



STEP BY STEP BRAND GUIDELINES



**OUR BRAND
GUIDELINES BRING
TOGETHER ALL THE
VISUAL ELEMENTS
THAT MAKE US
WHO WE ARE.**

A photograph of two young women with dark hair, one with curly hair and one with straight hair, both smiling and looking down at a book or document they are holding together. The woman on the left is wearing a yellow sweater and a colorful patterned scarf. The woman on the right is wearing a red sweater and has sunglasses perched on her head. The background is softly blurred, suggesting an indoor setting with natural light.

YOUNG PEOPLE. HARD TIMES. BRIGHT FUTURES.

Our tagline embodies Step by Step's purpose, personality and positioning. It's simple, memorable and shareable.

OUR APPROACH.

Step by Step passionately believe in supporting local young people, who are going through hard times. Our unique step by step approach, providing accommodation, personal development and specialist services identifies and fulfils aspirations.

Our work is transformative, enabling young people to become thriving members of the community.

MISSION AND VISION.

Mission

Empowering young people and preventing homelessness.

Vision

For every young person facing adversity, including homelessness, to realise their aspirations and reach their full potential.

LOGO.

PRIMARY LOGO.

Our primary four colour CMYK logo for printed materials.



Young People. Hard Times. Bright Futures.

LANDSCAPE LOGO.

Our landscape variant CMYK logo for printed materials.



Young People. Hard Times. Bright Futures.

SPOT LOGO.

Our spot colour variant if only two colours can be printed.



Young People. Hard Times. Bright Futures.

DO NOT ALTER THE LOGO.

The logo should always be displayed at the correct size and scale.



LOGO USAGE.

PRIMARY LOGO ON COLOUR BACKGROUND.

Our primary four colour CMYK logo for coloured backgrounds.



Young People. Hard Times. Bright Futures.

SPECIAL EDITION APPAREL LOGO.

Only used on the purple clothing range (see apparel).



Young People. Hard Times. Bright Futures.

PRIMARY LOGO REVERSED OUT.

Our reversed out white logo for coloured backgrounds.



Young People. Hard Times. Bright Futures.

LANDSCAPE LOGO REVERSED OUT.

Our landscape variant white logo for coloured backgrounds.



Young People. Hard Times. Bright Futures.

LOGO BEST PRACTICE.

The Step by Step logo should always be surrounded by a minimum space of **X**.

X equals the size of the “**S**” letter in the logo. This area is a minimum and should be increased wherever possible.

This area of isolation ensures that text or other visual elements do not encroach on the logo.

The primary logo should have a minimum size of 40mm (w) for print or 100px (w) for digital use.

The landscape logo variant minimum size is 60mm (w) for print or 170px (w) for digital use.



COLOUR PALETTE.

The bold but simple gradients in the brand colours, mimick the energy of Step By Step's personality.

The gradients, unlike flat colours, offer movement and power. This helps broaden the colour palette without adding any additional colours, making the brand more flexible.

The gradients reinforce the brand values and philosophy and form the basis of the primary CMYK logo.

Two spot colour variants are provided for two colour printing options.

There is also a dark purple option.

PURPLE

CMYK: 92, 100, 15, 5
RGB: 65, 39, 116
HEX: 412774

PINK

CMYK: 0, 95, 2, 0
RGB: 200, 37, 132
HEX: C82584

GREEN

CMYK: 42, 0, 98, 0
RGB: 170, 201, 31
HEX: AAC91F

YELLOW

CMYK: 9, 0, 100, 0
RGB: 244, 230, 0
HEX: F4E600

PURPLE

CMYK: 92, 100, 15, 5
RGB: 65, 39, 116
HEX: 412774

PURPLE
SPOT colour
PANTONE 2607C

GREEN
SPOT colour
PANTONE 389C

TYPOGRAPHY.

We use the typeface Verdana as our primary typeface, a geometric sans serif that comes in a number of weights. Verdana is at the heart of our visual style and synonymous with our brand. We like to be positive and committed in our communications but we can also be vibrant and youthful.

