

Updated June 2024

Brand guidelines

point
north

A step in the right direction.

In a world of constant change, we serve as a compass,
navigating challenges alongside our communities
to chart a course to a brighter future.

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1.0

Tone of voice

1.1 Tone of voice

Our tone of voice is a blend of three characteristics.

We're a **Warm Friend**, encouraging and reassuring people while at the same time, our **Energiser** characteristic has some get up and go, we aren't passively sitting back, we want to get things done and bring people along with us.

Sometimes, we need to be a **Firestarter!** What we do is urgent. It needs attention now. There's very little time to waste, so when it's for the greater good of our community or purpose, we become a rebel with a cause!

1.2 Tone of voice

In summary, our writing presents us as:

- Community-first
- Action-focussed
- And determined to make a difference. In practice, we use these words to guide our writing.



Please read the full tone of voice document or our quick reference writing guide to make sure you're clear on the Point North sound.

Assured

We're a warm, safe pair of hands.

We adopt a confident, assured tone without being blunt or arrogant. We're warm without being patronising. We're open, actively listen, and welcome feedback. We also know we are experts in our field, and we take confidence from that. We take time to be clear and concise because this gives people confidence. No waffling here!

Spirited

We are determined. Even when... no, especially when things seem difficult.

The work we do isn't easy. It can seem relentless and as though change won't come. But we stay focused on what we're trying to achieve and are not afraid to be direct and speak for the cause when necessary. We can be rabble-rousers, capture the attention of a room, or make a statement with our writing—if, and only if, it advances the work.

Natural

We write just like we talk.

We reread our words to make sure they sound natural and flow well. We use words that are commonly understood. We don't use slang, jargon, or colloquialisms as a rule, but we understand they're common (even required!) in certain areas.

Human

We write just like we talk.

We're human, and this must come across. We're never unprofessional, but we're also never overly formal, rigid, or unapproachable. We treat all people as equals and speak as such. There's no hierarchy in our language.

Positive

We are positive and aim to inspire action. We want and need people to believe change is possible!

This doesn't mean we're naively positive – we don't try to sugarcoat negativity – we reframe it. Our purpose is to make positive change. We aren't ranty, confrontational or curt even when we're passionate about a cause, which we often are! We select positive words over negative ones and speak of solutions to problems, never the problem in isolation.

2.0 Logo

2.1 Logo

Logo

Our logo clearly communicates our brand's personality and identity. It enhances our brand recognition by differentiating the brand, whilst establishing credibility.

Colour

The primary logo colour is Deep purple or White where possible. Although the logo can be used in a secondary colour when used on its complementary background colour.

Please see the following page for best practice when using the logo on colour backgrounds.



Please do not manipulate, stretch, alter or adapt the logo in anyway. Logo does not support a strapline.

point
north

point
north

2.2 Logo - Colours

Logo colour
The logo should be used in purple or white where possible.

However, the logo can be used in other complementary brands colours depending on the background colour when used on secondary touch points / communications.

Please follow the examples on this page, showcasing the colour combinations to be used.

 Please do not use the logo in any other colour than our brand colours shown here.



2.3 Logo - How to use

Clear space

The recommended clear space is the smallest margin allowed between the logo and the edge of another graphic element, logo, page, photo or body text.
The margin of the clear space around the logo is defined by using the ‘arrow’ in the logo mark and doubling it
- See example on this page for best practice.

Minimum size

Print logo minimum use is 6mm high.
Digital logo minimum use is 22 pixels high.

Positioning / Alignment

The logo should always be positioned left or right and not centrally aligned. This could be aligned to the page or content on the page (eg. text).

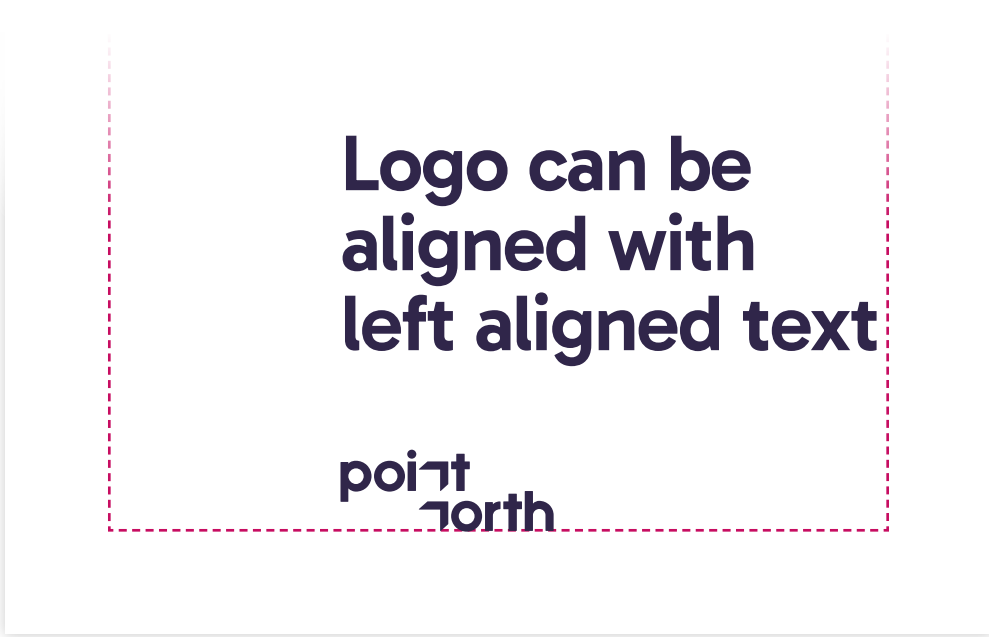
X Please do not manipulate, alter or adapt the logo.

! Please note, the dashed line shown here is for visual reference only and should never be used in creative.

Clear space



Positioning / Alignment





3.0

Colour palette

3.1 Our colours

Colour palette

This page showcases our vibrant colour palette used to inject excitement and personality into our communication.

Colour ratio

This page also highlights an overview of the colour ratio usage for all colours, running from our core colours (left) to our supportive colours (right).

Complementary colours

The following pages showcase the colours that are to be used together.

 Please be aware that colours may appear different on screens depending on the colour profile used.

