

# FC UNITED TO PREVENT SUICIDE

Brand Guidelines



# OUR 'TALK' LOGO

Should a team look to utilise the "Talk." logo on their kit, we will provide them with the best practice to do so. It should stand alone and form an important part of the design of the kit, and with our colour palette remain ownable to the United To Prevent Suicide brand.

**Where possible sit the logo on a clean background or if that's not possible, add a stroke to the logo to help it stand out.**



# OUR LOGO

The United to Prevent Suicide logo is the primary visual element that identifies us.

The logo is bold and vibrant with a real sense of togetherness and purpose.

The full colour 'Master' logo should be used when appearing on a white background.



# LOGO VERSIONS

## Mono

Single colour versions of the logo are available to use when it isn't possible to use the full colour logo.

The white version of the logo can be used over our brand colours or placed over images as long as the logo is legible.

The black version of the logo should only be used when it appears alongside content that is primarily black and white.



# LOGO SIZING AND CLEAR SPACE

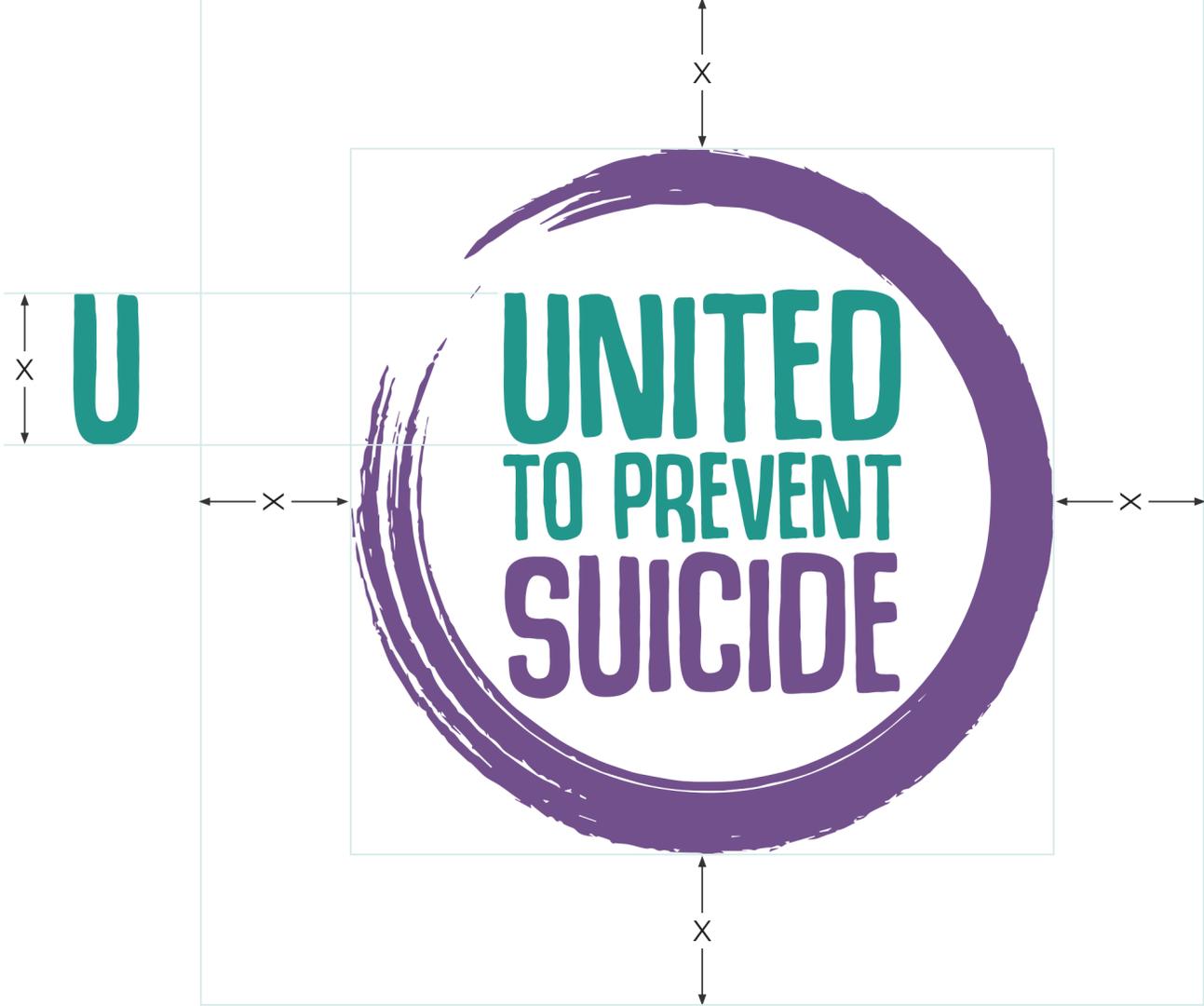
It is important to keep the logo clear and legible. Allowing for consistent clear space and following minimum sizing ensures that the full logo type remains legible at all times.

## Minimum size

Online (minimum height)



Print (minimum height)



## Clear space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The size of the clearspace is taken from the height of the letter 'U'.

# LOGO USAGE



The logo should never be squashed or stretched out of proportion and should never be rotated or displayed at an angle.



Do not change the logo colour or use effects such as drop shadows.

Do not place the logo over complex backgrounds or images where the logo will not be visible. Use the mono white version of the logo when positioning over a coloured background that does not provide sufficient contrast.



# LOGO USAGE

In general we advise not to change the colour of the logo, however there may be times where adapting the logo to show solidarity with other movements, brands or companies is possible.

If you would like to create a version of the logo that works with your brand colours or movement then please contact:

 [enquiry@unitedtopreventsuicide.org.uk](mailto:enquiry@unitedtopreventsuicide.org.uk)



# COLOUR PALETTE

Consistent use of these colours will contribute to the cohesive and harmonious look of the United to Prevent Suicide identity.

Tints of the primary colours can be used in moderation to help provide variation but remain consistent with the brand colours.

**7677 C**  
**RGB 114, 80, 144**  
**HEX/HTML #725090**  
**CMYK 64, 77, 0, 4**

10%  
90%

**7473 C**  
**RGB: 35, 150, 140**  
**HEX/HTML: #23968c**  
**CMYK: 78, 10, 48, 10**

10%  
90%

# TYPOGRAPHY

Typography plays an important role in our communication and overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications.

## Logo typeface

The primary typeface from the United to Prevent Suicide logo is used mainly for headlines and should never be used as body copy or longer copy.

## Supporting typeface

The supporting typeface is only used for smaller headings or intros.

## General typeface

The typeface Montserrat is used for general body copy. It comes in various weight but we recommended only using Regular, Semi Bold and Bold

# HOGFISH

Hogfish is available here: <https://www.myfonts.com/fonts/pizzadude/hogfish>

# Houshka Rounded

Houshka Rounded is available on Adobe Fonts with a Creative Cloud subscription or is available here: <https://www.myfonts.com/fonts/g-type/houschka-rounded/extrabold/hogfish>

# Montserrat Regular Montserrat Semi Bold Montserrat Bold

Montserrat is free and can be downloaded from Google fonts here: <https://fonts.google.com/specimen/Montserrat>

