

Battersea Power Station
Foundation

Brand Guidelines



About these guidelines

This document gives a brief introduction to the Battersea Power Station Foundation identity. Our values and personality are explained. Guidance is given on the logo, colours, typeface, illustration, tone-of-voice and photography.

The final section gives a brief glimpse of how the brand & identity come together in the form of sample applications.

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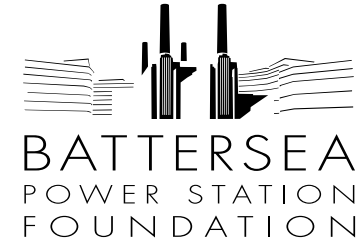
Our Values

It is important to understand the values close to the core of the Foundation. These values underpin everything that we do. From the way we communicate with potential grantees to the how we behave towards each other.

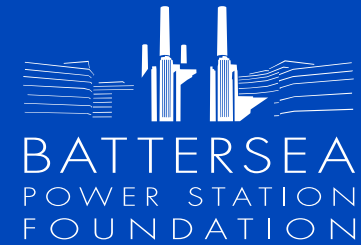
We are honest, friendly, approachable and thoughtful. We are open-minded about the work we may support, transparent in our dealings and excited by the new whilst happy to support the tried and tested. Our personable approach helps to build trust.

Our Logo

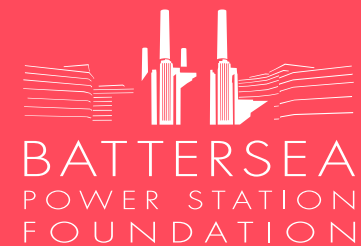
The Foundation logo is derived from the master Battersea Power Station brand. This allows the Foundation brand to be playful (through illustration and content) but retain a strong link to Battersea.



Black logo on white



White logo on Blue



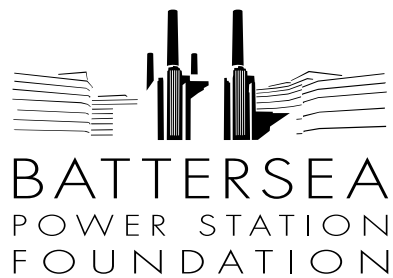
White logo on Raspberry

Minimum size



20mm

Exclusion zone



Blue

C M Y K
96 66 00 00

R G B
000 71 186

Pantone
PMS 2728C

Raspberry

C M Y K
00 79 50 00

R G B
255 73 92

Pantone
PMS 1785C

Colour

The colours of the Foundation reflect our personality - bright, bold and vibrant. We are predominately a two-tone brand that employ a vivid blue and raspberry palette.

Typography

We only use one typeface - Futura Std Book. It is from the same family as the Battersea Power Station brand but we use it in a bold, modern way.

We are playful in our use of typography and use it to convey our brand values.

07 Futura
Std
Book

Typographic rules

Leading
(below 40pt font size)
1.2 x the font size

Leading
(above 40pt font size)
Same as the font size

Tracking
+50

Kerning
Optical

Underline
Used to highlight words
and replaces emboldening
or italicising

Tone-of-voice

Establishing a suitable tone-of-voice is vital to conveying the brand values of the Foundation. It is very rare that a piece of communication does not contain words and so copywriting plays an important part in the brand.

We believe the Foundation tone should be:

- Positive
- Conversational
- Friendly
- Helpful
- Experienced

Our aim

We want to encourage better connections between, and amongst local communities, so people feel a greater sense of ownership and responsibility for the places where they live.

Our approach

To catalyse change in neighbourhoods in order to create sustainable and vibrant communities.

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We want to make a practical difference and to understand the outcomes of our funding.

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What we look for:

Pitching in is a great part of the picture

We like to see volunteers put to good use, from pro-bono professionals to young people and local communities.

Tone-of-voice example 3

What we look for:

Backing for the future

We like to fund work that has practical results and a wider impact, such as value beyond the direct beneficiaries or a legacy for the future.

Long term not quick fix.

