



YOUNG BARNET

FOUNDATION

BRAND GUIDELINES

www.youngbarnetfoundation.org.uk

Charity No. 1164713

Feb 2020

TABLE OF CONTENTS

1	INTRODUCTION
2	SUMMARY
3	OUR LOGO
4	SPACE2GROW
5	BARNET YOUTH
6	BARNIE
7-8	COLOUR PALETTE

Young Barnet Foundation

Contact Us

020 3621 6090

info@youngbarnetfoundation.org.uk

www.youngbarnetfoundation.org.uk

Charity Reg: 1164713



From our unique visual identity to our tone of voice, the Young Barnet Foundation brand is one of the most valuable assets of our charity.

These guidelines will help us maintain and strengthen our brand. It is important that they are followed as closely as possible so that our audience identify, remember and respond to Young Barnet Foundation.

Please note this guideline must be read by all Young Barnet Foundation staff and anyone involved in designing or preparing printed or digital materials.

The charity should be referred to as **Young Barnet Foundation** in full wherever possible. The use of YBF should not be used unless space on a document is an issue.

In addition, the word **the** should not be placed before the name of the organisation.

If you do display any of our logo's you must adhere to the Charity's brand guidelines.





SUMMARY

The following is a summary of the Young Barnet Foundation brand guidelines. It is important that these are followed. If you have any doubts, or are unsure about usage please contact info@youngbarnetfoundation.org.uk

Logo

Our brand has one main logo and several variations for different applications. The relative size and arrangement of these logos are fixed. Please make sure you do not change this layout, or use the elements separate, or reposition these.



Clear Space

To give our logo the space it needs we have a 'clear space' area around it. This space shouldn't be less than 4mm/ 15 pixels

Colours

Our brand colour is pantone 2613, this should be used whenever possible. The following show the alternative colourways for:

RGB (R-107, G-30, B-116)

CMYK (C-72, M-100, Y-14, K-4)

Hex (#6a1e74).

We also have a selection of secondary colours which can be used, see page [X](#) for full colour palette.

Typography

Our brand typography is as follows:

Headline Text: **Arial Rounded MT Bold**

General Text: Arial Rounded MT Light

For programs that do not offer the above text please use Open Sans.

OUR LOGO

Our logo is the key part of our brand, it is important that it is consistent, wherever it's used.



Sizing

The YBF logo is mainly made up of text, it cannot be reproduced too small as it is there to be read. Our logo should never appear on any material at a size less than 30mm (113 pixels) wide and the clear space at least 38mm (143 pixels). The relative size and arrangements of words is fixed. Please ensure you do not separate or reposition these elements

Variations

Our main logo is a white background with purple text. On occasions the reverse of this can be used so that the background is purple and text white. We also have monogram version, with a black background and white text.

When using the logo with purple text a transparent background maybe used, however this will need approval from the operations manager. It is recommended when the logo is used against a photograph or coloured background, for maximum impact our main logo is used. Other variations are available upon request.



Clear Space

To give our logo the space it needs we have a 'clear space' area around it. This space shouldn't be less than 4mm/ 15 pixels

SPACE2GROW

Space2Grow, (full title Space2Grow Children and Young People's Fund) is the brand name given to the grant giving function of Young Barnet Foundation.

Space2Grow is to be written as Space2Grow or Space 2 Grow. **Not** Space to Grow.

Each round of funding is sequentially numbered and shown using a hashtag. For example, Space2Grow #1. The hashtag should always appear **after** the name.

