

# BRAND GUIDELINES

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# OUR BRAND

# HELPING CHILDREN & FAMILIES

living on a low income in Manchester and Salford.

## 1.2 Tone of Voice

**To reinforce our brand values, a simple set of writing standards have been developed to make sure that all copy writing should be of a high standard, follow best practice grammar and appear consistent in it's style and tone.**

Our copy writing and content guidelines have been written to ensure our brand's 'voice' remains consistent. They have been designed to help us and your team members to present a united front, so if everyone in our charity is on the same page, our supporters are more likely to place their trust in our charity and services that we offer.

It's important to remember that our brand represents the charity and if we say one thing one day, then the opposite the day after, our target audience could lose trust in our charity and what we offer.

These copy writing and content guidelines can help us avoid these potentially embarrassing mistakes. By using a consistent language or tone for all our communications – whether internal or external, print or web – we can express our charity and values in a way that is honest, truthful and reflects who we are.

The tone should be professional, warm and welcoming, enthusiastic, genuine and helpful. The tone shouldn't be overly technical, ambiguous, unrealistic or lofty.

### How should the tone sound?

Where possible, engage the reader by talking about you rather than their charity or organisation. You should avoid passive language. For example, refer to Wood Street Mission as 'we'.

### Target audience description and personal

We work in partnership with our supporters so it is important to demonstrate this in how we communicate. When talking about or to our families or to potential supporters, always talk in the first person. For example, 'you' not 'charity name'.

### Guidance on humour, taboos and offensive language

We are a serious charity and considered as market innovators. It is therefore imperative that we do not use offensive language or joke about anything we do or are involved in.

### Copy writing/content 'dos and don'tss'

The use of an 'en' dash '–' within body copy is preferred unless used to hyphenate words or line breaks, where a hyphen '-' should be used.

The use of ampersands (&) should be avoided unless in an official title.

When indicating a quote, double quotation marks ("") should be used. If highlighting a word or statement, single quotation marks (') should be used. It is also preferable to punctuate a quotation in the following style.

It is preferable not to hyphenate words such as coordinate.

## 1.2 Tone of Voice

### Headlines and dates

Headlines should be written as a sentence, sub-headings and CTAs should be written in capitals, unless otherwise.

Dates should be written in full as Date, Month, Year e.g. 1st January 2018.

### Abbreviations

Abbreviated acronyms are permitted providing they are written in full on first mention, followed by the abbreviated form in brackets, with no full stops, e.g. Short Message Service (SMS). The acronym version can then be used going forward in the piece.

Ensure you use full stops in the following lower case abbreviations, i.e. and e.g. Units (metres, etc.) should be abbreviated, e.g. 5kg.

The plurals of abbreviated units of measurement do not end in 's' (kg not kgs).

Do not use full stops in abbreviation of units of measurement (mm and kg).

### Capitalisation

Generally, most job titles, department names etc. are not capped within sentences.

### Bullet points

Bullet points usually appear as part of a sentence or as a list.

When they are part of a sentence, they must be preceded by a colon and should start with a lower case letter. They should also end with a semi-colon to signify a continuation of the sentence.

If it is the last bullet point, then it should end with a full stop to signify the end of the sentence. If the bullet points are a list, then they should start with a capital letter and feature a full stop at the end of each one. Sub-bullet points should start with 'en' dashes.

### Numerals

Always use numerals with units of measurement. Do not put full stops after the units. Do not insert a space between the numerals and units (3cm). Use p4/p5 not P4/5.

Units of temperature should be as follows: 12°C. For ranges use hyphens instead of 'to' and do not repeat the unit (10-12kg not 10kg-12kg).

Where possible, ranges of numbers should be written as follows: 134-5. Numbers should be written one to nine, and then 10+ as numerals.

Use the symbol % in text and tables (do not spell out in full). Use a comma in numbers of four or more digits (2,000/20,000).



# VISUAL IDENTITY

## 2.1 Primary logo

Our logo is the most visible element of our brand identity – a universal marque of quality and pride that is used across all of our communications. Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

The logo is available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).





## 2.1 Primary logo

Primary logo shown in reverse.

The logo is available in the following formats:  
EPS, JPEG, PNG & SVG.

Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).



## 2.2 Secondary logo

Our logo is the most visible element of our brand identity – a universal marque of quality and pride that is used across all of our communications. Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

The logo is available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).



### SECONDARY LOGO IN REVERSE

Wood Street Mission – Secondary Logo – WHITE.ai



## 2.3 Brand icon

Our brand icon is a unique element taken from the design of our primary logo. When there is not enough room for the full primary or secondary logo then the icon should be used as an alternative. Our brand icon should only be used as an alternative to our primary logo and never with.

The icon is available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).



### BRAND ICON IN REVERSE

Wood Street Mission - Icon - WHITE.ai



## 2.4 Wordmark

Our brand wordmark is a unique element taken from the design of our primary logo. This alternative logo can be used across multiple platforms in smaller scenario for example a footer. Our workmark should only be used as an alternative to our primary logo or brand icon and never with.

The wordmark is available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).

**WOOD <sup>ST</sup>  
MISSION**

ALTERNATIVE LAYOUT

**WOOD <sup>ST</sup> MISSION**

WORDMARK IN REVERSE

Wood Street Mission - Wordmark - WHITE.ai



ALTERNATIVE LAYOUT IN REVERSE





# BRAND ARCHITECTURE

### 3.1 Sub-brands

Wood Street Mission has 3 secondary campaign brands, named Books Forever, Christmas Appeal, and Smart Start. These sub-brands have unique brand identities

and personalities that distinguish them from the primary brand, enabling the primary brand to reach new audiences through different platforms.



### 3.1 Sub-brands

Books Forever is a campaign project run by Wood Street Mission that helps transform the lives of local children through reading and book donations. This campaign logo is a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears through the guides set in this document.

The logo is available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).



#### LOGO IN REVERSE, OPTION 1

Books Forever - Master Logo - WHITE-with no orange.ai

To be used when the orange colour is not legible.



#### LOGO IN REVERSE, OPTION 2

Books Forever - Master Logo - WHITE-with orange.ai

To be used when the orange colour is legible.



## 3.1 Sub-brands

Smart Start is a campaign project run by Wood Street Mission that ensures that children are equipped with the essentials they need for the school year. This campaign logo is a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears through the guides set in this document.

The logo is available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).



### LOGO IN REVERSE

Smart Start - Master Logo - WHITE.ai



The reversed Smart Start logo should only be used sparingly and as a last resort if absolutely necessary. It is recommended that campaign materials are designed to incorporate the colour version of the Smart Start logo to ensure legibility is not compromised.



