LandAid

Brand Guide

This is about the individal.
It's about that young person that has nowhere to live. That constant sofa surfer. That person that has nowhere to call home. But it is also about you. How can you help and what actions can we as individuals take to end youth homelessness.
This is personal.

Our Brand

Our vision is to define LandAid as an integrated part of the property industry. LandAid is the vehicle for the industry to achieve its social ambitions.

We have the expertise, the insight and the drive. By creating new and stronger partnerships within the property industry and nurturing existing partnerships, we will achieve real change.

We know the people that need our help; and we know the people that can help. Every aspect of our communications has to make that personal connection.

Our Logo

This is the most visible element of our identity.
It is a clear communication that we are focused
on the individuals that need our help.

Master artwork must always be used.
Never recreate it yourself.
We are always happy to supply the vector artwork.

The logo

This is the LandAid logo. It is a dynamic logo that adapts to usage. The 'i' is a visual link to to an individual that we want to focus on.

More on that later.

LandAid

Dynamic colour element

Colour

The main logo colour (A) is a dark grey when on a light background.

The accent colour (B) can be a sampled from a photograph (see next page) or from one of the pre-defined colours on page x.

A reversed out of a solid colour background is shown.

A

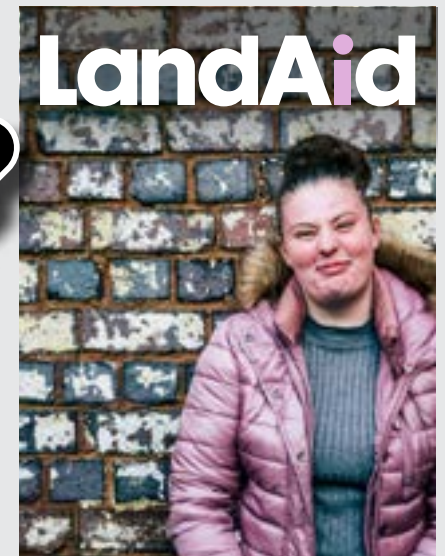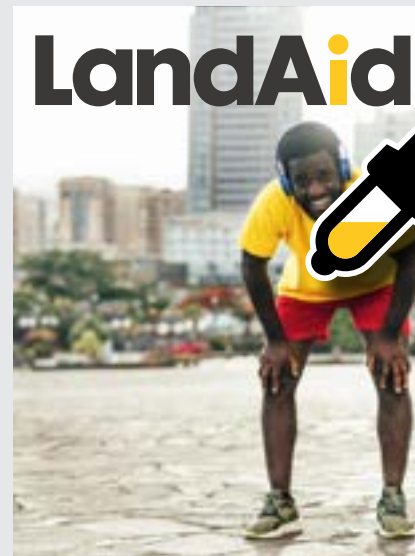C: 20 R: 59
M: 20 G: 56
Y: 20 B: 56
K: 85

Colour
Dynamic accent selection

Where possible, pull a colour out from the individual for the 'i'. This colour linking identifies that person as the 'i' within the logo.

Our logo can work either over blank space or across an image. In both situations, colours should be carefully considered to ensure legibility for the logo in its entirety, but also ensuring the 'i' distinctly stands out.
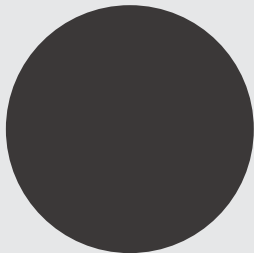

LandAid **LandAid** **LandAid**

LandAid **LandAid** **LandAid**

Colour
Static accent selection

Where it is not possible to pull a colour from a photographic image (perhaps in corporate documentation), there is a range of colour options for the 'i'.

C: 20   R: 59
M: 20   G: 56
Y: 20   B: 56
K: 85

LandAid

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C: 85   R: 30
M: 29   G: 139
Y: 0   B: 195
K: 24

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C: 0   R: 230
M: 62   G: 87
Y: 85   B: 34
K: 10

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C: 77   R: 38
M: 0   G: 166
Y: 45   B: 91
K: 35

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C: 0   R: 220
M: 81   G: 42
Y: 81   B: 42
K: 14

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C: 0   R: 210
M: 61   G: 82
Y: 52   B: 101
K: 18

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C: 30   R: 180
M: 30   G: 170
Y: 40   B: 150
K: 0

Size and space

Give it space
Our logo has an exclusion zone
to keep it legible and ensure it
clearly stands out. It must always
be displayed with a clear space
on all sides. The height of the 'L'
determines the minimum size
of this space.

