

LIVE
LIFE
SAFE

suzy lamplugh
trust

The Suzy Lamplugh Trust

The full legal name

Suzy Lamplugh Trust

The communication name

Introduction

Today more than ever a strong brand identity is fundamental to the success of any organisation. Charities are no exception with ever increasing competition for fundraising. So at the Suzy Lamplugh Trust we have been updating our image and are launching a brand new corporate identity.

The aim of this is to gain a greater awareness of who we are and what we do, and to give the organisation a more relevant and modern appearance. All previous identity elements are therefore now obsolete.

These guidelines document the new corporate identity and explain the basic principles of its use. So please read them carefully and follow them precisely.

Nomenclature

The full legal name of the organisation is '*The Suzy Lamplugh Trust*' (with 'The'). This is the formal name used only in text where legally required or appropriate - on the letterhead for example. It does not appear in any kind of logo form.

The communication name, or the 'brand', is '*Suzy Lamplugh Trust*' (without 'The') and appears as such in the graphic identity. And, for example, the phone should be answered: "*Suzy Lamplugh Trust*".

Therefore, being really pedantic, in text we should refer to the Suzy Lamplugh Trust, with a lower case 't' on 'the', or even to Suzy Lamplugh Trust without 'the' at all.

Do not shorten the name to '*Suzy Lamplugh*' or '*The Trust*' and never refer to '*SLT*' in text or the spoken word, however informally.

The Signature

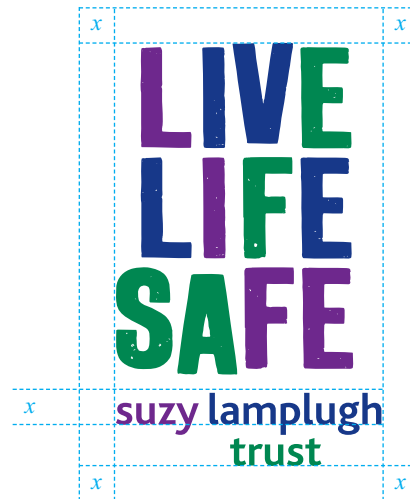
The Suzy Lamplugh Trust signature is the precise combination of the message, 'live life safe', and the Suzy Lamplugh Trust logotype. It is a specially crafted unit and should never be re-created, rearranged or reproduced in any way other than those described in these guidelines. Always use the correct digital files to reproduce the signature.



Exclusion zone

In order to prevent the signature from being overcrowded or obscured by other elements, an exclusion zone has been established. This is an imaginary box representing the absolute minimum amount of clear space surrounding the signature into which no other graphic element may intrude.

The exclusion zone is constructed by taking the cap-height of Lamplugh or the height of the letter 'l' (x) and adding this measurement all around the signature.



Minimum sizes

The minimum size to reproduce the signature is determined by the method of reproduction and the quality of the surface onto which it is to be applied. The legibility of the logotype and the clarity of the message are paramount, as well as an appropriate degree of presence or impact.

In any event, the signature should never be reproduced at less than 12mm overall width or approximately 25% of the master artwork file size supplied.

If space is restricted and a smaller size than this is required, then use the message only and omit the logotype. However even this should never appear less than 8mm wide. This 'badge' version should only be used where it is quite clear that it relates to the Suzy Lamplugh Trust and never where a full and proper sign-off is appropriate.

On screen, on a website, where pixels dictate legibility, the signature should be no less than 70 pixels wide

Please bear in mind that these are absolute minimum sizes even on good quality surfaces. If in any doubt, err on the safe side and increase the size.



The Message

Unlike conventional corporate identities, the Suzy Lamplugh Trust has decided to make the message, or strapline, the hero. It dominates the name of the organisation which is very much in secondary position. Think of the message as the 'picture' above the name.

This means that the Suzy Lamplugh Trust identity lends itself beautifully to a more promotional or campaigning use and is not just a corporate sign-off.

So use it big wherever possible!



Restricted space

For certain restricted horizontal spaces such as the ones illustrated on the right - a large event banner or small on a pen or a pencil, special guidelines apply.

This is not an option open for general use out of preference but is only to be used on truly restricted horizontal spaces.

