Unstoppable force. UnLtd identity
UnLtd
The Foundation for Social Entrepreneurs

Unparalleled support. UnLtd potential

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Who we are
Social entrepreneurs do something amazing. They use enterprise to solve society’s problems. It’s sustainable. It’s innovative. It’s impactful. And it’s what we’re passionate about.

Up until now social entrepreneurs have been in the shadows and we’d like to see them going mainstream.

We want more people to know the difference social entrepreneurs can make and to help them do it. We want everyone to wake up to the possibilities of being a social entrepreneur.

One way we can do this is to have a brand identity that makes our case effectively and tells the stories of the social entrepreneurs we’ve helped, as well as those we haven’t. Hence this playbook. It’s not a straightjacket. It can’t be, because we want to connect with all sorts of people and they are best engaged in all sorts of ways. What it is, is a toolbox. A kit of parts. It lets us express ourselves, so that our personality shines, help us to stand out and get noticed, and allows people to recognise and trust us.

This playbook falls into several parts: what we stand for, how we look and how we sound, and how we create engaging, effective communications. You’ll see that we have lots of brand identity components allowing us to flex according to who we are trying to connect with.

If you have any questions, comments or stories, drop us a line at comms@unltd.org.uk
Our vision

Since 2002, when we were founded, we’ve seen the increasing influence of social entrepreneurs and the positive difference they are making. Now we’d like to see many more people benefit from their work, and many more social entrepreneurs join them. We want our movement to be unstoppable. We want more people to see the UnLtd potential.

Our brand is more than our identity. It is everything we do and everything people say about us. But identity is important. To truly help social entrepreneurs go mainstream, we need a consistent way of presenting ourselves, rooted in our values and true to our purpose.

To ensure social entrepreneurs and their ventures can go mainstream, it is vital for our brand to be keep pace with the changing world and the brave, progressive work we do.
Our vision
A future where enterprising people are transforming our world for good

Our mission
We find social entrepreneurs with bold solutions to today’s challenges. Through funding and support, we help them to realise their potential and create lasting change

Our purpose
We enable social entrepreneurs to create and build sustainable businesses that solve society’s challenges. Together, we collaborate with communities, government and business to bring about the change our world needs

What do we do?
We make change happen. We support social entrepreneurs to transform the world and collaborate with others to back them too.

Who do we do it for?
Everyone who believes social entrepreneurs have the potential to transform society. We champion and develop the people, places, partners and capital which enable social entrepreneurs to flourish.

What idea unites us?
Tackling the complex challenges we face requires a radical shift in thinking and practice. This is the promise social entrepreneurs offer – the potential to transform the world for good through sustainable businesses.

How will people know we are doing this?
We’re building a movement of social entrepreneurs and their supporters. We want to make people sit up and listen.
Our values

We are brave
We are guided by our mission in all we do
We create an environment where it’s safe to be brave
We stand up for, and do, what we believe is right
We pursue bold ideas and push boundaries

We are inclusive
We consider who needs to be involved, how and when
We actively look to contribute and communicate
We connect with empathy, openness, warmth and generosity
We proactively seek out and engage different people, background and views

We are accountable
We are open and transparent about goals, commitments, standards and the mission
We’re honest about success and failure
We hold ourselves and others accountable
We take responsibility and ownership

Our brand personality

How we’d like to be overheard

Progressive
Communities reliant on one another. Built by and for people

Human
Real people, inclusive

Entrepreneurial
Serious about delivering change

Energetic
Uplifting, positive

Brave
Disruptive, bold
Some of our theory of change is a work in progress. You can find the most up to date version on our website.
There’s nothing small about our Un- concept

Our name is one of our greatest assets. It’s distinctive and memorable. It suggests our own potential as well as those people who act to make the world better.

By taking the ‘Un-’ part of UnLtd and applying it to other words we can build on our existing decisiveness. We can do this playfully, purposefully and powerfully.

Although Un- looks small, it's anything but. It's at the heart of our big brand idea.
Using this playbook
Unprecedented opportunity.

There’s more to a brand identity than just the logo. There are all the other visual elements, like our colours and the fonts we choose and what images we use and how we lay things out. The more consistent we are the more recognisable we will be and the stronger our brand will become fixed in people’s minds.

