



# BRAND GUIDELINES

## 2018



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# Introduction: Vision, Mission & Values

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## **VISION**

Our vision is to empower organisations and charities in our local communities of Kent and Medway who make a real and positive difference to people's lives.

## **MISSION**

Our mission is to pro-actively create strong local communities by connecting those who want to help with those seeking help.

## **VALUES**

### **Excellence**

We strive to achieve excellence in the delivery of our service by exceeding the expectations of both our donors and our grant recipients.

### **Supportive**

We go above and beyond to support the organisations that apply to us for funding by sharing our knowledge and expertise to help build a sustainable and confident voluntary sector across Kent and Medway.

### **Integrity**

We operate with integrity in everything we do. We are transparent in our processes and deliver what we promise.

## Logo: Primary Logo

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Our logo is the most visible element of our identity. It is our universal signature across all Kent Community Foundation communications.

The logo is made up of two elements: the symbol and the logotype.

This document has been compiled to highlight the correct usage of our logo and how we communicate across all aspects of our brand communications.

Brand symbol



Logotype

**KENT**  
COMMUNITY  
FOUNDATION

Logo

# Logo: Variations

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We have a suite of logos, this ensures legibility across all communication both on screen and in print.

The use of our logo variations is determined by the available space, aesthetics, function and visibility.

In most cases it will appear in colour but can also be adapted for use on a coloured background.

Primary Lock-Up



Horizontal Lock-Up



Brand symbol



Greyscale



White overlay  
(Colour background or image)



# Logo: Positioning & Sizing

## Positioning

Our logo should be included where possible when organisations talk about receiving funding from Kent Community Foundation.

If using our logo over a photograph, it needs to be clear so the white option of our logo can be used. If placing the logo on a coloured background then the white logo should be used.

## Minimum Sizing

We recommend not to make the portrait logo any smaller than 150px (online) or 25mm (offline). The landscape logo should be no smaller than 35mm.



25mm



35mm





## Typography: Body Copy

---

Gill Sans MT is our body copy typeface.  
We use this in all communications.

Typography is an important aspect of  
our brand identity. Our typographic style  
contributes to our distinctive aesthetic.

We use it in two weights, Bold and  
Regular.

Bold is used for semi-headings.

GILL SANS - REGULAR

Aa Bb Cc

GILL SANS - BOLD

Aa Bb Cc

## Typography: Header Copy

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Merlo Neue Round is our header copy typeface. We use this in all communications for titles, infographics and quotes.

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic.

We use it in three weights, Bold, Medium and Light.

MERLO NEUE ROUND - BOLD

Aa Bb Cc

MERLO NEUE ROUND - MEDIUM

Aa Bb Cc

MERLO NEUE ROUND LIGHT

Aa Bb Cc

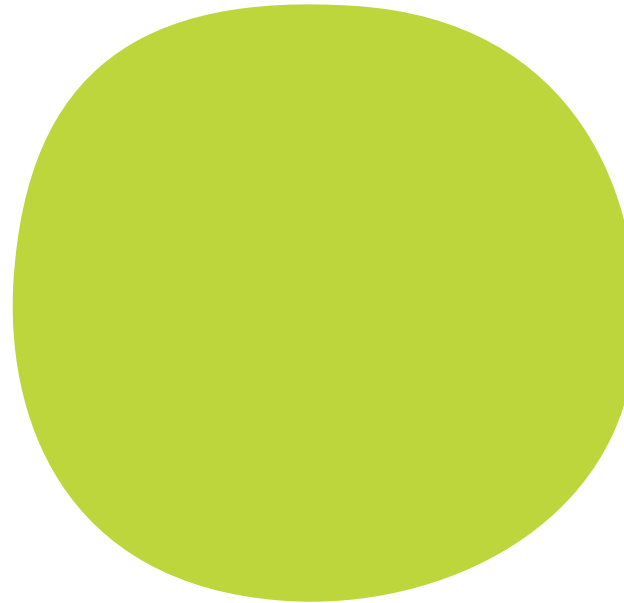


## Colour Palette: Primary

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Our primary colours are taken directly from our logo and are key indicators of the Kent Community Foundation brand.

