

BRAND GUIDELINES



WELCOME

These guidelines are here to introduce you to our brand and its identity elements, showcasing best practice for creating engaging communications, spaces and experiences.

CONTENTS

OUR NAME	3	PHOTOGRAPHY	21
		Hero	22
LOGO	4	Supporting	23
Primary logo	5	Photography usage	24
Secondary logo	6		
Clear space & minimum size	7	ILLUSTRATIONS	25
Logo usage	8	Our collection	26
Momentum motif	9	How to use	27
Shared branding	10	When to use	28
COLOUR	11	VISUAL LANGUAGE	29
Colour palette	12	Our bars	30
Primary palette	13	Angular shapes	31
Secondary & tertiary palette	14	Designs with no imagery	33
Colour usage	15	Our icons	34
Accessibility guidance	16	Hand drawn elements	35
TYPOGRAPHY	17	DATA	36
Brand fonts	18	Statistics	37
Typography usage	19	Charts	38
Alternative fonts	20	Tables	39
		BRINGING IT ALL TOGETHER	40
		CONTACT	47



OUR NAME

Our full name is:

Foundations – What Works Centre for Children & Families

Always use an en dash, **NOT** a hyphen. To type an en dash, hold Ctrl then press the minus key if using a PC, or hold Option then press the minus key if using a Mac.

Our full name should always be used in the first instance.

The second instance of our name is context dependent. There are two options:

1. Foundations

2. Foundations, the national What Works Centre for Children & Families

If our full name appears in the title of a document then it would be appropriate to then use **Foundations** on its own in the remainder of the document.

In longer form copy such as press releases it makes sense to use the longer version with explanation.



LOGO

Our logo is the face by which we are recognised. As our most valuable brand asset, it is important that we treat it with the care and respect it deserves.





PRIMARY LOGO

As the primary face of the brand, our logo must appear on everything we produce to maintain consistency and recognition.

The primary logo consists of our 'momentum' motif alongside our wordmark, with our qualifying line below.

Where possible, the motif must appear in Teal, with the wordmark and descriptor in Charcoal (1). This is ideal on an Oatmeal or White background.

The only other colour combinations for the logo are:

Oatmeal **on** Charcoal or Teal (2)

Charcoal **on** Oatmeal or White (3)

Black **on** White (4)

White **on** Black (5)

The logotype is Figtree with some customisation to make it unique to Foundations. The Figtree typeface is not to be used in any way as part of the wider brand identity.

1.  **Foundations**

What Works Centre for Children & Families

2.

 **Foundations**

What Works Centre for Children & Families

 **Foundations**

What Works Centre for Children & Families

3.

 **Foundations**

What Works Centre for Children & Families

 **Foundations**

What Works Centre for Children & Families

4.

 **Foundations**

What Works Centre for Children & Families

5.

 **Foundations**

What Works Centre for Children & Families

SECONDARY LOGO

Our secondary logo consists of our 'momentum' motif alongside our wordmark, without our qualifying line.

It can only be used when the qualifying line features elsewhere in the same layout or deliverable. An example of this would be a social media post image where the qualifying line is in the accompanying post copy.

As with the primary logo, the only colour combinations for the secondary logo are:

Teal motif with Charcoal wordmark and descriptor on Oatmeal or White (1)

Oatmeal on Charcoal or Teal (2)

Charcoal on Oatmeal or White (3)

Black on White (4)

White on Black (5)

1.

2.

3.

4.

5.

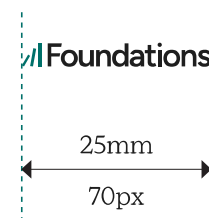
CLEAR SPACE & MINIMUM SIZE

A minimum area of surrounding space around the logo is required across all visual communications.

The minimum clear space must be relative to the size of the logo and is therefore equal to the height of the 'F' in 'Foundations' within the logo (see diagram).

To preserve legibility, the primary logo should never be smaller than 50mm wide on printed materials or 190px wide on digital.

The secondary logo can be used at a smaller scale than the primary logo. It should never be smaller than 25mm on printed materials or 70px wide on digital.



