

WELCOME

A FRESH LOOK CAN LIFT THE SPIRITS AT ANY AGE. WITH THAT IN MIND, WE'RE DELIGHTED TO PRESENT THIS GUIDE TO OUR NEW STYLE, DESIGNED TO BRING CLARITY AND OPTIMISM TO ALL OUR COMMUNICATIONS. PLEASE TAKE TIME TO GET TO KNOW THE KEY ELEMENTS AND HOW TO USE THEM.



WELCOME

Royal Voluntary Service was formed in 1938 by Stella, Lady Reading as Women's Voluntary Service, to help communities prepare for the hardships of war. Since then it has inspired more than three million ordinary women and men to give their time to help address whatever needs were most apparent in their communities.

OUR VISION

People across Britain are engaged in voluntary service-freely giving their time, talent and life experience to help tackle pressing challenges in their diverse communities. Their service makes them, and Britain, healthier and happier.

OUR MISSION

Is to inspire and enable people to give the gift of voluntary service to meet the needs of the day in their communities and in the NHS.



“VOLUNTEERING HAS BEEN SO REWARDING. IT HAS MADE ME AWARE OF THE LONELINESS AND ISOLATION THAT SOME OLDER PEOPLE IN SOCIETY CAN EXPERIENCE. ALSO BEING PART OF A GREAT TEAM OF VOLUNTEERS HAS GIVEN ME A NEW SET OF FRIENDS.

I WOULD RECOMMEND VOLUNTEERING WITH ROYAL VOLUNTARY SERVICE TO ANYONE.”

Jenny Hance, age 75,
Volunteer Co-ordinator,
Liss Lunch Club

OUR STELLA VALUES

These guiding principles, named after our founder Stella, Lady Reading, define who we are as an organisation and can help people understand what the charity believes in.

A B C

BETTER WHEN SIMPLE

Avoiding unnecessary complexity



STRONGER TOGETHER

Listening, sharing and learning together - working with a common purpose



SPARK BRILLIANCE

Encouraging creative ideas and innovative thinking



STEP FORWARD

Taking responsibility, seizing challenges



CARE & PROTECT

Ensuring everyone connected with us feels safe and secure



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BRAND OVERVIEW

Shown here is a quick 'at a glance' overview of the brand, colours and typefaces used. Please see below for more detailed information.

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Primary Logo



Web & Social Avatar/ Favicon

BRANDON

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Sun Valley

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Foco

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Berry Red

CMYK c5 m100 y48 k22

Sage Green

CMYK c54 m8 y47 k14

Forest Green

CMYK c85 m12 y53 k36

Graphite

CMYK c0 m0 y0 k80



CORE ASSETS | OUR LOGO

A logo gives a brand its identity and is consistent across all materials and audiences. It is imperative that it is presented in exactly the same way.

Our audience may already recognise our brand but this can be strengthened over time through logo consistency. The logo has been designed to work consistently in both print and digital media. Please use this guide for reference of the correct usage of the logos.

The logo should always be represented as shown here. The primary 'Wedge' logo should always be used, anchored to the top right of the document. Sometimes it maybe required to sit on the top left. If it is impractical or not possible to anchor at the top of a document, the secondary 'Slant' logo should be used. For example the 'Slant' logo may sit better on a mug or tote bag where edge printing is not possible.

Tertiary logos should only be used when it's not possible or unsuitable to use the primary/secondary logo.

It is vital to follow these rules to retain consistency across the brand. Before using our logo publicly, please contact Marketing for guidance/ approval of usage.

Exclusion Zone - This area must remain untouched, no other graphic elements may exist within this zone.



Primary 'Wedge' Logo



Exclusion Zone



Placement when anchored, margin equal to gap above



Secondary 'Slant' Logo



Web & Social Avatar/ Favicon



For legibility, minimum size 35mm width



Mono versions of both the primary and secondary



Depending on use, if the wedge or slant does not work, a white on Berry Red or solid Berry Red on white or pale backgrounds should always be used.



Tertiary White logo to be used on dark solid colours/ backgrounds.



Tertiary White logo to be used on black backgrounds.



Tertiary Black logo to be used on white, or if mono, pale backgrounds.

CORE ASSETS | LOGO MISUSE

It is important that our logo always stays consistent and is not altered in any way.

Shown opposite are a selection of ways not to use our logo. If you are in any doubt or need guidance, please contact us for clarification.

The logo should not be used in a box or lozenge if it is intended to sit on a very busy or contrasting image. The background should be carefully chosen for the intended usage or audience and ensure if the logo has to sit on an image, it does not obscure the main focus of the image or overlay certain elements that would cause imbalance or obvious issues.



Do not squash or stretch the logo



Do not rotate the logo



Do not box the logo or use in a lozenge



Do not use on backgrounds that clash



Do not change elements of the logo



Do not recolour the logo



Do not change the wedge shape

CORE ASSETS | LOGO MISUSE

It is important that our logo always stays consistent and is not altered in any way. It is also important that the correct logo is displayed at all times for continuity and brand awareness.

Over time, our logo has changed, as has the charity. Shown opposite are a selection of previous logos that should not be used.

If you are in any doubt or need guidance over what branding should be used, please contact us via email at marketing@royalvoluntaryservice.org.uk.



1.



2.



3.



4.



5.



6.

1. WRVS logo from 2004 - 2013.
2. RVS logo with strapline 2013 - 2018.
3. RVS logo without strapline 2018.
4. RVS 75th anniversary logo 2013.
5. RVS 80th anniversary logo 2018.
6. RVS logo bold green 2018 - 2019.

CORE ASSETS | LOGO LOCK-UPS

As part of the organisations diversity, we often have to create sub brands, to help identify different areas that are separate from the wider charity, but still part of the same family.

Some examples are shown opposite but not limited to these shown. The partner shall not be bigger than our logo or more dominant. The height of their logo should be the height of the dividing line unless this would be too dominant or obviously looking out of balance - this could happen with a large rectangular logo for example.

Depending on usage of logo, you may need to either use the primary **Wedge** to anchor it to the top of the page or the secondary **Slant** logo if placed elsewhere, if you are in any doubt or need guidance over what branding should be used, please contact us via email at marketing@royalvoluntaryservice.org.uk.



'Branch of' Royal Voluntary Service Logo lock-up



Virtual Village Hall Logo lock-up



The Knowledge Network Logo lock-up



'Friends of' Royal Voluntary Service Logo lock-up



Exclusion Zone for 'Wedge' Lock-up.



Dividing line is height of RVS logo plus 'A' centred to RVS logo



Partner logo to be height of dividing line, aligned one 'A' height from line.

CORE ASSETS | PARTNER LOGOS

Partner logos can be housed in a bevelled tab which uses the same bevel angle as the panels, as shown opposite. These are aligned to the top left of the document. There is also a need to show partnerships as a lock-up style device, an example of which is shown below.

Wherever possible, the Royal Voluntary Service logo must appear top right. Depending on partner requirements, their logo will then appear top left so that the key information is prominent. The tab can be angled to reflect the design or can be straight.

When there are more than 2 logos required, it should go in order of the requirements of the partners or support of each partner e.g. if one is supporting more than the other financially, they may have their logo at the top of the page, or they may prefer it at the bottom alongside the CTA.



tone of voice | our name

We have changed quite a bit over the years, but what we do hasn't changed: friendly help, feely given by volunteers to help people in their community.

There's a real warmth between volunteers and the people they help that just wouldn't be the same if we were a strictly commercial enterprise.

We're **Royal** because Her Majesty the Queen is our patron. The word reflects our proud heritage, from our humble beginnings in 1938 during the Second World War when we provided emergency help after air raids.

Voluntary because that's what's at our heart: people giving their time willingly to help others.

Service to explain that we're professional, practical and here to help.

We always show our name in full, **never shortening it to RVS**. Never referred to as 'the' Royal Voluntary Service. We're simply just **Royal Voluntary Service**.



As our logo must be on all collateral produced, the 'small print' charity information about us must also always be included. This must be clearly legible for the intended audience, but also be subtle and not take over or dominate.

Charity information - Standard Copy

Royal Voluntary Service is a company limited by guarantee registered in England and Wales with company number 2520413. All correspondence should be sent to: Royal Voluntary Service, PO Box 565, Unit B, RD Park, Hoddesdon, EN11 ORF. Registered office: Hanley Centre, 29 Charles Street, Stoke-on-Trent, Staffordshire, ST1 3JP. Registered charity 1015988 (England and Wales) & SC038924 (Scotland).

Charity information - Minimum Copy

All statistics and data correct at time of publication. Registered charity 1015988 (England and Wales) & SC038924 (Scotland).

Please note: Our statistics and data disclaimer '*All statistics and data correct at time of publication*' does not need to be included if it is obviously not needed, e.g. a poster advertising coffee or directional signage.

Please check with Marketing if you have any queries.

tone of voice | how we speak

Royal Voluntary Service is a practical, 'sleeves rolled up' type of organisation. We are also human, caring and kind.

Language therefore needs to be simple, clear and direct but not cold and impersonal. Warmth and humour play a key part in the way we communicate, though we avoid puns and word-plays that get in the way of what we mean.

Try and be as conversational as possible – we are a people-based organisation after all. The tone of the language we use should be Enthusiastic, Engaging and Rewarding. It should attempt to capture the collective sense of passion and character of Royal Voluntary Service volunteers.

enthusiastic

Volunteering is fun. You meet people. You're active and you can have a laugh. There are loads of reasons why those who volunteer love it. Our language should reflect the active enthusiasm of the men and women who embrace volunteering with open arms. We should portray and capture some of their energy and spirit.

engaging

The language should draw people in. Surprise them. Take them on a journey. Volunteering has been around for a long time, so we need to give people fresh reasons to be part of it – to find new approaches and new ways to engage the audience.

rewarding

When you talk to people who volunteer, you quickly realise it becomes a huge part of their life. They build long-lasting relationships. They learn. And they make a huge difference in the lives of others. This sense of reward and personal impact has to come through in our language.

tone of voice | how we speak

For an overview of terms we use or to ensure clear communication that is consistent and supports our values, please refer to the **House Style Guide**. This can be obtained by contacting internalcomms@royalvoluntaryservice.org.uk or by clicking on the image below.

Some materials that refer to ‘the elderly’, ‘aged’ or ‘old people’ will need to be updated when reprinting or updating design. If we have to make reference we prefer the term **older people**.

In summary, be relaxed, write as you’d speak, keep it simple and have a little fun.

down to earth

Talk as if you're sitting at someone's kitchen table with a cup of tea having a chat. You can be a bit chatty but be clear and don't beat about the bush. We use layman's language, not jargon, so we wouldn't talk about 'seeking positive outcomes'. We'd just say we cheer people up, or make their lives better.

Too blunt

Stuck in?
Get stuck into a book...

Just right

If you can't get to the library, the library comes to you...

Too twee

Escape the four walls in your imagination through the wonder of reading...

good humoured

It's part of our job to raise spirits, so we'll always try to keep it light and be aware of the funny side. Even when we're campaigning for change, we're very much about talking it through, seeing the positive (don't get angry, get the kettle on). We're not jokey, our humour is more of the 'keep calm and carry on' variety, so beware of too many exclamation marks (you know who you are!) – though the odd one is fine.

Too flat

An initial home visit to help with rehabilitation

Just right

Welcoming you home once you're back from hospital - we'll put the kettle on

Too jokey

We'll put the kettle on, you just put your feet up!!

thought provoking

Most of the things we write are meant to change what the reader thinks to some extent: from 'volunteering sounds interesting, I might try it one day' to 'you know what, I'm going to just pick up the phone and do it'. So sometimes we should be challenging. A question, an unusual turn of phrase or a fresh way of describing something are all good ways to open up thinking.

Too dull

Our transport service consists of volunteers driving their own cars...

Just right

Our transport service is John's Mondeo, Jo's Micra or Terry's Yaris, there to whisk you door to door...

Too clever

Welcome to your own local uber-Uber...



COLOUR PALETTE | CORE COLOURS

The colour palette is a critical component for the Royal Voluntary Service brand. It should be respected and used consistently across all materials.

The Berry Red, Forest Green and Sage Green are regarded as our primary colours or 'Core Colours'.

These colours can be utilised where possible within photography to gently suggest the charity's colour scheme. It is not an essential requirement but can help with brand recognition.

Berry Red

Pantone 207 C
RGB r167 g2 b64
CMYK c5 m100 y48 k22
HEX #b90845

Forest Green

Pantone 562 C
RGB r13 g119 b110
CMYK c85 m12 y53 k36
HEX #007266

Sage Green

Pantone 556 C
RGB r112 g164 b137
CMYK c54 m8 y47 k14
HEX #6AA588

Graphite

Pantone 425 C
RGB r87 g87 b86
CMYK c0 m0 y0 k80
HEX #575756

Flamingo Pink

Pantone 694 C
RGB r198 g141 b153
CMYK c5 m50 y14 k13
HEX #c68d99

Pistachio Green

Pantone 559 C
RGB r188 g212 b195
CMYK c36 m10 y31 k0
HEX #bcd4c3

Cumulus Grey

Pantone Cool Gray 2 C
RGB r213 g214 b210
CMYK c5 m3 y5 k11
HEX #d5d6d2

1. Primary Colours - Berry Red, Forest Green and Sage Green are the core colours for Royal Voluntary Service and should be used on all materials, for print use the CMYK values and for screen use RGB values.
2. Text Colour - Graphite is to be used for all body copy (80% black).
3. Secondary Colours - Flamingo Pink, Pistachio & Cumulus Grey are used for pull quote lozenges, highlight areas to distinguish from white, icons, etc.

