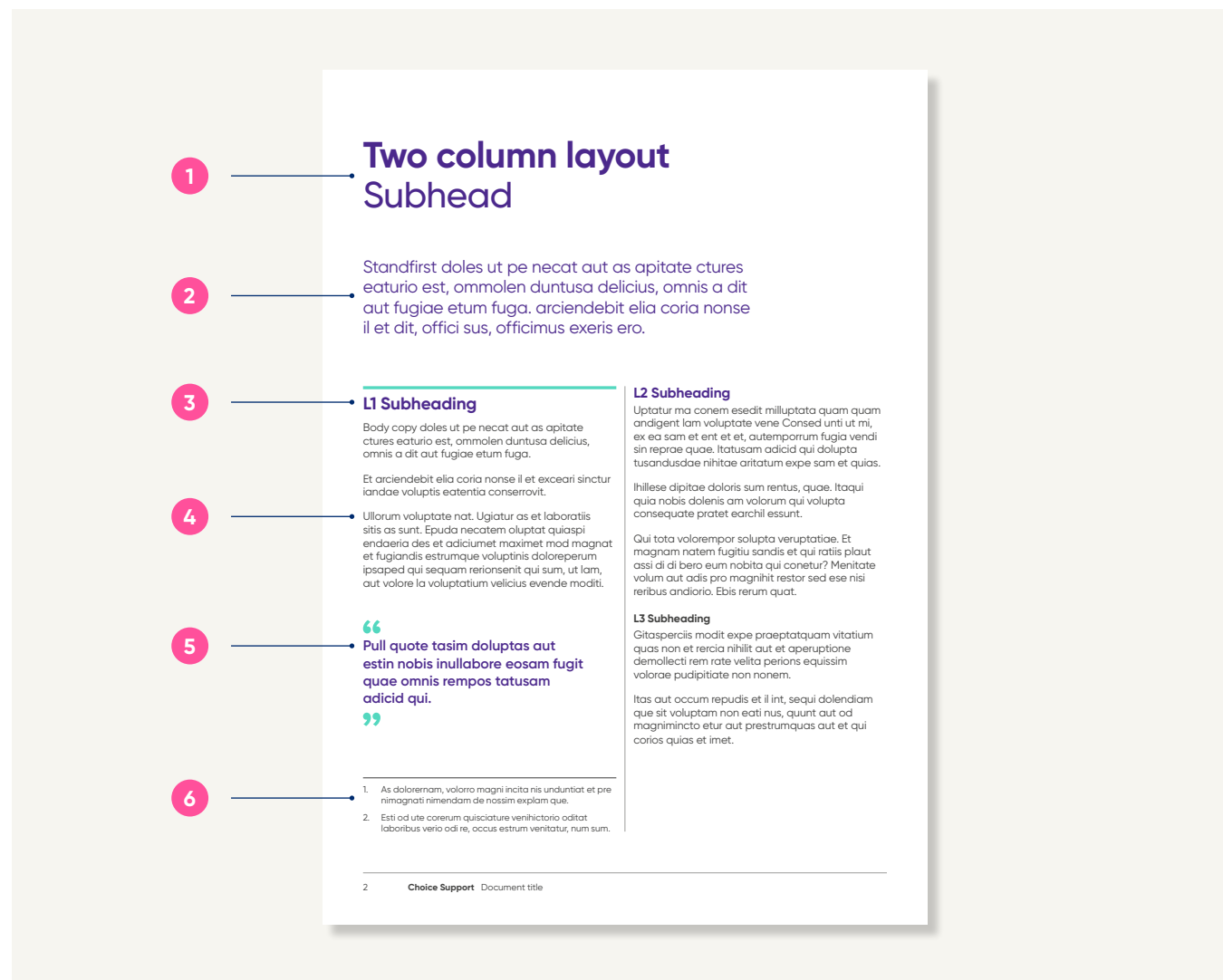
### 5. Pull quotes

Pull quotes should be set in Semibold and should be at least 2pt larger than the body copy.

### 6. Captions, footnotes, etc

Additional information such as captions, picture credits or footnotes, are set in Regular at a minimum size of 9pt.

## Typography



## 2. Visual identity

To help build a distinctive visual style, we have a number of graphic assets, based on our distinctive logo. These are called the 'radial swirl' and may be used across our communications materials to add a strong dynamic and create visual consistency.

A set of eight radial swirls have been created in a variety of shapes and colours. They can be used as simple graphic elements on a plain background or integrated into photography.

