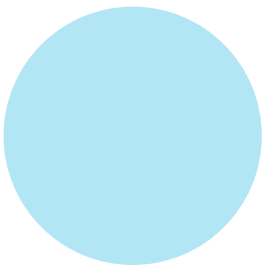


Corporate identity guidelines



Voluntas<sup>TM</sup>  
inspiring clarity

# Contents



Introduction	03
Logo - branding	04
Branding no-no's	07
Strapline	08
Primary brand colours	09
Secondary brand colours	10
Fonts	11
Paper stocks	16
Stationery suite	17
Email signature and powerpoint presenter	19
Invoice template	20
Report template	21
Newsletter	22
Tone of voice (TOV)	23

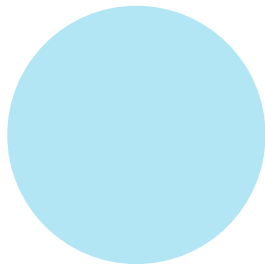
# Introduction

This document is designed to ensure that Voluntas build a coherent brand based on our company's values and vision. Our brand needs to be consistent, recognisable, have impact and be able to communicate our message clearly.

On the following pages you will see a clear guide to the Voluntas branding and how it should be presented, including the corporate colour scheme, special considerations, font usages and layout examples.

It is anticipated that this will be a document that will grow over time as new examples of the corporate style is applied to new collateral.

## Logo - branding



The Voluntas logo consists of two elements.

The first element is the Voluntas name, set in Optima (Upper and lower case). with the 'V' adapted from an upper case V in Optima to form the distinctive Voluntas ID.

The second element is the blue circle motif which appears over the initial V).

This logo is available as a reversed out version for use on a dark background or photograph.

Some important points to consider when using our logo:

The logo must always be legible, so avoid placing the logo on similar colours or on complicated or very contrasting backgrounds.

When placed at the corner of a print area, the logo should be an equal distance from either edges.

The logo should not take up any more than 50% of the print area and should have breathing space.

You must never attempt to recreate or customise the Voluntas logo. Always use the EPS/jpeg files provided by us or our design agency.



Voluntas™

Voluntas™

## Logo - branding

The logo is most powerful when it stands on a calm background and is not crowded by other design elements. This is why sufficient space should always be left around the logo whenever possible. See diagrams below for reference. The unit of measurement corresponds to the overall height of the logo.

1/2X		1/2X
X	Voluntas™	X
1/2X		1/2X

1/2X		1/2X
X	Voluntas™ inspiring clarity	X
1/2X		1/2X

## Logo - branding



An Avatar has been designed to represent the company logo in the online environment in various pixel sizes.



48 x 48 Avatar for Facebook and Twitter.



32 x 32 Avatar for Facebook and Twitter.



16 x 16 Favicon for web browsers URL bars and bookmark folders.

# Voluntas™

### **The Voluntas logo in solid black.**

Where possible the Voluntas logo should appear in full colour but if the budget or medium demands the logo may appear in solid black. Fax and memorandum sheets are a good examples where this version will be used.



The Voluntas logo reversed out of solid black.

## Branding no-no's

Our logo and branding is very important to us and we need to ensure that it is used consistently across all media. Here is a quick visual guide to show what not to do with the logo. Please remember, you should always use the EPS files provided by us or our agency.



DO NOT distort logo horizontally or vertically. Always enlarge or reduce logo in proportion. But remember, the space allowance around the logo will need to increase proportionately as well. See guide on page 17 or reference.



DO NOT reproduce logo any smaller than 22mm wide.



DO NOT box or restrain logo within random shapes.



DO NOT change the colour of wording or circle motif.



DO NOT place logo on unsympathetic colour backgrounds.

