Brand Guidelines

Introduction

This is the beginning of a new chapter for our organisation.

Our new brand marks the launch of a new business. The legacy we share sets our foundations, giving us a unique opportunity to take the best of what we had before and build on this for the future.

We have a proud history, we've grown and developed from smaller businesses into a stronger, large-scale provider of adult social care. We are stable and commercially strong, giving us the platform to invest in our future.

ivolve is much more than a logo or a name. It's about how we've evolved, how we're creating a new way forward together. It reflects the size of our business and the future we have. ivolve shows we are fresh, we are modern, and we are ambitious in our goal to create flourishing lives. This new way forward will set us apart.

Contents

Our Purpose

We help people to flourish in homes that enrich their lives.

People choose ivolve because of the experiences we create. We help the people we support to be ambitious, to be fulfilled, and to be the best that they can be through our person-led approach. What makes us different is the professional expertise and passion of our team. We genuinely care, and we love helping people to set and reach their goals.

Our Ambition

We're on a mission to grow our business. We'll do this in a sustainable way, and we will be a leading national provider of adult specialist care.

Our Values

Our values reflect our culture, the way we behave and the way we do things. There's something quite special about the people who work here. Together we create a fresh approach to care and support.

WE ARE PASSIONATE

WE ARE KIND

WE ARE RESILIENT

Our Brand Identity

We've made these guidelines to outline what our brand should look and sound like. They will help to set us apart from our competition.

This guide will help bring consistency every time somebody interacts with us.

Our brand will express what we stand for in a way that's clear and engaging. It will help us to communicate with our core audience in a clear and consistent way. The key to building a successful brand is consistency. Please familiarise yourself with these guidelines and embrace them in the spirit intended.

Our Logo & Symbol

Our logo is made up of a wordmark (ivolve) and symbol (flourish). This should remain the same and should not be adjusted.

We've created two options for the logo. The first is used for the ivolve Group. This should be used on corporate communications and represents the entire organisation.

The second Logo & Symbol option is public facing and should be used in less formal communications. 'Care and Support' clearly communicates what ivolve provides, and as such helps to position the organisation with external audiences.

We've created an exclusion zone to show the amount of space given to the logo options. This allows them to breathe when they're placed into documents and material. Setting the ivolve logo and symbol apart, it improves readability and helps it to stand out on the page.

Logo One

Logo Two

Exclusion Zone

Logo Use

Application

When using the ivolve Logo & Symbol, please be mindful of the version you choose. To maximise contrast, think about the best colour combination to use. This will also help us to work within accessibility guidelines.

Implementation

To protect the integrity of the brand and to ensure consistency, we've introduced some simple rules around how the ivolve Logo & Symbol should be used.

Dark Green Background

Off-white Background

White Background

Dark Green Background (Mono)

White Background (Mono)

✖ Do not use a different shade

✖ Do not outline

✖ Do not use light on light colours

✖ Do not use off-brand colours

✖ Do not squash or stretch

✖ Do not add effects

Typography

We use a singular typeface, Volte Rounded – we chose the typeface for its rounded quality. There are three different weights that will introduce hierarchy and interest into layouts. This presents a warm and friendly persona and aligns with our values.

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789!?#£@&%

Volte Rounded Medium

Minimum Size — 12pt

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz0123456789!?#£@&%

Volte Rounded Regular

Minimum Size — 12pt

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQq
RrSsTtUuVvWwXxYyZz0123456789!?#£@&%

Web-Safe Typography

When you are using programs such as Microsoft Word and PowerPoint, and you don't have Volte Rounded installed on you computer, you should use the font Corbel.

Corbel contains soft, rounded corners and terminals which are similar to Volte Rounded, our primary brand typeface.

Corbel Bold

Minimum Size — 30pt

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789!?#£@&%

Corbel Regular

Minimum Size — 12pt

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz0123456789!?#£@&%

Corbel Light

Minimum Size — 12pt
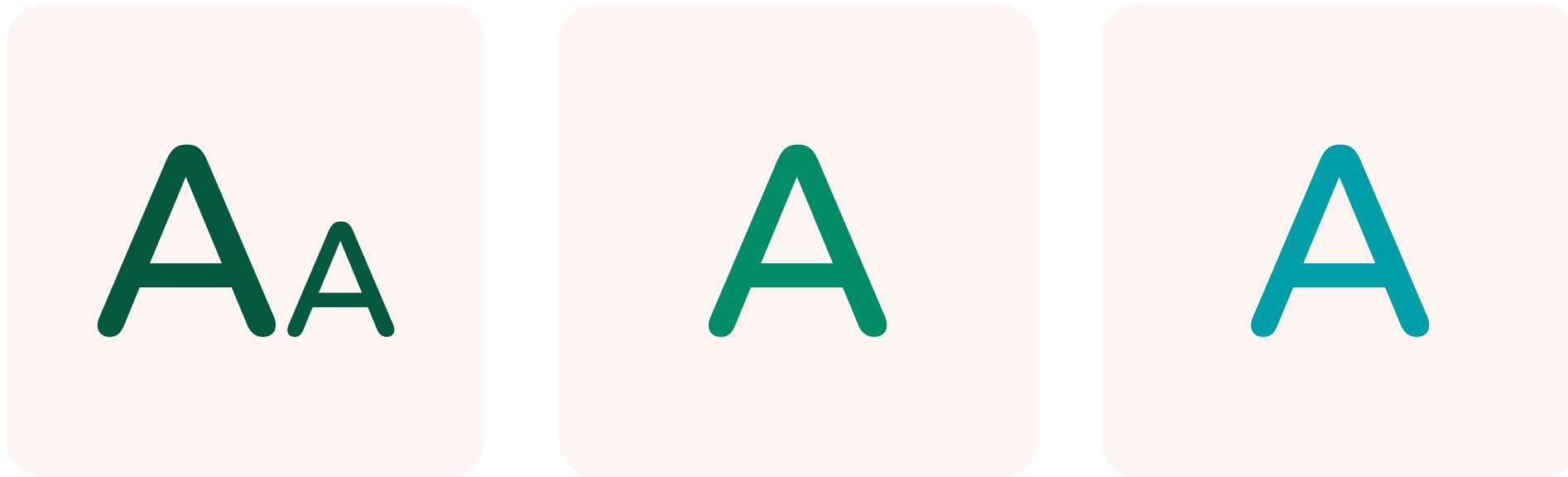
AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQq
RrSsTtUuVvWwXxYyZz0123456789!?#£@&%