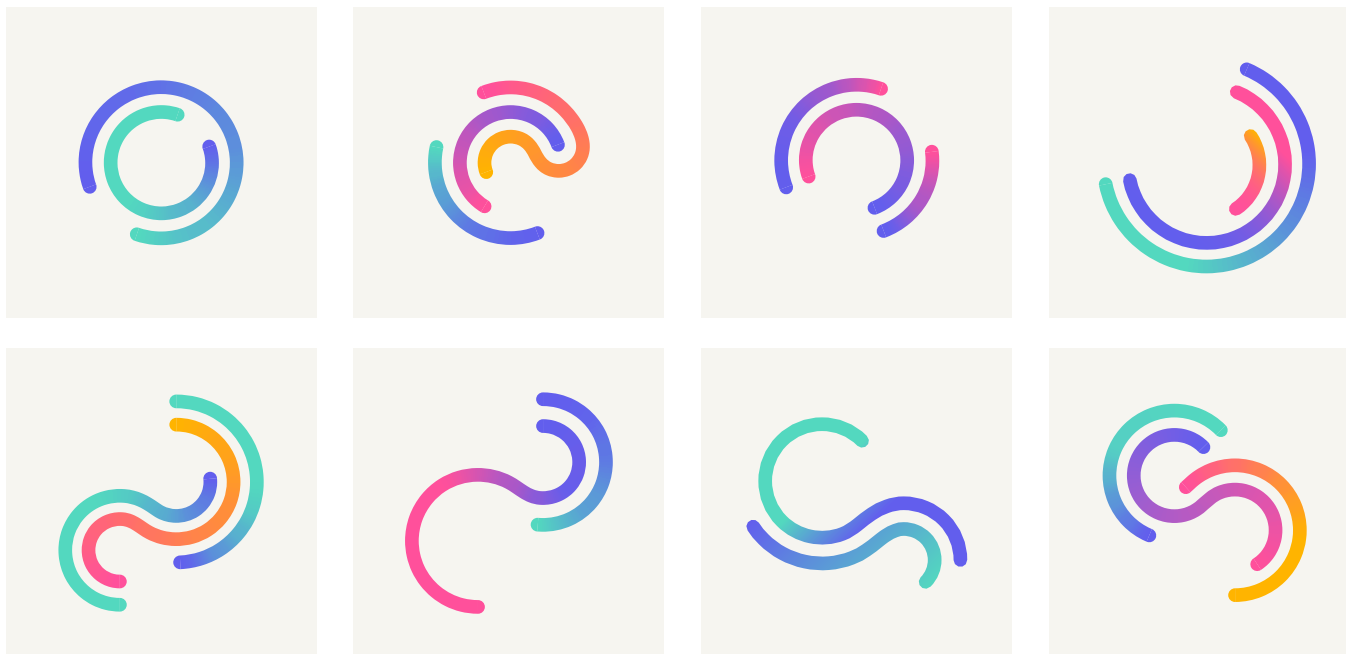
The radial swirls give a feeling of movement and positive transition, highlighting how we aim to always focus our work on the needs of the people we support.

Examples of how they may be used in design layouts are shown in the examples section of these guidelines.

Remember that they are best used strongly, simply – but sparingly.

### The radial swirl

#### Radial swirl: assets



## 2. Visual identity

To use the swirls in their most basic form, for the cover of a brochure or for a simple poster, we can add them as a simple graphic element onto a plain background.

Choose one of the shapes from the artworks provided, then adjust the size and crop of the swirl as desired.

Swirls may be simply rotated or reflected, to give a greater number of variations, but must never be stretched, skewed or distorted.

When creating a composition, ensure that the swirl bleeds off one, or more, sides.

### The radial swirl – usage

Using the radial swirl on a plain background

#### 1. Use the swirl artwork provided



#### 2. Scale and crop the artwork as desired



Tip: For more variety the artwork may also be rotated and reflected.

#### 3. Resulting cover example



Tip: Swirls create a more striking composition when they bleed off one, or more, sides.



## 2. Visual identity

The swirls may also be integrated into our brand photography for a more important brochure cover, poster or online use.

To achieve a good outcome for this approach you will need to be familiar with photo editing software, such as Photoshop, and be able to use high resolution images.

It is important to choose the right image, one with an uncluttered background and strong prime element. Portraits probably work best.

Select a swirl artwork to compliment the image and adjust its size and position to create your composition. Cut out your subject from the image, embed the swirl artwork and adjust as necessary.

When creating a composition, ensure that the swirl bleeds off one, or more, sides – or is cropped by the central image.

### The radial swirl – usage

#### Using the radial swirl with photography

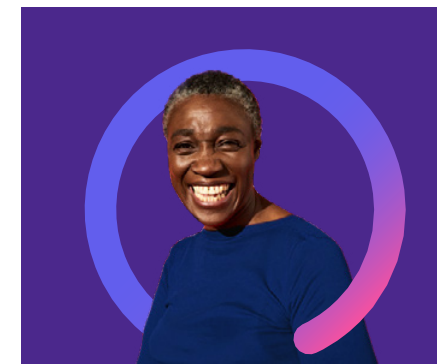
1. Choose an image with an uncluttered background



3. Cut out your subject and embed the swirl artwork within the image



Alternatively, remove the subject from the background and use a brand colour



2. Select a swirl artwork to compliment your image



4. Result



## 2. Visual identity

By putting people first in the images, we emphasise how the human experience is at the heart of what we do.