### 3.1 Sub-brands

Christmas Appeal is a campaign project run by Wood Street Mission providing new toys and gifts for children aged 0-14 years old, during Christmas. This campaign logo is a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears through the guides set in this document.

The logo is available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).



#### LOGO IN REVERSE, OPTION 1

Christmas Appeal - Master Logo - WHITE-with no green.ai

To be used when the green colour is not legible.



#### LOGO IN REVERSE, OPTION 2

Christmas Appeal - Master Logo - WHITE-with green.ai

To be used when the green colour is legible.



## 3.2 Brand relationships

### PARTNERING THE LOGO & SUB-BRANDS VERTICALLY

When combining our primary logo with any sub-brand, it should be the same visual weight as the partner's logo. Our 'By Wood Street Mission' logo alternative should be used in this circumstance only.

Both logos are available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).



## 3.2 Brand relationships

### PARTNERING THE LOGO & SUB-BRANDS HORIZONTALLY

When the vertical space is restricted, the horizontal lock-up should be used instead. When combining our primary logo with any sub-brand, it should be the same visual weight as the partner's logo.

Both logos are available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).



## 3.2 Brand relationships

### PARTNERING THE LOGO WITH OTHER BRANDS

When combining our primary logo with another brand, it should be the same visual weight as the partner's logo. Our 'Supporting Wood Street Mission' logo alternative should be used in this circumstance only.

Both logos are available in the following formats: EPS, JPEG, PNG & SVG. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background colour (light vs dark).





# USAGE PARAMETERS

## 4.1 Exclusion zones

The primary and secondary logo should always be given enough space away from other elements. The exclusion zone is defined by the width of the letter W (X) within the type in both the primary and secondary logos. No elements should appear within this area.

Please note that the exclusion zone is not a placement guide. There are no defined set of rules for placing or positioning the logo.



## 4.1 Exclusion zones

The brand icon and wordmark should always be given enough space away from other elements. The exclusion zone is defined by the width of the letter W (X) in both the icon and workmark logo. No elements should appear within this area.

Please note that the exclusion zone is not a placement guide. There are no defined set of rules for placing or positioning the logo.



## 4.1 Exclusion zones

The sub-brand logos should always be given enough space away from other elements when in use. The exclusion zone is defined by the width or height of the 'X' element in all three logos. Each X element is shown below. No elements should appear within this area.

Please note that the exclusion zone is not a placement guide. There are no defined set of rules for placing or positioning the logo.





## 4.1 Exclusion zones

When using the By or Supporting Wood Street Mission logos, these should always be given enough space away from other elements. The rules for Wood Street Mission should take priority over any other brands. Therefore the exclusion zone is defined by the width of the letter W (X) with in the type in the primary logo.

This can also be used to calculate the spacing between the logos. No elements should appear within this area.

Please note that the exclusion zone is not a placement guide. There are no defined set of rules for placing or positioning the logo.



## 4.2 Sizing

To maintain the logo's visual impact when applying to communications, there is a minimum size for all logos under the Wood Street Mission brand. It is important these are considered when designing.

For unusual mediums like pens and other corporate gifts where an exceptionally small logo may be required, please use the monogram or alternatively contact our marketing team for guidance.

	PRIMARY LOGO	SECONDARY LOGO	BRAND ICON	WORDMARK	WORDMARK
PRINT PURPOSES					
DIGITAL PURPOSES					

## 4.2 Sizing

To maintain the logo's visual impact when applying to communications, there is a minimum size for all logos under the Wood Street Mission brand. It is important these are considered when designing.

For unusual mediums like pens and other corporate gifts where an exceptionally small logo may be required, please use the monogram or alternatively contact our marketing team for guidance.

PRINT  
PURPOSES

BOOKS FOREVER LOGO



← 34mm →

SMART START LOGO



← 42mm →

CHRISTMAS APPEAL LOGO



← 36mm →

DIGITAL  
PURPOSES

BOOKS FOREVER LOGO



← 120px →

SMART START LOGO



← 145px →

CHRISTMAS APPEAL LOGO



← 130px →

120px

145px

## 4.2 Sizing

To maintain the logo's visual impact when applying to communications, there is a minimum size for all logos under the Wood Street Mission brand. It is important these are considered when designing.

For unusual mediums like pens and other corporate gifts where an exceptionally small logo may be required, please use the monogram or alternatively contact our marketing team for guidance.

PRINT  
PURPOSES



DIGITAL  
PURPOSES



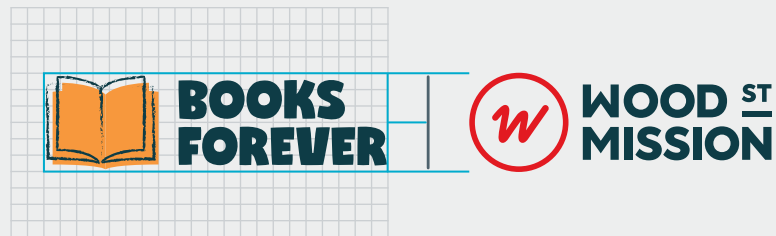
## 4.2 Sizing

Partner logos or sub-brand logos should be scaled proportionally with our primary logo and must have the same visual weight.

Please see the examples below for reference.

The majority of logos will work centre-aligned with the bar or primary logo. However in some cases, more creative lock-ups must be used for the logos to appear aligned.

CENTRE-ALIGNED & SIZED TO THE BAR AND PRIMARY LOGO.



CENTRE-ALIGNED TO THE BAR.



CENTRE-ALIGNED & PROPORTIONALLY SCALED TO OUR PRIMARY LOGO.



## 4.3 Misuse

All of our logos underneath the Wood Street Mission brand should NOT be altered or adjusted. This allows all brands to be consistently portrayed and tell a coherent story. Our logos should always be reproduced from digital master artwork.

These rules also apply to the Books Forever, Christmas Appeal, Smart Start, By and Supporting Wood Street Mission logos.

Below shows just some examples of what NOT to do to our logos using our primary logo as an example.



DO NOT rotate the logos.



DO NOT apply any effects to the logos.



DO NOT recreate the logos or use another font.



DO NOT stretch or distort the logos.



DO NOT apply outlines to the logos.



DO NOT alter the proportions of the logos.



DO NOT alter the logo colours.



DO NOT use the logos on busy or low contrast backgrounds.



DO NOT add taglines to the logos.

## 4.4 Social media

The brand icon should be used for all social media profiles. Because most social media profile images are circular it is important to ensure the right size is used so the logo isn't cropped.

The monogram is available in the following formats:  
EPS and JPEG.



WSM-Social Media Icon-Red Background.jpg



WSM-Social Media Icon-White Background.jpg



# COLOUR & TYPOGRAPHY



## 5.1 Core palette

Our colour palette has been made up of carefully chosen primary and supporting colours to help define Wood Street Mission as a strong leader in our industry.

