

Brand Guidelines

A step-by-step guide to brand usage at
Future Feathers



Created November 2022

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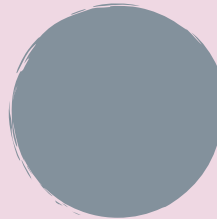
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A quick overview

Design elements

Soft shapes to highlight text and images, rounded corner rectangles, & Feathers Futures curve that echoes a feather.



Colour Palette

#efd8e3 Feathers Light Pink

#b93ea1

#822888

#83919c

#000000

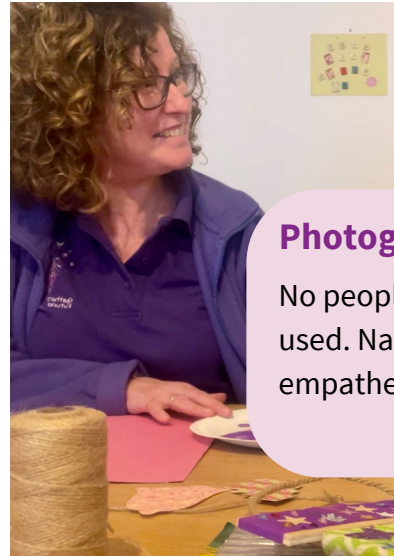
Feathers Pink - Volunteers
Feathers Rose - Fundraising
Feathers Blossom - Corporate

Font

Word / PC use - Franklin Gothic
Canva - Source Sans Pro

Tone of voice

Positive, strong, caring & dynamic.
Talk about the solutions we offer rather than just the problem.
Quotes



Photography

No people stock images to be used. Natural, positive, empathetic images.

Logo

To always appear whole
No colour change
Where possible white background
and bottom left hand corner



Introduction

Let's get started...

The best brands stick in our minds because their presence is defined by the repetition of the same logo, fonts, colours, and images. It's used on our website, posters, literature, and emails.

Our brand is who we are. It's the set of ideas, emotions and associations that are brought to mind whenever anyone thinks of Feathers Futures. This document has been created to provide guidance and maintain constancy.

However, a brand is more than that; our brand is echoed in all our activities – from talking to our ladies, volunteers, team and supporters and how we interact with anyone on behalf of Feathers Futures.

The following brand guidelines are designed to help you make sure that everything you do fits the Feathers Futures brand. This document includes easy-to-follow guidance on font, font size, photography, colours, logo use, elements and tone. A visually exciting, eye-catching, easy-to-follow and use brand has been developed by combining all these elements.








Colour palette

Colours are vitally crucial for any brand and create a strong association. The chosen colours are the perfect palette for the Feathers Futures audience.

The colours can be used as they are in block colours or in more transparent variations of colours for use over photos to highlight text.

The table below names colours and provides the primary usage. Using a primary colour per area of the organisation will highlight the separate area to help create a suite of information that sits well together.

	Colour Name	Reference	Main Use
	Feathers Pale Pink	#efd8e3 rgb(239, 216, 227) cmyk(0,10,5,6)	vounteers
	Feathers Blossom	#822888 rgb(130, 40, 136) cmyk(4,71,0,47)	Corporate
	Feathers Rose	#b93ea1 rgb(185, 62, 161) cmyk(0,66,13,27)	Fundraising
	Feathers Grey	#83919c rgb(131, 145, 156) cmyk(16,7,0,39)	
	Black	#000000 rgb(0, 0, 0) cmyk(NaN,NaN,NaN,100)	

A picture tells a thousand words...

All 'people' focussed' images should be taken in accordance with the photography policy, with full consent gained for usage. If needs be, they should protect the anonymity of those attending Feathers Futures.

No stock people images are to be used.

All photos should be in colour.

Photos should be positive and tell a story. They should be happy e.g. talking, having a cuppa, making artwork, artwork day trips. Where possible in natural daylight.

Soft focus can be used.

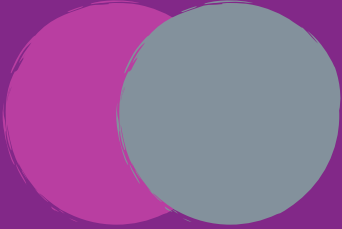
Images should be placed straight in use.



Shapes, graphics & fonts



Rectangles with rounded corners can be used to highlight text and create interest .



The Feathers circle, with slightly feathered edges, can be used in multiple areas. For example, several sizes within the Feathers pallet can be overlaid, with white being the last to create the feathers curve. The Feathers circle can highlight information such as quotes or QR codes in communications.

The Feathers Curve

The Feathers Curve was designed to echo the feather and strengthen the brand image. The curve will become easily identifiable across the website, social media and all communications.

The curve has been developed to add another design element. They don't need to be overused on everything, but a simple hint will tie branding together.

They have been designed to be placed in an ad-hoc manner and provided as jpegs that can be added to documents, posters, web, and social media.

The page positioning should be random throughout documents, as this document illustrates.

Pages with full-bleed photos do not need to feature the curve as illustrated in this document.



Language and tone



"Thank you for the kind words, the support and for helping me grow. feathers has supported me so much I am forever thankful. thank you for facilitating my counselling - which has supported me in so many ways. most importantly thank you for being a safe place, free from judgement and full of warmth and love."

The language used and tone is so important in any communication. Spoken and written words should echo the values of Feathers Futures both internally and externally.

Expressed in emails, displays, printed literature, and website.

Reflecting core values: To listen and provide trust, dedication, support, and community.

Language should be easy to read and understand, and jargon and acronyms should be avoided.

The tone should be positive, strong, caring, and dynamic, concentrating on the solutions we offer rather than just the problems we are helping.

Communicate with integrity and language should be personable using words such as people, team, safe, and friendship.

Think audience and tailor the language used appropriately.

Quotes

Quotes can be a brilliant way to add value, weight and emotion to a piece of work.

Quotes should be highlighted using italics and coloured boxes where possible and attributed to the first name only where possible with ladies who use the organisation and for employees & board their full name and title to add weight.

Fonts

Franklin Gothic and Source Sans Pro are the chosen fonts.

They are rounded in creation, so appear friendly, warm and easy to read. They work well in text, sub headings and headings, bold, italics and fine.

Canva

Source Sans Pro

Word equivalent

Franklin Gothic

Headings

Where possible should be bold and at least 16 point

Sub headings

Should be in at least 14 point & where possible, in a different colour to highlight

Main text

Should be in at least 12 point

Contact details

Please think of future contacts.

The more followers Feathers Futures have on social media and in the database, the better!
If possible, all contact details should be included,
written in full, with live links and QR codes if appropriate.
This will give people the best chance of communicating with us.



We welcome volunteers and this is a great way to support Feathers Futures, add to your CV and gain new friends and skills.
Please do get in touch for an informal chat or more information.

Joining our database and can be a great way of staying up to date with Feathers Futures news and activities.



www.feathersfutures.org/contact



[Feathers Futures](https://www.facebook.com/FeathersFutures)



Instagram

[Feathersfutures](https://www.instagram.com/Feathersfutures)



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