

Brand Asset Guidelines

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01

Our Story

WHO WE ARE

Response works across Oxfordshire, Buckinghamshire, and Berkshire, providing a person-centred recovery-focused model of support.

Our core client group consists of 317 vulnerable adults with complex mental health conditions living in our supported housing portfolio of 156 maintained properties. We also provide a Home Care service for people with serious mental illness requiring domiciliary care support. We use evidence-based practice to work with our clients and have a track record of keeping people out of hospital by working in collaboration with our NHS mental health partners.

We also provide tailored mental health and wellbeing services to over 3,700 children, young people, and their families in Oxfordshire, working in collaboration with a wide range of partner organisations. Our extensive range of programmes allows us to respond to children and young people's needs through engaging and impactful practice, using modern approaches to Cognitive Behavioural Therapy (CBT), Dialect Behavioural Therapy (DBT) and Solution Focused Therapies.

WHY WE EXIST

Response has two primary mission:

1.

To help those with serious mental illness and complex needs live as independently as possible by providing recovery-focused support within the community and within our supported housing properties.

2.

To enable children, young people, and their families to have a healthy approach to their wellbeing and mental health and live in a safe and supportive environment.

VISION

To enable people with mental health issues and complex needs live their lives to the full.

MISSION

To support adults with serious mental illness and complex needs live as independently as possible by providing recovery-focused support within the community and within our supported housing properties.

To work with children, young people, and their families to help them have a healthy approach to their wellbeing and mental health, and live in a safe and supportive environment.



OUR VALUES

Our values are what make us unique.

They represent how we define ourselves, our conduct, and our organisational priorities.

Caring

Safe

Creative

Aspirational

PERSONALITY

What tone and voice do we use?

In our messaging we should sound accessible and authentic, here are some examples as reference.

Accessible

EMPATHETIC, FRIENDLY, HELPFUL

Authentic

HONESTY, PERSONAL, WITH INDIVIDUALITY

ETHOS

Our brand ethos is the connection between our brand and our clients / customers, it's the statement that sits at the core of branding.

By asking a number of questions
And looking deeper into the response
We gain a greater understanding
of the real circumstances.

To support the lives of young and adults
and find the right way to respond.

Together we can achieve change

TAGLINE

**Creating a brand that
is more 'human' than
'corporate'**

Our tagline sits directly below our logo and used on core corporate messaging. 'Together we can achieve change' is accessible, authentic and reinforces the human element of the brand.



02

Brand Assets

LOGO

Primary

**This is our primary logo for Response.
We use this version with tagline for
corporate information, stationery and
anything else that's not a campaign
(see Campaign logo)**

The primary logo is used on vibrant
coloured backgrounds with the word
'Response' always in white and two
complimentary colours for the logo.



These are all the colour ways that can be used for the Response logo.

Only use these combinations for the logo with background colour for best legibility.



LOGO

Primary Light

This version of the logo is used when the logo can only be positioned on white backgrounds such as a letterhead.

This is a secondary logo and the vibrant coloured background is the preferred option.



These are all the colour ways that can be used for the Response logo.

Only use these combinations for the logo with background colour for best legibility.



LOGO

Adult + Housing

A muted variation of the primary logo is used for housing and adult to appeal to a different audience.



Response

Together we can achieve change

These are all the colour ways that can be used for the Response logo.

Only use these combinations for the logo with background colour for best legibility.



LOGO

Campaign

For external campaigns, anything which isn't corporate stationery or information should use the Campaign logo.

Here we don't use the tagline. Spacing around the logo should follow that of the Primary logo.

Colour ways to be used are the same of the Primary logo.



These are all the colour ways that can be used for the Response logo.

Only use these combinations for the logo with background colour for best legibility.



Logo usage

LOGO

Spacing

The minimal amount of spacing around the brandmark is taking the 'R' from Response.



LOGO

Sizes



Primary



The primary logo / campaign logo and can be used for the majority of cases. When displayed at a smaller size, use the below guidelines.



4cm / 150 px



Minimum size



Social

Anything smaller than 4cm wide (print) and 150px wide (web) use the logo without the tagline (Primary Logo small / Campaign logo). Do not use the logo vertically, only stacked with the speech bubbles above.

For extremely limited space for example a social avatar use only the speech bubbles.

