



UK Values Alliance

Brand guidelines - version 3



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# The UK Values Alliance brand

The purpose of this section is to provide a definition of the UK Values Alliance brand. This is primarily intended for internal use, to help inform the purpose, identity, strategy, communications/ messaging and behaviours of the organisation.

Having a clear brand definition helps create consistency of approach and shape decisions. It is a reference point for anyone trying to create messages or materials. It avoids the need to re-create each time something is produced.

At the same time, the brand should not be seen as a constraint. The UK Values Alliance is a diverse organisation with varied talents, personalities and approaches. Critical to its success is the retention of this rich diversity.

# Why branding is important

A brand is our perception of a product, service or organisation. It is more than a logo. It is what we hold to be important, how we relate to each other, what we're like to deal with, the impression we leave on others.

The brand is what people believe you are. It's what makes you stand out against others in the same field.

Branding is the management of this perception.

A strong brand gives everyone a clear explanation of what it is, why it exists and what the brand does. It provides a clear framework for decision-making and a consistent way of communicating.

Whilst one of the strengths of our alliance is its diversity, if, when we act together, we align ourselves behind one brand, it will give everyone a more coherent sense of what the UK Values Alliance stands for and what is special about it.

... when we act together, we align ourselves behind one brand, it will give everyone a more coherent sense of what the UK Values Alliance stands for...

# Brand Definition

## IDENTITY – Who we are

A collaborative group that is seeking to promote positive values in UK society

## PURPOSE – Why we exist

To build a better UK society by helping individuals and organisations be more aware of, understand and live their values

## VALUES – What drives the way we work together

Compassion, Empowerment, Collaboration, Learning, Making a difference

## POSITIONING – How we would like others to see us

### **The outside world:**

Advocates for values, leading by example

### **Members/potential members:**

A dynamic hub for individuals and organisations active or interested in the field of values

## SPIRIT – What we are like to deal with

Knowledgeable, professional, passionate, open

## CORE IDEA – What we're really about

Putting values at the heart of UK society

# Logo

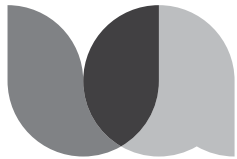


# UK Values Alliance

Full colour - preferred colour use



White text logo - for use on darker backgrounds



# UK Values Alliance

Most applications of the logo will be electronic (online, presentations etc).  
The colour logo will print adequately on the average desktop printer.  
A black and white logo is not supplied electronically.



Minimum width of logo: 20mm  
Do not use the logo smaller than this

# Colour

The primary colour palette should be the first colours that come to mind when choosing a colour. For further variety, the secondary palette may also be used - sparingly.

Although there is a large variety of colour used in the graphic patterns (pg 6) only the primary and

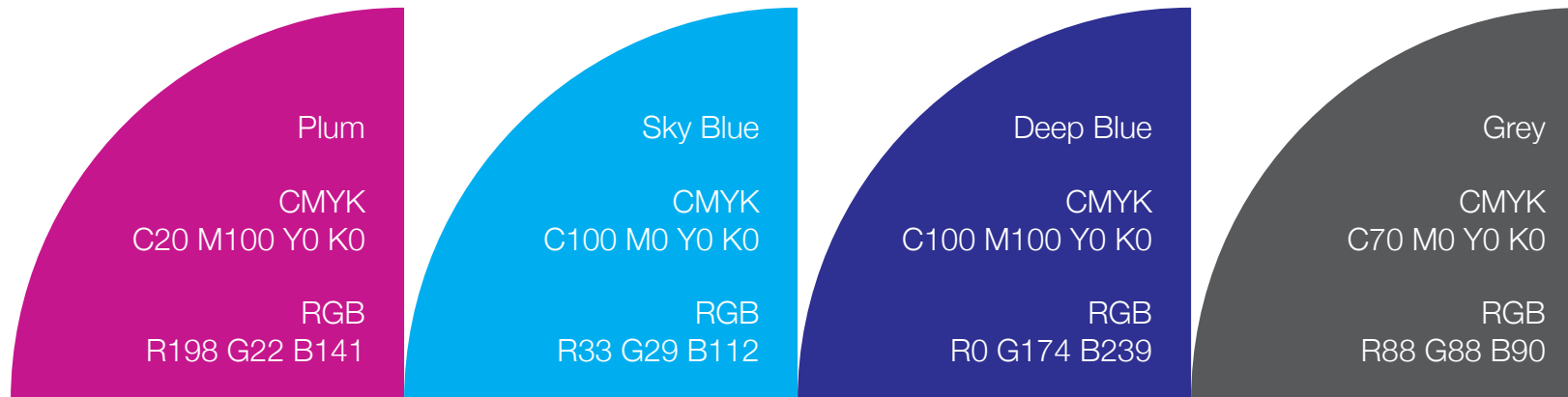
secondary colours, below, should be used for any other applications.

