



BRAND GUIDELINES

Version 1.0

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OUR PRINCIPLES

Our principles

This infographic communicates the four principles of our campaign.

- Provision of long-term funding (10 -15 years)
- Investment at the hyper-local level (directly to communities of c.3,000 – 10,000 residents)
- Resident-led decision making
- Appropriate support provided to build community confidence and capacity

COMMUNITY WEALTH FUND ALLIANCE PRINCIPLES



**LONG-TERM
FUNDING**



**NEIGHBOURHOOD
INVESTMENT**



**COMMUNITY-LED
DECISION MAKING**



**BUILDING COMMUNITY
CONFIDENCE**

BOILERPLATE TEXT

The following boilerplate text can be used to describe the Community Wealth Fund.

The Community Wealth Fund Alliance is a group of civil society, public and private sector organisations calling for the creation of the Community Wealth Fund.

The Fund will be a new, independent endowment that would provide long-term investment in 'left behind' neighbourhoods across the country. These areas lack spaces for people to meet, community activities and have low levels of digital connectivity and poor local transport. They also have worse social and economic outcomes than neighbourhoods that are similarly deprived but which have such provision.

The Fund would support communities at a neighbourhood level to decide how the money is spent, allowing the most deprived areas that lack social infrastructure to enable their communities to develop the services and facilities needed to make them better places to live. Trusting local people to make these decisions would help communities to flourish and build confidence and capacity.

After fifteen years of investment in 'left behind' neighbourhoods, we would expect to see population level health and educational attainment improvements, and greater participation in higher education. We would also expect perceptions of neighbourhoods to improve significantly and would see a marked increase in community engagement, economic activity, and places for people to meet.

Membership includes major national organisations, such as the Salvation Army, Groundwork and New Local, independent funders like the Joseph Rowntree Foundation, the main civil society umbrella organisations including NCVO, NAVCA, ACEVO, Power To Change, Small Charities Coalition, UK Community Foundations and Locality and regionally based communities organisations such as Yorkshire in Business and Impact Hub Birmingham.

To learn more and sign up to the Alliance, follow this link: communitywealthfund.org.uk.



When posting about the Community Wealth Fund on Twitter, tag **@CommWealthFund** and include hashtags from the list below. Refer to the Welcome pack for further information on draft tweets to use.

#CommunityWealthFund

#LeftBehind

#SocialInfrastructure

#Communityled

#Buildingconfidence

#Communitypower

#Trustlocalpeople

#Neighbourhoodinvestment

TAILORED TEXT FOR DIFFERENT AUDIENCES

The following points should be considered when speaking to different audiences about the Community Wealth Fund.

When speaking with **local authorities**, you could emphasise:

- Our research has identified 225 'left behind' areas in England. The Community Wealth Fund would enable communities to respond to their own needs and aspirations, creating new stronger partnerships with local government and helping manage demand for services.
- Local and combined authorities such as Sunderland City Council, Birmingham City Council, Liverpool City Region Combined Authority and Thanet District Council, have joined the Alliance and are calling for the establishment of the Community Wealth Fund.

When speaking with **Government and MPs**, you could emphasise:

- The Community Wealth Fund Alliance is calling on government to release the next wave of dormant assets for the creation of a new independent endowment to provide funding to 'left behind' areas.
- Dedicating the next wave of dormant assets to the Fund would enable government to continue to use the expanded scheme to invest money with a strong strategic intent in the issues and places that need it most.
- The Alliance has the support of MPs and Peers who are members of the APPG for 'left behind' neighbourhoods.

When speaking with the **private sector and businesses**, you could emphasise:

- The Community Wealth Fund Alliance works closely with the Percent Club, calling for the establishment of an independent endowment to invest in areas that have seen their local community facilities and groups disappear.
- This funding will be vital in the medium-to-long term response to COVID-19 since research shows that the pandemic is likely to exacerbate existing social and economic problems in 'left behind' neighbourhoods. The private sector has a role to play in helping 'left behind' areas regenerate.

When speaking to the **research community**, you could emphasise:

- Research by Oxford Consultants for Social Inclusion (OCSI) and Local Trust have identified 225 'left behind' neighbourhoods across England.
- These areas rank within the top 10% on both the Index of Multiple Deprivation (IMD) and the Community Needs Index (CNI). They are the most deprived and have low levels of civic assets including community places and spaces.

OUR COLOURS

Community Wealth Fund primary colours are **dark blue** and **light blue**. Our colour palette is an important part of our visual identity and should be used for most materials.

