Felix

THE FELIX PROJECT

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We named The Felix Project after our son, Felix Byam Shaw, who died suddenly aged 14 from meningococcal septicaemia in 2014. Justin set up the charity in 2016 to commemorate Felix's kindness and compassion.

Our brand is 'Felix' and Felix's signature is a unique and valuable asset of the charity. This is his real signature, taken from a Mother's Day card.

For our staff, volunteers, suppliers, service-users and supporters, the Felix brand represents a young, entrepreneurial and ambitious organisation that has been described by a national newspaper as 'the UK's most dynamic new charity'.

Our vans set the standard for how our brand is expressed visually. They are iconic and have personality and impact. They are unmissable amongst the millions of other vehicles on London's streets, with the Felix signature striking, confident and large, white reversed out of a bright green background.

As an organisation and a brand, we are already recognised and increasingly known for our work. Brand awareness is crucial for us to continue to grow and attract new employees, funders, volunteers, suppliers and service-users. Our intention is for all our visual communications to take the lead from the vans in promoting the Felix brand consistently, confidently and powerfully in all that we do.

This guide will help you to use our branding authentically so that everything we do in Felix's name with The Felix Project takes our brand from strength to strength.

Jane and Justin Byam Shaw

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THE LEGAL NAME OF THE CHARITY IS THE FELIX PROJECT

The name 'Felix' is used by other charities and commercial companies, so we chose 'The Felix Project' as the legal name of the charity, to differentiate ourselves and to avoid any confusion. We are required to use this name in many applications, including emails, letters, funding proposals and business cards.

We like people to use 'Felix' as a shortened name; many people we deal with do this very naturally. This informal and friendly abbreviation helps to build brand awareness and familiarity.

Please don't use any other abbreviations in print or when you are talking about the charity. For example, TFP or 'The Project' are abbreviations that do nothing to help us establish our brand.

GOOD FOOD FOR GOOD CAUSES

This is our strapline, a phrase that is a tool to help us explain what we do.

Although the food we rescue would otherwise go to waste, we want everyone to know that we collect and redistribute **Good Food** – food that is fresh, nutritious and high quality.

This food goes to **Good Causes** – to charities and schools in London which use the fresh ingredients we deliver to them to cook healthy and delicious hot meals and prepare food parcels for people who are in need. These charities and schools are deserving causes for the free food we can supply.

Together with the Felix signature, the legal name and the strapline are the elements of our identity which form our logo, a core building block of our branding communication.

OUR LOGO

We have 3 different versions of our logo:
A standard version both with and without a strapline and a reversed out version designed to be used on a solid 'Felix Green' background.

WHICH LOGO?

Which version of our logo should you use?

WHICH BACKGROUND VERSION?

Unless you are using a solid background colour of 'Felix Green' (see page 7 for details of our brand colours), you should always use the standard Felix Project logo.

We ask that the logo only appears once on a single page or surface.

If the background colour is white, you should use the standard logo - either with or without the strapline.

Using a green background? This is the logo you'll need to use.

SHOULD I USE THE STRAPLINE?

There are two things to consider when using the strapline logo.

The first is the size that the logo will appear, so please make sure you're using our logo at the correct size. Refer to page 3 to see the minimum size you should use our strapline logo.

The second is context based. On an advert or anywhere that the logo will only appear once, the strapline logo should be used to establish context for the charity and its purpose.

If you are not able to use the logo at the minimum size, the strapline should appear elsewhere on the piece in question.

If context has been established through the strapline logo, the standard Felix Project logo can be used elsewhere in the same publication.

Again, we ask that the logo only appears once on a single page or surface.

WHICH LOGO?

Which version of our logo should you use?

SINGLE COLOUR OPTIONS

If an item is being printed in a single colour you might need to use a single colour version of our logo. We have 3 options available:

USING OUR LOGO

When using our logo there are some size and space considerations.
Please make sure you're using our logos at the recommended sizes.

MINIMUM SIZES

Standard Logo Minimum Height
7.5mm High

Strapline Logo Minimum Height
21.5mm High

At this size the strapline is 7pt so still readable
at small sizes.

Reversed Out Logo Minimum Height
10mm High

EXCLUSION ZONE

There is no maximum size for
the logo, but it should be used
at a proportional size to other
elements or logos on the page.

There are minimum sizes though
which are shown opposite.

USING OUR LOGO

Our logo has already been designed!
Please make sure you don't change the logo in any way and follow the guidelines shown below.

Do not stretch the logo from its original format

Do not use the logo on a complicated background image

Do not apply drop shadows or effects to the logo

Do not use the logo on a coloured background other than white or Felix green

Do not change the colours of the logo

Do not change the fonts or font sizes

THE SIGNATURE MARK

The core of our branding is centred around the Felix Signature. It appears in our logo, but in prominent branding positions (such as flags, van livery, the reverse of business cards etc) we actually prefer to use this instead of the logo. Here's how to get this right.

1ST CHOICE

The first choice for the signature should always be reversed out of a solid green background.

Unless there is a reason that a solid green can't be printed (due to a print restriction, for example) - always go for the reversed out option.

2ND CHOICE

If you're unable to use a solid green background, a green signature is acceptable.
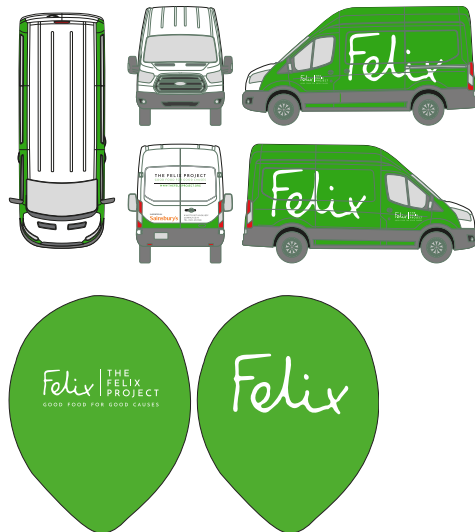
This can only be used on a white background.

