



# Brand Guidelines

acorns

*Your local children's hospice*

# Contents

<u>Our logo</u>	<u>5</u>
<u>Fonts</u>	<u>9</u>
<u>Colours</u>	<u>10</u>
<u>Design features</u>	<u>11</u>
<u>Photography</u>	<u>12</u>
<u>Illustrations</u>	<u>13</u>
<u>Legal requirements</u>	<u>14</u>
<u>Our brand</u>	<u>15</u>
<u>Our retail brand</u>	<u>22</u>
<u>Campaigns &amp; products</u>	<u>28</u>
<u>Branding checklist</u>	<u>29</u>



# Our vision

Every child and young person living in our region that is life limited or life threatened and their families should receive the specialist care and support they need.

# Our mission

To provide holistic, specialist, palliative care services to children, young people and their families in our region. We will deliver these services in partnership with others wherever possible, while championing the cause of palliative care for children and young people.

# Our values

Acorns, a responsive and innovative organisation that puts children and young people and their families first in all of its services, whilst embracing the diversity of its regional communities and demonstrating integrity and quality in everything it does.



In the first instance of our name we need to refer to ourselves as **Acorns Children's Hospice**, after this we can just say **Acorns**.

# The difference between a brand and a campaign

## Our brand:

The Acorns brand is the foundation for all our communications. The brand guidelines are in place to ensure that no matter what our communication is, to whoever the audience, our brand is recognised, protected and represents us and our operations well. It is why the logo has space, the colours are recognised and the font is consistent. The brand style and values thread themselves through everything we do.

## A campaign:

Acorns campaigns on the other hand, are developed for the purpose of reaching a specific audience, for example; children, corporate contacts or parents. Therefore it is imperative that if a graphic, illustration or style is developed for a specific campaign, the elements used for that campaign are not simply applied elsewhere in the business and are clearly separated from the core brand. A campaign has a shelf life, whereas our brand is the backbone of our future.



# Our logo

## Primary logo

This is the Acorns primary logo. The logo should always remain in the Acorns orange and blue and should not be repurposed in other colours.

It should never be reproduced smaller than 30mm width.

---



## Secondary logo

Where possible the master logo should be used. Mono and white out versions of the logo are available upon request from the marketing department at [marketing@acorns.org.uk](mailto:marketing@acorns.org.uk)

This should be used where the use of the master logo is not possible (e.g. on top of an image, on a coloured background).

---



# Logo usage

## Exclusion zone

To keep the logo prominent, clear space should be provided around other items on the page or from the edge of the page. There is an exclusion zone that protects it.

The exclusion zone is set by the height of the letter 'n' in the logo all the way around.



## Sizing for print

The logo should not be reproduced smaller than 30mm.

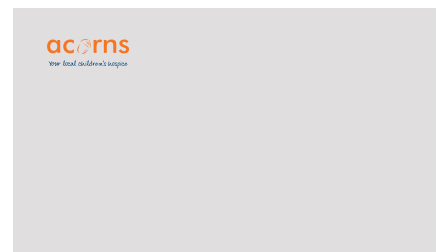
## Print positioning

On all printed communications the logo should appear either on the top right or the bottom right of the document.



## Online positioning

On online communications the optimum positioning is top left e.g. website, social media and email.



# Our supporter logos

## In aid of

The 'In aid of' logo is used by supporters holding specific events and fundraising activities where proceeds go to Acorns.



Registered charity no. 700859

## Supporting

The 'Supporting' logo is used by supporters with a longer term relationship with Acorns when carrying out activities to support Acorns that are not directly raising funds.



Registered charity no. 700859

## Exclusion zone

For consistent, high quality results the brand mark should always be surrounded by an area of clear space equal to the 'n' in the brand mark



When using the 'In aid of' or 'Supporting' logo please don't crop the registered charity no. off.

# Incorrect usage

## Using our logo correctly

Please adhere to following rules when using the brand mark...

