A guide to our visual identity *v1.1*

N·A·B·S

Contents

Purpose of this document

hello there,
Welcome to your new NABS brand identity.

This little book was made just for you, to help introduce you to the various members of the new brand family. They are flexible and friendly, and only come to life with your contribution. With just a few simple tips and tricks, you can make sure the NABS brand goes out into the world in the best possible light.

A brand new line

how's work?

As a brand that exists to drive the wellbeing agenda from a personal, human level, how can we open up a conversation and invite people to question how they are and where they want to be?

This line is an active and open demonstration of our brand proposition of 'Putting People First'.

It shows how NABS take a genuine interest in our industry's people. In just two words, the line communicates NABS' brand values — from being accessible and impartial, to showing heartfelt support.

It's open enough to cover both the emergency services that NABS offers, and the boost we can provide to people's skillset.

Master logo

Original version

Reversed version

Monocolour version
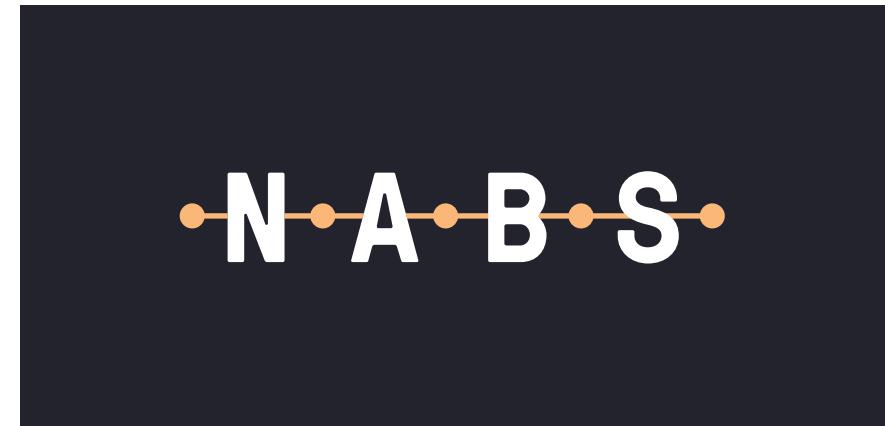
Our organisation's logo is the product of months of conceptual thinking. The balanced relationship of the "line+circle" and the letterforms embodies the themes of support and connectivity that are central to our brand. The clean and straightforward shapes represent our progressive role in the creative industry.

On this page, the master logo is displayed in its original, reversed and monocolour versions.
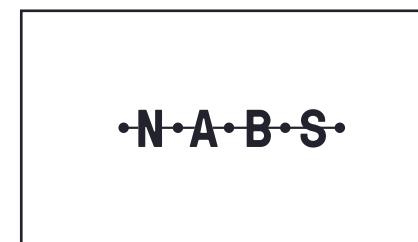
Logo with strapline

Original version

Reversed version
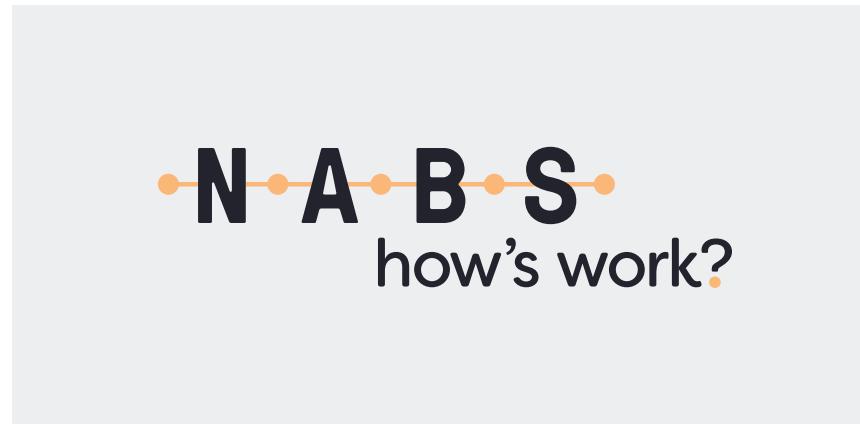
Monocolour version
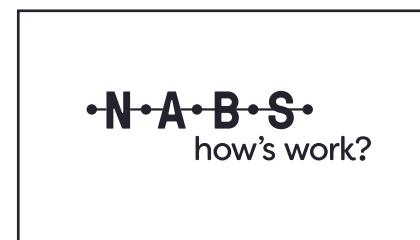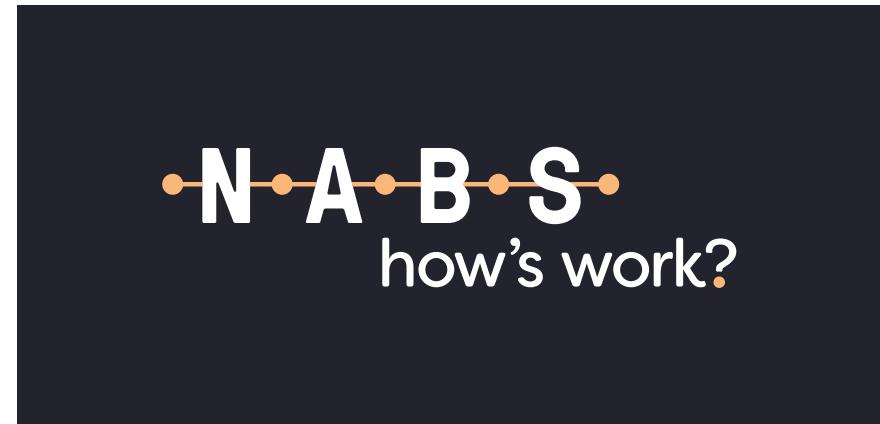
Our logo with strapline can be used on marketing materials where we wish to open up a conversation with our audience.