LOGO

**On coloured
backgrounds**

**Have you
spoken to
your friend
recently?**

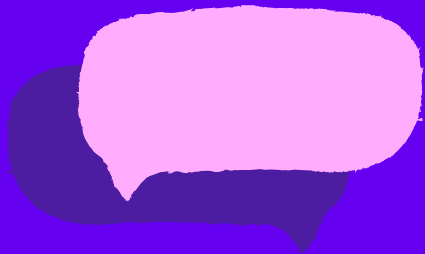
"Sure yeah"



Response

Did you find a new house?

~~"YEAH HAAAAA
UUH SORTED"~~



Response

Where did you sleep last night?

~~"UUH AT MY
FRIENDS HOUSE"~~



Response

How has life been at home?

~~"OK I GUESS"~~



Response

LOGO

Combined with photography

The logo should always sit on a block of colour when combined with photography or illustration.

This can be created by using the logo on a background colour or within a text bubble shape (example two).



LOGO

Don'ts

Colour

- ✗ This is not a correct colour combination.
- ✗ - Adult + Housing logo background is being combined with a Primary Logo, please check correct usage.

- ✗ Only use the official logos and don't alter typography.

- ✗ This 'Primary Light' logo is not meant to be used on coloured backgrounds, only on white backgrounds.

Placement

- ✗ The logo is too small, meaning that the tagline is not legible. Please check the section on minimum sizing.
- ✗ Make sure that the logo uses correct spacing at all times. Here it's far too close to the edge.

- ✗ Never tilt / twist / squeeze the logo, only use the official logos.



Logo support

Subbrands

We have 3 sub brands for Response.

These are Adult, Youth and Housing.

For each subbrand we use a speech bubble with the subbrand text within it.

Multiple of these can be used, for example a business card for an employee that works within all sub brands.



Subbrand placement

Placement of the subbrand should always be top right, if this isn't possible then bottom right.

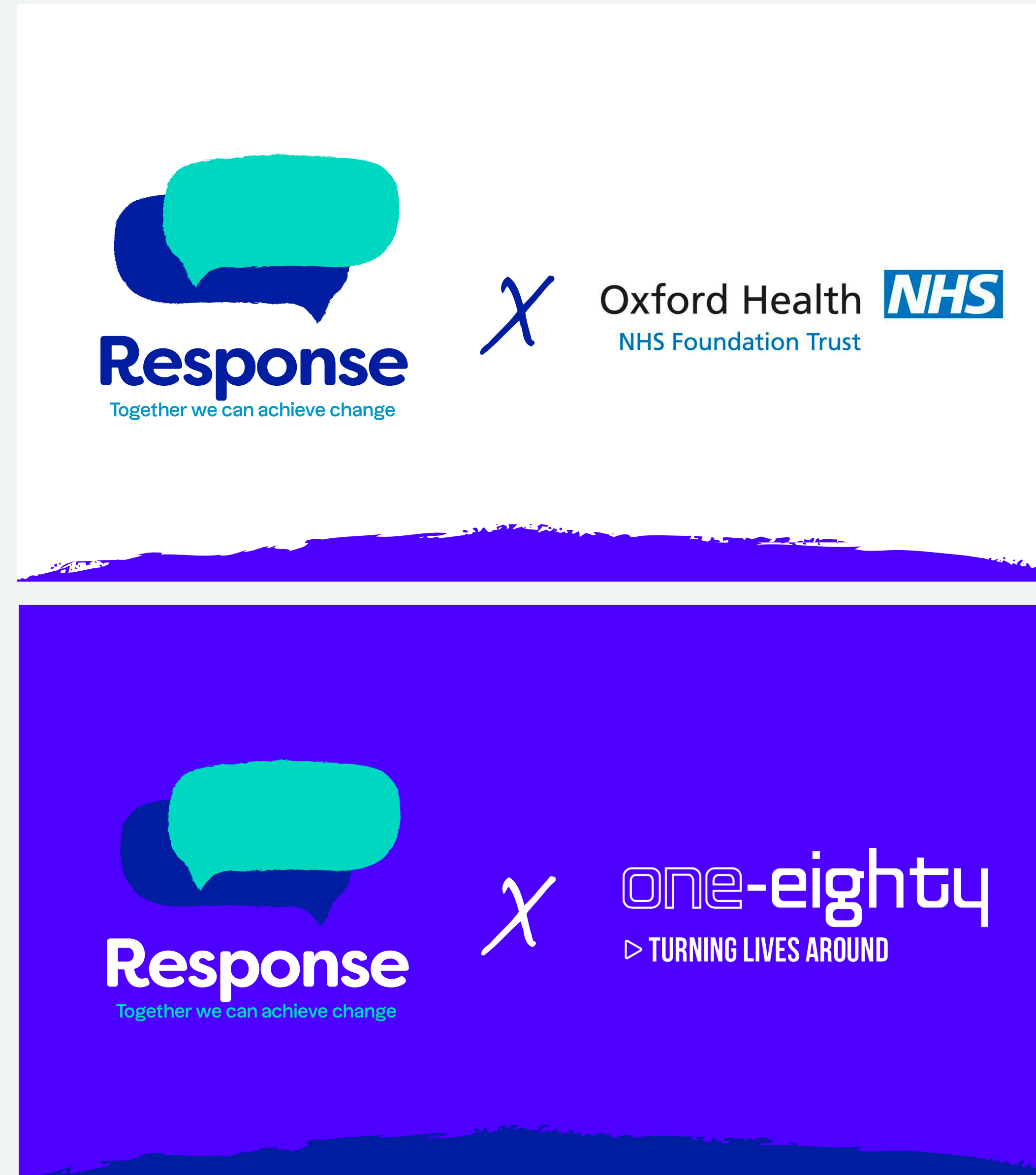
The subbrand doesn't need to be near / included with the logo. Here is an example of it's usage on social.



