

BRANDING GUIDELINES - BRAND OVERVIEW



BRAND OVERVIEW

The Boys' Brigade

Each week The Boys' Brigade works with thousands of young people, many of whom have no other connection with the Church.

The Boys' Brigade provides a balanced programme of activities for children and young people from 5 to 18 years old. Resources have been developed to help volunteer youth leaders work in a relevant and creative way. We hope through these programmes they will be able to make a positive contribution to a young person's life and be able to share their faith.

Why use this Identity Pack?

This pack is to help preserve The Boys' Brigade brand. This pack will enable the brand to stand the test of time and keep a consistent appearance. The brand can be easily reproduced and will maintain a clear and distinctive image throughout all publicity and media platforms. This pack should not take away the means to be creative; instead it adds clear guidelines to help us keep a strong and powerful brand. This pack is written in a way that guides everybody in effectively producing consistent publicity.

How do I use this Pack?

It is recommended that this pack is read through before starting any projects so that The Boys' Brigade identity is clearly communicated. This document is split into four parts.

- 1. The first section 'Brand Identity' is a guide as to how to set out The Boys' Brigade in a clear and consistent way.
- 2. The second section 'Brand Usage' is a guide as to how to place the logo in the most effective way.
- The third section 'Brand Toolkit' illustrates the colours, shapes and typography that should be used across all areas of printed and digital publicity. It explains how important these aspects are in communicating the brand effectively.
- 4. The fourth Section 'Brand Applied' contains guidelines and examples of how to set out and design information on various printed and digital formats for future reference and comparisons.

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1.1 **BRAND IDENTITY** - LOGO ELEMENTS



THE BOYS' BRIGADE LOGO



Main Logotype The words 'The Boys' Brigade' are clear and legible.

2 Secondary Statement The call to action is always visable below the main logotype.

3 Brigade Emblem The famous Brigade emblem is always situated to the right of the Logotype.

THE BRIGADE EMBLEM EXPLAINED



The Boys' Brigade emblem carries over a century of heritage. Although the brand has adapted over the years to appeal to an ever evolving culture, the essence of the brand is recognised across the globe. A brand is far more powerful when its users know its origins. Here is a brief description of its form. The Anchor today has a rope and cross, two elements added to the origional emblem (the cross being added on the union of the BB with The Boys' Life Brigade in 1926). Within the Anchor sits the words "Sure and Steadfast", the motto of the BB which is taken from the Bible, Hebrews 6:19.

1.2 **BRAND IDENTITY** - POSITIONING GUIDE



LOGO SPACING

It is vital that The Boys' Brigade logo has adequate space around it to help keep its message clear.

The diagrams (right) explain how this should be achieved. The dashed pink line around the logo shows the correct amount of space needed.

There are two versions of the logo:

- The Margin for the boxed logo is defined by a measurement of 1/2 of the height of the letter 'B'.
- The Margin for a simple logo is defined by **the** height of the letter 'B'.





SIZE IS IMPORTANT

The logo should not be sized any smaller than the measurements shown below. If the logo is smaller than this it can become difficult to read.



No smaller than 15mm in height



No smaller than 12mm in height

Boxed Logo Versions



Simple Logo Versions



1.3 **BRAND IDENTITY** - LOGO VARIATIONS



BLUE BOXED LOGO











A logo which can used when printing in full colour.

Its application is much broader and can be used on white, blue and background images.

FULL COLOUR LOGO











A logo to be used when printing in full colour. It should only be used on a white background.

FULL COLOUR BOXED LOGO









A logo which can be used when printing in full colour.

This logo can be used on a blue background or

on background images.

BLACK LOGO











This option should be used for restricted colour printing. It should only be used on a white background.

BLUE LOGO











A logo which can be used when printing in full colour. It should only be used on a white background.

WHITE LOGO







The white logo has been created for use on dark backgrounds during restricted colour printing.

1.4 **BRAND IDENTITY** - GIRLS' ASSOCIATION LOGO VARIATIONS



BLUE BOXED LOGO











A logo which can used when printing in full colour.

Its application is much broader and can be used on white, blue and background images.

FULL COLOUR LOGO











A logo to be used when printing in full colour. It should only be used on a white background.

FULL COLOUR BOXED LOGO









A logo which can be used when printing in full colour.