In these instances, the logotype is rearranged into a single line and becomes the dominant element. The message becomes secondary and is separated away. In fact it can be omitted altogether if need be.



Colour

The three Suzy Lamplugh Trust brand colours are Suzy Lamplugh blue, Suzy Lamplugh purple and Suzy Lamplugh green. In print, these colours can be achieved either with special colours matched to a Pantone reference (PMS) or with the four process colours (CMYK). Special colours are the favoured option wherever possible as they will always produce a brighter and cleaner result.

Suzy Lamplugh blue **Suzy Lamplugh purple** **Suzy Lamplugh green**

Special colours

PMS 2748



PMS 2603



PMS348



Process colours

C 100%

M 88%

Y 0%

K 14%

C 69%

M 100%

Y 0%

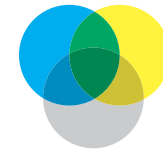
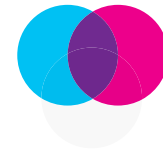
K 2%

C 100%

M 0%

Y 85%

K 24%



Colourways

The signature has six colour variants: full colour, black, white and three mono variants.

The full colour signature is the primary version and should always be your first option. Only use the other colourways when full colour is not an option; the hidden words in the colour signature are lost with all the other versions.



The full colour signature

The black signature is only to be used where no colour is available - on a press advertisement, for example, or the fax header.



The black signature

The white signature is for use on all dark coloured backgrounds.



The white signature

The mono signatures are the three brand colours. These are only to be used on low cost single colour print applications such as forms or some leaflets. There is no preference between the three colours



The three mono signatures

Backgrounds

Ideally, the colour signature should appear on a pure white background. This must be a substantial field of white, not a white panel specially created to contain the signature.

The colour signature can also be applied to extremely pale coloured backgrounds but these must be no darker than 10% black or the tonal equivalent.

On pale toned backgrounds, darker than 10% black or the tonal equivalent, the signature should be reproduced in black or mono. Here the Suzy Lamplugh blue signature is placed on a 40% tint of Suzy Lamplugh blue. Don't mix the mono colours.

The white signature is for use reversed out of dark coloured background, usually the brand colours or black, but can be other neutral colours.

Keep within the general pallet of brand colours and don't use contradicting or clashing colours with the signature. Bright reds or yellows, for example, would not enhance the branding.

On photographic backgrounds make sure that the area of the photograph behind the signature and the exclusion zone is relatively flat and free from any detail which might interrupt the clarity. Also, ensure that there is sufficient contrast for the signature to be clearly legible.



The colour signature on a white background is always the primary option.



The colour signature on a pale background no darker than 10% black or the tonal equivalent.



A mono signature on a pale coloured background darker than 10% black but lighter than 50%.



The white signature reversed out of a dark coloured background.



The colour signature on an extremely pale area of a photograph, no darker than 10% black.



The black signature on a pale area of a photograph which is darker than 10% black.



A white signature reversed out of a dark coloured photographic background.

Typography

The Suzy Lamplugh Trust brand typeface is Bliss and has three weights, Bold, Regular and Light. It should be used for all conventionally printed Suzy Lamplugh Trust communications.

Bliss is a modern sans serif typeface and has been chosen because it is highly legible but has some characteristics that make it more friendly than most standard sans serif faces and it has an easily recognisable personality, note the curve at the bottom of the lower case 'l' for example.

All text should be set in upper and lower case, text set all in capitals can look too official.

The use of the brand colours in typography is encouraged to enhance the branding.

Bliss Bold
Bliss Regular
Bliss Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

On-screen and PC generated text

Bliss can be used on-screen as a headline face but small website body copy should be set in Arial as this is generally recognised as the most legible on-screen text face, especially at smaller sizes.

Letters and other copy typed on a PC which may not have Bliss installed should be typed in 11pt Arial with 16pt leading.

PowerPoint presentations should also be typed in Arial as these are often exchanged electronically and font substitution is likely to occur if non system fonts are used.

