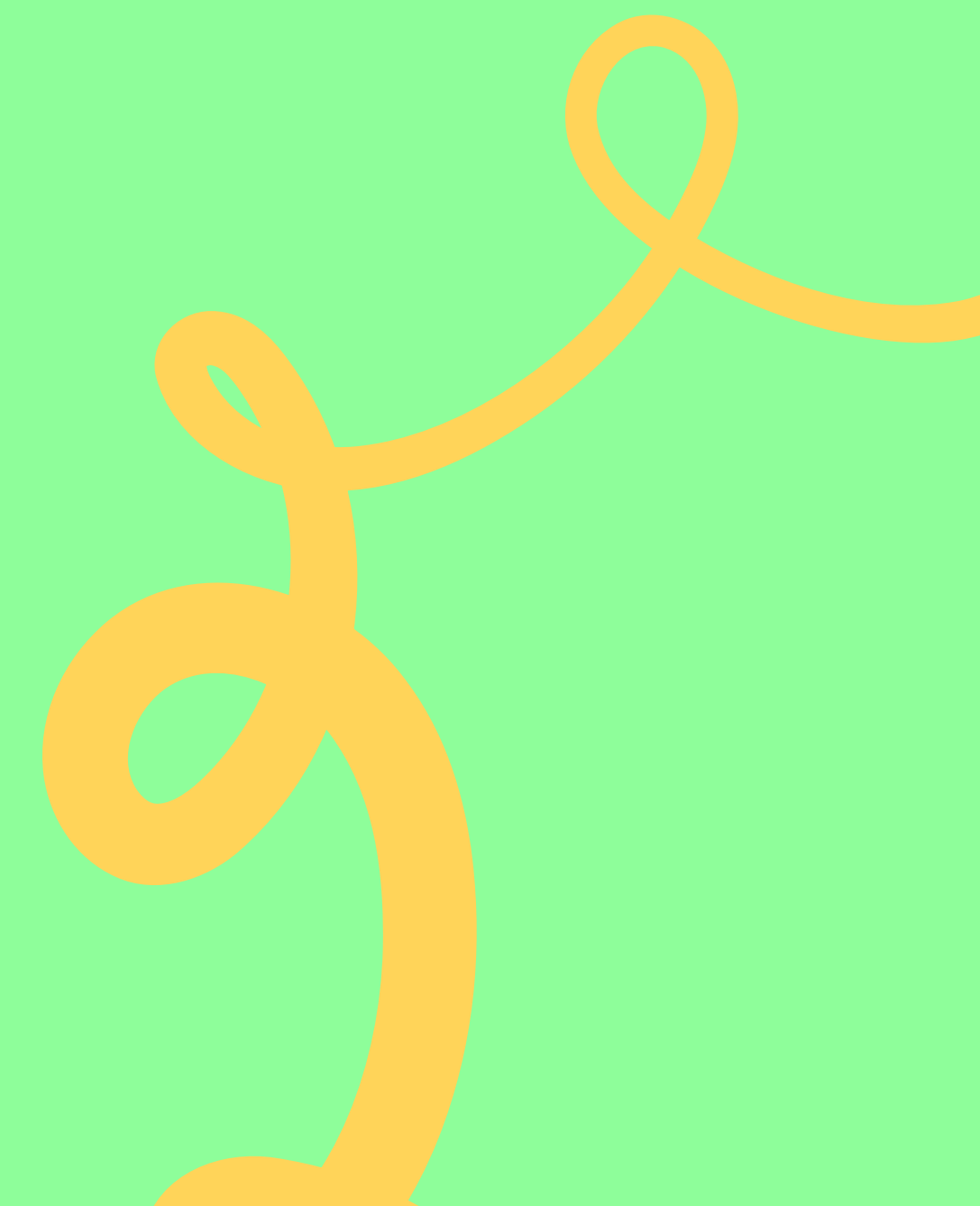


**BARNARD'S**



# WELCOME TO OUR BRAND



# HI! IT'S GOOD TO SEE YOU.

**This pack is a quick intro to our brand. It covers the things we all need to know, like who we are as a brand and why our brand is so important.**

