

Brand Guidelines

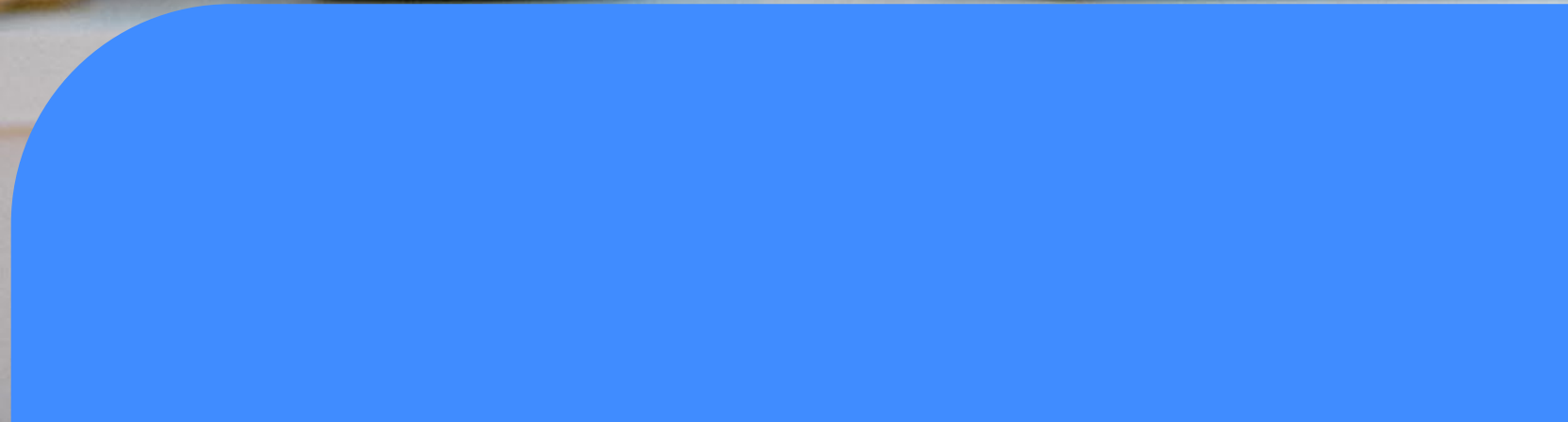
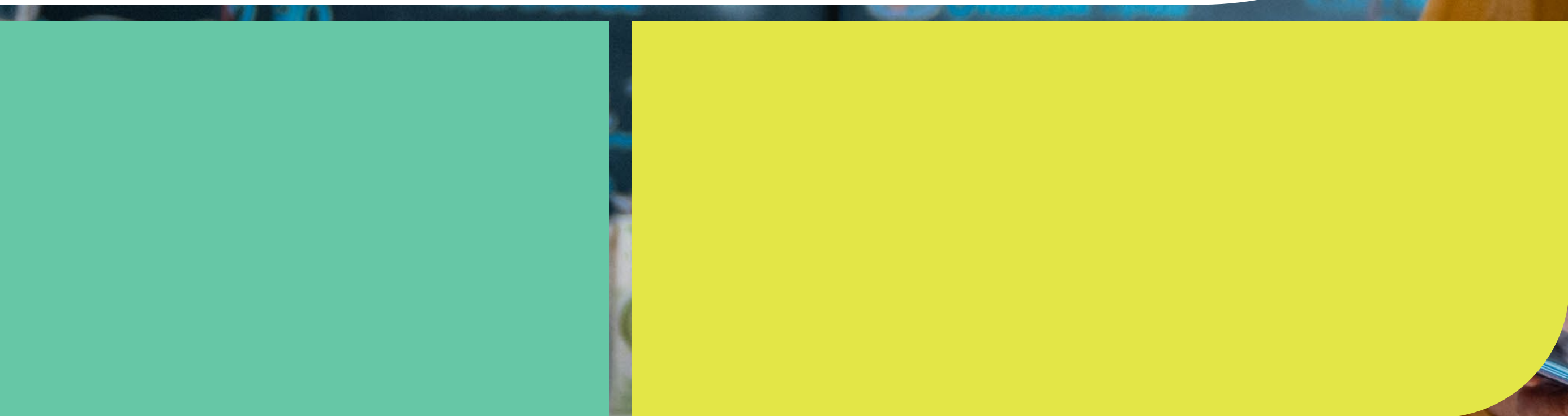
Contents



- 4** Design
- 5** Logo
- 10** Typography
- 13** Colour
- 15** Brand Graphic
- 20** Iconography
- 22** Photography
- 26** Brand in use

We have created this as a guide to help shape Power to Change's communications and create consistency across all applications.

Inside you'll find information on our design elements and examples of our brand in use.





Design

Logo Primary

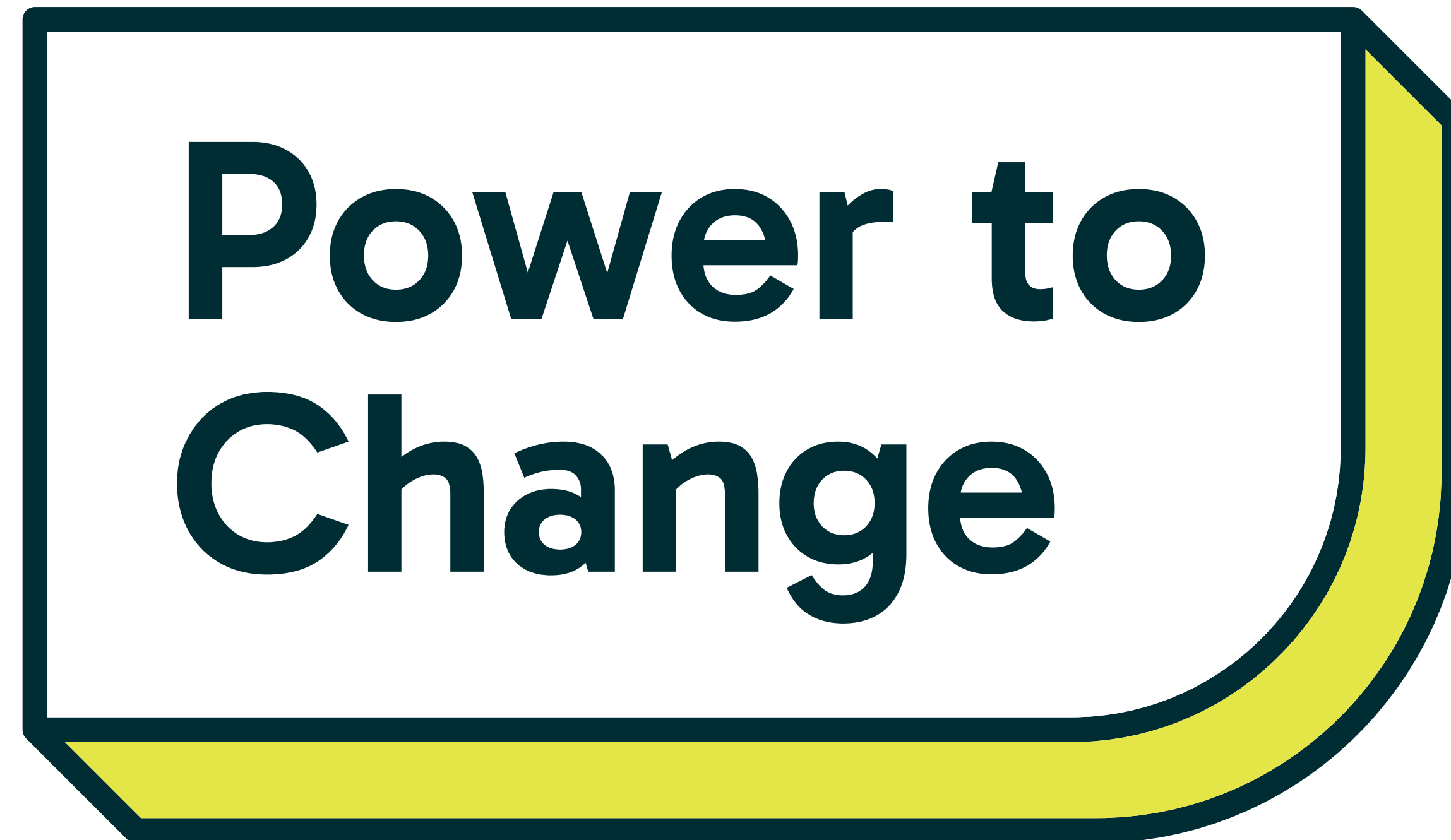
This is our primary logo.

The brick shape is based on the concept 'building community power'.

The primary logo should be used where possible, and can be placed on any background.

The logo should be positioned in the corner of a layout, unless it is the main feature of a design.

Download primary logo [here](#).



Logo Strapline

This is our logo with our strapline.

When adding to designs, follow the same guidance mentioned for the primary logo.

There are versions in white and black, and accessibility guidance on p12 to guide which option to use.

If using on a photography background, make sure there is enough contrast in place, so the strapline is legible.

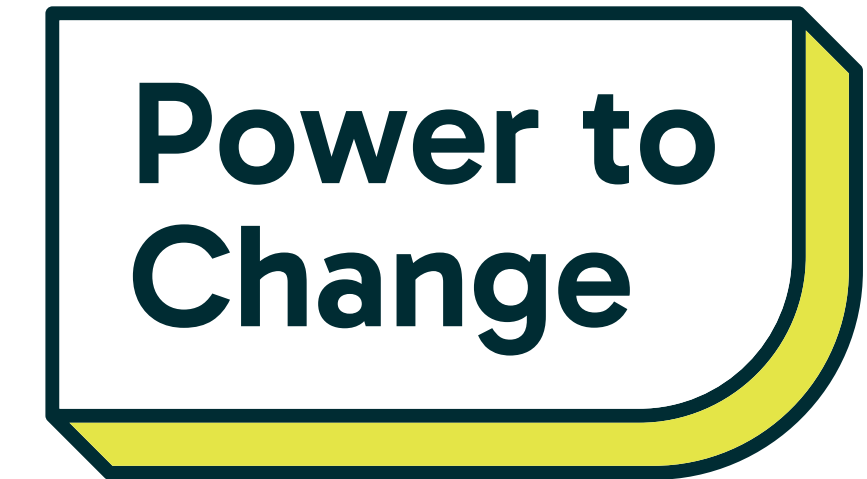
Logos with straplines can be downloaded [here](#).

