



# BRAND GUIDELINES

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## WHO THIS GUIDE IS FOR

This guide has been created to introduce the OnSide visual brand and how it should be applied. It is intended for anybody working on behalf of the charity, whether you are commissioning, designing or delivering communications materials as a member of staff, volunteer or an external agency.

# LOGO AND STRAPLINE



## OUR LOGO AND STRAPLINE

The logo depicts a shooting star at the centre of the O in OnSide. It conveys a positive sense of moving forward, helping young people reach the potential within themselves.

Our strapline is clear confident and straight to the point.

The logo features the word "OnSide" in a bold, green, sans-serif font. The letter "O" is stylized as a green circle containing a white shooting star with a long white tail pointing towards the bottom-left. Below "OnSide" is the strapline "Here for young people" in a bold, dark grey, sans-serif font. The entire logo and strapline are centered within a large, rounded rectangular frame with a thin green border.

**OnSide**  
**Here for young people**

## PRIMARY LOGO AND STRAPLINE

Our primary logo is used most of the time. It's the main logo we use on our website header, business cards, marketing materials, brand collateral, etc.



To maintain legibility the logo should not be used below the minimum size.



Minimum size  
35mm / 100px



Minimum size  
25mm / 70px

# PRIMARY LOGO AND STRAPLINE VERSIONS

For flexibility in applying our logo, there are four variations to choose from.



Primary logo should be used on white backgrounds. It can also be used over photography. Always ensure there is a good level of contrast and clear space around it. (See page 41 for example.)



Primary logo with white strapline should only be used on our slate background.



Primary logo white should predominantly be used on our OnSide Green, but can be used on our secondary colours when needed.



Primary logo black should only be used where colour printing is not available.

## SECONDARY LOGO AND STRAPLINE

Our secondary logo is stacked. This is useful for narrow places, or instances where our primary logo may not fit or be legible if you have to shrink it down. Places where we might use our secondary logo include social media, vertical web banners, and print materials where space is restricted.



To maintain legibility, the logo should not be used below the minimum size.



Minimum size  
35mm / 95px



Minimum size  
15mm / 43px



## SECONDARY LOGO AND STRAPLINE VERSIONS

For flexibility in applying our secondary logo, there are four variations to choose from.



Secondary logo should be used on white backgrounds. It can also be used over photography. Always ensure there is a good level of contrast and clear space around it.



Secondary logo with white strapline should only be used on our slate background.



Secondary logo white should predominantly be used on our OnSide Green, but can be used on our secondary colours when needed.



Secondary black should only be used for one colour printing.

## MINIMUM CLEAR SPACE

To keep our logo and strapline clear and prominent, we always allow a clear space around them, on which no other graphics, text or logos should encroach.

The measure of this space is defined by the height of the 'n' in 'OnSide' from within our logo, as shown below. Please note that this is a minimum clear space – always allow as much room as possible to ensure our logo and strapline stand out.



# USING OUR LOGO WITHOUT THE STRAPLINE

There may be occasions where we want to use our logo without the strapline.

- We can do this where we want a strong visual impact, for instance on branded merchandise, t-shirts, balloons, pens etc.
- There may also be occasions where we want to make more of our strapline 'Here for young people' and do not need it repeated on the same piece of communication, for example on a poster or pop-up banner (see example on page 52).
- We also remove the strapline where space is limited or when using minimum sizes where the strapline would become hard to read, and therefore redundant.
- Clear space should still be maintained around our logo when used without the strapline.

The image shows the OnSide logo without its strapline. The logo consists of a green circle containing a white star with a white arrow pointing upwards and to the right. To the right of this icon, the word "OnSide" is written in a bold, green, sans-serif font. The entire logo is centered within a large, empty rectangular frame with rounded corners and a thin green border.

# MISUSE OF THE LOGO

To ensure that our logo is used correctly and brand consistency is preserved, please follow the guidance below and always use the master logo files.

Please do not...

- 01. Stretch or distort
- 02. Reposition words or the mark
- 03. Colour the logo
- 04. Add a stroke to the logo
- 05. Attempt to recreate the logo
- 06. Rotate the logo

01.



02.



03.



04.



05.



06.



# LOGO SIZE GUIDE

Below are the sizes our logo and strapline appear on the following common document formats. These are applicable to both portrait and landscape orientations.

---

**A1**  
Minimum size 200mm wide  
30mm margins -----

---

**A2**  
Minimum size 140mm wide  
25mm margins -----

---

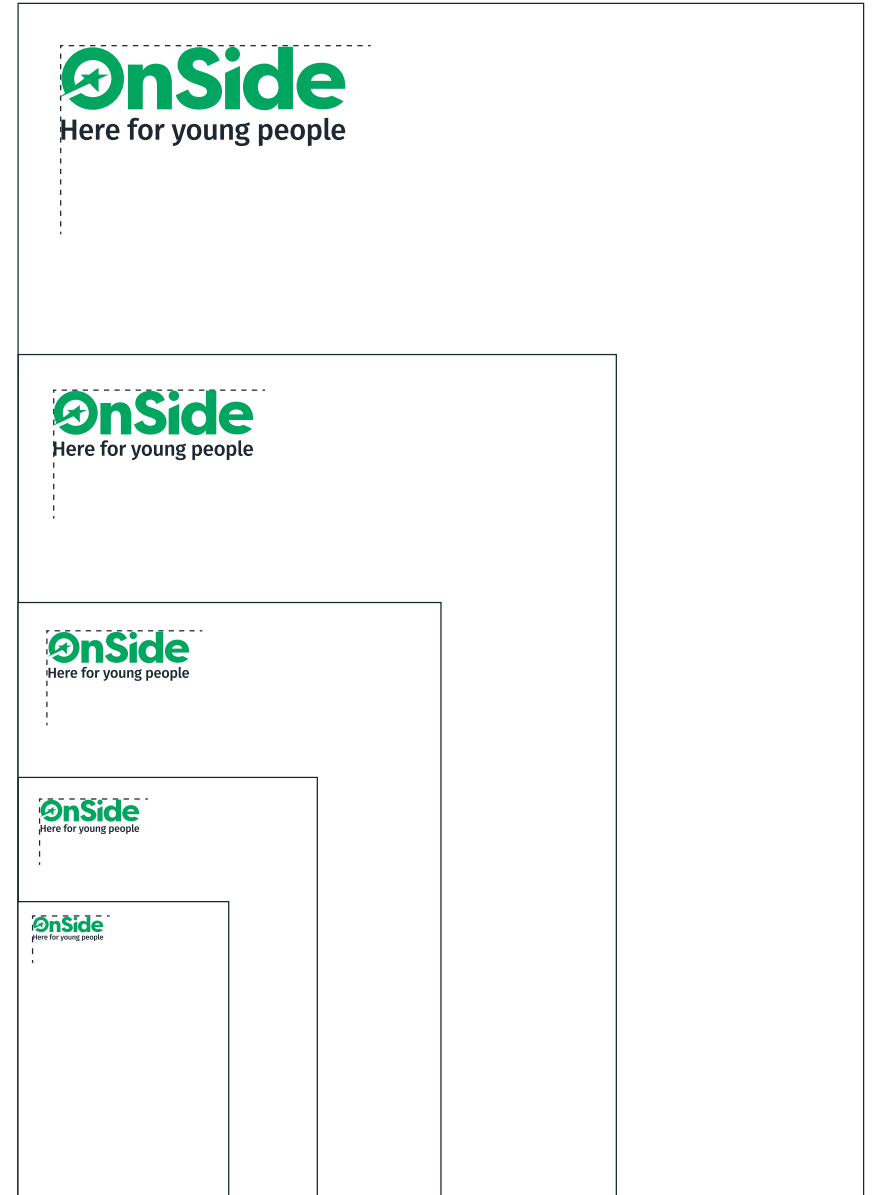
**A3**  
Minimum size 100mm wide  
20mm margins -----

---

**A4**  
Minimum size 70mm wide  
15mm margins -----

---

**A5**  
Minimum size 50mm wide  
10mm margins -----



# COLLABORATIVE LOGO

- Our collaborative logo is combined with the local Youth Zone identity to show they are part of the OnSide Network. They should always be presented together.
- The combined logo is presented in a clear and consistent manner on all platforms across the Youth Zone Network.
- Below you can see a couple of examples of how our collaborative logo and local Youth Zone identity can be locked up together.
- It's important to be aware of clear space around our logo when combined. We use the 'n' from OnSide as a guide.
- The collaborative logo is the only application where the OnSide logo may appear smaller than 25mm. However when creating a lock up with the Youth Zone identity, the collaborative logo should be as big as possible.