**Whether we're creating an internal newsletter or a bake sale poster, we use these guidelines to make sure we speak and show up as Barnardo's, so we're always heard and seen when we need to be. It's by presenting ourselves as one united charity, that we can make the biggest possible difference to the children, young people and families we support.**

**FIRST THING'S FIRST...**

# **WHAT IS A BRAND?**

**A brand is how we look and speak to the world around us. It helps us be seen and recognised by the people we really want to reach.**

**The more people we reach, the bigger changes we can create for children, young people and families.**

# WHAT WE STAND FOR:

This is the reason Barnardo's exists. Because we know that when you change a childhood, you change a life. We've been doing it for over 150 years, and we'll be here for as long as we're needed.

**Our aim is to make sure children, young people and families feel safe, happy, healthy and hopeful - whatever their background or circumstances.**

**CHANGING  
CHILDHOODS.  
CHANGING  
LIVES.**

# WHO WE ARE:

Our **belief** shapes our view of the world. Our **promise** is how we think and act on that belief every day.

Our brand was co-created with young people so whether they already know us or not, they can see themselves in our community and feel like it's somewhere they belong - through how we look and how we talk.

## OUR CORE BELIEF:

**Everyone deserves to feel like they belong - to feel valued, supported a full of hope.**

## OUR BRAND PROMISE:

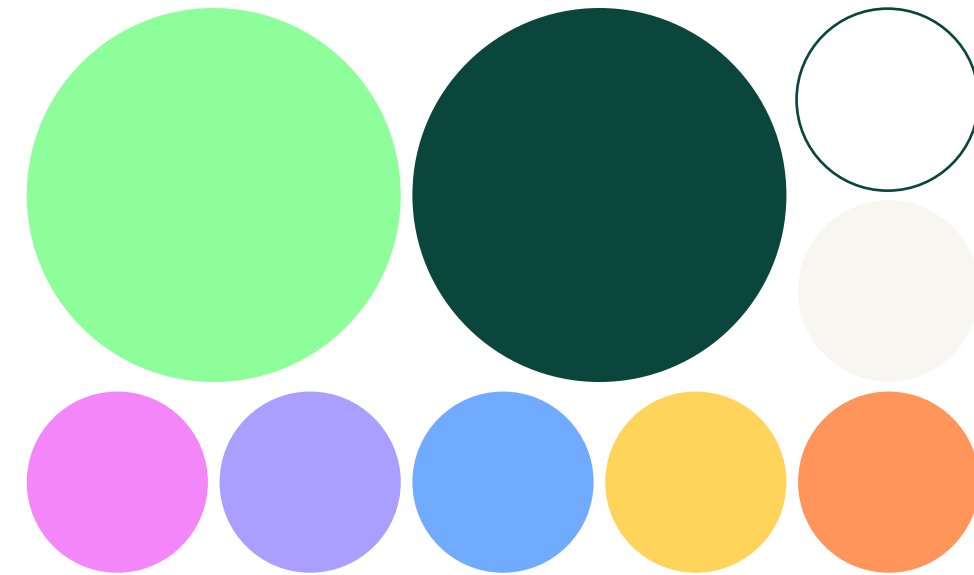
