



## CORPORATE BRAND GUIDELINES

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## THE BRAND GUIDELINES

This document is a guide to the brand communication style for **CHESS**. It explains what our brand stands for and how the creative elements fit together in our communications.

The guide should be followed when commissioning, designing or delivering any kind of communications.



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## OUR BRAND DEFINITION

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently. Everyone has a part to play in doing this and bringing our brand to life.

These guidelines are to help you represent our brand so that our audience is provided with a familiar and consistent experience.

### MORE THAN A LOGO

It's more than just a logo, it is a statement about who we are, how we work as an organisation and what our charity stands for.

### MAKE A STATEMENT

As a charity we want to stand out from the crowd and, most of all, make an impact. We want everyone to notice us. A consistent brand strategy reinforces the way in which our charity is perceived and aids in establishing our values to our target audience.

### BE CLEAR

Our tone of voice and design should always be purposeful whilst bringing credibility and understanding. Keep the number of elements (colours, fonts) to a minimum whilst realising that every element used is there for a reason.

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## OUR LOGO

The logo is the most visible element of our identity. It is a guarantee of quality in all that we do and as such should be treated with care. The logo has been created to portray the great work that CHES undertakes and the hard work our fantastic staff deliver day in, day out.

Whilst the logo is flexible its clarity is always maintained to achieve optimum definition. The white out version within the green box should always be used in the first instance, however a green reverse out version is also available.



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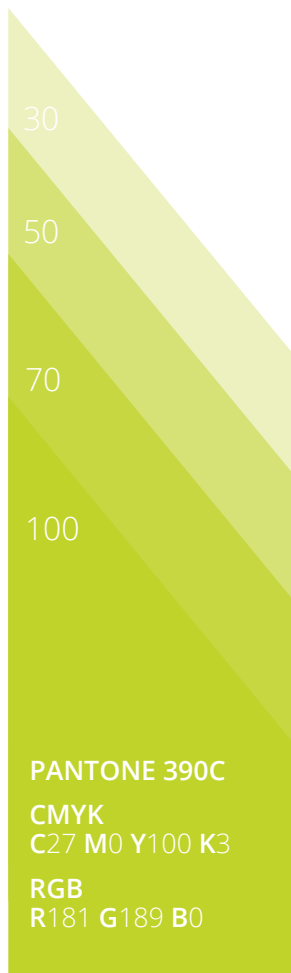
LOGO BLACK



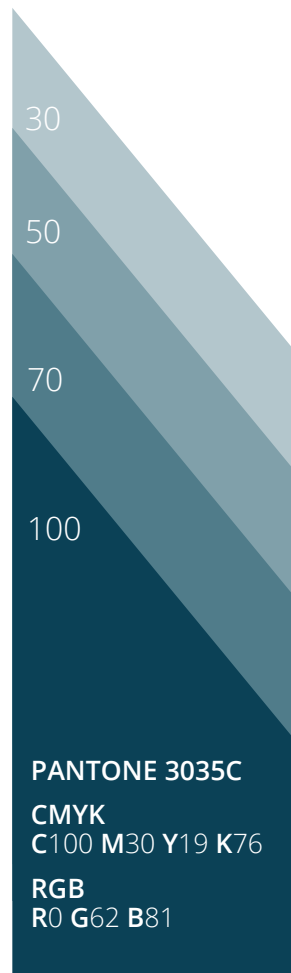
LOGO REVERSED OUT  
FOR A WHITE BACKGROUND



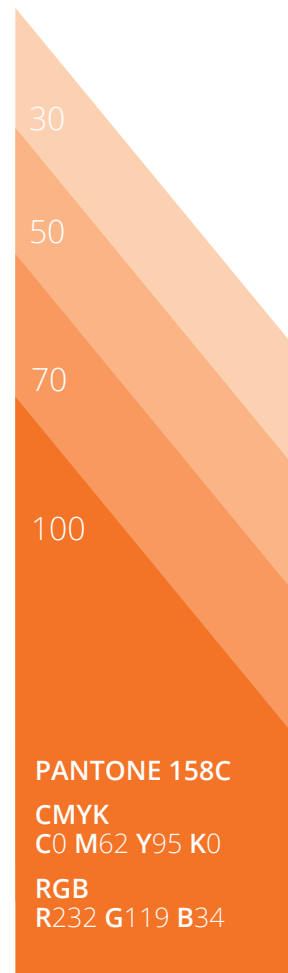
## LIME



## DEEP BLUE



## VIBRANT ORANGE



## OUR COLOUR VALUES

Our corporate colours convey a sense of vibrancy and energy whilst being contrasting enough to be modern and distinctive.

Corporate colours in all templates and promotional literature are not to be changed.

Colour tints are acceptable from the corporate palette but should not be used below a thirty per cent tint to allow text to be legible from them.

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## EXCLUSION ZONES - ROOM TO BREATHE

Please observe the exclusion zone around the CHES Homeless logo to optimise and reinforce its visual impact. No other elements except the corporate tagline can be present in the clear space as specified below.

Exclusion zone requirements apply to text, graphics, photos or any other elements. The exclusion zone should be considered the minimum when positioning the logo close to the edge of a page or trim area.

The zone relates to the negative space that uses the width the width of the man shape – as shown to the right. Wherever possible allow more space.



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## MINIMUM SIZE

The minimum size for the logo is based on the green border measuring no less than 24mm (70 pixels) high. This then regulates the minimum type size that the tagline appears at.



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## PROTECTING OUR LOGO

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the CHESS logo. Below are some examples of logo misuse.



**DO NOT** stretch or distort the logo in anyway



**DO NOT** attempt to re-create the logo



**DO NOT** put the logo in a box or any other shape



**DO NOT** put the logo onto a complicated background



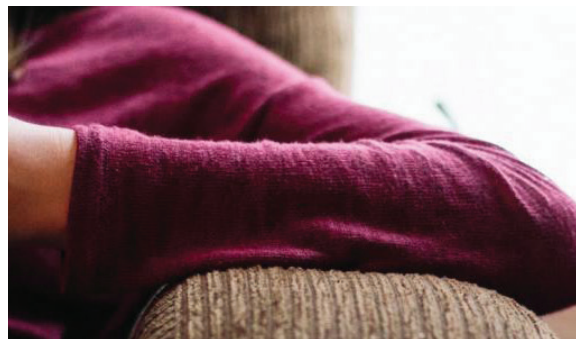
**DO NOT** change the colours in any way



**DO NOT** lighten the logo

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## IMAGE SELECTION





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## OUR TYPEFACE

OPEN SANS is a typeface that is familiar and friendly, but refined and sophisticated when used well. The Semibold weight of **OPEN SANS** should be used primarily for headlines, and the light weight for body copy. The regular weight can be used when contrast of type weight is desirable.

Refrain from too many type sizes and instead allow the three weights available to draw emphasis, give flexibility and impact.

### OPEN SANS LIGHT

Abcdefghijklmnopqrstuvwxyz  
0123456789 | !,?&%()

### OPEN SANS REGULAR

Abcdefghijklmnopqrstuvwxyz  
0123456789 | !,?&%()

### OPEN SANS SEMIBOLD

Abcdefghijklmnopqrstuvwxyz  
0123456789 | !,?&%()



