



Blind Veterans UK

Brand guide



Rebuilding
lives after
sight loss

April 2021

Welcome to our brand guide, which sets out how to present Blind Veterans UK correctly.

Everything you'll see and read here has been carefully crafted to make sure we can inspire more people to join us and support us. The content has been researched with both members and potential supporters.

Our brand is much more than just a logo. It is made up of what we stand for, how we look and what we say. In other words, it is our profile and reputation. And it should run across everything we do from our marketing, social media and website to our people, staff and volunteers – including you!

Every single contact you have with an organisation helps to inform your perception of it. If you have a good experience in a shop as a customer, you will associate good customer service with the company – it will, for you, become part of the brand. A company seeks to make sure that through good customer service and consistent communications, it reinforces the kind of image it wants people to have. It's the same for a charity. And for us.

The more people we inspire to support us, the more blind veterans we will be able to help, so it's important we all use consistent messages and paint a consistent image.

We hope you find this guide useful in making our reputation even stronger.

Together we can rebuild blind veterans' lives after sight loss.



Rebuilding
lives after
sight loss

Together we're stronger

Our amazing charity was founded by Sir Arthur Pearson in 1915 to provide training, rehabilitation and lifelong support to those blinded in the First World War.

In 1923 we became known as St Dunstan's but changed our name to Blind Veterans UK in 2012 to help more people understand who we are and what we do.

In 2018 we refreshed our brand and strengthened its use across the organisation. This led to an increase in awareness of the charity from 22% to 34% between 2018 and 2021.

This shows how standing together behind one strong brand to build a better understanding of our cause, our work and the impact we make, we can inspire more people to support us.

For further advice please contact brand@blindveterans.org.uk

4 Our brand strategy and story

- 5 Our brand strategy (what we stand for)
- 6 Our story – As a paragraph
- 7 Our story – Short and Medium versions
- 8 Our story – Long version

9 Tone of voice

- 10 What is ‘tone of voice’?
- 11 Our personality – Team Transformation
- 12 Our values in action – Caring
- 13 Our values in action – Trustworthy
- 14 Our values in action – Pioneering
- 15 Our values in action – Celebratory
- 16 Beneficiary
- 17 Supporter
- 18 Examples

20 Visual identity

- 21 A guide to our visual identity
- 22 Our logo
- 23 Our logo – Colour variants
- 24 Incorrect uses of our logo
- 25 Our vertical logo
- 26 Our vertical logo – Colour variants
- 27 Our icon for restricted space
- 28 Our graphic device – The swoosh
- 29 Incorrect use of our graphic device
- 30 Using a grid
- 31 Positioning our logo
- 32 Colour
- 33 Designing for sufficient colour contrast
- 34 Typography
- 35 Typographic hierarchy
- 36 How to keep typography inclusive and accessible

37 Imagery

- 38 Photography
- 39 Photography – Isolation
- 40 Photography – Team
- 41 Photography – Transformation

42 Putting it all together

- 43 Brochure
- 44 OOH – 48-sheet poster
- 46 Website
- 47 Email
- 48 Social media
- 53 Merchandise
- 54 Advertisements

57 Campaign examples

- 58 Examples
- 62 Questions, thoughts and queries?

Our brand strategy and story



Rebuilding
lives after
sight loss



Our brand strategy (what we stand for)

The foundations of any strong brand are a clear articulation of what it stands for.

These words have been carefully chosen to describe what we stand for based on research with members and potential supporters. We should all be proud of them and promote our vision, mission and values – widely.

Our vision (why we exist)

All blind veterans can lead the life they choose.

Our mission (what we deliver)

We're one transformational team. We provide rehabilitation, training, practical advice and emotional support. Together we can help rebuild lives after sight loss.

Our values (how we behave and communicate)

- Caring – Caring is at the heart of everything we do
- Trustworthy – We enable and trust each other
- Pioneering – We foster a pioneering spirit
- Celebratory – We celebrate success

Our personality (who we are)

Team Transformation.

Members tell us they appreciate belonging to our community as one strong team. Supporters tell us they are inspired by our rehabilitation services and how they transformed veterans' lives. For more people to support us they need to see the impact of our work and the difference it makes to veterans' lives.

We bring people together and show our collective energy as well as individual stories of transformation. Our staff, volunteers, members and supporters experience this through events and communications that emphasise a strong sense of community and overcoming challenges together.

Our proposition (why people should care and connect)

This message is our main call to action:

Together we can help rebuild blind veterans' lives after sight loss.



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lives after
sight loss

Our story – As a paragraph

All strong brands have a story that outlines why they exist and what they do.

We all know that the more we hear something the more likely we are to remember it, so we want to use the words in our story as often as we can.

There are different lengths of copy available, so feel free to cut and paste the bits that work best for what you need.

We believe every blind veteran should be able to lead the life they choose. At Blind Veterans UK we're one, transformational team. We provide rehabilitation, training, practical advice and emotional support. Together we can help rebuild lives.



Rebuilding
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Our story – Short and Medium versions

Short version

Going blind isn't just a loss of sight, it's a loss of belonging.

But the power of feeling like you belong to something provides the confidence to be able to recover. To adjust to life and regain your independence.

We believe every blind veteran should be able to lead the life they choose. That's why our transformational team is here to help veterans from every generation overcome sight loss, including those who did national service.

We've provided specialist support since 1915, from rehabilitation and training to practical advice and emotional support. To help blind veterans rediscover their self-belief and determination as one strong community.

Together we can help blind veterans rebuild their lives after sight loss. Away from isolation. Towards a life of purpose.

Medium version

When someone loses their sight, particularly someone used to living an active life, what's left can seem like nothing. Going blind isn't just a loss of sight, it's a loss of self-belief and belonging.

The power of feeling like you belong to something provides the confidence people need to adjust to their new circumstances and regain their independence. No one needs this power more than someone who has lost their sight. And those who have served our country, deserve our support.

We're a transformational team of specialists and people – just like you – who really understand. We're here with every veteran losing their sight, from all generations, including those who did national service.

We've provided specialist support since 1915, from rehabilitation and training to practical advice and emotional support. To help blind veterans rediscover their self-belief and determination as one strong community.

Together we can help blind veterans rebuild their lives after sight loss. Away from isolation. Towards a life of purpose.



Rebuilding
lives after
sight loss

Our story – Long version

When someone loses their sight, particularly someone used to living an active life, what's left can seem like nothing. Going blind isn't just a loss of sight, it's a loss of self-belief and belonging.

The power of feeling like you belong to something provides the confidence people need to adjust to their new circumstances and regain their independence. No one needs this power more than someone who has lost their sight. And those who have served our country, deserve our support.

We're a transformational team of specialists and people – just like you – who really understand. We're here with every veteran losing their sight, for all generations, including national service, for every step of recovery.

We've provided specialist expertise since 1915, from rehabilitation and training to practical advice and emotional support as one strong community.

For veterans like Frank, who lost his sight later in life as a result of macular degeneration. Because Frank has always led an active life, including national service. And still can, thanks to our support.

Simon, who was blinded by a sniper's bullet in Basra, but has regained his self-confidence to work again.

Carl, who lost his sight when his armed vehicle overturned in Northern Ireland, but has learnt new skills and hobbies like kayaking and archery.

Or Maria, who gave her life to her country from 18 to 55 when she went blind, but has turned her life round with our support, to live independently.

Together we can help rebuild blind veterans' lives after sight loss. Away from isolation. Towards a life of fulfilment.



Rebuilding
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Tone of voice



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What is ‘tone of voice’?

Our brand has two ways of projecting our unique personality to the people we interact with – the way we look and the way we write and talk.

The way we write and talk – the words we choose, how we use them and the values they convey – is called ‘tone of voice’. That’s what this guide is about.

The way Blind Veterans UK talks should be as individual as the way it looks. Why? Because our tone of voice says a lot about who we are and what we’re like. So, we want to make sure the way we say things always sounds like us, rather than any of the other military, sight loss or ageing, charities.

These other charities tend to use military language and clichés, such as “battling” and “fighting”. So, to make ourselves stand out from the crowd, we’ll avoid these. Instead, we’ll focus on speaking with a single tone of voice. One that brings out the qualities that make us different. Our strong sense of community and the transformation we make, together.

This consistency will come from our personality and values. So, let’s jump right in.



Rebuilding
lives after
sight loss

Our personality – Team Transformation

We want to help the veterans we support feel that they're not alone. That they're part of a wider Blind Veterans UK community. A community that'll help them to pick up their lives again and regain their independence through practical advice and support, training and rehabilitation. A community that will help them find their self-belief and determination. And a community that'll be there as long as they need us.

In short, we want to give them a sense of belonging and help them thrive. And this is at the heart of our personality:

Team Transformation

Why Team? Because, as a community, we're one big team. Veterans, carers, friends, family, staff, volunteers, supporters and specialists. All working together to support blind veterans. We're caring and we're trustworthy. Core qualities of any effective team.

And Transformation? Well, our expert knowledge, specialist equipment and day-to-day support help transform the life of every blind veteran who needs us.

We have a pioneering, can-do attitude and celebrate our impact.

This is the personality we want to convey when we speak or write about ourselves.

Team	Transformation
Caring	Pioneering
Trustworthy	Celebratory

We work together as one Transformational Team



As individuals we all have values that we live by and brands are no different. Here are the Blind Veterans UK values explained.