In all communications there should be a large proportion of white space to balance the use of our bright colours.

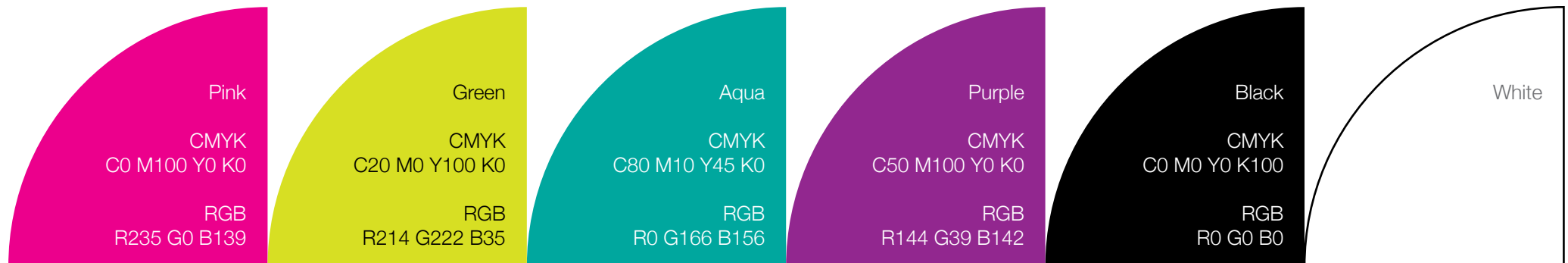
Body copy should be (typically) grey or 100% black.

CMYK colour values are used for printed materials and RGB colours are used for all electronic applications (for example Word documents, PowerPoint and online).

## Primary palette



## Secondary palette



# Typography

## Design use

For design use, like stationery, leaflets and un-editable headlines on the website, the font Century Gothic is used.

It was chosen for its clean, simple, contemporary and elegant characters.

Aa

Century Gothic Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**Century Gothic Bold**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

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## Electronic use

Arial is used for all electronic applications including live text online, Office applications like Word and PowerPoint presentations.

It is a universally available, highly legible, well proportioned and simple font.