An  Youth Zone

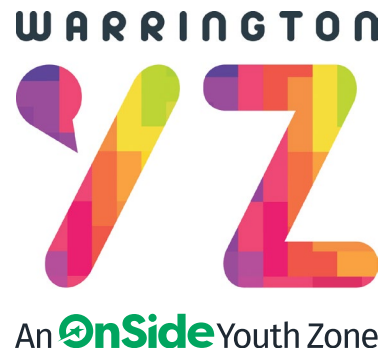
---

## CLEAR SPACE



---

## LOCK UP EXAMPLES



# MONOGRAM

We have a simple monogram that can be used as a shorthand for our logo. The O and S should never be broken up.

Our monogram can be used in a subtle way to add branding to a piece of communication.

It can also be used in a bolder way, for example on branded merchandise, t-shirts, flags or even pin badges.



## SOCIAL MEDIA AVATAR



---

## SOCIAL MEDIA AVATAR ALTERNATIVE



# COLOUR



# OUR COLOUR PALETTE

## PRIMARY COLOURS

Our primary colour is our OnSide Green which is used in our logo, and slate which is used for our strapline and our main body copy text. It's a bit softer than solid black.



**OnSide Green**  
Pantone 354 U  
CMYK 80/0/80/0  
RGB 0/165/95  
Web #00a55f



**Slate**  
Pantone 5463 U  
CMYK 90/70/50/65  
RGB 30/40/50  
Web #1e2832



**White**  
CMYK 0/0/0/0  
RGB 255/255/255  
Web #FFFFFF

## SECONDARY COLOURS

Highlight and complement the primary colour.



**Bright Red**  
Pantone 185 U  
CMYK 0/85/40/0  
RGB 250/60/100  
Web #FA3C64



**Bright Purple**  
Pantone 2592 U  
CMYK 60/80/0/0  
RGB 130/40/155  
Web #9430b5



**Bright Blue**  
Pantone 2202 U  
CMYK 80/25/0/0  
RGB 0/150/200  
Web #00A3E0



**Yellow**  
Pantone 109 U  
CMYK 0/25/90/0  
RGB 255/195/10  
Web #FFC30A

## ACCENTS

Used in conjunction with our primary colours, to aid legibility and give greater contrast.



**Forest Green**  
Pantone 3536 U  
CMYK 85/30/65/15  
RGB 0/120/100  
Web #007864



**Ruby Red**  
Pantone 227 U  
CMYK 25/100/25/10  
RGB 175/15/100  
Web #AF0F64



**Dark Purple**  
Pantone 2617 U  
CMYK 80/100/30/20  
RGB 80/0/100  
Web #500064



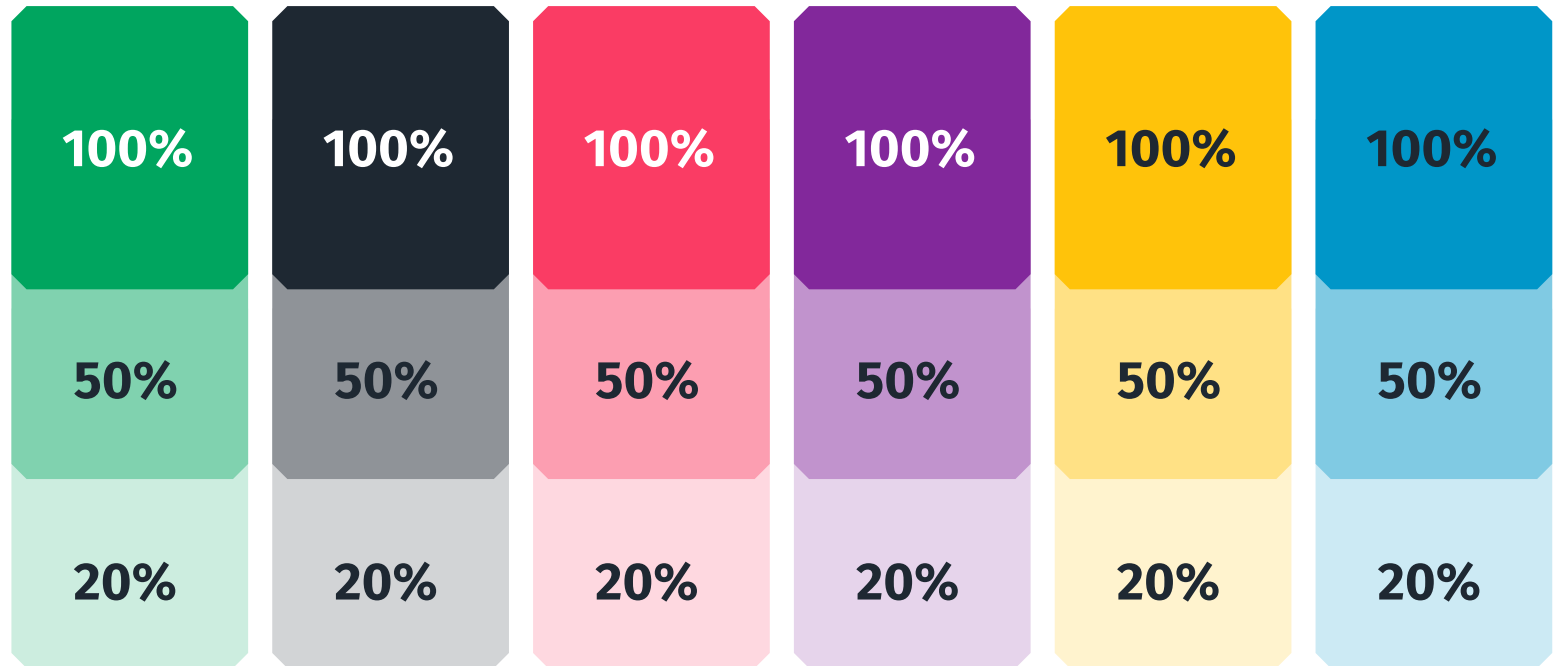
**Navy Blue**  
Pantone 280 U  
CMYK 90/75/20/5  
RGB 45/70/130  
Web #2D4682



**Orange**  
Pantone 1375 U  
CMYK 0/55/95/0  
RGB 80/0/100  
Web #f08714

# TINTED COLOUR PALETTE

You can use tints of our primary and secondary colours to highlight or pull out important information. They should be used minimally to add variety and visual interest to our materials. Please keep to the tint percentages shown here to maintain legibility and consistency.