**FEEL LIKE YOU BELONG**

# WHAT OUR BRAND IS MADE OF:

## Logo



## Colours



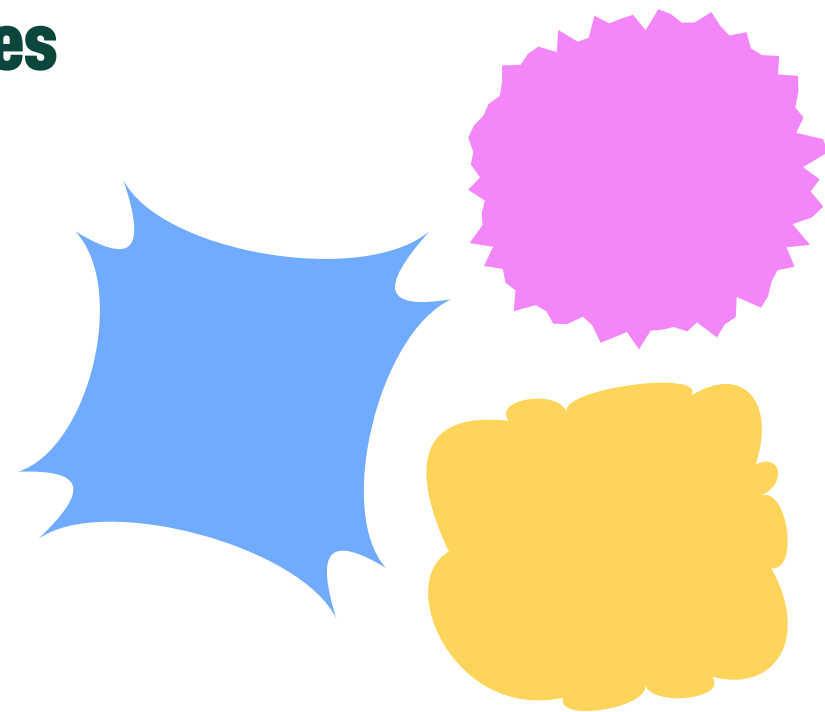
## Fonts

**HEADING**

**Sub-heading**

Longer bits of text

## Shapes



## How we write

**Empathetic**

**Well informed**

**Optimistic**

# LOGO:

Our logo should be used on everything we make. It comes in two different colour versions.



Our logo can be downloaded from our digital guidelines. It should never be changed.

There are **two colour versions** of the logo to make sure it is always clearly visible on any coloured background.

Use this colour on light backgrounds



Use this colour on dark backgrounds



## WHAT TO AVOID:



The shape of the logo should always be visible, so make sure the logo background and the image background are not the same colour.

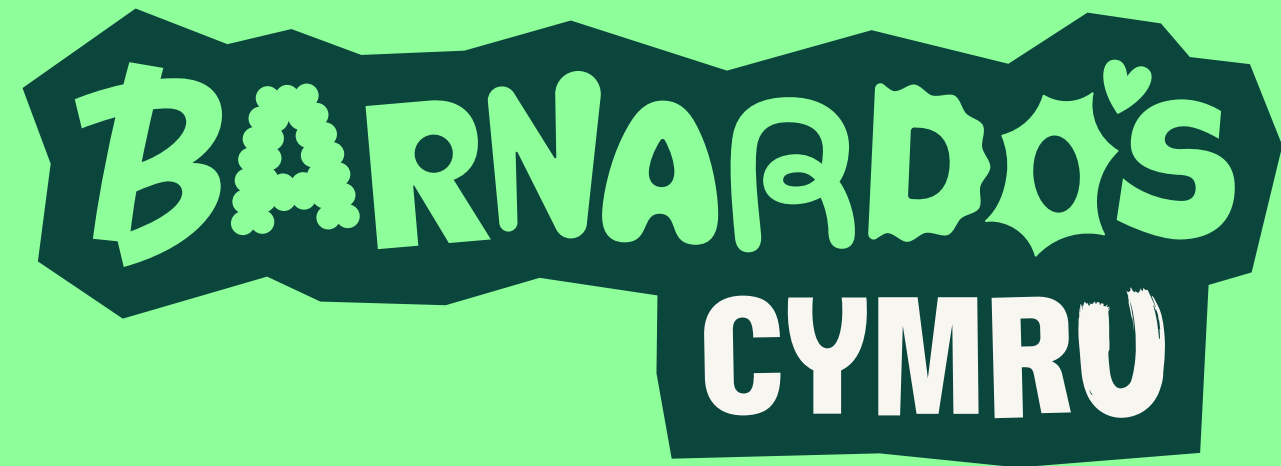


Never stretch the logo



# LOGO:

We have individual logos for our nations:  
Cymru, Northern Ireland and Scotland.



There is only **one colour version** of the nation logos to ensure consistency and clarity.

## WHAT TO AVOID:



The shape of the logo should always be visible, so make sure the logo background and the image background are not the same colour.



Never stretch the logo



Don't re-format the logo.



Don't use bright green for the nation logos.



# LOGO: CHECKLIST

Once our logo is placed in your design, make sure you can tick off everything on this list.