Type and Accessibility

We've chosen a range of colour combinations as shown on the opposite page. This helps us to conform to accessibility standards.

Please make sure you apply these combinations to typography when you're producing communications for ivolve.

Colour Palettes tested against WCAG 2.1 Level AA

AA

A
Large Text Only

A
Large Text Only

AA

AA

A
Large Text Only

A
Large Text Only

A
Large Text Only

A
Large Text Only

A
Large Text Only

A
Large Text Only

Colour Palette

Colour is an essential part of brand, a key component in improving recognition. It's important that we work within the approved colour palette set out in this section.

The ivolve colour palette is a mix of blues and greens (symbolic of a flourishing environment) combined with a contrasting off-white. To extend the palette, and create extra interest, we have a series of gradients we can deploy.

Note: When creating presentation decks, use white as the main background colour rather than the off-white.

Dark Green

C86 M15 Y81 K40
R2 G90 B64
Hex 025A40
Pantone 3435C & 3435U

Mid Green

C85 M0 Y65 K0
R0 G140 B103
Hex 008C67
Pantone 3288C & 3288U

Off-White

C0 M6 Y4 K0
R255 G246 B241
Hex FFF6F1
Pantone 156U and 156C at 10%
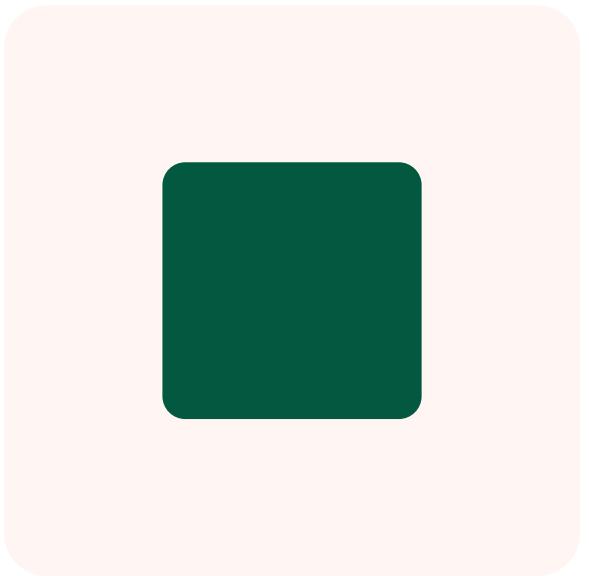
Bright Green

