Brand guidelines

Mezzanine
Investment
Membership

Introduction

Creating a good impression

No matter what role we play in CAN, others will be influenced by your style of writing and presentation. The way we communicate is central to presenting a picture of what CAN is like as an organisation.

All our messages, including letters, emails, reports, briefing documents, articles, news releases and many others should be consistent across the organisation. We should be recognised as professional communicators to both our internal and external stakeholders and audiences.

To speak to our numerous audiences with a consistent voice, it is important that we all follow the same guidelines for grammar, punctuation and acronyms for online and paper-based communications.

This style guide tackles the common points at issue found in organisational literature and gives tips for written, visual and online communications currently used at CAN.

When commissioning or creating design work— above all—keep it simple. Excellent photography and a disciplined—creative approach brings the brand to life and speaks clearly about who we are.

Corporate communications

Using fonts

The recommended font is Helvetica, font size 12.

The Royal National Institute for the Blind (RNIB) recommends using between font size 12–14.

Helvetica is a sans serif font, which means it is much easier to read on both paper and on a computer screen.

London has two CAN Mezzanines which house more than twenty social businesses
(Times Regular 12pt)

CAN Mezzanine has three floors and two main entrances
(Helvetica, size 12pt)

The second sentence is lot clearer than the first. Serif fonts like Times New Roman and Book Antiqua do have their place in communications, but for most written communications always use a sans serif font, such as:

• Arial
• Helvetica

Lists and bullet points

Lists are helpful for splitting up information to make it clearer for the reader – especially in presentations.

• One is where you have a continuous sentence that needs particular points pulled out to emphasise or make your sentence clearer.
• The other is a list of separate points or complete sentences.

For example, for a continuous sentence, use round bullet points, put semi-colons (;) after each point and start with a lower case letter.

To apply for a CAN Mezzanine office you must prove that:
• you are a social business or a third sector enterprise;
• you want to help deliver useful services; and
• you have a business bank account.

For a general list, use bullet points and a full stop on the final bullet.

Three groups of CAN Investment associates were targeted to attend the network day

• BME-led organisations
• social enterprises
• community groups.

COMML

Corporate communications

Numbers in text

When writing figures please use the following:

For the numbers one to nine, always use words.

For 10 upwards, use figures.

Seven-year old Masood received an award.

Media has 11 new applicants.

Where there is a mixture of the two in the same sentence, use all figures:

There are 8 organisations working with 10,000 people.

Use of the full stop

Full stops should only be used at the end of a sentence. Do not use full stops after headings, subheadings and abbreviations. There is no need to use a full stop in the following:

eg   ie   etc   Mr   Dr

Dates and times

Always write the date in full, without the use of commas:

Thursday 25 March 2008

Only shorten the date to numerical form when labelling or naming documents.

New chief executive appointed at The Mango Project (25.07.08)

Always write out centuries in full:

CAN Mezzanine was founded in the twenty-first century.

Express the time using either the 12 hour or 24 hour clock:

The meeting will run from 10.00am – 1.00pm. Training begins promptly at 14.00.

Do not use a combination of both:

The centre opens at 10 o'clock and shuts at 16.00pm.

COMMU

Corporate communications

Apostrophes

Please take care when using apostrophes. Apostrophes should only be used:

To show possession

parents' newsletter; my mother's doctor,
Mark's event really went well, last year's conference;

In an abbreviated word

it's - it is, don't - do not, haven't - have not.

An apostrophe should not be used in the word 'its', when it indicates possession, for example

The Cabinet Office said in its report.

Do not use

The Cabinet Office said in it's report.

And in dates, years or groups of organisations/professions:

PCTs   1980s   CVSs   GPs

An exception to the apostrophe rule

However when indicating possession, and using CAN's full title, please use 's. For example:

CAN's Annual Review
CAN's investees all met for a network day

When using just CAN as a title or word on its own, for design consistency, please omit the 's.

To be grammatically correct, you would have to use: CAN's annual review, to show possession. For this reason please only use 's when using the full title.

