Brand Guidelines for Charities and Organisations

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Introduction

These guidelines are to help charities and organisations that have received a Motability grant communicate our work together.

It is important that our brand and relationship are represented accurately. We ask that you apply these guidelines to any communications you produce acknowledging your Motability funding.

How to acknowledge Motability

There are three ways to describe your relationship with Motability.

These are:

- Supported by Motability
- Working with Motability
- Funded by Motability

Aim to acknowledge Motability once in each separate communication about your work with us.

Social media

Social media is a great way to share your grant news. Here are some ideas for how you can describe your activities with us in a sentence. For LinkedIn and Twitter, please use our handle to tag us in your posts.

- We're delighted to be working with @Motability to find out how trains can be more accessible for disabled people.
- Our Accessible Bus project launches today! The project is funded by @Motability and will help us to improve the accessibility of buses in AnyTown.
- We've helped 1,000 disabled people to use active travel this year by working with @Motability. We've used the equipment they've donated to support people across AnyTown.

Website

We expect to see our funding acknowledged on your website by displaying our logo and acknowledgement text on your home page or project page. We expect to see this acknowledgement towards the top of the page.

The following text can be used on your website:

"[Name of project] is funded by Motability, thanks to this grant we have been able to [short description of project]."

Here are some examples:

- The Accessible Bus project aims to support people living in AnyTown and is funded by Motability.
- The new Electric Vehicle charging points have been designed working with Motability.
- Our travel assistance scheme aims to connect disabled people living in rural AnyTown and is supported by Motability.

Press releases

Aim to acknowledge your relationship with Motability early on in your press release.

You should also include the Motability 'boiler plate' at the end of your press release. This is a short 'about us' section which gives journalists background information that isn't part of the news story. Here's a very short example (right).

As a condition of the grant, we request that we formally agree in advance of release all press releases and announcements that mention us by name. We can, where appropriate, provide quotes for press releases.

If you are developing a press release, please contact the Motability Press Office at pressoffice@motability.org.uk

[Headline]

AnyTown Disabled People's Organisation helps disabled people to reduce carbon emissions

[Body Text]

AnyTown Disabled People's Organisation has helped 1,000 disabled people to travel using 'active travel', helping them to make more door-to-door journeys and reduce carbon emissions.

The project is supported by Motability who have supplied new equipment to AnyTown Disabled People's Organisation.

[Spokesperson quotes]

Commenting on the project, Chief Executive of AnyTown Disabled People's Organisation Jeni AnyName said:

"AnyTown is lucky to have good community transport but disabled people have told us that they want to go green..."

*****ENDS*****

About AnyTown Disabled People's Organisation

About Motability

Motability is a national charity set up with all party parliamentary support in 1977 and incorporated by Royal Charter. Our vision is that no disabled person shall be disadvantaged due to poor access to transportation and our objective is to facilitate the relief and assistance of all disabled people in connection with the provision of personal or other transportation.

Motability logo

The logo has been specifically drawn for Motability and includes a flower device. The flower and the name 'Motability' should never be used on their own as a logo.

Colour
The logo that shows Motability written in blue alongside the orange flower should be used wherever possible.

A white version of the logo also exists for use on dark backgrounds. Please contact the Motability Communications Team (see back cover) for advice on using this logo.

To protect the brand and maintain consistency across all applications a suite of logo formats has been developed. You can download them from our website www.motability.org.uk and **here**.