COLOUR PALETTE | DECORATION

If any walls require painting, use NCS off white matt emulsion S1002-Y50R. All woodwork to be painted in NCS white eggshell S0500-N.

Feature Brand green walls to be finished in NCS S3020G matt emulsion - only use on feature/accent walls (do not paint every wall green).

If you have any further questions or queries concerning decoration of facilities please contact premises@royalvoluntaryservice.org.uk or alternatively contact the Marketing department directly.

Off White Matt

Wall Colour
S 1002-Y50R

White Eggshell

Woodwork Colour
S 05002-N

Brand Green

Feature Wall Colour
S 3020-G

TYPOGRAPHY

Typography is an essential component of our brand and should be used consistently.

The typefaces used in all Royal Voluntary Service campaign materials are Foco, Brandon Grotesque and Sun Valley. For digital applications, where the above are not available then Arial or Calibri should be used.

Across our materials, Brandon is used for Headlines and Subheads, Foco is used for body text as it is easier to read in a large block than Brandon. Sun Valley is used as part of header devices and also as a statement or quote to stand out but still appear friendly.

Foco is a functional family that is robust at small sizes, but still retains bags of personality. It has high visibility and recognition, yet it can be quiet, subtle and sympathetic.

Brandon Grotesque is a well constructed, professional typeface with a warm, humanist touch. It is fully scalable and can be used from body copy to poster headlines.

Sun Valley is a dynamic, characterful typeface. It reflects the individuality and strength of character of the subjects.

Foco

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789,.,?'"
!@£\$%^&*()

Aa Aa Aa
Light Regular Bold

Aa Aa
Black Black Italic

BRANDON

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789,.,?'"
!@£\$%^&*()

Aa Aa Aa
Thin Light Regular

Aa Aa Aa
Medium Bold Black

Sun Valley

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789,.,?'"!@£\$%^&*()

PHOTOGRAPHY | CORE IMAGES

The photography we use celebrates the reward of volunteering, it depicts volunteers displaying their talent – from playing guitar to having a chat with someone over a cup of tea.

They are portraits of our volunteers or scenes showing the volunteer at work. This should allow us to communicate our message effectively no matter who our audience may be.

As a forward looking, modern volunteering charity, images should be positive, energetic, bright and natural. We should reflect in all images the diversity of our organisation, for example ages and ethnic backgrounds.

Most images will need to incorporate headlines and copy when used in different materials, so there should always be clean areas or out of focus areas for those elements to sit and remain legible.

All imagery used should be full bleed, i.e. bleed off the document edge for print or fully fill the frame for digital. Do not have white borders around images.

Key image features

- Can be shot both indoors and outdoors, but must ensure that any background content is neat and complementary to the shot - cannot be too messy or distracting
- Must be a mixture of ethnicities and sexes
- Must be shot in natural daylight where possible
- Saturation is high



PHOTOGRAPHY | STOCK IMAGES

When using stock photography, take into consideration our core photography guidelines - images should be positive, bright and natural, captured moments.

Avoid staged, 'model' images and images that feel unnatural whether in terms of setting or models used. If possible try to show a younger volunteer where possible. When selecting images for use as a full bleed shot that will need to incorporate headlines and copy ensure there are clean areas for legibility.

We also use an 'Instagram' style filter to enhance the vibrancy and convey an everyday captured moment. Using the 'Instagram' style filter to enhance and make the image consistent in look and feel with the core photography, images will need to be adjusted individually depending on the composition and the usage of it - e.g. will text overlay the image - to get the right colour balance. To obtain the 'Instagram' preset or for help on adjusting an image, please contact us via email at marketing@royalvoluntaryservice.org.uk.



PHOTOGRAPHY | COLOURATION

In order to strengthen our brand, we use colour coding where possible to add meaning to our photography.

When composing images, colour should be widely used throughout. This could be a pop of colour in the subject or a strong background colour for standout.

The colour can define the difference between a user and volunteer, or in some cases, simply be a coloured prop that adds warmth.

We sometimes denote the user with green and volunteer with red. The item or object that is coloured must appear as natural as possible, this could be an item of clothing or prop.

We also use an 'Instagram' style filter to enhance the vibrancy and convey an everyday captured moment. This will need to be adjusted on each individual image depending on the composition and the usage of it - e.g. will text overlay the image - to get the right colour balance. To obtain the 'Instagram' preset or for help on adjusting an image, please contact us via email at marketing@royalvoluntaryservice.org.uk.



Original



After using 'Instagram' filter and levels adjustment



Original



After using 'Instagram' filter and levels adjustment

PHOTOGRAPHY | ARCHIVE & HERITAGE IMAGES

Royal Voluntary Service archive images are for **INTERNAL USE** only and **MUST NOT** be passed on to third parties or placed at High Res on websites or social media. Images should always be licensed and carry the relevant copyright attribution.

To use an image from our archive or for any enquiries contact the heritage centre below:

email: heritage@royalvoluntaryservice.org.uk,

phone: **01380 730 211** or visit

royalvoluntaryservice.org.uk/about-us/our-history/catalogue/licencing-images.

Attributions should always overlay the image in a contrasting and legible black or white, if this is not possible due to the image then it must be placed directly next to or below the image.

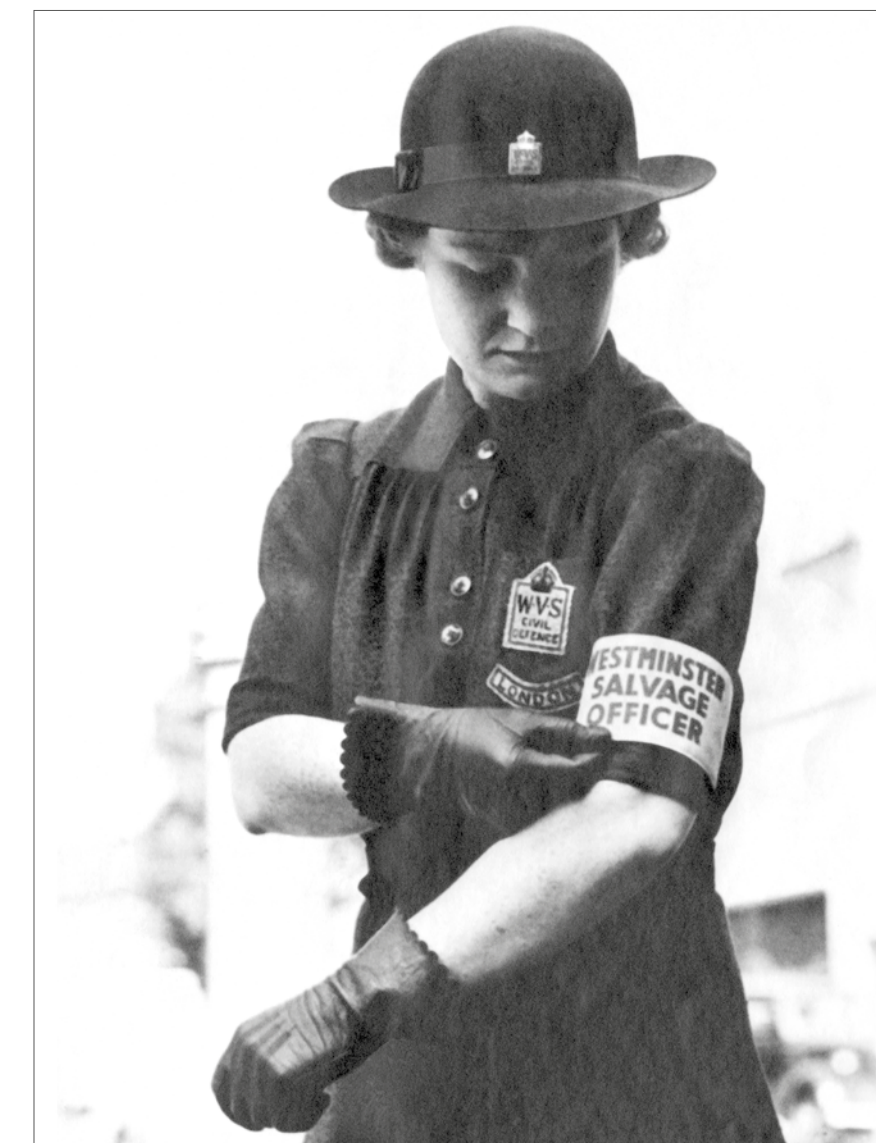


Image Attributions

e.g.: RVS Archive & Heritage Collection © RVS WRVS/HQ/P/TR/WDR002

Black/ White, minimum size 6pt. Must be legible. (as shown opposite)

APPLICATIONS | POSTERS

A1 'Easel' Posters

594 x 841mm,
30mm Margin, 3mm Bleed

A3 Posters

297 x 420mm,
15mm Margin, 3mm Bleed

A4 Posters

210 x 297mm,
15mm Margin, 3mm Bleed

The two main styles of lozenge show the two different types of document or intended audience.

The angled lozenge is impactful, playful and eye catching and designed to stand out from other materials surrounding it.

The straight lozenge is more serious and has a corporate feel. Giving the information clean and concise so there is no confusion. It does not need to be as striking and attention grabbing as the audience will have knowledge of us or have been targeted specifically with the materials.



It is sometimes necessary for our logo to be positioned at the top left of the document. This is only if the 'Volunteer Your' lozenge would restrict the image size and/or and reduce the impact of the overall piece. The image and lozenge should be balanced and should work together.

APPLICATIONS | POSTERS - BREAKDOWN

1. Service Description

For posters relating to one of our services, such as lunch clubs, home from hospital, supporting your recovery etc.

2. 'Wedge' Logo

As per brand guidelines, the logo sits top right (see pg 7).

3. Primary header

Should be below the main logo where possible. Using the angled lozenge from our campaign style, short and snappy phrases linking to the service.

4. Photography

This should be in accordance with our core photography principles (see page 18). Full bleed image using our 'Instagram' colour enhancements.

5. Sub Copy Area

This main strip should contain all sub para/secondary copy. Expanding on what is on offer and including CTA or contact details and partner logos. Some versions may require a blank area for address labels to be affixed etc.

6. Statutory charity information



7. Partner logo

If there is an association with another organisation that is relevant to the materials, it is often required to include their logo to show the partnership.

8. 'Wedge' Logo

As per brand guidelines, the logo sits top right (see pg 7).

9. Primary headline

Should be below main logo where possible. Sage Green, text box with a 9.5° angled end, the headline for the poster should be short and to the point, no more than two lines where possible. Their should be a half cap height margin on all sides except the left which should match the margins of the document. Secondary copy is in a contrasting red angled wedge, under the green box. Again should be concise.

10. Photography

This should be in accordance with our core photography principles (see page 18). Full bleed image using our 'Instagram' colour enhancements.

11. Secondary Copy/CTA

This should again be short and to the point, expanding further and supporting the primary headline.



APPLICATIONS | LEAFLETS

6pp DL Leaflet

210 x 297mm,
7.5mm Margin, 15mm Top Margin, 3mm Bleed.

8pp DL Leaflet

210 x 393mm,
7.5mm Margin, 15mm Top Margin, 3mm Bleed.

ROYAL VOLUNTARY SERVICE

VOLUNTEER YOUR *get up and go*

EVERYONE'S GOT A TALENT
Volunteer yours today at royalvoluntaryservice.org.uk

Specsavers Home visits

ROYAL VOLUNTARY SERVICE

FREE NHS-FUNDED HOME EYE TEST

SUPPORTING YOUR VISION AT HOME

SPECSAVERS HOME VISITING SERVICE MEANS YOU CAN HAVE AN EYE TEST FROM THE COMFORT OF YOUR OWN HOME

Specsavers Home Visits
Royal Voluntary Service is partnering with Specsavers to raise awareness of the free NHS-funded home eye tests.
If you or someone you know is unable to visit a store unaccompanied due to physical or mental illness/disability, a Specsavers optician will come to you instead.