Partnership

Our logo and a partner logo should be equal in visual weight.

If the partner logo can only be used on a light background then the Response logo should also be used on a light background to have equal visual weight.



Partnership Stacked

Our logo and a partner logo should be equal in visual weight.

This stacked version could be used for example on social when the layout has more height.



Colours and typography

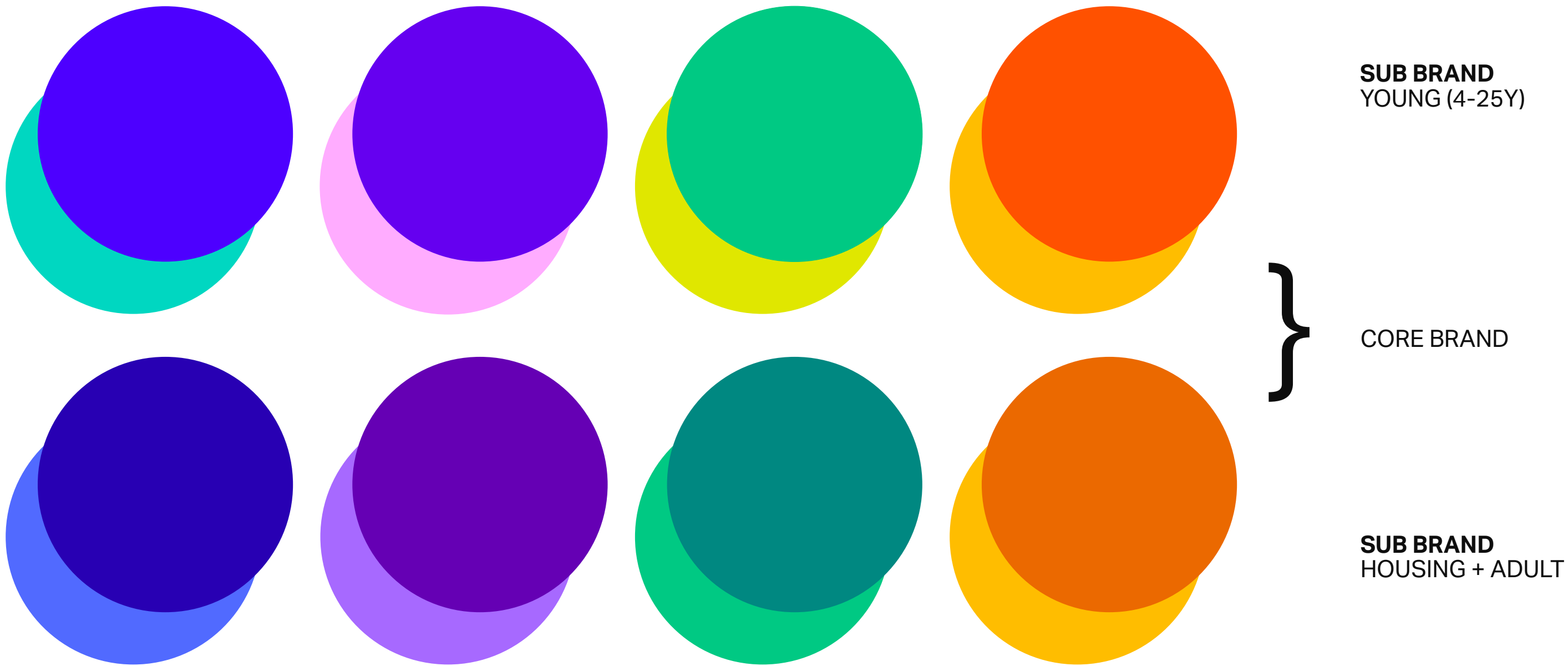
LOGO

Colour ways

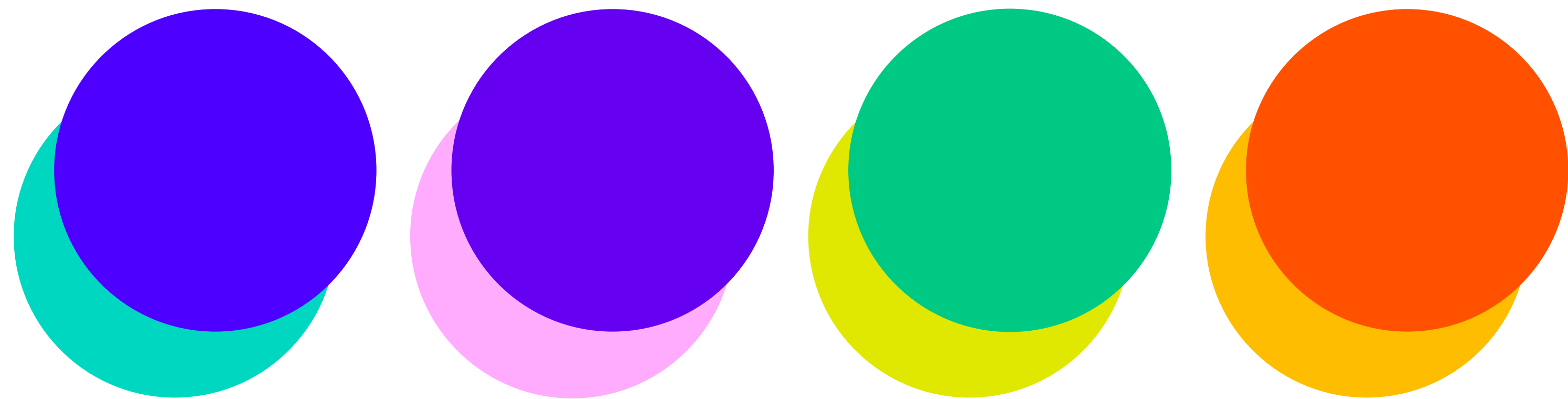
We use a vibrant colour palette that’s young, friendly and approachable.

A muted variation is used for housing and adult to appeal to a different audience.

