

OTR'S

NEW

BRAND STYLE GUIDE

2019/20

Contents

Intro	1
Mission Statement & Strapline	2
Tone of Voice	3
Brand Personality	4-5
Logo	6-7
Logo with Photography	8-9
Colour	10
Typography	11
Illustration & Icons	12
Pattern	13
Design for print	14-15

DO GOOD STUFF

OTR

Intro

'Who needs a Style Guide, anyway?'

At OTR we're keen to make sure that we're really clear in our communications, and consistent in the way that we look and feel, so you can have the best experience with us - whether you're a young person, parent/carer, fundraiser, or someone just interested in our work.

OTR has made a big shift in recent years. You may know us as 'Off the Record', but we're making a deliberate movement away from that. You don't have to be 'off the record' when talking about mental health - that's an attitude best left in the 60s, when we first started out!

In this document, we'll talk you through our brand guidelines - so you can always recognise OTR, and more importantly, understand our values.

THIS IS US

Mission Statement & Strapline

Our mission statement is as follows:

OTR ISN'T JUST A CHARITY PROVIDING MENTAL HEALTH SERVICES, IT'S A MENTAL HEALTH MOVEMENT MOBILISED TO SUPPORT, PROMOTE AND DEFEND THE MENTAL HEALTH, RIGHTS AND SOCIAL POSITION OF YOUNG PEOPLE!

Our strapline can be broken down in a number of different versions, dependent on how much space there is to work with.

FULL

In full, it reads as follows:

'A mental health social movement by and for young people in Bristol and South Gloucestershire'

SHORTENED

This can shorten to:

'A mental health social movement by and for young people'

SNAPPY

And finally:

'A mental health social movement'

Tone of Voice

- We interchange talking about OTR in the first person and third person. First person (“we offer this”, “you can come here”) is more appropriate when speaking directly to young people about our services; however third person “OTR can announce that...” is more appropriate for more formal communications with press and fundraising stakeholders
- We do not use overly-emotive language; we are not a charity that tries to ‘pull on the heartstrings’
- We use positive language and emphasise a strengths-based approach with young people
- However at the same time, we’re angry about injustices and fight young people’s corner when the world around them is unfair
- We avoid language of ‘illness’ and focus on preventative work and general wellbeing

“PEOPLE DON’T ALWAYS REMEMBER WHAT YOU SAY OR EVEN WHAT YOU DO, BUT THEY ALWAYS REMEMBER HOW YOU MADE THEM FEEL”

Maya Angelou (Author, poet)

We are friendly, genuine and conversational, not stuffy and business-like.

“We’ve got plenty of links and wellbeing tips for you to try this month!”

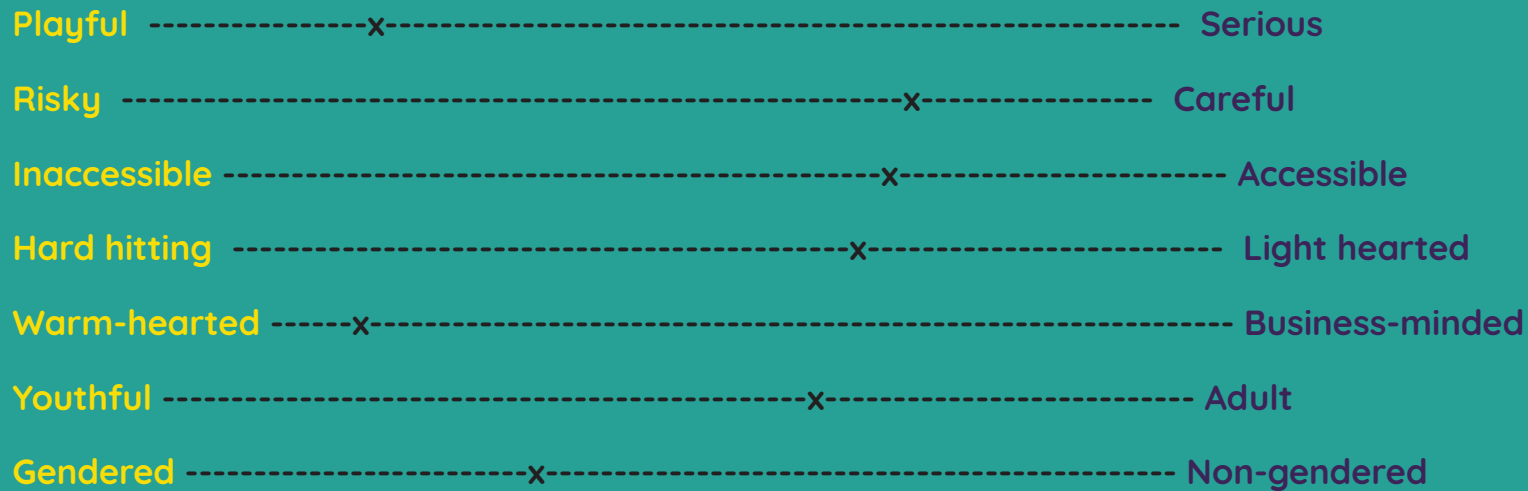
We avoid cliches, fluffy affirmations and individualising language

“If you’re feeling crap about the world - it’s because the world can be crap at times! We offer groups and projects that can help you find your mojo”.