C45 M0 Y93 K0
R107 G208 B82
Hex 6BD052
Pantone 368C & 2286U

Blue

C79 M15 Y36 K0
R0 G158 B165
Hex 009EA5
Pantone 7710C & 7709U
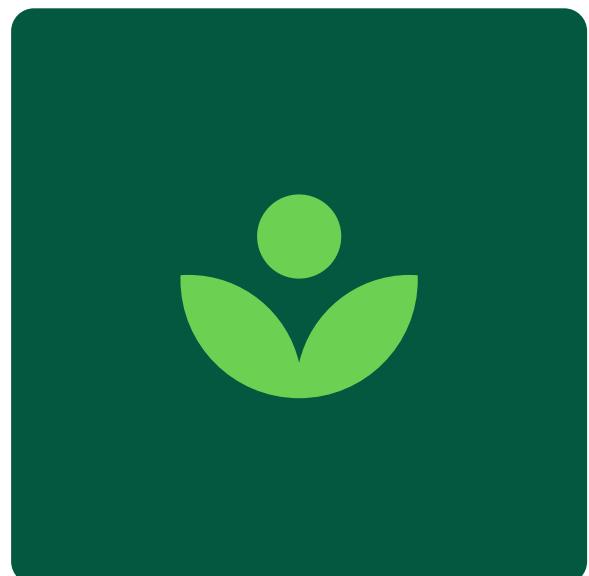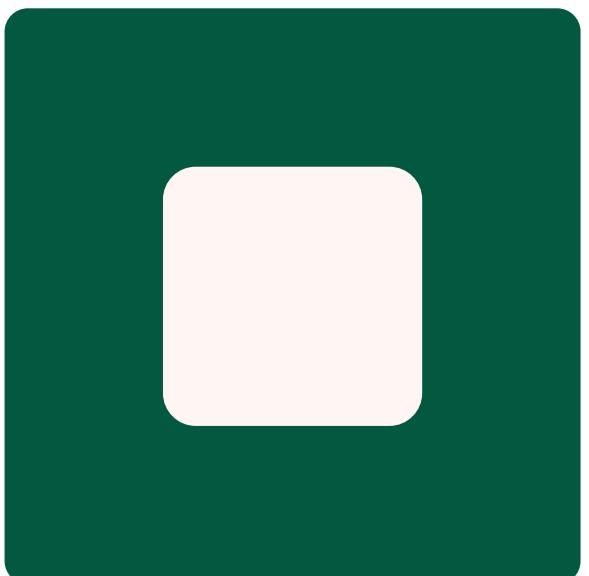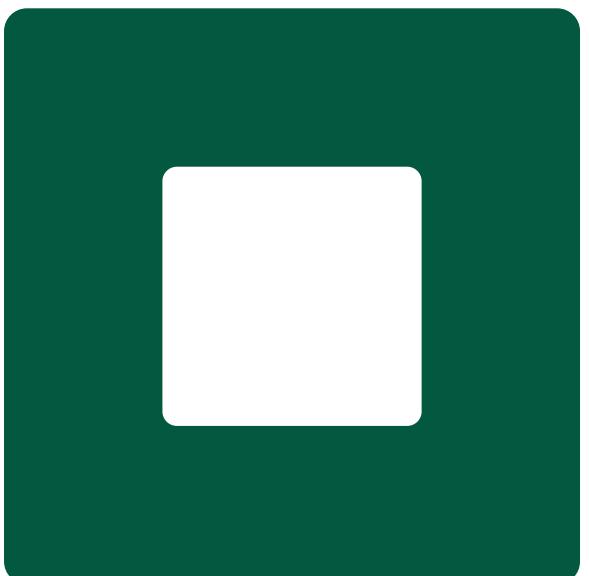
Colour and Accessibility

There are a range of acceptable colour combinations which conform to accessibility standards, as displayed opposite. Please make sure these standards are followed whenever you are implementing the brand. As part of a wider consideration, please take accessibility into account when designing or producing communications for the organisation.

Colour Palettes tested against WCAG 2.1 Level AA

Symbols Only

Symbols Only

Symbols Only

Symbols Only

Symbols Only

Symbols Only

Symbols Only

Symbols Only

Iconography

We've designed a series of brand icons to symbolise the values of our organisation and what it's like here. Each icon will help us to tell the story of our strength and quality.

For clarity, we've identified what each icon has been designed to represent on the opposite page.
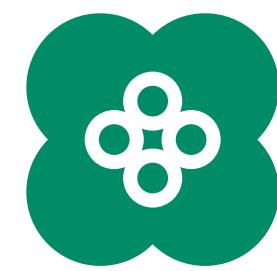
|					
Growth	Individual	Happiness	Safety	Opportunities	Health
Self	Focus	Love	Communication	Home	Relationships
Choice	Money	Life	Friendships and family	Evolution	Precious
Flower	Evolve	Equality	Passionate	Kind	Resilient
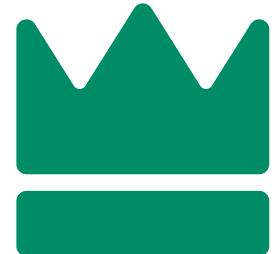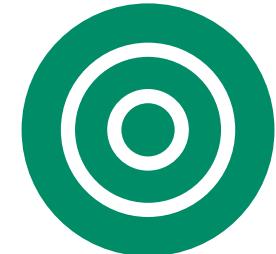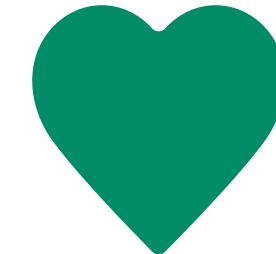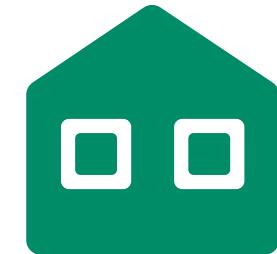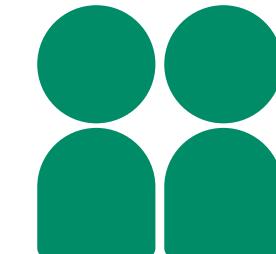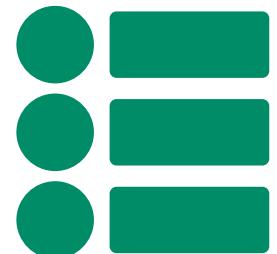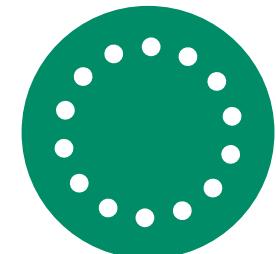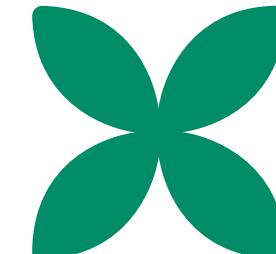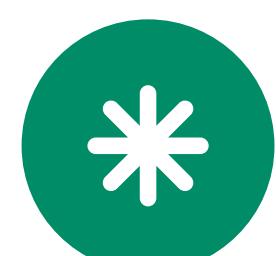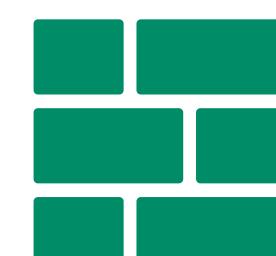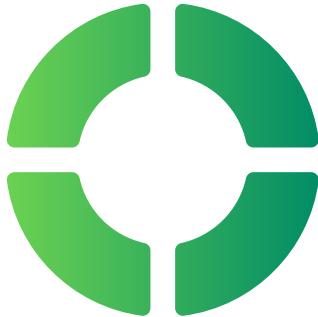
Gradients

