



look good feel better
FACING CANCER WITH CONFIDENCE

Brand guidelines

July 2023

Visit our website
lookgoodfeelbetter.co.uk





Brand guidelines

Contents

These guidelines illustrate the Look Good Feel Better brand and identity.

This includes the visual elements such as colours and fonts, as well as our personality, tone of voice and writing style.

It enables our team and our partners to present the brand consistently, so that it is instantly recognisable and remains bold and impactful at all times.

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Section 1

Who we are

This section includes an introduction to the work of Look Good Feel Better, plus our values, mission and vision, along with our brand personality and tone of voice.

It should help you communicate the right message to our audience, in the right way.





1.1 Who we are

We are an ambitious charity with a loud voice.

Mark Flannery
Chief Executive Officer





1.2 Who we are

We help with the physical effects of cancer treatment.

Look Good Feel Better run free workshops in the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

Every workshop offers an invaluable opportunity to talk to others in a similar situation, whilst helping support people with their changing appearance.

People leave our workshops feeling empowered, motivated and less isolated – allowing them to **look good, but feel even better.**





1.3 Who we are

Our values

We are proud to adopt and work to a set of strong values.

These values sit at the heart of who we are and everything that we do, and are values that shape our decision making, our behaviours and our performance.



Inclusive

Delivering our charitable mission through the drawing together and **utilising lived and professional experiences from a wide range of backgrounds** whilst seeking to ensure our services are accessible to all in need. A wider voice makes us stronger.



Caring

We care about the services we deliver, the beneficiaries we serve, the stakeholders we work with and importantly, **we care about each other** as a team.



Collaborative

People working together, in partnership with key stakeholders to deliver greater, stronger, and more impactful services to people facing cancer.



Passionate

A true belief in who we are and what we do, **to foster a dynamic culture of ownership, innovation and creativity.** We are dedicated to our mission, to help as many people as we can to face cancer with confidence.



Integrity

Embedding strong ethics as a priority for everyone representing Look Good Feel Better along with governing the charity's behaviour. **We work openly and honestly** for the benefit of those we serve.



1.4 Who we are

Our mission

The first sentence of our mission is bold, clear and confident.

It states clearly what we do, and how we support our beneficiaries.

The last line ensures we tie in with our name and brand “...allowing them to look good, but feel even better.”

We help with the physical effects of cancer treatment.

Look Good Feel Better run free workshops in the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

Every workshop offers an invaluable opportunity to talk to others in a similar situation, whilst helping support people with their changing appearance.

People leave our workshops feeling empowered, motivated and less isolated – allowing them to **look good, but feel even better.**

TOP TIP – LIMITED SPACE Ideally we should include the full mission statement, but in cases where space is limited, use the **first 2 paragraphs of text.**



1.5 Who we are

Our vision

Our vision represents our aims for the future.

It provides Look Good Feel Better with a sense of purpose, and will help to align our strategy for the future – ensuring we are all working together towards the same goal.

We aim to be recognised as **one of the UK's leading cancer support charities** and the only one dedicated to improving the **physical appearance and overall wellbeing** of people living with cancer.



1.6 Who we are

Brand personality

Our overall personality must be reflected in how we communicate.

It's important to remind ourselves of how we want to be perceived in everything we do.

We are...

inclusive and accessible to anyone living with cancer

experts at what we do

friendly, caring and compassionate

bold and modern

actively making a difference

We're not...

only make-up

only for women

cold, medical or impersonal

old-fashioned



1.7 Who we are

Tone of voice

Our tone of voice is an important reflection of the work we do.

It's vital we communicate to beneficiaries and our wider audience in a professional and thoughtful way, ensuring we are using the right tone for the right audience.

Every touch-point is an opportunity to express our brand, whether they are at a workshop, a fundraising event or interacting with us online.

Our overall brand should feel...

inclusive

We are proud to be a charity, open to everyone.

We want to ensure our charity appeals to anyone who needs our support, and are working to increase our services in hard-to-reach groups.

We illustrate inclusive by ensuring we use a diverse range of photos, by using a non-gendered colour palette and by ensuring the language we use is clear and easy for everyone to understand.

caring

Our care and attention is what sets us apart from other cancer charities.

We care about the services we deliver, the stakeholders we work with, we care about each other as a team and most importantly the beneficiaries we serve.

We illustrate caring by naming our beneficiaries with their quotes, with using their selfies they send us afterwards, by sharing quotes from family and friends and by using language that uplifts and empowers our beneficiaries. We've also ensured our new palette is warm and friendly.

knowledgeable

Our volunteers are experts in the beauty and wellbeing industry.

They have years of lived knowledge and experience of supporting people and their changing appearance from cancer treatments.

We illustrate knowledgeable by using photos of our volunteers in action, by showing before and after selfies, and by communicating in a way that beneficiaries can learn from.

bold

We are confident in our abilities as a charity.

The feedback from our workshops is consistently positive. We know people leave our workshops feeling empowered, motivated and less isolated and we want the brand to represent this confidence. Our beneficiaries may be feeling low before they come to us, but we know we can make a difference to their mental and physical wellbeing.

We illustrate bold with our dynamic colour palette, and eye-catching use of typography. We use short snappy headlines that are factual and confident.



1.8 Who we are

Gender and language

It's vitally important that our brand reflects our inclusive values.

Our workshops are for everyone and we want our brand to appeal and support anyone living with cancer. Some ideas on how to emphasise this are as follows...

When promoting workshops...

