Brand Identity Guidelines
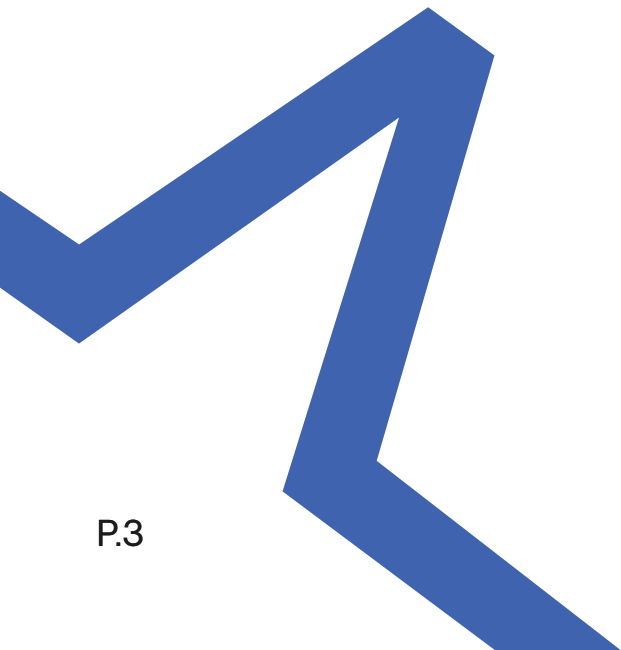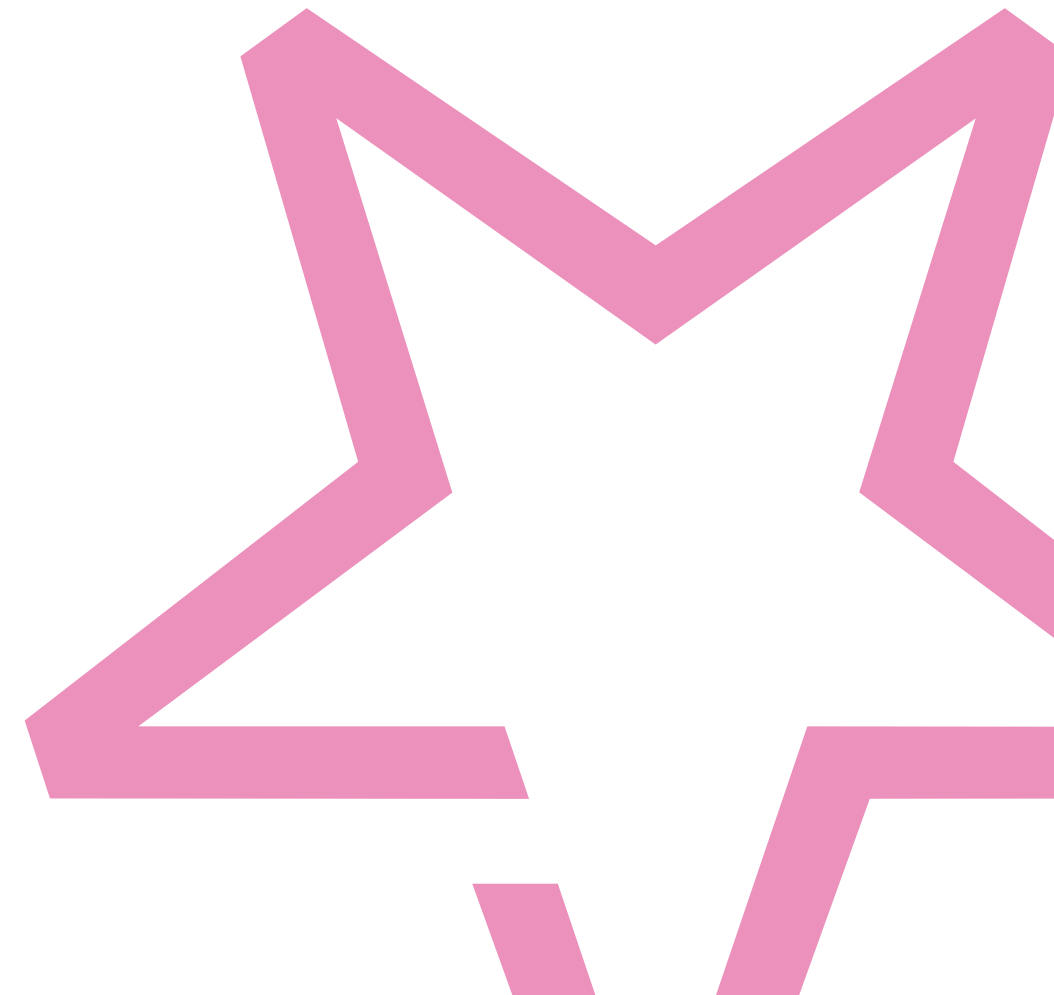
VOLUNTEERS' WEEK

1. Introduction

Celebrating the UK's Volunteers

Volunteers' Week is an annual celebration of the contribution millions of people make across the UK through volunteering in their communities.

#volunteersweek

What are brand guidelines?

Brand guidelines are a set of rules and standards that govern how a brand presents itself to the world. They encompass various elements such as logo usage, colour palette, typography, imagery style, tone of voice, and more.

These guidelines ensure consistency and coherence across all brand communications, both internally and externally.

Brand guidelines serve as a blueprint for effectively communicating a brand's identity, values, and promise to its audience. They are essential for building and maintaining a strong, memorable brand presence in the marketplace.
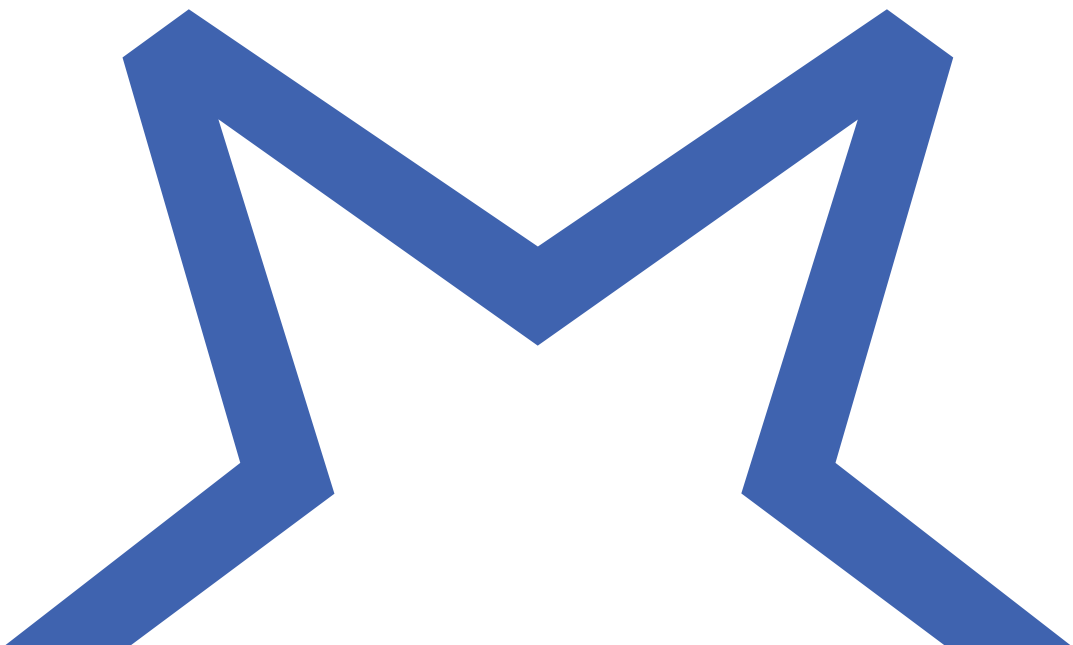
#volunteersweek
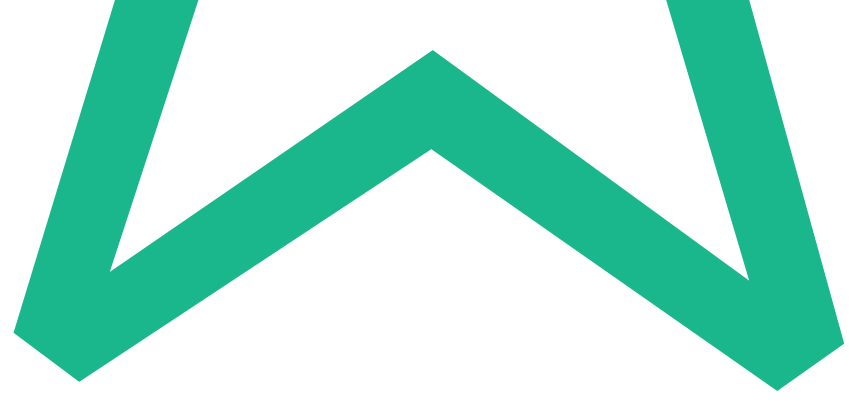
1. The Logo