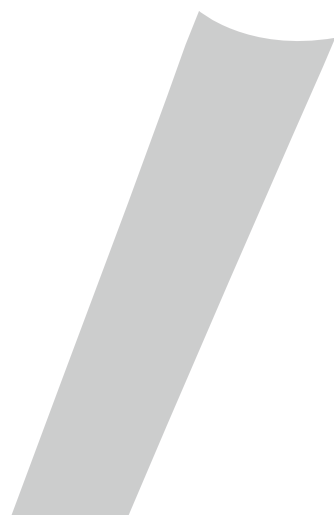
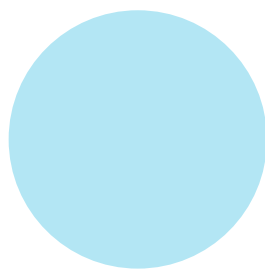
# Strapline

## **The Voluntas strapline**

Voluntas' strapline can appear on all the Group's collateral where appropriate. If possible, it should be placed at the bottom of the page on the left hand side. It may be reversed out of a coloured background or reproduced as a solid black or 40% tint of black on a white background.

The strapline should always be set in the same typestyle. The strapline font is 'Bliss' and the wording is all lower case .

inspiring clarity





## Brand colours

These are the Voluntas primary brand colours in CMYK four colour breakdowns and the corresponding Pantone reference.

Tints of these colours can be used as backgrounds. It is advised to use a tint at no lower than 15% of the original colour.

Cyan	96
Magenta	0
Yellow	11
Black	0
Pantone 312	

Cyan	0
Magenta	0
Yellow	0
Black	80
Pantone Black 80% Tint	

Cyan	96
Magenta	0
Yellow	11
Black	0
Pantone 312	

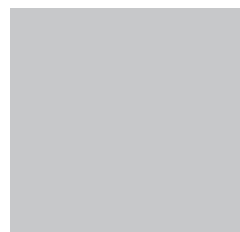
Voluntas™  
inspiring clarity



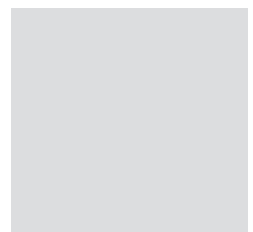
C0 M0 Y0 K80



50% tint



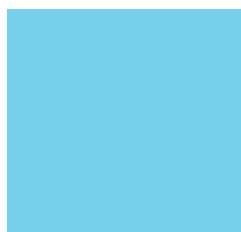
25% tint



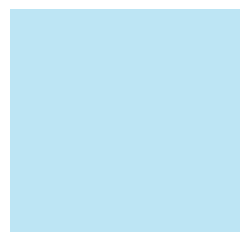
15% tint



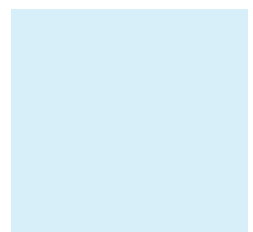
C96 M0 Y11 K0  
Pantone  
Blue 312  
R0 G175 B219  
Hex #00AFDB



50% tint



25% tint

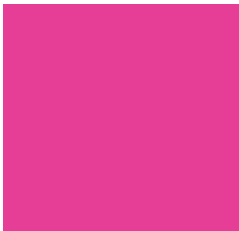


15% tint

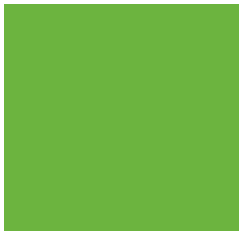
# Secondary brand colours

These are the Voluntas secondary brand colours in CMYK four colour breakdowns and the corresponding Pantone reference. The primary use of these colours will be in graphs, bullet points in powerpoint presentations and used to highlight information in tables. It is not envisaged that they will be used in large areas or as backgrounds

Tints of these colours can be used in tables and graphs sparingly to divide information. It is advised to use a tint at no lower than 15% of the original colour.



C56 M0 Y100 K14  
Pantone  
Rhodamine Red  
R230 G64 B125  
Hex #E64097



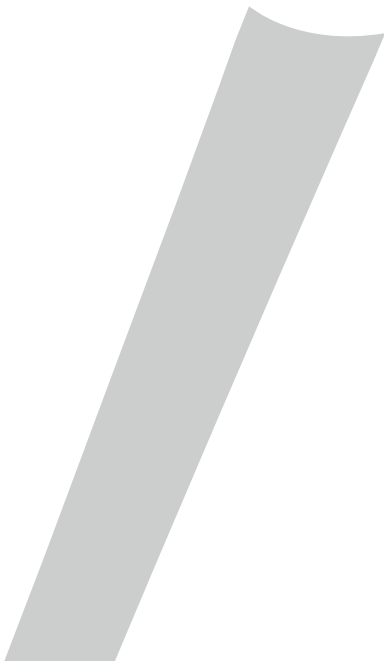
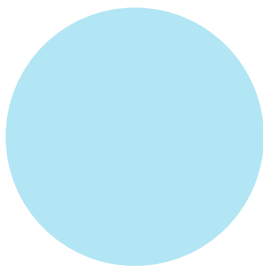
C59 M0 Y100 K7  
Pantone  
Green 369  
R108 G179 B63  
Hex #6CB33F



