



Our brand.

Sands United are part of
Sands 

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Who are Sands United?

Sands United helps people affected by the death of a baby, particularly men, to connect through sport and find the safe space they need as they grow around their grief. Sands United is an integral part of Sands charity and is one of the ways you can receive support from the charity. As a branch of Sands' support, Sands United is a member of the Sands' brand family.

Sands United shares Sands' vision:

Sands is here to support anyone affected by pregnancy loss and the death of a baby. Every day, we work to improve the care and support that bereaved parents receive – and help create a world where fewer babies die.



Why and what is our brand?

Sands United and Sands' brand is the most significant single factor in driving a personal connection and commitment to support and be supported by the charity.

The brand is not just the logo – it is how someone feels about Sands United and in turn Sands. It is impacted by everything related to Sands United's public image; how we look, what we say and do.

**United we will
increase our
brand impact.**

=

**United we will
increase our impact.**

=

**United we will
support anyone affected
by the death of a baby and
save babies' lives.**



Our Brand Identity

Our brand at a glance

Logos



Colours

Pantone: 280 C
CMYK: 100, 67, 0, 38
RGB: 0, 46, 103
Hex: #002e67

Pantone: 144 C
CMYK: 2, 52, 96, 0
RGB: 239, 142, 17
Hex: #ef8e11

Pantone: 7697 C
CMYK: 77, 23, 19, 3
RGB: 28, 150, 185
Hex: #1A95BA

Typography

Myriad Pro Bold for headlines

Myriad Pro Light for content

All weights of Myriad pro permitted to aid legibility and copy hierarchy

Graphic Devices

Chunky lines and blocks of colour. Dividers that follow the contours of logo elements. Solid panels of opaque colour.



Tone of Voice

- Active
- Inclusive
- Supportive
- Warm
- Evidenced
- Open
- Kind
- Inspiring
- Sensitive
- Human

Photography



- Natural and relaxed
- Active
- Journalistic
- Honest
- Personal
- Capturing emotion
- Warm
- Human
- Colourful

Our logo

The primary logo is full colour.

The guidelines use our National logo throughout but the same rules apply to our individuals teams logo.

All teams must use the individual team logo on communications that are from the team, so it is clear you are not communicating on behalf of the UK wide organisation.



Using our logo

When legibility is an issue due to a darker background colour, photography or productions needs (such as embroidery) then our alternative colour way logos can be used.

*Note:

The black background is to demonstrate unavoidable black and white printing. Black is not one of our brand colours and should not be used otherwise.

