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### THE VISUAL IDENTITY

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NWG is a charitable organisation that aims to help and protect the lives of young people by raising awareness of child sexual exploitation and supporting those affected by it.

We achieve this through constant development of our support network and our pro-active approach to issues surrounding CSE and national policy.

Our team are passionate about making a difference to the lives of children, young people and their families. For us there is only one outcome, CSE must STOP.

The focus of NWG is defined by the key values of passion and commitment to helping young people and improving their lives.

The belief that we are making a difference and having a lasting impact drives us forward to achieve our goals.

The brand focus is defined by the key values:

- Passionate
- Committed
- Helping
- Young people
- Improving
- Lives

The brand personality is:

- Safe
- Secure
- Reliable
- Impactful
- Supportive
- Approachable

The brand overview is:

- NWG is a charitable organisation.
- NWG aims to help and protect the lives of young people.
- NWG raises awareness of child sexual exploitation and supports those affected by it.
- NWG achieves this through constant development of their support network and a pro-active approach to CSE and national policy.
- NWG's team is passionate about making a difference to the lives of children, young people, and their families. The only outcome is that CSE must stop.
There should always be equal clear space around all sides of the logo. This will ensure that there is enough breathing space from any elements that may appear nearby.

Exclusion zones should scale proportionally to the logo using the scale (width) of the ‘N’ as a guide for space around the logo.

Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 25mm (Full Logo) will effect legibility and ultimately the exposure of the brand.
The NWG proposition should always appear in conjunction with the logo to reinforce the constant battle against child sexual exploitation.

However, the proposition is an independent element and should not appear as an attachment or as part of the logo itself.
There should always be equal clear space around all sides of the logo. This will ensure that there is enough breathing space from any elements that may appear nearby.

Exclusion zones should scale proportionally to the logo using the scale of the ‘E’ as a guide for space around the logo.

**LOGO SIZING**

Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 40mm (Full Logo) will effect legibility and ultimately the exposure of the brand.

The logo without the awareness day strapline may appear no smaller than 25mm, however this logo should only be used on particularly small applications and should never replace the full campaign logo at larger sizes.
The campaign call to action typically replaces the NWG proposition when used. There are some circumstances in which both can be used, such as when the NWG brand appears as the parent brand over the campaign (as seen in the application section of these guidelines).

The call to action can be flexible in its appearance and can be either stacked in large format (see below) or appear over one line at smaller sizes (see above).

**INCORRECT LOGO USAGE**

- Alteration of Colour
- Alteration of Element Positioning
- Distortion
<table>
<thead>
<tr>
<th>Colour</th>
<th>Name</th>
<th>Pantone Code</th>
<th>C: M: Y: K</th>
<th>R: G: B</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLARET</td>
<td>Pantone 209 C</td>
<td>C: 35 M: 89 Y: 46 K: 47</td>
<td>R: 114 G: 37 B: 60</td>
<td>#72253C</td>
<td></td>
</tr>
<tr>
<td>BLACK</td>
<td>C: 0 M: 0 Y: 0 K: 100</td>
<td>C: 0 M: 0 Y: 0 K: 100</td>
<td>R: 1 G: 1 B: 1</td>
<td>#000000</td>
<td></td>
</tr>
<tr>
<td>WHITE</td>
<td>C: 0 M: 0 Y: 0 K: 0</td>
<td>C: 0 M: 0 Y: 0 K: 0</td>
<td>R: 255 G: 255 B: 255</td>
<td>#FFFFFF</td>
<td></td>
</tr>
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</table>
GIBSON IS OUR BRAND
HEADLINE TYPEFACE

Gibson has been chosen for its high impact, no-nonsense approach, especially in its heavier weights of Semibold and Bold, which are the primary weights that are used within the brand. Gibson is used primarily as a display typeface and as such should be used for headlines, headings and subheadings only.

OPEN SANS IS OUR SECONDARY BRAND TYPEFACE

Open Sans is our secondary typeface for the brand, it has been chosen for its versatility and legibility. It should primarily be used as body copy in its Regular weight, however it is acceptable to appear as sub-headings in its heavier weights of as of Bold and Extrabold.