We use gradients in our iconography to add more depth and colour to our brand personality. We created these gradients from the green and blues from our colour palette.
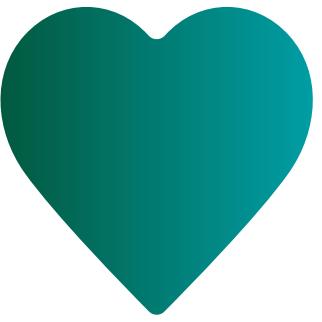
These gradients can be reversed, rotated and resized to help add variety to any design.

We'd suggest using these icons on documents that contain no imagery.
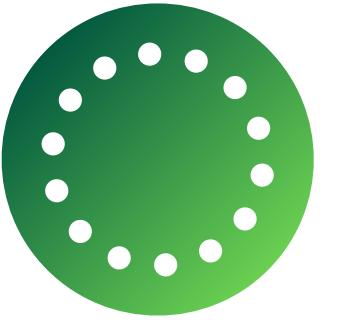
Bright Green & Mid Green
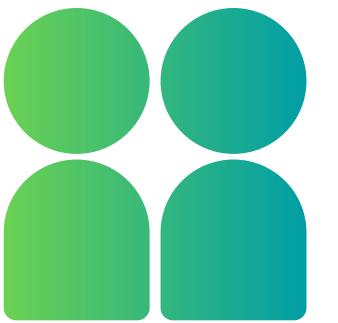
Dark Green & Blue

Dark Green & Bright Green

Bright Green & Blue
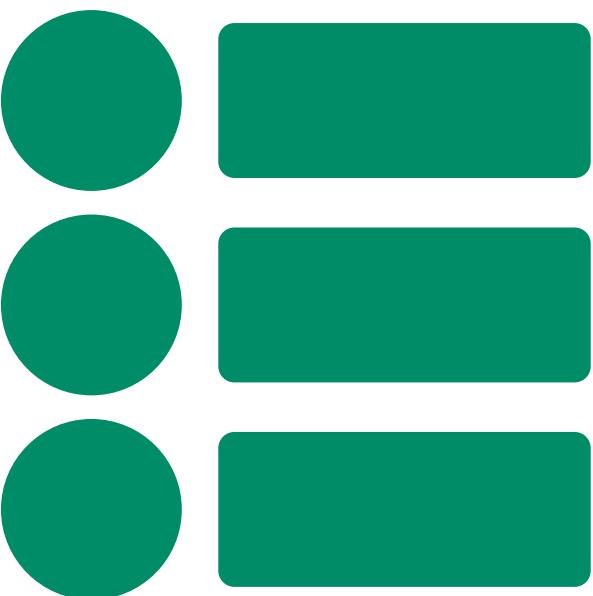
Iconography
In Action

The opposite page shows our iconography in action. We've created three options: as a flat colour, as a gradient or as a photographic window.

If you're using the icons to house photography, please consider scale. Images should not be displayed at sizes that are difficult to view.

Images can be placed alongside icons, but they should never touch.

The options can be used on both white and off-white backgrounds.

Solid Colour

Used to promote, support or communicate a value or attribute.

Gradient

Used decoratively on documents and content without imagery.

Window

Used to house imagery. The icons we use as windows can be found on page 21.

Tone of Voice

Words are our most powerful tool to influence and persuade people. What's more, they're free, available and ready to use. With a little consideration, a few gentle guidelines and a bit of imagination, they will do great things for us.

So, think of this less as a set of rules, and more as a gateway to sparkling and powerful language that's as enjoyable to read as it is to write.

Tone of Voice Substitutions

Here's a list of substitutions which we can use to help make our tone of voice more of a representation of who we are.

Our sector uses loads of acronyms so we always write them out in full. We avoid jargon too.

We use contractions. Like we'll, you'll, haven't – it's more conversational.

You should also always make sure you never capitalise the word 'ivolve'. We like to make sure we reflect the warmth of our logo in anything we write.

___

Instead Of	Use
Ivolve	ivolve
The people we support	The people we support
have issues	have needs
Person-centred	Person-led
Staff	Colleagues
Additional	Extra
Advise	Tell
Assistance	Help
Commence	Start
Enable	Let
Ensure	Make Sure
Further	More
However	But
In Order To	To
Obtain	Get
Prior To	Before
Provide	Give
Request	Ask
Require	Need
Resolve	Fix
Therefore	So
Utilise	Use
You Should	Please

Tone of Voice Principles

The way we communicate on any of our marketing material and contact with colleagues or clients should always follow these two key principles.

