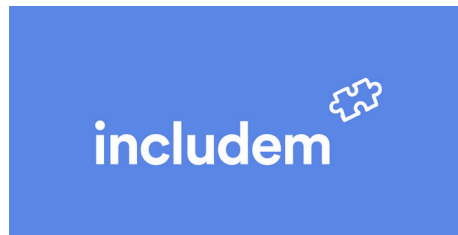


Brand Guidelines

includem 

Logos

includem 



includem 

- Use the primary includem logo wherever possible.
- Do not stretch, tilt, recolour or flip the logo.
- Minimum sizes: 60px digital / 20mm print (use jigsaw below this).

Colours



Blue #5d87e7



Pink #fc5f64



Yellow RGB 255,234,87



Green #77dbb0 Off-



Black #2d2d2d

Fonts

- **Headings: Circular Pro Bold**
- Subheadings: Circular Pro Book
- Body text: Source Serif Pro

Rules:

- No underlining.
- Avoid MS Word bold/italic.
- Left-align text.

Tone & Language

- Direct & professional; human & friendly; positive & hopeful.
- Use everyday language; avoid jargon; show emotion.
- Use 'includem' with a small 'i' unless starting a sentence.
- Avoid 'our young people' – say 'young people we work with'.

If you have any questions, please contact
the fundraising team at
fundraising@includem.co.uk
who will be happy to help you!