

# NEWLIFE IDENTITY MANUAL

Helping you to maintain the  
Newlife brand



# USE OF THE LOGO

## Additional texts to add, based on the type of activity

If the activity has been solely organised by yourselves you must add the text 'In aid of' above the logo as shown below. The typeface can be in the same style as the content of your document. However, please keep in mind the exclusion area guidelines referenced on page 4 area when placing the text.



note:  
The use of 'In aid of' can be in the style/type/face and size of the document it's placed into

## Charity Information Text

Please also include the following text to the bottom of any material that includes our logo (this must be on the same page and never on the reverse), again, in the same type style as the rest of your document.

' Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales. '

OR

' Newlife the Charity for Disabled Children  
Registered Charity Number: 1170125 in England & Wales. '

note:  
The line must remain the same, Newlife prefers you to set it this way (as one line).  
However two lines can be achieved as exempld

# LOGOS

## Which logo to use, and when

On the Newlife website there is a repository of logos in various formats. Each of these formats has been specifically designed to achieve the optimum logo clarity in certain applications, therefore it is important to use the right logo format for your application.

### .eps (postscript) format

Use for all print applications to a postscript printer. Logos in this format have been vector drawn and can be reproduced at any size making it ideal for signage. If you are ever giving a logo to an outside party, this is the format which must be used.

### .jpg (jpeg) format

Use for screen applications such as presentations, web pages etc. This format should only be reproduced at the size it was created. Click the link to an image and then choose "save file" to download a logo.

note:  
The images used are for illustration purposes only:  
Under no circumstances should the images themselves be used or reproduced in any form.

## Space around the logo

The clear space surrounding any Newlife logo is also an integral part of the look and feel of the Newlife signature as a whole.

Don't crowd the logo: always maintain an empty gutter area around the logo equal to at least 1/4 of the width of the logo you are using.



The newlife emblem can be used as a design break in Pink, Blue primarily and White only (never Black).

Often used with a transparency.



Newlife's USP is often displayed as this - the asset can be provided by Newlife's Communications Team on request.

# LOGO TREATMENTS

## How **not** to use the Newlife logo

It is critical that careful attention is paid to the proper use of the Newlife colours to ensure that a consistently positive and professional image is projected at all times.

The logo should preferably be used on a plain white background with the two colour logo.

Do not redraw, use the old logo, or use any other fonts - use **ONLY** the provided artwork.



Do not squash, stretch, or distort the logo in any way.



Do not reproduce the text logo over a strong pattern or high contrast area that will interfere with legibility.



The below colours represent the branding for Newlife - Pink, Blue, Grey and of course White and Black solid.

Within data only on a case by case basis the colours to the right may be used to represent degrees of change.

Depending on the project we may wish to deviate from Newlife branding, this will be agreed with the Newlife Communications Team on a case by case basis on presentation of a style sheet.

C-0 M-90 Y-0 K-0 #ee3897 Pantone: 219c	C-90 M-30 Y-0 K-0 #008dd0 Pantone: 2925c
C-0 M-0 Y-0 K-70 #6f6f6e Pantone: 424c	White and Black solid

#e73089
#c4107f
#a41f7f
#822380
#5a2981
#302d7e
#0d4590
#135ea6
#0b7ebf
#1b94d2
#00a8e1

# Newlife the Charity (2017) Style Guide

---

Depending on the project we may wish to deviate from Newlife branding. However, this is how a normal Newlife design project is formed ,with the type standards set out with fonts and colours in this guide. Deviation from this will be granted by the Newlife Communications Team on a case by case basis on presentation of a proof/style sheet.

**HEADING - MYRIAD PRO - BOLD**

Case: Heading in caps.

**Sub heading - VAG Rounded Std - Light**

Case: Sentence case

**Introduction text - VAG Rounded Std - Bold**

Case: Sentence case

**VAG Rounded Std Thin - 10pt**

Case: Sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ullamcorper arcu et maximus bibendum. Etiam commodo luctus pulvinar. Pellentesque convallis luctus ex, id gravida neque dictum et. Curabitur vel vulputate risus, vel rutrum lacus. Aenean imperdiet dictum sem, vitae sollicitudin dolor ullamcorper eget. Quisque sed eros volutpat, tincidunt est ac, consectetur arcu. Vestibulum eget velit malesuada neque tincidunt iaculis. Vestibulum turpis lacus, volutpat in magna et, malesuada lacinia nibh.

**Myriad Pro - Regular - 10pt**

Case: Sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ullamcorper arcu et maximus bibendum. Etiam commodo luctus pulvinar. Pellentesque convallis luctus ex, id gravida neque dictum et. Curabitur vel vulputate risus, vel rutrum lacus. Aenean imperdiet dictum sem, vitae sollicitudin dolor ullamcorper eget. Quisque sed eros volutpat, tincidunt est ac, consectetur arcu. Vestibulum eget velit malesuada neque tincidunt iaculis. Vestibulum turpis lacus, volutpat in magna et, malesuada lacinia nibh.