Not too small
The minimum width for the LandAid
logo is no less than 25mm in print or
150 pixels on screen.

Exclusion zone

Minimum 25mm in print
150 pixels on screen

Typography

Keep it clear, keep it consistent.

Font

Lato is our main font family.

Lato Regular and **Lato Black** are the primary fonts for use across all print and screen based media, to be used for marketing and general correspondence.

Lato Regular*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890 !@£$%^&*()

Lato Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890 !@£$%^&*()

*Lato Medium should be used when reversing text out of a solid colour or image

Use of type

The following typographic hierarchy has been set up to aid clarity of message and bring consistency across our printed and digital output.

The type sizes opposite are base on use on A4, A5 and similar sized formats, although larger sizes can be used as required.

For campaigns and events, the full range of Lato weights can be used. Text can also be set in uppercase, lowercase or a mixture as appropriate to the campaign.

Headings

In general collateral, headings are uppercase and lowercase in Lato Black, 22pt/25pt leading

Sub headings

Sub headings also in Lato Black, 13pt/17pt leading

Standfirst

If a standfirst is needed, it is in Lato regular, 13pt/17pt leading. Nonsed que nusaperepero il ipiciur maionet est essintiusam quo miliquam qui de corepe modi ad quibus aut dem et quiduciam

Body copy

Body copy is Lato Regular 10pt/13pt leading. Nonsed que nusaperepero il ipiciur maionet est essintiusam quo miliquam qui de corepe modi ad quibus aut dem et quiduciam, eati ditasim aximolu ptatiore doluptatas magnatium, cuptae cullis ipsum suntiatiis minullam rate et fuga. Del inctibus suntetur, que nostisquat magnim eatum, si num ut rere ipsunt facerci as eum fugit aut aruptat

Photography

Wherever possible, photography of an individual should be prominently used. It creates the visual and emotional connection to the individual, be they the beneficiary or the person doing something special to help them.

Style

Imagery should primarily be photographic.

Focus on the individual. Make eye contact with them if you can.

Ideally, the subject has a splash of colour on them to be used as an accent colour in collateral. It could be a bright t-shirt, a piece of jewellery or even hair colour.

It should be positive, never needy.

Avoid corporate styling - real people, real places.

Create space around them to allow for messaging and creative cropping.

Play with the idea that these people could be beneficiaries or professionals.

Be diverse.
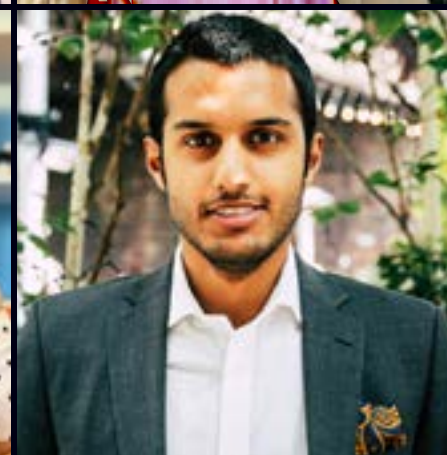
Voice and tone

Our tone of voice reflects our personality and helps us connect with our audience.

It describes how we communicates with our audience and how people perceive our messaging.

Our overall tone of voice should be consistent and observed in every piece of content we deliver.

Our voice

More than ever, we need to make an emotional connection with our audience. They want to read content that speaks to them — not at them, and not past them.

Not only are our words used to persuade (i.e. to drive fundraising) but they're also used to inform, educate and re-enforce our desire, commitment and ability to end youth homelessness.

Personal / Positive / Evidential

Make the connection with the individual - this is personal, not corporate

Who are we talking to or about?

Talk from their position

Tell their story - these are real people, with a compelling narrative (both beneficiaries and industry professionals

Use a straightforward and direct conversational style

Use, 'we', 'our' and 'I' wherever possible - ~~LandAid~~ we are a caring team of individuals, not a faceless corporation

Together we make a difference - give evidence of results

Make fundraising sound fun and simple, and remind everyone why we are doing it

Our voice

"It was amazing when I realised I didn't have to stay on friend's sofas anymore. I didn't have to stay out all day, every day just to stay out of their way. Now I have a safe place that I call home."

