

THE INCREDIBLE BRAND TOOLSHEED



**A GUIDE
TO USING OUR
INCREDIBLE
BRAND**



HOW TO USE THIS DOCUMENT

The way we communicate is a crucial part of our identity and how we connect with others. Using a similar look makes it clear that we are all part of the same Incredible Edible movement, even though we spin the three plates in whatever way suits our communities. This document gives advice to anyone within the Incredible Edible family about how to write or produce Incredible materials. If you are a group, you can find some great **templates** or you can pass this document onto a designer if they are producing a product for you. If you are a partner, this document will be useful to illustrate how we talk about ourselves and how to use our logo.



OUR PURPOSE

Our shared vision

Our vision is to create kinder, more confident and more connected communities through the power of food.

Our mission

We create this vision by spinning the three plates of community, learning and business.

Our shared values

- **Being positive.** Believe in the power of your own potential to create the future for yourself that you want.
- **Being local.** In your passion, your action and your purchasing. Find ways to create local solutions to global problems.
- **Being connected.** We are more passionate about people than plants. We are not just a growing group. We believe that when people spend time connecting together and listening to each other positive change happens.
- **Being brave.** The future is in our hands. We have the right as citizens to take action. The structures in a democratic society are there to serve the will of the citizens, not the other way around.
- **Being active.** Don't wait for permission or funding – just do something today, however small, and the result will grow.





MISSION STATEMENTS

We can help others to understand our mission and purpose with the use of mission statement banners.

These can be used illustratively within your communications.

**SPACE
TO GROW**

**MAKE YOUR
LANDSCAPE
EDIBLE**

**BELIEVE IN
THE POWER OF
SMALL ACTIONS**

**IF YOU EAT
YOU'RE IN**





TONE OF VOICE

The way we communicate is a crucial part of our identity and how we connect with others. We should always write in a way that feels true to the Incredible brand.

Introduction

As a large organisation of member groups scattered across the globe, it is important to be consistent in the way we communicate. This helps new users to understand who we are and what we're about.

Tone of voice

Tone of voice is shorthand for how our brand is expressed in writing. It communicates the personality of the brand. In general our writing should convey the following values:

- **Positivity**
Our Incredible members are driven by the belief in the power of small actions – actions which will deliver good in our communities and help us to recognise what connects us rather than what divides us. Whether internal or external, our communication with others should be positive and encouraging.
- **Collaboration and inclusivity**
Our strength comes from the willingness to help others by sharing knowledge, support and advice where we are able to. We should always be open to feedback from others.
- **Clear and honest**
We want to be viewed as a Network that is open to all, no matter your background or experience level. That means communicating with others in a way which is honest, sharing knowledge readily and in a clear, concise manner. Avoid using jargon or difficult terminology and explain

ideas clearly in straightforward vocabulary.

- **Curiosity and passion**

The seeds of the Incredible Edible vision came from a desire to enact small acts of social change in our community. We create these kinder, confident and more connected communities through the power of food. Wherever possible we should convey this passion through our writing, in turn inspiring passion in our readers.

Editorial style

- **Our name**
We refer to ourselves as the Incredible Edible Network and Incredible Edible. When spelling out either name we should always use title case.
- **Be Incredible**
We should always use title case when we use the word Incredible. This reinforces the strength of our name.
- **Numbers**
Always spell out numbers at the beginning of a sentence. Elsewhere, spell out numbers under 10 and use figures for 10 and higher.
- **Dates**
We should use just numbers for dates (without ending 'th' or 'rd') e.g.

Thirty-six of our members attended a seed swap.
The seed swap was attended by 36 members.

25 December 2018
1 January 2019





TONE OF VOICE

- **Shortening phrases**

Feel free to shorten phrases such as 'is not' to 'isn't'. It gives our writing an informal and chatty tone.

