



# A guide to our brand

Saving babies' lives.  
Supporting bereaved families.



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# **Why our brand is vital to our impact**

**Sands' brand is not just the visuals – it is how someone thinks and feels about Sands. It is impacted by everything related to Sands' public image; how we look, what we say and do.**

**What someone thinks and feels about Sands is the most significant single factor in driving a personal connection and commitment to support and be supported by the charity.**



# **Who we are and our shared 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.**



# The values we share



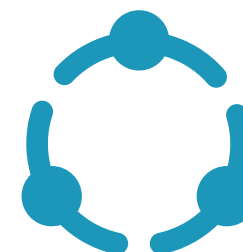
**Evidence  
based**



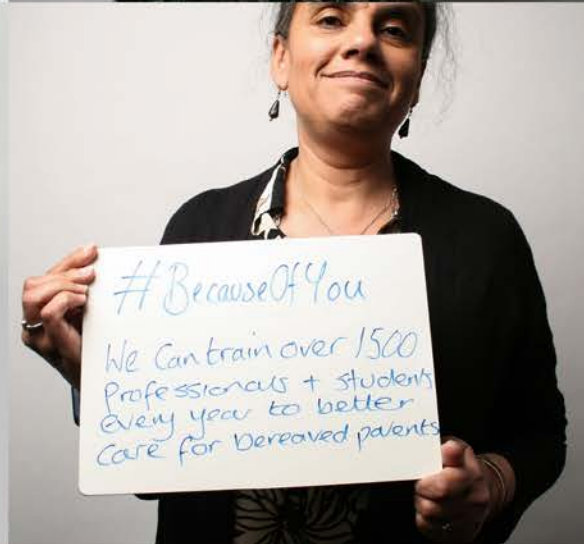
**Collaborative**



**Compassionate**



**Inclusive**





# Our logo

National Identity



Regional Identities



# Alternate logo colours

When legibility is an issue due to a darker background colour or photography, then our alternative logo formats can be used. Either in partial or full white.







# Using our logo

## Logo without strapline

The minimum size of the logo is



- ▶ Less than or equal to A5 for print  
**18mm wide**
- ▶ Greater than or equal to A5 for print  
**30mm wide**
- ▶ Digital Output  
**50pts wide**

The main priority for this is to check that all copy is clearly legible and that the teardrop icon is clear.





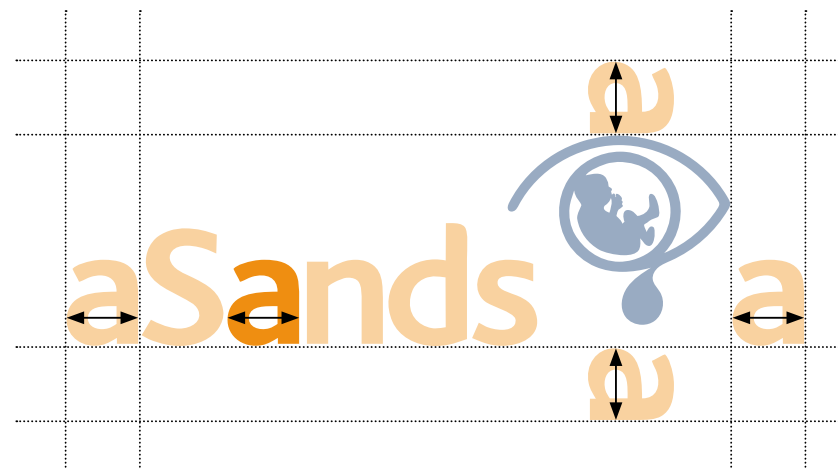
# Using our logo

## Clearance and space

It is important that the logo has space to breathe and it is not hemmed in amongst a myriad of other information. Allowing this space for the logo means that users can quickly recognise the brand before they continue to read.

- ▶ Clearance is the distance between the logo and any text, box or image.
- ▶ The **minimum** clearance is defined by the width of the letter 'a' in Sands. This rule allows you to check the distance is correct at any size.
- ▶ This is a guideline minimum, often and preferable, there will be more space allowed.
- ▶ The preferred position of the Sands logo is positioned to the top corners of the page.