Correct use of the Motability logo

Motability

Incorrect use of the Motability logo

Do not: Use the flower motif on its own without the logo type ✘

Motability

Do not: Use the logo type on its own without the flower motif ✘

Exclusion zone

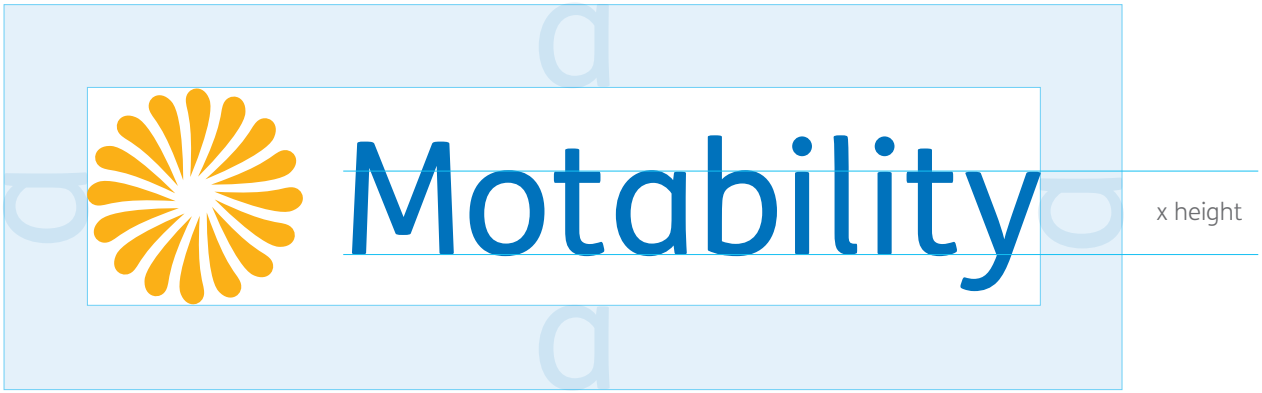
It is important that the logo is surrounded by an area of clear space so that it is not obscured or crowded by other elements.

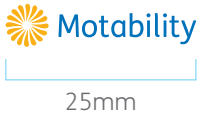
The minimum clear space for the logo is defined by using the ‘x height’ of the namestyle at any size.

Minimum size

The minimum width that the logo can be used is 25mm as the clarity of the flower may become diminished at a smaller size.

The logo should never be incorporated into a sentence, title or heading. When ‘Motability’ is used as part of a sentence it should be used in the typeface in which the text is set.





Logo misuse

Consistent use of the logo is crucial. Always use the logo as supplied. It should never be recreated or altered in any way.

Here are a few examples of how NOT to use the logo. If you are in any doubt, please contact the Motability Communications Team (see back cover).

Do not: Use the colour logo on dark backgrounds ✗

Do not: Change the proportions of, or distort, the logo in any way ✗

Do not: Reproduce the logo in a single colour ✗

Do not: Reverse the logo out of light background colours ✗

Do not: Reverse the logo out of colours NOT from the colour palette ✗

Do not: Place the logo over images with complex content or allow images to come within the exclusion zone ✗

Do not: Rearrange the elements of the logo in any way ✗

The Motability Logo
Use and position of the Motability logo with Grantee logos

Positioning

A vertical black line separates the two logos and is part of the logo ‘lock up’. The height of the line is equal to the height of the Motability flower.

The Motability logo always sits to the left of this black line, with the Grantee logo to its right.

Both logos should sit an equal distance from the vertical line.

The distance between each logo and the black line is defined by the height of the letter ‘t’ in the Motability logo type.

If it is difficult aligning your logo alongside the Motability logo please contact the Motability Communications Team for help (see back cover).

The distance between each logo and the black line is defined by the height of the letter ‘t’ in the Motability logo type

Clear space and minimum sizing of the logo lock up

It is important that the logo lock up is surrounded by an area of clear space so that it is not obscured or crowded by other elements.

The minimum clear space for the logo is defined by using the ‘x height’ of the namestyle at any size.

Minimum sizing

The minimum width that the Motability logo can be used is 25mm as the clarity of the flower may become diminished at a smaller size.

The x height refers to the height of the ‘a’ letter character in the Motability logo

Typography

Controlled and consistent use of type will reinforce the Motability brand.

Type should always be legible and balanced. Body copy should primarily be black, using colours from our palette for emphasis, highlighting and headings.

Primary font

FS Me is our primary font and should be used when producing all corporate and marketing materials and websites. FS Me Light and Regular should be used for body copy and large headlines, whilst the heavier weights may be used for subheadings, captions etc.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Collaborative, Respectful, **Evolving**

FS Me Light
Collaborative, Respectful, Evolving

FS Me Light Italic
Collaborative, Respectful, Evolving

FS Me Regular
Collaborative, Respectful, Evolving

FS Me Italic
Collaborative, Respectful, Evolving

FS Me Bold
Collaborative, Respectful, Evolving

FS Me Bold Italic
Collaborative, Respectful, Evolving

FS Me Heavy
Collaborative, Respectful, Evolving

FS Me Heavy Italic
Collaborative, Respectful, Evolving

Typography

Secondary font

VAG Rounded is our secondary font and is used for customer quotes. This font may also be used sparingly for emphasis. The Motability speech mark graphic is VAG Rounded Light.