Landscape



**Backing
community
business**

Portrait



**Backing
community
business**



**Backing
community
business**



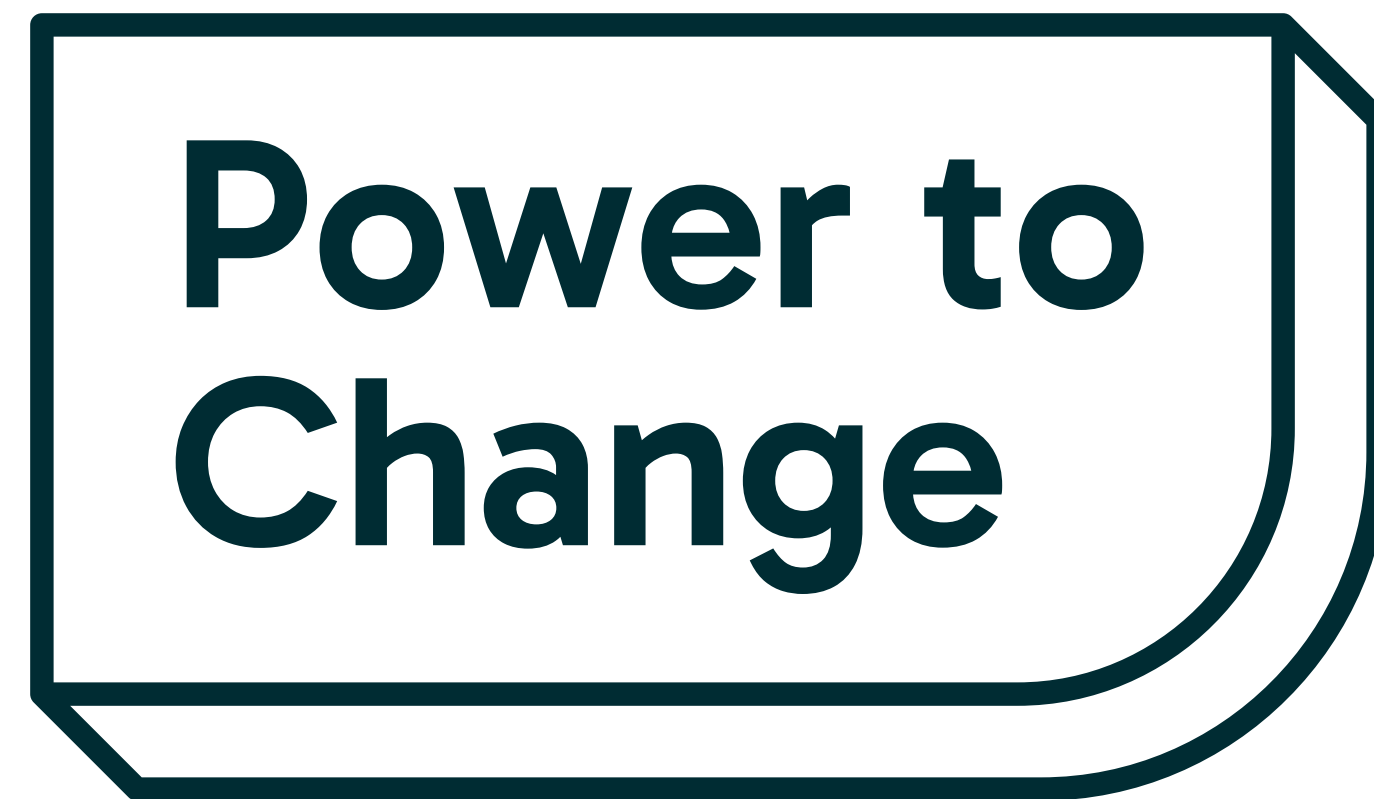
**Backing
community
business**

Logo Mono

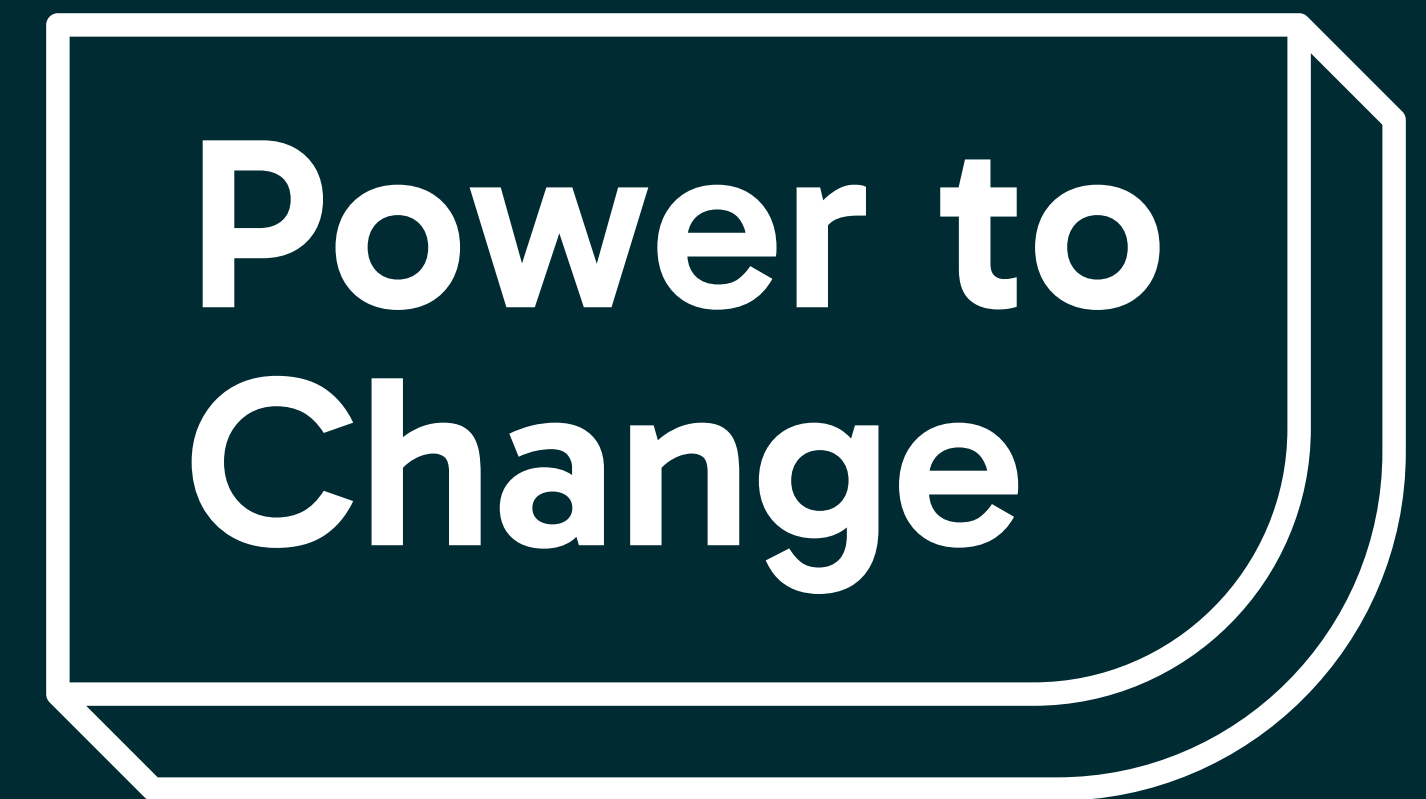
If it's not possible to use a colour logo, mono versions are available.

They can be downloaded [here](#).

Positive



Negative



Logo National Lottery Lockup

Thanks to National Lottery players, The National Lottery Community Fund has awarded £20 million to Power to Change to support community businesses.

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 either be positioned next to (centered) or below (left aligned) the Power to Change logo.

To create a balanced ratio, the National Lottery Community Fund logo should be 75% of the size of the Power to Change logo.

To create enough clear space between logos, there should be the equivalent of two capital P's between the logos. The centre of the space between should have a divider line, equivalent of the line stroke in the Power to Change logo.

Landscape lock up



Portrait lock up

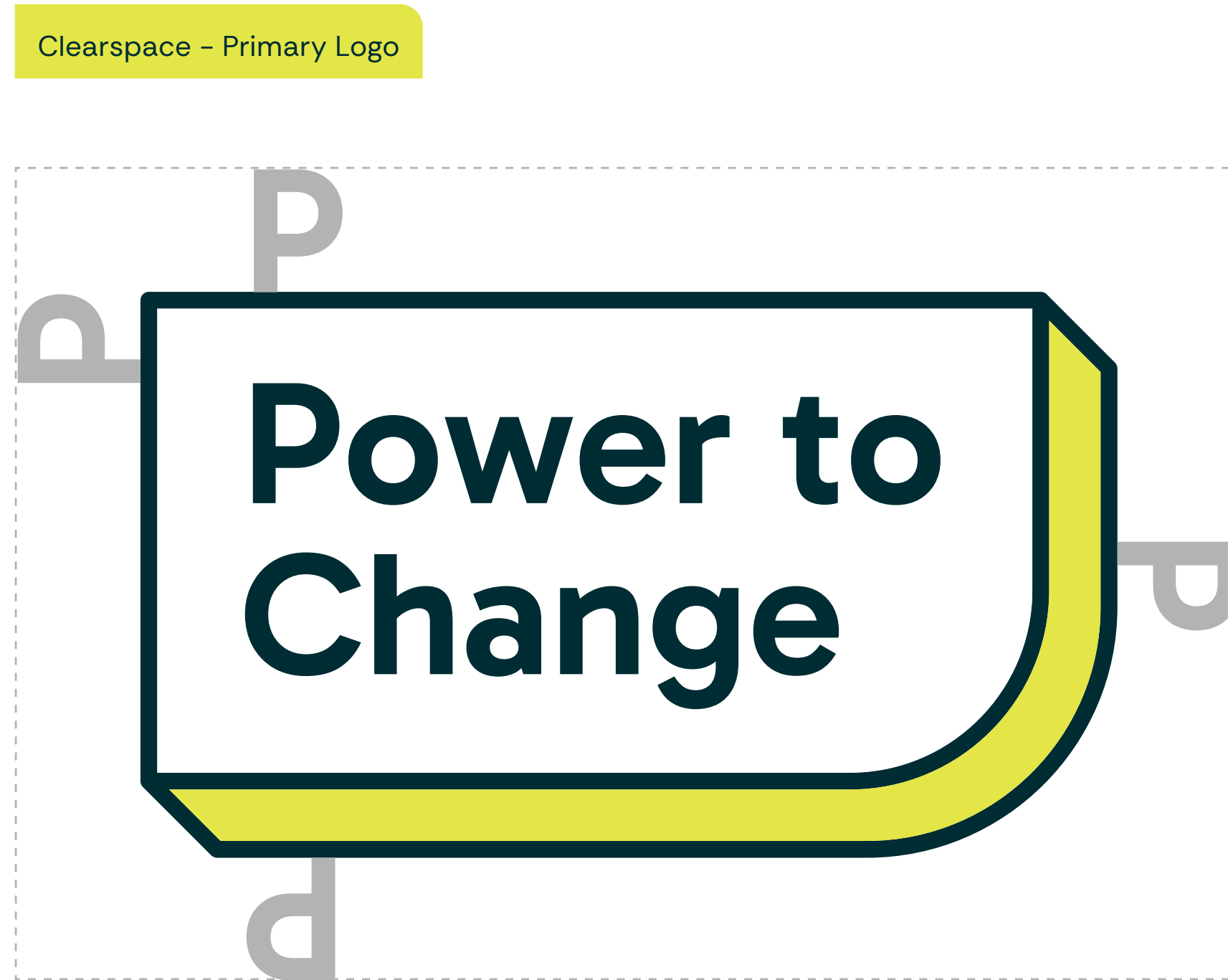


Logo Usage

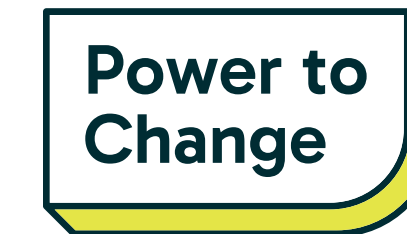
When using the logo, leave a clearspace around the logo, to make sure it can be clearly visible. Leave a space around it that is equal to the 'P' in the logo.

When creating communications for screen and print, make sure that the lockup isn't displayed at a size that isn't readable. This can be ensured by following minimum size guides.

Our avatar can be used in instances where the logo would be too small to read, such as social media icons.



Minimum Size - Primary Logo



100px / 50mm wide

Avatar



Typography Overview

Rethink Sans Semibold is our heading typeface, a contemporary sans serif, with rounded features. It is chosen to have personality, but still relevant in a business setting.

Subheadings use Rethink Sans Regular, which creates a contrast with the heading typeface, creating hierarchy.

Rethink Sans Regular is also used for body copy.

Rethink Sans Extrabold can be used for numbers and statistics, to allow them to stand out as much as possible.

You can download the Rethink Sans family for free from Google Fonts [here](#).

Headlines and key messages
Rethink Sans Semibold

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
? ! @ £ \$ € # ç & % () " ' 1 2 3

Body copy
Rethink Sans Regular

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
? ! @ £ \$ € # ç & % () " ' 1 2 3

Numbers and Statistics
Rethink Extrabold

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
? ! @ £ \$ € # ç & % () " ' 1 2 3

Typography System Font

If it is not possible to use Rethink Sans, use Arial as an alternative.

If Arial is not available on your device, use Helvetica instead.

Headlines and key messages
Arial Bold

Aa

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
?!@£\$€#¢&%()''123**

Body copy
Arial Regular

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
?!@£\$€#¢&%()''123

Typography Typesetting

This page shows the principles for setting text. Type should be left aligned and ragged right, or centre aligned.

The examples on this page show how type should be used for headlines, key messages and body copy.

Headings: Rethink Sans Semibold
Kerning: Optical
Tracking: 10

Example shown:
90pt/115pt leading

Key messages: Rethink Sans Regular
Kerning: Optical
Tracking: 10

Example shown:
36pt/46pt leading

Body copy: Rethink Sans Regular
Kerning: Optical
Tracking: 10

Example shown:
24pt/33pt leading

Lorem ipsum dolor sit amet

Donec diam nulla, volutpat sed pharetra vitae, ultricies et justo. Integer semper, quam nec eleifend sodales, elit turpis imperdiet odio, ac sodales est neque id purus. Nunc imperdiet velit quis lacus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in urna tincidunt, rhoncus nisi feugiat, iaculis arcu. Suspendisse lacus mauris, porta et urna non, tempor aliquet magna. Mauris consequat, libero non dapibus mollis, orci lorem congue enim, non venenatis quam leo ut tortor. Suspendisse vel libero sed nisl tempus lacinia. Phasellus pharetra elementum urna quis egestas.

