



Drink
Coach

DrinkCoach Brand Guidelines 2019

Logos & usage, typography, colour palette,
look & feel and supporting imagery

drinkcoach.org.uk

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INTRODUCING DRINKCOACH

DrinkCoach, part of Humankind charity is an integrated online pathway designed to help identify risky drinkers, building a clear and robust path for early intervention and treatment.

Health inequalities are tackled by targeting individuals who would not traditionally engage with mainstream health services, and commissioners are provided with excellent data about their population's alcohol use. DrinkCoach allows people to assess how risky their drinking is, access personalised advice online, and find face-to-face support in their local area.

OUR SERVICES

THE ALCOHOL TEST

A digitised Alcohol Use Disorders Identification Test (AUDIT) offering users information and advice about their drinking.



FREE APP

Designed to help users track and change their drinking.



ONLINE COACHING

Delivering online Extended Brief Interventions to risky drinkers, face-to-face via Skype.



THE DRINKCOACH LOGO

Our master logo should be used before any other version, wherever possible.



However, there are several secondary designs that can be utilised when the master logo is not appropriate, for example, when the logo is being used against a similar, strongly coloured or busy background.



LOGO ALTERNATIVES



Master logo - graduated effect



Solid blue - only to be used to reduce costs of printing, i.e 1 colour print



White - to be used when the background is dark and the master logo would not contrast strongly enough



Black - to be used when printing is going to be in black and white

LOGO MISUSE

It is important that the logo remains consistent. The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided. Here are some examples of what not to do.



Master logo



Do not distort the logo



Do not rotate the logo



Do not add a drop shadow



Do not flip the speech bubble



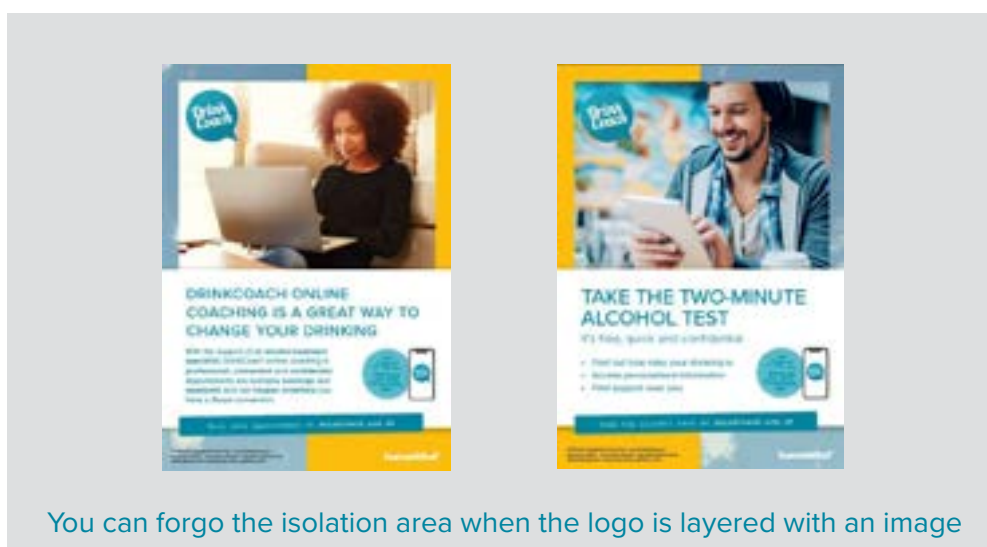
Do not recolour the logo

ISOLATION AREA

The DrinkCoach identity should always be surrounded by a minimum area of a space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by a third of the height of the logo used (x). A margin of clear space equivalent to 0.3x is drawn around the logo to create the isolation area.

For example: logo height = 10mm, area of isolation = 3mm around all sides of the logo.



LOGO SIZING

Minimum Size

Web - The minimum size of the logo used should be 56 pixels.

Print - The logo has been designed to reproduce at a minimum height of 12mm.



(Actual size)

Maximum Size

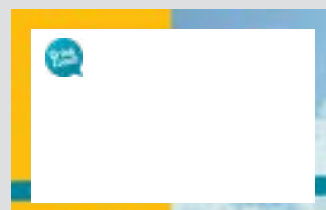
Web - There is no maximum size of the logo but it needs to be in proportion to the web page you are adding it to i.e. the logo should not take up half of a web page.

Print - There is no maximum size of the logo but it needs to be in proportion to the material you are printing it on i.e. it should not take up too much space on a page and it should be in proportion to the size of the material it is printed on e.g. it will be larger on an A4 poster than on a business card.

