

UK SAYS NO MORE

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

VISUAL IDENTITY GUIDELINES V.1 04.2016

WHAT'S INSIDE

HELLO AND WELCOME

- 4 About the UK SAYS NO MORE campaign

THE UK SAYS NO MORE SIGNATURE

- 7 Introducing the UK SAYS NO MORE signature
- 8 The Vanishing Point icon
- 9 The UK SAYS NO MORE tagline
- 10 Signature variations
- 11 Colour variations
- 12 Observing clear space
- 13 Co-branding with UK SAYS NO MORE
- 14 Signature usage don't's

UK SAYS NO MORE VISUAL LANGUAGE

- 16 Colour palette
- 17 Accent colour palette
- 18 Typography
- 19 The Vanishing Point as a graphic element

DIRECTORY

- 21 Contact Us



HELLO...

AND WELCOME!

ABOUT UK SAYS NO MORE

The UK SAYS NO MORE campaign promotes the use of a new national symbol to express support for ending domestic violence (DV) and sexual assault (SA) in our society. The UK SAYS NO MORE signature, worn and displayed by influencers, people working in the field of DV/SA and members of the general public, will raise visibility, create awareness, encourage conversation, and help break the social stigma surrounding domestic violence and sexual assault.

THE GROUP

Facilitated by London charity - Hestia - the UK SAYS NO MORE campaign involves a broad coalition of advocacy and service organisations, leading corporations, media companies and major advertising, branding, and design firms.

The UK Says No More name and logo is copyright of Hestia. They may only be used with the permission of Hestia and in line with these Guidelines. Hestia reserves the right to remove permission if these Guidelines are not followed.

THE GOALS

Too often, the realities about domestic violence and sexual assault remain hidden in the shadows, the victims riddled with shame and stigma. Despite the progress that has been made on these issues, there remains a critical need to expose and talk about this subject in

the public domain. The UK SAYS NO MORE campaign reflects the aspiration to create a society in which there is no more domestic violence and no more sexual assault.

THE OBJECTIVES

To have the UK SAYS NO MORE symbol adopted by domestic violence and sexual assault organisations, as an over-arching symbol that unifies the effort while not competing with the different logos/brands of these organisations.

To have influencers and as many members of the general public as possible, from all walks of life, wear or use the icon.

It is hoped that by accomplishing these objectives, we will be taking the first steps toward a broader level of change: that the increased visibility and dialogue will contribute to changing social norms, and ultimately to improved public policies and more resources.

BE CLEAR. BE CONSISTENT
BE NO MORE.

A top-down view of a group of people's hands stacked in a circle, symbolizing unity and teamwork. The image is overlaid with a teal color filter. The text "THE UK SAYS NO MORE SIGNATURE" is centered over the hands in a bold, white, sans-serif font.

**THE UK SAYS NO MORE
SIGNATURE**

THE UK SAYS NO MORE SIGNATURE INTRODUCING OUR SIGNATURE

Bold. Brave. Powerful. The UK SAYS NO MORE campaign signature is the visual embodiment of our shared goal; promoting an end to domestic violence and sexual assault.

The primary signature consists of three elements:

1. the **UK SAYS NO MORE** wordmark
2. the **Vanishing Point icon**
3. the **tagline**

Multiple iterations of the signature available for you to use, depending upon your specific application. We'll discuss those options in the following pages.

But first, let's talk about the most important visual element of our identity: the **Vanishing Point icon**...