Typography Colour

If you are creating a layout using software with more restrictive design capabilities, such as Word, and can't use type within the bricks easily, you can use type with colour to create a hierarchy.

The opposite shows colours that we'd recommend for maximum stand out.

Headings: Dark Blue
Rethink Sans Semibold

Subheadings: Dark Purple
Rethink Sans Regular

Chart titles and captions: Dark Green
Rethink Sans Regular

Body copy: Black
Rethink Sans Regular

Headings

Subheading 1

Chart titles and captions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in urna tincidunt, rhoncus nisi feugiat, iaculis arcu. Suspendisse lacus mauris, porta et urna non, tempor aliquet magna. Mauris consequat, libero non dapibus mollis, orci lorem congue enim, non venenatis quam leo ut tortor. Suspendisse vel libero sed nisl tempus lacinia. Phasellus pharetra elementum urna quis egestas.

Colour Overview

These are the colours that make up our brand. They're all warm, vibrant colours, that have been chosen to feel energetic and celebratory.

Each colour is not at full vibrancy, to allow them to feel calm and appropriate in a business setting.

The top row of colours are our primary colours, which are used more prominently across our brand.

Dark Blue, Dark Green, Purple and Dark Purple are our secondary colours, designed to be used for either type or for supporting details such as infographics.

Black and White can be used throughout the brand as backgrounds or type.

Blue

R64 G139 B255
C57 M27 Y0 K0
#408BFF

Teal

R102 G200 B166
C58 M0 Y45 K0
#66C8A6

Yellow

R228 G229 B71
C18 M0 Y79 K0
#E4E547

Dark Blue

R15 G87 B255
C82 M67 Y0 K0
#0F57FF

Dark Green

R50 G92 B97
C82 M50 Y52 K26
#325C61

Purple

R179 G174 B207
C29 M29 Y4 K0
#B2ADCF

Black

R0 G44 B51
C93 M64 Y59 K61
#002C33

White

R255 G255 B255
C0 M0 Y2 K0
#FFFFFF

Dark Purple

R123 G107 B207
C61 M64 Y0 K0
#7B6BCF

Colour Accessibility

Accessibility is an important requirement for all communication.

To adhere to accessibility standards, a font colour should be chosen based on the opposite guide.

Take note of blue colour combinations, which can only be used for large text, at size 18pt and above.

Aa

Black Foreground
White Background

Aa

Yellow Foreground
Black Background

Aa

Blue Foreground
Black Background

18pt and above

Aa

Teal Foreground
Black Background

Aa

White Foreground
Black Background

Aa

Black Foreground
Yellow Background

Aa

Black Foreground
Blue Background

18pt and above

Aa

Black Foreground
Teal Background

Aa

Dark Blue FG
White BG

Aa

White FG
Dark Blue BG

Aa

Dark Green FG
White BG

Aa

White FG
Dark Green BG

Aa

Dark Purple FG
White BG

Aa

White FG
Dark Purple BG

Aa

Black FG
Purple BG

Aa

Purple FG
Black BG

Brand Graphic Overview

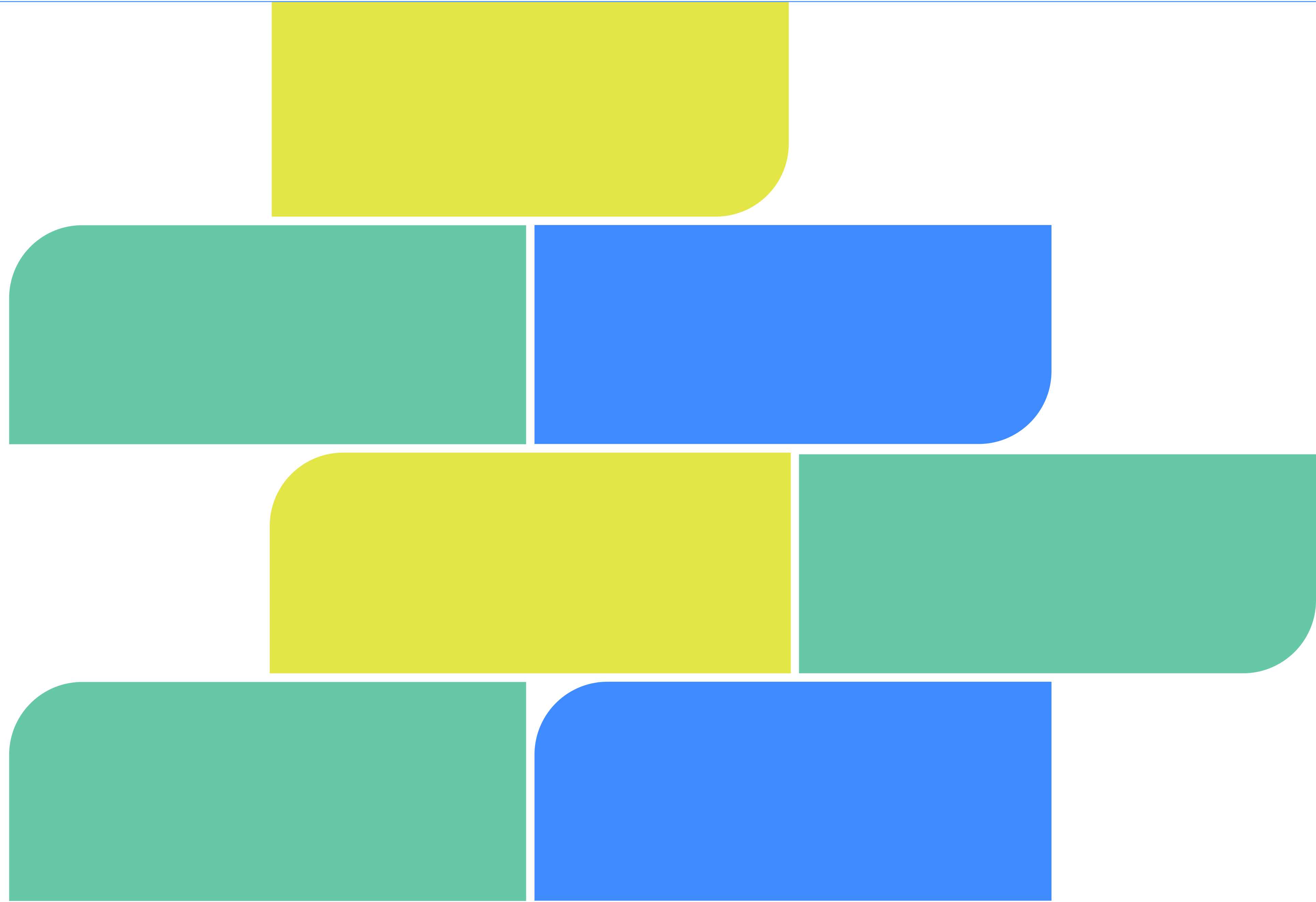
Our brand graphic brick shapes are also based on the concept 'building community power'.

The bricks each have one rounded corner, which allows the graphic language to feel more dynamic.

The curved edge is always in the top left corner or bottom right.

The following pages include explanation on how the brand graphic can be used.

You can download the brand graphic [here](#).

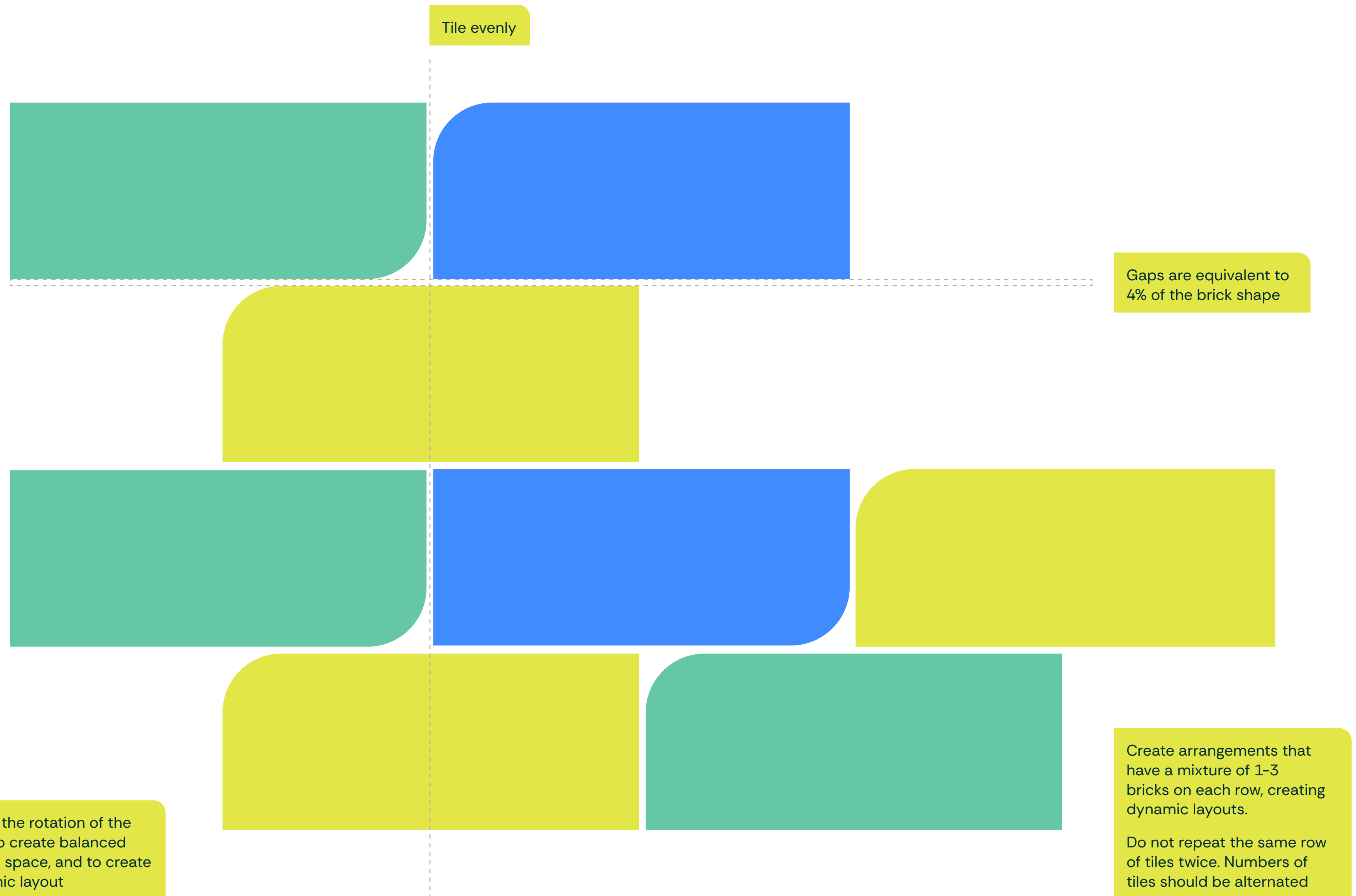


Brand Graphic Tiling

One way we can use the brick graphic language is tiling the shapes to make patterns.

The opposite shows guides to keep in mind when using graphic language.

