



LOOKING GOOD. 

Brand Guidelines



CELEBRATING EQUALITY AND DIVERSITY WITHIN OUR COMMUNITY.★

Our brand message

CONTENTS

4 Logo

9 Typography

11 Colour

13 Iconography

15 Photography

18 Social & Web

21 Style Sheet



What is a brand identity?

A brand identity represents the values, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen area.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.

Why use these guidelines?

Our charity needs to manage how its brand is represented across all visual media in various different situations.

The identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our charities ethos consistently across different applications and in various areas to maintain the integrity of our charity.

4

LOGO 



LOGO – WHICH ONE DO I USE?

The logo centres around a progressive LGBTQIA+ ribbon, an icon which is symbolic when we think of charities. It weaves through the text giving a feeling of movement and freedom.

The logo has been designed to scale down to smaller formats.

PRIMARY LOGO
(the first choice – to be used wherever possible)



SECONDARY LOGO
(for when the primary isn't suitable for the format – narrower sizing etc.)



Brand icon
(for profile images and website favicon)



White-out logos for dark backgrounds



Tertiary logo for partner usage – when our brand needs explaining with our tagline in out-of-context places.



Bournemouth Pride | Celebrating equality and diversity in our community



Bournemouth Pride | Celebrating equality and diversity in our community

LOGO – RESTRICTIONS

EXCLUSION ZONE

A little elbow room to help us stand out.

The minimum exclusion zone margin for all our Charity logos is based on the dimensions of the main text. On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



MINIMUM SIZE

Bigger is better.

Our primary logo (without the tagline) must not be reproduced at a size smaller than 30mm wide.

Our tertiary logo (with the tagline) must not be reproduced any smaller than 80mm wide, due to the tagline text scaling down to a minimum legibility of 6pt.

30mm

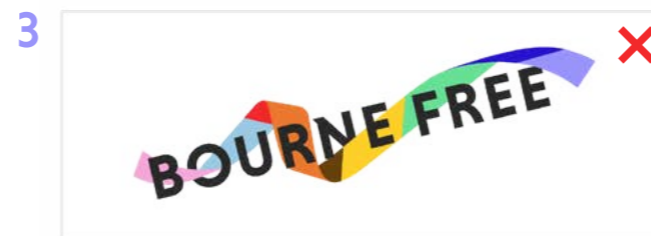
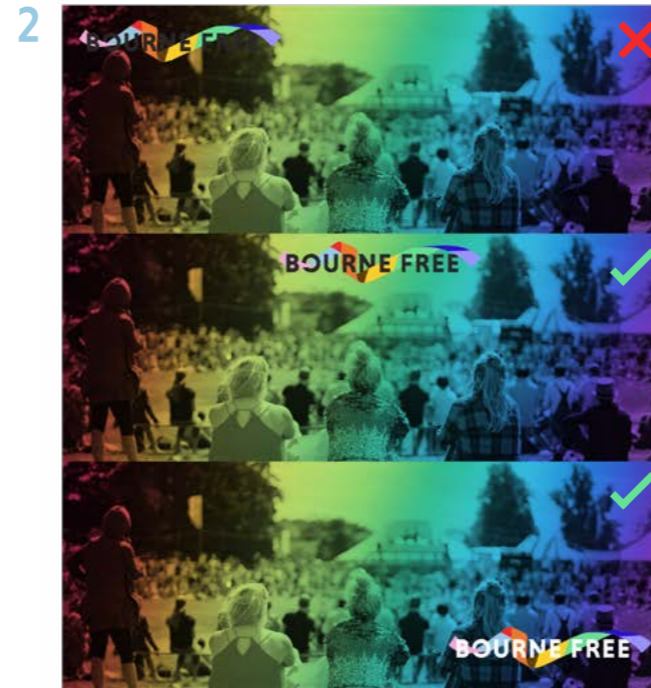
80mm

LOGO – DOs & DON'Ts

PLEASE TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO IN VARIOUS FORMATS AND SCENARIOS.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

- 1 Give me space**
Always leave the logo some space to breathe. Try to use white where possible.
- 2 If you must...**
If it's unavoidable to sit the logo on a photo, ensure the logo is on a lighter section of the image, or where appropriate, use the white-out logo if the background clashes with the dark text.
- 3 The only time we'll act straight**
Do not rotate the logo.
- 4 Oh honey, that's clashy**
If using coloured backgrounds, make sure the colour is a lighter tint of our brand palette, so the colours in the ribbon don't disappear or blend into the background. Try to avoid using colours outside of our palette – it's a diverse spectrum of colour, so there should be an appropriate option for every scenario. Again, use the white-out logo if it's more legible.
- 5 Hard to read?**
Do not use the white-out logo on backgrounds that are too light or cluttered.
- 6 Keep it plain**
Do not add embellishments or effects, such as drop-shadows, textures or embossing effects to the logo.