LOGO USAGE

It is vital that these rules are adhered to so our brand presence remains consistent.

1. Never reconfigure or recreate any elements of the brand logo. Always use the master files provided.
2. Never stretch, tilt, skew or edit the dimensions of the logo.
3. Never recolour the logo.
4. Never add any effects to our logo such as drop shadows, gradients, or emboss effects.





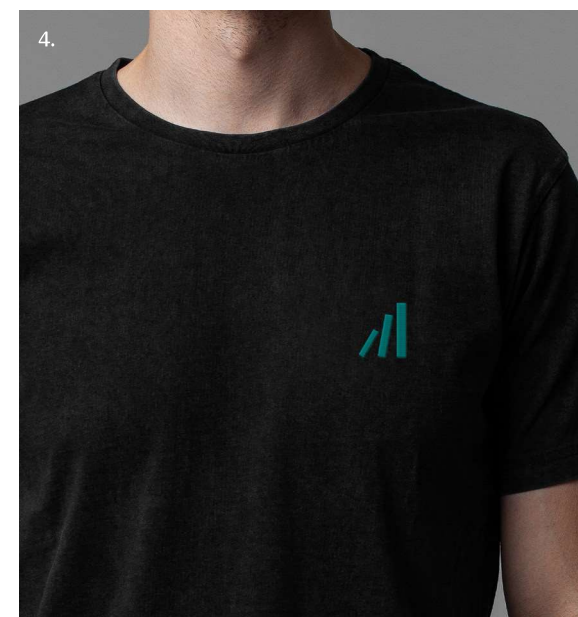
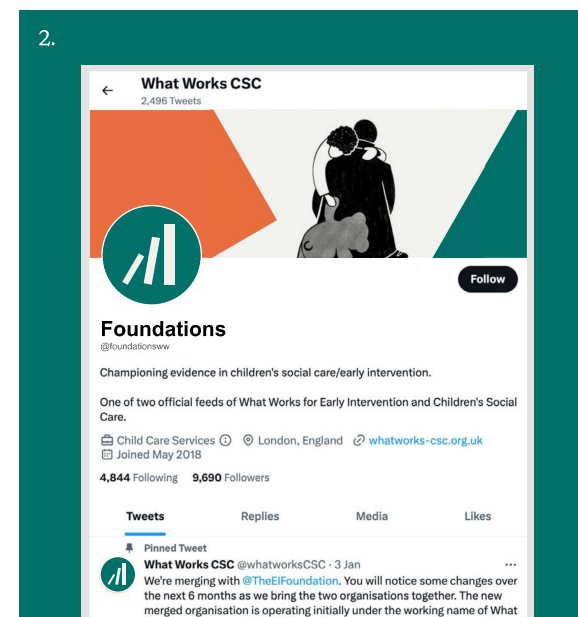
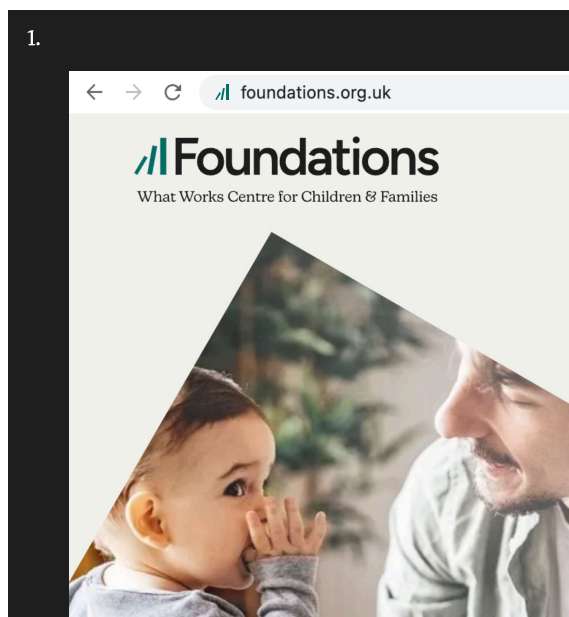
MOMENTUM MOTIF

The momentum motif is our distinctive mark that signifies the evidence we use making a positive impact.

