



JIGSAW Thornbury

Brand Guide

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Brand Guide

Purpose

- Our branding is very important to us as it reflects who we are and how we achieve our charitable purpose.
- This brand guide aims to support consistency. We want our branding and communications to look and feel the same - whether you're a young person, a parent/carer, a fundraiser, or someone in the community interested in what we do.
- As a charity working in the disability field, accessibility has been prioritised in the development of our brand guidelines.



Our name

JIGSAW stands for:

- **Joining In, Growing Support, Awareness, Wellbeing**
- **JIGSAW Thornbury** should always display with JIGSAW in capital letters and be written in full.
- Our impact says what we achieve and has been included on the right.



Our name:

JIGSAW Thornbury

Our strapline:

You fit in

Our impact:

Working with children and young people with additional needs or disabilities, and their families. We change lives and enhance community inclusion.

Who we are

Boilerplate copy helps us to explain what we do in a consistent way. We have short, medium and long versions.

Please use these words when speaking or writing about JIGSAW Thornbury. It can be adapted depending on which audience the message is intended for, and the communication channel used.

Short version

JIGSAW Thornbury is a charity that works with children and young people aged 0-25 with additional needs or disabilities, and their families. Our work changes lives and enhances community inclusion.

Medium version

JIGSAW Thornbury is a charity that works with children and young people aged 0-25 with additional needs or disabilities, and their families. Our innovative services empower the whole family to have fun, connect, fit in and thrive.

Our work enhances inclusion by helping everyone understand the strengths of those with additional needs or disabilities, and the challenges they face.

Long version

JIGSAW Thornbury is a charity that works with children and young people aged 0-25 with additional needs or disabilities, and their families. Everyone can join in, with or without a diagnosis. We provide friendship, support, compassion and fun, along with innovative services that empower the whole family to connect, fit in and thrive. Everything we do is driven by the passion of our staff and volunteers.

As well as being life changing for the children, young people and families we support, our services are invaluable for the wider community too. We enhance inclusion by raising awareness to help everyone understand the challenges that those with additional needs or disabilities face, and to celebrate the unique strengths and qualities they bring.

Our values



Uniqueness



Community



Empowerment



Innovation



Compassion

Our mission

To support and inform children and young people with additional needs or disabilities and their families, to strengthen their resilience, and raise awareness of their challenges to the wider community to improve inclusion.

Our vision

Children and young people with additional needs or disabilities and their families are empowered to connect, fit in, and thrive as themselves.

