OUR

HELP for **HEROES**

BRAND

STYLE GUIDE

Help for Heroes supports those with injuries and illnesses attributable to their service in the British Armed Forces.

Regardless of when someone serves, we believe that those prepared to put their lives second, deserve a second chance at life.

We aim to empower them to look beyond illness and injury, to regain their purpose, to reach their potential and have a positive impact on society.

Our brand is key in raising awareness, engaging and rallying support all in aid of our Armed Forces.

We have created a simple, bold and consistent identity.

This style guide outlines our visual toolkit and how we apply these tools.

IN THIS GUIDE

Our colours

Navy Blue

+

Red

+

Light Blue

The power of three, our tri-colours.

Our brand identity is built on the power of these colours together.

These colours historically represent our Royal Navy, British Army and Royal Air Force.

Together these colours are a symbol of support for our Armed Forces, we use them with pride.

Our approach is bold and simple to build instant recognition.

Our logo

Key to our identity is the power of three.

This idea is encapsulated within our logo with the tri-colour creating the letter 'E'.

Our logo is our single most important visual tool.

It has been carefully crafted. Only ever use original artwork in Help for Heroes communications.

Our logo

– Exclusion zone
– Minimum size

Our logo minimum size is set at 20mm, any smaller than this size is not recommended.

To respect the integrity of our logo a clear space (exclusion zone) is set around the logo. No graphics, typography or image should occupy this area.

The exclusion zone is equal to the width of the tri-colour 'E' on all sides of the logo.

Our logo
– Variants

Our primary use logo is our tri-colour logo.
Use this whenever possible.

Our secondary use logo is our white logo.
This has been designed to sit on our tri-colour
property and photography.

For extenuating circumstances a grey scale
logo is available. Only use this logo when full
colour reproduction is unavailable.

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Our logo

– Lock-ups

'IN SUPPORT OF' lock-up. This lock-up is available for corporate partners to credit their contribution and support for Help for Heroes.

'PROUDLY SUPPORTING' lock-up. A universal declaration of support. Available for corporate partners, fundraising and communities.

'FUNDRAISING IN SUPPORT OF' lock-up. Specifically for all fundraising on behalf of Help for Heroes.

'HELP FOR HEROES' Main logo. This primary logo stack should be used to represent the Charity, where space allows.

IN SUPPORT OF

PROUDLY SUPPORTING

FUNDRAISING IN SUPPORT OF

Our logo lock-up minimum size is set at 30mm, any smaller than this size is not recommended.