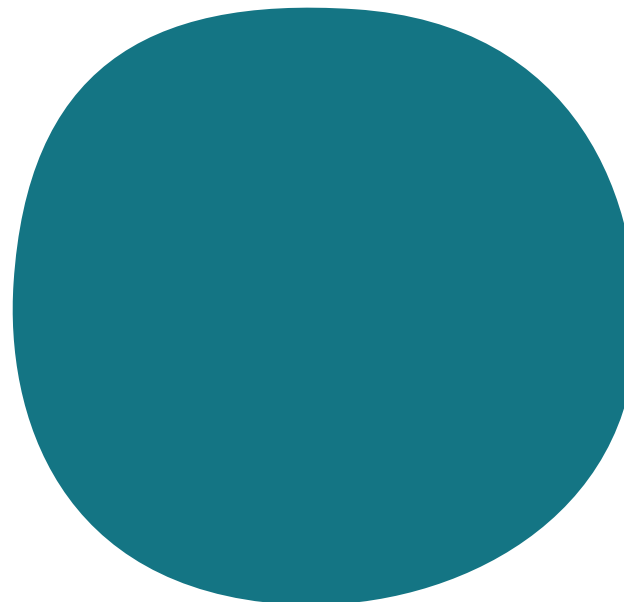
Used for backgrounds, borders and design elements on various marketing materials.



Pantone  
381U

CMYK  
C:30 M:0 Y:95 K:0

RGB  
#bed73b



Pantone  
322U

CMYK  
C:85 M:40 Y:40 K:10

RGB  
#207584

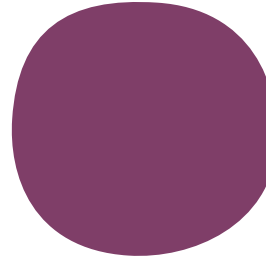
## Colour Palette: Secondary

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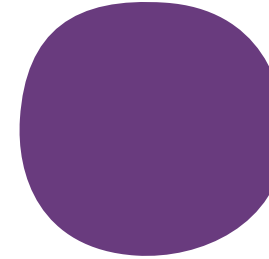
Our secondary colours not only compliment our two primary colours but allow us to add more dimension to the brand.

They give us freedom and versatility and energy in our marketing materials including the Kent Community Foundation website.

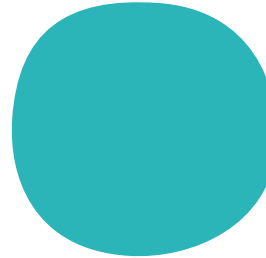
CMYK  
C:50 M:85 Y:35 K:15  
RGB  
#804068



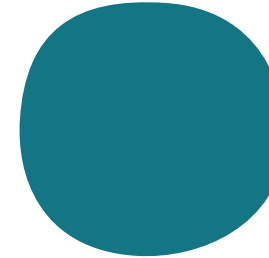
CMYK  
C:70 M:90 Y:20 K:5  
RGB  
#6A3C7E



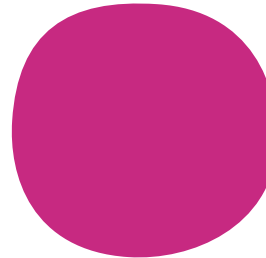
CMYK  
C:70 M:5 Y:30 K:0  
RGB  
#35B5B9



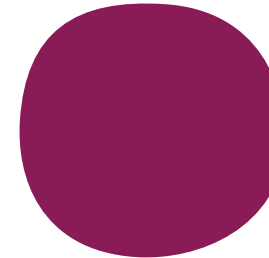
CMYK  
C:85 M:40 Y:40 K:10  
RGB  
#207584