Colours

- ✗ **Don't use outdated colourways to depict the workshops e.g. pink for women, blue for men**
All the colours in the palette should be used

Language

Where we can, we will avoid using gendered language within the services to ensure our brand feels inclusive, forward-thinking and does not conflict with our charity values.

The services we offer should be referred to in a simple, factual way – e.g. **'make-up techniques'**. Then when the person signs up to a workshop, they can be put in the best workshop relevant to them based on their needs.

We will ensure the language used on posters and leaflets appeals to all.

Where relevant, we can discuss the suitability within the copy on the website or booking form.

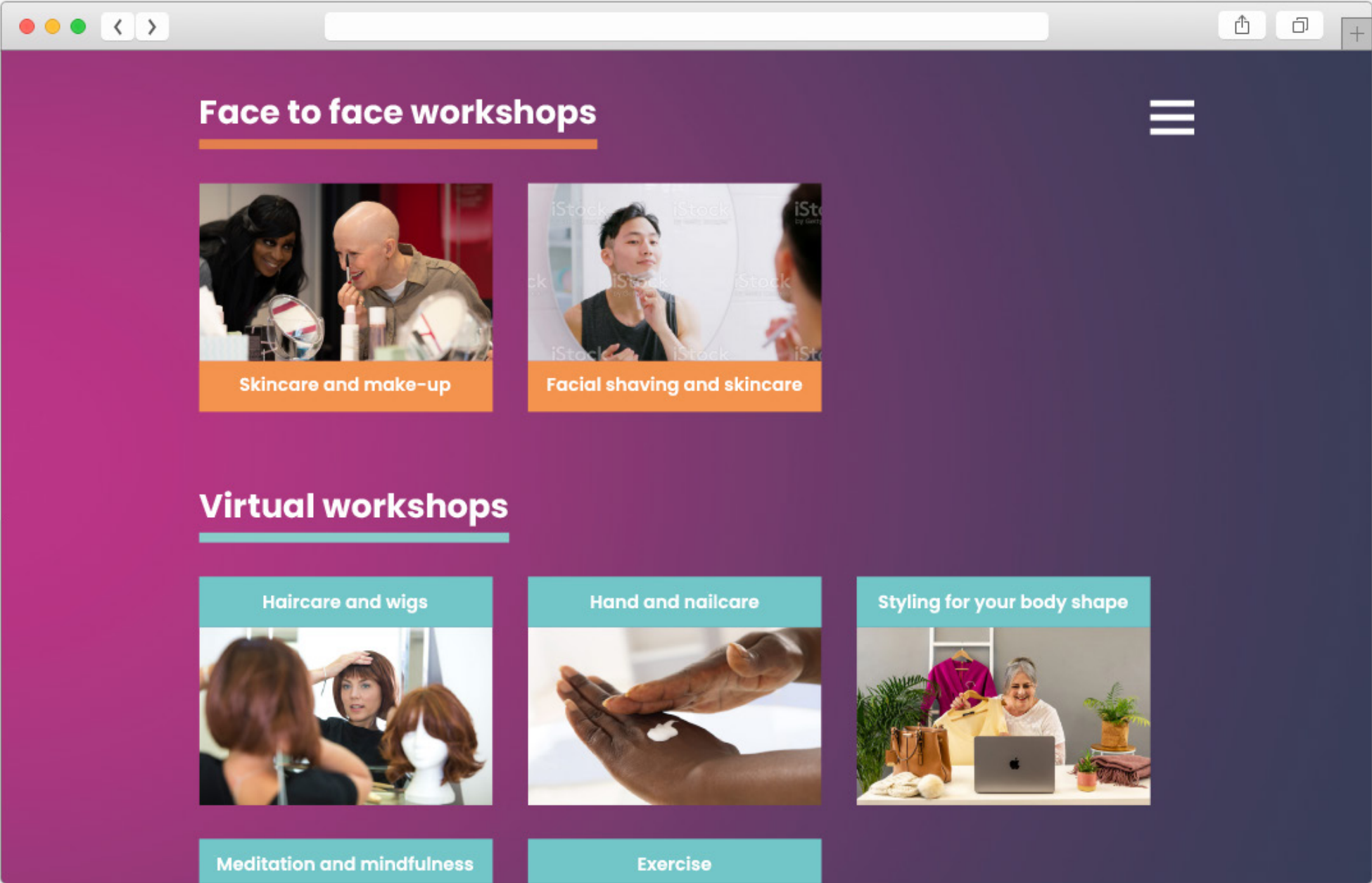
Workshops

We want all our workshops to look and feel equally important.

This is emphasised by using a consistent palette and the same tone of voice throughout. The branding should look equal for each of the different workshops.

The person is booking the course based on their needs, not their gender.







1.9 Who we are

Writing style

Writing in a cohesive style will ensure the brand feels consistent.

Here are some key points to remember when writing, which will help keep our communications on brand.

Charity name

- ✔ Write **Look Good Feel Better** in full at all times
LGFB can be used internally, or in rare cases where there is limited space or duplication

Beneficiaries

- ✔ Always refer to people as **beneficiaries**, or **people living with cancer**
Patient-beneficiaries, or users are also OK
- ✔ Avoid emotive cancer language
Avoid brave, strong, facing a battle, etc
Our beneficiaries tell us they don't want to be treated like a 'patient', so we will avoid this tone of voice too.