9

TYPOGRAPHY.★

TYPOGRAPHY

Using less uppercase within headings and pulling through a more fun and tactile brand through our typography – this will allow us to push the charity messaging from a softer side and allow us to be playful with hierarchy of messaging on the website and posts, while allowing our uppercase logo to stand out.

KEY MESSAGING AND HEADLINES:

BODY COPY:

PRIMARY TYPEFACE

Be Proud

Niveau Grotesk, Bold (Adobe)

Be Proud

Niveau Grotesk, Black (Adobe)

Otatatiorem qui ne volenisit et escilit que dolores est as et quaersperio. Ignis dolut volore sitatem nihilib ustotaerum eatesci liquam ipissime ne nim.

Niveau Grotesk, Light (Adobe)

Otatatiorem qui ne volenisit et escilit que dolores est as et quaersperio. Ignis dolut volore sitatem nihilib ustotaerum eatesci liquam ipissime ne nim.

Niveau Grotesk, Regular (Adobe)

Otatatiorem qui ne volenisit et escilit que dolores est as et quaersperio. Ignis dolut volore sitatem nihilib ustotaerum eatesci liquam ipissime ne nim.

Niveau Grotesk, Medium (Adobe)

WEBSITE / WIX

Be proud

Madefor Text XLBold

Otatatiorem qui ne volenisit et escilit que dolores est as et quaersperio. Ignis dolut volore sitatem nihilib ustotaerum eatesci liquam ipissime ne nim.

Syne, Regular (Google)

11

COLOUR ★

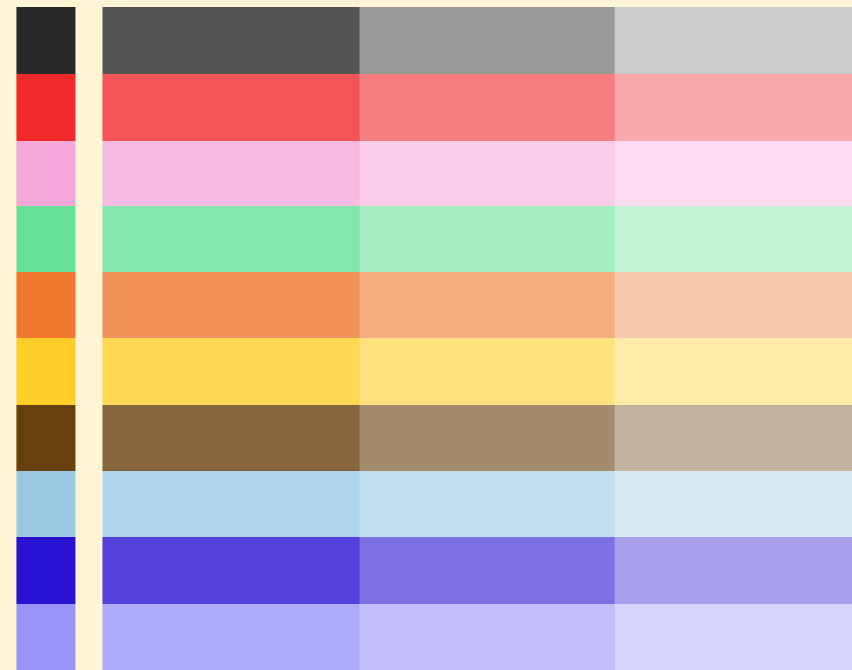
COLOUR

We have utilised the broad spectrum of the progressive LGBTQIA+ flag, but harmoniously tweaked the tones to compliment as a set within creative assets.

Please see below for colour breakdowns and also the preferred black or white copy choice for each colour.

<p>SPICE UP YOUR LIFE</p> <p>HEX #ED782E CMYK 1 63 86 0 RGB 237 120 46</p>	<p>FREE BLUE</p> <p>HEX #99C9E3 CMYK 52 4 12 0 RGB 153 201 227</p>	<p>LOVE IS LOVE</p> <p>HEX #F2292B CMYK 0 91 81 0 RGB 242 41 43</p>
<p>BOURNE SUNNY</p> <p>HEX #FFCF29 CMYK 0 19 87 0 RGB 255 207 41</p>	<p>SHOUT LOUD</p> <p>HEX #2912D1 CMYK 94 80 0 0 RGB 41 18 209</p>	<p>CONFETTI</p> <p>HEX #F5A8D9 CMYK 5 44 0 0 RGB 245 168 217</p>
<p>DOWN TO EARTH</p> <p>HEX #66400D CMYK 38 64 100 53 RGB 102 64 13</p>	<p>PRIDE PURPLE</p> <p>HEX #9994FA CMYK 41 46 0 0 RGB 153 148 250</p>	<p>THE GARDENS</p> <p>HEX #66E096 CMYK 64 0 66 0 RGB 102 224 150</p>
<p>DRAMA QUEEN</p> <p>HEX #292929</p>	<p>CMYK 72 62 58 73</p>	<p>RGB 41 41 41</p>