These are the colours within our core palette. In most instances our primary colours should be given

prominence throughout our communications. Our logo should only ever be portrayed in Red & Navy or White.

For on-screen purposes please use RGB values. CMYK colours should be used for print purposes. Tints can be used.

MIDNIGHT NAVY



C:89 | M:57 | Y:49 | K:50  
R:26 | G:62 | B:73  
HEX: #1a3e49

RED



C:0 | M:100 | Y:100 | K:5  
R:219 | G:8 | B:18  
HEX: #db0812

COOL GREY



C:17 | M:12 | Y:13 | K:0  
R:219 | G:219 | B:219  
HEX: #dbdbdb

WHITE



C:0 | M:0 | Y:0 | K:0  
R:255 | G:255 | B:255  
HEX: #ffffff

## 5.2 Supporting colours

These are our supporting brand colours. For added flexibility and vibrancy, our supporting palette offers complementary colours to our brand colours which give versatility to the designs of our communications.

These colours should only be utilised subtly throughout the designs of our communications for consistency.

Our sub-brands are shown with their accompanying colour swatch below. These are to be used when focusing on that particular brand or campaign.

For on-screen purposes please use RGB values. CMYK colours should be used for print purposes. Tints can also be used.

MARIGOLD ORANGE



C:0 | M:48 | Y:85 | K:0  
R:244 | G:152 | B:51  
HEX: #f49833



SKY BLUE



C:100 | M:0 | Y:20 | K:0  
R:0 | G:157 | B:197  
HEX: #009dc5



CATERPILLAR GREEN



C:49 | M:0 | Y:68 | K:0  
R:149 | G:198 | B:114  
HEX: #95c672



VIOLET



C:49 | M:51 | Y:2 | K:0  
R:148 | G:131 | B:186  
HEX: #9483ba

BUMBLEBEE YELLOW



C:0 | M:15 | Y:100 | K:0  
R:255 | G:213 | B:0  
HEX: #ffd500

## 5.3 Colour usage

### BACKGROUNDS

Our logo is primarily displayed as its original coloured logo over cool grey. Although there are no limitations sometimes the logo may be set in the following combinations when desired:

1. Full coloured logo over cool grey.
2. White over red.
3. White over black and white photo.
4. White over midnight navy.

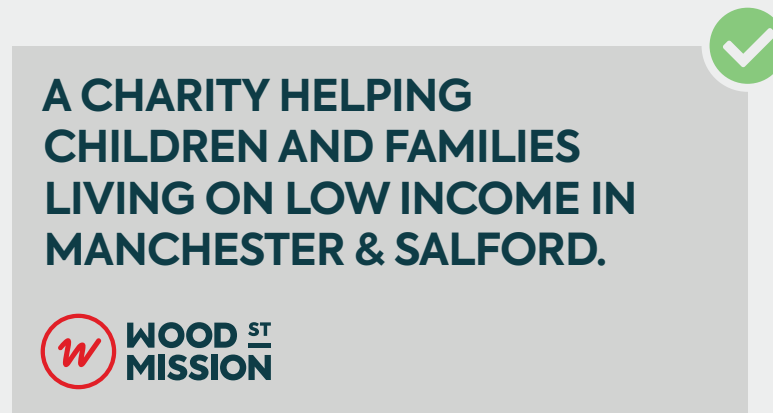


## 5.3 Colour usage

### COLOUR AS A BACKGROUND

When using colour for backgrounds and other large areas that require saturation, we prefer the use of our Cool Grey, White or Midnight Navy as the chosen option.

However there are no defined set rules for the usage of our colours when using them as backgrounds. Please bare in mind legibility, especially when using type over the top. Below are a few dos and don'ts examples.



## 5.3 Colour usage

### COLOUR AS A HIGHLIGHT

When using a colour swatch for a highlight such as a website button rollover, icon, shape, etc we prefer the use of our primary colours as the chosen option unless it is in relation to our sub-brands.

Please bare in mind accessibility, making sure they are visible and legible when in use. Below are a few dos and don'ts examples.

Pari dollori dia vel maximverem ilita dis ad ut inullabo. Nem nonsequi ommolore nosam,Occustio beatur aut explabor ad quo que lab iunt ratur?

**DONATE NOW**

Pari dollori dia vel maximverem ilita dis ad ut inullabo. Nem nonsequi ommolore nosam,Occustio beatur aut explabor ad quo que lab iunt ratur?

**DONATE NOW**

Pari dollori dia vel maximverem ilita dis ad ut inullabo. Nem nonsequi ommolore nosam,Occustio beatur aut explabor ad quo que lab iunt ratur?

**DONATE NOW**



Pari dollori dia vel maximverem ilita dis ad ut inullabo. Nem nonsequi ommolore nosam,Occustio beatur aut explabor ad quo que lab iunt ratur?

**DONATE NOW**

Pari dollori dia vel maximverem ilita dis ad ut inullabo. Nem nonsequi ommolore nosam,Occustio beatur aut explabor ad quo que lab iunt ratur?

**DONATE NOW**

Pari dollori dia vel maximverem ilita dis ad ut inullabo. Nem nonsequi ommolore nosam,Occustio beatur aut explabor ad quo que lab iunt ratur?

**DONATE NOW**



## 5.4 Typography

Typography is one of the most important parts of the brand voice, in a visual sense. To help reflect our charity, we have selected a typeface that achieves excellent levels of readability, in print and on screen. Our brand typeface is called Axiforma.

The bold weight should be used for all titles and headings, sub-headings, certain call-to-actions and pull out quotes. When a title or heading is in use, capitals are mandatory. The book weight should be used for sentences, paragraphs labels and lists. Other weights are available to be used throughout the brand as shown below.

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:/()’ “ ” !?

The Quick Brown Fox Jumps  
Over the Lazy Dog

Light  
Book  
Regular  
*Italic*  
Medium  
SemiBold  
Bold  
ExtraBold

# Axiforma

## 5.4 Typography

### SUPPORTING FONTS

Alongside our primary font, where necessary our supporting fonts can be used. Both fonts are shown below. Utilising these fonts alongside our primary font allows the brand to be flexible and playful.

These fonts should only be used for titles, call-to-actions and pull-out quotes.

**RUSTICO**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
0123456789.,:;/()'"!?

THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG

**TO BE USED IN CAPITALS ONLY!**

Beauty

abcdefghijklmnopq  
rstuvwxyzw

0123456789

The quick brown fox jumps  
over the lazy dog

## 5.4 Typography

### CAMPAIGN FONTS

When it comes to using our sub-brands identity, where necessary our campaign fonts should be used. Each font is associated to our sub-brands as illustrated below. Utilising these fonts alongside our primary font

allows the brand to be flexible and playful, generating an individual identity for each sub-brand. These fonts should only be used for titles, call-to-actions and pull-out quotes.