Body copy
Verdana Regular 10/12pt

Sub headers
Verdana Bold 12/14pt

Headlines
VERDANA BOLD
20/24pt

Titles
VERDANA BOLD
32/32pt

Cover
VERDANA BOLD
36/36pt

VERDANA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

VERDANA BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

VERDANA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

VERDANA ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TONE OF VOICE.

Our voice both embodies and expresses our brand's personality and set of values. It sets us apart from the rest and our voice should be distinctive, recognisable and unique.

Whether you hear, watch or read the 'about us' page on the website, it's the same recognisable voice that's being spoken by the brand.

Our vocabulary is a set of specific words that are chosen to be used consistently in Step by Step's written and verbal content. Our tone will vary according to our audience, but our voice remains consistent.

We are Empowering. Brave. Specialist. Expert. Committed. Youthful. Forward thinking. Challenging. Energising. Ambitious. Vibrant. Risk taking. Dynamic. Positive. Transformative. Revolutionary.

We exist for the young people who need to access our services and, as such, use language considerately, recognising that our words have impact.

We deliver accommodation services, specialist support services (which includes counselling and drug and alcohol support), and personal development opportunities (which encompasses all training services and peer education). We refer to services as opposed to projects.

Our desire is to speak positively about the young people we support, and to draw equal or greater attention to their talents, strengths and aspirations (their assets) rather than focusing solely on need, risk and support.

| Voice | Description | Do | Don't |
|------------|--|---|---|
| Passionate | We're passionate about supporting young people towards brighter futures. We are expressive, enthusiastic, heartfelt, and action-oriented in our approach. | Do use powerful language. Do champion Step by Step's work. Do champion the successes of the young people we are supporting, as well as celebrating staff successes. | Don't be lukewarm. |
| Authentic | We're genuine, trustworthy, engaging, and direct. We're unafraid of hard hitting facts which help us to shape and develop our services. Our staff team are specialists in their fields. | Do use reports and statistics to give a framework demonstrating the need for our work. Do use statistics, quotes, and case studies which demonstrate impact on young people, and the wider community. | Don't use sector jargon. Don't overpromise. Don't under or overstate the impact of our work. |
| Empowering | We're positive, person-centred, and supportive. We work alongside (with) young people as opposed to doing things for them. | Do refer to people as people. Do talk to audiences as 'you' as far as possible and appropriate, and refer to Step by Step as 'we' and 'us'. Do focus on people not problems, using person-first language, to focus on the person not the problem. Eg "disadvantaged young people" would become "young people who are disadvantaged" or "young people facing hard times" (as per our tagline) We refer to young people as young people rather than clients. | Don't depersonalise or dehumanise eg. "the homeless" vs "young people facing homelessness". Don't refer to people as 'ours', this implies a sense of ownership that we believe to be disempowering eg "our clients" would become "the young people we're working with / alongside" or "the young people we're supporting". |

VISUAL STYLE.

Our imagery is a powerful tool that expresses our values and our personality.

The images that Step by Step uses are about visual storytelling. Any images selected should reflect our brand values:

Excellence in all we do.

Teamwork through successful collaboration and partnerships.

Honesty and openness.

Ownership of our work, words, and actions.

Strength by building courage and resilience.

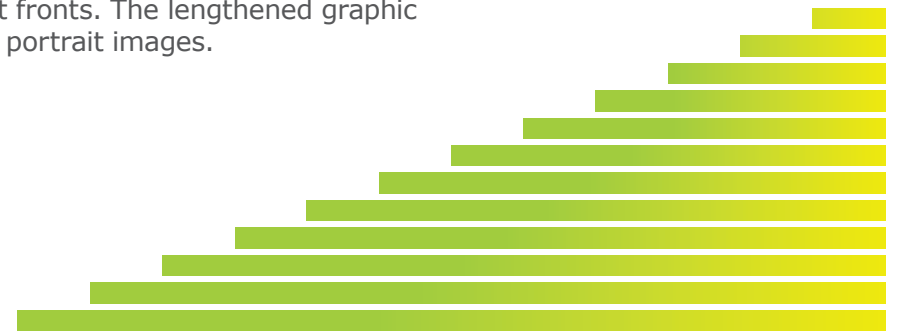
Our imagery can be service based, people focused, or metaphorical. There are countless appropriate choices of image depending on the project. In order to be consistent (consistency is not about being the same) our imagery style has recognisable similarities reflecting positivity, progress, and aspiration. Visual similarities may include subject matter, background, colour, lighting, and attitude. Image consideration is very important.