UnLtd impact

But beyond our visual identity is our verbal identity. How we talk, write and say things.

Our world can be full of jargon, and that’s alright sometimes. But mostly it’s not.

We want to help social entrepreneurs go mainstream. By being accessible in the way we talk about what we do, how we tell our stories, and in convincing more people of the value of social entrepreneurs and their ventures, we will win more people over and bring them onside with our idea. And most importantly, bring about more impact for more people thanks to social entrepreneurs using enterprise to solve society’s problems.

The thing about verbal identity is that often we use it in places we don’t control. Our tone of voice, brand language and vocabulary can help to give us a distinct voice in these places, like social media, in the press, or in speeches, when we can’t rely on our visual identity.

This playbook brings all these things together. Each element is as important as the next. They help to build a consistent, rounded picture of who we are so that we can reinforce how we want people to talk about us. In other words, describing our personality of being progressive, human, entrepreneurial, energetic and brave.
Our focus on audiences

Making every opportunity unmissable
To achieve our vision, we need to talk to lots of people. Far more than perhaps we have in the past. Not everyone necessarily understands our core idea, or even agrees with it. We need to engage them on their terms, in their language. It’s not one size fits all.

This brand identity toolkit is built up of a series of elements that have flexibility, some being more relevant at one time, and less at another. It lets us reach the right person, with the right content, in the right place, at the right time. It is explained in this easy-to-understand graphic and applies to both our verbal and visual identity.

Audience persona
Starting with mostly uninformed, progressing to expert

- Mostly uninformed
  - Likes the idea, but not informed and unlikely to know or able to name any social entrepreneurs
  - May be an advocate of our idea, but not necessarily advocate as we would

- Sceptics
  - Broad understanding, but not expert
  - Finds the idea interesting, but not convincing
  - Unlikely to be an advocate of either UnLtd or the idea

- Informed friends
  - Maybe a social entrepreneur, or a supporter
  - Not necessarily experienced or an advocate of UnLtd
  - Supports the idea
  - UnLtd’s alumni

- Experienced entrepreneur
  - Informed about the sector
  - Connected
  - Understands UnLtd’s offer
  - Probably an advocate

- Expert
  - Appreciates the sector fully and probably involved
  - Familiar with the surrounding academia and policy
  - Can speak confidently
## How our brand works verbally

### Alternative roles for Un- language style

The context of any message, where it appears and who it addresses, determines the structure and meaning in any message. However, we can predict four roles for the Un- copy style.

### Who are we mostly talking to?

<table>
<thead>
<tr>
<th>Mostly uninformed</th>
<th>Sceptics</th>
<th>Informed friends</th>
<th>Experienced entrepreneur</th>
<th>Expert</th>
</tr>
</thead>
</table>

### Role 1

**Voice of the brand**

*We are unstoppable.*

*We are UnLtd*

*Our support is unequalled*

- Uses first person plural pronoun
- Direct messages from UnLtd
- Describes the organisation
- Use of brand name and its double meaning gives UnLtd ownership
- Used on impact reports, for example

### Role 2

**Voice of social entrepreneurs**

*I am unstoppable.*

*I am UnLtd*

*My business is unusual.*

*My support is UnLtd*

- Uses first person singular pronoun
- Social entrepreneurs talking
- Describes the individual, their business, ideas and desires, etc
- Use of brand name and its double meaning aligns message to UnLtd
- Used on case studies

### Role 3

**Addressing the community**

*You are unstoppable.*

*You are UnLtd*

*Is your business unusual? Then your support could be UnLtd*

- Uses second person singular pronoun
- Talks to the community or a specific audience
- Describes the collective effort, common traits, etc
- Use of brand name and its double meaning aligns message to UnLtd
- Used on UnLtd website, at an event, recruitment collateral, on any community touchpoint

### Role 4

**Impact statements**

*Undiscovered strengths*

*Unprepared populations*

*Unleash potential*

- Removes reference to the person
- Describes themes, issues, initiatives, services, an impact or benefit, etc.
- Brand name and its double meaning is removed for simplicity and to reflect more formal and authoritative tone
- Used in literature, on the UnLtd website, in policy documents etc. In any brand collateral where descriptions are required to bring brand behaviour to life

### Tone of voice

- Always positive, uplifting, progressive, inclusive
- Practical, helpful
- Entrepreneurial
- Authoritative
- Convener, facilitator
How our brand works visually

Off screen

Here are examples of how we look in print and the flex across the different audiences.