Caring

Caring is at the heart of everything we do

How we behave

- We put the interests of our members first
- We listen to understand each other's perspective
- We treat each other with respect

How we communicate

- We give everyone a warm welcome
- We use language that builds a sense of belonging
- We use photography that demonstrates collaboration and Blind Veterans UK in action

Putting this into practice

We give everyone a warm welcome, because we all have something in common – our determination to support blind veterans. So, we'll talk in a way that shows we're here, as a caring friend for veterans when they need us most.

This means using more personal pronouns – **'we'**, **'us'** and **'you'** – to highlight that we're all in this together by building a sense of belonging. And we'll write using conversational language that emphasises the comradeship we offer. From using contractions such as **'we're'**, **'they'll'** and **'won't'**, to starting sentences with conjunctions, like **'and'**, **'but'** and **'so'**.

We'll also talk about **'understanding'**, **'supporting'** and **'listening'** to veterans' situations and needs. About **'being there'** for them when they need us most. And we'll refer to everyone involved with us – staff, volunteers, givers, veterans and their families – as a **'community'**, highlighting that we're all in this together.

We'll also emphasise our knowledge of what veterans are going through by referring to our own, similar experiences. This includes using real examples of how we've been there for other veterans and the support we've given them.

This will not only give blind veterans a good idea of how we're on their side, giving real-life examples of the ways we've helped veterans will also show potential givers the difference their support can make.



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sight loss

Trustworthy

We enable and trust each other

How we behave

- We act with honesty and integrity
- We're proactive and take initiative
- We come together to push boundaries

How we communicate

- We emphasise our heritage and specialist expertise
- We use short, clear and confident sentences
- We provide tangible examples of how we rebuild lives

Putting this into practice

Trust is particularly important to building our brand profile and reputation and is essential to any successful team.

Our commitment to helping blind veterans stretches back over more than 100 years. So, we'll emphasise our heritage and the unique expertise we've built up by working with them.

To convey this, we'll use short, clear, confident sentences. Active language that highlights how committed we are to supporting blind veterans. We'll talk about being 'dedicated' to helping them live their lives. How they can 'trust' and 'rely on' us to be there for them. And how we'll provide 'constant' and 'continuous' support, because we're 'in it for the long run'.

And we'll back this up with real-life examples of how we've helped individual veterans over long periods of time to rebuild their lives. This will reassure veterans that when they need our support, we'll 'always' be there for them.

For supporters, we'll talk about our 'achievements' – real-life examples of how we're 'transforming' veterans' lives. From those who served decades ago, to people involved in the armed forces more recently. We'll include practical details of what we do and how it helps that veteran. From nursing and social care, support from the members helpline to regular visits from our Welfare and Rehabilitation team.

This will convince veterans and supporters alike that we always 'go the extra mile' in our commitment to support blind veterans. And it'll go a long way towards prompting more of them to become part of our community.

The more trust we can build in our brand the more likely people are to support us, which means we can help even more veterans. Win-win.



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Pioneering

We foster a pioneering spirit

How we behave

- We continuously improve our specialist expertise
- We agree – and measure – ambitious goals
- We embrace innovation and creativity

How we communicate

- We tell individual stories of transformation
- We focus on tangible solutions
- Our communications sound, look and feel active

Putting this into practice

Research has shown us that potential supporters want to see the impact we make, so it is important our brand looks and sounds life-changing.

We're pioneers in a wide variety of areas relating to blindness. Always looking ahead to the next big breakthrough. Constantly searching for new and better solutions that support blind veterans and enable them to live as full a life as possible. Continuously improving how we support life after sight loss.

In a world where we're competing with lots of different military charities, it's our can-do attitude and pioneering spirit that helps us stand out from the crowd. So, we'll use active, dynamic language that reflects this approach.

We'll talk about 'progressive' ideas, 'fresh' approaches and being 'forward-thinking'. We'll highlight our 'expertise' in 'groundbreaking' work and how we're 'creative' and 'innovative' in the way we do things. And we'll emphasise how this makes a 'real difference' to veterans, by giving examples of the ways we've 'transformed' their lives.

We'll use short sentences. They add pace. Impact. A sense of purpose. And we'll use short, sharp and direct calls to action that move us swiftly on: 'Find out more...' 'Discover...' 'Donate today...'

We'll also give examples of the pioneering work we do and how it's transforming veterans' lives. This will give veterans a sense of hope and purpose – that they can rely on us to help them improve their lives and discover a more fulfilling future. And, by highlighting our specialist expertise that isn't available anywhere else, it'll excite supporters about the possibilities their donations can achieve.



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lives after
sight loss

Celebratory

We celebrate success

How we behave

- We appreciate that we can learn from setbacks
- We recognise the contribution of all team members
- We support each other to enjoy work and be our best

How we communicate

- We express a can-do attitude
- We celebrate life in all its glory, with individual quirks and humour
- We show veterans thriving after sight loss

Putting this into practice

The support we give to veterans who have lost their sight is designed to achieve specific outcomes. Its impact can transform every aspect of their lives. So, everything we say and the way we say it needs to underline this.

In this case, actions really do speak louder than words. So, we'll talk directly about what we've done for veterans, rather than what we 'could' do. Giving examples of the things we've achieved, including all the quirks of everyday life – the laughs, the frustrations, the highs and lows. And detailing the measurable differences we've made to people's lives.

So, we'll use positive, active language to show the impact we have. How we 'change', 'improve' and 'transform' how things are done. The way we 'challenge' the status quo and 'make a difference' to veterans' lives. The 'developments' we make, the 'progress' we prompt and the 'advances' we implement.

And, linked to this, we'll use the active voice, too. So, we'll say: "We gave Maria expert support with everyday tasks such as cooking" (active, because we know who gave her the support and the effect it had). We won't use the passive voice – "support was provided to Maria to help with everyday tasks".

And to make what we say even more impactful, we'll always give real examples of how our approach has changed someone's life.

For veterans, this will provide the tangible evidence to show we can help them to transform their lives. At the same time, it shows potential supporters the enormous impact they can have on someone's life. Ultimately, it'll encourage more people to come to us, either for help or to support our work.

Whilst we are one strong community, our community is made up of brilliant individuals. So, we shouldn't be afraid to celebrate their individuality. Quirks and all. Our community is full of remarkable people and inspiring stories, so let's share them – widely.



Rebuilding
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sight loss

Tone of voice for people who “Get support” (veterans and carers, friends and family)

We need to make it clear that we can offer a wide range of rehabilitation, training, practical advice and emotional support to veterans who are losing their sight. And that we won't just offer a quick fix. We'll be there, alongside them, helping to change their lives for the long run.

So, for this audience we'll use conversational language. Short sentences. Simple words. And an approachable, caring tone. We might even use humour sometimes. So, if you read it out loud, it sounds like a natural conversation with one of your friends.

Key messages that we'll emphasise repeatedly are:

- We know what you're going through.
- We help veterans who've served in any of the armed forces, including through national service, no matter how long ago their service was.
- We don't just offer medical support. We can help with the everyday things that matter most.
- We're here for you for as long as you need us.

Examples:

- Luckily, Blind Veterans UK was there to help. We gave Maria expert support with everyday tasks such as cooking, as well as specialist equipment that enabled her to read again.
- Carl joined the Blind Veterans UK community in 1999, when we offered him the vital support and encouragement he needed to get his life back on track and live independently despite his sight loss.
- A sniper's bullet in Iraq in 2006 changed Simon's life forever. But, after we helped him through the tough times, he's now helping us to support more veterans just like him.



Rebuilding
lives after
sight loss

Tone of voice for people who “Give support” (potential donors, fundraisers and volunteers)

We rely on voluntary donations, so potential supporters are essential to our success. We simply couldn't do what we do without them. Which makes them an essential part of our overall team. So, when we're talking to them, we'll focus on our unique expertise and the rehabilitation service that blind veterans won't find anywhere else. And we'll highlight how their support enables us to transform people's lives in different ways. From rehabilitation and training to practical advice and emotional support. This will underline how far their money goes and the value we provide with their help. Price points are available from the Marketing team, e.g. £15 will pay for X.

We'll still speak in a conversational, caring tone, with an active and dynamic focus on our vision, achievements and positive outcomes.

Key messages that we'll emphasise are:

- We provide specialist support related to sight loss, based on more than 100 years of experience.
- The services we provide, genuinely help veterans rebuild their lives.
- The support we offer ranges from rehabilitation and training to practical advice and emotional support.
- The services and support we offer veterans simply isn't available elsewhere.
- As a supporter, you're an essential part of our offer to blind veterans. Without your support, we simply wouldn't be able to do what we do.



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Bert

Bert has always led an active life, including completing national service in his youth. But in later life he lost his sight to age-related macular degeneration.

Bert was deeply worried he might be unable to perform everyday tasks like dressing, washing and cooking, or keeping in touch with family and friends without the help of others. But thanks to your support, Blind Veterans UK was there to help him rediscover his independence.

Bert said: "I would encourage veterans and their families to get in touch with Blind Veterans UK for expert support. The charity has made a big difference to my life."

Frank

Frank felt lost and afraid in later life when he was told he was going blind. But because he did national service in the 1950s he was eligible to receive vital support from Blind Veterans UK.

The charity has transformed Frank's life, giving him vital skills and training to lead a rewarding life following sight loss.