Aa

Arial Regular

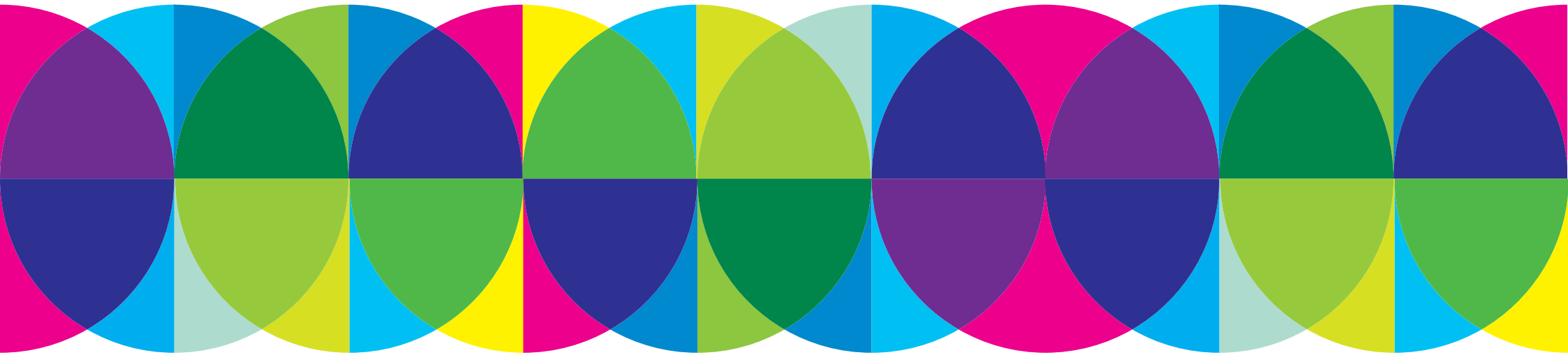
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Arial Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

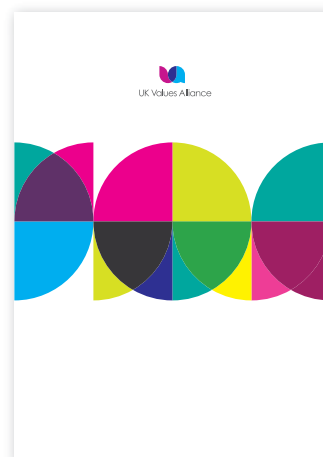


# Graphic elements: pattern



The UK Values Alliance pattern represents the variety and richness of UK culture, opinions, peoples - and values. The colours overlap to form a range of hues and shades - just like the wide mix of values found within the UK.

The pattern can be used on all forms of communications. The relationship of the pattern within the white space surrounding it must always be considered. White space is important to allow the pattern to 'breathe' and to provide enough space for the pattern not to be overpowering or too 'busy'.



# Graphic elements: speech bubbles



The graphic speech bubble should be used to emphasise a SMALL amount of copy - like a quote.

They can be used in conjunction with a copy heavy layout or with a black and white image - like the PowerPoint slide below.

Use primary or secondary colour palette.



# Imagery style



A

B

All photographic imagery should be black and white. Because of the bright colours of other graphic elements, like the pattern, using black and white photography provides a more neutral backdrop while still adding meaning and depth to communications.

Avoid clichéd imagery of business people in obviously staged scenarios ('A' and 'B' above are perhaps pushing the acceptable boundaries).

People should appear in the majority of photography. The brand has a lot to do with honesty so aim for down-to-earth looking people rather than generic stereotypes.



"Find people who share your values, and you'll conquer the world together."

John Ratzenberger

# Logo: International versions

Should the UK Values Alliance expand to other territories the following guide should be used to determine whether the name should be configured in one line or two.

Any title wider than 3x the width of the symbol should be stacked in two lines. The name of the

country should always be first and never split over two lines.

The country's name may be in the language of the country, but 'Values Alliance' should remain in english (see Italy below).



Within three symbol width: One line configuration

Wider than three symbols: split into two lines



# Logo: dos and donts

It is important that our logo is used correctly and consistently in order to be seen as a professional organisation.

It is not necessary to change or adapt logos that are supplied to you or external suppliers.

Please forward this brand book to anyone working on design layouts using the UK Values Alliance brand.

Please supply CMYK logos if printing is involved and RGB logos for electronic (for example Office applications) or online use.



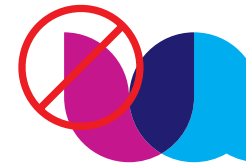
Don't change the alignment of the symbol and the name.



Don't change the colour of any elements of the logo.



Never use the logo without the symbol.



Never use the symbol by itself.



Don't use the logo on a solid colour background. The logo should only be used on a white background or very plain photographic background.