It is ideal on smaller designs with very limited space, so should be used for website favicons (1) and social media profile avatars (2).

It can also be used in the header or footer of a document on subsequent pages (3), where the primary logo has been used on the first page.

Finally, it can be used on branded merchandise or apparel such as stationery or clothing (4). For example, on a t-shirt the motif could be embroidered on the front left pocket, with the primary logo printed on the reverse.



SHARED BRANDING

There are times when we work with other organisations and therefore a document or report needs to represent both brands.

On such an occasion it might be necessary that our logo sits next to another logo to show this partnership.

Please follow these simple rules:

1. Always allow a clear space around our logo that is equal to 1.5 x the height of the 'F' in 'Foundations' (see diagram).
2. Try to size both logos so that they are equally balanced.
3. Make sure both logos are aligned on the bottom edge.
4. Where the Foundations logo is used as the secondary logo, choose the most appropriate colourway for the background colour.



SECOND LOGO
GOES HERE

COLOUR

Our colours are an important part of our brand identity. They have been carefully chosen to uniquely represent Foundations and provide flexibility in our communications.



COLOUR PALETTE

Our brand colour palette represents the diverse communities we serve. It helps us communicate in a positive, engaging and approachable way, when talking about serious subjects.

Teal is our brand colour, used alongside our other primary colours; Oatmeal and Charcoal.

Our primary colours are supported by Honey, Lilac Blue and Orange.

Evidence Blue and Pink are our tertiary colours, used for highlighting text and content or to add colour range to charts.





PRIMARY PALETTE

Our brand
colour Teal

RGB		CMYK		Web
R	0	C	87	#007069
G	112	M	31	
B	105	Y	57	
		K	21	

Oatmeal

R	242	C	6	#F2F2ED
G	242	M	4	
B	237	Y	8	
		K	0	

Charcoal

R	30	C	75	#1E1E1E
G	30	M	65	
B	30	Y	60	
		K	80	



SECONDARY PALETTE

Honey

RGB		CMYK		Web
R	232	C	7	#E89633
G	150	M	47	
B	51	Y	87	
		K	0	

Lilac Blue

R	112	C	62	#708CCC
G	140	M	41	
B	204	Y	0	
		K	0	

Orange

R	232	C	3	#E86E42
G	110	M	68	
B	66	Y	76	
		K	0	

TERTIARY PALETTE

Evidence Blue

R	54	C	63	#36D1E3
G	209	M	0	
B	227	Y	16	
		K	0	

Pink

R	224	C	17	#E08ACC
G	138	M	55	
B	204	Y	0	
		K	0	

COLOUR USAGE

Our brand Teal should always feature in every communication/design and is the main colour our brand is recognised by.

As a rule, our communications normally start with a White, Oatmeal or Teal canvas, with other colours used to support a design (1).

Our secondary colours should be used for supporting design elements or key messaging text, and our tertiary colours only used sparingly to highlight content.

