IT'S NOT OKAY.
CHILD SEXUAL EXPLOITATION: IT'SNOTOKAY.
Brand guidelines

Welcome to our brand guidelines

This document is a guide to the brand communication style for **'It's not okay'**. It explains what our brand stands for, how it's expressed, and how the creative elements fit together in all our communications. The guide should be followed when commissioning, designing or delivering any kind of communications.

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently so anyone dealing with **'It's not okay'** knows who we are and what we stand for. Everyone has a part to play in doing this and bringing our brand to life. These guidelines are to help you represent our brand consistently.

Master brand mark

Our logo is our signature and mark of quality.
It represents everything we do and what we stand for.
Any improper use of our new logo can water down
our identity and may compromise the brand. The
following pages show how to use the logo correctly.

Square 3 line configuration

Use this version at ALL times where space and format permit. This configuration is our master brand mark (only artwork supplied by **'It's not okay'** or our official agency can be used, please do not recreate this artwork). Artwork file: master logo square.ai

Single line horizontal configuration

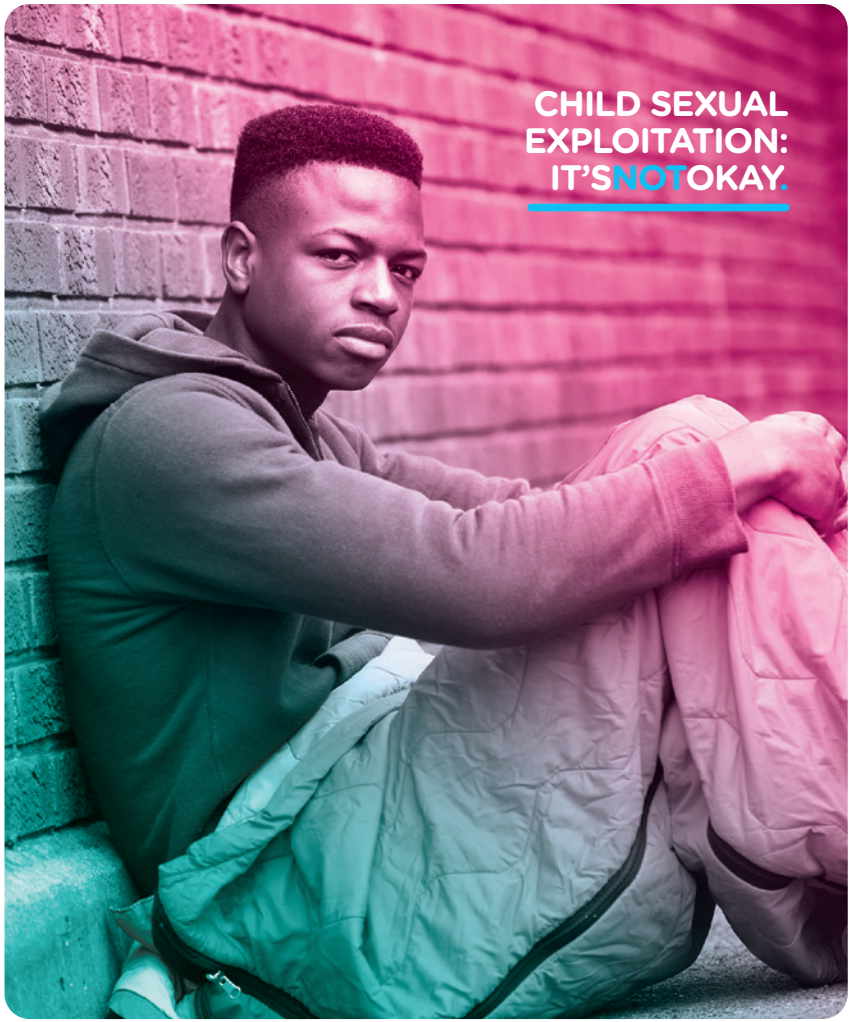
If there are restrictions to the vertical space available then this version of the brand mark may be used. ONLY use this version where the square format cannot be accommodated. Artwork file: master logo single line.ai

Logo on solid background colours

Logo use on colour backgrounds

Wherever possible use our corporate colours for solid backgrounds (see page 8 for colour specification).
The Brand Mark should be reversed as examples above.
Same rules apply to other configurations.

