

# Visual identity guidelines - in brief

January 2017

# Introduction

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Welcome to our visual identity guidelines. These guidelines provide a framework for Action Medical Research materials and outline the correct use of our visual identity.

All print and electronic communications produced (internally and externally) must follow these guidelines.

By following these guidelines we can ensure a consistent look and feel across all our printed and online communications.

## Why visual identity is so important

The way an organisation presents itself to the public is one of the most important activities it undertakes.

People are bombarded with thousands of words and images every day of their lives. The brands they remember are the striking, different, interesting ones, but most of all, those which are consistently repeated.

The words, images, logos, colours, designs and typography we use in communicating to the world about the work of Action Medical Research all contribute to the way we are perceived by existing and potential supporters.

If our fundraising and communications materials all look different, we will be perceived as confusing, unprofessional and unclear of our own purpose. If we are clear, consistent and striking, our work will be better understood. This will help us to build the kind of public profile we need.

We are proud of our history and track record and are determined to make a difference for sick and disabled babies and children and this is reflected through our brand.

## Logo - master

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Our identity is made up of three main components: **our name, the action button and the strapline.**

These elements have been specially crafted for us and should always be seen in conjunction with each other in the manner specified on this page.

- **Our name**, Action Medical Research, defines what we do.
- **The action button** implies positive interaction with the logo, ie push the button and adds a distinctive element to the identity.
- **The strapline** emphasises our commitment to children.

### Logo position

In all circumstances, the logo must be placed in the top left-hand corner of publicity materials and on the front cover of all materials. Exceptions to this rule include stationery items, online communications and signage formats.



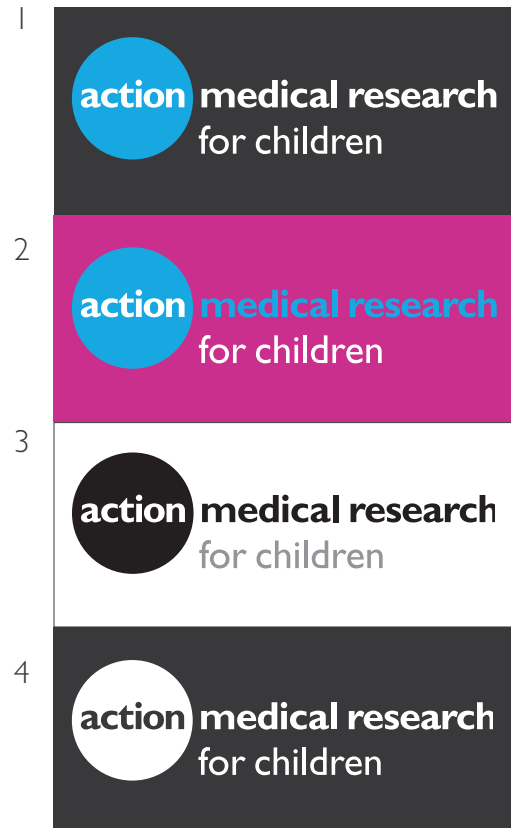
## Logo - variants

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There may be a time when the preferred master logo simply doesn't have enough standout within the design or print/technology limitations prevent its usage.

The logos shown on this page have been created to help you avoid such a situation.

Please use these logos sparingly. To maintain consistency we should aim to be using the master logo where possible.



## Logo - alternative variants

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### Raising funds for

This variant is for use on materials that are being produced to promote fundraising events and activities, by third party agencies and when the logo is the **only** mention of Action Medical Research.



### Supported by

This variant is for use on materials which promote initiatives that Action Medical Research support/fund. An example of this is for a researcher being funded by Action who is using our logo to promote the project.



### Regional

For use on regional materials.



Any queries, please contact the  
Brand Compliance Manager  
Paige Bowring-Martin  
T 01403 327402  
E [paige@action.org.uk](mailto:paige@action.org.uk)

## Registered charity numbers

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### **Registered charity numbers**

These are something we must include at least once on all charity publicity materials. These should be placed, where possible, along the bottom of the document, preferably in the bottom left hand corner.

**For A5 size and above** or single page documents, flyers and posters you can use the following: Registered charity numbers 208701 and SC039284.

**On multi-page documents of A5 size and above**, please use the comprehensive wording:

Action Medical Research is a registered charity: England and Wales no. 208701; Scotland no. SC039284 on the back page.

**Where space is really limited you can use:**

Charity reg. nos 208701 and SC039284.

Any queries, please contact the

Brand Compliance Manager

Paige Bowring-Martin

**T** 01403 327402

**E** [paige@action.org.uk](mailto:paige@action.org.uk)

# Colour palette - primary

Our primary colours are blue (PMS 299) and pink (PMS 205). These two colours should be used as leading colours where possible, so we can build recognition amongst our audiences of the Action visual identity.

They can be supported by the colours on the following page.



C82 M10 Y0 K0  
Web 3399ff



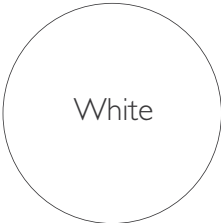
C0 M90 Y7 K0  
Web ff6699



C40 M0 Y0 K100  
Web 001722



C0 M2 Y0 K60  
Web 616265



C0 M0 Y0 K0  
Web ffffff

## Colour palette - secondary

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**Bright colours** can be used to add variety to materials. These colours should support, not dominate the primary colours.