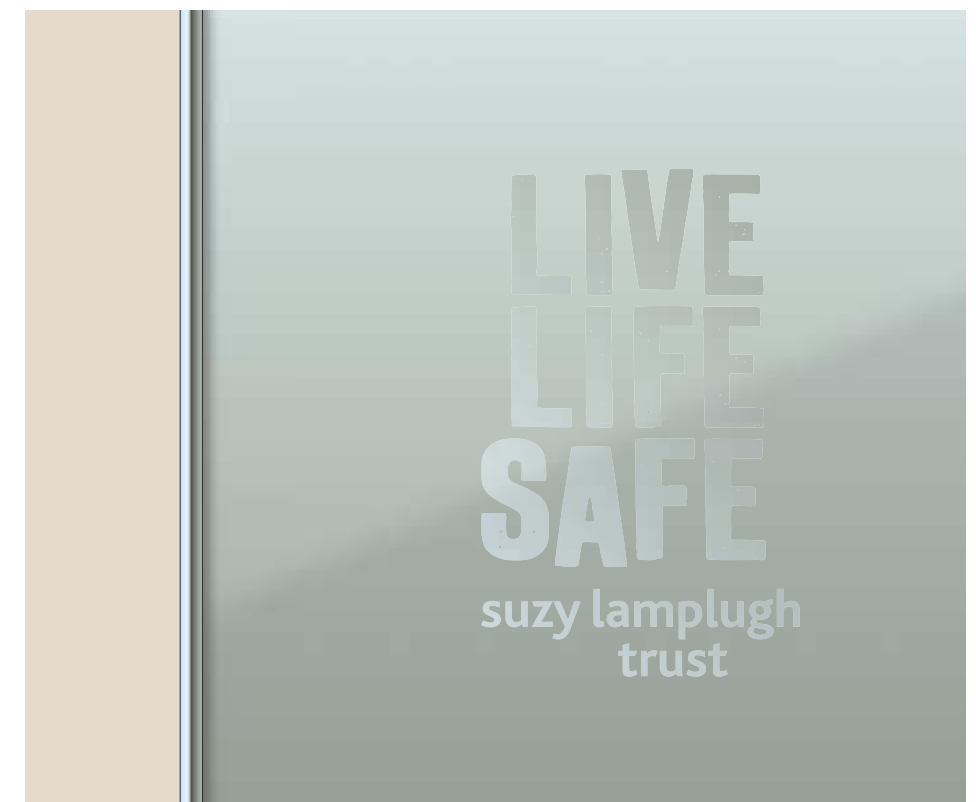
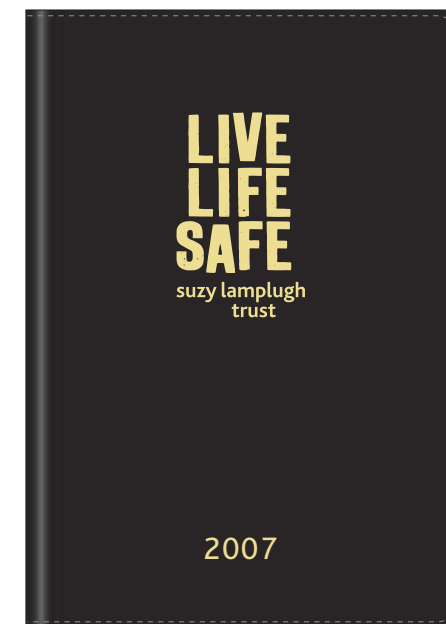
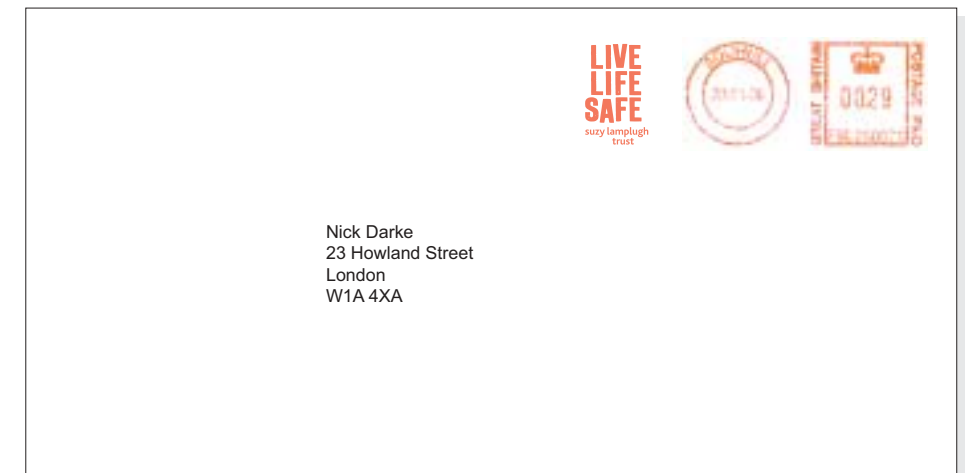
Letters should be typed in 11pt Arial with 16pt leading.

