

BRAND

GUIDELINES



WELCOME

These are the Relief Grant and Community Action Fund brand guidelines. Inside, you'll find everything you need to help keep the brands feeling clear, consistent, and fit for purpose.

Over the following pages, you'll find everything you need to use the Relief Grant and Community Action Fund brands, as well as how they fit within the Greggs Foundation identity. For more information on the Greggs brand and its usage, please refer to the Greggs brand guidelines.

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1. OUR IDENTITIES

Main identities

These are the Relief Grant and Community Action Fund main identities.

They each have an independent brand identity which sits under the parent brand, Greggs Foundation, as well as the wider Greggs brand.

Our main identities feature 'RELIEF GRANT' and 'COMMUNITY ACTION FUND' in the Barlow Condensed font, stacked, rotated at a 2° angle, and all outlined in a playful composition to resemble a sticker.

Our main identities are our primary use identities, and are used on all communications, advertising and across our channels. Each main identity can be used on white and coloured backgrounds, but should always have good stand-out and legibility. If a background is too dark, switch to the reversed identities (shown on page 5).

Our identities have been specifically designed and should never be recreated or altered in any way. There are no strapline versions of our identities, so never use an identity with such an addition.

Detailed usage rules are included in this document.

**RELIEF
GRANT**

**COMMUNITY
ACTION
FUND**

1. Our identity

Main identities: Colour variations

These are the Relief Grant and Community Action Fund identity colour variations.

- 1. Our reversed outline identities should be used for dark backgrounds, or when they need to stand out and the main identity looks lost.
- 2. Our single-colour identities feature white text with the Greggs dark blue outline. These can be used in cases that require just one colour for print.
- 3. Our mono-colour identities feature white text with a black outline. These can be used in cases that require black and white for print, on a white background.
- 4. Our mono-colour reversed identities feature black text with a white outline. These can be used in cases that require black and white for print, on a black background.

1. Reversed identities



2. Two-colour identities



3. Mono-colour identities



4. Mono-colour reversed identities



1. Our identity

Clear space and minimum size

Clear space

It's important to maintain a minimum clear space around the logos at all times, meaning nothing too busy, including text and photography. It ensures clarity and stand-out, and enables good brand visibility.

The clear space is taken from the height of the 'G' in 'GRANT' and the 'C' in 'COMMUNITY' as shown.

Minimum size

The following minimum size rules should be adhered to when using the logo in print and on-screen.

Minimum print size: 14mm (w) Minimum screen size: 100px (w)

1. Clear space



2. Minimum size



Minimum size:
14mm/100pixels



Minimum size:
14mm/100pixels

1. Our identity

Primary logo positioning

The Relief Grant and Community Action Fund identities should never appear without the Greggs Foundation logo. There is a preferential logo placement and relationship between the identities, as shown to the right.

The primary positioning is:
The Greggs Foundation logo top-left.
The Relief Grant or Community Action Fund logo top-right.

The Relief Grant or Community Action Fund logos can overlay two different colours (again, as shown to the right) but to ensure stand-out and visibility, they should never overlap anything else (like headlines, text or stickers).

These rules apply to advertising such as social media, digital screens, print and OOH, but are for guidance only, as the logo should always be positioned to best fit the given media. On campaign advertising, the logo may be positioned to best complement the campaign concept.

A woman with short blonde hair is looking down at a red shopping basket filled with food items, including a can of soup. The background shows shelves stocked with various food products in a grocery store.

GREGGS
FOUNDATION

**RELIEF
GRANT**

**CUTTING
THROUGH
CRISIS**

The Relief Grant helps **individuals and families** through periods of unexpected difficulty, providing help to **ease financial strain and restore hope when it's needed most.**

Discover how at greggsfoundation.org.uk

Three women are sitting outdoors on a bench, smiling and talking. They are wearing jackets, suggesting a cooler environment. The background shows a garden or park setting with trees and a fence.

GREGGS
FOUNDATION

**COMMUNITY
ACTION
FUND**

**TRANSFORMING
COMMUNITIES**

The Community Action Fund supports UK organisations committed to solving the different challenges facing local communities with grant funding of **up to £20,000 per year, for up to three years.**

Discover how at greggsfoundation.org.uk

Lock-up

In cases when the Greggs Foundation and either the Relief Grant or Community Action Fund logo need to be seen next to each other, these are the rules that should be followed when using a lock-up:

1. The Greggs Foundation should always be on the left and Relief Grant or Community Action Fund should be on the right.
2. The space between them should be the size of the Quatra Dot/Heart.
3. The height of the Relief Grant logo should always be the height of the Greggs Foundation logo.
4. The width of the Community Action Fund logo should always be the width of the Greggs Logo without the lozenge.