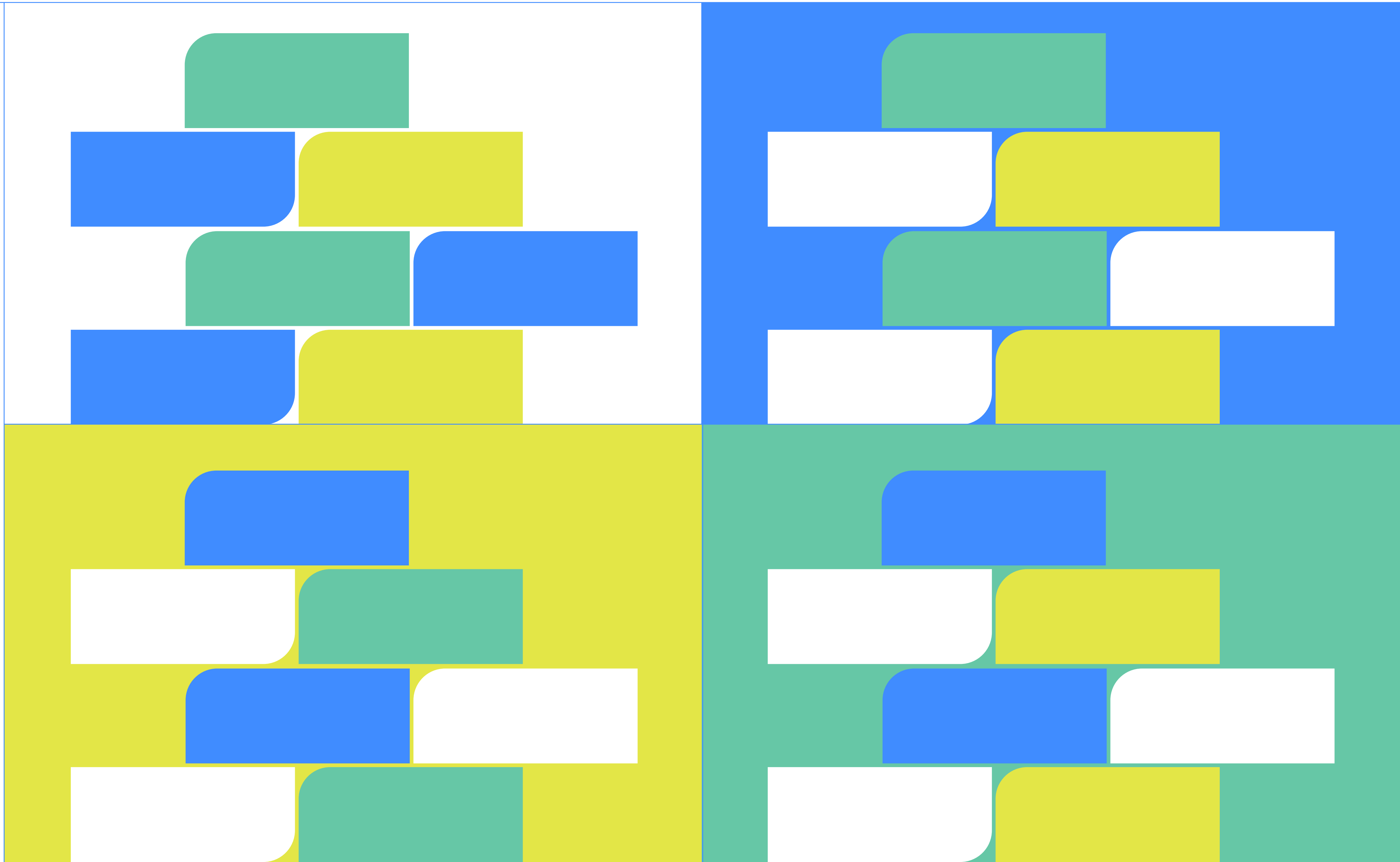
Following these guides will ensure designs feel ordered, whilst still feeling dynamic.



Brand Graphic Colour

When using the bricks in a tile format, make sure that:

- Primary colours are being used (see p12 for colour guides)
- Colours alternate following the same pattern throughout



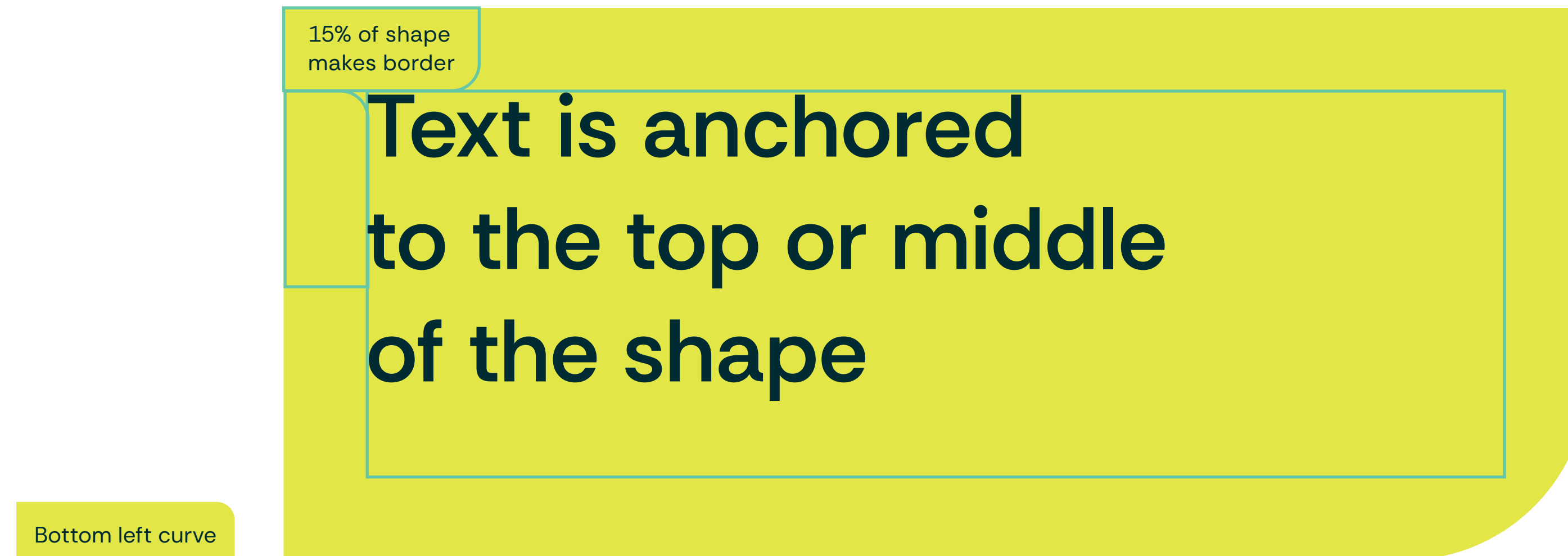
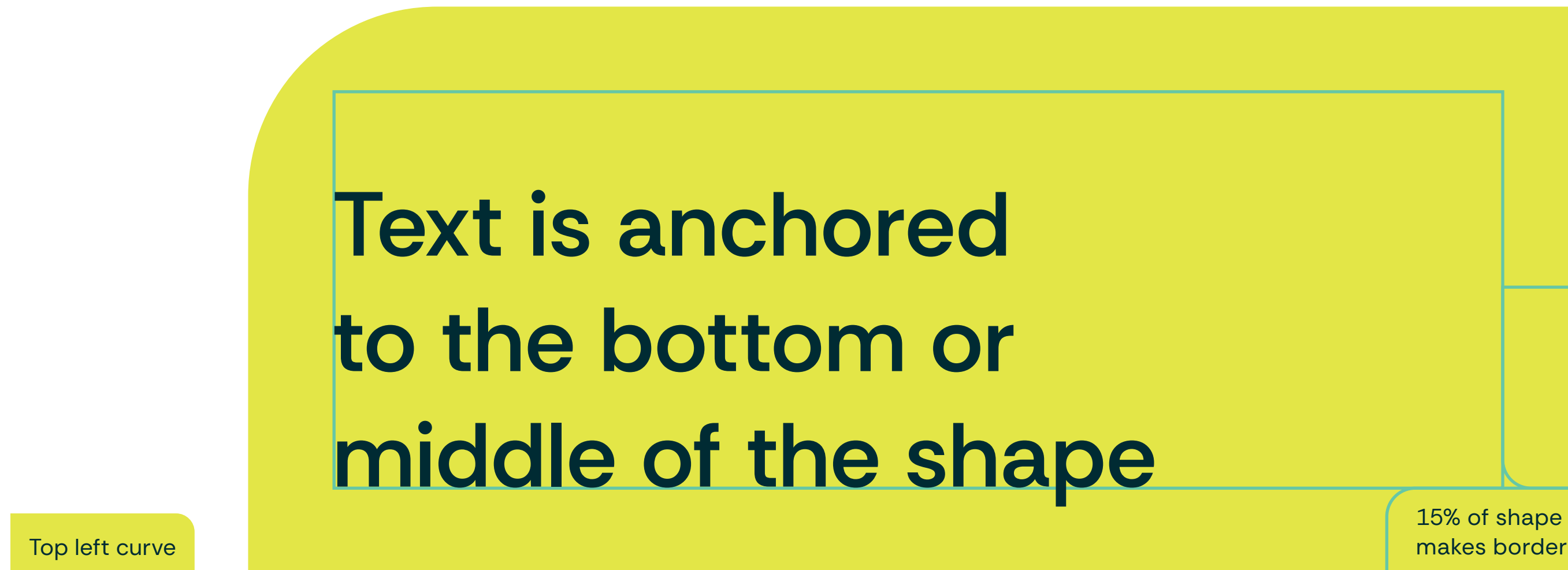
Brand Graphic

Adding text

The opposite shows how text can be used within the brick shapes.

To keep layouts ordered, make sure text is anchored to the straight edge of the brick, and there is enough padding around text.