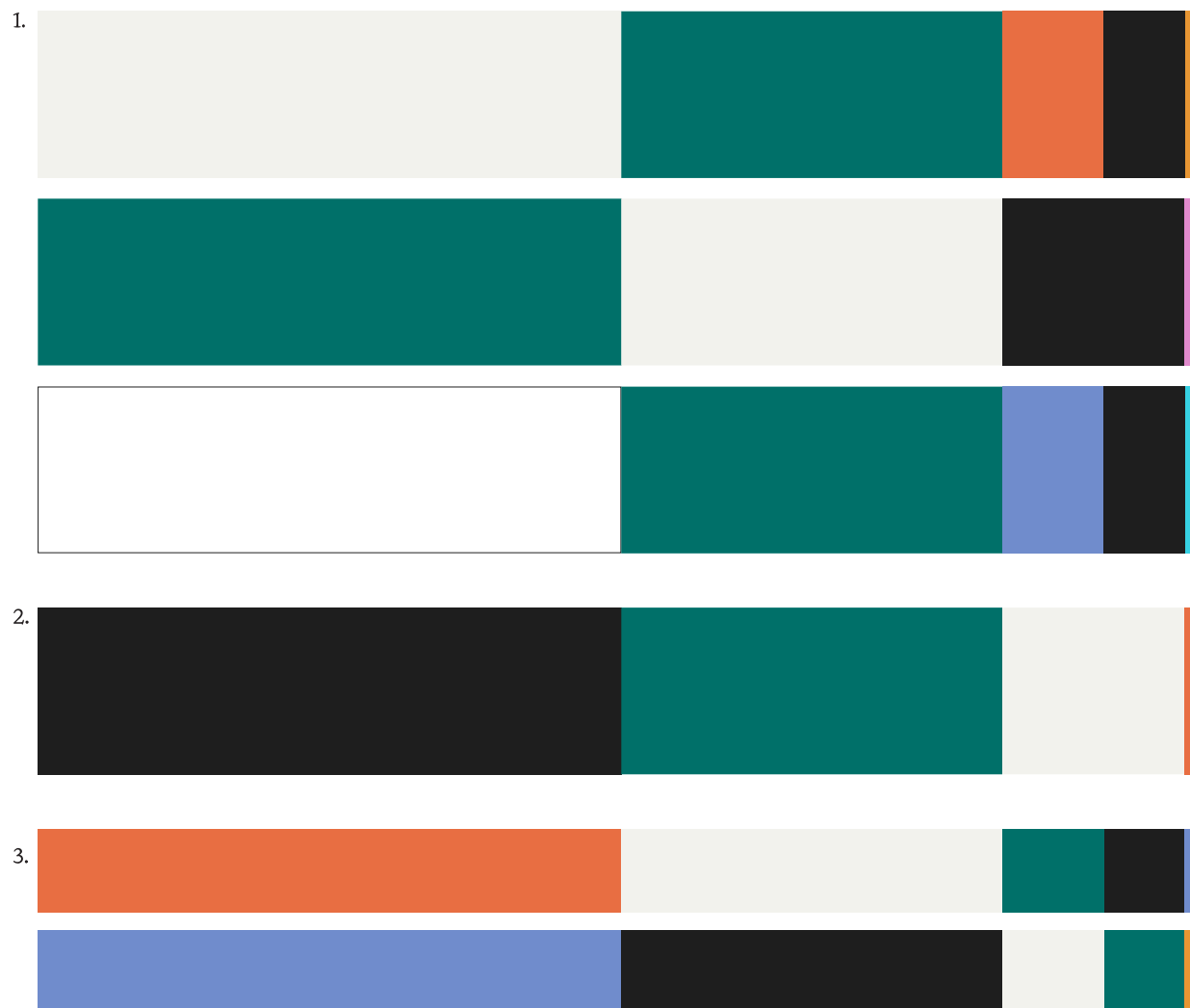
We can use Charcoal as a canvas colour (2), but only as part of a wider document that uses our other colours prominently.

Less frequently, our secondary colours can be used as background colours, to break up content and provide a change of pace or focus (3) (such as on social assets etc.)

Headers and other large text can use any of our primary colours. Our secondary and tertiary colours can only be used if the background colour is considered to provide maximum legibility (see the following page for our Accessibility colour guidance).

CANVAS BASE

DESIGN ELEMENTS





ACCESSIBILITY GUIDANCE

It is very important that our content is accessible for as many people as possible. Therefore it's vital that the colour combinations demonstrated on this page are followed, to optimise contrast and accessibility for everyone.

As a general rule, body copy text or text below 18pt or 14pt bold in size should comply with AAA level accessibility colour combinations.

Text above 18pt or 14pt bold in size can use AA level accessibility colour combinations.

Tints of the colours are not permitted for text or background colours as this can cause accessibility issues.

All body copy text should use 100% **Black** and **not Charcoal** to ensure maximum legibility of smaller copy.