Diversity

- ✔ Use **people with disabilities**, or **disabled people**
Don't use the disabled
- ✔ Use **visually impaired people and deaf people**
Don't use the blind or the deaf
- ✔ Use **young people and older people if relevant**
Don't use the elderly or OAPs

Sentence case

- ✔ Use sentence case, unless including a noun
e.g. We help with the physical effects of cancer treatment.
Avoid Title Case and ALL CAPITAL LETTERS

Dates and times

- ✔ Use the 12-hour clock
8pm, not 20:00
- ✔ Write day before month and do not use **th**, **st**, **nd** or commas
Saturday 2 September 2023
- ✔ Months can be shortened if required
Aug, Sept, Oct

Heading style

- ✔ Use short, positive and impactful headings rather than questions
Avoid Are you worried about the physical effects of your cancer treatment?
Use We help with the physical effects of cancer treatment.
- ✔ On bold headings, add a full-stop for impact
Read more about typography on page 29
- ✔ Use **and** instead of an ampersand (&)
Unless writing about a proper title or noun

Spelling

- ✔ Ensure spelling is set to UK English, not US
e.g. organise not organize

Website links

- ✔ Leave off the **www** on website URLs
If it works without it



Section 2

Our logo

This section includes all the technical details about the Look Good Feel Better logo; the do's and don'ts, suggested sizes and how to utilise the logo dial on it's own.





2.1 Our logo

Primary logo

This is our primary logo and should be used at all times.

We have two versions of the logo: colour and white.

In a rare circumstance where this logo does not fit, you can use the stacked secondary logo, illustrated on page 19.

You can download the hi-res logo files by visiting our website: lookgoodfeelbetter.co.uk/resources



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2.2 Our logo

Clear space

There is a set clear space around the logo to ensure readability.

Always use the logo files provided which already include the necessary clear space.

At all times, ensure the logo has a visual clear space which is the size of the dial.

You should use the colour logo on white backgrounds and the white logo on the gradient background.





2.3 Our logo

Suggested size

The logo should be used prominently and consistently.

We have suggested some measurements for the most commonly sized creative projects.

Using these suggested sizes will keep the Look Good Feel Better brand looking consistent.

A4 poster

Suggested size logo for **A4 posters** where the logo needs to stand out



A5 and DL

Suggested size logo for **A5, DL** and other **A4 documents**



Minimum size

When using the logo at a small size, ensure the logo is above **50mm** or **140px width** to maintain legibility



TOP TIP – LOGO PLACEMENT Try to keep the logo in the **top left** at all times.



2.4 Our logo

Logo don't's

Using the logo incorrectly weakens our brand.

Ensure you use one of the supplied logos at all times, and don't change any elements of the dial or word-mark.



X Don't squash or warp the logo

X Don't change the colour of any elements

X Don't use the logo without the tagline

X Don't change the size or rotation of the dial

X Don't change the transparency of the logo
(the dial can be used independently, with transparency – see page 21 and 36)

X Don't use the wordmark on it's own



2.5 Our logo

Secondary logo

This secondary logo should only be used in instances where space is very limited.

It is designed predominantly for printed merchandise, where the primary logo would be too small.

The secondary logo ensures the logo can be printed at a larger size in these rare instances.

It is used without the tagline to ensure maximum readability.





2.6 Our logo

Social motif

We have a separate motif to be used solely on social media.

This logo ensures we stand out when appearing next to other Look Good Feel Better charities worldwide.

It is a variation of the secondary logo, with a prominent 'UK' and muted dial.

It should not be used anywhere except for social media icons.





2.7 Our logo

Using the logo dial

The logo dial can be used to add creativity to communications.

Ensure you use one of the supplied logo dials, and only in one of the creative variations listed.

For more information on using imagery in the dial see page 36.



The dial can be used on it's own



The dial can be used as an icon to hold text



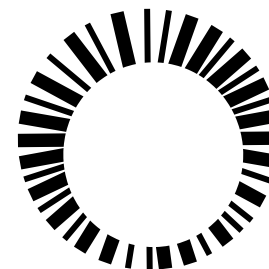
The dial alone can be used with transparency



The dial can be used as a picture holder



The dial can't be rotated or changed shape



The dial can only be burgundy or white



The dial can't be broken it must always be a full dial



2.8 Our logo

Event logos

Event logos will follow the same guidelines as the primary logo.

As an example – the Look Good Feel Better Charity Netball Tournament uses the same style logo with a new motif in the dial. In these instances, the tagline can be changed, and different colours can be used where appropriate – **but the dial must always remain white or burgundy.**



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CHARITY NETBALL TOURNAMENT



look good feel better
CHARITY NETBALL TOURNAMENT



look good feel better
CHARITY NETBALL TOURNAMENT



Section 3

Our brand

This section illustrates the Look Good Feel Better brand elements, from the typography, fonts and icons, through to the chart and table style.



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Event Feather Flag

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Facing Cancer Together

Strategy 2023 – 2025

Visit our website
lookgoodfeelbetter.co.uk

Corporate collateral

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FACING CANCER WITH CONFIDENCE

Our Values

We are proud to adopt and work to a set of strong values. These values are the heart of who we are and how we operate. We are committed to shape our decision making, our behaviour and our performance.

- Caring**
We care about the services we deliver, the beneficiaries we serve, the stakeholders we work with and importantly, we care about each other as a team.
- Collaborative**
People working together in partnership with key stakeholders to deliver greater, stronger and more impactful services to people facing cancer.
- Integrity**
Embedding strong ethics as a priority for everyone representing Look Good Feel Better along with governing the charity's behaviour. We work openly and honestly for the benefit of those we serve.
- Passionate**
A true belief in who we are and what we do, to foster a dynamic culture of ownership, innovation and quality. We are dedicated to our mission, to help us ensure people can face cancer with confidence.
- Inclusive**
Delivering our charitable mission through the sharing together and valuing lived and professional experiences from a wide range of backgrounds whilst ensuring to ensure our services are accessible to all in need. A wider voice makes us stronger.