The context of any message, where it appears and who it addresses, determines the elements of the brand identity we use.
How our brand works visually
On screen

Here are examples of how we look digitally and how we flex across the different audiences.

The context of any message, where it appears and who it addresses, determines the elements of the brand identity we use.
A word about sub brands
We don’t have any. What we mean is that we only have one logo. We do have programmes, and products and services. They may have different names to distinguish them, but we don’t create sub brands to help identify them. Sub branding is not only more expensive, but it effectively weakens our own core brand identity. There is plenty of flexibility in the brand identity to allow for different audiences, channels, events and content.

Naming
When we name products or services that are unique to us and over which we have proprietary ownership, always start the name with UnLtd. Name things with words or phrases that are readily understood by the audience you are trying to engage.

Programmes need not have a UnLtd prefix, but ideally include our brand language, such as using the Un- idea, explained on pages 14-15 and 32-35.

We are UnLtd. We want to create a future where enterprising people are transforming our world for good.

With social and economic inequality growing in the UK, more people than ever are using innovative and sustainable business solutions to help drive social change.

Whether they are providing jobs, improving the lives of people in later life, or making a positive impact in the places where they live and work, these social entrepreneurs put social purpose at the heart of what they do, ahead of financial gain.

We think social entrepreneurs make a difference and need our support. We find, fund, and support them to bring their ideas to life and build sustainable social ventures.

Since 2002, working in partnership, we have supported over 16,500 social entrepreneurs who have helped more than 870,000 people to improve their lives. From starting up to scaling up, UnLtd’s unique package of support and funding helps social entrepreneurs to realise their untapped potential and build a better society for all. Together, we are unstoppable.
Owning a language style

We have a simple, distinctive yet playful way to brand messages.

The prefix Un- modifies verbs to communicate a change to an action, for example, unlock or unwind. Often, this turns a negative into a positive.

As such, the concept acts as a metaphor for UnLtd, changing the status quo demonstrating business as unusual or the UnLtd effect.

The Un- prefix mirrors the brand name – UnLtd – to create a powerful and memorable alliteration, for example, Unstoppable force. UnLtd family.

The use of short, staccato language is bold and adds pace and energy to writing, bringing to life our personality traits.

UnLtd in the regions

We are sensitive to regional differences and translate core assets where needed into Welsh. Our Un- language won’t work in Welsh, but we otherwise share the same tone of voice and personality. And we always find the closest translation and meaning possible.

Impact areas

Resilient communities
Undiscovered strengths

Solutions for an ageing society
Unprepared population

Access to employment
Unleash potential
Our Un-strapline

We don’t have a traditional descriptor or strapline. We have a statement of intent and inspiration. It is our Un-strapline.

Welsh Un-strapline
The Welsh version doesn’t contain unstoppable but is similar.

You are unstoppable.
You are UnLtd
Verbs are doing words. They describe action – find, fund, support, change. They drive and energise our writing.

Abstract nouns (a noun denoting an idea, quality or state rather than a concrete object) make writing sound corporate. And they take the people out of our writing. When you use verbs, someone is doing something. We sound progressive.

First person pronouns (we, our) are more conversational. Using them makes writing sound friendlier. An abstract noun (UnLtd) makes writing sound more formal.

Referencing the second person (you and your) is also friendly. Though as we have a diverse audience we must be certain who an audience is comprised of. And whether it is appropriate to refer to them in the second person.

We are the standard-bearer of our community. We express an opinion. With confidence. But we do not hold all the answers. In fact, we encourage innovation and collaboration to discover solutions. So we often ask, “What if...?” or “Why not...?”

We tell stories. And stories have a beginning, middle and end. Which in the context of solving society’s issues, is reflected as problem, solution and call to action.

A sentence written in the active voice starts with the person who is ‘doing the doing’. For example, ‘I will invest in the social venture.’ Rather than, ‘The social venture will be invested in’.