This logo can be used on a blue background or on background images.

BLACK LOGO











This option should be used for restricted colour printing. It should only be used on a white background.

BLUE LOGO











A logo which can be used when printing in full colour. It should only be used on a white background.

WHITE LOGO









The white logo has been created for use on dark backgrounds during restricted colour printing.



2.1 **BRAND USAGE** - USING BACKGROUNDS



Here are some guidelines on using the correct logo for its purpose. These guidelines will help keep a consistent and attractive brand.

USING OUR LOGOS ON COLOURED BACKGROUNDS OR PHOTOS:

BLUE BOXED LOGO ON BLUE



The blue boxed logo can be used on the blue colour value (See Page 13 - Colour Palette).

BLUE BOXED LOGO ON PHOTO



In the rare occasion that a logo needs to be placed on an image you can use the blue boxed logo.

WHITE LOGO ON DARK BLUE



The white logo can also be used on the dark blue colour value (See Page 13 - Colour Palette).

FULL COLOUR BOXED LOGO ON BLUE



The full colour logo can be used on the blue colour value (See Page 13 - Colour Palette).

FULL COLOUR BOXED LOGO ON A PHOTO



In the rare occasion that a logo needs to be placed on an image you can use the full colour box logo.

FULL COLOUR BOXED LOGO ON DARK BLUE



The full colour boxed logo can be placed on top of the dark blue colour value (See Page 13 - Colour Palette).

2.1 **BRAND USAGE** - USING BACKGROUNDS



USING OUR LOGOS ON WHITE BACKGROUNDS:

BLUE BOXED LOGO ON WHITE



If you need to place the logo on white you can use the blue logo.

BLUE LOGO ON WHITE



If you need to place the logo on white you can use the blue logo.

FULL COLOUR LOGO ON WHITE



The full colour logo can be used on a white background.

USING OUR BLACK AND WHITE LOGO:

WHITE LOGO & TINTS



The one colour white logo can be placed on a black background. It can also be tinted to make it more subtle, see examples of transparency increments.

BLACK LOGO & TINTS



The one colour black logo can be placed on a white background. It can also be tinted to make it more subtle, see examples of transparency increments.

USING THE CORRECT LOGO FORMAT

JPEG files should be used in MS Office or for Web design. JPEGs don't hold any transparency making the backgrounds solid white. JPEGs are the smallest in file size.

PNG files should be used in MS Office and for Web and video design. PNGs do have transparent backgrounds which can be useful when placing the logo on a colour or image. However they are bigger in file size than JPEGs.

TIFFs are used extensively in print work. They do have a transparent background. TIFFs files are not compressed so the file size can be quite big. TIFFs should not be used for web or video work as the colour output is intended for print.

EPSs files are to be used for high end graphic programmes and professional printers. EPS files can be scaled as big as necessary without any distortion or loss in quality.

2.2 **BRAND USAGE** - IDENTITY MISUSE





Do not move any element of the logo



Do not change the secondary statement for any other information



Do not rotate the logo more than 5°



Do not stretch or re-size the logo using unequal proportions



Logo colours should not be changed or adjusted



Logos should be placed on an appropriate background colour



Give the logo appropriate spacing.