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Digital & Web Innovation

We will invest to make Look Good Feel Better a modern, technologically advanced charity, using cutting edge web, app and digital tools to offer an exceptional and engaging digital experience to our beneficiaries and stakeholders.

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We help with the physical effects of cancer treatment.

BOOK A WORKSHOP

We can support anyone with

- Make-up techniques
- Skincare and nailcare
- Haircare, wigs and headwear
- Eyebrows and eyelashes
- Shaving and grooming
- Mindfulness and exercise

Look Good Feel Better run free workshops in the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

Every workshop offers an invaluable opportunity to talk to people in a similar situation, whilst helping support them with their changing appearance. People leave our workshops feeling empowered, motivated and less isolated – allowing them to look good, but feel even better.

"The workshops had a fundamental impact on how I care about myself."
LEANNE, 29

Find out more lgfb.co.uk Call us on 01372 747 500

Look Good Feel Better West Hill House, 32 West Hill, Epsom, Surrey, KT19 8JQ | Registered charity number 1033728

Campaign posters

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- Haircare, wigs and headwear
- Eyebrows and eyelashes
- Shaving and grooming
- Mindfulness and exercise

Landscape flyer

Beauty goes nuts!

for look good feel better

SATURDAY
2 SEPT 2023

Compete against other LGFB supporters and battle mud, a water assault course, climbing, crawling and challenging obstacles all the way round!

7km or 14km
Dorking, Surrey

Link in bio

Social post



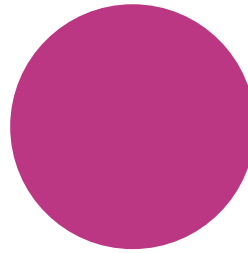
3.1 Our brand Colour palette

Our brand gradient should be used as a background colour.

The secondary colours orange, teal and yellow are used to complement the gradient.

All colours can be used with each other and work on a white or gradient background.

It's a more inclusive, bold and uplifting colourway, better representing the work we do.

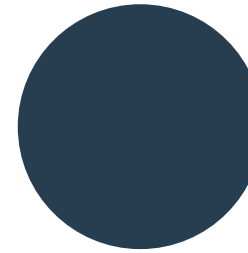


Burgundy

CMYK 28 89 8 1

RGB 187 55 132

HEX #BB3784

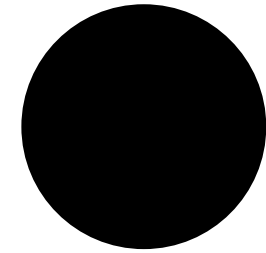


Navy

CMYK 88 65 45 42

RGB 38 62 81

HEX #263E50

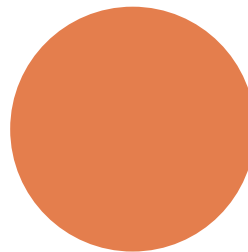


Black

CMYK 0 0 0 100

RGB 0 0 0

HEX #000000

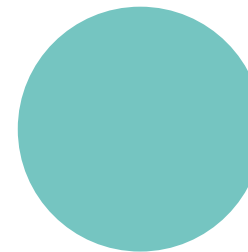


Orange

CMYK 0 58 70 7

RGB 228 127 77

HEX #E47E4C

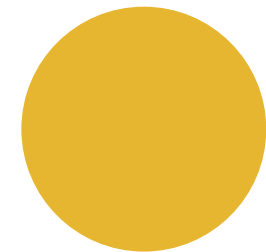


Teal

CMYK 56 0 29 0

RGB 117 197 193

HEX #75C5C1

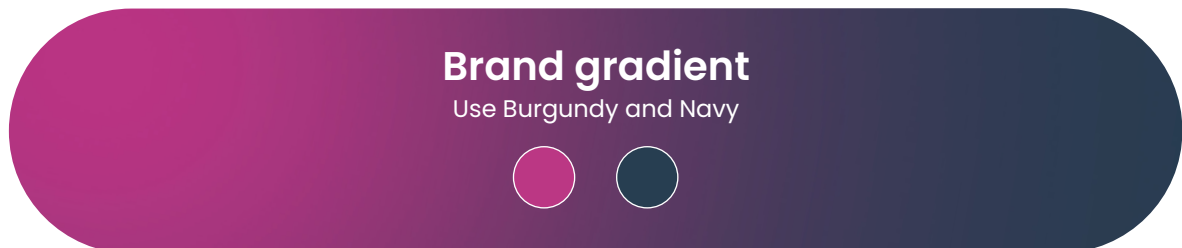


Yellow

CMYK 12 29 88 0

RGB 229 182 48

HEX #E5B52F



Brand gradient

Use Burgundy and Navy

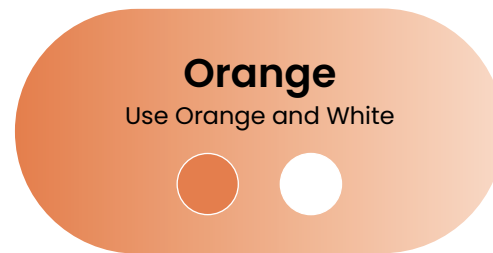




3.2 Our brand Secondary gradients

The brand features a few alternate gradients which can be used.

The main burgundy gradient should be used for most designs. In addition, the secondary colours can be made into gradients for designs which require a more muted look, or when variation is needed. These gradients should only be used for page backgrounds and should avoid touching the logo clear space, like shown.



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BOOK A WORKSHOP

We help with the physical effects of cancer treatment.