CHILD SEXUAL EXPLOITATION: IT'SNOTOKAY.



Strapline

The strapline should appear in line of sight of the logo. When used on a white background the words **'It's not okay'** can be joined, using the corporate red for the word **"NOT"** and the full stop. Using the strapline on top of an image or background is acceptable but the words "It's not okay" must be readable, the primary concern is always readability.

Exclusion Zone

Please follow the guidelines above and maintain a clear space around the Brand Mark when positioning in conjunction with other objects. The exclusion area can be measured as the same height as the "O".

Minimum Size

The logo should not be reproduced smaller than detailed above to enable clear and accurate rendition and legibility.

Pantone: 2985
C: 72 M:0 Y: 0 K:0
R: 0 G: 185 B:238
#00b9ee

Pantone: Rub. Red
C: 0 M:100 Y: 15 K:0
R: 229 G: 0 B:113
#e50071

Project phoenix branding

'It's not okay' branding totally supersedes the old 'Project Phoenix' branding. All new campaign material should be in the **'It's not okay'** brand style do not use the 'Project Phoenix' logo on any new campaign material.

GOTHAM ROUNDED

abcdefghijklmnopqrstuvwxyz 0123456789

light book **medium bold**

Brand typeface

Typography is a crucial element of the visual identity. Using our brand typefaces consistently is of utmost importance. It pulls together all our communications and makes them more distinctive. Gotham Rounded font family is our primary typeface; it should be used for titles, headlines and body copy.

Light

Gatham rounded light

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut.

Book

Gatham rounded book

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut.

Med

Gatham rounded medium

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut.

Bold

Gatham rounded bold

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut.

Titles and Headlines

Gotham rounded bold, tracked in -60

Headline

Introduction

Gotham rounded medium, tracked in -10

Sed ut perspiciatis unde omnis iste natuserro voluptatem accusantium doloremque laudantium, rem aperiam, eaque ipsa quae ab illo inventore quasi architecto beatae vitae dicta suplicabo. enim ipsam voluptatem quia

Sub heading

Gotham rounded bold, tracked in -40

Brand typeface

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architect.