- **Capital letters**

Use sentence case in sentences and resist the urge to capitalise letters that seem important. Headings or Toolshed sections should only have an initial capital letter e.g. 'Getting started' rather than 'Getting Started'. Single quotation marks can be used to make it clear where a heading ends and the rest of the sentence begins.

However, capital letters should always be used for:

- Group or organisation names
- Jobs and titles
- Regions e.g. North West England but not northern England

- **Copyright**

You must have permission to use images or illustrations that have not been created by you or Incredible Edible. You should obtain this by writing to the original author and stating the purpose of your use of their material. Once this permission is obtained use the following line:

Reproduced by permission of [name] or © [name].

- **Email and web addresses**

Email addresses and URLs should appear in lowercase. Do not include http:// at the beginning of web addresses.

- **Quotation marks**

Always use double quotation marks for direct quotes unless the quote appears within a quote. In those cases use single quotation marks within double quotation marks.

Full stops should be used outside the quotation mark if the quote is only part of a sentence. It should be placed inside the quotation mark if the quote is a complete sentence.

- **Exclamation marks**

Exclamation marks should be used to express emotion, emphasis or surprise but should only be used once in place of a period at the end of a sentence.

- **Names**

Companies, countries and organisations should always be singular e.g. Incredible Edible Bute support the community.

Writing for the web

When writing for the web care should be taken to create content that will engage users.

- **Clear and structured content**

You should draw the reader in by using the opening paragraph to offer a summary of the content. Make a list of your key points and use new paragraphs to separate key ideas.

- **Be concise**

Use bullet points to keep your information short and punchy. Limit headlines to around eight words so that users are able to scan the page for key information.

- **Search engine visibility**

Users increasingly use search engines to find the content they need. Think about the type of words your user might use and match your language accordingly.







OUR LOGO

Our visual identity is made up of physical elements that create our brand's appearance.

These include our:

- Brand name
- Logo and logo icon
- Brand colour palette
- Font family, and how our fonts appear online and in print
- Imagery

To keep our brand consistent, we've created a simple set of instructions to follow when you work with the Incredible brand.

Logo



Logo icon





OUR LOGO

Our logo is also available in a Welsh only language format and dual language (Welsh and English) format. These are available and should be used as required and as appropriate i.e. an English logo should not be used in a Welsh only document.

For dual language or Welsh only documents that require the **Big Lottery Fund logo**, the dual language Big Lottery Fund logo should be used.

Group logos follow the same logic and can be created as dual language, Welsh only or English only as required. Please **contact us** for access to these logos and any further guidance.





CLEARSPACE

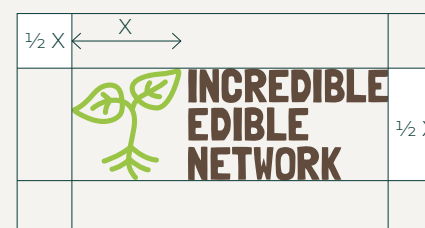
When using the Incredible Edible logo please take care to leave enough clearspace. This will ensure the brand's legibility and effectiveness.

Ensure correct placement and size when creating any branded document.

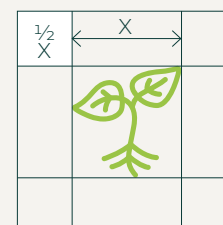
Minimum sizes

The main logo should be used at a minimum size of **35mm**. The logo icon should be used at a minimum size of **8mm**.

