Brand Guidelines

September 2021

SIGHT MATTERS

A MANX CHARITY WITH A CLEAR VISION FOR THE FUTURE

INTRODUCTION

Sight Matters is a trading name of the Isle of Man registered charity, Manx Blind Welfare Society (no. 132).

The Society provides essential services for visually impaired people to live their lives as independently as they choose and promotes social inclusion for all on the Island.

During the summer 2021, the Manx Blind Welfare Society brand will be gradually phased out and the Sight Matters identity will replace it on all internal and external branded items, and the charity should be referred to as 'Sight Matters'.

The Sight Matters logo consists of three elements – the 'caring eye' icon, the Sight Matters name, and the supporting tagline. The brand has been designed to connect with key stakeholders including:

- service users and their relatives
- healthcare partners and connected charities or groups
- individual volunteers and donors
- potential commercial sponsors

This document provides clear instructions as to how the brand should be used in most circumstances, although it is highly likely that it will further develop over time.

A brand toolkit, featuring the logo elements and supporting graphics is also available and this should be used in conjunction with the brand guidelines document to ensure consistency of application across the board.

If you have any queries regarding the use of the Sight Matters brand, one of the contacts listed below will be able to help you:

Marketing and Fundraising Officer, Sight Matters
Tel: 01624 674727

Brand Creators, Isle of Man Advertising & PR
Tel: 01624 620440

PRIMARY LOGO

SIGHT MATTERS

A MANX CHARITY WITH A CLEAR VISION FOR THE FUTURE

The new Sight Matters branding is fresh, friendly and dynamic.

While there are primary and secondary versions of the logo, every effort should be made to use the primary logo unless the nature of item to be branded (or the dimensions of the printable area) prevents full application.

The logo elements have been selected to work in harmony with each other and must not be altered in any way. Please do not try to construct the logo yourself, various formats are available within the Toolkit.

Ordinarily, the full colour logo should be reproduced in 'CMYK', unless a 'reversed out' version is preferred. A dark teal/blue is the principal colour, but it is complemented by an injection of vibrant colours, to give a fresh and modern feel. There may be some instances where the printing / production process requires a 'mono' version of the logo, and for this scenario the single colour black version or all white reversed out version should be used.

The primary logo consists of three elements – the 'caring eye' icon, the Sight Matters name, and the supporting tagline, 'A MANX CHARITY WITH A CLEAR VISION FOR THE FUTURE'.

The 'caring eye' icon design supports the overriding ethos of the charity and indeed the various services it offers.

- To service users, it illustrates a warm welcome, alongside kind and comforting support.
- To healthcare partners and connected groups, it represents professional insight and a focused plan for service delivery.
- To volunteers and potential sponsors it is a representation of how Sight Matters services are delivered – thanks to the valued and essential input of many individuals and organisations.

While the icon can be used on its own as a supporting graphic device, as shown on pages 8 and 9, the words 'Sight Matters' must never appear as plain text without the icon.

The tagline reinforces the charity's roots and its long term commitment to helping visually impaired people in the Isle of Man.

SECONDARY LOGO

Every effort should be made to use the primary logo on all branded items.

However, there may be instances where the Sight Matters tagline is too small to print or will be difficult to reproduce to a satisfactory standard, and in these circumstances the secondary logo should be selected.

Applying the secondary logo to merchandise, signage or small adverts is entirely acceptable as shown here.

SIGHT MATTERS

FULL COLOUR LOGO

The full suite of colour logo combinations are shown below.

If the logo is required to sit on a solid colour background, then a 'reversed out' version is probably more suitable. In this context, 'reversed out' means that some or all of the text is shown in white instead of the primary colours.

When using a reversed version of the logo any of the options shown below are acceptable. Every effort should be made to try and keep at least one colour element in the reversed logo, however, when this is not possible due to legibility issues, a full white option can be used. It is always preferable to position it on a solid colour / plain background as shown below. A slight texture such as the subtle background used on some of the literature items and website is acceptable as it doesn't overpower the text.