Tone-of-voice example 4

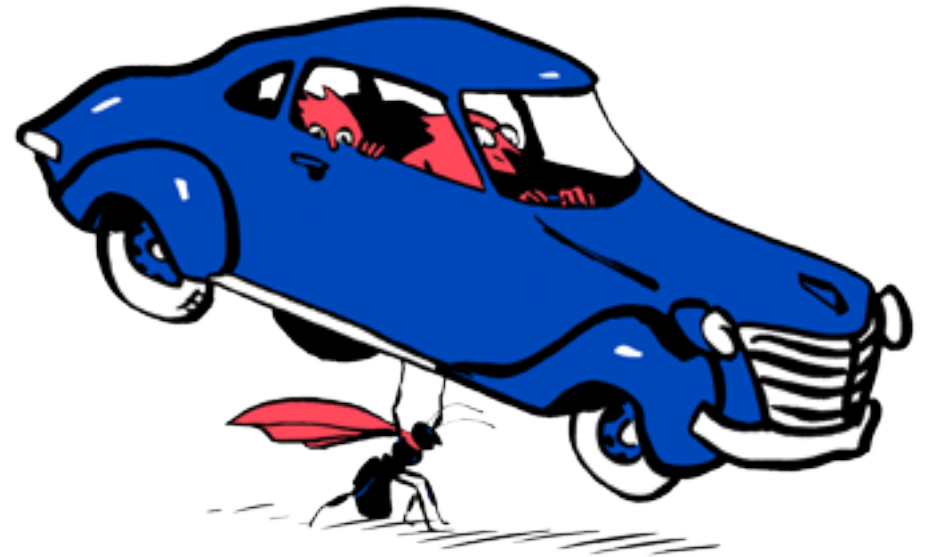
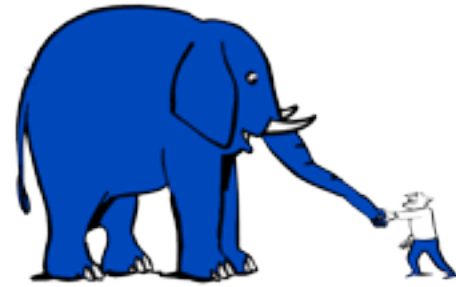
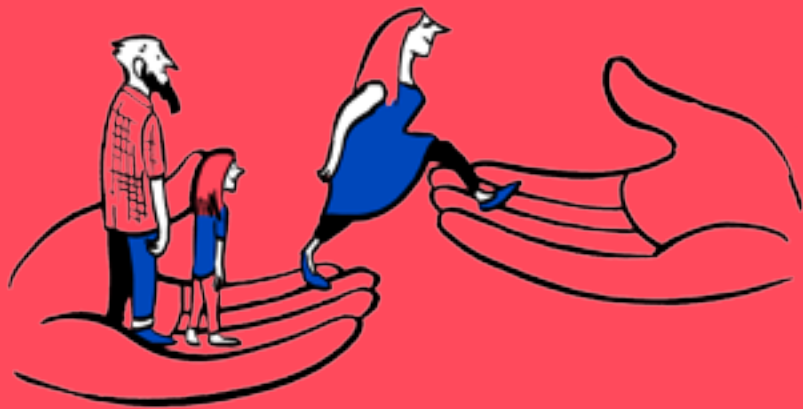
Illustration

Commissioned illustration forms an important part of our identity. It helps to convey our messages in an engaging and playful way.

Upon the launch of the Foundation we have commissioned renowned illustrator Nishant Chokski to create series of scenes.

Each scene supports a specific message and so usage should be carefully considered to ensure the illustration suits the application.





Bringing the brand to life



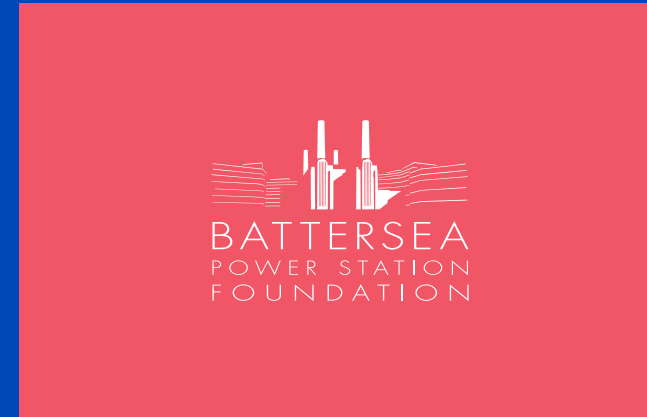
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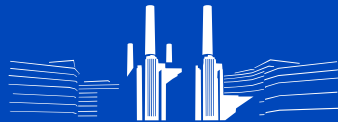
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