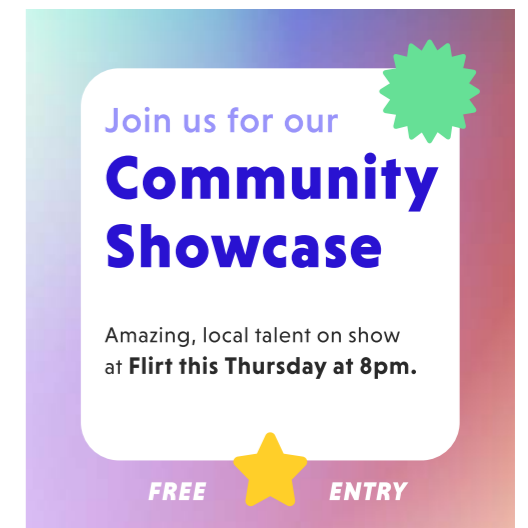
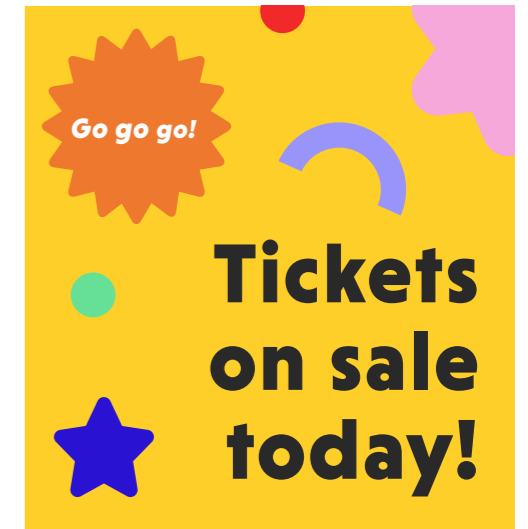
Tints may be used, for example, when interchanging the ribbon colours with the individual flags, where colour shades are used. Tints may also be used when legibility of type is poor on a full tint, but try to use full colours where possible.



bian



Aromatic



13

ICONOGRAPHY

FLOURISHES AND ICONOGRAPHY:

Taking inspiration from all things rainbow and glitter – these shapes can be used to house pull-out information on social posts, interact with non-ribbon gradient imagery and act as alternatives to square boxes for copy on the website.

These shapes can be cropped off, scaled and swapped colours.



Instagram 'highlight' icons:



Our primary ribbon motif includes the full spectrum of the progressive LGBTQIA+ flag. This is to be used when we are talking about anything brand-specific (where appropriate) and mentioning Trustees. This is only to be shown within our logo and over our non-gradient photography, do not use on it's own.



The primary ribbon may be interchanged with the individual flag options, where appropriate (i.e. Transgender Day of Visibility posts). Do not substitute within our logo or on brand-specific items, this must always be the LGBTQIA+ progressive ribbon.



15

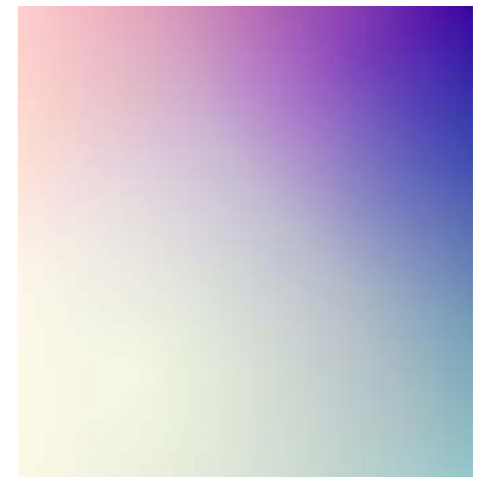
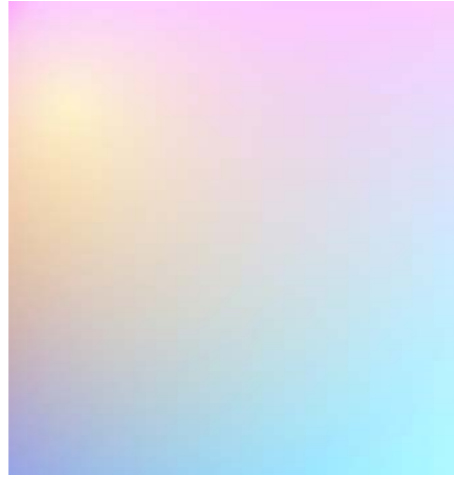
PHOTOGRAPHY.