- > Don't rotate
- > Don't reset any part of logo
- > Don't apply effects
- > Always use on colour with sufficient contrast
- > Never distort proportions
- > Don't change colour

acorns  
*Your local children's hospice*

acorns  
*Your local children's hospice*

acorns  
*Your local children's hospice*

acorns  
*Your local children's hospice*

# Our fonts

## Lato font

Lato has been chosen as our corporate font. The font size should never be used less than 11pt. Where Lato is not available Arial can be used.

Lato can be downloaded under SIL Open license here:  
[www.latofonts.com/lato-free-fonts/](http://www.latofonts.com/lato-free-fonts/)

---

### Body text

LATO Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Subtitles

LATO Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

LATO Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Titles

LATO Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Ardleys Hand font

On literature that needs to appeal to a younger audience, such as in siblings correspondence we have a secondary font.

The font is handwritten to enable a more informal approach.

This font can also be used for quotes that are directly related to Acorns or from Acorns services users, families, employees and supporters.

It should be used sparingly and only to emphasise certain parts of a design.

It must never be used as body copy as it is more difficult to read.

Ardleys Hand can be downloaded here:  
[www.fontsov.com/download-fonts/ardleyshandregular1987](http://www.fontsov.com/download-fonts/ardleyshandregular1987)

---

ARDLEYSHAND Regular  
ABCDEFGHI J KLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

We recommend the following for orange bullet points > .  
Unless used on a colour background where they should be white.

# Our colours

## Primary colours

Acorns colours are orange and blue and should be the main colours used in the majority of design and campaigns.

Pantone: 158 c C:0 M:61 Y:97 K:0 R:245 G:127 B:38 #e87722	Pantone: 541 c C:100 M:57 Y:0 K:38 R:0 G:70 B:127 #003c71
80%	80%
60%	60%
40%	40%
20%	20%

## Secondary colours

Our secondary colour palette can be used to add more variation to design and compliments our primary colours; however they should not be over used with the main emphasis remaining on the primary palette. The secondary colours can be used in tints so long as they do not appear too pale.

Pantone: 376 C:50 M:0 Y:100 K:0 R:132 G:189 B:0 #84bd00	Pantone: 130 C:0 M:30 Y:100 K:5 R:242 G:169 B:0 #f2a900	Pantone: COOL GREY 10 C:58 M:47 Y:42 K:31 R:100 G:101 B:105 #646469
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

Pantone: 326 C:81 M:0 Y:39 K:0 R:0 G:178 B:169 #00b2a9	Pantone: 682 C:24 M:86 Y:4 K:28 R:153 G:72 B:120 #994878
80%	80%
60%	60%
40%	40%
20%	20%

# Our design features

## Using the brushstrokes

The brushstroke is a design mechanism to help highlight key messages and communications.

It can be created using Adobe Illustrator Artistic Paintbrush stroke. It can be used in any of the corporate colours or support colours.

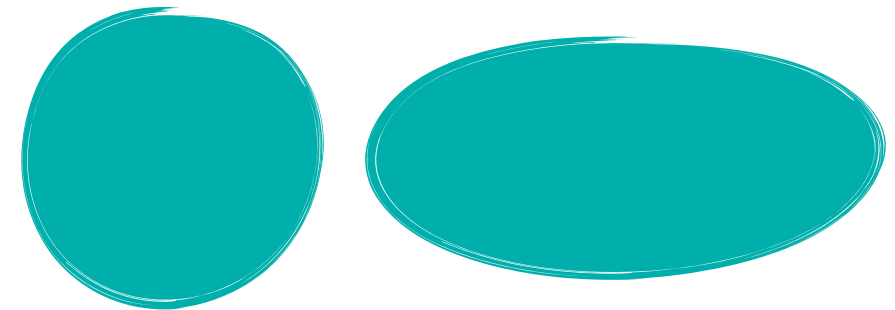
It works well as an edge to photos or to highlight text.

It can also be applied to the top and bottom of photographs but care must be taken not to make the image too busy.



## Call out circular

The call out circles can be used to feature text or key messages on photographs and collateral. They should be used sparingly.



## Call out rectangle

The call out text box can be used to feature text and key messages.



