BRAND GUIDELINES
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OUR NEW IDENTITY

These guidelines have been created to help provide Children of the 90s with a strong and consistent brand identity for all forms of communication. They should be used as a tool to implement the new brand identity, ensuring a consistent and cohesive brand message.

Our new brand identity will communicate our tone of voice through numerous channels.

It will reflect our personality, beliefs and ethos: a world-renowned, innovative, cutting-edge, trusted, valued, respected, friendly study.
**HOW WE COMMUNICATE**

Consistency of tone and audience awareness are important parts of our branding. What we say, and how we say it, is vital in shaping people’s perceptions of the study. We must ensure that our ‘tone of voice’ says the right things about us in the right way and that it delivers a recognisable and consistent personality to our stakeholders.

Use everyday language and keep the messages simple and friendly. It’s easy to baffle our audience with scientific jargon. Make what you say engaging and conversational.

Consistency is important and the study should always be referred to as Children of the 90s and remember there is no apostrophe.
OUR LOGO

Children of the 90s is well established and so, with this in mind, we decided the logo needed to evolve rather than be redesigned.

The key elements and typography have been retained and the balloon has been allowed to break out of the holding box which gives a more aspirational and positive quality to the logo.
Colour Variations

There are 3 versions of the logo which are provided in a variety of formats, should you need an alternative please contact the communications manager. **DO NOT** try to recreate the logo yourself.

**Full-colour logo**
This is provided in one-colour Pantone and four-colour. This is the preferred version and should be used whenever possible.

**One-colour logo black**
This logo should be used when one-colour print is required, for example in newspaper ads.

**One-colour logo white**
This logo is to be used if there is insufficient contrast to use the full-colour version.

### Logo Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Colour</th>
<th>Resolution</th>
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</thead>
<tbody>
<tr>
<td>EPS</td>
<td>Full-colour CMYK One-colour Pantone One-colour black and One-colour white</td>
<td>Vector</td>
</tr>
<tr>
<td>JPEG</td>
<td>Full-colour CMYK Full-colour RGB and one-colour black</td>
<td>300dpi</td>
</tr>
<tr>
<td>PNG</td>
<td>Full-colour RGB One-colour black and One-colour white</td>
<td>72dpi</td>
</tr>
</tbody>
</table>

When printing professionally use the eps format as this can be scaled without losing quality.

![Full-colour logo](image1.png) ![One-colour logo black](image2.png) ![One-colour logo white](image3.png)
USING OUR LOGO

Minimum size

In many cases the size of our logo will be determined by the space available. To ensure quality reproduction and that the logo has the presence it needs, the minimum size is 10mm wide. This is the smallest it should ever be seen but ideally should be at least 30mm.

Clear space around logo

We have a minimum clear space that appears around our logo. This area should remain free of any type, imagery or other graphics. The clear space is measured proportionally and should always be at least the height of the ‘S’ in ‘90s’.
Incorrect usage

Our logo has been specially created and should not be altered or modified in any way. Our logo must be reproduced from master artwork to ensure it remains consistent.

**DO NOT** stretch, distort rotate or change the colour:

**DO NOT** change the relationship of our logotype and illustration:

**DO NOT** reproduce on backgrounds which would effect legibility or place in a holding box:

- not enough contrast
- colours too similar and image too busy
- do not place the logo in a holding box
University Logo and department association

As set out in the University of Bristol Identity Guidelines a combined University/Department logo has been created for use on all communications. As per the guidelines its minimum size is 35mm wide.

One-colour logo black or white
The version used will be dependent on the background colour or image. Please refer to the University of Bristol Identity Guidelines for restrictions on use.

Examples of placement

The University should be positioned either beneath, to the left or right of the Children of the 90s logo DO NOT PLACE IT ABOVE. Please refer to the examples of good use in the back of this document.

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<tr>
<td></td>
<td>One-colour white</td>
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</tbody>
</table>

When printing professionally use the eps format as this can be scaled without losing quality.
Our core colours are Children of the 90s red, black and white. The red used in the logo has long been established as the Children of the 90s red and is strongly associated with it. It should be used on all communications sparingly, for example in headings and not for large amounts of copy in order to retain its standout quality and to draw attention to key information.

Children of the 90s Red
Pantone: 1797
CMYK: C0 M100 Y100 K4
RGB: R188 G16 B25

Black
CMYK: K100
RGB: R0 G0 B0

White
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B25
We have not limited ourselves to a colour palette. The choice of photography is key to the individual item and therefore any supporting colour should be taken from the imagery being used in the communication, this will ensure that the logo and Children of the 90s red retain their standout quality and that there aren’t too many colours being used at once.