Please note, the signature should only ever appear in green or white.

USING THE SIGNATURE MARK

The signature is designed to be used on any branding where context for the charity and its purpose can also be established.
If the logo, strapline or descriptive text can also be included, the signature should be used.

YES

NO

- A flyer or postcard is too small for a large signature
- There is too much information to allow the signature to be the prominent branding element
- The signature is more effective on simple items
- A logo should be used in conjunction with the signature to establish context

THINK BIG!

Van livery, pop up banners, the side of a carrier bag, a video screen - ideal for the signature logo to appear. Note - all examples feature the logo too.

TOO SMALL OR CLUTTERED

The signature should be allowed to dominate when used on its own. Please don't use it where lots of other information needs to be included.

OUR BRAND FONTS

Our chosen fonts are an important part of our branding.
They work with our logo and help keep our design work consistent and professional.

JOSEFIN SANS

Josefin Sans should be used for all headers and straplines and should always appear in Uppercase. We'd prefer this to be used in Felix Green or White reversed out of Felix Green.

Our preferred choice is the 'Semibold' font weight but bold or regular can be used depending on prominence and emphasis.

Please note that Josefin Sans is the font of choice, not Josefin Slab which is also available.

Josefin Sans can be downloaded for free from Google Fonts:
https://fonts.google.com/specimen/Josefin+Sans

Roboto

Roboto should be used for all other text requirements. For headers and subheaders, Josefin Sans should still be used in conjunction with Roboto.

Roboto is available in a wide range of weights which are exceptionally easy to read at all sizes.

For body copy we'd recommend using 'Light' unless working below 9pt when 'Regular' should be used instead.

Roboto can be downloaded for free from Google Fonts:
https://fonts.google.com/specimen/Roboto

ABCDEFGHIJKLMNOPQRSTUVWYXZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

USING OUR BRAND FONTS

How to download and install our brand fonts.

HOW DO I GET THESE FONTS?

In the first instance we'd ask that you download and use both Josefin Sans and Roboto from Google fonts (the links are shown below).

Details on how to install fonts on both Mac and PC are shown here:
http://www.intowindows.com/how-to-install-google-web-fonts-in-windows-or-mac-without-using-third-party-tools/

Josefin Sans can be downloaded for free from Google Fonts:
https://fonts.google.com/specimen/Josefin+Sans

Roboto can be downloaded for free from Google Fonts:
https://fonts.google.com/specimen/Roboto

WHAT IF I CAN'T USE THESE FONTS?

While we'd prefer you to use these specific fonts we appreciate that this might not always be possible. Your PC or Mac will have fonts installed that we'd ask to use if this is the case.

Please apply the same rules as shown opposite when using these fonts.

JOSEFIN SANS ALTERNATIVES

Futura, Gill Sans or Corbel

Roboto Alternatives

Arial, Helvetica or News Gothic

OUR CORE BRAND COLOURS

Our colour palette is one of the most important parts of our brand.
Our Felix green is seen all over London and we're known for this striking colour.

When designing an advert, anything that appears on a single page or simple documents - you should only need to use Felix Green, Black and White.

Full colour photography (of a suitable resolution and quality) should be used where possible.

FELIX GREEN

Felix Green is our core brand colour and is synonymous with The Felix Project. This should be your first colour choice for most items.

C: 80

M: 0

Y: 100

K: 0

R: 9

G: 165

B: 1

Hex: #09A501

Pantone: 361C

BLACK

Black should be used for body copy and as our main secondary colour

C: 0

M: 0

Y: 0

K: 100

R: 0

G: 0

B: 0

Hex: #000000

Pantone: Process Black C

OUR SUPPORTING BRAND COLOURS

We have a palette of supporting colours which should be used sparingly in relation to our core brand colours.

SUPPORTING PALETTE

Felix Pumpkin

C: 0   R: 255
M: 70   G: 107
Y: 80   B: 33
K: 0

Hex: #FF6B21

Pantone: 1645C

Felix Ocean

C: 65   R: 82
M: 0   G: 187
Y: 35   B: 181
K: 0

Hex: #4BC6B9

Pantone: 325C

Felix Onyx

C: 80   R: 74
M: 78   G: 64
Y: 45   B: 92
K: 20

Hex: #4A405C

Pantone: 5255C

Felix Sunshine

C: 0   R: 255
M: 15   G: 214
Y: 90   B: 24
K: 0

Hex: #FFD919

Pantone: 7404C

USING OUR BRAND COLOURS

Understanding how to use our colour palette is essential to maintaining our brand message and brand consistency.

FELIX GREEN

Felix Green should only ever be used next to white or black.

Please only use white or black when reversing text out of a green background. White should be first choice, black should be used sparingly.

Felix Green should always be first choice when selecting a background colour.

BLACK

Black can be used in conjunction with any of our brand colours.

Black should only be used for text, never as a background colour.

FELIX PUMPKIN

Supporting colours should never be used on top of Felix Green or Black.

Use the colours on a white background or next to the main colours when creating sections of information.

FELIX OCEAN

Supporting colours should always be used sparingly.

Felix Green and Black should be the predominant colours on all branded items.

FELIX ONYX

Supporting colours should be used to highlight key information or as alternate background colours - only after Felix Green has already been used in the same application.

FELIX SUNSHINE

The supporting palette is designed to be used in longer documents or web pages.

Simple printed materials should only use Felix Green and Black.