On this page, the logo with strapline is displayed in its original, reversed and monocolour versions.

Logo – exclusion zone & minimum size

Exclusion zone
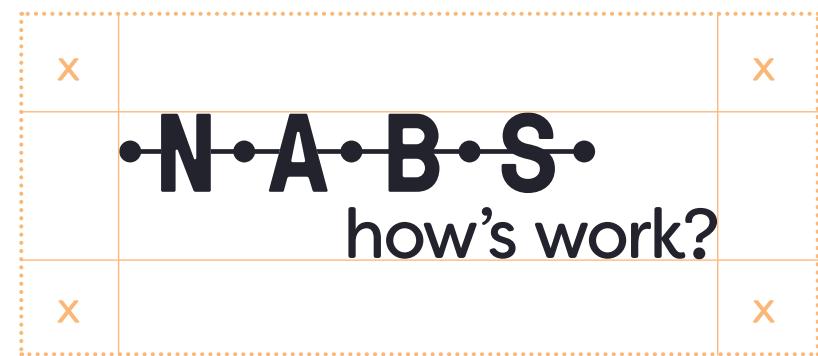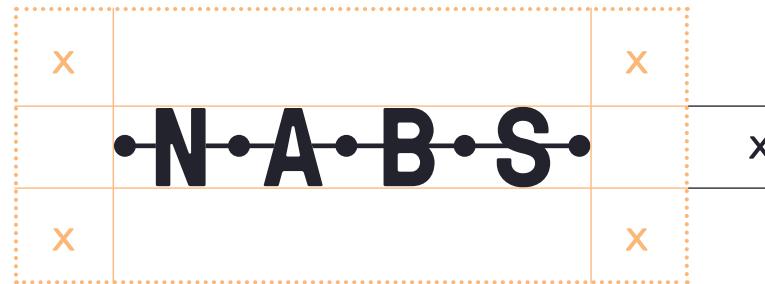
Minimum size

30 mm
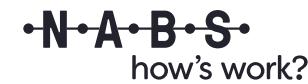
37 mm

Our logo needs to be clearly visible at all times. We have set an exclusion zone (equal to the height of the letter "S" in "NABS"). No outside elements should encroach on this zone. If possible, allow as much space as possible around the logo – the exclusion zone is simply a **minimum** safety zone.

In situations where the logo needs to be printed at small sizes, it should never be smaller than the minimum sizes specified on this page.

Logo – improper usage

Do not skew or distort

Do not edit the orange line

Do not move the strapline

Do not stretch or squeeze

Do not change the typography

Do not add an outline

Do not add a shadow or glow

Do not change the colour

The logo should not be altered in any way. Although the list of improper usage is virtually infinite, we have illustrated a handful of bad examples on this page. **Please respect the logo.**

Colour palette

CHARCOAL

CMYK **50, 42, 28, 84**
PANTONE **426 C**
RGB **43, 42, 48**
HEX **#2b2a30**

PURPLE

CMYK **95, 100, 25, 12**
PANTONE **2685 C**
RGB **56, 39, 102**
HEX **#382766**

ORANGE
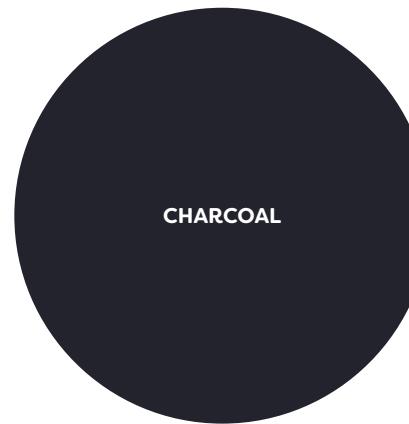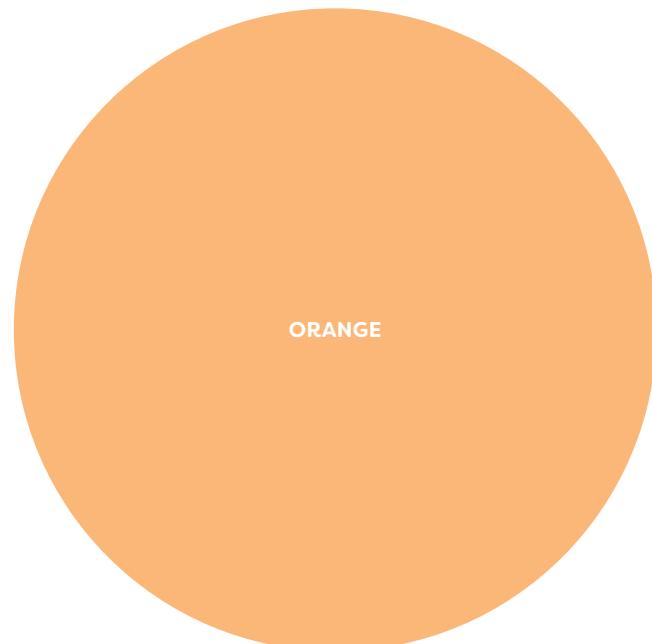
CMYK **0, 32, 57, 0**
PANTONE **156 C**
RGB **250, 188, 122**
HEX **#fabc7a**

CYAN
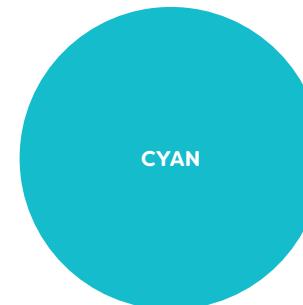
CMYK **72, 0, 21, 0**
PANTONE **631 C**
RGB **15, 182, 204**
HEX **#0fb6cc**

MAGENTA

CMYK **12, 77, 18, 0**
PANTONE **7423 C**
RGB **210, 88, 137**
HEX **#d25889**

Our colour palette is made up of five key colours, **with orange being NABS' main brand colour.** These are a crucial part of our visual identity. For all digital output please use RGB values, for all print output please use Pantone (where possible) or CMYK.