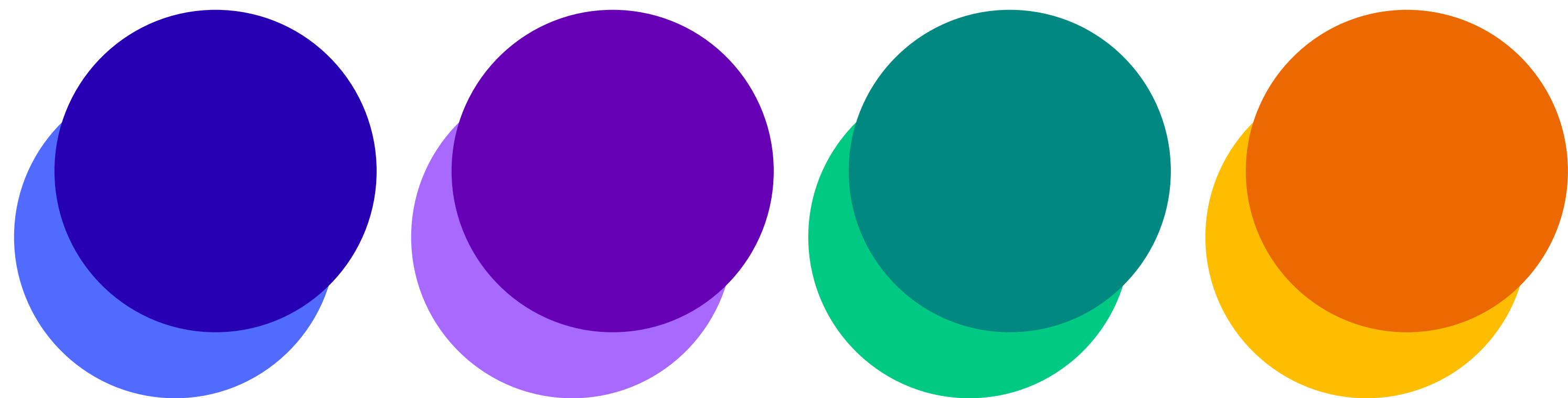
Colours should always be used in pairs of dark + light shade.
Core brand messaging when it’s not specific to a sub brand then either colour can be used.



Brand Assets / Colour



	Pair 1		Pair 2		Pair 3		Pair 4	
	DARK		DARK		DARK		DARK	
	LIGHT		LIGHT		LIGHT		LIGHT	
CMYK	90 70 0 0	77 0 41 0	78 90 0 0	7 34 0 0	72 0 64 0	16 0 97 0	0 76 92 0	0 30 100 0
RGB	70 0 255	0 212 193	92 0 231	255 177 255	0 197 137	226 231 27	254 98 39	255 185 1
HEX	#4600FF	#00D4C1	#5C00E7	#FFB1FF	#00C589	#E2E71B	#FE6227	#FFB901



	Pair 1		Pair 2		Pair 3		Pair 4	
	DARK		DARK		DARK		DARK	
	LIGHT		LIGHT		LIGHT		LIGHT	
CMYK	95 97 0 0	62 40 0 0	78 95 0 0	46 49 0 0	86 28 52 12	72 0 64 0	11 65 100 1	0 26 100 0
RGB	37 0 173	87 148 255	92 0 174	158 135 255	0 133 128	0 197 137	219 114 0	255 192 1
HEX	#2500AD	#5794FF	#5C00AE	#9E87FF	#008580	#00C589	#DB7200	#FFC001

Typography

Start a conversation through the use of the typography. A combination of an ink trap font (looking inwards) with a handwritten (personal) font.

PolySans is an ink trap sans serif font. Inktrap is a printing method allowing the ink to spread. We are asking you to look inwards - just like this typography.

Source Sans Pro is a Google Web Font and is a sans serif typeface. It remains legible even at small sizes such as a sign off on a poster.

Where did you sleep last night?

"I'VE SLEPT 6 MONTHS ON THE SOFA"

Talk to Response

It's the conversations that we have which make the difference. For more information visit www.response.org.uk.

HEADLINES
POLYSANS
BULKY

CONVERSATION
SEPTEMBER SPIRIT
ALL CAPS

SUB HEADING
SOURCE SANS PRO
BOLD

PARAGRAPHS
SOURCE SANS PRO
REGULAR

Typography System - Arial

The default system font that has been selected which works across both Windows and Mac OS is Arial.

Arial should only be used if the main brand fonts (previous page) aren't able to be used, for example within a Microsoft Word document or as the default email font.

Talk to Response

Dear Sir / Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur id massa vel est cursus mattis non sed justo. Maecenas quis dui vitae neque consectetur accumsan et vitae nulla. Quisque pretium facilisis sapien, eu pulvinar odio ultricies vitae. Donec sit amet venenatis massa, vel porta lacus. Integer ut erat iaculis, commodo sem ac, finibus est.

Kind regards,

HEADLINES AND
SUB HEADINGS
ARIAL
BOLD

PARAGRAPHS
ARIAL
REGULAR

Typography Structure

Typography should flow like a conversation.
‘Poly Sans’ as the questions coming from
Response and September Spirit as the
answer from the respondent.

Here you can see the general structure of a
campaign poster with the 3 main fonts.

Where did you sleep
last night?