GRADIENTS AND GROUP SHOTS

Projecting a modern feel and subtly continuing the progressive colour spectrum into the rest of the VI – gradients are a great way to show our broad palette, without having to show the flag itself or blocks of individual colours separately.

Gradients can be used for backgrounds combined with the flourish shapes and text, as borders and also image overlays to create a consistent feel when using busier stock photography, where the ribbon motifs are not being used.

Do not use the ribbon motif and gradient imagery together. See the next slide for more information on the ribbon.



PEOPLE PHOTOGRAPHY

Using real people of Bournemouth wherever possible (and consenting), will allow us to bring forward the community side of Bourne Free and make our people the pride of our brand. Appropriate free stock imagery is allowed where required, but please make sure models are as diverse as possible and feel natural (not too staged).

When showing 3 or fewer people, our ribbon motif can be used to flow through the image, masking over sections to show fluidity with the subject/s.

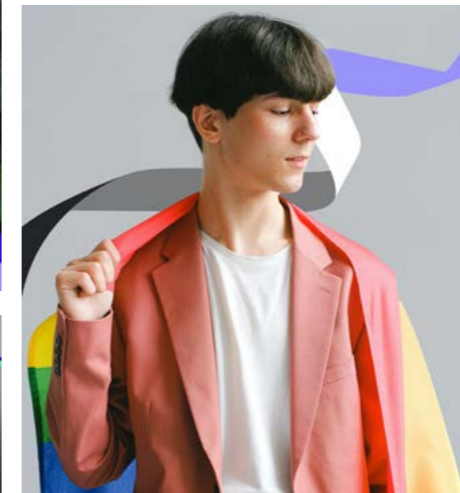
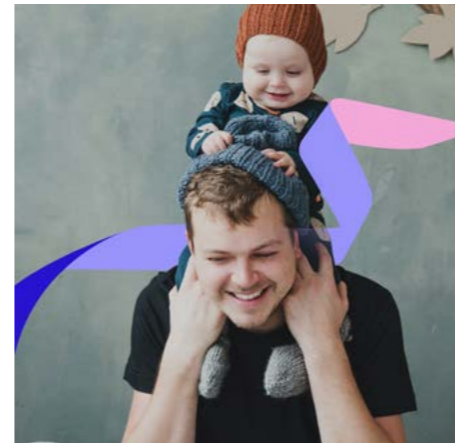
Ribbons can be interchanged with the various flag alternatives (displayed on page 14), where appropriate for the topic. Please use our main progressive ribbon for anything brand-related and for trustee imagery.

When the ribbon is used, photography must be plain (no gradient overlay) and if text is being included over the top, it must sit over the image clearly and be legible on the background.

We do not use our flourish shapes or any boxes to house type when the ribbon is within the image.

With images with more than 3 people, please use the gradient overlay imagery.

The trustee image below is the only exception to this.



18

SOCIAL & WEB.