A different colour variation may be used for Relief Grant/Community Action Fund when appropriate.



1. Our identity

Lock-up: Clear space and minimum size

In cases when the Greggs Foundation and Relief Grant/Community Action Fund need to be seen next to each other, these are the rules you should follow when using a lock-up:

As with all identities, whenever using a Greggs Foundation and Relief Grant/Community Action Fund lock-up, clear space and minimum size rules need to be adhered to, to ensure clarity and stand-out.

The clear space is taken from the Quatra Dot/Heart, as shown.

The minimum size of the Greggs Foundation and Relief Grant/Community Action Fund lock-up is 36mm/250px wide.

1. Clear space



2. Minimum size



Partnerships

There are times when Relief Grant or Community Action Fund needs to be used as a secondary partnership brand, for example, if we partner with another charity or business. This partnership brand should always be used with the Greggs Foundation and Relief Grant/Community Action Fund lock-up.

Our main identity partnership lock-up is shown to the right.

The supporting text that sits above our lock-up should always be in Barlow SemiBold, and should always be left-aligned. As with our lock-up brand, clear space and minimum size rules should always be adhered to.

Barlow SemiBold



In partnership with



Supported by



Working with



Barlow SemiBold



In partnership with



Supported by



Working with



2.

BRAND

ELEMENTS

Colour palette

These are the four colours in the Relief Grant and Community Action Fund colour palette.

Pantone
7692C
CMYK
100/50/0/30
RGB
0/85/143
HEX
#00558F
RAL
RAL5019

Pantone
1235C
CMYK
0/31/98/0
RGB
253/183/26
HEX
#FDB71A

Pantone
648C
CMYK
100/75/0/50
RGB
4/43/96
HEX
#042B60

Pantone
Process Cyan
CMYK
100/0/0/0
RGB
0/174/239
HEX
#00AEEF

Typeface

Barlow is the typeface used for each of the brands. It is available in multiple weights, including condensed variations, and all may be used.

We keep things clear and simple. And we're confident enough to let our straight- talking statements speak for themselves.

Regular abcdefghijklmonpqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold abcdefghijklmonpqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ExtraBold abcdefghijklmonpqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Barlow

Typographic style

As well as a brand typeface, we have a strong typographic style that we use sparingly for headlines and statements. This style involves using 'Barlow Condensed Black' (always in all capitals) in different sizes and colours in different coloured blocks. An example of this style can be shown to the right.

Using the type in this way allows us to create a visual that is bold and dynamic, that works well with additional block background shapes.



Relief Grant Icons

The Relief Grant offers funding support for specific items, each represented by its own icon to ensure clarity while maintaining a distinctive visual identity.

It is designed in a two-colour scheme for optimum legibility at scale and should always be shown on a white background.



Grocery vouchers



Clothing vouchers

To fund new school uniforms, a job interview outfit or warm winter clothing.



Beds



Essential home appliances

Washing machines, ovens, fridge freezers or tumble dryers.



Energy vouchers

3.

BRAND

ASSET

EXAMPLES

Posters

This is an example of how the brand would look on posters.

Posters can be both internal and public-facing, so ensure you have the right information for the audience.



3. Brand Asset Examples

Relief Grant Emails

This is an example of how the brand would look on an e-newsletter. An email is a great way to reach people and thank them for their support, with an e-newsletter being the best format to showcase news and information.



3. Brand Asset Examples

Community Action Fund Emails

This is an example of how the brand would look on an e-newsletter. An email is a great way to reach people and thank them for their support, with an e-newsletter being the best format to showcase news and information.



Social media and press releases

When referencing Relief Grant or Community Action Fund in press releases or social media posts, it is the Greggs Foundation and not Greggs.

If we are talking about Relief Grant or Community Action Fund in social media posts, please make sure to tag the Greggs Foundation on LinkedIn and Facebook as we are always trying to amplify news and messages wherever possible.

All press releases referencing Relief Grant, Community Action Fund or the Greggs Foundation should be shared with the Greggs Foundation team prior to publication for approval (see contact page for details).



4.

CONTACT

Contact

If you have any questions regarding the Relief Grant or Community Action Fund brands, queries on how to follow our guidelines, or want to request master artwork, assets or templates, please get in touch with our team.

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