We can support anyone with

- Make-up techniques
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- Mindfulness and exercise

Look Good Feel Better run free workshops in the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

"The workshops had a **fundamental impact** on how I care about myself."
LEANNE, 29

Every workshop offers an invaluable opportunity to talk to people in a similar situation, whilst helping support them with their changing appearance. People leave our workshops feeling empowered, motivated and less isolated – allowing them to look good, but feel even better.

Find out more lgfb.co.uk Call us on 01372 747 500

Look Good Feel Better West Hill House, 32 West Hill, Epsom, Surrey, KT19 8JD | Registered charity number 1031728

An example of how the muted gradient should be used, avoiding touching the logo

TOP TIP – CREATING A GRADIENT The gradient can be a simple linear gradient, or you can make a more layered gradient in Photoshop for larger creative work.



3.3 Our brand

Our font

Poppins is our chosen brand font.

It has been chosen for its clarity and readability. It also looks bold and eye-catching when used at a larger size.

Although there are a wide range of weights within the Poppins font, try and keep to **SemiBold** and **Regular or Light** where possible.

The Poppins font is available to download from Google Fonts: fonts.google.com/specimen/Poppins

Poppins SemiBold

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789

Headlines and short sentences.

Subheadings and intro paragraphs.

Poppins Regular or Light

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789

Body copy can be Regular or Light.

Regular is better for white body copy on a dark background.

Light is better for black body copy on a white background.

Use **semibold** for pull-out words and phrases when required.

TOP TIP – LEADING Try and use a visually spaced out leading in your design e.g. 18pt with 25pt leading, or 12pt with 18pt leading where you can.



3.4 Our brand

Secondary font

Where Poppins is not available, we use Arial as our default font.

Use Arial whenever you are sending a document externally – e.g. Word. This also applies to emails and email signatures.

Poppins is not available on many users' devices, and we should design using a font our supporters are likely to see.

Everything else should be Poppins.

Arial Bold

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789




Arial Regular

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

Email and email signature using Arial 13pt

Many thanks for sending over the presentation.
Kind regards,
Ian

Ian Daniels
Director of Fundraising
& Head of Communications
lookgoodfeelbetter.co.uk

 ian@lgfb.co.uk
 07985 168 273
 West Hill House, 32 West Hill, Epsom, KT19 8JD



Registered Charity Number 1031728



3.5 Our brand Typography style

Our brand typography should be dynamic.

Our brand font Poppins should be used to create short, bold headings. Use a larger type heading and allow more 'white space' on the page.

Keep the messages factual and confident, and try to communicate Look Good Feel Better's expertise.

We should avoid asking ambiguous questions, and focus instead on the positive results of our work.

We help with the
physical effects of
cancer treatment.

Colour

On bold headings, keep
the text colour white

Full stop

On bold headings, add a
full-stop for visual impact



3.6 Our brand Underline style

We use an underline to emphasise key words and create visual impact.

The underline was created from our logo, and ties the headings in visually to the brand. We use it to convey confidence and clarity in our messages, so readers can focus on key words.

Try to choose words that convey how Look Good Feel Better is making a difference.



Colour

Use a secondary brand colour, or burgundy for the underline depending on your design

We help with the physical effects of cancer treatment.

Thickness

Create a line that is visually the same thickness as the font



3.7 Our brand Beneficiary quote style

It's hugely important to use quotes from our beneficiaries.

Giving our beneficiaries a voice illustrates how we care about each person as an individual and emphasises the life-changing work we do.

This style can also be used for friend and family members quotes. When using quotes, crop them down and keep it short and concise.

Include a photo
Where possible, include a beneficiary selfie to add authenticity

If no photo is available, it's still important to attribute the quote to a real person



Keep the dial muted
Use a slightly opaque white dial to hold the beneficiary selfie – more information on page 31

Keep it short
Keep the quotes short and concise

Underline the benefit
Quotes should focus on one key benefit with an underline, if appropriate

“The workshops had a fundamental impact on how I care about myself.”

Skincare and make-up
online workshop beneficiary

LEANNE, 29

Include their details
Where we can, include the beneficiaries first name, age and which workshop they attended

If they attended more than one, use the most relevant workshop for the design

Put details in a box
Use a handwritten font in a coloured box to hold the name and age

Here we have used Yumaro which is 100% free to use from dafont.com



3.8 Our brand Icon style

Our brand features a range of icons that illustrate our services.

The icons are consistent, and use a simple line style to make the brand more eye-catching and visible from a distance (e.g. posters).

The icons should be used sparingly, creating a feature to the design.

If you need to create a new icon, ensure it matches the visual style and line thickness.

Where you can, use these icons instead of writing a list of services.

Primary icons



Make-up techniques



Skincare and nailcare



Haircare, wigs and headwear



Eyebrows and eyelashes



Shaving and grooming



Mindfulness and exercise

Secondary icons



Personal styling



Hand and nailcare



Exercise and movement

TOP TIP – USING THE ICONS The icons should be simplified or combined where possible e.g. the primary set – but we can use full range where necessary.



3.9 Our brand Charts and table style

Charts and tables use the same colours as the brand palette.

Try to use minimal, thin lines for your tables, adding a small amount of colour for clarity. Remove the outer lines of the table as illustrated.

On a white page, keep the inner lines minimal and remove the outer lines.

For charts, use block colour and rounded bars. You can also use tints for clarity of your data.