# Our photography

## Guidance

Photography plays a key part in communicating our stories and the rich diversity of our work and helps link our supporters, staff and partners to our cause.

When commissioning or collecting photography we are led by the following principles:

- They should be respectful of our children's and families' wishes, be approached sensitively when capturing and have full consent
- They should be people focused strongly featuring children with parents and family members and children with Acorns staff and volunteers
- They should represent fun, positivity, laughter and empowering the children and families we support
- They should be reflective of the diverse communities we serve
- They should be real and authentic with little to no use of stock photography
- They should represent the specialism, due diligence, warmth and professionalism of our staff and volunteers
- They should represent the geographic area that we serve considering our sites, counties and a mix of rural and urban style shots where relevant
- They should attempt to be honest and natural
- They should represent all areas of our organisational operations (care, retail, fundraising, volunteering)
- They should illustrate the relationships we have and the way in which we connect communities
- They should be captured with clear guidance for terms of use and monitored closely to change across our internal and external channels when required



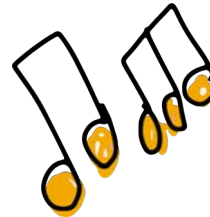
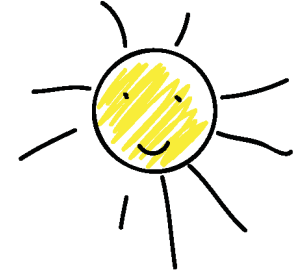
# Our illustrations

## Simple drawings

Acorns main visual style uses strong photography throughout our design, however there are a number of illustrations available for use that add character and provide a softer feel when required.

These should be used sparingly where it softens or enhances our messaging and only used to support main photography.

The illustrations can date over time and should be refreshed as a palette every 18 months.



# Legal requirements

## Registered charity number

Every piece of communication that is sent out by Acorns must show our registered charity number.

This can be shown at the bottom of the page in small print no smaller font size than 6pt and must be legible.

On corporate literature the full charity details should be used, including registered charity number, registered in England number and registered office address.

---

Registered charity no: 700859 Registered in England company no. 2036103.

Registered office: Drakes Court, Alcester Road, Wythall, Birmingham B47 6JR.

---



## Fundraising regulations

On all communications with supporters and potential supporters about their donations the Fundraising Regulator logo must be used. On communications where the logo cannot be used the words 'Registered with Fundraising Regulator' can appear.

It should be used in the full colour version where possible, but a black and white out version are available.

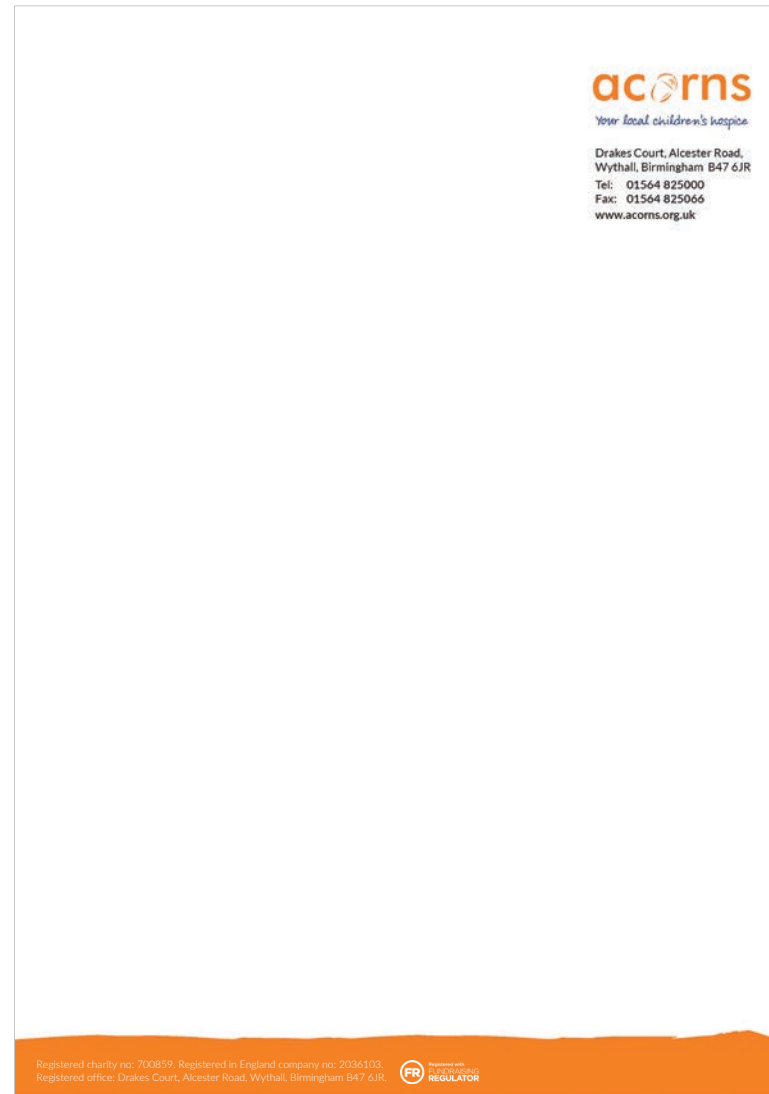
It should be shown at a height of 12mm where possible and can be reduced to 45 pixels on digital communications.



