



FRIENDS OF THE IVY

Brand guidelines and usage



Contents

Logos	4
Colour	10
Typography	13
Photography	18

Friends of The Ivy brand



Our family of logos is the most important element of our identity, and the symbol by which **Friends of The Ivy** is recognised. Therefore, it should never, under any circumstances, be altered or recreated. Only the approved versions of the logo **MUST** be used.

The logo is available in a number of formats suitable for all purposes, such as professional print (litho or digital), merchandise and online use, as detailed on page nine.

Whenever any of the **Friends of The Ivy** logos are being used, please refer to these brand guidelines to ensure they are used correctly. Consistency is the key to successfully building awareness of the **Friends of The Ivy** campaign.

These brand guidelines should be shared with any third-parties who have a legitimate right to use any of **Friends of The Ivy's** logos.

1

Logos

Friends of The Ivy logo

This is our logo. By consistently applying our brand to all of our communications we reinforce our messaging, raise awareness and ensure our campaign is recognisable and memorable.



Clearspace

A *minimum* amount of space should be left around the logo wherever it is used. The clearspace to be made is the same space as the **F** from our logo.



Friends of The Ivy logo

Different variations

Wherever possible, the logo should be applied in full colour on a white or light background. Where this is not practical, a mono version of the logo may be used.

A reversed-out logo should be used against a dark or busy background. The full colour logo must never be placed in a white box on a dark background; always use the reversed-out version instead.

Get the logo

The correct logo files are available to download from our website in various formats—see page nine for which file format to use for specific applications.

friendsoftheivy.co.uk/logo

Full colour



Mono



Reversed-out



Friends of The Ivy logo

Dos and don'ts

Do ensure good contrast on photography



Don't use alternative colours



Don't separate the elements



Avoid backgrounds with similar contrast



Don't stretch or distort the logo



NEVER put the logo in a box



Do ensure good contrasts in colour



use the reversed-out logo instead

Icons

Social media, websites and apps

There are many instances when one of our logos needs to be used in a very small space, often enclosed within a circle or square.

Typical uses of the icons are the icon required for social media channels, the icon used for a smartphone app or the 'favicon' required for websites.



Logo filetypes

The master files are in EPS format, these are fully scalable to any size without loss of quality; and should always be the preferred file format when supplying any of Friends of The Ivy's logos to third-parties for use in print (*for example in letterheads, literature, banners and branded clothing*) or to design agencies who are creating graphics for on-screen use.

In order to ensure accurate colour reproduction, the correct colour space version (CMYK, RGB or Pantone PMS) of EPS file must be used.

CMYK

The CMYK (Cyan, Magenta, Yellow Black) version should be used for litho printing and digital printing.

For CMYK colour consistency, external suppliers should be asked to use a FOGRA39 (ISO 12647-2:2004) colour profile workflow.

PMS

The PMS (Pantone Matching System) version should be used where it is more cost-effective than making up the colour out of CMYK or where specified individual colours are being used (*for example, screen printing onto merchandise or embroidery onto clothing*).

It is **NOT** necessary to specify the use of the PMS colour as a fifth or sixth colour when litho printing; it is acceptable to achieve all Friends of The Ivy colours out of CMYK.

RGB

The RGB (Red, Green, Blue) version should always be used for on-screen use (*for example, websites, email footers, PowerPoint presentations etc.*)

Not all software supports the EPS file format (including Microsoft Office apps) and so the next preference is PNG. However PNG files use the RGB colour space so will only give accurate colour reproduction when used on screen. A range of different-sized PNG files are available—select the one which is closest to, but larger than, the size required. The PNG files have a transparent background that allow them to sit on top of photographs and other images.

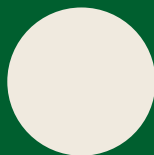
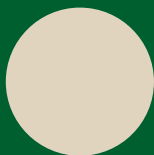
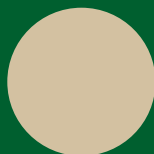
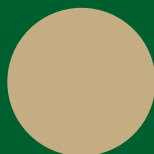


JPEG files **should NOT be used for logos** except in exceptional circumstances as they do not reproduce colours accurately either on-screen or in print; and will often introduce variances in the solid colours used in our logos.

ALWAYS seek advice from the Friends of The Ivy Marketing Team before using a JPG version of a logo or providing it to a third party.

2

Colour

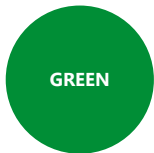


Our colour palette

We have a simple and strong colour palette. It's an integral part of our brand. These are the colours used in our logo and should form the overriding colour scheme of any Friends of The Ivy output.



R182 G154 B102
C20 M30 Y60 K20
Web #b69a66
PMS 7503 C



R0 G141 B54
C85 M10 Y100 K10
Web #008d36
PMS 355 C



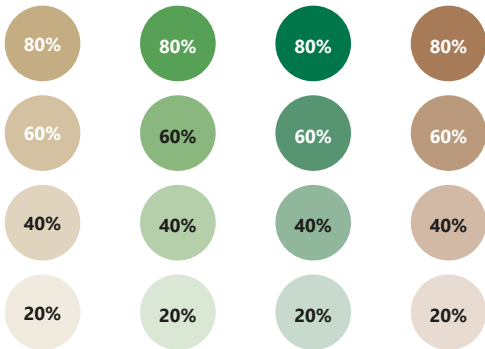
R0 G95 B47
C100 M0 Y92 K50
Web #005f2f
PMS 349 C



R147 G96 B55
C35 M60 Y80 K25
Web #936037
PMS 464 C

Tints

If you are using tints of our colours, ensure there is clear distinction between them. Ideally using tints with a 20 percent step works well.