Table heading #1

Example	2023	2024
Example 1	£1,300,000	£2,000,000
Example 2	8,500	16,500
Example 3	1,700	1,500
Example 4	755	620
Total example	10,955	19,254

Table heading #2

Example	2023	2024
Example 1	£1,300,000	£2,000,000
Example 2	8,500	16,500
Example 3	1,700	1,500
Total example	10,955	19,254

Chart heading

1. Grow our fundraising income



2. Grow face to face beneficiaries



3. Grow our volume of support sessions



4. Grow our venue footprint





3.10 Our brand Imagery style

The images we use are of real beneficiaries at our workshops.

We aim to capture real moments of positivity between our beneficiaries and volunteers.

Using the right type of image for each piece of collateral creates a greater emotional connection with our audience.



Beneficiaries – group workshops

These types of images should illustrate what happens at our workshops including beneficiaries and volunteers. They should show the fun and social side of the support we provide.



Beneficiaries – individual shots

It's also important to show our beneficiaries from a personal and individual point of view. Use more emotive imagery with a lean towards positive effects and feelings – smiling etc.



Beneficiaries – own selfies

We predominantly use real beneficiary shots from our workshops – but can also use 'selfies' taken by our clients as part of a quote (see page 31).



Stock imagery

We may need to include stock imagery for longer corporate documents or where we require extra images of a particular group of people.



3.11 Our brand About our imagery

It's important to only use approved brand imagery.

We purposefully update our images twice a year – and aim to use the new photos for all our collateral.

These updates, along with our consent form, ensure we keep our beneficiaries happy, and their support confidential if preferred.

Duration of images

Our images generally should only be used for a maximum of 6 months, and should be replaced with new images from our twice yearly photoshoots.

A selection of approved images are available on our website at:
lookgoodfeelbetter.co.uk/resources


Consent

It's important we gain written consent for all photos and videos we use.

Our beneficiaries can be sensitive about their appearance, and it's vitally important we respect this.

Our professional photoshoots will usually have approved consent forms, but it's particularly important to be aware when sharing additional social media pictures.

Our Consent Form is available from the Marketing team.


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Consent Form

Beneficiary/Volunteer

Look Good Feel Better produces a range of communications to help raise awareness of the charity, engage with supporters, and encourage people to fundraise. Sharing experiences of real people, who have benefited from our services helps us to demonstrate the difference our work is making. We like to keep a range of photos and video that can be used internally and externally for presentations, websites, social media, leaflets, posters, national and regional magazines and newspapers, e-newsletters and any other marketing materials created to promote Look Good Feel Better.

Photographs and video footage will be retained and used for 2 years from the date below, when we will either renew your consent or securely archive the files. Our full privacy policy can be viewed on our website.

Filming / photography details:

FILMING / PHOTOGRAPHY DETAILS	
Event:	Date:
LGFB Manager:	Email:
LGFB Host:	

PARTICIPANT CONTACT DETAILS

Name:	Beneficiary / Volunteer
Home address:	
County:	Post Code:
D.O.B.:	Mobile*:
Email Address*:	
WOULD YOU LIKE TO RECEIVE EMAIL THE LGFB E-NEWSLETTERS? YES / NO	

Look Good Feel Better www.lookgoodfeelbetter.co.uk
Charity Registration No: 1031726


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Please provide the name and contacts details of someone who we can contact, if we are unable to reach you:

ADDITIONAL CONTACT DETAILS	
Name:	Relationship to you:
Email address:	
Mobile:	

Your contact details and personal information will be held securely, in line with the General Data Protection Regulation (GDPR) and will only be used for the purposes agreed.

I understand that details and the filming and photography as detailed overleaf will be used for the purposes as agreed. To this I give my consent:

Full Name: (BLOCK CAPITALS).....

Signature.....

Date:/...../.....



3.12 Our brand Imagery in the dial

The logo dial can be used to hold images.

Utilising the dial as an image placeholder furthers our brand recognition, by repeating the logo.

This allows us to zoom in on an image and emphasises us being a 'person focussed' charity.

You can use a variety of sizes within your design to fill the space but note the dials colours should either be 10-30% translucent white or solid pink.



TOP TIP – USING THE DIALS Ensure the dials are spaced out and don't overlap, although the dials can be cropped off at the edge of the page.