Get in touch
To find out more or to book a home visit, visit us at specsavers.co.uk/home-eye-tests or call us on **0800 652 5750**.
Royal Voluntary Service is a national charity built on local volunteering, giving support to people who need it in our hospitals and communities.
To find out more about volunteering opportunities in your area you might like to get involved in, email us on opportunities@royalvoluntaryservice.org.uk or visit us at royalvoluntaryservice.org.uk

royalvoluntaryservice.org.uk
royalvoluntaryservice
@royalvoluntaryservice
royalvoluntaryservice

ROYAL VOLUNTARY SERVICE | **Specsavers Home Visits**

Royal Voluntary Service is a registered charity 1070888 (England and Wales) & 252446 (Scotland) and a National Charities Approved Organisation (Charity Commission). Charity number: 252446. Registered office: The Church, Church Lane, Broomfield, Essex, SSM1 2BB. All registered and charitable purposes.

FREE NHS-FUNDED HOME EYE TEST

SUPPORTING YOUR VISION AT HOME

Store-quality service delivered at home
Home eye tests from Specsavers are carried out with the same care and attention you would find in-store, and are funded by the NHS if you are eligible.
You can request a home visit for yourself or on behalf of someone else and they'll go to homes, care homes or sheltered accommodation. The process is simple and once they have checked your eligibility, an experienced home visiting optician will visit you at a convenient time for you.
If the eye test shows you need glasses, the visiting optician will be able to talk to you about the offers available to you. You may also be entitled to NHS support with help towards the cost of your glasses.

Who can use the home visit service?
To qualify in England, Wales or Northern Ireland, you must be unable to visit an optician unaccompanied due to physical or mental illness/disability, (which can be short term) and also be any of the following:

- aged 60 or over
- registered blind or partially sighted
- diagnosed with diabetes or glaucoma
- considered to be at risk of glaucoma, as advised by an optician
- aged 40 or over and your mother, father, brother, sister, son or daughter has been diagnosed with glaucoma
- receiving benefit (Income Support, Income-based Jobseeker's Allowance or Pension Credit Guarantee Credit)
- entitled to, or named on, a valid NHS tax credit exemption certificate
- on a low income and named on a valid HC2 (full help) or HC3 (partial help) certificate
- eligible for an NHS Complex Lens Voucher (our optician will advise on the entitlement).

You will need to sign an NHS form during the home eye test explaining that you are unable to visit an optician unaccompanied because of your physical or mental illness or disability (which can be short term).

NHS support
You may also be entitled to NHS support with help towards the cost of your glasses and are also under no obligation to buy Specsavers glasses after the eye test.

Scotland
All residents of Scotland are entitled to a free NHS eye examination (funded by the Scottish Government), and those who cannot leave their home unaccompanied due to physical or mental illness or disability can have their eye examination provided at their normal place of residence.

If you or someone you know is unable to visit a store unaccompanied due to short term or long term physical or mental illness/disability, a Specsavers optician will come to you instead.

Because Specsavers provide free NHS-funded home eye tests, there are certain criteria you must meet before they visit you. Please ring 0800 652 5750 if you're not sure whether you fit the criteria or not, a member of the Specsavers team will be happy to chat.

APPLICATIONS | LEAFLETS - BREAKDOWN

1. Partner logo

If there is an association with another organisation that is relevant to the materials, it is often required to include their logo to show the partnership.

2. 'Wedge' Logo

As per brand guidelines, the logo sits top right with equal margin to the right as to the clear red area above the text (see pg 7).

3. Primary headline

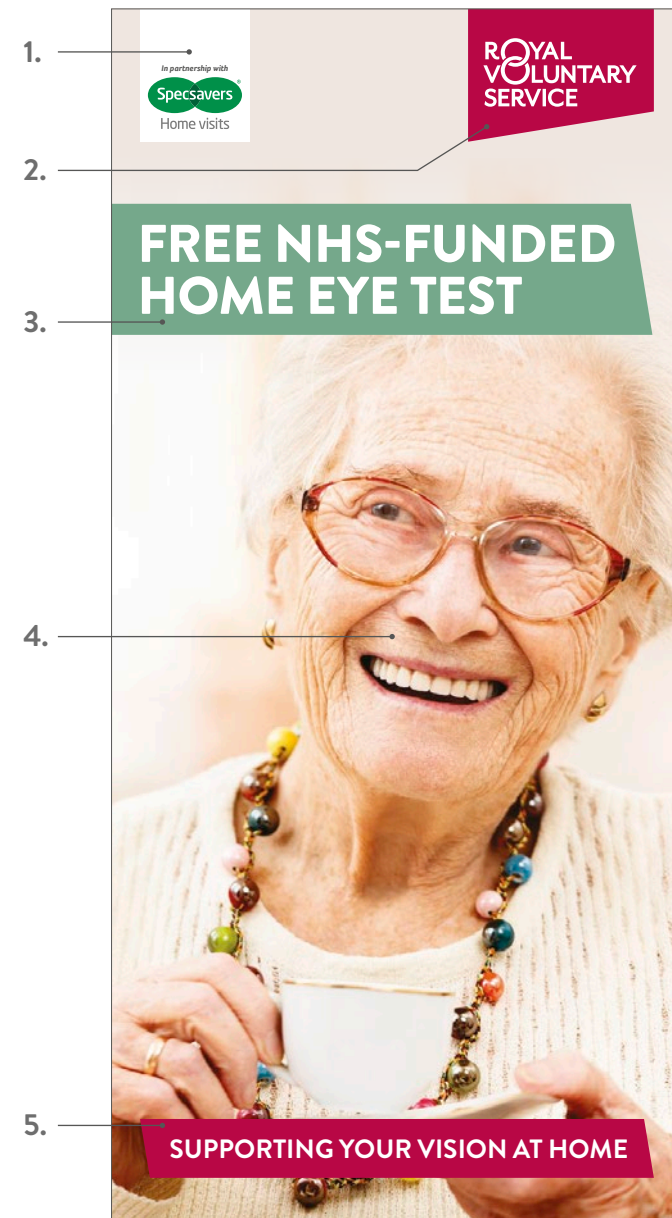
Either Sage or Forest Green, the headline for the flyer sits in this strip, with a 9.5° angled end. Copy should be short and to the point, no more than two lines where possible. Their should be a half cap height margin on all sides except the left which should match the margins of the document.

4. Photography

This should be in accordance with our core photography principles (see page 18). Full bleed image using our 'Instagram' colour enhancements.

5. Secondary Copy/Sub paragraph

This should again be short and to the point, expanding further and supporting the primary headline.



6. Back Panel

Contact details and social channels etc., as well as further logos to show the partnership and also the charity statutory information.

7. Pull Quote/Statement

Must not be too long and grab attention. A 'Multiply' filter is used on the fill colour to add depth with the image behind showing through slightly.

8. Photography

Double spread, full bleed, in accordance with our core photography principles (see page 18). Using our 'Instagram' colour enhancements this helps break up the flyer.

9. CTA

10. Pull Quote

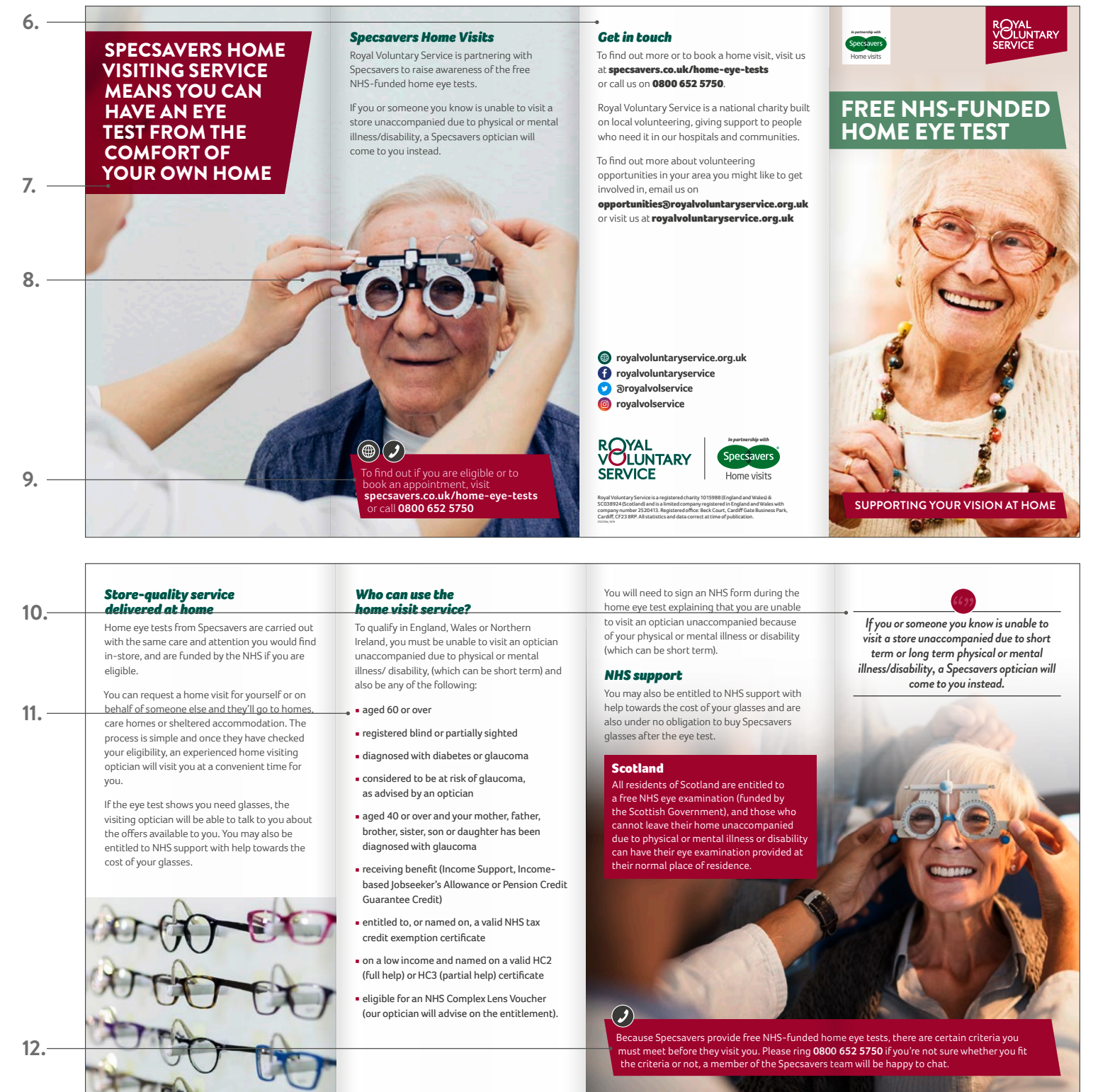
Utilising blank space and breaking up the amount of text within the flyer, pull quotes maybe used to highlight key information.

11. Bullets

Bullet points are square rather than round to tie in with the font Brandon which is a bold, blocky typeface.

12. CTA

A large CTA with extra information across spread to stand out.



APPLICATIONS | FLYERS

A5 Flyer - Single or Double sided

148 x 210mm.
7.5mm Margin, 3mm Bleed

A5 Table Talker - Single or Double Sided (Cafés only)

148 x 210mm.
7.5mm Margin, 3mm Bleed



1. 'Wedge' Logo

As per brand guidelines, the logo sits top right with equal margin to the right as to the clear red area above the text (see pg 7).

2. Photography

This should be in accordance with our core photography principles (see page 18). Full bleed image using our 'Instagram' colour enhancements.

3. Primary headline

Should be below main logo where possible. Forest Green, text box with a 9.5° angled end, the headline should be short and to the point, no more than two lines where possible. Their should be a half cap height margin on all sides except the left which should match the margins of the document.

4. CTA

5. Page 2

The Primary headline box is repeated at the top with sub copy underneath and any other descriptive copy, explanations of services, meeting times etc. The CTA is repeated again at the bottom of the page and also has the statutory information at the bottom of the flyer.



APPLICATIONS | POSTCARDS

Postcards are a quick and easy way to convey your message or to promote your service to an audience without them being put off by having to read a flyer.

Its important though to keep messaging clear and not over complicate with lots of text. That way text sizes remain legible and CTA stands out.



A5 Postcard - 148 x 210mm. 5mm Margin, 3mm Bleed

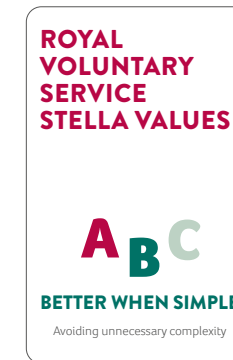
A6 Postcard - 210 x 148mm. 5mm Margin, 3mm Bleed

APPLICATIONS | BOOKLETS

When creating materials, we have two main design styles. The campaign style incorporates the angled lozenge and the script font. This use of angles draws attention to the headline by disrupting the normal horizontal copy and adds a sense of dynamism to the headline.

For non campaign work or everyday items such as reports, information packs, leaflets and flyers, it needs to be more clear and get the message across to a different audience.

With that in mind we use a horizontal wedge for the title, and clean, crisp strong type. Bold, all caps for headings and sub heads, and light but legible body.



