



hope

TOGETHER

EVERYONE,
EVERYWHERE,
KNOWING JESUS

BASIC BRAND GUIDELINES 2022

■ WHAT MAKES US HOPE TOGETHER?

■ PROMISE

Everyone, everywhere, knowing Jesus.

We are a catalyst for local church mission in villages, towns and cities, globally.

■ PERSONALITY & TONE

Passionate, friendly, open, helpful, genuine, attractive.

■ CHARACTERISTICS / ATTRIBUTES

Solidarity, Evangelism, Mission, Connection, Resource, Inclusive, Mass.

■ MISSION / VISION

Empowering local leaders to make Jesus known in word & action.



■ INTRODUCTION

Welcome to the visual identity guidelines of Hope Together. These pages are not intended to show an exhaustive catalogue of potential brand application scenarios. They are intended to give an indication of the correct use of the new Hope Together identity, introducing the new logos for the primary and brand extension/sub-brands.

It is impossible to cover all potential usage situations but extrapolating from the examples offered should give a solid framework as our brand communications are developed.

If you have any questions please contact the brand guardian at, admin@hopetogether.org.uk. The guardian will also be able to consult with the S2 Design team who will provide consultancy until the end of November 2022 should additional assistance be required.

All print and electronic media produced on behalf of Hope, both internally and externally, should adhere to the principles contained within these guidelines.

A consistently applied brand identity should help us achieve the best possible results in our brand and communications.



■ THE IMPORTANCE OF OUR BRAND

A strong and consistent visual identity is essential for any organisation in this image driven modern world.

Our visual identity determines who we are and communicates our values to both our supporters and the public at large. The new logo has been crafted to be bold, modern and adaptable for digital use, whilst building from the established Hope Together multi-colour palette which was designed to express diversity, passion, wellness and a fresh perspective and approach to sharing Jesus.

Consistency is key, and these guidelines are designed to help achieve that consistency and apply it throughout all our communication materials - and at every 'contact point' where we engage the public.

This document will help to clear up any application issues you may have and avoid any errors.



This logo can be found on the Hope website at www.hopetogether.org.uk/ourbrand

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.

Always use the artwork files for the logo you require in its original dimensions and format. Never adapt any logo of the Hope brand suite in any way. Do not stretch, squash or otherwise interfere with any of the logos contained within this document.

If you have any questions about logo usage please contact the launch brand guardian Rochelle Bond at rochelle.bond@hopetogether.org.uk for clarification.

1

THE PRIMARY LOGO WITH STRAPLINE

The 'hope' letters are based on a font called Bayer Experiment Medium; however, the H, P and E have all been altered to create a unique brand logo.

The secondary logo elements are set in the Gotham Condensed type family.*

The fonts are stated for 'matching' purposes only. The logo should never be created from Scratch. Various master files have been supplied and should be used whenever a logo file is required.

Please be aware that colours may appear brighter on some computer screens and when placed within certain layout programs such as MS Word.



Gotham Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Condensed Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*See following pages for small use variants

This logo can be found on the Hope website at www.hopetogether.org.uk/ourbrand

1

USING THE PRIMARY LOGO & STRAPLINE

This logo should be used when the logo appears at a good size and legibility is not compromised.

For an example see the cover of these very guidelines.

Other situations where this might be used would include; display stands, cover slides for Powerpoint presentations, or anywhere the logo can hold a significant space.

Page six shows a version designed for smaller usage scenarios.

This logo can be found on the Hope website at www.hopetogether.org.uk/ourbrand

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.



Minimum usage
55mm



2

LOGO ADAPTATION FOR SMALL USAGE

This version of the primary logo has been adapted for use at a small size, with a slightly stronger font used for the strapline - Gotham Condensed Book.

For legibility, we recommend this logo be used no smaller than 25mm.

When the user's need is below 25mm, then one of the alternative logo options without the strapline should be selected. These are shown on the following pages.

This logo can be found on the Hope website at www.hopetogether.org.uk/ourbrand

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.



Minimum usage
25mm

Gotham Condensed Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

3

PRIMARY LOGO WITHOUT STRAPLINE

This is a primary logo for use where space is an issue.

This logo without the strapline will be one of the most commonly used options.

We advise that whenever possible, if the strapline is not needed, that this version of the logo should be selected.

The main adaptation is the descender of the P aligns with the baseline of 'together' in the variant.



This logo can be found on the Hope website at www.hopetogether.org.uk/ourbrand

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.

PRIMARY LOGO

The majority of scenarios will use the primary logo shown here.

When space allows the logo on page seven can be used but where space permits it can be used. The full colour option should be used whenever possible

Greyscale should be used sparingly when full colour would be distracting for the overall design, and for photocopying.

Solid black and solid white options are available and should be used at the designer's discretion when the background would make using the full colour logo problematic - as in the samples shown on the far right.



Minimum usage
20mm

This logo can be found on the Hope website at www.hopetogether.org.uk/ourbrand

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.

Examples



HOPE 23-24

The Hope 23-24 logo, like the primary logo with strapline, has an extended descender on the tail of the P to help draw the viewer's eye down to the 23-24; the tail is aligned at the baseline of the 23-24 to give a more pleasing and balanced overall design.

As previously stated: the full colour logo should be used whenever possible. Greyscale should be used sparingly when full colour would be distracting for the overall design, and for photocopying. Solid black and Reversed logo options are available and should be used at the designer's discretion when the background would make using the full colour logo problematic - as in the samples shown on the far right.



Gotham Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This logo can be found on the Hope website at www.hopetogether.org.uk/ourbrand

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.



Minimum usage
15mm

Examples



6

DARK BACKGROUND ADAPTIONS

The dark background adaptation principle is self-evident.

When any version of the full colour logo needs to be presented on a dark or busy background then the black text is converted to white to retain the greatest legibility.

All minimum usage sizes and other specifications stand as per the standard version of the logo you are using.

This logo can be found on the Hope website at www.hopetogether.org.uk/ourbrand

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.



7 THE HOPE COLOURS

The Hope brand colour scheme has been, established for some time, in part.

Please note that the yellow tone has been slightly adapted in our latest brand iteration and the blues have been formalised into a new turquoise.

Also, please be aware that different production methods and papers can all affect the final appearance of an item.

If in doubt please take advice from an experienced designer or from your print supplier to ensure the best possible match.

Also please ensure you are using the correct logo file for the item you are creating. Web files can not be used for print purposes.

hope



Hex:	#E11A22	#fdd100	#5abeba	#000000
RGB:	225/26/34	253/209/0	90/190/186	0/0/0
CMYK:	5/100/100/0	0/17/93/0	70/0/32/0	0/0/0/100
Pantone:	Red 032c	Yellow 012c	7472c	Black

Please be aware that the colours may appear differently, usually brighter, on some computer screens and also in within some programmes.

THE HOPE FONTS

The Hope logo and the brand extensions that follow in this document have all been created with variations of the Gotham type family, using either the standard or condensed fonts.

These should NEVER be reset to create a logo. Master logo artwork files should always be used.

However, if the fonts are required to set text to match to the logo then the font families are shown here and the specific font used has been identified for the logos earlier in this brand guideline document.

The Gotham font family can be accessed as a free download from the web.

Gotham Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham Condensed Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham Condensed Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham Condensed Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Gotham is available in Thin, Extra-light, Light, Book, Bold, Black and Ultra weight options. Most of these options have an italicised version also. The Gotham family of fonts can be downloaded from the internet free of charge.

There is also a Rounded version of the font if deemed appropriate for your specific needs.