take OUR hand

primary logo

This is the primary logo to be used on digital media and in printed materials to indicate the 'take our hand' brand.

approved brand colours

The logos to the right show the acceptable colour combination choices of our brand.

The landscape version of the logo is an acceptable alternative format of the logo. The circular logo is for use as a social media icon and can also be used as a sticker logo for giveaway packs.

take OUR hand

take OUR hand
helping young people cope with bereavement

takeourhand

take OUR hand

takeourhand

social media icon

landscape logo version

brand colour palette

This is our brand colour palette with the various colour breakdowns for print and digital use. Please stick to our palette colour codes.

take our hand main brand teal

Pantone 633

C=85, **M**=40, **Y**=26, **K**=10

#007396

dark-grey

Pantone 2336

C=59, **M**=52, **Y**=53, **K**=51

#4E4B48

bright-green

Pantone 2299

C=44, **M**=0, **Y**=91, **K**=0

#A4D233

pale-grey

15% Pantone Black

C=0 **M**=0, **Y**=0, **K**=15

#EEEEEE

dark-teal

Pantone 308

C=93, **M**=57, **Y**=31, **K**=16

#00587C

mid-grey

Pantone cool grey 4

C=29, **M**=22, **Y**=24, **K**=03

#BBBCBC

pale-green

30% Pantone 2299

C=44, **M**=0, **Y**=91, **K**=0

#A4D233

rich black

Pantone Black 2C

C=89, **Y**=78, **M**=62, **K**=97

#010303

Questrial (large headers and headlines)

ABCDEFGHIJKLMNO PQRSTUVWXYZ

abcdefghijklmnopqr stuvwxyz

&1234567890

Questrial and Poppins are our brand fonts. These are available freely via google fonts. Body text should be 10pt text on 15pt leading where possible. Use Poppins Light for body text. Large headers are in Questrial - use lowercase lettering for headers. See text example on the following page.

Poppins (body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&1234567890

Regular

Bold

Semi-bold

Regular

Light

Extra-light

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Main header example pantone 308, questrial font regular lowercase lettering 18pt text on 20pt leading with 24pt paragraph spacing

Body text example to show font styling and leading. Text is in Pantone 2336 colour. Size is 10pt text on 15pt leading with 15pt paragraph spacing. Use this where possible.

Body text example to show font styling and leading. Text is in Pantone 2336 colour. Size is 10pt text on 15pt leading with 15pt paragraph spacing. Use this where possible. Body text example to show font styling and leading. Text is in Pantone 2336 colour. Size is 10pt text on 15pt leading with 15pt paragraph spacing. Use this where possible. Body text example to show font styling and leading. Text is in Pantone 2336 colour. Size is 10pt text on 15pt leading with 15pt paragraph spacing. Use this where possible.

Sub-heading Poppins semibold 12pt on 15pt leading, 24pt pargraph spacing, pantone

Indented text with tinted background colour to highlight key information and break up content to make more readable. Indented text with tinted background colour to highlight key information and break up content to make more readable. Indented text with tinted background colour to highlight key information and break up content to make more readable. Paragraph spacing extended to 24pt.

Body text example to show font styling and leading. Text is in Pantone 2336 colour. Size is 10pt text on 15pt leading with 15pt paragraph spacing. Use this where possible.

correct logo use ✓

incorrect logo use ✗

logo exclusion zones

The logo should have an exclusion zone as shown above, using the capital 'C' letter as a measure. This means that all other graphics need to be distanced away from the logo by this amount as a minimum.

minimum logo sizes

22MM

35MM

The above measurements are the minimum size our logos can appear electronically or in print. 32mm wide for the landscape version. 22mm wide for the portrait version.

1.   Avoid squashing or stretching our logo
2.   Do not change the fonts & ensure the correct ones are in use
3.   The "OUR" in take OUR hand is always in CAPITAL letters
4.   Use only colours in the brand colour palette shown in this brand guide.
5.   Never move elements of the logo or rescale them. The hand icon should always be on the right-hand side of the logo.

brand guide · **2021**

www.takeourhand.org.uk