**It has been downloaded from the digital guidelines**

**It's clearly visible on the design**

**It hasn't been stretched**

**The colour hasn't been changed**

**It doesn't have a shadow effect**

**It's not covering important information**



## **Will the logo be seen on a screen or will it be printed out?**

Colours need to be set up differently depending on where they're used to make sure they're looking their best. **Go to the next page to check you're using the right colour set-up.**

# COLOUR:

These are the colours that make up our brand. No other colours should be used.

## Use these colours the most

<b>On screen</b> R142 G254 B154	<b>On screen</b> R11 G70 B61	<b>On screen</b> R247 G246 B241	<b>On screen</b> R255 G254 B255
<b>Printed</b> C40 M0 Y55 K0	<b>Printed</b> C80 M0 Y60 K70	<b>Printed</b> C5 M5 Y5 K0	<b>Printed</b> C0 M0 Y0 K0

## Use these colours with the colours above

<b>On screen</b> R243 G135 B249	<b>On screen</b> R113 G171 B255	<b>On screen</b> R255 G149 B90	<b>On screen</b> R170 G158 B255	<b>On screen</b> R255 G212 B90
<b>Printed</b> C0 M50 Y0 K0	<b>Printed</b> C70 M15 Y0 K0	<b>Printed</b> C0 M50 Y70 K0	<b>Printed</b> C40 M0 Y55 K0	<b>Printed</b> C0 M15 Y75 K0

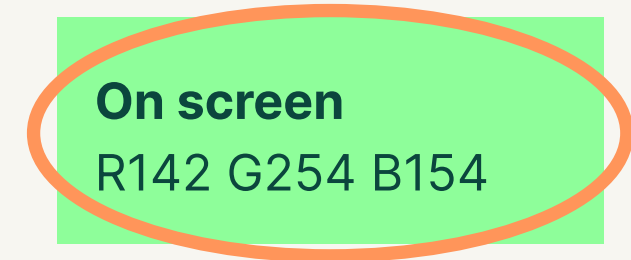
Our brand is designed to work better on digital platforms, like our website, over printed materials, like leaflets. This is because, generally, we can reach more people in digital spaces.

Colours need to be set up differently depending on where they're used to make sure they're looking their best.



## If you're making something that will be seen on a screen...

Colours will look very bright (like the ones in this document). These are defined by RGB values.



## If you're making something that will be printed out...

Colours will look more dull than the screen colours – don't worry, this is completely normal. These are defined by CMYK values.



# FONTS:

We have two sets of fonts; our brand fonts and our system fonts. What you're creating and what type of computer programme you're using will determine which fonts to use.

## Fonts already on your computer

HEADLINES

# IMPACT

PARAGRAPHS

Aptos

These are fonts that are already installed on every computer, and so we use these for communications where our brand fonts will not work. We also use them for anything internal that won't be seen outside of Barnardo's

**For example: Email signatures, emailers, presentations, files created in Microsoft Office**

Use brand fonts if:

**It will only be seen by people who work at Barnardo's**



**The brand fonts won't load for other people e.g. in emails**



## Fonts to download

HEADLINES

# BARNARDO'S

PARAGRAPHS

Inter

These are fonts that have been specifically designed and chosen for Barnardo's. As a general rule, if the communication is used for marketing, then our brand fonts should be used.