AAA LEVEL (suitable for body copy)

White on Charcoal Oatmeal on Charcoal Honey on Charcoal Evidence Blue on Charcoal	Charcoal on Oatmeal Black on Oatmeal
Charcoal on Evidence Blue	Charcoal on Honey

AA LEVEL (suitable for larger text)

LILAC BLUE ON CHARCOAL ORANGE ON CHARCOAL PINK ON CHARCOAL	CHARCOAL ON ORANGE
	CHARCOAL ON LILAC BLUE
WHITE ON TEAL OATMEAL ON TEAL	TEAL ON OATMEAL
	TEAL ON WHITE



TYPOGRAPHY

As our message has evolved, so has the way we present it. Used consistently, our new fonts work together to command attention and clearly communicate information.



BRAND FONTS

Staatlitches

This is our display font.
It is a clean cut typeface with unconventional proportions.
It grabs attention and draws the eye to key information.

Staatlitches is available from Google Fonts [here](#).

New Kansas

This is our primary font.
It is an elegant serif typeface with subtle character that gives our communications an editorial feel, working well at both small and large sizes.

New Kansas is available from Adobe fonts [here](#).

EVIDENCE DRIVEN CHANGE MAKING

STAATLITCHES

Generating and championing actionable evidence that improves services to support family relationships.

New Kansas Medium

We're Foundations, the national What Works Centre for Children & Families. We believe all children should have the foundational relationships they need to thrive in life. We're researching, generating, and translating evidence into practical solutions that shape better policy and practice and lead to more effective family support services, so more vulnerable children have the foundational relationships they need to thrive in life.

New Kansas Light



TYPOGRAPHY USAGE

Staatlitches

This is only to be used for titles, key messaging & action buttons. No more than ten words is ideal for maximum impact. We always use Staatlitches in upper-case.

New Kansas Medium

This is to be used for titles, subtitles, introduction copy, pull-outs, quotes & highlighting text in body copy. This is the only weight to be used to highlight or embolden content.

New Kansas Light

This is to be used for body copy only.

Recommended minimum text size is 10pt for body copy. This can be reduced to 8pt for footer references, sources and charts in reports. Standard tracking should be used on all our fonts.

// Foundations

What Works Centre for Children & Families

STAATLITCHES TITLE LESS THAN 10 WORDS

New Kansas Medium Title

New Kansas Medium introduction copy. Axim fugitatum doluptae laborum si temporest volorrorenim et laces quatibere venist volum eaquatas andam aut autatur eperemos unt.

New Kansas Medium Subtitle

New Kansas Light body copy. Eenes pelendi tatem. Agnisimi, que vollorruntis natio. Ut exerum fugitam faccus estia si omnihipsam **venim volo bla idis ium** sequiditia sam quantias iuntio volutenis mint omnisincte et rem et aut alit, quo ea sandendae nos nosanto il int laut fugia cus re, nonse magnat. Uda consero quatendit rerum quae simagni tendandaeped utat. Ignatius, cus, venes sin erorum quid quam, quatem valor aliciat. Pel ea a nos eumquia veniam, quae enistrunt vellaboria voluptatem qui optasse ditionse is ad mi, tem dolupta sum quaerios doluptatae nonsernam apiet facerep ernatem qui aut landi ut aliquo.

CTA BUTTON

ALTERNATIVE FONTS

We use default system fonts for all Office applications such as Word, PowerPoint & emails.

Arial Narrow Bold

This is our display font. It should be used in upper-case to replicate the style of Staatlitches.

Georgia

This is our primary font. It is an elegant serif typeface that shares some of the characteristics of New Kansas.

We use Georgia Bold for titles and pull-out copy. We use Georgia Regular for body copy.

Calibri

All email body copy should use Calibri which is the default system font in Outlook.

EVIDENCE DRIVEN CHANGE MAKING

ARIAL NARROW BOLD

Generating and championing actionable evidence that improves services to support family relationships.

Georgia Bold

We're Foundations, the national What Works Centre for Children & Families. We believe all children should have the foundational relationships they need to thrive in life. We're researching, generating, and translating evidence into practical solutions that shape better policy and practice and lead to more effective family support services, so more vulnerable children have the foundational relationships they need to thrive in life.

Georgia Regular