Primary logo

Reversed logo on Sight Matters Blue

Reversed logo on Sight Matters Gold

Reversed logo on Sight Matters Green

MONO LOGO

A mono version of the primary logo is shown below.

The full colour version should always be considered as 'Plan A'. The mono logo is only to be used where print/production process is limited to a mono output.

Mono logo

Reversed mono logo

MINIMUM SIZE OF THE LOGO

There is a minimum recommended size of 40mm width. In certain cases where the overall size of the document is too small to hold the minimum recommended size every effort should be made to keep the size and position of the logo balanced within the layout.

Recommended size
for use on A5 and below
X = 40mm

Recommended size
for use on A4
X = 60mm

Recommended size
for use on A3 and above
X = 85mm

Where the reproduction of the logo is too small for the tagline to be legible, the secondary logo (without the tagline) is available. The same guidelines around exclusion area, colour etc. apply to all versions of the Sight Matters logo.

LOGO EXCLUSION AREA

To ensure maximum legibility and prominence of the logo, there is a pre-determined minimum exclusion zone around the logo, as shown below. No object, text or any design element should be placed closer to the logo than shown on the outer border below. The exclusion area of X or ½ X is in proportion to the width of the icon (which equals X). The zone increases or decreases according to the size of the logo used, with the ratio remaining the same.

INCORRECT USE OF THE LOGO

1. **DO NOT** use the logo in one single colour
2. **DO NOT** swap the logo colours
3. **DO NOT** add any other colours
4. **DO NOT** split or remove elements of the logo – the 'Eye' icon can can be used independently as a graphic device – see pages 8 and 9
5. **DO NOT** add other elements to the logo
6. **DO NOT** change the proportions of the logo
7. **DO NOT** use different typefaces in the logos
8. **DO NOT** distort any elements of the logo
9. **DO NOT** place the logo on a heavily patterned background. The logo should always be clear and legible so a minimal background should be used.

