

creating a brand



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**PARENT to PARENT
MATUA ki te MATUA**

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introduction

A visual identity is a guide that organisations produce to ensure that their visual appearance is consistent and reinforces their mission and goals. To raise awareness, organisations need to gain people's attention, hold their interest, and be recognised apart from other organisations.

Branding is the glue that holds together the functions, activities and people of a group or organisation. Everything that an organisation does contributes to a brand building. The visual expression of a brand is their logo. By using the logo, name, fonts and colours consistently in your communications, you will build a recognition of who you are and what you stand for.

A visual identity guideline will set the standard for the various applications and use of a logo. This guide will help you to create your brand, and then set the standard for everyone using it to maintain a consistent look and feel.

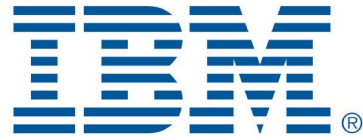


creating a logo

There are basically three kinds of logos:

Font-based logos

These logos consist of a type-treatment with a twist that makes them distinctive. For example:

The Sony logo is a classic example of a font-based logo. It features the word "SONY" in a bold, black, sans-serif typeface. The letters are closely spaced, and the registered trademark symbol (®) is positioned to the upper right of the final letter.

Logos that literally illustrate what an organisation does

Example below, a painter's firm has a paint brush, and a bakery has a mixing bowl with ingredients



An abstract graphic symbol that becomes linked to an organisation's brand



creating a logo

Before you begin sketching or designing a logo, first decide what the message you want to convey is. Maybe this is your mission statement, or one of your organisation's key messages.

- **Look at other logos of organisations that are doing similar work.** Do something that will differentiate your logo from similar organisations.
- **Focus on your message.** Decide what you want to communicate about your company. Is its personality serious or light hearted? What makes it unique to other similar organisations? Who is your target audience?
- **Make it clean and functional.** Your logo should work well on a business card, as well as on the side of a truck. It should be scalable, easy to reproduce, memorable and distinctive. **DO NOT USE PHOTOS IN YOUR LOGO.** Consider what the logo will look like in black and white if you are going to use it on items that will be photocopied - it should be as effective in black and white.
- **Your organisation's name will affect your logo design.** If your organisation is called "Lightning Bolt Printing" you might use a lightning bolt, or if it is called "D.C Jewelers" you might use DC as the main focus of the logo.

Golden rules

DO NOT USE CLIP ART

The use of clip art will automatically diminish the value of your brand. Do something original, this will make a more impressive statement about your organisation and set your business apart from others.

AVOID USING TRENDY LOOKS

Design your logo so that it will still be current in 10 years time. Re-branding an organisation is an expensive and time consuming task.

WATCH YOUR COLOURS

Using multiple colours will not reproduce well. Choose TWO colours that will represent your brand - this does not include black or white. Select contrasting colours that are on opposite sides of the colour wheel



E.G. If you pick Orange as one of your colours, you might pick Blue or Blue-Green as your second colour.

CONSIDER HIRING A DESIGNER

Approach a designer or design student and ask them to create some concepts for you. Many designers will do a rate deal for not-for-profits, or even do the work pro bono.

use of your logo

When you have designed your logo, you should then set some rules around how the logo is used.

You should have three versions of your logo:

1. **Full colour** (your logo as designed) - should be used as the generic logo, unless colour reproduction is unavailable or is on a background is too dark to clearly see the logo,
2. **Black and white** - used only when colour reproduction is not available
3. **Reversed or white** (for when you need to use your logo on a black or dark (more that 50% black) background.



You should also have your logo in the following formats:

1. **.JPG Format** - this is used for electronic (web, social media etc) uses. This is also the format that most people use within Microsoft office applications. Can only be used on a white background
2. **.AI Format** or Adobe Illustrator format. This format is used for large scale reproductions of your logo (signs, banners etc). Can be used on any colour background.
3. **.PSD format** or Photoshop format. This is a version that has transparent background and is a high resolution version, great for professional print jobs. Can be used on any colour background.
4. **.EPS Format** - this is the most widely used graphic, and can be used across multiple applications, and maintain a high resolution. Can be used on any colour background.