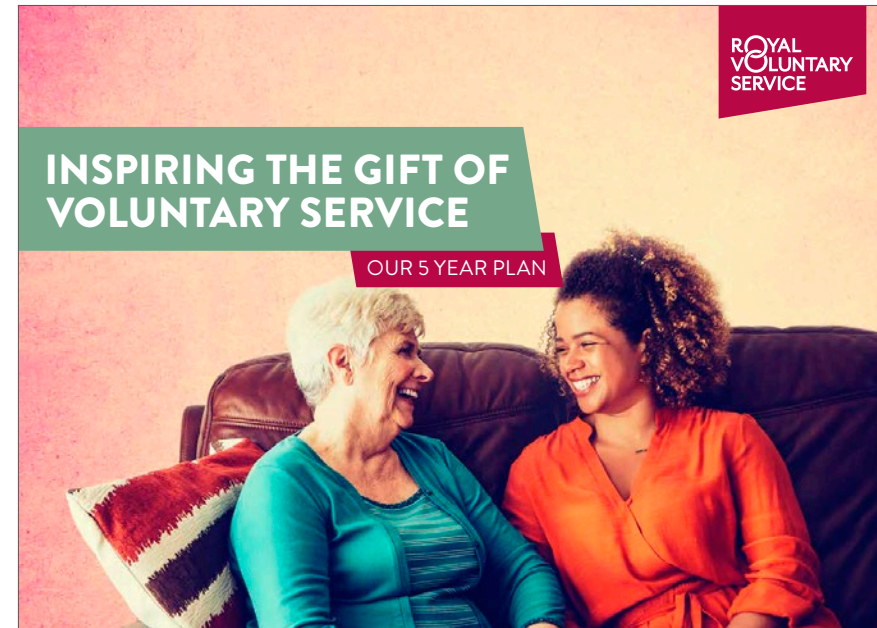
APPLICATIONS | PRINT LAYOUTS

Interior spreads of an external facing strategy document. As discussed previously, this wouldn't follow the campaign style so strictly and would need to be clear and easy to digest, rather than bold and eye catching like the campaign materials are designed to do.

It still utilises the bright and engaging photography style of our core photography but has easier to read typefaces for body copy. Using Multiply overlays with blocks of solid red to make quotes stand out, and also incorporating the angled wedge into images and text frames to link back to our main logo and branding.

A4 Landscape
15mm Margins, 20mm Top Margin. 3mm Bleed.

NB - on the back cover the logo used is the 'Slant' logo, this is used as a lock-up style device with our address and charity details so they can be easily read and sit over any images used on the page. It also allows for a pull quote to be used in the top right corner of the image..



Back cover

APPLICATIONS | NEWSLETTERS



Whether being printed or sent digitally, there is often a need to produce newsletters to the public or simple, easy to read reports to corporate partners.

Following this style, the use of columns helps break up the document and not appear to text heavy. Engaging and relevant images should be used, either as part of the columns or full width, bleeding off the document.

Pull quotes or key information should be highlighted so it is legible but stands out.

A4 Portrait
15mm Margins, 7.5mm Gusset. 3mm Bleed.

NB - on the back cover the logo used is the 'Slant' logo, this is used as a lock-up style device with our address and charity details so they can be easily read and sit over any images used on the page.

SUPPORTING THE MOST VULNERABLE DURING THE COVID-19 CRISIS

COMBATING ISOLATION, MAINTAINING SOCIAL CONNECTIONS

Wellbeing has been under siege during the lockdown – particularly among those who were vulnerable to start with. During the pandemic, 7.4 million adults reported that their personal wellbeing had been affected by isolation¹.

At Royal Voluntary Service, we have helped maintain people's vital sense of connection to others during the COVID-19 crisis. We usually provide a range of health and community services which support the NHS and individuals at times of illness and recovery – through Home from Hospital services to physical and cognitive rehabilitation services. In response to COVID-19 we have maintained these by transitioning to non-contact models where possible, except where it has been critical that a service continue, such as transporting patients to renal and chemotherapy treatments. These have proved extremely successful and highly valued.

Over 100,000 phone calls have been made by Royal Voluntary Service staff and volunteers to vulnerable and older people across Britain, offering companionship, support and advice. Our research has shown that **96%** of our clients say that they have felt less lonely during the period of isolation because of our support.

We are adapting our services constantly to reflect the feedback from our clients, and developing new ways to provide support under the current circumstances. We know that many people are missing face-to-face conversation so have

We have undertaken wellbeing calls to all our **407 volunteer-led groups** and enlisted the support of our Services Welfare team to make almost **5,000 calls** to volunteers from our retail estate to ensure they are okay and find out how we can best support them.

¹ONS, Coronavirus and loneliness, Great Britain: 3 April to 3 May 2020 [www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/bulletins/coronavirusandlonelinessgreatbritain/3aprilto3may2020. Accessed June 2020]

Front cover




NHS VOLUNTEER RESPONDERS

Royal Voluntary Service is delivering the NHS Volunteer Responders scheme on behalf of NHS England. Designed to protect vulnerable people and relieve pressure on health and social care services, more than **500,000 tasks** have been completed by the volunteers to date.

The ground breaking scheme utilises technology and micro volunteering to enable national coordination of volunteers to deliver immediate and responsive support in their local areas. This has never been done before and has created a safety net, a 'volunteer canopy' of on-call support in every community across England.

The scheme will remain in place as the country moves into the next phase of its response to the virus.

DEMENTIA SUPPORT SERVICES

Early on in the crisis, we saw that carers were struggling to cope with lockdown as usual support networks were unavailable.

Royal Voluntary Service Dementia Services have innovated in response to client feedback. We have trialled moving some of our face-to-face support groups to video or conference calls and we now also offer weekly Carers Peer Support Conference Calls for carers to share issues, concerns and good practice.

Additionally, we are sending materials to clients and carers each week, including personalised letters, reminiscence packs, gentle exercise programmes and anxiety management guides.




"This has been a very difficult time for me and my husband who has dementia. Royal Voluntary Service are amazing in the work they are doing to support us. I get calls twice a week and it's good to know that they are still out there. My husband misses groups and finds it difficult to understand why we can't go out. He really looks forward to the Safe and Well calls and loves the activities that we receive each week. For me, I know there is a friendly voice at the end of the phone and I can confidentially share my feelings and worries. We are isolated in our home but connected thanks to Royal Voluntary Service."

Dementia Service user

KEEPING THOSE WE SUPPORT MOVING AND MOTIVATED

Many of our participants are continuing to shield and therefore not getting out and about to exercise.

We have replaced our usual Falls, Strength and Balance exercise classes, that we run in hospitals and in the community, with exercise packs containing exercise leaflets, resistance bands and balls so they can keep active at home. This ongoing focus on strength and balance work is a positive contributor to falls prevention.

Knowing how important our other exercise groups are to participants and volunteers, we have built a 'Virtual Village Hall' which is helping to fill the gap left by the closure of clubs and groups. This gives people the chance to join in with a wide range of activities online, many of which they may never have had the chance to try before; everything from seated exercise classes to Zumba. We have had over **80,000 views** to date.

STAYING SAFE AND WELL

With **5.2 million*** people having returned to workplaces in June, it's understandable that many people feel concerned about support networks collapsing once friends and family members are back at work.

Royal Voluntary Service safeguarding data gathered from NHS Volunteer Responders highlights the most prevalent welfare concerns for the vulnerable people we supported in June. The biggest concerns were mental health and food poverty.

Since the start of the pandemic, Royal Voluntary Service has delivered over **19,000 food packs** to vulnerable people at home and to NHS teams, and has co-ordinated over **5,000 grocery and prescription drops**. We will carry on providing this safety net to support everyone who continues to need our help during the pandemic. We understand that although lockdown measures are eased, many vulnerable people will still feel anxious about leaving their homes and we are here to provide the support they need.

Our research has shown that **85%** of our clients feel less anxious due to our support during the crisis and **94%** feel more confident as they know there is someone they can call if they face an emergency or crisis.




"Royal Voluntary Service is very kind to send out the exercise packs and it's great to feel included. It is keeping me active."

Falls, Strength and Balance class participant

"A volunteer has been doing my weekly shopping and dropping it to the door. I also have someone calling me weekly just for a chat and to check I am okay. I suffer from anxiety so this help has been really important for me. I live on my own and the day can seem very long. Royal Voluntary Service have also dropped off food bags and posted thinking of you cards. I really appreciate the support and knowing I always have someone to call if I was stuck has made all the difference."

Royal Voluntary Service client

*ONS, Coronavirus commissioned Coronavirus to return view 2,022 UK adults (18+) between 5 – 8 June 2020. Censuswide estimates that the UK adult population is 52,385,000

Spread




TRANSPORT

Royal Voluntary Service volunteers typically make thousands of journeys a week driving clients to and from hospital, GP visits, local shops and to social groups and activities.

Although social and shopping transport services are mainly on hold, our volunteers have continued to drive vulnerable people to and from their medical appointments throughout the pandemic. This reduces pressure on NHS ambulances and provides our transport clients with a friendly volunteer to give reassurance and comfort during this challenging time.

For older people that don't have a car, are nervous about using public transport because of the virus and are unable to rely on neighbours, family or friends, our drivers can provide a safe and reassuring essential transport service.

OUR RETAIL: SUPPORTING NHS STAFF THROUGH OUR SHOPS, CAFES AND TROLLEYS

With over **200 shops, cafes and trolleys** in NHS locations across the Britain, Royal Voluntary Service has been at the heart of providing refreshments to the NHS for decades.

COVID-19 presented an incredible challenge for our units to overcome but through collaboration and resourcefulness we have managed to support NHS staff at a time when they truly need it most.




For example, we partnered with Lidl to deliver 16,000 bags of fresh fruit and vegetables to NHS staff in 22 locations - from Basildon Hospital in Essex, to Royal Glamorgan Hospital in Wales, and Balintore Lunch Club in the Scottish Highlands.

Through July we will have **70 units** open and will be trialling a number of innovations including a Click and Collect service to support NHS staff and On Ward patients as much as possible. We will be giving our retail units a fresh look with new product ranges and suppliers.

SERVICES WELFARE

Our dedicated Services Welfare team who would usually support soldiers in the British Armed Forces wherever they are in the world, have been able to continue to provide one-to-one welfare help to thousands of personnel by transitioning their support to non-contact models.

Our Services Welfare Officers have provided crucial back-up to soldiers who have needed advice or a friendly conversation, particularly during these uncertain times when they are isolated from friends and family.



Royal Voluntary Service, 86th Court, Cardiff Data Business Park, Cardiff, CF23 8PP
royalvoluntaryservice.org.uk | communications@royalvoluntaryservice.org.uk

Royal Voluntary Service is a company limited by guarantee registered in the United Kingdom with company number 2024913
Registered office: 86th Court, Cardiff Data Business Park, Cardiff CF23 8PP. Registered charity: 1070869 (England and Wales) & 309224 (Scotland). All activities and services carried on as of good will.

Rear cover

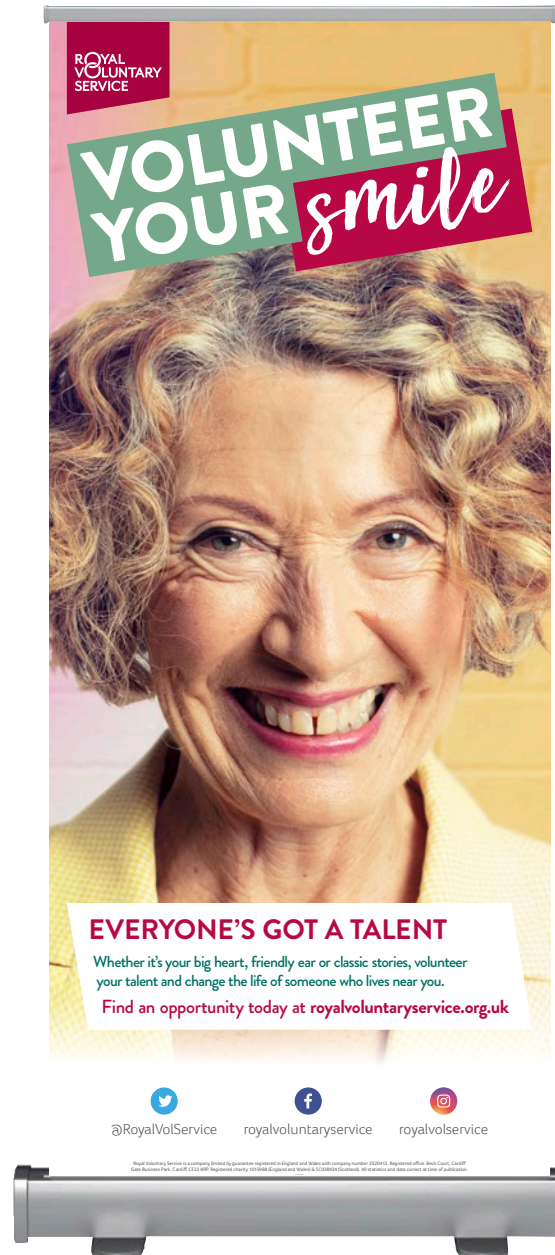
APPLICATIONS | BANNERS

PVC/ External Banner

1000 x 2000mm (Bespoke widths available)

Pop Up Banner

800 x 2000mm. (Other sizes available)



APPLICATIONS | 6 SHEETS

6 Sheet

1200 x 1800mm. 25mm Margins, 3mm Bleed.