So for example, don't use:

CAN's Annual Review
CAN' Annual Review

Do use:

CAN Annual Review
The Community Action Network Annual Review

Hyphenation

Use hyphens sparingly. More often than not, words with hyphens can be written as one word without causing confusion. For example, there is no need for a hyphen in:

email   online   website   reimburse   redevelopment
underfunded   noticeboard

Use a hyphen when two vowels are alike:

co-ordinator   re-elect   co-opt

Other exceptions to the rule include:

part-time   half-term

If in doubt, always consult a dictionary.

COMMU

Corporate communications

Acronyms

The quickest way to alienate an audience is to use jargon in your written communications without taking the time to spell out or explain what words or phrases mean.

You cannot guarantee that your leaflets, posters, letters or stories will be read by people with the same level of knowledge as you, and you should not assume those with a good understanding of the third sector will be familiar with the thousands of acronyms used across CAN.

Acronyms should always be set out in capital letters and written out in full on their first outing.

Business in the Community (BiTC)
National Council for Voluntary Organisations (NCVO)
Council for Voluntary Services (CVSs)

In the last example don't be tempted to include an apostrophe.

If you are writing a lengthy document with numerous sections or chapters, don't rely on your reader remembering an acronym you highlighted in your introduction. To help your readers, start each chapter or section reiterating the acronyms in full.

As always, be consistent throughout your whole document.

Capitalisation

Always use capital letters for:

Job titles
Organisation names and titles
Names of places
Names of people

Avoid using capitals within headings or sub-headings. Don't use capital letters for general descriptions of organisations or professions.

Eg: third sector, social enterprises

Corporate communications

Common mistakes and correct usage

Spelling

Watch out for:

Necessary
Accommodation
Embarrassing
Negligible
Liaise / liaison
Organisation (watch for z creeping in)
Practise / practice

Don't rely on your computer spell check to correct any unusual words. Always check your spell check is set to UK spelling, as it will often default to a US setting. Always proof read your documents. If in doubt consult a dictionary.

Grammar

Note correct usage:

They are - They're always talking
Their - It was their turn to use the computer
There - There is never enough work to do
We are - We're always talking
Were - The organisations were ready for investment
Where - Where is Sheffield?

Corporate communications

Email signature

To ensure consistency please use Helvetica font size 10 for emails. Make sure the colour of your font is black for new messages and blue for replies.

Make sure you add your own extension number to your signature. Please use Helvetica, font size 10 for your signature.

Out of office assistant

If you are going to be out of the office, or away from your desk for a long period of time, please use your out of office assistant to let people know that you are away and when you will be back.

The following wording is an example of what you could say in out of office messages. When you are out of the office always include a colleague's details so queries are dealt with promptly. (Make sure you check that they will be in the office, before adding them to your message!)

Thank you for your email. I am away from the office until <XXXXX>, and my mail will not be answered until after this date. If your query is urgent please contact <XXXXXX> on <XXXXXX>. Thanks.

Don't forget to turn it off on your return.

Tips

- If you want to highlight a particular word or phrase – use bold.
- Avoid italics and underlining – both make words difficult to read.
- Keep your sentence length between 15 – 20 words.
- Avoid capitalisation in paragraphs and headings/titles.
- Always spell out acronyms and explain specialist words.
- Always proof read your documents – or get someone to proof read them for you.
- Above all else, be consistent from start to finish.