The active voice is clearer. More energetic. And easier for the reader’s brain to process. Alliterations (adjacent words using the same letters or sounds) and assonance (rhyming vowels or repetitive consonants) add rhythm to writing. And are visually and verbally playful.

Multiple thoughts create convoluted sentences. One thought one sentence creates clarity. And energy. It also has greater impact. As readers whip through sentence after sentence. Thought after thought. Gaining momentum. And an understanding of what we are about.

The staccato style (one thought one sentence) is bold. And adds pace. Particularly when combined with well-placed longer sentences.

A campaigning voice.
For a campaigning brand
We champion social entrepreneurs, their enterprise and their impact upon people’s lives.

We are a funder, mentor and partner to those who share our values. We lead the sector and we fight for its welfare. We promote policy and lobby government. We are the standard-bearer for our community. An authoritative and unified voice.

We hold an opinion
All distinctive voices hold an opinion and communicate it with absolute clarity.

It is our opinion that social entrepreneurs can solve society’s problems, through innovative enterprise.

Our opinion gives our voice its core, around which narratives rotate. It adds meaning to our messages and makes our writing more interesting.
Vocabulary and house style

We use the guidance in Guardian Style for our house style, which is well respected and fits with our ambition for clear, accessible writing.

The main variance we have with the guidance is in regard to capitalisation of organisational names:

**We are UnLtd, The Foundation for Social Entrepreneurs.**

**We are UnLtd, the foundation for social entrepreneurs.**

Both are correct. The former is our proper name and the latter is a descriptor of our brand, or trading name for UnLtd. Use the proper name when referring to us in formal documents, and use the alternative when talking about us more generally.

Just in the same way as Guy's and St Thomas' NHS Foundation Trust may also be called Guy's and St Thomas's NHS foundation trust, our preference in instances where we are most likely to be referring to the legal entity rather than distinguishing one foundation trust from another, then we use the capitalised name. If you are unsure, check an organisation’s formal name on their website or at Companies’ House. Second references to an organisation should either be capitalised for proper names, such as ‘at Guy’s and St Thomas’s’, or in lower case for ‘the trust’.

The only other variance we have with the guidance is in job titles. Job titles should be capitalised on business cards, in email sign-offs and so on. However, in general text they should be lower case. For example, you might say the following: “If your looking for more help, why not contact one of our venture managers?”

**A note on technical language**

We do not use jargon. However, we have some technical language that we should use to be correct with fellow experts.

We support social entrepreneurs as opposed to social enterprises or other terms. Social entrepreneurs use a wide variety of legal structures and forms.

Our social entrepreneurs run social ventures. This term encompasses the broad range of structures we support.

For more support or questions around technical language, please contact our policy team.

**The Guardian and Observer style guide**

Capsitals
First and foremost, our name always includes a capital U and a capital L. What’s more, we never abbreviate our name: UnL, UL, etc. And we never write it as the adjective: unlimited.

Our general rule for the use of capitals is that proper nouns, a name used for an individual, place or organisation, use capitals: Theresa May, Cardiff, UnLtd etc. But common nouns, a name given to a category of people, an object or concept, do not use capitals: social entrepreneur, an award, supply and demand etc.

We don’t use capitals for compass points so it’s west Scotland and north-east England.

We use initial capitals for institutions, for partner organisations and projects: Church of England, University of Sussex, Hackney Connect etc. The exception is if a company uses irregular typography in their name: c2c, easyJet, eBay etc. In these cases, we follow the company’s design.

Numbers
We write all numbers up to 10 by letter and all numbers above 10 by digits. So it’s one, four, nine, 95.

Millions and thousands
For money we use digits up to a million and a letter after that. So it’s £10,000, but £10m.
For people, it’s 1,000 people, 1 million people, but not 1m people.
Top tips for writing

Dates
We write dates as day-month-year: 14 August 2017 etc. We write a period as 21 July-6 August, 6-10 August, etc. In the 21st century but 21st-century boy; fourth century BC; AD2007, 2500BC, 10,000BC. Use figures for decades: the 1960s, the swinging 60s, etc. Should you have occasion to say 2016 out loud, for example in a podcast, pronounce it “twenty sixteen”, not “two thousand and sixteen”.

ie
No full points or commas, ie like this.

Jargon
The Oxford English dictionary requires 39 words to define ‘jargon’, which tells you all you need to know. Jargon is best avoided.