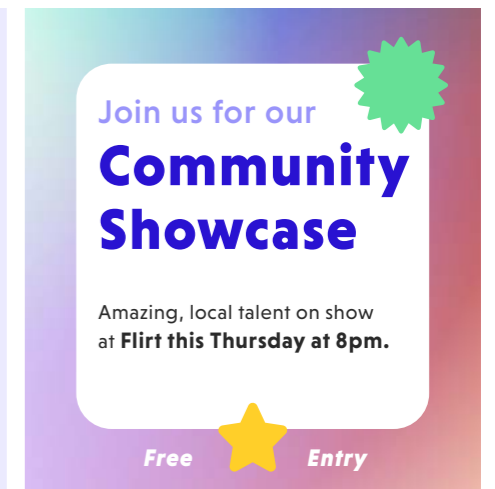
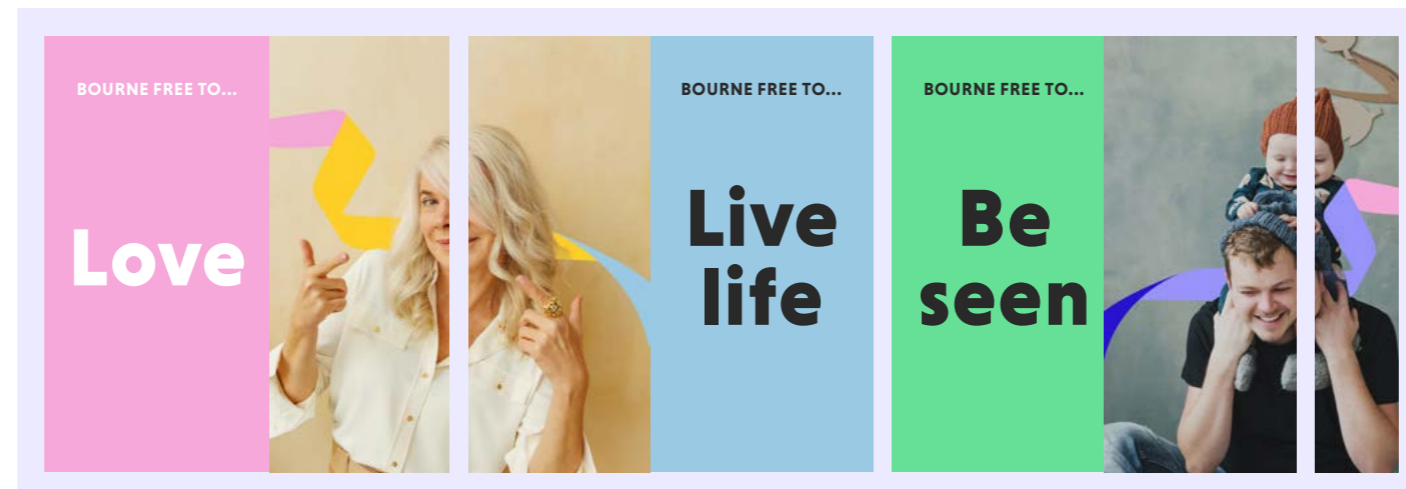
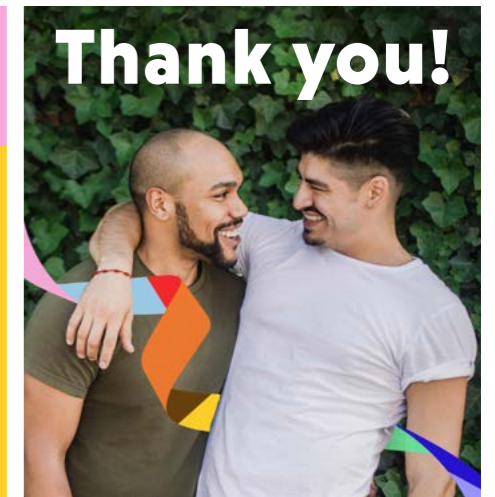
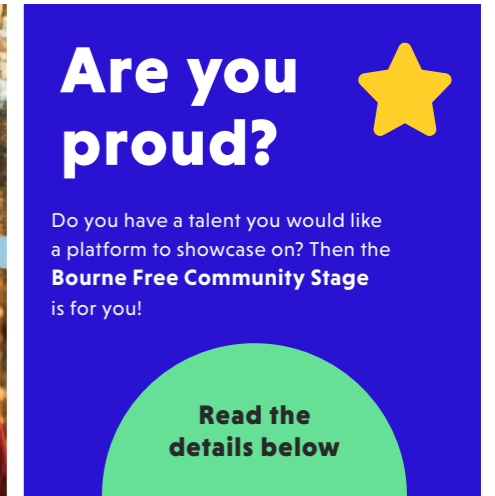
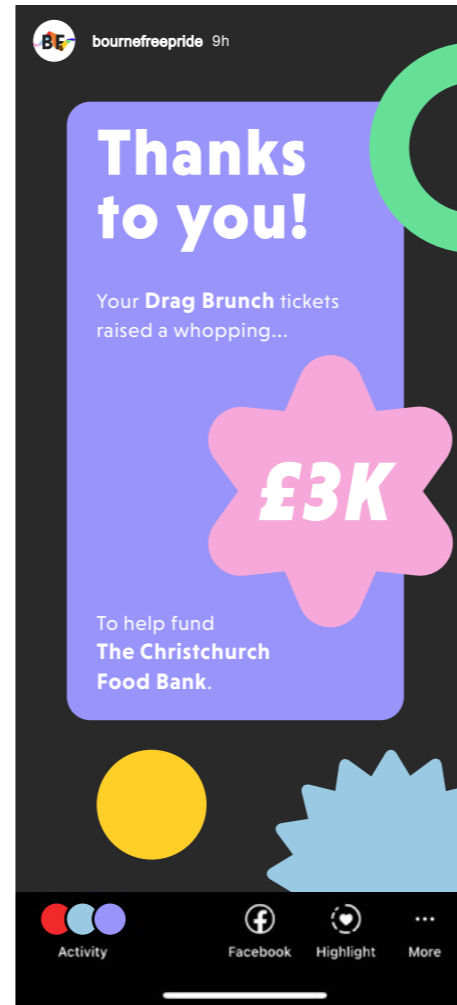
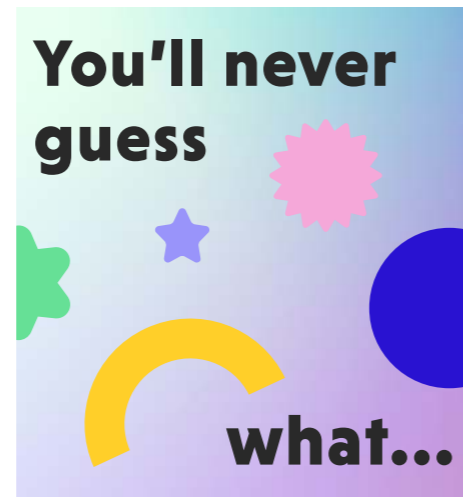
SOCIAL POSTS