Frank said: "Losing my sight was terrifying. I could no longer do the things I wanted to do, especially driving. I worried about losing my independence. But belonging to Blind Veterans UK's community has been life-changing."



Rebuilding
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sight loss

Reg

Age-related macular degeneration robbed Reg of his sight at the age of 81.

Reg was scared he would lose his independence and never see his great grandchildren. But with Blind Veteran UK's help he has achieved so much, including how to use a computer and learn to type.

Reg said: "Blind Veterans UK has had a really positive impact on my life. By providing me with a magnifier, they have enabled me to see photographs of my great grandchildren. Knowing there are other veterans living well with sight loss has given me an entirely new lease of life."

Carl

It's the support of people like you that enabled us to give Carl specialist training to cope with everyday life and regain his independence. Not to mention purpose-built equipment that enables him to read and use a computer.

Shaun

After stepping on an Improvised Explosive Device, Shaun became a double amputee blind veteran. But our mobility training is helping him get around on prosthetic legs. Thanks to your help.

Kelly

Kelly enjoyed Army life until she suffered two strokes aged 23 and lost her sight. Your support enables her and veterans like her to continue playing sport. And in 2017, Kelly competed for the UK at the Invictus Games.



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Visual identity



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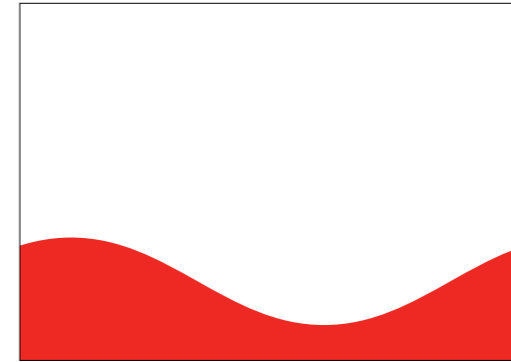


A guide to our visual identity

A visual identity is a unique set of tools that helps characterise a brand's communication. All powerful brands have strong visual identities and we're no different. Our visual identity consists of our logo, a set of colours, typefaces, a photography style and a graphic device. These guidelines explain what each element is and how, when and where it should be used in print and online.



Rebuilding
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Sharp Sans
Medium
Bold (online use only)
Extra Bold

Lato
Regular
Black



Rebuilding
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Our logo

Our logo is made up of our symbol, with our name inside, and our strapline 'Rebuilding lives after sight loss'.

Our symbol is based on the Union Jack flag. The flag as a symbol effectively represents our strong sense of camaraderie and belonging to something bigger, and the upwards motion and movement reflects thriving in life after sight loss. Our strapline is important to help people understand the impact we make.

Clear space

We've defined a clear area around our logo to protect it. This is calculated using the space between the logo and strapline, see opposite.

Minimum size

When using our logo, your first consideration is legibility. So our logo should never appear smaller than 20mm (for print) or 100px (for digital) in height.

Our strapline

The graphic and strapline should always appear together. Our new strapline helps to reinforce the uniqueness of our rehabilitation work to those we engage with.

Only in exceptional circumstances, such as merchandise, will we use our logo without the strapline.

For further advice please contact Brand@blindveterans.org.uk

Clear space



Minimum size

Print



Digital



Our logo – Colour variants

You must only use the official versions of our logo. And never recreate it. Use an EPS file for all professionally printed communication. And a PNG file for all screen applications.

Use the single-colour version where the printing process is limited or technically difficult.

For all brand assets please contact Brand@blindveterans.org.uk

Full colour



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Single colour



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Incorrect uses of our logo

This is important. Your work will help build the Blind Veterans UK brand. But only if you use our logo and strapline correctly. Please don't adapt it or recreate it in any way, and note the points below:

1. Use the logo in its correct colours.
2. Make sure there is sufficient contrast between the logo and the background.
3. Never alter our strapline.
4. Don't add elements to our logo.
5. Never recreate the logo.
6. Don't amend our logo with visual effects.



Our vertical logo

Where space is limited, we have created a vertical configuration of our logo.

Our vertical logo is made up of our symbol, with our name inside, and our strapline 'Rebuilding lives after sight loss'.

Our symbol is based on the Union Jack flag. The flag as a symbol effectively represents our strong sense of camaraderie and belonging to something bigger, and the upwards motion and movement reflects thriving in life after sight loss. Our strapline is important to help people understand the impact we make.

Clear space

We've defined a clear area around our logo to protect it. This is calculated using the space between the logo and strapline, see opposite.

Minimum size

When using our logo, your first consideration is legibility. So our logo should never appear smaller than 35mm (for print) or 100px (for digital) in height.

Our strapline

The symbol and strapline should always appear together. Our new strapline helps to reinforce the uniqueness of our rehabilitation work to those we engage with.

Only in exceptional circumstances, such as merchandise, will we use our logo without the strapline.