Clear Space Requirements

There should always be clear space around your logo when it is used, to ensure that it's effectiveness is not diminished. In your style guide, specify the amount of clear space you need by taking an element of the logo that can be used as a measure.

For example, the minimum clear space required around the Parent to Parent logo, is the height of the word 'PARENT' from the text area of the logo.



examples of good logos



Simple, using the image of the lock to tie in with the name of the organisation.



Simple and clean, uses the first letters of each name to form the graphic



Simple, 2 colours, uses the first letters of the names to form the camera graphic. Good font choice



Clean look, the piggy bank graphic ties in with the organisation's function. Nice colours



Simple and effective graphic, vibrant colour, good typeface. Graphic ties in with organisation name.

examples of Bad logos

The Detail Doctor



'Banned' font, bad drawing, no eye grabbing element.

Wordart and clip art. Does not work together well

Swan Real Estate



Terribly placed clip art, too many colours, images used only good for a white background

CYCLE ANTICS



BIKE STORE

'Banned' font, awful graphic, too much text



Use of photos, too many colours, ugly typeface.

colour models

Colour models are how you specify what your organisation's colours are to ensure that they are reproduced correctly. This is done by specifying the colour mixes.

There are three ways in which colours are mixed

1. CMYK (or PROCESS)

This stands for Cyan Magenta Yellow and Black (the four ink colours that are mixed to produce a colour). This is for printed materials. The CMYK mix tells the designer or printer what percentage of each of the four inks is needed to produce the colour exactly.

2. RGB

This stands for Red Green Blue (the four colours used by computer monitors and TVs to produce a colour). This is for electronic material only. The RGB specifications tell the TV or computer how to reproduce the colour

3. SPOT OR PANTONE COLOUR

A spot colour is a specific ink that is pre-made and does not require a CMYK mix. These are used for printing only. Spot colours are used when you don't have any other colours, or less than four colours to print on an item. Spot colours are assigned a Pantone colour.

The you can set up your colour models like this - and give your colours a name.

PROCESS		PARENT TO PARENT GREEN
Cyan	100	
Magenta	22	
Yellow	42	
Black	2	
SPOT/PMS		
Pantone 321 C	100%	
RGB		
Red	0	
Green	141	
Blue	150	

PROCESS		PARENT TO PARENT ORANGE
Cyan	0	
Magenta	59	
Yellow	100	
Black	0	
SPOT/PMS		
Pantone 165 C	100%	
RGB		
Red	245	
Green	132	
Blue	31	

Fonts/Typefaces

Choosing a corporate font is an important because it compliments the look and feel of your logo and any material you produce. The font you choose will used when writing letters, reports etc.

Choosing the right font will also assist with building your organisations brand.

General Rules

- If any words need to be accentuated, NEVER underline. To draw attention to a word use **bold** or *italics*. Underline was used when typewriters will still in use, as they didn't often have a bold or underline option.
- Never use italics for words in all caps, if you need to draw attention to a word that is all caps use **BOLD**

There are a few fonts that you should **NEVER** use:

COMIC SANS

This font screams unprofessional. It was produced in the early 1990s for Windows, and has been used extensively by amateur desktop publishers. This font is so bad that the designer of the font doesn't like it.

Comic Sans

TIMES NEW ROMAN

Created in 1931 for the British Newspaper 'The Times' was also made popular due to it being included in Microsoft applications in the early 1990s. The Times newspaper no longer uses it, and neither should you. This is an old fashioned font, and will diminish the overall look of items you produce.

Times New Roman

ARIAL or ARIAL MT

Created in the 1980s, this is another font that was widely used due to its inclusion with Microsoft packages. It is old fashioned and should not be used.

Arial

PAPYRUS

Created in the 1980s, this font has been overused by amateur desktop publishers and gained popularity by being included in Microsoft applications. It should not be used

Papyrus

Choosing a font

There are two main types of font:

SERIF FONTS

These are the fonts that have the flicks and tails on them

SANS SERIF

Fonts with no flicks and tails on them

Serif
vs.
Sans-serif

As a rule, serif fonts are easier to read in large bodies of text (like a novel), however it is become more common that organisations are using sans serif fonts as their corporate font as they are more modern and give a cleaner look.