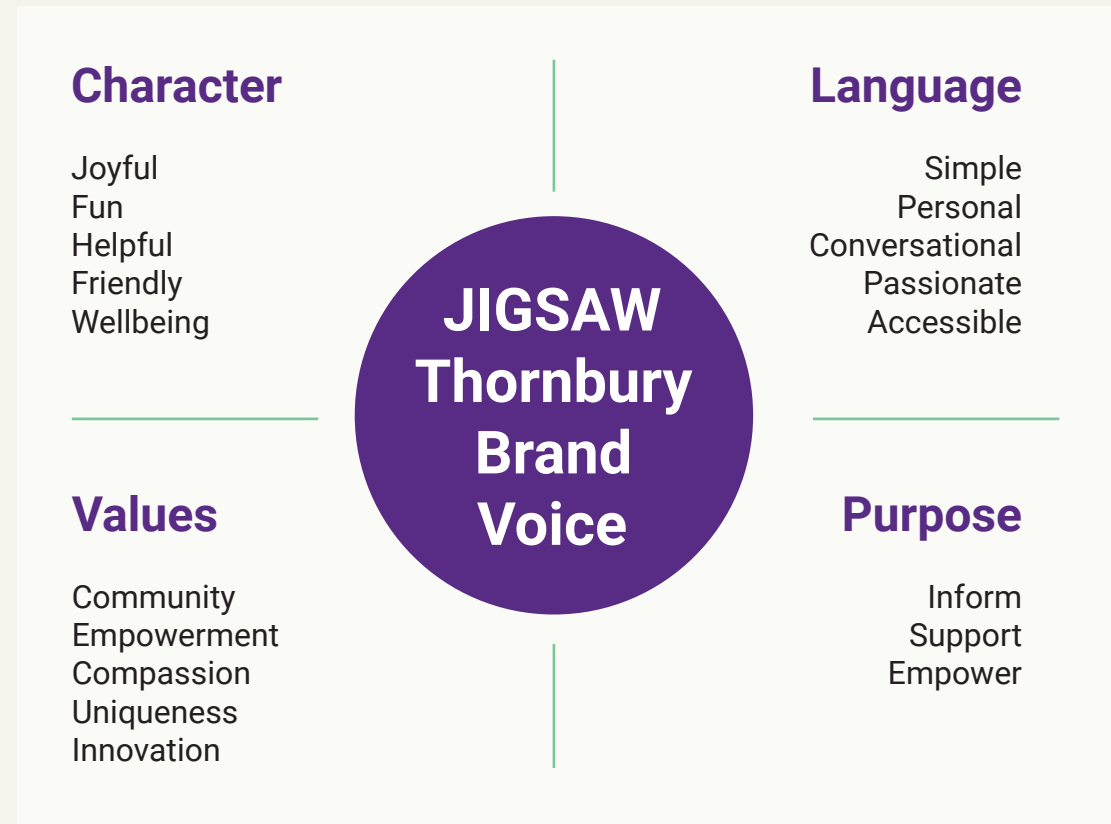
Tone of voice

Our brand voice is made up of our character, our values, the language we use and our purpose.

We want to share our story in ways that excite, inspire and involve everyone we're talking to.

We want everyone to feel they will find a friendly, non-judgemental and understanding environment, where they can connect with us and other families, and that young people can fit in as themselves and celebrate the unique strengths and qualities they bring.

We always try to use clear and straightforward language to ensure our communications are as accessible as possible.



Our logo



We use the colour version of our logo on all our branding.

We have available CMYK for print use and RGB for digital use, to ensure quality and consistency of image.

Minimum size

For printed materials the smallest size is 23mm wide.

For on screen the smallest size is 100 pixels tall.

When used at A formats, the logo should be used at these sizes.



Clearance area

The logo clearance area is the blank space we need to leave around the logo to maximise its recognisability.

The clearance area around the logo must be the same as the width of the outer purple circle.



Clarity of logo

When our logo is placed on photography, where possible place it central or on the right.

The logo can be applied onto photographic backgrounds if there is enough contrast for it to be viewed clearly.

Please avoid using any other graphics with our logo. For example adding another border around the logo.

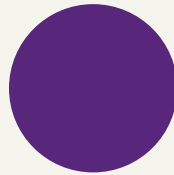


Our Colours

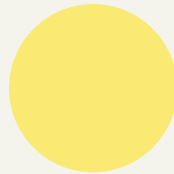
Purple, Yellow, Pink and Green are the four primary colours for our organisation.

Tints of our primary colours at 25%, 50% or 75% may be used if needed to improve clarity of text on coloured block backgrounds for visual accessibility

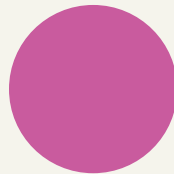
Please ensure the Ivory is only ever used at 25% tint and as a background colour.



Purple
CMYK 82/100/11/2
RGB 88/39/123
#58277b



Yellow
CMYK 2/4/67/0
RGB 255/230/100
#ffe664



Pink
CMYK 18/78/2/0
RGB 205/85/153
#cd5599



Green
CMYK 52/0/50/0
RGB 136/198/154
#88c69a



Ivory
CMYK 4/3/7/0
RGB 227/221/194
#f8f6f0



Colour contrast

It's crucial that we ensure accessibility when using our vibrant brand colours. The most useful guide is to ensure at least 70% difference in colour value. Some examples are shown here.

Glare

The Ivory colour can be used at 25% tint as a background colour to reduce the glare that Black text on a White background would create.

Fonts

Our main typeface for all external facing communication is Roboto.

Chosen for its range of weights, it is clean, simple and versatile. A readily available font means it can be used both in design but also letters and emails to bring consistency to all written communications.

When Roboto is not available, Arial regular can be used.