1

2

3

4

5

6

7

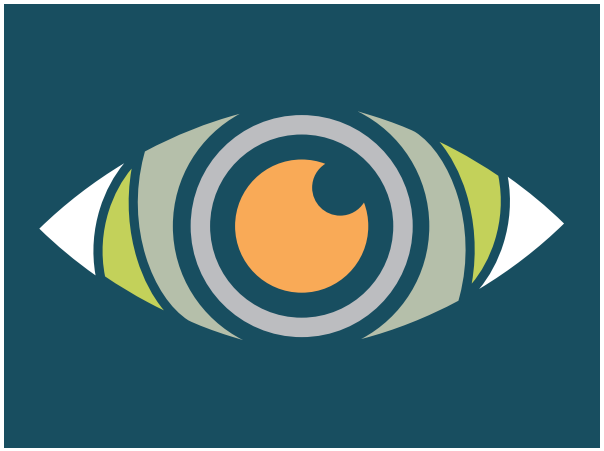
8

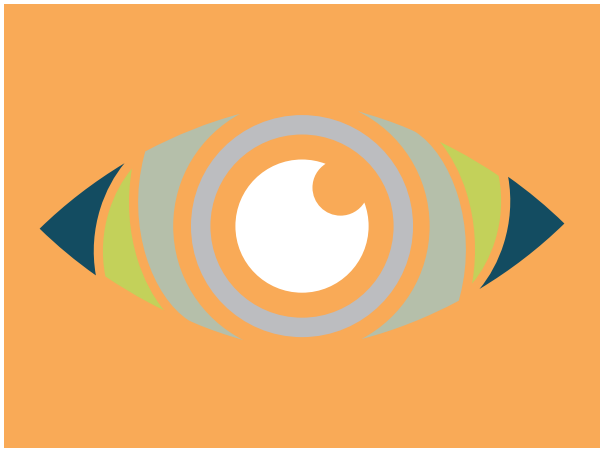
9

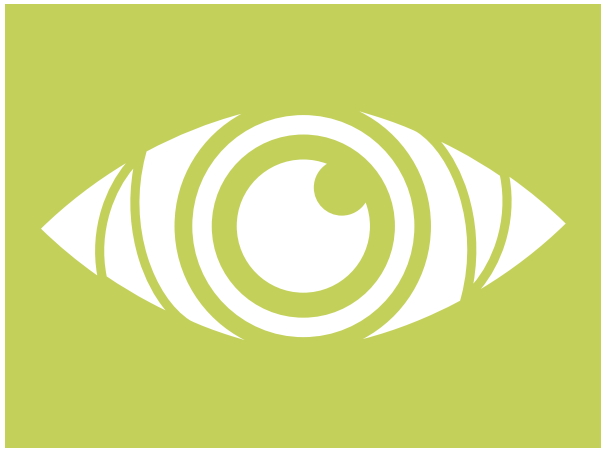
SUPPORTING GRAPHIC DEVICE

The visuals below illustrate how the ‘caring eye’ icon can be used as a graphic device on its own. All proportions should be maintained as explained previously in this document. When approaching the layout of any literature use of this icon should be subtle, it is available to enhance the design not overpower it. The ‘caring eye’ icon could become an animated graphic device on digital presentations, however it is important that the proportions are maintained at all times.

Examples of how to use the supporting graphic devices are provided on page 11.







USING THE GRAPHIC DEVICE

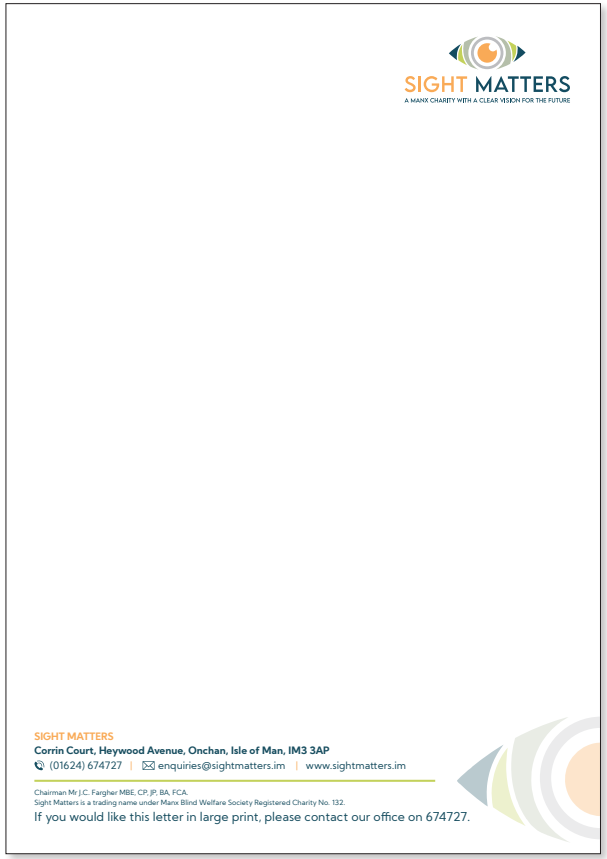
Initial designs of some newly branded literature items are shown below, they feature the ‘caring eye’ icon as a supporting graphic device.

Striking, colourful imagery features prominently and can be placed in the centre of the ‘caring eye’ icon as shown. Images can be a mixture of purchased royalty free stock photography and genuine photographs of events and/or Sight Matters schemes.

Headlines need to be bold, using a choice of two fonts – Lemon Milk and Indie Flower. The latter handwritten style typeface should be used to break up the text and introduce an informal, friendly touch.

Important information or a call to action can be highlighted using one of the accent colours in the brand guidelines. Additionally, featured text can be emphasised in capital letters, or in the handwritten ‘Indie Flower’ font.