(Artwork created at 25%)



APPLICATIONS | BUS SIDES

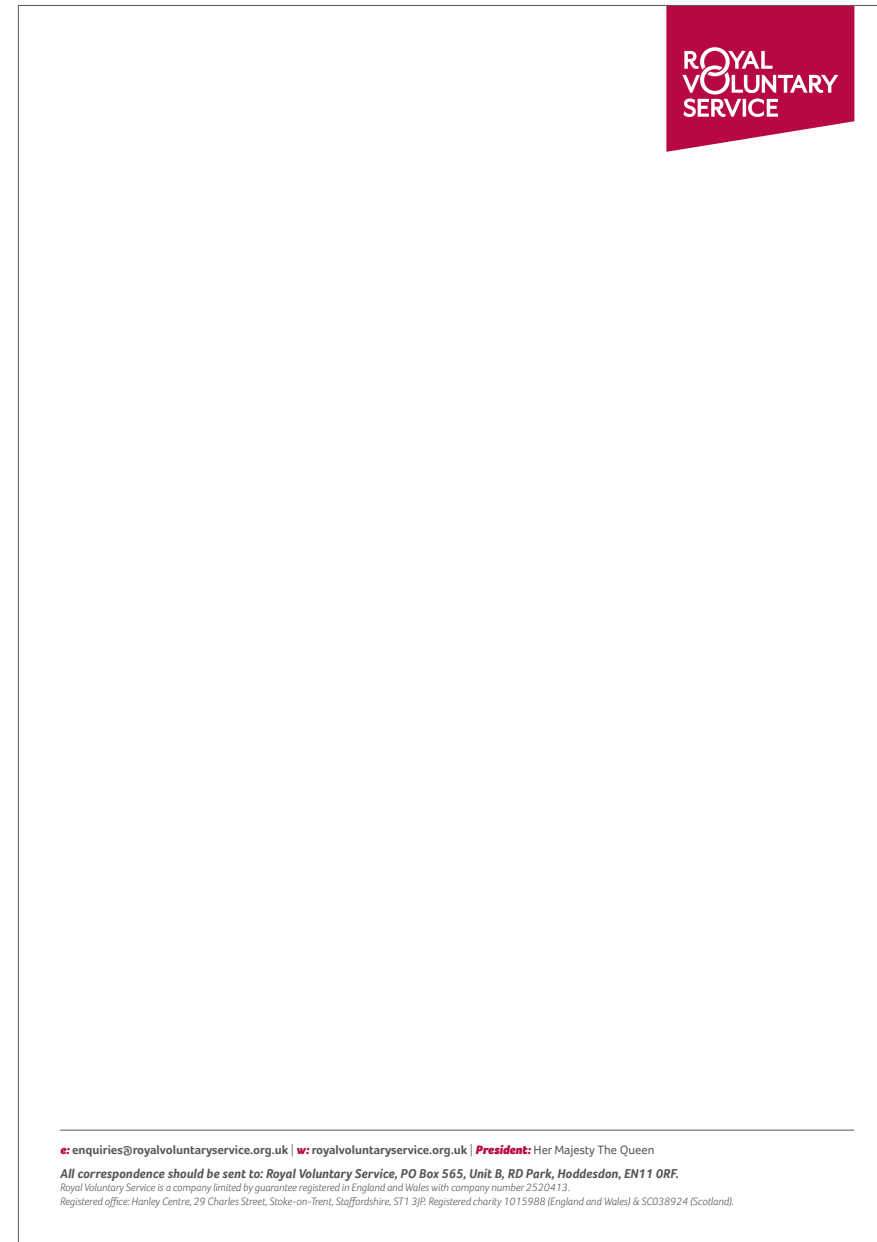
For larger campaigns, other mediums are utilised including underground escalator posters, phone box wraps, bus sides etc.



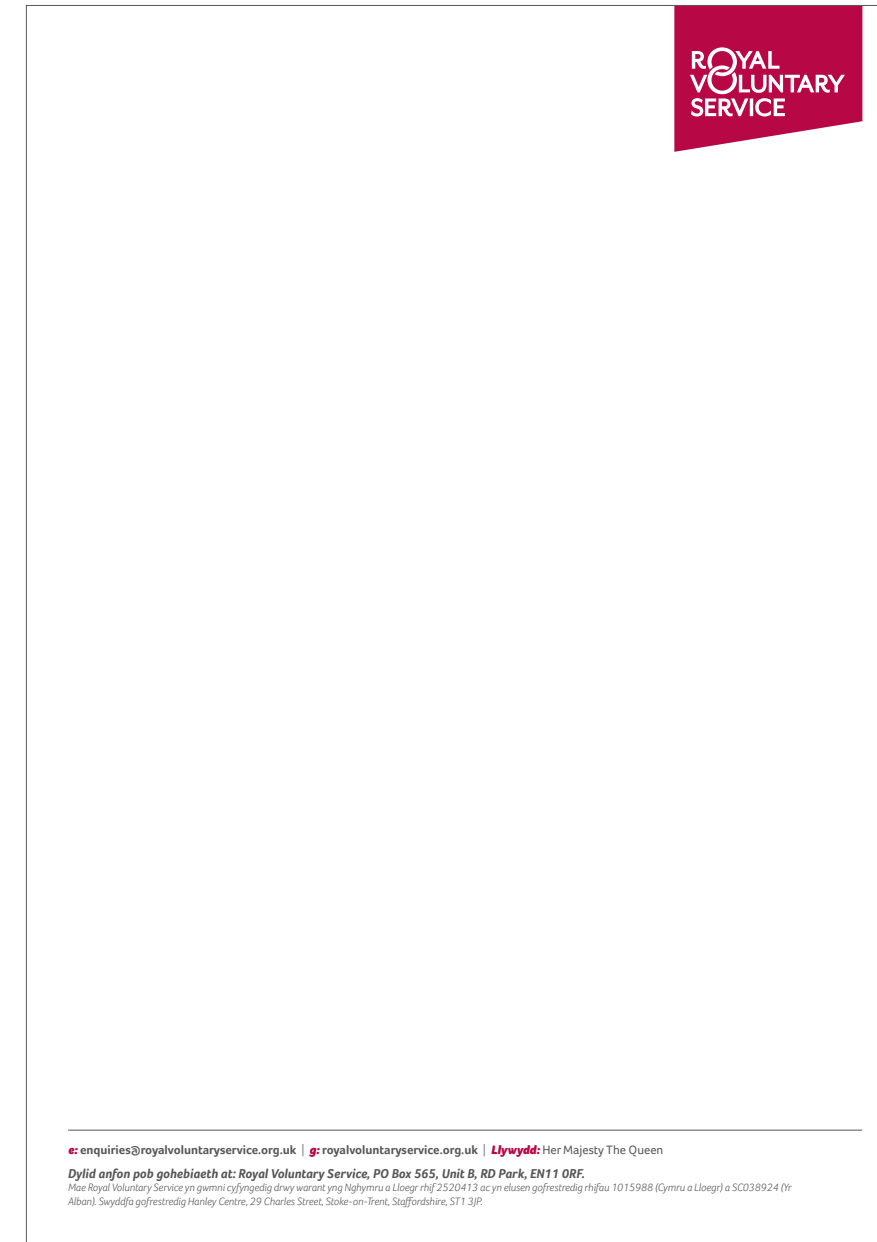
APPLICATIONS | STATIONERY

We use branded stationery to help promote our brand within communications to others and have a consistent look and feel.

In addition to our standard 'English' stationery we have Welsh language versions available for the letterhead and compliment slip. We tend not to translate our business cards as there is limited space on a business card, but we can look at individual requests if it is essential to the organisation's needs. Please contact us via email to discuss options at marketing@royalvoluntaryservice.org.uk.



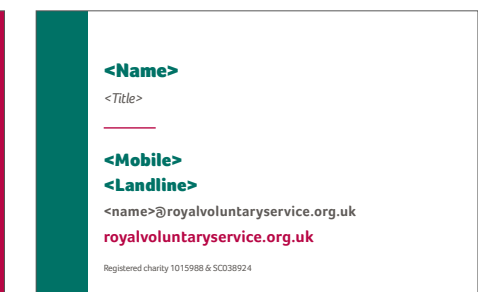
Letterhead



Compliments Slip



Business Card - Front



Business Card - Reverse

Letterhead - 210 x 297mm (English & Welsh versions)

Comp Slip - 210 x 99mm (English & Welsh versions)

