coram

better chances
for children
since 1739

Coram Brand Guidelines

The Coram brand gives all our communications a clear visual identity.

Consistent, engaging branding is essential to any charity, as it embodies the values we hold and underpins our credibility.

These guidelines describe how to use our brand correctly and must be followed at all times.

If you require help or additional information about implementing these recommendations, please contact the Coram Marketing Team by email: marketing@coram.org.uk, or call 020 7520 0368.

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3 Introducing Coram's brand
Our logo and messaging

coram | better chances for children since 1739

Please use the following wording to describe Coram and our work as a group of charities. It can be supplemented by further information about particular areas of our work.

About Coram
Coram is the UK children's charity that has been supporting vulnerable children for nearly three centuries, and is still finding new ways to help children.

We now help a million children, young people, families and professionals every year. We help children and young people develop their skills and emotional health, we find adoptive parents and we uphold children's rights, creating a change that lasts a lifetime.

Find out more at www.coram.org.uk.

The Coram logo
The Coram logo is distinctive, bold and engaging. The descriptor line 'better chances for children since 1739' is integrated into the logo and must always be present.

The distinctive 'Coram red' is a key part of our group brand identity and must not be adapted or tinted.

Logo alignment
The Coram logo and related brands feature a range left design. These logos should be used on the left of the page as their standard positioning.

Colour options
There are three versions of the logo:

1. Colour (red and grey)
For use on a white – or very light coloured – background. The exact colour references as Pantones, CMYK breakdowns and RGB values are shown on page 7.

2. Black
For use on a light backgrounds, where there are printing restrictions on colours.

3. White
For use on a dark backgrounds, or where there are printing restrictions on colours. (Logo is shown on a red background for illustration).

The logos must always be reproduced from the digital artwork supplied directly from the Coram Marketing Team. They must never be altered in any way, and must always appear exactly as they do here.

4 Our Visual Identity
Logo sizes and clear space

Exclusion zone
The exclusion zone is the clear space around the logo. This zone is the minimum space that must always be kept free of any type, images or graphic elements.

The Coram logo is strongest when surrounded by clear space, and no other elements can interfere or distract attention from it.

The exclusion zone is based on the width of the logo's 'r'. This is demonstrated by the dotted line above. Please ensure that type, patterns of graphics or edges of other graphic elements do not fall within this area.

The clear space around the logo may be greater than but not less than the minimum area stated.

Minimum size
The logotype should not be used below 5mm in height and must always retain the correct exclusion zone around it.

Maximum size
You can use the logotype at any size you want above 5mm, as long as it follows our guidelines.

Lockup
For most uses the logo must be used with the descriptor line 'better chances for children'.

In exceptional circumstances (e.g. very large signage or tiny labels) the Coram logo may appear on its own. Exceptional approval for use without the descriptor line must be obtained beforehand from Coram Marketing. See contact details at the end of these Guidelines.

5 Our Visual Identity
Logo ‘dos and don’ts’

By using the original digital artwork files consistency of the brand will be maintained.
The logo has been specially created so please don’t redraw or alter it at all.

Misuse of the logotype will dilute the strength, impact and effectiveness of the communication. This is basic common and design sense, but please ensure that you implement everything with care and consideration towards the Coram brand.