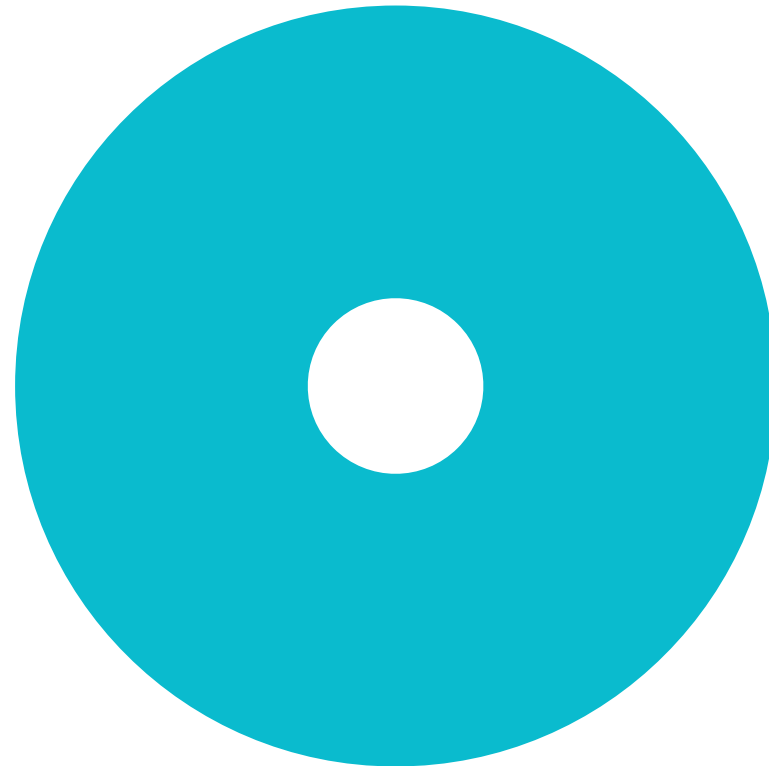
The Vanishing Point icon must appear in the context of the wordmark until its meaning is universally understood.

THE UK SAYS NO MORE SIGNATURE THE VANISHING POINT ICON

Far more than just a blue circle, the Vanishing Point is a powerful and positive icon that visually encapsulates the UK SAYS NO MORE campaign.

- Its infinite and all-encompassing circular form represents the global community working together without boundaries
- It's a safe place where we all converge to lend support to those affected
- It's a light at the end of the tunnel, providing a view into a future free of domestic violence and sexual assault
- It's a definitive end, akin to punctuation closing a sentence

The Vanishing Point icon must figure prominently in each and every UK SAYS NO MORE communication touchpoint, regardless of medium or audience.



The tagline provides important context and is critical in educating the population about what we stand for

THE UK SAYS NO MORE SIGNATURE

THE UK SAYS NO MORE TAGLINE

Our tagline is our rallying cry:

[Together We Can End Domestic Violence & Sexual Assault](#)

The UK SAYS NO MORE tagline is a clear and compelling statement; wholly inclusive and universally understood regardless of gender, ethnicity, age, geographic location or economic background.

Using the tagline as often as possible will provide important context and help expedite the process of educating the population about the UK SAYS NO MORE campaign and what we stand for.

To that end, the tagline may be used two ways:

1. [Locked-up with the signature](#) in one of several predesignated configurations (see page 11)
2. On its own, as a [primary typographic communication](#) such as a headline

UK SAYS
NO MORE

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

stacked signature locked up with tagline

UK SAYS NO MORE

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

inline signature locked up with tagline

TOGETHER WE CAN
END DOMESTIC VIOLENCE
& SEXUAL ASSAULT

tagline primary communication

Always use the provided artwork. Never attempt to recreate, reconfigure, recolor, reportion or otherwise adjust the signature in any way.

THE UK SAYS NO MORE SIGNATURE SIGNATURE VARIATIONS

The UK SAYS NO MORE signature is available in two main configurations to facilitate quick and easy application across a wide array of communications.

The **inline signature** is the primary mark and should be used whenever possible.

The **stacked signature** may be used when the Vanishing Point icon is the intended focus, or a more vertical proportion is desired. This signature should also be used in all co-branding scenarios.

Both of these signature formats also have coordinating tagline lock-ups to accommodate reproduction in any medium, at any size.

Always ensure the tagline reproduces clearly and legibly. If the final reproduction size impedes legibility, use the version of the signature without the tagline.

INLINE SIGNATURES

UK SAYS NO MORE

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

inline signature locked up with tagline

UK SAYS NO MORE

inline signature

STACKED SIGNATURES

**UK SAYS
NO MORE**

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

stacked signature locked up with tagline

**UK SAYS
NO MORE**

stacked signature

Never opt to use an alternate color version of the signature when full color reproduction is feasible

THE UK SAYS NO MORE SIGNATURE COLOUR VARIATIONS

The UK SAYS NO MORE signature is also available in several colour variations to adapt well to any reproduction scenario.