Do not change the logo into outlines



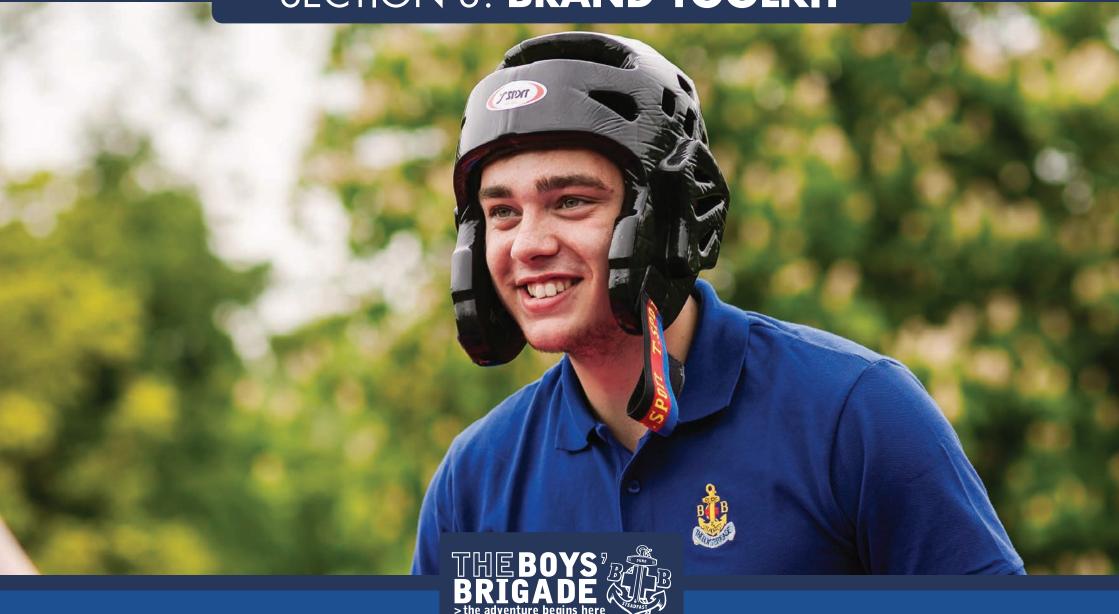
No effects are to be applied to the logo

UNACCEPTABLE CHANGES

It is important to make sure that
The Boys' Brigade logos are
not altered. This will maintain
consistency across all publications.
Although it may be tempting to
amend a logo to make it sit with
your design this could massively
dilute the impact of the brand.

Please refrain from doing any of the changes shown to the left. Using the supplied logos and colour palettes will help avoid misuse of the logo.





3.1 BRAND TOOLKIT - COLOUR PALETTE



Dark Blue		HEX: #	#2D3	95A
	C:	90	R:	45
	M:	80	G:	57
	Y:	40	B:	90
	K:	30		
	PANTONE 534C			

PANTONE 425C





Grey Tints HEX: #575756 C: 0 R: 87 M: 0 G: 87 Y: 0 B: 87 K: 80 70% 60% 50% 40% 30% 20%

IDENTITY COLOURS

The Boys' Brigade brand is made up of an array of blues. When these colours are mixed with vivid images it can create a well composed look. It is important that these colours are used to maintain consistency.

COLOUR VALUES EXPLAINED

HEX colours are often used for HTML web language

CMYK colour format should be used for print design

RGB colour format should be used for digital design

Pantone colours are used to get a consistent professional print match

3.2 **BRAND TOOLKIT** - ADDING A LOCATION



ADDING YOUR COMPANY, BATTALION OR DISTRICT

The name of your Company, Battalion or District can be used with the logo by using the following guidelines.

It is important that your Company / Battalion or District name is added under the BB logo. For more information on this, please see our 'Intellectual Property Notice'.

USE THE BLANK LOCATION LOGO:

A slightly taller logo box has been created and is available with the logo variations. This version has space for your location to be written underneath.







Th loc ne

THEBOYS BRIGADE > the adventure begins here 1st Anywhere Company

BRIGADE > the adventure begins here 1st Anywhere Company

ADDING A TITLE

The location title should be set as the same height of the 'Secondary Statement'. The Font used should either be Helvetica Bold or Arial Bold. The font should use be white:

VERTICAL SPACING

The space in between the BB logo and the location title should be the same height as the new title itself.

HORIZONTAL SPACING

The new title should be aligned to the left of the logo. The title should not be wider than the width of the BB logo. If the name is too long please make the font size smaller. See below.



3.2 **BRAND TOOLKIT** - ADDING A LOCATION



ADDING YOUR COMPANY, BATTALION OR DISTRICT

The name of your Company, Battalion or District can be used with the logo by using the following guidelines.

It is important that your Company / Battalion or District name is added under the BB logo. For more information on this, please see our 'Intellectual Property Notice'.

USE THE BLANK LOCATION LOGO:

A slightly taller logo box has been created and is available with the logo variations. This version has space for your location to be written underneath.



1st Anywhere Company



1st Anywhere Company





ADDING A TITLE

The location title should be set as the same height of the 'Secondary Statement'. The Font used should either be Helvetica Bold or Arial Bold. The font should use the following colour values:

Dark Blue #2D395A



C: 90 **R:** 45 **M:** 80 **G:** 57

Y: 40 **K:** 30

B: 90

VERTICAL SPACING

The space in between the BB logo and the location title should be the same height as the new title itself.