# COLOUR COMBINATIONS

The OnSide Green used for our logo should be a constant within our materials. It can be teamed up with one of our secondary colours, plus an accent colour as seen opposite.

If you want to keep things simple it's recommended to keep to our primary OnSide Green and its accent colour forest green.

The chosen colour combination should then be applied throughout the material supported by colour tints.

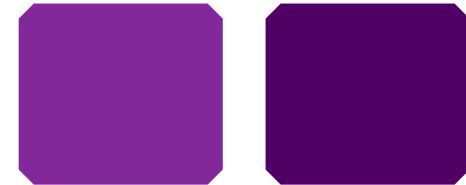
Additional secondary colours can be used to differentiate between sections within a single document.

## RECOMMENDED COLOUR PAIRINGS

Primary colour      Accent colour



Primary colour      Accent colour



# USING OUR COLOURS

All our colours can be used for headings, highlighting important text, quotes, pull-out information and for elements such as our dotted line, icons and infographics.

Once you've chosen your colours, please ensure you use them consistently. For example if you choose Navy blue for your sub-heading, all sub-headings within that section or across the publication must use the same blue.

## PULL-OUTS & QUOTES



*The OnSide Network provides a supportive environment, continuous learning, shared knowledge and resources, enabling us to achieve excellence."*

Anthony Ashworth-Steen,  
CEO, Wigan Youth Zone

## BOX OUT

### SUBHEADING

Magnis quos et dus nonsectioFerum et autempel molorio estin net lab ium dolori dionem aspersp erestium aut et pliberitate

[Visit onsideyouthzones.org/](http://Visit onsideyouthzones.org/)

### SUBHEADING

Magnis quos et dus nonsectioFerum et autempel molorio estin net lab ium dolori dionem aspersp erestium aut et pliberitate

[Visit onsideyouthzones.org/](http://Visit onsideyouthzones.org/)

## LARGE HEADING

# EXAMPLE HEADINGS

# EXAMPLE HEADINGS

## STATS AND FACTS



89%

FEEL MORE CONFIDENT




# LEGIBILITY GUIDANCE

**01.** To aid legibility, body copy should be used in slate and set to a minimum of 10pt on 13pt leading and always left-aligned.




**02.** Avoid using secondary and accent colours for body copy. Coloured text should be used for headings, subheadings and quotes.

**03.** To maintain legibility, always make sure there's a high level of contrast when placing text on coloured backgrounds.


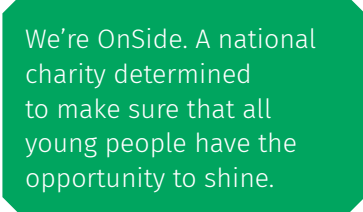

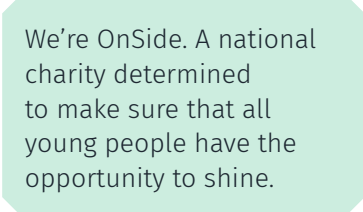

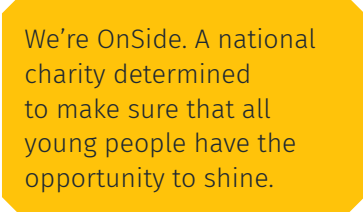

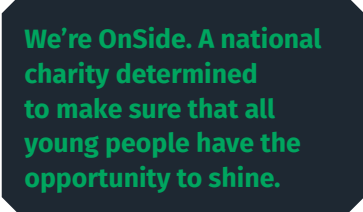

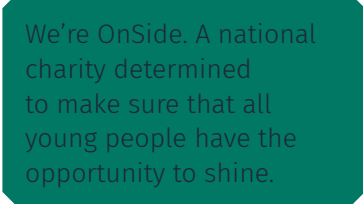

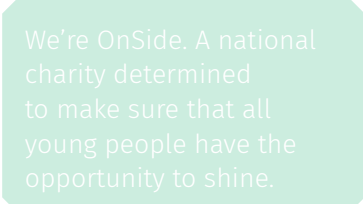

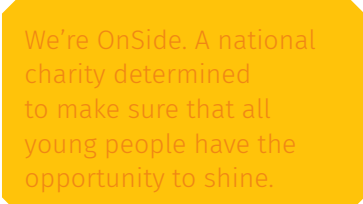

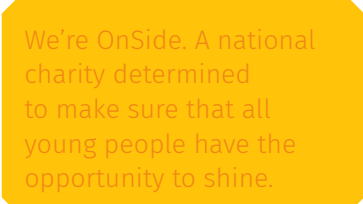
## 01. POINT SIZE AND LEADING EXAMPLES

-  We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.
-  We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.
-  We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.

## 02. COLOURED TEXT EXAMPLES

-  We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.
-  We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.
-  **We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.**

## 03. TEXT CONTRAST EXAMPLES

- |   |   |   |   |
|---|---|---|---|
| <br> <p>We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.</p>    | <br> <p>We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.</p>    | <br> <p>We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.</p>    | <br> <p><b>We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.</b></p> |
| <br> <p>We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.</p> | <br> <p>We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.</p> | <br> <p>We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.</p> | <br> <p>We're OnSide. A national charity determined to make sure that all young people have the opportunity to shine.</p>     |

# TYPOGRAPHY

# OUR TYPEFACES

Our brand typeface is **Fira Sans**. This is a clear, contemporary font and comes in a variety of different weights.

Fira Sans light  
*Fira Sans light italic*

Fira Sans regular  
*Fira Sans italic*

Fira Sans Medium  
*Fira Sans Medium italic*

Fira Sans Bold  
*Fira Sans Bold italic*

Fira Sans Extra Bold  
*Fira Sans Extra Bold italic*

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
&£%()?!@;'.-/  
1234567890

YOU CAN DOWNLOAD  
THESE HERE

## SYSTEM TYPEFACE

When Fira Sans is not available for internal communications we should use **Trebuchet** bold and regular as system fonts.

We should never use these typefaces for professionally designed and printed literature.

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
&£%()?!@;'.-/  
1234567890

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
&£%()?!@;'.-/  
1234567890

# USING OUR TYPEFACES

These are the recommended uses for our typeface, though this may vary depending on the communication.

**Note:** Heading and subheading can be set to 'optical' in Adobe InDesign. This is used in professionally designed materials, and can be ignored for internal documents.

## HEADINGS

Are in Fira Sans bold. Should always be in uppercase and set to optical.  
Can be used in any of our brand colours.

---

## SUBHEADINGS

Are in Fira Sans semibold. Should always be in uppercase and set to optical.  
Can be used in any of our brand colours.

---

## Body copy / **regular**

Is set in Fira Sans light or regular depending on what works best for the application. Should always be in sentence case and be left-aligned, and always be set in our text slate colour.

---

## Quotes

Are set in Fira Sans italic, set to optical, left-aligned and set in any of our brand colours.

---



# PHOTOGRAPHY

# OUR PHOTOGRAPHIC STYLE

Photography is part of our overall visual identity. All images should be high quality.

Our photography should reflect who we are, and be inspired by our strapline 'Here for young people' and tone of voice principles: positive, passionate and confident.

## DOS

Please do:

- Use real-life situations and natural environments.
- Convey approachable and human scenes.
- Show the excitement, passion and confidence our work creates.
- Always portray young people with respect.
- Reflect the diversity of the communities we serve.