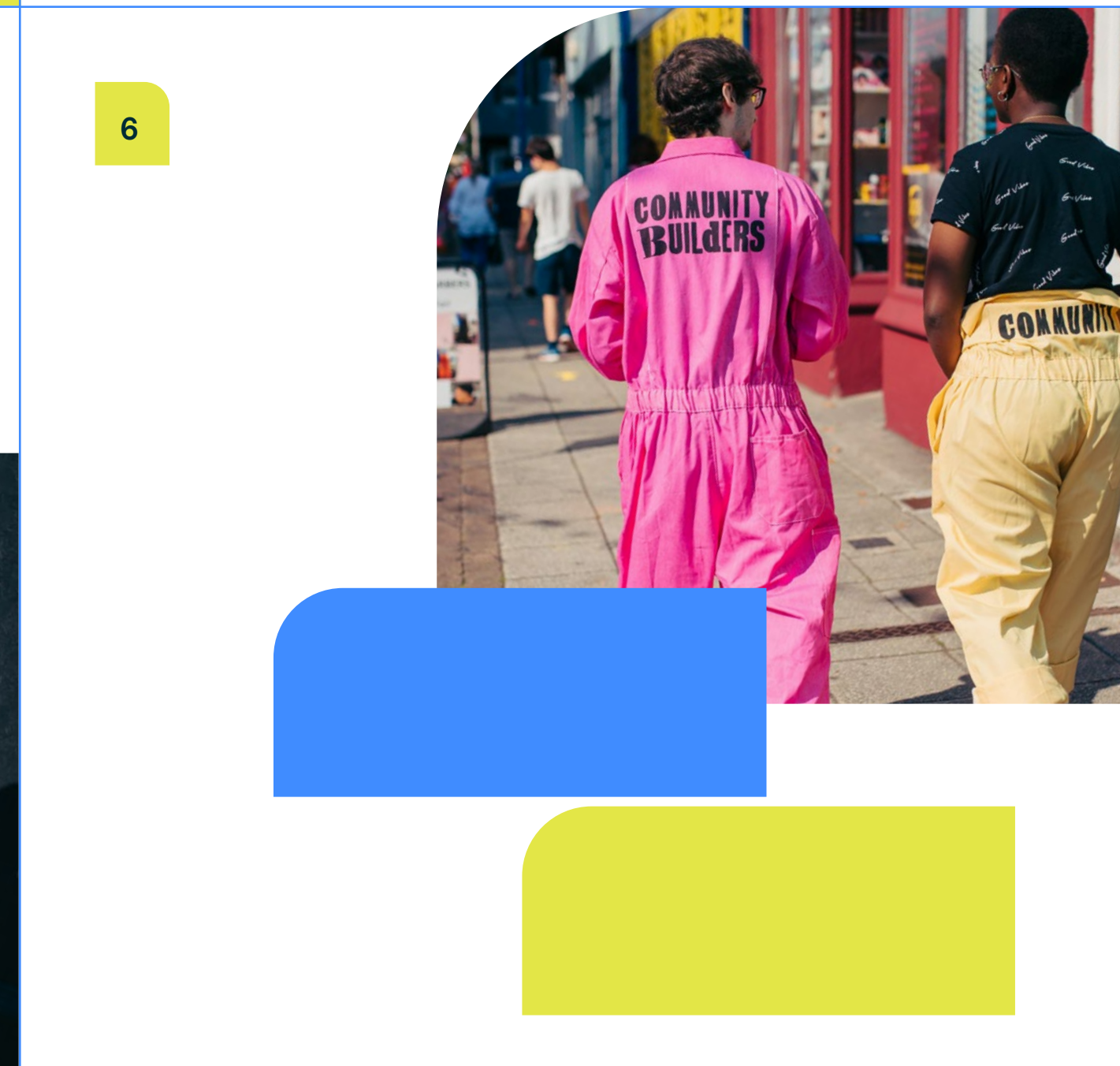
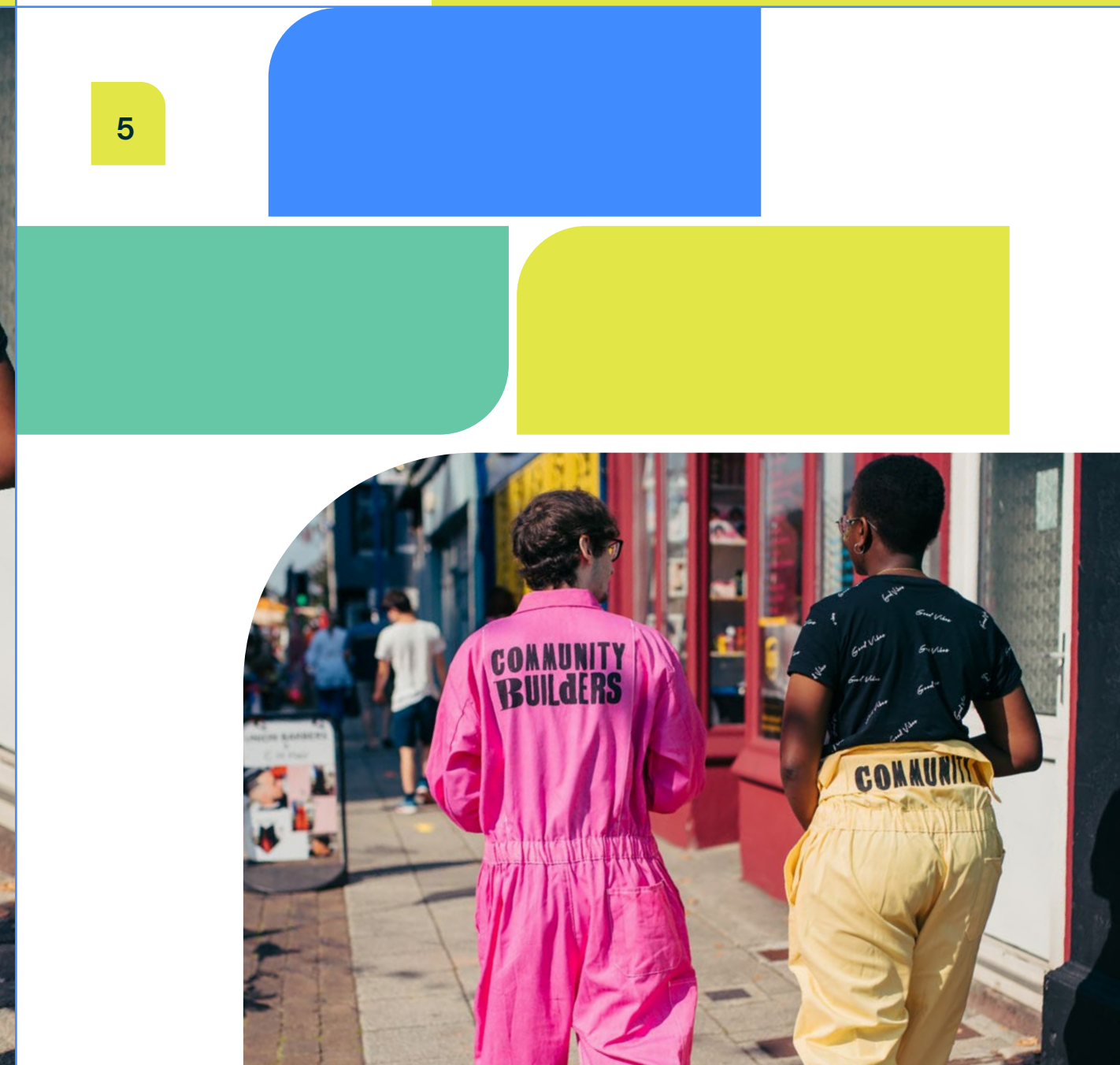
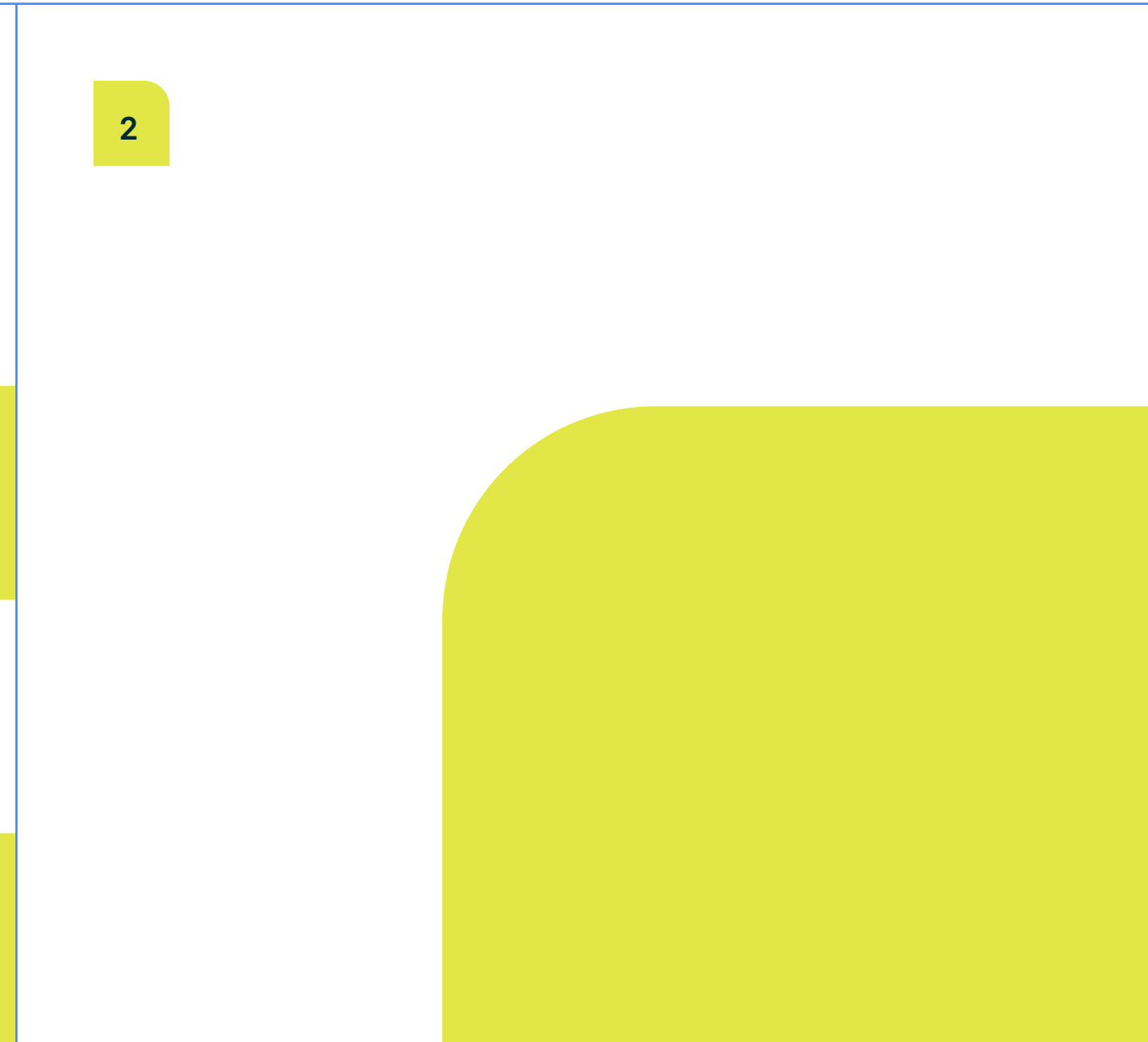
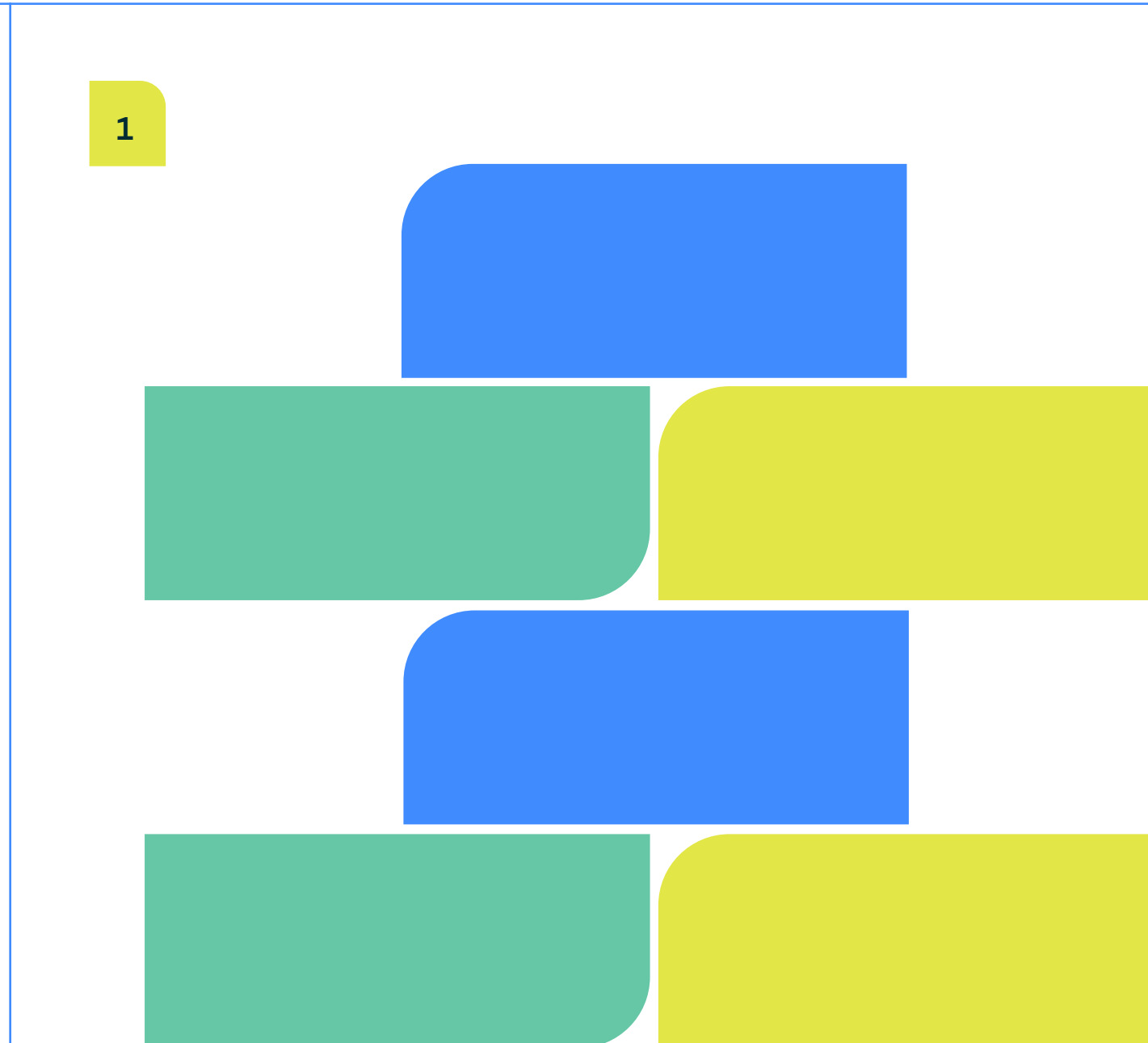
If there is a particularly long sentence to work with, the shape can lengthen. Make sure the shape is never stretched.



Brand Graphic Placement

As well as tiling, the brick shape has flexibility when creating layouts.

1. Tile patterns can be created. See more guidance on these from p14-15
2. The brick can be cropped off the edge of the layout, which allows more space to place in text or photography
3. Bricks can overlap over other bricks. The bricks can be different sizes, but always the correct proportion
4. The tile shape can be placed over photography. Make sure it never covers key details
5. A cropped brick can be in the same layout as the tiles. Make sure there is a good amount of balance between shapes, and the gaps between the tiles and larger shapes are consistent
6. Shapes described in example 3 can be overlapped over an image.



Iconography Overview

Iconography has been created using the brick shape, to create consistency with the rest of the brand.

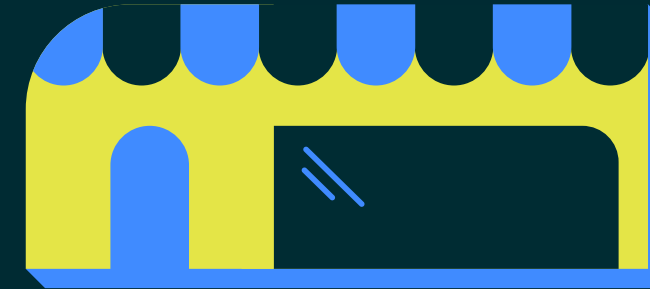
These are available to use in colour or as an outline.