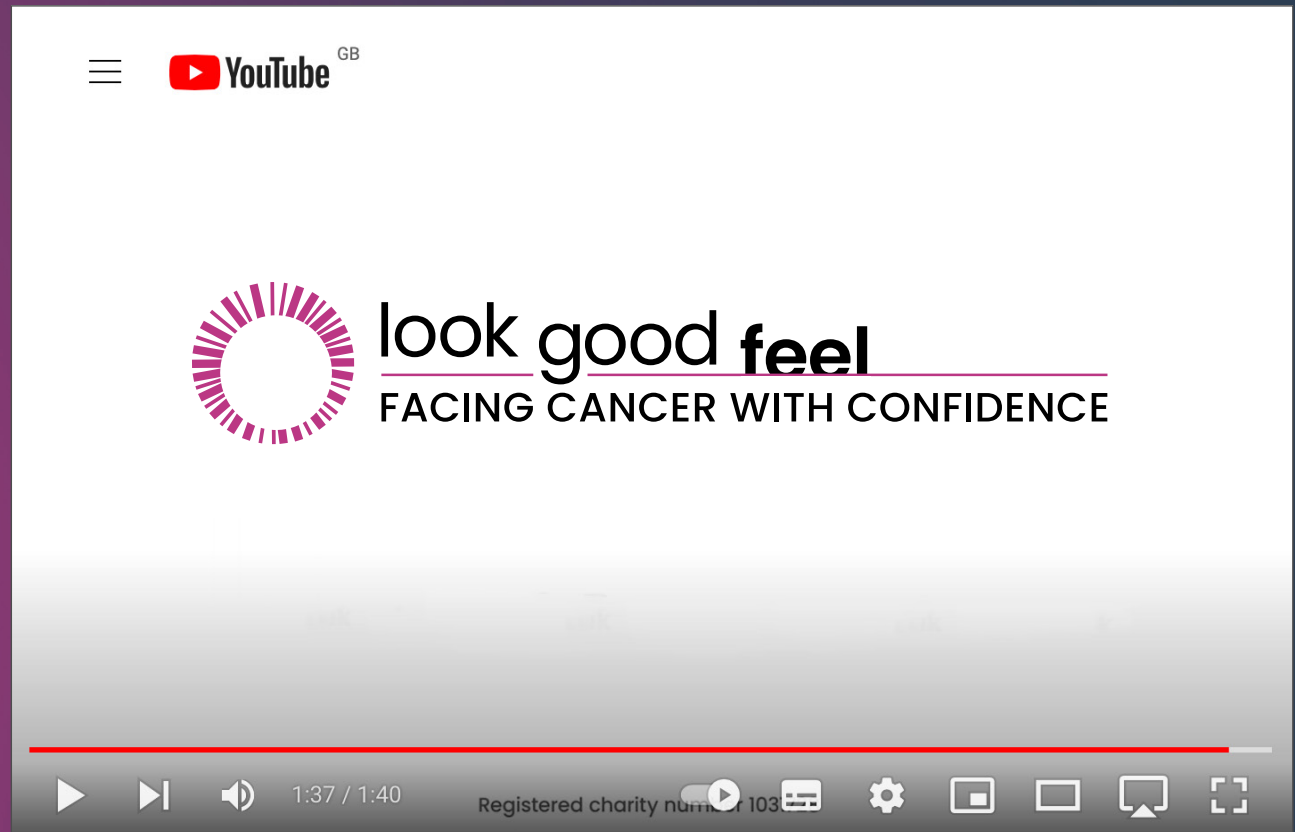


3.13 Our brand Videos and animation

We aim to keep our video style consistent.

Where we can, we should animate the logo at the beginning and/or end of our videos using the line.

Make sure to include the website URL, our social icons, and the charity number.



TOP TIP – TEXT TRANSCRIPTS If captions are not included in a video, a text transcript must also be available. It should contain descriptions of the spoken words, actions and information on the screen. This could be added as a download on the website, or as a link in the YouTube description, for example.



Section 4

Brand examples

This section includes examples of the most commonly designed items, and illustrates which page you will find the key elements.





4.1 Brand examples

Poster design

Logo usage
pages 15-18

Tone of voice
pages 9-13

Underline style
page 30

Icons usage
page 32

Our mission
page 07

Palette and gradient
page 35

Beneficiary quotes
page 31

Mandatory inclusions
page 47



BOOK A WORKSHOP

We help with the physical effects of cancer treatment.

We can support anyone with



Make-up techniques



Skincare and nailcare



Haircare, wigs and headwear



Eyebrows and eyelashes



Shaving and grooming



Mindfulness and exercise

Look Good Feel Better run free workshops in the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

Every workshop offers an invaluable opportunity to talk to people in a similar situation, whilst helping support them with their changing appearance.

People leave our workshops feeling empowered, motivated and less isolated – allowing them to look good, but feel even better.



“The workshops had a fundamental impact on how I care about myself.”

LEANNE, 29



Find out more lgfb.co.uk



Call us on 01372 747 500

Look Good Feel Better West Hill House, 32 West Hill, Epsom, Surrey, KT19 8JD | Registered charity number 1031728



4.2 Brand examples

Leaflet design


Underline style
page 30

Logo usage
pages 15-18

Beneficiary quotes
page 31


Icons usage
page 32

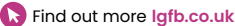
Secondary
gradients
page 26

 **look good feel better**
FACING CANCER WITH CONFIDENCE

We help with the physical effects of cancer treatment.

Look Good Feel Better run free workshops in the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.



 Find out more lgfb.co.uk

Every workshop offers an invaluable opportunity to talk to people in a similar situation, whilst helping support people with their changing appearance.

People leave our workshops feeling empowered, motivated and less isolated – allowing them to look good, but **feel even better.**



We can support anyone with services including

-  **Make-up techniques**
-  **Skincare and nailcare**
-  **Eyebrows and eyelashes**
-  **Haircare, wigs and headwear**
-  **Shaving and grooming**
-  **Personal styling**
-  **Exercise and movement**
-  **Mindfulness and meditation**

Molor sitas re veliqui
Vid ut int adis et volorectem volupti sintet iliquosimus consequi nos enis molor sitas re veliqui dolor aut anis repe niasperum si istempo rehenda

 **BOOK A WORKSHOP**

 **“The workshops had a fundamental impact on how I care about myself.”**

Skincare and make-up online workshop beneficiary
LEANNE, 29

 **Sitas veliqui**
Vid ut int adis et volorectem sinc iliquosimus cons equi nos enis molor sitas re veliqui dolor aut anis repe niasperum si istempo rehenda nosta.

Vid ut int adis et volorectem volupti sintet iliquosimus consequi nos enis molor sitas re veliqui dolor aut anis repe niasperum si istempo rehenda

  Call us on **01372 747 500**  Find out more lgfb.co.uk



4.3 Brand examples

Banner design

Logo usage
pages 15-18

Underline style
page 30

Icons usage
page 32

Palette and gradient
page 25

Beneficiary quotes
page 31

Mandatory inclusions
page 47

look good feel better
FACING CANCER WITH CONFIDENCE

We help with the physical effects of cancer treatment.