To support accessibility we recommend

- minimum font size for all text should be 12 point
- 100% Black (CMYK 0/0/0/100) be used to ensure clarity.
- the use of bold for impact. Avoid the use of italics, underlining and colour to highlight specific text.

Impact titles

Impact titles
Roboto Regular in Bold
Font size can vary

This could be a subtitle or an intro paragraph that you want to stand out.

Sub headings & Intro paragraphs
Roboto Regular in Bold
Suitable for all uses.
14pt (font size)
16pt (Leading - space between lines)

This could be body copy. This could be body copy.
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This could be body copy. This could be body copy.
This could be body copy. This could be body copy.
This could be body copy. This could be body copy.
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Body copy
Roboto Regular
Suitable for all uses.
12pt (font size)
15pt (Leading - space between lines)

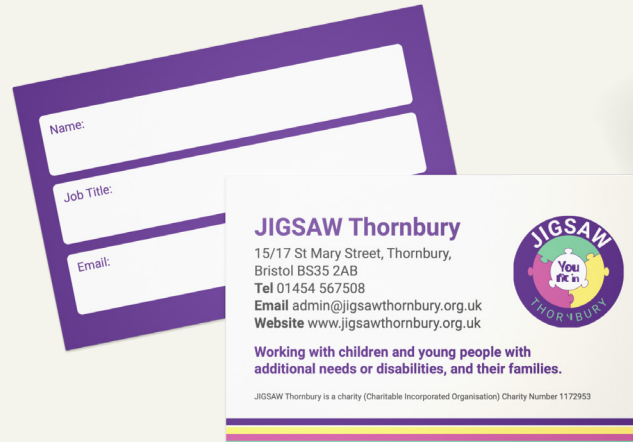
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Arial Regular
(If Roboto not available)
Suitable for all uses.
12pt (font size)
15pt (Leading - space between lines)

Layout

The logo is our key asset to keeping a consistent look.

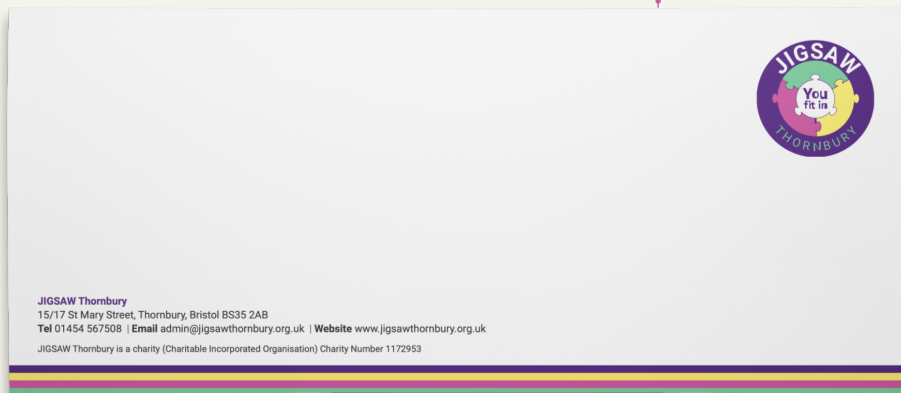
It should always be placed with a clear space around it. We like the logo to be positioned centrally or to the right on our marketing material.