Iconography can be downloaded [here](#).

To use on dark colours



Building community power



Taking back the high street

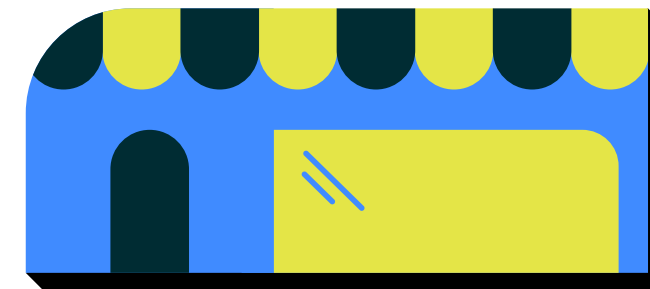


Financing the future economy

To use on light colours



Building community power

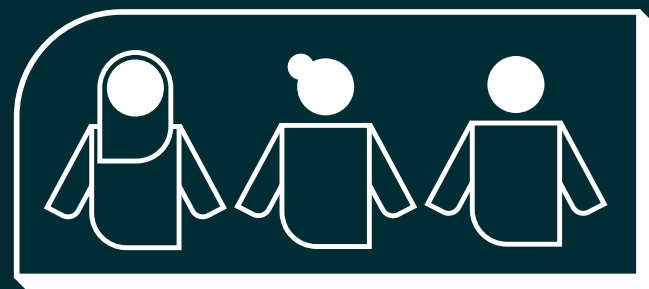


Taking back the high street

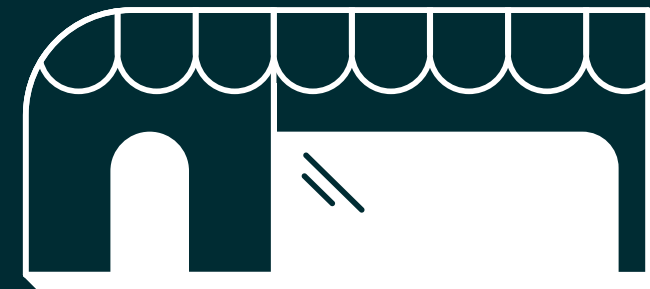


Financing the future economy

Outline



Building community power



Taking back the high street



Financing the future economy

Iconography People

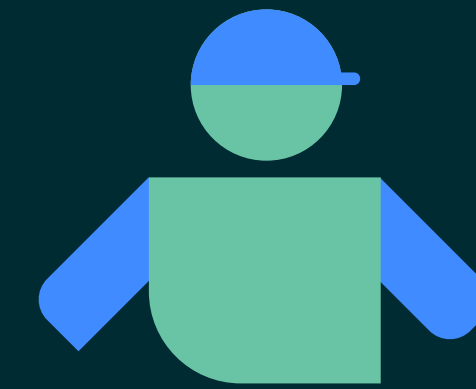
Iconography has been created to represent the diversity of people Power To Change work with.

They each are created using elements of the brick shapes for consistency.

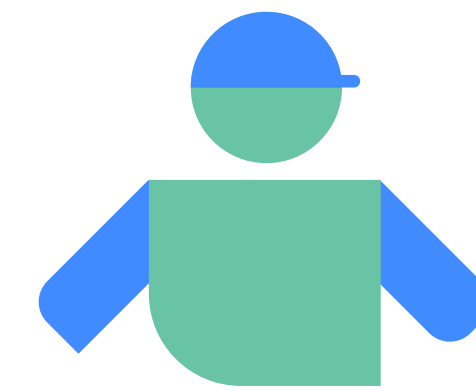
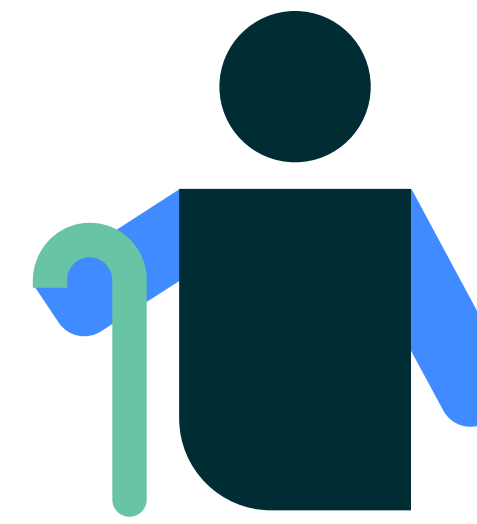
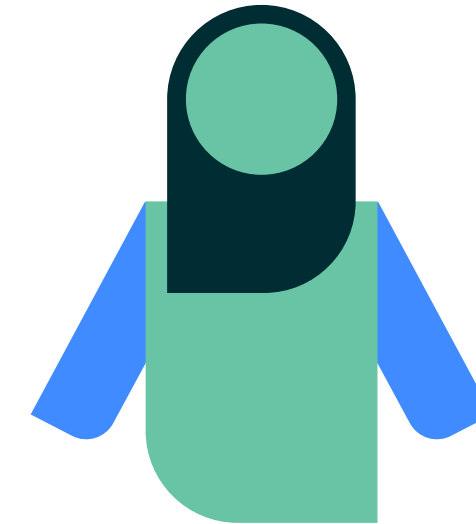
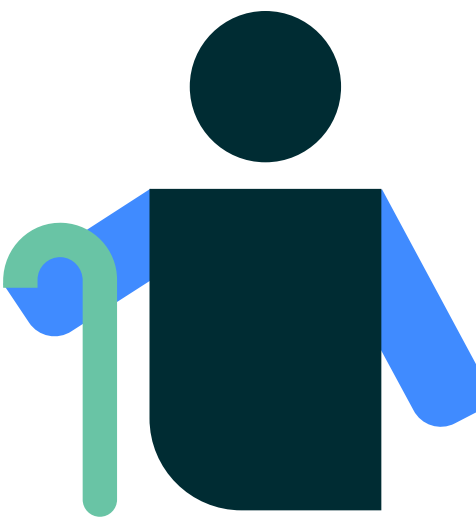
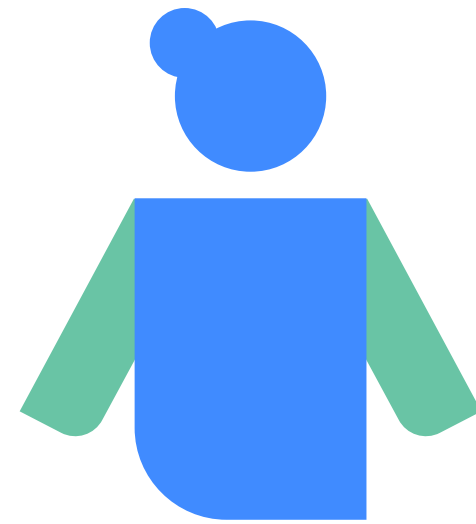
They are available to use in colour or as an outline.

Iconography can be downloaded [here](#).

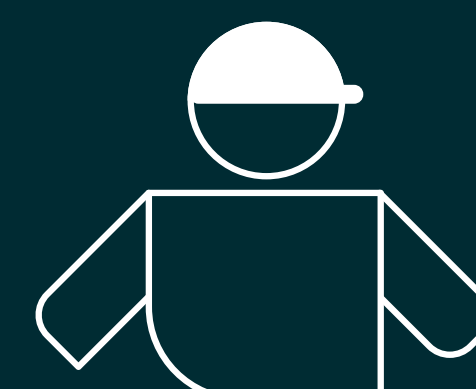
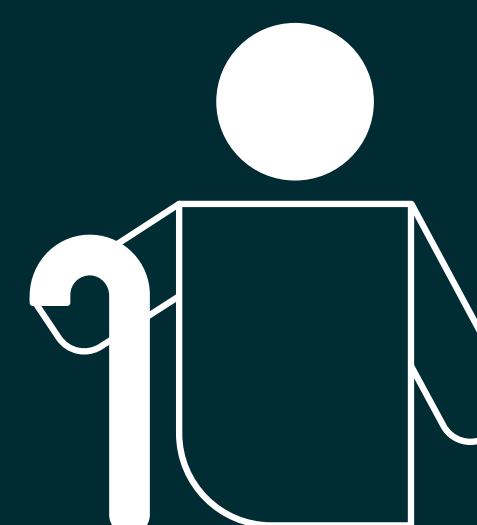
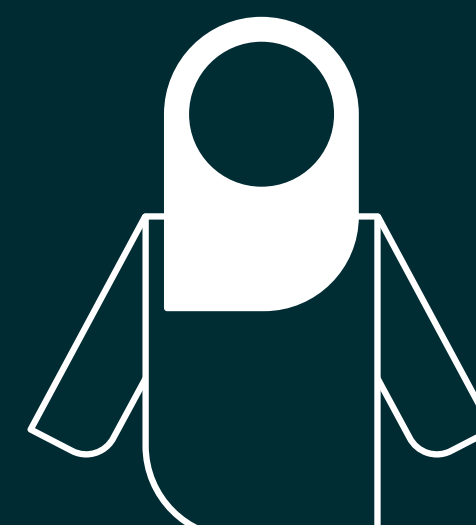
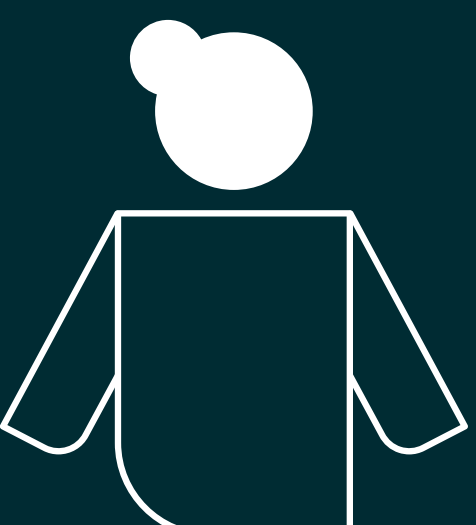
To use
on dark
colours



To use
on light
colours



Outline



Photography Overview

Overall, colour should be **warm, saturated and bright** – reflecting Power To Change’s positivity when building better places.

The majority of our photographs should include **action shots** to communicate our energetic spirit. These could be people in conversation or doing a task.

Videography

Film should also feel warm, saturated and bright, to be consistent with photography.

To get a sense of action, films should have an energetic pace.

People should be included as much as possible in film, also in action. Avoid negative shots of places without people.



Photography Portraits

Our photography library should also showcase the people behind our work.

Portraits should feel natural and relaxed, communicating people's authentic personalities.

This guidance can also be followed for staff headshots, which can be taken outside, with bright, simple backgrounds.