Full colour signatures are available in spot, process and RGB versions, and should be used as often as possible.

Badge signatures are enclosed in a white holding shape and allow the full colour mark to be used effectively on busy or conflicting-coloured backgrounds.

Reverse signatures are designated for use on dark backgrounds that do not impede legibility of the mark.

Blue signatures are intended for use when our proprietary UK SAYS NO MORE Blue is the only colour available.

Knockout (white) signatures may be used in rare cases where the only option is to feature the mark knocked out of a dark field

A **Black** signature is available for use in instances where colour reproduction is not available, such as newsprint.

INLINE SIGNATURE COLOUR VARIATIONS

UK SAYS NO MORE

full colour

UK SAYS NO MORE

blue

UK SAYS NO MORE

black

UK SAYS NO MORE

badge

UK SAYS NO MORE

reverse

UK SAYS NO MORE

knockout (white)

STACKED SIGNATURE COLOUR VARIATIONS

UK SAYS
NO MORE

full colour

UK SAYS
NO MORE

blue

UK SAYS
NO MORE

black

UK SAYS
NO MORE

badge

UK SAYS
NO MORE

reverse

UK SAYS
NO MORE

knockout (white)

The signature should always be surrounded by a minimum amount of clear space to protect it from competing visual elements

THE UK SAYS NO MORE SIGNATURE OBSERVING CLEAR SPACE

To ensure the legibility of the UK SAYS NO MORE signature, it must be surrounded with a minimum amount of clear space.

This “buffer zone” isolates the signature from competing elements such as photography, text or other logos that could detract attention and lessen its overall impact.

The [inline signature clear space](#) is equal to the width of the letter “O” in the UK SAYS NO MORE wordmark.

The [stacked signature clear space](#) is equal to the height of the letter “O” in the UK SAYS NO MORE wordmark.

Using the signature consistently wherever it appears helps to both establish and reinforce immediate association with the UK SAYS NO MORE campaign. The provided artwork must be used at all times.

In instances where the tagline is too small to appear legible, opt to use a version of the signature without the tagline.

INLINE SIGNATURE CLEAR SPACE



STACKED SIGNATURE CLEAR SPACE



Always ensure the UK SAYS NO MORE signature is applied legibly, and in a manner consistent with the rules in this guideline.

THE UK SAYS NO MORE SIGNATURE CO-BRANDING WITH UK SAYS NO MORE

Partnership with other companies, causes, entities and individuals widens our reach and exposes our signature to significantly broader audiences. All in support of promoting an end to domestic violence and sexual assault are invited to make use of the UK SAYS NO MORE campaign signature.

There are two ways to co-brand with UK SAYS NO MORE:

- 1 - Partnership
- 2 - Endorsement

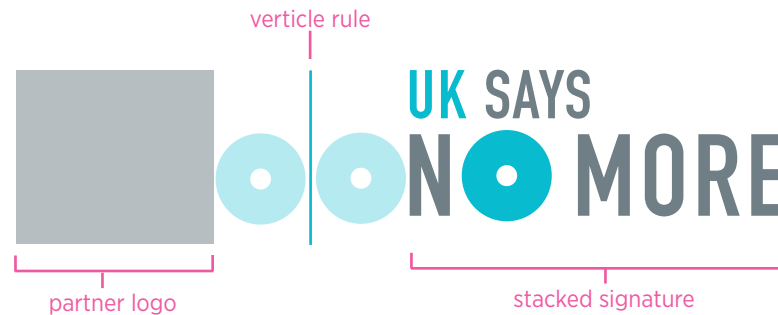
Simply request permission via the UK SAYS NO MORE team at Hestia, access and download the appropriate signature(s) for your application(s), and feature it in your communications according to the guidelines for usage outlined in this document.