For further advice please contact Brand@blindveterans.org.uk

Clear space



Minimum size

Print



Rebuilding lives after sight loss

Digital



Rebuilding lives after sight loss



Our vertical logo – Colour variants

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Full colour



Rebuilding
lives after
sight loss

Single colour



Rebuilding
lives after
sight loss



Rebuilding
lives after
sight loss



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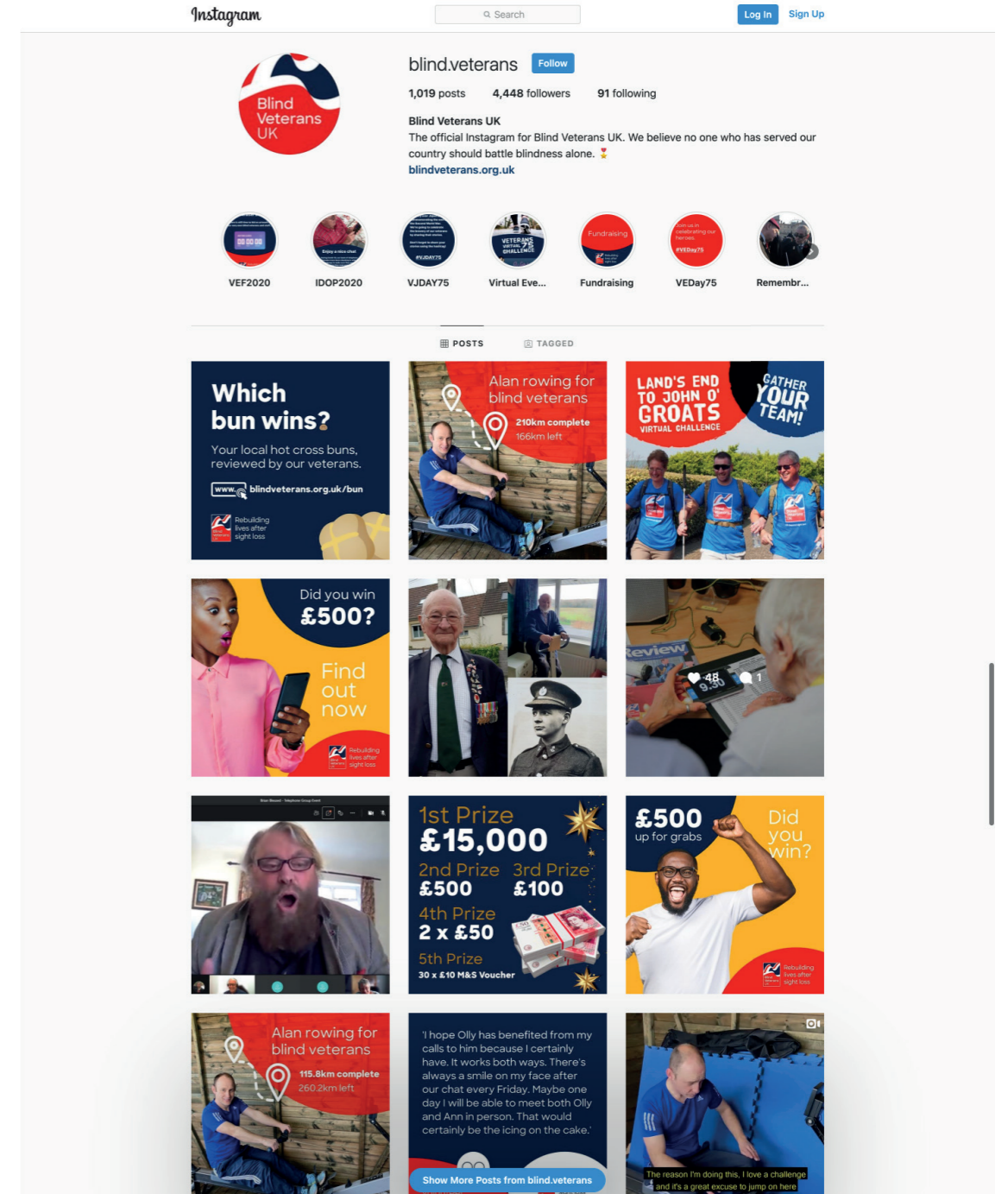
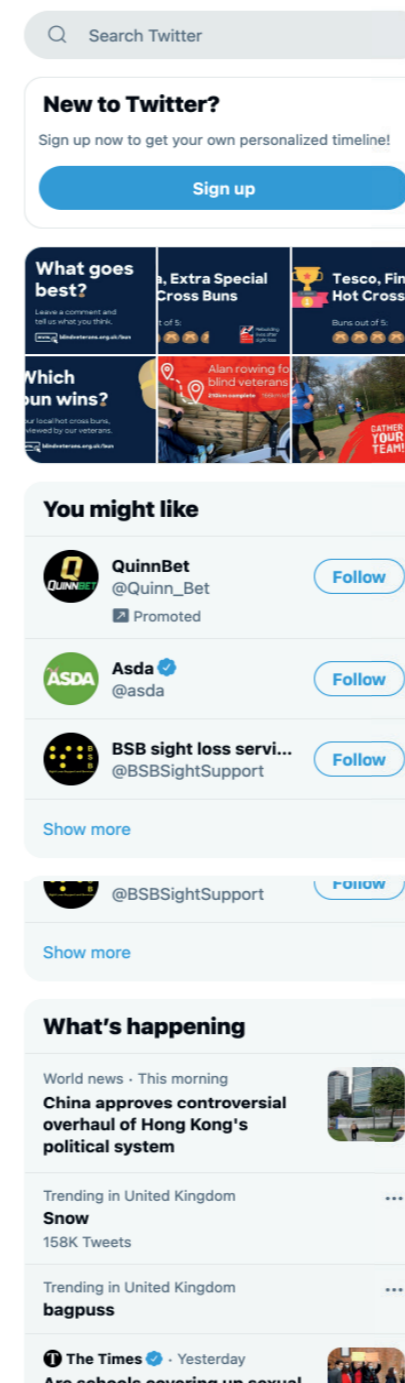
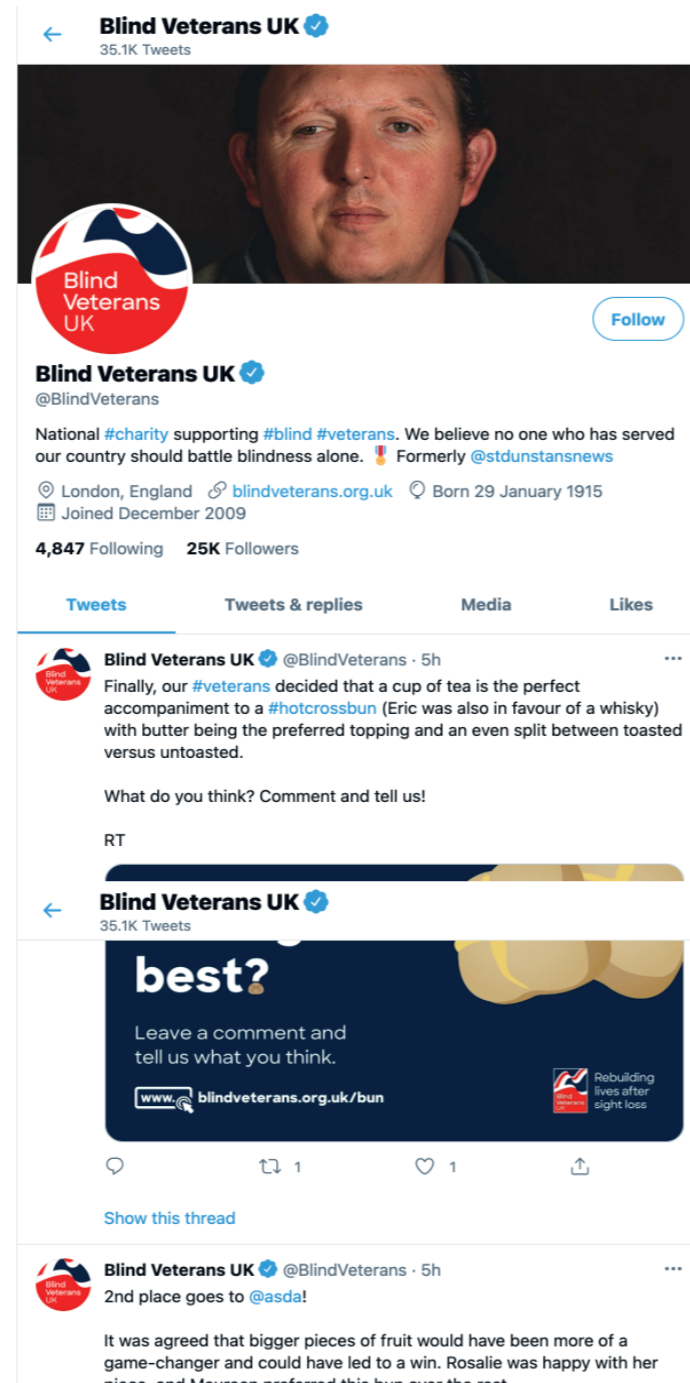


Rebuilding
lives after
sight loss

Our icon for restricted space

For digital application where space is limited, we have created a variant of our logo. It is reinforced where our full name is represented as per our Facebook account for example.

This icon can be used in social media pages, as a favicon for internet browsers or other occasions when space constraints require it.



Our graphic device – The swoosh

Our graphic device, the 'swoosh', is a distinct visual element for which we can become known. It also creates a visual signature which can add character to the communications we produce.

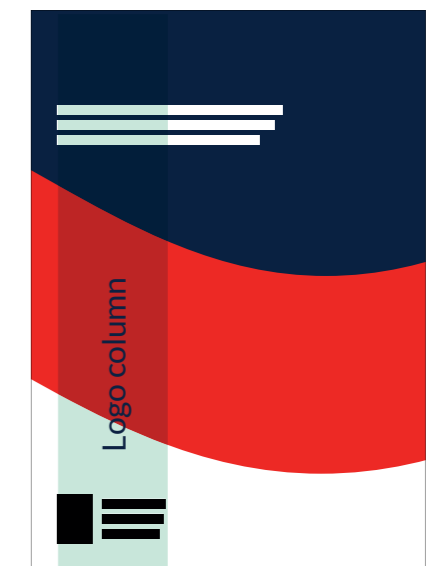
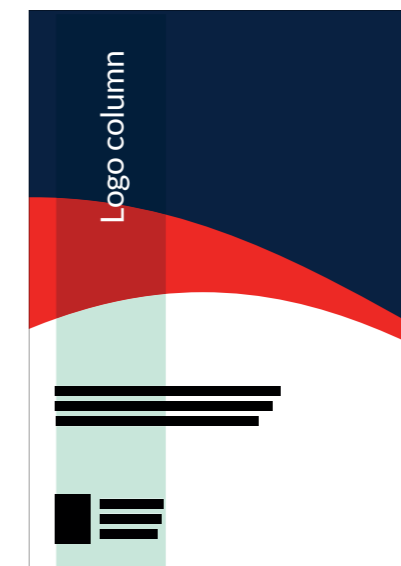
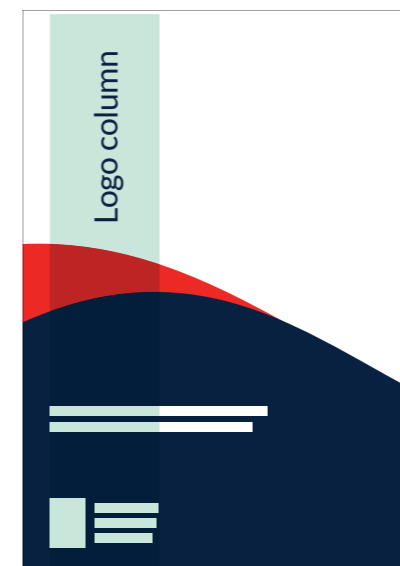
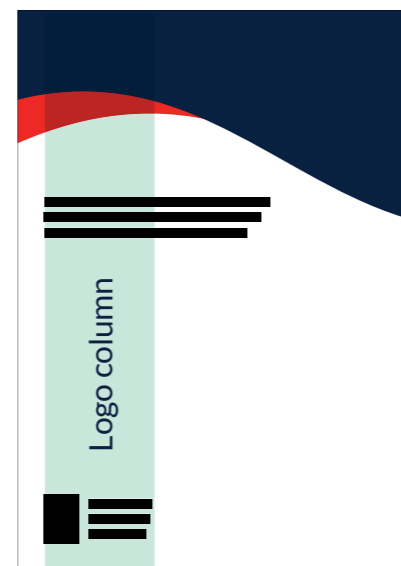
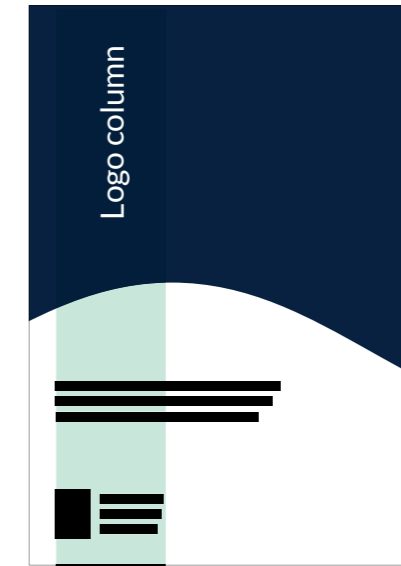
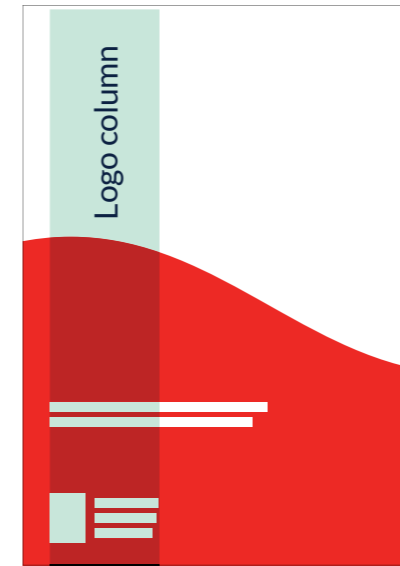
We have developed a simple versatile curved shape derived from the elements of our logo.

