

Brand Guidelines

For supporters who are raising awareness and funds for The Brightwell and/or The West of England MS Therapy Centre



community@thebrightwell.org.uk
www.thebrightwell.org.uk

01454 201 686

the
brightwell

a centre for neurological wellbeing & physical recovery

Bradbury House
Wheatfield Drive
Bradley Stoke
Bristol, BS32 9DB

Registered Charity No: 801155



OUR AIM

Is to provide a strong and effective community, devoted to the care and support of people with neurological conditions, their families and carers in the greater Bristol area.

We achieve this by offering therapies, services and support all designed to improve our members quality of life, in a purpose built, modern, therapy Centre

BACKGROUND

The West of England MS Therapy Centre has been caring for people with MS for 35 years.

Founded in Nailsea in 1985 we moved to a larger, fully accessible building in Bradley Stoke. Our new home allows us to provide therapies and vital support to people living with all types of neurological conditions in a friendly and professional environment.

In 2019 The West of England MS Therapy Centre partnered with The Bristol Therapy Centre and The Bristol Neurological Support Centre to form The Brightwell so that we could offer our therapies , support and help to all neurological conditions.

LOGO TERMS OF USE



The Brightwell and The West of England MS Therapy Centre logo and branding elements may only be used with the permission of the marketing or fundraising teams.

The following terms of use apply to all logos being used by Centre staff, supporters and anyone working on behalf of the Centre.

Our logos are a key part of our visual identity, recognised by the local and corporate community. Both logos are the copyright of The West of England MS Therapy Centre Ltd. And may only be reproduced when authorised.

Our logos are available as a jpg or png file.

BASIC RULES FOR USING OUR LOGOS

DO

- Keep the proportions constant
- Place on a solid colour, ideally white. A logo with white writing can also be requested.
- Reproduce from a master copy, not a photocopy or recreation
- Leave a clear zone around the logo

DON'T

- Recolour, tint, shade or apply any effects to any part of either logo
- Distort, skew or bend the logo
- Use in any way that would misrepresent the Centre or it's members
- Layer, or obscure, the logo with any other images or text

DESIGN ELEMENTS

The Centre website uses a selection of colours, some of which are shown below. These colours were chosen to minimise any confusion for people who are colour blind when using the site.

You do not have to use these colours but if you wish to demonstrate a continuity with the Centre we would recommend it. We use Century Gothic as our preferred font as it is clear and non-fussy sans serif font which allows for easier reading.



Hex 242E37

RGB 36 46 55

CMYK 20 20 13 89



Hex 485C64

RGB 72 92 100

CMYK 24 20 19 36



Hex 6D8BA5

RGB 109 139 165

CMYK 58 28 12 04



Hex 8E3409

RGB 142 52 9

CMYK 34 94 98 14



Hex AA745B

RGB 170 116 91

CMYK 24 20 19 36



Hex C69C89

RGB 198 156 137

CMYK 14 36 40 02

SUPPORTING TOOLS AND TEMPLATES

If you would like to use one of our templates to aid in your fundraising a selection of materials can be found on our website, visit www.thebrightwell.org.uk/tool-kit to download a variety of useful documents including;

- A5/A4/A3 Posters
- Event specific posters
- Just Giving flyers
- Sponsor forms
- Print and make bunting
- Web banners
- Press release template

ETHICAL GUIDELINES

In supporting The Brightwell and or The West of England MS Therapy Centre we ask that you are mindful of our ethical standards and adhere to them in any fundraising activities you take part in on our behalf.

As a fundraiser you;

- must accurately describe our work
- must accurately describe the intended use and the destination of donations
- will never encourage an unrealistic expectation of what the donation may achieve
- will always be truthful
- must not be over-persistent
- should disclose any conflicts of interest you may have
- respect the privacy and dignity of Centre members and that of potential donors

As a charity we follow the fundraiser guidelines and commit to;

- use all donations to support our published purposes
- use donations for the purpose for which they were solicited
- regularly report on our financial activities
- make clear the percentage of income spent on raising funds
- make clear the percentage of income spent on administration
- keep spending on fundraising an administration as low as is cost-effective
- ensuring our accounting and accountability will comply with the highest legal, accounting and ethical standards
- being fully transparent
- never selling our list of donors

The charity and those acting on our behalf will never accept gifts or donations from any of these sources;

- Crime or fraudulent activity
- Armaments (donations from any of the British Armed Forces or the MoD are fine)
- Tobacco and alcohol (alcoholic drinks for raffles and events is ok)
- Pornography
- Child labour
- Gambling including scratch cards (raffles are permitted)

If you find yourself unsure if a donation or activity is unethical please contact us on community @thebrightwell.org.uk and we will advise you.



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hello@thebrightwell.org.uk
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msttherapybristol