

FORGIVENESS, PEACE & HOPE FOR JIMMY

Style guide 2018



Using the logo

About the logo

Jimmy is at the heart of everything we do as a charity and this is reflected by his name being at the foundation of our actions. The various elements of the For Jimmy logo are a public symbol of the charity's values and as such, they need to be instantly recognisable and implemented consistently.

Elements

The For Jimmy logo is made up of three elements; the seal, the logotype and key messages / calls to action:

The seal

The seal consists of the feather contained within a circle, surrounded by 'For Jimmy'. It can be used to reinforce a logotype and key message or call-to-action combination, or independently to represent the charity when neither are suitable. The feather must always appear within its circle, unless it's used in an illustration.

The logotype

The logotype should never be used independently. If a specific call-to-action is not applicable, always revert to the most relevant key message, as below. The logotype should be used sparingly to avoid dilution of the charity's brand; calls-to-action should only occur once on a printed page, including if they feature boldly in photography.



**FORGIVENESS,
PEACE & HOPE
FOR JIMMY**

Third party logo use

Third parties and partners will be sent the seal. When an external company asks to use our branding, always request to see its planned usage before it becomes available online or goes to print. They can then be directed to the guidelines and artwork best suited to their requirements.



Calls-to-action

The call-to-action above the logotype should always be yellow when on a black, white or photographic background. The logotype colour for the latter should be chosen based on optimum contrast. Use a black call-to-action on yellow backgrounds. In every scenario, the text should be uppercase, exactly the same size as the logotype and aligned left. Tracking should be set at -35 (in thousandths of an em).



Important: if the call to action you are creating is not already in circulation, the likelihood is that you should not be implementing it. Check with the design team before continuing. Overusing this artwork weakens its impact.

Using the logo

Integrity

It is important that the logo artwork appears as supplied and designers always work from master files; the logo artwork should never be modified, rotated, redrawn or recolour. All new calls-to-action must be approved by For Jimmy before use.

The logo elements should be placed as vector rather than pixel graphics when destined for print. For any questions regarding usage of the logo elements, please contact the design team.

Backgrounds

Provided there is adequate contrast to maintain legibility, the logotype can appear in either black or white – on both solid and photographic backgrounds. Where a solid colour is necessary to improve legibility on photographic backgrounds, use only black or white and always adhere to the clear space guidelines.

Clear space

Clear space is the area around the logotype that must be employed to ensure legibility against other graphic and typographic elements in a design. The minimum clear space is relative to the 'F' in For Jimmy, depending on the size it has been placed in that specific design. The minimum clear space for the seal is equal to its radius.

Colour

To maintain boldness and legibility, the For Jimmy **logotype** should only ever appear in black or white; black when applied to a light background and white when on a dark, colour or photographic background. The logotype itself should never be yellow or any other colour.

The **key message** or **call-to-action** should always appear in yellow where possible, or in black if on a yellow or secondary colour background.

The **seal** can be displayed in black or white, depending on the background.

In special circumstances, there are mono versions available of all logotypes, available on request from For Jimmy. Never desaturate full colour logos or use colour assets where black and white printing is intended.



Size and position

Minimum size

To ensure strong legibility in print, the logotype must be no smaller than 20mm in height for calls-to-action with a single line and 30mm in height for those that are double lines. The seal must be no smaller than 20mm in print.

Maximum size

The logo or feather can be placed at any size but should feel appropriate in relation to the other elements in the artwork.

Positioning

The For Jimmy logo should be positioned in either of the left hand corners, depending on the balance of the page and legibility. The feather can be positioned in any corner.



Brand colours

Primary palette

The charity's primary colours are black and yellow.

Secondary palette

The charity's secondary colours are grey, blue and red.

Colour specifications

Different applications require different colour spaces; use CMYK mode for printed documents, RGB mode for screen-based documents and HEX codes for the web.

Pre-press/commercial printing

Try to plan your design around printer's specifications. Most printers require 3mm of bleed around all artwork. Ensure that any full bleed images or graphics extend into this bleed space. Documents and artwork intended for commercial printing should be created and exported using a CMYK colour space.

Large areas of black graphics on documents that are to be sent to commercial printers should use a rich black (C60 M50 Y50 K100).

Colour palette

Primary palette

Yellow



C 0
M 30
Y 100
K 0

R 250
G 190
B 0

HEX FABE00

PANTONE®
7408

Black



C 0
M 0
Y 0
K 100

R 0
G 0
B 0

HEX 000000

PANTONE®
419

Secondary palette

Grey



C 0
M 0
Y 0
K 85

R 74
G 74
B 74

HEX 4A494A

PANTONE®
COOL GREY 11C

Blue



C 100
M 0
Y 30
K 0

R 0
G 155
B 180

HEX 00ABB D

Red



C 0
M 80
Y 50
K 0

R 233
G 81
B 96

HEX E95160

Illustrations

The feather line illustrations represent the charity's unbroken commitment to a legacy of peace in Jimmy's memory.

The continuous line should always extend from the feather at one end and continue off the edge of the page on the other. Illustrations can utilise either the primary or secondary palette on black, white, colour or photographic backgrounds. While the size of the illustration itself can vary, the thickness of the line and the size of the feather should remain consistent with the logotype and other illustrations throughout a document.

The feather alone should be at a minimum printed height of 10mm and the continuation of the line must remain at a consistent thickness, equal to the feather's quill.