Brand property

Our tri-colour property is key for rallying support, creating fans and building an emotional connection to Help for Heroes.
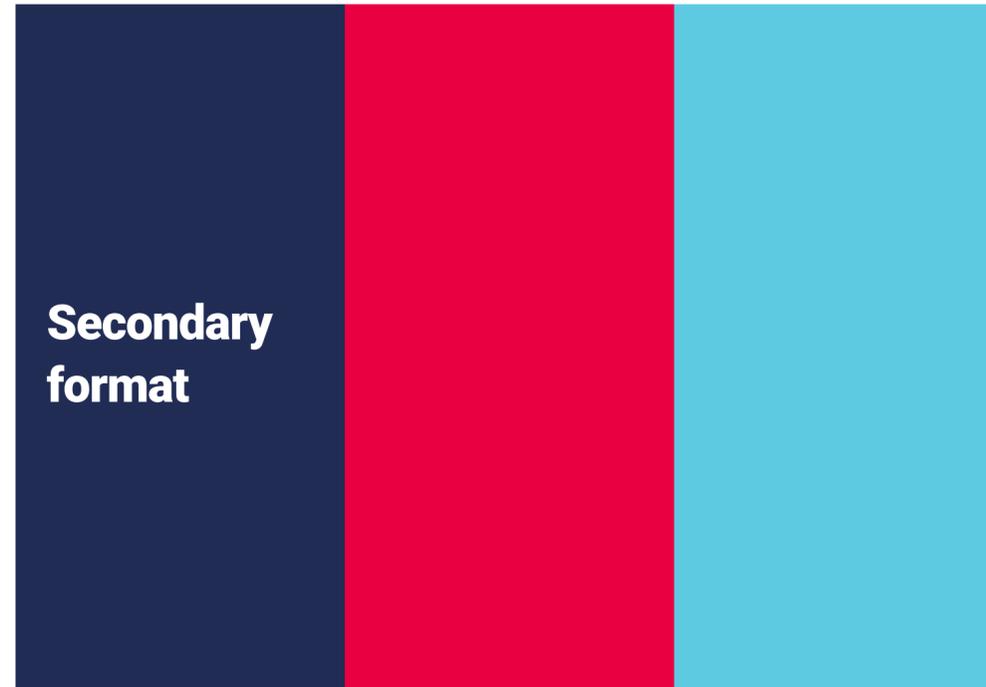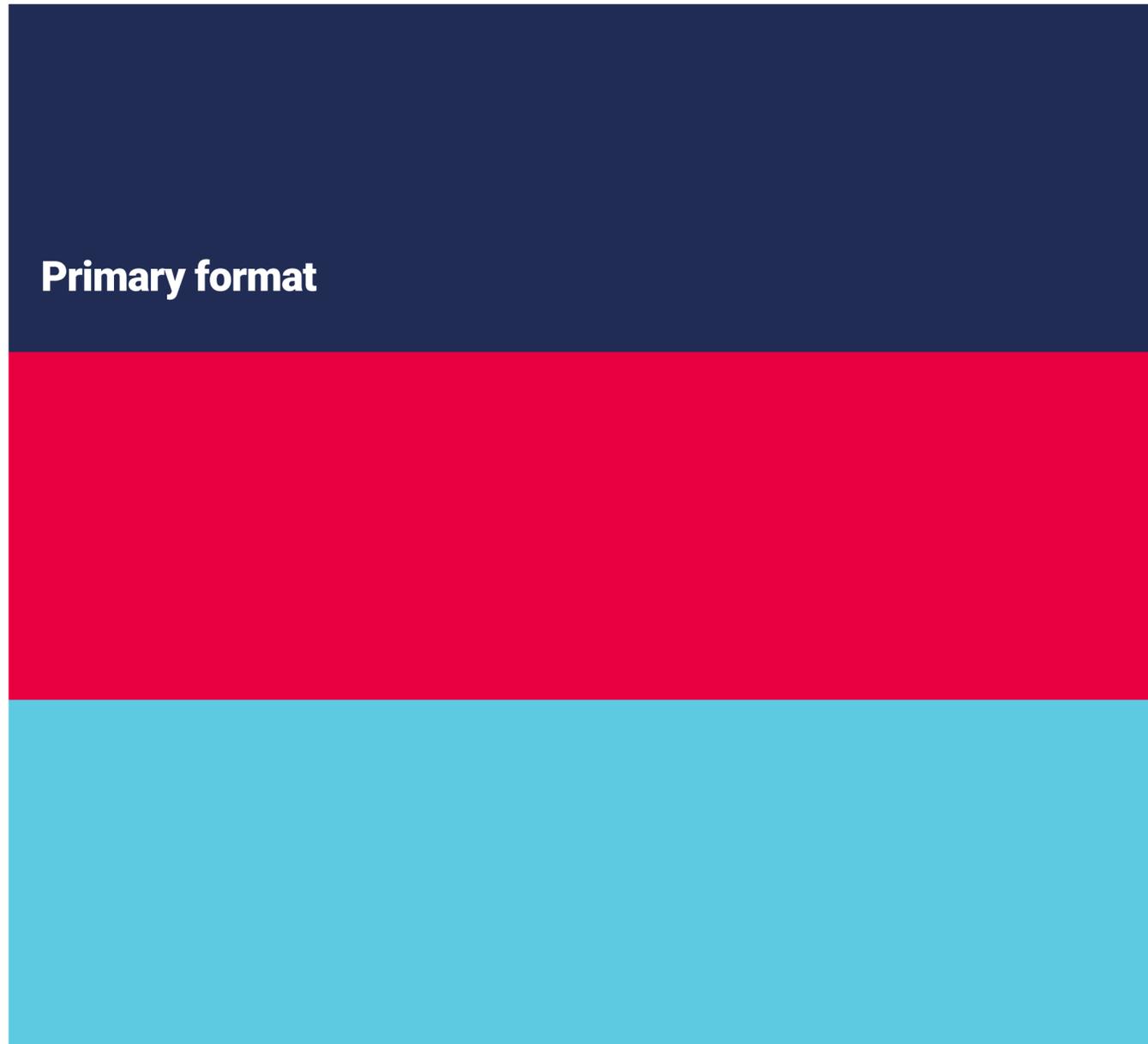
Our property is created and always shown in three equal parts. Always in a sequence of:

1. Navy Blue
2. Red
3. Light Blue

We use it with confidence and pride.