Logo clearspace



Icon clearspace





POSITIONING

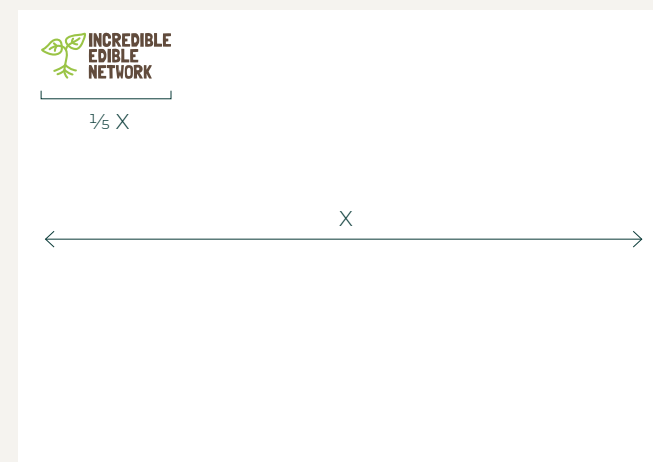
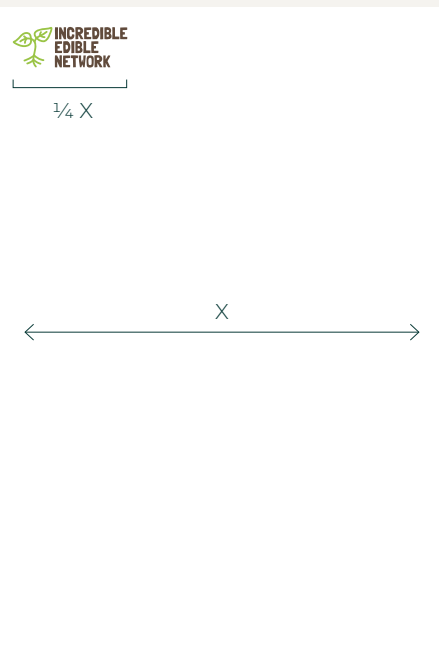
To give the brand flexibility the logo should be placed in top or bottom corners in the first instance. As an alternative the logo may be aligned centrally (vertically) with a design element as shown opposite.





SIZING

As a guide the logo should be used at a quarter of the width of portrait media and one-fifth of landscape media.





COLOUR VARIATIONS

Our logo can be used in any of the formats opposite but should not be recoloured in any other way.

The logo can be used in white over photography provided the image is uncluttered and has enough space to be seen clearly.





A FEW DON'TS

Recolour

The logo should never appear in any other colour other than those specified in the colour variations section.

Distort

Horizontal or vertical scaling, skewing or distortion should never be applied to the logo.

Rotate

The logo must always appear at 0°.

Typesetting or font change

Never manually typeset the logo. Only Incredible Edible Network staff are able to do this when creating new group logos.

Effects

Effects such as drop shadows, overlays and gradients should never be added to the logo.



Recolour



Distort



Rotate



Font change



Logo clearspace



Effects



GROUP LOGOS

It is important that our group logos keep to a consistent guideline to communicate that the groups are connected and part of a wider network.

The logo should be created by removing the 'Network' section of the logo and then typesetting the group name in Lime Green underneath. The group name should have the same letter height as the other words in the logo.

Please follow the general logo guidelines for use with your group logo.

We can create a logo for your group – please contact info@incredibleedible.org.uk.





PARTNER LOGOS

The Incredible Edible Network is proud to work with a host of other organisations with credentials that we champion. However they may have important reasons for choosing not to become an Incredible group.

Equal partnership

When the Incredible Edible Network is an equal partner with another organisation the logos should be situated side-by-side with a dividing line between the two. The logos should be optically similar in weight and size.

Primary partner

When the Incredible Edible Network is the primary partner, subsidiary logos should be situated below. They should be optically 50% smaller than the Incredible Edible Network logo.

Equal partnership

$\frac{1}{2} X$	$\leftarrow X \rightarrow$				
		INCREDIBLE EDIBLE NETWORK	$\frac{1}{2} X$	$\frac{1}{2} X$	Partner logo



INCREDIBLE
EDIBLE
NETWORK

Partner
logo

Primary partner

$\frac{1}{2} X$	$\leftarrow X \rightarrow$	
		INCREDIBLE EDIBLE NETWORK
$\frac{1}{2} X$	In partnership with	
	Partner logo	



INCREDIBLE
EDIBLE
NETWORK

In partnership with

Partner
logo



NATIONAL LOTTERY COMMUNITY FUND

The work that we do has been supported by the National Lottery Community Fund and all central communication which is funded by this should use the Community Fund logo.