Colour combinations

Two-colour combinations

Three-colour combinations

Orange is our main colour, although we never use it as a background colour. Whether it is used to add a tint to photos, or to colour elements such as the "line+circle" asset, **it must appear on all layouts** in one way or another.

We like to limit our layouts to a maximum of three colours. We use white headlines when displayed against coloured backgrounds (note: white is not considered a separate colour). On this page we have illustrated a few example layouts with their respective colour combinations.

Headline here.

Lorem ipsum sit dolor et nunque amet deux perspiciatis unde omnis iste natus error sit voluptatem accusantium

Lorem ipsum sit dolor et nunque amet deux perspiciatis unde omnis iste natus error sit voluptatem accusantium

Two-colour layout using orange visual asset and purple background.

Headline here.

Lorem ipsum sit dolor et nunque amet deux perspiciatis unde omnis iste natus error sit voluptatem accusantium

Three-colour layout using orange visual asset, cyan graphs and charcoal typography.

Headline here.

Lorem ipsum sit dolor et nunque amet deux perspiciatis unde omnis iste natus error sit voluptatem accusantium

Three-colour layout using orange photo treatment, magenta background and purple graphs.

Primary typeface – Filson Soft

Filson Soft is our primary typeface. It's a highly legible sans serif typeface that performs well at all sizes. Thanks to its distinctive character, it is recognisable as a piece of NABS communications. We use it in all our printed communications, from brochures and business cards to ads.

Note: the Filson Soft family comprises a wide range of fonts – all of which are available to the user. However, we recommend using Light or Book weights for body copy, and Medium or Bold for subheadings.

Font available to purchase here:
https://www.myfonts.com/fonts/mostardesign/filson-soft/

AaBbCcDdEe ·· Thin

AaBbCcDdEe ·· Thin italic

AaBbCcDdEe ·· Light

AaBbCcDdEe ·· Light italic

AaBbCcDdEe ·· Book

AaBbCcDdEe ·· Book italic

AaBbCcDdEe ·· Regular

AaBbCcDdEe ·· Regular italic

AaBbCcDdEe ·· Medium

AaBbCcDdEe ·· Medium italic

AaBbCcDdEe ·· Bold

AaBbCcDdEe ·· Bold italic
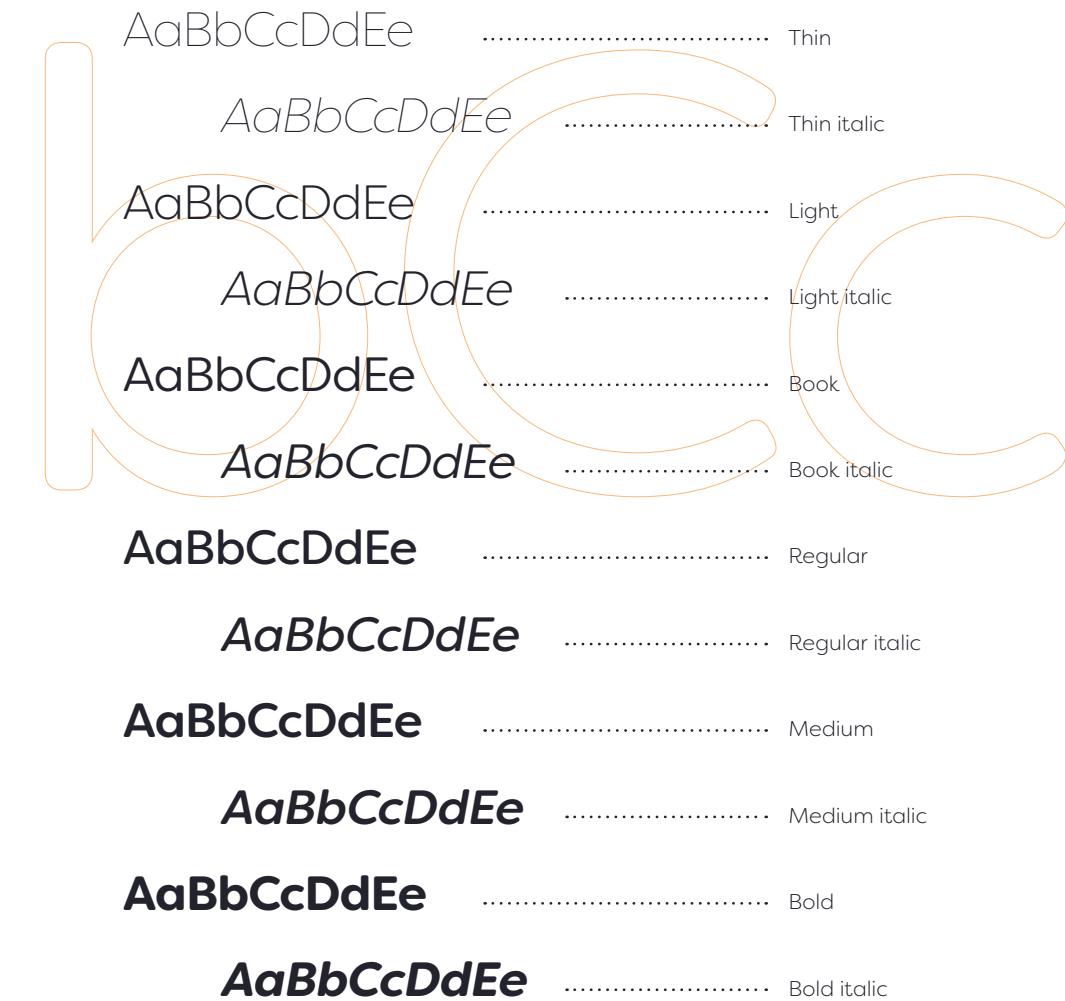
Headline typeface – HK Serif