## DONT'S

Please do not use:

- Poorly shot, out of focus, too dark, grainy or low resolution photography.
- Shots that appear too staged or unnatural, or obvious stock shots.
- Anything that could be interpreted in a negative way, or shows young people in a bad light.
- Over-cluttered crowd shots should be avoided for covers, posters banners.

## GOOD EXAMPLES OF OUR PHOTOGRAPHY



# BRAND ELEMENTS

# SUPER GRAPHIC

Our super graphic background is based on the shooting star from our logo. It should be used in applications where we want to be bold and add vibrancy. For example: pop-up banners, flags, a divider slide in a PowerPoint presentation, or the inside front cover of a report.

It can be extended but the angles should remain consistent. This can only be done in Adobe Illustrator.



# SUPER GRAPHIC

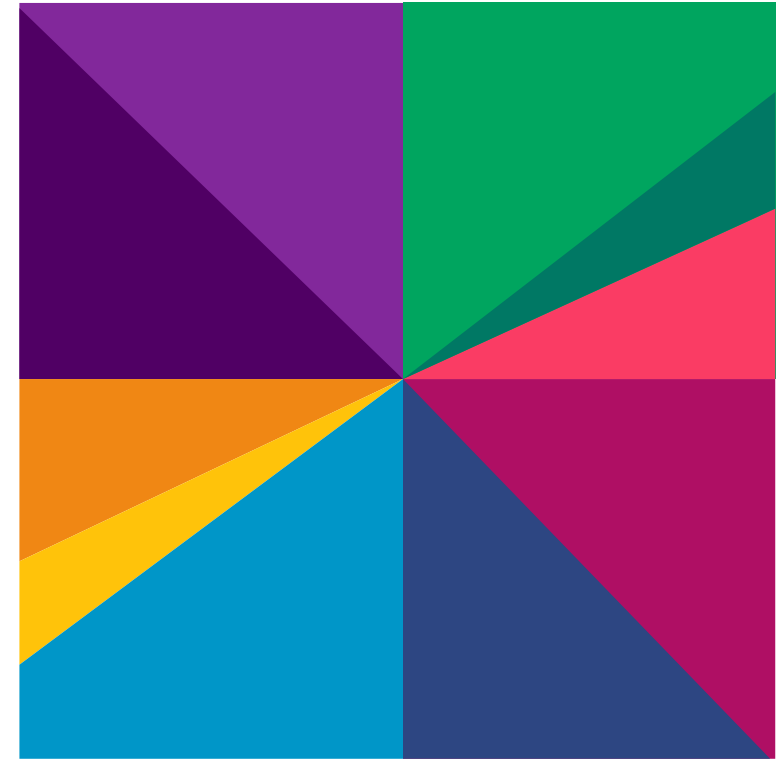
Our OnSide star super graphic features the star from our logo at the centre of our vibrant colours. It should be the only place where all our colours come together.

ONSIDE SUPER GRAPHIC WITH STAR



- ✓ Scale up and down
- ✗ Should not be rotated

ONSIDE SUPER GRAPHIC WITHOUT STAR



A second adjusted version of the super graphic has been created for additional flexibility.

- ✓ Scale up and down
- ✓ This can be rotated and cropped into to best fit the application.

# SINGLE COLOUR SUPER GRAPHIC

For applications where we want to tone down our colours, a more subtle single colour version can be used.

ONSIDE SUPER GRAPHIC WITH STAR SINGLE COLOUR



- ✓ Scale up and down
- ✗ Should not be rotated

ONSIDE SUPER GRAPHIC WITHOUT STAR SINGLE COLOUR



- A second adjusted version of the super graphic has been created.
- ✓ Scale up and down
  - ✓ This can be rotated and cropped into to best fit the application.

# USING OUR SUPER GRAPHIC

## DOS

Examples of how it can be used:

- 01. Dividers in a document.
- 02. Background graphic for when we really want to stand out.
- 03. A close up crop to limit the number of colours. These are also good to use as simple title screens.
- 04. Cropped at an angle to create dynamic graphics.
- 05. Placed onto shapes.
- 06. With photography on covers, posters, banners.

01.



02.



03.



04.



05.



06.

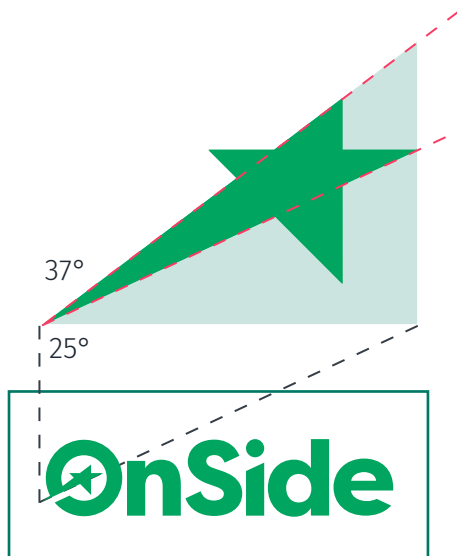


# ONSIDE STAR

Our OnSide star, taken from our logo, can be used to add a flash of colour and interest to our communications.

It is most effectively used subtly in the corner of a piece of collateral.

The star should be scaled up to no bigger than half width of the application size, as shown in these examples.



Can be scaled down from the maximum width to any size.



# USING OUR ONSIDE STAR

## DOS

Examples of how it can be used:

- 01. Alongside our accent colours to make it shine.
- 02. With photography.
- 03. Flipped horizontally.
- 04. When placed on white or a pale background, the star can be filled with our OnSide Green or secondary colours.
- 05. In the corner of an application.
- 06. Alongside a panel to draw attention, in this example our web address.

01.



02.



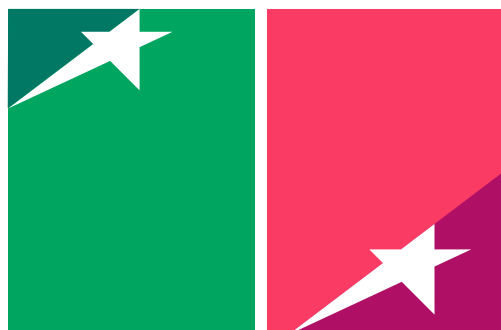
03.



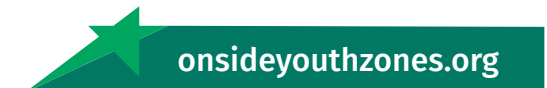
04.



05.



06.



# USING OUR ONSIDE STAR

## DONT'S

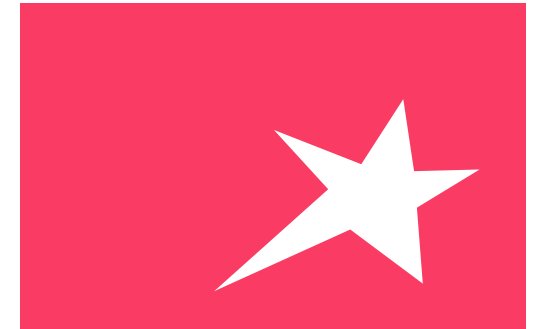
Please do not:

- 01. Rotate the star.
- 02. Redraw the star.
- 03. Overuse the star – it should be used subtly in communications
- 04. Outline the star.
- 05. Scale the star up too big, or cropped off the edge.
- 06. Use along with our super graphic.

01.