We're Ambitious

We're ambitious for the people we support and ourselves. Our writing will have lots of energy and positivity. We'll avoid passive writing – it sounds way too formal. Instead of saying 'Your letter will be replied to in due course.' Please say 'We'll reply as soon as we can.'

A good rule to follow is if you can add 'by monkeys' to the end of a sentence, then it's a passive sentence.

We're Clear

Our teams are very busy – so we'll be concise and clear. The first sentence of anything we say should tell you what you need to know. Only after that do we get into reasons and details.

The way we describe things should make people feel reassured and confident.

Photography
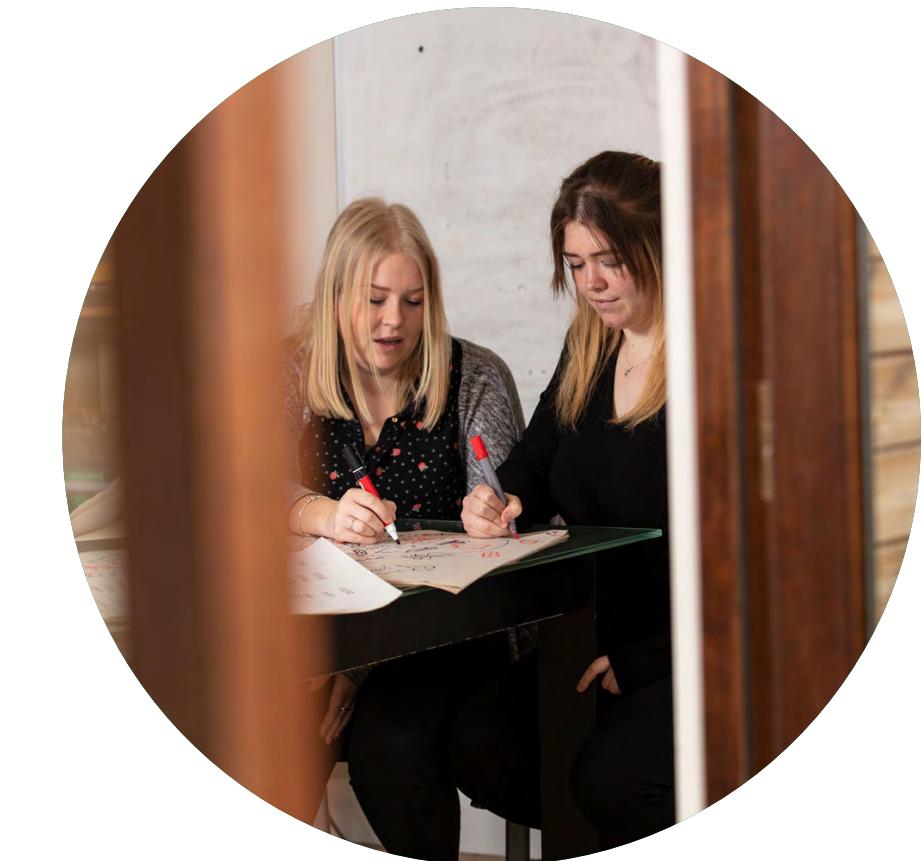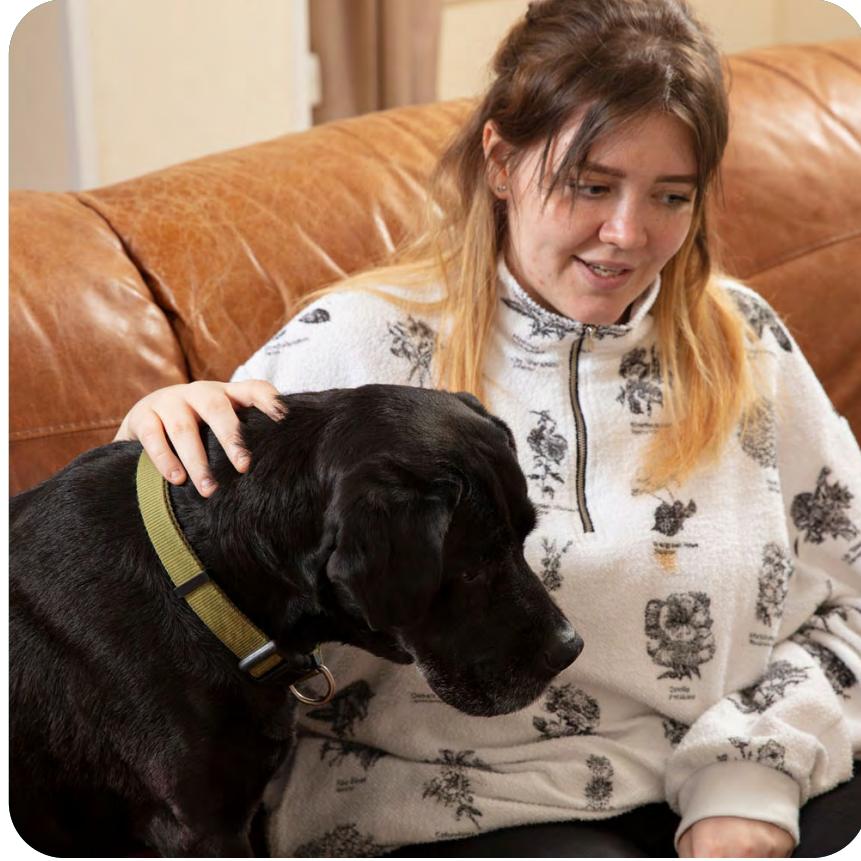
To ensure a consistent approach to photography, it's important to be clear on how photographs should be used. This is a simple guide to how we use photography to define the ivolve brand.