Body copy

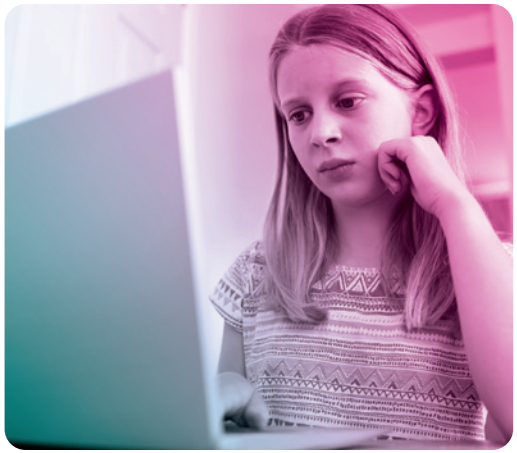
Gotham rounded book

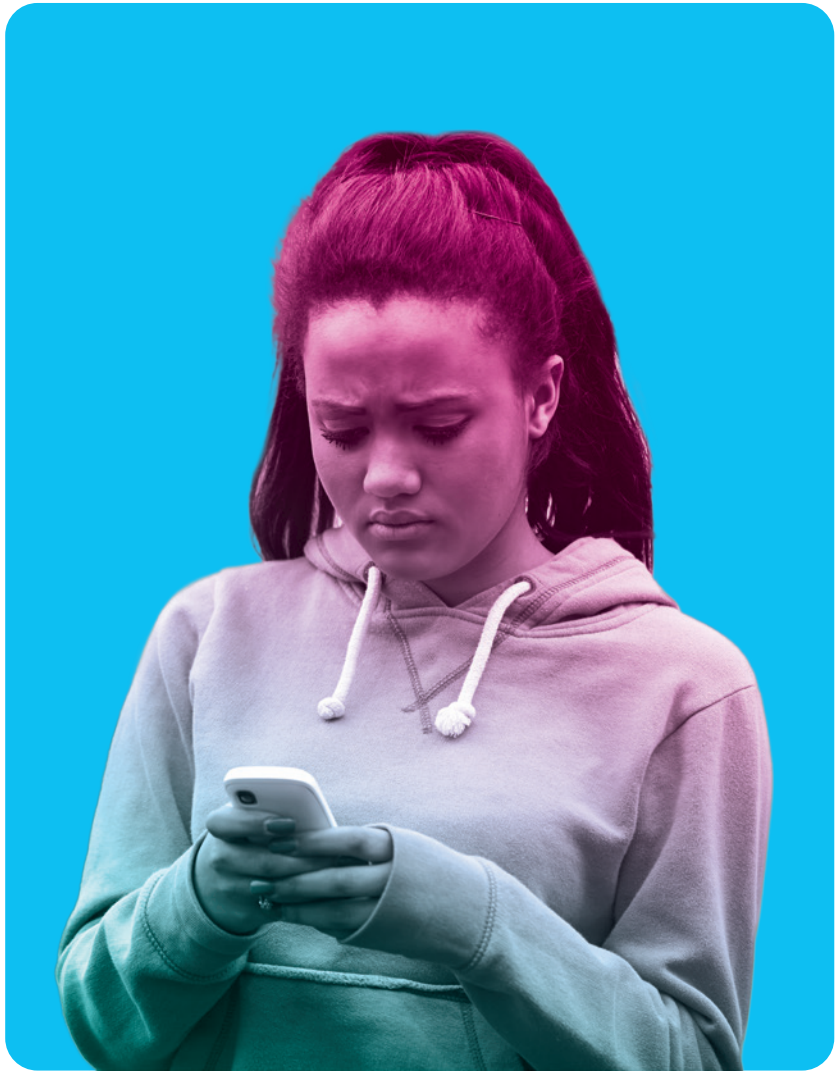
voluptas sit aspernatur aut odit aut fugit, sed qsequuntur magni dolores eos qui ratione voluptatem sequi nesciuneque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non.

Our approach to photography

Our photography captures a slice of everyday life. It's never fake or frivolous. It should make you feel like you are right there in the room. It's about telling stories through personalities, interactions, and experiences. So it feels real, honest and straightforward.

- natural reactions - not posed or artificial
- everyday and honest - something we can all relate to in real life
- personal and engaging - capturing emotions.
- shots should look like they are taken in the UK not the US.
- use a broad range of age groups, genders and ethnicity.
- colour wash effect (red > blue) should be applied to all campaign photography.
  (Artwork Template: Colour wash.psd)