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Design elements

PANTONE 186C

PANTONE 525C

SERVED HERE

cafédirect

direct

Magic bus
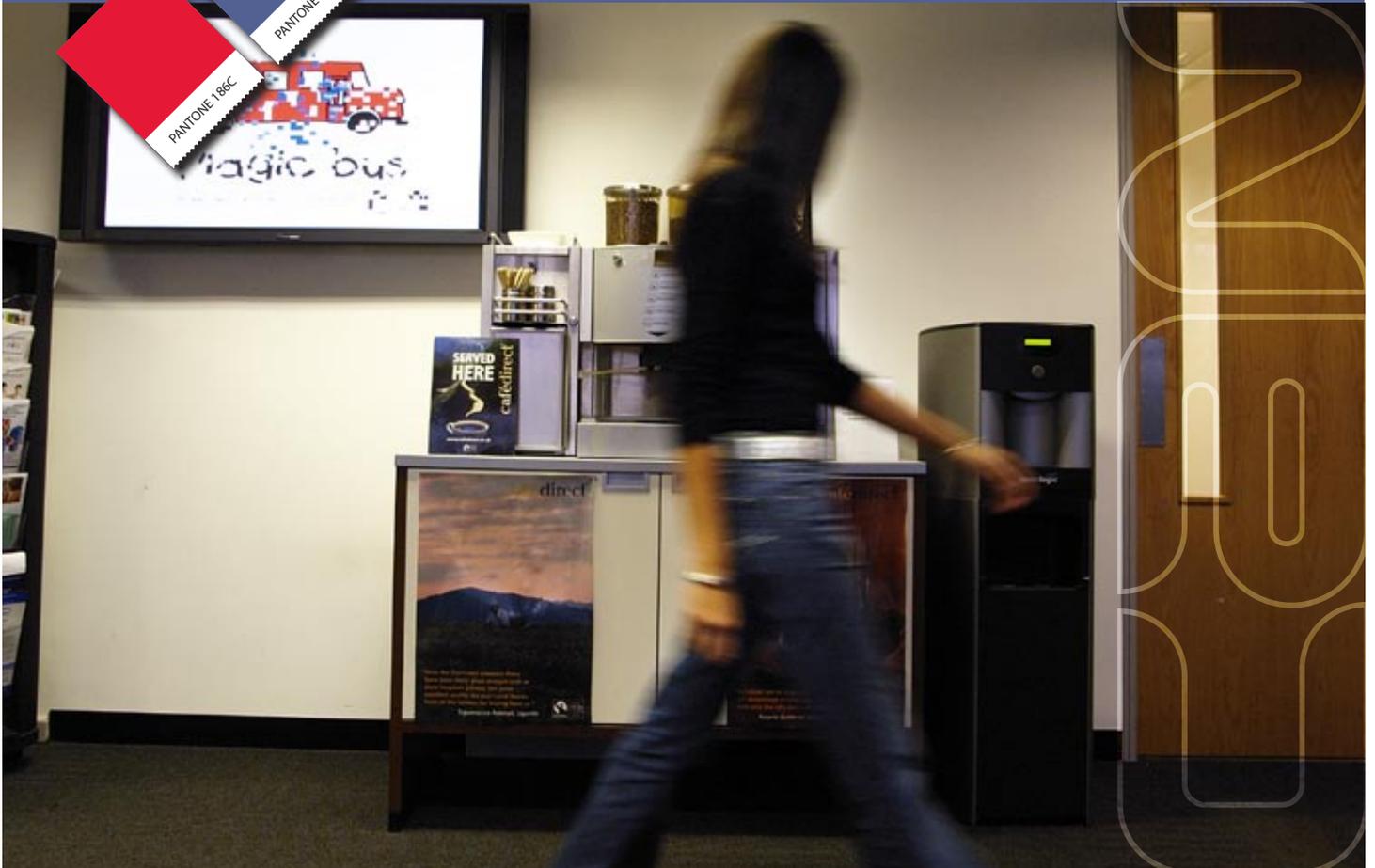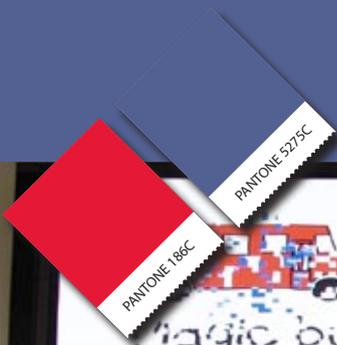
COLOUR

Logotype & colour

PANTONE 186C	PANTONE 5275C

PANTONE 186PC	PANTONE 5275PC

R 220 / G 0 / B 46	R 57 / G 60 / B 113
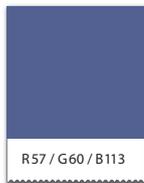
Logotype colour specification

The illustration opposite shows the way that various renditions of Pantone red 186c & Pantone blue 5275c have been calibrated for different media. This is because CAN red is in a colour field that can vary widely in different media tonally. The CAN logotype should always be visually matched with a Pantone swatch as specified and the nearest colour values achieved.