**Smart Start** 

**DUPER**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789  
.,:;/() ' " !?

THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG

**TO BE USED IN CAPITALS ONLY!**

Christmas Appeal  

**Verveine**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:;/() ' " " !?

The Quick Brown Fox  
Jumps over the Lazy Dog

 **BOOKS  
FOREVER**

**BJOLA**

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
0123456789  
.,:;/() ' " " !?

THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG

**TO BE USED IN CAPITALS ONLY!**



## 5.5 Hierarchy

### FOR PRINT

An example of our hierarchy when using typography is illustrated below. This is our preferred way of styling when it comes to the Wood Street Mission brand and sub-brands. The below is based on A4 paper.

**WEIGHT** - the weight of the font or font style.

**SIZE** - the size of the font measured in points (pt).

**LEADING** - the spacing between each line or sentence.

**KERNING** - the spacing between each letter.

# A CHILDREN'S CHARITY

### TITLE

Bold in capitals | Size: 26pt

Leading: 25pt (-1pt) | Kerning: -20px

## About Wood Street Mission

### HEADING

Bold | Size: 14pt

Leading: 17pt (+3pt) | Kerning: -20px

### WHO WE ARE

Wood Street Mission is a children's charity helping children and families living on a low income in Manchester and Salford.

### SUB-HEADING

Bold in capitals | Size: 9pt

Leading: 12pt (+3pt) | Kerning: -20px

We provide practical help to help meet children's day-to-day needs and improve their life chances. Through Family Basics we provide struggling families with children's clothes, bedding and baby equipment, and toys and books which are important for children's wellbeing and development.

### PARAGRAPH

Book | Size: 9pt

Leading: 12pt (+3pt) | Kerning: -20px

[LEARN MORE](#)

### CALL TO ACTION

Bold in capitals | Size: 9pt

Leading: 12pt (+3pt) | Kerning: -20px

## 5.5 Hierarchy

### FOR DIGITAL PURPOSES

An example of our hierarchy when using typography digitally is illustrated below. This is our preferred way of styling when it comes to the Wood Street Mission brand and sub-brands.

**WEIGHT** - the weight of the font or font style.

**SIZE** - the size of the font measured in points (pt).

**LEADING** - the spacing between each line or sentence.

**KERNING** - the spacing between each letter.

# A CHILDREN'S CHARITY

### H1 TITLE

Bold in capitals | Size: 40px

Leading: 39px (-1px) | Kerning: -20px

## About Wood Street Mission

### H2 HEADING

Bold | Size: 20px

Leading: 22px (+2px) | Kerning: -20px

### WHO WE ARE

Wood Street Mission is a children's charity helping children and families living on a low income in Manchester and Salford.

### H3 SUB-HEADING

Bold in capitals | Size: 14px

Leading: 17px | Kerning: -20px

We provide practical help to help meet children's day-to-day needs and improve their life chances. Through Family Basics we provide struggling families with children's clothes, bedding and baby equipment, and toys and books which are important for children's wellbeing and development.

### PARAGRAPH

Book | Size: 14px

Leading: 17px | Kerning: -20px

**LEARN MORE**

### BUTTON

Bold in capitals | Size: 12px

Leading: 15px | Kerning: -20px

## 5.6 Default fonts

Sometimes our primary and supporting typefaces cannot be used. When these are not available please use the font specified below, to keep consistency throughout our brand.

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstuvwxy  
z  
0123456789 .,:/ ( ) ' " " !?

The Quick Brown Fox Jumps  
Over the Lazy Dog

Regular  
*Italic*  
**Bold**  
***Bold italic***

# Arial



# GRAPHIC STYLES

## 6.1 Icons

We have developed a range of icons utilising a style relating to the brand of Wood Street Mission. For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new icons.



Social media icons



Website link



Email



Location



Phone

## 6.2 Illustrations

We have developed a range of illustrations utilising a style relating to the brand of Wood Street Mission. For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new illustrations.



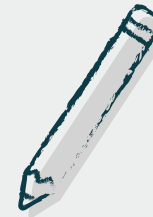
Book



Clothing



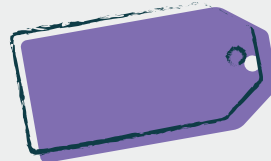
Gift



Pencil



Christmas bauble



Gift tag

## 6.3 Photography

When choosing imagery to use throughout our communications avoid utilising standard stock imagery. Our imagery should be centred around the people who benefit from the work that we do and our staff. It is important to showcase the wide range of services that Wood Street Mission offer, for example providing books

to children could be reflected in an image of a child reading a book. We require our imagery to be light, fun and realistic, as well as sitting align to our brand values.

Below are some examples.



## 6.4 Combining assets

When using photography, our illustration style can be added to create a fun and creative image rather than just using photography.

This method tells a story and can be used as an alternative to generate engaging and exciting assets. See below an example.







# APPLICATIONS

## 7.1 Brand stationery

A letterhead template in Word and a charity card template have been created. These are available from marketing.

The size and position of elements must not be altered and the master artwork should always be used. Examples are shown here. These templates should not be amended or adjusted.



## 7.2 Email signature & e-shot

### EMAIL SIGNATURE

A standard email sign off has been created to personalise your signature and ensure that it appears at the end of all your emails.


Do not add your own messages or animation to your email signature.

For campaign banners please see pg 67 onwards.

Many Thanks

**John Doe**

Marketing Manager

 0161 834 3140

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

**HELPING CHILDREN & FAMILIES**  
living on a low income in Manchester & Salford.



## 7.2 Email signature & e-shot

### BULLETIN EMAIL

A design has been created for our brand emails. Where our typefaces cannot be used please reference the 'Default fonts' page in these guidelines for more information.



WOOD STREET MISSION

JANUARY 2023

# A NEW YEAR UPDATE

## We're starting the year earlier and on a positive note.

**Firstly THANK YOU!** Thank you to everyone who has shown their tireless support over the last year and of course over Christmas. 2022 was a busy year with us adapting our services to suit the needs of a community that had gone through so much change. Change in the main due to Covid but of course we have to say the changes in Government support has led to some dramatic increases in families struggling to make ends meet.

Once again we managed to deliver our Christmas project from our base in Wood Street and in all honesty I personally feel like it was our best yet. With over 3,000 children from across Manchester and Salford, being able to open up presents on Christmas Day thanks to your unwavering generosity, businesses, schools, community groups and other organisations ensured that we started the project with plenty of choice for the families and that choice just kept on coming.