Internal-use font

We use Arial for any internal documents where the main two fonts are not available. Bold and italic variants may be used sparingly for emphasis and for headings etc.

VAG Rounded Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VAG Rounded Bold

Collaborative, Respectful, Evolving

Internal-use font

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic
Collaborative, Respectful, Evolving

Arial Bold
Collaborative, Respectful, Evolving

Primary colour palette

The primary colour palette is made up of two colour sets; Motability blue and Motability yellow. The Motability logo has been created using these colours.

Each colour set has three tones within it. For consistency, please use these tones. There are also four recommended black tints for black and white applications.

Our literature should be reproduced in CMYK wherever possible. All colour breakdowns are shown on these pages.

The RGB breakdowns and hexadecimal codes relate to on-screen presentations and web use. The Pantone references reflect the best Pantone matches to the colour sets and may be used for two-colour printing.

Be careful using light colours for text elements on websites as the contrast may not be good enough for accessibility standards.

MOT blue 1
C 50 : M 10 : Y 0 : K 0
R 117 : G 190 : B 233
PMS 2905

MOT blue 2
C 60 : M 20 : Y 0 : K 0
R 93 : G 169 : B 221
PMS 284

MOT blue 3
C 100 : M 50 : Y 0 : K 0
R 0 : G 114 : B 188
PMS 300

MOT yellow 1
C 0 : M 15 : Y 100 : K 0
R 255 : G 212 : B 0
PMS 116

MOT yellow 2
C 0 : M 34 : Y 100 : K 0
R 252 : G 177 : B 22
PMS 137

MOT yellow 3
C 0 : M 50 : Y 100 : K 0
R 247 : G 148 : B 30
PMS 151

Recommended black tints: 100% / 80% / 40% / 20%

Secondary colour palette

The secondary colour palette is made up of four colour sets chosen to complement the primary set and the general automotive industry.

Each colour set has three tones within it. For consistency, please use these tones.

MOT cherry 1
C 5 : M 100 : Y 50 : K 0
R 226 : G 25 : B 91
PMS 1925

MOT cherry 2
C 15 : M 100 : Y 60 : K 0
R 209 : G 32 : B 83
PMS 193

MOT cherry 3
C 30 : M 100 : Y 80 : K 0
R 184 : G 40 : B 65
PMS 201

MOT purple 1
C 20 : M 90 : Y 0 : K 0
R 203 : G 54 : B 148
PMS 2385

MOT purple 2
C 40 : M 90 : Y 25 : K 0
R 165 : G 64 : B 125
PMS 241

MOT purple 3
C 40 : M 90 : Y 25 : K 20
R 137 : G 51 : B 104
PMS 249

MOT aqua 1
C 40 : M 0 : Y 25 : K 0
R 151 : G 213 : B 201
PMS 3242

MOT aqua 2
C 65 : M 5 : Y 27 : K 0
R 76 : G 185 : B 190
PMS 319

MOT aqua 3
C 85 : M 5 : Y 27 : K 25
R 0 : G 138 : B 152
PMS 321

MOT grey 1
C 22 : M 5 : Y 0 : K 22
R 158 : G 181 : B 200
PMS 5445

MOT grey 2
C 35 : M 8 : Y 0 : K 30
R 120 : G 155 : B 180
PMS 5425

MOT grey 3
C 50 : M 20 : Y 0 : K 55
R 66 : G 97 : B 126
PMS 5405

Web colours

MOT yellow 2 HEX
#FCA101

MOT blue 3 HEX
#004D91

MOT aqua 3 HEX
#006674

MOT purple 3 HEX
#5F1F4D

MOT yellow 3 HEX
#D36300

MOT cherry 1 HEX
#C40E47

MOT green 1 HEX
#339966

Plain English

Motability uses plain English so that all communications are clear and concise. Our messages should be warm, professional, friendly, easy to understand and never patronising. Customers should feel like we are talking to a trusted friend. We do not want to bombard them with too much information or heavy sales pitches.