Please note: the clearance from the bottom of the groups' logo runs from the bottom of the group or network name and not the Sands charity line.





# Using our logo

## Do

- ▶ Always use officially approved artwork.

## Do not

- ▶ Distort or stretch the logo
- ▶ Use the logo at an angle
- ▶ Use effects on the logo
- ▶ Add graphic elements
- ▶ Change the font of the word mark
- ▶ Change the colour of the logo
- ▶ Use the logo on top of busy imagery

## Our teardrop

- ▶ In some circumstances Sands teardrop may be used in isolation from the wordmark. This can only be done with express permission of the brand team.





HIGH 5  
CYCLING

ETAPE  
LOCH NESS

WE'RE WITH YOU

Caroline's  
Cycling Club

hand

ETAPE  
LOCH NESS

ETAPE  
LOCH NESS

20

sands  
ETAPE

sands  
ETAPE

sands  
ETAPE

4017

# Use of our logo by third parties

- ▶ Sands is a trusted brand so it is important anyone using our brand accurately reflects who is communicating and the relationship between them and Sands.
- ▶ We have a “Proudly Supporting” version of our logo available that many partners and supporters can use to show their support. This is a valuable way to raise awareness of the cause.
- ▶ There are certain circumstances such as collaborations and partnerships when a bespoke descriptor is appropriate. In this case, appropriate authorisation should be sought from Sands for that descriptors form. All bespoke descriptors need to be approved by the Head of Communications and Engagement via [CommunicationsGroup@sands.org.uk](mailto:CommunicationsGroup@sands.org.uk).
- ▶ Unauthorised use of Sands’ brand for third party profit is strictly prohibited.





# Our strapline

Sands' strapline expresses who we are. It encapsulates the difference supporting us will make and invites someone to come to us for support. Please use the our strapline wherever possible.

The minimum size of the logo with the strapline included in the lockup is

- ▶ More than or equal to **60 mm wide or 170px across**

Where an item will be viewed below 60mm or 170px priority should be given to using the strapline elsewhere on the page or in short succession.

Sands strapline can be written over 1 or 2 lines prioritising the balance of the design, hierarchy of the information and considering ease of viewing.

Where the strapline is used over 2 lines it is preferable for it to include the whole sentence on each line. For example:

Saving babies' lives.  
Supporting bereaved families.

Sands' brand can be used dynamically. Under the following circumstances Sands strapline is not a requirement:

- ▶ Where items are below the usable size and there is no sympathetic space on the design for its inclusion. (For example, where watermarking a film, a small social post image or a profile picture on socials media)
- ▶ Where items have key messages that align with Sands organisational objectives and the strapline negates the effectiveness of that headline or a call to action



**Saving babies' lives. Supporting bereaved families.**



# Our brand family

- ▶ Sands United and Sands Groups are an integral part of Sands' brand family.
- ▶ Sometimes it is helpful to clarify the relationship of Sands with Sands United 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 use Myriad pro regular and be the same colour as the teardrop.
- ▶ If a communication is on behalf of a Sands sub brand, such as Sands United, the hierarchy in which the brands appear can reflect that.







# Our primary colours

- ▶ Please make sure that you use the correct colour breakdown or spot colour (Pantone) in your work. When designing for print use a CMYK breakdown and for digital, RGB.