Some images will not provide a suitable colour to use with the logo, they may be too light or too bright a colour to be suitably legible. In this case select an appropriate colour which follows the same hues as the photograph. See the examples of good use in the back of this document.

Below are four examples of how the image can be used to supply a supporting colour:
Consistency in the use of typography plays an important role in reinforcing our brand. Typography, including headlines and body copy, should be produced in such a way that it is easy to read.

Bebas is our primary typeface and should be used for headings and keywords only. It is unavailable in lowercase and because of this should not be used for large areas of copy. Large areas of copy should always be set in sentence case to avoid legibility issues. Helvetica Roman and bold have been selected for body copy and for use when Bebas Neue is unavailable. Other weights are available but should only be used to highlight keywords rather than use on large areas of copy.

If Helvetica is unavailable on your system Arial can be used as a substitute.

Minimum font size for body copy is 8.5pt

Primary typeface to be used in all communications for headings:

Bebas Neue

Secondary typeface to be used in all communications for body copy:

Helvetica Roman

Helvetica Bold

Helvetica Italic

If Helvetica is unavailable Arial can be used as a substitute:

Arial Roman

Arial Bold

Arial Italic
PHOTOGRAPHY

Photography plays a key part in most of our communications. Finding the right image can be challenging but the use of consistently high quality imagery is essential to correctly convey the Children of the 90s brand values.

The style we have developed is natural, never posed. They are candid, capturing a moment in time with the subject unaware of the photographer. Each image tells a story and is intended to engage our audience. The photographs range from people to objects and landscapes and should never show the whole face.
Examples of bad photography
Using photography with brand keywords

As part of the new brand identity we have developed the use of keywords as a graphic device. These words are not made up. They are all ones which staff and members have supplied which they associate with the Children of the 90s study:

- babies
- exciting
- important
- personal
- birth
- family
- innovation
- research
- Bristol
- father
- international
- results
- caring
- friendly
- knowledge
- special
- change
- friendship
- learning
- study
- children
- future
- life
- support
- commitment
- generations
- living
- together
- community
- genes
- me
- trust
- development
- growing
- mother
- unique
- discover
- growth
- nature
- us
- DNA
- health
- new
- you
- energy
- I
- nurture
- Weston
- evolving
- identity
- parents

These are repeated and used as a watermark over images to reinforce the brand identity. They are coupled with key statements to draw attention to the purpose for the communication. They should only be used where a full-bleed image is required, for example on document front covers.

Because of the software required it will not be possible for you to create these images, however a library will be provided for your use. Thumbnail images can be used without the watermark words throughout documents to break up text and add interest.
CREATING YOUR OWN COMMUNICATIONS

Letters

A selection of letterheads have been developed using a range of photography and key words – you should select the one most appropriate to your communication and its audience.

When producing your letter, **DO NOT** use any typefaces other than the ones specified previously. Try and keep all letters to one page.
The following examples show how a letter should be set out using the specified fonts. We have shown how it can work in colour and in black and white.
Internal communications

Meeting/event templates have been created for you to produce agendas and minutes. This will help to give all communications, both internal and external, a consistent look. The footer can be removed if the document is for internal circulation only.

---

**Agenda**

**Meeting:** Communications team meeting

**Date:** 28.06.2011

**Present:** Dara O’Hare, Lynn Molloy, Lindsey Brown, Dom Windsor, Kerry Humphries

**Minutes**

**Meeting:** Communications team meeting

**Date:** 28.06.2011

**Present:** Dara O’Hare, Lynn Molloy, Lindsey Brown, Dom Windsor, Kerry Humphries

**Apologies:** None

<table>
<thead>
<tr>
<th>Item</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Minutes of last meeting</td>
<td>DO</td>
</tr>
<tr>
<td>a) Email signatures</td>
<td>DO</td>
</tr>
</tbody>
</table>
| b) DD has had a response from Jenny Donovan. DD is concerned the signature is too long and will go back to Jenny to see if they will allow a shorter one.
| 2. Communications strategy | DO |
| a) Update on visual identity | DO |
| b) LM and DO have decided on Dirty Design who will be in the office on Thursday. DO handed around Dirty Design’s portfolio for information. The company will be presenting to staff as well as meeting TAP |
| 3. Verbal reports on working groups | DO |
| a) The mothers newsletter is scheduled to go out in September with the questionnaires. DD is compiling the contents. RR asked if we would be sending reminder postcards for the mothers and daughters questionnaires and suggested they go out in October. RR asked if DD was planning a cover letter. DD to bring draft to a future meeting. | DO |
| b) There was not much response from the Fathers Day press release. | DO |
| c) The shop in the Galleries is running until 7 July | DO |
| d) DD has material for ALSPAC G2 leaflet | DO |
| e) DD is awaiting text for Deanfield postcard | DO |
| f) Wellcome Trust 75th. The concept has been decided on, awaiting response from curator. Delivery is December, content can be gathered from now on. The participation team is working on a strategy on how to contact the participants. | DO |
PowerPoint presentations