Modern language
We are progressive and brave, entrepreneurial, energetic and human. And our language should be as well. We use while and not whilst, among and not amongst, before and never prior to, a year and rarely per annum.

OK
OK is OK; okay is not.

-ize or -ise?
We write in UK English, not American English. That means it’s usually a -ise. So we recongise that while it may antagonise it’s still necessary to follow these rules.

Per cent
We use the symbol % in headlines and copy.

Technical terms
In contrast to jargon, we encourage the use of technical terms but only for our most informed audiences, experienced social entrepreneurs and experts.

Time
We use 1am, 6.30pm etc. We write 10 o’clock last night but 10pm yesterday; half past two, a quarter to three, 10 to 11, etc; 2hr 5min 6sec, etc; for 24-hour clock, 00:47, 23:59; noon, midnight (not 12 noon, 12 midnight or 12am, 12pm).

The week starts on a Monday, but copy published on a Sunday refers to the following week as “this week” and the six days preceding that Sunday as “last week”. Writers must put the date in brackets when there might be ambiguity.

Glossary

Social entrepreneur
People who are passionate about tackling the world’s problems through enterprising solutions. They come from all kinds of backgrounds and deliver social solutions in different ways.

Social venture
We describe the wide variety of organisations that social entrepreneurs form as social ventures. These organisations use a range of different business models and legal structures, but their primary purpose is social benefit.

Supporter of social entrepreneur
Social entrepreneurs and social ventures are the drivers of change, supporters like us help them to develop the skills, ideas and infrastructure to create that change.

UnLtd alumni
One of the family and part of our movement. A social entrepreneur we have supported and/or funded to create social impact.

Award winner
A social entrepreneur who has received support and funding through one of our programmes.

Award manager
One of our experts in supporting social entrepreneurs to start, grow and become central to their community. They work directly with social entrepreneurs in communities across the UK.

Venture manager
One of our experts in supporting social entrepreneurs to scale their impact and raise investment.

Delivery partner
An organisation we are working with to unearth and support social entrepreneurs in their local community or sector.
Social media

We love social media. It’s a great way to connect with our community. Social media sometimes blurs the personal and professional, so we have put together simple guidance.

When posting from an official UnLtd social channel:

- We have one central channel on any given social media platform. We rarely create new channels and never without agreement from the Head of Comms.
- We follow the UnLtd personality, tone of voice and visual guidance as set out in this playbook.
- We use full sentences, punctuation and grammar in our posts.
- We engage with discussion around our content, for example:
  - We like to share and will retweet colleagues and partners.
  - We use hashtags with care and create new ones only where it will help us create conversations and follow them.

When communicating on social media from a personal account:

- The number one rule to remember is ‘use your common sense’. Social media is a public space, so you should act as we would expect you to as an UnLtd staff member.
- It’s fine to mention that you work for @UnLtd in your biography, or link back to us. We don’t mind whether you do this or not. But please don’t include UnLtd in your handle (eg @UnLtdRos). This can cause confusion.
- On a public channel, do not say anything that would bring UnLtd into disrepute or that would compromise the safety of you or your colleagues.
- If you run any social media that might create a conflict of interest for UnLtd, please flag it to the comms team, so we can discuss any potential risks.
Our visual identity
Our logo

The UnLtd logo is bold and confident, but also friendly and accessible.

It is our signature and the building block of our brand identity. It is made up of several key components:

Our name
Written with the U and L in uppercase.

Our asterisk
Our logo includes an asterisk, which is a symbol used to mark and explain detail, simultaneously highlighting and describing. Utilising the asterisk as a device will both characterise collateral and act to illuminate impact while linking with our logo.

People may also see a star or a person. This device represents the people we support.

Our colour
We use orange to define ourselves: a bright light for leading our community. Orange is used in our logo, but minimally elsewhere. We don’t shout, we support.

Our shape
Our ‘lozenge’ is made from one point of our asterisk. It contains our namemark and is used to create graphic shapes in our identity.

Our logo should never be redrawn, re-coloured, or re-proportioned. It must be applied consistently at all times.