IT HAS 4 WEIGHTS OF:
LIGHT
REGULAR
SEMI BOLD
BOLD

IT HAS 5 WEIGHTS OF:
Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold
PHOTOGRAPHY STYLE

Photography should primarily be used in grey scale, with images being high contrast and at a large scale for most promotional collateral. Full colour may be used on other applications.
GIVE CHILDREN A VOICE
TEXT STOP TO 70077 TO DONATE £3

TACKLING CHILD SEXUAL EXPLOITATION

WWW.WWNETWORK.ORG
STOPCSE

AUDIENCE
Public

OBJECTIVE
Public facing campaign identity of NWG. This is used in all public facing communications with the NWG brand appearing as the parent brand.

NWG PARENT BRAND

AUDIENCE
Professionals

OBJECTIVE
Parent brand for all identities.

CSE RESPONSE UNIT

AUDIENCE
Professionals

OBJECTIVE
Used to promote the Response Unit services supplied by NWG.

#SaySomething

AUDIENCE
Public - Children and Young Adults (For Professional Use)

OBJECTIVE
Used to communicate the complex issues of CSE to those at risk and their peers. #SaySomething is the approachable NWG guise for tackling issues and raising awareness with children and young adults.

USAGE
Children and Young Adults Audience

STOPCSE AWARENESS DAY

AUDIENCE
Public (For Professional Use)

OBJECTIVE
Used to promote the NWG CSE Awareness Day it asks all to unite on 18 March and raise awareness of CSE.

USAGE
Used to promote the NWG CSE Awareness Day each year on the 18 March.

STOPCSE SAY SOMETHING IF YOU SEE SOMETHING CALL TO ACTION

AUDIENCE
Public (For Professional Use)

OBJECTIVE
Primarily used as a call to action, this format creates a more united and consistent representation of this ‘action’, creating a solid share of voice.

USAGE
364 days of the year this call to action support the STOPCSE branding in raising ‘action’ against CSE. Must always appear with the STOPCSE logo.
**SAY SOMETHING IF YOU SEE SOMETHING ‘CALL TO ACTION’**

Say Something If You See Something (SSSS) Call to Action Colour

**CALL TO ACTION VARIATIONS**

SSSS Call to Action Colour Reversed

**ALTERNATIVE CALL TO ACTION**

The ‘Call to Action’ can be flexible in its appearance and can be used in either a stacked format (see opposite) or appear over one line (see below). However the preference if to use the stacked version.

The ‘Call to Action’ must never appear on it’s on. It must always be used as a call to action used in conjunction with the STOPCSE logo. An example is shown below.

**SAY SOMETHING IF YOU SEE SOMETHING EXAMPLES**

SSSS Call to Action Mono

Alternative SSSS Call to Action

Alternative SSSS Call to Action Reversed

**HELP US STOP CHILD SEXUAL EXPLOITATION**

**SPOT THE SIGNS:**

- Abnormal behaviour, absence from school or work.
- Increased use of social media.
- Changes in appearance (clothing, hairstyle).
- Changes in behaviour (increased spending, working in adult environments).
- Changes in accommodation, affiliation or status.

**ARE YOUR STAFF EDUCATED ON THE SIGNS OF CHILD abuse, EXPLOITATION AND HUMAN TRAFFICKING?**

**FIND OUT HOW TO LOOK OUT FOR THE VARIOUS TELL-TALE SIGNALS**

**FREE BEST PRACTICE MATERIAL**

To find out more visit www.stopcse.org/saysomething

STOPCSE

www.stopcse.org

nwg

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#SaySomething LOGO

**LOGO VARIATIONS**

- #SaySomething Logo Colour
- #SaySomething Logo Colour Reversed
- #SaySomething Logo Mono

**LOGO SIZING**

- #SaySomething Logo Minimum Size

| Minimum Sizing | 40mm | 150pixels |

Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 40mm will effect legibility and ultimately the exposure of the brand.

**EXAMPLES**

- #SaySomething EXAMPLES

Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 40mm will effect legibility and ultimately the exposure of the brand.
CSE RESPONSE UNIT LOGO

CSE Response Unit Logo Colour

LOGO VARIATIONS

CSE Response Unit Logo Colour Reversed

CSE Response Unit Logo Mono

LOGO SIZING

CSE Response Unit Minimum Size

57mm | 215pixels

Minimum sizing is to ensure the logo has full impact at its smallest size. Any smaller than the stipulated 57mm (Full Logo) will effect legibility and ultimately the exposure of the brand.
SOCIAL MEDIA ICON

This icon should be used throughout NWG social media platforms to keep brand identity consistency.

CONTACT

Should you need any assistance with the application of the NWG brand or just need to clarify points made in this document please contact us.

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