# Our brand

## Corporate stationary

This is how our brand is implemented on core corporate stationary.



# Our brand

## Publications and newsletters

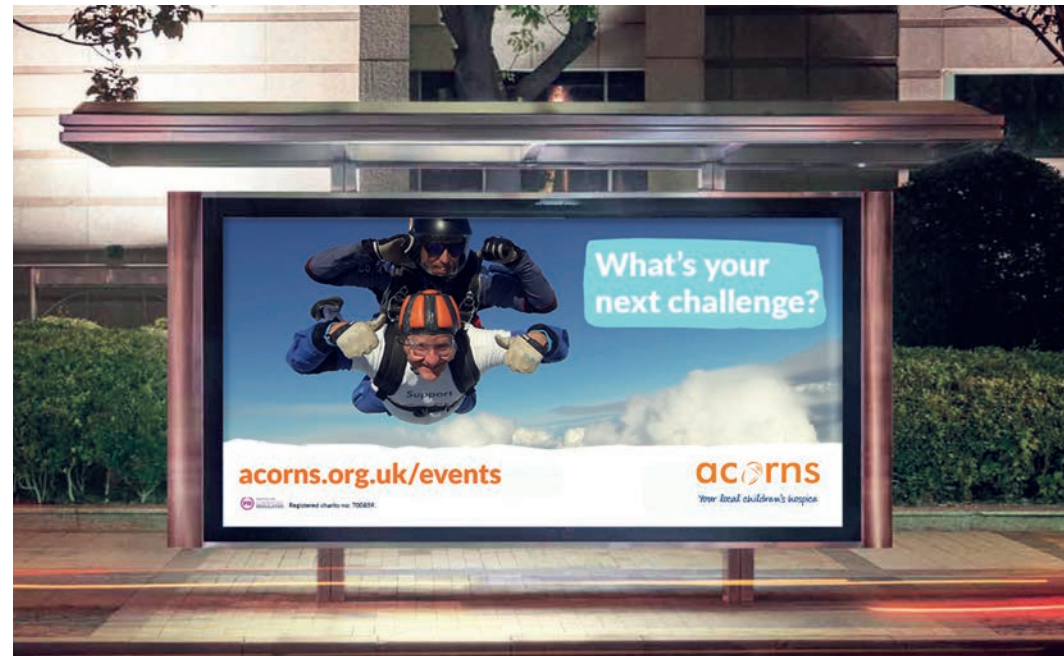
This is how our brand is implemented throughout a variety of publications.