We make use of our credibility and 50+ year history

“We’ve been supporting young people across Bristol for more than 50 years”

Brand Personality



What do we want to change?

- We are ‘careful’ - we would like to be more challenging and thought-provoking
- We remain quite gendered in our design and language; this should become more neutral, OTR should develop its appeal and literacy to young men and young people in hard-to-reach communities



Brand Personality

OK, so what is OTR like? We want everyone to experience OTR as an open, friendly and supportive place - particularly our primary audience of young people aged 11-25. Not only that, but we want to challenge mental health narratives and the wider systems around us that make life unfair or unjust for young people. Here's how we see ourselves:

WHAT WE BELIEVE

All theoretical models are wrong, but all of them are useful

Relationships are what make the difference

Mental health is social and political as well as personal

Social networks are more powerful than individual solutions

Building on strengths and capabilities is more sustainable than meeting needs and vulnerabilities

Participatory services are more effective than transactional ones

Our work is a vocation

WHAT WE VALUE

Collaboration

Diversity

Learning

Sharing

Participation

Self-efficacy

Self-care

Transparency

Agency

Creativity

Social Action

Pragmatism

HOW WE BEHAVE

We're...

accommodating

integrated

thoughtful

supportive

open

resourceful

resilient

communicative

independent

imaginative

motivated

adaptable

Logo

The new OTR logo was designed to encapsulate the spirit of OTR and is comprised of simple yet bold shapes working together to create a memorable mark. The letterforms are unique - clean lines and circles create a playful and punchy feel.

The logo should appear first and foremost in the OTR yellow as shown here, but other OTR colour versions are fine to use (see page 10), along with white and black.



Version using strapline



A MENTAL HEALTH SOCIAL MOVEMENT

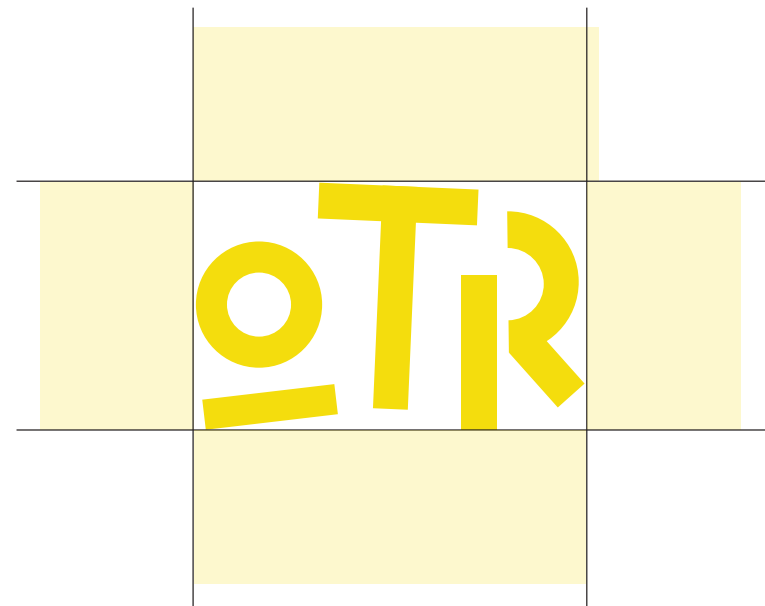
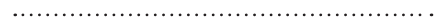
Logo

Version using OTR's charity number,
used for fundraising purposes only



charity number 1085351

It's important for the logo to breath when
around other elements. Please keep an
exclusion area around the logo as shown
by the yellow blocks here:



Logo with photography

We don't tend to use photography too much, instead preferring a graphic-lead approach. However, you'll sometimes see us using photos on social media - for instance to highlight an event we've hosted, or a fundraising achievement.

When incorporating the logo with photography, the frame can
be used to house it clearly.



...Or a tab along the bottom.



Logo with photography

✘ Incorrect usage

The logo loses impact when placed on busy backgrounds.



✔ Correct usage

A 'tab' can be used for these situations to house the logo without it being compromised.



Colour

The colour palette has been chosen to appeal to our diverse audience.

The logo 'OTR' is rendered in a bold, yellow, sans-serif font. The 'O' is a circle with a horizontal bar extending from its bottom left. The 'T' is a simple vertical bar with a horizontal top bar. The 'R' is a vertical bar with a curved top and a horizontal base. The background is a solid purple color.

PURPLE

CMYK - 89/98/29/26

RGB - 61/36/89

The logo 'OTR' is rendered in a bold, yellow, sans-serif font. The 'O' is a circle with a horizontal bar extending from its bottom left. The 'T' is a simple vertical bar with a horizontal top bar. The 'R' is a vertical bar with a curved top and a horizontal base. The background is a solid charcoal grey color.

