My Family

Visual Identity Guidelines

July 2022 - English V1

Care for Children

Family Placement Training Programme

Contents

1: Our Logo 4-10

Primary Logo 4
Flower Mark 5
International Logos 6
Logo Size/Space 7
Logo Placement 8
Logo Colour Application 9
Logo Misuse 10

2: Care for Children Logo 12-15

Logo Lockup 12
Logo Rules 13
Logo Min Size 14
Logo Colour Application 15

3: Design Elements 17-21

Our Colours 17
Our Fonts 18
Our Imagery 20
Graphic Elements 21

4: Example application 22-25

1: Our Logo

Primary Logo

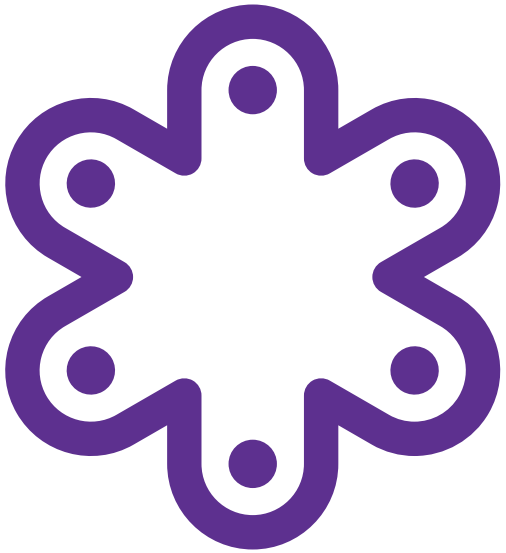
This is the primary logo, for use in English-speaking countries.

Our logo has been carefully crafted, so please always use master artwork and do not attempt to reproduce it.

My Family

Flower Mark

This is the My Family Flower Mark. It is for use in instances where ‘My Family’ is already clearly represented, for example on social media or as an app icon.



International Logos

The international logos may be used in the same way as the main logo lockup, in their specific countries only.

我的家

China

គួសាររបស់ខ្ញុំ

Cambodia

Gia đình của tôi

Vietnam

ครอบครัวของฉัน

Thailand

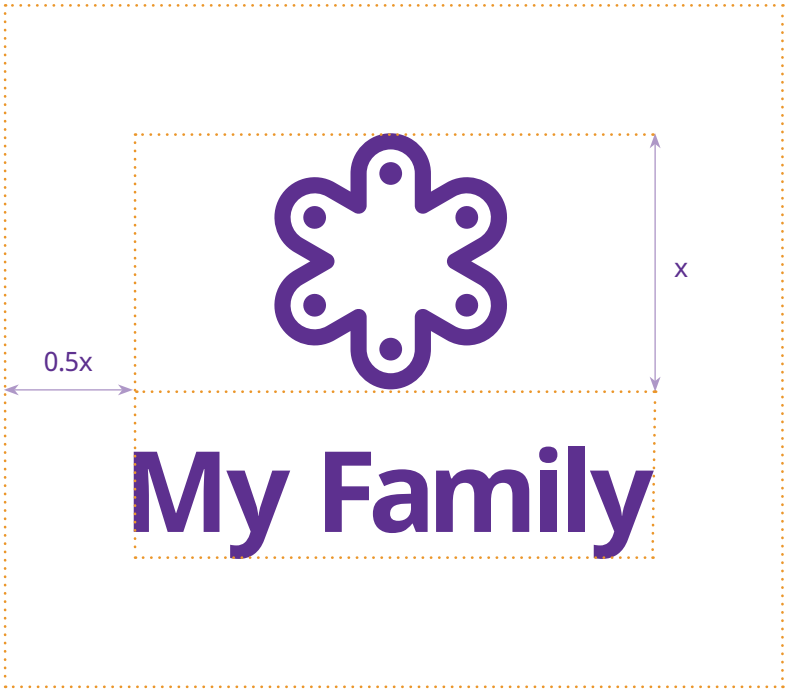
Logo Size/Space

To allow the logo(s) to 'breathe' within communications a clear space should be applied around the logo. This is equal to half the x-height of the Flower.