Please note: that these can be re-calibrated to suit your particular media with sight of the original Pantone coated swatches.

Logotype colours from 4 colour process (Pantone PC)

Red:		Blue:	
C	0	C	60
M	100	M	47
Y	81	Y	81
K	4	K	4

Logotype colours from RGB (Digital media)

| Red:		Blue:	
R	227	R	54
G	24	G	60
B	54	B	116

COLOUR
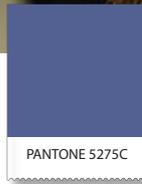
Complimentary colours

Using colours that compliment
The illustration below shows a set of complimentary colours. They represent a harmonious colour range that can be interpreted for different applications. They are a guide only and have similar tonal values to the CAN blue. Bright colours should be avoided so that CAN red always has the strongest stand-out.

Please note: that these colours can be visually matched to suit your particular media.

PANTONE 186C

PANTONE 5275C
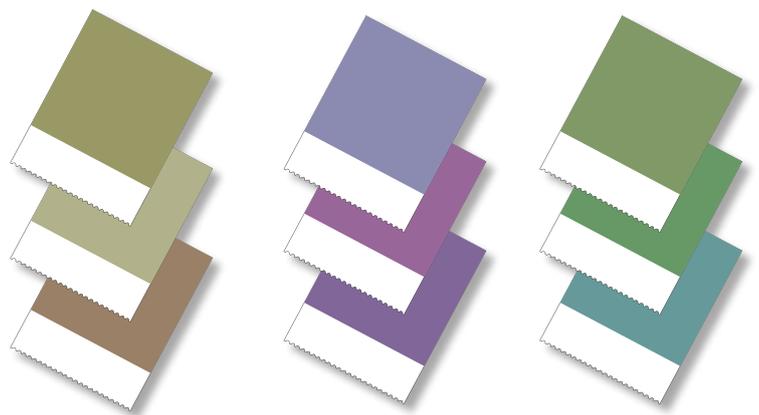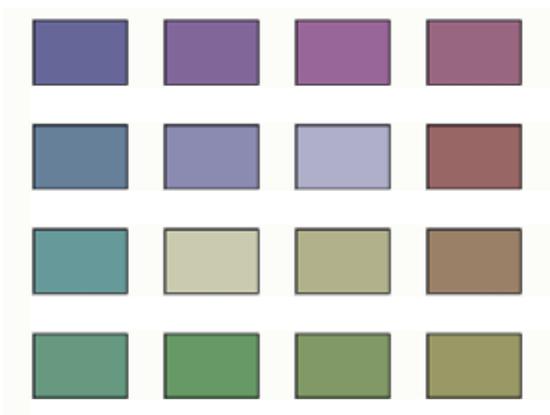
Use of strapline

Suggested strapline alignments

The illustration (left and below) show several fixed relationships and alignments for the strapline.
These are to be judged according to layout and media.
Please note that the relationship or 'line-up' in some relationship to the brand is preferable.

When the strapline appears remotely from the main logotype then it is permissible to print in red to connect it back visually to the main logotype. The size may also vary according to the application and design.

PANTONE 186C	PANTONE 5275C
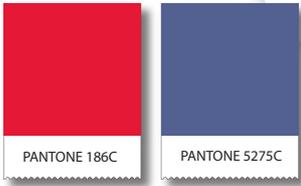
Logotype variations

Colour-ways for various applications

The illustration opposite shows the CAN logotype in colour, one colour where available, black and white, half-tone and black.