Photography Details

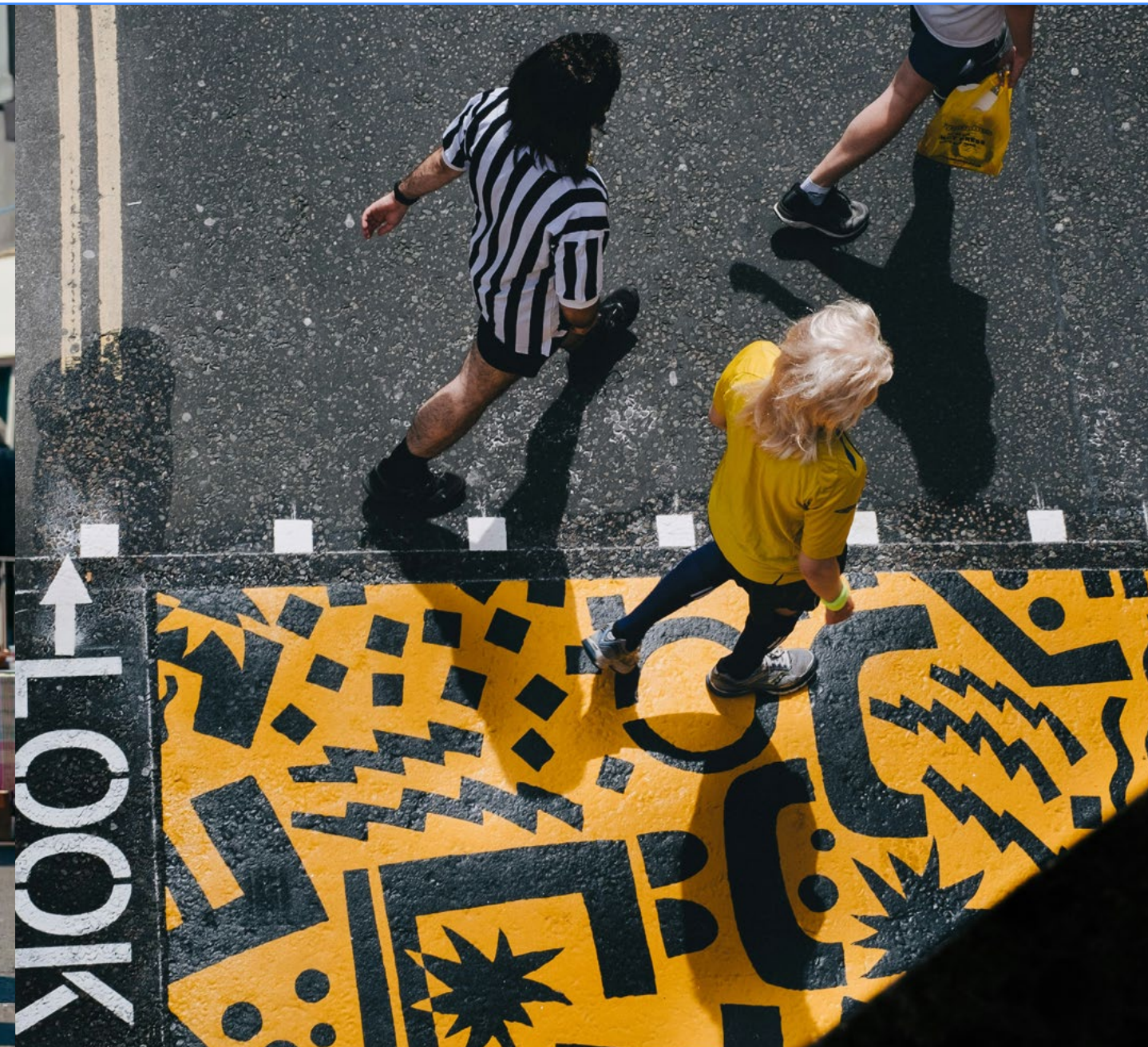
Including detail photography allows our audience to engage more closely with our work at Power To Change.



Photography Places and Buildings

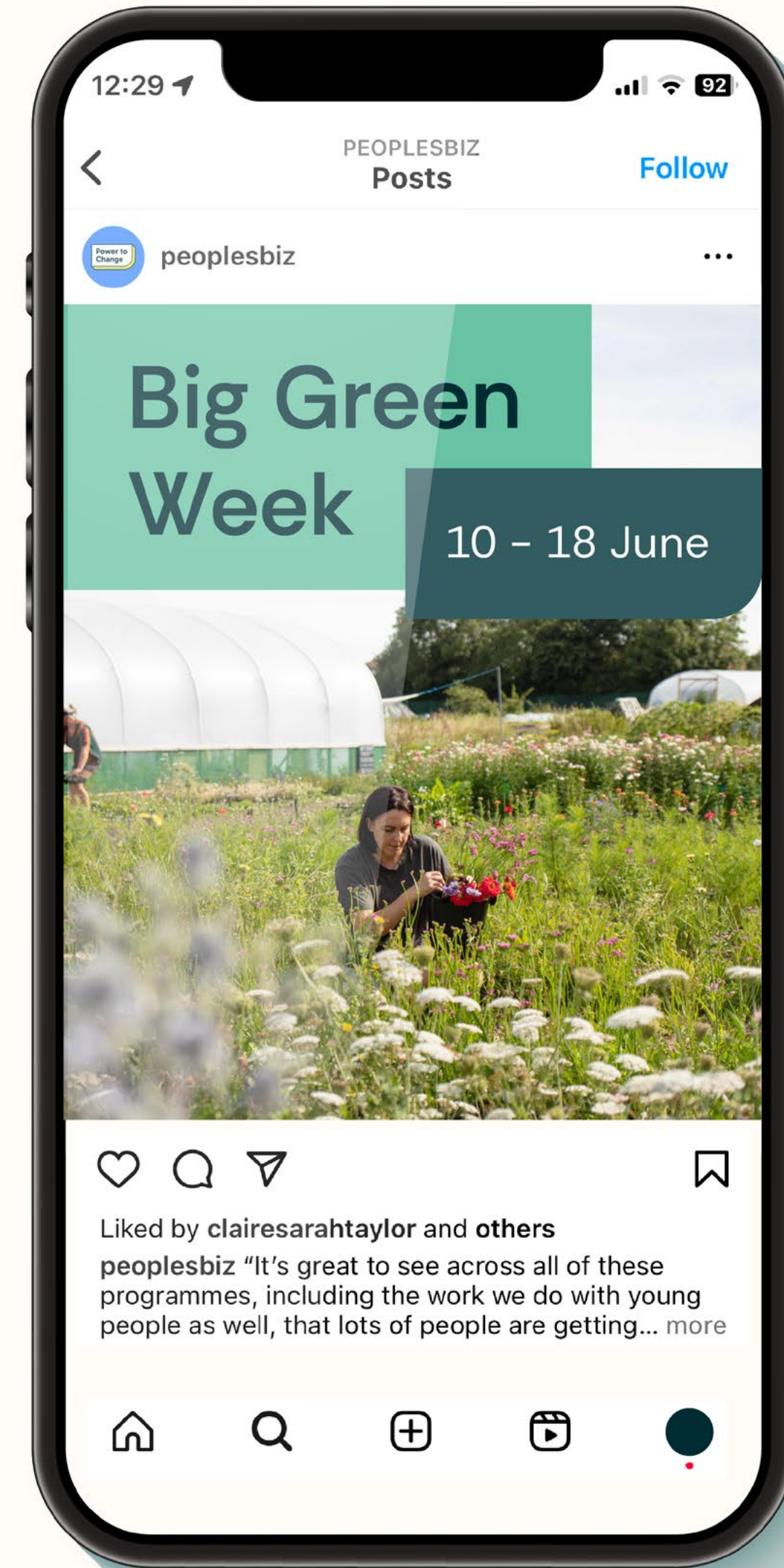
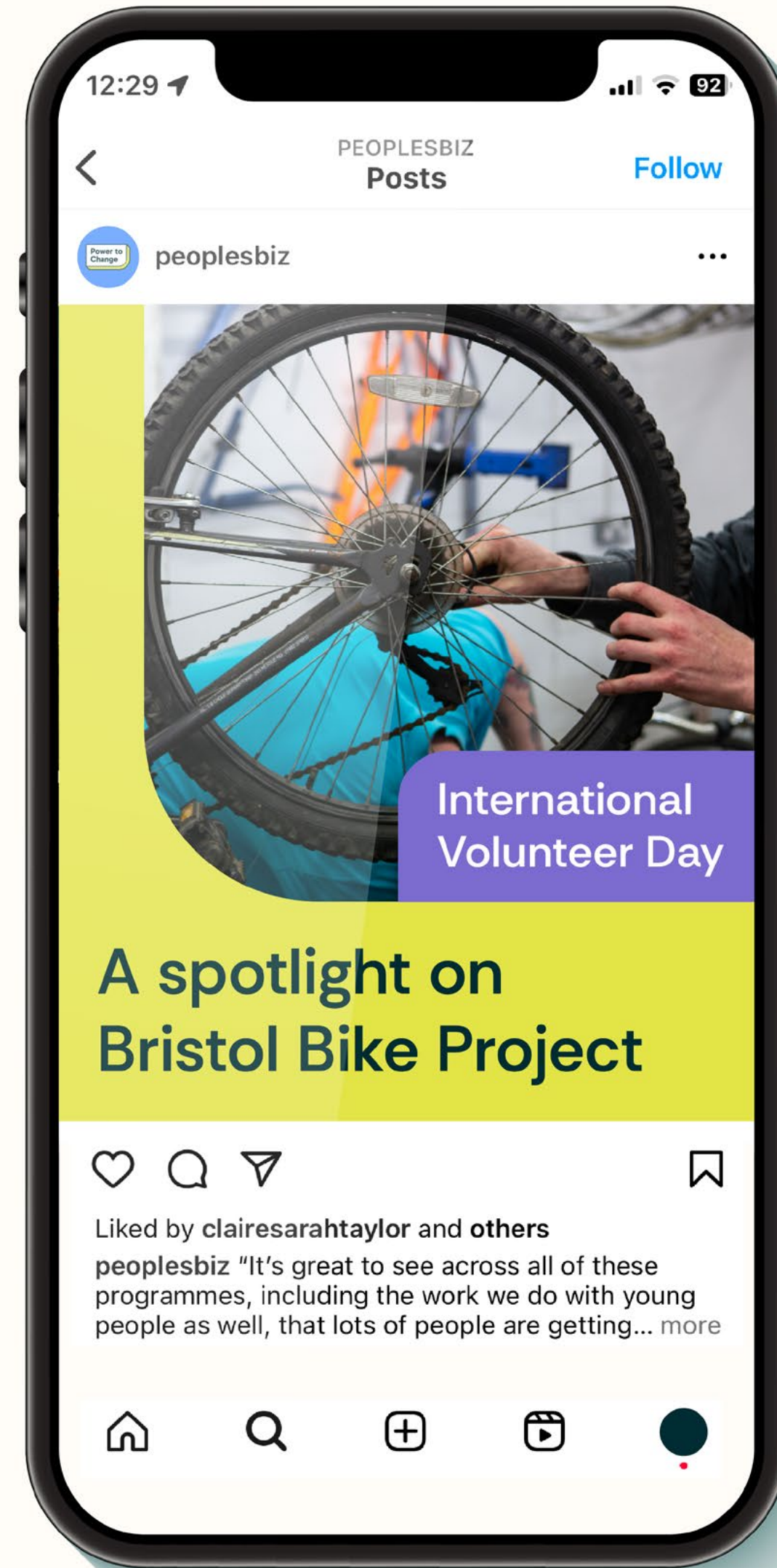
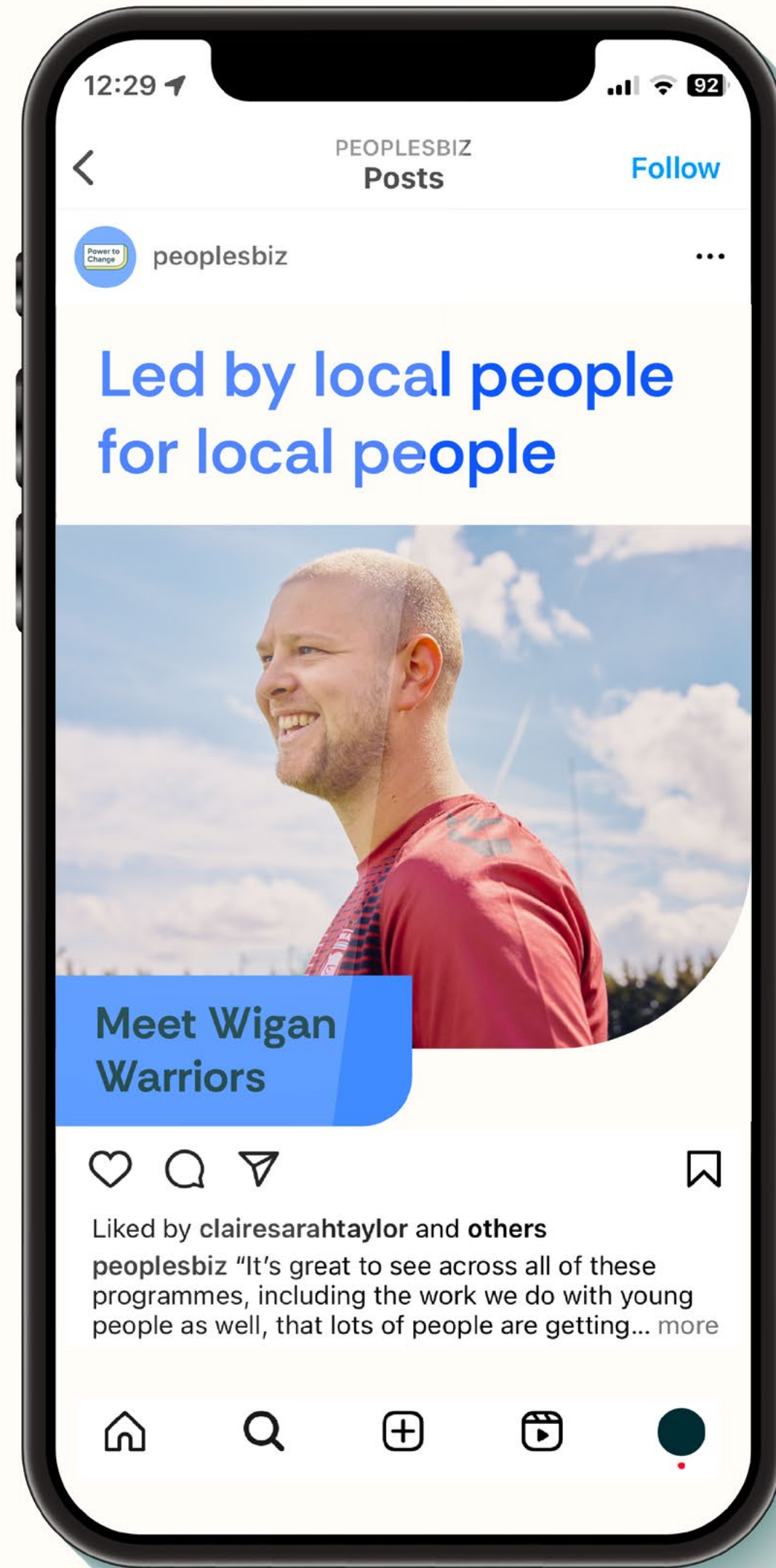
To get a sense of the wider picture of our work, our photography library should include places and buildings.