Our team has been working flat out since we returned from the Christmas break and I'm delighted to say that this has enabled us to open up our Family Basics project earlier than previous years. The referrals for support keep on coming in and as such we want to make sure we can get families in for help as soon as possible.

Sadly, child poverty remains at an unacceptable level in our country and our work continues to be in high demand. Thank you to everyone who keeps us at the forefront of their minds and thank you to those professionals who recognise when help is needed and refer families to Wood Street. Together we DO make a difference.

I hope you've all had a peaceful start to 2023 and here's to another year of changing lives.

**Let's get back to basics**

**There are over 63,000 children living in poverty across Manchester and Salford.** This gives an indication as to the challenge we have in helping the most vulnerable families. Our Family Basics project provides families with the everyday essentials that they struggle to afford.

In January last year we told you about our plans to deliver an outreach Family Basics service in Little Hulton. A suburb in Salford which is sadly one of the most deprived areas of the country. In 2022, we delivered 9 sessions and already have 10 booked in the diary for this year. The sessions are proving popular and save families the expense of travelling into the city centre.

You can support our Family Basics project January to November by donating everyday essentials for children, including new and good quality used children's clothing, bedding, towels, toiletries and baby equipment. Please check our website for the items we currently need. Thank you.

[READ MORE ABOUT FAMILY BASICS](#)

**Dates for your diary!**

**SUNDAY 16TH APRIL  
MANCHESTER MARATHON**  
Looking for a challenge this year? By running the Manchester Marathon, you'll be supporting our work to help children thrive free from poverty. Contact us if you'd like to run for Wood Street!

**SUNDAY 14TH MAY  
MANCHESTER DRAGON BOAT RACE**  
Join us for a fun and unique team-building event, perfect for groups or corporates, to race the dragon boat at Sale Water Park.

**SUNDAY 21ST MAY  
GREAT MANCHESTER RUN**  
2023 is the 20th year of Manchester's biggest running challenge around the city centre. Join our team to support local children and families impacted by poverty.

For more information on our projects, events or for help with fundraising, please call the Fundraising Team on 0161 634 3140 or email [Fundraising@woodstreetmission.org.uk](mailto:Fundraising@woodstreetmission.org.uk)

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**Making a donation to Wood Street?**

You can drop off donations at 26 Wood Street, Manchester M3 3EF, Mon to Fri 08.30 – 16.30, or to book a van collection please email [collections@woodstreetmission.org.uk](mailto:collections@woodstreetmission.org.uk)

Copyright © 2023 Wood Street Mission. All rights reserved.

You are receiving this email because you have supported or volunteered with us, sponsored one of our supporters, attended one of our events, referred a family to us or subscribed to email updates from us.

0161 634 3140 | [info@woodstreetmission.org.uk](mailto:info@woodstreetmission.org.uk) | Registered Charity No 1218337

**Our mailing address is:**  
Wood Street Mission, 26 Wood Street, Manchester Greater Manchester M3 3EF, United Kingdom

Add us to your address book

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

## 7.3 Digital assets

### SOCIAL MEDIA GRAPHICS

We have created a set of templates for our social media graphics. These templates are to be used when an image doesn't meet the needs of the post.

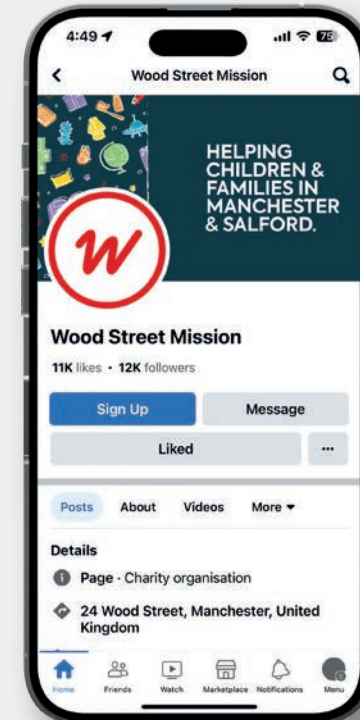
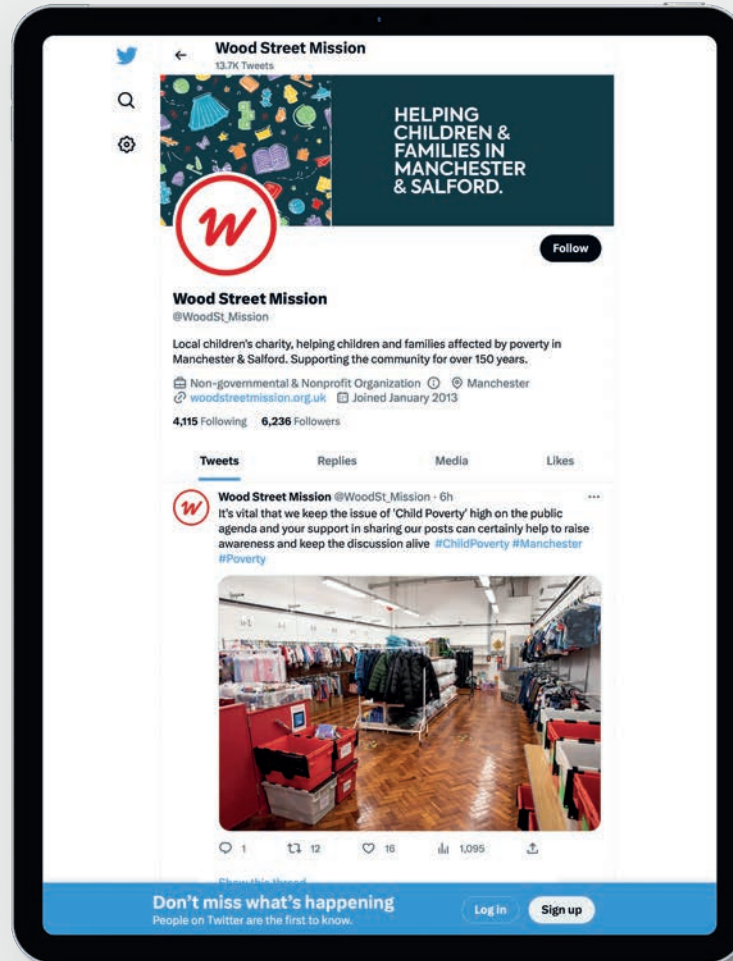
For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.