# Our brand

## Advertisements

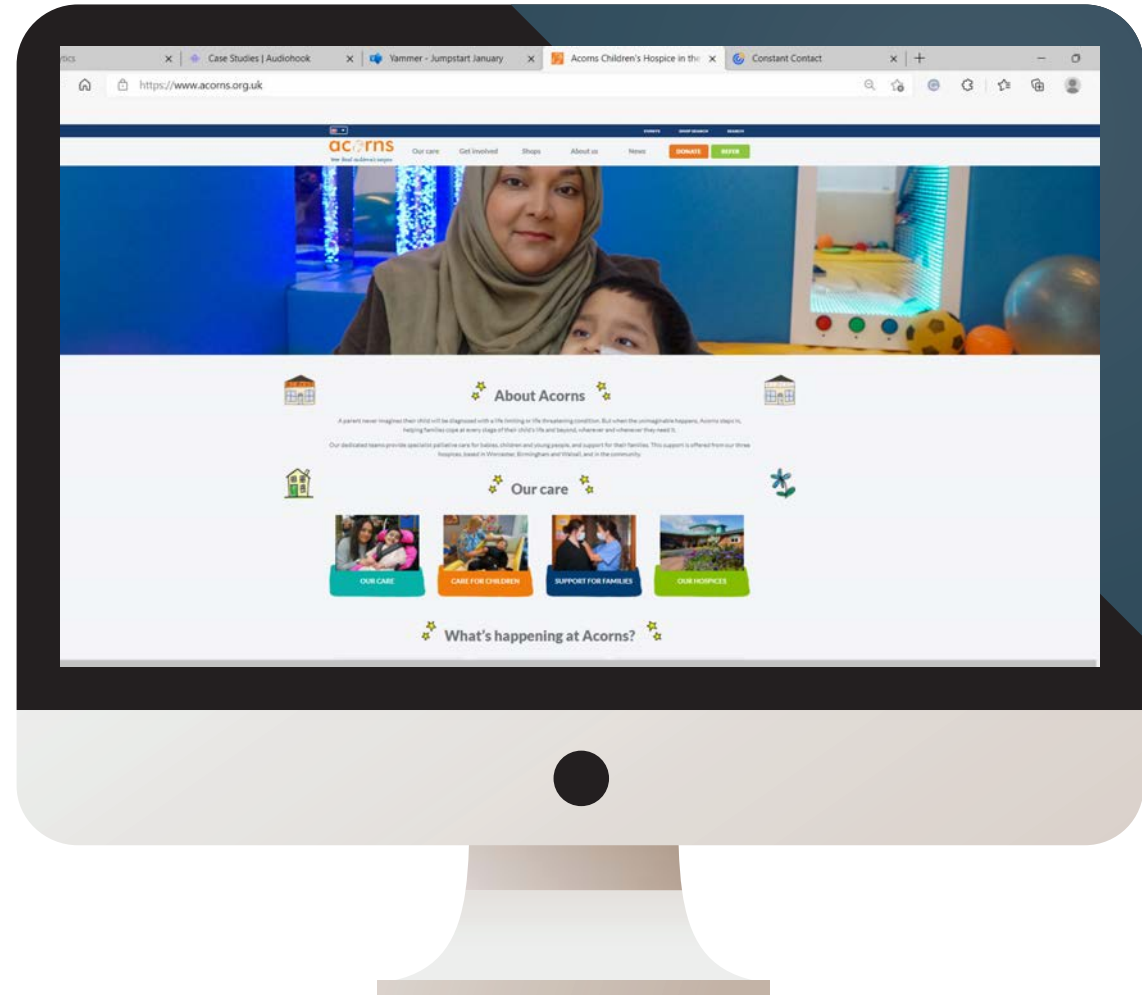
This is how our brand is implemented in advertisements in print and outdoor media.