The ‘caring eye’ icon can be deployed as a supporting graphic as shown below.



COLOURS

The colour specifications for Pantone, CMYK, RGB and HEX are shown below. Please note, to ensure consistency throughout all applications the colours must be produced in accordance with these specifications.

There may be some cases where the printing / production process requires a mono version of the logo, please see page 6 for details. In these cases the relevant black version or white reversed out version can be used.

NB. The swatches shown on this page should not be used to colour match as variations will occur when printed on different devices.

Sight Matters Blue
C91 M56 Y41 K33
#164d61
R22 G77 B97

Sight Matters Gold
C0 M38 Y74 K0
#f8ae51
R248 G174 B81

Sight Matters Green
C29 M15 Y34 K1
#c1c8b0
R193 G200 B176

Sight Matters Lime
C27 M5 Y80 K0
#cdd24e
R205 G210 B78

Tints of grey can also be used to complement the main Sight Matters colour palette.

50% black

30% black

20% black

10% black

TYPEFACES (OR FONTS)

There are three typefaces which can be used on Sight Matters branded items.

Professionally designed items, such as the logo itself, signage, literature and display materials should feature the typeface 'Lemon Milk' and 'Kumbh Sans' should be used. Items produced internally eg, letters, documents, emails and PowerPoint etc, should use the Microsoft standard font 'Arial' – as shown on page 14.

LEMON MILK

The 'Lemon Milk' font is clear and contemporary with a friendly, slightly rounded feel. This typeface is used for headings, quotes and any information that needs to stand out.

Lemon Milk Regular Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Lemon Milk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

KUMBH SANS

The 'Kumbh Sans' font sits well as a supporting typeface to 'Lemon Milk'. This typeface is for body copy and large paragraphs of information.

Kumbh Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Kumbh Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

TYPEFACES (OR FONTS) CONTINUED

INDIE FLOWER

This typeface is used to highlight text and headlines to make documents friendlier.

Indie Flower

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

'IN HOUSE' TYPEFACES (OR FONTS)

This is the 'in-house' font used for material written and produced in-house. Any professionally printed material should use the Lemon Milk, Kumbh Sans or Indie Flower fonts as described above.

ARIAL

The 'Arial' font is clear and contemporary with a friendly, slightly rounded feel.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

STATIONERY

EXAMPLE LETTERHEAD

The stationery suite is one of the most important means of communicating the corporate image. The letterhead and compliment slip designs are shown here and, in addition to the professionally printed letterhead, a Microsoft Word template for less formal communications is available.

The layout must follow the examples shown and no alterations should be made to font sizes, borders and placement.

Should additional templates be required please contact the Sight Matters Marketing and Fundraising Officer.

EXAMPLE BUSINESS CARD

The business double-sided card design is shown below. As per the letterhead layout, any new business cards must follow the layout shown here. There's plenty of room for an individual's contact information with a strong call to action to the website.

The logo makes a bold statement on the reverse of the card complemented by a subtle close up of the 'caring eye' icon in spot uv varnish, which adds visual depth and a tactile element.

BACK

FRONT

EXAMPLE EMAIL SIGNATURE

The email signature design is shown below. As per the business cards, the format for any new email signatures must follow the layout shown here. There's plenty of room for an individual's contact information with a strong call to action to the website and social media channels underneath. The 'caring eye' icon is shown to the right of the contact details as a supporting graphic device.

The email signatures can be supplied and edited within Outlook.

RE: Agnatibust vellabor arciust rersperi cor

Ian Cooil

To: Name@emailaddress.com

From: Ian@sightmatters.im
Sent
To: Name@emailaddress.com
Cc:
Subject: RE: Agnatibust vellabor arciust rersperi cor

Agnatibust vellabor arciust rersperi cor,

maiorem ut volutes doluptas est, aut qui asperfe rrupta dolenem rentia si abo. Ugitiis quiant.