C0 M53 Y100 K0  
Pantone  
Orange 021  
R247 G142 B30  
Hex #F78E1E



C0 M16 Y100 K0  
Pantone  
Yellow 116  
This colour is not to  
be used on website



# Optima

This font is only used for the Voluntas logo, to maintain the strength of the brand it must not be used anywhere else. No other weights of optima are to be used either in the logo or in headlines and body copy, which will be set in Helvetica.

## Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' "

# Bliss

This font is only used for the Voluntas tagline 'inspired clarity' and in order to maintain strength of brand shouldn't appear anywhere else. Bliss should not be used in any other weights than Regular.

## Bliss Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' "

## Fonts

# Helvetica

Helvetica is the chosen font for body copy for publications such as information leaflets, brochures and newsletters. It is also used for all advertisement copy. Helvetica is versatile as it comes in many different weights, making it useful for headings and sub-headings within copy.

## Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

## Helvetica 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

## Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

## Helvetica 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

## Helvetica Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

## Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

## Fonts

### Helvetica 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

### Helvetica Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

### Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! @ £ \$ % ^ & \* ( ) ? . , ' “

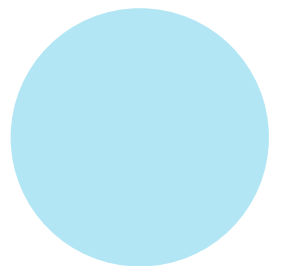
## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**! @ £ \$ % ^ & \* ( ) ? . , ' “**



# Paper stocks

An organisation like Voluntas will inevitably produce a wide range of stationery and marketing material.

Voluntas is committed to reducing its impact on the environment and this includes the production of marketing material.

Careful consideration has been given to the chosen paper stock. The Revive range, produced by The Robert Horne Group, consists of fully and partially recycled papers.

Revive matches virgin pulp papers for both whiteness and for reproduction quality and is priced competitively, representing good value for money for Voluntas.

**These are the paper stocks Voluntas will use when possible.**

**Revive 50:50** 50% recycled fibre Silk  
used on leaflets and other marketing material.

**Revive 50:50** 50% recycled fibre Offset  
used for corporate stationery suite and any material designed to be written on.