Rich Black

The 'shadow' in the logo is a 'rich black'. Standard C0 M0 Y0 K100 black can look dull or faded when used in print. Rich Black is best used in large areas of black ink and gives that bold true black colour you expect.

R13 G25 B18
C30 M0 Y30 K100
Web #0d1912
PMS Black 2 C



Use of colour

Colour blindness awareness

When selecting other colours, for example for use in diagrams, charts or illustrations or for highlighting information in documents; always be aware of how the colours might be viewed by someone who has deficient colour vision. Approximately one in twelve men and one in 200 women in the UK have red/green colour deficiency (*known as deuteranopia*) so avoid combinations of colours that may cause difficulty in distinguishing between them.

Typically red/green, red/brown, green/brown, blue/purple are difficult to distinguish. There are many online tools available to check colour combinations.

In order to ensure colour clarity in graphs and charts, it is NOT necessary to stick rigidly to our corporate colours

Try to use a secondary device such as shape, position or texture, in addition to colour, when it is important to be able to differentiate information.



It will be difficult for someone with red/green colour deficiency to identify the different zones marked in the above photograph.



Selecting alternative colours will make differentiation much easier for the majority of people with colour deficient vision.

3

Typography

As

Our typeface

Clean, simple and strong

We have chosen *Segoe UI* as our typeface. It has a simple, neutral and friendly appearance. It is optimised for print, web*, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Segoe UI is readily available on most modern PCs (Windows and Mac) that have a recent version of Microsoft Office software installed.

The typeface includes fonts of different weights in both standard and italic versions; so allows large flexibility of design across all applications and media.

We use the Segoe UI typeface for our printed marketing materials, *(including brochures and flyers)*.

**For website use only, the Google font "Roboto" may be specified to assist with fast loading times.*

Segoe UI Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaC

Segoe UI Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Segoe UI Semilight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Segoe UI Semilight Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Segoe UI Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Segoe UI Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Segoe UI Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Segoe UI Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Segoe UI Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Segoe UI Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Typography

A PC/Mac is not a typewriter...

Care should be taken to ensure the correct use of typography in order to present a professional image in all our communications.

Ever wondered why some documents look more sophisticated than others? The answer lies in the techniques and rules developed for professional typesetting.

Those methods often differ from the training given in typing lessons.

- **Do NOT** add a double-space after a full stop. A single-space will be correct for almost all modern 'proportionally-spaced' fonts, including Segoe UI.
- **Do NOT** use underlining for titles or to add emphasis; use bold or italic fonts, different font sizes or colours instead. Underlining should generally **ONLY** be used to indicate a hyperlink.
- **Do NOT** use a hyphen (-) as a break between sub-clauses—an em dash (—) should be used. There should be no space either side of an em dash.
- **Do NOT** use a hyphen (-) to designate a span/range; use an en dash (–) with a space either side:
✓ *April – September*
✗ *April-September*
✓ *10 – 20*
✗ *10-20*
- When stating dimensions, measurements and/or quantities, always add a non-breaking space between the value and the symbol
✓ *125 mm*
✗ *125mm*
- **Do NOT** use three (or more) full stops instead of the correct 'ellipses' symbol ...
- Pay attention to widows and orphans; avoiding where possible.
- Avoid short words sitting on a line of their own at the end of a paragraph.

"It's not what you say but how you say it"

Abbreviations and acronyms—always spell out abbreviations and acronyms in the first instance, and then abbreviate thereafter, unless well-known to your audience—like VAT, HMRC.

Capitalisation—avoid using capital letters unless for proper nouns. For example, use a lower case 'g' for government but use a capital for '*HM Government*' or '*the Financial Conduct Authority*'.

Dates—spell out dates—do not write them in figures. *9 August, 2024* not *09/08/2024*. Always capitalise months. When referencing '*today*' always include a date.

English spelling—always use UK English spelling and grammar; for example, '*organise*' not '*organize*', '*labour*' not '*labor*', '*fill in a form*' not '*fill out a form*'.

Etc, eg, ie—avoid If possible, instead use non-abbreviated wording: '*and so on*', '*like*', '*for example*', '*such as*'...

Friends of The Ivy—'F', 'T' and 'I' are capitalised and 'o' is not. We are '*Friends of The Ivy*' not '*The Friends of The Ivy*'.

Lists—should be bulleted.

One to twelve—write out the full word, '*ten*' not '*10*' (except in tables of figures or on charts). 13+ write as a number.

Percent—not % or per cent. The % symbol can be used in tables, charts or illustrations.

4

Photography



Photography

Images with impact

When taking photographs or using stock photography, try to use images that look realistic and natural.

ALWAYS ensure you have the necessary usage rights from the photographer (or image rights holder) for the specific application. If in doubt, use a different image.

If you are using images that include people, please reflect the diverse mixture of our community wherever possible.

Before choosing any image, make sure the resolution is at least 300 dpi (*at the final size it is being used*) for print and is sharp enough to use online.

When shooting new photography, it is good practice to get a 'model release' signed by anyone who is recognisable in the shot.

Similarly a signed 'venue release' ('property release') should be obtained when shooting on private property to avoid any risk of breaching copyright.

Photography files should be optimised for online use by resizing the dimensions so they are no greater than the maximum pixel width/height that they would be viewed on a large monitor. Use JPEG compression (*not for logos*) to minimise the filesize but check this has not introduced visible artefacts/distortion to the image.