Photography General Mood

The professional expertise and passion of our team sets us apart from our competition. We genuinely care and we love helping people to set and reach their goals. We want these qualities to shine through in the images we use.

Our images should always be bright and colourful, and show natural scenarios that are informal and engaging. They shouldn't feel staged or posed. They should be aspirational and dotted with lots of positivity.

Photography Lifestyle and Moments

The images we use can be a combination of lifestyle images that showcase the day-to-day togetherness and warmth between our residents and colleagues. Or images that capture and showcase those cherished 'moments' – whether that be an activity, a connection, or an achievement.

Lifestyle
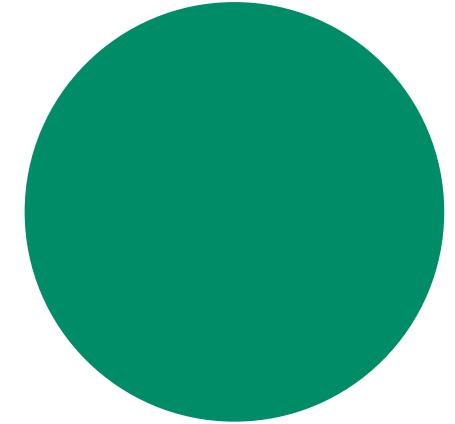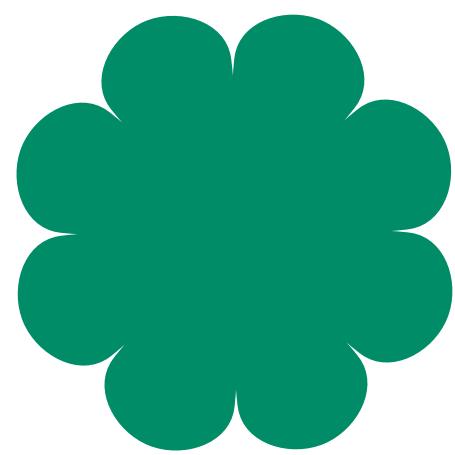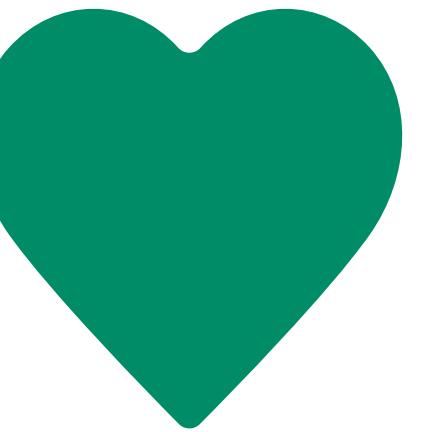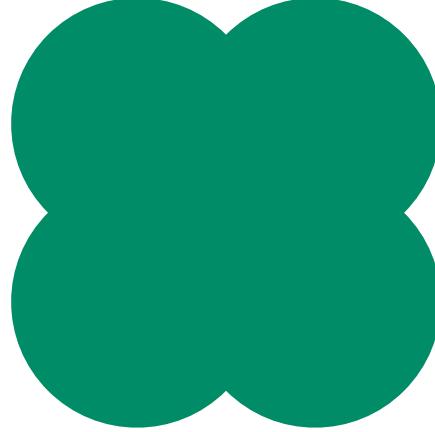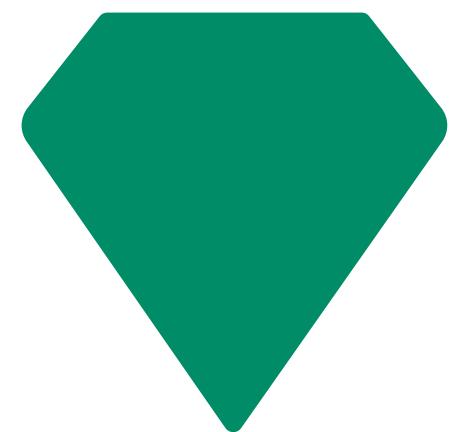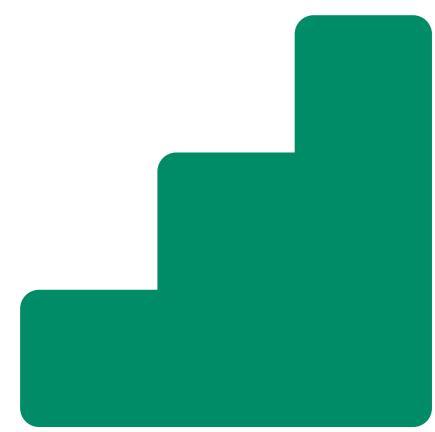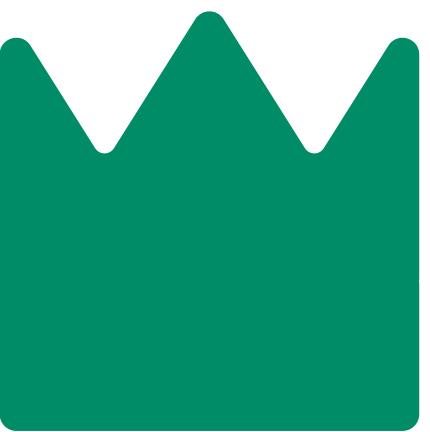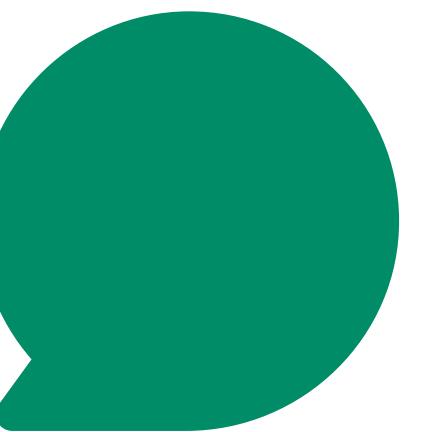
Moments