AaBbCcDdEe ·················· Regular

AaBbCcDdEe ················· Regular italic

AaBbCcDdEe ·················· Medium

AaBbCcDdEe ················· Medium italic

AaBbCcDdEe ················· SemiBold

AaBbCcDdEe ················· SemiBold italic

AaBbCcDdEe ················· Bold

AaBbCcDdEe ················· Bold italic

AaBbCcDdEe ················· Black

HK Serif is our headline typeface. We use it at large sizes, and always pair it with our primary typeface. On the following page we've given some guidance on how to pair the two typefaces.

Note: the HK Serif family comprises a wide range of fonts – all of which are available to the user. However, we recommend using Bold or Black weights for headings. Bold Italic or Black Italic are also good choices.

Font available to purchase here:
https://hanken.co/product/hk-serif/

Typographic hierarchy

Main headings ......

The resilience programme

...... **HK Serif** (preferably Bold or Black)
Min point size: 200% of body copy
Max point size: N/A

Subheadings ......

Wellbeing masterclasses

...... **Filson Soft** (preferably Medium or Bold)
Min point size: Body copy size
Max point size: 120% of body copy

Body copy ......

We host a series of classes delivered by external experts, developed to enlighten participants on the benefits of mindfulness, mental toughness, sleep and meditation to give them more zest and energy in their daily lives.

...... **Filson Soft** (preferably Light or Book)
Min point size: 6pt
Max point size: N/A

Advice line

A team of expert advisors are available to give individuals a number of immediate coping strategies to help alleviate stress/anxiety.

One-to-one stress coaching

Coaching to help individuals explore and gain a better understanding of their stress triggers and the impact they have on their confidence, self-belief and performance.

Notes & captions ......

For more information and dates visit our website.

...... **Filson Soft** (preferably Thin or Light)
Min point size: 70% of body copy
Max point size: Body copy size

System font

In situations where the NABS brand fonts are not available or cannot be guaranteed, we revert to using system fonts which can be relied upon to be on everyone's machine.

Our primary typeface is substituted by Century Gothic, and our headline typeface is substituted by Georgia.

When should I use system fonts?

As little as possible! All NABS employees and 3rd parties creating any design work should always use the correct typography. The typography is a key part of the brand, so downgrading to system fonts should always be avoided and only undertaken as a last resort.

Using fonts in Powerpoint

All NABS team members will have the appropriate fonts installed so always use them when working on presentations internally. Exporting presentations as PDFs also ensure the fonts will remain consistent if the recipient does not need to edit the document. There are also options within Powerpoint to embed fonts[1] and if necessary, replace fonts[2] throughout the document (to swap to system fonts or vice-versa).

Georgia

AaBbCcDdEe ·········· Regular

AaBbCcDdEe ·········· Regular italic

AaBbCcDdEe ·········· Bold

AaBbCcDdEe ·········· Bold italic

Century Gothic

AaBbCcDdEe ·········· Regular

AaBbCcDdEe ·········· Regular italic

AaBbCcDdEe ·········· Bold

AaBbCcDdEe ·········· Bold italic

[1] https://support.microsoft.com/en-gb/help/826832/how-to-embed-fonts-in-powerpoint

[2] https://support.office.com/en-gb/article/Change-or-replace-the-font-in-your-presentation-b2adb42e-c9ee-41ea-8536-4ff206576a1c#ID0EBACAAA=2011

Capitalisation & punctuation

Presentation title.

NABS Charity Registration Number 1070556.

5,500
Partner Card holders

Title case for proper nouns

Coloured full stop for added impact

Sentence case capitalisation

Katherine Middlemas

Director of communication and insights

020 7290 7070
k.middlemas@nabs.org.uk
www.nabs.org.uk

NABS, 6th floor, 388 Oxford St.
London W1C 1JT

We normally use sentence case for page titles (i.e. only capitalising the first letter of the sentence). Of course we use title case when we write proper nouns (e.g. the name of an agency, person, or programme).

We also like adding full stops to our headers to give maximum impact to statements and titles. Occasionally, the full stop can be coloured orange to add contrast to the main text colour.

This coloured full stop treatment shouldn't be overused (e.g. use it only on brochure covers, presentation cover pages, and on advertising).

Photo – different types of image

We use many different kinds of imagery from a variety of sources, from guests at events and social media, right through to professionally shot imagery.

It would be impossible to dictate a unified style throughout such a varied range of image styles and sources, so on some imagery we use a simple photo treatment which

adds a NABS tint to the image. This unifies the sometimes disperate imagery, helps raise the quality of amateur photos, and turns stock images into ownable assets.