Core

Core

3.2 Colour - Primary

Core primary colour

purple

R 49 G 37 B 75
#31254b

C 89 M 100 Y 6 K 56
Pantone 2695

Background colour

lilac

R 160 G 143 B 225
#a08fe1

C 56 M 54 Y 0 K 0
Pantone 2715

3.2 Colour - Supportive

Complementary colour

green

R 12 G 92 B 92
#0c5c5c

C 100 M 9 Y 38 K 34
Pantone 322

Background colour

sage

R 180 G 202 B 190
#b4cac6

C 23 M 3 Y 16 K 6
Pantone 5585

3.2 Colour - Supportive

Complementary colour

pink

R 199 G 12 B 98
#c70d61

C 0 M 100 Y 18 K 3
Pantone Rubine Red

Background colour

blush

R 236 G 168 B 202
#eca8cd

C 0 M 37 Y 2 K 0
Pantone 203

3.2 Colour - Supportive

Complementary colour

Durham purple

R 97 G 38 B 92
#61265c

C 67 M 100 Y 6 K 28
Pantone 260

Background colour

blush

R 236 G 168 B 202
#eca8cd

C 0 M 37 Y 2 K 0
Pantone 203

3.2 Colour - Supportive

Complementary colour

orange

R 216 G 119 B 30
#d8771e

C 0 M 56 Y 100 K 0
Pantone 138

Background colour

lemon

R 240 G 213 B 54
#f0d536

C 0 M 9 Y 86 K 0
Pantone 7404

3.3 Colour - Graphic device

Primary

The graphic device should be used in our primary deep purple colour with the background in our supportive brand colours shown here.

If copy is being used, the text colour should match the graphic device colour.

3.3 Colour - Graphic device

Secondary

The graphic device, where applicable can be used in the brand colour that is complementary to background colour.

Depending on usage, the text colour should match the graphic device colour.

This page showcases the acceptable colour ways.

4.0

Typography

**We have selected Gabarito
as our font and use semibold
(600) in our headers.**

Our body copy makes use of Gabarito Regular.

Tracking for header copy is set at -20 and -10 for body copy.

Leading for headers are the same as the font size. (if font size is 40pt, leading is 40pt.

Leading for body copy is +3pt the font size (if font size is 20pt, leading is 23pt).

Font can be downloaded here

fonts.google.com/specimen/Gabarito

We have selected Arial as our system font and use bold in our headers.

Our body copy makes use of Arial Regular.

Tracking for header copy is set at -20 and -10 for body copy.

Leading for headers are the same as the font size.

Leading for body copy is +6pt the font size (if font size is 20pt, leading is 26pt).

**For best accessibility,
copy should be used
in purple on lilac.**

Including body copy in purple.

**For best accessibility,
copy should be used
in purple on sage.**

Including body copy in purple.

**For best accessibility,
copy should be used
in purple on blush.**

Including body copy in purple.

**For best accessibility,
copy should be used
in purple on lemon.**

Including body copy in purple.

Copy can be used in pink or Durham purple on blush for large headers only.

Please note, pink on blush is AA accessible but not AAA accessible. Durham purple on blush is AA and AAA accessible. Body copy must remain in our primary purple colour for accessibility reasons.

Copy can be used in green on sage for large headers only.

Please note, the above colour way is AA and AAA accessible. Body copy must remain in our primary purple colour for accessibility reasons.

Orange copy on lemon is not accessible!

Please note, the above colour way is not AA or AAA accessible so therefore should not be used, unless for decorative purposes. Body copy must remain in our primary purple colour for accessibility reasons.

5.0

Graphic device

5.1 Graphic device - Top arrow

60°

The device is dynamic, allowing the 'invisible box' to be enlarged horizontal and vertical.

Please note, the dashed line shown here is for visual reference only and should never be used in creative.

We have created a dynamic graphic device that is used to contain text.

Please align the copy to complete the 'invisible box'

45°

45°

We have created a dynamic graphic device that is used to contain text.

Please align the copy to complete the ‘invisible box’

The device is dynamic, allowing the ‘invisible box’ to be enlarged horizontal and vertical.

Please note, the dashed line shown here is for visual reference only and should never be used in creative.

60°

5.2 Graphic device - Image overlay

Imagery

Photography can also be framed within the device. This is achieved by using the 'opposite' end of the device. The same rules apply as previous, allowing the frame to be resized to fit the media where required.

Only one image device should be used per spread.

Please note, the dashed line shown here is for visual reference and should never be used.