You should refer to these **guidelines on correct usage**.

English version



Dual language (Welsh and English)





COLOUR



OUR COLOUR PALETTE

Our core colour palette is based on the colours used in the logo identity – lime green and earth brown.

This is supported by a secondary palette – dark teal, leaf green and light stone – used to provide contrast to the core colours.

LIME GREEN

C48 M0 Y86 K0
Pantone 375C / 382U
R154 G196 B70
#9ac446

EARTH BROWN

C45 M55 Y62 K52
Pantone 7519C / 4625U
R95 G75 B60
#614b3c

DARK TEAL

C90 M48 Y62 K61
Pantone 560C
R9 G58 B55
#093a37

LEAF GREEN

C76 M33 Y90 K22
Pantone 7742C / 363U
R64 G112 B56
#407038

LIGHT STONE

C5 M4 Y7 K0
Pantone 7527C / Warm Gray 1 U
R245 G243 B239
#f5f3ef

TYPOGRAPHY





PRIMARY TYPEFACE

Our primary typeface is Londrina Solid. It is a bold, organic typeface which compliments the style of our brand communications.

It is an open source font which can be downloaded from Google Fonts: fonts.google.com/specimen/Londrina+Solid

It should be used mainly in uppercase.

It can also be used with the counters filled in for a more bespoke effect (see opposite).

The typeface should be used for:

- Main headlines
- Sub headlines
- The logo text

Cc

Counters

Counters

Counter filled in for blockier feel

Aa



SECONDARY TYPEFACE

Our secondary typeface is the Montserrat family. It is a clean, modern and highly legible typeface.

It is an open source font which can be downloaded from Google Fonts: fonts.google.com/specimen/Montserrat

Montserrat Bold should be used for:

- Sub headlines
- Introductory paragraphs/standfirsts
- Calls to action

Montserrat Semi Bold should be used for:

- Highlighting important text or information within body text

Montserrat Light should be used for:

- Body copy (set at a minimum of 8pt)
- Small print and terms and conditions

Montserrat Bold

Cc

Bb

Montserrat Semi Bold

Aa

Montserrat Light



ALTERNATIVE TYPEFACE

When primary and secondary typefaces are unavailable Arial should be used.

Arial Bold should be used for:

- Sub headlines
- Introductory paragraphs/standfirsts
- Calls to action
- Highlighting important text or information within body text

Arial should be used for:

- Body copy (set at a minimum of 8pt)
- Small print and terms and conditions

Arial

Cc

Bb

Arial Bold

Aa

Arial



ACCESSIBILITY

In order to maintain consistency follow the colour and typographical guidance set out opposite.

This allows our communication to feel clear and easy to navigate.

We should also bear in mind these general guidelines when creating documents:

- Align large sections of text to the left
- Keep content short and simple
- Don't use large blocks of heavy text
- Ensure good contrast between text and background
- Do not use font sizes below 8pt and consider a larger point size for some audiences
- Don't use very condensed, italic or decorative fonts – use the fonts listed in this document
- Ensure good levels of spacing between lines

WE'RE ORGANISING SOMETHING INCREDIBLE!

Body text can be set in black, teal green or earth brown. Where the font size is smaller black should be used to **improve legibility**.

We can start new headlines in bold and in a slightly larger size.

Sub headline in lime green.

Sub headline in leaf green.

Sub headline in earth brown.

- Bullet points help to break up large chunks of information

WE'RE ORGANISING SOMETHING INCREDIBLE!

Body text should only be set in white on darker backgrounds for **maximum legibility**.

We can start new headlines in bold and in a slightly larger size.

Sub headline in lime green.