Where the main Young Barnet Foundation logo is shown elsewhere the Space2Grow logo can be placed alone. Where this isn't the case the boxed version combined with Young Barnet Foundation logo should be used. Monochrome versions are available on request.



or



This logo should never appear on any material at a size less than 30mm (113 pixels) wide and the clear space at least 38mm (143 pixels). The relative size and arrangements of words is fixed. Please ensure you do not separate or reposition these elements

Colours: Purple

Silver

(see colour pallet for details pages 7-8)

Use of the logo

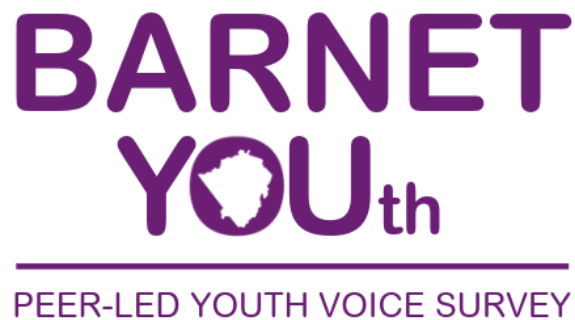
Members who have received Space2Grow funding are encouraged to use the logo for the duration of the funding period.

Micro Fund

The use of the micro fund rosette is for internal Young Barnet Foundation use only.



BARNET YOUTH - Youth voice survey



This logo should never appear on any material at a size less than 30mm (113 pixels) wide and the clear space at least 38mm (143 pixels). The relative size and arrangements of words is fixed. Please ensure you do not separate or reposition these elements.

Colour variations

Unlike the Young Barnet Foundation and Space2Grow logos, any variation of the colours from within the colour palette may be used.