Please ensure the logo(s) has this amount of clear space around it at a minimum.

Do not use any of the Primary Logos smaller than 15mm wide.

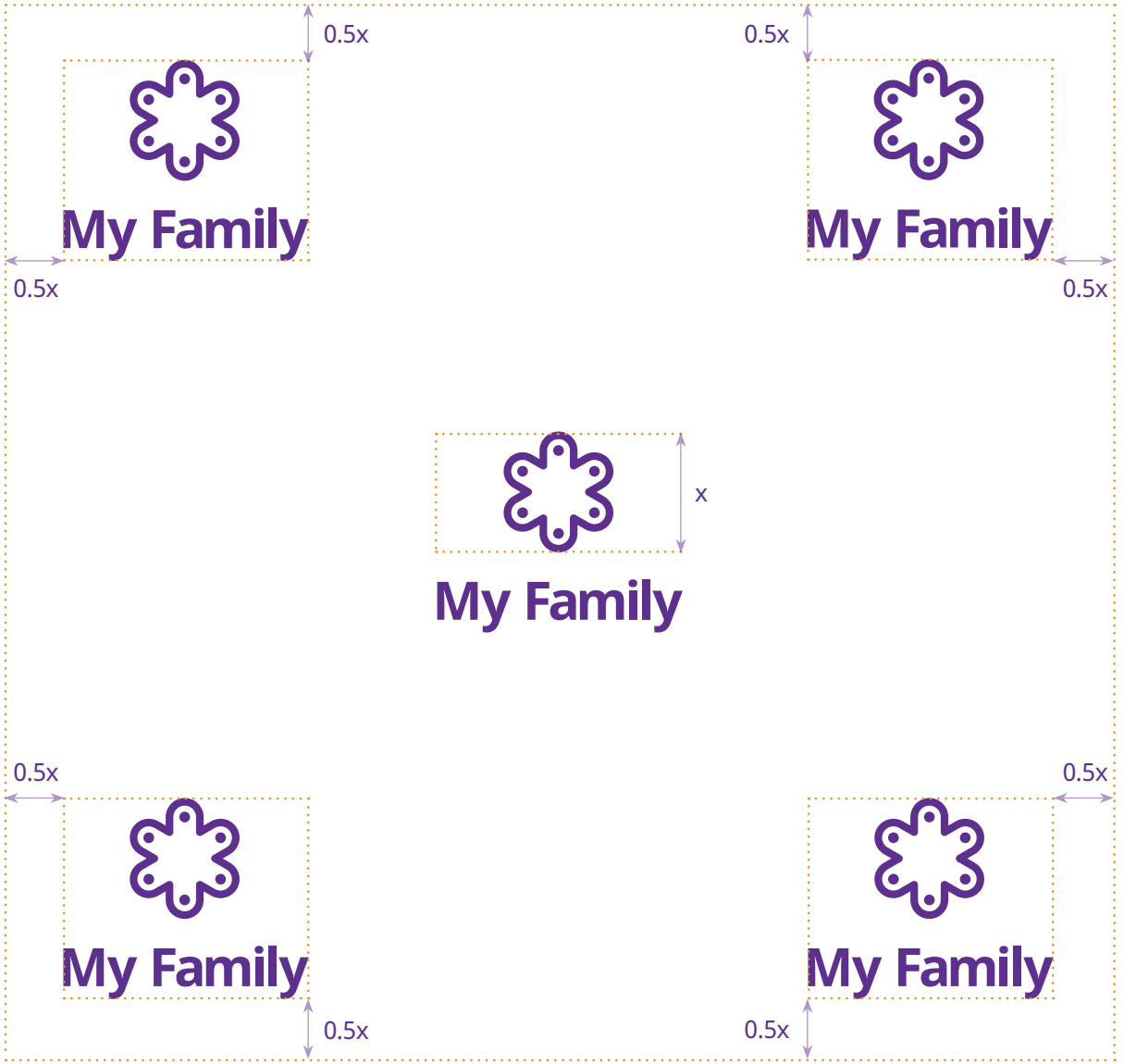
Do not use the My Family Flower smaller than 5mm wide.