CHARCOAL

CMYK - 70/60/56/67

RGB - 48/49/49

YELLOW

CMYK - 6/8/92/0

RGB - 248/221/9

The logo 'OTR' is rendered in a bold, yellow, sans-serif font. The 'O' is a circle with a horizontal bar extending from its bottom left. The 'T' is a simple vertical bar with a horizontal top bar. The 'R' is a vertical bar with a curved top and a horizontal base. The background is a solid pink color.

PINK

CMYK - 4/93/34/0

RGB - 225/42/103

The logo 'OTR' is rendered in a bold, yellow, sans-serif font. The 'O' is a circle with a horizontal bar extending from its bottom left. The 'T' is a simple vertical bar with a horizontal top bar. The 'R' is a vertical bar with a curved top and a horizontal base. The background is a solid turquoise color.

TURQUOISE

CMYK - 76/13/46/1

RGB - 39/160/151

Typography

We have a selection of typefaces to use in different instances.

You can find all of these fonts ready to load onto your computer in the OTR 'Fonts' folder.

Zing Rust

Display font. Use for headlines, big and bold instances, where volume is required.

***SURROUND YOURSELF WITH PEOPLE WHO
EMPOWER YOU TO BECOME BETTER***

Quicksand

For longer text instances in both print and digital. Use both bold and regular weights where necessary.

Surround yourself with people who empower you to become better

Surround yourself with people who empower you to become better

Helvetica

A classic web safe font. For use when Quicksand isn't available.

Surround yourself with people who empower you to become better

Illustration & Icons

Illustration and icons are a great way of bringing OTR's communications to life. We have a new set of icons created bespoke for OTR - you'll see these most prominently on the OTR website, where the homepage can help you explore next steps in seeking information or support. These designs also work really well on our printed literature and social media. You'll never catch us illustrating mental health with cheesy stock photos, or even worse, headclutchers!



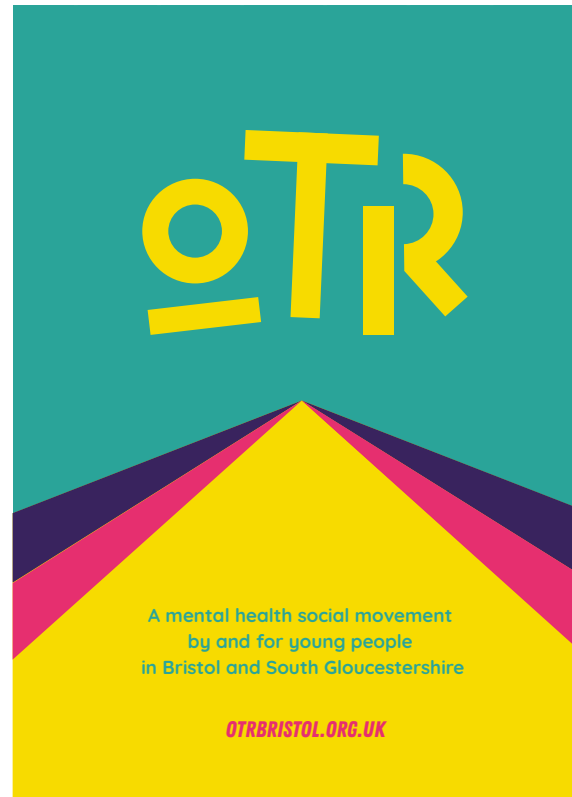
Pattern

We now have patterns for OTR - created from the pieces of the new logo.



Design for Print

Here is our folded service overview flyer



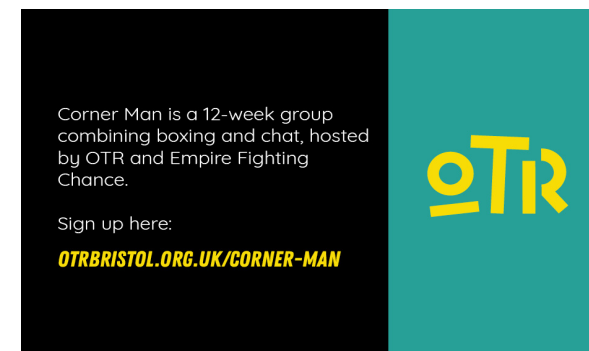
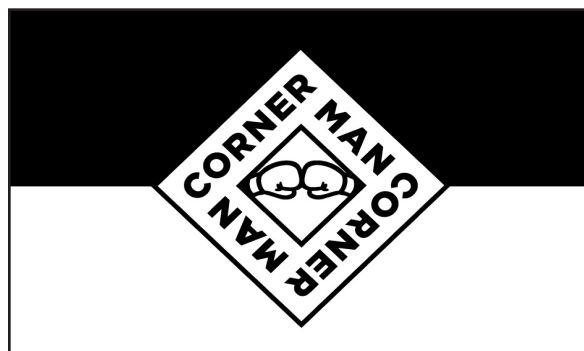
Service overview flyer front



Service overview flyer back

Design for Print

Here are two of the service promo cards.



THANK YOU

If you have any brand-related queries, please contact our Marketing, Communications and Digital Manager:
liam@otrbristol.org.uk