HORIZONTAL SPACING

The new title should be aligned to the left of the logo. The title should not be wider than the width of the BB logo. If the name is too long please make the font size smaller. See below.



3.3 **BRAND TOOLKIT** - BRAND FONTS



BRAND HEADER FONT

Fonts are a very powerful way of communicating a brand. There is one font used for titles in The Boys' Brigade brand. Futura has been chosen, as it is a very clear and versatile font, which with its selection of weights can be used for headings. Please avoid using alternative fonts as this will weaken the overall effect of the brand. Choosing the correct font size and weight is explained on the next few pages.

Typography. Primary Header Font: Futura

Futura

AaBbCc123

Futura Book 20pt ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890:";',.<>/?~!@#£%^&*()_+={}

Typography. Futura Font Weights

Futura ABCDEFGHIJKLMNOPQRSTUVWXYZ

Book 12pt abcdefghijklmnopqrstuvwxyz

1234567890:";',.<>/?~!@#£%^&*()_+={}

Futura Extra Bold 12pt **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz

1234567890:";',.<>/?~!@#£%^&*()_+={}

Futura ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold 12pt abcdefghijklmnopqrstuvwxyz

1234567890:";',.<>/?~!@#£%^&*()_+={}

(i)

You can download the Futura Font from the 'Our Brand' section of The Boys' Brigade website.

3.3 **BRAND TOOLKIT** - BRAND FONTS



BRAND BODY FONT

Proxima Nova has been chosen as the body font for The Boys' Brigade brand. Proxima Nova is a very clear and easy to read font. It comes with various weights to help highlight and enhance text. As an alternative, Helvetica or Arial can be used as a body font.

Typography. Primary Body Font: Proxima Nova

Proxima Nova

AaBbCc123

Proxima Nova Regular

20pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890:";',.<>/?~!@#£%^&*()_+={}

Typography. Proxima Nova Font Weights

Proxima Nova Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

12pt 1234567890:";',.<>/?^!@#£%^&*()_+={}

Proxima ABCDEFGHIJKLMNOPQRSTUVWXYZ

Nova Semi-bold **abcdefghijklmnopqrstuvwxyz**

12pt **1234567890:";',.<>/?^!@#£%^&*()_+={}**

Proxima Nova Bold 12pt ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890:";',.<>/?"!@#£%^&*()_+={}



You can download the Futura Font from the 'Our Brand' section of The Boys' Brigade website or please use the alternative fonts; Arial and Helvetica.

3.4 **BRAND TOOLKIT** - TYPOGRAPHY



HEADERS AND SUB HEADERS

Headers and sub headers are used to quickly communicate what a particular story is about to a reader. Headers should be a short phrase to grab the reader's attention. A sub header / intro then explains a little more about the article. See below to get an idea of what proportions the header, sub header and body text should be in. The proportions shown below are a guide, so please use your own judgement to space, align and size when writing your own articles.

(Header) 22pt Futura Bold

Your invitation to the Brigade Conference

(Intro) 11pt Futura Regular Coloured This year, Brigade Council is having a facelift and the Brigade's Annual Meeting will be part of a special conference in Glasgow.

(Body) 8pt Proxima Nova Regular We are really keen to have as many leaders attending, so please consider putting the date in your diary now! As always, the meeting will be open to all leaders in the UK and the Republic of Ireland and young leaders are particularly welcome. If you have never been to Council before, why not come along? It is a great day of BB fellowship and an ideal opportunity to share ideas with fellow leaders.

(Sub Header) 12pt Futura Bold

Battalion Representation

We are hoping that all Battalions will be represented and are asking each one to nominate and support two leaders to attend. Many Battalions have the funds available to help with transport costs and you may be able to get local grants for delegates. The registration fee, including lunch and refreshments, is $\pounds 30$ per person.

BODY TEXT POINT SIZE & LEADING

Body text should be easily legible, which is why Proxima Nova is used throughout the branding for paragraphs of text (also known as body text). Below the example outlines the proportions between the font size and what line height should be applied. This combination makes for clear, legible body text.