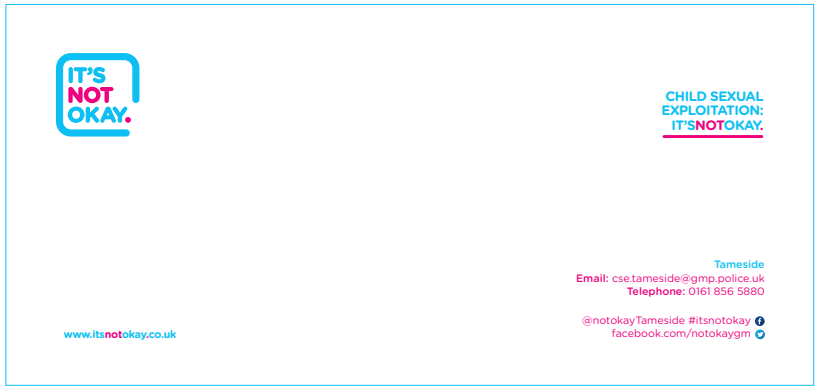


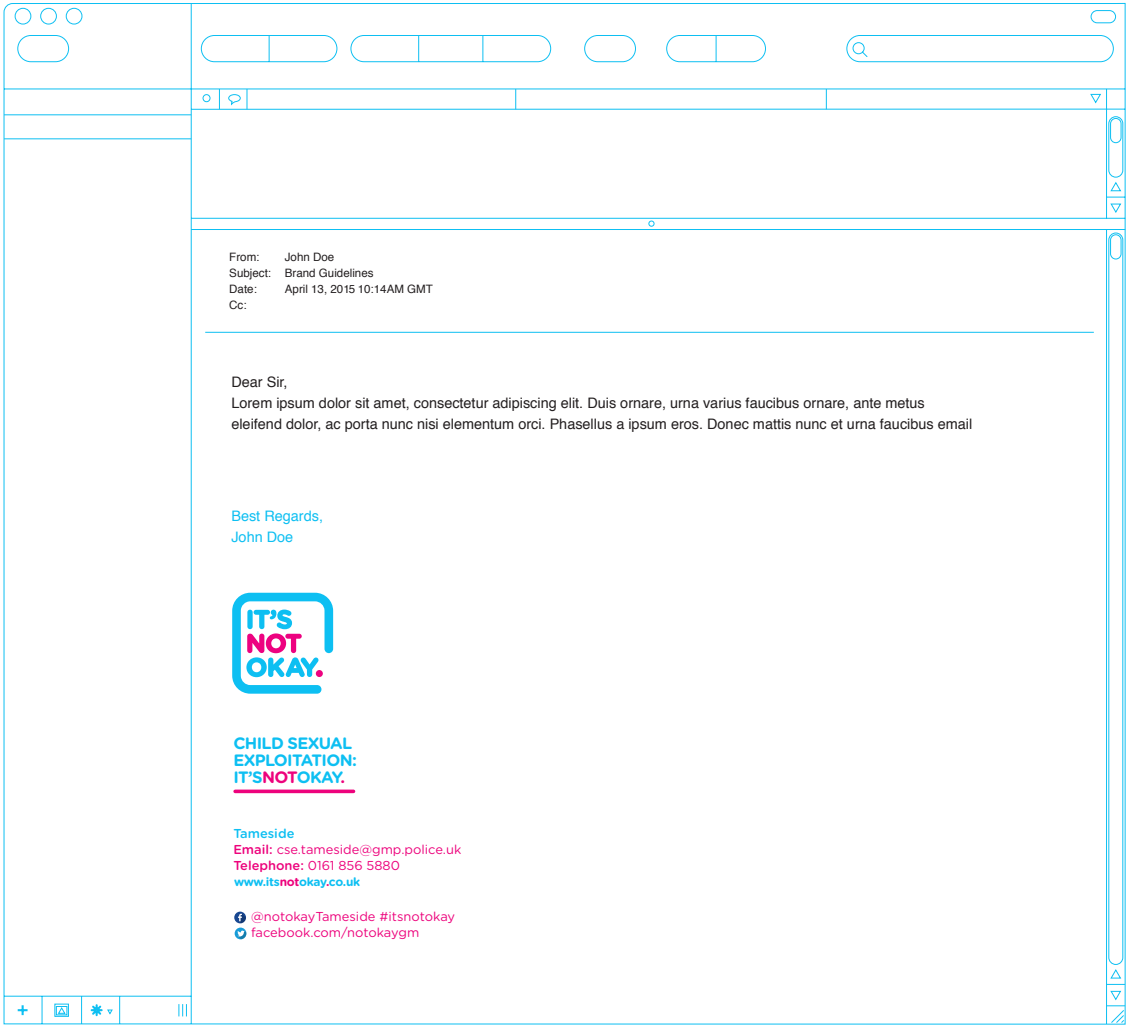
Cutout Photography

Cutouts can be used on coloured backgrounds or white if required

Personalised Stationery

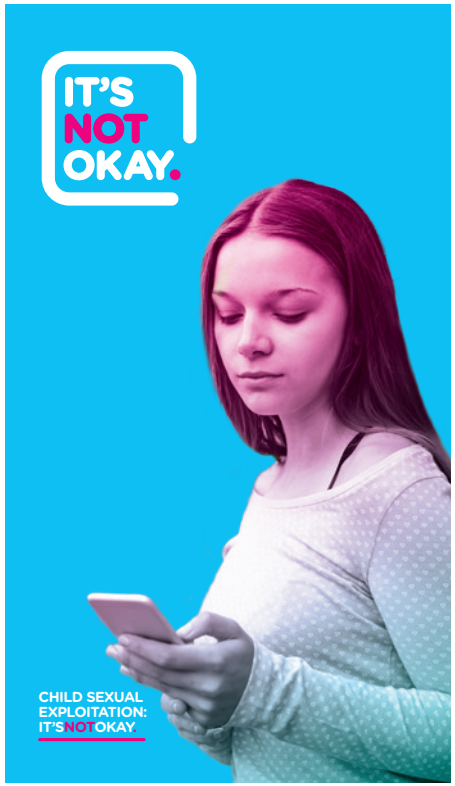
Stationery can be changed for each local team with personalised contact and social media details.