## 7.3 Digital assets

### SOCIAL MEDIA BANNERS

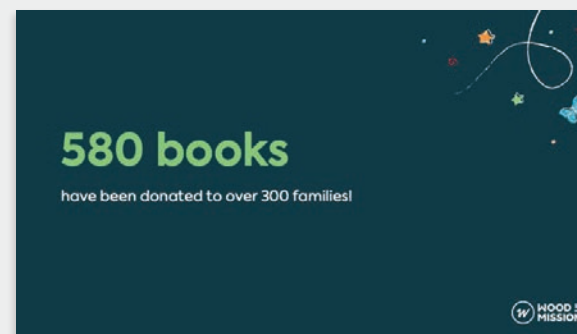
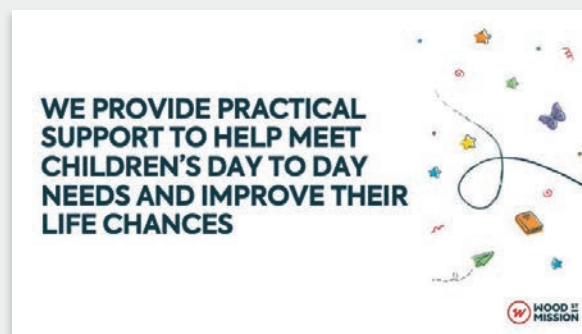
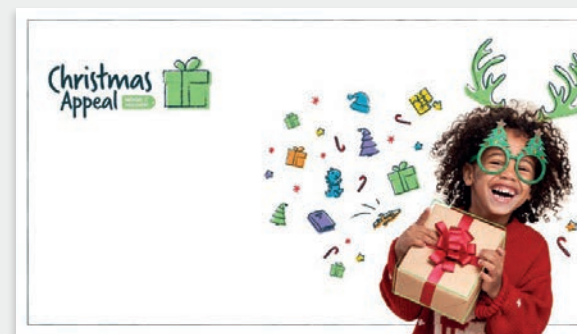
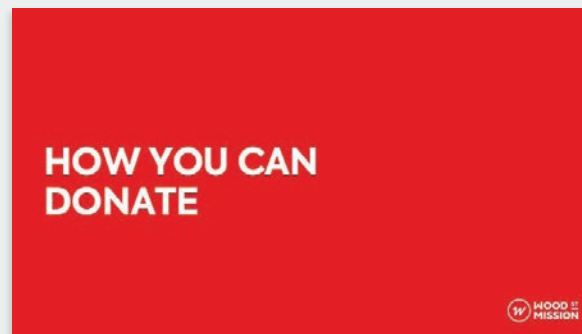
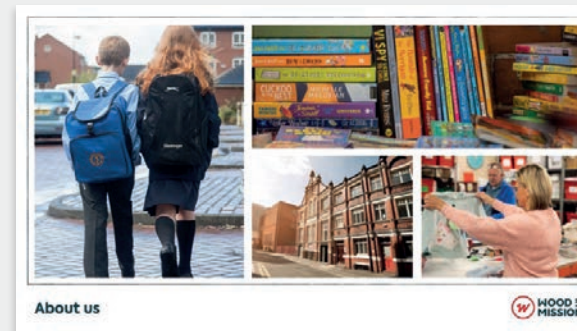
For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.



## 7.3 Digital assets

### POWERPOINT TEMPLATES

For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.



## 7.4 Marketing materials

### THANK YOU CARDS

For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.





## 7.4 Marketing materials

### WOOD STREET HERO CERTIFICATE

For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.





## 7.4 Marketing materials

### COLLECTION BUCKETS & BOXES

For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.



WSM-Collection Bucket Label - 289.1x199.6mm.pdf



WSM-Collection Box Label - 289.1x99.8mm.pdf

## 7.4 Marketing materials

### EMPTY BELLY POSTER

For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.



## 7.4 Marketing materials

### NEWSLETTERS

For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.



## 7.4 Marketing materials

### GUIDES

For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.



## 7.4 Marketing materials

### FLYERS

For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.

# DO YOU NEED A BIT OF EXTRA HELP?

Wood Street Mission is a children's charity that supports families from Manchester and Salford who are struggling to make ends meet. We offer practical help with everyday items.

Whether you need practical help, advice or just a chat to see what we could do for you then get in touch. You cannot refer yourself, you need to be referred to Wood Street Mission by a professional who knows your family's circumstances well.

This could be someone at your child's school, a social worker, health visitor, midwife, or support worker. They will need to send us a form which they can find on our website. You can also find information there about what happens next. All of our services are free for your family to access.

As a charity our service relies on donations and we cannot guarantee the level of support we can offer, but we will do our best to help.

From time to time, we all need a little help and sometimes it's hard to know where to turn.

Scan the QR code using your camera phone for a quick link to our website!

Registered with FUNDRAISING REGULATOR

## Our projects

### FAMILY BASICS

Throughout the year we provide help with clothes, toys, baby equipment, bedding and toiletries for your children.

### Smart Start

Smart Start is our school uniform project. We provide children with school uniform and other essential items.

### BOOKS FOREVER

We run Book Roadshows at various schools/venues giving children access to free books to take home.

### Christmas Appeal

We don't want any child going without at Christmas, so we can help with new Christmas presents for your children too.

### CHILDHOOD EXPERIENCES

We introduce children affected by poverty to experiences that they might not otherwise have. We form partnerships with activity providers, corporate donors and agencies who work with children, to provide free events.

**GET IN TOUCH OR VISIT US AT**

- www.woodstreetmission.org.uk
- 0161 834 3140
- info@woodstreetmission.org.uk
- 26 Wood Street, Manchester, M3 3EF

Scan the QR code using your camera phone for a quick link to our website!

Registered Charity No 1078337

## 7.5 Vehicle livery

A design has been created for our vehicles. For consistency these items should always be reproduced from the master artwork. Please contact marketing before creating any new assets.





## 7.6 Campaigns - Books Forever

A fun and playful campaign has been created for Books Forever. The aim of this campaign is to entice donations of new and old books. Our visuals tell a story, bringing each book to life. The next few pages of this document show our campaign assets. Please contact marketing before creating any new assets.