Brand property

– Primary format
– Secondary format

Primary format

Secondary format

Our property is available in two formats: a horizontal arrangement and a vertical. Our primary format and most favoured arrangement is horizontal and this visually connects to our logo. Always strive to use this format for initial touch points.

Our secondary format may be used in circumstances where it is more effective and aids usability.

Brand property

– Consistency

Our property should always be in three equal parts with the colour sequences of 1. Navy Blue 2. Red 3. Light Blue.
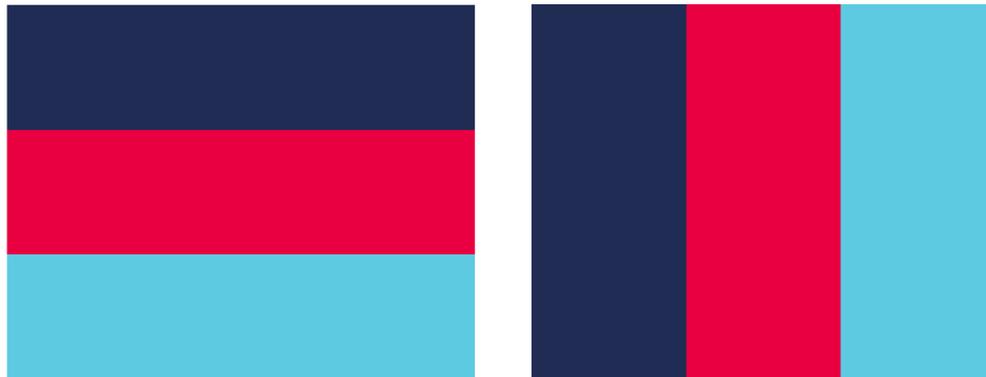
Do not rotate the property or change the dimensions. These executions are only acceptable if the viewable area creates 3 equal parts.
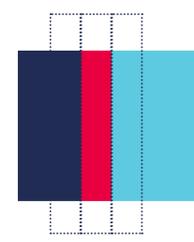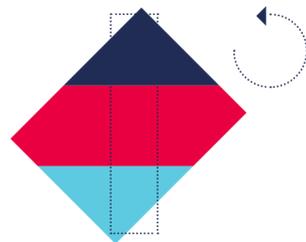
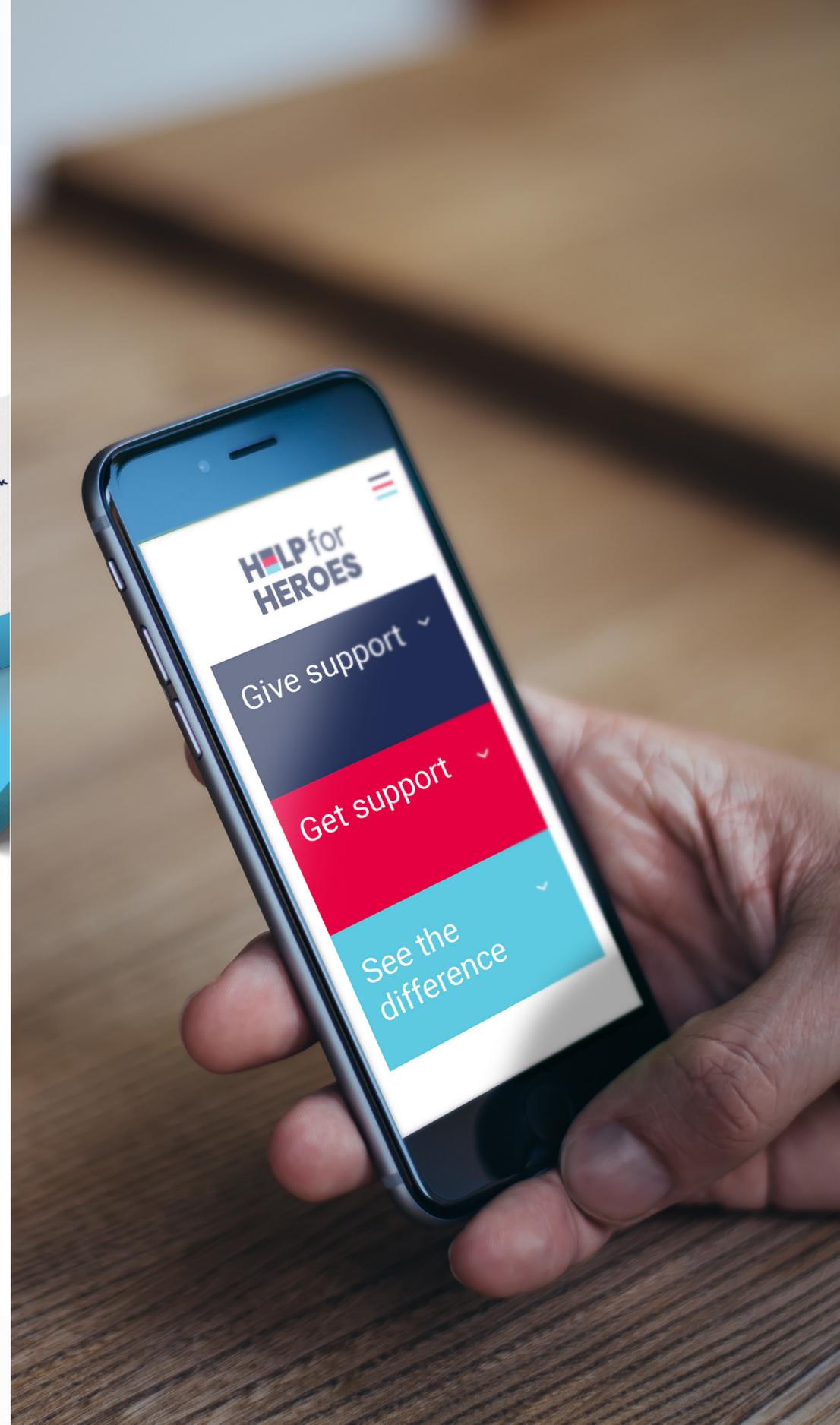**Do not** change the order sequence of the property.