Proxima Nova, Font Size 8pt / Line Height 11pt

Um audam rendae volorep tatur? Uci si omnist, secessi nverit volorep elliquam et in explaborit, quatem quate volestruptio mi, sus el ium etum. Qui omnihil iquuntinimil exped ut a corenis cienihicid que pellandit et laut a velias aliquae volorepe omnit, officia sum lab in pratem. Itatia.

MINIMUM TEXT SIZE

Text should always be easily legible, only when writing small print or subtle notes should text be created at 6pt. Never make it smaller than this as it becomes too difficult to read. The ideal sizes for content text are shown to the left.

Proxima Nova, Font Size 6pt / Line Height 8pt

Um audam rendae volorep tatur? Uci si omnist, secessi nverit volorep elliquam et in explaborit, quatem quate volestruptio mi, sus el ium etum Um audam rendae volorep tatur? Uci si omnist, secessi nverit volorep elliquam et in explaborit, quatem quate volestruptio mi, sus el ium etum. Um audam rendae volorep tatur? Uci si omnist, secessi nverit volorep elliquam et in explaborit.

Qui omnihil iquuntinimil exped ut a corenis cienihicid que pellandit et laut a velias aliquae volorepe omnit, officia sum lab in pratem. Itatia. Qui omnihil iquuntinimil.

3.5 **BRAND TOOLKIT** - TYPOGRAPHY MISUSE



UNACCEPTABLE USE OF TYPE

It is also important to make sure that all text is legible and easy to read. Here are some simple rules to follow:

Do not use letter spacing. Too much letter spacing used. Too much letter

Do not use letter spacing as this makes body text difficult to read. Set the correct amount of leading for your text. Set the correct amount of leading for your text. Set the correct amount of leading for your text. Set the correct amount of leading for your text. Set the correct amount of leading for your text. Set the correct amount of leading for your text. Set the correct amount of leading for your text. Set the correct amount of leading for your text. Set the correct amount of leading for your text.

Check the text size and line spacing are set to the correct proportions.

Don't use fonts that are not included in the brand guidelines. Don't use fonts that are not included in the brand guidelines.

Only use fonts that are included or suggested in the brand guidelines.

STORY HEADLINES

Sub header text

An introduction paragraph using droid sans. An introduction paragraph using droid sans. An introduction paragraph using.

Main Body paragraphs need to use Proxima Nova. Main Body paragraphs need to use Proxima Nova. Main Body paragraphs need to.

Check the header and sub header format are correctly styled.

In porum que poria asimoditis unt re voluptam nonsenis dio omnis quatu ma cores ni que dolorepellam nobiti ssuntiur? Icipsaeceped ut ut aut volo voluptiandis ut ommolorios ra sequo corest, conseque lam essunto quas vollam, corissit autenis ex eos ea vo molorem eritatia cuptior porerit.

Be careful to space out text boxes. Space around your content will make it easier to read. In porum que poria asimoditis unt elt voluptam nonsenis dio omnis quatur ma cores ni que doloreporam nobitia ssuntiur? Icipsaecepor ut ut aut volo voluptiandis ut ormolorios ra sequo corest, conseque lam essunto quas vollam, orissit autenis ex eos ea volor molorem eritatia cuptior porerit.

Do not use dark text on a dark background as it is illegible.

In porum que poria asimoditis unt at voluptam nonsenis dio omnis patur ma cores ni que dolorepe em nobitia ssuntiur? Icipsaecepe ut ut aut volo voluptiandis ut o molorios ra sequo corest, conse que lam essunto quas vollam emissit autenis ex eos ea volor molo em eritatia cuptior porerit.

Be careful to use appropriate text colours on bright backgrounds.

In porum que poria asimoditis unt reit voluptam nonsenis dio omnis quatur ma cores ni que dolo reperlam nobitia ssuntiur? Icipsaecored ut ut aut volo voluptiandis ut o mnolorios ra sequo corest, conseque lam essunto quas vollam prissit autenis ex eos ea volo eritatia cuptio, porerit.

Be careful when using text on photographic backgrounds.

3.6 **BRAND TOOLKIT** - USING PHOTOS



Good colour & lighting

When taking or using photos, try and make sure there is enough light on the subject of the image. Some images can be enhanced using image manipulation software, but if the image is not able to be corrected please don't include it in documents. It is important that images are visually striking. Look for images that are full of colour.