These should feature action shots of people as much as possible, to get a sense of movement and energy.





**Brand
in use**





Building better places from the ground up

Power to Change

Community businesses help make places better in a real way

Where?
Community businesses are locally rooted

How?
Accountable to the local community

For what?
Trading for the benefit of the local community

Why?
Aim for broad community impact



Power to Change


Community businesses works

357
We have helped move lots of community projects from idea to inspiration in the last 12 months.

280,570
local people benefited from the community businesses we support

£3M
in total grants to community businesses

One goal
Strengthen communities through community business.



Power to Change

What do we mean by these values?

Local roots
A business started by local people that will benefit the community around it.

Accountability to the local community
The local community have a genuine say in how the business is run.

Trade for the benefit of the local community
Community businesses sell services and products in and around their local area.

Broad community impact
Community businesses engage with a variety of different groups in their community and address different community needs.

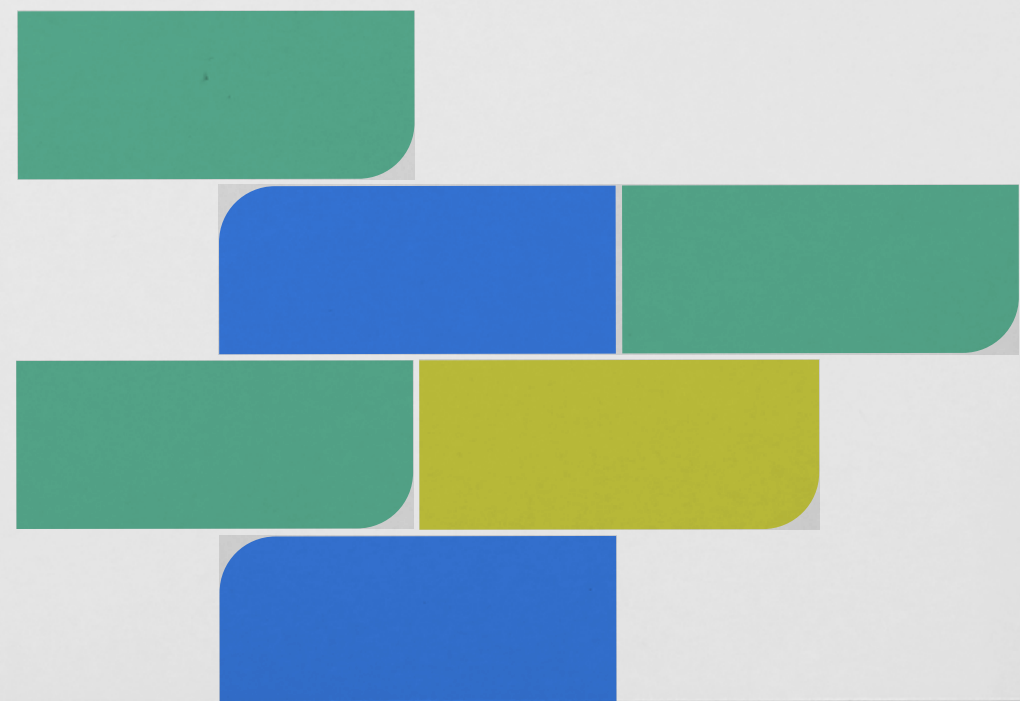


Power to Change



Report Title

Report Subtitle

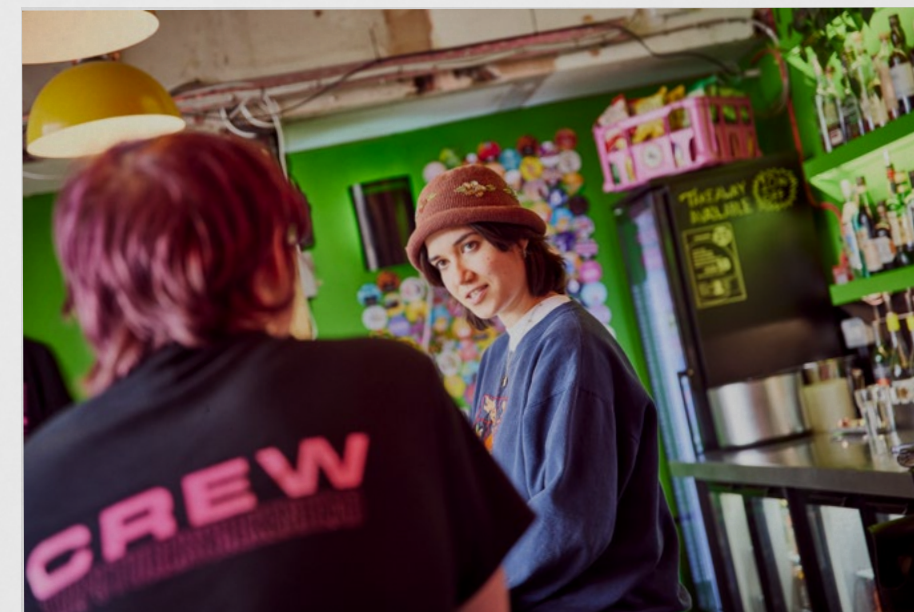


Heading

Power to Change is the independent trust that strengthens communities through community business. We use our experience to bring partners together to fund, grow and back community business to make places thrive. We are curious and rigorous; we do, test and learn. And we are here to support community business, whatever the challenge.

Subheading

We know community business works to create thriving places when local people take ownership of spaces that matter and deliver services that communities need. Our 2021-26 strategy sets out how, using strategic funding, trusted partnerships, rigorous research, policy insight, and a strong network of remarkable community businesses we will back the sector, creating the ideas, evidence, and exemplars that make the case for others to back them too. Ultimately, we will amplify the efforts of community businesses and put them at the heart of a fair economy.



Power to Change

[Programmes](#) ▾ [About](#) ▾ [Contact](#) ▾

[About us](#) ▸

Building better places from the ground up.

[Our mission](#)

Tote bag



Ident (Click to view)





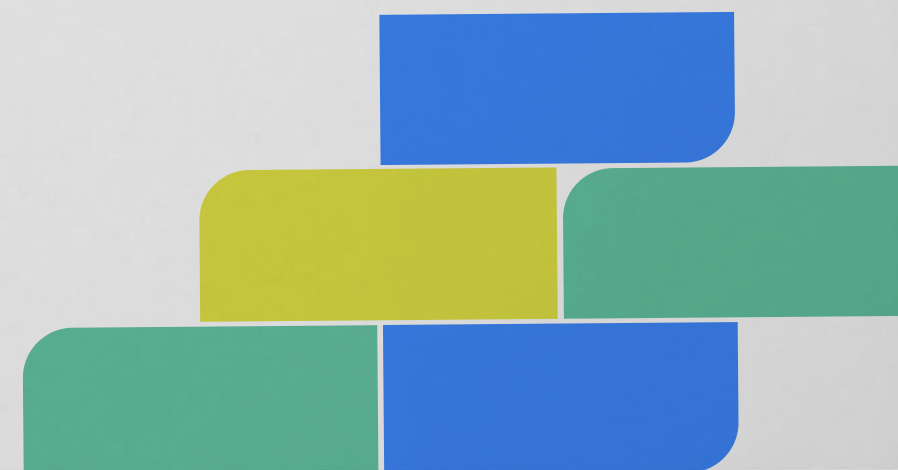
The Clarence Centre
6 St George's Circus
London
SE1 6FE
020 3857 7270

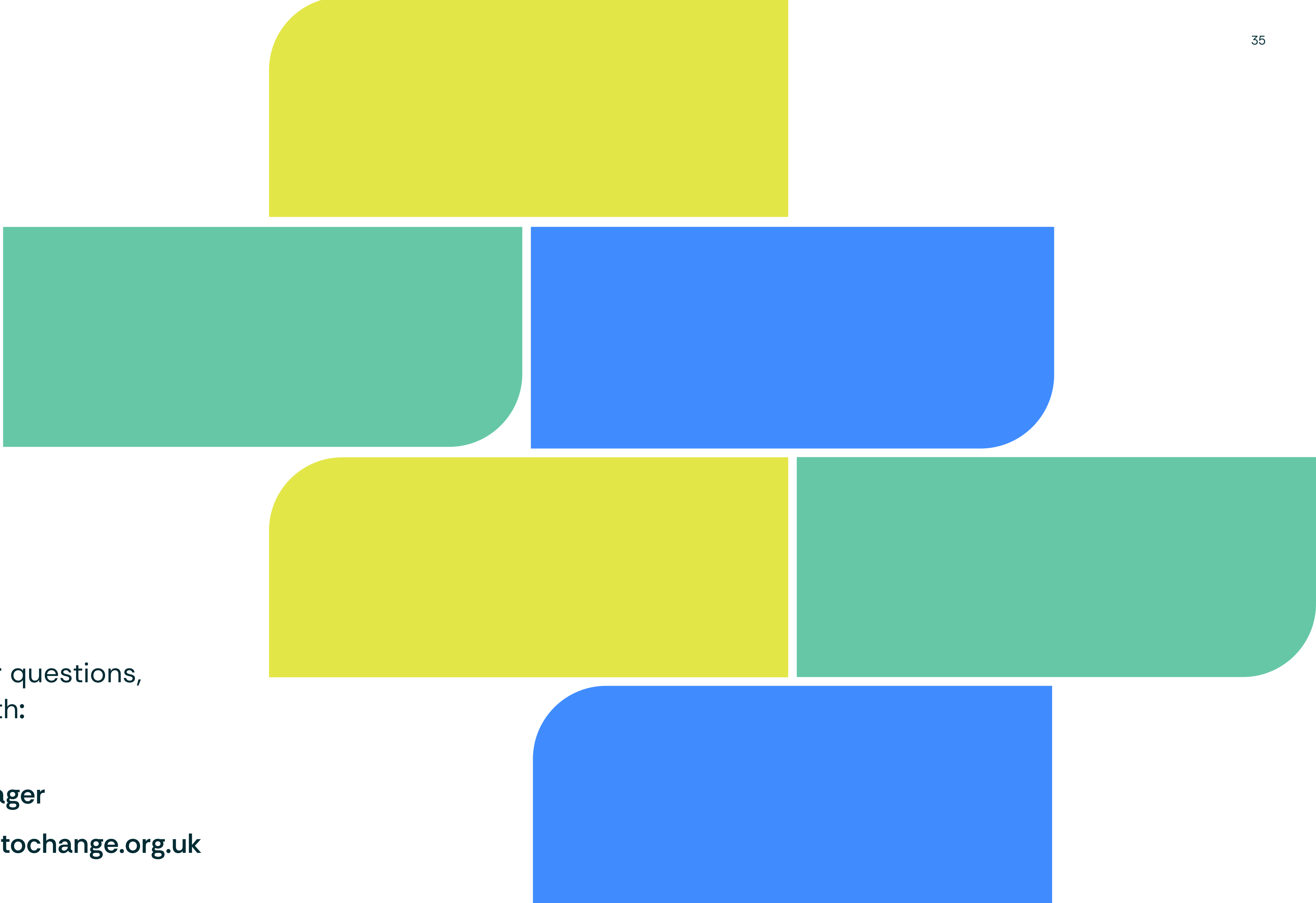
Dear Ms Placeholder,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

Facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Ut wisi enim ad minim veniam.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat autem vel eum iriure euismod tincidunt ut laoreet dolore.





If you have any further questions,
please get in touch with:
Nicole Johnson,
Communications Manager
nicole.johnson@powertochange.org.uk