Logo Placement

The My Family Logo may be placed in the centre or any of the four corners of a communication.

As a guide, the logo should be no smaller than 1/6 of the canvas in any document.



Logo Colour Application

Our brand is made up of four colours, which are used across all applications.

In most cases, the logo should be applied in cream or purple. In some cases, for example with imagery and darker colours, the logo will need to be applied in white.

Logo Misuse

Do not alter the logos in any way.

✕ Do not
distort the logo

✕ Do not
recolour the logo

✕ Do not
rotate the logo

✕ Do not
add elements to the logo

✕ Do not
rearrange the logo

✕ Do not
change elements of the logo

2: Care for Children Logo

Logo Lockup

This is the My Family/Care for Children logo lockup.

In most instances, the My Family logo and Care for Children logo/strapline will need to be used together, unless used in instances where Care for Children branding is already present.

See the following pages for other ways to include Care for Children alongside the My Family logo.

Care for Children

Family Placement Training Programme

Logo
Min Size

Do not replicate any of the Logo Lockups smaller than 30mm wide. Do not replicate the separate Care for Children logo smaller than 20mm wide.

Logo Rules

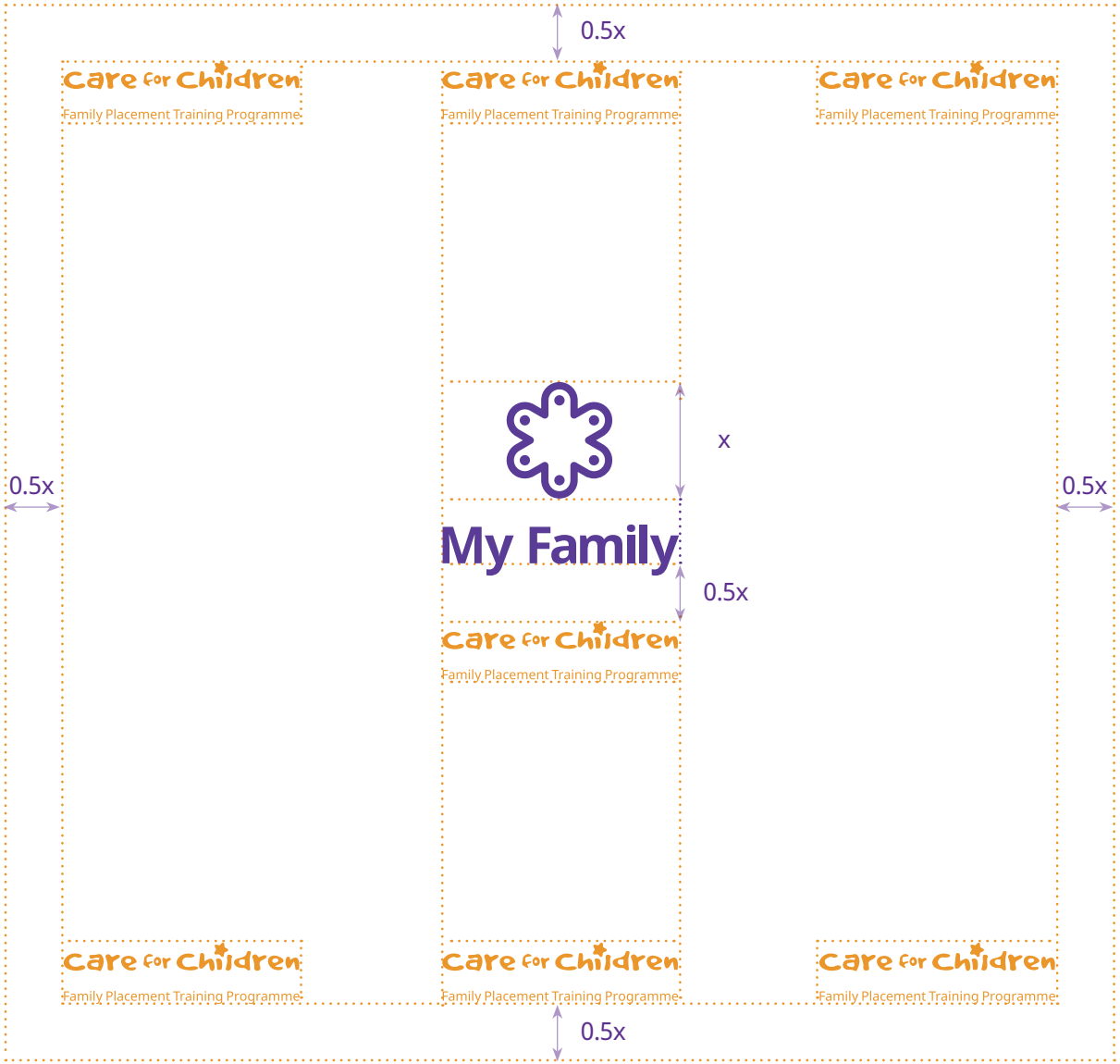
When including My Family and Care for Children logos in the same document, you can either:

- **Use the My Family/Care for Children lockup** (included in the assets pack)
- **Align the Care for Children logo centrally** with the My Family logo. This can go at the top or bottom of the page.
- **Position the Care for Children logo in any corner** of the document, separate to the My Family logo.

Always ensure:

- The width of the Care for Children logo is no larger than the width of the My Family logo.

Note: the Care for Children strapline can be used as a heading instead of being locked-up in the logo.



Logo Colour Application

When possible, the Care for Children logo should be yellow, and the colour of the My Family logo should be something else.

Use the same colour application as previously stated (on page 9) for the My Family logo.

3: Design Elements

Our Colours

Our brand is made up of four colours, which are used across all applications.

Family Purple is our primary colour brand colour and has been chosen for its positive connotations within most of the countries that we work with.

Tints can be used (in increments of 20%) but should be confined to tables, graphs and illustrations.

Family Purple

CMYK: 79/98/3/0
RGB: 93/49/143
HEX: 5D318F

Family Dark Purple

CMYK: 86/100/13/4
RGB: 79/37/128
HEX: 4F2580

Family Cream

CMYK: 0/9/20/0
RGB: 255/231/204
HEX: FFE7CC

Family Orange

CMYK: 5/47/97/0
RGB: 235/150/42
HEX: EB962A

Our Fonts

Noto Sans is our sole typeface and has been chosen for its accessibility and support across multiple languages.

Generally, Noto Sans Bold is for titles, and Noto Sans Regular is perfect for body copy.

Noto Sans can be downloaded for free here: **fonts.google.com/noto**

Noto Sans Regular
ABCDEFghijklmnop1234567890
?+/>()£@!^*’=#$%&

Noto Sans Bold
ABCDEFghijklmnop1234567890
?+/>()£@!^*’=#$%&

Our Imagery

Our imagery is people-focused; at the centre of all images are the themes of love and connection

When choosing photography consider whether the images are:

- Positive
- In the moment
- Natural, real people

Graphic Elements

Our graphic elements are created by using parts of the Flower Mark.

Filled Flower:

- Used as a focus point when filled with colour.
- Used as an image container/ clipping mask.

Outline Flower:

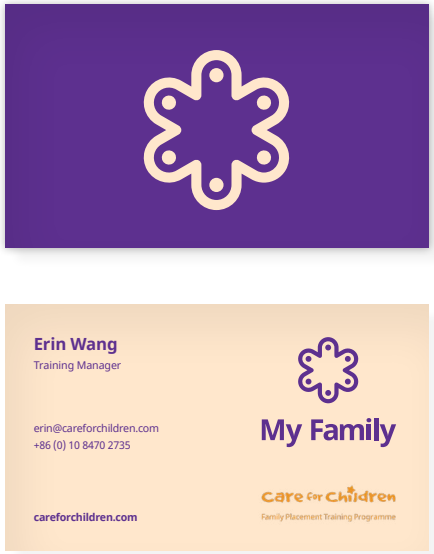
- Used as a subtle background graphic across all media, where applicable.