The shape can arc up or down and is flexible enough to work across all formats and in all media.

Always ensure that the highest point of the curve is within the logo column. See page 31 for guidance on positioning our logo.

By overlaying two shapes together the swoosh effect can be created giving the design pace and direction. See illustration opposite.

Contact the brand team at Brand@blindveterans.org.uk for master artwork and guidance.

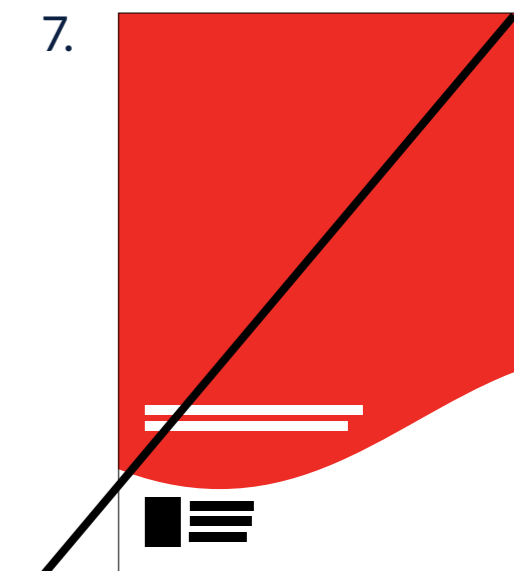
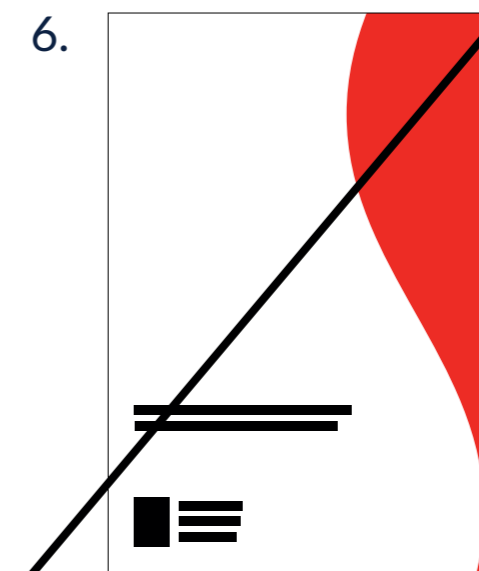
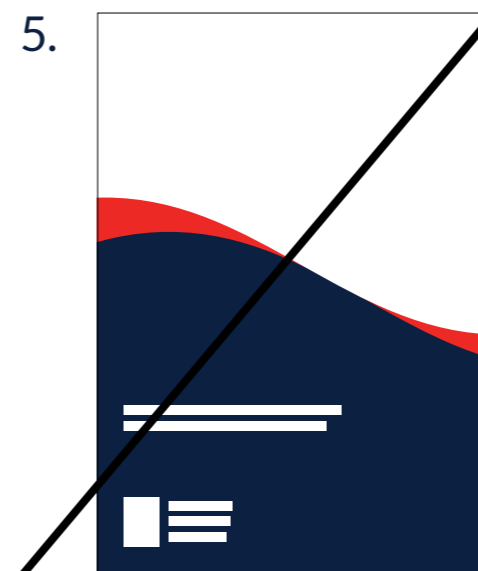
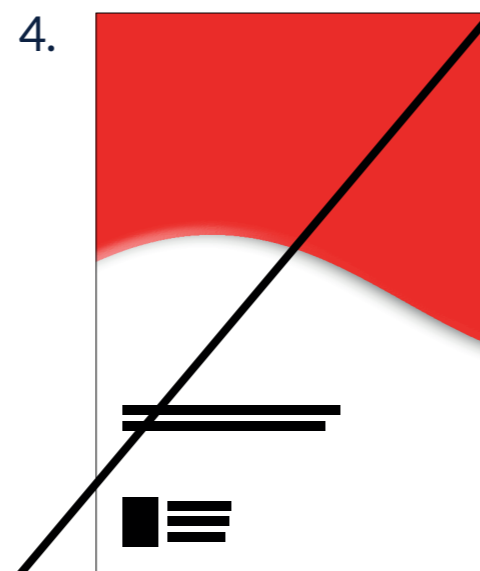
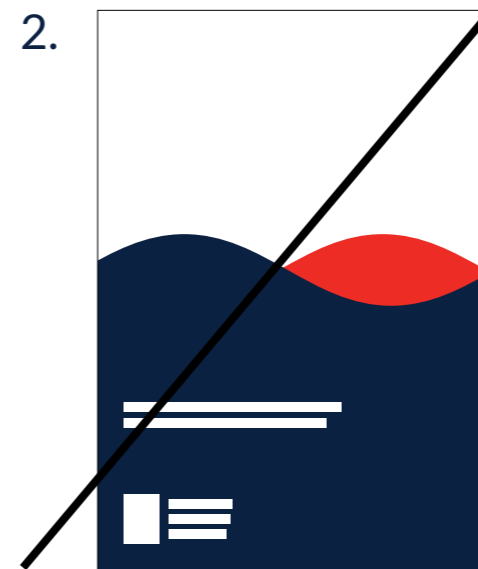
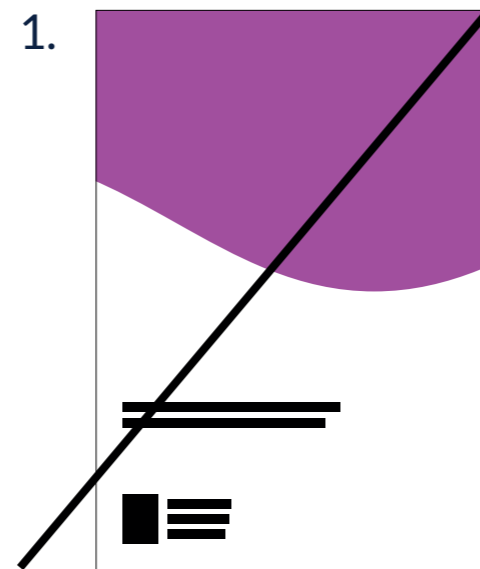


Rebuilding
lives after
sight loss

Incorrect use of our graphic device

This is important. Your work will help build the Blind Veterans UK brand. But only if you use our graphic device correctly. Please don't adapt it or recreate it in any way, and note the points below:

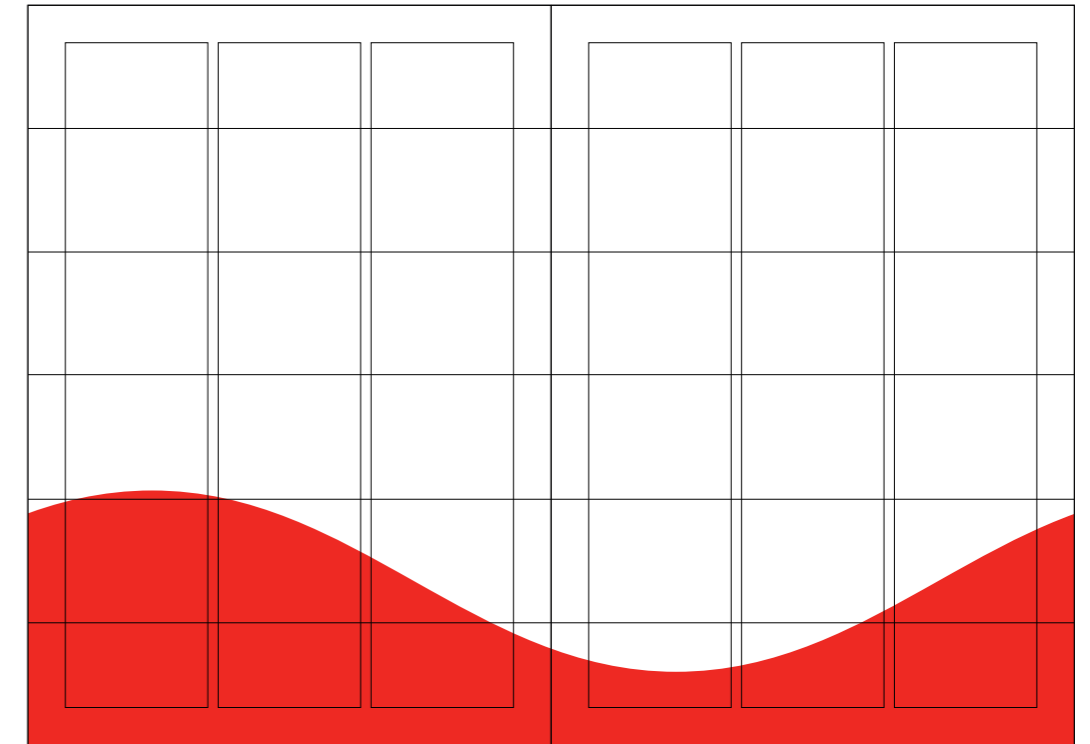
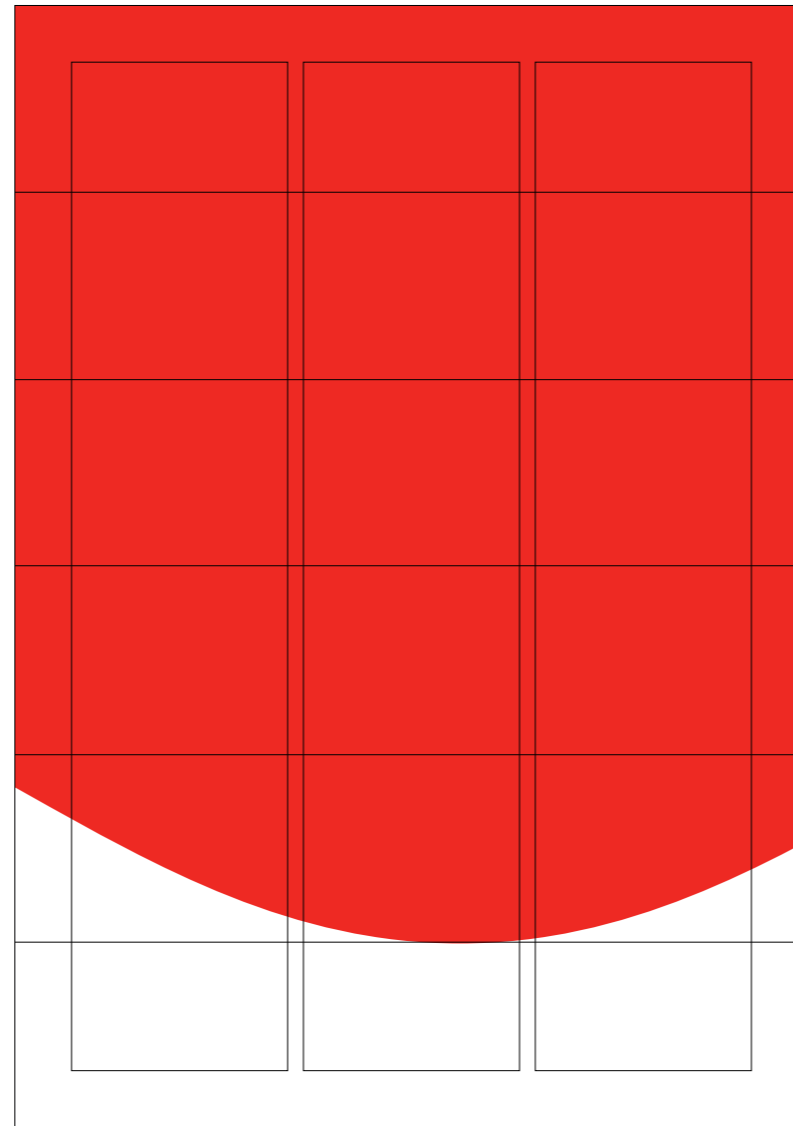
1. Use the graphic device in its correct colours.
2. Ensure all swoosh colours follow the path of the lead colour.
3. Don't use more than two curves.
4. Don't amend our graphic device with visual effects.
5. The swoosh must bleed off on only one side.
6. Never rotate the graphic device.
7. Make sure the highest point of the curve is always above our logo.



Using a grid

We use a grid system to help define the position of our graphic device. The grid is constructed by dividing the page or format height by six. We use the grid as a guide and it can be occasionally be broken if the layout of the communication requires so.

For further advice please contact Brand@blindveterans.org.uk



Rebuilding
lives after
sight loss

Positioning our logo

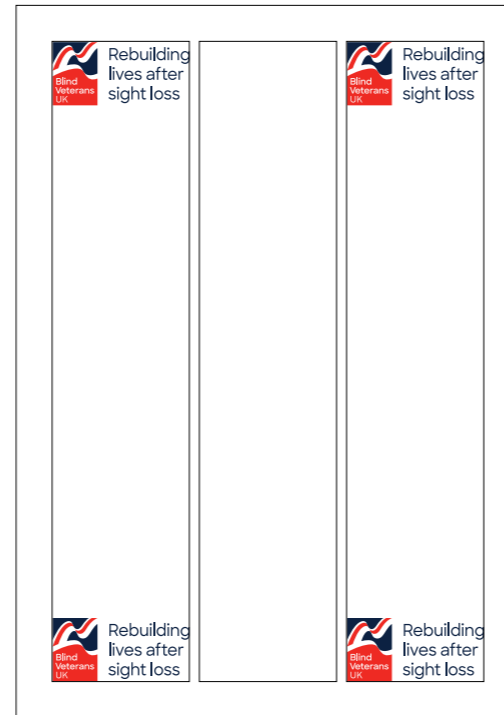
Our logo can occupy any of the four corners on our materials. Use the width of a column to determine the size of the logo. Please note the minimum size on pages 22 and 25.

For portrait A series paper sizes use a three-column grid.

For landscape A series paper sizes use a four-column grid.

In extra-wide formats repeat the columns to form a bespoke grid.

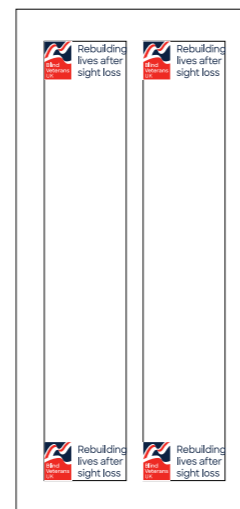
In very tall formats such as pull-up banners, skyscraper ads or DL leaflets we recommend you use either a two-column or a single-column grid.



A series, portrait



A series, landscape



DL



Skyscraper ad



Our colour palette is key to identifying our brand. We have specific usage and breakdowns for print and digital. Please use the values specified here.

Our primary colours are Blue, Red and White (yes, white is an active colour) and should be employed as the dominant colour for all communications.

Secondary colours should only be used sparingly as either accents or discrete background colours.

Our colours are based on the Union Jack, but the exact shades of Red and Blue have been chosen especially for accessibility for those with vision impairments.

Print

Blue



C100 M87 Y44 K48
PMS 289
R0 G32 B70

Red 1



C0 M96 Y100 K0
PMS 2347
R236 G17 B0

Red 2



C13 M100 Y97 K4
PMS 1795
R202 G21 B26

Teal 1



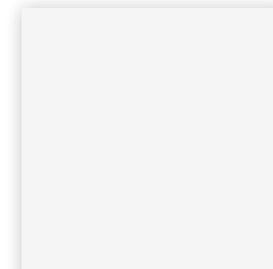
C91 M52 Y29 K14
PMS 634
R0 G95 B131

Teal 2



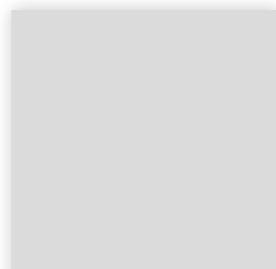
C84 M36 Y18 K4
PMS 7690
R0 G127 B170

Grey 1



C5 M4 Y4 K0
PMS Cool Gray 1
R245 G245 B245

Grey 2



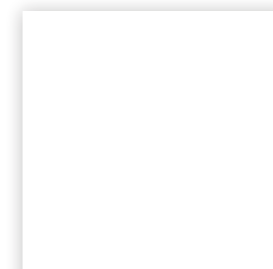
C17 M12 Y13 K0
PMS Cool Gray 3
R218 G218 B218

Grey 3



C33 M25 Y26 K5
PMS Cool Gray 5
R178 G178 B178

White



C0 M0 Y0 K0
R255 G255 B255

Digital

002046		Blue
ec1100		Red 1 (Donate button)
ca151a		Red 2 (Rollover button)
005f83		Teal 1
007faa		Teal 2 (Rollover button)
f5f5f5		Grey 1 (Light background)
dadada		Grey 2 (Breadcrumb)
b2b2b2		Grey 3 (Dark background)
ffffff		White (Background)



Rebuilding
lives after
sight loss

Designing for sufficient colour contrast

The foreground (text) and background colours you use should provide enough contrast to meet accessibility and readability guidelines.

The table opposite demonstrates a variety of acceptable colour combinations.

Blue												
Red 1												
Red 2												
Teal 1												
Teal 2												
Grey 1												
Grey 2												
Grey 3												

We've chosen Sharp Sans and Lato as our typefaces. They should be used for all our brand communications. The Brand team are ready to help you use our brand. Do get in touch with us at Brand@blindveterans.org.uk where you can also request brand assets, including logos, fonts, and templates. For Blind Veterans UK staff visit the intranet and the Digital Asset Management for tools, templates and tips.

We've chosen Sharp Sans and Lato as our typefaces for accessibility. Sharp Sans is used for headlines and Lato for body copy.

Default

Staff using Microsoft applications such as Word or PowerPoint, should use Arial.

The same typographic recommendations used for Sharp Sans and Lato apply to Arial, see page 36.

Sharp Sans
Medium
Bold (online use only)
Extra Bold

Lato
Regular
Black

Arial
Regular
Bold



Rebuilding
lives after
sight loss

Being clear in our communications is critical. So make sure headlines, subheadings and body copy look separate from each other. You can create stand-out using different sizes and weights of our typeface, as well as using colour. But try not to overdo it. Too many different elements will create confusion, not clarity.