Special materials

There are always going to be executions which fall outside these standard guidelines. A franking stamp on an envelope, for example, has to be red even though this would be strictly against the guidelines for any other application.

Similarly the signature could be foil blocked in gold or silver onto the front cover of a diary, or etched into glass perhaps.

However, you can always ensure that these are kept as faithful to the standard as possible. Don't create outlined versions of the signature for example and stick to the guidelines in every other respect.



Misuse of the signature

Always use the correct digital files to reproduce the signature and follow these guidelines carefully. Here are a few of the more obvious mistakes to avoid.



Do not reproduce the signature in tints of the brand colours.



Do not reproduce the signature in the wrong colours



Do not remove the speckles from the message or attempt to clean it up in any way.



Do not rearrange the elements of the signature.



Do not alter the proportions of the signature.



Do not rearrange the colours of the signature.



Do not change the colours of the signature.



Do not straighten the letters of the message or attempt to clean it up in any way.



Do not re-create the signature or change the fonts.



Do not add a drop shadow or any other special effect to the signature.



Do not enclose the signature in a box or any other holding device.



Do not enhance or embellish the signature by adding graphic elements.



Do not add words to the signature



Do not distort the signature.



Do not allow other graphic elements within the exclusion zone.



Do not place the signature in a white panel.



Do not place the signature on the wrong background colours.



Do not place the colour signature on backgrounds which are too dark or complicated.



The Suzy Lamplugh Trust
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Hampton House
20 Albert Embankment
London SE1 7TJ

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Email: info@suzylamplugh.org

Nick Darke
The Coach House
Kingscote
Tetbury
Glos GL8 8YF

20 February 2006

Dear Nick,

This letter is typed in 10pt Arial with 16pt leading. It is ranged left with a margin of 22mm to the left and to the right. All text is set in upper and lower case. Paragraphs are not indented but separated by one line space or one return.

This is dummy text, it is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.

Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention to themselves. Simultext is effective in any typeface, at whatever size and format is required. Paragraphs may be long or short. Text can be produced to complete any area, as the basic copy is simply repeated with different starting points. This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.

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Yours sincerely

Julie Bentley
CEO



The Suzy Lamplugh Trust
is a Company Limited by Guarantee.
Incorporated in England No. 2417823
Registered Charity No. 802567
www.suzylamplugh.org

Letterhead

The A4 letter is laid out on a four column grid with a margin of 22mm either side, 10mm top and bottom, and a space of 3mm between the columns. The signature is 29mm wide and centred in the middle two columns.