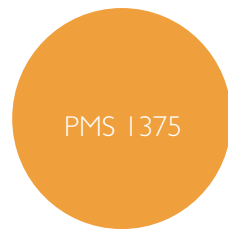
C59 M65 Y0 K0  
Web 9966cc



C0 M22 Y90 K0  
Web ffcc33



C76 M5 Y36 K0  
Web 006160



C0 M44 Y95 K0  
Web fa9f27



C70 M39 Y0 K0  
Web 4f89c8



C48 M95 Y0 K0  
Web 953393

**Muted colours** these colours have been chosen to contrast with both the primary and bright colours.



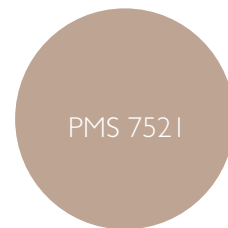
C67 M52 Y26 K4  
Web 637393



C35 M29 Y71 K2  
Web aaa166



C44 M48 Y28 K2  
Web 968397



C22 M36 Y37 K0  
Web c8a396



## Typography - our font

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### Gill Sans

Gill Sans is the corporate typeface for Action Medical Research and it should be used across all printed materials. Gill Sans light is the preferred body copy for text-heavy applications. Gill Sans regular should be used where text is not a dominant feature.

### Gill Sans bold

Should only be used for emphasis and for headings.

### Gill Sans italics

Should not be used except in body copy when referring to the name of a publication such as *The Times*.

### Text for PCs

Use Gill Sans light or Gill Sans MT when using Word, Excel, or PowerPoint. If Gill Sans is not available please use Verdana as an alternative.

### Verdana

Is recommended when writing emails. Verdana has been chosen due to its legibility even at small sizes.

### Helvetica

Is the preferred font for websites.

### Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Gill Sans light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Gill Sans bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

### Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Typography - how to use our font

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### **Typeface size**

It is good practice to use a font size of 12pt to make it easy to read for most people. This is the minimum font size required to meet basic accessibility standards and where possible materials should be produced in 12pt.

### **Upper case**

Use upper case sparingly. A single initial capital in headings. No other words in a title should begin with a capital unless it is a natural capital, such as a name or title.

### **Titles and headings**

Set in upper and lower case, avoid use of all capitals, and use in proportion to body text.

### **Subheading**

Set in upper and lower case, never use all capitals, and to be used in proportion to body text.

### **Captions**

Set in upper and lower case, never use all capitals, use in a bolder typeface to body text and no smaller than 10pt.

### **Quotes**

Pull-out quotes can be set in Gill Sans or similar sans serif font and at a larger size than body text, quote marks to be used at larger size also, more like a graphic.

There are times we may decide to use a 'handwritten' style font. This is used on materials that require a warmer style/approach.

We may also use a stylised font for our Bring your Bear materials, where a more child-like look is needed.

## Key elements - printed materials

### Logo

Each logo application requires the correct variant, see page 3 for details.

### Registered charity numbers

These must be printed on all our fundraising materials – full details are on page 5.

### Action copyright

This must be included on all relevant materials – copyright wording:

© Action Medical Research 2017

### Abbreviating the charity name

Please use our name in full in all communications channels. If there is a requirement to abbreviate the charity's name then the preferred option is to abbreviate our name to Action which corresponds to the charity's web address. Please avoid the acronym AMR.

### Contact details

When displaying our contact details on materials please follow these guidelines in this order:

Capital T set in a bolder typeface than the copy in blue PMS 299 followed by the email address

Capital E set in a bolder typeface than the copy in blue PMS 299 followed by the web address (no www.)

Capital W set in a bolder typeface than the copy in blue PMS 299

Facebook (use icon) followed by actionmedres

Twitter (use icon) followed by @actionmedres

There may be times when not all these contact details are needed.



**T** 01403 210406  
**E** info@action.org.uk  
**W** action.org.uk  
**f** actionmedres  
**@** @actionmedres

## Contact/sign-off

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To maintain a consistent look and feel, and therefore strengthen our communications, the creation of new logos other than those outlined in these guidelines, is prohibited. If you have any questions about how to use our brand please contact the Brand Compliance Manager.

### Sign-off procedure

All materials produced for the charity, both internal or external, need to be approved before they are printed. There is an approval form and process which needs to be completed before materials can be printed. Forms are available from the Brand Compliance Manager.

Brand Compliance Manager

**Paige Bowring-Martin**

**T** 01403 327402

**E** [paige@action.org.uk](mailto:paige@action.org.uk)

In the absence of Paige please contact Sarah Moss, Director of Communications

**T** 01403 327423 **E** [smoss@action.org.uk](mailto:smoss@action.org.uk)

### **Action Medical Research**

Vincent House, Horsham, West Sussex RH12 2DP **T** 01403 210406 **E** [info@action.org.uk](mailto:info@action.org.uk) **W** [action.org.uk](http://action.org.uk)

Action Medical Research is a registered charity: England and Wales no. 208701; Scotland no. SC039284