Iconography for Photography

When we crop images into our iconography, make sure you only use one of the shapes to the right. These shapes have been taken from our iconography and their shape should never be tweaked or skewed.
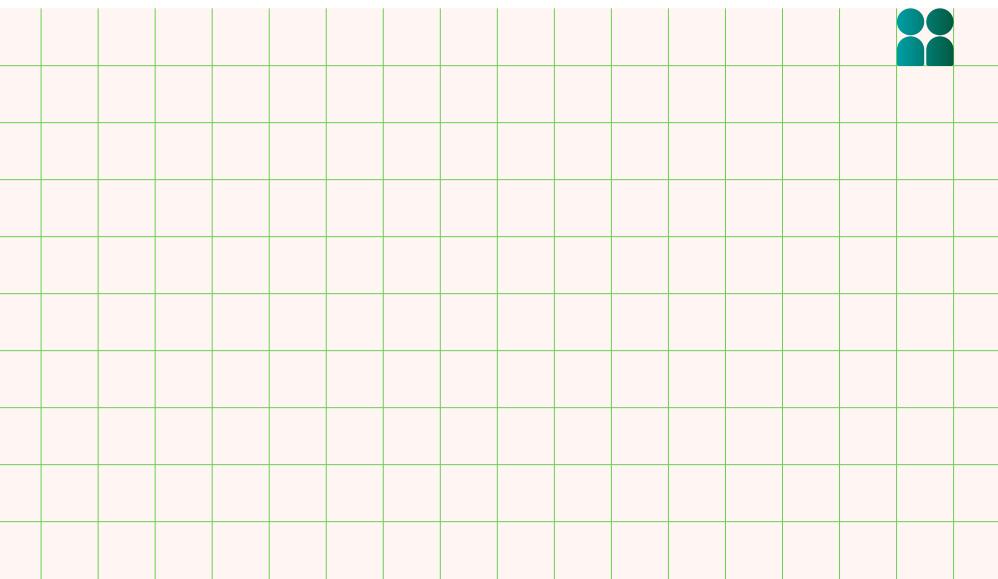
Master Grid
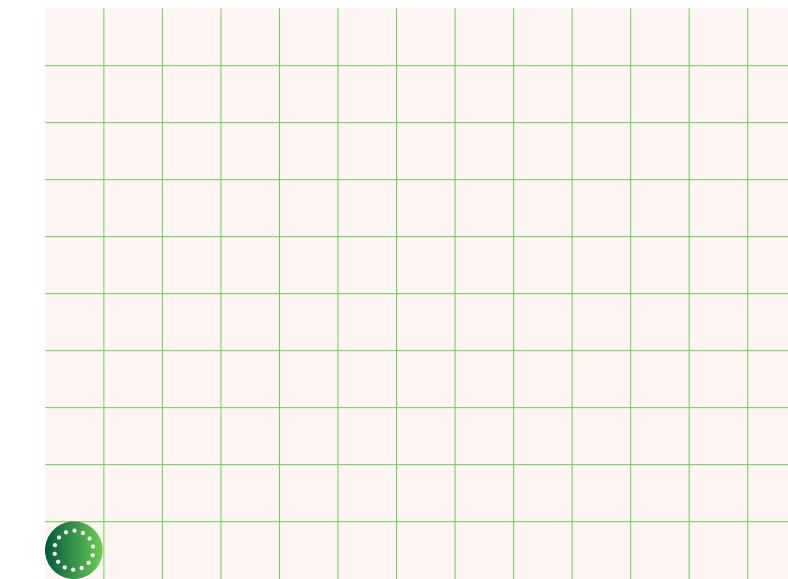
Here you can see some common paper and screen sizes, and the ratios you can use to guide you as to the size iconography should be when used in these formats.