Volunteers' Week Logo

Any brand material, either print or digital, produced by the organisation must always include the logo.

A star to emphasise the importance of volunteers A V shape to represent volunteers week when used as an icon as well as replacing the V in the wordmark.

Volunteers' Week Welsh Logo

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WYTHNOS GWIRFODDOLWYR

The Favicon and Social Media Icon

A favicon, is a small icon linked with a website. It typically appears next to the website's title in browser tabs, bookmark menus, and sometimes in the address bar or toolbar.

Favicons help users quickly identify and differentiate between open tabs or bookmarks in their browser, serving as part of the website's branding strategy.

Favicons ensure visual consistency across different platforms and devices, maintaining the brand's presence. Technically, they are small square images, usually 16x16 or 32x32 pixels, saved as ICO (Windows icon) or PNG files in the website's root directory.

16x16
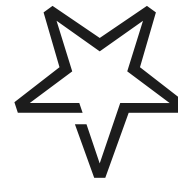
32x32

Minimum Size

When it comes to displaying a logo in various contexts, it's essential to ensure that it remains visually clear and legible. The minimum size of the logo, specifies the smallest dimensions at which the logo should be reproduced while still maintaining its integrity and recognisability.

However, there are situations where space constraints pose a challenge, such as in social media posts or profile pictures, where the available space for the logo may be limited. In such cases, shrinking the main logo down to fit within these confines can often result in it becoming illegible or losing its impact.

80pt / 32mm   **Minimum Size**
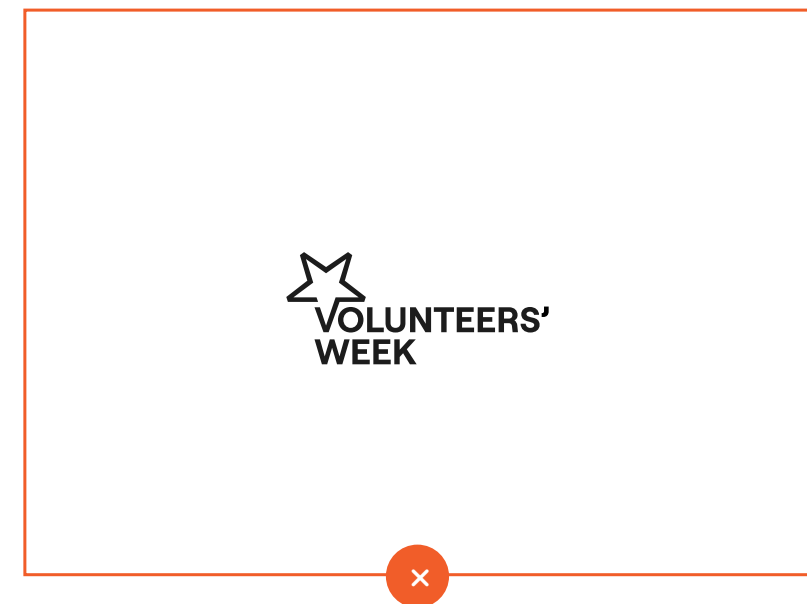
Logo Misuse and Guidance

The logo is a crucial element of the brand identity. To maintain consistency and integrity, it is important to adhere to the following guidelines to prevent any misuse or alteration of our logo:

Proportions: Do not distort or stretch the logo. Always use the original proportions provided in the official brand guidelines.


Colour: Use the logo in the approved colours specified in the brand guidelines. Do not alter the colours or apply additional effects that deviate from the approved palette.

Background: Use the logo on a clean, uncluttered background that does not interfere with its visibility or legibility. Avoid placing the logo on busy or distracting backgrounds.

Manipulation: Do not manipulate or modify the logo in any way that alters its original design. This includes adding effects, overlays, or alterations to individual elements of the logo.

80pt / 32mm
Minimum Size
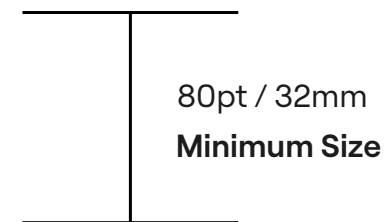
Scale: Maintain the legibility of the logo by ensuring it is scaled appropriately for the intended application. Avoid scaling the logo to a size where it becomes illegible or loses its impact.

Consistency: Use the logo consistently across all brand communications, ensuring it remains recognisable and reinforces our brand identity.

Volunteers' Week 40th Anniversary Logo

The assets for this year's campaign also feature a 40th Anniversary logo, which serves as a special addition to commemorate this milestone.

This logo can be incorporated across various materials and platforms throughout the campaign.

Utilising the 40th Anniversary invites audiences to join the celebration and reflection of this significant milestone.

VOLUNTEERS' WEEK
40th Anniversary

WYTHNOS GWIRFODDOLWYR
Dathlu 40 Mlynedd

Minimum Space for The Logo

The logo should have a minimum clearance space around it in order to showcase it clearly.

The minimum clearance space is measured by the letter height of the logo.

2. Graphic Language

Stars

The Volunteers' Week brand incorporates a distinctive custom star element, which serves as a key visual component throughout its branding.

The star element is a powerful symbol that reinforces the values and spirit of Volunteers' Week. Its inclusion across various brand assets creates a cohesive and recognisable identity that resonates with stakeholders and participants.