Business Card - 85 x 55mm

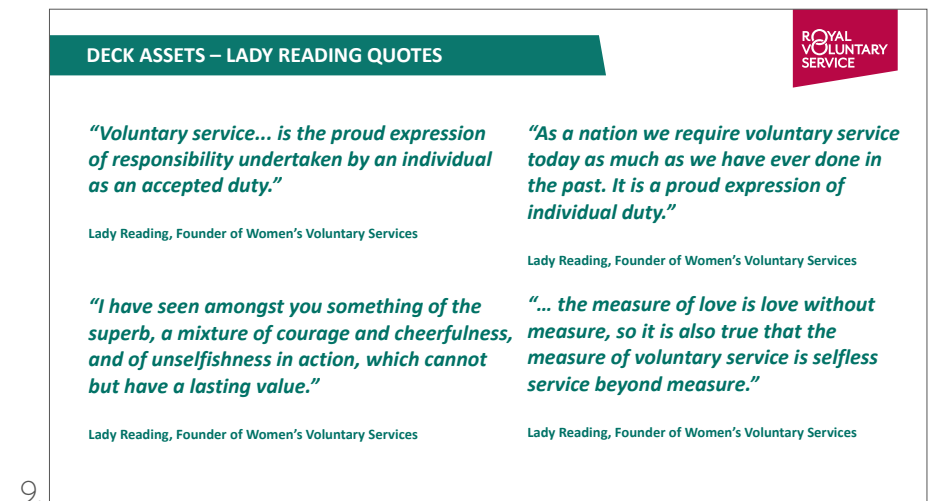
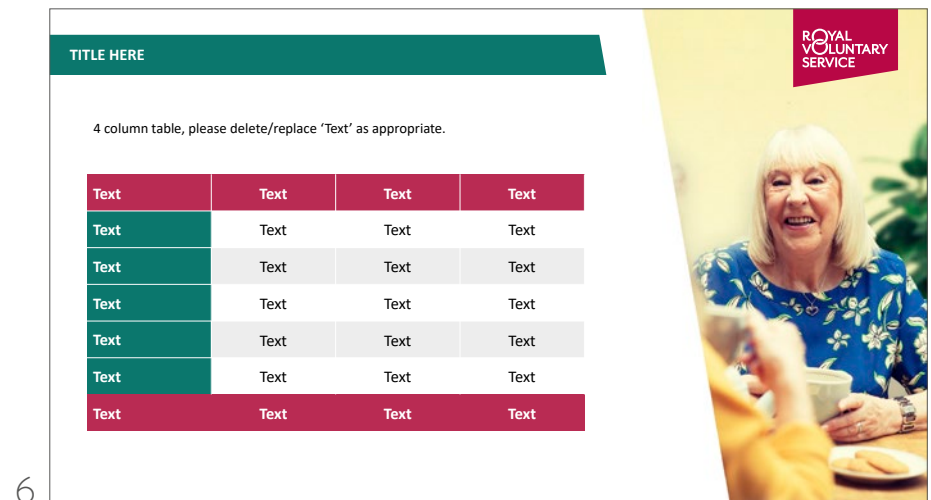
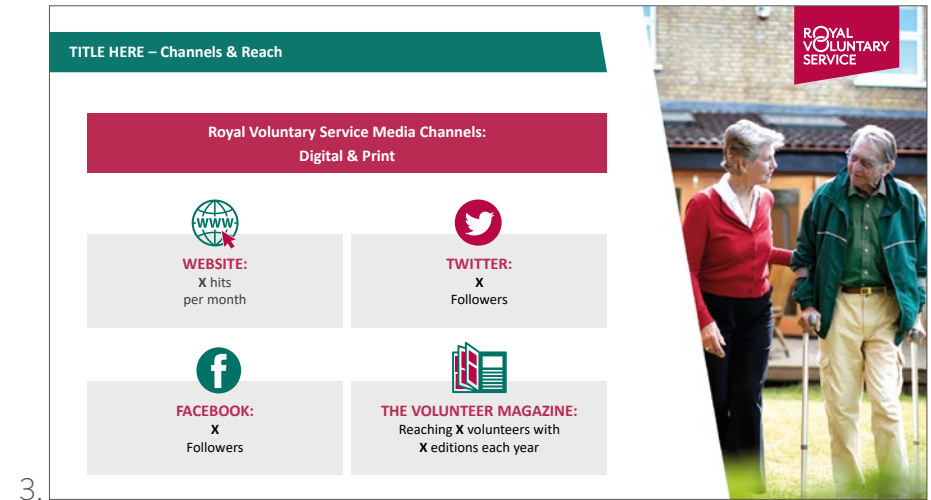
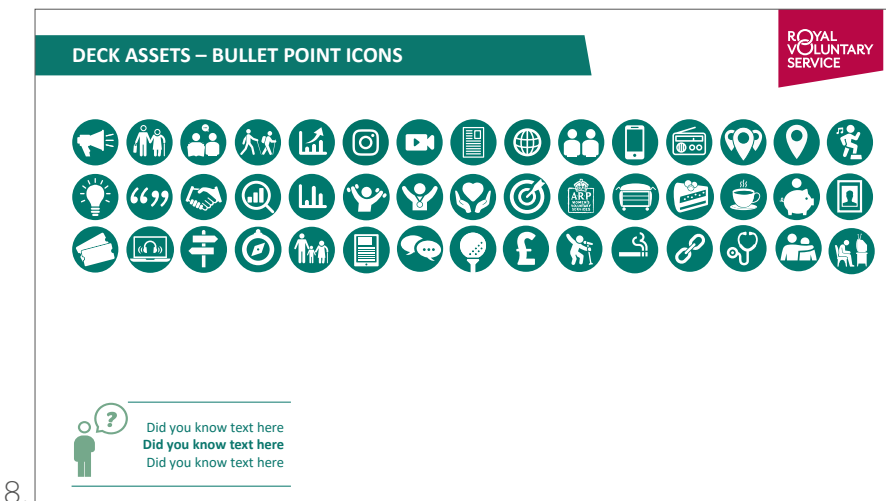
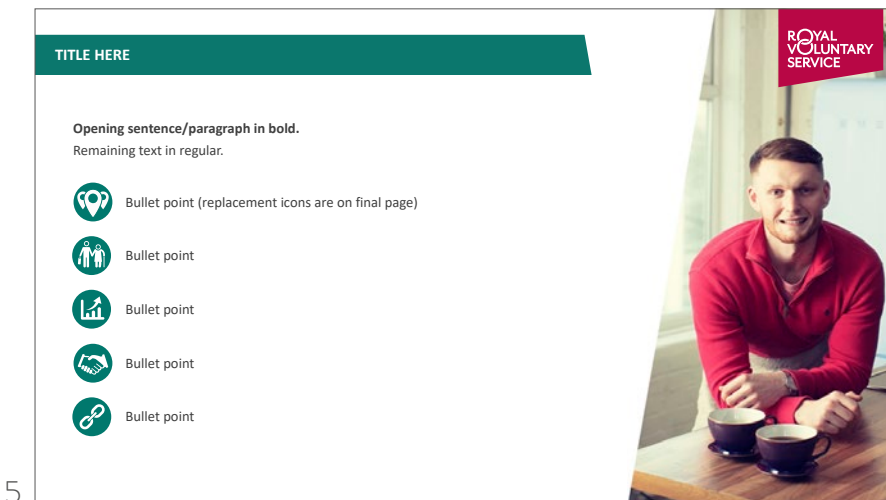
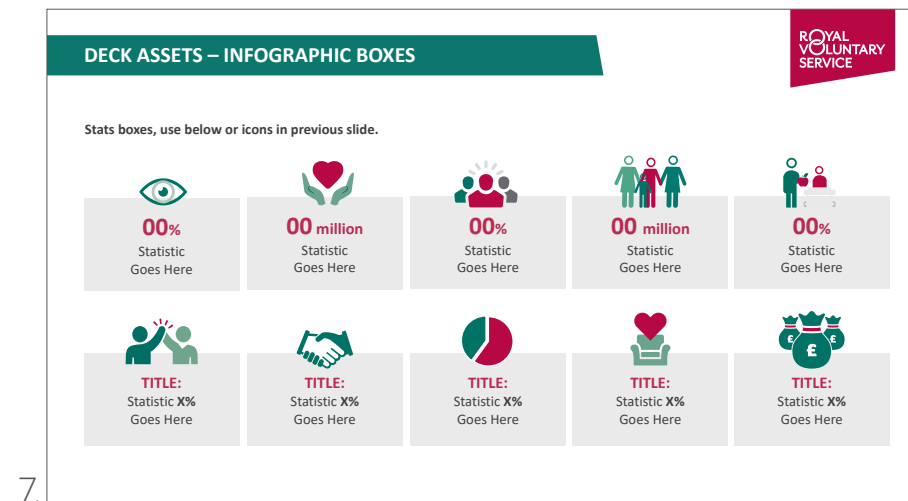
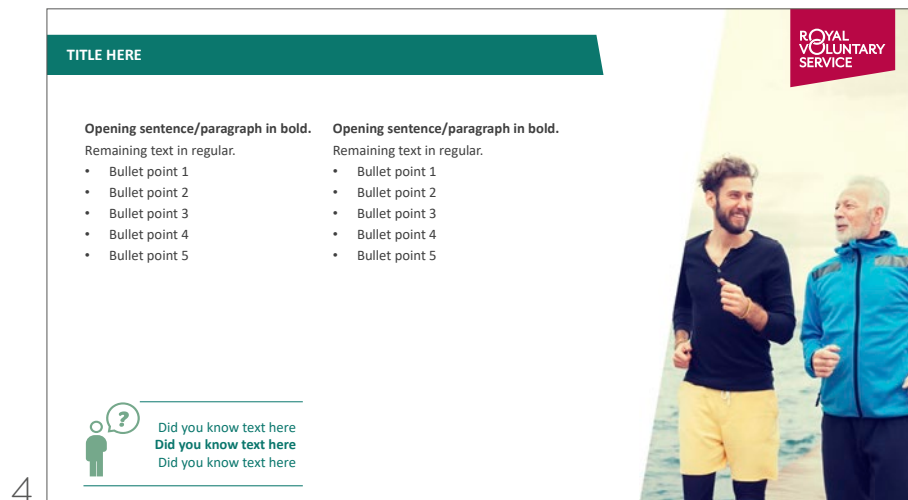
APPLICATIONS | POWERPOINT

To ensure consistency, a Powerpoint template have been made available to everyone, for use across the organisation. These include multiple layouts to showcase facts, figures, images, text and bullets etc. These must be followed and not altered.

Always try and remember to keep the information being displayed simple, easy to understand and mainly as a visual aid - people struggle to listen and read at the same time, you don't want people to spend more time reading the slide than listening to the presentation.

Icons help people to remember information so should be utilised along with images where possible. Also try to use phrases or a few words to summarise rather than whole sentences, and then expand upon them when presenting.

1. Cover slide - full bleed inc. partner details top left optional.
2. Section slide - full bleed image and title within lozenge.
3. Stats slide - Statistics & supporting Icons.
4. Statement & Bullets.
5. Bullet Icon slide - using icons as bullets with a short statement about each item.
6. Assorted size tables, multiple tables per slide etc.
7. Slide with assorted icons and facts - quick glance facts and figures.
8. Icons that can be used or swapped with other icons.
9. Assorted quotes from our founder, for use within the presentation.



LANGUAGE | TRANSLATION

All of our materials, from flyers to signage and posters to banners, are available in different languages upon request, depending on your service needs. Due to the amount of information normally contained within our documents, it is not always possible to create bilingual documents. We would normally create monolingual versions in each language to sit next to each other where necessary.

A large amount of materials are translated into Welsh for our services based in Wales to help support the development and longevity of the language in accordance with the Welsh Language Act, supported by the Welsh Language Board.

As well as translation we also produce materials in large print, braille and audio versions upon request

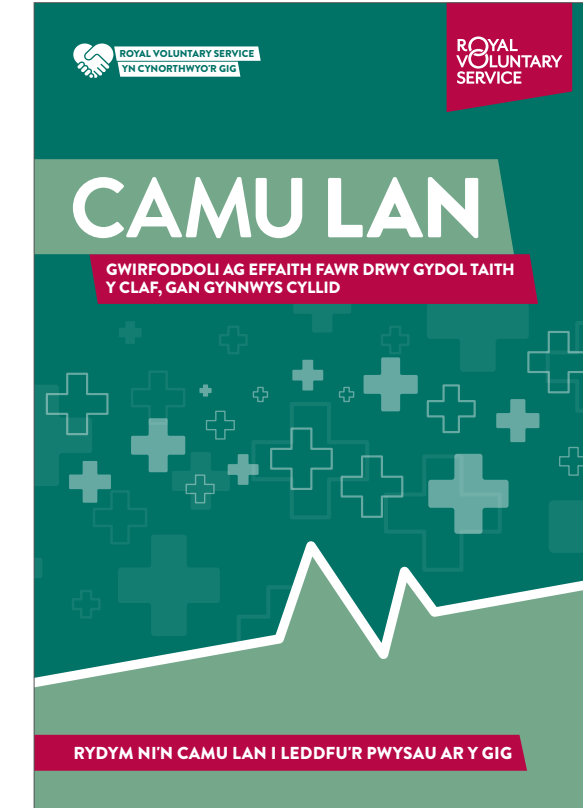
If you require any materials translated into a different language, please contact us via email at marketing@royalvoluntaryservice.org.uk.



1.



2.



3.



4.



5.

1. Bilingual Welsh & English poster.
2. Bilingual Welsh & English statutory information.
3. Welsh brochure.
4. Gujarati postcard.
5. Urdu postcard.

MEDIA | VIDEO

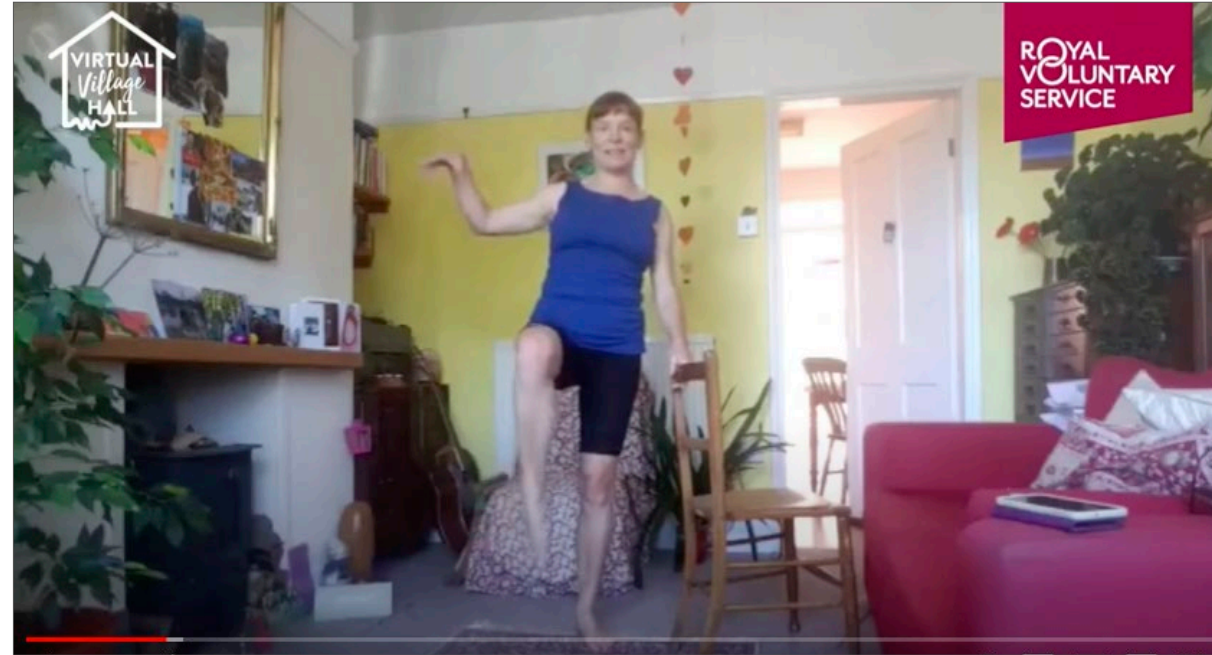
If possible, when introducing people on video or interviewing people then there should be clear space at the bottom of the video to allow for text/titles.

Watermarked logo

The white version of our logo should be placed in the top left hand corner of the video at 50% opacity.

Ending screen

All videos should end with a plain screen with our logo, CTA and charity information. If there is room also include social channels to further increase reach.



- [royalvoluntaryservice.org.uk/vvh](https://www.royalvoluntaryservice.org.uk/vvh)
- [royalvoluntaryservice](https://www.facebook.com/royalvoluntaryservice)
- [@royalvoluntaryservice](https://www.instagram.com/royalvoluntaryservice)
- [royalvoluntaryservice](https://www.youtube.com/royalvoluntaryservice)



ROYAL VOLUNTARY SERVICE

Thank you for watching

Please visit our other films at the Virtual Village Hall and tell us what you think on our Facebook page!