**For example: Adverts / posters, our website, social posts, leaflets / brochures / reports, signage**

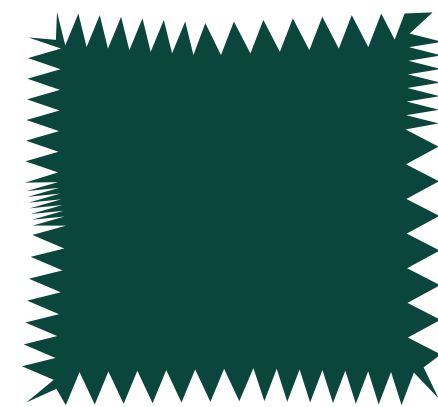
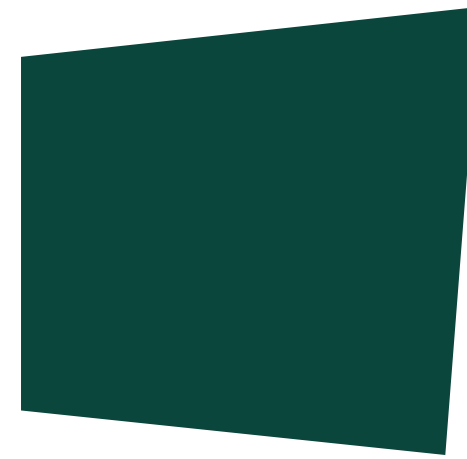
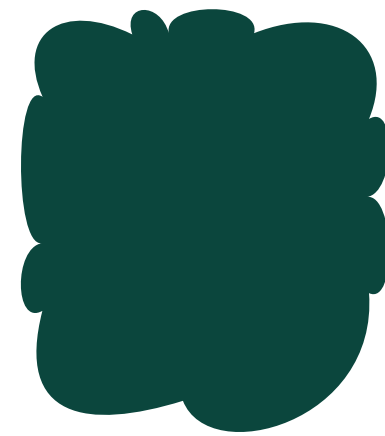
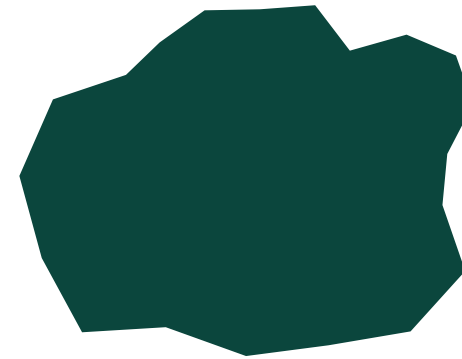
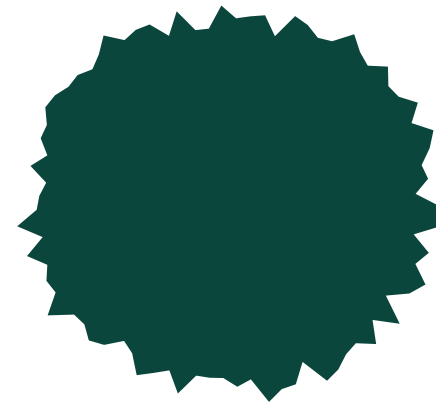
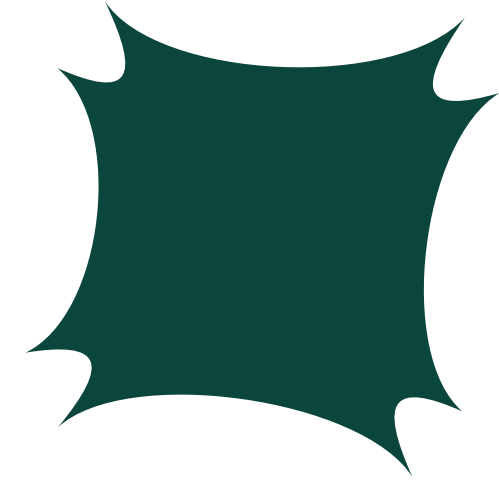
Use brand fonts if:

**It will be seen by people who don't work in Barnardo's**



# SHAPES:

We have a set of shapes that we can use to separate sections of content or just add a bit of character to our communications.



# USAGE EXAMPLES:

**BARNARDO'S**  
Changing childhoods.  
Changing lives.

Mrs J Ambie  
49b Axeville Road  
Bristol  
BS1 4JY

**Together we can help young people rebuild their lives after being abused by criminals**

Hi Janine,

We'll cut to the chase. Right now in the UK, children and young people - as young as nine years old - are being exploited by criminals. Together, we can give them the support they need to be happier, healthier, safer and hopeful about their future again.

**What situations are young people facing?**  
Without enough protection around them, young people in your area are being forced and coerced into organised criminal networks. They might be being sexually abused, made to carry or deal drugs, or exploited in a lot of other ways as well.

There are so many reasons a young person might be trapped by criminals, but often they're promised food, community, money, self worth and opportunities. And that's exactly how, together, we can support them out of criminal exploitation too.