Only use the logo on a photographic background that doesn't interfere with the legibility of the logo. In this case the logo with white text is more legible than with grey text.



Never use the logo on a visually 'busy' photographic background.

# Logo: exclusion zone

Adequate space should always be allowed around the logo to avoid visual elements affecting the recognition or readability of the logo.

The minimum space around the logo can be calculated by using the size of the 'e'.



Minimum gap between logo and copy.



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Correct use - there is enough 'breathing space' around the logo for it to be seen clearly. If possible don't use the minimum space - be generous!



Incorrect use - in this image the wind turbine is clearly uncomfortably close to the logo.



# PowerPoint presentations

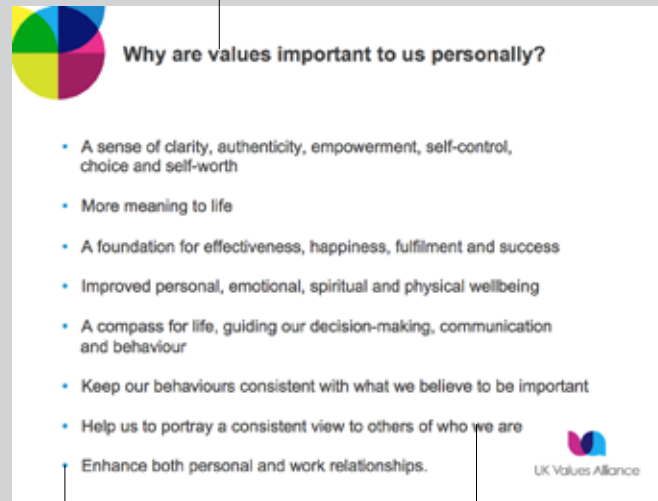
From a layout point of view presentations should be kept as simple as possible. Avoid using too many text sizes or colours. Headlines should be 22pt and where possible body text should be 18pt.

To avoid 'death by PowerPoint' try not to fill the entire screen with text. Do put in divider pages frequently - with edge-to-edge images and quotes - to keep your audience's attention and interest.

22pt Arial headline, 70% black



Opening slide: text in grey; only two text sizes



Restrained use of extra colour added with bullet points

18pt body text

No more copy per slide than this!