This should not be applied to every image as default however. If the image has been created/commissioned for NABS, it should remain untinted.

TINT

Non professional imagery

Low quality imagery / shot on phone

OPTIONAL

Is the image good but you're trying to create a strong graphic look?

Reusing an image and want the piece to feel fresh?

NO TINT

Commissioned / professionally shot imagery

Photo treatment

Original image

Screen effect

To achieve the effect, open the image in Adobe Photoshop, make sure the image mode is RGB and then add a Screen effect to the image.

(Layer > Layer Style > Colour Overlay)

The opacity might need to be adjusted depending on the type of photo, however it should never be lower than 70%.

(Note: if the image is for print output, follow the instructions above, then save it as a JPG. Then change the image mode to CMYK.)

To achieve an original and recognisable photography style for our brand, we use a screen effect on our images. This can be done in many software platforms but our preferred method is using Adobe Photoshop.
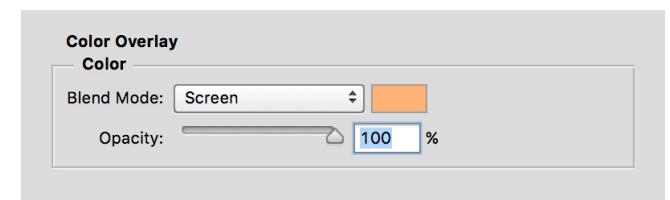
Photo – colours & shapes

#0fb6cc

#fabc7a

#382766

#d25889

Our default photo treatment colour is orange (#fabc7a) and it should be used in the majority of cases. However, to avoid a monotonous visual identity, we can use three other colours when appropriate.

Our photos can be cropped into a rectangular shape (this is usually the most comfortable format for photos). In some cases, we like to crop them into circles. If done correctly, this can lead to some dynamic, editorial-inspired layouts.

Circular crop

Visual assets
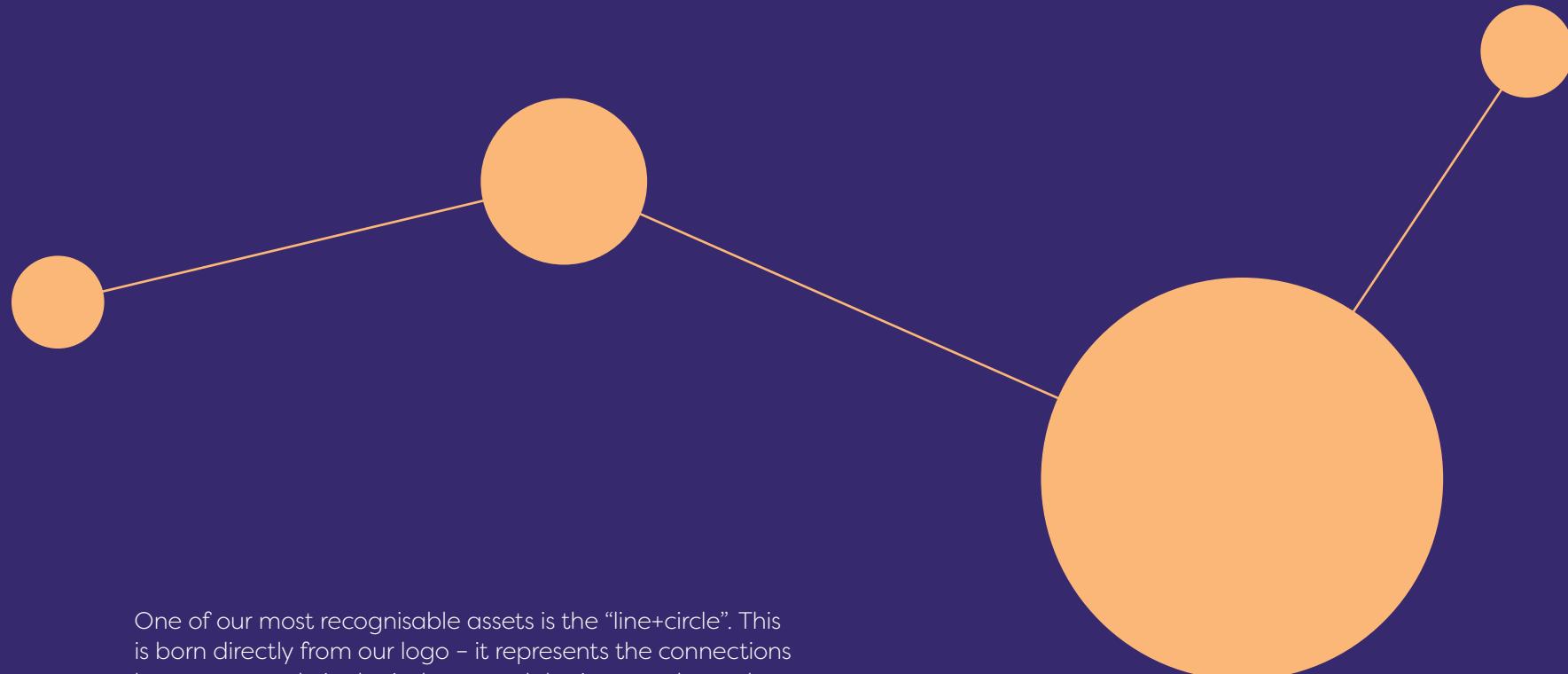
One of our most recognisable assets is the "line+circle". This is born directly from our logo – it represents the connections between people in the industry and the journey they take to achieve their ambitions.