# Our brand

## Online

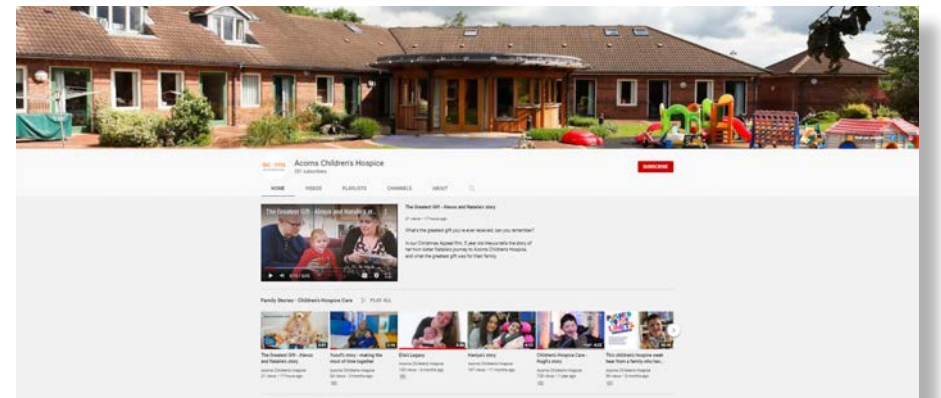
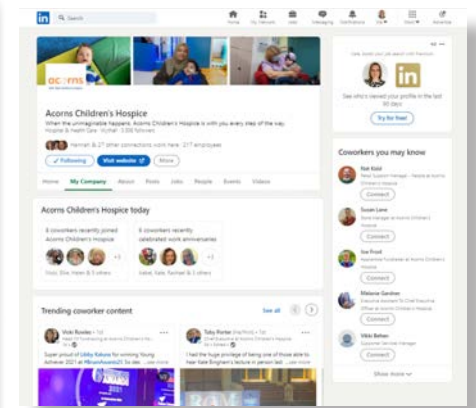
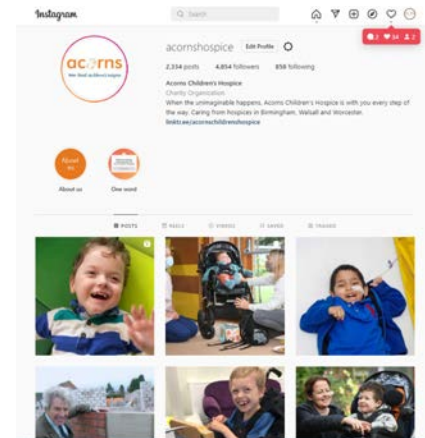
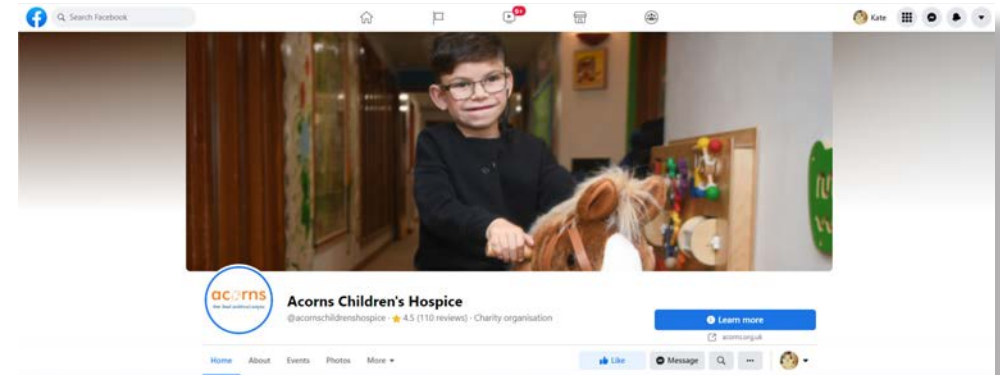
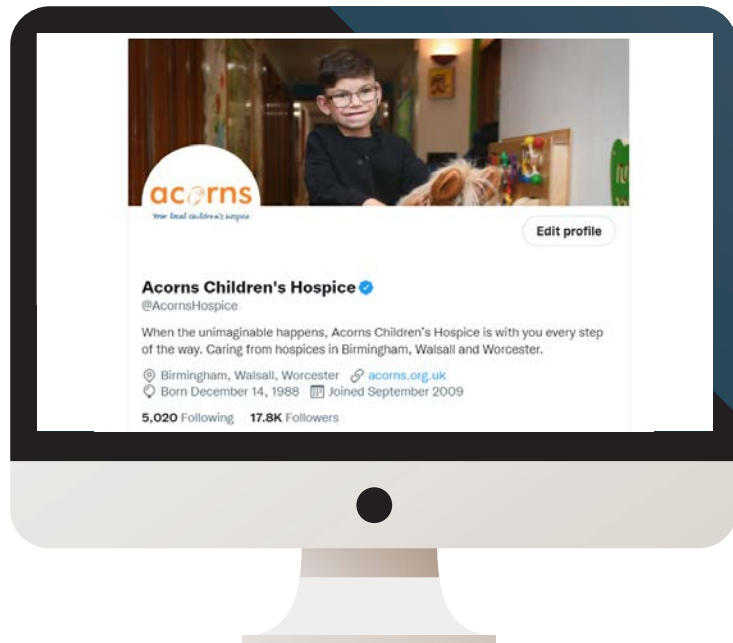
This is how our brand is implemented online.