This custom star graphic is versatile and adaptable, designed to be integrated into a range of printed materials, digital assets, and internal documents, the star element adds visual interest and reinforces the brand's messaging consistently across all touchpoints.
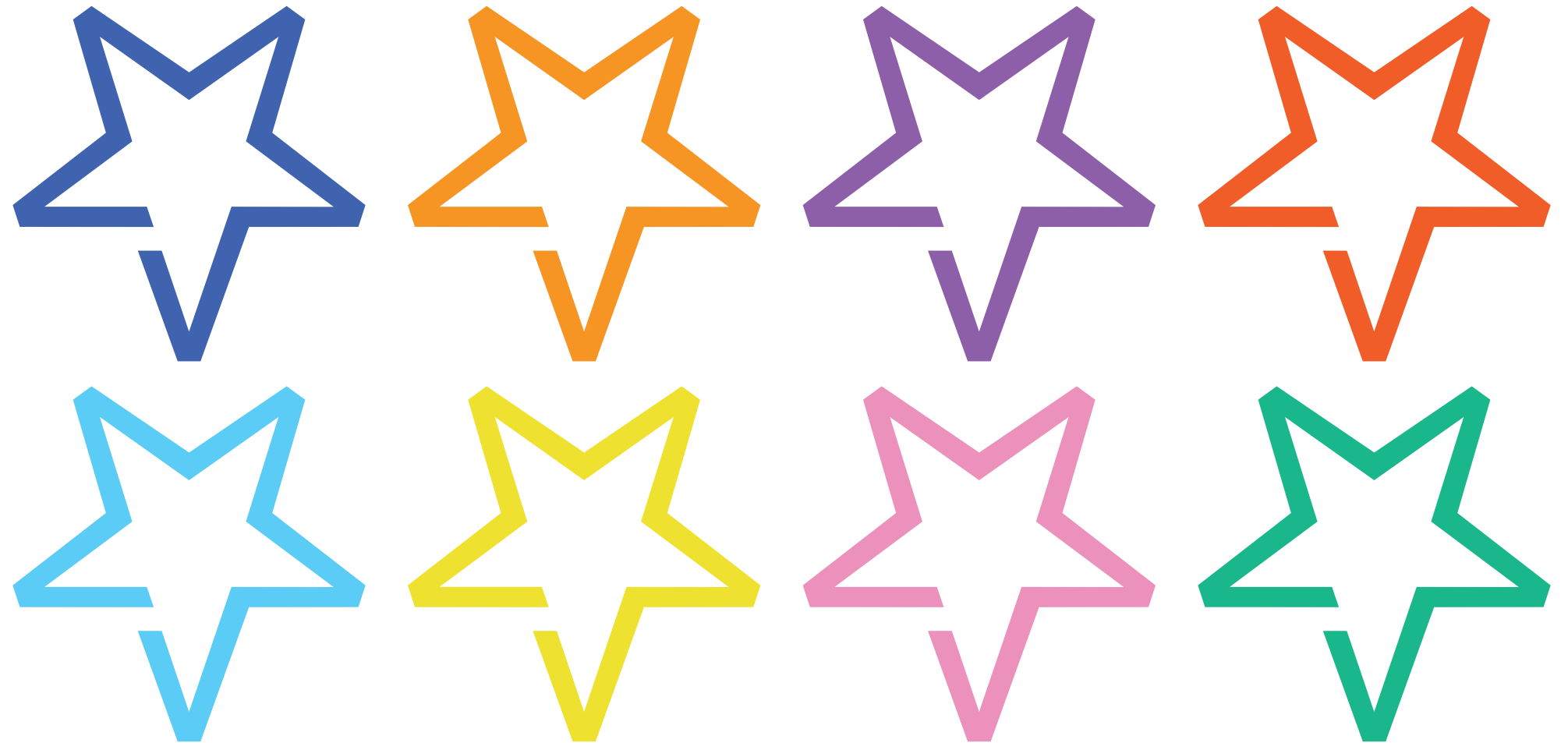
Stars

Here you can see this star element in action on the Volunteers' Week website.

In print materials, such as posters and brochures, the star element takes centre stage, complementing vibrant imagery and engaging copy.

Additionally, across social media platforms, the star graphic is used in posts, cover photos, and profile pictures, creating a cohesive visual identity that resonates with followers and encourages sharing and engagement.
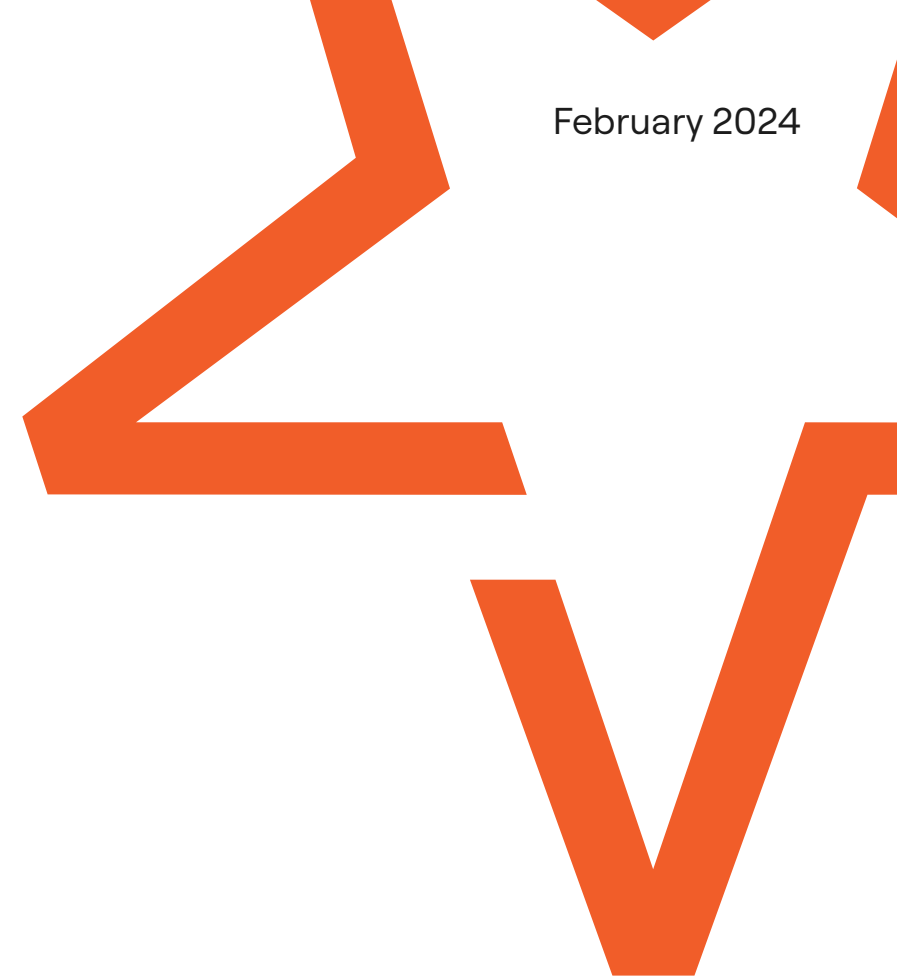
4. Imagery

Correct Imagery

It is important that each visual element reflects the essence of the brand. This means selecting images that capture the diversity and positivity of Volunteers' Week.

Embracing diversity ensures that the campaign resonates with a wide range of audiences, fostering inclusivity and representation

Furthermore, the use of positive imagery evokes emotions of joy, empowerment, and inspiration, reinforcing the campaign's uplifting message.