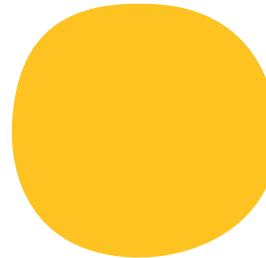
CMYK  
C:20 M:95 Y:15 K:0  
RGB  
#C82E81



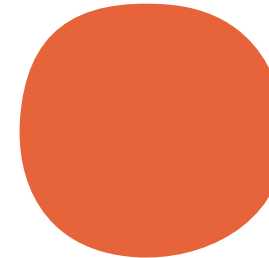
CMYK  
C:40 M:100 Y:40 K:20  
RGB  
#891C56



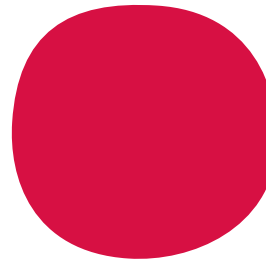
CMYK  
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RGB  
#FFC222



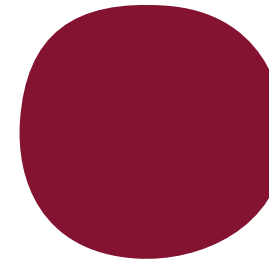
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C:5 M:75 Y:85 K:0  
RGB  
#E7643B



CMYK  
C:0 M:100 Y:65 K:10  
RGB  
#D71345



CMYK  
C:30 M:100 Y:70 K:33  
RGB  
#841433



## Design Elements

A selection of organic shapes which are used in marketing materials and web development to create a cohesive look.



# Photography

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The photos we use in our marketing are about telling stories through personalities, interactions and experiences. Photos that are taken in the moment give a real and honest feel.

Most of the photos we use are supplied by the organisations we fund so that they feature real people in real-life situations and show interactions to reflect relationships and the community.

We want the images we use to be engaging and show the difference our funding is making to people.

A mix of ethnicities, ages and genders to reflect all communities in Kent and Medway.

The photos of the team are natural and approachable.

Charities/community groups



Team





# Design Implementation

A selection of our materials:

## Advertising



**Join businesses across Medway to make positive, lasting changes in your local community.**

The Medway Corporate Giving Fund is a collective fund which pools donations from generous Medway businesses and organisations to help their local community, by coming together as members to have a say on which local causes to support.

Corporate Social Responsibility is no longer an activity just for large, multinational corporations. Businesses and individuals of any size can play their part in effective local giving and supporting their community.

**JOIN THE MEDWAY CORPORATE GIVING FUND**


amy@kentcf.org.uk  
01303 814 500

[www.kentcf.org.uk](http://www.kentcf.org.uk)  
Charity No: 1084361 Company No: 408589

[f/KentCommunity](#) [@KentCommunity](#)




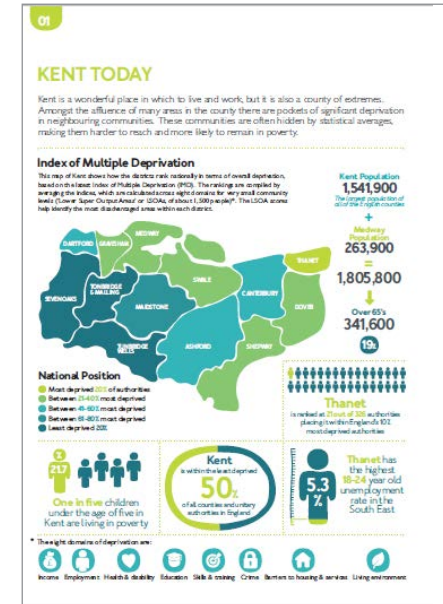
## Annual review



**KENT COMMUNITY FOUNDATION**

**ANNUAL REVIEW 2016/2017**

Connecting people who care with local causes that matter

## Roll banner



**KENT COMMUNITY FOUNDATION**

**MEDWAY CORPORATE GIVING FUND**

Support your local community in Medway

"I would encourage other Medway businesses to get involved and see how they can help make a real difference."

