

missing people

Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

Brand Guidelines

Introduction to Missing People

Missing People is a lifeline when someone disappears.

We are a passionate, caring and specialist team of people across the UK devoted to helping missing people and their families in every way possible.

We are an independent 24/7 charity made possible by donations, supporters, volunteers and gifts in kind.

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Aims, Vision and Mission

We aim to:

- A. Safeguard and support missing people
- B. Provide tailored and effective family support
- C. Be the authoritative voice effectively advocating for missing people and their families



EVERY MISSING
PERSON IS FOUND
SAFE

Our vision



TO BE A LIFELINE
WHEN SOMEONE
DISAPPEARS

Our mission

To be missing is to be in a dark place. And to get help is vital. We are driven to be a lifeline when someone disappears. This means providing great support and great help. Support that makes people feel better able to cope. Help for families to deal with the practicalities whilst someone is missing. Help which finds people who are missing. Help which makes children and adults safer. Help to put someone back in touch with their family, or carer or friends. It can be a difficult journey all round.

Our Values

We are guided in our behaviour and in our belief as an organisation by our values.

- We are human in our approach
- We are grounded in helping those affected
- We let staff and volunteers fly
- We are always future minded
- We make things happen!

**BRIGHT
HUMAN
OPTIMISTIC**

3 CHARACTERISTICS

that define how the brand acts and communicates

**COMPREHENSIVE
COMPASSIONATE
COMMITTED**

3 VALUES

that define the key benefits offered by the products and services of the brand.

TOGETHERNESS

SINGLE WORD OR PHRASE

which the brand seeks to own in the mind of the consumer

IDENTITY

Logo

**missing
people**

Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

- Primary two colour logo on white (paper) background.
- If merchandising and external creative constraints make it impossible to apply the logo, please speak to a member of the Communications Team about an alternative.
- Remember that a logo's sole purpose is to identify us as an organisation. It must look exactly the same every time it is used.
- The **i** should never be used in isolation or as bullet points.
- For printed documents please make sure the item is signed off by a member of the Communications Team using the Printed Materials Sign-off Form in Controlled Documents.

Logo



Primary two colour logo on white.

The primary two colour logo should, wherever possible, be used.

To reinforce our identity and aid recognition, magenta and black are the recognised corporate colours.

Use the new logo with the Scottish charity number all times.

Secondary logo on black/dark background.

When it is not possible for the primary logo to be used, please use the secondary logo which is reversed out of a dark background.

Logo for complex backgrounds.

There will be occasions where some flexibility is needed, particularly when external use creates a need for embedding to busy backgrounds or images. In these cases, the above logo is to be used with a solid white background.

Logos are supplied in a variety of formats for print and for web usage. The version of the logo used must always include the registered England, Wales and Scotland charity numbers unless agreed with a member of the Communications Team.

Logo with strapline



Two colour logo with strapline on white.

Logo with strapline on black/dark background.

Logo with strapline for complex backgrounds.

Strapline as a stand alone header.

The strapline defines the Missing People mission to be a lifeline to vulnerable children and adults when someone disappears. The strapline can be used with the logo or stand alone as a header if it is to be used as a focal point.

The logo with strapline applies to the same guidelines as the primary logo.

Logo: spacing and size



Space is important for a logo to stand out correctly without interference on any collateral and documents, both in print and on the web.

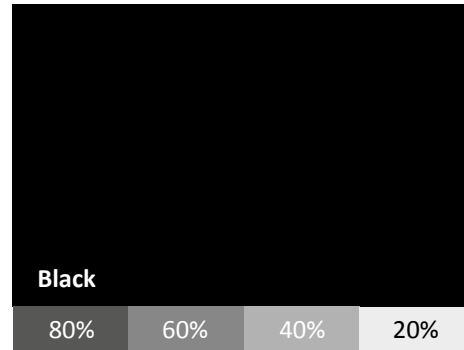
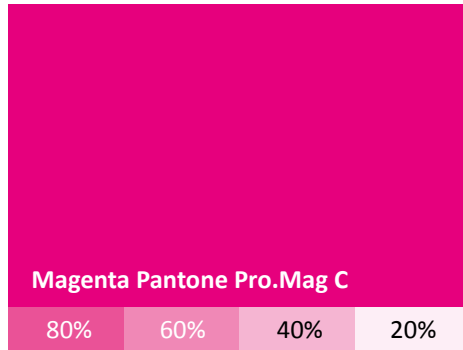
As shown in the example above, use of the 'o' from 'people', as a guide for the exclusion zone.

The logo is designed as a vector graphic, which means it can be ultimately scaled to any size without pixelation.

Missing People logos in different formats and colour combinations can be found in the S drive - Shared Resources - Logos.

To ensure visibility, readability and accessibility, the logo must never be used smaller than 25mm in height.

Colour



CMYK (%)

RGB

C	0	R	209
M	100	G	0
Y	0	B	116
K	0		

Hex (#) D10074

CMYK (%)

RGB

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

Hex (#) 000000

CMYK (%)

RGB

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

Hex (#) ffffff

Typography

Typography plays a key role in brand recognition. Do not use Akzidenz unless using an artworking programme. Under no circumstances should Akzidenz be used in any documents that are sent externally unless they are an image (jpeg etc) or a PDF.

For creative communications

Akzidenz-Grotesk BQ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

For letters/text on documents:

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Headings

Use sizes 22pt - 36pt

Body copy

Use sizes 9pt - 12pt

Intro paragraphs

Use sizes 11pt - 15pt

Quotes

Use sizes 9pt - 17pt

Tone of voice

Missing People already supports, and wants to reach out to, a diverse range of people. We communicate with a large number of people through many forms of media. It is therefore vital that all communications are consistent and help to build our unique voice as an organisation. This will increase the impact we achieve and clarity of our message.