Please note: These files have been provided in the following file formats – TIFF and JPEG. You will need to re-calibrate these logotypes according to the media on which they will be viewed. Please refer to page 2.

One colour logotype
- black

One colour logotype
- red

Two colour logotype
- on photographic background

One colour logotype
- blue

One colour logotype
- greyscale

Two colour logotype
- on grey background

Two colour logotype
- spot colours

Preferred typefaces

Helvetica

This font has been selected for CAN because it is highly legible in all sizes and weights, is space-efficient, flexible and contemporary.

The Myriad font is the only recommended font for CAN communications. It should be used exclusively in all CAN's printed publications.

The CAN text style uses:
• upper and lower case (not all-capitals)
• roman (not italic) text.

Use single 'quotes'
in place of italics to differentiate
publication names if they fall within a
heading set in any of the bold weight type.

Helvetica Roman. Primary headlines, text, word processing etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Helvetica Bold. Secondary headlines, quotations/emphasis within text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Aura Regular. Primary headlines, never use at text level. Please note that a combination of the upper and lower case sets have been used to create horizontal alignment. The preference has been indicated by greying out the characters NOT to use, so for example use the lower case set **a** in stylistic preference to the upper case **A**, and the upper case **P** rather than the lower case **p** because of it's descender (down-stroke). **All characters fit within the 'X' height.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 'X' height

abcdefghijklmnopqrstuvwxyz 'X' height

123456789

Logotype usage

It is preferred that the full 2 colour logo be used where possible.

The logotype should always appear with clear space around it and the diagram shows a minimum encroachment zone (**x**). Please try to follow this when placing the logotype amongst other graphics or partner logotypes.

Brand logo (with no strapline)
Minimum encroachment zone. X=X.
Please reproduce logo from artwork supplied.
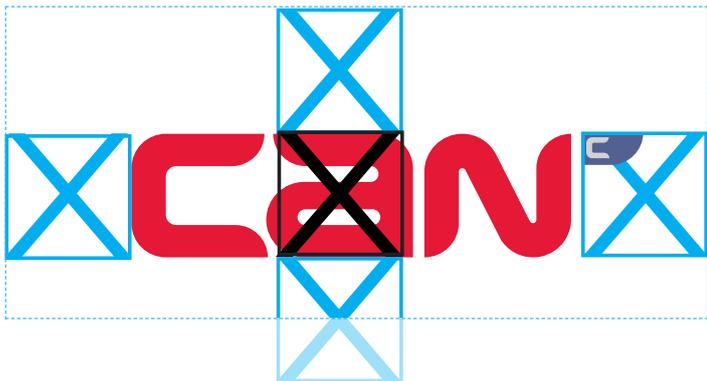
Brand logo with strapline
Minimum encroachment zone. X=X.
The strapline is in a fixed relationship with the logo and should not be altered. Please reproduce from artwork supplied.

Brand relationships

The primary brand logotype is the CAN lettering and 'C' flag. Where possible it should be seen with it's strapline and service descriptor

Where the secondary/service brand is indicated - it is in red as illustrated, and moves to the top of the list. Where there is 'equal billing' Please note that the descriptor is in blue Pantone 5275c

CAN
Mezzanine
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GROWING SOCIAL BUSINESS