## Sands Blue

Pantone 2363 C  
CMYK 99, 84, 34, 25  
RGB 32, 51, 94  
Hex #002e67

## Sands Turquoise

Pantone 7697 C  
CMYK 77, 23, 19, 3  
RGB 27, 150, 185  
Hex #1A95BA

## Sands Orange

Pantone 114 C  
CMYK 2, 52, 96, 0  
RGB 239, 142, 17  
Hex #ef8e11

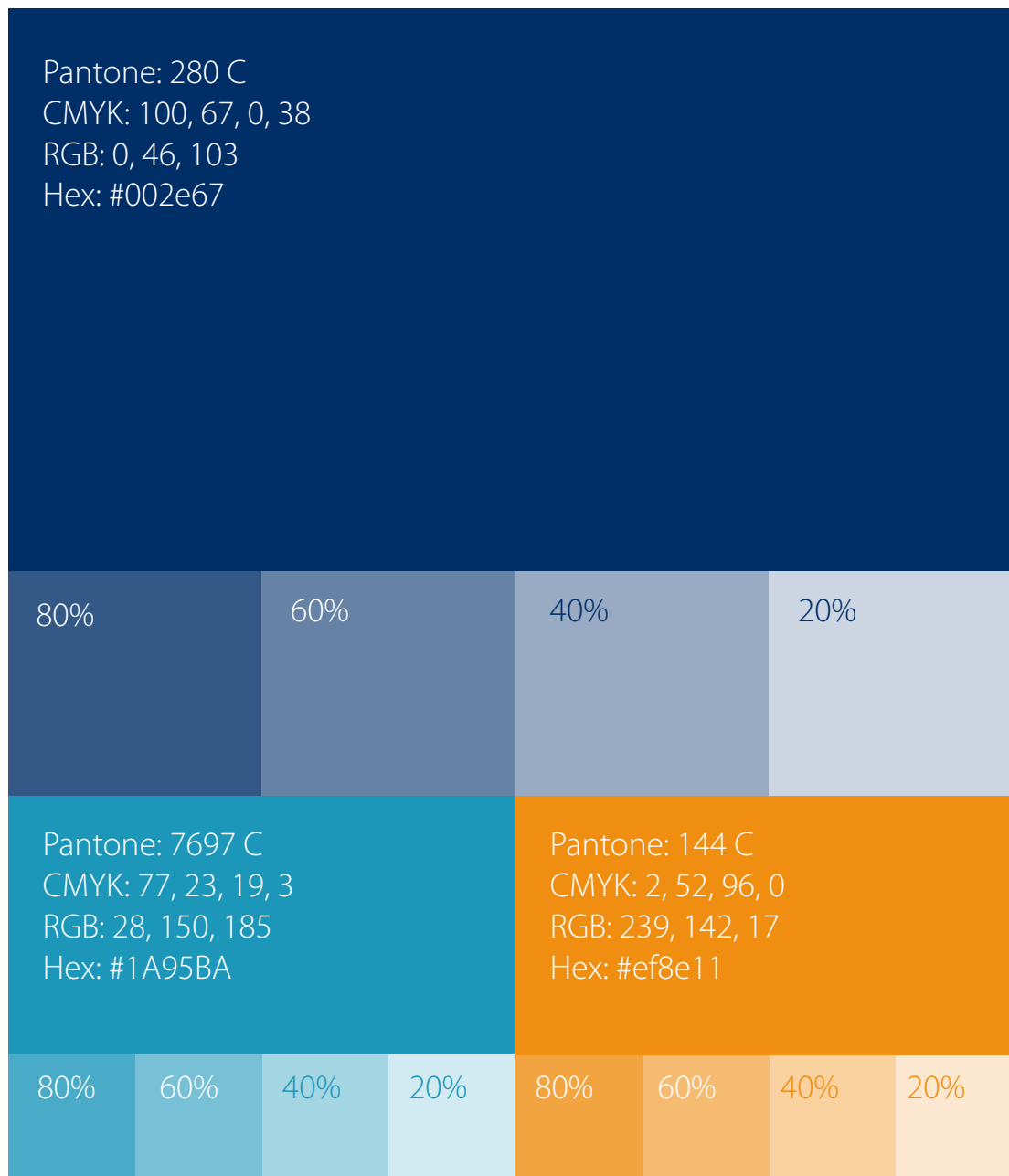
## Sands Grey

CMYK 6, 3, 4, 0  
RGB 243, 245, 245  
Hex f3f5f5



# Tones

- ▶ 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.



# Typography

- ▶ Myriad Pro is our brand typeface. All weights can be utilised to emphasise certain sections and create a clear hierarchy of information.
- ▶ Sands information may need to be absorbed by a reader going through traumatic events so should be easy to read. Keep tracking open and creating clear visual hierarchies aids legibility for all.
- ▶ Body copy is ideally kept at 12|16pt.

It is important though to consider the needs of readers with visual impairment. To aid legibility for those with visual impairment please adjust your body copy to size 14. Please also consider digital formats that will enable a reader to make use of software that makes your writing audible.

