



BRAND GUIDELINES

EDITION 1.0



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THE BRAND

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BRAND OVERVIEW

NWG is a charitable organisation that aims to help and protect the lives of young people by raising awareness of child sexual exploitation and supporting those affected by it.

We achieve this through constant development of our support network and our pro-active approach to issues surrounding CSE and national policy.

Our team are passionate about making a difference to the lives of children, young people and their families. For us there is only one outcome, CSE must STOP.

TACKLING CHILD SEXUAL EXPLOITATION

BRAND FOCUS

The focus of NWG is defined by the key values of passion and commitment to helping young people and improving their lives.

The belief that we are making a difference and having a lasting impact drives us forward to achieve our goals.

BRAND PERSONALITY

SAFE
SECURE
RELIABLE
IMPACTFUL
SUPPORTIVE
APPROACHABLE

THE VISUAL IDENTITY

THE VISUAL IDENTITY

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NWG LOGO

NWG Logo Colour



NWG Logo Reversed



LOGO EXCLUSION ZONES

NWG Logo Exclusion Zones



There should always be equal clear space around all sides of the logo. This will ensure that there is enough breathing space from any elements that may appear nearby.

Exclusion zones should scale proportionally to the logo using the scale (width) of the 'N' as a guide for space around the logo.

LOGO SIZING

NWG Logo Minimum Size



25mm | 100pixels

Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 25mm (Full Logo) will effect legibility and ultimately the exposure of the brand.

LOGO VARIATIONS

NWG Logo Colour



NWG Logo Reversed



NWG Logo Mono



INCORRECT LOGO USAGE

Altered Colour Positioning



Altered Element Positioning



Altered Colours



Distortion



NWG PROPOSITION

NWG Proposition Colour



NWG Proposition Reversed



NWG Proposition Mono



The NWG proposition should always appear in conjunction with the logo to reinforce the constant battle against child sexual exploitation.

However, the proposition is an independent element and should not appear as an attachment or as part of the logo itself.

TACKLING CHILD SEXUAL EXPLOITATION

CAMPAIGN LOGO

STOPCSE Logo Colour



STOPCSE Reversed



LOGO EXCLUSION ZONES

STOPCSE Logo Exclusion Zones



There should always be equal clear space around all sides of the logo. This will ensure that there is enough breathing space from any elements that may appear nearby.

Exclusion zones should scale proportionally to the logo using the scale of the 'E' as a guide for space around the logo.

LOGO SIZING

STOPCSE Logo Minimum Size



Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 40mm (Full Logo) will effect legibility and ultimately the exposure of the brand.

The logo without the awareness day strapline may appear no smaller than 25mm, however this logo should only be used on particularly small applications and should never replace the full campaign logo at larger sizes.

LOGO VARIATIONS

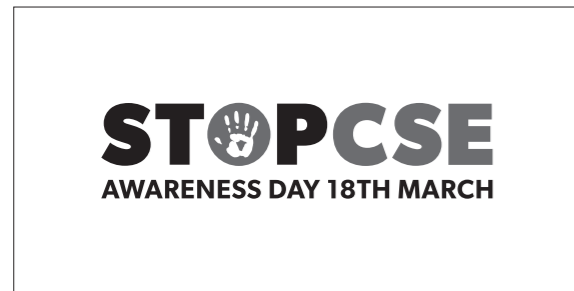
STOPCSE Logo Colour



STOPCSE Logo Reversed



STOPCSE Logo Mono

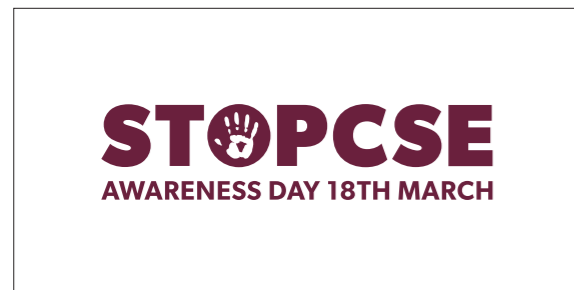


STOPCSE Logo Colour (With no date)



INCORRECT LOGO USAGE

Altered Colour



Altered Element Positioning



Distortion



CAMPAIGN CALL TO ACTION

Campaign Call to Action Colour



Campaign Call to Action Reversed



Campaign Call to Action Mono



The campaign call to action typically replaces the NWG proposition when used. There are some circumstances in which both can be used, such as when the NWG brand appears as the parent brand over the campaign (as seen in the application section of these guidelines).

The call to action can be flexible in its appearance and can be either stacked in large format (see below) or appear over one line at smaller sizes (see above).

**HELP US STOP
CHILD SEXUAL
EXPLOITATION**

BRAND COLOURS

CLARET

Pantone 209 C
C: 35 M: 89 Y: 46 K: 47

R: 114 G: 37 B: 60
#72253C

CARDINAL

Pantone 7636 C
C:17 M: 98 Y: 55 K: 7

R: 193 G: 29 B: 74
#C11D4A

BLACK

C: 0 M: 0 Y: 0 K: 100

R: 1 G: 1 B: 1
#000000

WHITE

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255
#FFFFFF

GIBSON IS OUR BRAND HEADLINE TYPEFACE

Gibson has been chosen for its high impact, no-nonsense approach, especially in its heavier weights of Semibold and Bold, which are the primary weights that are used within the brand.