Equally important is the requirement for high-resolution images, which guarantee clarity and professionalism across all promotional materials, whether they're viewed online, in print, or on various digital platforms.

Incorrect Imagery

Incorrect imagery for the Volunteers' Week campaign include visuals that do not accurately represent diversity, portray negative or inappropriate themes, lack clarity, or fail to align with the uplifting nature of the campaign.

This could include images that depict stereotypes, exclusion, or controversial subjects, as well as low-resolution or pixelated graphics that diminish the professionalism of the campaign's materials.

Additionally, imagery that contradicts the values and messaging of Volunteers' Week or fails to resonate with its target audience would also be considered incorrect for the campaign.
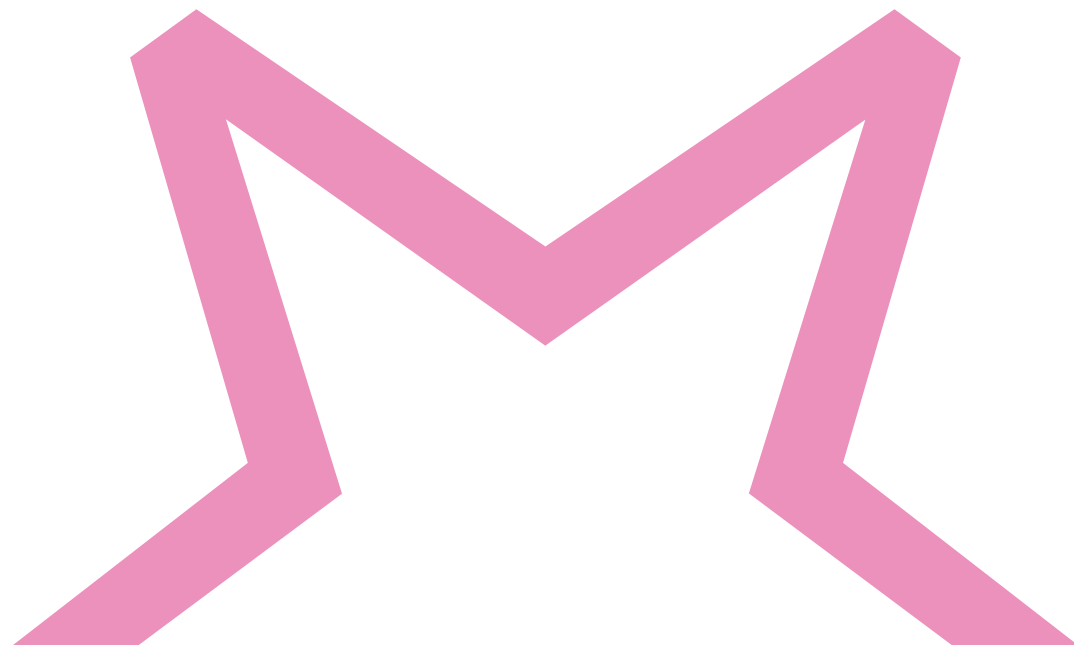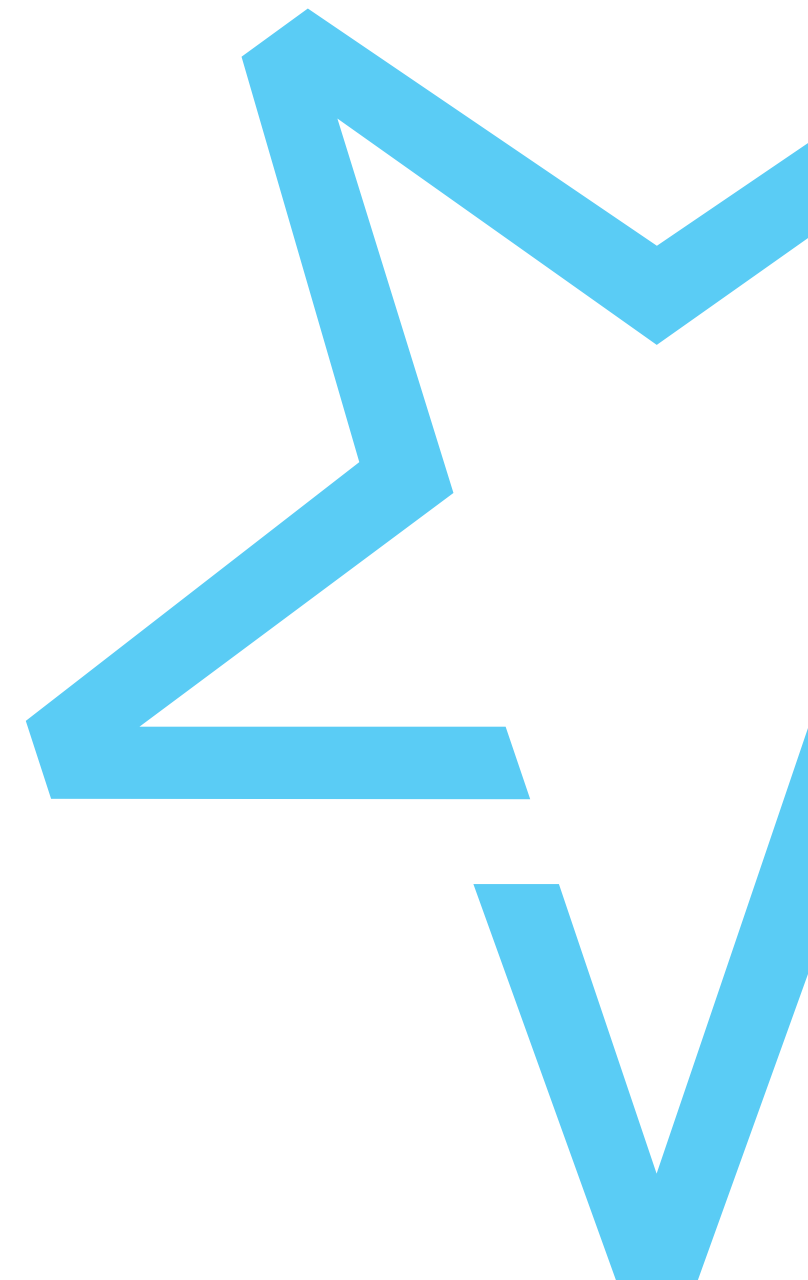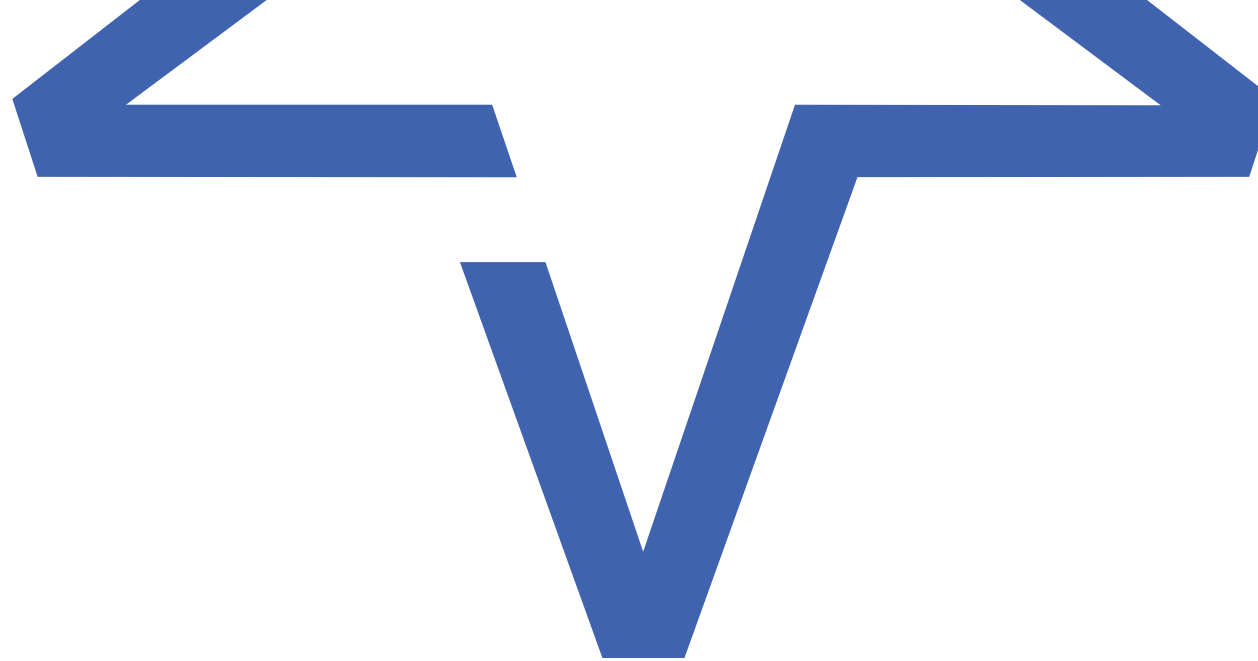