Tips for writing in plain English:

- Keep sentences to an average length of 15 to 20 words
- Use active rather than passive verbs
- Avoid abbreviations
- Use words that are appropriate for the reader
- Eliminate unnecessary words
- Avoid jargon and clichés – use simple, everyday words
- Use bullet point lists where appropriate

Accessibility

We work closely with Shaw Trust for guidance on the accessibility of our website and documents. They have experienced testers with a range of disabilities including: mobility impairments, colour blindness, no and low vision, deafness, dyslexia and learning difficulties.

Here is a list of tips for making Microsoft Word, PowerPoint, Excel and PDF documents accessible. We can provide you with a more in-depth overview on request by emailing communications@motability.org.uk

If you require any material in an alternative format please contact the Motability Communications Team by email at communications@motability.org.uk

Headings

- Use built-in styles to identify Heading 1, Heading 2, etc.

This provides structure that is used to navigate through the document when using assistive technology.

Lists

- Use built-in features for creating bulleted and numbered lists.

This provides navigational structure that is important to those using assistive technology.

Images

- Add alt text to images.

(In Office 2010 and 2011 use Description field, not Title field)

Data Tables

- Explicitly identify the header row.
- Go to Table Properties > Row tab > select the checkbox “Repeat as header row at the top of each page”.

This provides structure for navigating the table.

Charts and Graphs

- These often require longer text descriptions than simple images. Adding alt text to them in Word is not turned on by default.
- Do Not Use Text Boxes
- Text boxes should not be used – the visual effects of a text box can be achieved by using a bordered paragraph.
- Document Properties
- Insert the Document Title and Set the Language Properties for the Document.

Colour Contrast

- Ensure that the combination of background and text colour makes it easy to read and understand.

Fonts

- Use real text rather than text within graphics.
- Use a limited number of fonts.
- Avoid small font sizes.

Check Your Work

The Accessibility Checker tool in Word generates a report of issues that could make your content difficult for people with disabilities to understand.

Accessibility Checker also explains why you should fix these issues and how to fix them.

Language and format

- Always use UK English (as opposed to American English, for example)
- Avoid using acronyms where possible. If an acronym is used, refer to it in full first
  Example: This section of our website is all about Wheelchair Accessible Vehicles (WAVs). If you are thinking about leasing a WAV these pages are full of useful information to help.
- Avoid underlining text and italic fonts as these can be difficult to read
- Avoid writing long passages in capital letters. It is difficult to read and looks like you are shouting
- Use bold print sparingly to emphasise a key point
- Use headings and sub-headings to guide the reader through the text
- Use single line spacing as standard
- Avoid using justified text as this is difficult to read. Always align text to the left
- Ensure there is good contrast between background and text

Numbers

- Write numbers one to nine in text. For 10 and above use numbers
- If a number appears at the beginning of a sentence write the word
- Always use a comma to separate thousands
  Example: 8,000; 1,800,444
- When referring to amounts one million can be written as ‘m’ but billion and trillion should be written in full
  Example: £8m, £8 billion, £8 trillion
- Phone numbers should follow a standard layout:

  London numbers: 020 1234 5678

  Regional numbers: 01234 123456

  Mobile numbers: 01234 123456

Dates and times

- Write dates in the format *Date Month Year*.
  Do not use st;nd;rd;th after the number
- When referring to times use the 12-hour clock
  Example: 8.30pm, 8am. Do not put noughts after the figure
- Write seasons in lower case unless they form part of a name.
  Example: winter driving, Motability’s Winter Raffle pack

Case Studies

Whether it is a news story, case study or a feature, and whether it is for a local newspaper or national magazine, certain key elements should always be included:

- Strong images will give the story a focus (and guarantee more space/coverage on the page)
- Make sure the story is genuinely interesting
- Ensure it is about real people (i.e. beneficiaries)
- Quotes will give the piece authority
- News stories must include who, what, when, where, why and how
- Put the important information at the top as editors tend to cut stories from the bottom
- Be sure to include a 'Call to Action' and relevant contact details for more information

The Motability Communications Team is on hand to offer help and advice when dealing with the media (see back cover).