# Our brand

## Social media

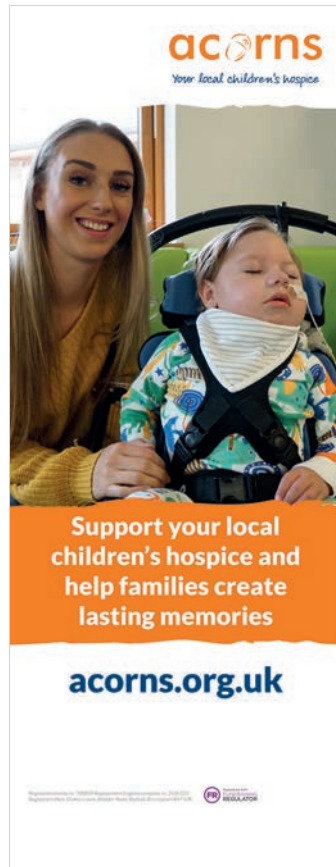
This is how the brand is implemented through our social media channels.



# Our brand

## Posters and pop ups

This is how our brand is implemented on posters and pop ups.



# Our brand

## Merchandise

This is how our brand is implemented on merchandise.



# Our retail brand

## Our shops

Acorns has a network of 45 charity shops across the seven counties it serves and is one of the largest regional charity retailers in the UK.

The aim of our shops is to reflect the community in which they serve, through their content and focus. Whilst shops fall into five loose themes there are currently no set sub brand identities with each shop following a core retail branding suite.



# Our retail brand

## Shop themes

This diagram illustrates our five shop themes.



# Our retail brand

## Primary brand colours

The primary colour palette for retail mirrors Acorns core branding with a suite of signage and support materials made mainly from the two primary colours.

Pantone: 158 c  
C:0 M:61 Y:97 K:0  
R:245 G:127 B:38  
#e87722

80%

60%

40%

20%

Pantone: 541 c  
C:100 M:57 Y:0 K:38  
R:0 G:70 B:127  
#003c71

80%

60%

40%

20%

## Secondary brand colours

The secondary colour palette allows flexibility to highlight offers, internal signage and pricing in a more vibrant way. Secondary colours are often used in feature walls to brighten our shopping experience. The addition of red is used strongly in value themed stores or messaging e.g. discount notices and special offers.

Pantone: 326  
C:81 M:0 Y:39 K:0  
R:0 G:178 B:169  
#00b2a9

80%

60%

40%

20%

Pantone: 376  
C:50 M:0 Y:100 K:0  
R:132 G:189 B:0  
#84bd00

80%

60%

40%

20%

Pantone: 682  
C:24 M:86 Y:4 K:28  
R:153 G:72 B:120  
#994878

80%

60%

40%

20%

C:4 M:98 Y:89 K:1  
R:221 G:24 B:36  
#dc1823

# Our retail brand

## External shop signage

All but Acorns furniture stores have consistent Acorns shop fascias including a thank you linked to the location as illustrated below. Furniture differs slightly as illustrated.

Branded posters from our retail suite are used sparingly for promotions, cause marketing, volunteer recruitment or specific regional promotions. Call out circular swatches/decals are also used on windows to highlight promotions or key stats that collect shoppers to our cause.