- Bullet points help to break up large chunks of information





PHOTOGRAPHY

Natural, authentic photography is at the heart of the Incredible Edible brand and shows off the good work that we do. In order to show ourselves at our best we should use the following guidelines:

- Ensure subjects are clear and in focus
- Ensure the picture is taken in a well-lit area
- Don't use flash unless you really have to
- Keep the camera steady – you can use a solid surface to rest a phone or camera on to keep the photo from blurring
- Try to avoid distracting backgrounds
- Avoid using effects that make the photo appear over-processed
- Make sure everyone is smiling!

For best results images should have a size of at least 3MB.





PERMISSIONS

You must have permission to use images or illustrations that have not been created by you or Incredible Edible. You should obtain this by writing to the original author and stating the purpose of your use of their material.

Once this permission is obtained use the following line:

Reproduced by permission of [name] or © [name].

Once permissions are gained it would be useful to store in a document to refer to at a later date and ideally should be shared with other group members so that the information remains accessible.

Even if you have taken photographs or videos yourself it is important to get permission from the people in these images before using in printed material or online (this includes both adults and children).

Please contact
info@incredibleedible.org.uk
for a photo release form that you can use in your groups.



ILLUSTRATIONS

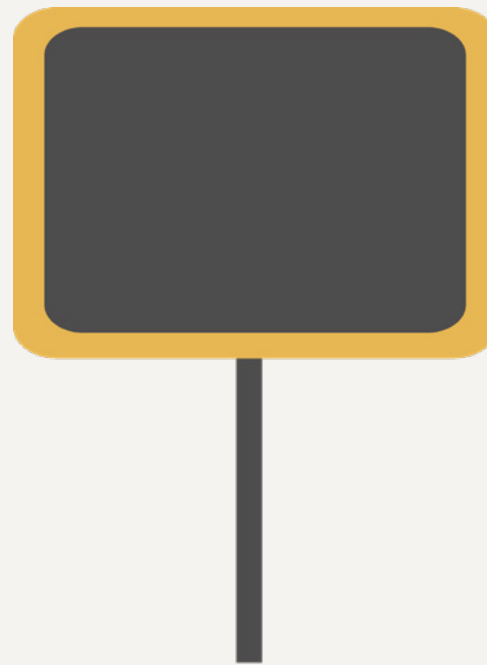
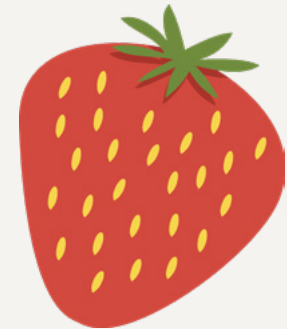




ILLUSTRATIONS

A number of illustrations have been created to bring life to your communications. The following pages group these into categories to make it easier to find what you need.

Please contact info@incredibleedible.org.uk if you would like access to these illustrations.