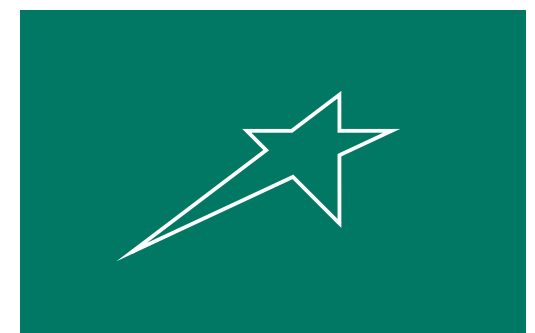
02.



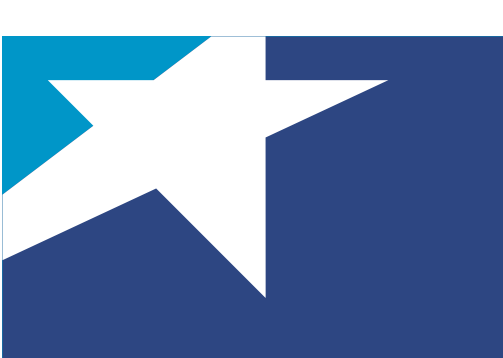
03.



04.



05.



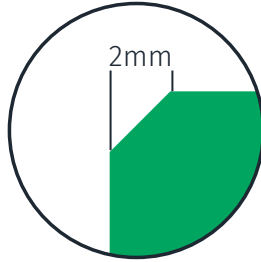
06.



# BEVELLED CORNER AND DOTTED LINES

## BEVELLED CORNER

We add a 2mm bevelled corner to panels and box outs. This softens our edges and helps give a more unique feel to communications.

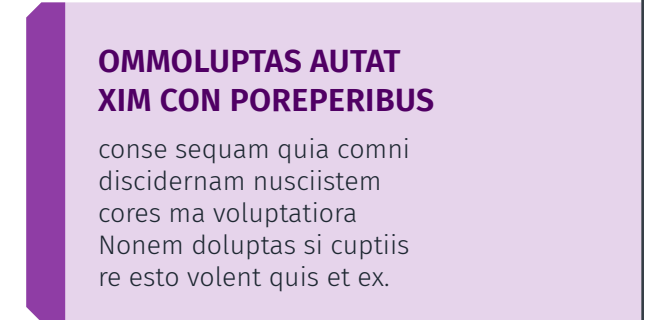


The style can also be carried through onto buttons.

Box out examples



Box outs can bleed off the edge of communications



Button examples



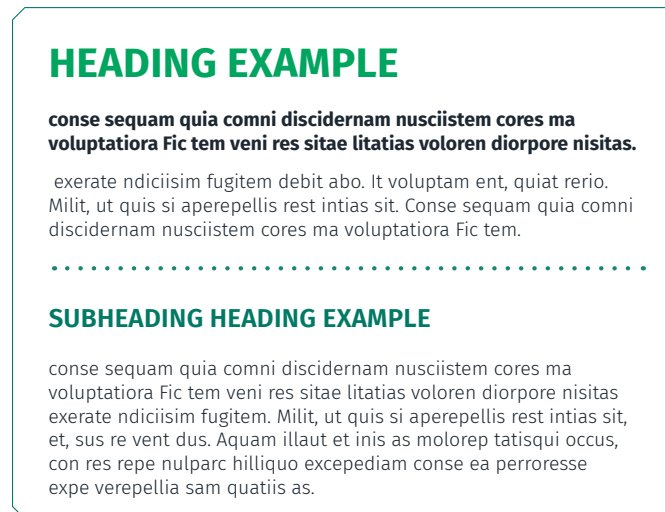
## DOTTED LINES

Dotted lines can be used to distinguish different sections within a page. They can also be used to separate or highlight pull-out stats.



It's recommended to use our accent colours for dotted lines.

To create the line we use a 2pt stroke with dotted line (not Japanese dots)



# IMAGE CONTAINERS

Our bevelled corner can also be used on image containers.

Circle containers can be used to add variety. They are best suited for portraits and close up photography.



**OMMOLUPTAS AUTAT XIM  
CON POREPERIBUS**

conse sequam quia omni  
discidernam nusciistem cores  
ma voluptatiora



CAPTION EXAMPLE

# ICONS

A bespoke icon style has been created to add visual interest and keep a consistent feel.

All icons are supplied in our OnSide Green and white as default and available as Illustrator EPS files.

The colour can be changed to any colour from our palette. This can only be done using Adobe Illustrator.

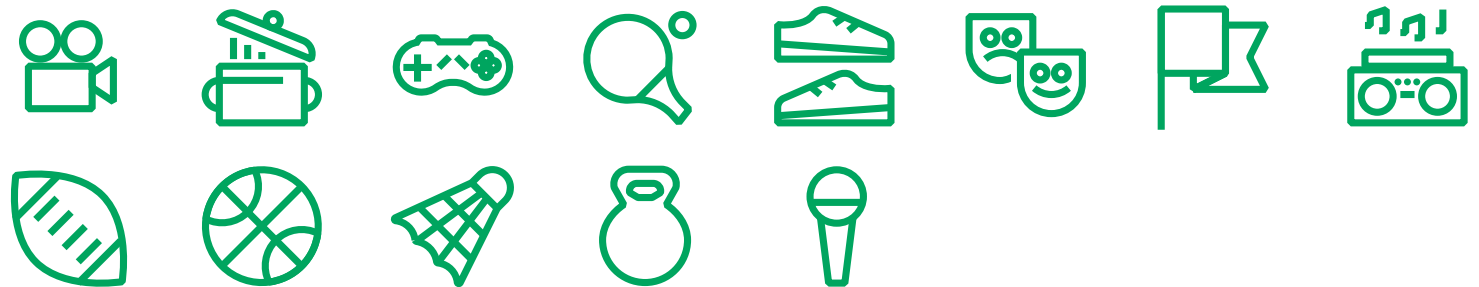
Designers are encouraged to add to this set over time.

**Note:** Icons are created in Adobe Illustrator using a 72pixel grid, 4pt stroke and corners set to bevel.

## General



## Activities



## People



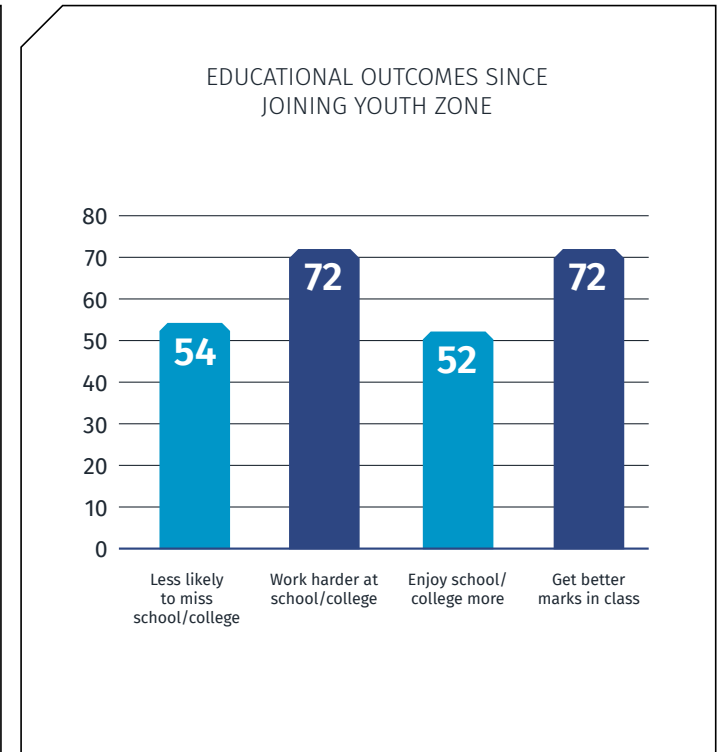
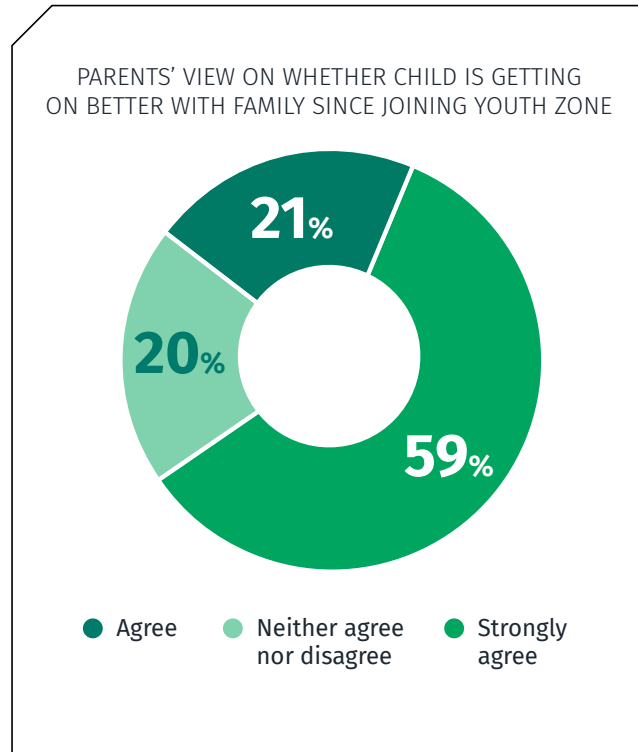
# PULL-OUT FACTS AND STATS