Donate today and help us minimise the impact of COVID-19 on our most vulnerable and ensure that isolation doesn't have to mean coping alone, please visit us: [royalvoluntaryservice.org.uk/donate](https://www.royalvoluntaryservice.org.uk/donate)


Supported by players of



Awarded funds from



Registered charity 1015988 (England and Wales) & SC038924 (Scotland).



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- [royalvoluntaryservice.org.uk/vvh](https://www.royalvoluntaryservice.org.uk/vvh)
- [royalvoluntaryservice](https://www.facebook.com/royalvoluntaryservice)
- [@royalvoluntaryservice](https://www.instagram.com/royalvoluntaryservice)
- [royalvoluntaryservice](https://www.youtube.com/royalvoluntaryservice)

Supported by players of



Awarded funds from



Registered charity 1015988 (England and Wales) & SC038924 (Scotland).

COMMUNITY | SIGNAGE

External signage on organisation premises should follow the layout as shown opposite. Using the 'Berry Red' as the background colour with white text and logo.

Layout should be balanced and well proportioned and where possible easily legible from a distance, if intended to be seen from a distance.



MERCHANDISE | CLOTHING

Across the charity, there is a requirement for branded clothing. Most popular is T-shirts & polo shirts. These are worn by all staff and volunteers in our shops & cafés and also at fundraising and promotional events.

For generic use or promotional events where dual branding or partnerships aren't used, a plain white T-shirt should be used with a small Primary Wedge logo on the left side of the chest. A large Berry Red or mono black tertiary logo should then be placed on the back.

Other teams use specific colours to denote the different areas of the charity. One example is fundraising teams use a plain Forest Green T-shirt with white tertiary logos placed front and back as shown opposite.

Where possible all clothing should be colour matched to our brand colour palette - within the constraints of the materials being used and application process used.



1. T-shirt front/rear



3. Polo shirt front/rear

1. Generic branded t-shirt for events/publicity.
2. Fundraising team branded t-shirt in Berry Red.
3. Embroidered Polo shirt - Community team.
4. Embroidered Polo shirt - Retail café/shop manager/supervisor.
5. Embroidered Polo shirt - Retail café/shop staff/volunteer.

STEP FORWARD

**AIMING TO INSPIRE
PEOPLE ACROSS THE
NATION TO VOLUNTEER,
ESPECIALLY YOUNG
PEOPLE, TO SUPPORT
THE NHS OR THEIR
COMMUNITY.
WE ALL HAVE THE
TALENTS REQUIRED
TO MAKE A
DIFFERENCE.**



CAMPAIGN INTRODUCTION

Society today is less community-minded than it used to be, and volunteering for charity isn't always seen as an aspirational activity – particularly for younger audiences. The **'Volunteer Your Talent'** campaign aims to address this by repositioning volunteering away from low-skill benevolence and towards social activism – a contagious sharing of humanity, energy and talent that changes lives.

It reminds the audience that everyone's got a talent, and challenges them to stop and consider what talent they could volunteer. From their baking to their banter, their biceps or just a smile – whatever your talent it can transform not only the life of someone in your community... but your life too.

The Step Forward campaign was designed to inspire the nation to volunteer to support people in the NHS or in the community. We wanted to demonstrate that all of us have the talents required to make a difference and invited the public to volunteer their 'chit-chat', their 'banter', their 'smile' and their 'get up and go', as well as more specific talents built around interests such as baking, yoga and music. The result is a heart-warming campaign that celebrates the best of human kindness and spirit with the creative line; **'Volunteer Your Talent'**.



CAMPAIGNS | VISUAL OVERVIEW

We developed a set of key elements that extend from the core identity. They use the existing colour palette to help brand recognition and also add a sense of dynamism and energy.

1. Primary headline panel

This houses the first part of the headline, 'Volunteer your'. It is the consistent, fixed part of the headline and is Royal Voluntary Service Sage Green. Please see page 46 for angles and rotations.

2. Primary headline typeface

The first part of the headline is set in Brandon black. It uses upper case to add solidity and anchor the second part.

3. Secondary headline panel

This panel sits behind the primary panel and adapts to the length of this section of the headline. It is Royal Voluntary Service Berry Red to reflect the energy and character of this section of the headline.

4. Secondary headline typeface

This section of the headline is set in 'Sun Valley'. It is a charismatic typeface that reflects the energy and individuality of the message.

5. Photography style

All images are positive, bright and natural, captured moments. They also use a social media filter to bring a contemporary feeling to our photography.



6. Bevelled copy panel

This panel is bevelled to reflect the angles used on the headline panels. This panel should always be white to increase legibility.

7. Bevelled panel copy style

All copy is set in Brandon. The headline uses upper case Brandon bold and Royal Voluntary Service Berry Red. Body copy uses sentence case and is set in Brandon medium and Royal Voluntary Service Forest Green. The 'call to action' is sentence case, Brandon medium with the URL in Brandon bold and in Royal Voluntary Service Berry Red.

8. Bevelled RVS logo panel

The logo panel houses the mono reversed logo on a Royal Voluntary Service Berry Red panel. This panel should be abutting the bevelled copy panel.

9. Third party panel

This contains the third party logo and has an angled base that reflects all the other angles used on the page. Please see page 11 for details.

CAMPAIGNS | COPY PLATFORM

The copy platform should be used where possible for consistency and to ensure the key messaging is included. Media with shorter dwell time may need less body copy to work with the format.

1. Headline

Volunteer your [insert talent]

2. Body copy

Everyone's got a talent
Whether it's... [insert a range of talents]
...volunteer your talent and change the life of
someone who lives near you

3. Call To Action

Find an opportunity today at
royalvoluntaryservice.org.uk



6 Sheet

HEADLINE EXAMPLE

'Volunteer your Biceps'

The headline emphasises the need for volunteering and should be intriguing and accessible. At first it seems unusual to volunteer your 'biceps', your 'rock n' roll' or your 'mother tongue', and yet, thinking about it, each of these is something that so many people could do.

BODY COPY EXAMPLE

'Everyone's got a talent. Whether it's your energy, banter or great big smile, volunteer your talent and change the life of someone who lives near you.'

We've drawn people in with an engaging headline. We then quickly want to establish that even if you don't play an instrument or speak another language, you have got a talent – everyone does. And not only can you use it to help others, you can potentially make a difference in your own neighbourhood.

CALL TO ACTION EXAMPLE

'Find an opportunity (near you) today at royalvoluntaryservice.org.uk'

We need to make it as easy as possible for people to take action. Whether it's directing them to the website or simple clicking on a button if they're already online.

The call to action is also an opportunity to tell people that there are opportunities on their doorstep.

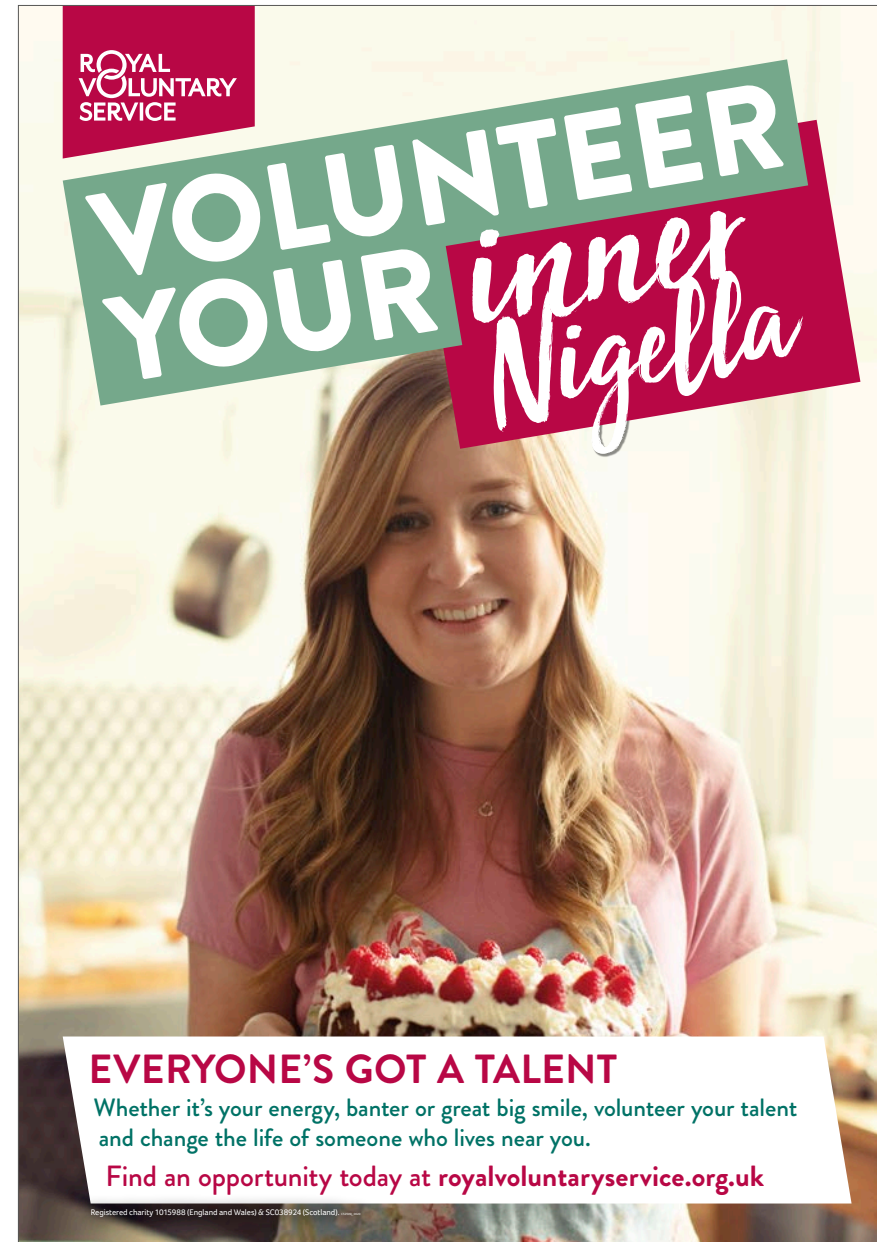
CAMPAIGNS | TALENTS

When choosing a talent for the headline, consider the following:

- Does it represent a talent that can be used in some capacity with the Royal Voluntary Service?
- Does it make for an engaging headline?
- Is it short and snappy? It must be no more than two or three words
- Is there a way to express a talent in a less literal and more interesting way? E.g. 'Biceps' instead of 'Strength'

Here's a selection that have been used already:

- Smile
- Inner Nigella
- Banter
- Chit-Chat
- Tree Pose
- Rock and Roll
- Biceps
- Game Face
- Mother Tongue
- Get-up-and-go



CAMPAIGNS | TALENTS

See opposite the full suite of 'talents' used in our **Step Forward** campaign.



CAMPAIGNS | LOZENGE PANELS

The main lozenge panel describes what the volunteer does or the activity involved but not in a literal sense. Opposite are examples of other 'talents' where two lines of text are required for the talent, if any descenders are outside of the red box then a small drop shadow or burn needs to be added for legibility, if its sits on a light background.

The Angle

The headline panels are rotated to an angle of 9.5° clockwise from the horizontal.

This draws attention to the headline by disrupting the normal horizontal copy and adds dynamism.

This is also helped by having the two panels offsetting each other with contrasting colours and typefaces.

Primary/Secondary Panel Spacing

The primary panel is capitalised, the secondary panel is lowercase. The secondary panel minimum overlap behind the primary panel should be the equivalent to the width of the ascender of the 'l' in 'volunteer' (*x*). This spacing also applies to the area around 'volunteer your' in the primary panel.

Always ensure the two fonts look relative in size, you may have to adjust the secondary panel font size to make them fit but do not make it too small compared to the primary panel.