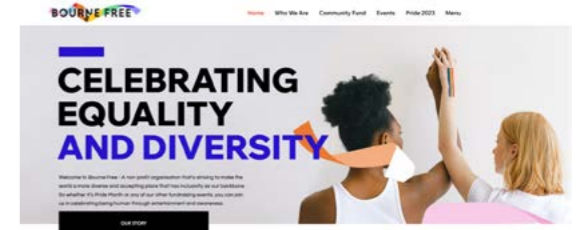
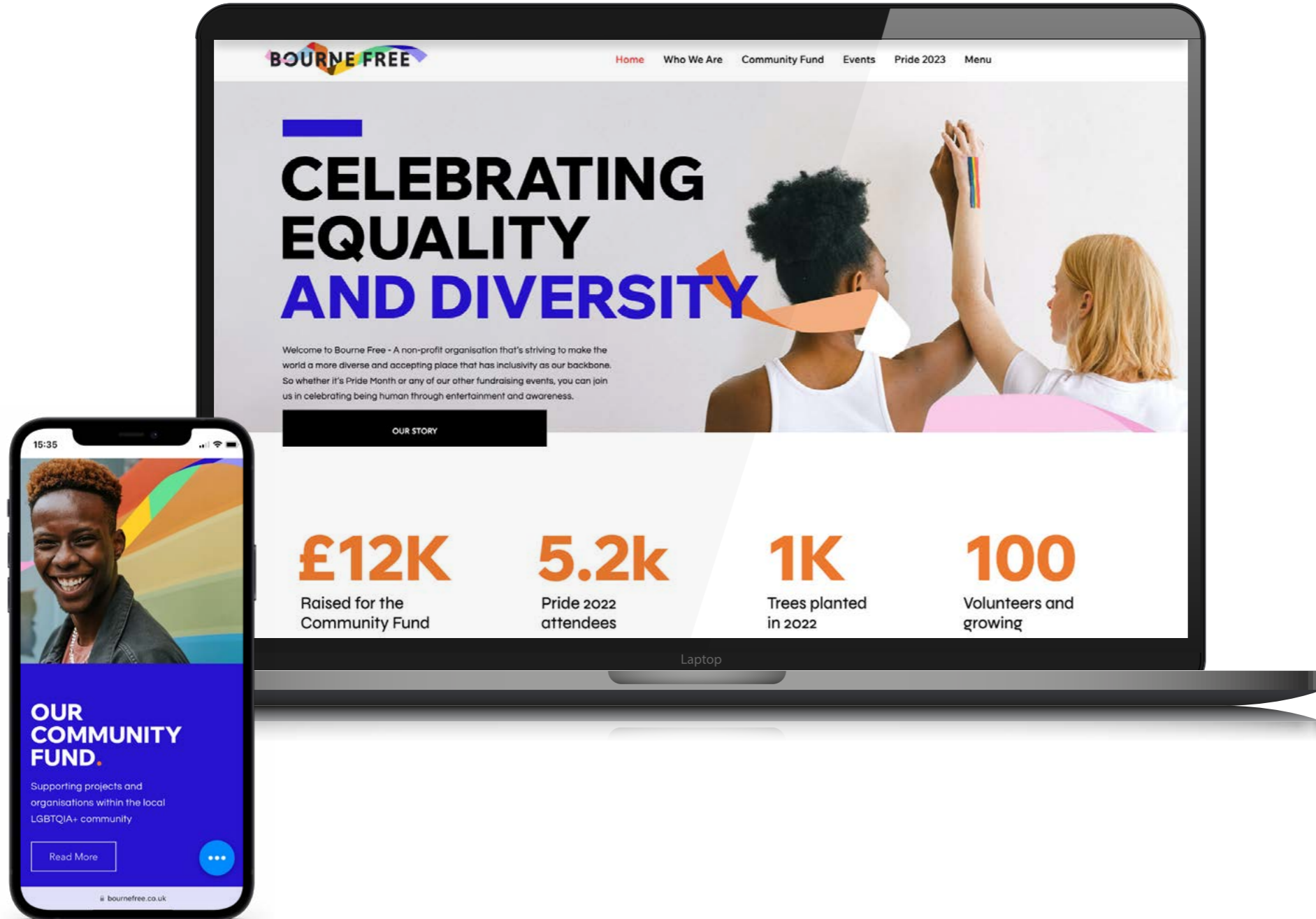
Encompassing our whole brand VI and using a range of styles for variety and diversity in our content.