Primary Logo



Exceptional use only*



Secondary Logo



Secondary Logo



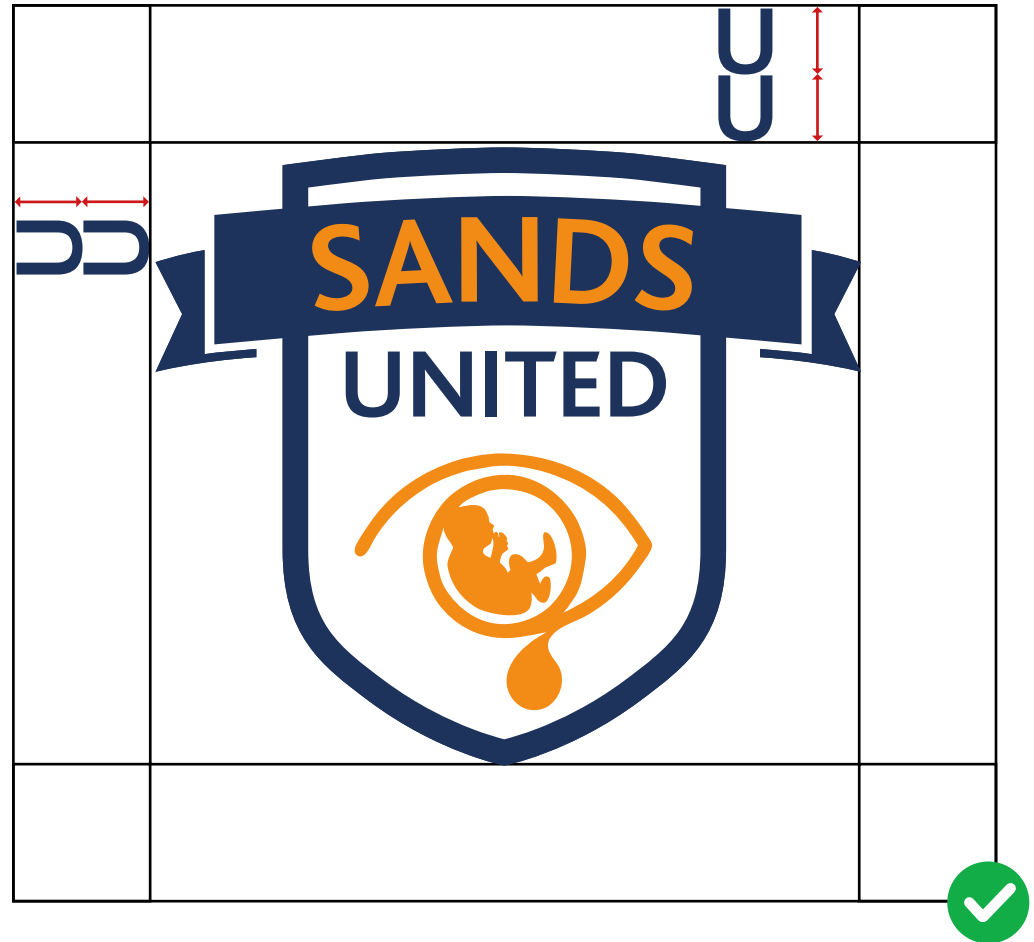
Secondary Logo

Spacing our logo



The logo mark clear space is two times the height of the "U"

In order to make sure logo remains prominent on a page, please do not put anything in the exclusion zone as indicated.



Do's and don'ts

Our logo is bespoke and has been specially drawn from the main Sands brand. Please always use officially, approved artwork.

Please do not:

- Distort or stretch the logo
- Use the logo at an angle
- Use effects on the logo
- Add graphic elements to the logo
- Change the font of the word mark
- Change the colour of the logo
- Change the stroke weight of the logo