GRAPHIC ELEMENTS.



The Step by Step graphic elements can be used as a treatment over photography to create a more defined brand. Primary uses may include document covers, social media cover images/banners and leaflet fronts. The lengthened graphic element is particularly suited to landscape images, while the shorter bars will work well on portrait images.



BRAND IN ACTION.

STATIONERY AND EMAIL FOOTER

Letterhead and business cards are the most formal expressions of our brand identity. It is important Step by Step stationery conveys the brand perception in a consistent and professional manner.

When producing stationery, we need to ensure that our materials support and project the shared Step by Step identity.

Our email signature needs to be consistent across the business to ensure brand recognition both internally and externally.

Letterhead

Email footer



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Company Number 2431825
Charity Number 900308



Business card

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Charity No. 900308



Step by Step Partnership Ltd
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Aldershot
Hampshire
GU11 1UD

Name
Company Name
Address Line 1
Town
County
Postcode

Dear Volunteer,

Lorem ipsum dolor sit amet, idque deserunt pro te, no eirmod torquatos sit, eum ut iracundia abhorreant expetendis. Sanctus recteque te per, justo nullam facete id mea. Ius inciderint referrentur ei, ubique vocibus detracto at sea. Ad pri cetero partiendo aliquando, ius no sonet molestiae. Per vidit viderer an, ea est quot laoreet omnesque, est solum ipsum saperet cu. Vituperata persequeris eu vis, fastidii efficiantur pri te. Vix ludus salutatus id, id nam tota mini.

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**Kindest regards,
Step By Step**

01252 346100 | info@stepbystep.org.uk | stepbystep.org.uk | Company Number 2431825 | Charity Number 900308

BRAND IN ACTION.

DIGITAL AND SOCIAL MEDIA

Our digital brand guidelines bring together all the visual elements that make us who we are online.

Our web banners and social media headers follow the same styling as discussed in the visual style section.

Our banners and headers come in a variety of sizes and should always have a consistent look and feel (consistency is not about being the same). These may include subject matter, background, colour, lighting and attitude.



Twitter header

Web banner



Web banner



Facebook header



BRAND IN ACTION.

APPAREL, BUCKETS AND BANNERS

Our hoody clothing range promotes Step by Step in a fresh and modern light. The 3 colours feature the primary logo on white, white logo on green and a special edition logo for the purple range only.

The purple collection buckets feature our primary logo in sticker variant.

Our pull-up banners reflect the brand persona and key messaging.

Apparel



Collection bucket



Pull-up Banner



BRAND IN ACTION.

REPORTS

Our report covers should carry the same brand consistency as all other collateral. They should reflect the brand personality and be engaging to the reader.



**IMPACT REPORT
2017**



**IMPACT REPORT
2017**



BRAND IN ACTION.

SIGNAGE

Signage is an integral part of the Step by Step brand identity. It helps to reinforce what Step by Step stands for, how it should be perceived, what it represents. Our signs welcome and instruct, direct and protect, but they're also instrumental in presenting that vital, positive first impression.



Step by Step



Step by Step





Young People. Hard Times. Bright Futures.

www.stepbystep.org.uk

CONTACTS.

For any advice and guidance in applying these guidelines to a document that you are producing for either internal or external use, please contact the Fundraising and Marketing Team on **01252 346107** or by emailing **fundraising@stepbystep.org.uk**

We would ask that you run any materials that will be used externally past the Communications Manager or Head of Fundraising for brand approval before publishing externally.