Keep it simple – use uncluttered backgrounds or short depth of field (that's where the faces are in focus but the background is blurry) to focus on individuals and their personality.

Look for interactions between people or where images seem to show part of a wider story, or capture a genuine moment or emotion.

Take care to reflect the diversity of our communities and audiences across the range of images you choose.

Where possible, photography should be commissioned rather than from a photo library, to ensure we are always representing real stories and individuals.

Do not reproduce images that are unlicensed, or where you do not own the copyright.

Photos of people should reflect supporting people with an activity, not doing things for them. They will show independence and achievement, and people will look happy and confident. With this in mind, care needs to be made in the set up of a photo, such as removing tabards/bibs.

## Photography



## 2. Visual identity

Images can be placed within circles to create varied, dynamic materials with people at the centre.

Here we outline the basic steps when using photography in circles.

### 1. Layout

Position the circle in your layout. The circle should bleed off at least one side.

### 2. Position image

Place the image inside the circle, ensuring the subject/focus of the image is not being cropped off.

### 3. Finished design

Add the additional design elements to create the finished design.

A second, solid colour circle can be used to add depth and colour to a design.

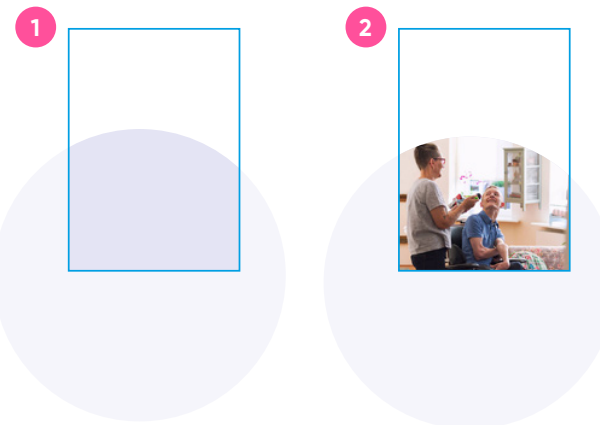
Avoid using more than two circles in a single design.

**Ensure circles do not interfere with headline text or the Choice Support logo.**

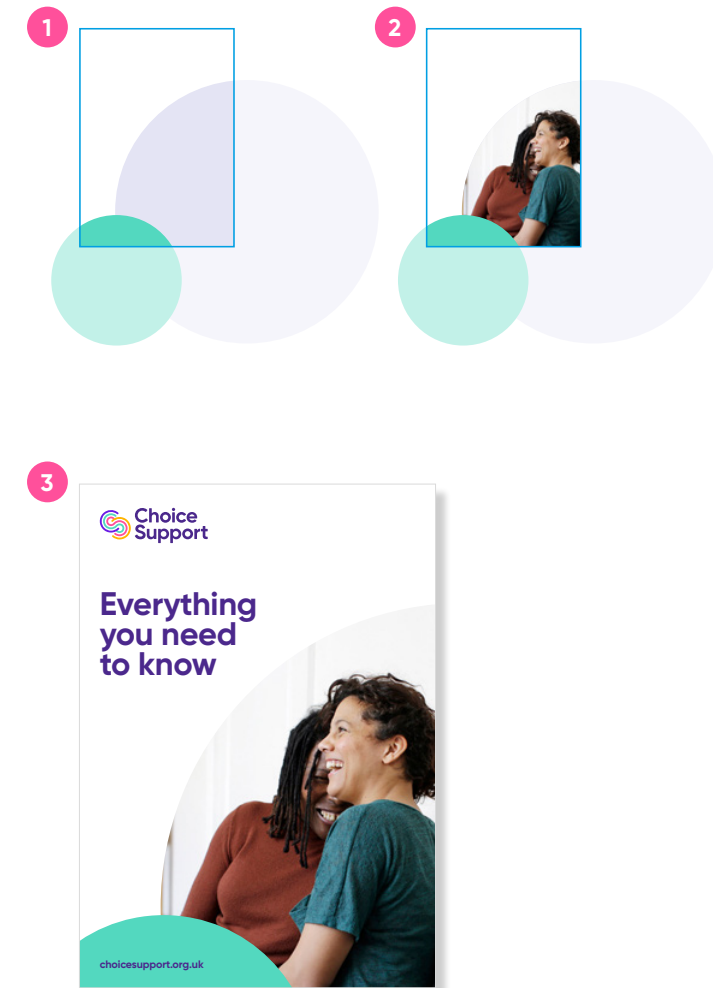
## Photography – usage

### Using circles as a holding device

#### Single circle



#### Multiple circles



## 2. Visual identity

Choice Support uses a distinctive way of drawing icons, infographics and illustrations.