"~~UHH AT MY
FRIENDS HOUSE~~"

Where have you
actually slept?

"I'VE SLEPT
6 MONTHS ON
THE SOFA"

Talk to Response. It's the conversations that we have which make
the difference. For more information visit www.response.org.uk.



Response

HEADLINES
POLYSANS
BULKY

CONVERSATION
SEPTEMBER SPIRIT
ALL CAPS

HEADLINES
POLYSANS
BULKY

CONVERSATION
SEPTEMBER SPIRIT
ALL CAPS

PARAGRAPHS
SOURCE SANS PRO
BOLD + REGULAR

Typography Alternative

September Spirit is used as the main handwritten answer font. This can be substituted by actual respondents handwriting that's scanned in to make it even more genuine.

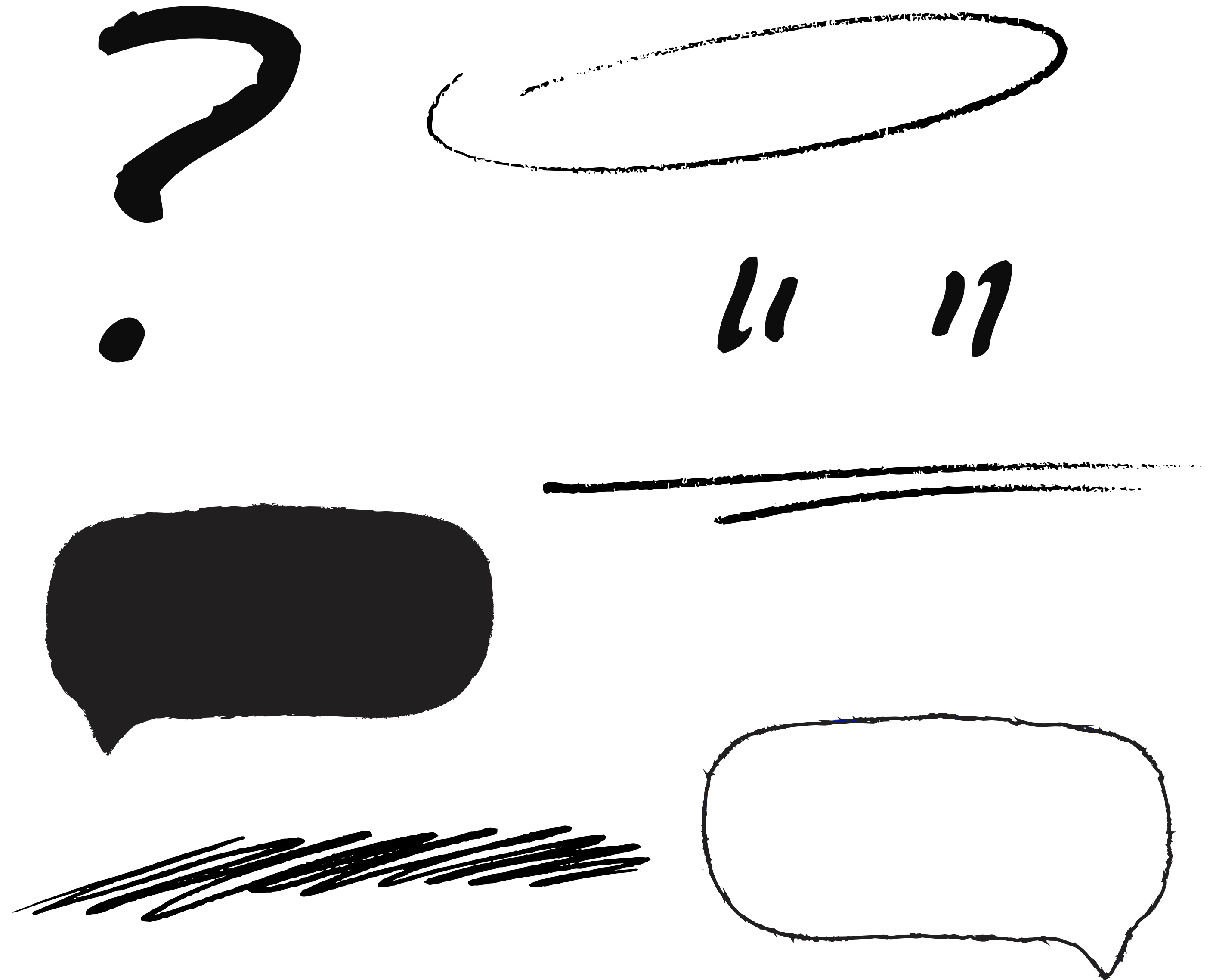
"i've slept
6 months
on the sofa"

Support assets

Conversation assets

Various assets that can be used within communication that all relate to conversation.