Do not stretch or distort the logo

Never try and rotate the logo

Do not change the alignment of the logo’s elements

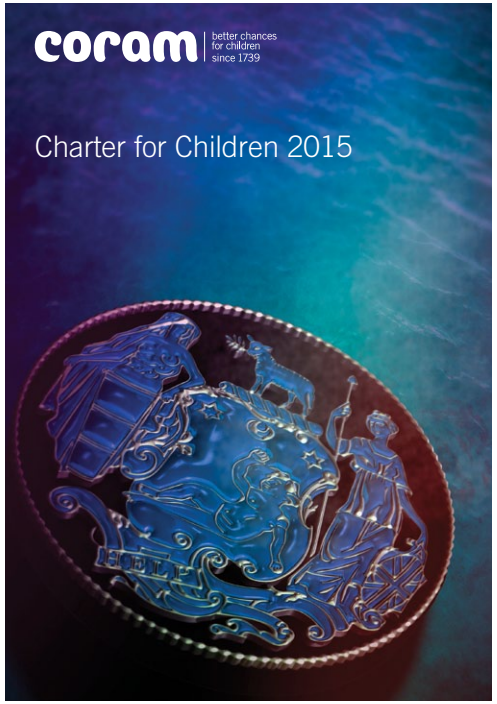
Do not place the logo in a box

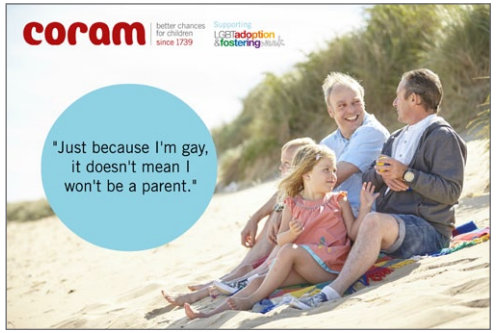
Do not stretch or distort the logo

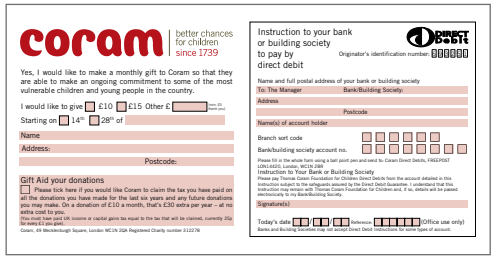
Do not change the colours within the logo

Never try to create the logo using normal text fonts. The logo must never be used in bodycopy

6 Our Visual Identity
Using the Coram logo







Logo positioning

The Coram logo is designed to sit on the left hand side of a layout. It should be positioned on the left of the page as standard.

In exceptional instances where it is not possible for the logo to sit on the left, it can be positioned on the right or centred in a design, if this is the only feasible option.

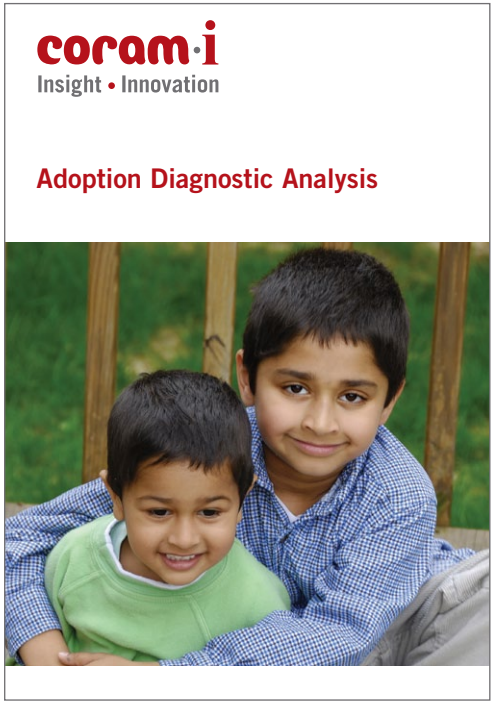
Logo proportions

The whole logotype, including 'better chances for children', should ideally not occupy more than 50% of the width of the page you are using. This includes consideration for the clear space around the logo.

Other Coram brand logos

All brands incorporating 'Coram' into their logo, such as Coram Capital Adoption, Coram-i, CoramBAAF or Coram Life Education should use the same positioning guidelines as the main Coram logo.

7 Our Visual Identity
Example design for subsidiaries



Logo positioning

All brands incorporating 'Coram' into their logo, should use the same positioning guidelines as the main Coram logo.

Coram and related logos are designed to sit on the left hand side of a layout, and should be positioned on the left of the page wherever possible.

Logo proportions

The whole logotype, should ideally not occupy more than 50% of the width of the page you are using. This includes consideration for the clear space around the logo.