The tone of voice guidelines explains how to approach writing and design of all communication for both internal and external use. The tone of voice will work successfully if used correctly and consistently throughout all marketing as it tells us how to 'speak' and indicates style and vocabulary choices.

Our voice should show Missing People as active. Think of the charity as having a personality – an authentic, value based 'character'. We must remain bold and insightful in our opinions but be pro-active, human and confident. We value and support people, and our tone of voice must reflect this.

Core Principle: First Person

We must always write in the first person as we are united and speak on behalf of the charity Missing People. We treat people as individuals. Whenever you write something, think of it as a one-to-one between us and the reader. The reader is much more likely to stay interested in what we're saying if we're direct and refer to them as 'you', and Missing People as "us" or "we" rather than "the charity" or "the organisation".

Examples of usage:

"You can make a difference" rather than, "people who donate make a difference."

"At Missing People, we support..."

"Police refer families to us for support..."

"Reconnecting families...is what we do"

"This year, our team is working to..."

Remember that as a charity Missing People is a single entity, so say Missing People is/does/thinks/supports. It can feel uncomfortable as we would normally be inclined to use the plural when using the word "people".

Tone of voice cont.

Use these words to talk about Missing People	Don't use these words to talk about Missing People
Us	They
We	Them
Our	Their

Vocabulary examples:

Sharing the difference we make...

- Chuffed
- Comprehensive
- Delighted
- Guarantee
- Safe
- Compassionate
- Committed
- Most important
- Secure / security
- Save
- Definitely
- Quick / quickly
- Found
- Reconnected
- Vital

Sharing how tough the issue is...

- Heartbreak
- Pain
- Desperation
- Agony
- Devastation
- Tragic
- Damaging
- Cruel
- Carelessness
- Confusing
- Abolish
- Shocking
- Limbo
- Trauma
- Urgent

Tone of voice cont.

Core Principle: Plain English

- Keep it short
- Make it clear
- Use active verbs rather than passive verbs e.g. ‘The police stopped the riot.’ (Active) rather than ‘The riot was stopped by the police.’ (Passive)
- Be concise

Core Principle: Conversational

Language must remain informal and conversational e.g. ‘have you had a chance to think if you can make a donation?’

Language to not use:

Thrown away or Throwaways

Streetwise

Pushed out

The lost

The vanished

The missing

Service users

AWOL

Gone astray

Case or cases

Alternatives

Runaway / runaways

DO NOT USE

Missing people or missing persons

Missing people and their families or families of missing loved ones

DO NOT USE

use the person’s actual name or appeals

In publicity appeals for a missing person, be careful to only use these terms in relation to an individual missing person if the police have authorised the use:

- Runaway (note the difference between run away and runaway)
- Kidnapped
- Abducted
- Exploited, trafficked, CSE
- Self-harm, feels suicidal, mental health, is schizophrenic

Photography



Imagery examples

Photography is very important in strengthening the brand and reinforcing our values.

Imagery should always be of real people in full colour showing real life situations or profiling a person in an article. Imagery should always be relevant to the content.



Emotive imagery

Photography should cover different emotions to reinforce the brand ethos and identity.

Photography should cover a variety of emotions and real life situations such as, sadness, hope, relief etc.

Images for creative are manipulated in Photoshop
(Saturation -50, black layer set to 30% overlay)

Marketing materials styles

HEADINGS

Placing headings into pink devices to be clear and stand out.

Alternatively use:

AKZIDENZ-GROTESK BQ IN CAPITALS



Use of bold quotation marks in pink or dark grey (depending on the background colour) to draw attention to quotes and add interest to the page.



Hexagonal frames for images can add interest to a page.



Use of devices in the corporate colours to show movement in content or to highlight specific information.



Use of a separator between intro paragraphs/key messaging and body copy.



Coloured angled boxes in white, grey or pink can also be used to add interest.

Marketing materials styles continued



24/7 24/7 icon

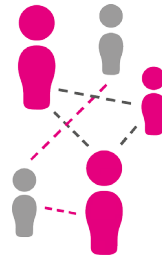
phone
text
email



Chat icon to use
in relation to
1-2-1 chat or text
messages



Phone icon to
use in relation to
telephone contact



Reconnecting
icon



Search icon to
use in relation to
publicity



Family icon



Something to
shout about

Legacies branding

Font for headings

Jenna Sue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font for text

Calibri Light

Calibri Regular



Imagery

Use circular images photos and frame them with brush stroke rings. The pale pinks used are our our brand magenta at varying opacities (60%, 40%, 20%)

Find Every Child branding

- Do not use the font used 'child' font for anything other than the logo.
- The Find Every Child and Missing People logos should never be used immediately next to or on top of one another.
- All leaflets, posters and marketing materials should avoid both logos appearing on the same page. If this is not possible, the Find Every Child logo should be bigger and more prominent and the Missing People logo should ideally sit in right aligned footer position.
- Use the same colours as usual Missing People logo (page 9)

Font

For creative communications

Akzidenz-Grotesk BQ

For letters/text on documents:

Calibri Regular

Calibri Bold



Primary logo



mono logo



reverse logo

Find Every Child branding continued



The “FOUND” and “STILL MISSING” stamp effects can be used in creative with the photos of Alicia and Andrew or in place of where the words would appear in text e.g.



The pink torn paper effect should be used where possible in all materials.