These can also be used as a mask.



Use of a mask

Taking the shape of the speech bubble as a basis, use this to create a mask for imagery.

Always have one side of the speech bubble cropped off to have it anchored to one edge. It can be scaled and flipped to create interesting layouts.

Do not use multiple speech bubbles, for example another one in the background.



Illustration

Illustrations for the core brand and young is about being bold, vibrant and upbeat. Avoid using heavy textures.

Please note: These illustrations are for example purposes only for the type of style to be created.



Youth

Adult

Housing

Illustration

If illustrations are used for housing and adult they should be more serious and a focus is on the individual.

Brush strokes are rougher and elements are overlaid.

Please note: These illustrations are for example purposes only for the type of style to be created.



Icon set

An example of an icon set that can be used with the Response branding. This uses the same hand drawn elements as the core brand.

Available to purchase for commercial usage:

<https://creativemarket.com/swedishpoints/252179-Hand-Drawn-Icons-Bundle>



Photography

The photography should feel genuine and human.

It should tell a story and be relatable, examples include people embracing each other, deep in conversation or showing their surroundings in a portrait photograph.

Please note: These photographs are for example purposes only for the type of style to be used.



Video

Example usage of the branding within video.



03

Application

Application of the branding is based on 'conversation'.

Posters can be purely typographic and should always lead with a question.

A leaflet for example could lead with just a question on the cover before revealing the whole conversation inside. It should always leave the viewer intrigued to find out more.

Application /

Application

-

Social

37% **Youth STAT**


OF YOUNG PEOPLE WE'VE SUPPORTED HAVE MOVED ON



Meet George **Youth**

OUR EQUALITY, DIVERSITY AND INCLUSION LEAD FOR THE LGBTQ+ COMMUNITY

Response
Together we can achieve change



Men are 3x **Adult STAT**

MORE LIKELY THAN WOMEN TO BECOME ALCOHOL DEPENDANT



Will you help with household tasks? **Housing FAQ**

Yes, but we will always try to encourage our clients to join in with these activities to

Youth



Application

-

Email signature

Dear Sir / Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur id massa vel est cursus mattis non sed justo. Maecenas quis dui vitae neque consectetur accumsan et vitae nulla. Quisque pretium facilisis sapien, eu pulvinar odio ultricies vitae. Donec sit amet venenatis massa, vel porta lacus. Integer ut erat iaculis, commodo sem ac, finibus est.

Kind regards,

Jack Cherrill

(He/Him/His)

Communications Manager

T 07851 247142

W response.org.uk



Adult

Youth

Housing

AG Palmer House
Morrell Crescent
Littlemore
Oxford OX4 4SU
T 01865 397940

Application

-

Letterhead



Application /

Application

-

Business cards




Application

-

Objectives Poster





Response

Together we can achieve change

OUR MISSION

We are specialists in managing complex and high-risk people in the community

through our recovery-focused model of care within our supported housing portfolio. We use evidence-based practice to work with our clients and have a track record of keeping people out of hospital by working in collaboration with our NHS mental health partners.

OUR VALUES

Caring
Safe

Creative
Aspirational

OUR STRATEGIC GOALS

- 1 We will **provide good-quality**, appropriate housing that provides each resident with a **safe home**, enables recovery, and promotes wellbeing.
- 2 We will **support more adults** to lead safe, fulfilling lives by providing high-quality, evidence-based support services which promote wellbeing, recovery and independence.
- 3 We will be **recognised as the leading provider** of safe, evidenced-based support services for children and young people who help them to achieve and are highly effective in building resilience, independence and a sense of wellbeing.
- 4 Response will be recognised as a **great place to work**, where our people feel valued and are given opportunities to develop and learn.
- 5 We will have **robust internal systems and processes** which provide a platform for high-quality services, financial stability, and sustainable growth.

04

Contact

Contact

Contact

For more information please contact

communications@response.org.uk