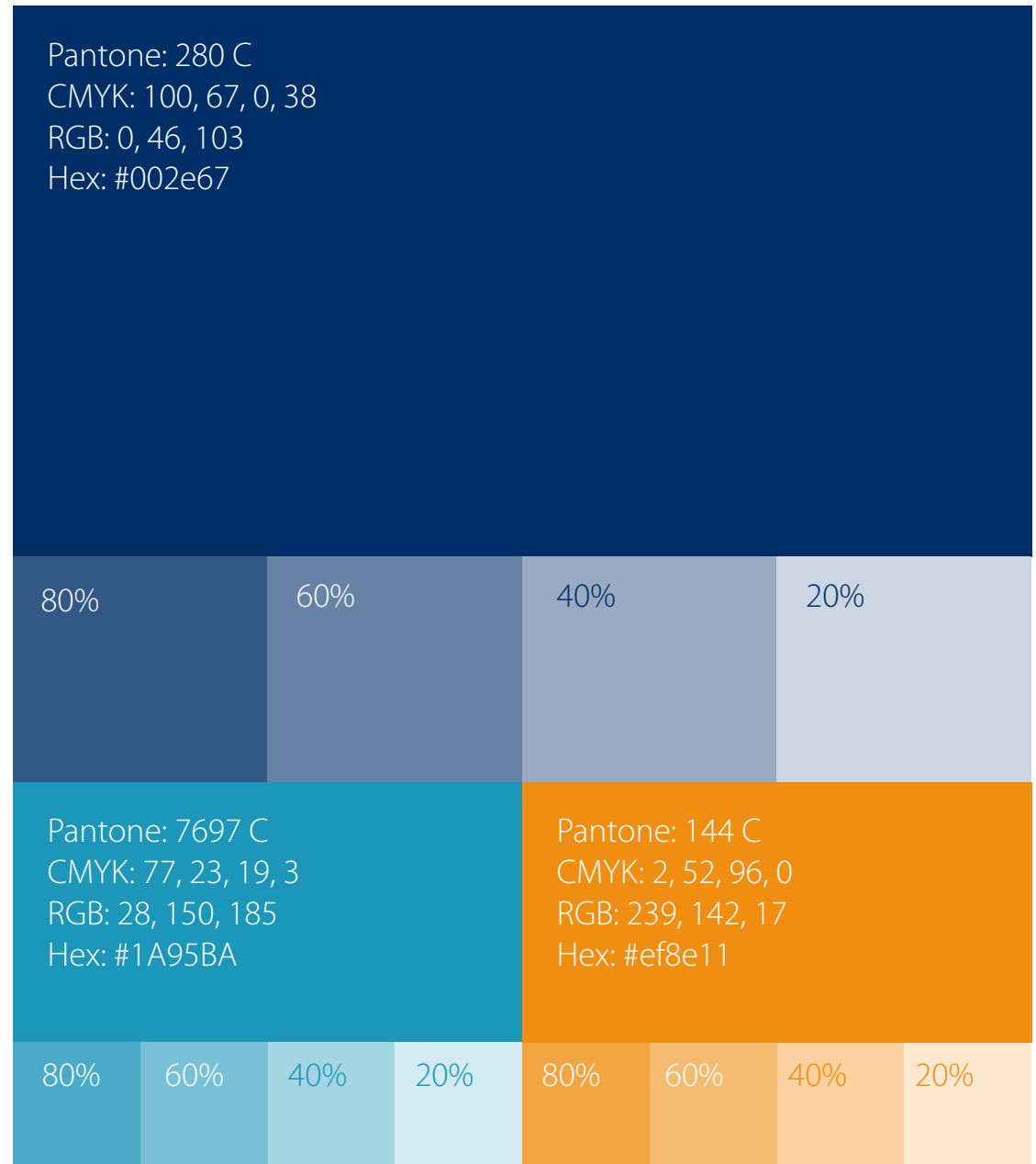




Our colour palette

This is our primary colour palette.

Muted tones can be used to support the primary palette. An example of this could be to support clear differentiation and hierarchy of information on a page.





Our typeface

Myriad Pro is our brand typeface. All weights can be utilised to emphasise certain sections and create a clear hierarchy of information.

Capitals can be used in exceptions such as the legibility of baby names on our kits, logo and team names. We don't recommend writing everything in capitals. It is a balance to strike. Because of our unique position as both a sports team and a beacon of support, if something looks too strong and "shouty" it may negate the warm welcoming message you are sending. It also compromises accessibility.

Myriad Pro Bold for headlines

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890!@£\$%^&*()**

Myriad Pro Light for content

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890!@£\$%^&*()

Myriad Pro Bold is our headline weight and Myriad Pro Light is our main content weight.



Photography tone

Natural and relaxed
Active Journalistic Honest
Personal Capturing
emotion Warm
Human Colourful

Photography overview

Photography is a brilliant way to share what we are doing and to tell our story and attract new members.

In the same way they are powerful for the teams, photos are a brilliant way for Sands to share, celebrate and engage people in why Sands United is so cherished and special.

Sands United has a unique position that should be reflected in the images and photography shared. Yes we are football teams but we primarily here to support on a deeply emotive topic. This affects the balance of the type of imagery that should be used.

Our connection goes beyond the match itself. Personal images and photography capturing those moments before and after matches should reflect why Sands United is cherished and special.

The occasional piece of altered imagery can cause an item to be distinctive. Any artificially altered, 'power sport', type images should be offset with more natural photography. This is so the overall perception is of a group of people that are welcoming, open minded, down to earth, sensitive and human.

Photographs

- **Natural and relaxed**
- **Active**
- **Journalistic**
- **Honest**
- **Personal**
- **Capturing emotion**
- **Warm**
- **Human**
- **Colourful**

Devices

Where legibility is compromised by text over a full bleed photo. It is allowable to cover images with an opaque colour wash in Sands United blue.





Tone of voice

Active Inclusive Supportive
Warm Evidenced Open Kind
Inspiring Sensitive Human



Talking about Sands United

This is how we describe who we are and what we do. Use this copy when appropriate.

It is best practice to include the accredited support offered by Sands when offering support through Sands United. This will give any viewer, including team members an opportunity to access the type of support that best suits them.

Sands United helps people affected by the death of a baby, particularly men, to connect through sport and find the safe space they need as they grow around their grief.