Our secondary bright colours should be used in special circumstances or to add interest to larger documents.

Bright colours should always be used with deep blue and white, not other bright colours, to stop the designs becoming too busy.

Our colours should be matched accurately to ensure that they always appear consistently.

You should only use these colours in your materials.

Colour specifications have been given for:

- **Pantone** – specialist printing
- **CMYK** – full colour print
- **RGB and HEX** – screen/online

Primary colours



Pantone 533C
CMYK C(95) M(65) Y(0) K(74)
RGB R(7) G(30) B(66)
HEX #071e42



Pantone 2707C
CMYK C(26) M(9) Y(0) K(4)
RGB R(193) G(212) B(235)
HEX #c1d4eb

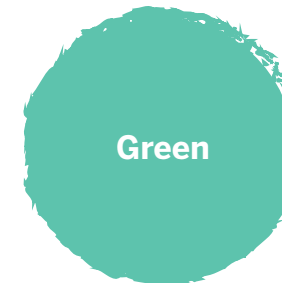
Secondary colours



Pantone 135C
CMYK C(0) M(30) Y(70) K(0)
RGB R(251) G(190) B(94)
HEX #fbb5e



Pantone 7688C
CMYK C(73) M(30) Y(0) K(0)
RGB R(60) G(148) B(209)
HEX #3c94d1



Pantone 563C
CMYK C(60) M(0) Y(40) K(0)
RGB R(105) G(192) B(172)
HEX #69c0ac

OUR TYPEFACE

Typefaces

Our typefaces are BentonSans Comp Bold and BentonSans.

BentonSans Comp Bold

BentonSans Comp Bold is a condensed bold font and should be used in capital letters for titles and main headings to provide impact.

BentonSans

BentonSans Bold should be used for subheadings and BentonSans regular for body copy.

BentonSans comes in a number of weights, but our core set is regular and bold.

Arial

Where either fonts are unavailable (Word documents, Powerpoint, etc), Arial should be used as a substitute.

BENTONSANS COMP BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

BentonSans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

BentonSans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

OUR TYPEFACE

Example typesetting

Headlines

BentonSans Comp Bold ALL CAPS

Size: 41

Leading: 40

Tracking: -10pt

Sub heading Level 1

BentonSans Bold

Size: 20

Leading: 22

Tracking: Opt

Sub heading Level 2

BentonSans Bold

Size: 17

Leading: 19

Tracking: Opt

Body copy

BentonSans Regular/**Bold**

Size: 12

Leading: 14

Tracking: Opt

Pull quotes/statistics

BentonSans Comp Bold ALL CAPS

Size: 23

Leading: 23

Tracking: -10pt

INVESTING IN THE FUTURE OF OUR COMMUNITIES

Putting communities in charge of
their spend, enabling them to build
community confidence.

The Community Wealth Fund Alliance
is a group of over 400 organisations

Communities at a neighbourhood level would be supported to take spending decisions, building community resilience and strength. **Trusting local people** with decision-making power over resources would help communities to flourish and build confidence and capacity.

TRUSTING LOCAL PEOPLE WITH DECISION-
MAKING POWER OVER RESOURCES WOULD
HELP COMMUNITIES TO FLOURISH

THE LOGO

Alliance member logo

The Alliance member logo is to be used on information from our Alliance members.

The logo is available in our primary dark and light blue colours. This file is available by contacting the Community Wealth Fund communications team:

lizzie.tribone@localtrust.org.uk



Alliance member logo colour variations

Always look to use the full colour version of our logo as much as possible as it best represents our brand and consistent use will help it stick in the minds of our audiences.

When this isn't possible, we have a number of variations that can be used in its place.

On dark backgrounds, such as our core dark blue, use the reversed out logo.

The fully black mono logo should be used only when colour isn't available.



Colour logos

Mono logos

THE LOGO

Using the Alliance member logo

Printed material

On user facing communications, the Alliance member logo must appear. It can appear as a secondary logo but must not be reproduced at a smaller size than 25mm wide. Ideally it should be clear, and proportional to the main organisation's logo.

On posters, letterheads the logo should appear top left or next to the main organisation's logo. On leaflets, flyers, brochures and booklets the logo can appear on the front or back pages in the top left next to the organisations logo or in the bottom right corner.

Digital material

Alliance members are encouraged to add the member logo and hyperlink it where possible to the Community Wealth Fund webpage: communitywealthfund.org.uk

On websites and emails, the Alliance member logo should appear within the footer element of the design. It should be in proportional size to the other logos used.