Imagery that looks overly 'stocky' and lacks any clarity relating to helping others.

Lacks diversity and positive emotion

5. Typography

Headline Typeface

The typeface of the brand is Roobert. It must be used on all marketing material as well as on the website and social media.

The typeface has a variety of weights that can be used simultaneously to create contrast and hierarchy.

Roobert is a mono-linear, geometric sans-serif typeface characterized by its clean, horizontal and vertical terminals, and smooth connections on the stems.

Originally crafted as a custom typeface for Moogfest 2017, Roobert draws its foundational inspiration from the Moog logotype, notably its unique single-story "g" with a rounded bottom corner and a streamlined finish.

Hey! I'm Roobert

Headline Typeface

The typeface has a variety of weights that can be used simultaneously to create contrast and hierarchy.

Regular

Semibold

Bold

Roobert

Language Support

Beyond its aesthetic allure, Roobert is linguistically versatile, supporting not just Latin and Central European languages but also offering revised versions for Greek and Cyrillic scripts. The collection has recently expanded to include SemiMono and Mono versions, broadening its applicability and appeal.

Hej
Halló
Cześć
Živijo

Using Typography

This type scale is designed to be a reference point when designing digital and print documents. Using these sizes ensures good hierarchy in passages of text.

In some instances these sizes may not be appropriate. When changing the sizes used for text, ensure styles are consistent across the entire document,

Big headline	# Volunteers' Week is an annual celebration of volunteers across the UK.
Small headline	## Join us as we celebrate 40 years of Volunteers' Week and look to inspire more people to make a difference.
Subheading	Volunteers' Week celebrates the amazing contributions volunteers make to communities across the UK.
Body copy	The week-long event starts on the first Monday in June every year. It's a chance to recognise, celebrate and thank the UK's incredible volunteers for all they contribute to our local communities, the voluntary sector, and society as a whole.
Printed body copy	This year Volunteers' Week will culminate in The Big Help Out, from Friday 7 to Sunday 9 June, where people across the UK will get the chance to experience a range of volunteer taster sessions.

Examples of Effective Typography

VOLUNTEERS WEEK

What is Volunteers' Week?

Join us as we celebrate 40 years of Volunteers' Week and look to inspire more people to make a difference.

The week-long event starts on the first Monday in June every year. It's a chance to recognise, celebrate and thank the UK's incredible volunteers for all they contribute to our local communities, the voluntary sector, and society as a whole.

VOLUNTEERS WEEK

What Happens During Volunteers' Week?
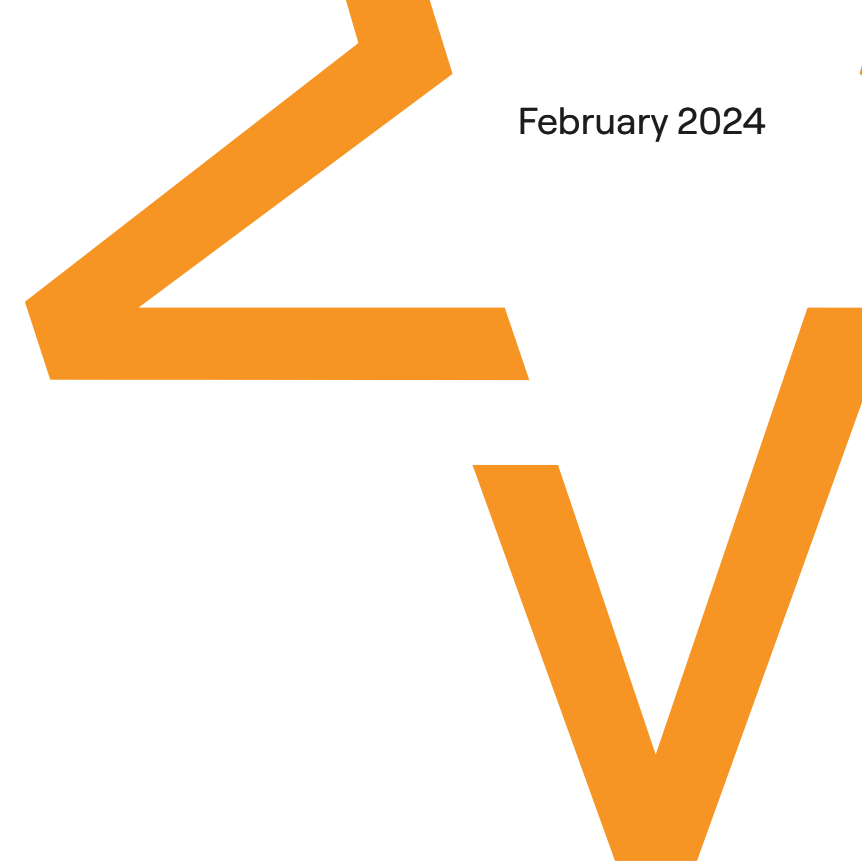
From open days to celebration events, every year hundreds of online and in–person activities take place across the UK to mark Volunteers' Week and celebrate volunteers.

This year Volunteers' Week will culminate in The Big Help Out, from Friday 7 to Sunday 9 June, where people across the UK will get the chance to experience a range of volunteer taster sessions.