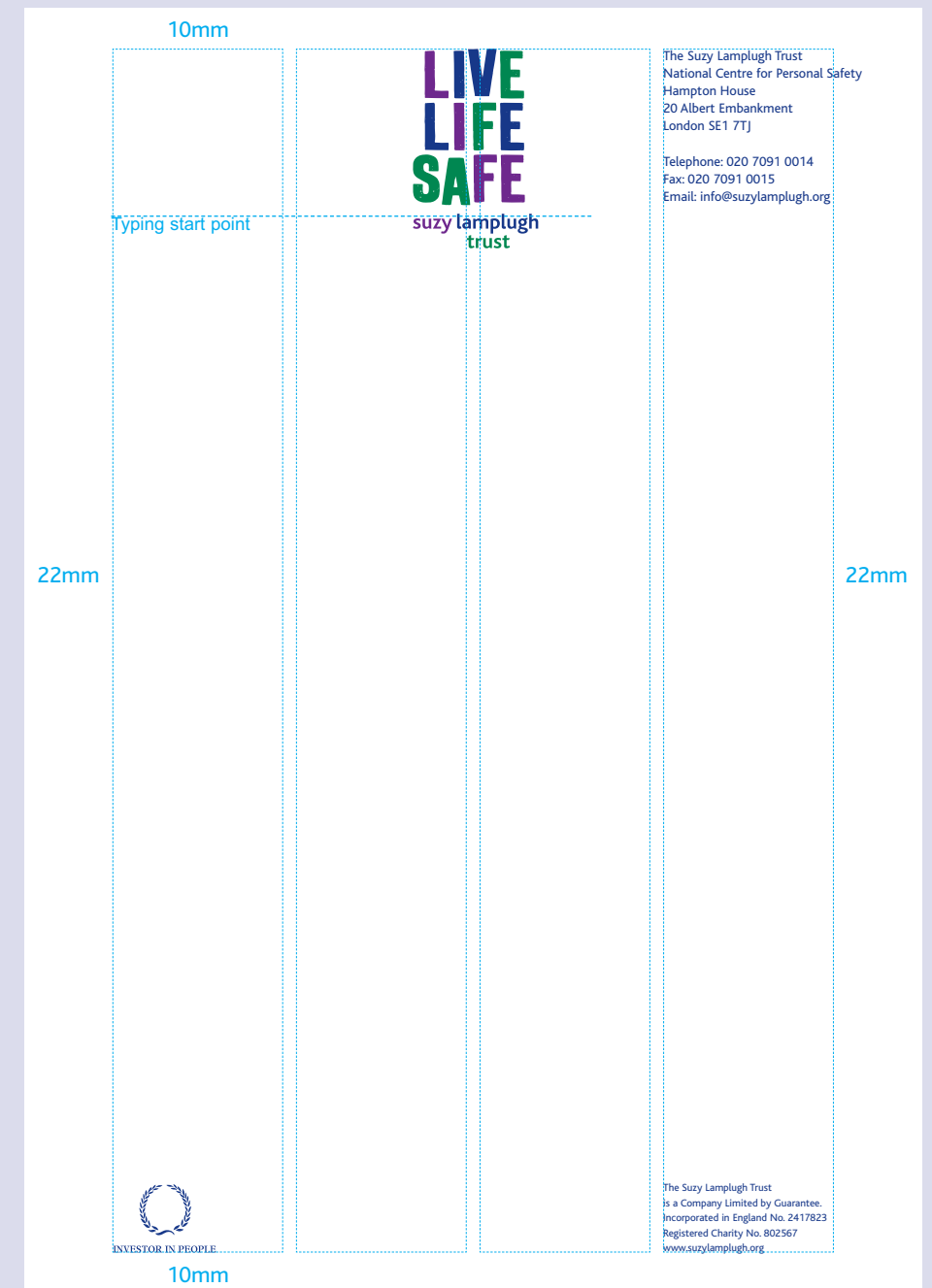
The address and contact details at the top are set in 9pt Bliss Regular upper and lower case with 11.5pt leading, ranged left on the right hand column and printed in Suzy Lamplugh blue. The small legal text at the bottom is set in 7pt with 10pt leading.

The 'Investor in People' logo is 24mm wide and placed in the bottom left hand corner of the grid, also printed in Suzy Lamplugh blue.

The main body of the letter is typed in 10pt Arial upper and lower case with 16pt leading, ranged left on the grid, 22mm from the left hand edge of the page.

The letter is printed on 120 gsm Robert Horne Character Smooth Wove, Ultra White.

The typing start point is aligned with the top of the Suzy Lamplugh logotype. Do not type anything above this line (see right).