SOCIAL MEDIA

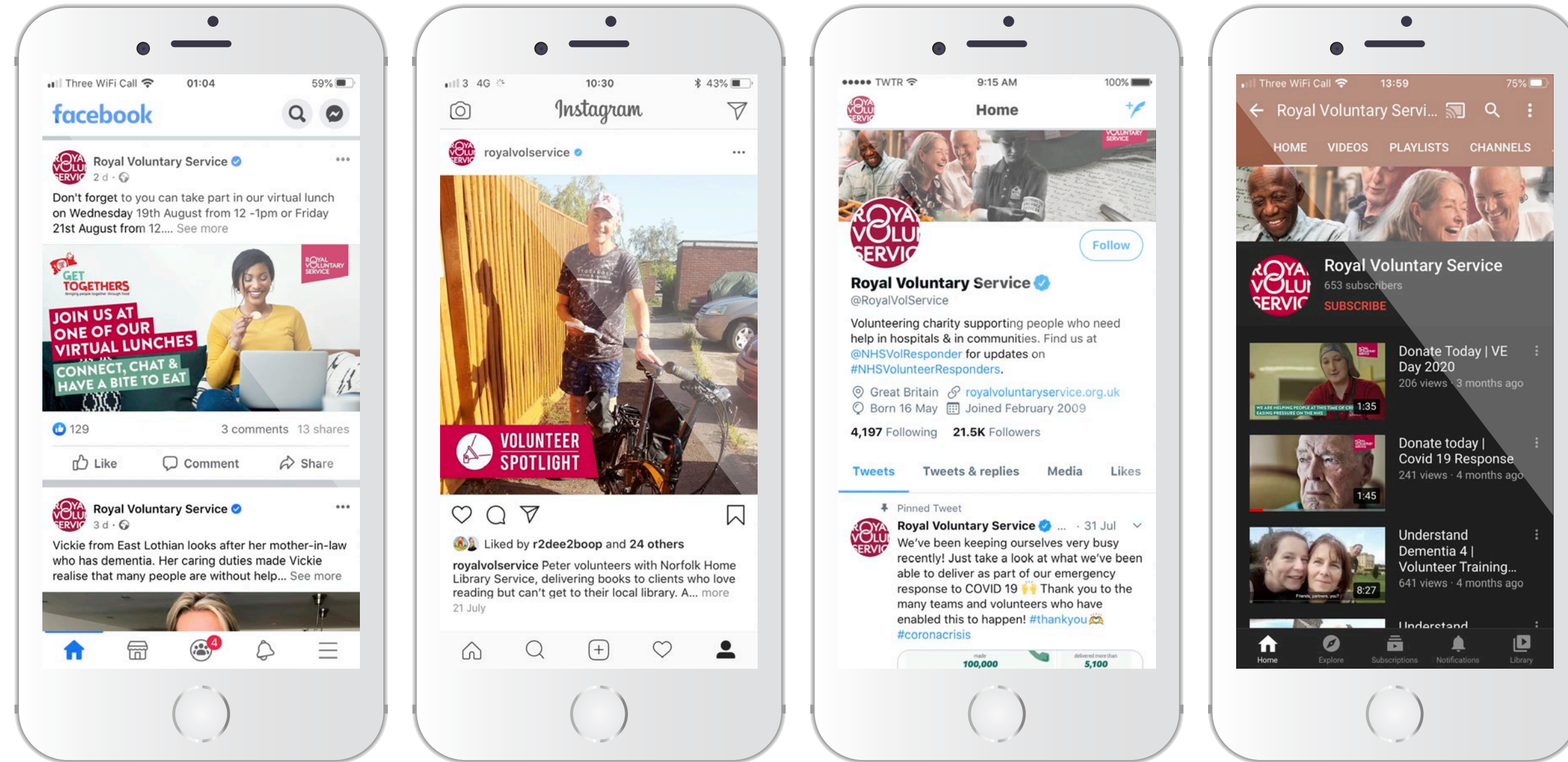
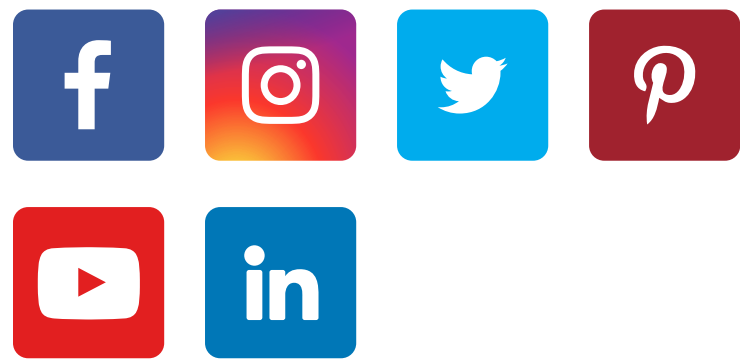
ROYAL VOLUNTARY SERVICE USES SOCIAL MEDIA AS AN IMPORTANT METHOD OF COMMUNICATING WITH STAFF, VOLUNTEERS, SUPPORTERS AND THE MEDIA. WE TALK ABOUT WHAT WE DO, OUR CAMPAIGNS AND APPEALS, AND NEWS ABOUT TOPICS RELATED TO OUR WORK.

SOCIAL MEDIA | PLATFORMS

Royal Voluntary Service covers all the main social media channels but focuses on Facebook, Instagram and Twitter.

Our social media team has preset templates for everyday use but also create bespoke assets to support campaigns and current/upcoming projects. If you need any further information regarding social media or use of channels please contact social@royalvoluntaryservice.org.uk or contact marketing@royalvoluntaryservice.org.uk to discuss asset creation.

Social channels used by Royal Voluntary Service:



RETAIL ENVIRONMENT

OUR CAFÉS AND
TEA BARS HAVE
BEEN SERVING THE
NATION SINCE 1938
AND HAVE SINCE
BECOME A STAPLE
ADDITION TO HEALTH
CARE SETTINGS ACROSS
BRITAIN.

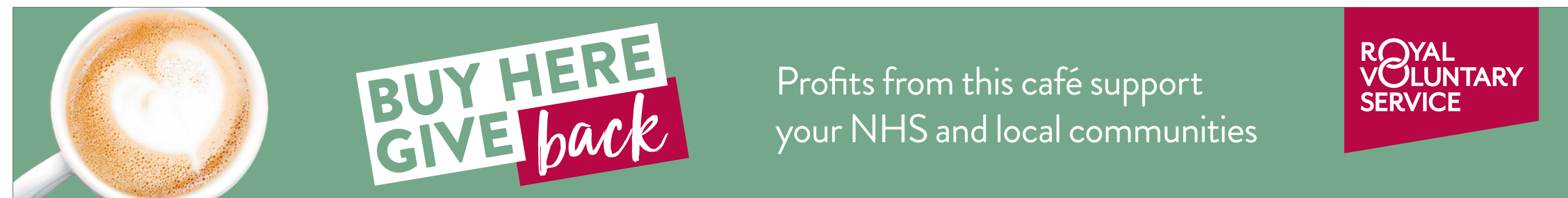


RETAIL | FASCIAS

Across our retail estate it is essential to have all fixtures and fittings co-ordinating, for recognisable, consistent branding.

We have branded our shops, cafés and trolleys with the slogan ‘**Buy here give back**’ to help reinforce the way our retail units help fund the charity and also the wider community.

A combination of simple imagery and strong typography make up our instore graphics creating a friendly and inviting look and feel. The imagery should reflect the setting, e.g. sandwiches in a shop and coffee in a café.



RETAIL | WINDOW DECALS

Window decals allow us to utilise extra space within our sites where windows, glass partitions and doors etc. can maximise the amount of available space to brand our sites.

Window decals can also be used to help show where glass is from a safety point of view and also helps with wayfinding.

We use our standard **'Buy here give back'** brand, along with our tagline regarding supporting the NHS, We also can customise decals for site specific services, e.g. highlighting how that site specifically supports our Home from Hospital service that Royal Voluntary Service runs at that hospital.



1.



2.



1. Standard generic messaging window decal for retail sites conveying 'Buy Here Give Back' message.
2. Bespoke window decal for sites that also have certain services e.g. a Home from Hospital service that Royal Voluntary Service run.

RETAIL | POSTERS

Clear branding throughout our sites is essential to building our brand further and create a recognisable look and feel.

All our materials should be clearly linked by colour palette and typeface. This ensures everything should look part of the same family of assets whether you're in a café or a shop, on the high street or even in one of our community centres.



1.



2.



3.

1. Generic messaging poster for retail sites conveying 'Buy Here Give Back' message.
2. Coffee poster - showing one of our range of coffees.
3. Campaign poster - varied message depending on current campaign that is being highlighted within sites.

RETAIL | MENUS

Shown opposite are examples of our food and drink menus from retail cafés and tea bars.

Across our organisation we have very different size sites. From static tea trolleys in foyers, to small 'hole in the wall' tea bars and large cafés with seating areas and outdoor spaces. Our menus vary in content depending on the individual site, so some may offer a more restricted food menu than others. But our hot drinks menu remains consistent irrespective of size of retail space.

Again colour palette and typeface link these menus to other materials in our sites and produced by the Marketing department.

HOT Drinks

20P OFF ANY HOT DRINK WHEN YOU BRING A REUSABLE CUP

Coffee

	REGULAR	LARGE
LATTE	£2.85 157kcal	£3.10 178kcal
CAPPUCCINO	£2.85 113kcal	£3.10 145kcal
MOCHA	£2.95 134kcal	£3.20 163kcal
AMERICANO	£2.65 5kcal	£2.90 5kcal
FLAT WHITE	£2.90 81kcal	-
ESPRESSO	£1.95 4kcal	£2.20 5kcal

SYRUPS & EXTRA SHOTS 60P VANILLA / CARAMEL / HAZELNUT | 11kcal

Tea

	REGULAR	LARGE
ENGLISH BREAKFAST	£1.95 12kcal	£2.20 12kcal
HERBAL & FRUIT	£1.95 5kcal	£2.20 5kcal
SPICED CHAI LATTE	£2.90 177kcal	£3.15 209kcal

Hot Chocolate

	REGULAR	LARGE
CLASSIC HOT CHOCOLATE	£2.85 108kcal	£3.10 131kcal

ADULTS NEED AROUND 2000KCAL PER DAY.
ALL CALORIE INFORMATION IS BASED ON THE SERVING SIZE BELOW.
DRINKS SIZES APPROX. ESPRESSO - 50ml, REGULAR - 127ml & LARGE - 340ml. IMAGES FOR ILLUSTRATION PURPOSES ONLY.

FRESH Smoothies

All Smoothies £3.95

BLUEBERRY THRILL SMOOTHIE
BANANA, BLUEBERRY, RASPBERRY & FLAX SEED | 228kcal

PASH N SHOOT SMOOTHIE
MANGO, PINEAPPLE, PASSION FRUIT | 140kcal

STRAWBERRY SPLIT SMOOTHIE
STRAWBERRIES & BANANA | 165kcal

AVO GO GO SMOOTHIE
MANGO, SPINACH, BROCCOLI, AVOCADO, COCONUT, GINGER & LIME | 220kcal

COCO LOCO SMOOTHIE
MANGO, COCONUT, LIME, PINEAPPLE & MINT | 192kcal

ADULTS NEED AROUND 2000KCAL PER DAY.
ALL CALORIE INFORMATION IS BASED ON A 340ML SERVING.

HOT Food

Breakfast SERVED ALL DAY!

THE BREAKFAST BAP SPECIAL £3.95
 ● BACK BACON - 311 kcal ● PORK SAUSAGE - 411 kcal
 ● ADD A POACHED EGG - 55 kcal £1.25

THICK FARMHOUSE TOAST - 172 kcal £1.95
WITH A CHOICE OF PRESERVES - 2 Slices

FREE RANGE POACHED EGGS ON TOAST - 490 kcal £4.25

HEINZ BAKED BEANS ON TOAST - 372 kcal £3.50

Lunch SERVED ALL DAY!

SOUP 250ml - WITH FARMHOUSE BREAD £4.95
 ● CREAM OF CHICKEN - 236 kcal ● RICH TOMATO - 196 kcal
 ● CARROT & CORIANDER - 176 kcal

RED THAI VEGETABLE CURRY WITH RICE - 577 kcal £5.75
 ADD A GARLIC & CORIANDER NAAN BREAD - 310 kcal £1.95

CHILLI CON CARNE £5.95
WITH RICE - 437 KCAL OR WITH JACKET POTATO - 492 KCAL

JACKET POTATOES

● PLAIN - 335 kcal	£3.50
● GRATED CHEDDAR CHEESE - 583 kcal	£4.25
● CHEESE & BEANS - 623 kcal	£4.50
● TUNA & SWEETCORN - 410 kcal	£4.75
● CHICKEN PIRI PIRI - 393 kcal	£4.95

TOASTIES & PANINIS £5.50
 ● HAM & CHEESE TOASTIE - 399 kcal ● TUNA & CHEESE PANINI - 439 kcal
 ● MUSHROOM & EMMENTAL TOASTIE - 413 kcal

Sweet things SERVED ALL DAY!

TOASTED TEACAKE - 256 kcal £2.25

FRESH SWEET PASTRY CHOOSE FROM OUR DAILY SELECTION £2.75
 ● CROISSANT - 285 kcal ● DANISH PASTRY - 249 kcal

ADULTS NEED AROUND 2000KCAL PER DAY.
ALL CALORIE INFORMATION IS BASED ON THE ABOVE SERVING SIZE. IMAGES FOR ILLUSTRATION PURPOSES ONLY.

RETAIL | WAY FINDING

Most of our retail sites are located within hospitals, so clear and bold signage is vital.

Our wayfinding signage maybe hung from ceilings, stuck to walls, or nestled amongst lots of other hospital signage, so it needs to be clearly and easily read.

We have included our 'Buy here give back' brand for consistency and brand recognition along with our logo and clear directional arrows.

Where bilingual signage is required, a balance of scale is needed between the arrow and text as both are equally important. Unless otherwise indicated, English will be primary, the second language secondary.



1.



2.

1. Directional signage example in just one language - English.

2. Directional signage example shown bilingually with Welsh & English.

THANK YOU

For guidance, support and approval when using our brand, please email

marketing@royalvoluntaryservice.org.uk