Do not separate or add colours.

Brand property

– Consistency

Colour palette

Navy Blue

281c
C 100 M 89 Y 38 K 35
R32 G44 B84
#1f2a4f

Our colours are contemporary editions of the historic Armed Forces colours.

All our colour breakdowns are shown here.

Red

199c
C00 M100 Y65 K00
R233 G0 B 65
#e50941

Always use the correct colour values appropriate for your application:

Pantone – for special printing
CMYK – for printed materials
RGB and Hex (#) – for all screen applications.

Light Blue

2985c
C62 M00 Y03 K00
R93 G202 B226
#5dcae2

White

80% tints

60% tints

We have two brand typefaces, Poppins and Roboto, which are both free Google fonts available to download here.

Poppins is bold and engaging. Use this typeface sparingly, and ONLY EVER IN CAPS, to create impactful headlines.

Roboto is clear and concise. Use this typeface for all lowercase and body copy.

POPPINS

EXTRA
BOLD
LIGHT

Roboto
Black
Regular

helpforheroes.org.uk

Typography
– Style

HEADLINE POPPINS CAPS

Body copy.
Roboto Regular **& Black**

Our headline type style is a typographic representation of our tri-colour. Tighten up the leading to reflect the stacked composition and colour them appropriately; matching our tri-colour sequence if used on white.