UnLtd Scotland logo
UnLtd Scotland uses a different logo to the rest of the organisation. All the same rules apply to its use.
Our logo in action

Colour options
Wherever possible use the orange version of our logo on white or reverse out of purple. It may also be white reversed out of a coloured background or photo. If on a photo, it must be positioned in a clear section, so that it is easy to see.

In some circumstances — such as printing in one colour — the orange or white logo, may not be suitable. In these circumstances we have a black logo. This is only to be used in exceptional circumstances.

Please see pages 54-57 for a full breakdown of all our colours.

Clear space
To ensure the clarity of our logo, we require that there is a clear space around it: equal to the width of the logo.

Minimum size
Our UnLtd logo should never be smaller than 15mm wide. Wherever possible aim not to go below 20mm in width.

Our UnLtd Scotland logo should ideally never go below the length of 30mm wide.

Recommended sizes
A6 and A5 = 30mm width
A4 = 35mm width
A3 = 50mm width

Placement
Print: our logo should be placed in the bottom right hand. It is our signature and is there to support our community and messaging.

Web: our logo should be placed, in the top left so can be seen at all times.

Recommended sizes
A6 and A5 = 30mm width
A4 = 35mm width
A3 = 50mm width

Our visual identity | Our logo in action
Favicon, social media monogram

The asterisk is the prefect device to use as a favicon and as a clear identifiable monogram on our social media. It is bold distinct and a very clear link back to the logo. It should always be orange.
Co-branding
We work with lots of other organisations. We have the chance to show our involvement and support, be that funding, or in other ways, by using our logo alongside others.

Ideally our logo appears on the bottom left with other logos to the right at a similar size ratio. The ad on the right for Purposely is a good example of this in action.

Special occasions
Sometimes we want to stand up and support wider causes other than just our own, like equality or justice. That might mean we need to think about fitting in with a wider campaign, such as recolouring our logo, or adding a ribbon to it. If it’s important to us, and the social entrepreneurs we support, these guidelines shouldn’t stop us. Just check with the comms team first.
Our small mix of vibrant colours contrasting with more muted ones, creates a distinctive palette that helps to support a strong, flexible and distinctive identity.

Orange represents UnLtd and is used sparingly. It bounces out from the purple, which represents our whole community. We have a touch of teal and turquoise to make the palette really zing, with dark and light slate to keep us grounded. Wherever feasible we use a 75% tint of black for text.
Our colours
Secondary palette

Our secondary colour palette is made up of tints of our corporate colours. These should be used in illustrations, charts and diagrams.
Our primary font is Gotham. The weights we use on both print and digital are light, book and bold. Gotham Black is part of the family but is reserved for attention grabbing headlines. It should never be used for body copy.

Gotham has a fairly broad design with a high x-height and wide apertures. As it is widely spaced, wherever possible we use kerning of -10. But always judge each body of text to get the best possible spacing and legibility.

We use upper and lower case throughout to ensure legibility. We never use all caps.

Gotham is a geometric sans-serif digital typeface designed by Tobias Frere-Jones in 2000. The letter forms were inspired by mid-twentieth century architectural signage, particularly popular throughout New York City.

Please only use the approved version on the system. If an external supplier, please purchase the font from typography.com. This will ensure our typeface is consistent across all material.

<table>
<thead>
<tr>
<th>Font</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Light</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789&amp;?!%*</td>
<td></td>
</tr>
<tr>
<td>Gotham Book</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789&amp;?!%*</td>
<td></td>
</tr>
<tr>
<td>Gotham Bold</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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**Our typography**

**Special occasions**

**Handwritten fonts**

We have several handwritten typefaces that we keep for special occasions. They are for when we want the world to sit up and take notice. They say we are bold, disruptive and action-orientated.

Handwritten type is the antithesis of a corporate style, so is a great contrast to our regular font and should be treated like a graphic.

We have a variety of fonts which help tell our social entrepreneurs’ stories with passion and energy. Choose the best font to fit the story. Use carefully and judiciously. These are be reserved for campaigns or hero graphics.