**You can help young people build a happier future**  
We want to work with you to save young people from being abused by criminals, and give them the community, opportunities and basic necessities they need to build a future they're excited about.

By donating Exx, you'll give a young person the specialist therapy and support that they need. But we really appreciate any donation, whatever you're able to spare right now. To the young person you help, it's the fact that you're in their corner that's invaluable.

**How you can donate**  
Simply fill in the donation form we've sent with this letter, or you can hop on our website to easily donate there too. Want to talk to someone about your donation or donate over the phone? A friendly person from our Supporter Care team is ready to chat to you on xxx xxx xxx.

You're already making a big impact in the lives of young people in the UK and we're enormously grateful for all of the support you've given young people before too. And don't worry, we're not only reaching out to you - we're campaigning the government as well, asking them to make the structural changes which will protect every young person from criminal exploitation. As the cost of living crisis continues and families struggle, these young people need support and intervention now more than ever.

Thanks for reading this far, and thank you for working with us to help young people be happier, safer, healthier and excited about their future. It's what every young person deserves. Sue (and the rest of the Barnardo's team too)

*S. Taylor*  
**Suzanne Taylor**  
Assistant Director, Children's Services

**PRESTON'S EXPERIENCE**  
**FROM FEELING TRAPPED, TO HAPPY AND IN CONTROL**

**“ I grew up in a trap house, where drugs were dealt. You end up trusting no one and never feel truly safe. ”**

When I was 16, someone from Barnardo's visited the supported accommodation I was living in. They have this programme where they help you start your own business, like art, clothing or music.

When I first started coming, it felt a bit daunting to be in a safe environment with 'normal' people, it was almost unsettling, but the team of project workers were so nice and welcoming.

I was sceptical it would make a difference, but I realised I could trust Barnardo's and my youth worker Ben. He's ten years older than me. Having a positive role model is so important and he's given me inspiration, but also useful advice and practical help.

What I really liked about the programme, is you get to keep the money you make from your business. I have responsibilities and need to look after my mum, my little brother, and my nan. I recently bought my mum some clothes and shoes as she had neither - just to see her happy was brilliant.

If there's one thing I want everyone to know it's that the child or young person who finds themselves dealing on the streets in another life could have been working on a trading floor in a shiny office in London. Ultimately everyone's ambitious, and everyone wants the same things: a proper income, so you can enjoy life, and good relationships with people who care about you.

**BECOMING FOSTER PARENTS Q&A**

Main Hall at 7-9pm

**BARNARDO'S**



# HOW WE WRITE:

Whether you're a person or a charity, how you speak says a lot about your values. You tell the outside world who you are and what you value, through:

- What you say
- How you say it

And as Barnardo's, we want people to feel that we are:

**Empathetic**  
**Informed**  
**Energising**

## Empathetic

Write the way you'd speak, as if you were chatting to the reader.

“

**If you're keen to join our team, just pop in - we're always up for a cuppa or a chat!**

Use inclusive language to bring people into the conversation, like rhetorical questions or words like 'together'.

“

**Need to be heard? We're listening.**

## Informed

Focus on the emotional or practical impact of change for children, young people and families.

“

**Having a bus pass means being able to go to college, meet a friend or travel to job interviews without worrying.**

## Energising

Empower the reader, by being clear and specific about how their actions positively impact the cause.

“

**Every cake you buy helps fund services that support children, young people and families to thrive.**

# QUICK WRITING TIPS:

Here are a few ways to instantly make your writing feel like more like the voice of Barnardo's.

Formal words can make us sound cold and intimidating. Write like you'd say something, using conversational words.

**INSTEAD OF THIS**

**TRY THIS**

Ensure

Make sure

Assistance

Help

Require

Need

We always talk about the people we support in a way that empowers them.

**INSTEAD OF THIS**

**TRY THIS**

Vulnerable children

Children, young people and families

Instead of focusing only on the negative aspects of a situation, make sure to show the positive aim we're working towards.

**INSTEAD OF THIS**

**TRY THIS**

No child should feel like things can't get better.

Together, we can make sure every child and young person feels hopeful about their future.