## 7.6 Campaigns - Books Forever

### WISHLIST, APPEAL FLYER & EMPTY BELLY POSTER



WSM- A4 Books Forever Campaign Wishlist-A.pdf



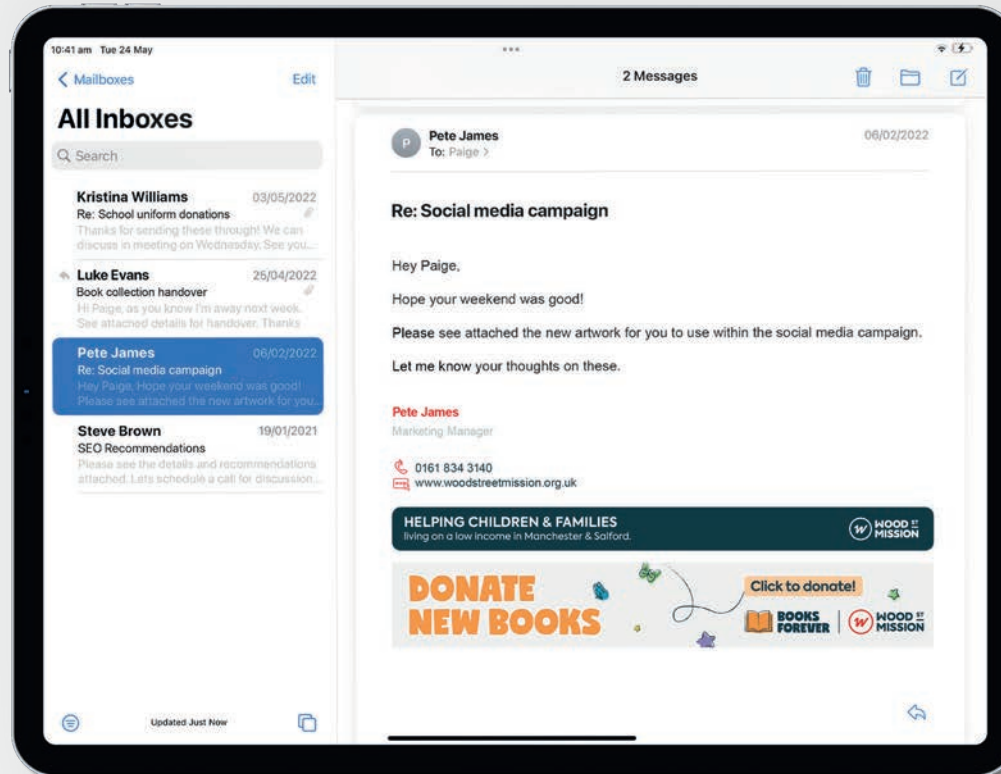
WSM- A5 Books Forever Campaign Flyer.pdf



WSM- A4 Books Forever Campaign Empty Belly Poster-A.pdf

## 7.6 Campaigns - Books Forever

### EMAIL BANNER

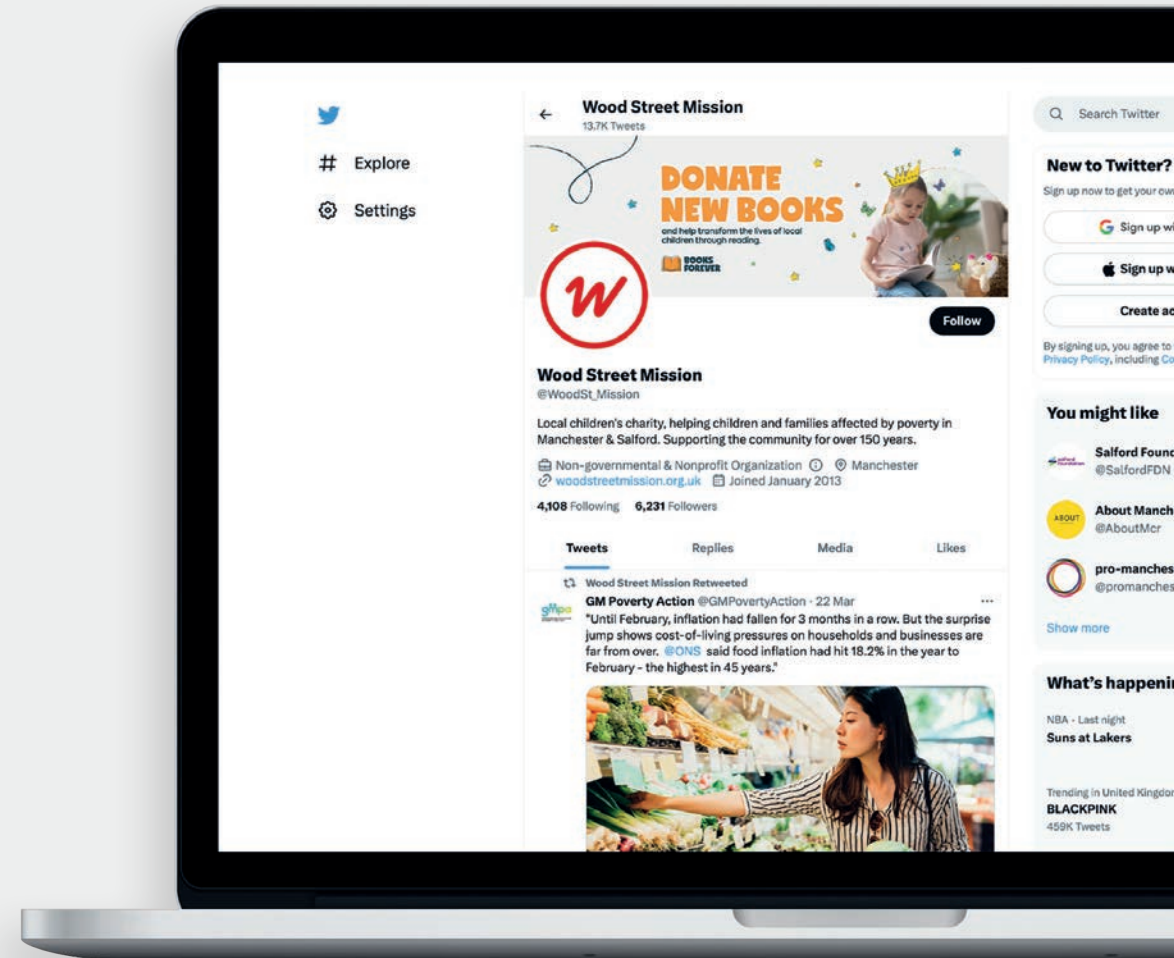


## 7.6 Campaigns - Books Forever

### SOCIAL MEDIA POST & BANNERS



WSM- Books Forever Social Post-A 1.jpg



WSM- Books Forever Twitter Banner-A.jpg

## 7.6 Campaigns - Books Forever

### CERTIFICATE & THANK YOU CARD



WSM- Books Forever Certificate Template-A.docx



WSM-Thank you cards - Books Forever-A.pdf

## 7.6 Campaigns - Smart Start

A playful educational campaign has been created for Smart Start. The aim of this campaign is to entice donations and provide local children school uniform, sport kits and stationery. The next few pages of this document show our campaign assets. Please contact marketing before creating any new assets.