From: John Doe
Subject: Brand Guidelines
Date: April 13, 2015 10:14AM GMT
Cc:
Dear Sir,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ornare, urna varius faucibus ornare, ante metus eleifend dolor, ac porta nunc nisi elementum orci. Phasellus a ipsum eros. Donec mattis nunc et urna faucibus email
Best Regards,
John Doe
IT'S NOT OKAY.
CHILD SEXUAL EXPLOITATION: IT'SNOTOKAY.
Tameside
Email: cse.tameside@gmp.police.uk
Telephone: 0161 856 5880
www.itsnotokay.co.uk
@notokayTameside #itsnotokay
facebook.com/notokaygm

Brochure and leaflet covers

The following examples demonstrate how the design principles can be used to achieve consistency across the range of campaign materials. The size of the logo and strapline and photography is to be decided by the design requirement for each project, with due attention to minimum sizes.



95% of young people at risk from sexual exploitation have gone missing at least once.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusanti que laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis nesciunt. Neque porro quisquam rchitecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur

Sub heading here

Magni dolores eos ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim minma veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, ex ea commodi consequatur?

www.itsnotokay.co.uk

IT'S
NOT
OKAY.

CHILD SEXUAL
EXPLOITATION:
IT'SNOTOKAY.

They risk damage to their physical, emotional and psychological health

Sed ut perspiciatis unde iste natus error sit voluptatem accusanti que laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis nesciunt. Neque porro quisquam rchitecto beatae vidfdtae dictasunt.

Tameside
Email: cse.tameside@gmp.police.uk
Telephone: 0161 856 5880

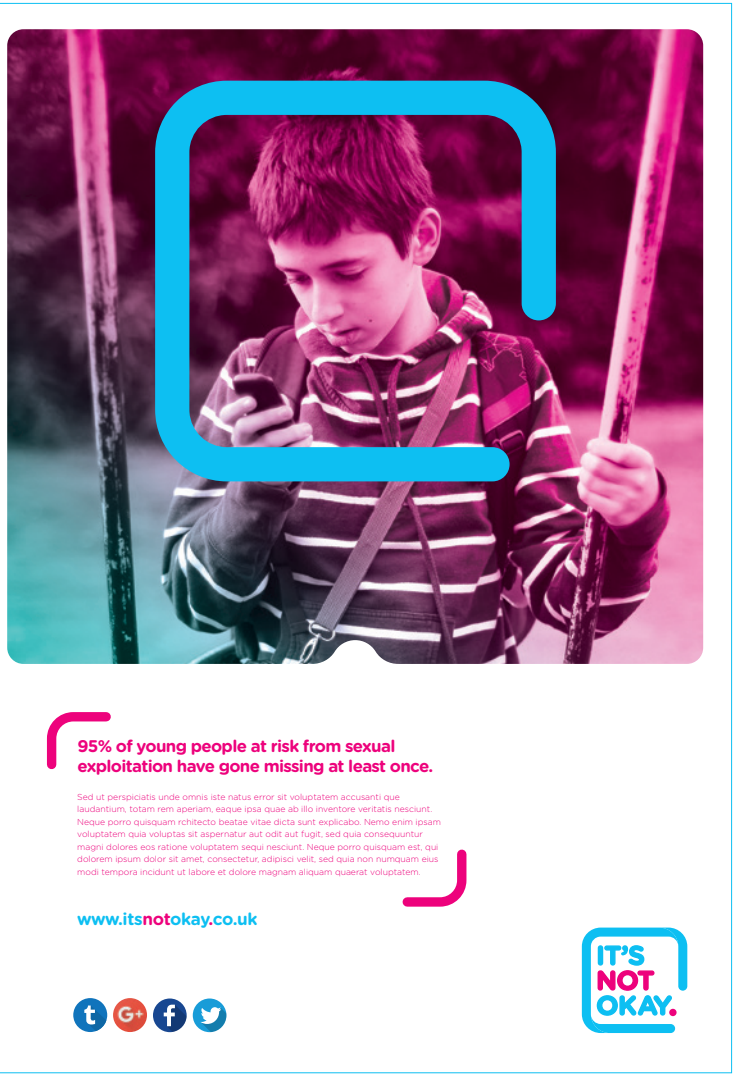
@notokayTameside #itsnotokay
facebook.com/notokaygm

Advertising

All advertisements should have a common look.
The basic rule is that all campaign material must follow the Graphic Guidelines.

