Branding guidelines.

The brand

The **here2aid** brand can be identified by the logo, submark or tagline. The logo is often accompanied with the slogan, while the submark is usually paired with the tagline. Lots of free space should be around each element.

here2aid   here2aid   here2aid

Rules for branding

Logo
The **here2aid** logo may only be used in 3 colours:
the original state, green on white, or white on green.
When using monochrome designs for posters, black may
only be used in this instance. Can be center or bottom-right aligned.

Tagline
Possibly the most important and iconic element within our brand's
printed material is the tagline. The pt size can vary, as long as it is readable
once printed. This can be in green on white or white on green/grey. When using
monochrome designs for posters, black may only be used in this instance.
Can be used in the center at aprox. 50% product width, or bottom-right
aligned in the footer. This is in Myriad Pro Bold and always has a full stop.

Slogan
Our slogan features beneath the logo in some printing material, and
throughout digital comms such as our social media channel bio's to help
to summarise the specific **here2aid** app. This can be in dark grey or white,
and semi-bold or bold may be used when a small pt size is used in white.

Submark
The submark features two of the icons used throughout the apps
navigation system. The icons represent the participants (you, and the person
who you are helping/being helped by) and also the journey, from here to there.
The submark is always ranged left when paired with the tagline, or is centred
when used alone for favicons and the app icon. Can be in white or green.

Colour schemes

For all material we have two colour schemes. The daily combination is targeted towards the homeless, to be soothing, approachable and friendly. The second, is only to be used when marketing towards the general public, to be more impactful and strong.

a	b	c	d	e
#BDCB52	#FFFFFF	#898A83	#EDECE7	#000000
R188 **G**203 **B**80	**R**255 **G**255 **B**255	**R**137 **G**138 **B**131	**R**237 **G**236 **B**231	**R**0 **G**0 **B**0
C30 **M**7 **Y**85 **K**0	**C**0 **M**0 **Y**0 **K**0	**C**48 **M**39 **Y**45 **K**5	**C**6 **M**4 **Y**7 **K**0	**C**75 **M**68 **Y**67 **K**90
584 C		7539 C	Cool Gray 1 C	Black 6 C

Rules for colour combinations

External comms
a Only white text is to be used on a green background.
This is often used for promo and marketing material, such as
envelopes, and backs of invitations etc.

Internal and external comms
b Grey text on white is used for all copy throughout the brand, while green
on white is used for headers (except for when mono scheme is in use).

Internal comms
c Grey backgrounds with white texts are only to be used for internal
pieces, rather than the general public. This is a less harsh alternative
to black, but offers the needed contrast.

Digital comms
d Light grey is to be used for dividing sections throughout digital
material, such as the app and website. The background will always be
light grey, with a white, rounded solid box brought forward.

External comms
e Black text is to be used on white when high contrast is needed.
Particuarly within intense, and eye-catching circumstances, with short
and snappy copywriting. Often appears on posters for grabbing attantion, fast.

Typography

The main voice accross our whole brand is Myriad, as the core of our visual identity. The typeface is versatile, as it can be used throughout our brand to be friendly, and can also be used across our posters to be more impactful, depending on the weight. When Myriad is not in use, we will use **Bureau Grotesque**, only for bold statements, when we are not using the mono colour scheme.

Myriad   **Myriad**   **Myriad.**

Typographic rules for copy

Myriad Regular
Myriad Pro Regular is to be used for all body content across
internal, external and digital comms.

Myriad Semi-bold
Myriad Pro Semi-bold is always used when mentioning 'here2aid'
or other important information that needs to be highlighted.

Myriad Bold
Myriad Pro Bold is to be used for all headers, without a harsh
full stop. This will always be in green, across internal, external and digital comms.

Myriad Bold (in black)
Myriad Pro Bold is only to be used in black for hard-hitting statements
used across advertising material such as posters. A full stop will always be
used at the end of these statements.

Bureau Grotesque
As an alternative to Myriad Bold when trying to increase
the intensity (and not using monotones), bureau grotesque in
white is used on grey (internal comms) or green (external comms).

CTA buttons and shapes

To keep the design as friendly as possible, all Call to Action buttons (CTA) must have 100px rounded edges on all four corners. For white text boxes over swatch 'd', 30px rounded edges on all four corners must be used, in order to reduce the sharpness of right angle edges.

100 px

Rules for CTA and shapes

Call to Action buttons
All Call to Action buttons must have 100px edges,
with a green fill and white Myriad Pro Regular text. No full stops are to be
used, no shadows, strokes, or uppercase for the app.