These designs translate easily into stories formats with the same principles in place.

Depending on content, we will vary our post style, interspersing imagery where suitable.

Brand-specific posts should use the ribbon imagery where possible, although these only allow for a few words, due to the nature of our imagery guidelines, so these brand posts may translate better into a carousel format or by adding more details into our body copy / post descriptions.



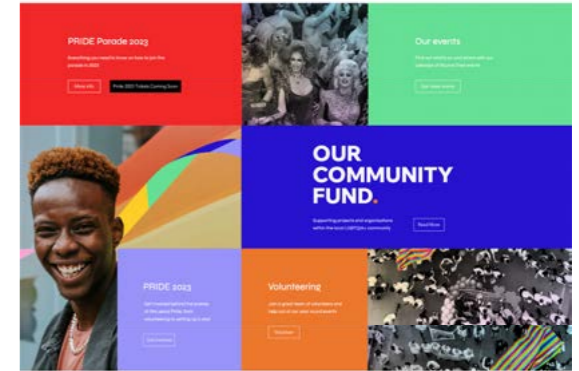


£12K Raised for the Community Fund

5.2k Pride 2022 attendees

1K Trees planted in 2022

100 Volunteers and growing



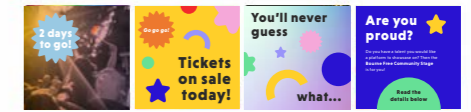
You said, we listened.

New beginnings for Pride 2023

After Bourne Free Pride 2022, we asked you to feedback your thoughts, here, Chris Ash for our Chair talks about how we will take our lead and lead to make the 2023 Pride experience for 2023.



FOLLOW US.



Get in Touch

Name:

Email:

Phone:

Message:

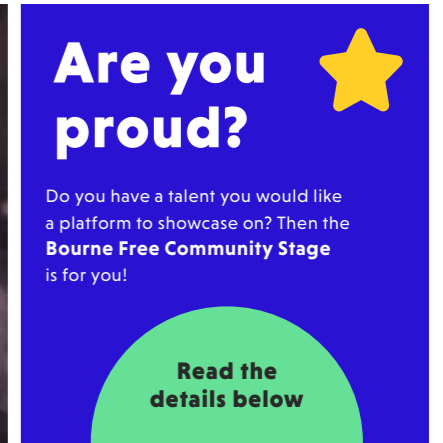
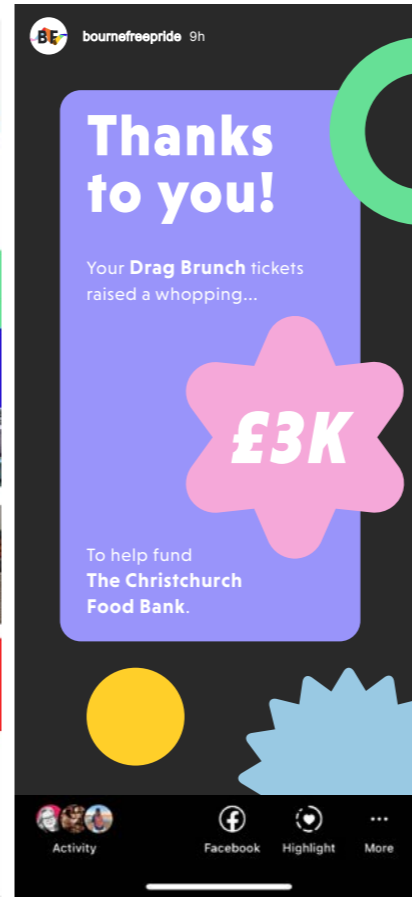
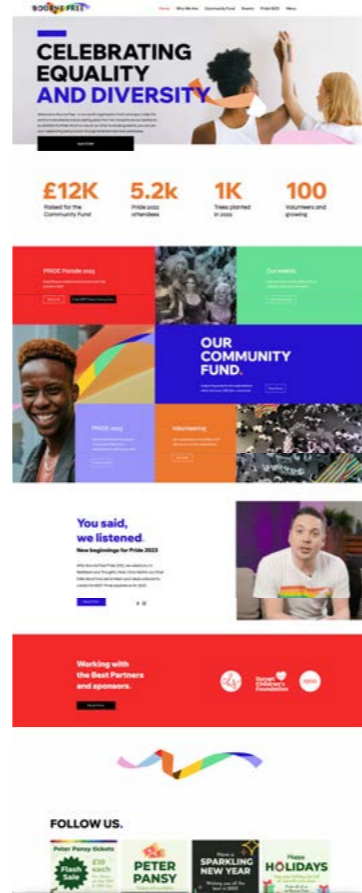
21