5.3 Graphic device - The “arrow”

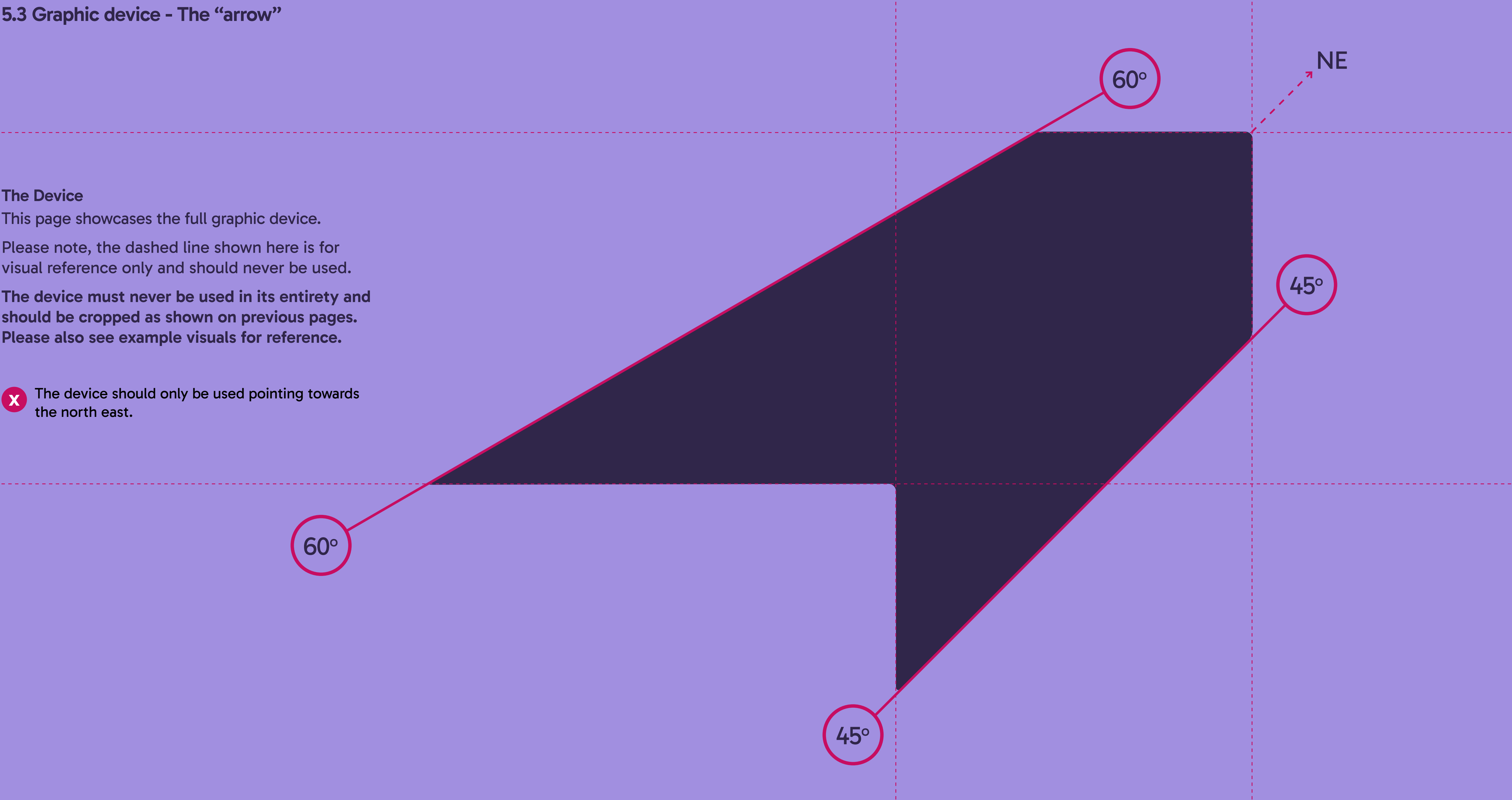
The Device

This page showcases the full graphic device.

Please note, the dashed line shown here is for visual reference only and should never be used.

The device must never be used in its entirety and should be cropped as shown on previous pages. Please also see example visuals for reference.

X The device should only be used pointing towards the north east.



6.0

Photography

6.1 Photography

Hero Photography

Our hero photography is to be used on key touch points and marketing communications, which will be supported by our supportive photography. Our hero photography should be professionally captured or carefully sourced from stock imagery. These should be high quality and composed photographs that follow the key points below.

Candid life and positive

All of our photography should capture everyday life with a candid feeling and not be staged. Allowing the audience to engage emotionally with the images. The images should feel relatable, whilst focusing on the positive effects the funds help create, rather than highlighting the problem.

Single focus

The focus should be on the people, making use of a soft focus background. Avoiding direct eye contact with the camera, as well as overly staged posed compositions. Try to use a maximum of three people in each shot.

Colour

To keep consistency, the colour and brightness of each image should be as similar as possible.

 Please note, the images on this page are free stock images and should be used for reference only.



6.2 Photography

Supportive photography

Our supportive photography is used to support our hero imagery. These images are generally captured at events by staff or volunteers and therefore are less likely to be of high enough quality to reproduce at scale.

The images should capture everyday life with a candid feeling, allowing the audience to engage emotionally with the images and follow the key points below.

Single focus

The focus should be on the people, making use of a soft focus background. Avoiding direct eye contact with the camera as well as staged / posed compositions.

Positive

The images should feel relatable, whilst focusing on the positive effects the funds help create, rather than highlighting the problem.

Colour

To keep consistency, the colour and brightness of each image should be as similar as possible.

! Please note, the images on this page have been selected to showcase the best examples taken from our current library of imagery.



7.0

Best practice examples

7.1 Social media - Posts

Social media templates

A suite of social media templates have been created to give consistency in our communication across the different social media channels. There is flexibility to keep the communication fresh and dynamic - please see below.

Templates have been supplied in:
1080x1080px / 1080x1920px / 1200x360px

Font size and placement

The text size built into the templates are best practice, however depending on the message this can be changed to fit. Although please keep to the set style and structure.