**Myriad Pro Bold for headlines**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**1234567890!@£\$%^&\*()**

Myriad Pro Light for content  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz  
1234567890!@£\$%^&\*()

*Myriad Pro Italic for quotes*

*Italics are used for quotes and when referring to publications.*

**Calibri as a substitute**

Sands uses fonts from the Myriad Pro typeface. Where a user does not have access to the font then Calibri should be substituted.



# Photography and videography

- ▶ Photography should be full colour.
- ▶ Photographs should look contemporary and authentic, reflecting a range of people.
- ▶ Images may be edited to avoid cluttered backgrounds such as hospital equipment.
- ▶ Images from within clinical settings should avoid information that identifies individuals or third party branding such as trust names.
- ▶ Images may fade out to a gradient to allow the rest of the layout to work, especially to leave logo space.
- ▶ Please make sure that credit is given and correct captions accompany photographs.
- ▶ Always ensure images carry the correct permission for the intended use.

## Tone

Natural and relaxed

Active

Journalistic

Honest

Personal

Capturing emotion

Warm

Human

Colourful

Demonstrating human connection







# Photography and videography

## Notes on sensitive images, particularly of babies

- ▶ If using stock images, unless prior agreement has been made with the Head of Communications and Engagement, images of babies should not be identifiable.
  - ▶ Authentically representing who Sands helps is important. Where possible images should have a clinical, neonatal context or be real.
  - ▶ Where using stock images preference is given to images which show a connection to another person.
  - ▶ Real images should be used if possible as this is important to many bereaved parents and breaks taboos.
  - ▶ When real images are used it is vital to consider when and how so as not to trigger. E.g. In a video or message going on social media we would not generally use photos of babies as we cannot manage people's responses and support them as necessary, but on the website where people know they will be reading someone's story it is reasonable to expect photos may be included and we can flag this for readers.
- ▶ When real images are invited or being shared within groups, consideration should be given of steps that can protect the sharer from negative reactions and others from viewing triggering material. E.g. a social post in a group could say  
  
*"Sharing your story, precious photos, and other sensitive material. When including a picture, please describe or mention it in a post first and then include it in a comment, so other members can choose if and when they want to view it. Images are special to those sharing their story and it is important to place them in a protected space, where they can be viewed by members when they feel ready to engage with sensitive and personal content."*
  - ▶ If images are real, be sure permission is granted for use. Even where legal permission is granted Sands prefer to contact the image owner if we want to use a sensitive image in other contexts.





# Sound

- ▶ As with imagery, sounds Sands uses should feel faithful and authentic to the emotion of the piece.
- ▶ Real and human qualities such as those evoked by acoustic instruments are preferred to electronically generated sounds in both ambient sound and music.
- ▶ Consideration should be given to Sands' work with people right across the UK and be reflected in the breadth of accents used in our media.

## Tone

Acoustic

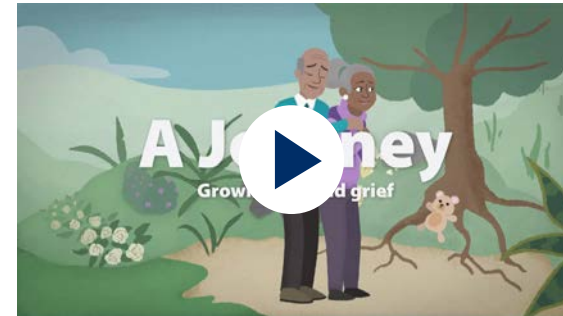
Honest

Warm

Human

Capturing emotion  
(without being  
overly dramatic)

## Some examples in our films:





# Contact us

If you have questions or queries, in the first instance please ask your commissioning contact at Sands or email [CommunicationsGroup@sands.org.uk](mailto:CommunicationsGroup@sands.org.uk).

Thank you.



Saving babies' lives.  
Supporting bereaved families.



Helpline | 0808 164 3332



[helpline@sands.org.uk](mailto:helpline@sands.org.uk)



[sands.org.uk/support](https://sands.org.uk/support)



[sands.org.uk/community](https://sands.org.uk/community)



To make a donation  
[sands.org.uk/donate](https://sands.org.uk/donate)



To get involved  
[sands.org.uk/get-involved](https://sands.org.uk/get-involved)



Saving babies' lives.  
Supporting bereaved families.



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