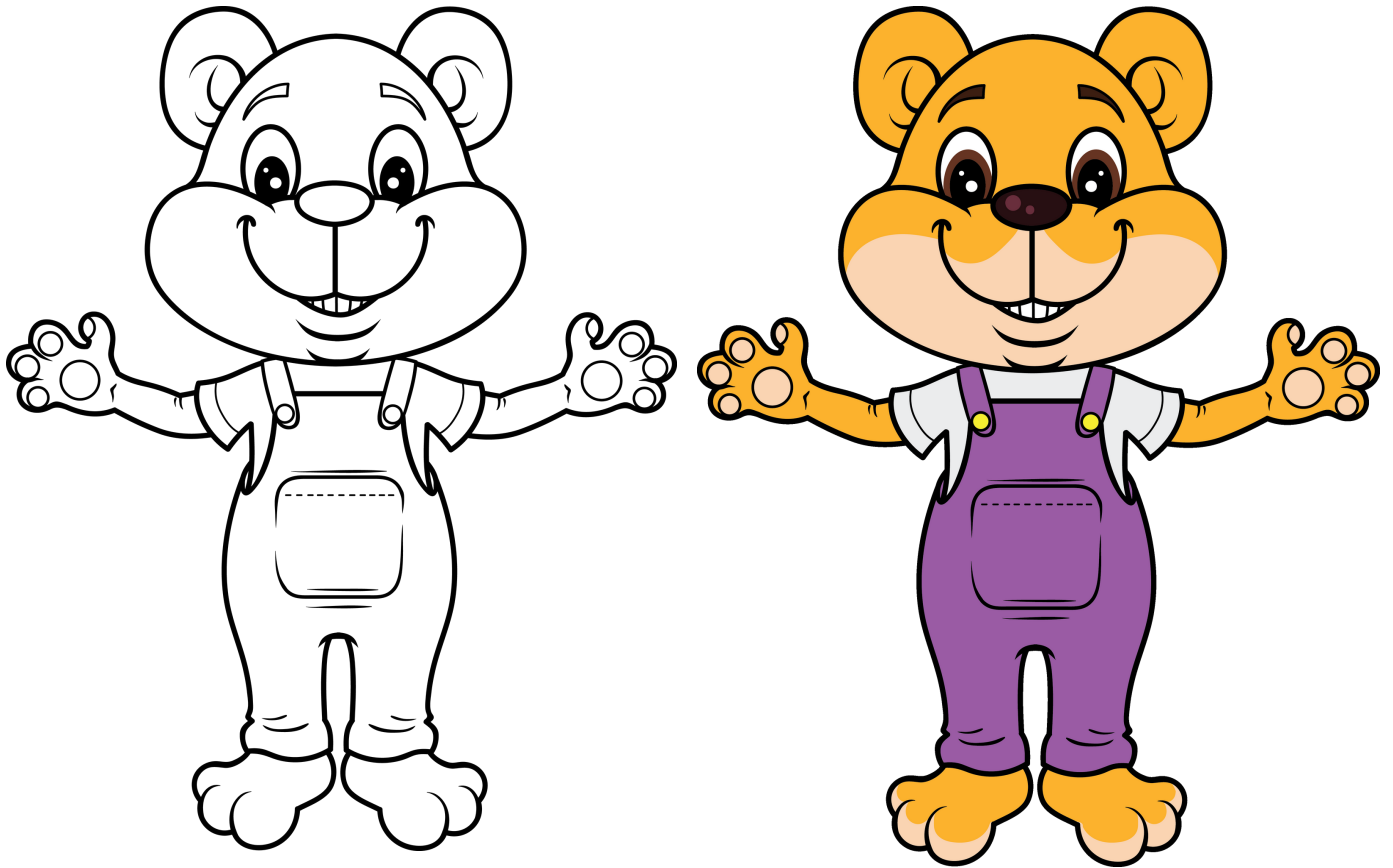


Note: This page is subject to update in Spring 2020 following the engagement of a graphic designer.

BARNIE

Barnie is the mascot of Young Barnet Foundation.

Spelling of Name: He is **Barnie**. Not Barney.



Only two-colour variations, black outline, or purple & orange may be used.



COLOUR PALETTE

Our distinctive brand colour has been created to build instant recognition across our communications. No other colours applicable.

Main Colour/ Primary Colour



Pantone 2613

R-107, G-30, B-116

C-72, M-100, Y-14, K-4

Hex #6a1e74

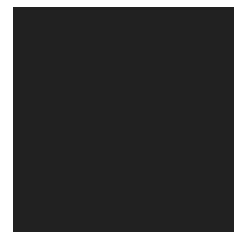
Secondary Colours:

There may be occasions when we need to introduce extra colour to our work, this palette is to complement the main colour and YBF brand.

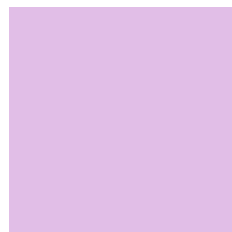
Dark Primary Colour



Primary Text



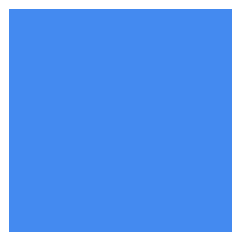
Light Primary Colour



Secondary Text






Accent Colour

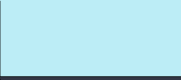








Divider Colour








Colour	RGB	HEX	Shade
--------	-----	-----	-------




	106 30 116	6a1e74	Main Purple
	31 171 221	1Fabdd	Main Blue
	224 189 230	E0bde6	Main Pale Pink




	188 237 246	bcedf6	Secondary Blue
	50 54 68	323644	Dark Grey
	59 78 103	3B4E67	

	58 1 66	3A0142	
	84 12 94	540C5E	
	126 52 136	7E3488	
	153 88 162	9958A2	

	3 109 149	036D95	
	6 156 214	069CD6	
	69 183 227	45B7E3	
	113 200 233	71C8E9	

	156 92 167	9C5CA7	
---	------------	--------	--

	194 142 203	C28ECB	
	245 229 248	F5E5F8	
	255 254 255	FFFEFF	

	255 145 26	FF911A	
	0 76 108	004c6c	
	226 28 33	E21C21	

	192 192 192	C0C0C0	Space2Grow
---	-------------	--------	------------



020 3621 6090 | info@youngbarnetfoundation.org.uk | www.youngbarnetfoundation.org.uk

Charity Reg: 1164713