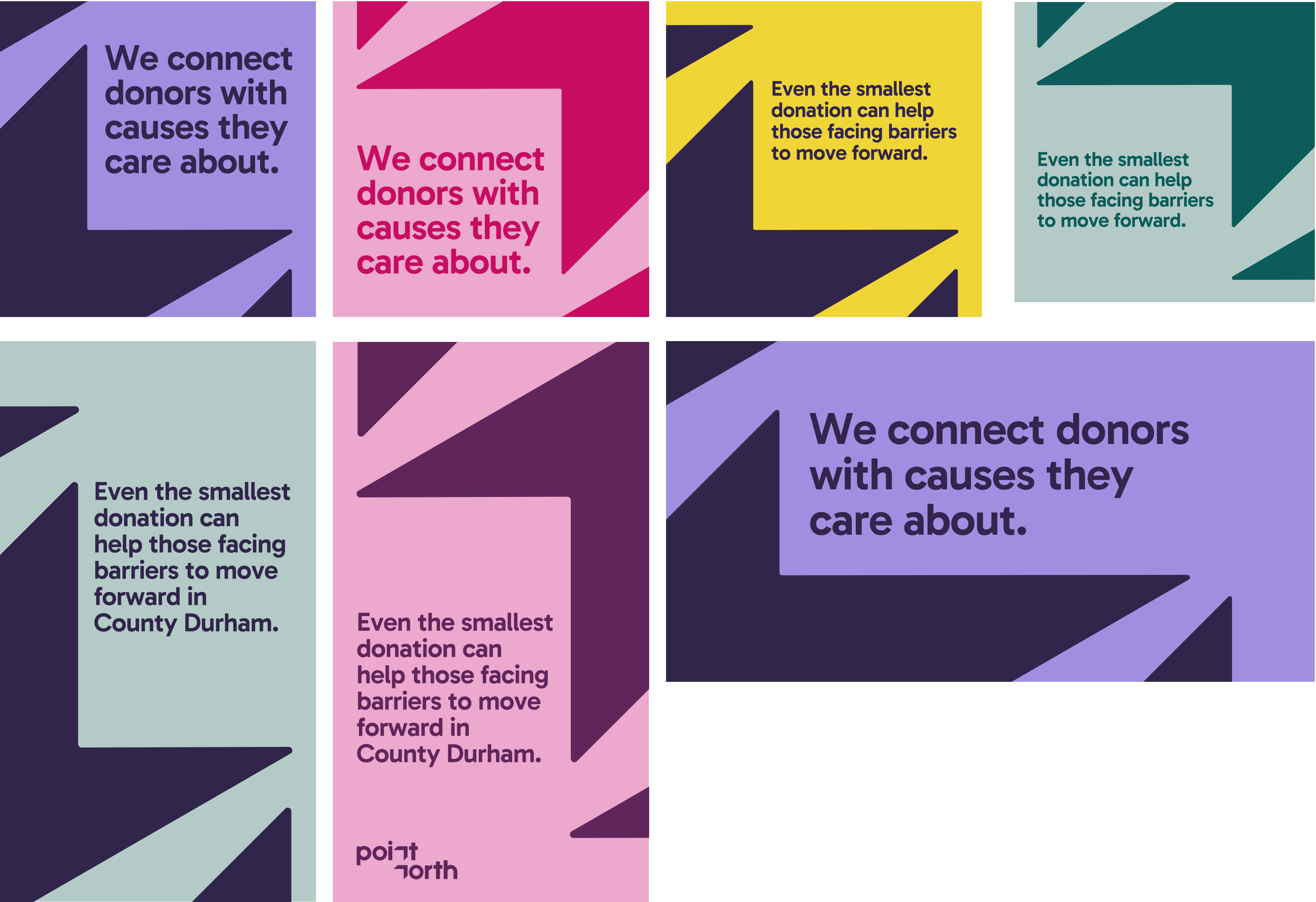
Colour

Social posts follow the brand colour guidelines and should use our core purple on the background colours, although this can be changed to utilise our complementary colours.

! Please try to alternate the direction of the arrow device on each post. (If latest post uses the bottom arrow, the next should use the top arrow, if applicable).

Message / Statement post

When using a message only post, the arrow device can be used either top or bottom of the frame and the colours can our core and complementary colours. There are templates for large and small copy. The 1080x1920px template has the option of utilising the Point North logo.



7.1 Social media - Posts

Social media templates

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Templates have been supplied in:
1080x1080px / 1080x1920px / 1200x360px

Font size and placement

The text size built into the templates are best practice, however depending on the message this can be changed to fit. Although please keep to the set style and structure.

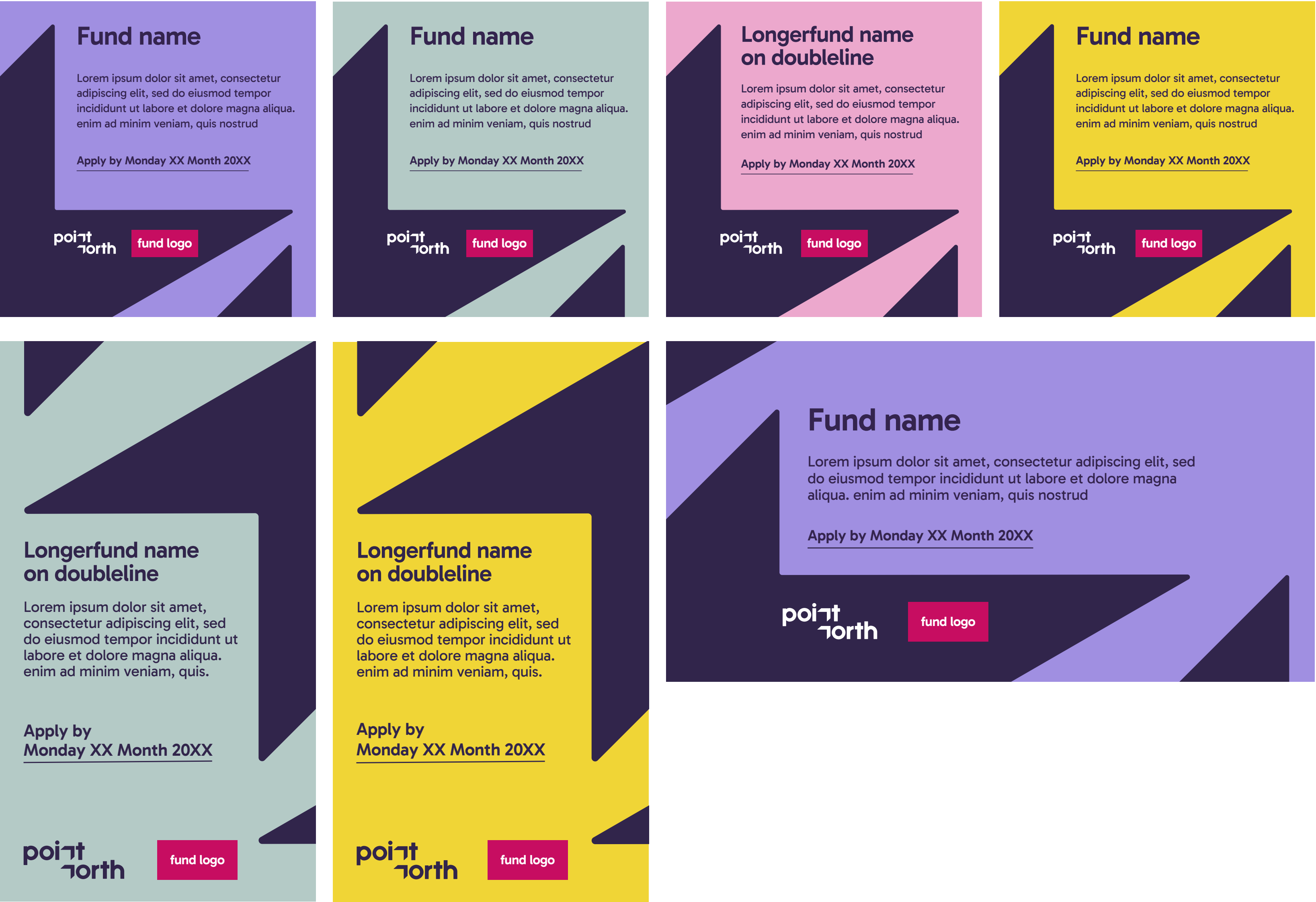
Colour

Social posts follow the brand colour guidelines and should use our core purple on the background colours.

! Please try to alternate the direction of the arrow device on each post. (If latest post uses the bottom arrow, the next should use the top arrow, if applicable).

Fund post

The arrow device should remain at the bottom of the frame whilst only using the colour combinations below. The copy is flexible depending on the fund name and amount of body copy. There is also the option to incorporate a fund logo (pink box below indicates placement).



7.1 Social media - Posts

Social media templates

A suite of social media templates have been created to give consistency in our communication across the different social media channels. There is flexibility to keep the communication fresh and dynamic - please see below.