PARTNERSHIP CO-BRANDING

USING INLINE SIGNATURE

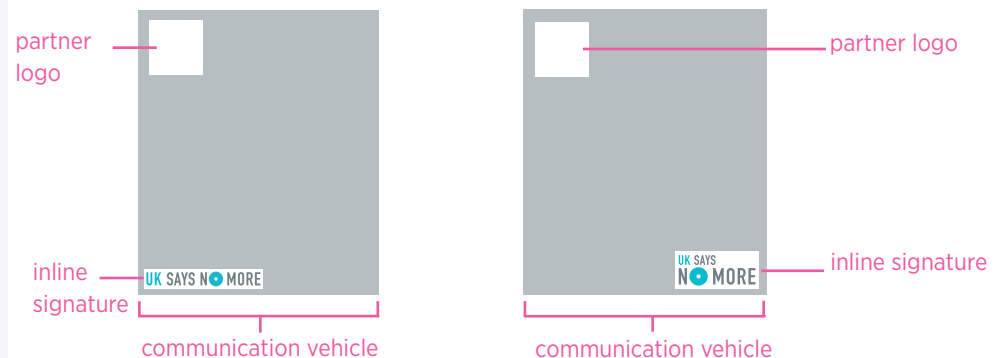


USING INLINE SIGNATURE



ENDORSEMENT CO-BRANDING

USING INLINE SIGNATURE



Always ensure the UK SAYS NO MORE signature is applied legibly, and in a manner consistent with the rules in this guideline.

THE UK SAYS NO MORE SIGNATURE SIGNATURE USAGE DON'T'S

1. Don't change the orientation
2. Don't change the colors
3. Don't create your own tagline lockups
4. Don't embellish the signature
5. Don't stretch, squeeze or distort the signature
6. Don't add an outline to the badge signature
7. Don't crop the signature in any way
8. Don't place the signature on a busy background
9. Don't add effects to the signature
10. Don't bevel or emboss the signature
11. Don't use the signature on similarly-coloured backgrounds
12. Don't embed the signature within a block of text



12. When talking about the UK SAYS NO MORE campaign always ensure there.....

A top-down view of a group of people's hands stacked in a circle, symbolizing unity or teamwork. The image is overlaid with a teal color filter. The text "UK SAYS NO MORE VISUAL LANGUAGE" is centered in white, bold, uppercase letters.

**UK SAYS NO MORE
VISUAL LANGUAGE**

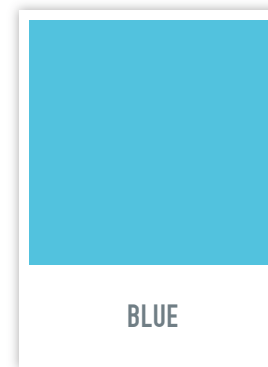
Our UK SAYS NO MORE blue and UK SAYS NO MORE grey are completely unique to us. Use them accurately to best represent UK SAYS NO MORE.

UK SAYS NO MORE VISUAL LANGUAGE COLOUR PALETTE

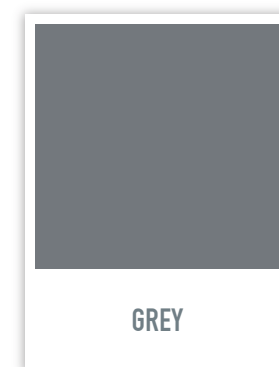
A brand's colour is its calling card.

Our proprietary colours are UK SAYS NO MORE blue or UK SAYS NO MORE grey. Each of these colours has been custom-formulated to be completely unique to us. Use them at their full intensity or tint them back to provide a range of tones. Please note there are no Pantone or other colour book equivalents to UK SAYS NO MORE blue or UK SAYS NO MORE grey.

Avoid using full-intensity black in UK SAYS NO MORE communications as the connotation of black and blue can be seen as negative.



C	73.7
M	0
Y	20
K	0
R	0
G	188
B	206



C	12.63
M	0
Y	0
K	59.29
R	112
G	125
B	133





Use these accent colours sparingly alongside UK SAYS NO MORE Blue and UK SAYS NO MORE Grey to extend the range of our palette.

UK SAYS NO MORE VISUAL LANGUAGE ACCENT COLOUR PALETTE

UK SAYS NO MORE Blue and Grey should account for the majority of colour usage in our communications.

The accent colours presented here provide a selection of deep and light complementary tones intended to extend the visual range of the UK SAYS NO MORE palette.