Various image use in slides



22pt headline on divider page



# Website: homepage

White space keeps a clean and fresh feel

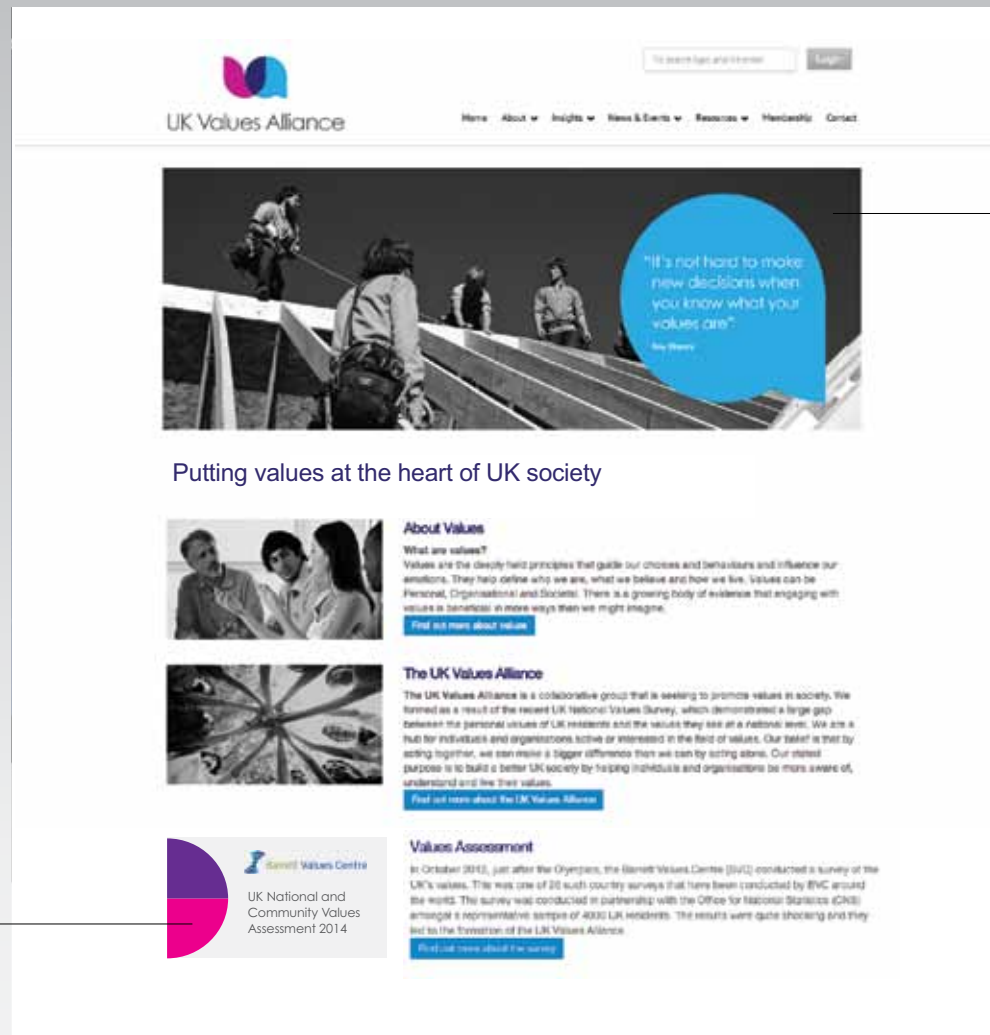
Articles illustrated with images or graphics in-line with visual language



Rotating banners of quotes and supporting imagery



# Website




Images should tell a story  
- supported by quote or  
statement in speech bubble

Example of graphic panel

# Website - typical banners



# Website - internal page





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### UK Values Alliance VisionScape Mosaic






At the July meeting of the UK Values Alliance a session was run by Peter Johnson that took everyone through an exploratory journey into the power of creativity. The focus was for everyone to create a unique piece of abstract artwork at the session. This was achieved by using the power of thought and suspending the school based pressure of producing a painting that looked like something, such as a vase of flowers. Each piece is a representation of the thoughts of the person at the time the piece is created, and will always be right.

Part of the approach was to think about what has significance for the UK Values Alliance. Each individual work of art was then created using paint on an artist board – during the early stages of painting there was silence in the room but then the room began to get noisy with excitement as everyone completed their piece. Once the painting had stopped there was a sharing of the ideas that had been created, without judgement, and the exploration of the story that each 'artist' had used to produce their work of art.

This was a fascinating experience. Peter has a powerful range of ways to develop individuals, teams and organisations so they can create positive, lasting change. This approach has been developed with a leading artist, Louis Parsons, and is called VisionScape, and was certainly very insightful for the room of members.

Finally all of the smaller pictures were pulled together into one large pictorial grouping – called the UK Values Alliance VisionScape Mosaic. The photograph of the mosaic that represents the collective view of what has significance for the UK Values Alliance based on individual member's

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UK Values Alliance VisionScape Mosaic