"I've never been without a home. But I have slept out with LandAid to raise money and awarness for those that don't have that choice. It was freezing, but everyone of us there knew we are helping to end youth homelessness"

"My mental health soared when I left the hostel"

"I know just one night sleeping out for me, can make a real difference"

"Your four legged friend is helping to end youth homelessness"

"I'm spending one night in the cold to change the lives of young people"

"I do this every year, and this year is not going to be any different!"

"Take steps to help Keisha"

"I'm sleeping out for one night so that Juliet doesn't have to"

"You can be the difference"

"I sleep out every year so that young people don't have to"

"I realised i didn't have to stay at friend's houses anymore"

"Your steps gave me a home"

"I am taking steps to end youth homelessness"

"I'm helping the young people of Bristol"

"I care"

Event & campaign collateral

Although working harmoniously within our brand, each event has it's own distinct style. This allows each event to feel fresh and strengthen it's individual identity.

Event examples

10k

Tour de LandAid

Steptober

SleepOut

Event examples

Christmas

Emergency

First Step

General collateral

All other documents follow the principles outlined in this guide where practical. They should aim speak with the same tone of voice and focus on the individuals story even if they are more corporate in content.

Collateral examples

LandAid

Every year, there are 86,000 young people across the UK who do not have a safe place to call home

020 3102 7190
enquiries@landaid.org
www.landaid.org
tw.@landaid

"Hi, I'm Keisha"

LandAid

Our free property advice programme

"Hi, I'm Xxxxxxxx"

Collateral examples

Simple, clear, bold and informative.
Focus on individuals as much as possible.

LandAid

Every year, there are 86,000 young people across the UK who do not have a safe place to call home

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enquiries@landaid.org
www.landaid.org
tw.@landaid

"Hi, I'm Keisha"

Forced to live in overcrowded hostels, sofa surf, or worse still, sleep on the streets, these young people need our help, and they need it now

This is where we come in
LandAid brings together fantastic companies and individuals from across the property and construction industries to end youth homelessness. We change lives by providing safe and supportive housing for vulnerable young people who need it most.

How we do it

Awarding grants to outstanding charity projects that give young people the shelter and support they need to turn their lives around

Brokering free property expertise for projects supporting disadvantaged people across the UK

Bringing the right companies, local government and charities together to create high quality accommodation for homeless young people across the UK

By April 2020, we will have created at least 470 safe, secure and affordable bed spaces for young people facing homelessness

"I'm Juliet"

How we provide homes

LandAid invests over £2 million every year in projects working to end youth homelessness

Working in communities across England, Scotland, Northern Ireland and Wales with our invaluable charity partners, LandAid is focussed on providing safe, secure and affordable accommodation for young people across the UK who are experiencing homelessness.

We pride ourselves on having a national reach with a local focus.

LandAid award grants in two strands: new buildings and renovation, funding innovative modular builds, right down to the renovation of a two-bed home.

This is my story...

Leaving the care system can make people feel isolated and unprepared to face the world on their own. This places them at greater risk of homelessness. Studies show two out of three care leavers will be without a home at some point in their lives.

When Mhairi left care, she was helped to transition to independence with St Christopher's 'Staying Close' model. After moving out of her children's home, she was able to move into nearby semi-independent

accommodation with the help of staff. They supported her with budgeting and Mhairi knew that they were close by, so she could always discuss any difficulties she was having. She never felt alone.

Mhairi has now been supported to move into her own flat. She says: "It's been a long journey and sometimes it felt like it was never going to happen or that I wouldn't be able to cope but I made it. I have my own flat; my own space and things are really good."

"I have my own flat; my own space and things are really good"

How your money helps

St. Christopher's Fellowship provides accommodation to a range of vulnerable young people, including runaways, children in residential and foster care, care leavers and young people who are homeless. LandAid, in partnership with Property Race Day, has awarded two grants to St Christopher's totalling £50,000. The first grant of £36,000 supported St Christopher's 'Staying Close' model and the second created a kitchen in their Camden accommodation project for young people.

The 'Staying Close' model provides accommodation for young people leaving care near to where their last placement was. This gives them some independence but with the knowledge they can always pop home to their previous accommodation for a meal, a chat, and support.

Mhairi is just one of the young people supported by St Christopher's.

"St Christopher's partnership with LandAid means we can provide more homes and support for young people leaving care. Care leavers are often overlooked by society and face a higher risk of becoming homeless, but with LandAid's support we are creating brighter futures for these young people."

Jonathan Whalley, Chief Executive, St Christopher's Fellowship

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LandAid

Charity no: 295157

LandAid

Please contact us for any further information or guidance

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