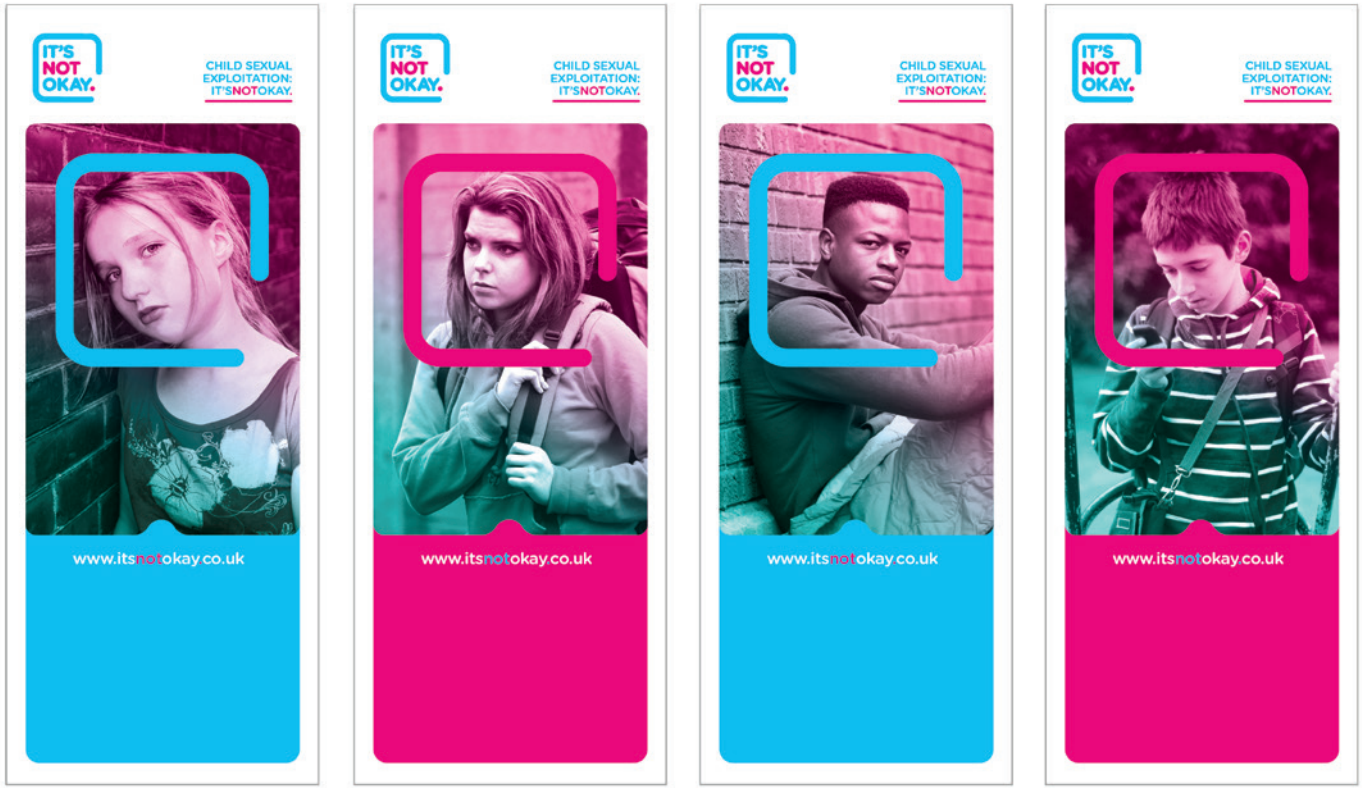
Three tests should be applied when reviewing any advertising in relation to our brand.