The "line+circle" doesn't have to appear everywhere, but it should be integrated into the designs of public-facing communications such as brochure covers, stationery or website homepage. On the following pages we've given some guidance on how to use this asset.

Visual assets

Heading here.

Lorem ipsum dolor sit amet, etiam adipisci mea ea. Graece lorem delectus similique ius ex, id his eligendi quaerendum. At qui homero dignissim.

Lorem ipsum dolor sit amet, etiam adipisci mea ea. Graece lorem delectus similique ius ex, id his eligendi quaerendum. At qui homero dignissim.

Lorem ipsum dolor sit amet, etiam adipisci mea ea. Graece lorem delectus similique ius ex, id his eligendi quaerendum. At qui homero dignissim.

56%   **£4.2M**

Lorem ipsum dolor sit amet, etiam adipisci mea ea. Graece lorem delectus similique ius ex, id his eligendi quaerendum. At qui homero dignissim.

Lorem ipsum dolor sit amet, etiam adipisci mea ea. Graece lorem delectus similique ius ex, id his eligendi quaerendum. At qui homero dignissim.

Heading here.

Lorem ipsum dolor sit amet, etiam adipisci mea ea. Graece lorem delectus similique ius ex, id his eligendi quaerendum. At qui homero dignissim.

Lorem ipsum dolor sit amet, etiam adipisci mea ea. Graece lorem delectus similique ius ex, id his eligendi quaerendum. At qui homero dignissim.

Heading here.

Decorative role

Functional role (connecting page elements)
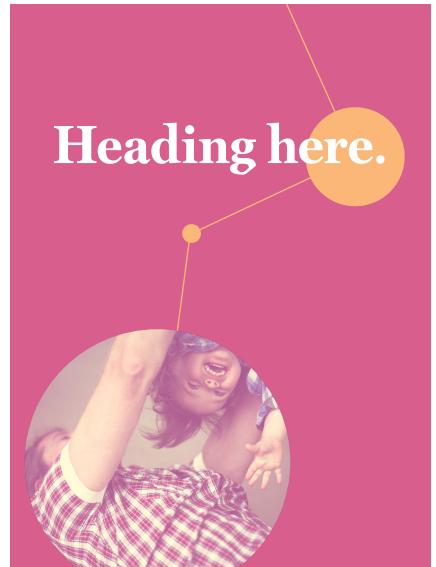
The "line+circle" can be simply used as a decorative element, or it can have a more functional role depending on the contents of the document. For example, it can be used to connect different elements on the same page, or to create a sense of direction from one piece of information to the next. On this page we've illustrated ways in which the asset can be used.

Visual assets
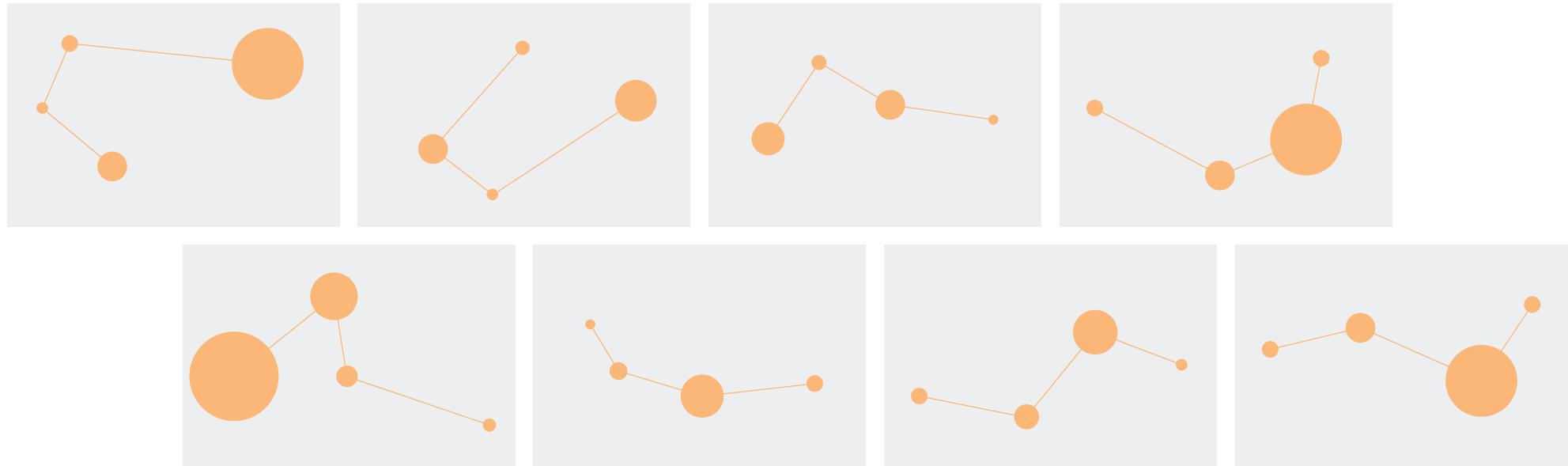
The "line+circle" system is composed of four circles, connected by lines. The sizes of the circles vary, as do the lengths of the lines (the weight of the line is always consistent). We have created eight unique images to be used in NABS communications. These can be scaled and/or rotated appropriately to fit different layouts.

You can choose from one of these eight (vector artwork files supplied in the final section of this document).

Example usage

The easiest way to understand how to use the NABS brand is to see it in use. Over the next few pages we'll show how our brand is applied to stationery, brochures, branded collateral and presentation materials.

Our numbers from the last year...