Templates have been supplied in:
1080x1080px / 1080x1920px / 1200x360px

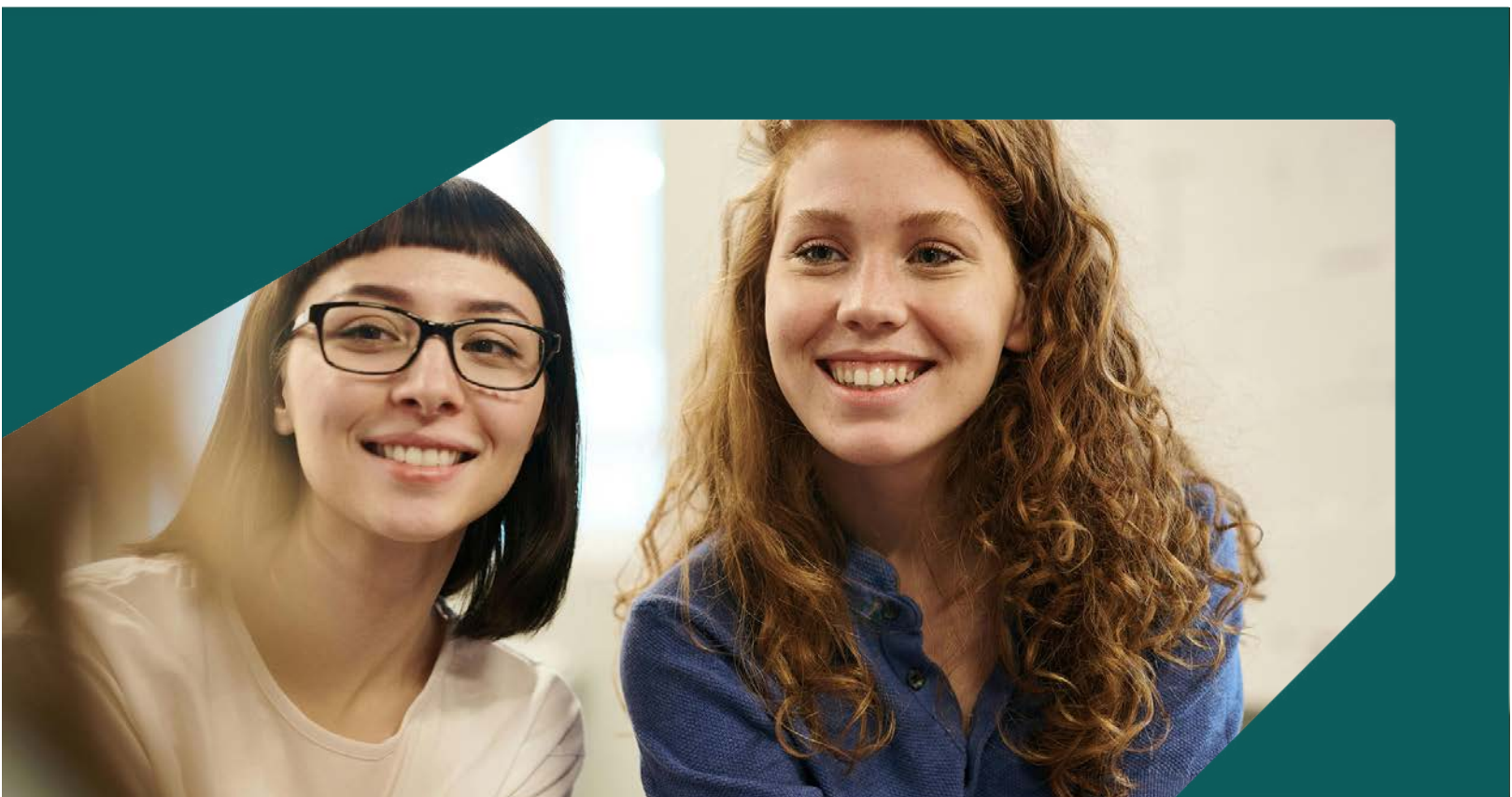
Colour

Social posts follow the brand colour guidelines and should use our core purple on the background colours.

! Please try to alternate the direction of the arrow device on each post. (If latest post uses the bottom arrow, the next should use the top arrow, if applicable).

Imagery

There are three recommended options when posting imagery. Photography could either be posted full screen, without any graphic device or utilising a graphic device overlay (shown below). To frame the photography arrow device can be used either top or bottom, as well as utilising the full arrow

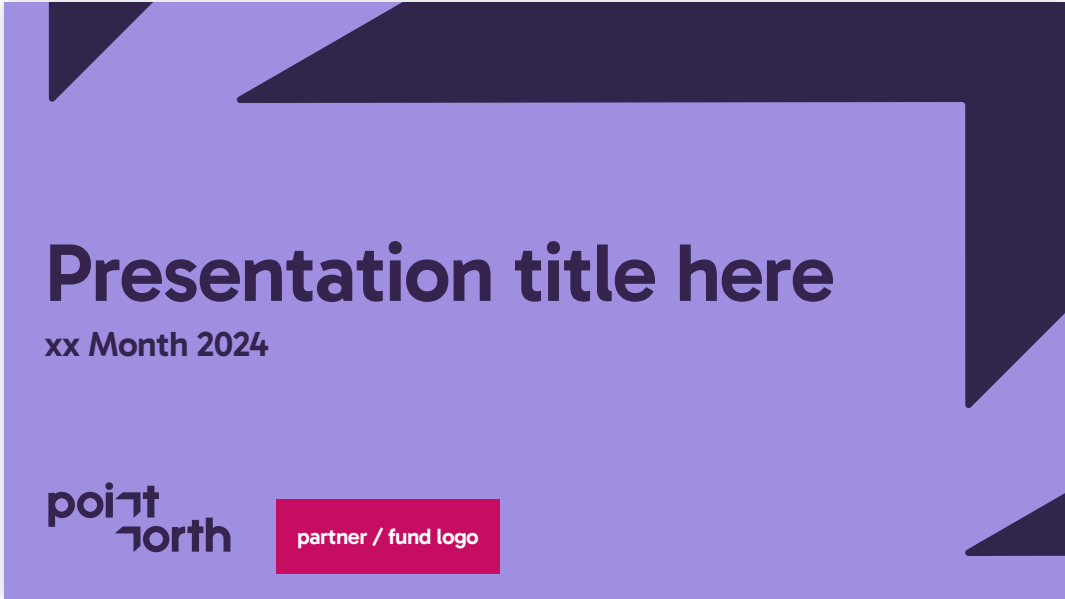


7.2 Powerpoint

Powerpoint template

A suite of social media templates have been created to give consistency in our communication across the different social media channels. There is flexibility to keep the communication fresh and dynamic - please see below.

Template is supplied in 1920 x 1080px.



Cover

The arrow device can be used either top or bottom of the frame and must be our core purple on a lilac, sage, blush or lemon background.