Our icons can be used to illustrate facts and stats. Here are a few examples.



# INFOGRAPHICS

Here we can see examples of how infographics should look. They should be clear and simple to understand.



# STRUCTURE



# A4 COVER EXAMPLE BREAKDOWN

Here you can see our basic cover structure, allowing images to be used big and giving enough clear space for headings whilst keeping a consistent look.



**Margins** 15mm

**Margins** 70mm

**Document heading**  
Fira Sans Bold  
Upper case  
55pt over 50pt

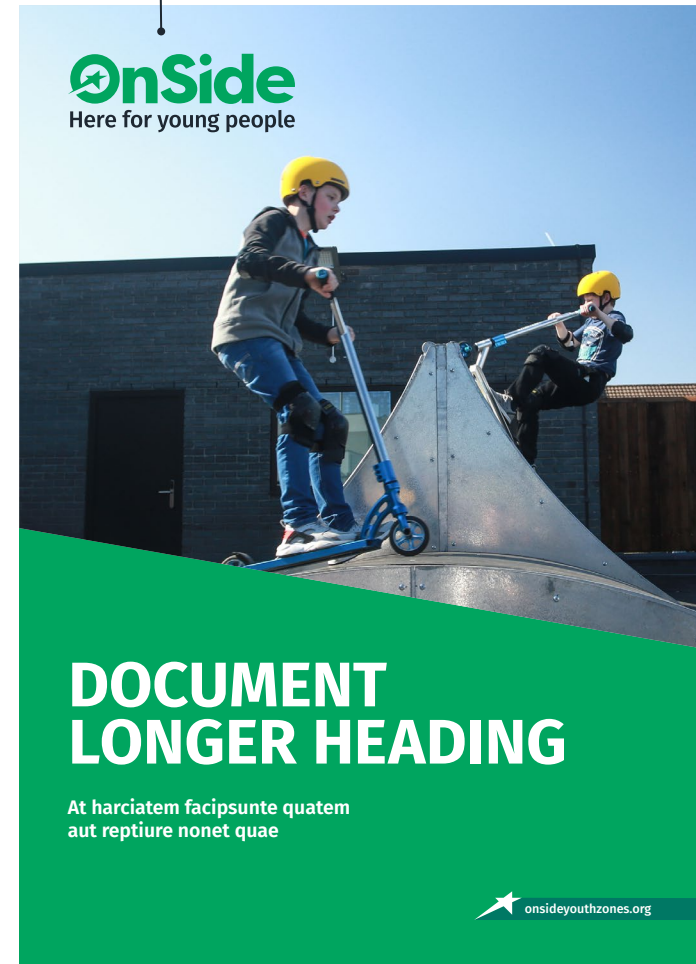
**Subheadings**  
Fira Sans Semi Bold  
17pt over 20pt

**10° angle**

Where possible we should use our images large

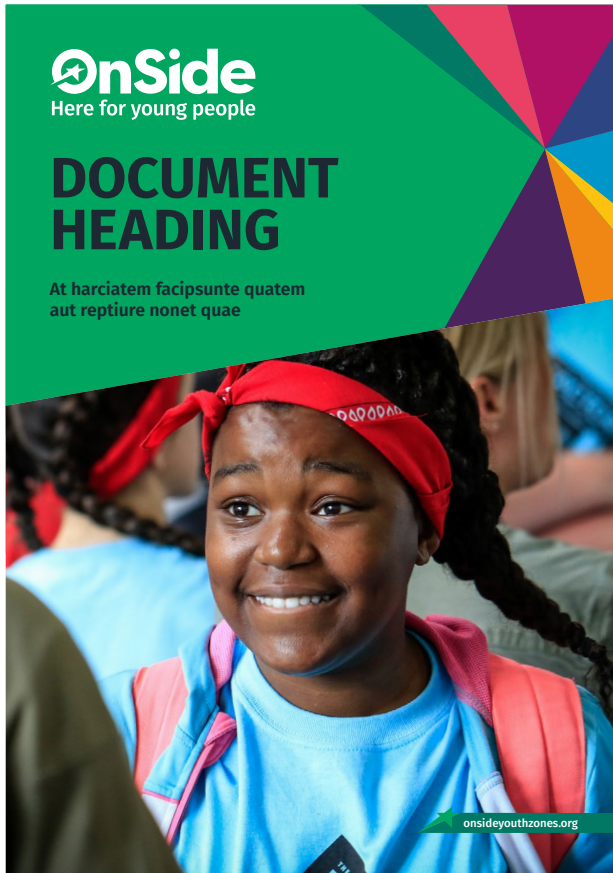
Website

The composition can be flipped with images at the top. When doing this, make sure the logo contrasts with the image beneath.