Digital comms text boxes
For digital comms, white text boxes are used on swatch 'd' backgrounds.
The boxes must have a 30px edge and filled white. No shadows or strokes.

Materials

Where possible, eco friendly/recycled mediums should always be used. Uncoated surfaces are often best, in order to give printed material a tactile quality, while coated paper is often used for images and stronger clarity/definition. Due to the paper stock, colour variations may occur; this is acceptable up to a couple of tones difference. Manual calibration may be required.

Rules for materials

Uncoated recycled paper stock
For all envelopes and letters, uncoated eco paper is to
be used, as the paper helps to soften edges as it absorbs the ink,
causing designs to look softer and friendlier. The texture also
helps to give the material a more personal and caring touch,
while of course, helping the environement by doing good.

Coated paper stock
Coated paper is only to be used when sharpness and clarity is needed.
This is often for featuring photographs with small text, and
for posters where the sharp contrast/impact is required.

Recycled cotton
For out-of-house printing, recycled cotton (t-shirts) is to be used
for our QR cards, in order to retain the same intentions as
above, for 'uncoated recycled paper stock'.

Overall tone

The **here2aid** brand should be clear, and concise in order to communicate with a range of people, and for ease of use and readability, and accompanied by illustrative icons throughout the app. An optimistic tone, with short and snappy (factual when possible) statements should be used, to be thought provoking but not pushy throughout all marketing material such as posters. We also like lots of space and breathing room!

Marketing material.

Good deed of everyday.

YOU CAN HELP TO ALLEVATE SUFFERING AND PROMOTE HUMAN DIGNITY
- all within one app

here2aid

Designed to help you to help others.
From here, to them.

Good deed of everyday.

Join the campaign.

1. Cut and glue the stickers around your local area.
2. Take a photo or selfie with your handywork!
3. Upload to instagram with the hashtag: #wearehere2aid

You can help to alleviate suffering and promote human dignity - in one app.
Scan QR code to find out more.

That means, that if you were to help **one** rough sleeper a day, then you alone could help almost 1/3 of the homeless population.

Imagine what the entire **8.5 million** population of London could achieve.

YOU CAN HELP TO ALLEVATE SUFFERING AND PROMOTE HUMAN DIGNITY

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Good deed of everyday.

Internal comms.

here2aid
Designed to help you to help others.
From here, to there.

Little book of elements.

Slogan
Logo
Tag line
Submark

HERE2AID
Aid Request
James82 is approx. 1.2 miles away from you and requires a hot meal. Click for more details.
now

Thursday 29
Calendar · Notes · Reminders · Here2aid

Good deed of everyday.

TOUCH SCREEN KIOSKS CONNECT WITH THE APP

Logo
Futura typeface - a geometric, sans-serif font that's used in a lot of social campaigns. The ascender height has been reduced.

here2aid
touch to start

This little book has been produced to explore all of the components within the Here2aid app, as an effort to highlight specific details within the UX and UI design. The brief analysis focuses more on elements within the app, but touches on the branding and identity of Here2aid.

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a — #BDCB52 R188 G203 B80 C30 M7 Y86 K0 384 C
b — #FFFFFF R255 G255 B255 C0 M0 Y0 K0
c — #898A83 R137 G138 B131 C48 M39 Y45 K0 7539 C
d — #EDECE7 R237 G236 B231 C6 M6 Y7 K0 Cool Gray 1 C
e — #000000 R0 G0 B0 C75 M68 Y67 K90 Black 6 C

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Myriad   *Myriad*   **Myriad.**
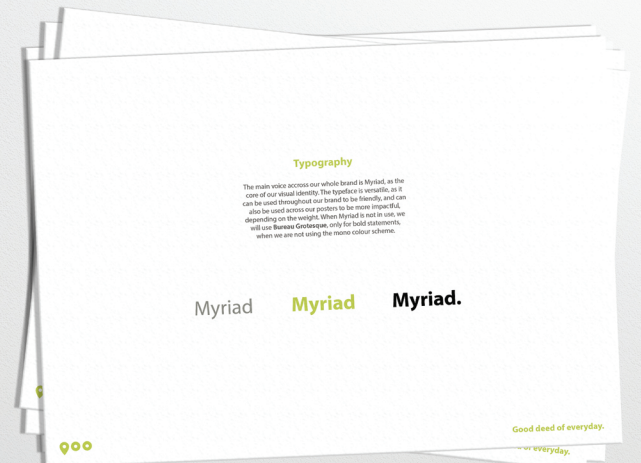
Good deed of everyday.

Good deed of everyday.