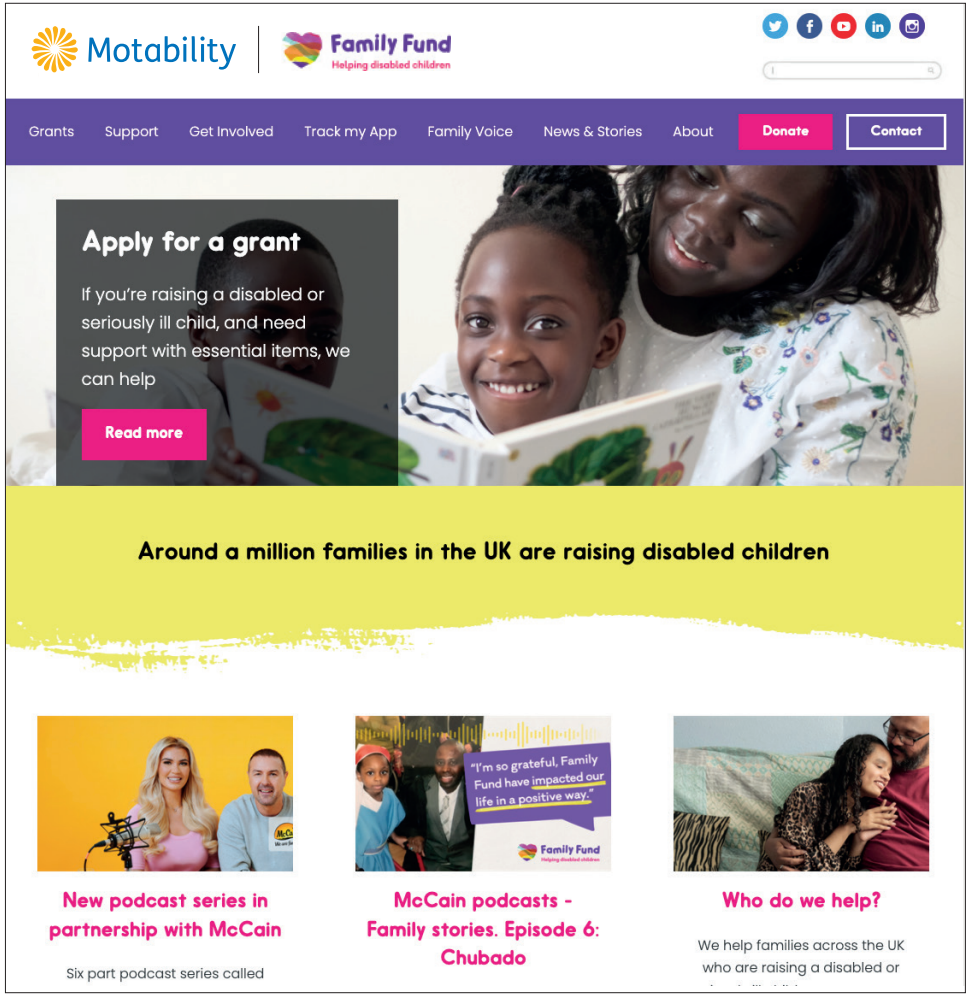
Print Example 1: Ideally, the logo lock up should sit in the top left of any page, outside of any image, and adhering to exclusion zones

Print Example 2: If the logo lock up has to be used over an image it should sit on a white background to the size of the exclusion zone. See page 9

Logo use online

The logo lock up should be consistent in its use online. It should appear in the top left corner of the page and adhere to the exclusion zones.

The logo should always sit on a white background for clarity and legibility.



Photography

The stories that Motability tells regionally and nationally, as well as internally and externally, should reflect the broad demographic of beneficiaries.

Photographs should show a mix of disability, gender, age, ethnicity and background. Family members, friends and carers should be included where relevant.

The photography needs to reflect Motability's brand values. It should be engaging, appealing and, where possible, focused on an individual.

It is important to use images that support the key communication messages. The right balance of images must be observed and tailored to the principal audience. As a rule, a mixture of lifestyle and portrait photography will give a varied and natural look (see page 20).

Lifestyle

Pictures look natural, subjects are relaxed and not posed, 'wooden', or 'trying too hard'. Subjects should look and act informally, and may be interacting with each other to show community and friendship.

- Relaxation
- Happiness
- Friendship
- Leisure
- Travel
- Family

Portraits

Subjects appear confident, friendly, and natural rather than posed. Notice the difference in engagement with the use of eye contact.

- Confident
- Relaxed
- Open
- Friendly
- Proud
- Diverse

More information

For artwork and clarification on the brand identity please contact communications@motability.org.uk

Please note: The copyright for images used in this document remain with the photographers / Motability. No images from this document are to be used or reproduced without permission.