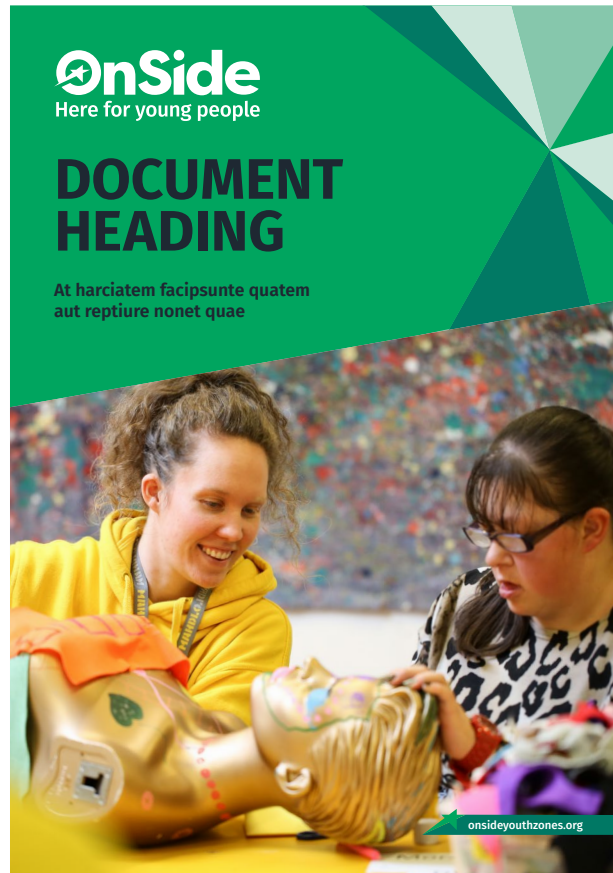


# A4 COVER EXAMPLES WITH SUPER GRAPHIC

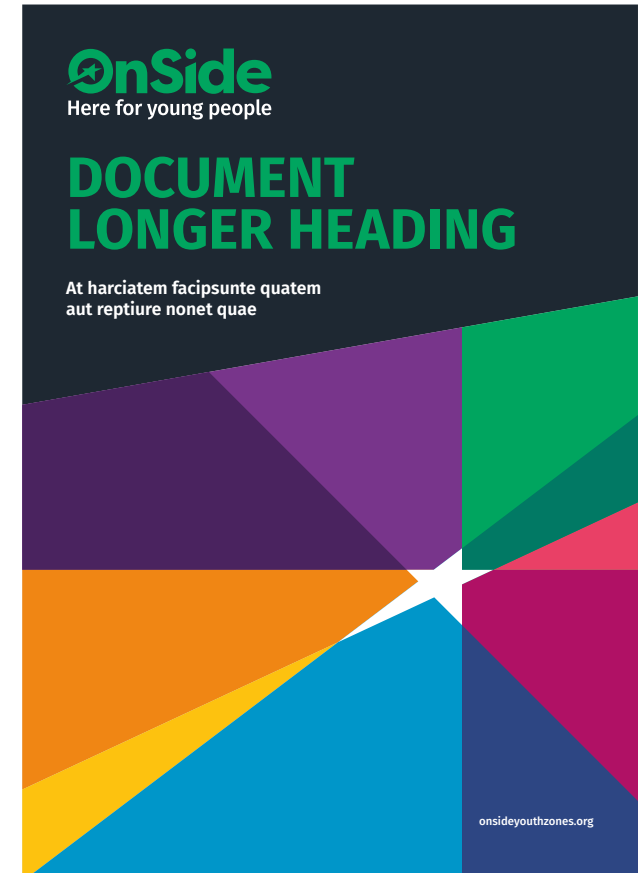
Here are some examples of how the super graphic can be incorporated on covers.



It can be used to add colour and an extra layer of to energy and excitement to our communications.



Or if we want to tone it down, but keep the dynamism, we can use the single colour version.



Or simply used as a bold cover graphic where photography is unavailable or not required. Great for reports and internal documents.

# A4 SPREAD EXAMPLE BREAKDOWN

This page illustrates some basic typographic principles and the hierarchy of information. This is just a guide of how to use our typefaces and is flexible depending on what material is being designed.

The below example is created using an 8 column grid. Margins: 17mm

**Heading**  
Fira Sans Bold  
Upper case  
38pt over 38pt

**Standfirst**  
Fira Sans SemiBold  
14pt over 17pt

**Body copy**  
Fira Sans light  
11pt over 14pt

Coloured bullet points

Section colour

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- **Fugias arum ilitia pore** aut ut erchillendi autem si ut dolo cores consent vit aut inust, utempor



**Sub heading**  
Fira Sans SemiBold  
uppercase  
13pt over 16pt

### SUBHEADING

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**”**  
Tyler, age 14

### SUBHEADING

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**Quotes**  
Fira Sans italic  
16pt over 19pt  
set to optical

Large quote mark 90pt  
Medium italic

Attribute  
Fira Sans medium  
11pt over 14

### SUBHEADING

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Break out box



# A4 SPREAD EXAMPLE BREAKDOWN

## Colour

It's recommended to keep colours to a minimum within a publication. The example here shows our secondary blue with Navy blue accent.

However, different colours can be used to differentiate between sections within a single document.

Colour can be used to break up a spread

Image is allowed to bleed off edge of page

Images should be used large where possible



## HEADING HEADING HEADING HEADING

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Image caption  
Fira Sans regular  
9pt over 12pt

## SUBHEADING

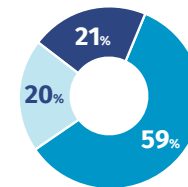
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Pull-out stats can be used alongside our icons to add visual interest

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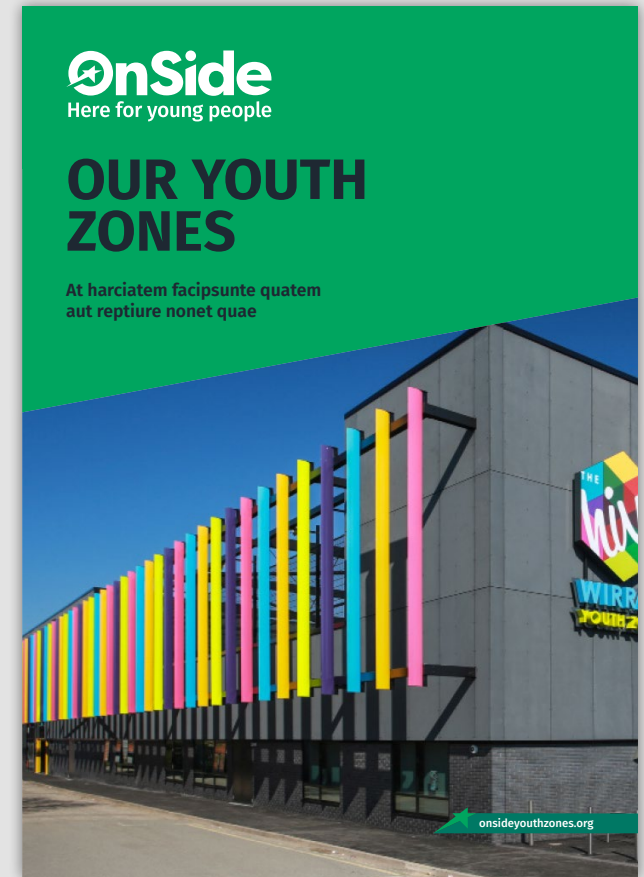
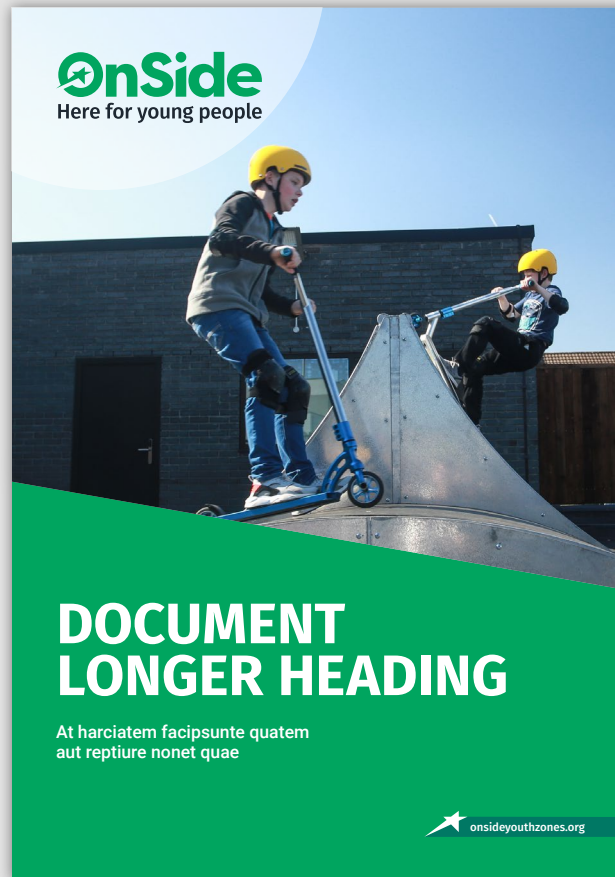
Graphs should follow the colour theme of the sections

Dotted lines can be used to distinguish different sections within a page. They can also be used to separate or highlight pull-out stats.