GROWING





FOOD





COMMUNITY





MISCELLANEOUS





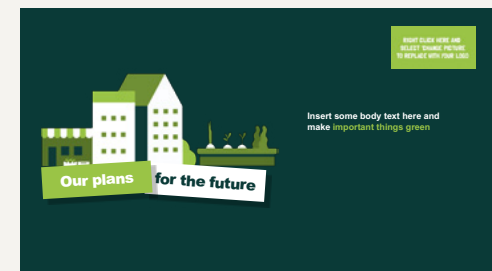
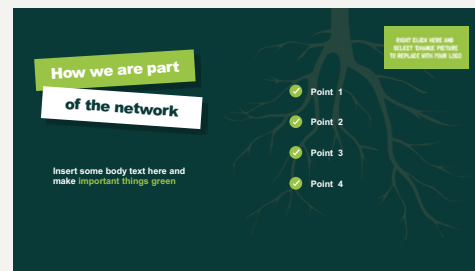
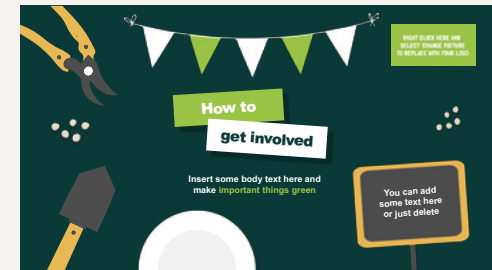
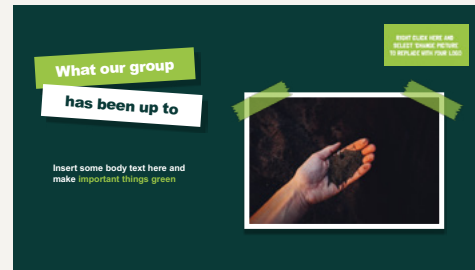
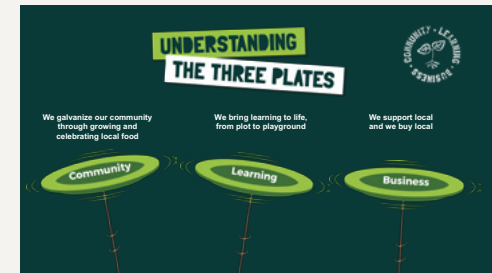


POWERPOINT

A set of Powerpoint template slides have been developed for use in presentations.

You can find these in the Communicating in the real world section of our Toolshed.

You can also [download them here](#).



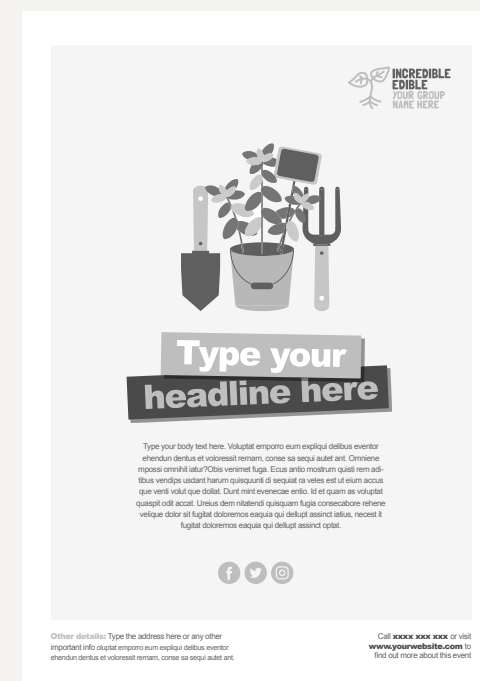
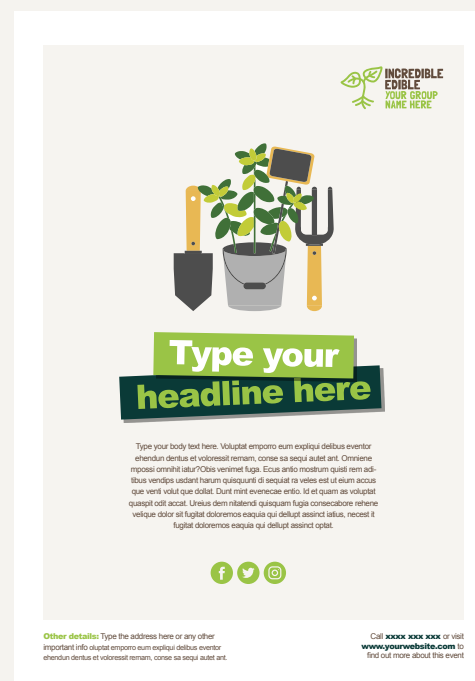


WORD

A set of Word template slides with different themes have been developed for your communications. They are available in colour and grayscale.

You can find these in the Communicating in the real world section of our Toolshed.

You can also [download them here](#).



NEED SOME MORE HELP?

If you have any questions regarding these brand guidelines, do not hesitate to contact us at info@incredibleedible.org.uk and we'll be happy to help.