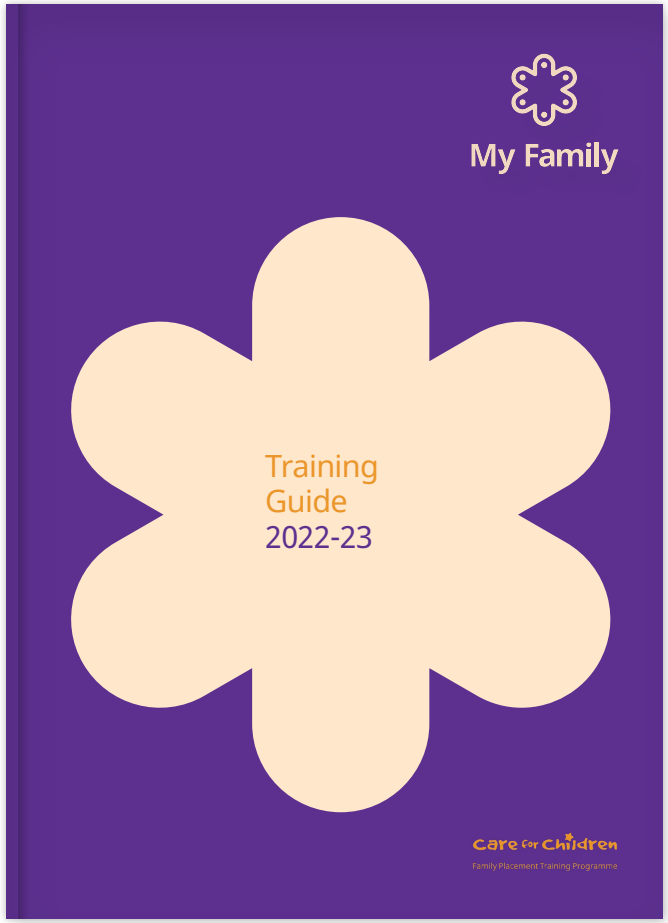
Please refer to the next few pages for more examples on how to best utilise the Graphic Elements.

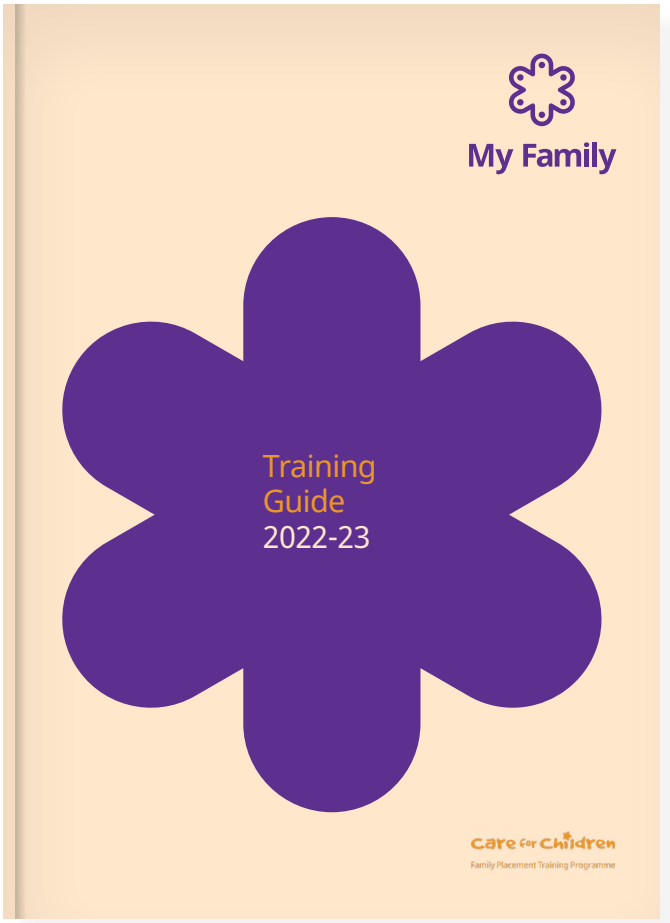
4: Example Application

Please note: The following examples are for concept purposes only and are intended to inspire creativity only.