Here are some suggestions for some common fonts you can choose for your corporate font - check that the font matches the look and feel of your logo.

Calibri - AaBbCcDdEeFfGgHhIiJj

Calibri Bold - AaBbCcDdEeFfGgHhIiJj

Gill Sans – AaBbCcDdEeFfGgHhIiJj

Gill Sans Bold – AaBbCcDdEeFfGgHhIiJj

Century Gothic – AaBbCcDdEeFfGgHhIiJj

Century Gothic Bold – AaBbCcDdEeFfGgHhIiJj

Franklin Gothic Book – AaBbCcDdEeFfGgHhIiJj

Franklin Gothic Book Bold – AaBbCcDdEeFfGgHhIiJj

Font Size

For easy readability, documents should set their body text to at least 11.5 point, or ideally 12 point.

For headings within body text, use at 14 point text.

Choosing brand images

Brand images are photos that reinforce a brand image - they can be used to accentuate the message that the brand is trying to convey. Have at least four images available to the group to use when necessary. These are to add depth to documents/publications, they are not for use as a logo.

- **Make sure you own the images** (photos you have taken with a completed and signed model release or royalty-free stock images bought online).
- **Ensure the photos are high resolution** (200dpi for print, 150dpi for electronic use)
- **Make sure the photos reinforce your key messages** - if they don't, they can be confusing



For example, if your organisation was advocating for the Enabling Good Lives principle “Disabled people can live good, everyday lives”, you wouldn't choose an image of an upset baby.



You might instead consider using a photo of people in a good mood, doing a routine activity like going out for coffee with friends.

- **Do not use clip art** as a general rule.
- **Do not use photos for the sake of using photos**, or because you think they look 'pretty.' Use photos only when they are going to add depth and value to the document or publication you are creating.
- **Do not use photos of 'obviously disabled people' for the sake of identifying you are working in a disability-focussed organisation.** Use photos that accentuate your key message - if this happens to include an 'obviously disabled person,' this is good.

Creating flyers/advertising

Flyers and posters are a good way to let people know about what you are doing, but they are by NO MEANS the ONLY way you should advertise your group or organisation's events.

When you create a flyer or advertisement, ensure you also create versions that are email and social media friendly.

EMAILING ADVERTISEMENTS

People are bombarded by email marketing everyday. In order to even get noticed, there are a few things you can do:

- **Insert your flyer into the body of the email as a .jpg image**, NOT as an attachment. If they are added as an attachment, there is every chance you won't get people to open it.
- **Use minimal text.** The more text you have, the less likely people are to read it. Include a brief (2 sentence) description and where/when etc the event is. If there is some useful documents that people MIGHT want to read, publish them online and include a hyperlink to the webpage,
- **Use pictures.** Pictures grab peoples attention - but make sure the images are suitable for the message you are creating.
- **Use an HTML email marketing tool.** Programmes like MailChimp (www.mailchimp.com) are ways to make your email marketing look better, and saves time. MailChimp is free if your distribution list is under 2,000, and the free license allows two campaigns to be sent a month.
- **Ensure you BCC your email list.** Don't send mass emails that allow all recipients to see each others email addresses. Address your email in the BCC box.

ADD YOUR FLYER TO YOUR SOCIAL MEDIA CHANNELS

Ensure you make a .jpg version that fits within the size guide of your social media channel and share online. This is a great way for your event to be shared widely.