**Revive Pure** 100% recycled fibre Silk  
used on newsletters.

**All Revive stocks are FSC Certified and conform  
to criteria set by the government for recycled papers.**





Voluntas™  
inspiring clarity

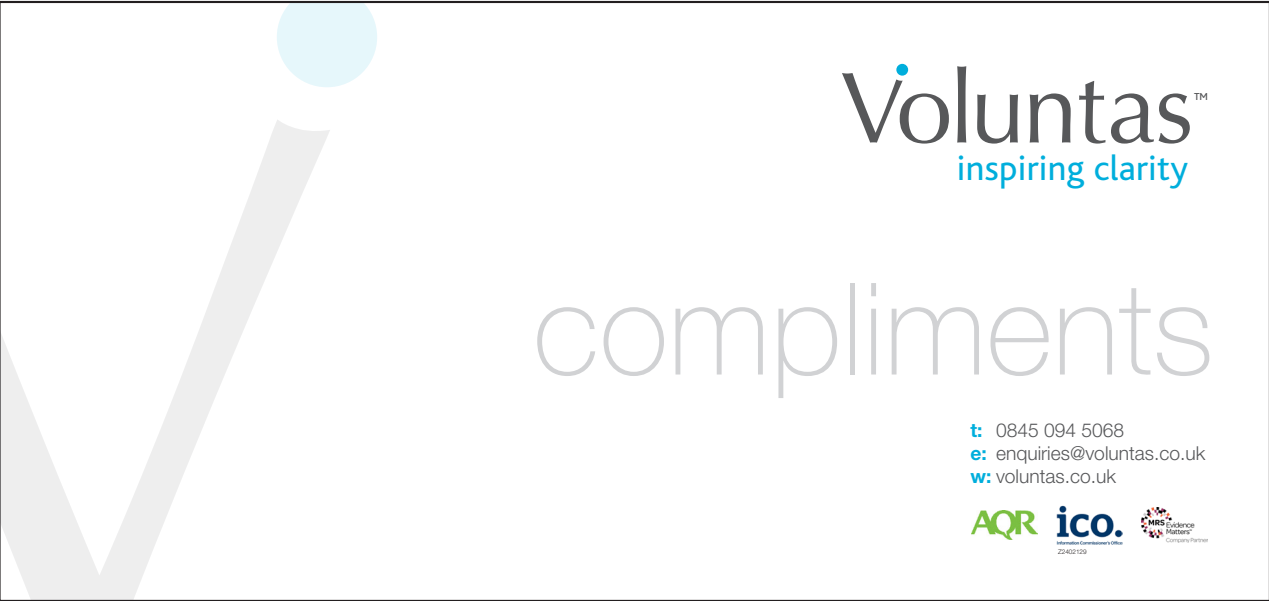


t: 0845 094 5068  
e: [enquiries@voluntas.co.uk](mailto:enquiries@voluntas.co.uk)  
w: [voluntas.co.uk](http://voluntas.co.uk)



Voluntas is the trading name of Voluntas MRS Limited. Registered in England Company No. 06878960. Registered Office 2nd Floor 145-157 St. John Street, London EC1V 4PY.

# Stationery suite



Compliment slip design, printed on Revive 50:50 Offset 100gsm.  
Printed in 2 colour Pantone. Size: 210mm width x 99mm height.

Front



Back

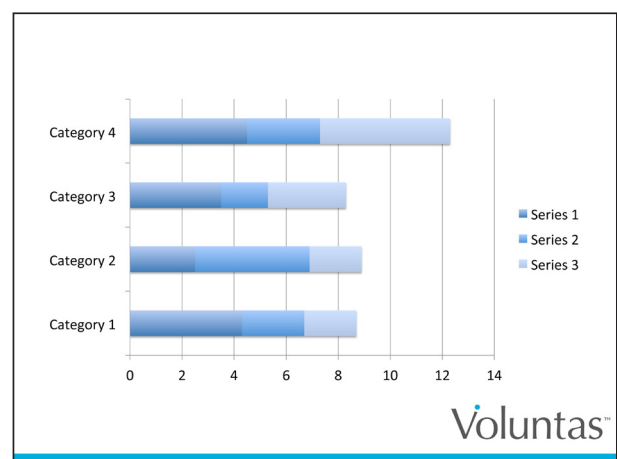


Business card design, printed on Revive 50:50 Offset ???gsm.  
Printed in 2 colour Pantone. Size: 84mm width x 53mm height.

# Email signature and Powerpoint presenter



Email signature design example.



Example of what Voluntas presentation might look like.

