

# EXTERNAL BRAND GUIDELINES

**If you think you can, you can!**

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# Background

The Jack Petchey Foundation was set up by Sir Jack Petchey CBE to inspire and celebrate young people. Since 2000, over £124 million has been invested in programmes to benefit young people aged 11-25 across London and Essex.

We support many programmes, from sport to science, art to internships, vlogging to volunteering. We encourage every young person to get involved and try something new.

Our major programme is the Jack Petchey Achievement Award Scheme, which is run in 1,600 youth clubs, youth organisations and secondary schools across London and Essex.

The following document aims to outline clear and simple guidelines for brand usage.

# Support

If any eventualities are not covered by the details found within this document, then please contact the Jack Petchey Foundation for additional guidance on how to use the brand identity.

Email Sandeep Shah, Head of Communications and PR at [sshah@petchey.co.uk](mailto:sshah@petchey.co.uk) or call 020 8252 8000.

# Approved wording / phrases

In external written communication the Jack Petchey Foundation should firstly be referred to in full and thereafter it can be referred to as “the Foundation”. The word “the” is not part of the “Jack Petchey Foundation” title, therefore it should be used in lower case, unless starting a sentence with “The Jack Petchey Foundation”.

The following phrase should be included in ALL press releases issued about the Jack Petchey Foundation:

Sir Jack Petchey CBE created the Jack Petchey Foundation to inspire young people and recognise the amazing contributions they make to society. To do this the Foundation has invested over £124m in programmes that benefit young people aged 11-25 across London and Essex.

## Jack Petchey Foundation brand name

“Jack Petchey Foundation” must be used in full on ALL press and marketing collateral and not be abbreviated e.g. “Jack Petchey Foundation events” rather than “JPF events.” The Jack Petchey Foundation logo should always be present on ALL press and marketing collateral produced for major programmes supported by the Jack Petchey Foundation.

### Right

Jack Petchey Foundation

### Wrong

JPF

# The logo

The Jack Petchey Foundation master logo artwork consists of the main logotype, a running man with a scarf symbol and the strapline. This strapline must be considered as part of the logo and must not be adjusted in any way. This is the master logo artwork.

## Master logo with strapline

Preferred full colour logo



C:100 M:80 Y:14 K:2  
R:17 G:76 B:143  
Hex: #114c8f



C:69 M:14 Y:0 K:0  
R:44 G:172 B:227  
Hex: #2cace2

## Master logo without strapline



## Minimum sizes

To ensure the logo remains clearly legible we recommend some minimum sizes for usage



### Note:

The logo without a strapline can only be used with the permission of the Jack Petchey Foundation.

# Application

There must be a minimum of 10mm free space around the logo.

The logo must never be positioned on an image as this will compromise the integrity of the logo. It must always be positioned on a solid colour background. For alternate versions of the logo for use on a dark background, a reversed option is available as shown below.

Do not attempt to re-draw or re-colour any part of the logo. Do not re-scale or adjust any element within the logo artwork.

## Clearance area

There must be a minimum of 10mm free space around the logo



## Reverse version of the logo



## Unacceptable uses



Never tilt the logo



Never distort the logo



Never alter the colours of the logo



Never rearrange the elements in the logo



Never change the font of the logo



Never rescale elements of the logo



Never extract any of the graphic element or words contained in the logo to use separately

# Supporting elements

## Tagline

### Full colour tagline

Wherever possible add our tagline at the bottom of the page in any booklet

**If you think you can, you can!**

Londrino Solid Regular

## Partnerships

The Jack Petchey Foundation logo must be used in all materials for programmes we support. This should be given equal prominence to your logo.

The logos should always be bottom-aligned, spaced equally and optically at the same size. The Jack Petchey Foundation logo should always appear last and farthest to the right.

### Partnership examples and specification



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Registered Charity No: 1176221

[www.jackpetcheyfoundation.org.uk](http://www.jackpetcheyfoundation.org.uk)



@JPFoundation



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