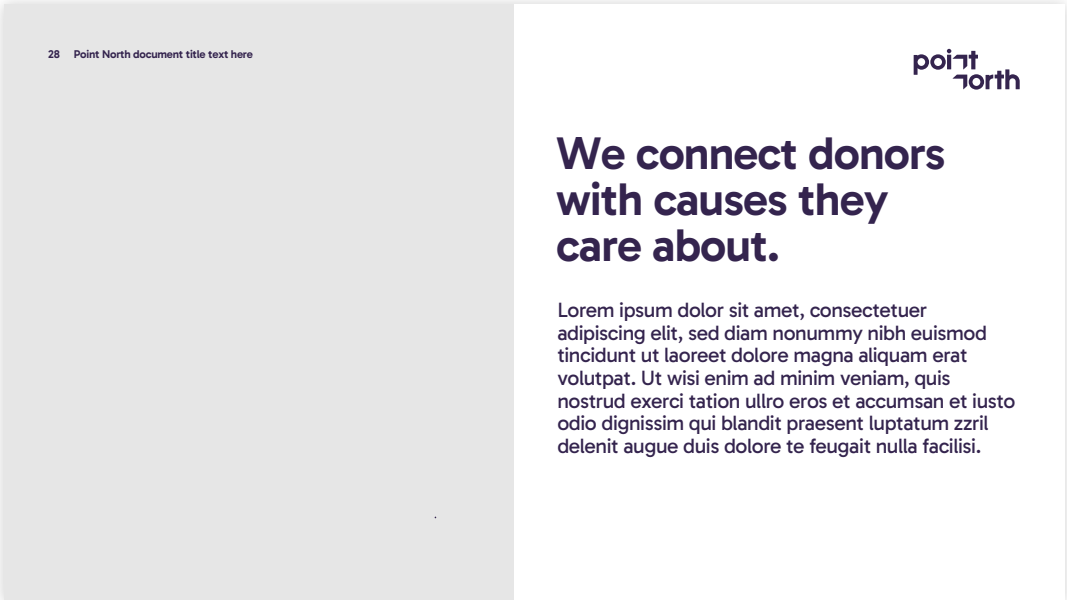


Image and copy

The arrow device is used to frame an image on the left with any content / copy on the right of the slide.



Statement

The arrow device can be used either top or bottom of the slide in our complementary colours.

Copy / statement

The device can be used top or bottom of the slide and the copy doesn't need to align with the device.

Final slide

Contact and charity details.

7.3 Stationery

Stationery

Templates have been created for letterhead and comp slips. Both make use of our arrow corner device. Although please remember that when not professionally printed the arrow device may be cut off.

Typography

Font should be in our core purple colour and our brand font Gabarito regular used for body copy and semibold for any headers.

Fundraising regulator logo

Minimum printed logo size is 12mm high.

- Remember logo clearspace.
- Please note that desktop printers may not print to the edge.



7.4 Email signature

Email signature

This page highlights a standard signature that is clear and uncomplicated, as well as the options to include a ‘promotional box’ to promote an Point North or an event.

Text colour

The main copy should be in our core purple colour. Although as our brand is dynamic, the each employee could select one of the main colours to add personality (green, pink, orange or Durham purple).

Point North Logo

Make sure to add a hyperlink to the point north logo.

Fundraising regulator logo

Minimum printed logo size is 45px high.

 Email signatures should be between 400-600px wide

Standard

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Chief Executive

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Victoria House, Whitfield Court, St John's Road, Meadowfield Industrial Est, County Durham, DH7 8XL
Registered Charity No. 1047625 • Registered Company 03072153 • Point North Community Foundation trading as Point North.



Promotional

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7.5 Footer

Placement

This page showcases the best practice of logo and business details placement in reference to should use on promotional material, i.e. the design of where the logo goes, where the contact information goes etc.

Fundraising regulator logo

Minimum printed logo size is 12mm high.

 Remember logo clearspace.