- does it have a clear and understandable message?
- does it reflect the It's not okay brand?
- does it comply with all the rules in the brand guidelines?



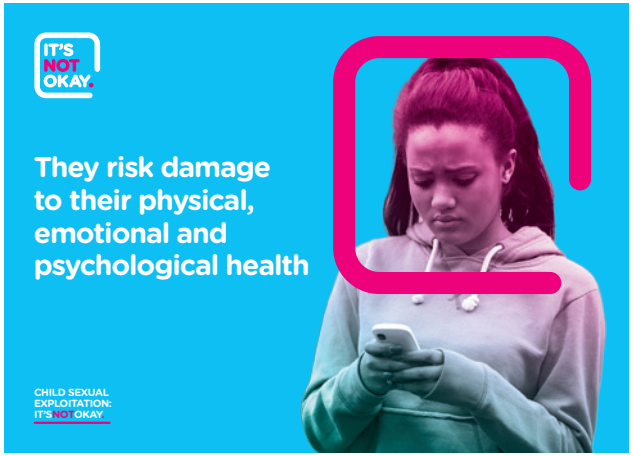
Exhibition Banner Stands

Exhibition Banner Stands are for eye catching display. They should always follow the corporate guidelines as detailed in this document. They should contain minimum copy and information as they are designed as 'attention grabbers'.



Powerpoint Template

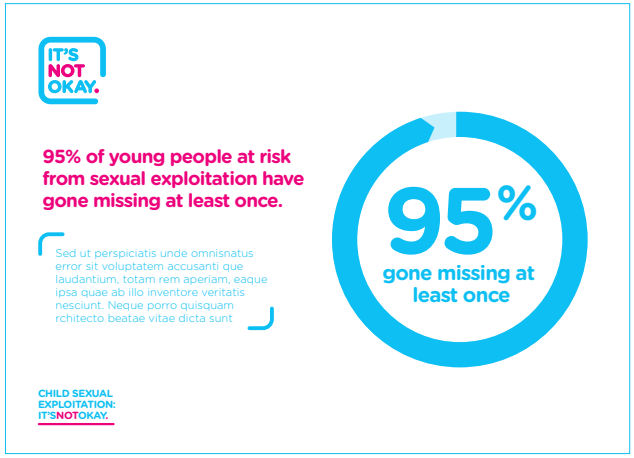
Always position the brand mark top left hand corner of the area available, respecting the clear space required around the mark. Use the full range of brand colours for backgrounds and text blocks.