8 Our colours
Palettes

The colours shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

Primary palette

Coram Red
PANTONE® 1807
C 0 **M** 100 **Y** 96 **K** 28
R 178 **G** 14 **B** 1
B22F10

Coram Grey
PANTONE® Cool Gray 11
C 0 **M** 2 **Y** 0 **K** 68
R 116 **G** 115 **B** 115
747373

Black
C 0 **M** 0 **Y** 0 **K** 100
R 0 **G** 0 **B** 0
000000

White
C 0 **M** 0 **Y** 0 **K** 0
R 255 **G** 255 **B** 255
FFFFFF

Secondary palette

Purple
PANTONE® 2613
C 74 **M** 99 **Y** 5 **K** 11
R 107 **G** 47 **B** 117
6B2F75

Pink
PANTONE® 7635
C 0 **M** 90 **Y** 25 **K** 8
R 201 **G** 62 **B** 107
C93E6B

Orange
PANTONE® 1655
C 0 **M** 73 **Y** 98 **K** 0
R 225 **G** 112 **B** 37
E17025

Navy Blue
PANTONE® 541
C 100 **M** 85 **Y** 9 **K** 46
R 21 **G** 75 **B** 117
154B75

Highlight colours

Duck Egg Blue
PANTONE® 630
C 48 **M** 0 **Y** 10 **K** 0
R 135 **G** 203 **B** 216
87CBD8

Tan
PANTONE® 7536
C 11 **M** 13 **Y** 30 **K** 32
R 173 **G** 165 **B** 137
ADA589

Lime Green
PANTONE® 382
C 28 **M** 0 **Y** 100 **K** 0
R 198 **G** 210 **B** 25
C6D219

Yellow
PANTONE® 109
C 0 **M** 9 **Y** 100 **K** 0
R 248 **G** 213 **B** 0
F8D500

Heritage colour

Coram Brown
PANTONE® 411
C 0 **M** 27 **Y** 36 **K** 72
R 104 **G** 85 **B** 70
685546

Primary palette

There are two primary brand colours in Coram's palette, plus white and black, where necessary. The colours are inspired by and echo our history.

Coram Red should be the dominant colour on all Coram websites. It should also be dominant in all project or brand colour suites.

Coram Red should not be tinted.

Secondary palette

The secondary colours complement the primary palette and give the brand flexibility. They are not intended to dominate the primary palette and are therefore intended to be used sparingly.

They can be used as support colours, in charts and graphics, and for headings. They can also be used in product logos and palettes, where approved.

Secondary colours can be tinted 50% & 20%.

Highlight colours

Highlight colours can be used as backgrounds, highlights, and for charts and graphics. They are not intended for text, as they are too light to be easily readable.

Heritage colour

Coram Brown is inspired by the uniforms worn by the Foundling Hospital pupils.

It should be used in contexts related to our heritage.

Paint Colours
Paint colours to resonate the emotional impact of our brand have been agreed, with vibrancy as the key driver for colour on feature walls across all Coram sites. Paint can only be organised through the Coram Estates Team, please contact Mohamed Chakour for more information.

9 Our typefaces
Fonts for designed marketing materials

Trade Gothic LT Std Light / Obl (or Oblique aka Italic)

ABCDEfghij12345 / *abc*

Trade Gothic LT Std (aka Roman or Medium) / Obl (or Oblique aka Italic)

ABCDEfghij12345 / *abc*

Trade Gothic LT Std Bd2 (aka Bold No. 2) / Obl (or Oblique aka Italic)

ABCDEfghij12345 / *abc*

Primary font

Trade Gothic is the primary font for Coram. There are three weights available to use: Light, Regular and Bold No. 2. Please do not substitute for any other typeface.

This font is available for purchase from: www.myfonts.com/fonts/adobe/tradegothic/

We are recommending the Adobe version of this font, however a version by Linotype is suitable.

Trade Gothic is used throughout all printed communications, for headings, subheadings and bodycopy. It should be used in all designed documents, leaflets and logos. It is simple, contemporary and easily legible, and is designed to complement the Coram brand.

Sassoon Primary Regular

ABCDEfghij12345

Sassoon Primary Bold

ABCDEfghij12345

Highlight font

Sassoon Primary is the secondary typeface for Coram. It can be used for **headlines** and **pull-out quotes** in printed publications. Sassoon Primary is also used on the Coram website, for headings on the homepage, buttons, news listings, and titles in the footer menu.

Remember: for the secondary font to have any impact, it needs to be used sparingly.

Online fonts

The typeface to use for websites is Source Sans Pro (available from googlefonts). It is used online for all page headings, menus and body text.

Sassoon Primary medium is used online for homepage headings and user quotes.

Adobe Caslon Pro

ABCDEfghij12345

Heritage font

This font should be used for headings and subheadings in materials focused on Coram's historical legacy, such as those marking the 350th anniversary of Thomas Coram's birth in 2018.