6. Colour
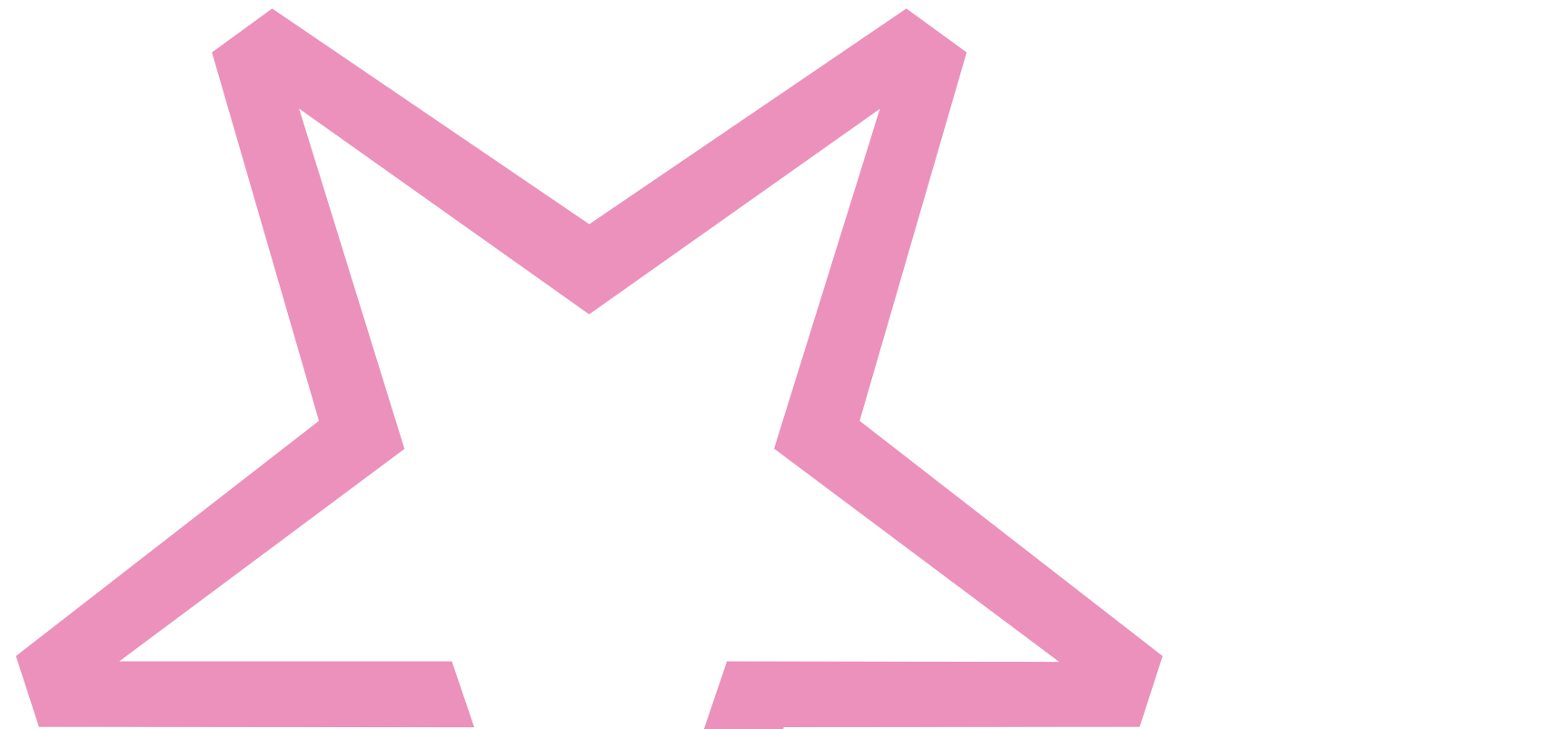
Primary Colours

The primary brand colours are shown on this page, they should not be altered or changed.

Sticking to the primary colours ensures that the brand looks consistent and familiar across all its materials, whether online or offline.

Orange

CMYK
0, 49, 97, 0

Hex
#f29405

RGB
241, 147, 4

Blue

CMYK
81, 65, 0, 0

Hex
#475ca8

RGB
71, 93, 168

Teal

CMYK
74, 0, 60, 0

Hex
#29b085

RGB
41, 175, 133

Purple

CMYK
50, 72, 0, 0

Hex
#945ca3

RGB
149, 93, 163

| 100% | 90% | 80% | 70% | 60% | 100% | 90% | 80% | 70% | 60% | 100% | 90% | 80% | 70% | 60% | 100% | 90% | 80% | 70% | 60% |
| 50% | 40% | 30% | 20% | 10% | 50% | 40% | 30% | 20% | 10% | 50% | 40% | 30% | 20% | 10% | 50% | 40% | 30% | 20% | 10% |

Secondary Colours

The secondary brand colours are shown on this page, they should not be altered or changed.

Sticking to the secondary colours ensures that the brand looks consistent and familiar across all its materials, whether online or offline.

Light Blue

CMYK
54, 0, 0, 0

Hex
#73ccf2

RGB
115, 203, 241

Yellow

CMYK
8, 5, 91, 0

Hex
#f5e017

RGB
245, 225, 22

Pink

CMYK
3, 54, 0, 0

Hex
#ed94bf

RGB
238, 149, 191

Deep Orange

CMYK
0, 78, 95, 0

Hex
#e8541a

RGB
232, 85, 26

| 100% | 90% | 80% | 70% | 60% | 100% | 90% | 80% | 70% | 60% | 100% | 90% | 80% | 70% | 60% | 100% | 90% | 80% | 70% | 60% |
| 50% | 40% | 30% | 20% | 10% | 50% | 40% | 30% | 20% | 10% | 50% | 40% | 30% | 20% | 10% | 50% | 40% | 30% | 20% | 10% |

Using Colour

Brand colours should always be paired in a complementary way.

When applying coloured text to a coloured background, accessibility must be taken into consideration. Text must be legible at all sizes.

This page shows some correct examples of colour pairing for good text accessibility.