**Hensa regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!%*
```

**Levi Rebrushed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!%*
```
Our typography
Microsoft font

The font we use for Word and PowerPoint is Arial. We use this as it is readily available and like Gotham is a modern sans serif font.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!%*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!%*

Duciat aut dio. Pudandi ciaspe nimaginis molupta spersp endictatem necum sequ iantio quam, commolupta sim vollaut doluptata simenia derate etus maiorem pel modis dolupic illorem. Ellabo.
Our graphic devices

A section has been taken from our lozenge to create a U. This can be used as a holding device for photography, an icon explaining information, an outline over imagery or even a section of it used to create shapes on a page. It can also be used to create a distinctive pattern that represents our community.

As a U, the device links both UnLtd and our audiences, highlighting a community of individuals.
Our graphic devices

Asterisk

Our UnLtd logo includes an asterisk, which is a symbol used to mark and explain detail, simultaneously highlighting and describing. Using the asterisk as a device will both characterise collateral and act to illuminate impact while linking back to our logo.

Our asterisk is extremely versatile. It will stretch from more formal communication like policy papers, to being part of an advocate toolkit. It can be used as an outline over imagery and create repeat patterns.

As in these research report examples, a title can have an asterisk applied to it and then be used to explain it further.

Or as in the postcards, it is used as a direct link to the logo.
Our photography

Impact areas

Content
People are at the heart of our brand and therefore our brand identity, so photography of people plays a pivotal role.

We use a reportage style that shows beneficiaries in our communities and the positive impact our social enterprises have on them.

Photography style
Our photographic style is not posed. It shows real captured moments with energy and positivity.

We always aim for good depth of field so that people stand out from a blurry background, but with enough detail to show the location.

These examples show current priority areas but any new ones will follow the same style.

- Resilient communities
- Solutions for an ageing society
- Access to employment
Our photography

Community

Hero images, portraits, detail and still life
Images showing our social entrepreneurs in-situ with and without beneficiaries, to go with stories or case studies about them and their vision.

Sometimes we need straightforward portraits. These follow the same style and should be as natural as possible. Ideally the shot should show the person in action and not posed facing the camera.

We also have images that focus on the details of a project, the tools of the trade or the hands doing the work.
Our photography
Events and our people

When we photograph our events we use the same dynamic reportage style, but use the images in black and white.

It is important to show a strong point of difference between the work our community does and UnLtd events. This is because, it is the work the social entrepreneurs are doing that we want to celebrate and share, not an event.

Before organising photographs of an event, think what new stories we are telling, and do we really need more photos like this?

If at the event a social venture is showcasing their work, this can be shown in colour.

Portraits of the UnLtd team need to be used in black and white or as duo-tones as shown below. As with events, this is because, we want to show a strong point of difference between the UnLtd team and the social entrepreneurs.

Please shoot in colour so that we have both options.
Our iconography

We have created a strong distinctive language for our iconography to ensure strong messaging and quick brand recognition. Our icons fall under a number of categories.

Impact area icons
These are always contained within a purple circle with a touch of orange to highlight the message. It is important that they always have a simple double meaning to ensure people remember them and what they stand for.

Illustrated facts and figures with a U
Our U is the starting point to help illustrate and bring to life facts and figures in a witty way. As seen it could become a speech bubble, a pot plant, a padlock or even the background to a globe. Use subtlety and sparingly, as overuse could lead to overkill.

Circular information led icons
These simple, direct graphic icons enclosed in circles are to be used when we want to get clear message across within charts and diagrams. No need to be clever; clarity of message is king here.

All new icons must follow these basic guidelines to help grow our suite consistently.
How to get things done
Commissioning

Commissioning and sign off
Please do not commission your own marketing materials. We have a great list of suppliers, designers and printers who we have checked for price and quality and understand our processes and this playbook. We commission social entrepreneurs where possible. If there's someone who should be on our list, speak to the comms team.

Do I need sign off?
To make sure we’re staying on brand, the golden rule is that you should share any public facing materials from the ‘voice of UnLtd’ with the comms team before going live. We aim to respond promptly but please leave us a reasonable time to read and reply. This is especially important if you’re also including material from UnLtd partners and funders as we may need to get sign off from them too.

Templates
We hold a range of templates you can use for your own work including for creating Word documents, business cards, pitch decks and other documents. We are building this collection slowly so if something does not exist, please be patient. These are currently kept in our Brand Centre on the central drive.

For further information
UnLtd comms team: comms@unltd.org.uk

Notes
Learn the rules like a pro, so you can break them like an artist