Podcast by the CIPD

Spiritual Wisdom in Everyday Life®

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Wake Up To Values Project

UPCOMING EVENTS

Members Lunch  
18/09/2014 | London

Members Quarterly Meeting  
18/09/2014 | London

Values Coach Training Programme - Part 1  
30/09/2014

Coaching and Mentoring the People at the Top  
30/09/2014

Annual ABP Conference  
02/10/2014 - 04/10/2014

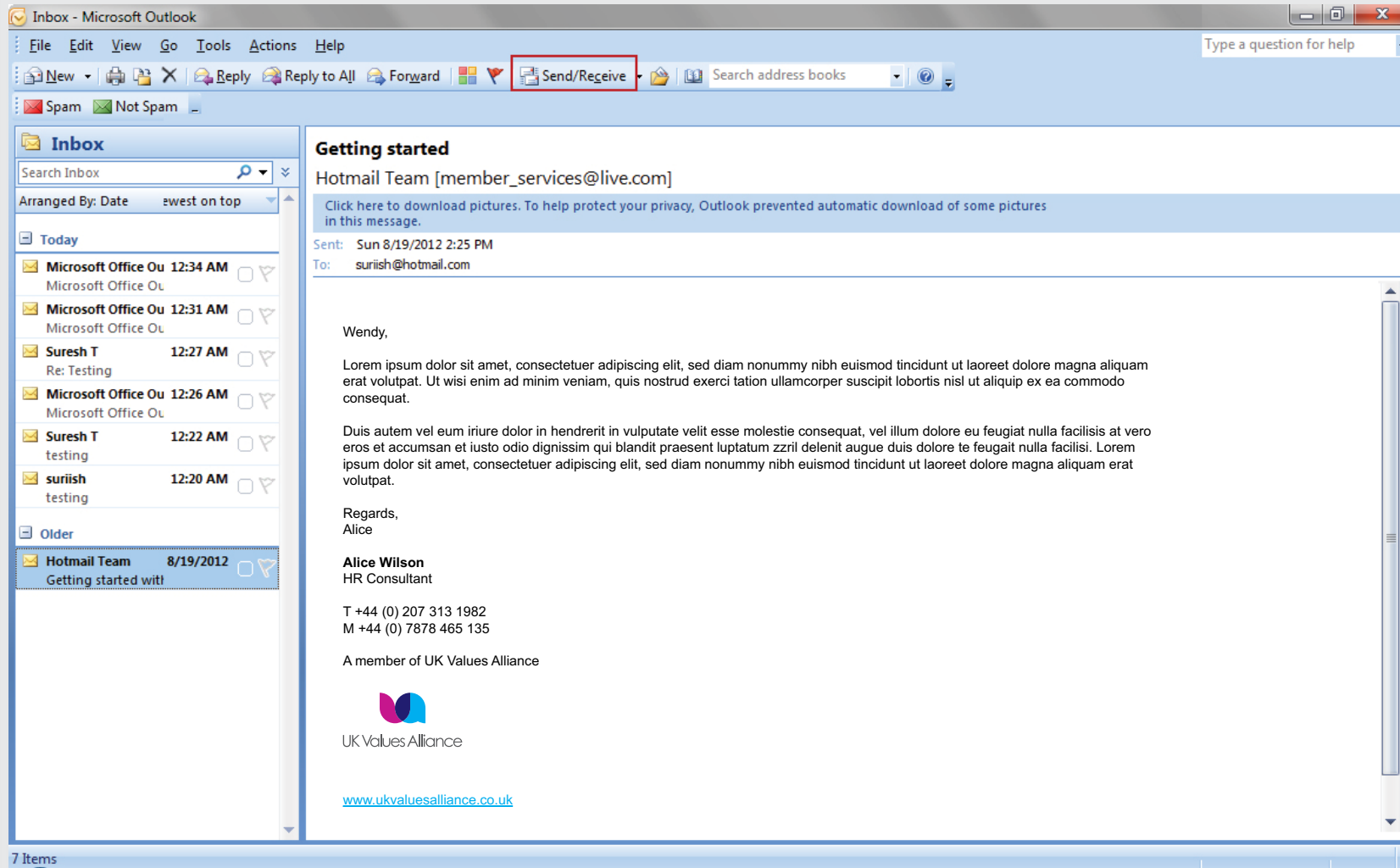
# Stationery



# Document / brochure cover



# Email signoff





UK Values Alliance

[valuesalliance.co.uk](http://valuesalliance.co.uk)

[facebook.com/UKValuesAlliance](https://facebook.com/UKValuesAlliance)