A4 Poster example



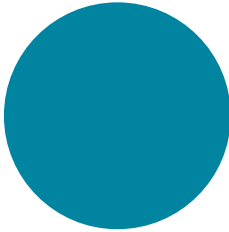
Business card example



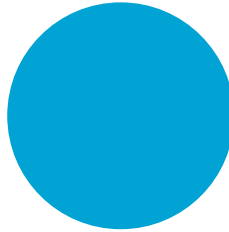
BRAND COLOURS

Colour is one of the main ways we keep the look and feel of the DrinkCoach brand consistent. **Stick to these in every instance.** Supporting colours (secondary and accent) are used sparingly, as highlights or backgrounds.

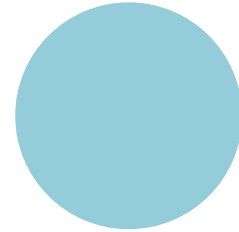
PRIMARY



#Hex code	CMYK	RGB
#0084A0	C 100 M 23 Y 0 K 17	R 0 G 132 B 160

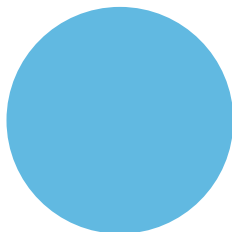


#Hex code	CMYK	RGB
#00A3D3	C 63 M 11 Y 0 K 37	R 0 G 163 B 211

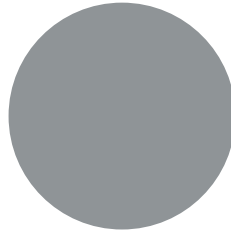


#Hex code	CMYK	RGB
#95CCD9	C 27 M 5 Y 0 K 15	R 149 G 204 B 217

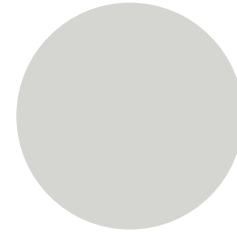
SECONDARY



#Hex code	CMYK	RGB
#61B9E1	C 57 M 18 Y 6 K 12	R 97 G 185 B 225

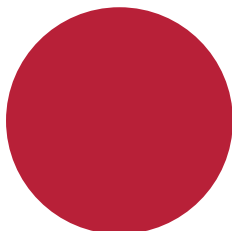


#Hex code	CMYK	RGB
#8F9497	C 3 M 1 Y 0 K 41	R 143 G 148 B 151

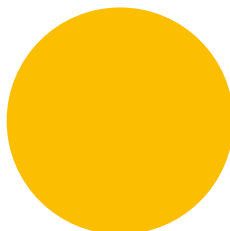


#Hex code	CMYK	RGB
#D5D5D2	C 0 M 0 Y 1 K 16	R 213 G 213 B 210

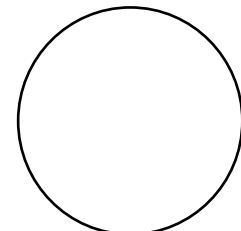
ACCENT



#Hex code	CMYK	RGB
#B82038	C 0 M 60 Y 50 K 26	R 184 G 32 B 56



#Hex code	CMYK	RGB
#FBBE00	C 0 M 24 Y 98 K 2	R 256 G 190 B 0



#Hex code	CMYK	RGB
#FFFFFF	C 0 M 0 Y 0 K 0	R 225 G 225 B 225

TYPOGRAPHY

A range of fonts are used within the DrinkCoach brand to make a visual impact on both printed and web design. **Fonts used are dependant on the type of material designed.** The three main types of use are **professional, internal and web.**

Professional use only

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova, Bold

Web and internal use only

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial, Bold

Minimum: the minimum font size is 6pt.

Maximum: there is no maximum limit to font size.

FONT COLOUR

All text should be in either black, white or brand blue - #0084A0. Font colours used are dependant on background colour and it is essential that text is legible.

White backgrounds - brand blue or black text

Grey backgrounds - brand blue or black text

Coloured backgrounds - black or white text

NAMING CONVENTIONS

As well as the overarching brand 'DrinkCoach', there are also three products within the brand; **the DrinkCoach App, DrinkCoach Alcohol Test and the DrinkCoach Coaching Service.**

In all instances DrinkCoach is to be referred to as one of the below 'correct' versions, no other version is acceptable; this is to ensure copy remains consistent.