Contact Us
0200 123 4567
info@youraddress.org
CAN Mezzanine
49-51 East Road
London, N1 6AH

Help Desk
0200 123 4567
info@youraddress.org

Press Enquiries
0200 123 4567
info@youraddress.org

Connect with us

- Facebook
- Twitter
- LinkedIn
- You Tube

LLOYDS BANK FOUNDATION
England & Wales

the Tudortrust

disability confident
COMMITTED

ef Esmée Fairbairn

FR FUNDRAISING REGULATOR

BMCF
BETTY MESSENGER
CHARITABLE FOUNDATION

COMMUNITY WEALTH FUND
ALLIANCE MEMBER

THE LOGO

Official Logo

This is the Community Wealth Fund logo and it should be used in official correspondence such as letterhead, report covers and made on behalf of the Alliance, and should be approved by a member of the Community Wealth Fund Alliance secretariat.

It should be used primarily on a white background to maximise its impact.

The logo must not be altered in any way.



Logo colour variations

Always look to use the full colour version of our logo as much as possible as it best represents our brand and consistent use will help it stick in the minds of audiences.

When this isn't possible, we have a number of variations that can be used in its place.

On dark backgrounds, such as our core dark blue, use the reversed out logo.

The fully black mono logo should be used only when colour isn't available.



Colour logos

Mono logos

THE LOGO

Using the official logo

The primary position for our official logo is top left on all printed materials.

Printed material

On user facing communications, the official logo must appear top left and should not be reproduced at a smaller size than 23mm wide.

Digital material

The logo should be always hyperlinked to the Community Wealth Fund website: communitywealthfund.org.uk



THE LOGO

Exclusion zones

To preserve legibility of both the member logo and official logo, a minimum exclusion zone must be maintained. The exclusion zone is the clear space around the logo, where no other element should intrude.

This space is measured as being the equivalent to the height of the 'C' on 'Community' running around the outer edges of the logo.

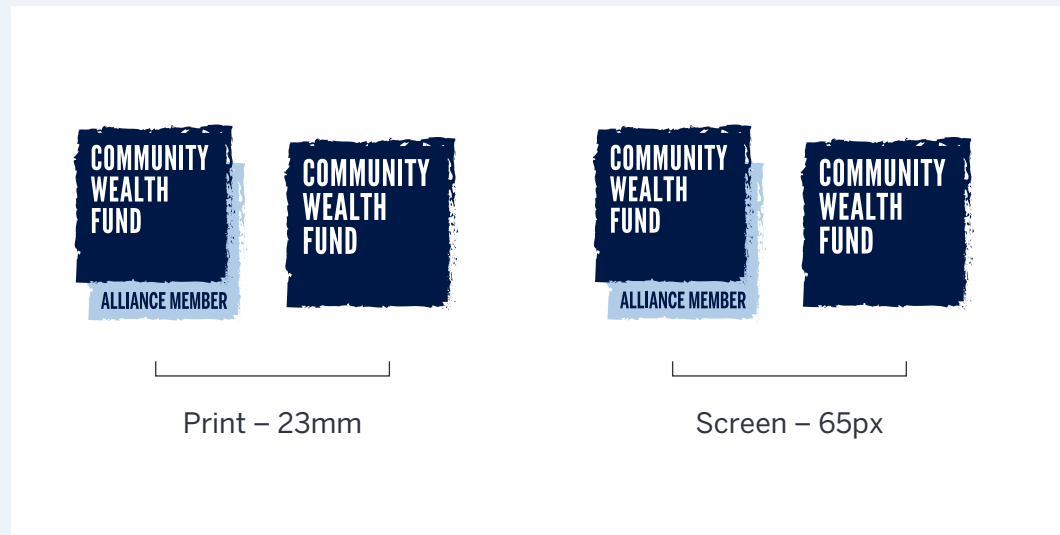


Recommended sizes

The member logo and official logo should never be smaller than 23mm wide in print.

On screen, the recommended minimum size is 65px.

Using the logo any smaller than these sizes will compromise legibility and recognition.



THE LOGO

Logo - incorrect usage

Both logos must not be altered in any way, to ensure consistency across all materials.

Only ever use the logo artwork files available and always follow guidance on exclusion zone, size and positioning.

The logo's must not be altered in any way.

Shown here are some examples of our official logo being used incorrectly.



Do not alter the typeface



Do not distort or rotate the logo



Do not place the logo in a container



WORKING TOGETHER

Do not intrude on the exclusion zone



Do not use the logo on images or coloured backgrounds



Do not apply any effects