Gibson is used primarily as a display typeface and as such should be used for headlines, headings and subheadings only.

IT HAS 4 WEIGHTS OF:

LIGHT
REGULAR
SEMIBOLD
BOLD

OPEN SANS IS OUR SECONDARY BRAND TYPEFACE

Open Sans is our secondary typeface for the brand, it has been chosen for its versatility and legibility. It should primarily be used as body copy in its Regular weight, however it is acceptable to appear as sub-headings in its heavier weights of as of Bold and Extrabold.

IT HAS 5 WEIGHTS OF:

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

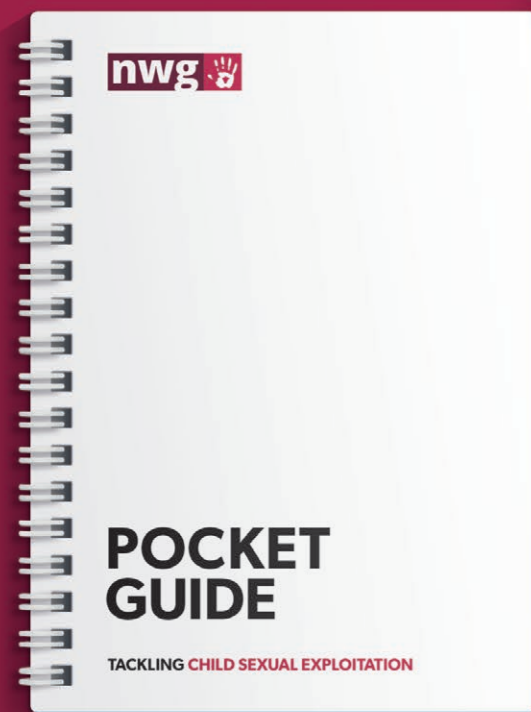
PHOTOGRAPHY STYLE

Photography should primarily be used in grey scale, with images being high contrast and at a large scale for most promotional collateral. Full colour may be used on other applications.

THE APPLICATION

THE APPLICATION

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UNIFORM



ADVERTISING



TACKLING CHILD SEXUAL EXPLOITATION

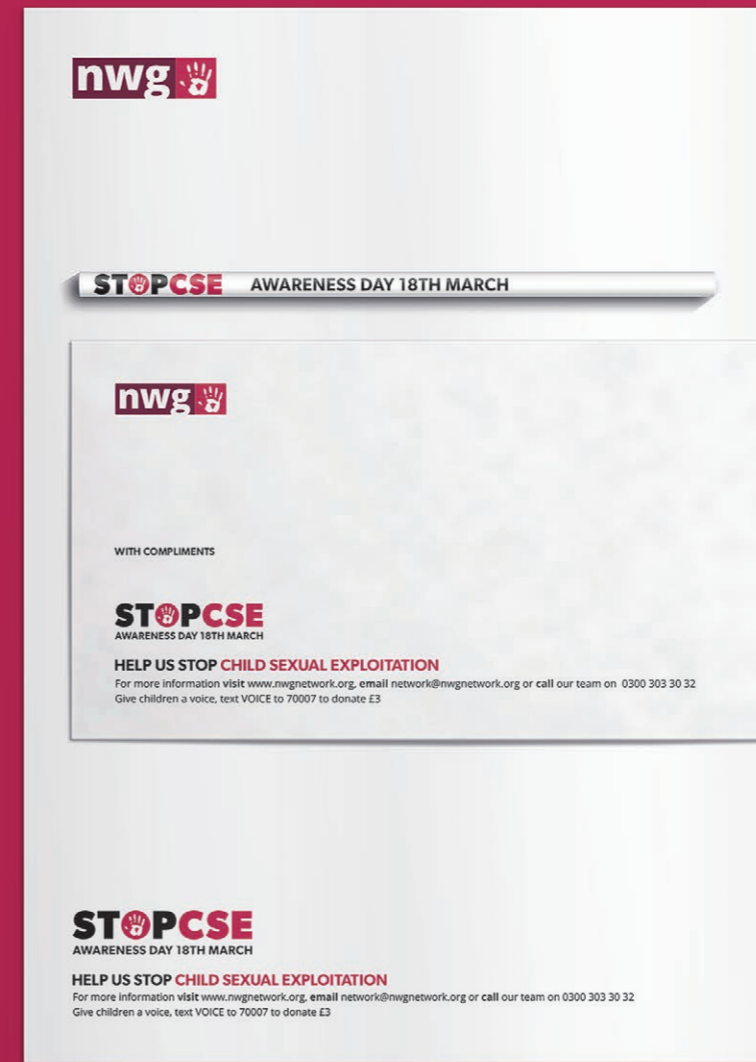
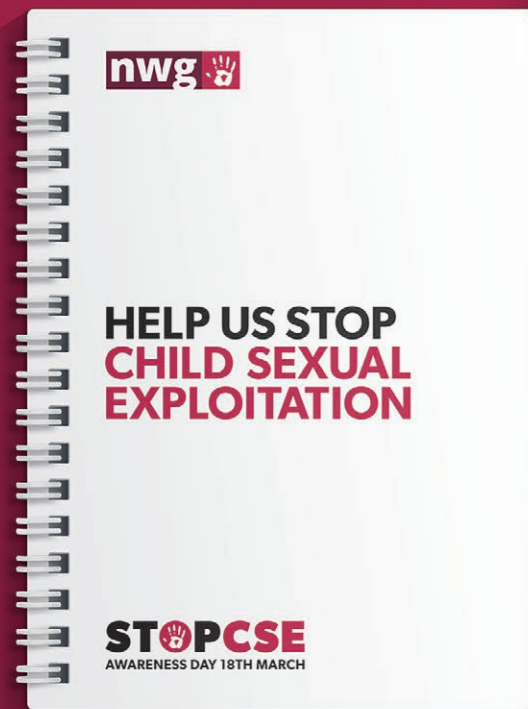