Caslon is based on a font designed by William Caslon, who set up his foundry in London in 1739, the same year that the Foundling Hospital was established through Royal Charter.

This font is available for purchase from: https://www.myfonts.com/fonts/adobe/caslon/

10 Our typefaces
Standard business fonts for staff use

Arial

ABCDEfghi12345

Georgia

ABCDEfghij12345

Primary font

Arial is the default Coram font for all-purpose use. It should be used in all short documents.

Arial should also be used in all Coram emails and email signatures.

Serif font

For increased readability, Georgia can be used in longer internal documents and longform copy, such as reports.

Note: Anyone producing material for presentation or publication purposes must have the correct design fonts installed. Please contact Coram's IT team for installation.

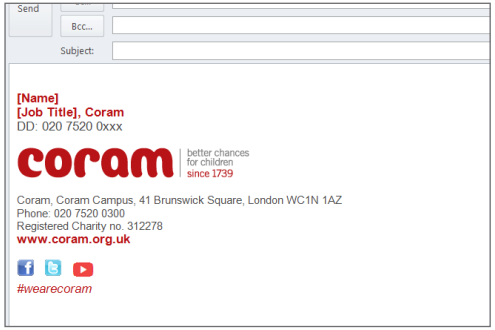
All PowerPoint presentations or printed reports **must be** produced in one of the approved templates. Contact the Marketing Team for details (see page 16).

11 Our templates
Stationery

A range of document templates have been created which adhere to the Coram brand guidelines. All of these templates can all be downloaded from Sharepoint. For all other design needs, contact Coram's Marketing Team: marketing@coram.org.uk.

Many teams within the Coram group will have their own email signatures, business cards and letterheads. These all follow a standard template, please contact your business administrator to order.

Email signature



Email signature

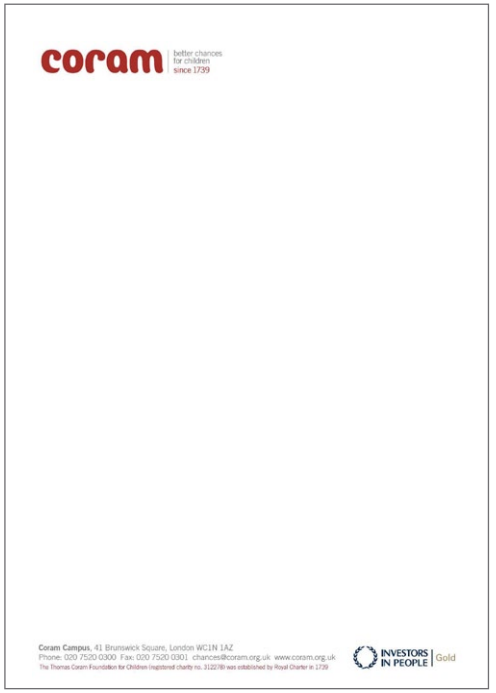
Your team Administrator can provide the correct email signature for your part of Coram. All signatures should use the Arial typeface in size 10.

The document 'How to create a signature in Outlook', saved in SharePoint, explains how to update and personalise your email signature.

There is also an authorised message to be included at the end. Please contact the Executive Office for the latest version.