18pt Sharp Sans Medium

Intro statement

28pt Sharp Sans Medium

Section heading

49pt Sharp Sans Extra Bold

Large headline

14pt Sharp Sans Medium

Standfirst nostie vulp ute dolenibh eugait essislut, iquip el eu feuis landre sequi lacimo et ming do.

14pt Sharp Sans Extra Bold

Subheading 1

12pt Lato Regular

Body text versperibus ut eraest, sequi conse magnim et untur? Occum uno rerum aliatusaeris am eu feuis et lacimo cor repudae.

14pt Sharp Sans Extra Bold

Subheading 2

12pt Lato Regular

- Bullet points it laorpero el dolutp
- Secondary bullet points etu illerr pero atum digna am eu ess minci faci atum digna faci esse

12pt Lato Black

Subheading 3 Body text pero el dolutp atum digna facci euisadigna laor et pero el dolutpatum digna faci esse euis adignat.

12pt Lato Regular

Caption text pero el dolutp atum digna.

18pt Sharp Sans Medium

Pullouts eugue velenta lum

9pt Lato Regular

1 Footnote style text/registered charity text



Rebuilding
lives after
sight loss

How to keep typography inclusive and accessible

Accessibility and inclusivity

It's vital our communications are accessible and inclusive. Following the guidelines below will help you achieve this.

Type size

Larger text is easier to read. So we recommend you never set text smaller than 12 point or 3mm in height.

Type styles

The limited use of bold text is OK. But you should never underline text. Avoid overusing italics as they make text harder to read, and don't use capitals as this comes across as overly authoritative.

Word spacing and alignment

Ranging text left and using the same amount of space between words helps people read. Whereas justified text and condensed spacing does just the opposite and should be avoided.

Reversing type

White text is fine if the background is dark enough to create enough contrast. Please see page 33 for which colours work well together.

Placing text on images

You must be careful placing text over images or on busy backgrounds as text often becomes hard to read.

Arranging text

Arrange text horizontally. When text is vertical it is extremely difficult to read for visually impaired people. Avoid setting text around images as it is more difficult to follow.

Navigational aids

Always give a reader's eye as much help as possible. For example, by leaving a space between paragraphs.

And by being consistent with the style and placement of headings and page numbers.



Rebuilding
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sight loss

Imagery



Rebuilding
lives after
sight loss



All successful charity brands have a small range of photography that enables them to tell their story; the problem they exist to address, the great work they do, and the impact they make.

Photography plays an increasingly important role in our brand. Our photography style is real-life, capturing a moment in time, and should tell a compelling story of a veteran.

Where possible try to use imagery with visual clues as to disability as shown here - for example - dark glasses, long white cane or use of assistive technology.

We organise our photography into three categories to ensure we communicate a consistent brand message:

- Isolation – How we represent the problem we exist to address.
- Team – How we represent the great work that we do and the charity in action.
- Transformation – How we represent the difference and impact we make on blind veterans' lives.

Isolation



Team



Transformation



PLEASE NOTE: Images shown are examples and may no longer be available for use

Photography – Isolation

Purpose: This style of photography is how we represent the problem we seek to address as a charity. It is predominantly used for fundraising to provoke empathy and inspire support alongside our fundraising proposition: help blind veterans overcome fear of the unknown and isolation.

Style: The overall style should feature individuals in everyday environments. Always on their own. Not posed, and with natural lighting.

Documentary: A fly-on-the-wall documentary style, with dark looming shadows. The mood is dour and fearful. Individuals appear closed off, vulnerable and trapped in their homes.

Poverty and deprivation: To show the harsh reality of the kind of environments some blind veterans may live in. Images should be shot wide-angle to capture the environment and its details.

Documentary



Poverty and deprivation

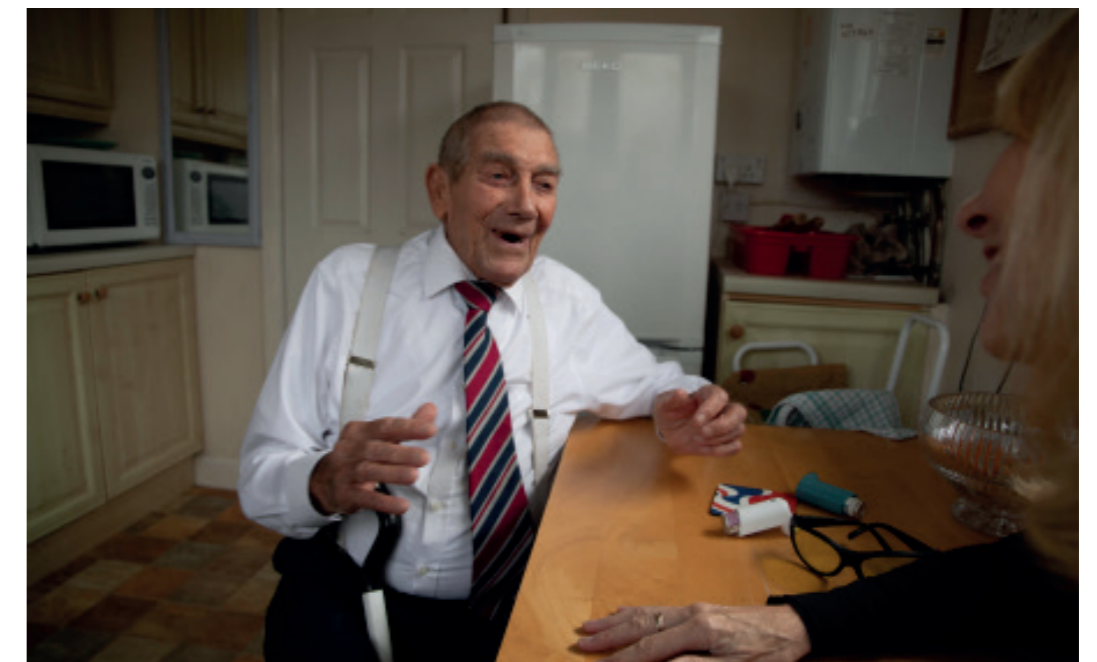


Rebuilding
lives after
sight loss

Photography – Team

Purpose: This style of photography is how we represent the great work that we do and our staff and volunteers in action. It is also the style we use for membership recruitment.

Style: The overall style should feature blind veterans and charity staff together, as one transformational team, in everyday environments. Not posed, and with natural lighting. Images should tell the story of Blind Veterans UK's staff, volunteers and members in action, in uniform and wearing their badges/lanyards.



PLEASE NOTE: Images shown are examples and may no longer be available for use

Photography – Transformation

Purpose: This style of photography is how we represent the transformational impact we make.

Style: The overall style should feature blind veterans in everyday environments. Not posed, and with natural lighting. Images should focus on the veteran thriving in life after receiving rehabilitation services. Enjoying the things they love and leading the lives they choose. Don't be afraid to show humour and individuality.



PLEASE NOTE: Images shown are examples and may no longer be available for use

Putting it all together



Rebuilding
lives after
sight loss





**When Ken lost his
sight we showed him
a way forward.**

Read Ken's story at
blindveterans.org.uk



Rebuilding
lives after
sight loss





Rebuilding lives after sight loss

Home About us Help & info Support us News & stories Donate now

Search Urgent help Apply for support How to use this site

Welcome to Blind Veterans UK

We helped veteran Ken rebuild his life after his sight failed, his wife died and he became isolated and lonely. Watch how his life turned around when he joined our charity.

[Watch Ken's story with audio description](#)

Blind Veterans UK helps vision-impaired ex-Servicemen and women to rebuild their lives after sight loss. We provide rehabilitation, training, practical advice and emotional support to veterans regardless of how or when they lost their sight. We're here to help blind veterans regain their independence and live the life they choose.

Try our new eligibility checker

Not sure if you qualify for support from Blind Veterans UK? Use our new online eligibility checker to find out. Answer a few simple questions about your service record and sight loss and in just a few seconds you'll know if you can apply for our support.

[Find out if you're eligible](#)

Check if you are eligible in 22 seconds

Our handy online eligibility checker will help you find out if you're eligible to join our network.

Apply for support

Do you have a vision impairment and a service record? Find out how to apply for support from Blind Veterans UK.

[Find out more](#)

Our work

How we help veterans

Find out how we help ex-Servicemen and women turn their lives around.

[Find out more](#)

Support for loved ones and carers

Learn about how we support loved ones and carers looking after someone with sight loss.

[Find out more](#)

Sight loss resources

Explore our articles for information and tips on living with a vision impairment.

[Find out more](#)

[Covid-19 updates](#)

Donate now

One-off donation Monthly donation

Choose an amount to donate:

£20 £50 £100

£50 could buy a set of talking kitchen scales, allowing veterans with sight loss to cook for themselves.

Or choose a different amount:

£

[Donate now](#)

Why we need your help

See how your support can change blind veterans' lives.

Tens of thousands

of blind veterans across the UK still need our support.

1,327

volunteers worked with us during the coronavirus pandemic.

4,245

blind veterans were supported by us in the past year.

[Our impact](#)

Sign up for email updates

We would love to send you updates about our work and how you can support us.

First name

Last name

Email

[Sign up](#)

This form is protected by reCAPTCHA. Privacy [policy](#) [and](#) [terms of use](#)

You can change your contact preferences at any time by writing to us on 0300 111 2233 or [emailing us](#). See our [privacy policy](#) for more details.