12,750
in our Partner Card community

1,500
attended our events

3,075
callers to the Advice Line

790
joined our career Masterclass

620
came to our Tuesday Club talks

430
received career coaching

210
people were supported financially

64
young advertisers joined Fast Forward

N·A·B·S

THE LITTLE GUIDE TO
Grants, training & awards.

Helping industry parents be the best they can be, at work and at home.

·N·A·B·S·
how's work?

THE LITTLE GUIDE TO
Programmes & masterclasses.

Helping industry parents be the best they can be, at work and at home.

·N·A·B·S·
how's work?

N·A·B·S

Hi John,
Lorem instructior mei ad, modus assum et ludus vim cu duo possit percipitur nunque ipsum vis.

Lorem ipsum dolor sit amet, etiam adipisci mea ea. Graece delectus similique ius ex, id his eligendi quaerendum. At qui homero dignissim, ea duo novum nostro

N·A·B·S
how's work?

2,600
advice line calls

2,000
event attendees

Example usage

Branded items

Press passes The multi-coloured palette allows for colour coding when required without denoting hierarchy. Here, a different colour is used for staff and press passes to quickly differentiate them. Both are equally on-brand.

T-shirts Here we would use the visual assets prominently to create striking t-shirts. The 'how's work?' endline on the reverse purposely gives focus to its primary intent; to be the beginning of a conversation.

Example usage

Stationery

Again, we use the full breadth of the colour palette, which in stationery means colour fills on the reverse of all collateral. The endline version is used on business cards and comp slips as these are points of conversational contact.

The visual assets are big and bold on the reverse of the stationery, the line of which links from the branding on the front.

N·A·B·S
how's work?

Main: 020 7290 7070   nabs.org.uk   NABS, 6th Floor, 338 Oxford St.   Charity registration:
Advice line: 0800 707 6607   @nabs_uk   London W1C 1JT   1070556

Katherine Middlemas
Director of communication and insights

020 7290 7070
k.middlemas@nabs.org.uk
www.nabs.org.uk

NABS, 6th floor, 388 Oxford St.
London W1C 1JT

N·A·B·S
how's work?

N·A·B·S

NABS
6th Floor, 338 Oxford St.
London W1C 1JT
Charity registration: 1070556

Main: 020 7290 7070
Advice line: 0800 707 6607
nabs.org.uk
@nabs_uk

Example usage

Brochure covers – text only

THE LITTLE GUIDE TO

What we do.

Helping industry parents be the best
they can be, at work and at home.

•N•A•B•S•
how's work?

THE LITTLE GUIDE TO

Embracing flexible
working culture.

Helping industry parents be the best
they can be, at work and at home.

•N•A•B•S•
how's work?

THE LITTLE GUIDE TO

Working
parents.

Helping industry parents be the best
they can be, at work and at home.

•N•A•B•S•
how's work?

THE LITTLE GUIDE TO

Grants,
training &
awards.

Helping industry parents be the best
they can be, at work and at home.

•N•A•B•S•
how's work?

These illustrate very clearly how the visual assets can be used to draw your eye through a design. They shouldn't feel completely attached to each piece of text, but subtly hint at the read order as they do above.

The two typefaces here are used very simply on the covers, as is, again, the full breadth of the colour palette (including using coloured full stops for some headlines).

Example usage

Brochure covers – text and image

THE LITTLE GUIDE TO
Embracing flexible working culture.

Helping industry parents be the best they can be, at work and at home.

•N•A•B•S•
how's work?

THE LITTLE GUIDE TO
Programmes & masterclasses.

Helping industry parents be the best they can be, at work and at home.

•N•A•B•S•
how's work?

THE LITTLE GUIDE TO
Working parents.

Helping industry parents be the best they can be, at work and at home.

•N•A•B•S•
how's work?

THE LITTLE GUIDE TO
Grants, training & awards.

Helping industry parents be the best they can be, at work and at home.

•N•A•B•S•
how's work?

The colour of the photo treatment remains orange if the photo is connected to the visual assets. However, when the photo is "floating" on its own (e.g. in the third image from the left), the colour of the photo treatment doesn't need to be orange, provided the layout doesn't exceed a total of three colours.

Example usage

Booklets and brochure contents

The NABS brand should enable you to deliver longform content and information in a way that is on-brand, easy to apply. It should always make things clearer, easier to navigate, and never get in the way of the message.

Simple visualisation of key information Try and create moments that 'pop' visually to help draw attention to key pieces of information. Here bold use of the headline font and tinted imagery helps bring statistics to life.

Example usage

Booklets and brochure contents

Running headers and page information Keep these clear and consistent. Consider this if you're creating a series of documents, creating a consistent style for page info and titling that spans all of them.

What we do

N·A·B·S
how's work?
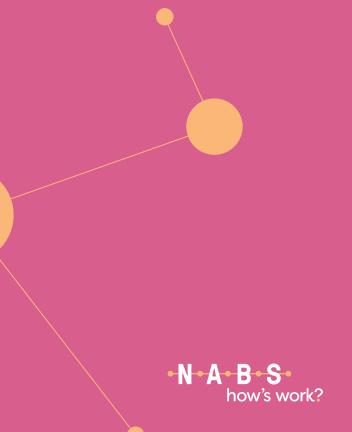
What we do

NABS — Running header

What we do

At vero eos et accusamus et iusto seodio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas aux molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus.

Ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat autem quibusdam et aut officiis.