Divider slide

Image slide

Copy and image slide



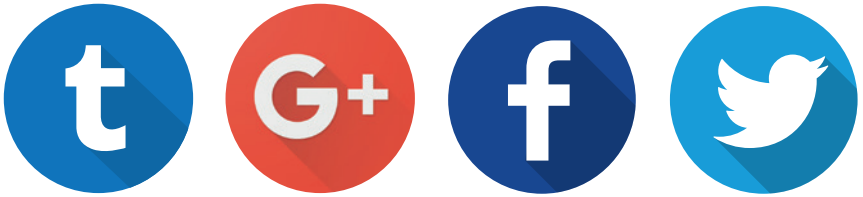
Copy slide

Promotional Items

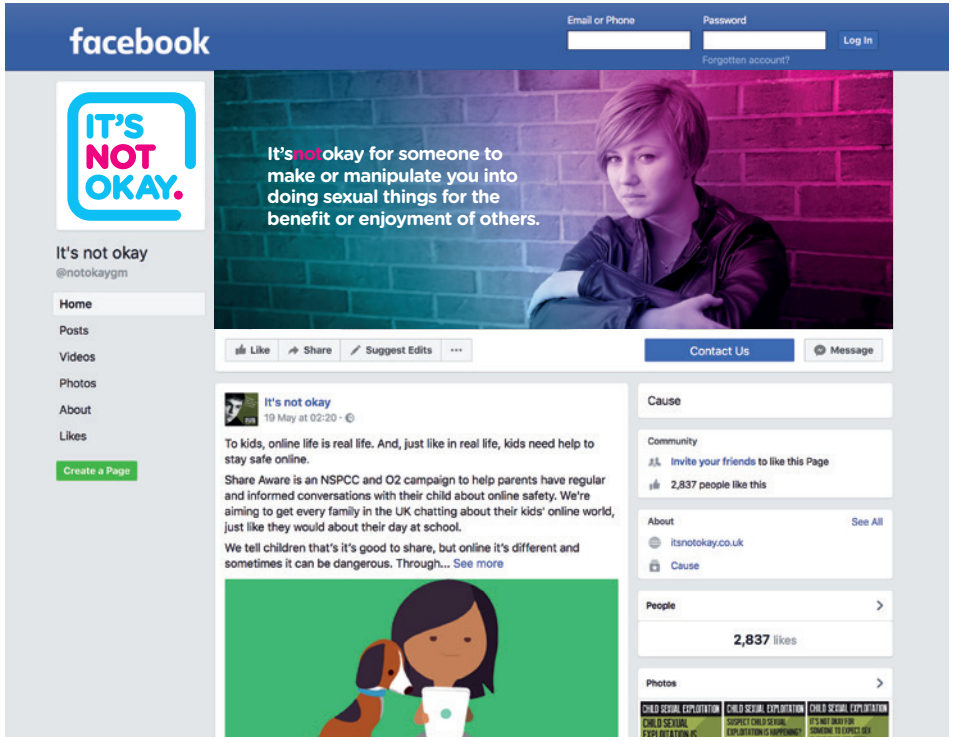
There are many different items that can accommodate **'It's Not Okay'** branding but the item must contain a logo configuration as detailed in this document. The configuration will be dependent on the print area and size available. Where print area allows the logo should appear alongside the website address.

Social media icons

Our Social media channels are a vital way of delivering our message to a young audience. Social media icons should always appear on our external marketing collateral as shown in the examples throughout this document. Icons must appear in their correct brand colour.



@notokayTameside #itsnotokay
facebook.com/notokaygm


facebook
Email or Phone
Password
Log In
Forgotten account?
IT'S NOT OKAY.
It's not okay
@notokaygm
Home
Posts
Videos
Photos
About
Likes
Create a Page
It's notokay for someone to make or manipulate you into doing sexual things for the benefit or enjoyment of others.
Like
Share
Suggest Edits
Contact Us
Message
It's not okay
19 May at 02:20
To kids, online life is real life. And, just like in real life, kids need help to stay safe online.
Share Aware is an NSPCC and O2 campaign to help parents have regular and informed conversations with their child about online safety. We're aiming to get every family in the UK chatting about their kids' online world, just like they would about their day at school.
We tell children that's it's good to share, but online it's different and sometimes it can be dangerous. Through... See more
Cause
Community
Invite your friends to like this Page
2,837 people like this
About
See All
itsnotokay.co.uk
Cause
People
2,837 likes
Photos

It's notokay for someone to make or manipulate you into doing sexual things for the benefit or enjoyment of others.
IT'S NOT OKAY.
Not Okay Tameside
@NotOkayTameside
Specialist Multi-Agency team tackling Child Sexual Exploitation in Tameside, Greater Manchester. Please make any reports via 101 or 999.
Tameside
itsnotokay.co.uk
Joined November 2015
309 Photos and videos
TWEETS 1,750
FOLLOWING 4,231
FOLLOWERS 2,361
LIKES 533
Follow
Tweets
Tweets & replies
Media
Not Okay Tameside @NotOkayTameside · 19h
"Pls note change of Location in reply to this tweet"
Tameside Council @TamesideCouncil
The @NotOkayTameside week of action is 19-25 June. Find out how you can learn about protecting children in sport bit.ly/2q2BKmJ
Not Okay Tameside @NotOkayTameside · 19h
** Pls note the change of Location in reply to this tweet**
Tameside Council @TamesideCouncil
The @NotOkayTameside week of action is 19-25 June. Find out how you can learn about protecting children in sport bit.ly/2q2BKmJ
New to Twitter?
Sign up now to get your own personalized timeline!
Sign up
You may also like · Refresh
Joanne Rawlinson
@jorawlinson8578
PaceUK
@PaceIntoUK
Judith Staff
@jcstaff_
CSEBeth
@CSEBeth
Rachel
@Rachels1400
Worldwide Trends
#NEWKIDS_IKON