Ihillitate landam simus, con exerferit et excepta et volorio ressusam none lam quissundae videlictati tendes et acea pre porero everorp orectur sim fugiaestiur ad moluptis expeliq uaspel int quam reperchitat opta vollant landia simil iunt ventibusci beatum, occus quam qui dem natur? Quiam re seque nos aliquia estionet ipsam fuga. Um fugita voluptione venti utae. Tat.

IAN COOIL
CHIEF EXECUTIVE

Corrin Court, Heywood Avenue, Onchan,
Isle of Man, IM3 3AP

E: ian@sightmatters.im T: (01624) 674727
www.sightmatters.im

Sight Matters is a trading name under Manx Blind Welfare Society.
Registered Charity No. 132.

POWERPOINT PRESENTATIONS

PowerPoint templates can be supplied in widescreen or 4:3 ratios format, to suit your exact requirements. Examples of a presentation title page and an image and text page template are presented below.

MERCHANDISE

The examples shown on this page demonstrate how the logo and graphic device can be applied to merchandise items. When the print area is small (e.g. pens) the secondary logo must be used.

MERCHANDISE

T-SHIRTS, POLO SHIRTS & CAPS

The examples shown below demonstrate how the logo and/or graphic device should be applied to various clothing items. When the print area is small (e.g. embroidery) the secondary logo must be used.

EXTERNAL SIGNAGE

All signage should be clear and easy to read.

The Sight Matters blue and green must be used if a background colour is required, as shown on these examples.

If icons are required, they must be immediately identifiable and clearly visible.

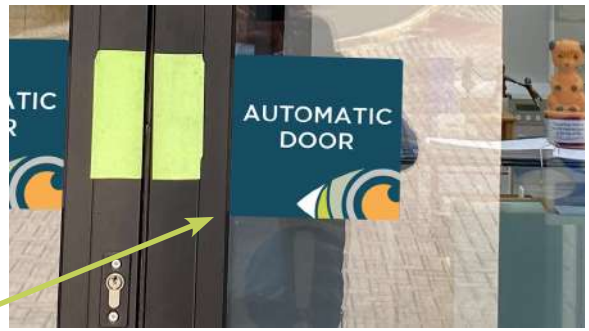
The eye icon can be used for decorative purposes as shown above the door on the building signage opposite, and the frosted entrance window panels. However, the supporting graphic should be used sparingly and never overpower the signage content.

INTERNAL SIGNAGE

As with the external signage, all internal signage must be clear and easy to read with large text. All design principles should be the same as the external signage.

On the office door signage, braille should be printed directly on the material. A mock up to show where the braille would sit is shown opposite.

The 'caring eye' icon can again be used as a supporting graphic, but it should never interfere with the text or braille on the sign.



IMAGERY

Sight Matters imagery should be fresh and bright. The subject and framing of the imagery should be functional, but natural, relaxed and friendly.

Below are some examples of images that sit well together and highlight the photographic style well.

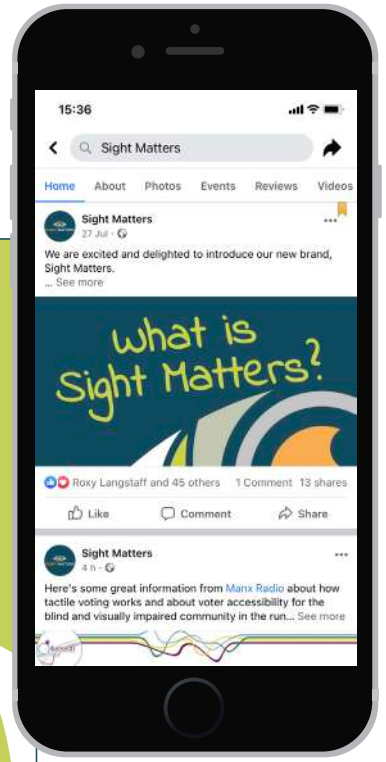









ADVERTISING & SOCIAL MEDIA



All advertising and social media layouts should be consistent with clear messaging.