Icons should always be the size of one of the square within these grids.
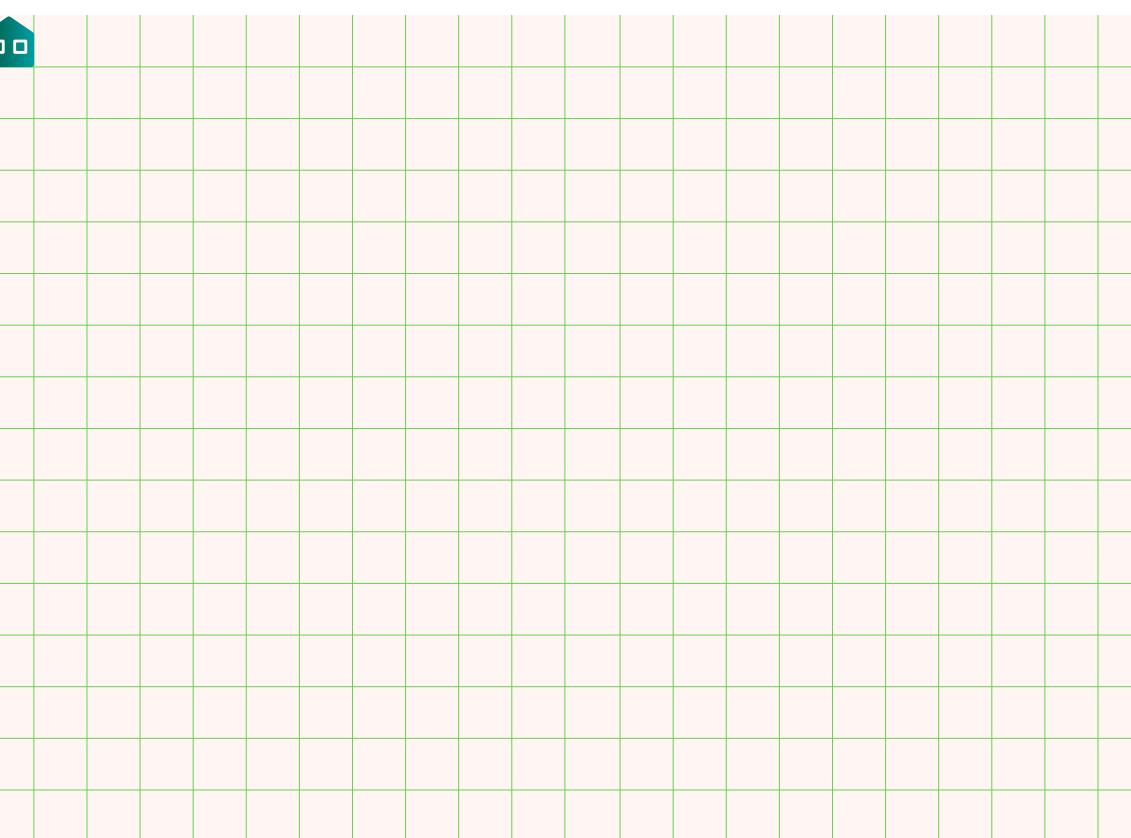
Wide Screen 18x10
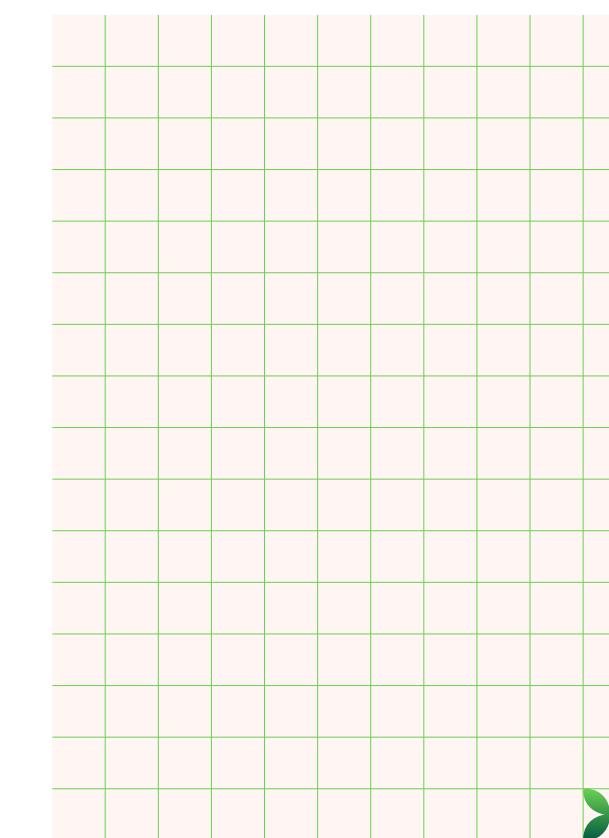
Standard Screen 13x10
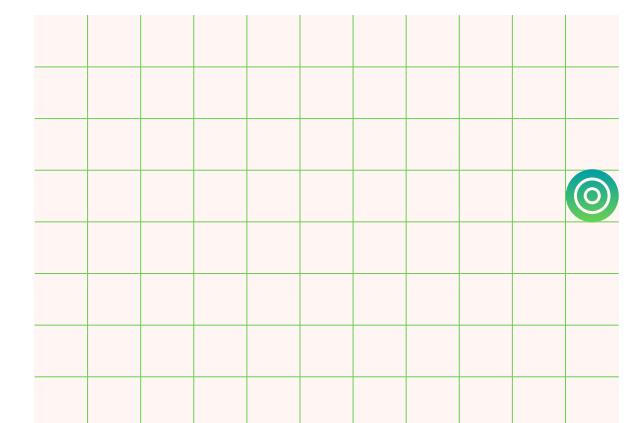
A3 22x16

A4 11x16

A5 11x8

Contact Details

If you have any questions about the
ivolve guidelines, please contact;

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ivolve
Care & Support