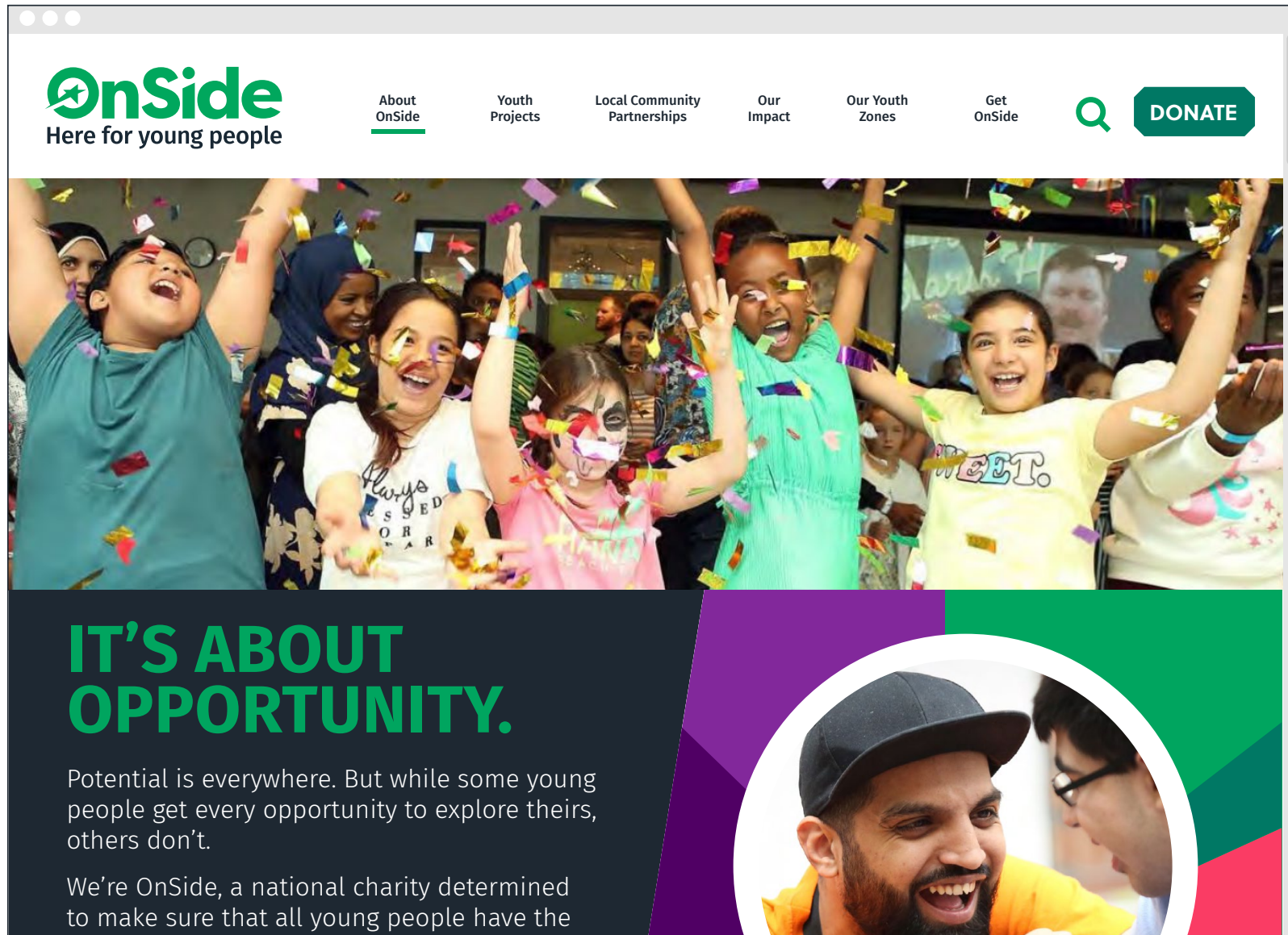
Stroke set to dotted 2pt

# APPLICATION EXAMPLES

# A4 BROCHURE COVER COVER EXAMPLES

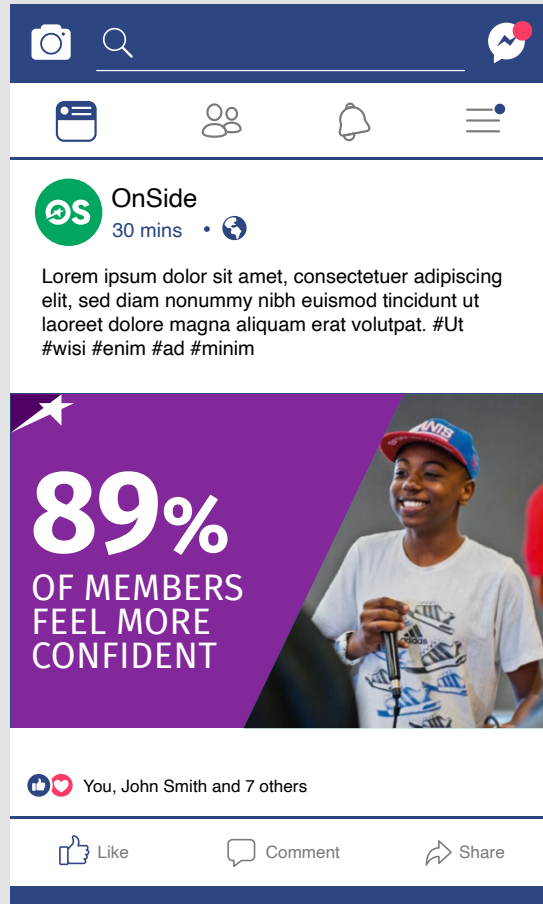


# WEBSITE EXAMPLE





# SOCIAL MEDIA EXAMPLES





# POWERPOINT SLIDE EXAMPLES



## PRESENTATION TITLE

Optional secondary information

## DIVIDER SLIDE TITLE

Optional secondary information

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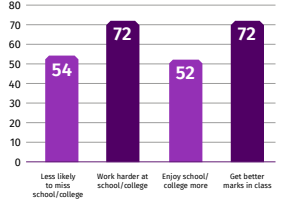
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#### EDUCATIONAL OUTCOMES SINCE JOINING YOUTH ZONE



Outcome	Percentage
Less likely to miss school/college	54
Work harder at school/college	72
Enjoy school/college more	52
Get better marks in class	72

## T-SHIRT EXAMPLE



# BUSINESS CARD EXAMPLE




# POP-UP BANNER EXAMPLES



**HERE  
FOR  
YOUNG  
PEOPLE**

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[onsideyouthzones.org](https://onsideyouthzones.org)



**HERE  
FOR  
YOUNG  
PEOPLE**

Ost autet id qui ut essuscit id et  
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[onsideyouthzones.org](https://onsideyouthzones.org)





**THANK  
YOU**