Primary or Parent brand logotype

CAN Mezzanine
Investment
Membership

GROWING SOCIAL BUSINESS

Secondary brand logotype: Can Investment

CAN Investment
Mezzanine
Membership

GROWING SOCIAL BUSINESS

Secondary brand logotype: Can Mezzanine

CAN Mezzanine
Investment
Membership

GROWING SOCIAL BUSINESS

Secondary brand logotype: Can Membership

CAN Membership
Mezzanine
Membership

GROWING SOCIAL BUSINESS
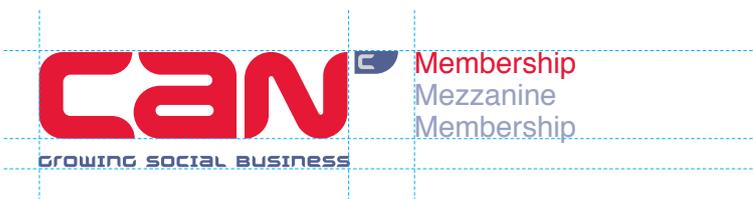
Secondary brand logotype: 'equal billing'
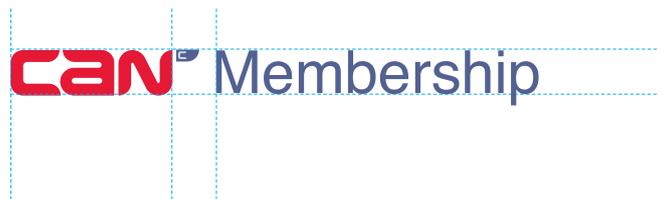
CAN Membership

Photography

Mezzanine
Investment
Membership

This photo: © Laura Mtungwazi   http://www.lo-lie.com

Photography

Photographic style and the use of library shots

The images we use in CAN's marketing materials should reflect the values we hold. These images should tell people that CAN employees:

• support active, inclusive participation for all people;
• celebrate the diversity of the people with whom we work;
• respect people's dignity; and
• take pride in our work.

Choosing a subject

Consider carefully the type of publication the photo will appear in and it's likely audience. Different types of photos are more appropriate for different types of publications.

For press use it may be most appropriate to feature 'stories' where people are real and have benefited in some way through their involvement with CAN.

For community use, such as a newsletter use relevant, 'real people'- either CAN staff, or clients and/or members of the general public. What unites us and our clients is energy, purpose and engagement, picture this.

Within any single publication, ensure you use a range of pictures that include people from different ethnic groups, different age groups and people with disabilities. Where there are a number of successive issues such as a magazine or newsletter these can be published over a period of time.

Challenging stereotypes

Always try to use images that challenge stereotypical views of particular groups of people.

For example:
• Avoid using images that depict old or disabled people as vulnerable, passive victims. So rather than using a photo of a solitary older person sitting in an armchair, choose an image that shows them actively participating in the CAN enabled setting,

• When illustrating stories about achievement and success it is particularly important that the images you use include people from different minority ethnic groups and people with disabilities.

Illustrating sensitive subject areas

Some subjects are particularly sensitive, especially in the areas of social care, health and education. The IDeA provides the following example as a warning: 'Social services departments should take care how they use photographs of vulnerable people or to illustrate sensitive topics. In 2001, a disabled child was awarded £55,000 against a local authority which had used her photograph in an AIDS awareness campaign. Her photograph had been taken while she attended a nursery school about six years earlier and had been recycled for the campaign – causing her friends to shun her'. (source: IDeA website).

Photography

Subject matter:
Disabled volunteer
http://imagebank.volunteering.
org.uk

Subject matter: Elderly (elderly woman at home - health visit)
www.third-avenue.co.uk

Correct usage

When working with a photographer always check CAN's rights for usage. Only a complete buy-out with the appropriate model release forms will allow usage throughout all media and for an unlimited time period.

Photographers working with children will need to be CRB checked. Always obtain correct permissions for usage and model release forms before publishing. Your photographer should be able to advise you about these details. Photographic libraries terms and conditions for usage appear on their sites. Always check the resolution you are buying with the designer/artworker.

The following photographic resources specialise in the third sector: **www.third-avenue.co.uk** and **http://imagebank.volunteering.org.uk** represent good value within the sector. Source have their own in-house photographers and will manage the usage issues and photographic process should the need arise. (Contact details on final page).

Please note:
Store any photography digitally on CD in high resolution. Never take low resolution images from web sites. Never publish photography without confirming the conditions in writing under which they were sold or commissioned. Always credit design consultants photographer/photographic libraries at rear of the document.

Subject matter: A customer at a charity shop
http://imagebank.volunteering.org.uk

Subject matter: Advocacy for people with HIV/AIDS
http://imagebank.volunteering.org.uk

THANKS

Issue No.2

Please request any additional information from Source:

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