These colours must be used sparingly alongside colours in the UK SAYS NO MORE palette and may not be used on their own under any circumstances.

PMS 431 DARK GRAY	PMS 429 LIGHT GRAY	PMS 315 DARK TEAL	PMS 636 LIGHT BLUE
			
C 45 M 27 Y 17 K 51	C 21 M 11 Y 9 K 22	C 100 M 8 Y 18 K 38	C 38 M 0 Y 5 K 0
R 94 G 106 B 113	R 165 G 172 B 175	R 0 G 105 B 131	R 144 G 215 B 231

Din 1451 Engschrift is our indentifying typace and should be used carefully. Gotham Narrow acts as a strong supporting player.

UK SAYS NO MORE VISUAL LANGUAGE TYPOGRAPHY

Two typefaces have been chosen for the NO MORE project: Din Engschrift and Gotham Narrow.

Used in conjunction, they convey the bold, smart and inclusive tone reflective of our initiative.

Din 1451 Engschrift is a powerful, compressed typeface and may be used for headlines, subheads and other featured content. Headlines should be rendered in all capital letters.

Gotham Narrow is a versatile, highly-legible sans serif typeface and may be used for accent text and blocks of body copy. Text rendered using Gotham Narrow should be set in upper and lower case.

DIN 1451 ENGSCHRIFT

AaBbCcDdEeFfGg
1234567890&!()@

GOTHAM NARROW

AaBbCcDdEeFfGg
1234567890&!()@

Gotham Narrow Book
Gotham Narrow Medium
Gotham Narrow Bold

Gotham Narrow Book Italic
Gotham Narrow Medium Italic
Gotham Narrow Bold Italic

Vendis esci aut asperum fuga vid unt fuga. Et lauditem endant. Alicitur secum rehendae aribus aliati dolut hil imenda sunt et omnit aspicillori tenistia dem quaeapel lautasi ncipsam hilit, quo et ipitate molut alia pla denis qui blaborem inctem diam inve ligendic tem faccum volo destiaectur, quis dolo explam liquat, consedit plabor sam idebit utet et laborepuda imus.

The Vanishing Point icon can be used in many ways. Always ensure its application is aligned with the strategic tone of the communications

UK SAYS NO MORE VISUAL LANGUAGE

THE VANISHING POINT AS A GRAPHIC ELEMENT

The Vanishing Point icon may also be incorporated into communications in more interpretive ways.

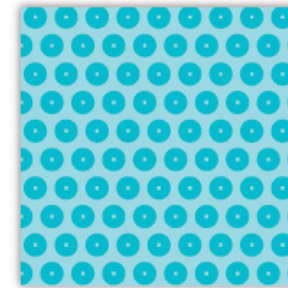
These creative applications should complement—not stand in for - use of the UK SAYS NO MORE campaign signature.

When used as a graphic element, the Vanishing Point icon still must appear in approved UK SAYS NO MORE campaign colors. The only exception would be its replication as a photographic object, as illustrated to the right.

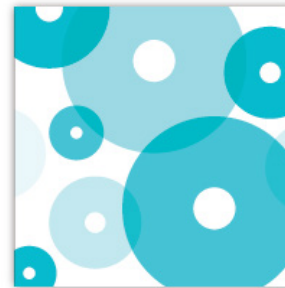
The examples on this page demonstrate various ways in which the Vanishing Point icon may be interpreted.



cropped as a supergraphic



repeated as a graphic pattern



layered with transparency



as a shape to frame an image

A top-down view of a group of people's hands stacked in a circle, symbolizing teamwork and unity. The image is monochromatic with a teal/cyan tint. The word "DIRECTORY" is centered in white, bold, uppercase letters.

DIRECTORY

CONTACT US

We're more than happy to address your questions and field your comments...because the success of the UK SAYS NO MORE campaign relies on each and every one of us.

Call us on:

020 7378 3100

Email us at:

uksaysnomore@hestia.org

Write to us at:

UK SAYS NO MORE
c/o Hestia
Maya House
134-138 Borough High Street
London
SE1 1LB

The copyright in this material and content is owned by Hestia Housing and Support.
© Hestia Housing and Support All Rights Reserved