Stacked



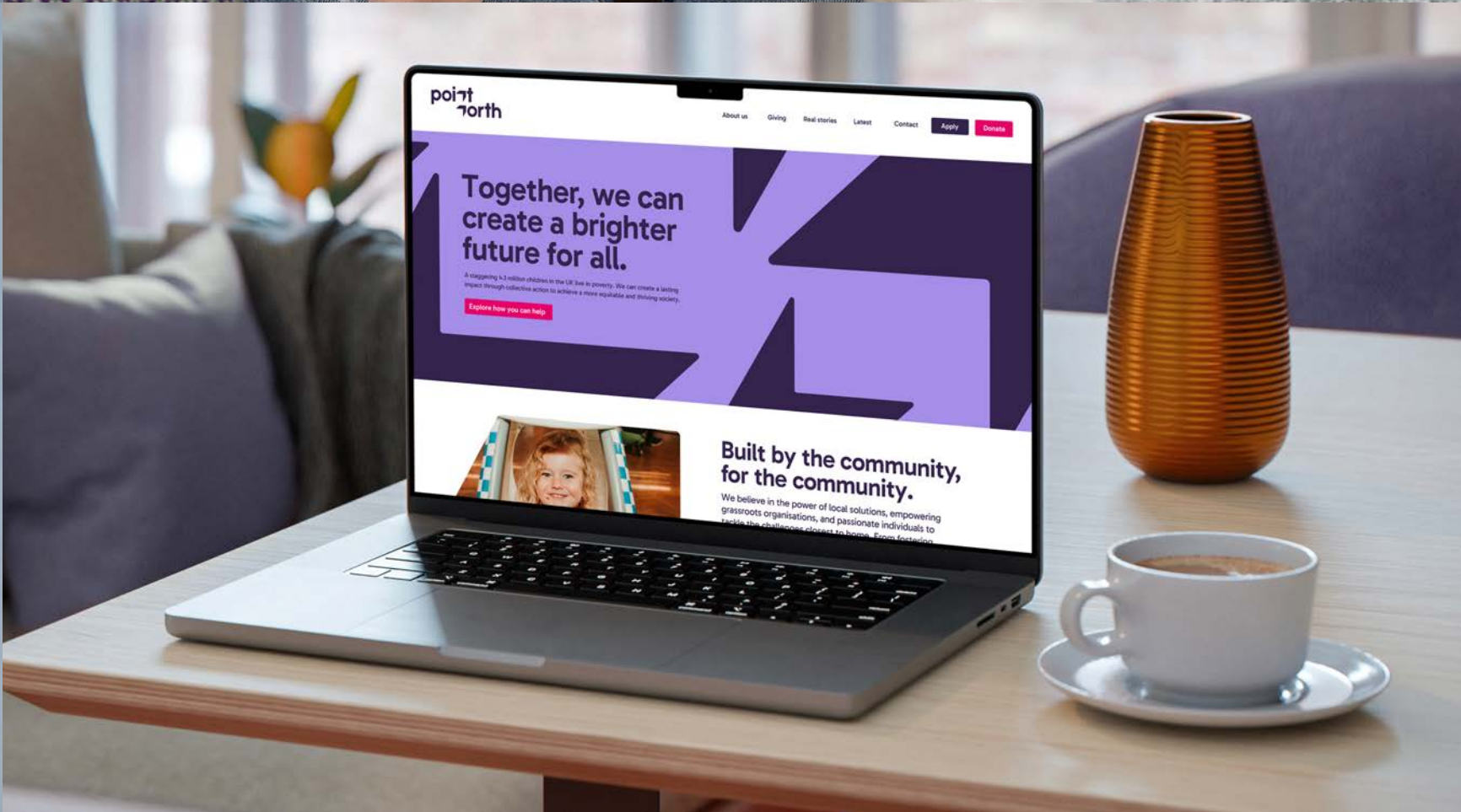
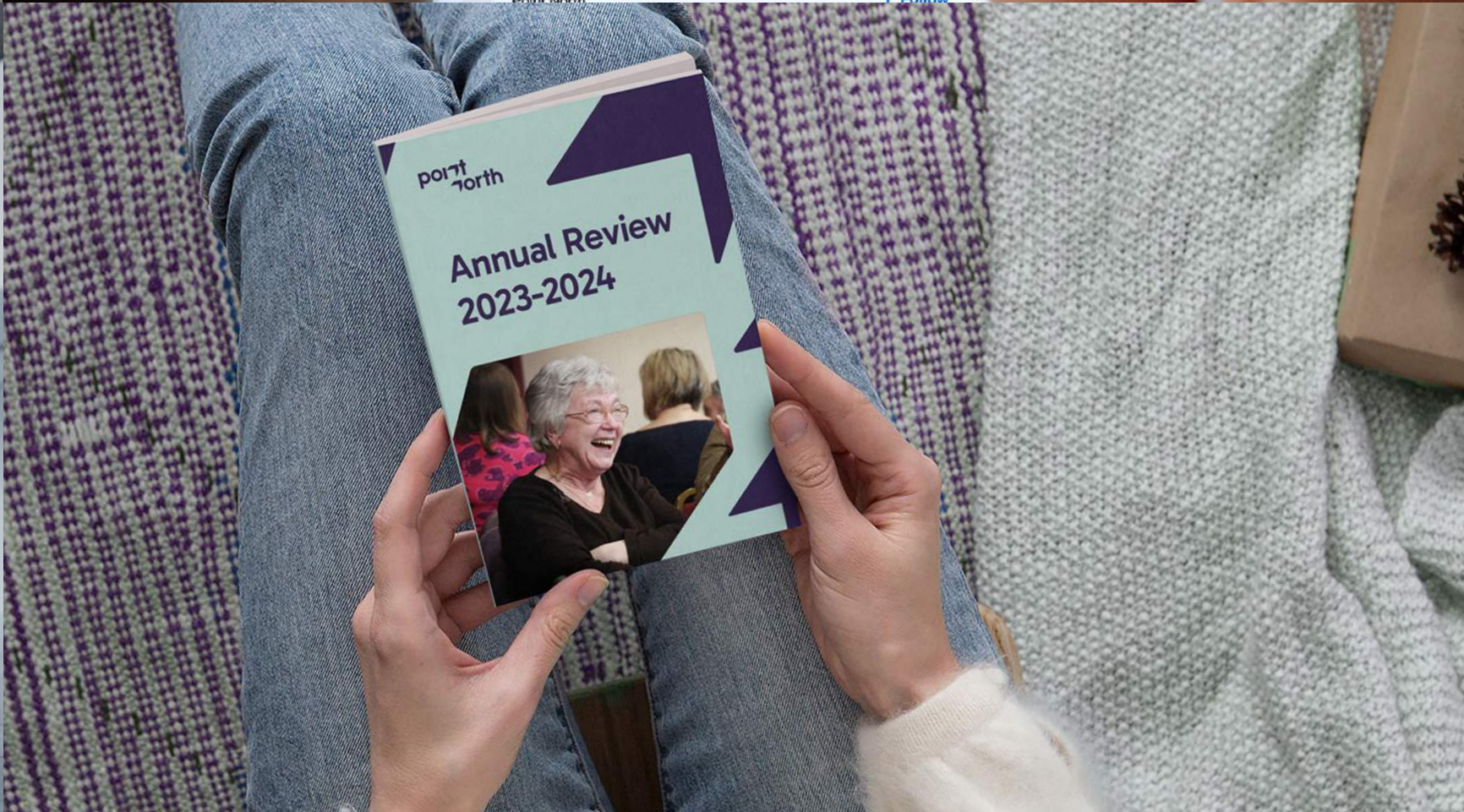
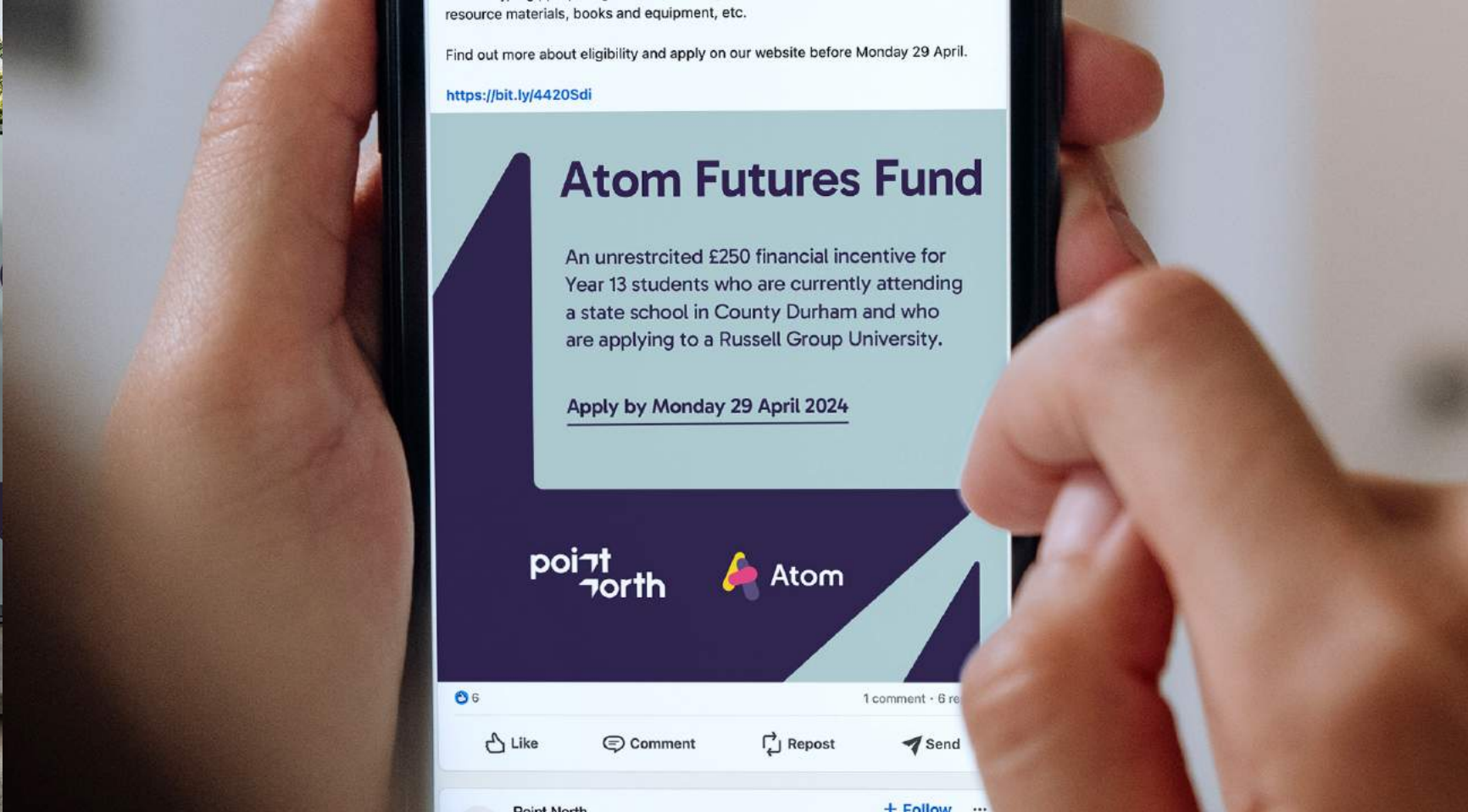
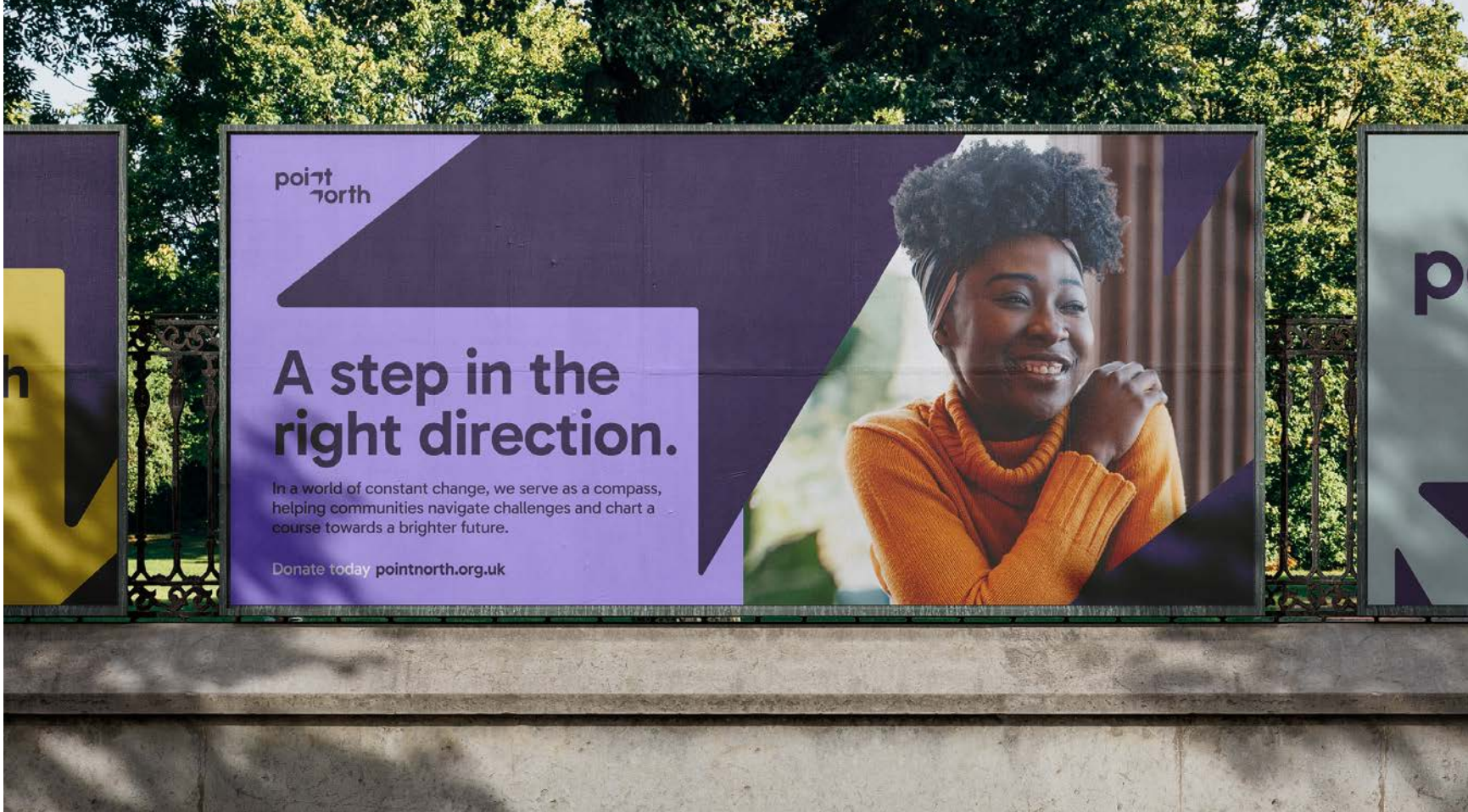
Horizontal



7.6 Best practice - Creative examples

Best practice examples
Please use this page for reference when creating any communication and marketing material.

 Remember to follow this brand guideline document and these examples to help you create a consistent design.





pointnorth.org.uk info@pointnorth.org.uk 0191 378 6340

Victoria House, Whitfield Court, St John's Road, Meadowfield Industrial Estate, County Durham, DH7 8XL
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For more information or enquires, please get in touch with the Marketing and Communications team at Point North on comms@pointnorth.org.uk