Sands United share Sands' vision. Sands is here to support anyone affected by pregnancy loss and the death of a baby. Every day, we work to improve the care and support that bereaved parents receive – and help create a world where fewer babies die.

Get Support call-to-action (Optional)

We are here for you. Sands helpline details: sands.org.uk/support

Local support for you:

Sands United [team name]: [details] Sands [insert local group name]:details

Give Support call-to-action (Optional)

Please help us support bereaved families and save babies' lives. To donate, volunteer, raise money or campaign with us visit sands.org.uk/getinvolved



Talking about Sands United

Most of the time we will be using our own form of words, such as in social media to promote a match event.

Talking about Sands' and Sands United's impact:

We encourage you to talk about the incredible impact of Sands United. That impact is compelling. It attracts people to engage with you, be supported by you and indeed, support the cause.

For men in particular, the informal companionship of Sands United provides the safe space they need to share their feelings. Lives have been saved and transformed by Sands United, when men have found they are not alone as they grow around their grief.

Talking about your own experience of the death of a baby:

We encourage this very much. Everyone's experience and choice of language in relation to their personal experience is unique. The language you use to describe your baby, your relationship to it and your own experience is entirely up to you.

Talking about the broader experience of the death of a baby:

Just as no single experience is universal, generalisations about experience must be worded with sensitivity to that.

Be mindful that an individual's choice of language may not suit a broader audience or subject matter. Language that references religion or gender roles can be particularly sensitive to individuals. It is often helpful to use phrases like "some people find x/y/z comforting" or "sometimes, bereaved parents feel..."

Sands have dedicated teams that share information based on real evidence. Speak to your lead contact at Sands and follow @SandsInsights and @SandsUK in order to reshare latest research findings, policies, support terms and campaigns.



What information to include and when

Charity registration legal line

As a branch of Sands it is a legal requirement of teams to include the following legal registrations in official documents including Marketing and Flyers:

Sands. Charity Registered in Scotland SC042789, England and Wales 299679. We also operate in Northern Ireland. Company Limited by Guarantee Number: 2212082. Registered Address: 10–18 Union Street, London, SE1 1SZ.

It can be small and tucked out of the way in a border or as a footnote and does not have to be on social posts.

Fundraising Regulators Logo

Any item that solicits money must always include the Fundraising Regulators logo and adhere to the legal restrictions governing fundraising in the UK. It does not have to be on social posts. More information can be found at: www.fundraisingregulator.org.uk

Support on offer

It is vital we always include the accredited support offered by Sands when offering support through Sands United. It may also be appropriate to mention other sources of local support such as your local Sands support group.

Joint branding with Sands

Sometimes it is helpful to clarify the relationship of Sands United to Sands by the use of joint branding.

Where jointly used, both Sands and Sands United guidelines on logo use should be followed.

Where appearing side by side the logos should have equal prominence. A note should appear above Sands logo explaining the relationship. This note should be use Myriad pro regular and use the same colour as the teardrop.

If a communication is on behalf of Sands United the hierarchy in which the brands appear should reflect that. For example, a Sands United communication should lead with Sands United's brand. Sands exist lower in the information hierarchy so the placement and use of Sands logo should reflect that.



Working with partners

We encourage our sponsors and official partners to use the “Proudly Supporting” version of our logo across their products and materials.

By showing that they support Sands United and Sands, they encourage others to do so. This is a valuable way to raise awareness of the cause.

We are a trusted brand so it is important partners and sponsors accurately reflect our relationship. They can use this logo to be clear who is providing a service or information.

These guidelines apply to all logos in the Sands United family. We encourage you to share these guidelines with any partners that need to follow them.

Sands United and Sands only use authorised third party suppliers. Should you wish to use the brand in any other way or us consider a supplier, talk to your Sands contact.



Contact details



Sands United and Sands relationship team:

Relationship Manager

Contact
Contact

Wellbeing Officer

Contact
Contact

Media Enquiries

Contact
Contact

Sands United are part of Sands.



Saving babies' lives.
Supporting bereaved families.



Helpline | 0808 164 3332



helpline@sands.org.uk



sands.community



sands.org.uk/support



Bereavement Support App



To make a donation
sands.org.uk/donate



To get involved
sands.org.uk/get-involved