Example application







Example application

My Family
Care Tips 2022

My Family

Benefits of family care.

- Reduce emotional problems
- Receive support from family carers until their adulthood
- Improve attachments with others

My Family

Care for Children
Family Placement Training Programme

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Care for Children
Family Placement Training Programme

My Family

Dear Sir/Madam

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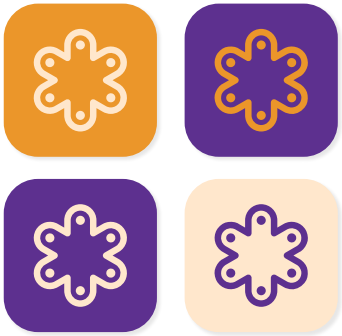
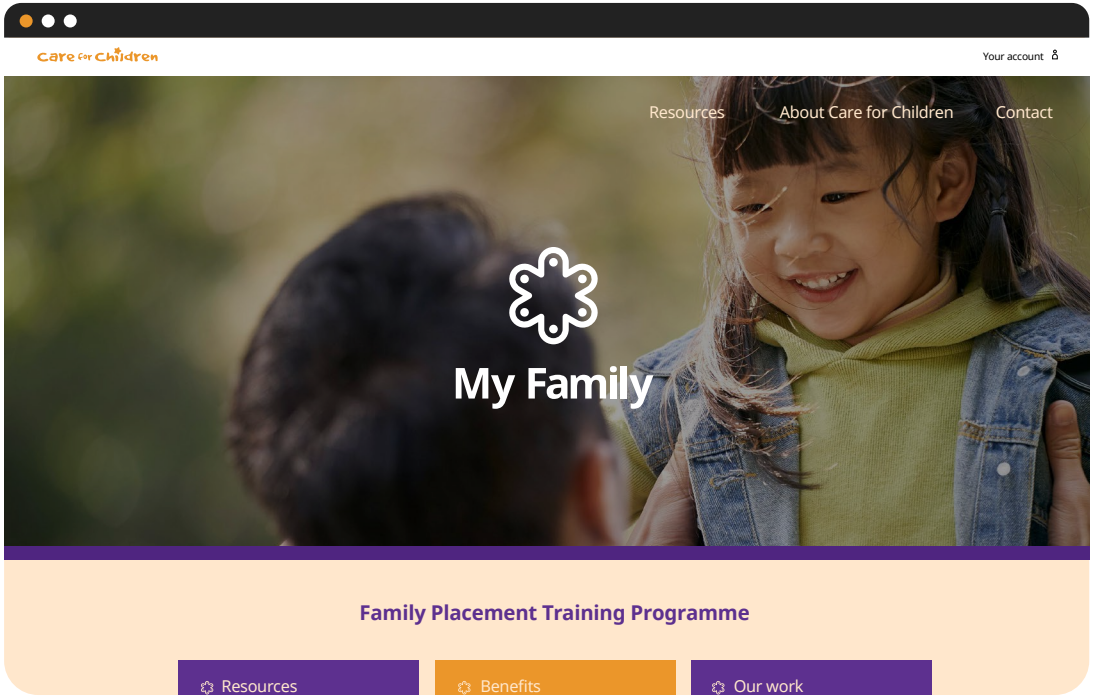
Kind Regards,

Thomas

Thomas Abbott
Head of Projects

Example application





Example application

Further information

For more information surrounding the
My Family visual identity please contact:

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