# Invoice template



invoice

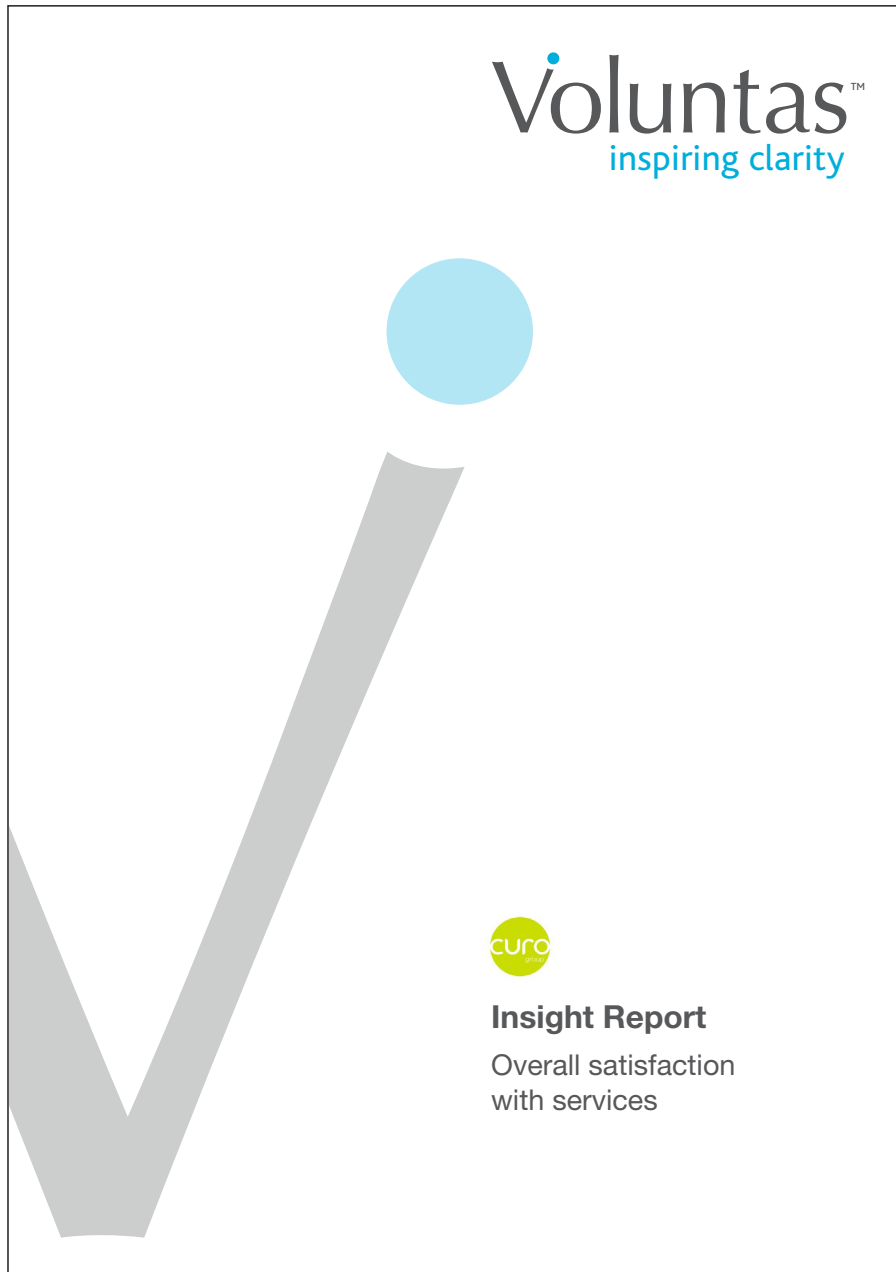
Invoice Date:  
Invoice Number:  
Order Ref:  
Account Ref:

Details	Quantity	Unit Price	Net Amount
One call training - 29.11.12 - Consultancy	1.00	300.00	300.00
One call training - 29.11.12 - Expenses	1.00	213.90	213.90
Total Net Amount			513.90
Total VAT Amount			102.78
Invoice Total			102.78



Please make payments to:  
Voluntas MRS Ltd  
Bank: HSBC  
Sort Code: 40-44-04  
Account: 11861859  
**Payment due within 30 days**  
  
t: 0845 0945 068  
e: admin@voluntas.co.uk  
w:voluntas.co.uk

Voluntas is the trading name of Voluntas MRS Limited. Registered in England Company No. 06878960.  
VAT Registration No. GB 970 0911 32 Registered Office 2nd Floor 145-157 St. John Street, London EC1V 4PY.



Voluntas have completed 1,241 satisfaction surveys via one interviews across four of Curo's services areas:

	No. of interviews
	431
	148
ed maintenance	219
	443

their customer experience journey having recently and begun to develop a customer experience

t report is to establish baseline intelligence which can rements, standard setting or further research.

satisfaction surveys were placed in a stepwise builds the 'best' predictive model of overall satisfaction

chever variable covers the most unique variance in en adds more in order of how much unique variance built the best possible model and stops adding

Using a quadrant chart, each question is mapped against its existing satisfaction score and its relationship to overall satisfaction using the coefficient of determination (R-squared) calculation.

Cover and sample page of report template.