# Our retail brand

## Internal branding

Internal shop signage, posters, point of sale and promotional materials are designed and hosted in a single location for all shops to order and use to maintain consistency. We always include a selection of internal signage that brings shoppers closer to our cause.

Internally each shop must have an A1 cause poster behind the desk with an A4 policy holder and two A4 cause posters within each fitting room. Point of sale information driving people to consider Gift Aid at till point must also be present.

Here are some examples of how these are implemented.



A poster with a teal border. In the center, a white box contains the text 'DVDs from £1.99' in large, bold, blue font. Below the box, it says 'Supporting this shop directly helps life limited children' and 'acorns.org.uk'. The acorns logo is in the bottom right corner.

A poster with an orange background. The text reads: 'If you're a UK tax payer Gift Aid is one of the easiest and quickest ways to give to Acorns. It is a scheme introduced by HMRC which allows us to claim an extra 25p for every £1 we collect from the sale of donated goods. To learn more please contact Supporter Services.' The acorns logo is in the bottom right corner.

A poster with a blue background. It features a photo of children in a pool. The text reads: 'Summer Splash Appeal Make a splash for local children this summer Help local children like Jack by donating today Every child enjoys a splash in the pool but a splash in the Acorns pool means so much more. Our special hydrotherapy pools help ease a child's pain and gives families precious time together. Donate: in store Call: 01564 825 037 Visit: acorns.org.uk/splash' The acorns logo is in the bottom right corner.

A poster with an orange background. It features a photo of a woman and a child sitting on a large, colorful, fish-shaped inflatable. The text reads: 'Did you know? We provide vital children's hospice care 24 hours a day, 365 days a year for local children and their families acorns.org.uk' The acorns logo is in the top right corner.

A poster with an orange background. It features a photo of a large, modern building with a green roof. The text reads: 'Your local children's hospice Acorns for the Three Counties 350 Bath Road, Worcester WR5 3EZ With your kind support we can continue to provide our vital care to the local children and families who rely on us acorns.org.uk/contact' The acorns logo is in the top right corner.

A poster with an orange background. The text reads: 'By shopping and donating items to this shop you are helping to care for local life limited and life threatened children and their families.' Below the text is a small illustration of three children. The acorns logo is in the bottom right corner.

# Our retail brand

## Value shops

Our value shops feature additional use of red circular call out circle within shop windows to help associate the public with the impression of sale items.



# Our campaigns and products

Our campaigns or products are developed with a defined purpose to reach a specific target audience. They may be targeted at younger people, corporates, families or parents and have design and tone tailored to resonate with the relevant target audience.

Campaigns and products must be familiar to our suite of materials, should implement where possible elements from our colour palette and design elements e.g. brushstrokes, but importantly do not have to feature brand colours or features together if it is detriment to their integrity.

Campaigns and products should always feature our primary logo, all other legal and fundraising requirements and strongly feature our full name, website, social channels and cause in its content.

Importantly when featuring campaigns and products within broader Acorns publications, newsletters and materials, design elements must be kept completely separate and not 'leech' into core branding design.



# Branding checklist

When producing branded and promotional materials please run through the following checklist:

## Logo

- > Have you used the correct logo at the right size?
- > Is there enough space around the logo?

## Font

- > Are the fonts part of the 'Lato' or 'Arial' family?

## Colours

- > Are the correct pantones for colours being used?

## Graphics

- > Are they clean, simple and to the point?

## Photographs

- > Does the photography include key elements from our guidance?

## Sign off

- > Have you approved these your designs with our marketing and communications team?



For any print/design/agency suppliers working on projects with Acorns please contact the marketing team to arrange for approval of your collateral and for more detailed guidance on tone of voice and messaging within communications at [marketing@acorns.org.uk](mailto:marketing@acorns.org.uk)

[acorns.org.uk](https://acorns.org.uk)

© Copyright 2018 Acorns Children's Hospice Trust.  
Registered charity no: 700859 Registered in England company no. 2036103.  
Registered office: Drakes Court, Alcester Road, Wythall, Birmingham B47 6JR.



Version January 2022

**acorns**

*Your local children's hospice*