Services

Advice line

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

• similique
• molestias similique
• similique laborum
• sim qui officia similique
• sint occaecati
• praesentium voluptatum
• quas molestias

At vero eos et accusamus et iusto odio dignissimos qui blanditiis praesentium voluptatum lorem deleniti atque corrupti quos dolores et quas molestias exceptur et iusto odio dignissim aux lorem ipsum.

Career coaching

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Creative career coaching

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Career masterclasses

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

"I would like to say a massive thank you for all the help and support you have given me this year. Never underestimate your ability to change people's lives. You have certainly helped me turn mine around."
— Advice line caller

**Circular image framing** Using this simple faming device gives an instant ownable element on the page.
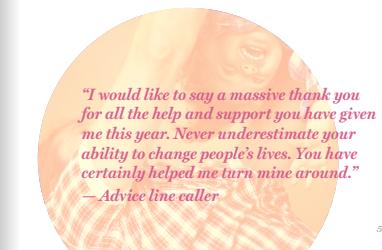
Keep things simple and clear Keep your styles of header and subheader consistent throughout your documents to aid navigation and clarity.

Pull quotes Give readers opportunities to dip in and out of longform content by pulling out key sentences and quotes that will catch the eye when flicking through. This should be done with the headline typeface.

Example usage

Graphs and charts

With more traditional data visualisations such as bar and pie charts, cycle through the palette, then tints from the palette, to give you your segment colours. We avoid drop shadows and keylines at all costs, in favour of a cleaner feel.

NABS advice line callers by reason for contact

- molestias excepturi sint occaecati cupiditate non provident
- molestias exceptur
- lorem ipsum sit amet dolor
- molestias excepturi sint occaecati cupiditate non provident
- molestias exceptur
- lorem ipsum sit amet dolor
- molestias excepturi sint occaecati cupiditate non provident
- molestias exceptur
- lorem ipsum sit amet dolor

Example usage

On-screen presentation
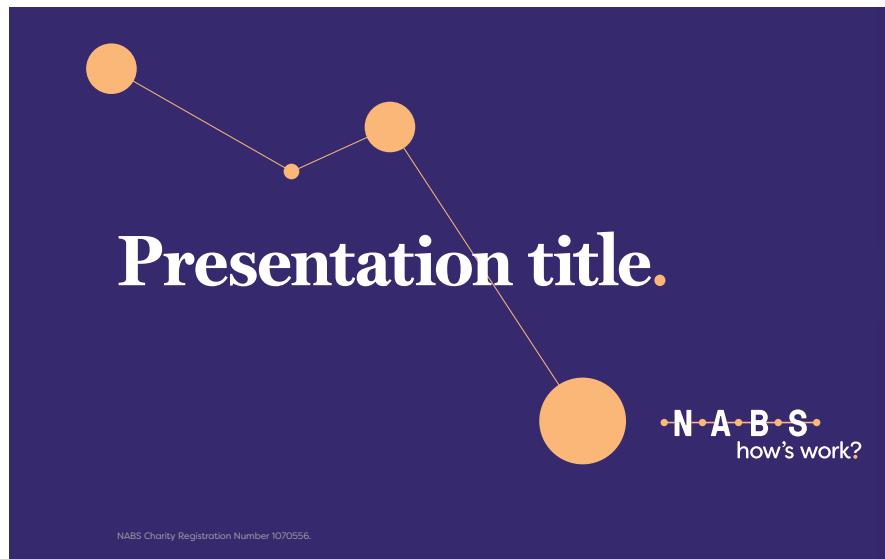
A Powerpoint template is available to use use for all presentations. This contains many simple to use page layouts and templates that should enable you to flow in your content without worrying about design. It follows similar priciples to the brochure design: simple use of both typefaces, some circluar image framing, and simple and bold layouts.

Example usage

Email signature

System font usage Email signatures are one of the rare moments we default to system fonts from our brand fonts.

Email signatures are best kept simple to ensure consistency across multiple platforms and email clients, which tend to be varied in how they render type.

Thank you

Contact details

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Appendix – supplied artwork

LOGO (ORIGINAL)			
CMYK	**RGB**	**MONO (BLACK)**	**PANTONE**
MASTER EPS	MASTER EPS	MASTER EPS	MASTER EPS
MASTER JPG	MASTER JPG	STRAPLINE EPS	STRAPLINE EPS
STRAPLINE EPS	MASTER PNG		
STRAPLINE JPG	STRAPLINE EPS		
	STRAPLINE JPG		
	STRAPLINE PNG		

LOGO (REVERSED)			
CMYK	**RGB**	**MONO (WHITE)**	**PANTONE**
MASTER EPS	MASTER EPS	MASTER EPS	MASTER EPS
STRAPLINE EPS	MASTER PNG	STRAPLINE EPS	STRAPLINE EPS
	STRAPLINE EPS		
	STRAPLINE PNG		

LINE+CIRCLE		
CMYK	**RGB**	
1 EPS	1 EPS	1 PNG
2 EPS	2 EPS	2 PNG
3 EPS	3 EPS	3 PNG
4 EPS	4 EPS	4 PNG
5 EPS	5 EPS	5 PNG
6 EPS	6 EPS	6 PNG
7 EPS	7 EPS	7 PNG
8 EPS	8 EPS	8 PNG

The logo is supplied in a variety of formats.

Always use CMYK files for print to ensure colours are printed correctly. We recommend using vector formats (EPS) as they can be sized to fit any layout without loss of image quality. Alternatively, JPG format can be used.

Always use RGB files for screen to ensure colours are displayed correctly. We recommend using vector formats (EPS). PNG format should be the alternative choice, then JPG as a final option.