A standard PowerPoint template has been created, with two options for the title and end pages and a selection of section-heading slides to choose from. Below we have shown an example of the different slides created and how they can be used with text and images. The University, MRC and Wellcome Trust logos are not essential for in-house presentations but must be retained for all University and external presentations.
As 2012 is our 21st anniversary, we have created a special logo to celebrate this. Please refer to the logo section of this document for usage.
CHILDREN OF THE CHILDREN OF THE 90S

We have also developed a Children of the Children of the 90s (COCO90s) logo for use in communications to those joining the study.

The same rules apply that we have outlined for the Children of the 90s logo and the same variations will be provided for the COCO90s logo as have been provided for the Children of the 90s.
COCO90s Colours

Below are the core colours for COCO90s. The COCO90s orange should be used in the same way as the Children of the 90s red.

**COCO90s Orange**
- Pantone: 144
- CMYK: C0 M58 Y100 K0
- RGB: R246 G134 B31

**Black**
- CMYK: K100
- RGB: R0 G0 B0

**White**
- CMYK: C0 M0 Y0 K0
- RGB: R255 G255 B255
COCO90s PHOTOGRAPHY

The COCO90s photography style should follow the same guidelines as the Children of the 90s style outlined previously. However, as they are aimed at a younger audience, the subject matter has been changed appropriately.
EXAMPLES OF GOOD USE

Postcards

These show a clear message and call to action.
Postcards

Showing treatment when a fixed address label area is needed.
Posters

Mshed

Free exhibition
www.mshed.org

CHILDREN OF THE 90S

Children of the 90s exhibition
Studio
Saturday 3 December
10.00-17.00

Children of the 90s

Tooth Fairy. Photo by Jan Connett.

Are you or your partner parents or expecting a baby?
Were you or your partner born in Bristol or Weston between April 1991 and December 1992?
Are you or your partner parents or expecting a baby?
If so...

CHILDREN OF THE 90S

WOULD LOVE TO HEAR FROM YOU!

To take part or to find out more, ask your midwife or health visitor for a leaflet

Visit our website www.childrenofthe90s.org.uk 0117 301 0899
In this our 20th year, we meet some of the women in Children of the 90s who tell us about their 20-year-old selves and how they like to unwind with a glass of wine at the end of the day.

Cheers to that, we say!

Debbie, 48, professor of epidemiology and head of the mothers study
What do you like most about Children of the 90s? The variety of people we meet and the brilliant team we work with.

You'll remember that Debbie and her team have been doing an incredible study for 20 years to understand what makes some people healthy and others not so healthy.

Favourite tipple? Pimm's with OJ or gin and tonic in summer, red wine in winter.

How does your 20-year-old self look back on what was happening at Children of the 90s?

Debbie: "I believe it was the first female-led research project of its kind in the UK. It was an incredible experience for me and my team, and we're delighted to continue the study and aim to run in Leigh Woods, glass of nice wine, nice food, and gather questionnaire based on your input. We're also looking for people interested in being involved in our forum.

More information on how to register your interest or to find out more is available at PAF.alspac-project@bristol.ac.uk."

What advice would you give your 20-year-old self?

Debbie: "Try not to be too bothered about what people think. People are more understanding than they think. Keep your head up and your chin down."

What were you doing when you were 20?

Debbie: "I was studying pe and education at university."

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What advice would you give your 20-year-old self?...
Greetings cards
T-shirts

ASK ME

www.childrenofthe90s.ac.uk
CONTACT DETAILS

For any questions or further requirements please contact:

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E  dara.ohare@bristol.ac.uk

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Babies together nurture international exciting generations growing unique support DNA evolving friendly birth living me parents family commitment Bristol you personal mother development knowledge father caring innovation Weston results important community research nature trust study change learning children discover identity I friendship growth new special US genes future health life. Babies together nurture international exciting generations growing unique support DNA evolving friendly birth living me parents family commitment Bristol you personal mother development knowledge father caring innovation Weston results important community research nature trust study change learning children discover identity I friendship growth new special US genes future health life.

Thank you