# Smart Start

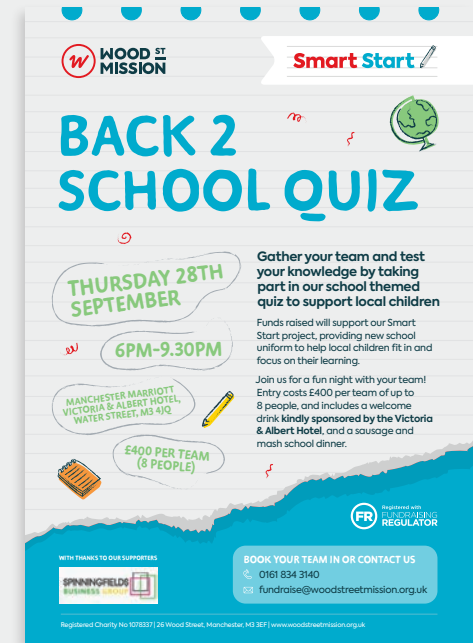


## 7.6 Campaigns - Smart Start

### APPEAL FLYER & EVENT FLYER



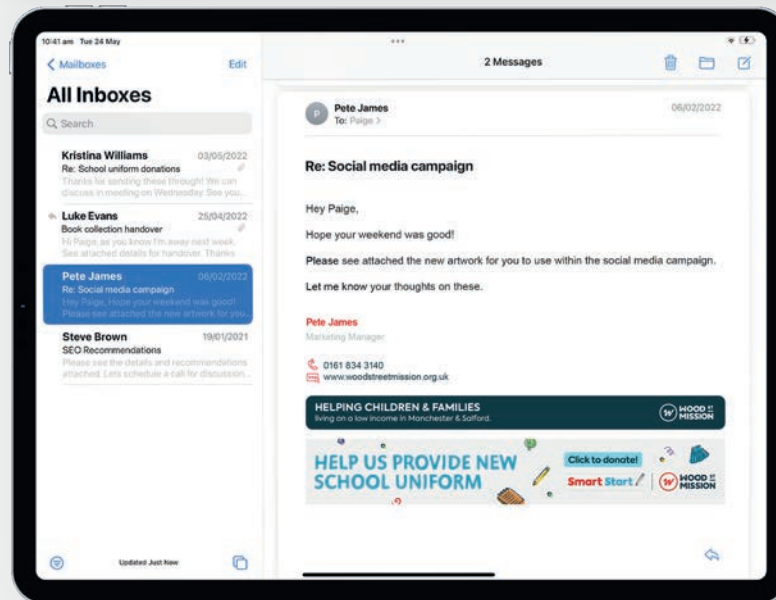
WSM- A5 Smart Start Campaign Flyer-A.pdf



WSM- A4 Back 2 School Quiz Flyer.pdf

## 7.6 Campaigns - Smart Start

### EMAIL BANNER & WEB BANNER



WSM- Smart Start Web Banner-A.jpg

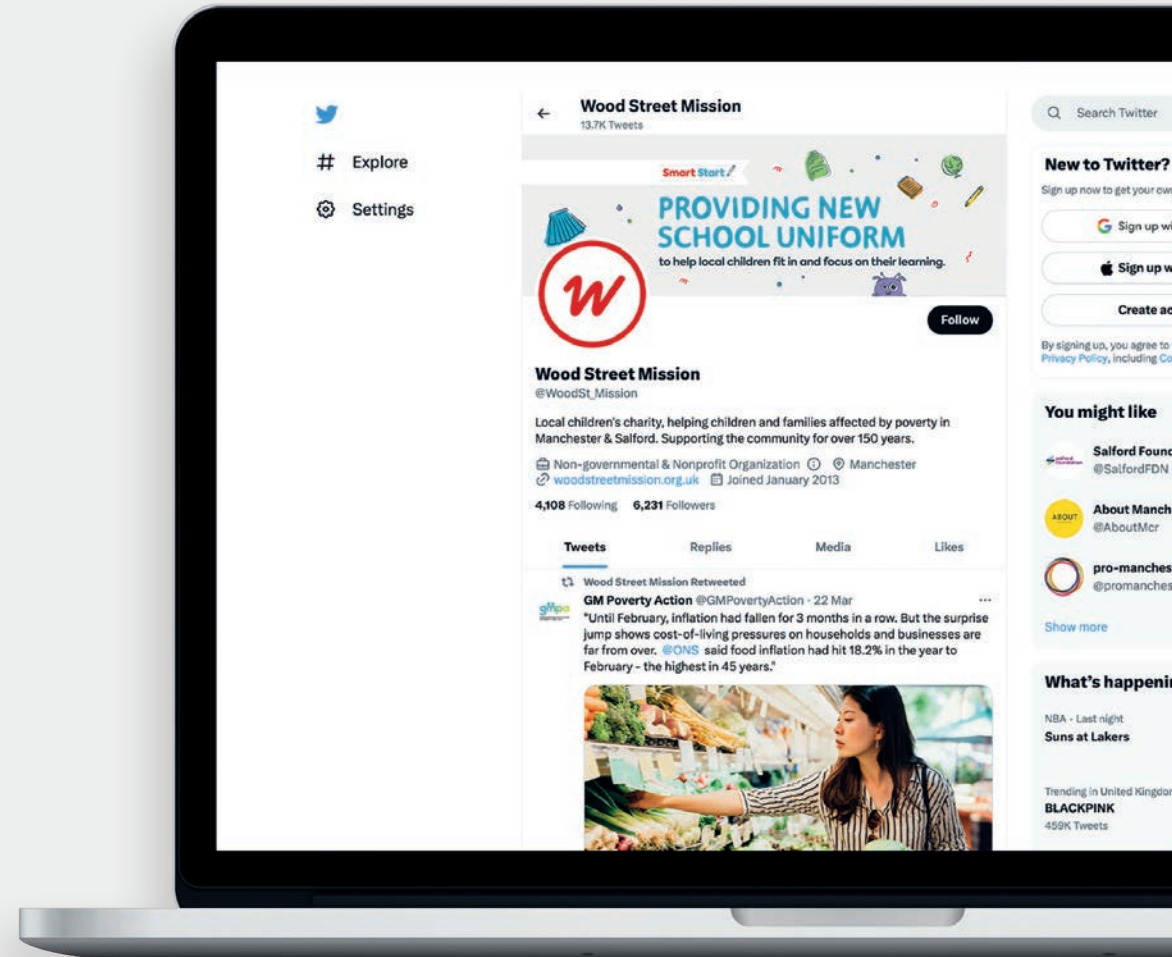


## 7.6 Campaigns - Smart Start

### SOCIAL MEDIA POST & BANNERS



WSM- Smart Start Social Post - 1.jpg



WSM- Smart Start Twitter Banner-A.jpg

## 7.6 Campaigns - Smart Start

### CERTIFICATE & THANK YOU CARD



WSM-Smart Start Certificate Template-A.docx



WSM-Thank you cards - Smart Start-A.pdf

**GET IN TOUCH OR VISIT US AT**

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