Colin Jarvis, Chairman of MEMS

"As a long-term resident of Medway I am proud to be supporting the Medway Fund. It is a straightforward way for local businesses to give something back and to be more engaged and connected with their community."

Ann West MBE JP DL

Join businesses in Medway to make positive, lasting changes in your local community.

[www.kentcf.org.uk](http://www.kentcf.org.uk)  
01303 814 500 development@kentcf.org.uk  
Charity No: 1084361 Company No: 408589

## Letterheads



**KENT COMMUNITY FOUNDATION**

Tel: 01303 814 500  
Email: [admin@kentcf.org.uk](mailto:admin@kentcf.org.uk)  
Web: [www.kentcf.org.uk](http://www.kentcf.org.uk)

**Patron:**  
Viscount De L'Isle MBE  
The Lord - Lieutenant of Kent

**Trustees:**  
Tim Bull (Chair)  
Brian Gubbard  
Ann West MBE JP DL  
Hugo Fawcett  
George Warner DL  
Sarah Meekler  
The Lord Sudeley DL  
Melissa Murdoch  
Peter Williams MBE  
Emilia Fawcett-Boscawen

**Vice Presidents:**  
Lady Nelson CBE DL  
Sir James Macdonald MBE DL  
The Rt Revd James Langstaff  
Bishop of Rochester

**Chief Executive:**  
Josephine McCartney

Date

Dear

Ref:

Body

Yours sincerely,

Name

Title

xxx@kentcf.org.uk



**KENT COMMUNITY FOUNDATION**

Charity Number: 1084361 Company Number: 408589

Registered with FUNDRAISING REGULATOR

Charity Number: 1084361 Company Number: 408589

Registered in England & Wales

## Generic leaflet

**Since 2001, KCF has given out over £30 MILLION**

**Our endowment value is £18.3 MILLION**

**We manage over 70 FUNDS**

**We distribute over 500 grants each year**

**We process over 1000 applications a year**

**Giving your way**

**Why work with KCF?**  
We make giving Kent Vibe know where your charitable giving can make the biggest impact thanks to our research into the needs of the county and our relationship with the local and community groups across Kent and Medway. We review, monitor and evaluate eligibility so our donors can have full confidence in our grant making.

**Give where the need is greatest**  
In order to maximise the impact of our grant making, KCF has established four over-arching themed programmes to conduct the most pressing social challenges facing the county.

**These themes are:**

- Children, Young People & Families
- Elderly & Inclusive
- Vulnerable Adults
- Employability, Skills & Enterprise

**Your giving options**

1. Establish your own fund
2. Leave a gift in your will
3. Donate to our themed programmes
4. Donate your shares

**Find out more:**

Website: [www.kentcf.org.uk](http://www.kentcf.org.uk)

Email: [admin@kentcf.org.uk](mailto:admin@kentcf.org.uk)

Call: 01303 814 500

[f/KentCommunity](#) [@KentCommunity](#)

Engage Park Barn, Engage Avenue, Kent TN12 6JH  
Charity No: 1084361 Company No: 408589



**KENT COMMUNITY FOUNDATION**

Connecting people who care with local causes that matter

## Name badge



**KENT COMMUNITY FOUNDATION**

**Josephine McCartney**

**CHIEF EXECUTIVE**

## Business card



**KENT COMMUNITY FOUNDATION**

**Rachèle Verrier**  
Funds Manager

T 01303 817 504  
M 07535 469 195

[rachele@kentcf.org.uk](mailto:rachele@kentcf.org.uk)

# Contact

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If you ever have additional questions about our visual identity and its application, please contact **Hannah Lawrence** via [hannah@kentcf.org.uk](mailto:hannah@kentcf.org.uk)



[www.kentcf.org.uk](http://www.kentcf.org.uk)

Charity No: 1084361 Company No: 4088589

 /KentCommunity  @KentCommunity