Correct	Incorrect
DrinkCoach	Drink Coach, Drinkcoach, DC
DrinkCoach Alcohol Test	Alcohol test, AlcoholTest
DrinkCoach App	DC app, Drink coach app
DrinkCoach Coaching Service	DrinkCoach Skype Service, Skype Coaching, DC Skype

IMAGERY

Our branding focuses on using lifestyle images of real people. As much as possible, images should have a positive, happy feel to them should be bright, clear and high quality. Ideally, there should be an element of blue in the image.

Core images



Coaching - this is the core image we use for all coaching materials



Test - this is the core image we use for all test materials

Examples of supporting images



BESPOKE CONTENT

We can also create bespoke marketing materials to your specifications. Your logo can be added to a range of items, depending on the item you want to brand.

Examples include:

- Bottles
- Mugs
- Tote bags
- Pens
- Pharmacy bags

We can provide bespoke versions of our existing marketing materials with your logo. Examples include scratchcards, infocards and posters. **Please contact us for more details.**

EXAMPLES OF EXISTING PRINTED COLLATERAL

Test poster



Residence ad



Pull up banner



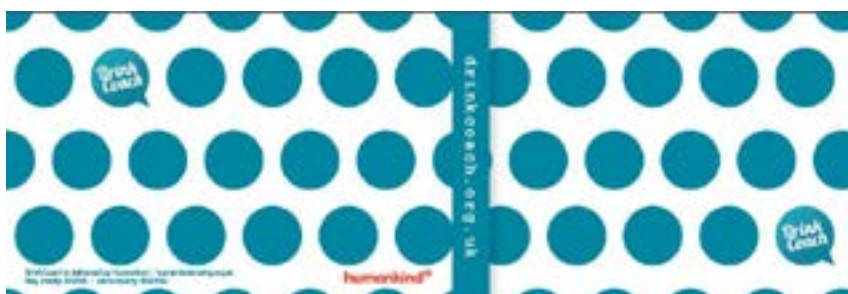
Unit wheel



Info card



Oyster card wallet

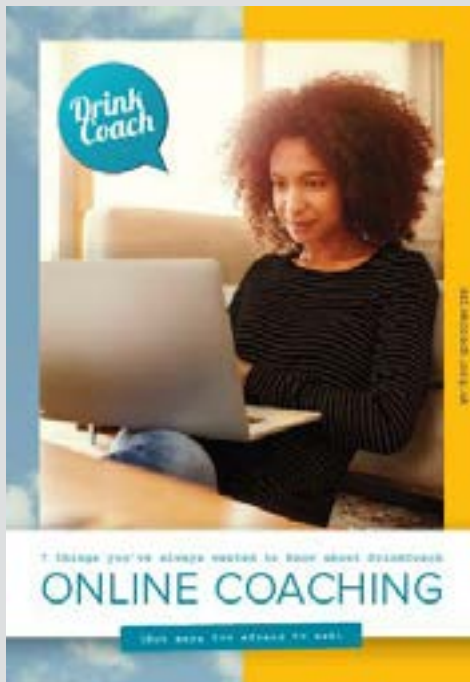


PAPER STOCK

DrinkCoach branded materials should never be printed on gloss coated stock as it gives a 'cheap' feel. On the other hand, very heavy or luxury papers should also be avoided. We are a charity and our materials should reflect our values.

Digital printing is recommended to keep prices down.

Below are recommendations, but always consult your printer for further advice as factors such as quantity and size also need to be taken into consideration.



Flyers, leaflets & posters

A5 & A4 single sided,
double sided or folded
200gsm silk
FSC Certified



Brochures

170gsm silk cover
170gsm silk pages
FSC Certified



Info cards – business card size

400gsm matte laminate
FSC Certified

HUMANKIND BRANDING

DrinkCoach is a part of Humankind charity. While DrinkCoach has its own unique branding, there are instances where the Humankind branding will have to be included on printed and digital materials.

When applying the logo please adhere to the following rules:

1. The recommended application size for A4 documents is a width of 80mm.



2. For A5 documents and landscape A6 the logo should be applied at a width of 60mm.



3. The smallest application of the logo should be 30mm. If the logo needs to set smaller, please use the small size version of the logo with no person in it.



4. The small size logo has been specifically designed to be applied at a small scale. Never use this version larger than 30mm. The minimum size of this logo is 20mm.



APPROVALS

While we prefer to create DrinkCoach branded literature we understand that isn't possible in all cases. We do however require that **items bearing any DrinkCoach logos** are sent to us for prior approval and items which don't subscribe to these brand guidelines will need to be updated or removed. The team will get back to you with comments within 48hours. Please send documents for approval to **innovation@humankindcharity.org.uk**



For more information please contact us at:

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