The Sight Matters colour palette must always be used, with supporting imagery offering a fresh and friendly feel.

The logo must be prominently positioned, in clear space.

The various typefaces can be mixed within the layout to highlight key points or to make the design more eyecatching and less corporate.

RECRUITMENT ADVERTISING

Recuitment advertising should be simple and clear to read. Below are a couple of print adverts which can be reproduced in mono or colour depending on the media title selected.

Social media is also a great option for recruitment advertising as a larger, targeted audience can be reached.

SIGHT MATTERS
A MANX CHARITY WITH A CLEAR VISION FOR THE FUTURE

JOIN OUR TEAM!

FUNDRAISING OFFICER

We are seeking an enthusiastic and experienced Fundraising & Marketing Officer who can support our charity in achieving our ambitious aims.

The selected candidate will be responsible for the successful creation and management of bespoke marketing and fundraising strategies for Manx Blind Welfare Society.

SOCIAL WELFARE & INCLUSION LEAD

We are also looking to recruit an experienced individual to head up our Social Welfare and Inclusion Service.

This highly motivated and empathetic individual will be responsible for ensuring that everyone that uses or is referred to our services is provided with the most appropriate levels of support and assistance to live their lives as independently as possible.

Both roles are a fantastic opportunity for the right person to play a vitally important part in helping our charity preserve and extend our services to the people we work with, and make a positive impact and difference to the lives of others.

For more information, head to **www.sightmatters.im** to download a full application pack, email: **kmacduffie@sightmatters.im** or telephone: **674727**. Applications close on **Friday 13th August 2020.**

SIGHT MATTERS
A MANX CHARITY WITH A CLEAR VISION FOR THE FUTURE

JOIN OUR TEAM!

FUNDRAISING OFFICER

We are seeking an enthusiastic and experienced Fundraising & Marketing Officer who can support our charity in achieving our ambitious aims.

The selected candidate will be responsible for the successful creation and management of bespoke marketing and fundraising strategies for Manx Blind Welfare Society.

SOCIAL WELFARE & INCLUSION LEAD

We are also looking to recruit an experienced individual to head up our Social Welfare and Inclusion Service.

This highly motivated and empathetic individual will be responsible for ensuring that everyone that uses or is referred to our services is provided with the most appropriate levels of support and assistance to live their lives as independently as possible.

Both roles are a fantastic opportunity for the right person to play a vitally important part in helping our charity preserve and extend our services to the people we work with, and make a positive impact and difference to the lives of others.

For more information, head to **www.sightmatters.im** to download a full application pack, email: **kmacduffie@sightmatters.im** or telephone: **674727**. Applications close on **Friday 13th August 2020.**

VEHICLE LIVERY

The same design principles apply to Sight Matters vehicle livery.

The Sight Matters dark teal / blue should be the predominant colour, and the information must be clear and easy to read.

The ‘caring eye’ icon is employed again as a striking graphic device.

Examples of how the livery could be applied are shown below.

FREEDOM FIELD

The Freedom Field sits within the grounds of the Sight Matters HQ. It is a unique project designed to create a series of special places for exercise, relaxation and reflection – an area which will enable the positive therapeutic value of nature to help with physical and mental wellbeing.

The Freedom Field has its own brand, however, it is easily identifiable as being part of the Sight Matters family by using the same colours, iconography style and typography.

The brand principles and usage rules for the Sight Matters logo as described in this document, also apply to the Freedom Field identity.

SIGHT MATTERS

A MANX CHARITY WITH A CLEAR VISION FOR THE FUTURE

FREEDOM FIELD

Reversed logo on Sight Matters Blue

Reversed logo on Sight Matters Gold

Reversed logo on Sight Matters Green