Business cards



Letterhead



Compliment slip

Fundraising

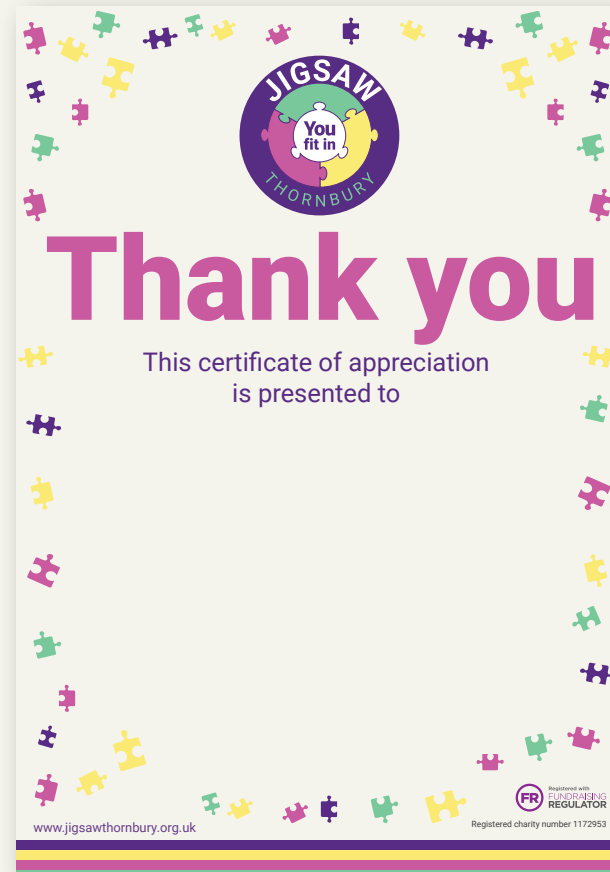
Our fundraising materials incorporate our colourful jigsaw pieces. These assets can be requested and are available in all file types. They should only be used in fundraising materials.



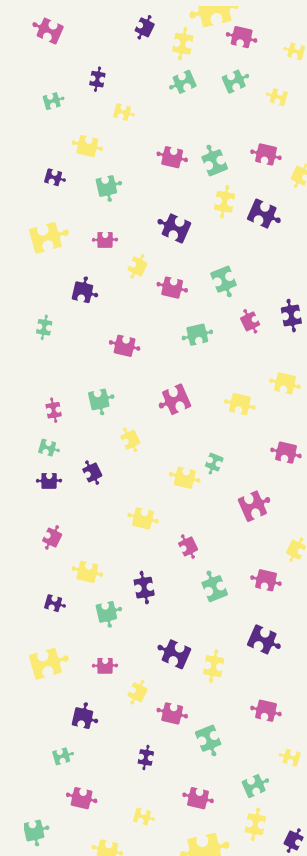
Collection bucket



Collection tin



Fundraising certificate



Jigsaw pieces assets

General

For all other materials, the use of coloured circles and lines create a standard, yet flexible look.

JIGSAW Thornbury
 Charity Number 1172953 | www.jigsawthornbury.org.uk
 Working with children and young people with additional needs or disabilities, and their families.

Venue sign

JIGSAW Thornbury
 Working with children and young people with additional needs or disabilities, and their families.
 Registered charity number 1172953

Email footer

Join In with JIGSAW Thornbury:

- Fundraise for us
- Volunteer with us
- Corporate giving
- Donate, or become a regular donor

Join In with JIGSAW Thornbury:
 We work with children and young people aged 0-25 years, with or without a diagnosis. We currently support families living within postcodes beginning BS, BA and GL.
 15/17 St Mary Street, Thornbury, Bristol BS35 2AB
 Tel 01454 567508
 Email admin@jigsawthornbury.org.uk
 Website www.jigsawthornbury.org.uk
 Follow us on social media and share our posts
 Registered charity number 1172953

Testimonials:
 "JIGSAW is a complete lifeline both to us as parents and our children who are dealing with exceptional challenges" - Parent carer
 "It's the first place I have been to where I can just be myself and not worry what others think" - Young member

Activities for Children & Young People:
 Joining In, Growing Support, Awareness, Family Wellbeing & Support, Wellbeing

Footer:
 Become a member (QR code)
 Registered with FUNDRAISING REGULATORY BOARD

A5 Leaflet

JIGSAW Thornbury
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 We change lives and enhance community inclusion.

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 Joining In, Growing Support, Awareness, Family Wellbeing & Support, Wellbeing

Testimonial:
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www.jigsawthornbury.org.uk
 Tel 01454 567508
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 Become a member (QR code)
 Registered with FUNDRAISING REGULATORY BOARD

Pull up banner



If you have any questions relating to our branding please contact our Marketing & Communications Lead at admin@jigsawthornbury.org.uk.

JIGSAW Thornbury

Brand Guide

15/17 St Mary Street, Thornbury, Bristol BS35 2AB

Tel 01454 567508

Email admin@jigsawthornbury.org.uk

Website www.jigsawthornbury.org.uk

Follow us on social media and share our posts



Registered charity number 1172953