# BRAND OVERVIEW

## For screens

**barnardos**

“  
That initial  
'you're going  
into care'  
is the most  
isolated you'll  
ever feel  
Meghan, aged 25

**barnardos**

### What is social prescribing?

**BARNARDOS** Changing childhoods. Changing lives.

## Imagine finally feeling like you belong

Getting support with fostering & adoption

24 November 2022  
Private & confidential

## WORD ON THE STREET

**BARNARDOS**

### Hi everyone!

How's your week going? Here's our little something to brighten it (or read when you hit that mid-afternoon wall but want to feel productive) – the latest updates on how we're all supporting children, young people and families across the UK.

# 32,000 VOICES

## GRUMBLING AT GOVERNMENT FOR FULLER TUMMIES

### Campaigning against child poverty

Right now, 1 in 4 children are living in poverty in the UK. We're campaigning to change that and help every child feel happier and healthier.

So this week, a group of young people from the Barnardo's family, alongside our CEO Lynn Perry and actress Michelle Collins, marched to 10 Downing Street to give the government our petition, calling on them to introduce free school meals for all primary school children in England. A fuller stomach means a more productive day at school - a basic right that every young person deserves. A big thank you to the 32,000 people who signed the petition, and every one of you who spread the word. Your support is helping make a big difference to children, young people and families.

**FIND OUT MORE**

## Printed

## ACT Service

The ACT Service will work with other Barnardo's mental health services across the UK to identify CYP aged 10-19 years with mild to moderate mental health needs, who have been waiting for a counselling service and who would be suitable for, and prefer a virtual/online intervention.

Young People will be involved in shaping and influencing the way this service develops and is delivered and will help design new ways to support CYP with their emotional health and wellbeing.

**BARNARDOS**

## MUMMA

Supporting Black, Asian and mixed ethnicity families through pregnancy and beyond

**BARNARDOS.ORG.UK/MUMMA** **BARNARDOS**

**BARNARDOS**

## Mental health needs to be supported in schools. Teachers, you have the power to help - here's how.

It's Mental Health Awareness Week. We, at Barnardo's Scotland, have been working with our friends at Public Health Scotland and a whole host of teachers to understand how we can better support children and young people in terms of mental health.

We asked the following question above to as many people who work in education as we could:

### “How can you make a real difference to children and young people's mental health and wellbeing?”

Their answers revealed that it's all about relationships and connection. That may seem obvious, but building relationships with very vulnerable children or young people who've been repeatedly led down by adults around them often find it hard to trust.

So we've put together a video that breaks down the research and experience from teachers, councillors and professionals around how teachers can build and nurture healthy relationships with children and young people.

Deputy First Minister John Swinney said: "Children's mental, emotional and physical wellbeing are the foundations of successful learning. This video demonstrates the innovative ways schools and others are helping improve

**BARNARDOS**

## TIGER

Early emotional support for children and young people (aged under 18) who have experienced sexual abuse.

### What is TIGER Light?

- Short-term intervention; usually 7-10 weeks
- New, evidence and trauma-informed approach
- Coaching to re-empower child or young person
- Co-designed intervention plan, led by young person

### Early emotional support offered to families will include:

- Barnardo's Practitioner liaises with paediatrician, which may include a joint assessment and a paediatrician-led health check
- 7-10 sessions of trauma-informed therapeutic support, advocacy, case management, symptom management with safe and appropriate onward referral as required
- Signpost to local specialist services, for immediate or later support
- Urgent referral to CAMHS for specialist longer-term therapy and / or case management with crisis management
- Work with CYP Havens local paediatricians and other professionals to share outcomes, best practice and learning
- Partnership working with other agencies for effective case management

### Where we work

We work across the North East London (NEL) CCG in:

- Barking and Dagenham
- City of London
- Hackney
- Havering
- Newham
- Redbridge
- Tower Hamlets
- Waltham Forest

### Contact us

0207 790 4621  
tigerservices@barnardos.org.uk

In partnership with **NHS**

**To download the logos,  
shapes and fonts in this guide,  
visit our asset library.**

**[brand.barnardos.org.uk](https://brand.barnardos.org.uk)**

If you have a question about  
our brand, please email

**[brand@barnardos.org.uk](mailto:brand@barnardos.org.uk)**