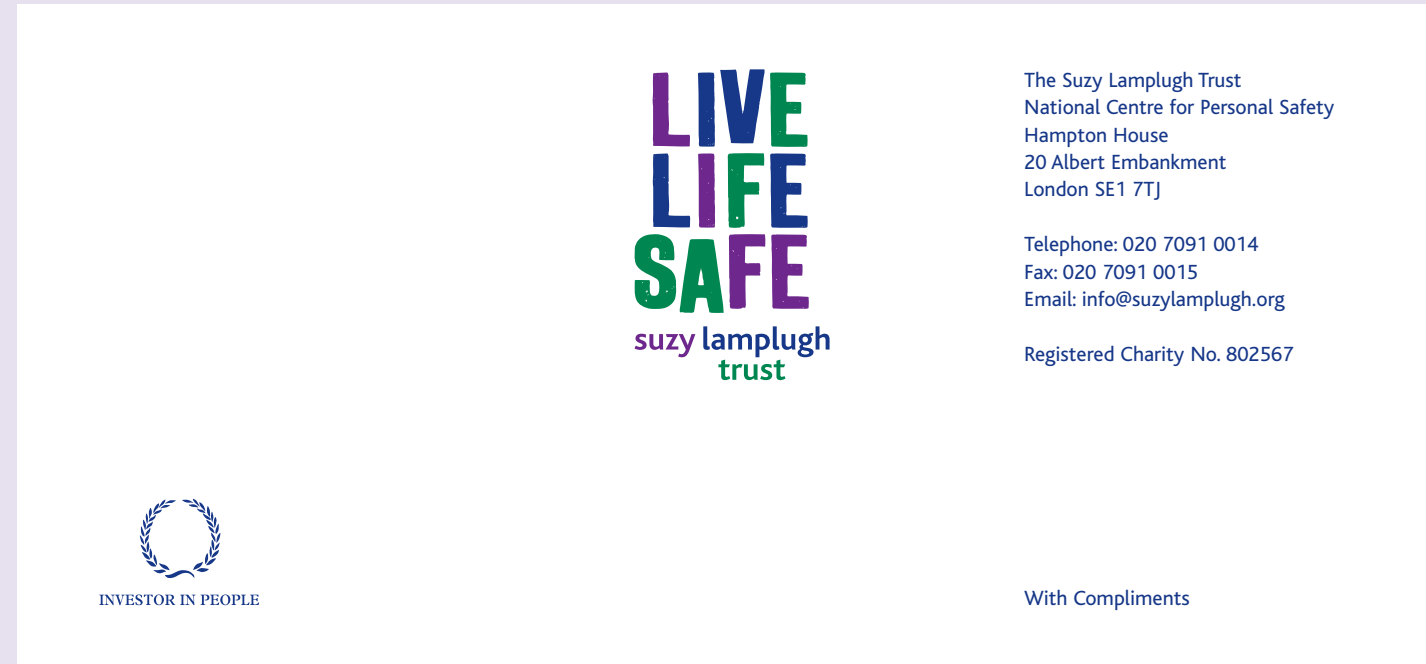
Compliments slip

The compliments slip is based on the same grid as the letterhead. It is one third of A4, 210mm wide and 99mm deep. This illustration is reduced in proportion slightly to fit onto the page.

'With Compliments' is set in 9pt Bliss Regular.

All the text is printed in Suzy Lamplugh blue.

The compliments slip is printed on 120 gsm Robert Horne Character Smooth Wove, Ultra White.



Business Card

The business card is 85mm wide and 55mm deep. This illustration is actual size.

It has margins of 4mm to the left, right and top with 5mm at the bottom.

The signature is 29mm wide and placed on the left hand margin

All the text is ranged left 38mm from the left hand edge of the card. It is set in 8.5pt Bliss Regular with 10pt leading except for the cardholder's name which is 10pt Bliss Bold.

All the text is printed in Suzy Lamplugh blue.

The card is printed on 300 gsm Robert Horne Character Smooth Wove, Ultra White.





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20 Albert Embankment
London SE1 7TJ

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Email: info@suzylamplugh.org

Fax Transmission

To:	Nick Darke
Fax Number:	020 7462 7756
From:	Julie Bentley
Subject:	Stationery
Date:	2 February 2006
Total pages:	1

This is dummy text set in 10pt Arial with 16pt leading. It is intended to be read but have no meaning. As a simulation of actual copy, it uses ordinary words with normal letter frequencies.

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Julie Bentley



INVESTOR IN PEOPLE

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