Body copy.
Roboto Regular **& Black**
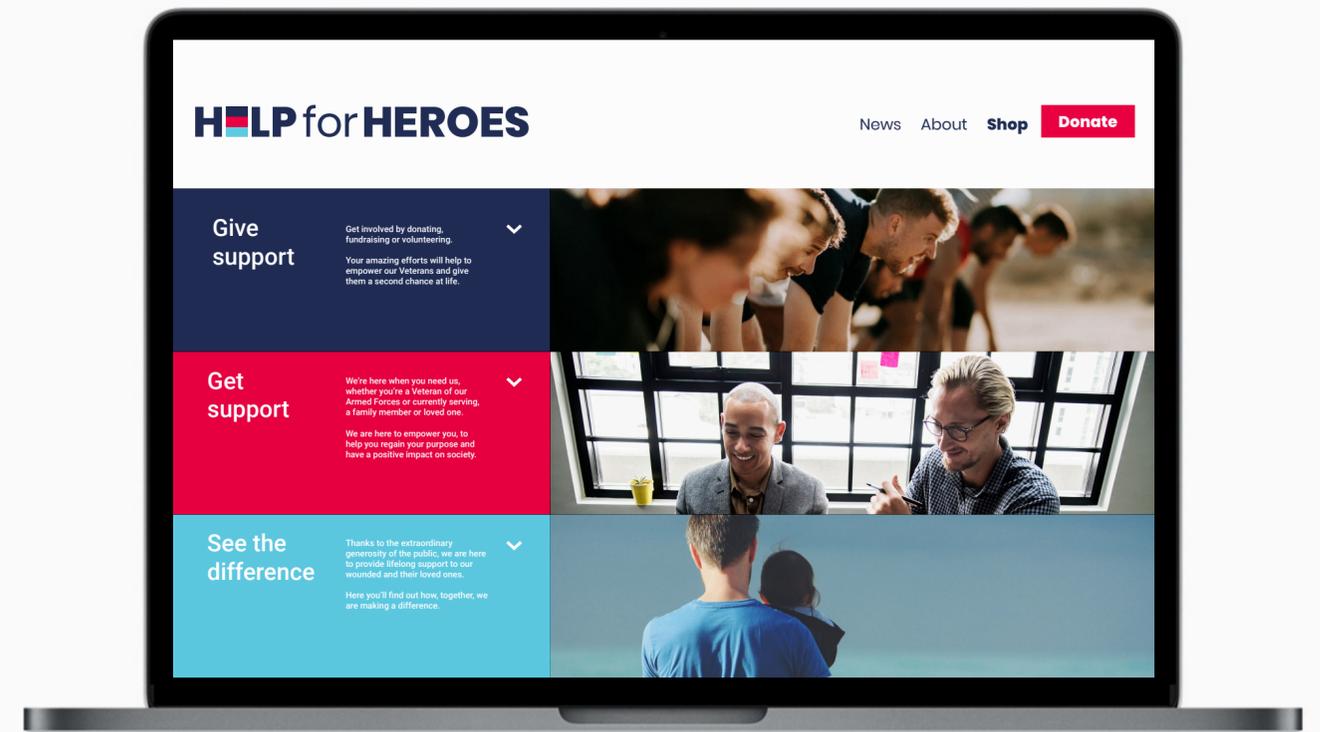
Photography
— General

Help

Healing

Heroes

Our photography is emotive and editorial in style. We document the help, the healing and the heroes.

We focus on these three areas to highlight the positive affects our help and support brings to peoples lives. We capture the real emotions and genuine qualities from those fundraising in support – to the very heroes affected by war and the important healing process.

HELP for HEROES

News   About   **Shop**   Donate

Give support
Get involved by donating, fundraising or volunteering.

Your amazing efforts will help to empower our Veterans and give them a second chance at life.

Get support
We're here when you need us, whether you're a Veteran of our Armed Forces or currently serving, a family member or loved one.

We are here to empower you, to help regain your purpose and have a positive impact on society.

See the difference
Thanks to the extraordinary generosity of the public, we are here to provide lifelong support to our wounded and their loved ones.

Here you'll find out how, together, we are making a difference.

Photography

– Portraits

We use personal portraits of our heroes. We capture the humanity of our cause with a human face. We want our audience to connect with our heroes on a personal level, face to face. Real people, fathers, mothers, brothers and sisters and friends we can all support.

Photography

– Studio

Our studio shot photography focuses on the person. We use the simple clean lighting and shadows created with a white studio background to integrate our brand property into the image. This creates an impactful brand engagement.

Visual toolkit

**POPPINS
EXTRA BOLD**
LIGHT
Roboto Black Regular

Help for Heroes Brand Style Guide 2022

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SUPPORT FOR OUR WOUNDED