Photography & Film

Style

To reflect the charity's hopeful outlook, imagery should be bright, positive and colourful; making use of natural light, expressions and situations. Although there is one unifying style, the charity has two distinctly different approaches, depending on the intended application.

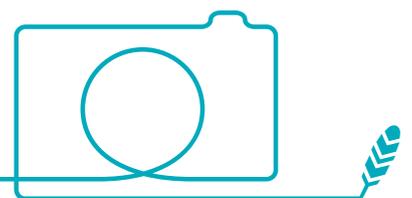
Controlled portraiture

Controlled portraiture should feel natural, open and concentrate on the character of real individuals who are engaged directly with the camera. The shots should suggest an environment that represents the subject's personality.

Observational portraiture

Observational portraiture should also feel natural and concentrate on real people who are engaging with the charity's work, rather than the camera. It should be shot to suggest the specific context of the charity's work.

Both approaches should be composed with a view to overlaying typography and illustrations, so it is advisable to use negative space and a shallow depth of field. For Jimmy does not employ stock photography or models.



Jimmy's photo

We use Jimmy's school photo on a yellow background for printed materials.

Third party photography

We do not use third party photography in printed documents and materials, unless it has been signed off by the design team and we have explicit consent from the photographer / organisation who produced the picture.

Controlled portraiture



Observational portraiture



Fonts

Typeface

The charity's primary brand typeface is Pluto. The family includes several weights but we have limited our use to three; Black, Medium and Regular. A brief overview of which font to use is shown below.

The brand typeface is only to be used on external branded communications, internal documents should use the Arial family.

Headings

Headings need to create impact; keep them simple with short line lengths and minimal punctuation. They should always be left-aligned, using Pluto Medium in sentence case.

The example is sized at 22pt with a Leading of 28pt. The tracking is set at minus 15.

Use grey on white backgrounds. You can use any colour from the primary palette on other colour backgrounds.

Sub headings

Sub headings also use Pluto Medium and should be left aligned in sentence case. The example is sized at 11pt with a leading of 14pt and a line space between the sub heading and the copy.

When talking formally about the charity, prioritise yellow for sub headings. Use white or black when the background is colour. If the tone of the document is more relaxed or fun, you can use any colour from the primary or secondary palette, provided that it is consistent across each page.

Heading example

Sub headings example

Body copy example

“Featured pull quote example”

Quote credit

Body copy

For body copy we use left-aligned Pluto Regular in sentence case at 10pt with a Leading of 14pt. This text should always be pure black (C0 M0 Y0 K100). Pluto Medium can be used for short paragraphs you want to highlight. In addition to sub headings, colour text in Pluto Regular can also be used for useful information within sentences, such as website links and email addresses.

Featured copy

Introductory paragraphs and featured copy can be set as the body copy but in Pluto Medium, using an alternative colour to the sub heading from either palette.

Quotes

Featured pull quotes should be styled in Pluto Medium, in normal sentence case, usually positioned at the bottom of a page, left aligned without justification. The example text is sized at 24pt with a leading of 28pt. The credit is at 10pt in the same styling. They can be in any colour from either palette.

Important: Pluto Black should only be used for calls-to-action. Never use faux bold or italics.

Using the fonts

Capitalisation

Never set type in all capitals.
Capitals should only be used at the start of sentences and for names.

Numbers

Zero to nine should be written in words and 10 and greater should be set in numbers.

Bullet points

Bullet points are equilateral triangles pointing inwards towards the start of the sentence. Use a side length equal to the height of the font and space the point to the left, equal to two side lengths.

Font colours

On black

- ▶ Headings can be set in yellow or white.
- ▶ Sub headings can be set in colour.
- ▶ Introductory paragraphs can be set in alternative colours.
- ▶ Body copy is always set in white.

On white

- ▶ Headings are set in grey.
- ▶ Sub headings can be set in colour.
- ▶ Introductory paragraphs can be set in colour.
- ▶ Body copy is always set in black.

On colour backgrounds

- ▶ Headlines are set in black or white.
- ▶ Sub headings are set in black or white.
- ▶ Introductory paragraphs are set in black or white.
- ▶ Body copy is always set in black or white.

Appendices

Marketing material examples



Appendices

Primary calls-to-action

The following calls-to-action are predominantly used for; general charity materials, talking about our work, and fundraising materials, respectively.

**FORGIVENESS,
PEACE & HOPE
FOR JIMMY**

**BUILDING SAFER
COMMUNITIES
FOR JIMMY**

**WE'RE
DOING THIS
FOR JIMMY**

Secondary calls-to-action

The following calls-to-action are used for specific campaigns, projects and products.

**MAKING YOUNG
PEOPLE SAFER
FOR JIMMY**

**WE'RE
IN SCHOOLS
FOR JIMMY**

**SAFE
HAVENS
FOR JIMMY**

**WE'RE
ONLINE
FOR JIMMY**

**YOUNG
CITIZENS
FOR JIMMY**

**RUNNING
FOR JIMMY**

**WALKING
FOR JIMMY**

**STORIES
FOR JIMMY**



P 020 8852 7855
T @forjimmyHQ
E hello@forjimmy.org
W forjimmy.org

For Jimmy
Unit C, Place/Ladywell
261 Lewisham High Street
SE13 6NJ

Registered charity number 1156974

TEN YEARS
FOR JIMMY