GIVE CHILDREN A VOICE TEXT STOP TO 70007 TO DONATE £3

Child Sexual Exploitation (CSE) is a form of sexual abuse that involves the manipulation and/or coercion of young people under the age of 18 into sexual activity, sometimes in exchange for things such as money, gifts, accommodation, affection or status.

Terms and Conditions: You will be charged £3, plus one message at your standard network rate. 100% of your donation will be received by NWG Network, Registered Charity No: 1125632. If you have any questions please call 01332 585371. To opt out of future communications, end your text with NOINFO.

WWW.NWGNETWORK.ORG



NWG SUB BRANDS

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SUB BRAND ARCHITECTURE

STOPCSE

AUDIENCE

Public

OBJECTIVE

Public facing campaign identity of NWG. This is used in all public facing communications with the NWG brand appearing as the parent brand.

NWG PARENT BRAND

AUDIENCE

Professionals

OBJECTIVE

Parent brand for all identities.



CSE RESPONSE UNIT

AUDIENCE

Professionals

OBJECTIVE

Used to promote the Response Unit services supplied by NWG.

STOPCSE AWARENESS DAY

AUDIENCE

Public (For Professional Use)

OBJECTIVE

Used to promote the NWG CSE Awareness Day it asks all to unite on 18 March and raise awareness of CSE.

USAGE

Used to promote the NWG CSE Awareness Day each year on the 18 March.

STOPCSE SAY SOMETHING IF YOU SEE SOMETHING CALL TO ACTION

AUDIENCE

Public (For Professional Use)

OBJECTIVE

Primarily used as a call to action, this format creates a more united and consistent representation of this 'action', creating a solid share of voice.

USAGE

364 days of the year this call to action support the STOPCSE branding in raising 'action' against CSE. Must always appear with the STOPCSE logo.



#SaySomething YOUTH

AUDIENCE

Public - Children and Young Adults (For Professional Use)

OBJECTIVE

Used to communicate the complex issues of CSE to those at risk and their peers. #SaySomething is the approachable NWG guise for tackling issues and raising awareness with children and young adults.

USAGE

Children and Young Adults Audience

SAY SOMETHING IF YOU SEE SOMETHING 'CALL TO ACTION'

Say Something If You See Something (SSSS) Call to Action Colour



CALL TO ACTION VARIATIONS

SSSS Call to Action Colour Reversed



SSSS Call to Action Mono



ALTERNATIVE CALL TO ACTION

The 'Call to Action' can be flexible in its appearance and can be used in either a stacked format (see opposite) or appear over one line (see below). However the preference is to use the stacked version.

The 'Call to Action' must **never** appear on it's on. It must always be used as a call to action used in conjunction with the STOPCSE logo. An example is shown below.

Alternative SSSS Call to Action



Alternative SSSS Call to Action Reversed



SAY SOMETHING IF YOU SEE SOMETHING EXAMPLES

#SaySomething LOGO

#SaySomething Logo Colour



LOGO VARIATIONS

#SaySomething Logo Colour Reversed



#SaySomething Logo Mono



LOGO SIZING

#SaySomething Logo Minimum Size



40mm | 150pixels

Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 40mm will effect legibility and ultimately the exposure of the brand.

#SaySomething EXAMPLES



CSE RESPONSE UNIT LOGO

CSE Response Unit Logo Colour



LOGO VARIATIONS

CSE Response Unit Logo Colour Reversed



CSE Response Unit Logo Mono



LOGO SIZING

CSE Response Unit Minimum Size



Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 57mm (Full Logo) will effect legibility and ultimately the exposure of the brand.

CSE RESPONSE UNIT EXAMPLES



SOCIAL MEDIA ICON



This icon should be used throughout NWG social media platforms to keep brand identity consistency.

CONTACT

Should you need any assistance with the application of the NWG brand or just need to clarify points made in this document please contact us.

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