7. Brand in Use
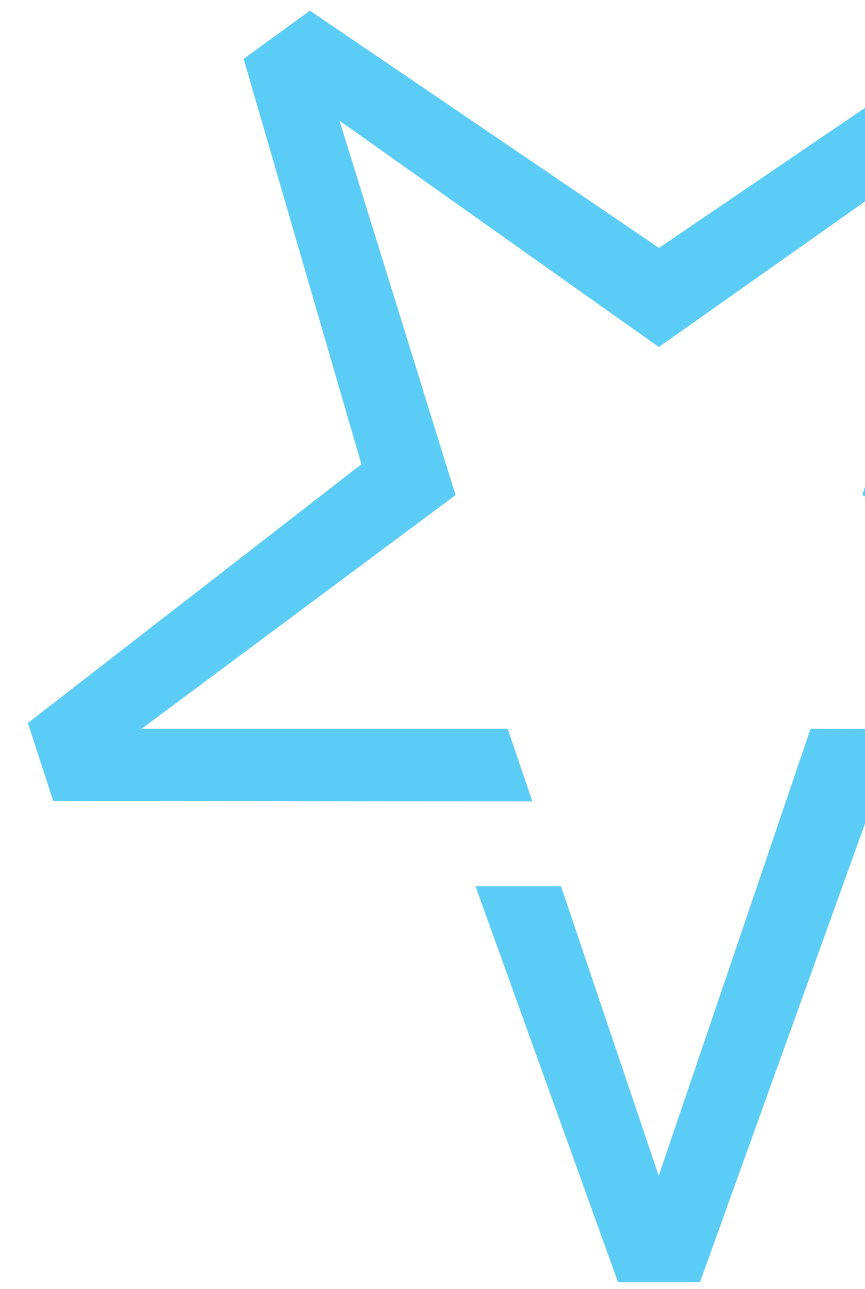
Social Media

Here are some examples of the brand in use.
These do not represent real assets. Any assets to
be created will require a specific brief.

Thank You, Volunteers

#VolunteersWeekScot

VOLUNTEERS' WEEK

40 years of Volunteers' Week

#volunteersweek

VOLUNTEERS' WEEK

Cymerwch Ran

#WythnosGwirfoddolwyr

Selfie Frame

Here are some examples of the brand in use.
These do not represent real assets. Any assets to
be created will require a specific brief.

#volunteersweek

VOLUNTEERS'
WEEK

#volunteersweek

VOLUNTEERS'
WEEK

Photo Props

Here are some examples of the brand in use.
These do not represent real assets. Any assets to
be created will require a specific brief.

Thank You Card
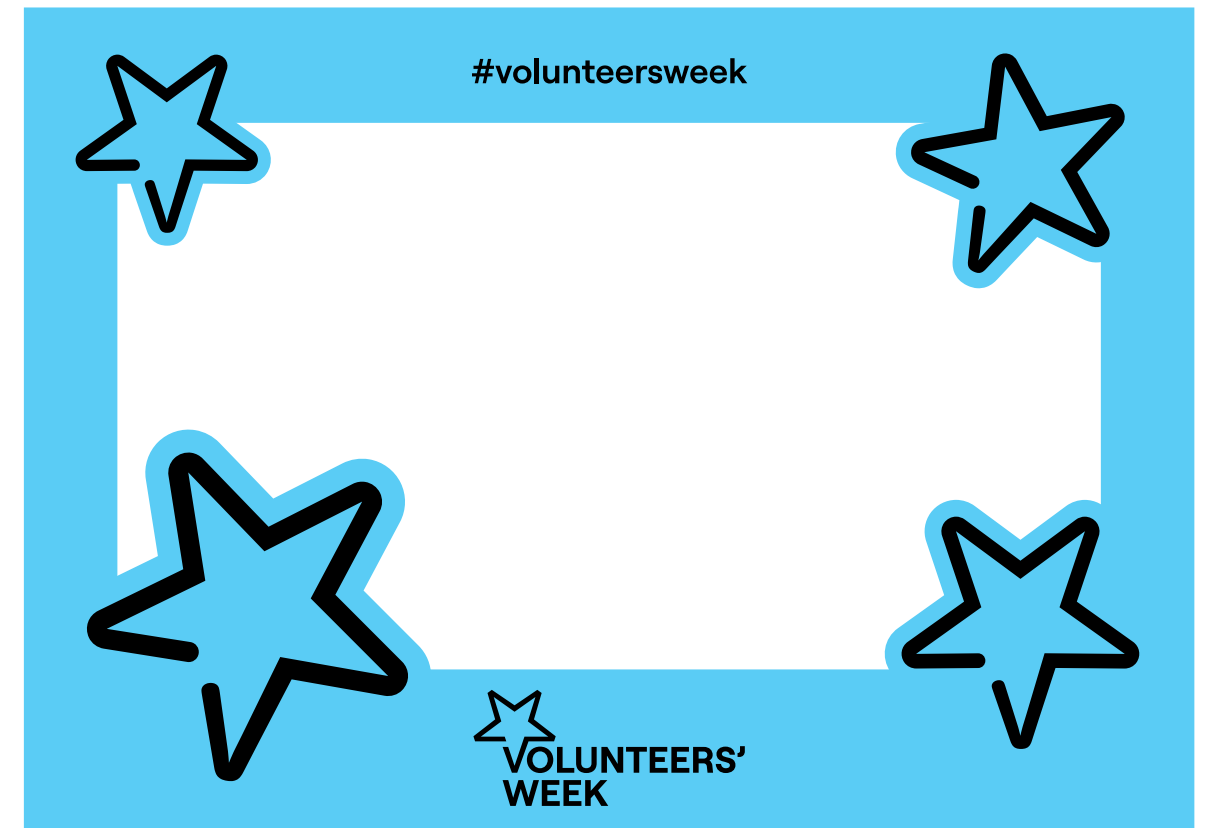
Here are some examples of the brand in use. These do not represent real assets. Any assets to be created will require a specific brief.