Cropping & framing

When taking or using a photo make sure that the subject of the image has plenty of space around it. Try not to see the image you are taking as the final cropped image, as the space can be useful when added to a page layout. If key parts of an image are missing it may be hard for people to identify the who, what and where.





Personal connection

It is important to try and get across personal interaction in the photos we use. We don't want every photo to be staged - but eye contact always helps to show that we are working with real people.





Good picture quality

Unlike lighting and colour, poor quality pictures cannot be enhanced. Do not use images that are pixelated or blurred. The size of the image is also important. Images always lose quality if they are scaled or enlarged. Make sure any images you send are the original and are bigger than 10cm square in size. Images from websites are often too small and can be pixelated.





GOOD USE OF PHOTOS

It is very important to use good photographs in your documents and designs. We want to try and portray the correct message in our images. Try and make sure images are the best quality they can be. Using the tips to the left will help keep a consistent look and feel across all of our communications. Remember that any photos used should aim to reflect the diversity of your local community. It also helps to give a sense of fun and excitement in your photos.

3.7 **BRAND TOOLKIT** - SHAPES



USEFUL TIPS

Here are a few techniques you can use to keep content adequately spaced and looking interesting. Try to keep to these simple techniques, which will help keep a consistent look across the brand. To see more examples of how these techniques can be used take a look at the next section "Our Brand Applied".



BOXES AND BARS

You will notice that in most BB documents a page title will have a box behind the text with a bar running out from the sides. This is a simple technique that helps the page title stand out.



ICONS

Simple one colour icons can be a good way of enhancing the subject you are talking about. A great example of this is the BB Gazette. The icons must be a simple one colour format.

Example title

Quo tenda nos aut res et, conetur ad quam utatusdae nitaesequam et ius reptatus et praest res voluptae nonseribus.

BOXED OUT

A great way of helping text stand out from a paragraph is to use a simple rounded box. When doing this make sure you use the brand colours and a suitable text colour.



Quo tenda nos aut res et, conetur ad quam utatusdae nitaesequam et ius reptatus et praest res voluptae nonseribus.Cum fuga. Et eiundam faciur?

ROUNDED IMAGES

If you would like to place an image within your content, try and give it rounded corners. This will help it tie into the BB branding style.

Quo tenda nos aut res et, conetur ad quam utatusdae nitaesequam et ius reptatus et praest res voluptae nonseribus.Cum fuga. Et eiundam faciur?

Lupta dolo quis endit unt ut quam quaeremque ab ilit faccae con num, sint essit excessitas adicatur, cone lati cum quid et qui as quat. Lupta dolo quis endit unt.

DOTTY

If you have two pieces of text that need separating you could place a dotted line in between to split them up.



4.1 OUR BRAND APPLIED - MAGAZINE EXAMPLE

GAZETTE - WINTER 2013/2014



Below are some examples of how the brand has been applied to the quarterly BB magazine.

Cover Spread





dreams come true, may hard work be rewarded. The Brigade

contributes hugely to the moral fabric of British (and Irish)

17thNottinghamBB @17thNottm88

abbinnottingham atheboysbrigade

BOYS-BRIGADE, ORG, UK/GAZETTE

society. So my greeting comes with deep pride.

Leslie Griffiths

Brigade President

Carronvale and at Felden Lodge, I've spent an evening with the of the Brigade in that very place by William Smith. And I've been able to meet a number of boys who, suffering from one serious ailment or disability or another, have overcome the odds in order

to contribute materially and spiritually to their Companies. This is the real pleasure I draw from being the President of The Boys' Brigade. And it's to all those boys (and of course girls) and their officers in Companies and Battalions across the land that

4.2 OUR BRAND APPLIED - BOOKLET EXAMPLE



Below are some examples of how the brand has been applied to an information booklet.

Cover



Content Page



4.1 **OUR BRAND APPLIED** - BOOKLET EXAMPLE



Below are some examples of how the brand has been applied to the Annual Review.

Cover



Content Page





BRANDING GUIDELINES

If you have any questions about anything that appears in these guidelines or how to use them, please contact BB Headquarters.

It is essential that the elements that make up our brand are always reproduced consistently. Using the correct artwork will ensure the highest quality materials.

Logos and artwork are available from the web address below.

BOYS-BRIGADE.ORG.UK/OURBRAND