Example of possible newsletter name and style. This is likely to be available via a digital app.

# Tone of voice (TOV)

## 1. Introduction

The voice and tone guidelines are meant to be part of the overall corporate identity guidelines. It is intended to help writers write useful and usable content for the Voluntas marketing collateral, digital communications and reports.

It explains the role of text within collateral, suggests standards and diction, and provides strategies to help ensure the consistent execution of text.

## 2. What's voice and tone?

**Voice and tone are separate, but related concepts.**

The voice tells the user who is speaking. It's created through the right sentence construction and word choice.

The tone is the "feeling" you come away with after reading a piece of writing. That "feeling" is based on how the writing sounds. The tone is a complement of the voice, in that it projects its attitude.

Together, the voice and tone are the editorial representation of a brand and they work to convey its personality and its attitude towards its clients.

## 3. The Voluntas brand

**The following is what the Voluntas personality should convey in all aspects of business:**

- Independent and Impartial
- Experts in their field
- Innovative

**The following is what the Voluntas personality should promote in all aspects of business:**

- A full survey and research service coupled with the relentless drive for innovative platforms for delivery of results
- Voluntas as a technology leader in the delivery of market research

## 4. The Voluntas Strategy

**The following are the specifics which provide guiding principles for the voice and tone.**

**The vision and objectives:**

- Focus on our client's and deliver what, when, and how they want.
- Make a concerted effort to push user growth and loyalty.
- Promote new services and products when applicable
- Make a positive difference to their everyday role

**Calls to action**

- Encourage the client to want to do more and know more about Voluntas by providing relevant content within communications
- Educate the user about the potentially unknown possibilities of Voluntas (in the form of Voluntas products and services) and show the relevance and effect these could have to their organisation and in their daily roles.
- Create a relationship with the user by being responsive to their needs through the convenience of Voluntas' technology and robust customer service.
- Stay true to the brand values of being Independent and Impartial, Experts in the field and offering innovative products and services

# Tone of voice (TOV)

## 5. The Voluntas voice and tone

### **An attitude articulated in the following statement:**

As a client focused company Voluntas, must create a voice that represents its knowledge of and responsiveness to client needs, and its stature at the forefront of market research coupled with technical delivery.

### **Its tone should thus project:**

- Confidence borne out of experience in the relevant sector.
- Understanding and awareness of client's needs.
- The independence and impartiality to stand by their research findings
- Innovation within the products and services and the drive for new platforms and formats for the delivery of results.

## 6. Applying the Voluntas voice and tone

### **The following demonstrates how to express brand attributes in your content:**

Make content and copy confident.

In keeping with the Voluntas' position as an industry leader, the content should not be exaggerated.

Content that seems and feels the need to shout carries less weight than content that appears to have come from an assured (and of course independent and impartial) source.

### **When you write:**

- Offer the facts, so your clients can make their own judgments. What you describe doesn't need to be the 'best' or 'amazing' if this is not the case.
- State things as they are and allow facts rather than adjectives do the talking.

### **For instance, do not write**

'Voluntas is the largest provider of market research services to the social housing sector'.

### **But do write:**

Voluntas has over 100 social housing clients and undertakes over XXXXX market research interviews on their behalf every year'.

Trust your clients and prospective clients to get the message!

Make content empathic - make the user the focus of information.

### **When you write:**

- Don't write about products and services that are irrelevant to the client's organisation or every day role.
- Write in a conversational tone, addressing the user as 'you' and Voluntas as 'we' where appropriate – this helps the recipient get involved in the content.

### **When you're writing, ask yourself these questions:**

- Does the recipient need this information?
- How can the recipient put this information to practical use?
- Does this information cover all that the recipient needs to know?
- Is the information focused, or does it cover irrelevant ground?

### **When you write:**

- Reaffirm the Voluntas personality of Independent and Impartial, experts in their field and innovative. This promise is essential to the Voluntas brand and this will not change even if the products and services do.
- Don't dumb-down content; only scale down the level of complexity as required to address the specific client need.



# Voluntas™

inspiring clarity



Designed and produced by  
Ett Brand Delivery

[www.ett.co.uk](http://www.ett.co.uk)

[voluntas.co.uk](http://voluntas.co.uk)