WYTHNOS
GWIRFODDOLWYR

Diolch

#WythnosGwirfoddolwyr

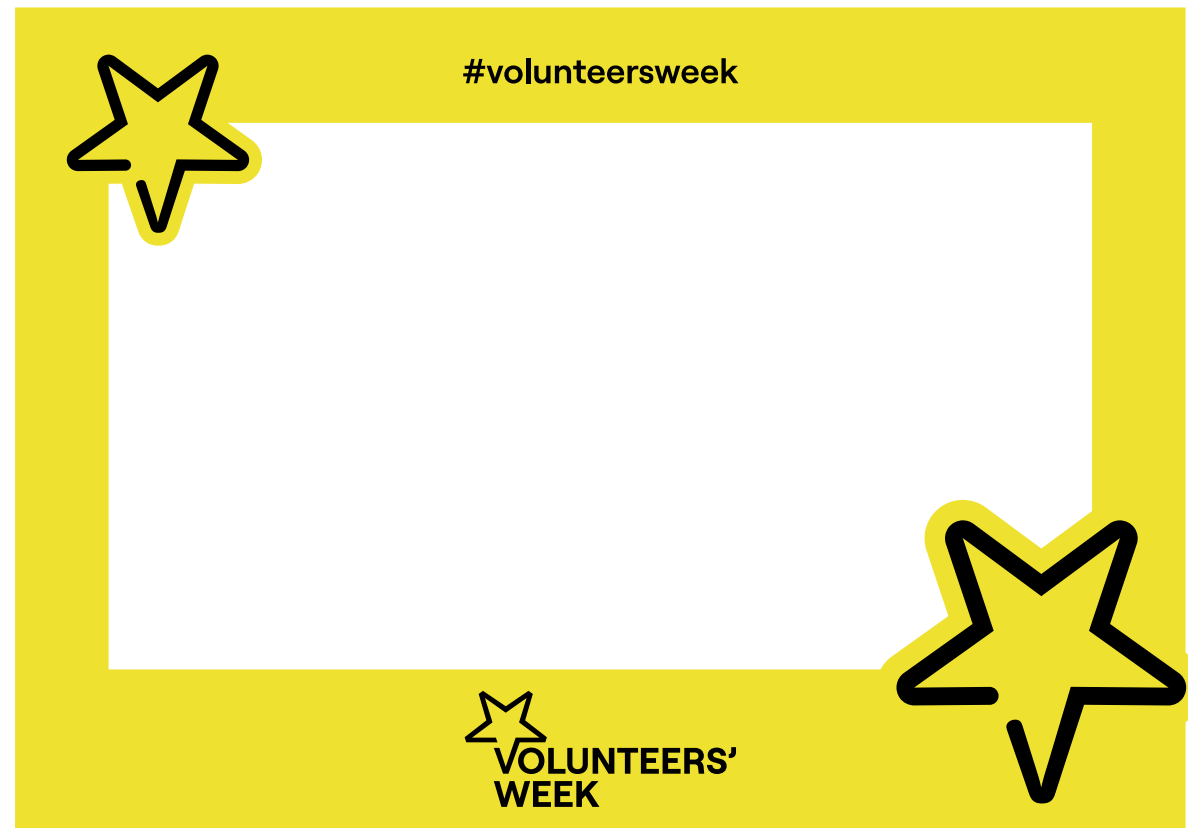
VOLUNTEERS'
WEEK

Thank
You

#volunteersweek

Volunteer Certificate

Here are some examples of the brand in use. These do not represent real assets. Any assets to be created will require a specific brief.

VOLUNTEERS' WEEK

Thank You

_____

Your commitment and contribution as a volunteer really makes a difference to

Presented on: _____

From: _____

#VolunteersWeekScot

WYTHNOS GWIRFODDOLWYR

Diolch

_____

Mae eich ymrwymiad a'ch cyfraniad fel gwirfoddolwr yn gwneud gwahaniaeth i

Wedi'i gyflwyno ar: _____

Gan: _____

#WythnosGwirfoddolwyr

Photo Message Card

Here are some examples of the brand in use.
These do not represent real assets. Any assets to
be created will require a specific brief.

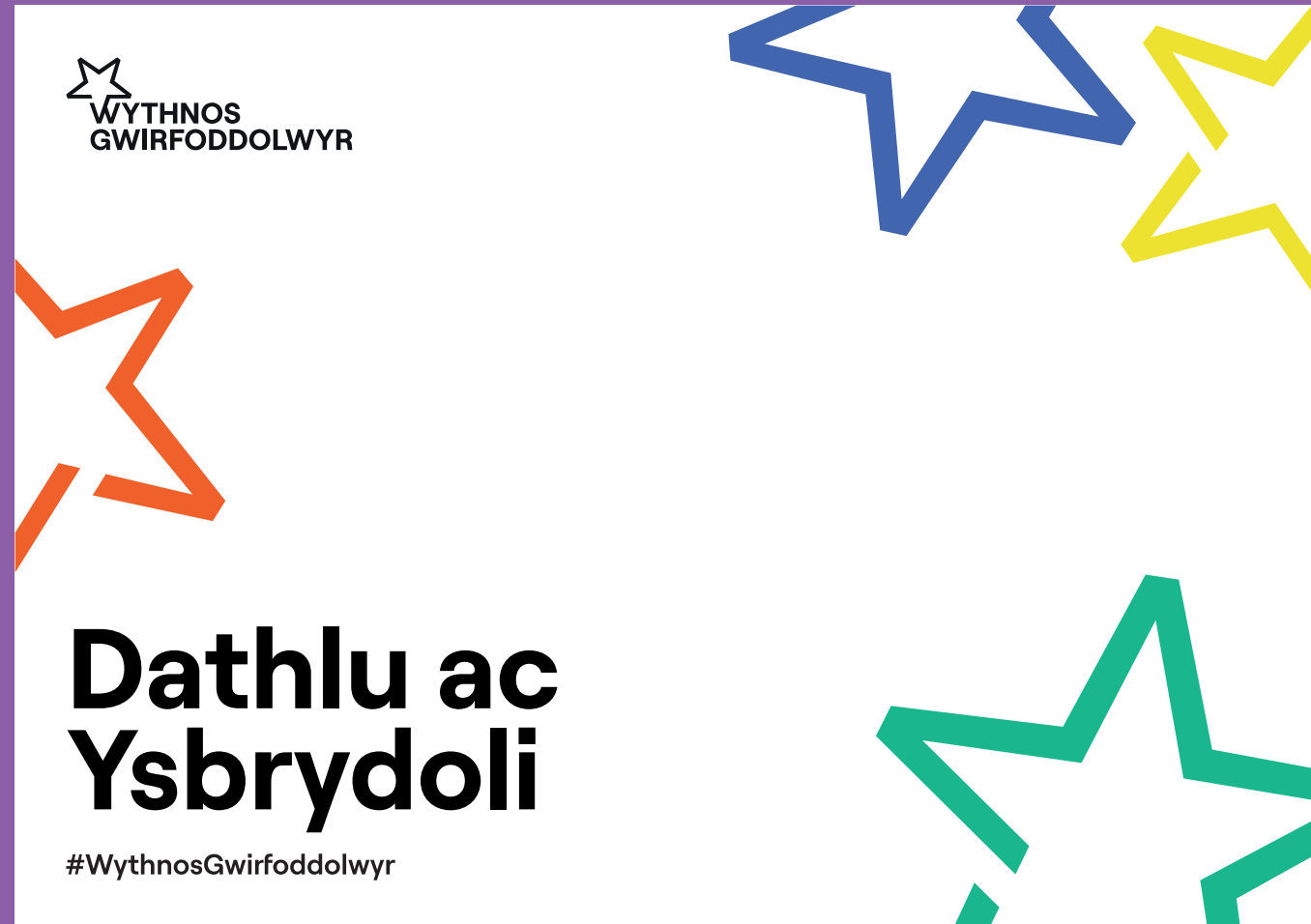**VOLUNTEERS'
WEEK**

Celebrate
& Inspire

#VolunteersWeekScot

**WYTHNOS
GWIRFODDOLWYR**

Dathlu ac
Ysbrydoli

#WythnosGwirfoddolwyr

Banners

Here are some examples of the brand in use. These do not represent real assets. Any assets to be created will require a specific brief.

WYTHNOS GWIRFODDOLWYR

Diolch, Gwirfoddolwyr

#WythnosGwirfoddolwyr

VOLUNTEERS' WEEK

Thank You, Volunteers

#VolunteersWeekScot

Thank you