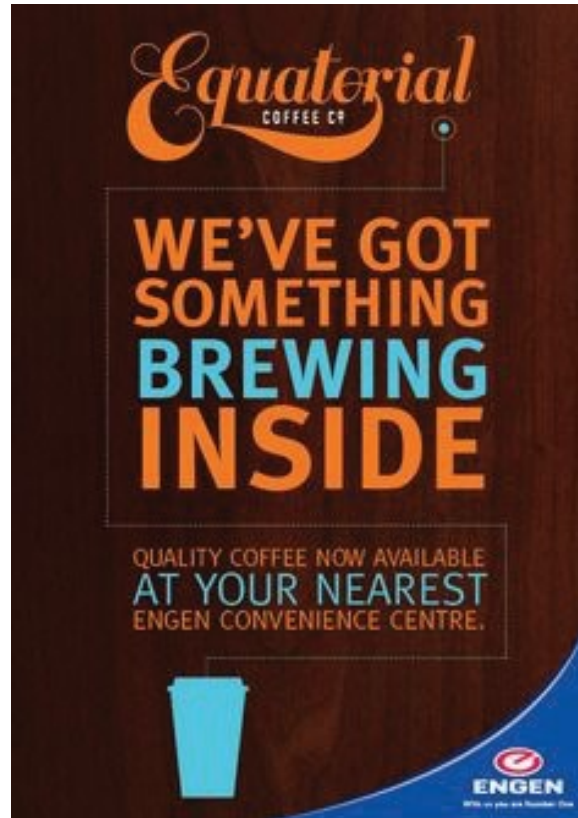
General rules

- Do not use clip art
- Do not add borders around your flyer
- Keep the flyers to A5 size where possible (you can fit two onto a A4 piece of paper - save costs)
- NEVER use wordart
- Always make online versions of your advertising - hanging posters and dropping flyers doesn't work very well - especially for anyone you are trying to attract born after 1980.
- Do not use more than two fonts - if you do choose two fonts, ensure they are very different looking fonts. Use one as a 'heading' and the body of the advertisement should use the other.
- Balance the advertisement - keep symmetry where possible, don't make it too top or bottom heavy.
- Keep it simple - the more stuff you put on a flyer, the less likely people are to read it.
- Include your social media channels on your flyer (eg a Facebook or Twitter logo and your @tag)

Examples of Good advertisements



Minimal text, good font choice, lots of blank space and complimentary colours



Contrasting fonts and colours with bold and minimal text. Plenty of blank space.



Catchy image that reinforces the message, good colour palette and minimal text

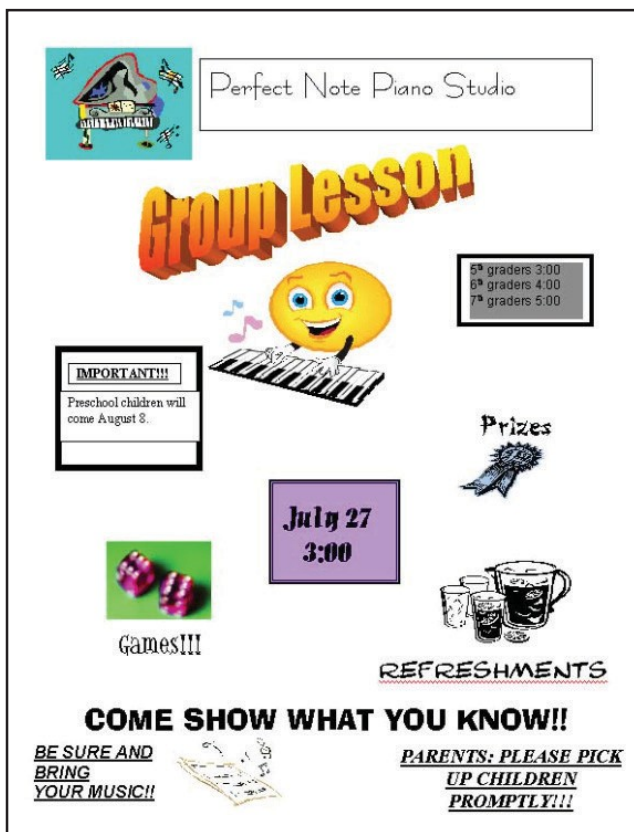


This has lots of text, but the text is balanced with a good colour palette. Nice relevant images.

Examples of Bad advertisements



Too many colours, too many fonts, too many images, hard to read.
Comic sans has been used.



Word art, clip art, underlined text, and 'banned' fonts.



Clip art, border and ugly fonts. Too much going on and hard to read.