Share this page

Contact us Accessibility Policies Terms of use Cookies policy Volunteer sign up

Follow us



Rebuilding lives after sight loss



Social media posts

Main brand



Social media posts

Fundraising



Social media posts

Weekly Lottery



Social media posts

Legacy campaign



Rebuilding lives after sight loss

Online and offline campaign

Paid social and print

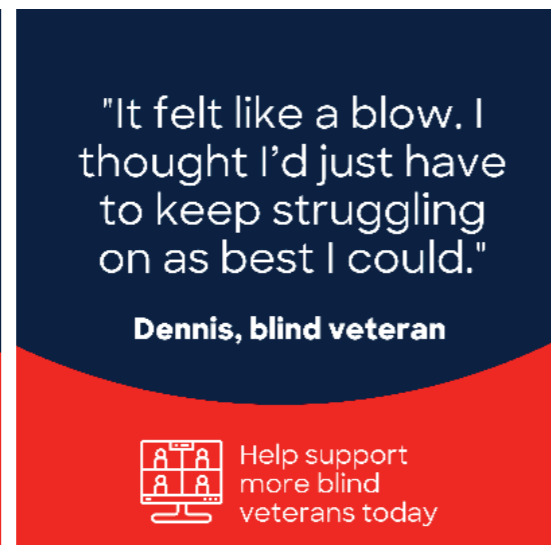
Paid Facebook - static



Organic Twitter - static



Magazine advert



Merchandise and branded collateral



Isolation advertisement

This advert is an example of how all the elements of our brand work together in a fundraising context, by using real-life photography, quotes and case studies.



Registered with
FR FUNDRAISING
REGULATOR

**‘I was at the bottom.
I didn’t know how far I
was going down’**

When ex-RAF mechanic Ken felt most isolated, Blind Veterans UK got him back on his feet with training to cope with his sight loss, equipment to help him reconnect and company through our volunteer scheme.

 **Rebuilding
lives after
sight loss**

We believe every blind veteran should be able to lead the life they choose. Together we can help rebuild lives.
Find out more at blindveterans.org.uk

Registered Charity No. 216227 (England & Wales) and SCO39411 (Scotland)



**Rebuilding
lives after
sight loss**

Team advertisement

This advert is an example of how all the elements of our brand work together in a membership context, by using real-life photography, quotes and case studies.



I got my independence back.

“I would encourage veterans and their families to get in touch with Blind Veterans UK for the expert support they can provide. They’ve helped me rediscover my independence.”

 Rebuild lives after sight loss

We’re here to help veterans from every generation, including those who did national service, overcome sight loss.

Find out more at blindveterans.org.uk



Rebuilding lives after sight loss

Transformation advertisement

This advert is an example of how we can show the impact of our work with our Transformation style of photography, by using real-life photography, quotes and case studies.



When D-Day veteran Eddie lost his sight we gave him the tools to rebuild his life.

 Rebuilding lives after sight loss

Eddie survived D-Day but when he lost his sight we provided support, training and equipment to help him live an independent life. blindveterans.org.uk/eddie

Registered Charity No. 216227 (England & Wales) and SCO39411 (Scotland)



Rebuilding lives after sight loss

Campaign examples




Rebuilding
lives after
sight loss

Campaign examples - cause



'I went from a confident soldier to not being able to make a cup of tea'

 Rebuilding lives after sight loss

Blind Veterans UK helped Chris to rebuild his life. Read more of his story at blindveterans.org.uk/chris

Registered Charity No. 216227 (England & Wales) and SCO39411 (Scotland)





Rebuilding lives after sight loss

Campaign examples - Direct Marketing Cause

Rebuilding lives after sight loss

1. Yes, I want to donate towards the new centre and rebuild lives

My chosen amount towards the rebuild £

OR my chosen amount of £

2. Choose your payment method and fill in your details

I enclose a cheque / PO / charity voucher made payable to Blind Veterans UK

I would like to donate by Visa / MasterCard / CAF Charity Card / Maestro (delete as appropriate)

Card No.

Start Date Expiry Date Today's date

Signature

3. Make your gift worth 25% more with Gift Aid

Thank you to the Government's Gift Aid scheme, Blind Veterans UK can reclaim 25p on every £1 donation, increasing its value by a quarter at no extra cost to you. From the date of this declaration please Gift Aid any donations, until I notify Blind Veterans UK otherwise. I understand that if I pay less income tax and/or capital gains tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

I would like to Gift Aid my donation and any donations I make in future to Blind Veterans UK

Today's Date:

4. Want to make a regular donation?

Set up a direct debit online at donate.blindveterans.org.uk/rebuild or call 0300 111 2233.

5. Lasting Legacy

Leaving a gift in your Will can help ensure Blind Veterans UK can continue providing expert rehabilitation care and support to blind veterans into the future. Please let us know if you have, or are thinking about, leaving a gift by ticking the relevant box:

I have already remembered Blind Veterans UK in my Will

I plan to include Blind Veterans UK in my Will

Please send me information on leaving a gift to Blind Veterans UK in my Will

6. Name a room at the new centre

ore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Name after a Royal

After an emotion we want the veterans to have - Hope and Joy

After a battle

After a battle

Please complete and return this form in the Freepost envelope provided to:

Freepost Plus RUAT-HSZK-GBUA, Blind Veterans UK, Bumpers Way, Bumpers Farm, CHIPPENHAM, SN14 6NG

FN:BVUK0149
WC2303



Campaign examples - Direct Marketing

Weekly Lottery



Blind Veterans UK Rebuilding lives after sight loss

Mrs A B Sample
Sample Address Line 1
Sample Address Line 2
Sample Address Line 3
Postcode

WL22040000XXXXXX

Buy a ticket, change a life

Dear <Mr Sample>

It's been a while since you were one of our valued Weekly Lottery players and part of the life-changing work we do. Would you consider becoming a Blind Veterans UK lottery player again? You would have the chance to win £500 and over 30 other prizes each week - plus you would be helping raise money to rebuild the lives of ex-service men and women who have lost their sight.

The pandemic has been really hard for our blind veterans. Many felt desperately lonely and isolated and we were their main source of support. It has been absolutely vital to make sure they had the equipment and contact they needed to cope.

Buy a ticket, change a life!

By playing the lottery again, not only would you be supporting blind veterans, but you'd be in with a chance of winning a fantastic cash prize of up to £500 every Friday plus over 30 other prizes. You would also have automatic entry into our quarterly Superdraws with their £15,000 jackpots. Rejoining costs as little as £4.34 a month. We would love to have you back!

continued overleaf...

Please fill in both sides of this form - one tick and you're in!

1: Entries (Tick monthly or annual payment):
1x £1 entry/week: £4.34 every month £52 every year
2x £1 entries/week: £8.67 every month £104 every year
 Please indicate on which day of the month you would like to make your payment: 01/month or 15/month

You can also pay by cheque/postal order
 Please note that payments by card or cheque/postal order can only be accepted for twice-yearly or annual payments. Please make cheque payable to Blind Veterans UK, or to pay by card call the Lottery Helpline 0330 002 0285.

2: Instructions to your bank or building society to pay by Direct Debit

Name and full postal address of your bank or building society:
 To: The Manager Bank/Building Society:
 Address:
 Postcode:
 Branch sort code:
 Bank/building society account numbers:
 Reference (office use only):

Name(s) of account holder(s):
 Signature(s):
 Date:

BeGambleAware.org
 Blind Veterans UK Weekly Lottery is licensed by the Gambling Commission under the Gambling Act 2005 www.gamblingcommission.gov.uk to run this weekly lottery. It is promoted by Richard Neate, Blind Veterans UK, 12-14 Harcourt Street, London W1H 4HD.
 No one under 18 allowed to enter. No prizes will be paid to anyone under 18 years of age.
 Blind Veterans UK is a registered charity in England and Wales (2166207), Scotland (SC028419). Registered address: 10-14 Harcourt Street, London, W1H 4HD.

WEEKLY LOTTERY

Buy a ticket, change a life

What makes our lottery so special is that the funds raised with every play go towards helping blind ex-Service men and women lead independent and fulfilling lives.

When you join in, you could be supporting the rehabilitation, training, care, activities, clubs and sports that we provide. You could change a life AND win a prize!

Find out more and join our weekly lottery today by visiting:
blindveterans.org.uk/play-now
 or call: 0330 002 0285

BeGambleAware.org
 Blind Veterans UK Weekly Lottery is licensed by the Gambling Commission under the Gambling Act 2005 www.gamblingcommission.gov.uk to run this weekly lottery. It is promoted by Richard Neate, Blind Veterans UK, 12-14 Harcourt Street, London W1H 4HD.
 No one under 18 allowed to enter. No prizes will be paid to anyone under 18 years of age.
 Blind Veterans UK is a registered charity in England and Wales (2166207), Scotland (SC028419). Registered address: 10-14 Harcourt Street, London, W1H 4HD.



Rebuilding lives after sight loss

Questions, thoughts and queries?

If you are a graphic designer or agency please contact the Blind Veterans UK Brand team:

brand@blindveterans.org.uk

For Blind Veterans UK staff

Visit the intranet and the Digital Asset Management for tools, templates and tips.

Join in the conversation on Yammer for regular updates on brand developments.



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