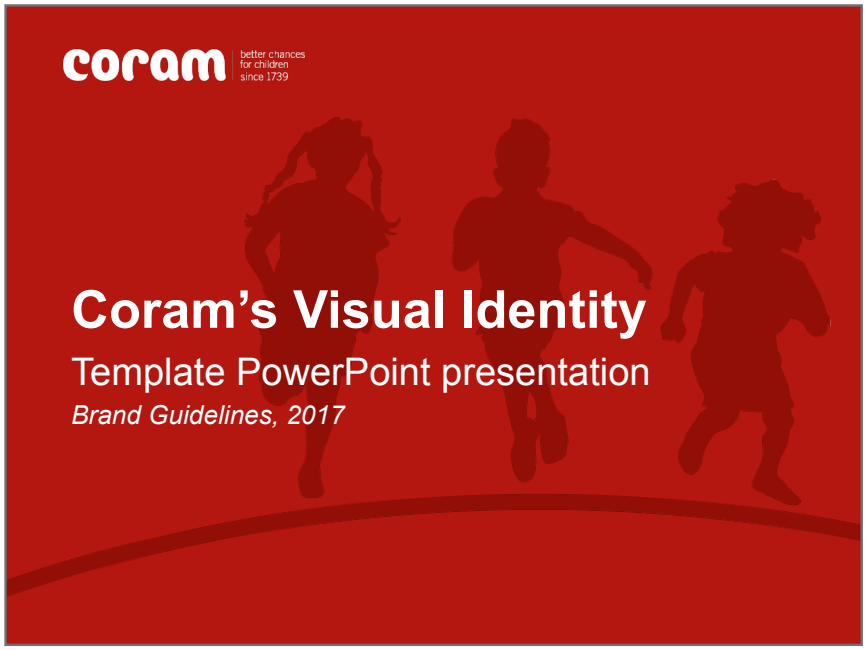
Business cards

Letterhead



12 Our templates
PowerPoint, reports and banners

PowerPoint



PowerPoint

A Coram branded PowerPoint presentation template is available on Sharepoint.

For other Coram brand templates ask your brand representative, or the Coram Group Marketing team for the correct template for your area.

Report cover

Reports

A standard report template is available for you to ensure your documents are correctly branded.

Please ask the Coram Marketing team for the latest template – or you can request one to be created which is specific to your needs or service.

Banners

Banners

Coram banners should have an uncluttered design, using as few words as possible and featuring high quality imagery.

There are two colour banner colour schemes:

- Coram brands use a red background
- Coram Adoption brands use a white background

Please consult with the Marketing team when developing and printing new banners.

13 Our templates
Promotional items

Tote bags

Balloons

Mugs

T-shirts

Sashes

Trolley coins

Pens

Badges

Promotional items

The Marketing team have a collection of templates for Coram branded promotional items, including pens, mugs and t-shirts.

No products can be ordered without the authorisation of the Marketing team.

For advice on how to develop similar products for a particular brand, please contact the Marketing Team.

14 Group brands
Sub-brands

coram clc Children's Legal Centre

coram Beanstalk

coram Family and Childcare

coram Life Education

coram Voice
getting young voices heard

Coram charity brands
Coram charity brand logos feature 'Coram' either in grey or red, and the brand name in Coram red if appropriate.

The Coram charities above have their own Brand Guidelines. Please refer to these for information about using each charity's brand correctly.

coram Capital Adoption

coram Adoption East Midlands

coram Cambridgeshire Adoption

Coram Adoption subsidiaries
Adoption subsidiaries are a family of geographical units which are registered for inspection by Ofsted.

Coram Adoption subsidiary brands are covered by the Coram brand guidelines.

coramBAAF ADOPTION & FOSTERING ACADEMY

coram·i Insight • Innovation

coram international

Coram trading subsidiaries
Coram subsidiaries are registered companies and approved trading brands in a specific area.

Coram subsidiary logos feature the Coram logo in red, and the brand name in grey.

Unless they have their own identity guidance, marketing materials for Coram subsidiary brands must follow overall Coram brand guidelines.

15 Group brands
Coram products and national programmes

Coram products

Product brands
Product brands are only used where approved for nationally available Coram group services. These logos should be used in conjunction with the Coram logo or one of the Coram charity logos.

Orange or pale blue can be used as a secondary colour in a product brand aimed at young people or children.

If you would like to discuss branding a project or product, please contact the Marketing Team for the criteria.

National programmes

National programmes
National programmes are run by Coram under contract for the sector and therefore but do not feature Coram branding. There are two colour options for a national service brand.

- Purple and pink
- Navy blue and pink

National programmes palette

Purple
PANTONE® 2613
C 74 **M** 99 **Y** 5 **K** 11
R 107 **G** 47 **B** 117

Pink
PANTONE® 7635
C 0 **M** 90 **Y** 25 **K** 8
R 201 **G** 62 **B** 107

Navy Blue
PANTONE® 541
C 100 **M** 85 **Y** 9 **K** 46
R 21 **G** 75 **B** 117

16 Any questions?

coram | better chances for children since 1739

If you have any questions regarding this document or how to use or implement the Coram brand then please get in touch with marketing@coram.org.uk, or call 020 7520 0368.

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Registered Charity no. 312278.

JAN 2019