Look Good Feel Better run free workshops in the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

We can support anyone with services including

- Make-up techniques
- Skincare and nailcare
- Haircare, wigs and headwear
- Eyebrows and eyelashes
- Shaving and grooming
- Mindfulness and exercise

Every workshop offers an invaluable opportunity to talk to people in a similar situation, whilst helping support people with their changing appearance. People leave our workshops feeling empowered, motivated and less isolated – allowing them to look good, but feel even better.

“The workshops had a fundamental impact on how I care about myself.”
Skincare and make-up online workshop beneficiary
LEANNE, 29

Find out more lgfb.co.uk

Look Good Feel Better West Hill House, 22 West Hill, Epsom, Surrey, KT15 8JG | Registered charity number 1031728



4.4 Brand examples

Social post design

Social motif
page 20

Underline style
page 30

Palette and gradient
page 25

Icons usage
page 32



Imagery in the dial
page 36



4.5 Brand examples

Merch and clothing

Merchandise should follow the guidelines where possible.

In rare circumstances, the stacked secondary logo can be used – for example on a running vest which needs to be seen from a distance (as pictured in example opposite).





4.6 Brand examples

PPT slides

We have a PPT template that can be downloaded and used.

Using this template ensures visual consistency within all our presentations, both internal and external.

Please contact Marketing for details on how to download the latest file, along with any additional logos or guidelines you may need.

Gradients
pages 25-26



Palette
page 25





4.7 Brand examples

Email signatures

Our email signature should be the same for all team members.




We have an email signature template available. Please contact Marketing for details on how to install.

With the main body of your emails, use 13pt Arial Regular to ensure consistency on all devices and with the signature

Use Arial 13pt
for the body of
your emails

Many thanks for sending over the presentation.
Kind regards,
Ian

Ian Daniels
Director of Fundraising
& Head of Communications
lookgoodfeelbetter.co.uk

 ian@lgfb.co.uk
 07985 168 273
 West Hill House, 32 West Hill, Epsom, KT19 8JD



Registered Charity Number 1031728



Section 5

Important information

This final section includes our mandatory inclusions and also GDPR and Gift Aid statements which may be needed throughout your designs.





5.1 Important info

Mandatory inclusions

There are some legal requirements to add to our documents.

On all public-facing material, we need to include the charity registration number.

There are also some fundraising and donation specific inclusions which are listed here.

Charity number

On all public facing material, please include our charity registration number.

1031728

- ✓ Place the number in the bottom left corner
- ✓ It can be a small size – 6 or 7pt is fine

Fundraising Regulator

Ensure you use the Fundraising Regulator logo on all fundraising materials, or places where people are making a donation.

The Fundraising Regulator logo shows we are committed to legal, open, honest and respectful fundraising – in line with the Code of Fundraising Practice (the UK's charitable fundraising standards).

- ✓ Like our charity registration number, place the logo in the bottom left corner
- ✓ It can be used at a small size. The minimum height is 12mm or 45px.



Gift Aid

giftaid it

Ensure you use the Gift Aid statement and logo on all fundraising materials, or places where people are making a donation.

Please Gift Aid this donation

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. Please notify us if you want to cancel this declaration, change your name or home address or if you no longer pay sufficient tax on your income and/or capital gains.

GDPR

On any document which requires our audience to fill in their data, add a sentence directing them to our privacy policy available on our website:

lookgoodfeelbetter.co.uk/privacy-policy

You can copy this content appropriately for your requirements.



5.2 Important info

Accessible design

It's important to think about the wider needs of our audience when designing.

In the UK, the UK Equality Act says people with disabilities should be able to access your work to the same standard as people without disabilities. This means making reasonable adjustments if needed.

Print design

The best way to ensure accessible print materials is to create alternatives e.g. large print or high contrast versions — and clearly advertise how your audience can access these versions.

On a large print design, some things to consider:

- ✔ Use clearly contrasting colours ensuring that the document works in greyscale
- ✔ Use large, clear fonts, with 12pt as the minimum for body copy
- ✔ Align text to the left and use sentence case
- ✔ Avoid placing text over photographs, illustrations or other busy backgrounds
- ✔ Keep the content straightforward and use headings to break up copy
- ✔ Avoid visual clutter and maximise 'white' space

Website design

As the standard for web accessibility in the UK is WCAG 2.1 Level AA, your website should align with its requirements for web accessibility.

The following WCAG accessibility best practises should be considered when creating content.

- ✔ **Alternative text:** Images and other non-text content should have descriptive alternative text (alt text) added to them so they can be read by a screen reader.
- ✔ **Keyboard navigation:** All website functionality should be available using a keyboard only.
- ✔ **Descriptive links:** Using generic link text like 'learn more' and 'click here' provide no context to screen reader users. All link text should therefore make sense when read in isolation.
- ✔ **Readability:** Use clear fonts and format copy logically with headings that enable skimming.
- ✔ **Contrast:** Text and images of text have sufficient colour contrast ratio for users with low vision.

This list is just a selection of accessibility recommendations. To see the full list of WCAG 2.1 requirements and techniques for achieving them, check the WCAG guidelines.

Information sourced from www.siteimprove.com



5.4 Important info

Contact details

For more information on our brand or how to use our guidelines, please get in touch.

Ian Daniels
Director of Fundraising
& Head of Communications
07985 168273
ian@lgfb.co.uk





Look Good Feel Better
West Hill House, 32 West Hill,
Epsom, Surrey, KT19 8JD