These are used to highlight specific information or emphasise the presence of a piece of information.

The examples shown right, are indicative of the style to be followed for graphs, charts and icons.

They have been drawn to a consistent style and format.

All icons should have a single outline stroke weight, with rounded terminals. This style echoes the logo and radial swirl.

Illustrative icons can use two colours from our colour palette to add depth and impact.

**To create your own graphic icons, this approach must be followed, and approved, before use.**

## Icon and infographic style

### Illustrative icons



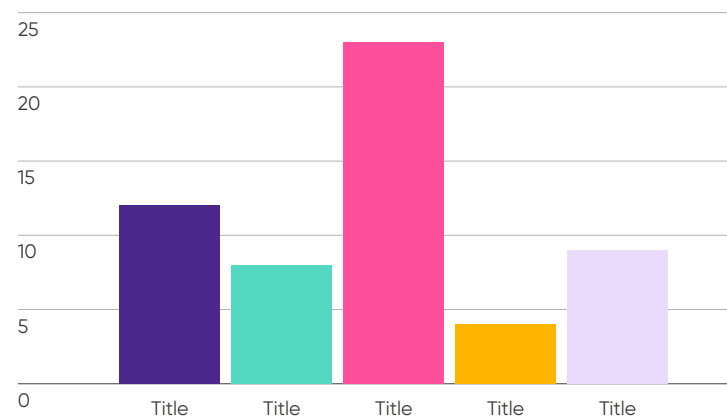
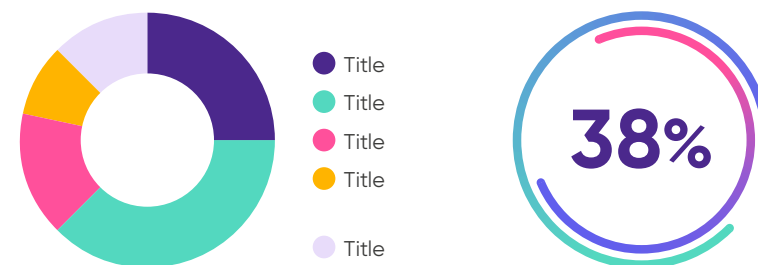
### Medium icons



### Simple icons



### Infographics



### Illustration style



# Brand examples

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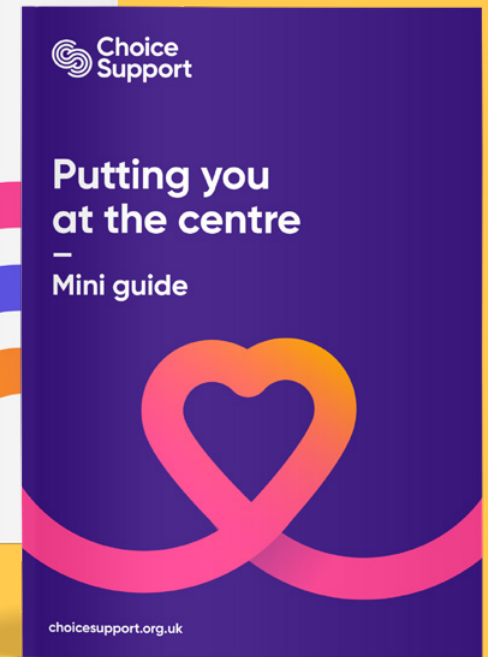
### 3. Brand examples

#### Print: brochure

These examples show a number of ways in which our brand may be applied to brochures.

Generally, our logo should appear at the top, the title should be bold and easy to read. A descriptive subhead may be used to give more context.

Report covers can be typographic only or use photography.





### 3. Brand examples

#### Print: stationery

It should not be necessary to create new stationery items for Choice Support as these will be provided, either in printed form or as design templates.



### 3. Brand examples

Social media posts provide a great opportunity to create bold communications that powerfully promote our work.

Keep headings short and bold and avoid using too much copy. Don't try to say everything on the image itself.

Remember that when you are posting the image you can include additional information within the text of your post.

### Digital: social





### 3. Brand examples

At an event or location, banners need to have the maximum visual impact.

To ensure this, make sure that our logo and all essential information is in the top half of the banner.

Graphic assets can be used to give the full length of the banner visual interest.

#### Event: banner



### 3. Brand examples

Selected with care, merchandising can be a great opportunity to raise the profile of Choice Support.

When creating products, be bold with the logo and our visual assets.

#### Event: merchandise



# Contact

Should you have any queries about our guidelines please contact:

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