STYLE SHEET

BOURNE FREE

**BOURNE
FREE**

BF



KEY MESSAGING AND HEADLINES:

BODY COPY:

Be Proud

Niveau Grotesk, Bold (Adobe)

Be Proud

Niveau Grotesk, Black (Adobe)

Be proud

MadeFor Text XLBold

Otatatiorem qui ne volenisit et escilit que dolores est as et quaersperio. Ignis dolut volore sitatem nihilib ustotaerum eatesci liquam ipissime ne.

Niveau Grotesk, Light (Adobe)

Otatatiorem qui ne volenisit et escilit que dolores est as et quaersperio. Ignis dolut volore sitatem nihilib ustotaerum eatesci liquam ipissime ne.

Niveau Grotesk, Regular (Adobe)

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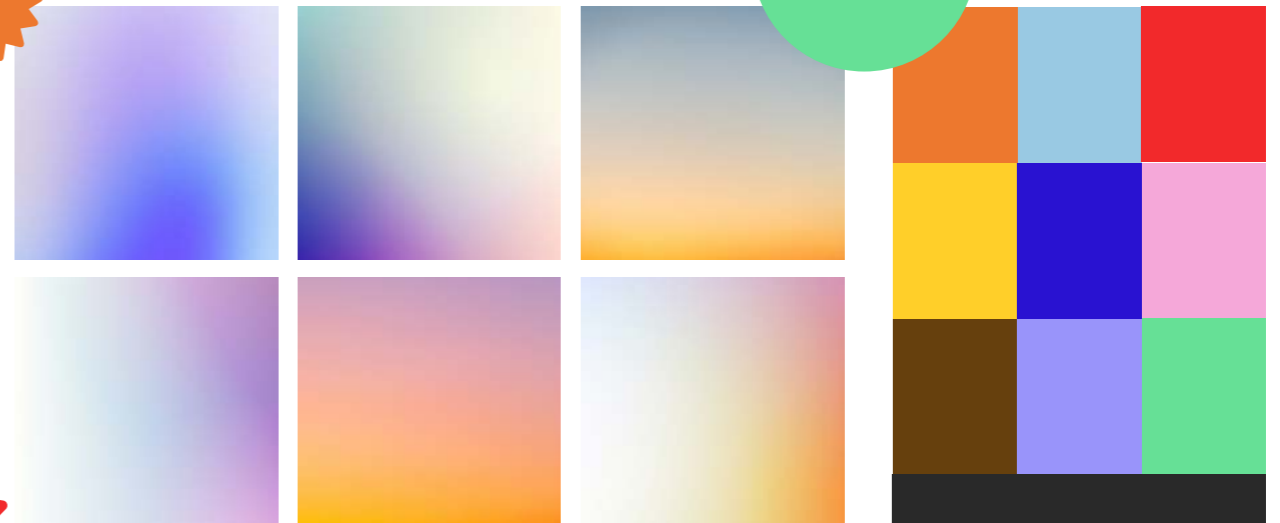
Niveau Grotesk, Medium (Adobe)

Otatatiorem qui ne volenisit et escilit que dolores est as et quaersperio. Ignis dolut volore sitatem nihilib ustotaerum eatesci liquam ipissime ne.

Syne, Regular (Google)

PRIMARY TYPEFACE

WEBSITE / WIX





For any enquires or further guidance,
please contact info@bournefree.co.uk